

# **OFFSHORE ISLET RESTORATION COMMITTEE (OIRC) FIVE-YEAR OUTREACH PLAN**

March 2004

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# INTRODUCTION

Hawaii's offshore islets are the last refuge for many of our rare coastal species and hold the hope for becoming a safe haven for many more. Many islets are relatively isolated from the threats that plague Hawaii's native species, over 470 of which are listed as threatened, endangered or candidate species under the Endangered Species Act. As a first step in planning islet conservation, statewide biological surveys of birds, plants, and insects are needed for many islets, some of which have not been visited in over 20 years. The next step will be to select priority islets for biological restoration, which can include eradication of invasive alien species and re-introduction of native ones. Restoration is a labor-intensive activity and the small size of islets makes it practical to carry out restoration actions that would be difficult or impossible in larger areas. In this way, islets can become microcosms of the way Hawaii used to be. Because they are isolated and often difficult to access, restored islets have a good chance of remaining relatively safe from re-invasion by alien species and the other problems present on the larger Hawaiian Islands. Offshore islets can also serve as laboratories and classrooms, teaching us how to refine restoration techniques and by providing examples for the general public pertaining to the problems and opportunities of ecosystem conservation.

In order to address the need for a coordinated, statewide program for islet conservation, the Offshore Islet Restoration Committee (OIRC) was formed in September 2002. The OIRC is a multi-agency group dedicated to conducting biological surveys and restoration on selected offshore islets in Hawaii. Members include the Hawaii Department of Land and Natural Resources' Division of Forestry and Wildlife (DOFAW), the U.S. Fish and Wildlife Service, the U.S. Coast Guard, the U.S. Geological Survey's Biological Resources Division, Wildlife Services from the U.S. Department of Agriculture, Bishop Museum, National Marine Fisheries Service, Pele Pacifica, and the University of Hawaii. The objectives of the OIRC are to:

- Complete baseline biological inventories on selected islets
- Collect and conserve genetic material from rare plant species
- Eradicate alien mammals
- Assess efficacy of experimental eradication techniques
- Eradicate or control invasive weeds
- Control soil erosion through re-vegetation
- Re-plant native vegetation, including rare species, on selected islets
- Monitor and scientifically document results of restoration actions
- Educate the public on islet biota and conservation needs

Public outreach is critical to the conservation and restoration of Hawaii's offshore islets. Not only will it help to change behaviors that damage the islets (*e.g.*, trampling bird burrows, littering, etc.), but it will create support for the agencies and organizations that will carry out OIRC projects. In some cases, such as alien mammal eradications, these projects may be controversial and public understanding and support will be crucial. Islet conservation can also serve as a means to inform the public about statewide conservation issues, and create a better understanding of the need for protecting all of Hawaii's native

ecosystems. In the long run, the continued protection of coastal areas is dependent on educating school-age children about their importance.

The OIRC recognized the need for an effective public outreach and education program from the start and formed an Education and Outreach Working Group. The working group has already initiated several outreach activities. Activities nearing completion include educational signs on a commonly visited Oahu islet, laminated islet information cards for recreational kayakers, and a poster providing information on seabird biology and conservation to recreational fishermen. An OIRC website has been created and is almost complete. The media has also shown interest in offshore islet restoration, resulting in three articles in Honolulu newspapers. Posters describing OIRC activities have been presented at two conservation-oriented conferences. The greatest difficulty with OIRC outreach activities faced so far is the shortage of staff time to initiate and carry through with projects.

The following long-term plan (2004-2008) addresses the educational needs of our target audiences. The success of this plan is dependent on the availability of personnel to implement the plan and funding to support staff time and outreach projects. Currently, staff from OIRC member organizations do not have enough time or funding to carry out a focused, full-time outreach effort. A specialist must be hired to conduct outreach activities on a full-time basis and to raise funds to carry out the plan over at least a five-year period.

## **OIRC OUTREACH SPECIALIST**

The outreach specialist position will be a full-time job with first year funding provided by the OIRC and its partners. The projected hire date for this position is Fiscal Year 2004. Subsequent years' funding will be dependent upon monies raised by the outreach specialist. That is, the outreach specialist will be responsible for raising his or her own salary plus any other project related costs which may arise on an annual basis. A local Non Governmental Organization (NGO) will function as a sponsor for the outreach specialist. This local NGO (to be determined at a later date) will provide basic logistical support such as adequate office space, telephone, and computer access when deemed necessary. The "day to day" supervisor of the outreach specialist will be the NGO representative. The identified NGO representative will also serve as an active member of the OIRC steering committee. The steering committee, as a whole, will provide general program guidance to the outreach specialist and monitor his or her work and accomplishments.

The responsibility of the outreach specialist will be the following:

- Review and elaborate on the five-year outreach plan
- Conduct summative, remedial, and formative evaluations
- Utilize the five-year plan as a template to further define and adapt target audiences, costs, activities, products etc.
- Implement the five-year plan

- Coordinate efforts with federal and state governmental agencies, and NGO's.

## **PERFORMANCE DESCRIPTION**

To apply for the OIRC outreach specialist position, the applicant must meet the minimum listed requirements:

*Basic Education* – A minimum of a Bachelor's degree from an accredited institution of higher learning with preference given to those degrees obtained in the field of science and/or education.

*Outreach/Education Experience* – A minimum of three years experience needed in the field of outreach/education.

Examples:

- Three years of teaching science to fifth graders.
- Three years experience as an environmental educator with the Nature Conservancy.
- Two years as an interpretive guide for the park service and one-year experience as a science guide for a children's summer camp.
- Additional consideration will be given to applicants skilled in video production and publication layout.

*Fundraising Experience* - A minimum of one-year of successful fundraising experience is required.

Examples:

- One-year of experience raising funds for the Ronald McDonald House.
- One-year of successfully writing grant proposals.
- Six months of experience as a fundraiser for the Arthritis Foundation and six months of grant writing experience.

*Personal Skills* – The position requires a highly motivated, independent individual who is able to complete his or her duties with little or no supervision. This person must be able to work well with others of diverse cultures and ethnic backgrounds. The applicant must be familiar with the Hawaiian culture, local NGO's, and governmental agencies.

*A valid state driver's license* – The applicant must possess a valid state driver's license with no outstanding violations and/or restrictions.

*Travel* – The applicant must be available to travel, if necessary, a minimum of 10 days per month.

*Physical Requirements* – The applicant must be in good physical condition. The position may require; hiking and camping in difficult topography and inclement weather, lifting or carrying weights ranging from 5-50 pounds.



## **EVALUATION**

In the planning of any educational model or project, evaluation plays an essential role. It will be the responsibility of the outreach specialist to effectively address all the key stages of evaluation (e.g., primary, formative, remedial, and summative). The outreach specialist will spend a considerable amount of time in the primary evaluation phase both identifying specific target audiences and their behaviors and attitudes. The importance of evaluation cannot be overemphasized. Effective evaluation allows the educator the opportunity to effectively monitor both the success and failures of any particular product, activity, or program. The information gathered will allow the educator the opportunity to alter or adapt that product, activity, or program to be successful. As part of the evaluation process, the outreach specialist will be responsible for maintaining detailed records of all outreach activities and producing an “end of the year report” of all activities.

## **OBJECTIVES (DESIRED OUTCOMES)**

Four desired outcomes or objectives have been identified for the Five-Year OIRC Outreach Plan.

1. Realization by the target audience that all their actions have an impact on the environment.
2. Establish an appreciation of the native communities on Hawaii’s offshore islets.
3. Increase the understanding of the effects that invasive species have on native communities.
4. Develop public support for statewide conservation emphasizing restoration of native communities.

## **THEME (PRINCIPAL MESSAGE)**

Hawaii’s offshore islets are our biological gems, providing safe havens for native species that once flourished throughout the state. These islets harbor hope for the future of coastal biodiversity.

## **STRATEGY FOR PROJECT PROPOSALS**

Education components are classified into two categories – products and activities. In many cases, the products produced will be used in conjunction with general outreach activities. Project completion dates, cost estimates, and identified partners are subject to change, dependent upon the availability of an outreach specialist. The strategies outlined are general in scope, and will be further defined “in depth” by the outreach specialist. It is important to realize that nothing is “set in stone” and the plan will be constantly

modified to ensure optimum effectiveness. Each product and activity will have its own project proposal. The project proposal will include the following:

- Project Name
- Project Description
- Priority Ranking
- Time Frame
- End Product
- Project Cost
- Potential Partners
- Responsibility for project completion

## **LIST OF PROPOSED PRODUCTS**

- OIRC Website
- News Releases
- Teacher's Education Package
- Mobile Interpretive Exhibit
- Kayak Card
- Commemorative Stamp
- Fisherman Poster
- OIRC Poster
- OIRC Logo Tattoos
- Seabird Cam/Website Link
- OIRC Brochure
- OIRC Fact Sheet
- OIRC Final Project Summary Document
- OIRC Bumper Sticker
- OIRC Video
- OIRC T-shirt
- Bling...Bling Campaign
- OIRC Logo Patch
- OIRC Science Fair Award
- Permanent Exhibit at Bishop Museum
- Interpretive Signs for the Mokulua Islets

## **LIST OF PROPOSED ACTIVITIES**

- OIRC Volunteer Program
- OIRC Technical Training Workshop
- Technical Presentations
- OIRC Teacher Training Workshop
- Special Events

- Establish Friend's Group and/or NGO

## **RANKING**

In order to facilitate the implementation of the outreach plan, project proposals are ranked in one of the following categories:

High.....	Recommended highest priority, given budgetary limitations
Medium.....	Recommended medium priority, given budgetary limitations
Low.....	Recommended lowest priority

Projects with the highest ranking should be given first consideration; however, should other factors come into play (i.e., corporate sponsorship, grant money, volunteer assistance, end of the year monies etc.) projects with lower rank may take precedence.

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** OIRC Website

**Project Rank:** High

### Project Description:

An OIRC website will be developed that enables outreach personnel to distribute information on a larger scale, more effectively and at a lower cost. A local NGO will host the website with little to no cost incurred on the part of the NGO. The outreach specialist will periodically update and maintain the website on a quarterly or “as needed” basis to ensure the most accurate and current information is available to the public.

The website will provide the most accurate information available concerning Hawaii’s offshore islets. Information provided will include the following: Historical, topographical, and biological information will be provided for each offshore islet. The site will also provide additional information concerning biological threats, research projects, restoration projects, outreach projects, special events, volunteers, partners, and a wide array of color images of habitat, flora, and fauna. The Internet is probably the most far-reaching outreach tool available and the least costly in the long term.

**Time Frame:** Completion date - 2004. 2004- 2008 (Maintained quarterly)

**End Product:** A functional “user-friendly” website that includes accurate information about Hawaii’s offshore islets.

**Project Cost:** Initial start-up costs (Spent) were donated by University of Hawaii – Graduate student services for one semester – Estimated cost \$10,000.00

- \$500.00 per year needed for technical assistance, software programs etc.
- Quarterly update of website will be covered by the outreach specialist’s salary.

**Potential Partners:** University of Hawaii, Bishop Museum, and the US Fish and Wildlife Service

**Responsible for Project:** UH graduate student (original design and set-up)  
Outreach specialist (quarterly updates and maintenance)  
Bishop Museum (assist with original set-up and may function as an NGO host for the site)

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** News Releases

**Project Rank:** High

**Project Description:**

To develop news releases according to OIRC steering committee guidance. Any news release produced and sent via a partner (e.g., US Fish and Wildlife Service, Bishop Museum, DNLR etc.) must conform to that agency’s standards. Designated outreach personnel will capitalize on any and all opportunities to inform the public concerning Hawaii’s offshore islets and their conservation and restoration. Outreach personnel should produce a news release if one or more of the following situations arise: natural or man-made disasters that affect the resources, research projects, eradication projects, positive stories highlighting volunteers and/or partners, special events, law enforcement issues etc. News releases will be distributed via fax and e-mail to local media and any other interested parties. All news releases will also be posted on the OIRC website.

**Time Frame:** 2004-2008

**End Product:** Quality news releases with color images (if available)

**Project Cost:** Not applicable. Funding available “in house”

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLR

**Responsible for Project:** OIRC outreach specialist  
Public information officers (identified partners)

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** Teacher’s Education Package

**Project Rank:** High

### Project Description:

A teacher’s education package will be developed with the emphasis placed on restoration of Hawaii’s offshore islets. The target audience will be 4<sup>th</sup> to 6<sup>th</sup> grade teachers in Hawaii, and the education package should conform to Department of Education curricula standards to facilitate use in Hawaiian classrooms. The package should include information on endangered and threatened species found on the islets, native species vs. invasive species, and habitats presented in a concise, “user friendly” format. Activities in the package may include interactive exercises, fact sheets, basic scientific experiments, arts and crafts activities, restoration activities etc. The package will undergo rigorous field-testing and evaluation prior to final implementation.

The final version of the package will be distributed in conjunction with teacher training workshops of 1-2 days in duration.

**Time Frame:** Completion date - 2008

**End Product:** 500 – 1,000 (dependent upon product demand) full-color, high quality teacher’s education package.

**Project Cost:** \$10,000.00

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLR  
Corporate sponsors  
NGO’s

**Responsible for Project:** OIRC outreach specialist

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** Mobile Interpretive Exhibit

**Project Rank:** High

### Project Description:

A mobile interpretive exhibit will be developed highlighting the OIRC and its efforts throughout Hawaii. The exhibit will contain 6-8 tabletop interpretive panels. The panels will include general information on the OIRC, endangered and threatened species found on the islets, native vs. invasive species, partners/sponsors/volunteers, restoration projects, success stories etc. The panels will consist of quality, weather resistant materials and will include full color graphics. The entire display must be lightweight and easily transportable in its own hard carrying case. The panels should be designed to be interconnected, if needed, and of sufficient weight not to blow over during outside exhibits. Two of the eight panels will cover hot or recent topics. These panels will be covered with carpet or a magnetic material. This type of design will allow the outreach specialist to design and change the panels when needed by attaching separate text and graphics. This aspect will give the exhibit the ability to change and adapt to various audiences and topics. The exhibit will be utilized to highlight the OIRC and its efforts during special events such as Earth Day.

**Time Frame:** Completion date - 2006

**End Product:** One quality, full color, mobile, tabletop, interpretive exhibit.

**Project Cost:** \$4,500.00

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLR  
Corporate sponsors  
NGO's

**Responsible for Project:** OIRC outreach specialist

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** Kayak Card

**Project Rank:** High

**Project Description:**

The kayak card is a pilot project to engage tourists and visitors in protecting offshore islets that they visit off of Kailua Beach. Cards will have a brief explanation of the OIRC, native species, alien species, and actions that people can do to help protect native flora and fauna. The goal of the product is to educate visitors about the appropriate behavior needed while visiting the offshore islets, and to excite them about the native things they may see while visiting. The initial production of the cards will be small in scale (100). The success and effectiveness of the cards will be evaluated. If the cards prove to be successful, a sponsor will be sought to fund any future design, production, and distribution costs.

**Time Frame:** Completion date - summer 2004

**End Product:** Initial production will produce 100 full-color laminated cards to be affixed on rental kayaks. Sponsors will fund future productions.

**Project Cost:** \$2,000.00

**Potential Partners:** US Fish and Wildlife Service  
Wildlife Society  
Kailua kayak rental shops

**Responsible for Project:** Stephanie Bennett - USFWS  
Sheldon Plentovich –University of Hawaii

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** Commemorative Stamp

**Project Rank:** Medium

**Project Description:**

A commemorative stamp of the OIRC will be designed to gain further public support for the restoration of Hawaii’s offshore islets. A design contest will be held throughout Hawaii, in conjunction with a media campaign, to determine the winning design for the stamp. The contest will heighten public awareness, solicit corporate sponsorship, and encourage public involvement in the conservation and restoration of the offshore islets. Corporate sponsors can assist in the costs associated with such a contest and provide prizes to the winner(s). A select committee, that includes a representative from the US Postal Service, will choose the contest winner. The winning selection will then be printed in the form of a US postal stamp to be distributed accordingly. The release of the stamp should coincide with a special “island-wide” event that recognizes everyone involved and encourages active participation.

**Time Frame:** Completion date - 2007

**End Product:** A quality, full-color commemorative stamp of the OIRC. The US postal stamp will be highly prized by collectors and a source of pride for Hawaiians.

**Project Cost:** \$2,000.00

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNL  
Corporate sponsors  
NGO’s

**Responsible for Project:** OIRC outreach specialist  
US Postal Service representative

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** Fisherman Poster

**Project Rank:** High

**Project Description:**

The fisherman poster will describe common birds that fishermen use to locate target fish species in the ocean. The main goal is to show these birds in their nesting habitat. This will evoke an emotional tie with the birds so that human-bird interactions can be minimized. The poster will depict three main points about how the fisherman can help seabirds in their colonies, and what they can do when a seabird becomes entangled in nets, fishing line etc. We expect fishermen to respond favorably to the poster. The poster will be available in shops frequented by fisherman, and as an insert in the periodical - Hawaii Fishing News.

**Time Frame:** Completion date - summer 2004

**End Product:** 1000 quality, full-color posters for bait shops and as an insert for the Hawaii Fishing News

**Project Cost:** \$2,000.00

**Potential Partners:** US Fish and Wildlife Service  
Wildlife Society  
Hawaii Fishing News (Costs for the inserts will be covered by HFN)  
Fishing Supply Stores

**Responsible for Project:** Stephanie Bennett - USFWS  
Chris Swenson - USFWS

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** OIRC Poster

**Project Rank:** High

**Project Description:**

There is a need for the design, production, and distribution of a general information poster about the OIRC. The OIRC poster will depict the restoration efforts by various agencies, community groups, and conservation organizations on the offshore islets. The poster should appeal to a broad audience, especially to school grade children.

**Time Frame:** Completion date - 2005

**End Product:** 1,000 quality, full-color OIRC posters for distribution with outreach activities, exhibits, and school programs.

**Project Cost:** \$5,000.00

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLR  
Corporate sponsors  
Wildlife Society

**Responsible for Project:** OIRC outreach specialist  
Stephanie Bennett - USFWS

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** OIRC Logo Tattoos

**Project Rank:** Medium

**Project Description:**

Tattoos are a low-cost, popular, and effective outreach tool for children. A new tattoo design will be implemented annually starting in 2005. The first year's tattoo will be the OIRC logo (already designed). The logo tattoos will be used throughout the island to make a connection with the audience, gain recognition, and create more awareness of offshore islet restoration activities. The USFWS uses tattoos in outreach activities with great success. Several other designs will be produced for the following years to promote native habitat, plants, and animals. The tattoos are temporary, non-toxic, and easy to remove.

**Time Frame:** Tattoos will be designed and produced on a yearly basis starting in 2005.

**End Product:** 5,000 temporary tattoos, sized 1.5” x1.5” each year

**Project Cost:** \$ 200.00 /5000 pieces plus shipping (annually)

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNL  
Wildlife Society

**Responsible for Project:** OIRC outreach specialist  
Stephanie Bennett - USFWS

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** Seabird Cam /Website Link      **Project Rank:** Low

**Project Description:**

Set up a live camera at a seabird colony, providing real-time images of seabirds to the OIRC website. Kilauea Point NWR is a possible partner, in the past; they have used a camera to provide live images to their visitor center. Their camera system no longer functions and was not set up to be linked to a website. However, some of the equipment they have may still work, they have a dense seabird colony with multiple species, the location would be easy to access for servicing and repairing the camera and the existing infrastructure provides both a power source and a means for feeding the images to an online link. They could possibly also re-locate the camera periodically to show various species at different points in their life cycle.

**Time Frame:** Completion date - December 2006

**End Product:** A seabird camera providing live images of seabird activity, linked to the OIRC website and possibly to the Kilauea Point NWR visitor center

**Project Cost:** \$4,000 initial start up cost for system. \$300/year needed annually for repairs, equipment depreciation, web site maintenance, etc.

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNL  
Corporate sponsors  
Kilauea Point NWR  
NGO's

**Responsible for Project:** OIRC outreach specialist

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** OIRC Brochure

**Project Rank:** High

**Project Description:**

Design, print, and distribute brochures describing the mission and goals of the OIRC and familiarizing the public with the biological value and conservation issues facing the offshore islets. The brochure will provide a general overview of OIRC's 5-year project plan for Hawaii's offshore islets in an attractive, easy to read format suitable for handing out at formal briefings, presentations and fund-raising events. The information in the brochure will be general enough that it will not require updates. Target audiences will be the Congressional delegation, agency administrators within USFWS and other agencies, the press and potential supporters for OIRC projects. When appropriate, fact sheets could also be handed out with the brochures to provide the most recent updates on OIRC activities.

**Time Frame:** Completion date - September 2004

**End Product:** 3,000 (4-color, 6-panel) brochures

**Project Cost:** \$4,300 total (\$1,800 for design and layout + \$2,500 for printing)

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNL  
Corporate sponsors  
NGO's

**Responsible for Project:** OIRC Education Committee

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** OIRC Fact Sheet

**Project Rank:** High

**Project Description:**

Design, print, and distribute up-to-date fact sheets briefly describing the mission and goals of the OIRC, the biological value and conservation issues facing the offshore islets, and the most recent accomplishments and ongoing projects of the OIRC. The fact sheets will be full-color and double-sided. The difference between the fact sheets and the OIRC brochure is that the fact sheets will be updated periodically, will be more succinct, cheaper to produce, and will be suitable for handing out to groups or individuals wanting a brief introduction to what the OIRC is currently doing. Target audiences will be the public, agency administrators within USFWS, other agencies, and the press.

**Time Frame:** The first fact sheet will be completed by June 30, 2004. Fact sheets will be updated periodically (every 6 - 12 months)

**End Product:** 2,000 full-color, double-sided fact sheets will be printed initially and an additional 2,000 for every updated version.

**Project Cost:** Initial cost will be \$1,800 (\$800 for design and layout + \$1,000 for printing), with additional printing costs of about \$1,000 for each updated version.

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLR  
Corporate sponsors  
Kilauea Point NWR  
NGO's

**Responsible for Project:** The OIRC Education Committee will produce the initial fact sheet but the outreach specialist will be responsible for doing the updates.

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** OIRC Final Project Summary Document

**Project Rank:** Low

**Project Description:**

The scientific information collected during the 5-year OIRC project needs to be preserved and presented in a publication that also gives a sense of the beauty and ecological significance of the islets and their resources. The project goal is to produce an attractive, color booklet (up to 200pp) that provides a final summary of the results of OIRC's 5-year project to survey and restore offshore islets. Maps and lists of islets surveyed, species summaries, survey dates, and key findings would be included. Descriptions of results of OIRC research projects and restoration projects would be put in the book. High quality color photographs of islets and species are also important. The final chapter should outline management and research recommendations for the future. Species lists for each islet would be included as appendices. It would also include an annotated bibliography listing all OIRC-sponsored reports, conference-proceedings, and publications as well as all known background and reference literature on the islets.

**Time Frame:** Completion date - December 2008

**End Product:** 500 copies of an attractive, full-color publication summarizing the final results of the OIRC's 5-year survey and restoration project.

**Project Cost:** \$20,000 for editing, design, layout, and printing.

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLN  
Corporate sponsors  
Kilauea Point NWR  
NGO's

**Responsible for Project:** OIRC outreach specialist  
OIRC scientists  
Contract Editor

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** OIRC Bumper Sticker

**Project Rank:** Low

**Project Description:**

The design, production, and distribution of a high quality color bumper sticker highlighting the offshore islets. The design and wording will contain a strong, positive message that brings attention to Hawaii's islets and the importance of the species that inhabit them. Stickers are a low cost and effective tool that can be easily distributed and have a broad public appeal.

**Time Frame:** Completion date - 2005

**End Product:** 5,000 quality bumper stickers highlighting the importance of Hawaii's offshore islets to the general public.

**Project Cost:** \$2,000 for editing, design, layout, and printing.

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNL  
Corporate sponsors  
NGO's

**Responsible for Project:** OIRC outreach specialist

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** OIRC Video

**Project Rank:** Medium

**Project Description:**

The development, production, and distribution of a 15-20 minute educational video on Hawaii's offshore islets. Content will focus on biological importance of islets and projects that have been undertaken on islets. The target audience will be the general public with a focus towards elementary and high schoolchildren. Video footage should include work on at least five different islets.

**Time Frame:** Completion date - 2007

**End Product:** 200 VHS copies and 50 DVD copies highlighting efforts to protect Hawaii's offshore islet's biota to be distributed to schools and run on public television.

**Project Cost:** \$25,000 for filming, editing, sound, script, and production.

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLR  
Corporate sponsors  
NGO's

**Responsible for Project:** OIRC outreach specialist

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** OIRC T-shirt

**Project Rank:** Medium

**Project Description:**

The design, production, and distribution of a high quality cotton t-shirt with the OIRC logo. A percentage of the shirts to have “volunteer” printed on the front for volunteers helping with OIRC projects.

**Time Frame:** Completion date - 2005

**End Product:** 250 high quality, cotton, short-sleeved, t-shirts with the OIRC logo on the back.

**Project Cost:** \$2,000 for design, layout, and printing.

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLR  
Corporate sponsors  
NGO's

**Responsible for Project:** OIRC outreach specialist

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** Bling...Bling Campaign

**Project Rank:** High

### Project Description:

The purpose of this campaign is to promote Hawaii's offshore islets as gems. The target audience will be Hawaii's youth. In order to connect to the target audience we chose the term "bling...bling." All of today's young people can relate to this term and associate it with success, opportunity, and wealth. This campaign may use a variety of promotional items to encourage Hawaii's youth to take pride in their offshore islets and to recognize them as the natural treasures they are. Suggested promotional items are decorative pins comprised of an islets' silhouette and name, t-shirts, necklaces etc.

**Time Frame:** Completion date - 2005

**End Product:** Type of Products to be determined.

**Project Cost:** \$2,500 for design and production.

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLR  
Corporate sponsors  
NGO's

**Responsible for Project:** OIRC outreach specialist

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** OIRC Logo Patch

**Project Rank:** Low

**Project Description:**

The design, production, and distribution of a high quality logo patch for distribution to biologists and volunteers who participate with projects on offshore islets. The design will primarily be the OIRC logo along with the name of the organization.

**Time Frame:** Completion date - 2005

**End Product:** 500 high quality, full-color OIRC logo patches.

**Project Cost:** \$1,000 for design, layout, and production

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNL  
Corporate sponsors  
NGO's

**Responsible for Project:** OIRC outreach specialist

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** OIRC Science Fair Award

**Project Rank:** Low

**Project Description:**

An individual award for the Hawaii High School Science Fair will be established. The award will honor and recognize the best individual project pertaining Hawaii's offshore islets. A specific call for projects involving offshore islets should be distributed to high school science teachers a year in advance outlining the award and opportunities for student research with islet biota in mind.

**Time Frame:** 2005-2008 (annually)

**End Product:** An individual science award for work with offshore islets at the high school level. Award may be in the form of money, a prize, or a combination of both.

**Project Cost:** \$200.00

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLR  
Corporate sponsors  
NGO's

**Responsible for Project:** OIRC outreach specialist

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** Permanent Exhibit at Bishop Museum      **Project Rank:** Low

**Project Description:**

The creation of a permanent exhibit at Bishop Museum to highlight the importance of Hawaii's offshore islets as habitat for many native plant and bird species. Display should focus on management concerns and conservation projects that have been established to help secure the islets' special biota. Interactive displays with pictures, models of seabird nesting preferences, and possibly a bird cam set up to an islet relaying live video to a monitor.

**Time Frame:** Completion date - 2007

**End Product:** The establishment of a permanent, high quality, interactive exhibit at Bishop Museum to educate and expose the general public and visitors to the importance of Hawaii's offshore islets.

**Project Cost:** \$20,000 for design, materials, and construction

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLR  
Corporate sponsors  
NGO's

**Responsible for Project:** OIRC outreach specialist

# PRODUCTS – PROJECT PROPOSALS

## Project Proposal

**Project Name:** Interpretive Signs for the Mokulua Islets      **Project Rank:** High

**Project Description:**

The Mokulus are a picturesque and frequently visited pair of islets on the windward side of Oahu. The larger of the two islets, Moku Nui is a popular destination for kayakers, canoeists, surfers, and swimmers. While most visitors appreciate the islets, they are not aware of how some of their behaviors disrupt the existing natural communities. Here we propose to design and post educational signs illustrating the interconnectedness of the land and water ecosystems, along with information on how to limit human impacts on offshore islets. These signs will give visitors much needed information on how to care for offshore islets while possibly enhancing the quality of the native communities present. Students at a nearby school will design signs

**Time Frame:** Completion date - 2004

**End Product:** High quality signs posted on Moku Nui and possibly the boat ramp in Kailua.

**Project Cost:** \$5,000.00

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNL  
University of Hawaii  
Lani kai Elementary

**Responsible for Project:** Sheldon Plentovich – University of Hawaii  
Ann Bell - USFWS

# ACTIVITIES – PROJECT PROPOSALS

## Project Proposal

**Project Name:** OIRC Volunteer Program

**Project Rank:** High

**Project Description:**

Management projects on offshore islets can be used for educational purposes for schoolchildren as well as adults. A volunteer program that initiates involvement with the general public and the offshore islets would benefit both the islets themselves as well as the people involved with the projects. Several projects are already ongoing on nearshore islets, and many of the projects would benefit from more individuals being able to help with the work. A volunteer program will create opportunities for interested parties to work with offshore islet restoration. This benefits both the islets as well as serving to further educate participants about the islets biological importance.

**Time Frame:** 2005-2008 (annually)

**End Product:** A fully functional and effective volunteer program that provides various types of support to the OIRC.

**Project Cost:** \$5,000.00/annually for materials, logistics, transportation etc.

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNL  
Corporate sponsors  
NGO's

**Responsible for Project:** OIRC outreach specialist

# ACTIVITIES – PROJECT PROPOSALS

## Project Proposal

**Project Name:** OIRC Technical Training Workshop **Project Rank:** Medium

**Project Description:**

Develop a training workshop aimed at the technical aspects of working on offshore islets and coastal areas. The workshop's target audience will be field biologists and managers working in these types of habitats. The focus of the workshop will be on rare plant management, plant and seabird surveys, and restoration techniques utilized during the restoration efforts.

**Time Frame:** Completion date - 2007

**End Product:** A one to two day workshop designed for educating land managers and scientists about working on offshore islets and coastal areas by utilizing knowledge gained from experience with work on offshore islets.

**Project Cost:** \$5,000.00

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLR  
Corporate sponsors  
NGO's

**Responsible for Project:** OIRC outreach specialist  
OIRC scientists

# ACTIVITIES – PROJECT PROPOSALS

## Project Proposal

**Project Name:** Technical Presentations

**Project Rank:** Low

**Project Description:**

Two presenters per year will receive money for travel costs, per diem, and conference fees for technical presentations on scientific results from OIRC-funded surveys, studies, and restoration projects. These would occur in 2006, 2007 and 2008. The purpose would be to disseminate important lessons learned, and to allow OIRC researchers to bring back new information from conferences that would benefit our work in Hawaii. It is expected that these presentations would also be published in conference proceedings and peer-reviewed scientific journals.

**Time Frame:** Ongoing throughout 2006, 2007, and 2008

**End Product:** At least six technical presentations of results pertaining to OIRC scientific studies and restoration projects at professional conferences in Hawaii, mainland U.S. and abroad.

**Project Cost:** \$9,000 for three years (\$1,500/presentation x 2 presentations/year x 3 years = \$9,000)

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNL  
NGO's

**Responsible for Project:** OIRC outreach specialist  
OIRC scientists

# ACTIVITIES – PROJECT PROPOSALS

## Project Proposal

**Project Name:** Teacher Training Workshop      **Project Rank:** Medium

**Project Description:**

A 1-2 day teacher training workshop will be developed for Hawaiian teachers in grades 4<sup>th</sup> to 6<sup>th</sup>. The purpose of the workshop is to motivate, educate, and train teachers concerning the implementation of the teacher's education package. Workshop duration will be dependent upon time constraints imposed on many local teachers. Approximately 15-20 teachers will receive the training. The lower class size should ensure participant satisfaction. If possible, the workshop will include a field trip to a Hawaiian offshore islet. Teachers will be selected by several criteria such as interest, motivation, and geographical location.

**Time Frame:** Completion date - 2008

**End Product:** A complete, concise workshop planned out including agenda and logistical support.

**Project Cost:** \$3,000.00

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLR  
Corporate sponsors  
NGO's

**Responsible for Project:** OIRC outreach specialist

# ACTIVITIES – PROJECT PROPOSALS

## Project Proposal

**Project Name:** Special Events

**Project Rank:** High

**Project Description:**

The outreach specialist will utilize all pertinent outreach products, principally the mobile interpretive exhibit, to participate in special events throughout the Hawaiian Islands. Special events provide the OIRC a unique opportunity to communicate directly with their audience, and permit positive interaction between the public and the educator. Special events should emphasize Hawaii's natural and cultural resources (e.g., Earth Day), and have some relevance to the OIRC.

In addition, the outreach specialist should take advantage of opportunities to promote the OIRC through their own special events such as design contests, volunteer work projects, commemorative stamp day etc.

**Time Frame:** 2007 - 2008

**End Product:** An increased awareness, among special event participants, towards the conservation and restoration of Hawaii's offshore islets.

**Project Cost:** \$500.00 per event for travel and miscellaneous expenses

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNL  
Corporate sponsors  
NGO's

**Responsible for Project:** OIRC outreach specialist

# ACTIVITIES – PROJECT PROPOSALS

## Project Proposal

**Project Name:** Establish a Friend's Group and/or NGO **Project Rank:** Medium

**Project Description:**

*Friends of Hawaii's offshore islets* will be a non-government organization that helps plan and organize restoration, and outreach activities focusing on Hawaii's offshore islets. Members will include individuals of all ages living throughout Hawaii and possibly elsewhere. Members will participate in a range of activities including control of invasive species, planting of native plants, assisting in research projects, disseminating information to the public, visiting classrooms, organizing fund raisers, etc. The creation of an NGO such as this will benefit both the islets themselves as well as the people involved with the projects. Interest already exists as several ongoing projects include interested parties from throughout the community

**Time Frame:** 2006 - 2008

**End Product:** A NGO that would enhance efforts to restore native communities on Hawaii's offshore islets and would improve public efforts and A program that can direct interested parties to volunteer opportunities on Hawaii's offshore islets that would benefit the volunteer as well as the islet involved.

**Project Cost:** None

**Potential Partners:** US Fish and Wildlife Service  
Bishop Museum  
Hawaii DNLR  
Corporate sponsors  
NGO's (Audubon Society, The Nature Conservancy, Sierra Club)  
Hawaii University of Hawaii

**Responsible for Project:** OIRC outreach specialist

## BUDGET

The success of this outreach plan, like any other plan, is dependent upon available funding. During the initial year of the plan, costs will be shared among the OIRC participating agencies and organizations whenever possible. The first and most important budget allocation should be for hiring an outreach specialist. This plan is based on the availability of a full-time outreach specialist to implement the proposed projects and activities, and also to raise future project funds and salaries. The initial costs to the OIRC may appear high; however, long-term costs should be minimal at best. The goal of the plan is to create a completely self-sufficient program that works under close guidance with the OIRC.

2004	2005	2006	2007	2008
\$35,000.00 (OS Position- Partial Funding for remaining FY2004)	\$74,800.00 (OS Position)	\$74,800.00 (OS Position)	\$74,800.00 (OS Position)	\$74,800.00 (OS Position)
\$500.00 (Website)	\$500.00 (Website)	\$500.00 (Website)	\$500.00 (Website)	\$500.00 (Website)
\$500.00 (Website)	\$5,000.00 (OIRC poster)	\$4,500.00 (Mobile exhibit)	\$2,000.00 (Stamp)	\$10,000.00 (Teachers package)
\$2,000.00 (Kayak Card)	\$200.00 (Tattoos)	\$200.00 (Tattoos)	\$200.00 (Tattoos)	\$200.00 (Tattoos)
\$2,000.00 (Fisherman poster)	\$1,000.00 (OIRC Fact sheet)	\$4,000.00 (seabird cam)	\$300.00 (Cam maintenance)	\$300.00 (Cam maintenance)
\$4,300.00 (OIRC brochure)	\$2,000.00 (Bumper sticker)	\$1,800.00 (OIRC Fact sheet)	\$1,000.00 (OIRC Fact sheet)	\$1,000.00 (OIRC Fact sheet)
\$1,800.00 (OIRC Fact sheet)	\$2,000.00 (OIRC T-shirt)	\$200.00 (Science award)	\$25,000.00 (OIRC video)	\$20,000.00 (Final Summary)
\$5,000.00 (Interpretive Signs for the Mokulua Islets)	\$2,500.00 (Bling...Bling)	\$5,000.00 (Volunteers)	\$200.00 (Science award)	\$200.00 (Science award)
	\$1,000.00 (OIRC logo patch)	\$9,000.00 (Presentations)	\$25,000.00 (Perm. exhibit)	\$5,000.00 (Volunteers)
	\$200.00 (Science award)		\$5,000.00 (Volunteers)	\$9,000.00 (Presentations)
	\$5,000.00 (Volunteers)		\$5,000.00 (Tech. Workshop)	\$3,000.00 (Teacher training)
			\$9,000.00 (Presentations)	\$500.00 (Special events)
			\$500.00 (Special events)	
<b>YEARLY TOTALS</b>				
\$50,600.00	\$94,200.00	\$100,000.00	\$148,500.00	\$124,500.00

**The total estimated cost for the five-year outreach plan is \$517,800.00**

## IMPLEMENTATION SCHEDULE

Note: (O) Denotes an ongoing product and/or activity that is conducted each year

2004 Products and Activities	2005 Products and Activities	2006 Products and Activities	2007 Products and Activities	2008 Products and Activities	Responsible Party	Ranking
News releases (O)	News releases (O)	News releases (O)	News releases (O)	News releases (O)	Outreach Spec. Agency PIO's	High
Homepage (O)	Homepage (O)	Homepage (O)	Homepage (O)	Homepage (O)	Outreach Spec.	High
				Teacher's training workshop	Outreach Spec.	Medium
		Mobile exhibit			Outreach Spec.	High
Kayak card					Stephanie Bennett Sheldon Plentovich	High
			Commemorative stamp		Outreach Spec. USPS rep.	Medium
Fisherman poster					Stephanie Bennett Chris Swenson	High
	OIRC poster				Outreach Spec. Stephanie Bennett	High
	Tattoos (O)	Tattoos (O)	Tattoos (O)	Tattoos (O)	Outreach Spec. Stephanie Bennett	Medium
		Live-bird cam			Outreach Spec.	Low
OIRC brochure					OIRC Education Committee	High
Fact sheet (O)	Fact sheet (O)	Fact sheet (O)	Fact sheet (O)	Fact sheet (O)	OIRC Education Committee Outreach Spec.	High
				OIRC Final Summary	Outreach Spec. OIRC scientists	Low
	Bumper sticker				Outreach Spec.	Low

<b>2004 Products and Activities</b>	<b>2005 Products and Activities</b>	<b>2006 Products and Activities</b>	<b>2007 Products and Activities</b>	<b>2008 Products and Activities</b>	<b>Responsible Party</b>	<b>Ranking</b>
			OIRC Video		Outreach Spec.	Medium
	OIRC T-shirt				Outreach Spec.	Medium
	Bling...Bling Campaign				Outreach Spec.	High
	OIRC Logo patch				Outreach Spec.	Low
	Science Fair Award (O)	Science Fair Award (O)	Science Fair Award (O)	Science Fair Award (O)	Outreach Spec.	Low
			Permanent Exhibit		Outreach Spec.	Low
	Volunteer Program (O)	Volunteer Program (O)	Volunteer Program (O)	Volunteer Program (O)	Outreach Spec.	High
			Technical Training		Outreach Spec. OIRC scientists	Medium
		Technical Presentations (O)	Technical Presentations (O)	Technical Presentations (O)	Outreach Spec. OIRC scientists	Low
				Teach Training	Outreach Spec.	Medium
			Special Events (O)	Special Events (O)	Outreach Spec.	High
		Friends Group NGO (O)	Friends Group NGO (O)	Friends Group NGO (O)	Outreach Spec.	Medium
	Interpretive Signs for the Mokulua Islets				Sheldon Plentovich Ann Bell	High