

A LOOK AHEAD

Nearly two decades have passed since the Hawaiian Islands Humpback Whale National Marine Sanctuary was created to protect humpback whales and their habitat in Hawaii. Over the years, the sanctuary has excelled in developing partnerships to implement programs focused on resource protection, research, education and outreach. Hawaii now faces a new generation of challenges and opportunities, along with an increasing number of concerns about emerging environmental issues that threaten our fragile island resources. Communities in Hawaii are aware of the need to protect the waters and coasts that surround our island home, and they have come to recognize the benefits that a national marine sanctuary can provide. The sanctuary is undergoing a management plan review process to assess how it might evolve to help meet the marine resource protection needs of Hawaii. This review will provide an opportunity for a public dialogue with communities and partners to determine how the sanctuary can play a leadership role in addressing these needs.

Supporting Jobs, Communities and Culture

Hawaii has a population approaching 1.3 million and annual tourism visitation of approximately seven million people spending over \$11 billion. Whale watching is a vital component of the ocean recreation industry in Hawaii. The most recent study of the whale watching industry in Hawaii was completed in 2000. This study identified a total of 52 vessels offering whale watching trips with a total number of whale watchers of nearly 370,000. The total economic impact of whale watching in Hawaii in 1999 was estimated to be \$19-27 million supporting 280-390 full-time jobs in Hawaii. The presence of humpback whales has an impact on three types of ocean tours in addition to whale watching: snorkel tours, dinner cruises, and sunset cruises. The total economic impact of the ocean tour boat industry in Hawaii was estimated to be \$225 million in 1999 supporting approximately 3,200 jobs in Hawaii.

NOAA's Office of National Marine Sanctuaries is committed to supporting lives and livelihoods across the nation and in sanctuary communities through socioeconomic research and monitoring to understand the economic and social drivers of sanctuary resources and improve management practices.

Hawaiian Islands Humpback Whale Sanctuary Advisory Council Members

Officers

Chair: vacant

Acting Chair/Vice-Chair: Adam A. Pack, Ph.D.

Secretary: Teri Leicher

Non-Governmental Members

Native Hawaiian: Trisha Kehaulani Watson
 Alternate: Malama Minn

Citizen At-Large: David Hoffman
 Alternate: vacant

Fishing: Philip Fernandez
 Alternate: Bob Bruck

Ocean Recreation: Teri Leicher
 Alternate: vacant

Conservation: Lou Herman
 Alternate: vacant

Research: Adam A. Pack, Ph.D.
 Alternate: Jennifer Schultz

Education: Liz Kumabe
 Alternate: Judith Lemus

Commercial Shipping: Dale Hazlehurst
 Alternate: William Anonson

Business/Commerce: Jim Coon
 Alternate: Stephen Juarez

Tourism: Michael Stanton
 Alternate: Richard Brunner

Whale Watching: Reg White
 Alternate: Joana Varawa

Hawaii County: Luana Howell
 Alternate: Alex Sheftic

Maui County: Robin Newbold
 Alternate: Cheryl Sterling

Kauai County: Sharon Pomroy
 Alternate: James Yamamoto

Honolulu County: Terry O'Halloran
 Alternate: Jennifer Barrett

Lana'i Island: Recruiting inaugural member
 Alternate: Recruiting inaugural member

Molokai Island: Recruiting inaugural member
 Alternate: Recruiting inaugural member

Youth (non-voting): c/o Joseph B. Paulin
 Alternate: c/o Joseph B. Paulin

State Government

Hawaii Dept of Business, Economic Development and Tourism, Office of Planning (non-voting): Mamie Meyer

Hawaii Dept of Business, Economic Development and Tourism, Science & Technology Branch (non-voting): vacant

Hawaii Dept of Health (non-voting): vacant

Hawaii Dept of Transportation, Harbors Division (non-voting): Dean Watase

Hawaii Dept of Land and Natural Resources, Division of Aquatic Resources (non-voting): vacant

Hawaii Office of Hawaiian Affairs Government Relations & Legislative Affairs Division: Jerry Norris

Hawaii Dept of Land and Natural Resources - Division of Aquatic Resources, HIHWNMS Co-manager (non-voting): vacant

Federal Government

U.S. Army Corps of Engineers (non-voting): Athline Clark

U.S. Coast Guard Law Enforcement (non-voting): Eric Roberts

U.S. Navy Environmental Council (non-voting):

Rebecca M.K. Hommon

Western Pacific Regional Fisheries Management Council: Eric Kingma

NOAA Fisheries Office of Law Enforcement (non-voting): Take Tomson

NOAA Fisheries Pacific Islands Regional Office (non-voting): Lisa Van Atta

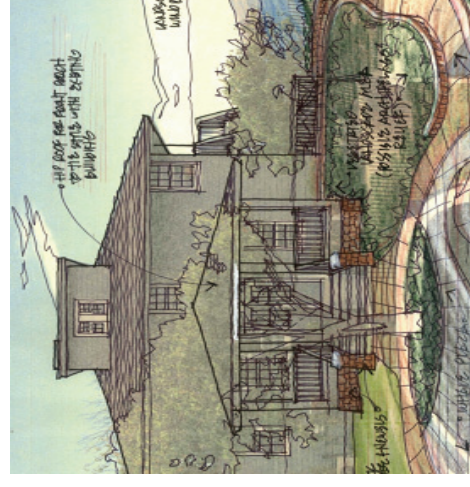
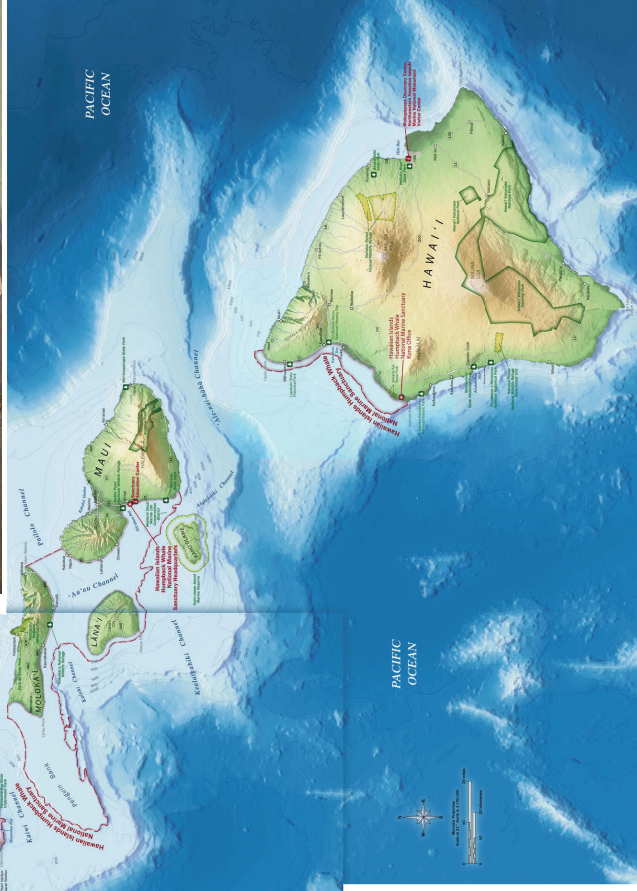
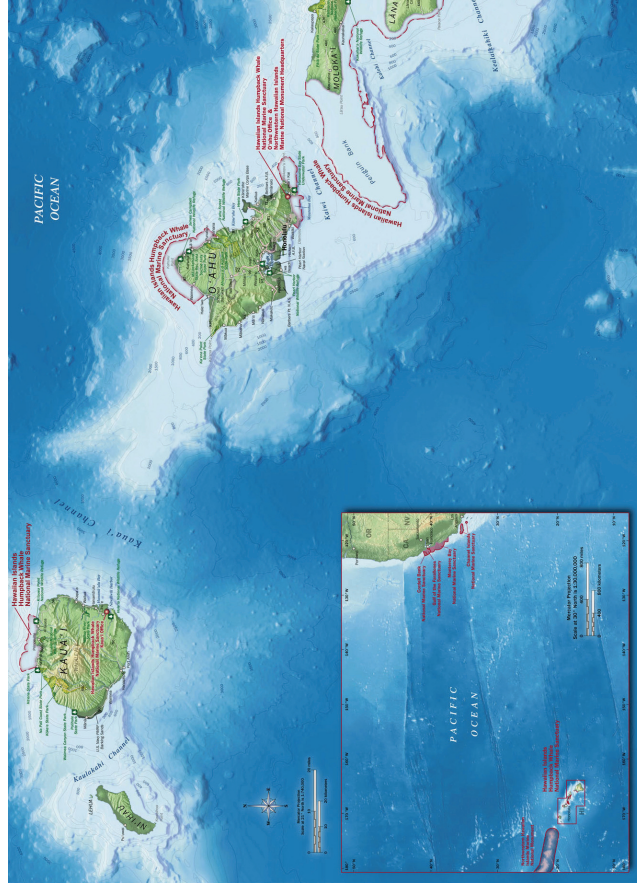
NOAA/Hawaiian Islands Humpback Whale National Marine Sanctuary (non-voting): Malia Chow

NOAA Fagatele Bay National Marine Sanctuary (non-voting): Gene Brighthouse

NOAA/Papaahānaumokuākea Marine National Monument (non-voting): Aulani Wilhelm

Sanctuary Advisory Council Coordinator: Joseph B. Paulin

2010 ACCOMPLISHMENTS



Hawaiian Islands Humpback Whale National Marine Sanctuary

lies within the shallow, warm waters surrounding the main Hawaiian Islands and is one of the most important humpback whale habitats in the world. Scientists estimate that two-thirds of the entire North Pacific humpback whale population migrates to Hawaiian waters each winter to breed, calve and nurse their young. The continued protection of humpback whales and their habitat is crucial to the long-term recovery of this endangered species. Established Nov. 4, 1992.



NOAA Green Grant Turns the Sun into Electricity

A new 16 kilowatt photovoltaic system has been installed atop the Sanctuary Learning Center at the Kihei Campus. Early readings show that the system is generating between 85 to 95 kilowatt hours a day. This is enough to completely offset the building's energy use with clean renewable power from the sun. Hawaii'i has one of the highest energy rates in the country and on Maui over 90 percent of power supplied comes directly from burning oil. The campus is also home to the first "net-metered" photovoltaic system on Maui that was installed in 1999. It is anticipated that both systems combined will offset about half of the campus' total energy use and eliminate over 25 tons of carbon dioxide emissions a year.



Sanctuary Engages Community in Management Plan Review

Community engagement and public participation in the sanctuary management plan review process was facilitated through state-wide constituent meetings, presentations, briefings, 20 public listening sessions, and a 90-day public comment period. Advisory council members, policy makers, agency partners, and people across the state provided input to help identify priority community issues and potential roles that the sanctuary could play in future marine resource conservation efforts in Hawaii'i. Sanctuary Advisory Council working groups comprised of council members, local stakeholders, and technical experts are now being formed to address priority issues and recommend management strategies and actions for inclusion in an updated draft management plan.



Sanctuary Partners with County of Maui to Protect Resources

The sanctuary partnered with the County of Maui to provide Ocean Protection and Cultural Awareness (OPACA) Training for more than 500 participants in the past year. The county-required course was developed for commercial vendors, such as snorkel and dive operators, kayak rentals, and surf schools that hold permits to operate out of county parks. The eight-hour training covers information on marine mammals, coral reef ecosystems, rules and regulations, wildlife viewing etiquette, safety techniques, and cultural awareness. This partnership with the county has been a great opportunity to ensure that ocean recreation businesses are knowledgeable about protecting marine resources and pass that information on to their customers.

Interns and Volunteers Provide Valuable Support

During 2010, volunteers contributed over 21,000 hours of their time, worth an estimated \$438,000, to support sanctuary programs. Volunteers serve as naturalists for outreach stations, docents in the visitor center, student educators, citizen scientists, and whale watch naturalists and they also support administrative and facility projects. In addition to volunteers, the sanctuary also increased program capacity by utilizing interns from a variety of programs including the Hawaii'i Youth Conservation Corps Year-Round AmeriCorps Program, the Ernest F. Hollings Undergraduate Scholarship Program, the Hawaii'i Institute of Marine Biology – NOAA Partnership Fellowship Program, the University of Hawaii'i Marine Option Program, and programs from other local and national universities. Interns completed projects ranging from supporting the sanctuary's management plan review and analyzing humpback whale census and behavioral data from the Sanctuary Ocean Count project to developing protocols and instructional kits for monitoring climate change and developing a water quality monitoring program.



"In the Wake of Giants" Showcases Sanctuary's Rescue Program

The sanctuary partnered with Akua Films to produce a documentary, "In the Wake of Giants", featuring the sanctuary's efforts to free 40-ton humpback whales from life threatening entanglements. Much of the footage is taken using helmet-mounted cameras to show the action up close. The short film, nominated as a finalist in three categories from more than 85 ocean-related films in 19 categories, was awarded "best of" under the category of "National Marine Sanctuary Shorts" at this year's BLUE Ocean Film Festival, held in Monterey, California. The sanctuary's disentanglement response team is one of the few teams trained to free large whales of entangling gear. Since 2003 they have freed 14 humpback whales in Hawaiian waters from gear and garnered valuable information towards reducing the threat. Along with ship strikes, entanglement is one of the primary human-caused sources of serious injury and mortality affecting humpback whales.

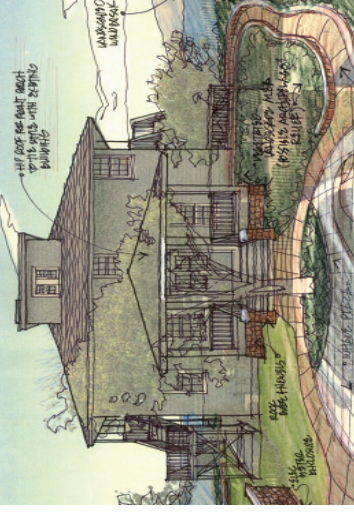


Partnership Increases Understanding of Water Quality Issues

Water quality has become a predominant issue within the county of Maui, which includes the islands of Maui, Molokai, Lanai and Kaho'olawe. In order to begin addressing this issue, the sanctuary has partnered with the Maui Chapter of Surfrider Foundation to conduct water quality tests. Teams of volunteers from the sanctuary's Citizen Scientist program collect water samples weekly from both within Maui watersheds and along South Maui beaches. Using water quality testing equipment provided by Surfrider, sanctuary volunteers conduct turbidity and bacteria counts on the samples and record the data. Tests resulting in high bacteria levels are reported to Maui County's Department of Health. Over time, the data collected through this program will help provide an understanding of the complex issue of water quality.

Sanctuary Advisory Council Takes Action

The Sanctuary Advisory Council devoted a significant amount of time to the management plan review process and assisted in sponsoring a community engagement workshop to seek input from a diverse group of constituents for input on the possible future direction of sanctuary management. The council also worked with sanctuary staff and Net Impact Volunteers through the University of Hawaii'i, Masters of Business Administration Program to identify priority community issues, opportunities for collaboration, and strategies for marketing programs. The project has implications for other sanctuaries as Net Impact Volunteer Chapters are located in every state where sanctuaries are found. In addition, the council contributed to several national initiatives and provided recommendations for such efforts as the President's Interagency Ocean Policy Task Force. Also, in order to foster the interest and enthusiasm of our future generation of ocean stewards and leaders, the council also recruited the first youth council member within the Office of National Marine Sanctuaries.



New Visitor Center Planned for Historic Building

Renovation has begun on the historic building at the sanctuary's Kihei Campus in Maui, including the development of plans for a new visitor center. The building was originally built in 1940 for the U.S. Navy and acquired by the sanctuary in 1994 in a state of disrepair. With the help of many volunteers throughout the years, the building has been maintained as administrative offices to support sanctuary research and education programs. A complete renovation of the building will maintain its historic look and incorporate a visitor center on the first floor that will be a focal point for the public to learn about the sanctuary. The conceptual design for the new visitor center also includes outdoor exhibits that take advantage of the scenic view from this beachfront property.