



2024 ANNUAL REPORT

Military and Community Relations Office (MACRO)



STATE OF HAWAII • DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM

Introduction

Through a grant from the Office of Local Defense Community Cooperation, the Military and Community Relations Office (MACRO) was established April 1, 2024, under the Department of Business, Economic Development, and Tourism (DBEDT).

MISSION

To promote positive relationships between Hawai'i's military and civilian sectors by fostering mutual respect and understanding through collaboration on issues important to both the United States Department of Defense and the State of Hawai'i. Through engagement, education, and transparent communication with the military, MACRO is committed to promoting and preserving the cultural, economic, and environmental foundations of Hawai'i.

VISION

To strengthen the bonds between the United States Department of Defense and the State of Hawai'i through cooperation and mutual benefit that ensures a more sustainable future for all of Hawai'i.

On April 1, 2024, both the Executive Director and Deputy Director were hired, marking the beginning of efforts to define the strategic direction of the office. As a newly established office responsible for addressing critical issues, initial priorities focused on contracting support to develop an operational design and action plan, as well as a comprehensive community engagement and outreach strategy.

In addition to the core MACRO team, support through funding and established MOUs will enable the hiring of additional staff within the Office of Planning and Sustainable Development, who will focus on stakeholder engagement to identify areas of mutual benefit in and around military installations, and staff with the Hawai'i Department of Education who will assist with execution of the Public Schools on Military Installations (PSMI) program. The PSMI program allocates significant DoD funding to the State to rebuild or extensively renovate DOE schools that serve both DoD dependents and non-DoD dependents.

HIGHLIGHTS SINCE ESTABLISHMENT

MAY 2024

- Both the Director and Deputy traveled to Washington, D.C., to meet with various DoD officials and our Congressional delegation. The purpose was to establish ongoing communication and engagement and identify areas of mutual benefit for both the U.S. Department of Defense and the State of Hawai'i.
- MACRO engaged with Navy Region Hawai'i and the Hawai'i Community Development Authority (HCDA) on the Inter-Governmental Support Agreement focused on upgrading the electrical distribution system in Kalaeloa. This collaborative effort resulted in the Navy transferring \$18 million to HCDA, allowing them to begin contractual work on upgrading the electrical grid and ultimately transferring ownership to Hawaiian Electric Company.
- Assisted the Creative Industries Division (CID) within DBEDT with discussions involving Navy Engineering and Facilities Command Hawai'i (NAVFACHI) regarding long-term lease arrangements for film studios in Kalaeloa. With additional support provided from HCDA, CID and NAVFACHI are currently in negotiations on a long-term lease beneficial to the State.
- Met with representatives from the Wai'anae Moku Kupuna Council to address community concerns involving the Army and Navy, including land use measures related to access to emergency egress routes during natural disasters, such as wildfires. Additional discussions focused on access to installations for cultural practice and watershed/reforestation projects in the Wai'anae area.

JUNE 2024

- The MACRO Deputy attended the Chamber of Commerce's Annual Hawai'i on the Hill event in Washington, D.C. Activities included meetings with Congressional staff and local business leaders.
- MACRO met with various State legislators to introduce the office and discuss areas of concern and potential collaboration.
- Engaged with the Hawai'i Executive Collaborative to gain greater awareness of military issues affecting the Native Hawaiian community. Both the Director and Deputy joined the hui focused on military relations and land use.

- The MACRO Director joined the Joint Venture Education Forum (JVEF), which promotes positive integration and support for military dependents in Hawai'i public schools.
- Met with local military commanders to introduce the office and discuss future areas of mutual benefit between installations and surrounding communities.

JULY 2024

- Met with the Commander and Deputy of the 15th Space Surveillance Command to discuss issues related to AMOS STAR and military/contractor housing on Maui.
- Attended the Hawai'i Executive Collaborative conference at the Hawai'i Convention Center. The two-day event addressed various issues important to the Native Hawaiian community, highlighting military impacts on the State and fostering greater collaboration moving forward.
- Engaged with State Department of Homeland Security to chart a way forward on updating State civil defense plans to include cyber, critical infrastructure, and kinetic attack preparedness.
- Continued engagement with DoD and State/County representatives to include, including INDOPACOM, DLNR, and elected officials from the State legislature and the City and County of Honolulu Council.

AUGUST 2024

- Awarded the Operational Design and Action Plan contract to INDO-PAC Consulting LLC. This contract will set the strategic direction for the MACRO, provide a timeline for actionable engagement, and recommend capacity building requirements for a more efficient team.
- Met with the Adjutant General of the Hawai'i National Guard and his staff to introduce the MACRO and explore collaboration opportunities.
- Continued engagement with DoD and elected officials, including the U.S. Coast Guard District Commander, Commander of Kane'ohe Marine Corps Base, and the Deputy Assistant Secretary of Defense for Military Community and Family Policy.

SEPTEMBER 2024

- Awarded the Public Relations, Communications and Outreach Services contract to Becker Communications, Inc. This contract aims to develop a comprehensive engagement plan with the community and local military officials, including multimedia campaigns to broaden the scope of

messaging, increase audience reach, and promote mutual cooperation awareness.

- Continued building relationships with top DoD officials in Hawai'i, establishing regular meetings with the Commander of the U.S. Pacific Fleet and Commander of U.S. INDOPACOM to increase engagement with subordinate military commands.
- Met with City and County of Honolulu Mayor and Deputy to introduce the MACRO office and discuss future collaboration efforts.
- Engaged with representatives from Malama Moku, Wai'anae Kupuna Council, U.S. Army Pacific, and U.S. Army Garrison Hawai'i to identify mutual benefit opportunities.
- Attended a conference in Huntsville, AL, to learn more about DoD cybersecurity requirements affecting the local defense industrial base and explore ways to help local small businesses comply with these requirements. Additionally, traveled to Washington, D.C., to continue engagement with our Congressional delegation and senior military officials.



Future Efforts

MACRO will award contracts to support the following efforts:

- **Civil Defense Planning:** In partnership with the State Department of Homeland Security, MACRO will provide contractual support to begin the planning process for civil defense to ensure continued operations in the event of a cyber or kinetic attack on our critical infrastructure. Future contracts may focus on exercise development and execution, engaging numerous federal, State, and County agencies.
- **Economic Impact Studies:** While existing information identifies direct military spending within the State, this study will analyze the second- and third-order effects of that spending and the military's economic impact on specific geographic areas.
- **The Hawai'i Defense Alliance** was established in 2021 through a grant from the Office of Local Defense Community Cooperation and has continued to include current legislative funding for the administration and operation of the HDA. The Alliance promotes both business and workforce development within the defense sector of Hawai'i's economy.

