

Promoting Ocean-Friendly Landscaping and Good Housekeeping Practice within Coastal Properties in West Maui Priority Watersheds

Project S.E.A.-Link
5/15/15-8/31/16

PROJECT OVERVIEW

In order to reduce nutrient and chemical inputs affecting West Maui's coral reefs, the goal of the project was to use the West Maui Kumuwai campaign, and its associated social marketing tactics, to engage at least eight West Maui coastal condominium properties, their management, residents, and landscaping companies to adopt Ocean-Friendly Landscaping practices. This goal was supported through outreach, training and promotional strategies. A number of different approaches were used to enlist, train, and promote the properties that were found to be the "good actors" in the community, while encouraging others to take steps to improve their practices. In support of this objective, an Ocean-Friendly Property Pledge was developed as an educational and promotional tool that assisted managers in identifying areas in need of improvement. Several examples of properties pledging to take new positive steps and implement better practices were documented.

PROJECT GOALS AND OBJECTIVES

Goal: Reduce the negative impacts of stormwater runoff on coral reefs by engaging a suite of coastal properties in West Maui through targeted education, outreach, promotional activities, and social marketing strategies in support of best practices for stormwater management.

Obj. 1: Visual Assessment of Honokowai Coastal Properties.

Obj. 2: Identify Properties Interested in Participating in Project

Obj. 3: Development of Outreach Package.

Obj. 4: Contact Interested Properties.

Obj. 5: Develop mini-workshop curricula of various durations.

Obj. 6: Develop promotion plan for participating partners.

Obj. 7: Conduct mini-workshops.

Obj. 8: Maintain follow up schedule with properties.

Obj. 9: Promotion of positive behaviors.

RESULTS

- *Best practices observed, documented and shared from 13 coastal properties.*
- *8 condominium properties signed onto newly-developed Ocean-Friendly Property Pledge*
- *6 new landscaping companies joined the Ocean-Friendly Landscaper program*

MANAGEMENT OUTCOMES

This project engaged a suite of coastal condominium properties in the priority watershed region of West Maui around the important theme of addressing nutrient and chemical pollution through improved stormwater management and good housekeeping practices. Properties were enlisted to take action, improve their practices, and share existing good examples. The positive response to the project by many involved is encouraging, as this form of engaging stakeholders in accessible and meaningful activities that address their own contributions to reef stressors can be one means of ensuring ongoing buy-in and support for the larger-scale solutions that are necessary to stem reef decline.

Project Area, West Maui Coastal Condominium Properties

