



2015-2016
CHARTER COMMISSION
City and County of Honolulu

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MEMORANDUM

DATE: July 24, 2015

TO: Jesse Souki, Chairperson
Honolulu Charter Commission

FROM: Public Outreach Permitted Interaction Group

RE: Report from the Public Outreach Permitted Interaction Group
(Cheryl Soon, Reginald Castanares, Nathan Okubo and Jesse Souki).

This memorandum is made pursuant to meetings conducted by a permitted interaction group ("PIG"). The PIG was formed at the March 18 meeting of the Honolulu Charter Commission ("Commission"). PIG members included: Cheryl Soon, Reginald Castanares, Nathan Okubo, and Jesse Souki. The objective was to deliberate on methods for increasing public awareness and interaction with the activities of the Commission.

Three PIG meetings were held on May 18, June 23 and July 20, 2015. They were each held at 8 AM in the offices of Jesse Souki.

BACKGROUND:

The Charter Commission was discussing its approach to conducting its duties and responsibilities and expressions were made about the importance of ensuring access and transparency. In particular, it was felt important to make deliberate steps to increase awareness of the Commission's work and deadlines for submitting proposals. Upon conclusion of the discussion, Chair Souki asked if members would like to form a PIG to explore how this objective might be furthered. The Commission voted to approve formation of a PIG and members volunteered to participate.

MAY 18, 2014 MEETING

At the first meeting of the PIG, the members agreed that public involvement and input is encouraged for all phases and the Commission should be proactive in seeking input. Members discussed the type of participation desired would differ as they progressed through their work. A variety of outreach methods were proposed and discussed.

The initial phase, **AWARENESS**, needs to increase knowledge of the Commission work and process so that interested stakeholders can prepare and submit proposals for the Commission consideration. This phase lasts from July 1, 2015 to November, 2015. Towards that end, it was determined that:

- Commission Chair and staff have already contacted Administration and Council and have scheduled briefings.
- An Op Ed piece from the Commission would describe the purpose of the charter review.
- Opportunities for radio and television appearances exist. It needs to be determined if only the Chair should do this, or if it can/should be delegated to other Commission members. Examples of media outreach include Living 808.

The next phase is during **DELIBERATION**. During this phase the Commission would want to hear from proponents and alternate views on the proposals received. To do this, the public needs access to the Commission schedule, to have a meeting format that allows access and participation. This period is roughly from December 2015 to May 2016. Outreach during this period might include:

- Commission meetings locations rotating around the island
- Have Olelo tape and air the meetings
- Prepare a PSA for radio and television
- Second Op Ed piece

The next phase is **EDUCATION**. During this phase the Commission has a duty to education the public on the proposed amendments so the public can have an informed vote. Specific methods need to be determined later but could include.

- Paid advertisement
- PSA
- Third Op Ed

JUNE 23, 2015 MEETING

At the second meeting members considered a Statement of Principle. It was agreed to offer the following:

It is the intention of the Charter Commission that the people of Oahu are encouraged to fully participate in the Commission's process, because they will ultimately decide what changes are made to the Charter by voting on the 2016 general election ballot. The Commission will practice inclusiveness and transparency in the performance of its duties.

The members also discussed the value of taping Commission meetings by Olelo. IT was agreed to have staff gather information on the costs of taping so a considered recommendation could be made.

JULY 20, 2015 MEETING

Information on taping meetings was gathered by Commission staff and is summarized below.

- Cost of a single meeting taping in the Council Committee Room is \$128.70 per hour. Plus one hour of set up and 45 minutes of power down. This includes a live meeting on public

access television on Oahu, Olelo. This includes all rebroadcasts. Commission will be given two DVDs. Thus, the cost is approximately \$600-700 per meeting plus close captioning (see below)

- Close captioning is a separate cost (\$150 per hour), but can be arranged through Olelo.
- Cost of meetings at outside locations needs to add travel time.
- Because this service is likely to exceed \$5000 in total, it must go through procurement (either RFP or IFB).
- One or two meetings could be taped in order to determine the exact specifications of the effort desired, but this would only be on a trial basis, and further use would have to be procured.

PROPOSED ACTIONS:

The Public Outreach PIG recommends that the Commission Chair send informational letters to organizations with a high likelihood on having an interest in City Charter. The letter would advise them of the process and schedule. It might also offer to have a Commission member or staff meet with them to explain how to submit proposals. At a minimum, this would include:

- All City & County Boards and Commissions
- All Neighborhood Boards and the Neighborhood Board Commission
- Semi-autonomous agencies, HART and Board of Water Supply
- Tax Foundation of Hawaii
- American Civil Engineers Council (ACEC)
- Land Use Research Foundation (LURF)
- Urban Land Institute (ULI)
- Public sector unions: HGEA, UPW, Police, and Fire.

The Public Outreach PIG recommends that the Chair author and position an Op Ed piece for the *Star Advertiser* to explain the purpose of the review, the process, and schedule.

The Public Outreach PIG recommends that Commission Meetings held during Phase 1 and 2 be taped by Olelo and broadcast live as well as replay. This requires a budget approval of approximately \$15,000. Tapes of meetings can be linked to the Commission web site.

The Public Outreach PIG recommends that the Commission staff outreach to media to have Commission members be on TV encouraging submission of ideas and proposals.

Finally, the Public Outreach PIG recommends that the during preparation of the Commission budget within City budget for FY 2017 include appropriate levels of funding for Phase 3 Education using current cost figures versus being based on the previous Commission budget which is over ten years old as costs for advertisements and communications have risen.