



2023 Impact Report

Holomua Marine Initiative



HAWAI'I COMMUNITY FOUNDATION

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Executive Summary

The ocean and its resources are central to Hawai‘i’s livelihoods, culture, health, and lifestyle. Collaborative action is needed to ensure that marine resources are healthy and abundant for current and future generations. *The Holomua Marine Initiative Fund* is a pooled fund at Hawai‘i Community Foundation (HCF) that supports the state’s Holomua Marine Initiative, a community-based planning approach that will ensure local knowledge is guiding marine resource management planning at every step in the process.

This year, community engagement strengthened with the launch of a pilot cohort program, coordinated by Kua‘āina Ulu ‘Auamo (KUA) on Maui, as well as the expansion of the Holomua Marine network and the Makai Watch community program. Community groups have continued their roles as stewards of marine management areas and Hawai‘i’s marine resources.

A strong foundation in science continues to anchor the Holomua Marine Initiative, with the Hawai‘i Monitoring and Reporting Collaborative (HIMARC) coordinating with the state Division of Aquatic Resources (DAR) and a diverse group of partners to deliver data management tools and products that enable effective monitoring of marine resources. As HIMARC works to support the data management needs of DAR and the Holomua Marine Initiative, its efforts are also targeted at working with community groups including Mālama Pupukea Waimea on O‘ahu and Kipahulu ‘Ohana on Maui to strengthen community-based monitoring.

Communications and outreach efforts have ramped up with the completion of a draft communications plan for DAR, the participation of Holomua Marine team members at the International Marine Protected Areas Congress (IMPAC5), and the continued engagement of community groups

across the state to support the aspirations of the Holomua Marine Initiative.

The road to effective management and good governance was also reinforced with the launch of a three-year project aimed at evaluating the effectiveness of the Holomua Marine Initiative, an assessment of the Makai Watch program conducted by Conservation International, and the revision of herbivore regulations.

Public funding also increased to support the hiring of additional Makai Watch coordinators as well as more enforcement officers at DOCARE.

It has been a productive and inspiring time for the Holomua Marine Initiative. HCF looks forward to the coming years during which momentum will continue to build as the Holomua Marine Cohort grows, the Makai Watch community program expands, the efforts of HIMARC continue to strengthen agency and community capacity for monitoring and data management, the evaluation of Holomua Marine draws closer to completion, and stakeholders become even more engaged in achieving our collective goals of community stewardship, management effectiveness and good governance for Hawai‘i’s marine resources and ecosystems.

Empowering Community Efforts

In 2022, the Holomua Marine Initiative continued to focus on ensuring that all engaged entities grow in capacity, competency, and leadership. The needs of the community remain a clear priority, and the state remains committed to community co-management. One of the biggest achievements of the year was the pilot and launch of a cohort of community organizations that received grants from HCF's Holomua Marine Initiative Pooled Fund. The Holomua Marine Cohort was launched on Maui this year, with the engagement of six community groups, and coordinated by one of the state's most trusted community organizations.

Capacity Building on Maui with a new Cohort of Grantees

With more than 18 years of organizational experience in facilitating networks of community leaders (practitioners, community-based organization leadership, and families), Kua'āina Ulu 'Auamo (KUA) is an innovative, community-based initiative for protecting, restoring and caring for Hawai'i's unique native species, ecosystems and way of life. KUA means back, or backbone. Through collaboration, KUA focuses on building a "backbone organization" that supports creative and collective community-based solutions to problems stemming from environmental degradation in Hawai'i.

In 2022, KUA became the lead coordinating organization for the Holomua Marine Cohort. After a series of community consultations and "talk story" sessions to identify priority themes, the first cohort was launched on Maui in March 2023. Six HMI grantee organizations came together in Ke'anae, during a two-day retreat, to strengthen connections and collaboration, identify priority areas of focus for the next two years, agree on next steps for strengthening community capacity, and establish a framework to operationalize the cohort.

The organizations that make up the Maui Grantee cohort include:

- Maui Hui Malama
- Ka'ehu
- Ke Ao Hali'i
- Na Mamo O Muolea
- Kipahulu Ohana
- Coral Reef Alliance, in partnership with Kipuka Olowalu

During that first cohort retreat, six priority focus areas were identified.

- Building board and staff confidence and engagement
- Organizational sustainability

- Land access and agreements
- Agency/government relationships and advocacy
- Monitoring cultural and natural resources
- Community engagement strategies and techniques

From these priorities, the cohort selected three key areas that will serve as their primary focus areas for improvement over the next two years. These primary focus areas are:

- Board recruitment;
- Sustainability planning; and,
- Consensus building.

The Maui cohort also agreed to meet quarterly and conduct self-ratings in these priority capacity areas each time they meet to help determine levels of organizational change and improvement. Cohort members also agreed that each member will lead and leave something during every cohort gathering.

The next cohort retreat will be held at Olowalu in September 2023. The cohort will focus on strengthening members' capacities in the priority area of consensus building and negotiation.



An Introduction to the Holomua Marine Initiative Maui Grantee Cohort of 2022

A strong network of state and community managers, practitioners, and decision-makers is essential to achieving the goals of the Holomua Marine Initiative. In 2022, the Holomua Marine cohort of HMI grantees focused their efforts on reducing land-based pollution, planning for strengthening resilience, promoting community stewardship of ocean resources and adjacent lands, and environmental education targeting youth.

Coral Reef Alliance, in partnership with Kipuka Olowalu

In 2021, the Coral Reef Alliance (CORAL) received funding from the Argosy Foundation to seed the creation of a network of practitioners and decision-makers focused on reducing land-based pollution—the single biggest thing one can do to help Hawai‘i’s coral reefs in Maui. The idea for this project was sparked during a conversation between CORAL, Kipuka Olowalu and The Nature Conservancy, which are invested in reducing land-based pollution in Olowalu. This work leverages the watershed restoration achieved by CORAL and its partners, and addresses a knowledge gap in the approach to coral reef conservation across Hawai‘i. This network will build a community of practice around solutions for helping create effectively managed marine areas within the Olowalu Reef that will inspire, educate, and empower community action.

Ka‘ehu

Ka‘ehu is a nonprofit organization with the goal to restore the land and perpetuate traditional Hawaiian culture using community-based, inclusive, family-oriented approach to environmental stewardship and sustainable agriculture. Its mission is to promote the conservation, restoration, and sustainable management of Ka‘ehu Bay, and use the land and natural resources, in conjunction with other agencies and cultural organizations, to promote, preserve and perpetuate traditional Hawaiian cultural activities. The Ka‘ehu Planning Consortium (KPC) was formed by Ka‘ehu to help with the long-term resiliency planning of the area, and is designing a cultural and educational center at Ka‘ehu Bay. KPC activities include training staff, youth and community members in fishing practices, traditional ocean stewardship practices; water quality testing, data collection and analysis, gps mapping, and watershed systems. It also is working on quarterly beach clean-ups, turtle and monk seal nesting, plastic marine debris removal, and the development of a mitigation plan to restore the shoreline, coral reefs and marine life at Ka‘ehu Bay.

Ke Ao Hāli‘i

Ke Ao Hāli‘i (KAH) was founded in 2018 in response to the risk of precious coastal lands in Hana being sold for development, with access and traditional use limited. The purpose of KAH is to protect and preserve the natural and cultural resources of the Hāna moku and the customary and traditional practices of Native Hawaiians of the region; to hold title to and own interests in real property or to hold easements; to preserve and manage the area’s natural, cultural, scenic, historic and marine resources for the benefit, education and enjoyment of our community and future generations. KAH manages lands in the Mokae and Maka‘alae ahupua‘a of Hana, from Haneo‘o Road in the north to Waiohonu Stream in the south, makai of the Hana Highway. KAH has worked closely with Hawai‘i Land Trust to establish the conservation easements that protect the lands in perpetuity. KAH has been supported by Maui Nui Makai Network and The Nature Conservancy-Maui Marine Program in the development of its initial Land Management Plan, and is now a new community member of the Maui Nui Makai Network.

Maui Hui Mālama

Maui Hui Mālama (MHM) was founded in 1973 as an alternative educational option for teen moms. Over the years, it expanded to reach youth across Maui County and now offers tutoring and case management and early intervention extracurricular programs in art, culture, and youth entrepreneurship. All programs are free, and MHM provides a food pantry from which youth can take home food for their families. The organization has supported more than 26,000 young people find purpose, complete educational milestones, gain employment, and find pathways to healthy, productive lives. MHM has four full-time employees, two part-time tutors, and one hourly tutor.

Kipahulu ‘Ohana Inc.

Kipahulu ‘Ohana Inc. is a grassroots Hawaiian 501(c)(3) nonprofit organization founded in 1995 dedicated to the cultural sustainability of the Kipahulu moku in East Maui through educational programs which incorporate local, national and international partnerships and projects. It envisions families working in harmony together to preserve and enhance the traditional cultural practices of the Hawaiian people. To this end, Kipahulu ‘Ohana conduct culturally based agricultural and resource management projects from mauka to makai, including Kapahu Living Farm, a traditional wetland taro farm managed in partnership with Haleakala National Park, and the Malama i ke Kai shoreline management projects, including a proposed Community Based Subsistence Fishing Area (CBSFA). The boundaries of the moku of Kipahulu extend from Pua‘alu‘u Gulch in the northeast to Kalepa Gulch in the Southwest, a distance of about 5.7 miles of coastline, and the CBSFA area out to a depth of 60 feet includes a submerged area of 1,650 acres.

Nā Mamo O Mū‘olea

In 2004, the County of Maui acquired two parcels of East Maui land, around 73 acres’s worth, with funds from NOAA, the Office of Hawaiian Affairs and COM Open Space Fund, to protect the historical, cultural and ecological significance of the area. The near-shore waters, coral reef, and intertidal ecosystems of Mū‘olea are rich in Hawaiian ocean life, and the local Hawaiian community knows Mū‘olea for its valuable fishing and gathering grounds that have sustained their families for centuries. A condition of sale was that the property be managed by a local nonprofit organization. Nā Mamo o Mū‘olea (NMOM) was founded in 2006 for this purpose, and manages the parcels through a 50-year lease with the county. In 2008, NMOM partnered with The Nature Conservancy-Maui Marine Program to develop a conservation action plan. NMOM is a founding member of the ‘Opihi Partnership, a founding member of the Maui Nui Makai Network, and the sponsor and organizer of the annual Hāna Limu Festival.

A Strong Foundation in Science

The Hawai'i Monitoring and Reporting Collaborative (HIMARC) brings together scientists, managers, and stakeholders to pave an inclusive, equitable, and informed path toward effective marine resource management in Hawai'i.



This includes bringing together information from more than 18,000 fish surveys and 11,000 benthic surveys and other information over 20 years to build a picture and help guide management decisions. In 2022, HIMARC made considerable progress toward:

- Improving database structure and procedures for compiling existing underwater survey data on fish and benthic reef communities;
- Generating the best available science to inform management, including
 - Setting up an interagency partnership to improve the statistical model that allows for data from multiple methods to be included in the same analyses (one of HIMARC's most important and unique innovations to date),
 - Working on analytical and statistical methods for generating state-wide data products that represent the condition of nearshore reefs, and

finalizing the methods and generating indicator products for 2004-2014, a baseline period before the onset of major coral bleaching,

- Helping to answer core questions for the Holomua Marine Initiative such as how to measure progress.
- Collaborating with managers and stakeholders to deliver science for use in management decision-making; and,
- Developing products to communicate and share HIMARC analyses and data products.

As HIMARC continues to support the data management needs of the Holomua Marine Initiative, efforts are also being focused on working with community groups including Mālama Pūpūkea Waimea on O'ahu and Kipahulu 'Ohana on Maui. In collaboration with DAR and the Holomua Marine team and network, HIMARC is working to effectively address the data and information needs of communities as they continue to strengthen their capacity as stewards of key sites and nearshore marine areas.

Building a Movement Through Communication & Outreach

HCF collaborates closely with DLNR's Division of Aquatic Resources (DAR) to build and strengthen partnerships that support the delivery of Holomua Marine Initiative's goals and objectives.

In 2022, DAR continued to advance:

- Community-focused public process
- Strategic Communications
- Data monitoring and analyses
- Legal and regulatory work
- Expansion of the Makai Watch Program, and
- Interim evaluation of DAR's progress on the Initiative

DAR's progress included the development of a draft Holomua Marine Initiative strategic communications plan, the creation of a community-focused Navigation Team for the Initiative on Maui, working with DOCARE to support the expansion of the Makai Watch program and communities across the state, and sharing the Holomua Marine aims and experiences globally with marine resource managers and leaders at the Fifth International Marine Protected Areas Congress (IMPAC5).

The Maui Navigation Team: A Pilot Process

One of the major milestones of 2022 was designing and launching a process for the Holomua Marine Initiative to engage with communities across the Hawaiian Islands. In practice, this meant creating a community-focused Navigation Team to guide efforts for each island. HCF and DAR contracted a facilitation team, and DAR worked with these facilitators to design a 5-phase process:

Phase 1 – Core Team Process Design and Prep

Phase 2 – Community Introductory Talk Story

Phase 3 – Island Navigation Teams (local groups):
Develop Specific and Technical Details

Phase 4 – Community Information Exchanges and
Agency Network Design Drafting

Phase 5 – Prepare for Formal Public Scoping
Presentations

The process is designed to work on one island at a time and was piloted this year on Maui. Depending on the results and outcomes, the process will be

retrofitted and adopted for each of the other islands. The DAR will continue to work with interested communities across the other islands within their own capacity as the pilot proceeds on Maui.

Here's what the engagement process looked like in Maui:

October 2022

The facilitation team held three in-person Talk Story sessions on Maui to gather feedback from the community on selection criteria for Navigation team members, the composition of the Navigation team, and nominations of potential candidates.

Nov 2022 through Feb 2023

The facilitation team used the criteria and composition provided by Maui talk-story attendees to filter candidates. It created a panel of three Maui residents to select 20 candidates for the Maui Navigation Team.

Feb 2023

The facilitation team conducted the first virtual Navigation Team meeting to introduce the team members, facilitation team, and DAR, to review the proposed process, goals, and objectives, to learn and practice using the on-line platform, and to review feedback compiled from the Talk Story sessions and add in additional issues and concerns relating to the nearshore environment.

April 2023

The facilitation team conducted a follow-up Navigation Team meeting to share updates with process and contract, review information and data requested, and provide an overview of DAR management tools.

Ongoing

The facilitation team regularly updates the website and social media to provide information about the Maui Pilot Process as well as materials and photos from the Talk Story events.

2022 Policy & Governance Updates



The overall aim of the Holomua Marine Initiative is to achieve and maintain effective management of Hawai‘i’s nearshore marine areas, anchored in good governance. This year, progress was made in several areas towards setting the stage for effective management and good governance.

Highlights included:

Evaluating the Effectiveness of the Holomua Marine Initiative

In 2022, Groundswell Services was contracted to design an evaluation for the Holomua Marine Initiative, with the aim of providing transparency, accountability, and information enabling improvement. The purpose is to assess the results of statewide efforts to effectively manage nearshore marine ecosystems

and resources. Management effectiveness includes ecological, sociocultural, and economic dimensions. The evaluation design process has been completed, with the consultation of a wide range of stakeholders to identify key indicators and the design of an evaluation plan. The overall approach is theory-based evaluation, which tests the program’s theory of change by determining whether the intended activities are linked to the intended results

Key evaluation questions are as follows:

- How effective are collaborative efforts to manage Hawai‘i’s nearshore marine ecosystems and resources along ecological, sociocultural, and economic dimensions?
 - To what degree are outcomes achieved? What progress is being made?
 - To what degree is Holomua Marine being implemented as planned? What are facilitators and barriers to implementation?

In year 2, evaluators will:

- Convene and establish an advisory group;
- Focus initially on sites where there exists baseline biological and socio-cultural information;
- Incorporate systems of information gathering and analysis across places where management changes are targeted under the Holomua Marine Initiative and establish protocols for consistent monitoring;
- Procure and develop evaluation tools; and,
- Assess current DAR data management systems for use by the Holomua Marine team.

Assessing Makai Watch: Opportunities, Effectiveness, and Gaps

In 2022, Conservation International was contracted to assess the Makai Watch Program. The assessment used a sequential, three-phase approach that included: 1) information gathering about Makai Watch and its history, 2) semi-structured stakeholder interviews, and 3) a structured survey.

The assessment’s conclusions have helped to inform DLNR and the Holomua Marine Initiative Ad-

visory Committee on priority areas and emerging opportunities for strengthening the Initiative.

Recommendations included:

- Update and clarify the Makai Watch Program Strategy, goal and objectives
- Secure permanent funding for a Program Statewide coordinator
- Secure funding for and hire island-specific Makai Watch coordinators
- Improve the Program’s operations and operational structure to strengthen Program coordination, responsiveness, and communications between the Program and Makai Watch site programs
- Increase support for and recognitions of Makai Watch site programs

Management Planning with Communities for Marine Management Areas (MMAs)

The management plan drafting process has been a collaboration through many back and forth discussions with the HIMARC team, DAR team and communities. Drafts have been started for each of the 58 existing areas and some sections have also been started for areas where communities have discussed interest in pursuing additional management and possibly a future MMA. Additionally, each MMA has been evaluated alongside the identified ecological design principles in initial consideration of how each area may contribute to the future MMA network. Management plans for all existing and most of the proposed MMAs are in-progress. Progress to date includes the following components:

- Maps of each MMA with inset to highlight island location;
- Benthic structure maps with narratives;
- Background and historical context narratives;
- Preliminary goals, objectives, and action items;
- Resource user and analyses;
- Prioritized ecological threats outlined;
- Data products for each of the ecological indicators;

- Monitoring maps; and,
- Socio-cultural Indicators.

Additional governance updates:

Herbivore Regulations

Fish and other animals that primarily eat plants, seaweed, and algae are called herbivores. Coral reefs rely upon abundant populations of herbivores to remain healthy and resilient. Herbivorous fish maintain a balance in coral reef ecosystems by grazing the reef and preventing corals from becoming overgrown with algae. Regulations to limit the number and/or size of fish that are caught are needed to ensure responsible and sustainable fishing practices.

A revised herbivore regulations proposal is being submitted for reconsideration by the BLNR to request to enter into the Chapter 91 rule-making process.

Update letters were sent out to those who participated in the scoping sessions, regarding upcoming ways to participate in the rule-making process. The website was also updated to keep information regarding the process current.

Kīpahulu

Kīpahulu, a rural community about 10 miles south of Hāna on Maui, prepared for its BLNR briefing and BLNR hearing to request to enter into the Chapter 91 rule-making process to establish its Kīpahulu Community-based Subsistence Fishing Area (CBSFA). In late June, the Board of Land and Natural Resources unanimously voted to advance plans for such an area in Kīpahulu. It would give the remote community a greater say in the management of their fisheries.

Pūpūkea MLCD Management Plan

After working closely with Mālama Pūpūkea Waimea (MPW) over the past three years, the draft of its management plan is nearing completion. MPW plans to share the plan with different community groups for feedback before finalizing and implementing the plan.



The Road Ahead

Going forward, the Holomua Marine Initiative will continue to progress in a spirit of collaboration among Hawai‘i’s marine resource management practitioners, communities, agencies and technical support networks. The work that was done to engage with Maui communities is wrapping up its pilot phase, and the Initiative will be taking the lessons from that effort to plan out how to expand the process statewide.

HCF looks forward to seeing the Holomua Marine Cohort continue to grow, the Maui Navigation Team strengthen, and the Makai Watch program and communities continue to build capacity and expand.

We look forward to advancing efforts and collaboration between partners such as HIMARC to support DAR’s strategic communications, data management, and monitoring needs for the Initiative. We also look forward to the outcomes of the second year of the process to evaluate the Initiative’s progress towards achieving effective management.

We are now entering an exciting period for the Initiative during which community programs are expanding. State agency capacity is building and resources to support community efforts are increasing. As momentum grows, our goal will continue to be strengthening support for communities and the state in their efforts to create this system of marine managed areas and enable the sustainable effective management of Hawai‘i’s nearshore marine resources and ecosystems.

A Name Change for The Initiative

In 2023, in response to feedback from some local fishers, DAR changed the targeted goal and the name of the initiative to the Holomua Marine Initiative. DAR has identified four pillars as a path to effective marine management:

Place-Based Planning
Identify and develop management strategies for improved marine management in partnership with communities and stakeholders

Pono Practices
Encourage responsible behavior and practices guided by Hawaiian values and perspectives through education and outreach, rules, strengthened enforcement, and local partnership

Monitoring
Measure and document current conditions, track progress following implementation and use data to identify areas where management actions need to be adapted

Restoration
Builds on existing strategies to prevent damage to fragile nearshore ecosystems from invasive species, disease, and environmental damage events and expands efforts to restore and enhance impacted areas

Mahalo to our Funder Partners

Philanthropy’s role is vital to launch and sustain the local efforts of this initiative. Our donors share the passion and vision for a resilient Hawai‘i with vibrant reefs and marine life that benefit generations of residents and visitors alike. Mahalo for supporting this unprecedented partnership between government and philanthropy, proving that what we do locally in Hawai‘i can demonstrate leadership globally for other similar collaborative efforts.

- Aditi Fund
- Anonymous (2)
- Dorrance Family Foundation
- Harold K. L. Castle Foundation
- Kamehameha Schools
- Koaniani Fund
- Marisla Foundation
- Oak Foundation
- Oceans 5
- Padmani Brown and David Luedtke Charitable Fund
- The Tiffany & Co. Foundation
- Vibrant Oceans Initiative, a program of Bloomberg Philanthropies
- Weissman Family Foundation



Advisory Committee

The 10-member Advisory Committee was formed in July 2020 and is charged with identifying funding priorities that are best suited for philanthropic support to reach the goals of the Marine 30x30 Initiative. The Committee meets quarterly to review proposals and make recommendations to HCF’s Board of Governors on funding, and/or to review progress on existing awards and the status of identified priorities. The Advisory committee consists of representatives from various sectors of the community that share kuleana for the nearshore marine environment in Hawai‘i including marine science, conservation, community organizations, fishers, and cultural experts.

- Brian Neilson**, administrator, Hawai‘i Division of Aquatic Resources, Department of Land and Natural Resources
- Eric Co**, senior program officer for ocean and resiliency, Harold K. L. Castle Foundation
- Phil Fernandez**, project manager, Hawai‘i Fisherman’s Alliance for Conservation and Tradition
- Jocelyn Garovoy Herbert**, program officer and attorney, Resources Legacy Fund
- Hi‘ilei Kawelo**, executive director, Paepae o He‘eia
- ‘Ekuu Lindsey**, president, Maui Cultural Lands; co-founder Polanui Hiū
- Justine Nihipali**, program manager, Office of Planning, Coastal Zone Management Program
- Dana Okano**, program director, Hawai‘i Community Foundation
- Noelani Puniwai**, associate professor, Kamaka-kūokalani Center for Hawaiian Studies, UH Mānoa
- Presley Wann**, president, Hui Maka‘āinana O Makana



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