



*COMMUNITY
OUTREACH AND
ENGAGEMENT
PLAN*

County of Maui Hazard Mitigation Plan Update 2020

Community Outreach and Engagement Plan

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Purpose

The purpose of the Outreach and Engagement Plan is to describe how residents, stakeholders and leaders of the communities within Maui County will participate in the hazard mitigation planning process toward the development of the County of Maui Hazard Mitigation Plan Update in order to advance mitigation planning activities and maintain eligibility for post-disaster mitigation funding. The Planning Team, a group comprised of several County leaders and the consulting team is responsible for implementing this Outreach and Engagement Plan.

Goal and Objectives

The primary goal of the Community Outreach and Engagement Plan is to generate interest and involvement in the hazard mitigation planning process. This plan includes strategies to generate public interest, solicit public input, engage county partners and create opportunities for Maui County residents and key stakeholders to be actively involved in the mitigation planning process.

Core objectives of this Plan are to:

1. Promote dialogue among local stakeholders, community leaders and residents across sectors, disciplines and geography to identify issues, challenges, strengths and values relevant to hazard mitigation planning.
2. Build lasting partnerships to strengthen continuity of effort and plan implementation.
3. Utilize a wide range of tools and engagement opportunities to solicit and acquire public input regarding plan content and implementation.

Overview

The Hazard Mitigation Plan benefits the County directly and should accurately reflect the hazard risks and vulnerabilities faced by the communities of Maui, Moloka`i and Lana`i. It should also propose strategies and initiatives that will markedly reduce those risks and enhance the safety, sustainability and well-being of residents. The plan can do this only with the inputs, recommendations and advocacy of Maui County residents and stakeholders. The outreach and engagement strategies outlined in this document aim to achieve broad participation across communities, departments and sectors to reach those who stand to benefit from the project.

Outreach will focus on three target groups / audiences:

1. Hazard Mitigation Steering Committee
2. Community leaders and stakeholders
3. General public

While distinctions between the above audiences are imprecise (i.e., all being residents of Maui County), strategies of engagement (further described below) will vary in order to accomplish project outcomes. Involvement of industry leaders, department heads and organizations with complementary missions is desirable to strengthen and validate the mitigation planning effort.

As much as possible, the consulting team will engage in-person, conducting face-to-face meetings to generate interest in the project, share updates and information, and help build lasting partnerships.

Public input will greatly enhance the relevance and value of the Hazard Mitigation Plan. All reasonable effort will be made to provide opportunities for local stakeholders and the public to be actively involved

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in the mitigation planning process. Meetings, public opinion surveys, media releases, an online presence and feedback mechanisms will afford opportunities to learn about and contribute to the process. Specific planning guidance will be sought during Steering Committee meetings, stakeholder interviews and public meetings.

Engagement Strategies

Outreach engagement to these groups will include a distinct message, a Project Fact Sheet, a Project Webpage, outreach to news media and social media, and review of the Draft Plan.

The Hazard Mitigation Message

Key to promoting community outreach and engagement will be the development of a compelling message that describes the value and importance of hazard mitigation, its role in promoting resilience, how it helps us adapt to a changing climate, and why it matters to Maui County residents. This message will be used to generate interest and involvement in hazard mitigation planning, as well as related emergency preparedness and response activities.

The Hazard Mitigation message will be consistently incorporated into all outreach materials, including fact sheets, presentations, press releases, social media posts, promotional emails, etc. Multiple channels and repeated messages will be used to “get the word out,” communicating project milestones and events such as public meetings.

Steering Committee members, stakeholders, community representatives will be relied upon to share and promote information and materials related to the Hazard Mitigation Plan Update among their staff and constituents.

In addition, media outlets (e.g., newspapers, radio), social media, and the Maui County website will be utilized to maintain ongoing visibility throughout the period of project performance. These, and other channels of communication, as applicable, will be used to announce dates, times and locations of public meetings.

A schedule of announcements and press releases along with a list of contacts and submittal requirements will be developed by the team to facilitate messaging.

Project Fact Sheet

A double-sided, one-page Project Fact Sheet will be developed for the purposes of describing the project and soliciting public involvement. The Fact Sheet will promote the public opinion survey, public workshops and an opportunity to review the draft plan. The Fact Sheet will be available in print and digital form. Hard copies will be distributed at meetings and provided to Steering Committee members for distribution among their constituents.

Project Webpage

A digital “home base” will be created for information and announcements regarding the County Hazard Mitigation Plan. The web page will include background information, a project timeline, meeting announcements, and a link to the draft plan. The Planning Team will make the final determination regarding project web page content.

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News Media and Social Media

The County will distribute press releases announcing project meetings and opportunities for participation to news outlets typically used by County Emergency Management. In addition, the Planning Team may utilize social media such as Facebook to make similar announcements.

Public Opinion Survey

A public opinion survey will provide an opportunity for individuals living and working in the County to share their opinions and participate in the mitigation planning process. The information will help the Steering Committee better understand what hazards are of most concern and what mitigation actions are of particular interest. The survey will be a digital survey (by way of [SurveyMonkey](#)), hard copies may also be distributed at public meetings. The use of an interactive presentation tool such as [Mentimeter](#) may also be used to obtain audience feedback.

Draft Plan Review

A Draft Final version of the Hazard Mitigation Plan Update will be made available for review prior to the County Emergency Management Agency sending the plan to the State for their review. The draft will be available in hard copy in the County Emergency Management Agency and online in digital form. A comment form will be available to reviewers and all comments will be considered by the Steering Committee for inclusion in the final plan.

Engaging Target Groups / Audiences

Steering Committee Meetings

A Steering Committee comprised of county stakeholders and key community leaders will assist the consulting team with hazard identification, data collection, stakeholder engagement, and development of the mitigation strategy.

The Steering Committee will meet four times. In addition, this committee will have the opportunity to review the plan prior to sending it to the Hawaii Emergency Management Agency (HI-EMA) and to the Federal Emergency Management Agency (FEMA). The consulting team will coordinate closely with the Steering Committee to determine an effective meeting schedule and location that works best for all involved.

- Meeting #1 (December 10, 2019): The first Steering Committee meeting will be held about a month into the planning process. The meeting will include an opportunity for the consulting team to describe the mitigation planning process, and for the Steering Committee to learn about their roles and responsibilities in developing the plan. This meeting will also include sessions to:
 - Identify natural hazards and critical facilities
 - Discuss implementation of the Community Outreach and Engagement Plan
 - Review potential mitigation actions based on wish-list projects
- Meeting #2 (February 4, 2020): The second Steering Committee meeting will be an opportunity for the consulting team to share the preliminary risk and vulnerability assessment results. In addition, the consulting team will work with the Steering Committee to:
 - Review and potentially revise previous goal statements
 - Identify potential hazard mitigation actions

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- Discuss the next steps of community engagement
- Meeting #3 (April 2020): The third meeting serves to further identify mitigation actions and their prioritization. In addition, at this meeting we will:
 - Review preliminary results from the public opinion survey
 - Discuss final Risk Assessment and Capability Assessment Results
 - Discuss community engagement and final meetings
- Meeting #4 (June 2020): The final Steering Committee meeting will be a time to:
 - Review the priority order of mitigation actions
 - Review the draft plan and prepare for its public review
 - Discuss processes for implementing the plan and seeking grant funding

Call-in or video conferencing options will be available during Steering Committee Meetings to provide opportunities for representatives of Maui County's more remote communities to participate.

Stakeholder Interviews and County Tours

For stakeholder meetings, we propose meeting with key county officials, business leaders, public utilities and private industry. Travel to these meetings provides opportunities to tour the County and meet people in their "home" environment. The purpose of these meetings is to gather detailed insight into the Maui County's pre-disaster mitigation capabilities, hazards, and mitigation project interests. Efforts will be made to provide context and content to stakeholders in advance of interviews/meetings to be most efficient and respectful of their time. In addition, the Planning Team will tour the County to identify areas of high risk and potential mitigation actions.

Public Meetings

Two public meetings, each conducted within three distinct locations of the County, will offer opportunities for the consulting team and the Steering Committee to learn from the public and key stakeholders, and to share information with the public regarding the planning process.

- Public Meeting #1 (week of February 3, 2020): The first public meeting will be an opportunity for the Steering Committee and the consulting team to gather local knowledge of hazard events and identify natural hazards and critical facilities to include in the plan. In addition, the Steering Committee will gain insight from the County regarding areas of risk that may not be apparent in a risk analysis, and potential mitigation actions for the community. We will also discuss continued public involvement and introduce a public opinion survey. Maps and other presentation materials will be used to identify and facilitate participant discussion about places of high hazard and explore ways to mitigate risk.
- Public Meeting #2 (June 2020): The second public meeting will be an opportunity for the consulting team and Steering Committee to share the draft plan with the public and obtain feedback. The final risk and vulnerability assessment and a list of proposed mitigation actions will be reviewed. In addition, participants will learn how they can review the draft plan in its entirety and provide comment.

All engagements will be documented to measure participation and meet plan requirements. Sign-in sheets will be used at all meetings to track attendance and develop a contact list for follow-up and follow-on engagement.

Engagement Strategy Evaluation

The success of community outreach activities will have implications for follow-on engagement as envisioned in the Plan Implementation and Maintenance section of the Hazard Mitigation Plan. Over the course of the project, the consulting team will evaluate challenges and successes in working with target audiences, modify approaches and recommend strategies for continued engagement.