

## PIS Outreach and Media Update October 2020 – April 2021

In an attempt to cope with the state-wide shutdown continuing through the end of 2020, the KIRC PIS began to utilize Zoom to give a virtual outreach presentation to the Kaimuki-Diamond Head Rotary in October. Although the team prefers to give talks in person, Zoom could prove to be a beneficial platform beyond the pandemic for serving groups that are not on Maui. There haven't been any new outreach presentation requests since 2020. As the state begins to open up though, the PIS expects there to be a slight increase in asks for in-person presentation moving forward.

One of the organizers from the Society for Ecological Restoration (SER) reached out to the KIRC to ask if anyone from our staff would be willing to present at their upcoming 2021 Webinar Series that was being used in place of the large yearly conference gathering. The restoration program manager offered to participate, as he has given talks to the group in the past. The presentation is in May 2021. The PIS and Restoration manager will be working on the presentation over the next few weeks to prepare for the talk.

The KIRC has been able to reinvigorate in-person outreach activities on Maui over the last 6 months. On October 30th, the KIRC participated in the statewide ReTree Hawai'i event and held its first in-person outreach event on Maui since the COVID-19 shutdown. Numbers were kept low intentionally in order to abide by the CDC's healthy and safety guidelines regarding sanitation and social distancing. The 6 volunteers in attendance supported the KIRC staff and KUPU interns with out planting more than 60 keiki native seedlings in and around the boathouse. More recently, the KIRC held an outreach fundraiser event in partnership with The Flatbread Pizza Company in Pā'ia on March 30<sup>th</sup>. Despite the restaurant only functioning at 30% capacity, the evening was extremely busy with both dine-in and take-out, raising the KIRC \$693, which according to the restaurant's management was one of the largest hauls for such an event during COVID. We hope to continue to engage in future benefit nights with them.

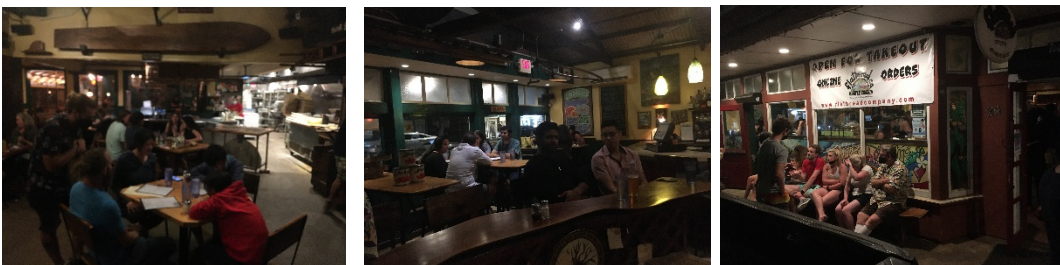


Figure 2. Dine-in patrons at the KIRC Benefit Night at the Flatbread Company, Pā'ia.

With regards to media coverage, the KIRC did an interview with KITV in December to discuss how COVID was affecting general operations and efforts on island. The interview was featured both live on air and as a web segment on the station's website. The Ocean Program manager responded to the Mike Buck Show's media request in January and February to discuss the permitted trolling weekends. Then in March, he also used Zoom to connect with a local podcast host and do a presentation for her new production, Conservation Conversations, Hawai'i. The PIS did an interview with a start-up vlog, The 916 Discussion, at the beginning of April. This media engagement was initiated by the show's producers. The segment has not gone live yet; the creators will send a link once its out of post-production.

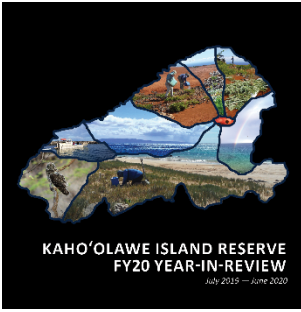


Figure 3. KIRC FY20 annual report cover.

The PIS also published the KIRC Fall Newsletter and FY20 Annual Report in the time covered by this Commission update. The annual report cover was redesigned this year, along with several of the major spreads. The PIS is currently working on putting the Spring Newsletter to print by the end of the month (April).

Between October and April, the majority of the PIS time and efforts were spent on seeking out and applying for grants and other outside sources of funding. In that time, four separate applications were submitted (see attached grants update) and two have been awarded thus far. The KIRC received notice that the KUPU internship application had been granted and they were awarded 3 individual placements from KUPU between October and December. The KIRC also received word that they had been awarded a North American

Wetlands Conservation Act (NAWCA) Small Grant in the amount of \$100,000 over two years. This grant will begin, at latest, in July 2021. The other two that were submitted are still under review with the KIRC awaiting a decision. Three more are still in process (see grants update) and will be submitted in the coming months.

The PIS accompanied the restoration staff on access to Kaho'olawe in November and February to support with the planting activities and volunteers. In December, she helped to manage and lead the KUPU interns on island, assisting the Base Camp manager and staff with the lua cleaning in Hakioawa. In February, she joined the small volunteer group as Island Support to assist with driving and planting. The PIS will also be joining the April weekend access as the volunteer lead.

In addition to the standard outreach, media, grant writing and on-island activities described above, the PIS also worked on a special project between December and March, participating as a group member with several representatives from the Protect Kaho'olawe 'Ohana in an 8-week long Adaptation Planning and Practices Course, meant to help conservation project planners in drafting and executing realizable goals and objectives in their own spaces. Through the 8-week process, the group drafted an outline of a "pilot caretaker" project that would focus on establishing a restoration project site above Hakioawa. Although the course is completed, the group continues to meet on a regular basis, trying to move the project proposal forward towards actual funding opportunities. The next step is to bring the planning group to Kaho'olawe through a KIRC access to discuss actual project sites and logistics on the ground.



Figure 4. KIRC PIS and KUPU Interns coming down from Pu'u 'O Moa'ula Iki.