

— Built Environment Policy and Project Acceleration —

# Blue Zones Project

*Policy and Engagement Strategies*



# Agenda

- **Who are we and why BZP care about Built Environment?**

- Power 9

- **What does Engagement Strategy mean? *(and why should we care?)***

## Engagement Strategy – Maui Lani Roundabout

- **Building your Campaign – The Basics**

- **Know your Goals**

- Short-term

- Long-term

- **Developing your Outreach Strategy**



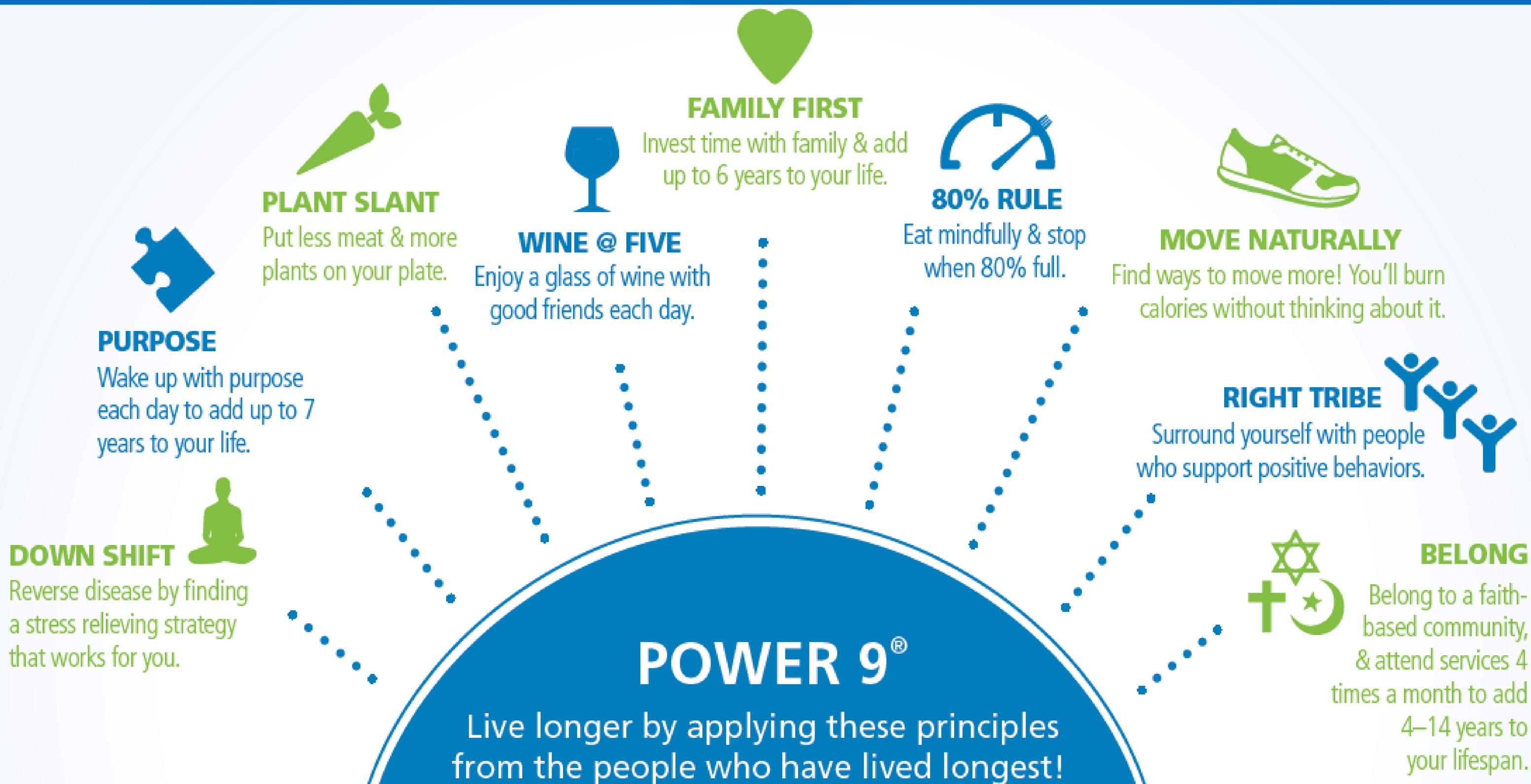
# Why does BZP care about Built Environment?



## What Determines Our Health?



# POWER 9 – Keys to Longevity



# What does Engagement Strategy mean?

*(and why should we care?)*

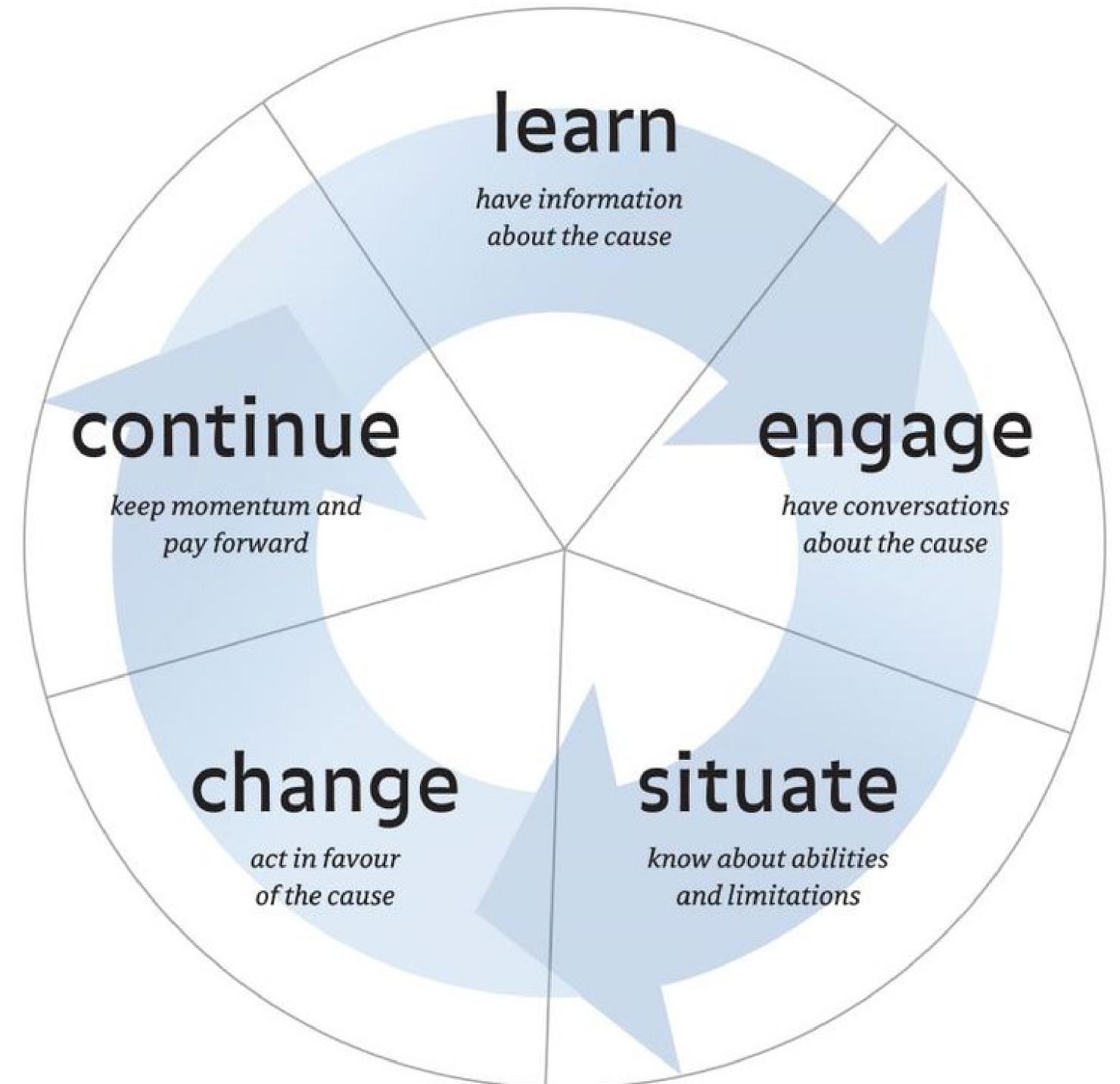
## Engagement

Engagement marketing is the use of strategic, resourceful content to engage people, and create meaningful interactions over time.

## Strategy

Strategy is the method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem.

**Engagement + Strategy =  
A Roadmap to Success**



# Engagement Strategy Works!

*“Our partnership with Blue Zones Project has helped our community finish projects in one year that would have normally taken 2-3 years to complete.”*

*- Lauren Loor, HEAL*

*“Blue Zones Project leverages public health as the priority when promoting a project. Getting people to understand that our health and safety should drive projects is key.”*

*- Rod Antone, Pacific Media Group*



# Maui Lani Roundabout Project

Maui Lani Roundabout Project secured 3.4 million dollars within the County of Maui FY2019 budget with unanimous approval from the County Council and is scheduled to break ground in Fall 2019.

The project is currently moving forward, but undergoing an archaeology study to ensure all cultural and environmental concerns are addressed.



# Building your Campaign – The Basics

- **What is the problem?**

- Identify the issue/bill/topic/project
- Why is this important?

- **How will you solve this problem?**

- What does success look like?
  - Funding, Bill passed, Community support, etc.?

- **What is the timeline?**

- **Who are the players?**

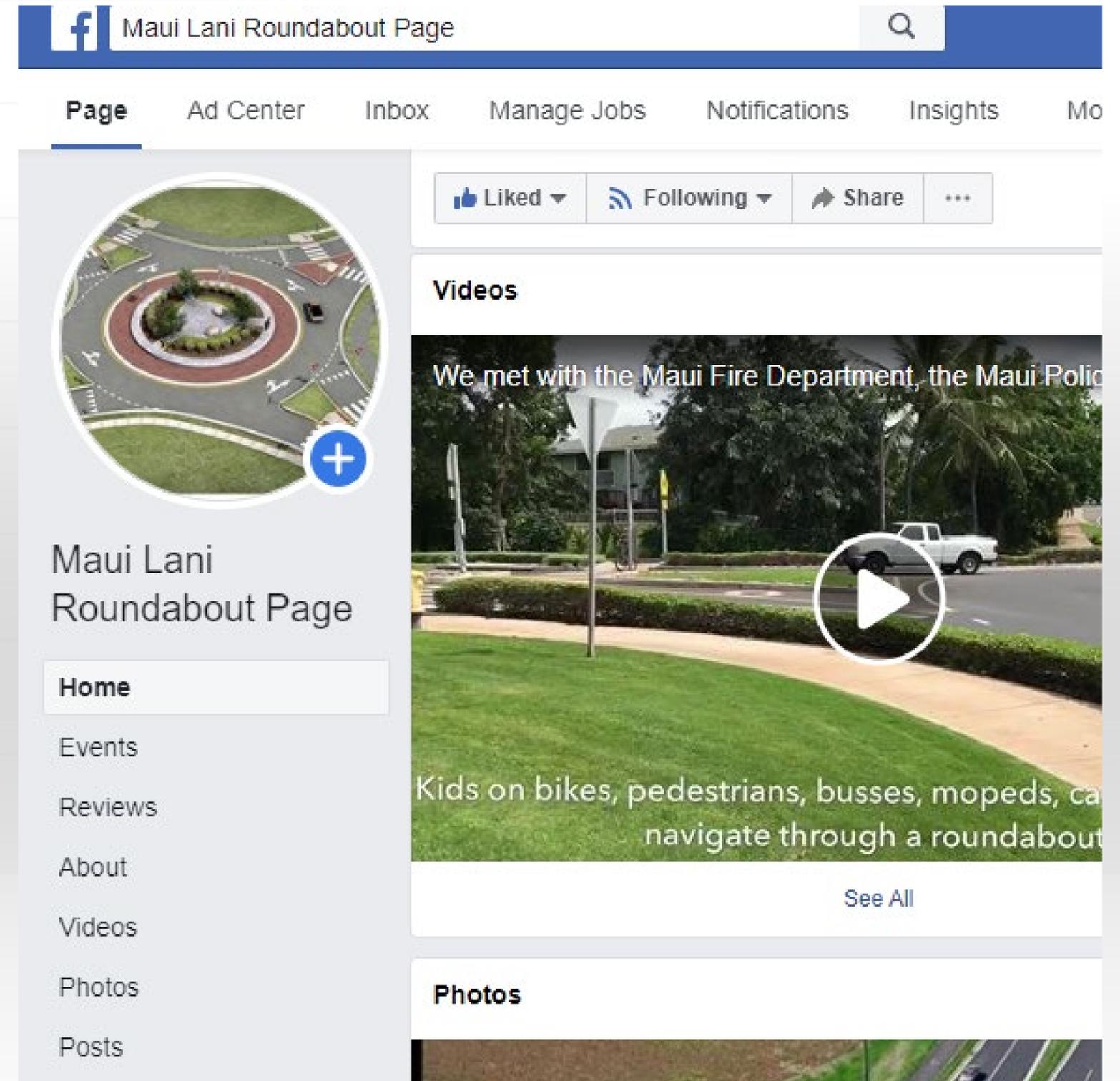
- Allies
- Adversaries
- Who needs to be invited to play?



# Building your Campaign – The Basics

## ● Inventory Existing Assets

- Social media accounts, social media advertising, relationships, existing radio or advertising contracts
  - Is this working? Consider the target audience of the issue (demographic/geographic and where/how they get their information)

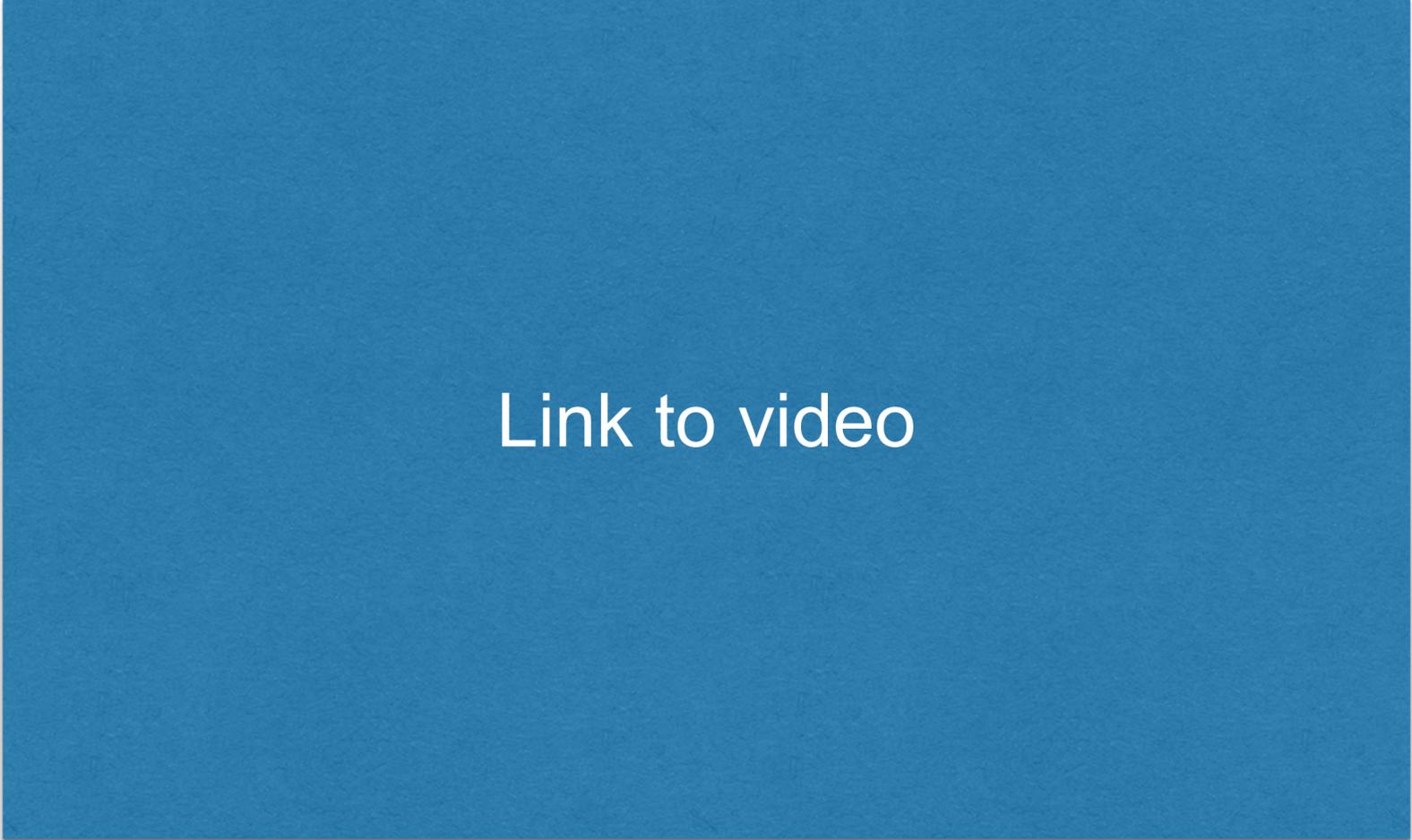


The image shows a screenshot of a Facebook page for 'Maui Lani Roundabout Page'. The page header includes the Facebook logo, the page name, and a search icon. Below the header are navigation tabs: Page, Ad Center, Inbox, Manage Jobs, Notifications, Insights, and More. The main content area features a circular profile picture of a roundabout with a blue plus sign in the bottom right corner. Below the profile picture is the page name 'Maui Lani Roundabout Page' and a menu with options: Home, Events, Reviews, About, Videos, Photos, and Posts. To the right of the profile picture is a video player showing a roundabout with a white play button overlay. The video caption reads: 'We met with the Maui Fire Department, the Maui Police... Kids on bikes, pedestrians, busses, mopeds, cars navigate through a roundabout'. Below the video is a 'See All' link. At the bottom of the page, there is a 'Photos' section with a small thumbnail image of a roundabout.

# Building your Campaign – The Basics

## • Identify Opportunities for New Marketing Outreach

- Create issue specific social media accounts and use it to share data, stories, talking points, events (don't forget to “social listen”)
- Find local influencers or micro-influencers to advocate
- Create collateral that is easily shareable and encourage sharing by influencers and the public



Link to video

# Building your Campaign – The Basics

## Examples of Social Media Content

**ASTA**  
**THE MAYOR**

**MAYOR ALAN ARAKAWA**  
OFFICE OF THE MAYOR  
mayors.office@mauicounty.gov  
808 270-7855 (phone)

**QUESTION:**  
I travel Maui Lani (Parkway) often to get to Wailuku and Waikapu. No matter what time I travel, once you get to the four-way stop at Maui Lani and Kamehameha Avenue it takes a long time to reach the stop because traffic backs up and it takes a good while to continue traveling. Are there plans for a roundabout at that intersection? If not, why?

### HOW TO USE A ROUNDABOUT

**SINGLE LANE ROUNDABOUT**

- Watch for the **yellow "roundabout ahead"** sign, then reduce your speed on approach.
- Lookout for **pedestrians & bike riders.**
- Look to your left & **yield to traffic** already in the roundabout. When you see a gap in the traffic, you can safely enter the circle.
- Drive around the roundabout until you get to your exit. **Use your turn signal,** watch for other cars & exit safely.

# Building your Campaign – The Basics

## Examples of Social Media Content

The screenshot shows a Facebook interface with a video player on the left and a post on the right. The video shows a yellow fire truck navigating a roundabout. The text overlay on the video reads: "Fire trucks can make left turns and u-turns in a roundabout with ease. Larger trucks are also accommodated in a roundabout using the mountable curb." The post on the right is from the "Maui Lani Roundabout Page" and contains the following text: "We met with the Maui Fire Department, the Maui Police Department, and the Maui Bus to discuss some misconceptions, concerns, future suggestions and to run the fire truck and the electric bus (demo) through the Kihei Roundabout. Laksmi from the Blue Zones Project and Mayor Arakawa were also there for the conversation. Overall, the feedback we received from the departments have been positive, supportive and constructive. Here's a quick video of what we observed that day." The post has 238 People Reached, 114 Engagements, and 15 Likes. Below the post are several recommended videos, including "He was warned not to meet the Gorilla he raised.", "Husband Leaves Wife For Younger Woman", "Shockingly simple recipes to surprise your guests!", "Columbus Police Lip Sync Video", and "Will Smith and Carlton reunite for dance off".

Facebook interface showing a video post from the Maui Lani Roundabout Page. The video content includes the text: "Fire trucks can make left turns and u-turns in a roundabout with ease. Larger trucks are also accommodated in a roundabout using the mountable curb." The post shows 238 People Reached, 114 Engagements, and 15 Likes. The right sidebar displays recommended videos, including "He was warned not to meet the Gorilla he raised.", "Husband Leaves Wife For Younger Woman", "Shockingly simple recipes to surprise your guests!", "Columbus Police Lip Sync Video", and "Will Smith and Carlton reunite for dance off".

# Know Your Short-Term Goals

- **Develop a positive image**
- **Create a strong buzz – get the word out**
- **Mobilize your following to take action**
- **Be active with social listening: monitor comments, highlight supporters, answer questions, push talking points.**
- **Find your champion(s) who will go to bat for the issue/bill**
  - Collaborate on strategy
  - Exercise influence where possible
  - Build political coalitions



# Know Your Short-Term Goals

## Maui Lani Roundabout Sign Waving



### Kahului roundabout pros and cons weighed

LOCAL NEWS  
APR 13, 2018  
MELISSA TANJI  
Staff Writer  
mtanji@mauinews.com

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ONLY WITH   
Adobe Acrobat DC



Jerome Do (from front) of Kihei; Todd MacFarlane of Pukalani; and Jaimelee Felipe and Esther Felipe of Kahului wave to motorists stalled in traffic on Maui Lani Parkway near the intersection with Kamehameha Avenue on Thursday afternoon. The event was organized by the Blue Zones Project in support of a roundabout at the busy intersection, which is near Pomaikai Elementary School. A contingent of Pomaikai teachers and area residents participated in the sign-waving. • The Maui News MATTHEW THAYER / photo

Community groups, parents, teachers and county officials rallied Thursday afternoon at the intersection of Maui Lani Parkway and Kamehameha Avenue in support of a proposed roundabout at the intersection that sees major traffic back-ups during rush hours.

# Know Your Short-Term Goals

## Public Roundabout Site Visit and Video/Photo Shoot



[Link to video](#)



# Know your Long-Term Goals

- Involve leaders and influencers to become active in social media.
- More personalized, location-centric and demographic-targeted social ads.
- Broadening perspective: looking beyond the campaign and ask, “...*what will this campaign look like 1, 5, 10 years out?*”
- Continue social listening: who will monitor comments, highlight supporters, answer questions, push talking points?



**Maui Lani**  
ROUNDAABOUT

## ROUNDAABOUTS SAVE LIVES AND IMPROVE COMMUNITIES

The County of Maui is proposing a roundabout at the intersection of Maui Lani Parkway and Kamehameha Avenue to improve safety for drivers, pedestrians, and bicyclists.

- 90% reduction in fatality collisions
- 65% reduction in traffic flow delay
- 40% reduction in pedestrian collisions
- 80% reduction in annual maintenance costs

**TAKE ACTION ON THE MAUI LANI ROUNDAABOUT:**

- Send letters to [bf.committee@mauicounty.us](mailto:bf.committee@mauicounty.us)
- Sign wave at the Maui Lani Parkway & Kamehameha Ave intersection on April 12 from 4:30-5:30pm
- Testify before the County Council on April 13th at 9am
- Like the Maui Lani Roundabout Page on Facebook
- Use the hashtag #mauilovesroundabouts
- Send letters to the Editor of The Maui News

 BLUE ZONES PROJECT\*  HEAL 

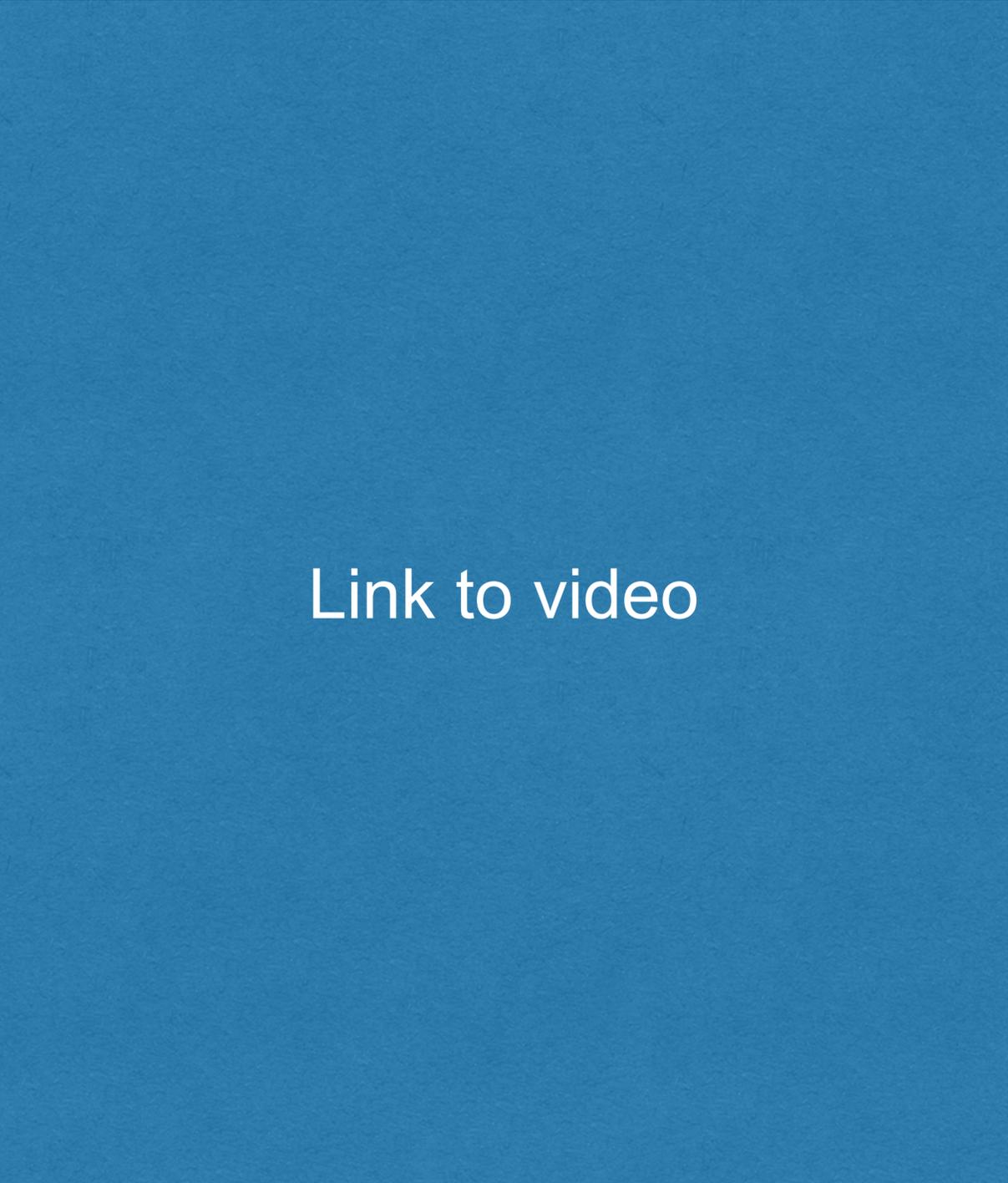
# Developing your Outreach Strategy

- **Develop events that support your goal**

- Good opportunity to create collateral and owned content - speeches, pictures, and interviews
- Invite key players personally and media via press release or media advisories

- **Develop talking points for all representatives to focus on (internal and external)**

- Who says what and to whom?



Link to video

# Developing your Outreach Strategy

- **Develop video assets with a mix of experts, community advocates, and storytellers.**
- **Deploy advertising through all existing and new marketing channels**
  - Social media ads are cheap, easy to track, and targeted.
- **Be relentless, be creative - don't get comfortable with short-term wins**

## Construction of roundabout at Maui Lani delayed

County, state ensuring historic preservation rules are addressed

LOCAL NEWS

AUG 31, 2019

MELISSA TANJI

Staff Writer

mtanji@mauinews.com



SHARE



TWEET



Drivers navigate the four-way stop intersection of Kamehameha Avenue and Maui Lani Parkway Thursday evening. A roundabout is in the work for this intersection. -- The Maui News / MATTHEW THAYER photo

Construction on the long-awaited roundabout at the Maui Lani Parkway-Kamehameha Avenue intersection has been delayed as Maui County and other entities ensure compliance with historic preservation rules before work begins.

*"A traffic signal will not stop a vehicle from entering an intersection at 40 mph or higher, but roundabouts raise the level of consciousness for drivers, averaging vehicle speeds of 15 to 25 mph. This is significant because speed dictates pedestrian survival rates if struck in an intersection,"*

*- Laksmi Abraham, BZP*

# Upcoming Outreach Events

October 4<sup>th</sup>: Community Planning Event at Wailuku First Friday, 6-8:30pm

October 26<sup>th</sup>: Onehe'e Complete Streets Demonstration  
on Onehe'e & Uhu St. Intersection, 8am

**For more information about BZP:**

**Website: [info.bluezonesproject.com/Hawaii](http://info.bluezonesproject.com/Hawaii)**

**Facebook: [Facebook.com/bzpmaui](https://www.facebook.com/bzpmaui)**

**Instagram: [@bzpmaui](https://www.instagram.com/bzpmaui)**

**#bzpmaui #bluezonesproject**

*Policy and Engagement Strategies*

# Questions & Answers

# MAHALO

