

FOR ACTION

I. SUBJECT

Consider Adopting the HCDA Communications and Marketing Plan, Which is Included as a Goal in the Strategic Plan, revised June 5, 2024.

II. BACKGROUND

During HCDA's June 5, 2024, Regular At-Large Authority Meeting, the Board adopted the executive director's new 1-, 3-, and 5-year goals and amended the HCDA Strategic Plan.

One of the Short-Term (1 year) Agency and Executive Director Goals is as follows:

Develop a Communications Plan that Promotes and Highlights the Community Building Benefits of HCDA Projects

Phase: Complete

Task Type: Communications Plan

Priority: **Medium**

Strategy: The Agency's community building should be highlighted when possible. Examples of community building is the community benefits that result from projects such as Kolowalu Park improvements. The communication plan should set forth a plan to capitalize on media opportunities, articles, and speaking presentations to highlight HCDA's story and "soft" benefits of HCDA projects.

As a public agency, HCDA must build trust by providing the community with accurate, easily accessible, and understandable information.

In developing a communications plan for the HCDA, staff identified the many target audiences within and outside the districts, set the goal as outlined in the Strategic Plan, drafted objectives, and outlined the means to deliver concise and appropriate information through the proper channels.

On November 6, 2024, HCDA staff presented the draft HCDA Communications and Marketing Plan to the board. There were no questions. Feedback was positive.

III. DISCUSSION AND ANALYSIS


At times, government agencies may publicize and market their community projects to raise awareness, garner public support, attract potential partners and funding, and ultimately increase the likelihood of successful implementation by ensuring the community understands the benefits and is actively involved in the project, which can lead to better outcomes for everyone involved.

In the past, this was not a priority for the HCDA, but as staff began to actively promote HCDA's work and projects, there have been good results thus far.

The Communications and Marketing Plan is intended to be a dynamic document. As situations change, the plan should be reviewed and revised. Any revisions to the plan will be presented to and approved by the board.

IV. RECOMMENDATION

It is recommended that the Board adopt the HCDA Communications and Marketing Plan, which is included as a goal in the Strategic Plan, revised June 5, 2024.

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Reviewed By: Craig K. Nakamoto, Executive Director *Craig Nakamoto*

Attachments:

Exhibit A – Communications and Marketing Plan