



MALAMA O PUNA
P.O Box 1467
Pahoa, Hawai'i 96778
(808) 965-2000

www.malamaopuna.org * malamaopuna@yahoo.com

Protecting Hawai'i's precious natural heritage

January 19, 2022

RE: Request for Grant in Aid (GIA) on behalf of Hawai'i Tracker for 2022

Aloha,

Attached is a completed application from Malama O Puna, a 501c3 domestic nonprofit corporation operating in the State of Hawai'i, District of Puna, since 2000. Malama O Puna meets the criteria set forth in Section 42-F-102 of Hawai'i Revised Statutes and certifies this proposed use of funds is for a public purpose.

We are pleased to support the Hawaii Tracker in this application to serve as fiscal sponsor for this grant given part of our mission is to build community capacity in the Puna region and support appropriate and timely messaging for visitors and residents on volcanic activities which is a main attraction in Hawaii County as noted by our tourism industry.

We thank the legislature for providing the opportunity to submit this request and have included three letters of support from the two County Council representatives of the Puna District, as well as from the Mainstreet Pahoa Association. We hope you will give consideration to this request and look forward to interacting with you.

Mahalo,

Eileen O'Hara, Ph.D.
Executive Director

**THE THIRTIETH LEGISLATURE
APPLICATION FOR GRANTS
CHAPTER 42F, HAWAII REVISED STATUTES**

Type of Grant Request:

Operating Capital

Legal Name of Requesting Organization or Individual: Db a:

Malama O Puna on behalf of Hawai'i Tracker

Amount of State Funds Requested: \$ 100,000

Brief Description of Request (Please attach word document to back of page if extra space is needed):

Hawai'i Tracker, sponsored by Malama O Puna, requests \$100,000 to fund a one year volcano education and communication campaign to increase public understanding of current eruptions and improve preparedness for future eruptions. This includes combating misinformation and damaging rumors surrounding our volcanoes, and guiding visitors to the appropriate resources. This effort supports recovery of tourism in Hawaii County's Puna district which was devastated by a 2018 volcanic eruption with economic recovery severely restricted due to the impacts of COVID 19.

Amount of Other Funds Available:

State: \$ 0

Federal: \$ 0

County: \$ 60000

Private/Other: \$ 15000

Total amount of State Grants Received in the Past 5 Fiscal Years:

\$ 70,171

Unrestricted Assets:

\$ 48,870

New Service (Presently Does Not Exist): Existing Service (Presently in Operation):

Type of Business Entity:

- 501(C)(3) Non Profit Corporation
- Other Non Profit
- Other

Mailing Address:

PO Box 1467

City:

Pahoa

State:

HI

Zip:

96778

Contact Person for Matters Involving this Application

Name:
Eileen O'Hara

Title:
Executive Director

Email:
malamaopuna@yahoo.com

Phone:
808 965 2000

Federal Tax ID#:

[REDACTED]

State Tax ID#

[REDACTED]

Eileen O'Hara

Authorized Signature

Eileen O'Hara, Executive Director

Name and Title

1/19/2022

Date Signed

Application Submittal Checklist

The following items are required for submittal of the grant application. Please verify and check off that the items have been included in the application packet.

- 1) Certificate of Good Standing (If the Applicant is an Organization)
- 2) Declaration Statement
- 3) Verify that grant shall be used for a public purpose
- 4) Background and Summary
- 5) Service Summary and Outcomes
- 6) Budget
 - a) Budget request by source of funds ([Link](#))
 - b) Personnel salaries and wages ([Link](#))
 - c) Equipment and motor vehicles ([Link](#))
 - d) Capital project details ([Link](#))
 - e) Government contracts, grants, and grants in aid ([Link](#))
- 7) Experience and Capability
- 8) Personnel: Project Organization and Staffing



EILEEN O'HARA, EXECUTIVE DIRECTOR

1/19/2022

AUTHORIZED SIGNATURE

PRINT NAME AND TITLE

DATE



**STATE OF HAWAII
STATE PROCUREMENT OFFICE**

CERTIFICATE OF VENDOR COMPLIANCE

This document presents the compliance status of the vendor identified below on the issue date with respect to certificates required from the Hawaii Department of Taxation (DOTAX), the Internal Revenue Service, the Hawaii Department of Labor and Industrial Relations (DLIR), and the Hawaii Department of Commerce and Consumer Affairs

Vendor Name: MALAMA O PUNA

DBA/Trade Name: MALAMA O PUNA

Issue Date: 01/16/2022

Status: **Compliant**

Hawaii Tax#: 97423212-01
New Hawaii Tax#: GE-0142645248-01
FEIN/SSN#: XX-XXX9958
UI#: XXXXXX6789
DCCA FILE#: 118285

Status of Compliance for this Vendor on issue date:

Form	Department(s)	Status
A-6	Hawaii Department of Taxation	Compliant
8821	Internal Revenue Service	Compliant
COGS	Hawaii Department of Commerce & Consumer Affairs	Exempt
LIR27	Hawaii Department of Labor & Industrial Relations	Compliant

Status Legend:

Status	Description
Exempt	The entity is exempt from this requirement
Compliant	The entity is compliant with this requirement or the entity is in agreement with agency and actively working towards compliance
Pending	A status determination has not yet been made
Submitted	The entity has applied for the certificate but it is awaiting approval
Not Compliant	The entity is not in compliance with the requirement and should contact the issuing agency for more information

**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS PURSUANT TO
CHAPTER 42F, HAWAI'I REVISED STATUTES**

The undersigned authorized representative of the applicant certifies the following:

- 1) The applicant meets and will comply with all of the following standards for the award of grants pursuant to Section 42F-103, Hawai'i Revised Statutes:
 - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant is awarded;
 - b) Complies with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
 - c) Agrees not to use state funds for entertainment or lobbying activities; and
 - d) Allows the state agency to which funds for the grant were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and ensuring the proper expenditure of the grant.
- 2) If the applicant is an organization, the applicant meets the following requirements pursuant to Section 42F-103, Hawai'i Revised Statutes:
 - a) Is incorporated under the laws of the State; and
 - b) Has bylaws or policies that describe the manner in which the activities or services for which a grant is awarded shall be conducted or provided.
- 3) If the applicant is a non-profit organization, it meets the following requirements pursuant to Section 42F-103, Hawai'i Revised Statutes:
 - a) Is determined and designated to be a non-profit organization by the Internal Revenue Service; and
 - b) Has a governing board whose members have no material conflict of interest and serve without compensation.

Pursuant to Section 42F-103, Hawai'i Revised Statutes, for grants used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant used for the acquisition of the land.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

Malama O Puna
(Typed Name of Individual or Organization)

Eileen O'Hara 1/21/22
(Signature) (Date)

Eileen O'Hara Executive Director
(Typed Name) (Title)

Application for Grants

If any item is not applicable to the request, the applicant should enter "not applicable".

I. Certification – Please attach immediately after cover page

1. Certificate of Good Standing (If the Applicant is an Organization)

If the applicant is an organization, the applicant shall submit one (1) copy of a certificate of good standing from the Director of Commerce and Consumer Affairs that is dated no earlier than December 1, 2021.

See attached Certification of Good Standing dated 1/16/2022

2. Declaration Statement

The applicant shall submit a declaration statement affirming its compliance with [Section 42F-103, Hawaii Revised Statutes](#).

See attached signed Declaration Statement.

3. Public Purpose

The applicant shall specify whether the grant will be used for a public purpose pursuant to [Section 42F-102, Hawaii Revised Statutes](#).

Malama O Puna certifies that this grant will be used for a public purpose pursuant to Section 42-F-102, Hawai'i Revised Statutes and that Malama O Puna, a 501c3 nonprofit corporation, meets all the criteria of that section of Hawai'i Revised Statutes. The public purpose of this proposed activity is put forth in Section II.3.

II. Background and Summary

This section shall clearly and concisely summarize and highlight the contents of the request in such a way as to provide the State Legislature with a broad understanding of the request. Please include the following:

1. A brief description of the applicant's background;

Malama O Puna (MOP) is acting as a fiscal host for Hawaii Tracker. Malama O Puna, a 501c3 environmental education and community capacity building member supported organization since 2000 has managed dozens of grants in the last 22 years including two State GIA grants relating to reforestation of the Keau'ohana

Forest reserve. It has served as fiscal host to various community groups conducting lava recovery projects due to the 2018 volcanic eruption through funding from the County of Hawai'i. Under its Food Security program MOP has hosted multiple County and Hawaii Island Way grants to ensure sustainable food production and adequate food distribution in the Puna district.

Malama O Puna is supportive of the work done by Hawai'i Tracker to keep the public apprised of important information relating to potential natural disasters and is pleased to act as the fiscal host for this grant request. While there is a role for Civil Defense to play in notifying the public in real time regarding potential impacts from disasters, Hawai'i Tracker has consistently provided more timely and accurate information to the public.

Hawai'i Tracker has provided reliable volcano and disaster information for Hawai'i Island in a complementary role to the US Geological Survey and Hawai'i County since the 2018 Kīlauea eruption, and has been publicly recognized for its work. Hawai'i Tracker's information was utilized by the Hawai'i Emergency Management Agency in their damage assessments during the 2018 eruption, and helped provide FEMA with the necessary documentation to grant Individual Assistance to the public during the 2018 eruption. Local community impacted by the 2018 eruption find Hawai'i Tracker to be more knowledgeable, accurate and prompt than all traditional news outlets, and scored Hawai'i Tracker higher in expertise, relevance, sincerity and pace than the USGS, according to USGS-backed research.

Information and education campaigns continue to be presented through an 88,000-member social media network, in written, short video, and live video broadcast formats, with additional in-person outreach events as possible and appropriate. In 5 months of the Puna Strong program in 2021, Hawai'i Tracker produced 106 articles, 46 short videos, and 33 live broadcasts, with a cumulative reach of 1,135,879 views and total of 169,016 interactions, spanning two Kīlauea summit eruptions.

Hawai'i Tracker consists of two primary principals for this project, Philip Ong and Dane DuPont. Both Philip Ong and Dane DuPont have extensive experience in public information distribution, volcano and hazard messaging, digital communications, and community involvement.

2. The goals and objectives related to the request;

Hawai'i Tracker requests \$100,000 to fund a year-long volcano education and communication campaign, with the overarching goal of increased public understanding of current eruptions and better preparedness for future eruptions. This includes combating misinformation and damaging rumors surrounding our volcanoes, and guiding those in need of support to the appropriate resources.

The objectives related to this request are as follows:

- Produce monthly minimums of 16 written articles, 4 live broadcasts, and 4 short videos.
 - Short videos are typically less than 5 minutes, while live video broadcasts average 1 hour.
- Empower local non-profits and community organizations on Hawai'i Island to share their work and local events free of charge on Hawai'i Tracker's platform of 88,000 members.
 - Monthly minimum of 1 shared event — related to eruption recovery, preparedness, or resilience when possible.
- Provide individual or group technical training and consulting in digital communications and social media practices for Hawai'i County grant recipients free of charge.
 - Yearly minimum of 6 groups based on Hawai'i Island for at least 1 hour each.
- Hawai'i Tracker aims to become more self-sustainable through partnerships and sponsorships with local businesses over the course of this project.

3. The public purpose and need to be served;

Following the 2018 eruption, Hawai'i Island residents have heightened reactions to any changes on its volcanoes, and look primarily to social media for information and discussion from trusted sources.

While the USGS and Hawai'i County provide periodic updates in the interest of public safety, they are limited in their format, frequency and educational scope, especially during times of elevated volcanic activity. A full-time educational and communication campaign increases public awareness and leads to better preparedness.

In the absence of timely vetted information, rumors and concerns disrupt the local community and burden local government. Both the USGS and Hawai'i County have recognized the role of Hawai'i Tracker as a trusted source.

As the USGS information distribution and eruption response has become nationally centralized on the mainland following the 2018 eruption, Hawai'i Tracker offers a locally-based intermediary with established trust in the community and proven results. Many USGS scientists rotate through Hawai'i on time-limited work terms, providing invaluable experience for the national response teams, but at the expense of long-term relationships with the local community. Through multiple eruptions, Hawai'i Tracker has

demonstrated its value to the island community, adding resilience against volcanic and other geologic hazards through timely, vetted and scientifically sound information.

4. Describe the target population to be served; and

The 2020 census showed the Island of Hawai'i's population increasing by 24% since 2010, with an even more dramatic increase of 66% in the District of Puna, most affected by Kīlauea's activity (Houghton, et al, 2021). There are now over 200,000 residents on Hawai'i Island, with many newly relocated residents that do not have knowledge of Hawaiian volcanoes or experience from past eruptions to rely upon. Note that developed areas around Hilo and Kailua-Kona have grown substantially since their last nearby eruptions, and are of special concern.

Hawai'i Island residents are thus the primary target population, especially those within the eruptive footprints of Kīlauea, Maunaloa, and Hualālai affected by lava flows within the past 250 years, but also their family and friends on- and off-island.

More broadly, the project serves any resident seeking an understanding of volcanic hazards, impact zones and the scientific basis behind forthcoming evacuation plans tasked to HIEMA (2021 HI SR51), such as the USGS lava inundation maps revised in 2017 (USGS SIM 3387).

Affected and traumatized residents of Puna impacted by and still recovering from the 2018 eruption are also a focus in this work. Even now in 2022, residents are triggered by felt earthquakes, brush-fires, and vog, and continue to deal with the mental health effects of the eruption.

Potential visitors to Hawai'i Island and the local tourism economy as a whole will also benefit from the long-term educational campaign. Thousands of potential travelers use Hawai'i Tracker before and during their visit to Hawai'i Island, and with accurate information in-hand instead of media sensationalism, they are able to make an informed decision on whether or not they need to alter a planned visit. Further, Kīlauea's 2018 eruption had a significant economic impact beyond the area of lava flows in Lower Puna. According to the County of Hawai'i, tourism losses were estimated at \$415 million around the island in the year following the start of the eruption, and 2,950 people lost their jobs as a result. The Governor and tourism agencies made public pleas for visitors to maintain their travel plans, such was the effect of cancellations due to misinformation.

References in this section:

Houghton, B.F., Cockshell, W.A., Gregg, C.E. et al. (2021) "Land, lava, and disaster create a social dilemma after the 2018 eruption of Kīlauea volcano." *Nat Commun* **12**, 1223 . <https://doi.org/10.1038/s41467-021-21455-2>

5. **Describe the geographic coverage.**

Hawai'i Tracker is centered on Hawai'i Island, with a focus on communities most at risk to the island's volcanic hazards, like Hawaiian Oceanview Estates and Puna that are highly exposed to the rift zones of Mauna Loa and Kīlauea respectively. The residents of these rapidly developing areas in Lava Hazard Zones 1 & 2 are more prone to rely on information provided by Hawai'i Tracker, but our coverage of the volcanoes extends across most of the island, as do the volcanic hazards.

Our reach also extends to the other Hawaiian islands, the mainland and abroad. Based on Facebook and YouTube analytics, our present viewership of 88,000 is roughly 51% on-island, 19% on neighbor islands, 26% in the mainland US, and 4% international. Viewers are about 65% female, and 62% are 35 or older. On island, 65% reside in Puna and Hilo, reflecting the communities affected most recently by the 2018 eruption. This broad viewership is possible because the produced content is freely accessible online and archived digitally, allowing the coverage to grow with minimal overhead costs.

III. Service Summary and Outcomes

The Service Summary shall include a detailed discussion of the applicant's approach to the request. The applicant shall clearly and concisely specify the results, outcomes, and measures of effectiveness from this request. The applicant shall:

1. Describe the scope of work, tasks and responsibilities;

The project funds two principals to deliver volcano education content in the 3 chosen formats, establishing monthly minimum benchmarks based on the previously-trialed content production from May to August 2021 as part of the Puna Strong grant.

The educational content must be relevant to current volcanic events and public interest, yet timely when addressing significant volcanic changes of public concern. Official releases and information from the US Geological Survey and Hawai'i County agencies will be relayed to the public and clarified as needed, providing researched context as appropriate. Current scientific data, historical events and lessons may be incorporated into educational content during periods with no official releases. At all times, the presented information should strive to be easy for the public to understand.

Content will be delivered via the existing Hawai'i Tracker platform and vast social network, which must also be maintained through curation and moderation, but offers added benefit to the island community. As part of this project, Hawai'i Tracker will empower other community and non-profit groups with social media training and access to the distribution network, broadening the impact of their community work.

Depending on the content format, production includes research, writing and editing, video and sound recording and editing, and live video broadcast preparation and execution. After publication, public engagement follows through interactions on social

media. Non-production responsibilities will include documentation of content and administration of multiple grants; communication, meetings and networking with Hawai'i County and USGS representatives; and maintenance of the digital Hawai'i Tracker network.

2. **Provide a projected annual timeline for accomplishing the results or outcomes of the service;**

Many activities will occur repeatedly throughout the 12-month grant period, while others are more flexible. A summarized timeline chart is included below.

Quarter 1

- Outreach to various community partners and local non-profits to gather information for upcoming events and to inform them about using Hawai'i Tracker's online platform to promote their work.
- Create a calendar of events relating to volcano education, eruption preparation and recovery, or community building for the project period.
- Produce and publicly share 48 written articles, 12 live broadcasts, and 12 short videos, to be freely available online.
- Share one event related to volcano education, eruption preparation and recovery, or community building.

Quarter 2

- Maintain monthly minimums for written articles, live broadcasts, short videos, and related events.
- Plan and coordinate a Hawai'i Tracker training event for group technical training and consulting in digital communications and social media practices.
- Outreach to new areas on Hawai'i Island and recruit partners.
- Train new staff and volunteers - ongoing.
- Review progress toward deliverables, adjust systems to ensure compliance.
- Attend and coordinate with other Hawai'i Island based groups, like the Puna Strong Cohort.

Quarter 3

- Maintain monthly minimums for written articles, live broadcasts, short videos, and related events.
- Promote and host the Hawai'i Tracker training session.
- Cultivate new partners and funders - ongoing.

Quarter 4

- Maintain monthly minimums for written articles, live broadcasts, short videos, and related events.
- Finalize project and analyze cumulative data.
- Complete project and submit final report.



3. **Describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results; and**

As content is presented online on social media platforms, there are several built-in metrics for viewer reach and interactions compiled by each platform, with additional direct feedback from participants available through personal messages and public comments. These direct interactions are the primary means of quality assurance, which will be monitored on a near-daily basis.

Full statistics will be compiled monthly for each of the 24 produced content pieces and analyzed for trends across every platform, with the goal of increased viewership, interactions, and total subscribers each month. These data will be used to guide content production choices to improve results, keeping in mind that viewership is also affected by the level of volcanic activity. Quarterly reviews will also be used to inform improvements to the production system.

4. **List the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency). The measure(s) will provide a standard and objective way for the State to assess the program's achievement or accomplishment. Please note that if the level of appropriation differs from the amount included in this application that the measure(s) of effectiveness will need to be updated and transmitted to the expending agency.**

The project will be deemed effective if the total number of content pieces produced meets and/or exceeds the minimum benchmarks each month and over the full year term.

Type of Deliverable	Monthly Minimum	Annual Minimum
Written Articles	16	192
Live Broadcasts	4	48
Short Videos	4	48
Sharing Events	1	12
Group Trainings	N/A	6

IV. Financial

Budget

1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.

- a. Budget request by source of funds (Link) - Attached
- b. Personnel salaries and wages (Link) - Attached
- c. Equipment and motor vehicles (Link) – Attached: N/A
- d. Capital project details (Link) – Attached: N/A
- e. Government contracts, grants, and grants in aid (Link) - Attached

2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2023.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$100,000.00

3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2023.

Malama O Puna is seeking the following sources of funding in FY2023:

<i>Grants Proposed 2022-23 - not yet awarded</i>	Year	Agency	Source	Amount
Urban Permaculture Garden Signage	2022	Liquor Control	Hawaii County	1,500

Black Sands Community Garden	2022	Liquor Control	Hawaii County	1,000
Food Security Program/Backyard Gardens	2022-2023	DOA	State	10,000
Grants Anticipated 2022-23 - not yet applied for				
Puna Strong Grant - Food Security Program	2022-2023	Hawaii Community Foundation	Hawaii County	20,000
Organizational Support	2022-2023	Finance - Wai Wai	Hawaii County	15,000
Puna Private Road Improvements & Recovery	2022-2023	Lava Recovery Team	Hawaii County	500,000
Operational Income				
Membership Dues	2023			\$1,450
Donations & Facility Use	2023			\$4,500
Merchandise sales	2023			\$2,550

Hawai'i Tracker is seeking the following other sources of funding in FY2023:

Advertising partners	Pending	TBD
Donations	Pending	\$15,000
Puna Strong Grant, Hawai'i County	Pending	\$30,000
Hawai'i County GIA	Pending	\$30,000

- The applicant shall provide a listing of all state and federal tax credits it has been granted within the prior three years. Additionally, the applicant shall provide a listing of all state and federal tax credits they have applied for or anticipate applying for pertaining to any capital project, if applicable.

Neither Malama O Puna or Hawai'i Tracker have been granted state or federal tax credits in the prior three years.

- 5. The applicant shall provide a listing of all federal, state, and county government contracts, grants, and grants in aid it has been granted within the prior three years and will be receiving for fiscal year 2023 for program funding.**

Malama O Puna's grant record for the prior three years (2019-2021) and proposed grants applications for 2022-2023 are included on the attached sheet provided with the GIA packet entitled *Government contracts, grants, and grants in aid*.

Hawai'i Tracker was awarded a Puna Strong grant for \$15,000 by the Hawai'i Community Foundation on behalf of Hawai'i County in April 2021, with Kuleana Paho as its fiscal sponsor. Hawai'i Tracker will apply for another Puna Strong grant if there is a second round of grant requests as being discussed by Hawai'i County for some time in 2022 which will extend into 2023.

- 6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2021.**

Malama O Puna has no physical assets, although it maintains an old plantation cottage in Paho Town that is provided rent free and which includes office spaces, a large meeting room, an outdoor area for workshops, and expansive front and back yards that have been transformed into a demonstration urban and permaculture garden. As of Dec. 31, 2021, Malama O Puna retained \$19,406 in unrestricted funds in its Operations Account at First Hawaiian Bank and \$29,464 in its reserve funds with Edward Schwab.

Hawai'i Tracker has no assets to disclose.

V. Experience and Capability

1. Necessary Skills and Experience

The applicant shall demonstrate that it has the necessary skills, abilities, knowledge of, and experience relating to the request. State your experience and appropriateness for providing the service proposed in this application. The applicant shall also provide a listing of verifiable experience of related projects or contracts for the most recent three years that are pertinent to the request.

Malama O Puna is acting as the fiscal sponsor for Hawai'i Tracker. The funding will be allocated to two full-time Information Officers who have worked and volunteered with Hawai'i Tracker over the last three years. In the previous three years, Hawai'i Tracker has grown in membership from roughly 3,500 members to 88,000 members at the time of writing. Hawai'i Tracker's group on Facebook has one of the widest audiences available that focuses on Hawai'i Island, including contributors such as professional

photographers, scientists, and community members potentially impacted in future disasters. Hawai'i Tracker is also growing its audience on YouTube and Twitter, with plans to add additional platforms as possible. In the last 60 days (Nov 13 to Jan 11, 2022), Hawai'i Tracker's posts on Facebook have generated 1,480,571 page views.

Hawai'i Tracker has produced thousands of posts relating to Hawai'i's volcanoes and participated in dozens of community events over the last three years.

Acknowledgements of Hawai'i Tracker's effectiveness have come from the Big Island Press Club, which awarded Hawai'i Tracker with "*Excellence in Media Innovation*" in 2019, from Facebook which produced a video promoting our work connecting displaced residents with accurate information during the 2018 eruption, and letters of recognition and support from our local government representatives, including recognition from the County of Hawai'i on April 17, 2019 (Certificate No.5342).

What makes Hawai'i Tracker uniquely able to accomplish the goals outlined in this project is the trust that has been established with the local community. Haney and Havice (2019) polled residents during the eruption and reported, "Internet sources and their popularity, particularly social media, offered invaluable updates as the eruptions progressed. A Facebook group called 'Hawaii Tracker' emerged as the go-to resource for many residents." Furthermore, in research backed by the USGS and presented at the AGU Fall Meeting 2021 by Goldman and others, Hawai'i Tracker outperformed all other sources of volcano information in all identified metrics, including the USGS Hawaiian Volcano Observatory.

References in this section:

Goldman, R.T., Stovall, W.K., Damby, D.E., McBride, S.K. (2021), "Examining residents' perceptions and attitudes towards sources and messengers of Kīlauea's 2018 eruption information", Abstract (SY44A-06) presented at 2021 AGU Fall Meeting, 13-17 Dec.

Haney, Jennifer and Claire Havice. (2019), "Factors Influencing Evacuation Behavior in Kīlauea Eruptions: An Examination of Residents in the Puna District, Hawai'i". Natural Hazards Center Quick Response Grant Report Series, 289. Boulder, CO: Natural Hazards Center, University of Colorado Boulder. Available at: <https://hazards.colorado.edu/quick-response-report/factors-influencing-evacuationbehavior-in-kilauea-eruptions-an-examination-of-residents-in-the-puna-district-hawai-i>

2. Facilities

The applicant shall provide a description of its facilities and demonstrate its adequacy in relation to the request. If facilities are not presently available, describe plans to secure facilities.

Malama O Puna is not seeking to expand facilities with this fiscal sponsorship. No facilities are required for normal operations of Hawai'i Tracker, as most online

production work is conducted remotely with rented production equipment. Any in-person events related to this project will have logistics worked out on a case-by-case basis.

VI. Personnel: Project Organization and Staffing

1. Proposed Staffing, Staff Qualifications, Supervision and Training

The applicant shall describe the proposed staffing pattern and proposed service capacity appropriate for the viability of the request. The applicant shall provide the qualifications and experience of personnel for the request and shall describe its ability to supervise, train and provide administrative direction relative to the request.

Malama O Puna will act as fiscal sponsor for Hawaii Tracker and provide administrative support for the project. The organization's Executive Director is responsible for supervising and providing administrative support for all grant programs and will provide oversight for this project with Hawai'i Tracker.

Eileen O'Hara, M.S., Ph.D. is the current part-time Executive Director of Malama O Puna. She has her masters and doctorate degrees from the University of Hawaii at Manoa in Natural Resource and Environmental Economics. She is currently the part-time Executive Director of Malama O Puna. She has thirty years of experience managing nonprofits, is adjunct faculty with the University of Hawaii at Hilo, College of Business and Economics (CoBE) teaching economics, and is also an adjunct with Purdue University Global, School of Legal Studies, teaching Public Administration/Policy and Environmental Management/Policy courses for that institution.

Hawai'i Tracker consists of two principals for this project, Philip Ong and Dane DuPont.

Philip Ong earned a masters in Geology from the University of Michigan and a bachelors in Computer Science from UNC-Chapel Hill, having worked for 13 months during 1999-2001 as a volunteer and contractor with the USGS Hawaiian Volcano Observatory. Philip founded and ran VolcanoDiscovery Hawai'i tours from 2010-15, earning the Hawai'i Ecotourism Association's state-wide Ecotour Operator of the Year in 2012-13, and training two Hawai'i Island winners of Ecotour Guide of the Year in 2013 and 2014. He then founded Eruption Software to develop the EruptionLens App for iOS. Since then, Philip has become one of primary sources of information trusted by the community on our geologic and volcanic hazards, in large part due to his role providing much needed information and education to the community in the 2018 eruption. In addition to daily update livestreams, Philip provided the community with inperson support at the Pu'uuhonua O Puna community hub through the end of the eruption, sharing his ability to articulate complex topics to those familiar and unfamiliar with our volcanoes.

Dane DuPont graduated from the University of Hawai'i, Hilo with a bachelors in Computer Science and a background in information security and networking. He has served as the primary Hawai'i Tracker Administrator since 2018, while working as an information technology specialist. Dane was the lead developer and researcher behind the "Homes Lost Map" which documented in near real-time the loss of homes to lava during the 2018 eruption. These data became a primary reference for the Department of Defense and the Hawai'i Emergency Management Agency in the State's application to FEMA for Individual Assistance to help impacted residents with federal funding. Dane has written hundreds of short and long articles relating to Hawaii's volcanoes in the last three years, and has produced hundreds of videos in the same period, including the lead producer, editor and cinematographer for Malama O Puna's eruption recovery video, "We Pick Up And Move When She (Pele) Comes ~ A Kīlauea Eruption Recovery Story", released July 1, 2021.

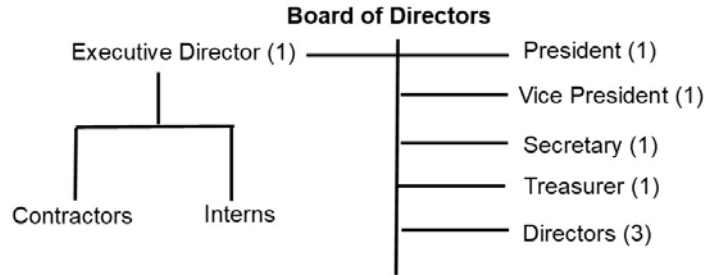
Finally, in the 3+ years since the 2018 eruption, Philip Ong and Dane DuPont have produced 124 short videos and 145 live video broadcasts totaling over 170 hours on-air, along with an average of 20 written articles per month in 2021, all detailing the changes on both Kīlauea and Maunaloa, as well as other natural hazards, while steadily improving in quality, distribution and viewership.

2. Organization Chart

The applicant shall illustrate the position of each staff and line of responsibility/supervision. If the request is part of a large, multi-purpose organization, include an organization chart that illustrates the placement of this request.

Below is the Organization Chart for Malama O Puna a membership organization. Per the organization's Bylaws, the board is served by four officers and additional board members. At this time, there are a total of seven board members. The Bylaws allow for an Executive Director who is responsible for applying for, implementing and reporting on all grant programs, is a signatory on all bank accounts, and is authorized to enter into contracts on behalf of the organization.

In addition, the organization employs a Certified Public Accountant as a contractor and has utilized contracted Project Coordinators as needed to implement specific grant-funded programs. Those contracted positions are overseen by the Executive Director who reports to the Board of Directors at monthly board meetings. The organization provides an opportunity for student interns from the local high schools and the University of Hawaii at Hilo. These positions are also overseen by the Executive Director. Currently one intern is working with the organization from the Hawaii Academy of Arts and Sciences (HAAS) in Pahoa which is a public charter school.



3. Compensation

The applicant shall provide an annual salary range paid by the applicant to the three highest paid officers, directors, or employees of the organization by position title, not employee name.

Executive Director, Malama O Puna: (25% FTE) \$10,000 to \$15,000
Information Officer, Hawaii Tracker (100% FTE): \$45,000 to \$70,000.
Information Officer, Hawaii Tracker (100% FTE): \$45,000 to \$70,000.

VII. Other

1. Litigation

The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgement. If applicable, please explain.

Not applicable.

2. Licensure or Accreditation

The applicant shall specify any special qualifications, including but not limited to licensure or accreditation that the applicant possesses relevant to this request.

Not applicable.

3. Private Educational Institutions

The applicant shall specify whether the grant will be used to support or benefit a sectarian or non-sectarian private educational institution. Please see [Article X, Section 1, of the State Constitution](#) for the relevance of this question.

Not applicable.

4. Future Sustainability Plan

The applicant shall provide a plan for sustaining after fiscal year 2022-23 the activity funded by the grant if the grant of this application is:

- (a) Received by the applicant for fiscal year 2022-23, but
- (b) Not received by the applicant thereafter.

Hawai'i Tracker initiated a transition in 2021 to a sustainable operational model that combines ad sales, sponsorships and fundraising. However, potential ad sales and sponsorships are influenced not only by viewership numbers, but by the general economic challenges of the lingering pandemic. As the economic climate improves, Hawai'i Tracker intends to leverage the increased viewership resulting from this grant's production into increased ad revenue, additional sponsorships, and further fundraising opportunities in order to continue this important work.

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2022 to June 30, 2023

App

Malama O Puna

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private/Other Funds Requested (d)
A. PERSONNEL COST				
1. Salaries	75,000		50,000	15,000
2. Payroll Taxes & Assessments				
3. Fringe Benefits				
TOTAL PERSONNEL COST	75,000		50,000	15,000
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island				
2. Insurance				
3. Lease/Rental of Equipment	10,000			
4. Lease/Rental of Space				
5. Staff Training			3,500	
6. Supplies				
7. Telecommunication				
8. Utilities				
9. Software	5,000		500	
10. Fiscal Sponsorship	10,000		6,000	
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
TOTAL OTHER CURRENT EXPENSES	25,000		10,000	
C. EQUIPMENT PURCHASES	0		0	0
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	100,000		60,000	15,000
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	100,000	Eileen O'Hara, Ph.D. 808 965 2000		
(b) Total Federal Funds Requested	0	Name (Please type or print) Phone		
(c) Total County Funds Requested	60,000	<i>Eileen O'Hara</i> 1/19/2022		
(d) Total Private/Other Funds Requested	15,000	Signature of Authorized Official Date		
TOTAL BUDGET	175,000	Name and Title (Please type or print) Eileen O'Hara, Executive Director		

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2022 to June 30, 2023

Applicant: Malama O Puna

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
Not Applicable			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				
JUSTIFICATION/COMMENTS:				

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
Not Applicable			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				
JUSTIFICATION/COMMENTS:				

BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2022 to June 30, 2023

Applicant: Malama O Puna

FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OTHER SOURCES OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2020-2021	FY: 2021-2022	FY:2022-2023	FY:2022-2023	FY:2023-2024	FY:2024-2025
PLANS N/A						
LAND ACQUISITION N/A						
DESIGN N/A						
CONSTRUCTION N/A						
EQUIPMENT N/A						
TOTAL:						
JUSTIFICATION/COMMENTS:						

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Applicant:

Malama O Puna

Contracts Total:

1,152,426

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S./State/Hawaii/ Honolulu/ Kauai/ Maui County)	CONTRACT VALUE
1	Reforestation of Keau'ohana Forest Reserve	2018-2019	GIA - State Legislature	State	67,171
2	Lava Access - Private Road Recovery	2019	Research & Development	Hawaii County	28,000
3	Pahoa Pueo - Little League Uniforms	2019-2020	Parks & Recreation	Hawaii County	4,455
4	6th International Workshop on Rat Lung Worm	2019-2020	DOH	State	3,000
5	6th International Workshop on Rat Lung Worm	2019-2020	Research & Development	Hawaii County	4,850
6	Pahoa Roundabout Beautification	2018-2020	Research & Development	Hawaii County	3,500
7	Miconia Eradication	2019-2020	Research & Development	Hawaii County	2,500
8	6th International Workshop on Rat Lung Worm	2019-2020	Research & Development	Hawaii County	5,950
9	Nanawale Farm Road - Lava Recovery	2020	Research & Development	Hawaii County	50,000
10	Pandemic Food Program	2020	Research & Development	Hawaii County	8,000
11	Vacationland Lava Recovery Video	2020-2021	Liquor Control	Hawaii County	2,500
12	Leilani Estates Road Recovery	2020-2021	Lava Recovery Team	Hawaii County	375,000
13	Miconia Eradication	2019-2022	Research & Development	Hawaii County	2,500
14	Urban Permaculture Demo Garden	2021	HIUW	Hawaii County	2,500
15	Puna Strong Grant - Food Security Program	2021-2022	Hawaii Community Foundation	Hawaii County	42,500
16	Unusual Foods for Sustainable Nutrition	2021-2022	HIUW	Hawaii County	2,500
18					
19	<i>Proposed 2022-23 - not yet awarded</i>				
20	Urban Permaculture Garden Signage	2022	Liquor Control	Hawaii County	1,500
21	Black Sands Community Garden	2022	Liquor Control	Hawaii County	1,000
22	Food Security Program/Backyard Gardens	2022-2023	DOA	State	10,000
23					
24	<i>Anticipated 2022-23 - not yet applied for</i>				
25	Puna Strong Grant - Food Security Program	2022-2023	Hawaii Community Foundation	Hawaii County	20,000
26	Organizational Support	2022-2023	Finance - Wai Wai	Hawaii County	15,000
27	Puna Private Road Improvements & Recovery	2022-2023	Lava Recovery Team	Hawaii County	500,000

Ashley L. Kierkiewicz
Council Member
District 4 Puna



Office: (808) 961-8265
Fax: (808) 961-8912
ashley.kierkiewicz@hawaiicounty.gov

HAWAI‘I COUNTY COUNCIL

Hawai‘i County Building
25 Aupuni Street • Hilo, Hawai‘i 96720

January 20, 2022

Aloha,

I write in strong support of Malama o Puna’s grant application, which aims to steward a meaningful relationship between visitors and residents with Hawai‘i Island, particularly it’s volcanoes, through the Hawai‘i Tracker network.

The 2018 Kīlauea eruption was broadcast around the world, with the media sensationalizing the event and contributing to unnecessary fear-mongering. The impact to our local tourism economy, and all the sectors it touches, suffered as a result. Having organized emergency, community-response efforts as a co-founder of Pu‘uhonua o Puna Information & Supply Hub, I can attest first-hand to the importance of consistent, sound, and timely information during times of crisis; Hawai‘i Tracker provided this kind of presence online and on the ground, building a following of tens of thousands of individuals around the globe.

We recognize that visitors are attracted to islands for its natural beauty and aloha spirit, and we want them to visit – but to do so in a way that is grounded in culture, respectful of ‘āina and residents, and ensures their safety. Hawai‘i Tracker is trusted; they can deliver important content that educates and is understandable. Their team of content creators – technical, scientific, and creative – provides for a dynamic mix of messaging that resonates.

Our office is committed to promoting Hawai‘i Tracker’s work to steward relationships between ‘āina and people. The Hawai‘i Tracker team is currently (and successfully) administering a County grant to support their outreach; I am confident that with a State Grant-in-Aid, they will be able to reach and connect with an even larger audience. Feel free to contact me directly at (808) 989-4004 should you have questions. Mahalo for the opportunity to provide support.

Cheers,

A handwritten signature in black ink, appearing to read 'Ashley L. Kierkiewicz'. The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Ashley L. Kierkiewicz

Matt Kaneali'i-Kleinfelder
Council Member
District 5



Phone No.: (808) 961-8263
matt.kanealii-kleinfelder@hawaiicounty.gov

Hawai'i County Council
County of Hawai'i
Hawai'i County Building
25 Aupuni Street, Suite 2405 • Hilo, Hawai'i 96720

January 19, 2022

To whom it may concern:

It is with great pleasure that I lend my support for Hawai'i Tracker's State GIA application.

As a councilmember from Puna, I saw how Hawai'i Tracker became a critical hub of information and resources during the 2018 Kīlauea eruption. Being imbedded in the community, Hawai'i Tracker sets itself apart from other entities by being able to report information that is accurate, efficient, and close to home.

If provided with the proper funding, Hawai'i Tracker can both expand its reach and become more self-sufficient, making it a key actor in education on our volcanoes and recovery efforts. Although the Kīlauea eruption was in 2018, we as a district are still working toward recovery. Connecting residents to the available resources and most updated information is absolutely paramount. I am confident in the community trust Hawai'i Tracker has earned and believe that this trust can be utilized in very meaningful and productive ways.

Beyond recovery efforts, Hawai'i Tracker can be a leading resource toward increased public understanding of current eruptions and a greater sense of preparedness for future eruptions. I would like to see Hawai'i Tracker provided with the resources to reach its fullest potential.

I appreciate you taking the time to review. Should you have any questions or concerns, please contact me at matt.kanealii-kleinfelder@hawaiicounty.gov or by phone at (808) 961-8263.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Kaneali'i-Kleinfelder", written over a horizontal line.

Matt Kāneali'i-Kleinfelder
District 5 Councilmember
Hawai'i County Council



PO BOX 1943 Pahoa HI 96778

RE: GIA Request for Hawai'i Tracker submitted by Malama O Puna

Aloha,

Mainstreet Pahoa Association (MPA) is the primary organization representing the businesses and community of Pahoa and surrounding populated areas of Lower Puna. In 2018 when the area experienced the most significant volcanic eruption in over 100 years, Hawai'i Tracker set itself apart from other entities by being able to report information that was accurate, efficient, and did so from points close to the eruption sites. This on-spot and timely reporting was followed more closely on social media by our resident population, as well as followers from around the world, than any government or media sites reporting on the event.

If provided with the proper funding, Hawai'i Tracker can both expand its reach and become more self-sufficient, making it a key player in education on our volcanoes and recovery efforts. Since the eruption, MPA has stood up the Pahoa Lava Zone Museum to inform residents and visitors about our volcanic island. The role played by Hawai'i Tracker assists our effort to fully inform people on how to safely view and access the vistas created by the 2018 lava flows.

We recognize that visitors are attracted to islands for its natural beauty and we want them to have the best information possible to enjoy their visits while being made aware of the need to respect our 'aina and to be safe in their explorations of this beautiful place. We find that Hawai'i Tracker delivers a well-rounded content when educating visitors and residents about our volcanic island and that people find their articles and broadcasts understandable. While we recognize that there are federal and state agencies dedicated to providing similar information, the approach taken by those government agencies often results in the public being confused by the messaging. Hawai'i Tracker does a great job with messaging in a manner that the average person can understand and feel confident that they've received good information.

We strongly urge you to consider the State Grant-in-Aid proposal being submitted by Malama O Puna on behalf or, and as the fiscal host for, Hawai'i Tracker.

Mahalo for your consideration, 
Amedeo Markoff, President MPA