Paeahu Solar Project

Community Outreach and Engagement Report

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Background

Since May, 2018, Paeahu Solar LLC (Paeahu Solar), a subsidiary of Innergex Renewables USA, LLC and its parent company Innergex Renewable Energy Inc. (Innergex), have conducted numerous outreach and engagement efforts to prepare its Paeahu Solar Project (the Project) for the federal, state and county regulatory agency approvals processes.

In March 2019, Paeahu Solar tapped the services and community-based experience of Skog Rasmussen LLC (SR) to support and build on the Project's foundational meetings, events, and other outreach and engagement efforts.

What follows is a two-part report of the Skog Rasmussen contributions to the Project's outreach and engagement efforts. The first part specifically covers the listening sessions conducted by SR and outcomes; the second part describes actions beyond those sessions. Together, the parts capture the methodology SR undertook, the analysis and themes that emerged, recommendations for Innergex's consideration, and preliminary actions. The report is intended to inform and guide Innergex's actions as they build visibility, build trust, and overcome barriers to support as the Paeahu Solar Project moves through project development, permitting, construction, operations, and community investment phases.

Skog Rasmussen is grateful to all who shared insights that enlightened the Paeahu Solar team on their path to achieving their renewable energy investment in Maui's future.

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Methodology

Within Skog Rasmussen's tasks in Paeahu Solar's overall community engagement and outreach plan, a high priority was placed on developing approaches to listening and understanding the perceptions and perspectives of a cross-section of Maui Meadows and South Maui residents about the Project—as well as other matters that may impact the potential of their support. Core to SR's listening task was conducting one-on-one or small group interviews within these residents as well as with leaders and other stakeholders in the Maui community. Interviews were utilized because they held the greatest potential for yielding clear themes about possible hurdles for Paeahu Solar that would warrant deeper consideration of mitigating solutions. SR also hoped to learn about supportive sentiments that the Project could look to reinforcing as planning progressed. Insights shared in all interviews, regardless of position, were deemed to be of tremendous value.

The goals of the interviews were to:

- Provide Paeahu Solar with a diverse set of viewpoints from which it could better understand community concerns, questions, and perceptions about the Project.
- Create a bridge to the Maui community for informing and updating them about the Paeahu Solar Project.
- Eliminate or minimize misperceptions and misinformation regarding the project.

Skog Rasmussen took the following actions to conduct the listening sessions and impart results:

- Developed a list of prospective interviews based on SR's existing network of relationships connected to or knowledgeable about the Maui Meadows neighborhood.
- Identified key Maui community members who could also provide valuable input.
- Developed a set of questions to guide the interviews. Used the *MPower Maui, An Energy Conversation*[1] report as a resource on community attitudes and potential questions on energy. (see Appendix A).

[1] In May 2015, Maui Economic Development Board led a community engagement project called *MPower Maui, An Energy Conversation* that took place on Maui island. The subsequent *MPower* report covered many of the outcomes of this community conversation. Part of the project involved asking 1,912 residents: "What motivates you to save energy at home?" Participants selected up to three responses to this question which resulted in the following breakdown:

- Saves money - 88%
- Health of the planet - 54%
- My children and grandchildren - 26%
- Improves air quality - 27%
- Makes Maui energy independent - 32%
- Good for Maui - 40%
- Good for Hawai'i - 26%

- Scheduled and conducted in-person or, in a handful of cases, phone interviews over a period of several months from spring through the summer at the individual's choice of meeting place.
- To foster the utmost candor and therefore value from the interviews, assured those interviewed of confidentiality, i.e. any report published would not disclose sources nor attribute quotes to a specific individual and overall sentiments heard would only be shared in aggregate.
- Obtained recommendations from those interviewed of other individuals the project should meet with, especially homeowners or residents in Maui Meadows. Using this approach, SR identified many other residents who were willing to be interviewed. In many cases, the referring party allowed SR to use their names to pave the way with a prospect or the referring party proactively introduced SR to the interview candidate via phone or email.
- Assisted Paeahu Solar with the developing a Frequently Asked Questions (FAQ) handout to ensure that it adequately addressed the concerns shared in interviews. The FAQ was shared in subsequent interviews, further enabling SR to inform and dispel or clarify misperceptions or misconceptions about the Project.
- Assessed responses as interviews proceeded, noting categories of questions, concerns, and general sentiments about the Project.
- Updated Paeahu Solar regularly through weekly conference calls on questions and/or concerns raised in the interviews.
- Completed 57 interviews.
- Analyzed the data gleaned from the interviews to identify key themes, develop findings, select representative comments, shape recommended strategies and recommended community investment.

Findings

Perceptions on Energy: Some Confusion, Some Progress, Some Concern

In 2008, Governor Linda Lingle unveiled the Hawaii Clean Energy Initiative. In 2015, Governor David Ige signed HB623 capping the effort by the Hawaii State Legislature that directed the state's electric utilities to achieve a 100 percent renewable portfolio standard by 2045. A great deal of conversation has occurred since and continues vigorously about how Hawaii and its six islands can achieve this aggressive goal. Indeed, Hawaii has become a locus for renewable energy activity, attracting interests from the public and private sectors in the state, the nation, and the world.

For an island of just 166,000 residents, Maui has attracted a remarkable array of major renewable energy projects as well as the installation of several commercial ventures. While these efforts have led to high visibility for the island's clean energy policies, they have also given rise to widespread misperceptions and frustration as residents continue to struggle with energy costs that are one of the highest in the nation. This dynamic has created a conundrum for residents: how do they balance the need to reduce dependency on fossil fuel and protect Maui's island environment without raising the cost of living for residents and making Maui even less affordable?

Most interviewed about the Paeahu Solar Project conveyed awareness of the state's renewable energy goal. There was some confusion on the details; some thought the date was 2030, others thought the goal was 50% renewable. But it was nevertheless understood that Hawaii had set some clear goals. In addition, SR found widespread agreement that we must work to reduce our dependency on fossil fuels.

Generally, interviewees felt that Hawaii is making progress toward the 2045 goal, although they had no idea what the current percentage of renewables was on Maui. They see what is happening—PV installations on homes, the wind farms, the emphasis on energy conservation practices—as a positive trend, but made assertions like that heard from a Maui Meadows resident, "I have been asking MECO for a long time, with all the renewables we have put in the grid, how much less diesel are they burning?" The individual noted that Maui Electric recently put out a figure that they are burning 20% less diesel today than 10 years ago and added, "That is a good thing! But we have achieved the easiest 20%, the low hanging fruit. Going forward, it will be projects like Paeahu that move us beyond that."

Lack of Confidence in Government and Utility. When the question turned to whether the state's 2045 goal was attainable, some of those interviewed expressed a less optimistic outlook. Several felt it was not realistic due to the way government functions in Hawaii and how much time it takes for projects to get through regulatory hurdles. Some said Maui does not have the necessary grid infrastructure while others said it would be far too expensive to attain the goal. Others thought the dependability of the grid might be compromised if Maui does not have redundant firm power like that offered by fossil fuel generation to offset periods when the wind does not blow or when the sun does not shine.

Technology Will Take Us There. There were cheerleaders for the 2045 goal who expressed the belief that technology will continue to advance and, although it was not evident today how the 100% goal would be achieved, they thought it would become clear in the future and Hawaii would move forward. This group mentioned the need for the political will to reduce the bureaucratic hurdles and what they perceived as a slow-moving utility. Commitment was critical as well for the need for battery storage required to store the energy generated by renewable energy and for robust state tax credits to incentivize investments in energy. The major strides in solar technology in just 10 years in both efficiency and affordability were cited and seen as examples of the evolution in technology helping in Hawaii's goal. Many recognized the island's significant natural assets in sun and wind, and the importance of harnessing the power from them.

It Must Be Affordable. Maui Meadows is a residential neighborhood of more than 600 lots whose residents include affluent homeowners mixed in with those on modest budgets. About 300 homeowners or renters have had rooftop solar installed on their homes. While homeowners who were interviewed felt fortunate to realize the savings from PV on their rooftops, they spoke of their concern for lower income families and their ability to pay for power. When asked to complete the statement "It is important for us to reduce our dependency on fossil fuel but that should not come at the cost of _____," the overwhelming answer was "energy affordability for our families." Most interviews included remarks on the cost of living challenge in Maui, the investment needed for renewables, and the plight of families who must have multiple jobs to make a living on Maui possible (see Responses to Reducing Fossil Fuel Dependence in Appendix B).

There was a pervasive attitude that a social inequity exists where the affluent can install rooftop solar on their homes and lower income families and renters are left supporting an expensive grid with a shrinking customer base.

When asked to comment on the fairness of those who cannot put solar on their homes to keep having their rates go up, the owner of a Maui-based energy company responded that, "we must get to critical mass for these large-scale projects so that MECO can shut off a diesel generator. Then the power costs will be reduced."

There Will Be Trade-offs. Another theme that emerged from the interviews dealt with the potential "destruction of our environment" (see Appendix B) as decisions are made to build more renewable energy projects. Those who referred to the "environment" did not define what the term meant to them. They spoke of view planes being impacted by solar and wind power, bats and birds being killed by wind turbines, and agricultural lands being covered in solar panels as being trade-offs for pursuing a future less dependent on fossil fuel. Many are conflicted by this; they know the world needs to move in this direction but have some apprehension about what Maui's environment would look like through the lens of the 2045 goal.

When asked to finish the statement, "I could support large-scale solar projects like Paeahu on Maui if _____" responses from interviews were insightful about the priority conditions for their support of the project (see Responses to Support for Paeahu-like projects in Appendix C).

Will There Ever Be Relief in Our Electric Bill? Overall it appears that the euphoria that once surrounded the announcement of Hawaii's Clean Energy Initiative or "100% renewable energy mandate", which led to immediate acceptance of some large scale renewable utility projects on Maui, has now been replaced by a wariness and more skeptical outlook as residents ponder the effects of renewables on their pocketbooks and the changing landscape of the island.

Energy Becomes Personal

The interviews conducted as part of the Paeahu Solar Project outreach revealed what appears to be a correlation between how much effort people put into conserving energy and whether they had rooftop solar installed. Homeowners who have rooftop solar seem to be less committed to energy conservation practices because their electricity bills remained low from one month to the next due to their solar contracts, in spite of adopting conservation behavior. Examples of conservation practices included changing to LEDs after a lightbulb burns out or shutting off lights or appliances when not in use. One Maui Meadows resident stated that, "with my rooftop solar, I just don't worry or think too much about the cost of electricity."

Those who do not have rooftop solar made many comments about how expensive it is to run an air conditioner (AC) and rarely feel they have the luxury of turning the AC on. Several said they do not use a clothes dryer, opting instead for an outside laundry line. A senior citizen who is on a fixed income said that she really conserves power in her own condo; she has no air conditioning, she rarely runs her fans, she even uses flashlights and candlelight at night because it is hard for her to pay her electric bill on her fixed income. Many have replaced old appliances with newer Energy Star models. Most all respondents who had no rooftop solar indicated they take aggressive measures to conserve energy in their homes.

The seniors who are our clients do not see power as being affordable. They struggle and have to seek subsidies annually through LIHEAP [federal Low-Income Home Energy Assistance Program] for energy payment subsidies.

My bill is $19. Per month. MECO should have had a policy 'You can put solar on your roof up to 50% of the amount of energy you have used over the last five years.' My bill would then be $200 or $250. As a consumer of energy, this would incentivize me to care about rates and want to conserve! As it stands now, my bill doesn't change whether I leave my AC on or not, whether I shut my lights off or not. So why should I care about anything energy related? This was a real mistake that MECO put in place years ago.

The evidence of inequality between those who "have PV" vs. those who "don't have PV" once again points to a perceived energy social justice issue and creates a stark difference in conservation behavior.

A few interviewees expressed the personal responsibility for conservation of energy use regardless of whether they had PV installed. They felt it was the right thing to do and they were not going to be wasteful even though their electric bill would not be impacted.

When asked about their opinions on the various renewable technologies, a significant number of interviewees put rooftop solar at the top of their preferred renewable list. They supported solar on everyone's rooftops to help low-income residents and create more equity among utility ratepayers. A

few of those interviewed were proponents of the government funding PV installations on low-income homes. Several particularly liked businesses with solar installations in their parking lots, noting the dual benefit of capturing solar power while providing shade for cars of customers.

SR also heard multiple comments about net energy metering (NEM) going away and the wish that MECO would allow it to return.

When asked their thoughts about large scale utility projects, particularly solar and wind, most respondents chose solar as their preferred renewable energy source. They believed it was less impactful on view planes, less intrusive, an abundant source for energy, and not a threat to wildlife like the wind turbines were. Most interviewees speculated that solar was a cheaper technology than wind to install, although they were admittedly guessing about the cost.

Some interviewees described residents in the Maui Meadows neighborhood who have solar installed on their home but publicly oppose the Paeahu Solar Project as "selfish." They were referred to as self-serving in discounting the benefit the project would have on those who don't or can't get solar power. As one Maui Meadows resident said, "They somehow think that when they bought this half acre lot, they were also entitled to all the ranch land that borders Maui Meadows."

The Utility and Corporations: Perceptions and Misperceptions

SR interviews included pulsing for overall awareness of Hawaii's dependency on fossil fuel and the 2045 goal of achieving a 100 % renewable portfolio standard by 2045 to reduce Hawaii's dependency. Remarkably, the conversations produced numerous comments about Hawaiian Electric or Maui Electric.

No questions in our interview were about the utility, but nearly all interviewed had comments or criticisms about the utility's past decisions and current actions in renewable energy. Although progress was acknowledged, many questioned the utility's commitment to renewable energy and were not confident that the utility is making a "serious" effort nor has the capacity or commitment to succeed. Several residents were unsure that the utility was doing all it can to reduce electricity prices. The utility's pursuit of more renewable energy for the grid—which would seemingly result in less revenue—was perceived as a conflict with the utility's business model of selling electricity to generate a profit and satisfy its shareholders.

We have a shareholder-run monopoly utility. There's an inherent conflict of interest with that. Are they really driven to cut costs when they are guaranteed a certain return?

We are stuck on oil!

Why not put solar on everyone's roof instead of paying Ulupalakua?

MECO is running on outdated technology and an old grid and does not know how you convert and continue running the old grid at the same time.

We either pay MECO or the PV installer. We have not benefitted in lower prices on power from the PV.

This is the biggest problem: [ratepayers] are not seeing a reduction on their bills.

[PV] was a great thing for me because it's saving me a ton of money, but it was the wrong thing to do from a policy standpoint because they should have kept me as a consumer who had to pay for my excess energy and then I would be more concerned about my own energy uses and would curtail them.

About 20-25 years ago, there were meetings in Kihei with MECO about their projected costs including the price of oil prices. The community asked about cutting our ties to fossil fuel. MECO indicated that for 20 years out, they saw the cost of oil still being relatively inexpensive…that wasn't well thought out because oil shot up to $100 and some a barrel and we were paying $5 at the pump or close to it.

In the beginning I don't think the utility was quite ready for what was happening in the industry. Just from the simple PV standpoint, we got saturated in Maui Meadows like boom and they stopped everything…I believe we've come a long way.

I think some folks get frustrated with MECO and HECO with that monopoly and their unwillingness to let go. The benchmarks they are using are not realistic. Anyone with a fundamental knowledge of energy knows that the 2045 goal is not going to be achieved. The next 20% is doable with projects like Paeahu. Beyond that, we do not even have the technology invented yet that will get us to the final goal.

All interviewees support reducing our dependency on fossil fuel whether through capitalizing on our solar or our wind assets. The support, however, was conditioned on the investment in renewable energy solutions coming with assurances of lower electricity bills for ratepayers. Many cited concerns about assistance to those who cannot afford to install PV. Although projects such as the one proposed by Paeahu Solar were coming in at a lower cost to the utility than fossil fuel-based generation, many who were interviewed were skeptical about the savings from renewable energy production translating to lower bills for ratepayers' bills vs. higher profits to the utility's shareholders. The sentiments conveyed a sense of mistrust of the utility and the government.

The "start-and-stop" history on the net energy meeting program was confusing to several and reinforced the lack of confidence among some in the utility's capabilities in transitioning to more renewable energy.

Several wondered why the utility did not subsidize residents in Maui Meadows (who could not afford solar) who wished to install PV on their home vs. doing the solar farm on Ulupalakua Ranch. Most accepted the explanation that the utility could manage the power from a solar farm more expeditiously than from multiple units spread across rooftops and that both utility scale and rooftop installations contribute to achieving Maui's energy goals.

Big Corporations

The perceptions of the utility and, to some extent, Innergex, seemed to be affected by the perceptions of some of the commitment and motives of large companies or corporations.

There seems to be this negative connotation to anyone who's going to make money and certainly no one would be building this if there was if there wasn't some money to make. But if you could somehow convince them that the money they're making is not significant in terms of the problem they're solving

Unfortunately, today big business no longer cares about the people. It's all bottom line. People started catching on so all of a sudden now big business is a big enemy. So anytime the big business comes in, they're gonna fight them. Even if the good intention is there, they're going to fight them because there's no trust because big business still gotta answer to the stockholders.

A lot of solar companies that came five or six years ago, they're gone. So, there is no one here to maintain the panels on people's roofs. They are now having to pay for maintenance that was supposed to be included. It is hard for people to decipher what their contract says and then find people to do the work. The companies just came in, took everyone's money and ran away

I think there have been companies who have come here, and it's been a challenging environment for them. I think there's an entrenched mentality for maintaining status quo and not making a lot of changes that have been longstanding here in Maui, probably connected to who controls things.

Government

Government also was a target of criticism related to the political will in moving Hawaii forward in renewable energy. Many felt Hawaii were making progress toward the goal. While some recognized vetting proposed projects carefully was critical to making sound decisions and protecting the public's interests, progress was often bogged down or stymied by bureaucracy and lengthy regulatory processes.

Government has to put their big boy pants on and either decide whether they want to do solar or not…just because people oppose it, they gotta decide if they want to go forward or not…It's about politics and that's why the length of time is ridiculous.
You think this thing is going to be completed in two years?... no way… the government has so many regulations and it's so bad here that they will tie them up for the next three to five years.
Government is so bureaucratic; they put in roadblocks; permits for the panels took one year from the county and MECO.
When I saw the RFP asking for some big renewable energy, I was really pleased. It gives me hope.

Innergex

Nearly all interviewees were not familiar with Innergex as a company, much less its track record in renewable energy. Some recalled being at prior meetings at the Kihei Community Center (in 2018) and/or at St. Theresa's Church (in 2019) or being in one-on-one meetings in 2018.

While a couple interviewees claimed inaccurate maps and greenhouse gas numbers from Innergex[2], most commended Innergex for doing the community and one-on-one meetings, for the amount of their outreach, and for their transparency and willingness to hear from those opposed to aspects of the project. The combined interactions of Innergex's Business Development Manager Eddie Park and Senior Environmental Manager Julia Mancinelli in the community were observed as effective in

[2] Project materials and maps presented to the community are available on the project website (paeahusolar.com) and are consistent throughout. Innergex did not provided greenhouse gas numbers in 2018 project materials. In 2019, the values noted in the Maui Electric Power Purchase Agreement were referenced on the project website.

their patient fielding of questions and comments from supporters and opposers alike. In Maui's small-town, rural-like culture, the willingness to converse with anyone appears to have established enough trust and respect to yield productive conversations going forward.

Innergex's work with First Nation communities was noted and impressive to several and deemed worthy of sharing.

When asked about suggestions for a community benefit package offered by Paeahu Solar, it yielded a litany of possibilities, as discussed later in this report. A couple others, however, felt it was not necessary because the benefits of the Project were enough or could be perceived as a "bribe. All offered suggestions nonetheless when it was understood that the community benefit was a corporate core value of Innergex and would be a 25-year commitment (operational phase of the project).

I don't know anything about this company except that they're Canadian…If they can produce a good product for a decent price, I can understand why they would be getting the RFP.

They were willing to answer all the questions from the community and I was very impressed with that right from the start…They had a lot of the photography on this place and what they plan to do and how they plan to do it. It didn't seem to me like they were trying to hold anything back. Just being honest with the community, taking it on the side of the face when the community slapped back, but then answering questions and being honest.

I think they need to be as honest as possible. I mean, that's one of the biggest issues for most of us in Maui Meadows is that…when they handed out these maps, it was this tiny little thing and now it's 200 acres…

I commend them for reaching out to the community. To me, the proper way to go on any of this stuff is to get out, do your homework and really try and work with the community up front and minimize trouble the road which can be costly in delays. It looks like they're doing this the right way.

There has to be a trust built up. Innergex should work with the community.

I would educate [the Canadian company] as to the problems, socio-economic, that are affecting hard-working people on Maui and in what ways they offer that to the native peoples in Canada. I'd like to know specifically how they help them.

I was impressed with their efforts to meet folks and get information about the area and people's thoughts and concerns.

When I think of mainland companies, I'd like to think that we're not reinventing the wheel. They're coming in with a lot of projects under their belt already so we here, people in the industry can benefit for their knowledge and stuff. And then work with them… If you had to start from scratch, the cost would probably be outrageous.

Overall, comments indicated keen interest in knowing more about energy, especially renewable energy thrusts in Maui (and our state). Inadequate or inaccurate information about energy policies

and systems on Maui and the utility persist. While a few recognized that Paeahu Solar had provided a lot of information, the interviews were indicative of what the *MPower* report had concluded: residents generally are not fully aware or knowledgeable about key details about project's like Paeahu and state energy policy.

Multi-Channel and Varied Information Flow

During its community engagement activities for the Project, SR gathered information from those interviewed related to available media and other sources. Advice was readily provided about the most effective means of communicating and educating residents about the project. SR felt it was important to know the most-used channels in order to help Paeahu Solar shape communication strategies during all phases of the Project and determine where to best direct its efforts for sharing information.

Diverse Sources of Information

SR found that Maui Meadows residents and others interviewed rely on a wide range of sources for regular news and updates of information. Whereas projects in the past could rely on traditional news media to most effectively carry their messages, the interviews verified that this is no longer the case. Rather, many mentioned social media and various local community sources as information channels on which they heavily rely.

Social Media. Many interviewed said they turned to online social media, including Facebook, YouTube and Next Door. In particular, Next Door is a continual source of mainly negative information used by neighbors opposing the project. SR noticed that questions among some who were interviewed were influenced by negative messages read on Next Door, while others expressed doubt about the accuracy of claims posted there and discounted them. It should be noted that neither SR nor Paeahu Solar are eligible to post on or view Next Door.

Traditional Media. Many of the target population for the Paeahu Solar Project outreach read *The Maui News* – Maui's only daily print newspaper. A few read *The Honolulu Star-Advertiser*, the only daily print newspaper serving Honolulu which also has statewide coverage. Several others predominantly read news from various sources online, such as www.MauiNow.com, *Honolulu Civil Beat*, the *Washington Post*, *New York Times*, and *The Maui News* online edition. Some interviewees rely on television news.

Local Sources. Some interviewees mentioned receiving information specific to Maui Meadows through the Maui Meadows Neighborhood Association (MMNA) website, MMNA board, group texts, and targeted area magazines such as *Neighbors of Wailea and Makena*. Although not specifically serving Maui Meadows, the Kihei Community Association was cited as a source of information occasionally consulted.

Those 15 to 20 people go out and talk to another group and it grows from there. You must have congruence in what you are saying, and you must engage in active listening. People can read things in a lot of places, but when someone they respect says something, that packs a lot more weight.

Word of Mouth. Some interviewees cited word of mouth as a source, especially from friends and neighbors–an expected dynamic in a relatively small community. In particular, several interviewees have family members or friends working in various energy-related industries, and these influencers seemed to hold a lot of weight.

Industry Sources. Targeted industry sources of information cited, but not often relied upon, include Maui Electric's newsletter that accompanies their monthly billing statements, and Hawaii Energy.

Plethora of Communication Strategies Suggested

As varied as SR found the sources of information intake, the strategies suggested by interviewees for continued information dissemination about the Paeahu Solar Project spanned an even larger range.

E-Newsletter. The target population for Paeahu Solar outreach expressed overwhelming support for a regular e-newsletter to provide updates about the project. In specific, suggestions included ensuring an attention-grabbing subject line, keeping the format brief and information basic, covering hard questions prevalent in the community, and including project photos.

> *You might decrease the discomfort of someone that's not interested.*
>
> *Don't assume that people fully understand solar technology because they don't and that creates uncertainty. Educating in a simple, transparent, and considerate way. Don't be over-technical. List benefits in bullet form. Highlight that they are utilizing that existing sub-station. Use local resources and local contractors. Answer, what does the project mean for the entire island?"*

In-Person Communication. Some mentioned attending the Maui Meadows Neighborhood Association annual general meeting in February 2019 in which the Paeahu Solar was last on a full agenda with limited time to speak to all the project details. The limited interactions at that evening meeting was informative for some and left mixed impressions for others.

Some found positive outreach resulting from the three-day open house in June 2019. Several interviewees suggested doing additional community outreach meetings, including carefully facilitated neighborhood and community meetings, to further disseminate information about the Paeahu Solar Project and provide a venue for people to have their questions answered. Although Maui Meadows is not generally thought of as a part of Kihei, several mentioned that they relied on information from the Kihei Community Association (KCA) and recommended that Paeahu Solar talk to KCA. Others recommended speaking engagements such as with local Rotary Clubs.

> *I would go in aggressively and say this is who we are, we're proud of what we're doing, this is why we're doing what we're doing. We understand your concerns and we think the needs of the community outweigh your individual concerns.*

Others recommended cultivating advocates and validators, such as gaining the support of schools and young children as well as their parents**.**

Print Media. A few respondents referred back to print media sources as ways to get information out about the Paeahu Solar Project, such as *The Maui News*—with one source recommending meeting with the newspaper's editorial board. Some also recommended the use of the *Maui Times* newspaper.

Social Media. Suggested social media strategies included sending messages about the project through Twitter, Instagram, and Facebook, in addition to having information on the project website. One recommendation for a Facebook page was to block all comments so as to keep the platform from being hijacked by the opposition. Others suggested using social media as a means to immediately address negative information spread about the project, but there was also an acknowledgment that this is not easily done.

Broadcast Media. Some interviewees recommended using radio (KHPR public radio, KAOI) or Akaku public television programming, such as the *Crossroads* show hosted by Lucienne DeNaie.

Hard Copy Information Sources. A handful of interviewees suggested sending mailers to Maui Meadows addresses, with the plea to make them creative so that they are not thrown away with the rest of the junk mail often received.

I recognize that we need change. I recognize that we need renewables. I don't know enough about this project to know if this is the best we can do. I would like to be persuaded. I would like to be convinced.

If you don't let people have information, you look like you are not doing your outreach work and you will run into trouble with that. If you give them regular updates, it makes the whole project look more transparent.

Maui Meadows: In Their Own Words

Several of those interviewed shared observations and views about the Maui Meadows neighborhood. These unsolicited comments provided additional insights into the diversity of perspectives.

It's a very strong neighborhood because it's contiguous. People know each other and there's a growing sense of community, and a lot of the folks that live here are transplants. A lot of properties have sold over the last decade. We have a lot of new people here. And they bring whatever values they have with them from wherever they came from. So, it may not be exactly local values...
...there are a lot of folks that are willing to voice their opinions... They will speak out and if something was going to...impact them in some way shape or form, they're going to speak out. They're going to talk about it and are going to be very outspoken about it.
A lot of people live in bubbles here…They have not made themselves aware of the environment they moved into. And so, there's a lot of folks here…who haven't connected with the culture…they live in their house and they run their errands, or they go to the beach and they come back home.…I've always tried to…educate people about issues, things that are happening in their neighborhood. Because I feel if you live here, you have a responsibility to be a good citizen. And you know, what's environmentally or politically or socially is happening in your area. So, there's a lot of people that…really don't know what's going on. They may not care. They just don't know. Or it just hasn't caught their attention.
I think there's a lot of people like me in the Meadows that don't really know one way or the other how they feel about [the project]. The more we have a chance to talk to each other, the more we can develop a consensus.
There's a Maui Meadows Community Association but it's totally voluntary. It also has from what I gather some political detractors in the sense that the group takes positions about Maui Meadows without necessarily having consensus of the neighborhood.
I don't associate with my neighbors. I pick my neighbors because I live a certain style where I like to be down to earth. I can smile at you, you can smile back. I can trust the smile, so I pick my neighbors. So that's why when they asked me to join the Maui Meadows Association, I said you can have it, thank you. So, [I'm] not a member. They're a different breed of people.

There's a lot of part-timers so that's why it's going to be hard to convince those people because they think this is a complete paradise. They don't care about the electric bill. They leave the air conditioner on all year long. That's the kind of people you're dealing with. They're a very selfish group of people. 'I got a house here. Don't bother it. Don't change it.'
Our lots are half-acre. We like space and privacy. There are lots of health-conscious people living here.
In Maui Meadows you have some particularly angry people and I'm not on any association and refuse to be because every time you go to a meeting, you're there for three hours and all you listen to is people bitch and moan.
We just liked the Kihei area because we used to come here and Wailea was just too expensive to be paying for the association dues. We had been used to that in California and we wanted to get away from it and from all the restrictions and all that…You're not required to become a member of the association. Since there's no association and all that, everyone does their own thing and some places are kept up and some places aren't.
Some people call us "haole Meadows."
There were no two-stories allowed. I still have the original covenants that they gave me when I bought this lot. People started suing each other and some ended up buying the property so they could control what's being built on that property...The dynamics of this community has changed, really changed from the '70s when it was starting out.
But I was never able to convince [my neighbor] that the smart meter was a good idea…While you might think of it as an invasion of my privacy or a health risk or whatever, that's part of our solution to getting off of fossil fuels. It's a small piece of the puzzle but it's a piece of that puzzle and I'm happy to participate with my smart meter if it helps in any way, shape, or form. But I could see even from that, which was a very manini kind of thing, that these people get entrenched.
Sometimes I have a problem with some of these people because they just let the trees grow, grow, grow and to me that's also a problem. I think that the owners should cut the trees every so often. They should not allow the trees to grow wild.
We are the oldest in that neighborhood. We have been the oldest in practically all our neighbors, our immediate neighbors. I think those are second or third owners. So, in the beginning, I think we neighbors used to be very close, but now it's kinda not really close.

Perceived Benefits of the Paeahu Solar Project

The interviews revealed many encouraging perceptions of what a utility-scale solar project like Paeahu Solar Project could bring to the Maui community. Several themes emerged as interviewees contemplated and described what the benefits might be.

Sustainability of Ulupalakua Ranch and Productive Use of Unproductive Land

It was evident that Ulupalakua Ranch (the Ranch) and its owners, the Erdmans, are generally well-respected. There is a great deal of *aloha* when people speak of the Ranch and a recognition of the Ranch as a tremendous asset for Maui. The Erdmans are known for their generous contributions of large tracts of land to conservation status. Most acknowledged the need for the Ranch to diversify in order to keep their large land holdings intact and keep the ranching tradition alive. They were also supportive of this kind of project and transaction contributing to the diversification and therefore sustainability of the Ranch.

> *The Maui Meadows community needs to understand the trade-offs—if not solar, then subdivisions… people should not be able to stop something on a ranch just because they want their own private view of the ranch.*
> *Not one ranch across the United States is getting bigger. It is too expensive to manage these huge tracks of land and the liabilities from that ownership keep getting larger… brush fires, illegal dumping, squatters, trespassers, etc. Most ranches have to keep selling off land in order to survive. This is why our ranch needs to diversify.*

Interviewees were also appreciative that the land chosen for the project was not prime agricultural land and in fact is unproductive land (D and E Classification) even for cattle grazing and because the terrain is difficult to traverse.

Lower Cost, More Equitable, Stable-Priced Energy Feeding the Grid

The cost of electricity was a prevalent theme in the interviews. The hope that this project will lower electricity bills was a sentiment frequently heard during most of the interviews. Many reacted favorably on learning that the price committed to in the Power Purchase Agreement is less than Maui Electric's current cost of generating power with fossil fuel and that the price Paeahu Solar would be fixed for 25 years.

Another theme related to cost centered around the desire for electricity rates to be equitable and lower for all ratepayers. Even those who have PV were sensitive and concerned about residents who cannot afford to install PV on their homes and therefore cannot benefit from the resulting reduction in electricity cost. When made aware of the savings being spread to everyone on the grid, they responded positively to that projected outcome of the project.

Interviewees thought it was advantageous that the project could use existing infrastructure like the Auwahi substation and realized this produced cost savings. Those supportive of the project understood and acknowledged that the area has very stable sunlight throughout the year as well.

Added Value from Project Location

Even with the debate surrounding the placement of the project and its proximity to Maui Meadows, several interviewees acknowledged benefits to the location.

Many recollected the South Maui community fighting proposed MECO transmission lines that were for the Kihei/Wailea vicinity. They were supportive of the Paeahu Solar Project boosting power generation to the South Maui region knowing this could subsequently eliminate or reduce the need for what they understood would be overhead transmission lines.

The solar farm was viewed by some as far more desirable above Maui Meadows than what they predicted, and a few feared, would become a housing subdivision. They heard Ulupalakua Ranch indicate that they may need to go in that direction if this project did not go through. A couple were certain that something would be developed there if not this project. They speculated that if it became housing, it would bring far more traffic and disruption to Maui Meadows.

The benefit of the project serving as a firebreak to Maui Meadows was noted by a few who expressed concern over how vulnerable the dry brush and kiawe trees in Kihei and on the Ranch land are to fire.

Batteries Can Reduce Curtailment

Several cited the issues of curtailment of other wind and solar projects which they viewed as a waste of energy generation—and investment. The importance of battery energy storage for projects like Paeahu Solar Project was emphasized to reduce curtailment which led to wanting to know the number of hours the batteries of the project could accommodate. They were made aware of the energy stored in the batteries being dispatched to meet evening and peak demands when residents return home to deal with dinner, baths, washing, and other tasks or during emergencies. They acknowledged the significant role of batteries renewable energy goals.

New Resources and Capacity

Several saw the value of bringing in a non-Hawaii based company to bid on these projects. While preference was expressed for hiring local businesses and workers, interviewees recognized that large utility-scale projects likely require the experience, knowhow, and resources of a company like Innergex to manage its complexities. It was mentioned that understanding the technology that is best for this location is important. There was support for Innergex as a global company and the expertise it brings in the field of renewable energy.

As noted previously, when interviewees learned of Innergex's work with First Nations in Canada, they were impressed and encouraged Innergex to speak more about this.

It is refreshing to see working with First Nations in Canada is a value with [Innergex]. This translates well for [their] work in Hawaii.

An Opportunity for Workforce and Local Business

Cautionary comments encouraging Paeahu Solar to use the local workforce and local companies throughout the life of the project were repeated often. "If you don't use the local workforce, all the money leaves Hawaii," said one resident.

I would imagine that such a project is going to require constant maintenance. There's going to be a presence in the community of people working to maintain and optimize and upgrade. Giving kids an opportunity to understand how all that works so they might be able to integrate themselves into that workforce, but not just necessarily at a basic level and take it as far as it can.

Many were hopeful and felt reassured about Paeahu Solar's expressed preference to using local consultants, local workforce and local businesses, but most believed the proof will be in Paeahu Solar's actions. Any hiring or contract decisions were viewed as an opportunity for Paeahu Solar/Innergex to build trust with the community.

Our members would like to hear what business opportunities there would be with your project when you are ready for construction.

A Clean Power Future with Less Vulnerability

A great deal of angst exists among interviewees regarding how vulnerable Maui island is to external threats because of its reliance on imported fuel. Many expressed concerns about shipping strikes, world oil prices, and geo-political forces. Knowing that the sun is a local resource, they are supportive of the utility tapping this natural resource to improve Maui's energy stability.

Perceived Challenges of the Paeahu Solar Project

Distinct themes emerged from the interviews on a variety of concerns, some of which validated previously expressed and identified challenges.

Location

The location of the Paeahu Solar Project drew the most commentary as a challenge, especially among some Maui Meadows homeowners and residents.

Some in the neighborhood were quite opposed to it, although they did not all have a precise understanding of how visible the panels would be from homes, especially from those homes abutting the ranch land. Some characterized it as being next to a power plant and as such being too close to a residential neighborhood.

Many others cited the visual impact of the panels on view planes from properties within Maui Meadows and asked to see renderings or simulations of the view planes. Even those whose site lines would not be affected assumed that the properties at the top would likely be concerned. Some were sympathetic to the potential impact to the homes at the top. Others felt that those who are opposed to the project are behaving selfishly because the project's resulting reduction in volatile fossil fuel dependency and electricity bills are in the broader public's interest and should move forward.

Other comments on views related to seeing the large installation of panels from afar and how that would affect the aesthetics, disturb the "beauty of the island" and disrupt the rural setting of the area. Some raised concerns about the reflection and glare off the panels, although upon learning about the panels tracking the sun felt that it might or should mitigate that effect. A few posed questions about the height of the panels, thinking the height might block views. After hearing that the height had been lowered (from 14-16 feet to 7-8 feet, below the existing trees), some were appreciative that Paeahu Solar responded to concerns and changed the height.

Many—including residents both for and against the project—saw the visual impact as drawing the most criticism; however, they recommended "involving some landscape architects" to help design a hedge, a "windbreak," or other form of "green buffer zone" as mitigating solutions for the visual impact, so the panels would not be so "noticeable."

I don't love how [the panels] look, but I recognize that it's progressive and I like that. They have to go somewhere. So many people are anti anything new and different and now no one talks about the windmill farm. It's just there. The more people see them, the less disconcerted they are.

Reducing dependency on imported fuel should not come at the cost of decimating the landscape or the beauty of Maui by covering hills with solar panels.

Would I see it from the Piilani Highway?

If this project were in the right location, I would be a supporter. Move the project?! One mile north toward Kihei would be good. It needs to be away from neighborhoods and schools.

Can it be in Kahului with the other ugly stuff?

I love solar so much but, god, it's ugly!

If [the project] were 250 feet from my house, I don't think I would have a big problem with it. And I would hope there would be some economic benefit, that maybe there would be opportunities for the homes in Maui Meadows that don't have their own solar yet to somehow apply for power without having to invest in their own system.

I have no problem with [the project] being in the neighborhood

You are bringing an industrial project into our neighborhood.

Several comments, including those from homeowners of Maui Meadows, attributed the opposition by some to the project as NIMBYism (i.e., not in my back yard). They were critical of the attitude and felt it reflected "selfishness" and not being considerate of the help the project can provide to residents trying to afford the cost of electricity bills and cost of living in general. Not surprisingly, the criticism of the NIMBYs came from those who support the project.

South Maui has primarily been filled with people from other places…There is a sentiment that I found among people in that area that is keep 'Maui the way it was the day that I walked off the plane'…They want all development stopped…This is a sense of entitlement that comes from their economic status. It is always a not-in-my-backyard attitude.

Your biggest challenge are the folks that we have on Maui that are against everything. They only want to think of themselves. It does not matter where the location of this project is, there will be people who speak out against it. Many people move here for the lifestyle and they perceive any project like this as somehow impinging on that lifestyle.

All of Maui is in our backyard, you can't say you want affordable energy and then say, no wait, not in my backyard.

It irks me that these neighbors want to control something that is on land they don't even own.

I'm blown away that people have such a bad reaction or adverse reaction to [the project]. I'd rather have that than another hotel. Too many cars on the roads as it is.

Uncertainty About Lower Electricity Costs

Numerous comments related to the economic impact of the Paeahu Solar Project were two-pronged.

On a personal level, many residents were uncertain—and some mistrusted—that any savings from the project would lead to lowering their electricity bills vs. only increasing profits to the utility and/or the developer. There is a recognition that initial investments need to be made in renewable energy infrastructure and that the utility and developer should be able to make a profit, but they do not support that being borne by ratepayers paying higher prices.

On a community level, a significant number of those interviewed are sympathetic to those who struggle with the cost of living on Maui, including their electricity bills and who cannot install PV systems to reduce that cost. They questioned whether these renewable energy projects will improve affordability of living on Maui for that group. Learning that the project will send power to the grid so all ratepayers will benefit from any cost savings eased some concerns but did not remove them. A few are certain that property values of those at the very top of Maui Meadows would drop significantly but others are unconcerned or are skeptical of that happening.

The company can make money as long as it benefits the island in a tangible way, whether that's noticeably reducing our dependence on fossil fuel and is it going to lower our energy rates.

If it's going to increase the cost of electricity to the point where people must leave, then it's not a good idea.

One of the concerns about rooftop solar is that wealthier people can afford to do it and the people that need it the most they can't afford it. So, if you talk about social justice, it's kind of just the opposite … they're left holding the bag.

Our property is expensive, and I can see their concerns about property values dropping.

Ultimately where are the benefits going to be for the consumer? Are we going to notice any difference in our monthly electric bill? So far, our bills continue to go up despite reaching a higher and higher percentage of renewables and people are wondering if this is really working for us?

How does it impact the real people here? I would have to see that it majorly helps local people, the working class.

Disturbances During Construction

The question of the planned route of the anticipated heavy-duty vehicles during construction came up repeatedly. Maui Meadows streets that lack sidewalks and the residential ambience were seen as ill-suited to accommodate that construction traffic. After being informed that Paeahu Solar has committed to not going through Maui Meadows during construction and has made arrangements for another route with a neighboring landowner, some are satisfied with that information; others are asking for written proof that such arrangements have been made.

Concern about noise during construction was mentioned but mostly understood as transitory. There were cautions raised about the sound of drilling by those familiar with the challenges of blue rock to meet the design of the installation. A long-time Maui Meadows resident did note that during the time of day that construction would occur, noise would generally be blown northward away from the neighborhood.

The ground conditions there, it's blue rock and it's going to be very hard and costly to penetrate into the blue rock, so it's going to be a lot of drilling

To me that would be a concern if a bunch of construction traffic was going to be running through a residential neighborhood. That's a legitimate concern.

I go in the water every day. I have seen in the 8 years I've been here; I have seen that where there's construction there's runoff and where there's runoff I've seen a terrible loss of marine diversity and numbers.

You can hear everything on this mountain. Construction noise is bad. Even cows are noisy.

How deep will the stakes go into the ground?

Noise will travel with the wind, more pronounced with the wind so if the wind is blowing during the day when they're doing the construction, it'll be blowing the noise away most of the time.

Environmental, Cultural, Archaeological Concerns

Several residents interviewed shared comments or questions relating to the potential impacts of the project relating on environmental, cultural, and archaeological considerations. Those relating to the environment came up most frequently ranged from: how the drainage would be managed, how the project might affect wildlife, and the decommissioning of the equipment. There is a recognition of trade-offs with renewable energy developments: while there may be impacts to the environment, they need to be weighed against the perceived larger impact on the environment of depending on fossil fuel for power and the effects of greenhouse gas emissions.

The Kihei/Wailea area is not the "rainy" side of Maui but occasionally suffers through storms. Perhaps because of the not-too-distant experiences of 25-year storms and the resulting flooding, several asked about plans for drainage and runoff. One resident wondered whether the behavior of rain on the vast field of panels could create streams of water Maui is not accustomed to managing.

A few interviews briefly covered cultural and archaeological perspectives but not as many as anticipated. There appeared to be an assumption on the part of several that these matters would be part of the vetting process required of the developer by Maui Electric and the government. Information about the developer contracting consultants to conduct studies which will eventually be made public was frequently shared during the interviews and did not trigger any further inquiries.

Increased heat in the neighborhood was claimed as a possible effect of the panels by a few.

We are on an island, what do you do with all of these [batteries]?

I mean there's trade-offs, right, with everything. So, to have some renewables like wind, yes, you are going to kill some birds. I mean, it's just always these trade-offs if you're going to have solar, you're going to have it take up some of the lands, right? It's going to be a housing subdivision, but there's trade-offs. But what are you gonna do when your people can't find a house?

What effects would this large array have on the wildlife, be it rats, be it birds?…What's happening underneath the panels to vermin or native animals and what could the effects be on them?

I don't have air-conditioning. I don't want the microclimate to change in such a way that I have to install it.

The biggest impact [of the project] for me is the environmental reason, to get out of carbon-based fuels, period…I think we have to all take personal responsibility to save energy not necessarily for the electric bill, but for the planet.

What kind of potential factors of having that much of that kind of flat surface? Because as modules are tied together, water will congregate in different ways than if it was just free falling and whether or not that would create any kind of run off, civil engineering issues…If you get two-inch downpour…is runoff mitigation needed. With having all the flat surface area, water's going to hit but then it's going to roll go off the edge and that's going to create a water path…where's that water going to go?

Large solar needs to respect culturally sensitive areas and those elders and cultural practitioners need to be consulted.

I think the natural resources and cultural resources are another thing that I don't want to see compromised.

I would support the project if economic benefits trickle down to the residents or if there were no environmental or indigenous cultural impacts.

Looking at the Hawaiian culture, have they checked any bones up there? Are there any heiau up there? Have they done archeological studies?

The people that I know that are opposed speak culturally about what effects it would have on the way we live, whether it be in the mountains, or near the ocean or the incidences they had on Mauna Kea and Haleakala, they made that a cultural thing. Me personally, I have Hawaiian blood in me, but I don't believe in a lot of that stuff that those people did, to me that's kind of selfish.

What's important for me, I'm very interested in protecting our natural resources. So, if the impacts on the natural resources and cultural resources were adequately mitigated. That's why I'm interested in the studies for the archeological and botanical.

Operational and Equipment Practices

Interviewees posed a few questions and comments about the project after it becomes operational. Many interviews took place prior to the fires in June and July but for several who were interviewed the fire in January was a recent enough reminder of the vulnerability of fire to the neighborhood.

Others recalled the fire attributed to the batteries of the wind farm in Kahuku; a couple heard that the January fire had potentially been traced to Maui Electric.

Although many of those opposed to the project cited unhealthy effects of electromagnetic frequencies (EMF) emissions in their list of concerns, relatively few raised the matter during their interviews. Some who were aware of the crusade were disbelieving of the unhealthy claims that were being made. When informed that the developer had met with the experts referred by the lead spokesperson for the EMF concerns and had learned that the 250-foot setback was deemed more than adequate, many were appreciative that that step had been taken.

A few raised the question about whether the panels would make noise at night, especially when learning that the panels are on a tracking system. Others cited the reflections as a challenge and "brutal" but allowed for the tracking technology and anti-glare material to mitigate the glare.

Although most have questions about using Maui Meadows streets as a route during construction, a couple of interviewees raised Maui Meadows as a route during routine service trips. Those who posed the question or comment were informed that the Project would not go through the neighborhood during construction.

If [the panels] are tilted towards the sun and you're downhill, I don't know if you're going to see some of the reflection. I know from our place some of the houses that are 2 to 3 houses down and if they have the solar on it, certain times for 5 or 10 minutes, it's blinding.

Aren't batteries bad, don't they have acid and things you don't want to live near? I would want to know the health concerns of big solar.

The panels are not bad for your health.

How can they assure the community that the batteries are safe because there have been battery projects that have exploded or caught fire like that one on in Kahuku?

Then there's the EMFs that it's going to be generating and that's a concern.

Is it going to make any noise at all once it's pau?

Because [the substation] caused a fire, I'm even less happy with the location.

For the installation, are they going to be using Maui Meadows roads to put all this in or put a new road in from Kula Highway?...So, they're going to construct some kind of a service road on the side?

Lack of Access, Adequate and Accurate Information

Most of those interviewed knew about the project but the extent of that knowledge and the accuracy of what was "known" varied considerably (a few knew nothing about it). Most who were actively opposed to the project cited reasons publicized by the Pono Power Coalition, some of which had not been updated with more current information shared by Paeahu Solar.

Several were aware of and/or attended public meetings on the project or attended one-on-one meetings with groups. They noted, however, that these did not typically attract all of Maui Meadows residents. Hence, they emphasized the importance of finding multiple ways of getting accurate information out about the project. Those who wished to see the project happen expressed concern about the developer adequately informing the public and especially the residents of Maui Meadows about the project on an ongoing basis. Although SR or the Paeahu Solar team are not eligible to post on Next Door, some emphasized the importance of finding other channels to regularly counter the claims of naysayers who post on-line on sites like Next Door.

As noted in the Multi-Channel and Varied Information Flow section above, nearly all interviewed—supporters and opposers alike—felt that an e-newsletter would be of interest and valuable. Both saw this brief form of communication as convenient and a way to keep updated. Interviewees also saw public meetings as helpful, and even necessary, and that they should continue. A few emphasized, however, that the meetings must have skilled moderators or be kept to more frequent, smaller gatherings.

These rebel rousers, they are a minority, but they are supported because there's no voice on the other side. So, I do think that being a voice on the other side would be helpful. So, getting some information out there via newsletter, via whatever channels you have would be useful and show why this solar project is different from another solar project and why the siting of this whole project is ideal.

I don't know about the solar farm above Maui Meadows. I know about the one in Lahaina.

We like being able to have a physical office you can go to and talk to somebody face-to-face. That's really important. Sometimes when it's these companies from the mainland the only way you can contact them is by phone and that's frustrating because push 1 for this and push 2 for that and you're trying to get to somebody to either complain or to figure something out or whatever.

I don't think there's one best way [to educate people about the project]. There has to be multiple ways. You even talked to people who live here and obviously aren't on Next Door, and obviously aren't members of the Maui Meadows Neighborhood Association and obviously didn't attend any of the meetings where we posted signs and missed all that and still, they don't know. I don't know how you reach people like that.

I think you have to call people on their BS and do it respectfully and tactfully and just keep putting real information.

While I see social media on the side of the opposition, I don't see any social media on the side of the project and its benefits and what it can do…something well thought out, something that really reins in the hyperbole.

The public forums that we've had are good forums, but I think you are always going to get these camps. Not that they're trying to upset the apple cart but they're going to try to present things that may or may not have some evidence or science behind them.

Don't assume that people really understand the issues so educating in a simple way, that's very transparent and considerate of people's concerns, but simple. Not try to combat issues with making it over technical because trying to win over people

There are trade-offs. They need to talk about the trade-offs instead of sweeping them under the carpet.

I think that's a mistake that somebody from the outside could fall into is to try to treat it like an intellectual exercise. But it's emotional. People will turn if they understand the benefits.

Advice for Paeahu Solar from Interviews

After each person interviewed was asked about challenges for the Paeahu Solar Project, SR followed up with asking for advice on how they might be addressed. The following is a representative list of what was shared, some of which was mentioned multiple times. The ideas on mitigating visual impact were mentioned most often.

Please note that these are findings from the interviews and do not represent SR's recommendations.

To Mitigate Visual Impact

- Provide landscaping to the area
- Hire a landscape architect to assist
- Camouflage the project so it blends into the terrain
- Install green buffer zone
- Install green security fence
- Plant row of trees set back from the fence line
- Plant bushes
- Plant wind break
- Don't block mountain view with foliage
- Provide greenway accessible to people
- Provide a fire break
- For those who can see the panels from their houses, purchase large photo wraps for their windows of a scene of their choice
- Beautify the solar installation
- Distribute renderings of view planes and make them easy to access on web

To Re-examine Channels

- Host small neighborhood meetings
- Have an agenda for every meeting
- Use the Maui Electric newsletter to get information out
- Continue to answer all questions as they come up
- Have a social media strategy, give constant status reports
- Provide an executive summary on impacts of the project
- Cover hard questions in the e-newsletter, not easy ones
- Engage other, younger voices to counteract opposition
- Put flyers in mailboxes
- Take a very limited group of residents on a tour of the site

To Communicate More Effectively and Expand Messaging

- Answer questions that come up
- Create an executive summary of, e.g., the studies that links to an expanded summary
- Complete the studies and put the findings out to the public
- Don't be over-technical in messaging
- Listen to all sides
- Give more info on the company and its track record
- Highlight First Nations work
- Provide testimony from other Innergex projects from satisfied communities
- Make the case for renewable energy; answer "why is this project needed?"
- Highlight other similar projects around the country and their impacts as examples
- Provide more info on height, route of construction, and size of panels
- Highlight use of the existing substation
- Show the cost benefit of this project to ratepayers
- Increase awareness of project benefits to Maui Meadows residents and the general public
- Publicize use of local resources and contractors
- Target beyond Maui Meadows to pave the way for other solar farms elsewhere in Maui

To Cultivate Relationships

- Meet with Waiohuli Homestead Association and Hawaiian Homes community
- Meet with Maui Chamber Government Affairs Committee
- Meet with Native Hawaiian Chamber Board of Directors, involve them on the cultural assessment when the study comes in
- Build community coalitions
- Meet with trade unions
- Take residents of Maui Meadows on tour of the premises
- Be transparent
- Solicit hotel support
- Get other PV beneficiaries like Costco to stand up for the project
- Have a table at the County Fair
- Use local resources and contractors
- Explore support from other PV beneficiaries
- Talk more about this ranch land not being good for grazing

To Mitigate Other Concerns of the Maui Meadows Neighborhood

- Improve drainage for Maui Meadows neighborhood
- Install fire hydrants for the Maui Meadows neighborhood
- Work in off peak hours—no early morning, no evenings
- Mitigate construction transport

To Strengthen Paeahu Solar's Presence in the Community

- Use local land consultants
- Document all public outreach
- Show how "green" you are
- Don't get distracted by NIMBYism, charge ahead; if you are only left with NIMBYism as an excuse, that is a weak position for the opposition
- Create a way for people in apartments to benefit from this project
- Urge MECO to explain the benefits of this project to South Maui
- Lobby for government programs to put solar on the roofs for low income residents

Recommendations

Skog Rasmussen LLC Recommendations for Paeahu Solar

SR recommends the strategies and actions below as Paeahu Solar moves forward to enhancing its positioning among residents as it goes through the regulatory approval process and into construction and operation of the project.

Based on the feedback that SR heard from the array of perspectives on the project—from supporters, opposers, and those who are currently neutral, how Paeahu Solar and its representatives communicate will be critical. Communication could be expanded, the extended Paeahu Solar team could be even more visible, and messaging could be more frequent and explicit (as new project information becomes available/ advancement in regulatory approval processes). Taken together, the strategies can convey transparency and build trust.

SR found many supporters among those interviewed. Future interactions should take full advantage of that support through ongoing in-person exchanges and digital or print communications. Potential support was evident as well from those who were currently neutral because they were interested in more information, more details. Often implied in that neutrality was the sense that more information could tip them to becoming supporters.

There are relationships yet to be cultivated as well, among trade unions for example. In addition to fulfilling the preference to hiring local, unions can become evangelists for the value of the project beyond construction jobs, i.e. progress toward reductions in electricity bills.

SR's recommendations for consideration are as follows:

- **COMMUNICATIONS STRATEGY FOR THE PROJECT GOING FORWARD TO AT LEAST THE BEGINNING OF OPERATIONS**
    - Continue to tap ground team for local knowledge, local relationships, and assistance with local communication culture to support project objectives.
    - Continue to consult and utilize ground team to strengthen and preserve delicate relationships with key stakeholders, organizations and residents.
    - Continue to present project updates to key community organizations.
    - Seek presentations to new community organizations, e.g. Kihei Rotary and Kihei Kiwanis groups.

- Identify yet untapped audiences to nurture support:
  - Meet relevant trade union representatives such as the Carpenters Union to describe hiring opportunities related to the project.
  - Meet with relevant teachers at schools located in Kihei, e.g. Kihei Charter and Lokelani Intermediate, to explore value-add experiences for their students through the project.

- Continue to seek coverage in targeted publications such as *The Maui News, The Honolulu Star-Advertiser* while exploring new publications such as *The Fil-Am Courier*, *Maui Family Magazine, Neighbors of Makena & Wailea, Maui No Ka Oi* magazine, and *Maui Times* and possibly *Pacific Business News* and *Civil Beat*. Arrange to brief the editorial boards of publications on the Project after the studies and reports are completed.

- Continue to seek guest opportunities on appropriate radio talk shows, e.g. Solar Coaster and KPMW and/or *Akaku Public TV* to brief them on the project and/or larger renewable energy discussions.

- Continue to update the Paeahu Solar Project website as new information becomes available (e.g. project handouts, studies and design) with emphasis on engaging design and ease of finding information.

- Continue to be responsive to email, phone and in-person meeting requests. During construction, on-site representatives available to address construction related questions.

- Publish a regular e-newsletter and distribute via email once the studies are completed and throughout the Maui County Special Use Permit and other regulatory approval processes as well as during construction.

- Continue to hold information sessions and small group meetings as project updates become available (e.g. next information sessions would be to share the results of the various studies).

- At time of the Special Use Permit application, offer a courtesy site visit to the Mayor and each of the County Council members, and legislators who represent the Kihei/Wailea communities.

- To build on existing relationships and trust they have already fostered for the benefit of the Paeahu Solar Project, continue utilizing the Business Development Manager and Senior Environmental Manager in strategic presentations and meetings.

- **EXPAND MESSAGING AND CONTENT ABOUT THE PROJECT**

    - Incorporate statements about trade-offs and benefits in project materials and presentations (e.g. cost of fossil fuel, reduction in greenhouse gas emissions, the need and benefits of both utility scale and rooftop solar).

    - Clarify and publicize more broadly the correlation between the cost of energy that Paeahu Solar is selling to the utility vs cost of the utility generating power from fossil fuel.
        - Utilize Hawaii Energy historic graph (refer to the June 2019 Information Session Posters on the Project website)

    - Continue to update and expand the Community Feedback/FAQ handouts that consolidates responses to all major concerns.

    - Broaden awareness of minimal view planes and the visual simulations created.

    - Continue to emphasize in messaging the preference for hiring local and continue to provide examples of hiring locally.

    - Provide timely updates to the neighborhood prior to and during construction activities.

    - Share testimony of beneficiaries of community investment packages related to the impact on their community.

    - Publicize Vegetation Management Plan broadly (see below).

    - Emphasize sustainability of Ulupalakua Ranch as a driver for the project.

- **SEEK WAYS TO <u>IMPROVE</u> CONDITIONS OF THE SITE**
  (e.g. ways to improve drainage where practicable vs. meeting requirements)

- **CREATE LANDSCAPING AND VEGETATION MANAGEMENT PLAN**

    - Continue to maintain existing natural vegetation buffer of 250-feet.

    - Pending the updated design layout and visual simulations, assess the potential for infill planting on the Ranch or consider offering to provide hedges for the homeowners, adjacent to the Ranch, to plant on their property.

    - Clarify who is maintaining the buffer zone vegetation/landscaping and publicize the mitigation measures.

    - Address how the ground under the panels will be covered and managed.

Community Investment

Community Investment Opportunities Abound

The Project interviews revealed a wide diversity of suggestions about how Paeahu Solar could fulfill its community investment commitment. The most prevalent responses showed a desire to help the larger Maui community rather than focusing on personal benefit, looking beyond the needs in Maui Meadows. The categories receiving the greatest number of suggestions and related initiatives raised are described in the table below:

COMMUNITY BENEFIT THEMES	SPECIFIC SUGGESTIONS
HIRE AND BUY LOCAL	• Suggested as a strategy to support the local economy through hiring local contractors, drawing from the local workforce, and buying from local businesses.
FOCUS ON SCHOOLS AND STUDENTS	• Maui Economic Development Board's STEM education program • Workshops for students on science • Music education • Mentor students in science fair projects • Scholarships • Internships • Volunteering as tutors • School field trips • Book Trust • Scholarships at University of Hawaii Maui College for culinary, auto mechanic, nursing programs
HELP ADDRESS AFFORDABLE HOUSING	• Habitat for Humanity • Hale Mahaolu (long-term housing for elderly) • Lokahi Pacific (housing finance) • Workforce housing
SUPPORT HOMELESS, DISADVANTAGED	• Salvation Army • Feed My Sheep • Hale Kau Kau • Backpack Buddies (Maui Food Bank)

IMPROVE THE ENVIRONMENT	• Watershed partnerships • Whale Day • Conservation initiatives • Kihei Beach Park beautification • Leeward Haleakala tree planting • Dry land hiking trail
PERPETUATE HAWAIIAN CULTURE	• Canoe Clubs • Kihei Hula Halau • Hawaiian language programs • Kahoolawe Island Reserve Council • Maui Voyaging Society • Project within Paeahu ahupuaa
STRENGTHEN COMMUNITY ORGANIZATIONS	• Best Buddies • 4-H husbandry (on Ranch land) • Ka Ipu Kukui Fellows (young leaders program) • Maui Memorial Medical Center Hospital Foundation • Maui Sunday Market • Made in Maui County Festival • Charity Walk
OTHER	• Build another hospital, lights at crossings, improve roads, install fire hydrants in Maui Meadows

Community Investment Recommendations

Innergex's core values lends itself to weaving its strengths into the fabric of Maui, and doing that in ways that go beyond generous monetary investments to organizations or causes. The development of the Paeahu Solar Project is designed to provide a win-win for the company and for Maui's residents. Overall, SR recommends that Paeahu Solar look beyond the boundaries of the project and the requirements of a community benefit package as it becomes a new neighbor in the larger Maui community. Maui will greatly benefit and welcome Innergex's significant talents, expertise, and dedication to the good of the planet to help actively solve Maui's other unique challenges. In turn, Innergex will build credibility and trust in its new home, laying the foundation for support for its current—and future—undertakings. In this spirit, SR offers the following specific concepts for community investment.

Areas of Emphasis

The dozens of suggestions of what Paeahu Solar might consider as it weighs its investment options offered by those interviewed fell into four areas of emphasis:

- Social Services for Disadvantaged Adults and Children
- Education and Schools
- Environmental Preservation
- Cultural Preservation

SR recommends considering investing in the following ways:

Social Services for Disadvantaged Adults and Children. Maui is fortunate to have many respected nonprofits serving disadvantaged adults and children; how to best support their worthy efforts is always a difficult decision. SR recommends that Paeahu Solar establish an annual grant program to assist these nonprofits with incorporating energy efficiency measures or installing solar energy on their facilities. In addition to the environmental benefits, the resulting savings in energy costs would make more funding available for program needs. SR can apply its significant experience in grant development and management to assist Paeahu Solar with designing and publicizing the program.

Education and Schools. Investing in schools, students, and education in general was a frequent recommendation from the interviews. Maui Economic Development Board (MEDB) continues to lead the way statewide in innovations in STEM education, kindergarten to careers. SR recommends meeting with MEDB to identify a specific program for supporting STEM education.

Environmental Preservation. The work suggested by the interviews included watershed protection, invasive species eradication, beach clean ups, reef restoration and parks beautification as possible areas that need help. SR met with the Leeward Haleakala Watershed Restoration Partnership (LHWRP) which encompasses the Paeahu ahupuaa region. The LHWRP indicated a

keen interest and willingness to partner with Paeahu Solar and suggested several priority areas which would benefit from assistance. One suggestion of long-term value would be the purchase of field-based solar systems that would provide power when they are conducting work in the field for extended periods of time. SR recommends that Paeahu Solar meet with LHWRP to outline a multi-year plan to assist the watershed.

Cultural Preservation. SR recommends seeking guidance from the Aha Moku of the Paeahu ahupuaa on possible community investment in programs or projects that would be of value to the Aha Moku.

Memberships

Memberships in strategic organizations can help boost visibility of and familiarity with Innergex as a valued neighbor in the community. As a member, Innergex would have the opportunity to participate in specific programs that support the missions of the organizations and align with its values and goals. The relationships built through these activities would offer a potential base of support for Innergex's short- and long-term objectives. SR recommends that, at least initially, Innergex become general members of the following organizations:

- Maui Chamber of Commerce
- Maui Native Hawaiian Chamber of Commerce
- Maui Economic Development Board

Community Events

Sponsorship opportunities are endless within the Maui community in the form of festivals, events, conferences, fundraisers, etc. Often the sponsors are in an ocean of other sponsors and it is difficult to stand out, therefore SR recommends considering the following options. They represent a targeted approach to reach diverse audiences that align with Innergex's corporate values and project goals and values and serve as a meaningful expression of commitment to Maui.

- Hawaii Energy Conference, March
    - Largest gathering in the state and energy policy and trends; draws over 400 participants annually from the state, international and national locations.
- Hawaii Conservation Conference, July (3 days)
    - Largest, most respected annual conservation conference; participants include scientists, policymakers, conservation practitioners, educators, students and other community members.
- Maui AgFest & 4-H Livestock Fair, May
    - Event promotes and celebrates sustainability in agriculture and future farmers.
- Maui Economic Opportunity Gala, November
    - MEO's portfolio and clientele includes many of the issues and target populations that were raised in interviews as needing assistance.
- Maui Chamber of Commerce, multiple events and dates

    - About 700 small and medium-sized businesses are members; events offer opportunities for one-on-one conversations with members.
- Maui Native Hawaiian Chamber of Commerce, Hui Holomua Biz Fest, October
    - Conference explores important issues for business owners and managers who strive to incorporate Hawaiian values into their operations; event includes an expo.

Innergex as a Community Resource

Innergex's considerable experience and expertise in renewable energy translate to it serving as a resource, giving time and thought to community forums and dialogues. Prior presentations by Innergex exemplify the opportunity. Innergex shared its perspectives on the renewable energy industry and development processes with UHMC Sustainable Science Management Program students. At the 2019 Hawaii Energy Conference, Innergex described case studies of their work with First Nations and local communities such as the partnership with Kanaka Bar Indian Band to achieve their goal of self-sufficiency and resilience through development of hydropower.

A presentation from Innergex's team would resonate with the cohorts of Ka Ipu Kukui, a young leaders program created by Maui County citizens, for Maui County, about Maui County. Annually, Ka Ipu Kukui designs 10 months of 2 to 3-day sessions ranging from governance to the economy, from infrastructure to culture and the environment, from energy to health care with the goal of nurturing the leadership skills of the participants. Given its leadership in renewable energy and its 25-year commitment to the project, Innergex's participation provide valuable insights to Maui County's next generation of leaders.

SR recommends Innergex continuing to pursue and respond to these exchange opportunities.

Appendices

Appendix A – Guiding Questions for Interviews

SR created following questions as a guide as needed for the interviewer to refer to when conducting the one-on-one interviews for the Paeahu Solar Project. SR referred to MPower Maui, An Energy Conversation *report as a resource in preparing the questions.*

OVERALL HAWAII PICTURE

- How aware are you of Hawaii's dependency on imported fossil fuels?
- What do you believe the effects are to our State from importing so much fossil fuel?
- What do you know about the State's energy goal for 2045?
- Do you feel the goal is realistic and attainable?
- Do you think we are making progress?
- If you hear news about energy, typically what sources do you hear it from?

VIEWS ON RENEWABLE ENERGY

- A lot of established companies have come into Hawaii to invest in renewable energy. How do you feel about that?
- On Maui we have large scale wind, large solar farms some with batteries, solar on rooftops, solar water heaters. Do you have an idea of which of these technologies provides the cheapest power for residents? _____ Could you give us your best guess?
- Out of large-scale wind or solar, do you have a preference for one technology over the other? Why?
- Do you try to conserve power in your own home? In what ways?
- Do you run an air conditioner in your home?
- I'm going to read a statement that I'd like you to finish: It's important for Maui to reduce its dependence on imported fuel, but that should not come at the cost of _____?

PAEAHU SOLAR PROJECT

The name of this project is called Paeahu, which is the name of the ahupuaa that it resides in. It is currently planned for an area above Maui Meadows, partly because of its proximity to the substation already there. How do you feel about that location?

- Do you see any challenges for the project? Explain.
- Do you have any advice about how to address those challenges you mentioned?
- Can you finish this sentence? I would support large solar projects like Paeahu on Maui if _____
- What do you believe would be the best way to educate residents about this project?

- We are considering preparing a regular brief e-newsletter about the project and its progress for any interested parties. What are your thoughts about that approach?
- One of Innergex's core values is to always give back to the communities in which they have projects. Can you think of any programs, events or other possible community benefits the company could support?

FOLLOW ON

- Can you suggest anyone else we could talk to about this project?
- Do you know any Maui Meadows residents or homeowners that we should talk to?
- Would you like to receive ongoing information about this project?

Appendix B – Responses from Interviews on Reducing Fossil Fuel Dependence

It is important for Maui to reduce its dependence on imported fossil fuels, but that should not come at the cost of…
Responses
The citizens' cost of living and at the cost of our environment and its view planes.
Quality of life and being able to afford to live here.
Being affordable for people.
Covering all our hillsides with solar panels. We can't decimate the landscape or beauty of Maui.
Being able to do business in the state and making living here more affordable.
Exorbitant price increases to the ratepayers.
Complete destruction of the environment.
Everyone paying more.
The residents paying more of the costs.
Quality of life for the residents here. If it's going to increase the cost of electricity to the point where people must leave, then it's not a good idea. It also should not come at the cost of our natural environment either.
Higher electric bills or not being able to provide employment through the project for people who are doing it; hopefully they will be able to employ people here vs. bringing them in from the mainland. Have to understand how it helps reduce the cost of electricity so "it's a win-win."
Culture or the way they live…Company getting rich and not benefitting Hawaii enough, gouging people.
Degrading the environment; we should maintain the green reputation of Maui.
The environment.
Expense to the taxpayers; should be part of MECO's operations.

Our quality of life.
Increased electricity rates.
Lateral environmental disasters.
Our lifestyle.
Reasonably priced energy. Assuming that you're stuck with either alternatives or fossil fuels…should not have those as our only two choices.
Taxpayers.
The dependability of the grid. We need to have a backup power source that would make us on par with any place in the county. If they can't deliver that, then 100% renewable is not worth the cost.
Being affordable for people, especially when we look at low-income folks and their ability to pay their power bills. So, if I say solar is a good investment on rooftops, but it is going to drive up the cost of housing, there must be a balance. I just don't know what that balance is.
The consumer's wallet.
Our community's cost for energy. We have paid too much for some of these technologies, and there are so many families that struggle here already. Also, I don't want to see cultural resources compromised. Former ag land should be used, land that has already been utilized before, not open up new pristine land.
Being affordable for people.
The visual destruction of the island and becoming an eye-sore - this is both for wind and solar…I am very used to looking at the windfarms now, but they don't abut a neighborhood.
Sacrificing local resources or straining local resources or polluting in different ways. But if we are reducing costs and pollution, currently we are taking land that is not being used in any meaningful way, so that is okay.
Grid reliability. People here are not going to accept having brown outs and black outs, I want power 24/7. Secondly, we should not drive costs of energy so high that it is at the detriment of residents and businesses being able to survive here. MECO needs to incentivize people to avoid using power in peak demand times.
We should do it at any cost.
Large added financial burden to some people. People are already paying a lot and have a tough time making ends meet.

A sense of neighborhood. Living at the top of Maui Meadows, we have neighbors and we have cows. The cows are there three or four times a year, for three or four weeks at a time. There is a feeling of that being very rural and peaceful.
The environment, the quality of life in the islands, it should not be an eyesore, should be aesthetically integrated, and be efficient…We need to harness nature to provide our power. Renewable will be cheaper in the long run.
It's worth it…It's the only way to [reduce dependency]. The world is just insane. We are not supposed to be using that.
Poor people who can't afford renewables.
Not providing the economic benefit to the end user…They have to have that in mind and it can't just be a little bit. It's got to be a significant savings, or they will incur the wrath of the community as might be happening in some areas... and it can't come as at a cost to the environment…or prime agricultural plot of land.
I can't think of a thing…all you need to know is if we have a major disaster here, we have three days of fuel for power…maybe if we go to turbines in the ocean then cost of the deterioration of our reefs…renewables don't generate a problem, an environmental hazard.
The quality of our lifestyle here in Hawaii.

Appendix C – Responses from Interviews on Support for Paeahu-Like Projects

I could support large-scale solar projects like Paeahu on Maui if…
Response
I don't have to look at them.
Community and environmental concerns can be balanced with proper planning and siting of the project.
They were effective in reducing our dependence on oil and coal.
I would support it period. But want benefit for ratepayers.
People's bills go down. This is the biggest problem; they are not seeing a reduction on their bills. But we are an island, and we have all this sun. We need to harvest the sun.
It benefits the public; must be a mutual benefit for the company putting it in and be sustainable for them.
They don't affect the environment or invade privacy.
A proper location is designated; no matter where it is, it can be justified.
Not in my own backyard; location is a question.
It didn't impact existing neighborhoods.
It gets sufficient input from affected parties.
All the other things are addressed - study, transparency, viability of company; be present from inception to last day.
It is located away from residential areas.
The location, this area, is acceptable to the community.
It did lower the cost for the general public and is acceptable to the public.
They have addressed any potential environmental concerns and other governmental requirements.
It proves affordable for residents. That's the bottom line for me.
For the most part I do support them.

They work with the community.
It has a benefit for residents and is not visually intrusive.
The power that they generate is able to be stored and used when there is no sunshine.
They are beneficial to the end users, which are the homeowners.
They were where I couldn't see them and if people who live in apartments could buy some kind of share in it or pay for some panels and get credit. It's pretty bad for people who can't buy the $800K median price.
They're guaranteed the benefit from it, as long as the energy is going back to the community, and it doesn't increase MECO's profits.
They can be beneficial for the general population, residences, businesses, creating less expensive electricity for all.
They were located in areas that would not affect property values in a negative way and the scenic views of the neighbors.
I was fully convinced that the impact on the neighborhood and environment had been optimized and the site chosen would be minimal impact.
[They] put [it] on land that is less productive from agricultural standpoint, more marginal land; try to get them set up where they're not taking away from also our goal of trying to get more food self-sufficient.
They contributed money to whatever is needed so workforce housing or make a donation to workforce housing or feeding the poor. I just want to help the poor. I don't want them to depend on Food Stamps or government housing. I want them to have integrity to believe in themselves and help them help themselves ... and break this poverty spirit...
Quality of life for the residents here. If it's going to increase the cost of electricity to the point where people have to leave here, then it's not a good idea. It should also not come at the cost of our natural environment.
[It] lowers the cost of electricity and the company is somehow giving back to the community and showing goodwill ... come and get along in Hawaii ... they contribute to the good of the community and support things that are going on in the community that make the community a better place.
The economic benefit trickles down to the residents somehow…could be direct or indirect...and if there were no negative environmental or indigenous cultural impacts.

Community Outreach and Engagement Report

Part Two: Other 2019 Initiatives

Activities

This second of a two-part report captures activities undertaken by Skog Rasmussen in parallel and subsequent to the interviews that were conducted and described in the first part of this report. Taken together, all activities were in support of the goals of the Paeahu Solar Project community engagement and outreach efforts.

Site Visit: Understanding the Vista, Topography, Neighborhood

Accompanied by an Ulupalakua Ranch foreman, SR toured the parcel of land for the proposed Paeahu Solar Project. The objective of the tour was to see first-hand what the site had to offer and why it was chosen by Maui Electric through the RFP process.

SR was shown the existing Maui Electric substation that receives power from the Auwahi Wind Farm. The Project's proximity to the Auwahi substation is one of the benefits of its proposed location on Ranch land; existing infrastructure could be utilized rather than requiring the additional expense of new infrastructure.

The tour included driving the perimeter of the property that borders the top of the Maui Meadows neighborhood. This view showed the proximity and number of homeowners who border the ranch. SR was able to view the existing topography, the trees and ground cover, as well as verify the slope to the adjacent property (i.e. benched down) and understand how it minimizes view impacts to the residences.

This site visit was very beneficial as SR prepared for assisting Paeahu Solar with conducting subsequent community outreach and engagement activities.

Open House

On June 3, 4, and 5, the Paeahu Solar held a three-day Information Session on the Project. The goals were to offer broad accessibility to detailed information about the project and to offer an opportunity to "talk story," speak one-on-one, with project representatives about any questions, concerns, and suggestions about the project. The target audience was residents in the Maui Meadows neighborhood but any individuals external to the neighborhood were welcome. SR advised a three-day format and a 10 am to 7 pm event time to accommodate an array of schedules of homeowners and residents in Maui Meadows. SR also recommended the Maui Research & Technology Center location for ease of finding the facility and parking. Refreshments were available throughout the day as well.

SR assisted with the content, the emailing and mailing of the postcard invitations. A total of 1,303 postcard invitations were sent out to the Maui Meadows postal route numbers, 713 to R004 in zip code 96753 and 590 to R019 in zip code 96753.

At the session, information about the project was displayed on 35 separate boards circling the room covering a full range of topics about the projects—including new boards recommended by SR. These included exhibits on the site maps, visual simulations, concerns and mitigation measures, Hawaii Energy historic graph on energy cost, etc. Again, with participants in mind, the Open-House format was selected to create a comfortable setting in which participants could come and go at their preference, independently peruse the display boards, obtain various handouts and technical materials (on the Project, the State's goals, etc.) and have informal exchanges as questions arose.

Stretching the time across the whole day into the evening did result in residents stopping by throughout the time period on all three days. Most who stopped by stayed between 30 minutes up to two hours and included both those who explicitly supported the Project and those who did not but were nevertheless intent on hearing responses to their questions or comments about the Project. The event provided productive exchanges with many residents with whom Paeahu Solar and SR had not previously met with—all of which underscored the value of this outreach approach.

Meetings with Stakeholders

In coordination with the Paeahu Solar team, SR helped prepare a comprehensive list of additional stakeholders (beyond those already being engaged directly by Paeahu Solar) for potential meetings about the Project. The list consisted of leaders of community organizations, cultural representatives, neighborhood representatives, and industry leaders all of whom were considered resources, i.e. individuals who could help the Project team understand the Maui Meadows neighborhood and its residents, South Maui in general, and/or energy initiatives and sentiments. SR utilized its network and relationships to initiate meetings with this diverse group. SR continually updated the Project team, through weekly phone conference calls on what was learned through these meetings. The meetings attended by or conducted by SR (in some cases joined by Paeahu Solar team members) and their dates are as follows: *

3/6/19	Maui Native Hawaiian Chamber of Commerce Board of Directors meeting (Accompanied Paeahu Solar team for their presentation on Innergex and the Project)
3/26/19	South Maui Learning Ohana Inc., a Kihei Charter School (Met with the CEO)
3/28/19	Maui Cattle Company (Met with the President and CEO)
4/25/19	Hawaii Energy (Met with the Maui County Manager)
4/30/19	Maui Meadows Neighborhood Association (Accompanied Paeahu Solar--Met with the President, Vice-President and a Director)
4/30/19	Maui Chamber of Commerce (Met with President)
5/6/19	St. Theresa's Church in Kihei (Met with the Pastor)
5/6/19	Maui Behavioral Health Resources (Met with the CEO)
5/13/19	University of Hawaii College of Tropical Agriculture (Met with the Maui Administrator)
5/14/19	Maui Economic Opportunity (Met with the CEO)
5/14/19	Leeward Haleakala Watershed Restoration Partnership (Met with Program Manager)
8/12/19	County of Maui Planning Department (Met with the Planning Supervisor)
8/23/19	County of Maui Planning Department (Accompanied Paeahu Solar to meet with the Planning Program Administrator and Planner)

**This list does not include meetings that were initiated and attended by Paeahu Solar only.*

Community Events and Sponsorships

Knowing that a larger community investment package would be forthcoming after PUC approval is attained and commercial operations for the Paeahu Solar Project is reached, SR recommended several 2019 events and sponsorship opportunities that would further allow the Project team to educate and inform, build visibility, build trust, and break down barriers to support within the community.

SR attended and/or participated in the following events on behalf of Paeahu Solar Project:

3/27-28/19 Hawaii Energy Conference: SR accompanied Innergex's team to the conference to support networking and outreach. Innergex's Vice President for Corporate Relations Colleen Giroux-Schmidt presented a case study on how Innergex engages with First Nations of Canada to develop renewable energy projects. Innergex was a Partner Level Sponsor of the conference that was presented by Maui Economic Development Board.

6/26/19 Energy Forum on Maui's Renewable Energy Future sponsored by Maui Electric, Maui Tomorrow, and the Sierra Club of Hawaii, Maui Chapter: SR accompanied Paeahu Solar project team members to the forum.

10/23/19 Maui Native Hawaiian Chamber of Commerce Holomua Biz Fest: Innergex Renewables was a Kukui level (School Program) sponsor of the event and purchased a business booth in the tradeshow. SR attended and staffed the business booth on behalf of Paeahu Solar where the latest Fact Sheet, Community Feedback Sheet and FAQ sheet about the Project were distributed.

12/7/19 Maui Native Hawaiian Chamber of Commerce Year End Celebration: SR attended this event on behalf of the Project.

Memberships

Shortly after contracting with SR in March 2019, Innergex informed SR of their desire to establish a long-term relationship with the Maui community and their intention to be an engaged community partner. Toward fulfilling that role, SR recommended that Innergex become a member of the Maui Chamber of Commerce and the Maui Native Hawaiian Chamber of Commerce (Innergex became a member in 2019).

Additional commitments will be made for other organization memberships as project milestones are met.

Communications

Revised and Updated Informational Material. Throughout the outreach and engagement described in this report, SR continually informed Paeahu Solar of comments and questions received regarding the project. This feedback loop resulted in multiple revisions of the following informational materials: Frequently Asked Questions, the Fast Fact Sheet, and the Community Feedback handouts. SR assisted in revising and updating these communications. These handouts support outreach efforts such as when distributed at the three-day June Information Sessions, at the Holomua Biz Fest booth, and in meetings with residents. In addition, SR advised on the development of new poster boards in support of the June Open House. These materials are posted on the Project website (paeahusolar.com).

Disseminated Updated Informational Material to Stakeholders. As the informational materials were updated, SR distributed the pieces via email to stakeholders and those SR interviewed. Many favorable comments were received back stating appreciation for being kept apprised of the most recent information on the project.

Planned the Launch of *Paeahu Solar Today* E-Newsletter. To be launched after PUC approval is gained, SR planned a series of e-Newsletters to keep stakeholders and the general public informed about the project. Topics will include tracking the regulatory approval process, construction activities and timelines, results of various studies, messages from the Project team, etc. and related photos and relevant charts.

Notification of Opportunity to Submit Testimony to the PUC. Stakeholders were informed by SR of the December 4 and 5, 2019 PUC evidentiary hearings and guidance on how to submit testimony if they wished. This effort coupled with other Paeahu Solar team members' efforts, resulted in 26 testimonies that expressed their support for the Paeahu Solar Project.

Follow Up After PUC Hearing. A follow-up email went out to supporters and stakeholders summarizing what occurred at the PUC hearing and what was reported in *The Maui News*. Due to some omissions in *The Maui News* reporting, the email provided fuller information and clarification to recipients on issues and responses that were shared in the hearing.

Ongoing Communication. SR continues to develop and implement strategies to engage and update stakeholders throughout the development process.