

**HAWAII ENERGY POLICY FORUM
COMMUNICATION/OUTREACH WORKING GROUP
ACTION PLAN**

**TEN POINT PLAN POINT #4
FOSTER CIVIC ACTION AND PARTICIPATION**

Goal(s):

- Increase awareness and outreach for HEPF activities and initiatives to opinion leaders and the community at large
- A more effective Hawaii Energy Policy Forum due to increasing awareness and respect for its role, work and recommendations among policy makers, energy stakeholders and the public.

Background:

- The C/O Working Group was established to communicate the work of the other substantive working groups and increase awareness and education of opinion leaders as well as the general public. Over the years it has worked with other working groups to publicize briefings, develop and distribute press releases to the media, coordinate press conferences, and explored ways to educate the decision makers and the public on energy issues and policies.

Objectives and Desired Outcomes:

- Develop with the Forum and implement a communications and outreach strategy to support the activities of the HEPF, and to implement the Ten Point Action Plan.
- Engage key stakeholders, business leaders, government officials, and energy specialists in supporting HEPF activities.
- Assist in the conceptualization and coordination of public education forums, including workshops and panels, to educate the general public about energy issues facing Hawaii.
- Coordinate media, communications and public education activities (both paid and free media) with support HEPF goals and objectives.
- Assist in obtaining print, radio, and television sponsorships, including public service announcements and special showings, which feature energy issues.

Indicators / Metrics:

- Public events: number of events, attendance, media coverage
- Press releases issued; news mentions
- Legislative and similar briefings: number, consistency, attendance; attendee responsiveness

- Sponsorship of public informational activities through venues to include broadcast and print media and public meetings

Specific Forum Actions:

- Actions to be Taken/Underway
 - Increase public awareness of energy initiatives to community at large
 - Develop regular energy efficiency briefings for community leaders
 - Create more informational material about energy issues
 - Identify and develop better relationships with key opinion leaders to let them know about HEPF, and encourage their involvement
 - Enhance marketing and paid media activities to reach broader audiences
 - Better coordinate with WG chairs to support their activities
- Actions Taken
 - Coordinated informational briefings before the House and Senate
 - Facilitated Congressional delegation involvement in HEPF
 - Conducted public forums on HEPF e.g., energy efficiency, Hawaii Business 2050 series, biofuels briefings, energy efficiency briefings with business sector and commercialization of renewable energy technologies
 - Developed HEPF Brochure and informational packet
 - Provided media and public relations support as appropriate

Synopsis of Achievements/Progress (KISS):

- Awareness of and respect for the Hawaii Energy Policy Forum continues to grow, though more needs to be done to provide independent, respected information to the general public.

Impact on Community:

- Broader public awareness of energy issues.
- Education and information regarding energy issues re: renewable energy technologies and energy efficiency in the business and agriculture sectors.