



COMMON MEASURES

*A set of indicators for community groups
and networks to measure success*

Version 1

October 2021





COMMON MEASURES FRAMEWORK

Overview

WHAT IT IS

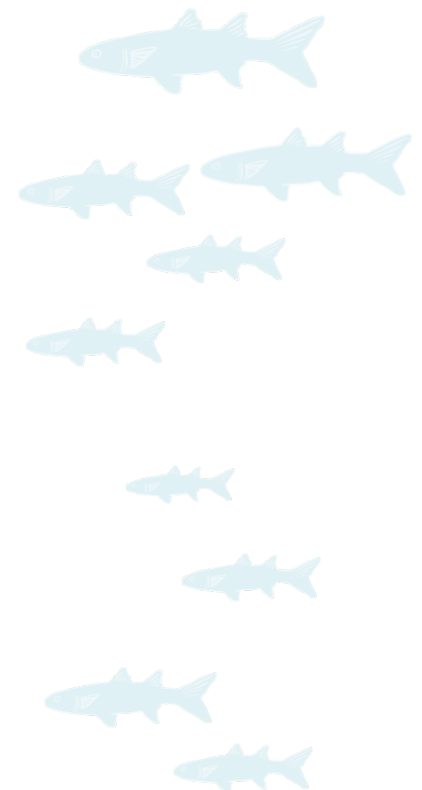
A set of indicators that community members and networks can use to monitor their progress and success for stewardship and conservation efforts. These indicators were co-generated by community members and designed to be easy to collect, meaningful at the community level, and incorporate improved biocultural and human well-being outcomes.

WHY HAVE COMMON MEASURES?

It is important for community groups to have the ability to track progress to know if their efforts are working and to inform the adjustments needed in management if the actions aren't effective. It shows progress in how people and places are doing. For the Maui Nui Makai Network (Network), these measures quantify the extent to which they are having an impact and if not, to provide lessons learned and ways to adapt.

HOW WILL THEY BE USED?

A combination of data collection methods is being used. At the community level, we are implementing an annual survey of a small subset of measures, data we will aggregate to see what it can tell us about how community groups are doing individually and collectively. Where applicable, for biological data (e.g. water quality, 'opihi, fish), we use existing methods and protocols developed by communities and partners. At the Network level, we are collecting data on a subset of measures and conducting semi-annual surveys to inform how we can improve and measure our collective impact.



KEY PRINCIPLES

We developed common measures of success specific to the Network communities that are meaningful to people and place, including socio-cultural indicators that take into account human interactions with nature. Through this biocultural approach, we aim to document how healthy communities thrive with healthy environments and vice-versa. As a Network of local communities, we seek to perpetuate the profound relationship we have with our 'āina, which we depend on for cultural, spiritual, economic, and physical well-being.

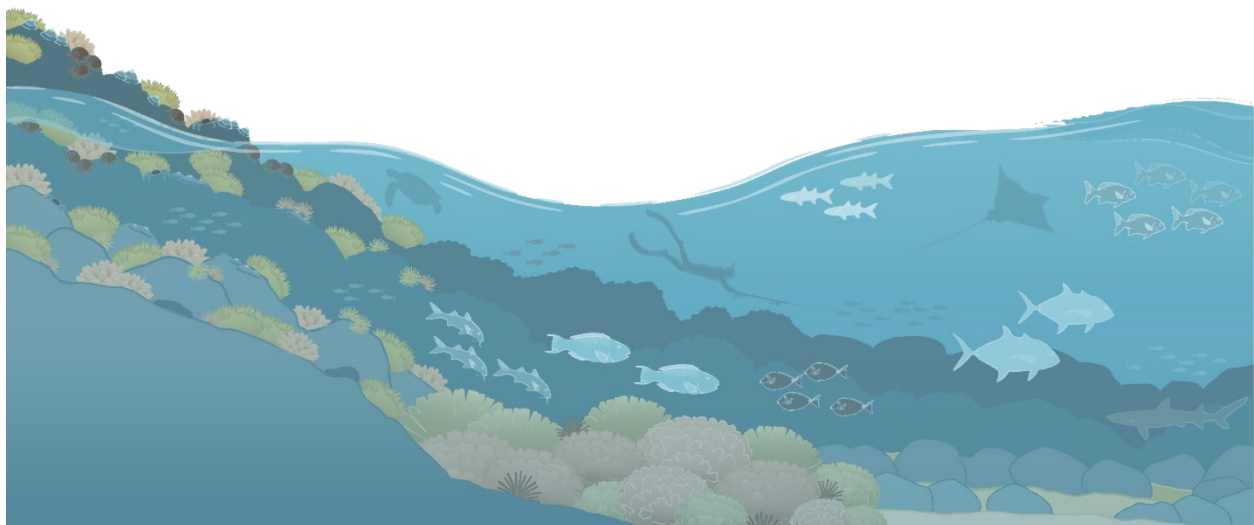
Key principles we used in developing this framework and indicators are:

- Meaningful at the local and regional scale
- Promotes transparency and accountability
- Co-created, co-developed and selected by communities
- Communicates project and results
- Motivates people to care
- Easy and practical to collect
- Rooted in place, encompassing biophysical and cultural components important to the community
- For communities, measures answers: How are our lives and resources improving due to our efforts?
- For the Network, measures answers: How are our collective actions creating a noticeable positive impact for people and nature in Maui Nui?

COMMON MEASURES FRAMEWORK

We've organized the common measures into 4 'umeke (bowls): People, Place, Empowerment, Partners. **People** is about the community, **Place** is about the biophysical aspects and ecological health of the site, **Empowerment** is about the capacity of the community to lead in resource management, and **Partnership** is about the Network's capacity and impact.

When navigating this document, the numbered headings are the attributes that Network communities and/or the Network aspires to. The black text under each numbered heading are the indicators (common measures) identified as important aspects of human well-being and resource management. The text in parentheses are examples of units of measurement.





COMMON MEASURES FRAMEWORK

1. People: Community Engagement and Human Well-Being



1.1 Traditions Persist

- a. Gathering and sharing resources, feeding family and extended family (# and list of traditional and customary fishing/gathering practices in use; # of people involved in fishing/gathering; # of fishing/gathering practices passed on to the next generation, # of people involved in ocean activities).
- b. Practices passed onto next generation (# of families teaching their traditions).
- c. Oral histories documented (# of kūpuna participating, # of interviews held, # of interview results shared in kūpuna-approved format).
- d. Aspects of Hawaiian culture integrated into management. For example, Kumulipo pairings, traditional place names, stories and memories of kūpuna, place, winds, rains, and seasonality (# and type of cultural knowledges incorporated).

1.2 Participation

- a. Community participation (# of meetings and events, # of participants, # of volunteer hours).
- b. Community involved in monitoring (# of community participants).

1.3 Education and Awareness

- a. Outreach with key messages (# of people reached, # of audiences reached, # of social media views, # of stories aired or printed).

1.4 Leadership and Capacity

- a. Presence of community leaders/champions that influence others to accept kuleana, care and get involved (# of active community leaders).
- b. Skills and tools learned (# and list of new skills or tools learned).
- c. Partnership and network involvement (# and list of partnerships and networks actively involved with).



COMMON MEASURES FRAMEWORK

2. Place: Improved Biophysical Conditions of Resources



2.1 Resource Health - Limu (algae)

- a. Presence of culturally important limu species (list of species).
- b. Change in status of limu (area of coverage).

2.2 Resource Health - 'Opihi and Other Invertebrates

- a. Presence of 'opihi species (presence/absence; list of species).
- b. Change in status (abundance; size-class structure).

2.3 Resource Health - Reef Fish

- a. Presence of priority reef fish species (presence/absence; list of species).
- b. Change in status of reef fish (abundance, size-class structure, biomass, diversity, apex predators, prime spawners, seasonal abundance of juveniles in tide pools and estuaries).

2.4 Resource Health - Coral Reef

- a. Coral cover (percent coral cover).
- b. Coral bleaching (percent mortality).
- c. Sound and color of the reef (volume of reef sounds; color of corals (e.g. white or pastel, pale or bright)).

2.5 Resource Health - Mauka to Makai Connectivity

- a. Springs and seeps (presence/absence compared to the past; # and list of known subsurface springs and seeps; description, importance, and community interaction for each source).
- b. Stream flow (# of streams; % of streams flowing to ocean; description, importance, and community interaction with each stream; flow rate in cubic feet per second).
- c. Fresh water sources secured (% of springs and streams secured).
- d. Water quality (turbidity and/or nutrient levels).

2.6 Resource Health - Fishing and Human Use

- a. Level and type of fishing and human use (level of fishing effort (catch per unit effort); level of other human uses; types of fishing and human uses).

2.7 Impacts - Tourism

- a. Visitor counts (# of visitors per day/area).
- b. Visitor sales income generated in community (estimated dollar amount received per year/area).
- c. Perceived level of impact and benefit of visitors (level of community benefit and/or impact perceived: Low, Medium, High, or Very High (L, M, H, VH)).

2.8 Impacts - Cultural Sites

- a. Level and type of impact to cultural sites (# of known cultural sites; % of cultural sites being impacted; describe activities causing impact and nature of impacts; levels of rubbish and waste (L, M, H, VH); presence/absence of signage or other management action).





COMMON MEASURES FRAMEWORK

3. Empowerment: Capacity to Lead in Resource Management



3.1 Community Group

- a. Organized community group (# of regular meetings per year; # of meeting notes kept; inclusive (yes/no); rules of order in use (yes/no); mechanisms for conflict resolution (yes/no); # of volunteer hours contributed).
- b. Number of people with increased ability to meaningfully participate in decision-making about lands, waters, or resources (# of people engaged).

3.2 Community Plan

- a. Adaptive management mechanisms in place (does community have a plan (yes/no); # of activities being actively implemented; does the group reflect on plan, what is learned, and adjust (provide example)).
- b. Level of support to implement plan (# of networks or partnerships involved with; % of needed funding raised; # of volunteer or in-kind hours; # of community jobs).

3.3 Justice, Equity, Diversity, and Inclusion

- a. Equitable and inclusive representation on community groups and decision-making bodies (# of kūpuna involved; # of 'ōpio involved; # of women/LGBTQ involved; # of traditional practitioners involved; % of lineal descendants from the area; list of other underrepresented groups included or not included).
- b. Free, prior and informed consent respected in collaborative relationships between community groups and government and NGO partners (existence of documentation of relationship, such as data sharing agreements and memorandums of understanding).
- c. Accountability and good faith in collaborative relationships with government and NGO partners seeking codified marine protection status (# of years actively engaged in seeking rules).



- d. Traditional and customary ecological knowledge and cultural norms and practices are integrated into management frameworks (# of norms, practices, and concepts Integrated in plans, programs, and actions).

3.4 Effective Management

- a. Makai area managed (# of marine acres cared for voluntarily by community group, # of marine acres proposed for co-management with DLNR's Division of Aquatic Resources (DAR), # of marine acres designated in co-management by DAR, # of acres of land under protective management by community group).
- b. Management programs in place (# and types of management programs in place like signage or rangers).
- c. Community currently engaged in rulemaking with the State (yes/no).
- d. Level of voluntary compliance with a code of conduct and/or rules (L, M, H, VH).

3.5 Influence on Policy and Legal Frameworks

- a. Engagement with government officials and representatives (# of working relationships and/or meetings with elected and government officials).
- b. Level of impact to improve policy structures (what specific policy does the community seek to change? Level of current impact on process of change (L, M, H, VH)).

3.6 Sustainable Place-Based Economic Development Opportunities

- a. Number of people with increased sustainable, place-based economic opportunity (# of new jobs or opportunities).





COMMON MEASURES FRAMEWORK

4. Partnership: Capacity and Impact of the Learning Network



4.1 Empower Through Learning

- a. Tools developed (# and type of tools developed and shared; # people reached).
- b. Trainings, workshops and events held (# and type of training workshops provided; # of traditional knowledge shared; # and type of Network or community exchanges; # of guest speakers; access to resources and expertise; access to new ideas).
- c. Knowledge Capture and sharing (# documentation of lessons-learned or accomplishments shared; # traditional knowledge championed with key audiences).
- d. Media reach (# reached on social media; # of publications in other media).
- e. Learning needs (assess learning needs).

4.2 Grow, Support, and Connect

- a. Growth of membership (# of new members; total # of members; # of affiliates; # involved that are not in a formal network).
- b. Community engagement in Network management (# of volunteer hours).
- c. Participation in events and gatherings (# of members; # of invitees).
- d. Participant satisfaction (level of satisfaction; level usefulness of content shared; level of connectedness to group, shared agenda, and solving shared issues; sense of empowerment to take action; level of energy; time taken to build relationships; level of trust and collaboration).
- e. Connectedness (people know others; see value of the Network; leverage relationships to create new opportunities; work well together).
- f. Support provided to community groups (# and type of direct support provided to members and 'ohana communities including connecting with people of influence).
- g. Move faster and further together (number of collective impact initiatives underway or accomplished and/or tools developed).

4.3 Advocacy, Education and Awareness

- a. Advocacy for local community and indigenous leadership in makai management and co-management (# of opportunities that key messages are communicated).
- b. Level of impact to improve policy structures (what specific policy does the Network seek to change? Level of current impact on process of change (L, M, H, VH)).
- c. Outreach with key messages (# of people reached; # of audiences reached; # of social media views; # of stories aired or printed).

4.4 Justice, Equity, Diversity, and Inclusion

- a. Inclusion of indigenous knowledge in outreach (# of promotions that include traditional knowledge).
- b. Equitable Network relationships promoted (perception of equity; gender equity in Network).
- c. Diversity of Network participants (% youth members).
- d. Advocacy for equity and environmental justice in makai management (# of opportunities to advocate for inclusiveness, participation, transparency, access to justice, accountability, free, prior and informed consent, and effective government management).

4.5 Organizational Capacity

- a. Staffing (% staffing of desired level).
- b. Funding (% funding of desired level).
- c. Board (% board seats filled; # of meetings with quorum).



ACKNOWLEDGEMENTS

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COMMON MEASURES FRAMEWORK
ANNUAL COMMUNITY WORKSHEET

1. **Level of community participation in events and meetings per year** (# of and type of events; # of participants). *List the type of meetings and events you had and the total number for the last year.*

2. **Types of resource data collected** (# of types of data collected; # of community participants; can be fish, limu, coral, 'opihi, protected species, water quality or quantity, or other). *List the type of resource data you collected and how many community members participated in the monitoring for the last year.*

3. **Percent change in priority resource status** (over last year). *If data are available, note the percent change and trend (stable, decrease, or increase) for the last year.*

4. **Percent of freshwater sources secured** (% of total for the area). *Count the total number of fresh water sources in your place (if any), including perennial and intermitent streams and springs and seeps. Count the number of fresh water sources that are secured (total less unsecured). For example if you have two streams and one spring and there are no problems with any of them, you would report 3/3; if you have a problem with one source then you would report 2/3.*

5. **Adaptive management in place** (plan in use (yes/no); # of activities being actively implemented). *Note if your plan is in use or not. List and count the number of activities being actively implemented during the last year.*

6. **Makai area managed** (# of marine acres being looked after by community; # of marine acres proposed for co-management; # of marine acres designated in co-management; # of acres of makai land management). *Depending on your unique situation, list the number of acres that your group is involved in managing, and the type of management (see above). Reach out to the Network Coordinator if you need help calculating the number of acres.*

7. **Traditions persist** (# and list of traditional and customary fishing/gathering practices in use; # of people involved in fishing/gathering; # fishing/gathering practices passed on to the next generation; # of people involved in ocean activities). *See the indicators listed above and report on the four indicators above for the last year.*

8. **Sustainable tourism impacts and benefits** (level of negative impact Low (L), Medium (M), High (H), Very High (VH); level of positive benefits experienced L, M, H, VH). *Rate your community experience of both impacts and benefits (L, M, H, VH). List the Impacts and/or benefits your community experiences over the past year.*

Contact the Maui Nui Makai Network
coordinator@mauinui.net
www.mauinui.net