

4. Foster Civic Action and Participation

- Focus of the Communication & Outreach Working Group

Actions to be taken:

1. Increase public awareness of energy initiatives in the community at large
2. Develop regular energy briefings for policy and community leaders
3. Create more informational material about energy issues
4. Enhance marketing and paid media activities to reach broader audiences

Actions taken:

1. Coordinated annual informational briefings before the House and Senate energy committees

(2006 to present)

1. Briefed Congressional delegation on energy issues, including their involvement on the HEPF since 2007
2. Invited panel presentation to the University of Puerto Rico-Mayaguez on Hawaii's experience in developing sustainable energy in island states (2007)
3. Conducted public briefing on the "Plans and Priorities of the DBEDT and PUC" (2007)
4. Co-sponsored "Hawaii's Climate Crisis," a documentary aired on KHON and KGMB to bring awareness of the climate and energy crisis to the general public (2008)
5. Sponsored public briefing on the Hawaii Clean Energy Initiative (HCEI) presented by the U.S. Department Of Energy and DBEDT (2008)
6. Invited presentation at the University of Ryukyus' public forum on "Environmental Preservation