Michael P. Victorino Mayor

Sananda K. Baz Managing Director

Kay S. Fukumoto Economic Development Director



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#### OFFICE OF ECONOMIC DEVELOPMENT

COUNTY OF MAUI 2200 MAIN STREET ONE MAIN PLAZA, SUITE 305 WAILUKU, MAUI, HAWAII 96793

OFFICE OF THE COUNTY COUNCIL

www.mauicounty.gov

April 9, 2019

Ms. Michele M. Yoshimura W Noblem Budget Director, County of Maui 200 South High Street Wailuku, HI 96793

APPROVED FOR TRANSMITTAL

Honorable Michael P. Victorino Mayor, County of Maui 200 South High Street Wailuku, HI 96793

For Transmittal to: Honorable Keani Rawlins-Fernandez Chair, Economic Development & Budget Committee Maui County Council 200 South High Street Wailuku, HI 96793

Dear Chair Rawlins-Fernandez:

## SUBJECT: REQUESTS/QUESTIONS FROM THE APRIL 1, 2019 MEETING (ED-3) (EDB-1)

The following are answers to your requests/questions:

- 1) Relating to proposed expansion positions (Budget Details, page 11-14):
  - a) Provide the justification for the Grants Management Program Specialist and Economic Development Specialist III positions.

The Grants Management Program Specialist is a Grant Writer position meant to find and secure grants and other funding that will expand the County's ability to support additional programs in economic development, agriculture, energy, environment, cultural programs, small business, and technology. State, Federal, and

private industry funding will be sought that align with OED economic initiatives. Hiring decisions will be based on a proven track record of awarded grants. During the interim between grant deadlines, this person would also assist the Grant Manager in processing grants. This would allow the Grant Manager to do more monitoring of grants. We currently have 1.5 personnel assigned to over 100 grants which makes monitoring difficult. Performance measure for this position would be the total grant awards secured by this individual.

The Economic Development Specialist III position is a Technology Coordinator whose focus will be on creating a technology-based economy connecting community technology initiatives with funding opportunities. The County invests in "STEM" education to prepare the next generation for jobs however there is no continuation of effort to build the technology jobs for their return to Maui County. Hiring decisions will be based on a technology background with an emphasis in community collaboration and funding experience. The performance measure for this position is the amount of increased investment in technology businesses and start-ups in Maui County.

b) How is the work relating to the above positions being performed now?

These new positions are specialized and therefore no one in the department is currently performing this work.

c) How will the Economic Development Specialist position differ from the seven existing Specialist positions? (MM)

This new position focuses on diversifying our economy further by developing a technology economy. Current specialists focus on their specific areas of expertise such as the film industry, agriculture, environment, etc. No one is focused on the technology industry.

2) Relating to the Economic Development Program – Grants Management (Program Budget, pages 406 – 412), please explain the process for determining increase or decreases in grant amounts awarded to grantees each year. What are the benchmarks each grantee must meet at the end of the current fiscal year that may determine the amount of the award in FY 2020? (MM)

The OED Director meets with as many grantees as possible to discuss their respective programs. The programs were either 1) current grantees requesting funding in FY 2020 or 2) new grantees with new projects.

- 3) Relating to the Coqui Frog Eradication Project (Budget Details, page 11-33, Index Code 903232B, Sub-Object Code 6317):
  - a) Please provide an explanation and breakdown of the proposed increase to \$2,500,000. (MM)
  - b) Please provide details on the eradication plan. (KK)

Attached is the Maui Invasive Species Committee (MISC) Management Strategy Coqui Frog Eradication Plan along with their breakdown of the \$2,500,000 budget.

- 4) Relating to Grants and Disbursements for Visitor Education (Program Budget, page 412):
  - a) Please provide a breakdown of how the \$200,000 appropriated in FY 2019 for Grants and Disbursements for Visitor Education was spent. (KK)

There are two grants that totaled the \$200,000 appropriated for FY 2019.

G4836 Maui County Visitors Association \$160,000

Current expenditures:

Marketing Services \$39,3929 PSA Videos \$41,333 Admin Fee \$9,142

#### G4811 Maui Nui Marine Resource Council \$40,000

This grant is paid out in quarterly allotments. To date \$20,000 was paid to grantee. Funds used for the following:

Thirty eight social media posts regarding sunscreen campaign on Facebook, marketing, designing poster "Get a Jump on Protecting Maui's Coral Reefs", press release on sunscreen campaign, website offering advice regarding sunscreen campaign b) Why is there no funding for this category in FY 2020? (SS)

Majority of the 2019 funding was used to create the videos and marketing campaigns (posters, etc) therefore continued use of the campaigns were being integrated in existing programs. Additional funding can be added as another line item to create another round of visitor educational videos and/or commit an advertising budget to continuing the efforts.

5) Is it possible to change the program description for the Maui County Visitor Association through the budget process (Program Budget, page 412)? (SS)

The description is one that is submitted by the Mayor's Office however any change in description will be considered for FY 2021.

- 6) Relating to Grants and Disbursements for Agricultural Promotion (Program Budget, page 414):
  - a. What amounts were requested by the Hawaii Farmers Union United Four Maui Chapters and the Maui County Farm Bureau? (SS)

Hawaii Farmers Union United requested \$308,549 (increase of \$193,549 from FY 2019)

Maui County Farm Bureau requested \$350,000 (increase of \$40,000 over FY 2019 due to transfer of 4-H Upcountry Fair to MCFB)

b. What are the specific programs being funded by the Hawaii Farmers Union United Four Maui Chapters and the Maui County Farm Bureau? (SS)

Hawaii Farmers Union United Four Maui Chapters – (HFUU) Farm Apprentice Mentoring (FAM), HFUU Convention, Public Access Farming Speakers Series

#### Maui County Farm Bureau

Ag in the Classroom, Maui Ag Fest/4-H Fair, Grown on Maui Marketing/Website, Maui Coffee Association Programs, Maui Cattlemen's Association Programs, Maui Association of Landscape Professionals Programs

c. Is the Farm Apprentice Mentoring ("FAM") Program a part of the Hawaii Farmers Union United Four Maui Chapters funding? If so, what is the amount allotted to the FAM Program? (KK)

Yes, the "FAM" Program is part of the funding in the Hawaii Farmers Union United Four Maui Chapter budget.

The FY 2019 budget for the Hawaii Farmers Union United Four Maui Chapters was \$115,000 for the FAM" mentoring program. For the FY 2020 budget, the total funding for the organization is \$210,000 to include the "FAM" program and their annual convention. The specific allocation of the \$210,000 to the "FAM" program is not definite at this time since the grantee originally requested a higher budget request and will submit that allocation with their reduced funding grant application.

7) Hawaii Farmers Union United – Mentoring Program appears to have been defunded (Budget Details, page 11-20, Index Code 903224B, Sub-Object Code 6317). Is this the case or has it been moved to another area? (SS)

The Hawaii Farmers Union United funding of \$210,000 in Budget Details page 11-19 includes the mentoring program in the Index Code 9032638B, Sub Object Code 6317. This new grant was created because the funding included a conference and the mentoring program. The old grant only covered the mentoring program.

- 8) Relating to Grants and Disbursements for Business Development & Technology (Program Budget, pages 407-410):
  - a. Explain the return on investment for Maui Economic Development Board, Inc.'s StemWorks after school program. (KK)

Investing in the next generation of young Maui County residents is difficult to quantify. The program is meant to establish critical thinking, problem solving, team building skills and the benefits develop a level of self-confidence and life skills that contribute to each students future. It is hoped that these students will contribute back into and become the next leaders in Maui County. Funding is being sought because Federal funding lapsed and there are students currently in the program that would have to go without. Families that can afford to be part of the program will continue however those who cannot would be affected. The hope is that this grant will allow many more students to equally participate regardless of financial ability to pay.

b. Provide the justification for the proposed grant to Tri-Isle RC&C. (KK)

The organization is requesting funding to re-establish its fiscal sponsorship program. There are only a few fiscal sponsors that provide support to Maui County programs. It is advantageous to have a market of several fiscal sponsors and a one time grant will assist to provide that market of competitive fiscal sponsors.

c. Please provide details for the ESG Initiative Conference. Include the expected date of the event, topics that will be covered, and where the matching funds are expected to come from. (YLS, KK)

Attached is a summary from Shay Chan Hodges of the ESG Initiative which includes a conference and community engagement. The grant is only released when the \$75,000 matching funds are confirmed. The performance measure for this grant is the total investment funds secured for the Maui County economy.

9) Provide the justification for the proposed grant for King Kekaulike Performing Arts Center (Program Budget, pages 410-411). (KK)

The center is going through an RFP process to contract with an experienced company to manage the performing arts center on behalf of and for the benefit of the myriad of community organizations who would use the facility. The \$35 million dollar facility was not funded via the Department of Education but through the State Capital Improvement Program and was always intended to be for school and community use. This asset can become an economic engine for the upcountry and Maui community. The performance measure for this grant is the total programming dollars and estimated surrounding economic benefit to the surrounding community generated by the facility during the performance period.

10) Please provide a breakdown of the various programs under the Environmental Protection grant (Program Budget, page 413). (KK)

See attached Environmental Protection Summary.

Please feel free to contact me with further questions at 270-7224.

Sincerely,

KAY S. FUKUMOTO

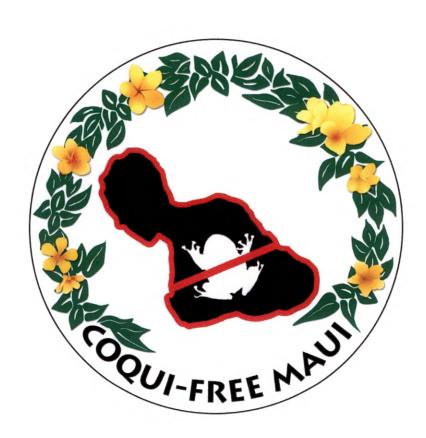
**Economic Development Director** 

Tay S. Trkumsto

Attachments



# MANAGEMENT STRATEGY COQUI FROG ERADICATION — ISLAND OF MAUI



#### INTRODUCTION

#### **DESCRIPTION & STATUS OF THE COQUI INFESTATION**

First detected on Maui in 1999, populations of coqui frogs (*Eleutherodactylus coqui*) are now established across the island ("population" = five (5) or more calling males). Note: figures are for illustrative purposes and may not reflect most current data.

Current infestations include:

- Single-frogs:
  - O Sites where one-to-four coqui are reported (Figure 1)
- Island Outliers
  - Established populations at other locations on the island (Figure 2)
- Ha'ikū Outliers:
  - Properties in Ha'ikū where coqui establishment has likely occurred through human-mediated dispersal from the Māliko infestation, for example, through movement of infested vehicles or other materials
- Māliko Gulch:
  - Māliko gulch on Maui's north shore
  - Residential and agricultural properties adjacent to the gulch
  - Properties near Māliko gulch, where frogs have moved on their own or through water to new properties (Ha'ikū and Hali'imaile areas) (Figure 3)

#### **GENERAL CONSIDERATIONS**

Effective management of coqui frogs, similar to other invasive species targets, requires addressing the following factors:

- Biology: reproduction, habitat use, and dispersal modes
- **Detection:** ability to determine presence/absence and number of individuals within a specified search area
- Control Methods: availability of effective methods for direct capture or spraying coqui with a 12% citric acid solution (Figure 4)

Current approaches include:

- o Hand capture
- Spraying with citric acid solution
- o Habitat removal
- Installation of barriers to reduce coqui movement
- Property Access: Obtaining and maintaining permission to access private and public property
- Evaluation of Progress: Elements for measuring progress include:
  - o Clear benchmarks
  - O Reproducible management units within which to measure change over time
  - Accurate and timely data collection & analysis (Figure 5)
- Safety: Ensuring that safety of staff, volunteers and members of the public is paramount in all actions, including through clear protocols, procedures, training, equipment checks, and incident review and response

#### **MANAGEMENT STRATEGY**

#### **GOALS**

- 1. Respond to and remove coqui from all "single-frog" locations
- 2. Eradicate coqui from all Outlying populations
- 3. Eradicate coqui from all Ha'ikū Outliers
- 4. Eradicate coqui from all residential, commercial and agricultural properties in the Māliko gulch infestation
- 5. Contain coqui within the wildland portion of Māliko gulch, reducing infestation edges over time

#### **GENERAL OPERATIONS**

Operational components vary depending on terrain, vegetation, infestation level, safety and access; however, some elements remain constant, including:

- Information intake: Taking and recording information from a reporter, including conducting an initial validity assessment
- Access to property & scheduling: Obtaining permission and scheduling the response
- Initial scoping: Determining infestation extent and resource needs
- Resource allocation: Assigning staff and equipment for survey and control operations
- Data collection, recording and transfer: Recording geospatial information about the infestation and actions taken, and uploading data to the centralized database system
- Repeat visits: Scheduling and conducting repeat visits at appropriate intervals to accomplish containment or eradication, generally every six-to-eight weeks
- **Communications:** Contacting property owners with information about the status of infestations and future planned operations

#### POPULATION-BASED OPERATIONS

Operations vary for each population. The following outlines overall strategies, scheduling, resource needs and options for each infestation category.

#### "Single-frog" reports

Responding to single-frog reports is a high priority to ensure new introductions are prevented from becoming established populations. Response elements include:

- Initial emphasis on intake to assess report validity (distinguishing between greenhouse frogs, crickets, toads, etc.) (Figure 6)
- Emphasis on determining source of frog (new plantings, vehicle or materials recently in known infested areas on Maui or Big Island)
- Annual map update to capture locations of new reports
- Analysis of reports to ensure early detection of any new population centers

<u>Resource Needs</u>: Typically, response to a single-frog report can be completed by one staff person. Responses can be scheduled into other planned night-time activities, or one or two

staff may be tackle multiple "single-frog" sites in an evening. Supply needs typically include small sprayers and citric acid solution.

<u>Resource Options</u>: Responses to single-frog reports may be conducted by MISC or staff from partner agencies, such as HDOA or DLNR. MISC and partner agencies would need to coordinate in advance about permission access, scheduling, and data transfer.

#### Strategy:

- Maintain list of current single-frog reports
- During weekly Operations meeting, review status of all single-frog reports
- Schedule and allocate resources (MISC, HDOA, DLNR) to sites
- Update list monthly

#### **Island Outliers**

Eradication of coqui from Outlying populations across the island is a high priority. Each outlying populations constitutes its own management unit. Response elements include:

- Schedule repeat visits to known populations every six-to-eight weeks
- Establish tracking method to ensure revisits are not missed
- Repeat until each population is eradicated (one year without calling frogs)

<u>Resource Needs</u>: Number of personnel and supplies needed will vary depending on the size and complexity of the population. Resource needs and supplies for each population are outlined for each site to ensure efficient operations.

<u>Resource Options</u>: Likely to remain MISC staff, due to ongoing permission requirements related to working on private property.

#### Strategy:

- Maintain list of current Island Outlier populations
- During weekly Operations meeting, review status of all Island Outlier Populations
- Schedule and allocate resources to sites
- Update list monthly

#### Ha'ikū Outliers

Ha'ikū Outlier populations likely represent spread from the Māliko gulch area. These populations (each one constituting a separate management unit) should be higher in priority than spread at the margins from Māliko management units not currently in rotation (see below). Response elements are the same as those for other Outlier sites:

- Schedule repeat visits to known populations every six-to-eight weeks
- Establish tracking method to ensure revisits are not missed
- Repeat until each population is eradicated (one year without calling frogs)

<u>Resource Needs</u>: Personnel and supply needs vary depending on the size and complexity of the population and are specified for each Ha'ikū management unit.

#### **Resource Options:**

- MISC staff
- Support from partner agencies
- Community-based volunteer project

#### Strategy:

- Develop list of current Ha'ikū Outlier populations
- Schedule and allocate resources, taking into consideration which agencies or community groups are taking key roles, but strive to meet the six-to-eight-week interval
- Review and update status of Ha'ikū Outlier Populations on a monthly basis

#### **MÄLIKO MANAGEMENT UNITS**

The Māliko gulch infestation contains the widest range of habitat variation Key habitats include:

- Central gulch (wildland)
- Finger gulches
- Residential units on the rim
- Agricultural / livestock range areas
- EMI irrigation ditch system

Due to limited resources, MISC staff cannot simultaneously work within each Māliko management unit and make progress toward overall eradication. Therefore, strategies vary for each management unit. For units under active control, response elements include:

- Schedule repeat visits to known populations every six-to-eight weeks
- Establish tracking method to ensure revisits are not missed
- Repeat until each population is eradicated (one year without calling frogs)

<u>Resource Needs</u>: Personnel and supply needs vary, depending on the size and complexity of the management unit. Resource needs and supplies may include any combination of hand capture, spray operations, habitat removal, and barrier installation and maintenance.

Resource Options: MISC staff, partner agencies, and/or MISC-led community-based volunteers

#### Strategy:

- Maintain list of Māliko management units
- Assign responsibility for operations to one of three categories for next 12-month cycle:
  - o MISC-led and staffed
  - MISC-directed and partner staff
  - MISC-directed and community-based
  - Deferred for this cycle

- Schedule and allocate resources to sites
- Work on up to ten management units per year, with initial focus on residential areas
- Develop and support a robust community-based volunteer program for additional management units, adding new units as feasible, with initial focus on units where community members are already active in coqui control efforts
- Review and update status of Māliko management units on a monthly basis

#### **RESOURCE NEEDS & AVAILABILITY**

Determining resource needs and availability is essential for ensuring the most efficient deployment of resources and is especially critical when partnering with other agencies or community groups. Resource needs are identified according to the different types of population centers and focus on the following components:

- Staffing
  - o MISC
  - o Partners
  - Community groups
- Equipment
- Citric Acid
- Supplies

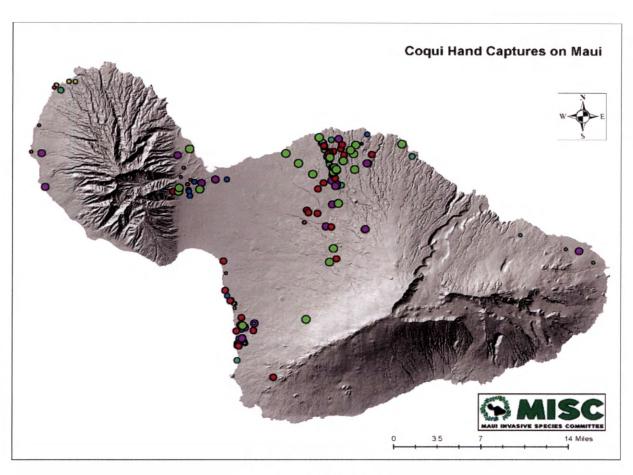


Figure 1. Single-frog Locations

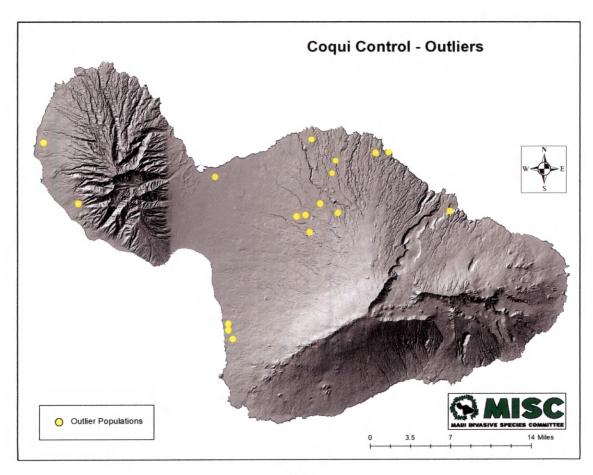


Figure 2. Island Outliers

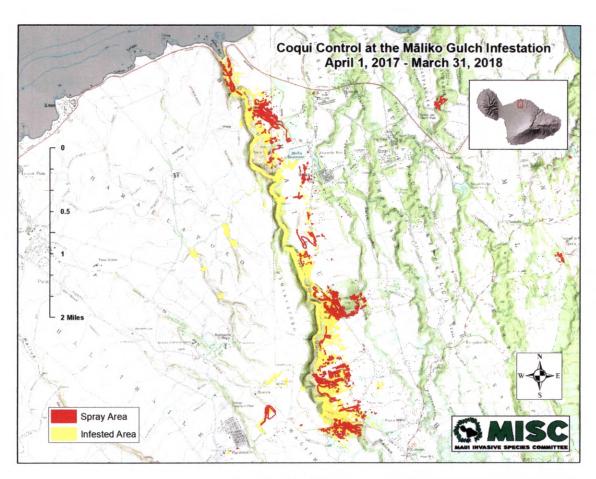


Figure 3. Māliko Infestation



Figure 4. Mixed-method approach to coqui control





Figure 5. Data tracking & evaluation

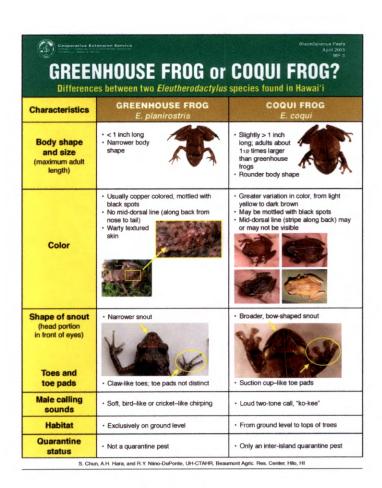


Figure 6. Report validity assessment

#### **Draft Budget**

Category	Amount
Personnel	\$735,000
Citric acid	\$883,000
Supplies & Repairs	\$150,000
Equipment	\$340,000
Facility support	\$125,000
Overhead	\$267,000
Total	\$2,500,000

#### **Budget Notes:**

Personnel: Add 4 field Crews (3 field staff with 1 crew leader); add support for data

management, logistics/repairs, and community engagement.

**Citric Acid:** For use by MISC staff and community teams.

**Supplies & Repairs:** expanded infrastructure within community areas to reduce wear and tear on moving citric acid; constant repair of spray equipment; fuel; water; cell phones, utilities, safety gear.

Equipment: 4 large spray rigs for use by crews; (10) community loan sprayers, and 4 trucks.

Facility: Storage building for citric acid and equipment.

Community Engagement: Expanded community engagement is absolutely critical to stopping coqui from spreading across the island. With County support, MISC has been working closely with different communities in the Māliko area. These residents are eager to help and simply need the resources and leadership to help turn the tide. Ideally, MISC needs to multiply our impact ten-fold, by working with community groups. At that scale, we believe we can eradicate coqui from all residential areas and make serious inroads within the gulch itself over a three-to-five-year timeframe. We are excited about community involvement to date and grateful that the County sees this work as an imperative.

**State Support:** We are hopeful the Legislature will approve a \$650,000 CIP request to support installation of coqui barriers along key areas of gulch. These structures will help slow the onslaught of coqui coming up from the gulch.

**Facility:** Ramping up at the scale necessary requires more infrastructure. The proposed budget includes funding for a structure to store/protect citric acid and equipment. There is one significant caveat to the request for funding. To be efficient, both with time and County resources, MISC needs assurance that it can stay at its current site for the next 5-10 years, on UH-CTAHR land, and allowed to expand to address infrastructure needs of the coqui program. I would be happy to discuss these needs further.

#### The Maui ESG Investment Project and Ahupua'a Conference

The Opportunity: Maui County is currently facing numerous environmental, social, and cultural challenges, which cannot be separated from an economy driven in large part by outside investment. For example, acquisitions totaling \$1.65 billion in 2018 have resulted in two investor groups becoming the largest private sector employer and the largest landowner, respectively, on Maui. These challenges to our island economy, natural environment, and local people come at a time when the world at large is dealing with many of the same issues relating to climate change, economic inequality, a lack of affordable housing, absentee institutional ownership, water and food insecurity, and the need to develop more sustainable communities. Critically, a massive transformation needs to take place over the next decade as the world converts from fossil fuels to a clean and renewable energy economy.

Institutional investors with hundreds of billions in assets are responding by taking environmental care, social responsibility and good governance factors — known as ESG — into consideration when making investment decisions. And Maui County is already on the cutting edge in renewable energy transformation. Additionally, our islands are uniquely positioned from a geographic, cultural and policy perspective to fill a significant market gap by becoming a center for modeling, managing and measuring globally sourced investments that are allocated with ESG standards.

<u>Goal</u>: The goal of the ESG Project is to advance community engagement with institutional investors and develop a strategy for utilizing ESG standards to actively encourage investors to measurably benefit our communities sustainably. A primary outcome of the project will be to develop a blueprint for Maui to become a living model, financial center and educational leader for the advancement of ESG investment in Hawaii, the Pacific region and globally.

#### Actions and Outcomes:

**Community engagement** (July thru December 2019): Public events and workshops will include discussions with ESG practitioners to build community knowledge about the role of institutional capital in our economy, and to begin the process of collaboratively designing implementable and enforceable ESG standards. Investors will benefit from local knowledge, and gain an authentic and robust understanding of community resources and values.

**Ahupua'a Conference** (January 2020) Two-day outcomes-oriented conference, where a total of 100 investors, ESG leaders, and local residents will focus on generating economic outcomes based on the previous six-months of highly engaged discussions. Topics addressed at the conference will include, but not be limited to:

- Institutional investment for the benefit of Kupuna and Mo'opuna
- Maui based investment opportunities for community benefit & market transformation
- Making Maui a Financial Center for ESG Investment
- Municipal bonds: the original impact investment
- Creating ESG impact gauges
- Global ESG Data Sharing

**Ahupua'a Deal Flow** (February thru June 2020) The five months following the conference will focus on building on the relationships and ESG framework developed during the previous seven months to create investment deal flow that measurably benefits the people of Maui County and concretely demonstrates Maui's emerging leadership in global ESG investment.

Matching County Funding: The total budget for the Maui ESG Investment Project and Ahupua`a Conference is \$230,000 from July 1, 2019 to June 30, 2020. The \$75,000 requested from the County of Maui will be allocated toward Community Engagement and the Ahupua`a Conference, with \$25,000 of the match to be solicited from national foundations focused on ESG investment, \$25,000 from local foundations and business sponsorships, and the final \$25,000 from the ESG investment community. Fundraising for the match has begun, with the first \$10,000 raised from the local business community in the first two weeks since the Mayor's proposed budget was released. The final \$80,000 for the project is expected to be raised from foundations and institutional investors.

903288B	Environmental Protection Total Fund Amo	unt	\$1,416,000
	Amount Encumber	ered	\$1,403,000
	Remail	ning	\$13,000

Index	Grant	Proviso	Organization/(Notes)	Project/Event	Amount
	G4875		University of Hawaii	Maui Invasive Species Committee	\$895,000
	G4811		Maui Nui Marine RC	Coral Reef Health (\$40,000.00)	\$169,000
	G4842		Kaehu	Kaehu Management Project	\$75,000
	G4868		University of Hawaii	Maui Nui Seabird Recovery	\$50,000
	G4798		Maui Huliau Foundation	Environmental Filmmaking	\$15,000
	G4826		Oahu Economic Development Board	Aloha Challenge	\$15,000
	G4832		Tri-Isle RC and D	South Maui Volunteers Dunes Restoration	\$25,000
	G4782		Friends of the DT Arboretum	Seeds of Hope	\$37,000
	G4847		Hawaii Association for Marine	Managing Marine Debris	\$15,000
Pending			Maui Nui Community Managed Makai Area Learning Network	How to Guide	\$15,000
	G4864		The Nature Conservancy	Coral Reef Protection	\$25,000
	G4878		Friends of Auwahi Forest Restoration Project	Auwahi Forest Restoration	\$20,000
	G4853		Na Koa Manu	Pohakuokala Gulch	\$15,000
	G4861		Pangeaseed Foundation	Sea Walls for Maui	\$12,500
				Admin	\$9,000
Pending			Big Bros/Big Sisters	Land Fill Diversion Project	\$10,500