

KAMA'OLE SOLAR PROJECT: COMMUNITY OUTREACH PLAN

Overview

Community outreach and engagement are at the center of our project development process. In our view, establishing respectful, transparent, and ultimately trusting relationships is essential to the successful development and long-term operation of any public or private infrastructure initiative. Continuous relevant communication is of paramount importance. Residents want to know what is going on and that they are being heard and consulted. Early, robust engagement should be conducted in the preliminary development stages of the project and then continued throughout the project. Meaningful engagement can significantly minimize hurdles to gaining trust and then support, reduce the potential of costly delays triggered by an uninformed or ill-informed public, and, most importantly, result in valuable feedback that can enrich and improve the overall approach and outcome of the project.

To that effect, the Kama'ole Solar Project Community Outreach Plan is based on a holistic process comprised of various intertwined tasks. It begins with proactively pursuing numerous one-on-one conversations with individuals or small groups. Ideally, those interviewed reflect the diversity and demographics of the community. The interviews are analyzed and yield clear themes about the project and how the project team might address and minimize possible impacts, expand the project's benefits to the community as they work to build support.

The plan incorporates the introduction of the project developer as part of the project's outreach. Creating opportunities for the community to meet their new neighbor is a priority. The Kama'ole Solar Project team has already met with some Maui business, government, and community leaders. The plan, however, calls for building on those prior meetings to provide them with updates in a timely manner for informing their interactions with constituents or colleagues.

To simplify residents reaching project representatives, a Maui-based firm with longstanding experience in the community has been retained to serve as the point of contact for the project. The project website and collateral material list a project email address which is monitored and responded to appropriately. A log of all inquiries and outcomes will be maintained.

A note about performing during the pandemic: where social distancing and other protocols may be followed, the project will seek in-person meetings for gathering feedback. The Kama'ole Solar Project team will pivot to using web tools for meetings depending on individual's preference or for broader engagement events such as Open Houses. Fortunately, during the stay-home mandates, residents, businesses, and government officials have become increasingly comfortable and adept at using webtools for professional and personal exchanges. The ability to record the event is an added benefit of these tools. Numerous recent experiences suggest that this form of engagement should be added even if residents are again allowed to congregate. Some type of hybrid process will likely benefit overall public access to learning about the project.

Ultimately, the Community Outreach Plan is intended to facilitate the community accepting — and even embracing — the project through to construction. The following outline provides greater detail on the Plan.

Build Community Familiarity and Understanding of the Kama'ole Solar Project and Team

- Identify and arrange presentations on the Kama'ole Solar Project to a variety of community groups that already gather regularly
- Participate in community events in the Kihei area as well as selected at-large events
- Arrange introductory meetings with elected officials who serve as resources of information for residents who are their constituents
- Arrange and attend meetings with editorial boards of key publications

Gather and Analyze Community Sentiment to Inform Project Planning and Design

- Develop initial, diverse list of individuals
- Develop initial list of groups; potential groups to be consulted re the project may include but are not limited to community associations, neighborhoods, school groups, cultural groups, and environmental organizations
- Develop key questions in preparation for interviews
- Conduct interviews with groups and individuals and capture key sentiments
- Solicit suggestions from those interviewed of other residents the project should consider for future reach
- Seek suggestions for a community benefit program
- Seek additional interviews with groups or individuals as recommended by those interviewed
- Review and analyze results of interviews for cues on barriers to overcome concerns about the project and opportunities for support
- Based on findings and analysis, refine and, where warranted, adjust the strategies of the initial Community Outreach Plan

Develop and Build Upon Outreach and Engagement Tools to Enhance Communication

- Based on findings from interviews, develop tools that more effectively communicate key information in a timely manner about the project and invite feedback. Messaging, images, design, delivery mechanisms, and timing are all considerations in the development of the tools. Tools include but are not limited to the following:
 - Kama'ole Solar Project website. The latest version was launched in January 2021. The project will incorporate regular updates as planning continues and make documents downloadable from the site as well.
 - Project Fact Sheet. This will be a one-page handout with basic information about the Kama'ole Solar Project and the developers.
 - FAQ (Frequently Asked Questions). The FAQ will describe questions that the project anticipates receiving about the project and the Project's responses to them.
 - Community Feedback Flyer. This will be a companion piece to the Fact Sheet and the FAQ. As the developer finalizes responses to questions that surface from community interviews, Open Houses, or emails, the Feedback Flyers will share them in a succinct

format.

- Informational Poster boards. Single poster boards will be used for in-person meetings. When current protocols related to COVID-19 and relaxed and larger groups can gather in person, a series of boards will be developed for displaying at Open Houses, conferences, meetings, etc.
- Project Database. The database will capture all contacts made as part of the community outreach and engagement actions of the Kama'ole Solar Project.
- E-newsletter. Based on prior interviews, there was strong indication that an engaging, concise monthly e-newsletter would be a welcome solution for keeping residents informed about the project. For information during planning and construction activities, publication of monthly e-newsletter may begin from May 2021 through the end of the construction.
- Media Releases. As project developments or news warrant, the project will draft and issue media advisories or press releases to reach broader Maui audiences.

Organize and Coordinate Town Halls

- Plan and coordinate a series of Town Halls in an Open House format (either in person or virtually) which will be scheduled to align with key milestones of the project's planning and design.

Invite Participation in Special Use Permit Process Through Testimonies

- Alert interested residents about the opportunity to testify in the County of Maui Special Use Permit process and assist with their understanding of how to participate

Local Community Feedback

Demonstrated Support in Community Planning and Economic Self-Sufficiency. Maui residents have long recognized and supported the development of renewable energy projects for our future. As succinctly described in the 2012 Maui Island Plan, Hawai'i has historically been dependent on fossil fuel for its energy:

Hawai'i's citizens pay the nation's highest energy costs. In 2005, Hawai'i relied on imported fossil fuels (petroleum and coal) for 94.5 percent of its primary energy needs, at a cost of \$4.62 billion, making Hawai'i the most oil-dependent state.

Maui residents and leaders approved the 2012 Maui Island Plan for the County of Maui. The section on energy opened with a recognition of Hawai'i's significant vulnerability because of the magnitude of its dependence on fossil fuel for energy. Tapping into Hawai'i's abundant renewable energy resources was—and is still viewed by most residents—as a natural solution.

Renewable energy development will be critical in helping Maui stabilize energy costs, avoid the negative economic effects of volatile oil prices, reduce overdependence imported on oil, and increase energy security by reducing imports.

In 2015, Hawai'i passed a law to generate 100 percent of its electricity from renewable energy by 2045,

making it the first state in the country to commit to this ambitious goal. Adoption of solar since then has been exponential with Hawai'i now having the highest number of residential solar installations per capita in the nation. Also, in 2015, Maui Economic Development Board conducted a community engagement process called MPowerMaui which reached 435 residents in 43 small group sessions. One of its findings underscored prevailing resident sentiment to:

...be independent of imported energy sources and strongly support methods to achieve clean energy goals through locally sourced and locally controlled energy production and distribution.

Concerns and Questions Heard in Initial Outreach. Renewable energy development is seen by many as fundamental to a more resilient and sustainable future in Hawai'i. Both developers and residents alike are sensitive to potential perceived or real impacts. As more utility-scale project opportunities emerge, the impacts vary from one location to another, from one type of technology to another. As noted in the overview, the interviews planned by the Kama'ole Solar Project are critical to understanding the questions and concerns residents may have about the proposed solar project.

It is worth noting that in the interviews and public meetings conducted to date, an array of questions or concerns have been raised by residents but the majority of those interviewed support the project.

Preliminarily, perceptions and perspectives heard to date include:

- **Visual impacts.** Concerns over how the project will look from various view planes in South Maui have been noted as have questions regarding whether the project will be landscaped to mitigate the visual impact.
- **Electricity rates.** Most residents are asking whether the project will lower their electricity costs. Many understood from publicity about the wind projects that their electricity bills would be lower and there is frustration that bills have not gone down. Some contend that rates have instead gone up.
- **Strength of the panels to withstand wind.** The project has fielded questions regarding the ability of the panels to withstand hurricane-strength winds.
- **Local jobs.** Residents want the project to hire local contractors, consultants, and laborers and in so doing expand local skills and experiences in solar energy.
- **Use of agriculture-zoned land.** Residents have questioned whether this project is using prime agricultural land and displacing current agriculture activity or taking away land that could be used for agriculture.
- **Confusion with other solar projects.** Due to multiple solar projects being proposed simultaneously on Maui, there is some confusion among residents on which project is being discussed.
- **Environmental, cultural and archeological impacts.** These are commonly raised concerns about developments. Questions have been asked consistently about whether studies will look at these possible impacts and how the public can see the results.
- **Drainage.** Given past rainstorm events Upcountry, the proposed location of the project has prompted questions about potential flooding and drainage issues and mitigation plans for both.
- **Glare.** Several residents have asked about the possibility of glare from the panels

during certain times of the day.

- **Fire Protection.** South Maui has experienced fires in the past couple of years that leave some residents concerned about fires that may be caused by the solar project. Some comments have referred to the battery fire on Oahu which have led to questions about the project's fire prevention or response measures.
- **Disposal or recycling of panels and batteries.** With the environment in mind many residents want to know whether the materials will end up in Maui's landfills or generally what will happen to project components when they've reached their end of life.

Community Outreach Efforts

The Kama'ole Solar Project team has met with Haleakala Ranch Company representatives. Founded in 1888, the Ranch representatives have provided extensive history and insights into the project site as well as the Maui island community, its leaders, and its residents. Additionally, they have provided tours and briefings of the site as needed.

Through meetings conducted by the previous owners and arranged by the project's community and outreach firm (Skog Rasmussen LLC), the following individuals were introduced to the Kama'ole Solar Project and had the opportunity to share comments or ask questions about the project.

- State Senator Roz Baker
- State Senator Gil Keith-Agaran
- State Representative Troy Hashimoto
- State Representative Tina Wildberger
- State Representative Justin Woodson
- State Representative Kyle Yamashita
- Maui County Mayor Michael Victorino
- Maui County Council Chair Alice Lee
- Maui County Councilmember Riki Hokama
- Maui County Councilmember Tasha Kama
- Maui County Councilmember Kelly King
- Maui County Councilmember Michael Molina
- Maui County Councilmember Shane Sinenci
- Maui County Councilmember Yuki Lei Sugimura
- County of Maui Energy Commissioner Alex DeRoode
- Aha Moku Council representatives, Vernon Kalanikau and Foster Ampong
- Maui Chapter of the Sierra Club of Hawai'i
- Kihei Community Association

- Maui Chamber of Commerce

In addition, Skog Rasmussen conducted one-on-one interviews with 23 residents of the South Maui community which averaged 1 to 1 ½ hours each.

These elected officials, organizations, and community members were invited to attend the February 3, 2021 virtual Public Meeting to meet the new joint venture team and hear an update on the Kama'ole Solar Project. There were 79 individuals who registered for the Feb. 3 meeting, and 30 questions were posed to the panelists.

Over the months of February, March and April 2021, Skog Rasmussen will complete the planned one-on-one virtual meetings with residents who had been recommended in prior interviews and will offer meetings to elected officials and organizations to meet the new Kama'ole Solar owners. The project will also work to arrange other introductory meetings to community, environmental, and cultural leaders to seek their perspectives and counsel.

The review and analysis of the interviews will culminate in revisiting the Community Outreach Plan for possible revision or expansion.

Planning and design of an array of outreach tools will be continued by Kama'ole Solar together with Skog Rasmussen. The Kama'ole Solar Project will meet deadlines as required by the PPA and PUC process. As outreach and engagement is further implemented, activities and outcomes will be captured and reported.

Community Benefits

In response to projects and needs in the community, the Kama'ole Solar Project will participate in a voluntary community benefits program. The interviews and other conversations planned and described in the Community Outreach Plan will help inform the project team about options that would be most meaningful for residents and that align with the core values of the project developers. Details about the program will be announced after the community interviews are completed.

The project benefits of the Kama'ole Solar Project to the community include the following:

- The project is expected to contribute to long-term stability. The proposed price of the power generated by project will be set for 25 years.
- The energy generated by the project from Maui's solar resources will assist the utility with meeting demands in South Maui.
- The project will help replace the fossil fuel generation of the Kahului power plant which is planned for closure in 2024.
- Kama'ole Solar Project will be responsible for the planning, design, construction, and operation of the project.
- The size of the project will require between 100-200 direct jobs with many other indirect jobs at different stages of the construction.

- It is Kama'ole Solar Project's priority to hire or contract with local companies and the local workforce wherever feasible. In addition to Maui's residents and economy realizing the revenue opportunity, the project benefits from the knowledge and insights of local companies and workforce as planning and then construction proceeds.
- The required battery component will store power for dispatching by the utility, further extending the value of the renewable solar resource to the community and reducing or eliminating the need for curtailment if over-supply occurs during peak sunlight hours.