

**ACT 314**

S.B. NO. 1881

A Bill for an Act Relating to Planning.

*Be It Enacted by the Legislature of the State of Hawaii:*

SECTION 1. The community benchmarking process has been adopted by a number of states and other jurisdictions across the country. Benchmarking can unify communities, integrate the delivery of services, and optimize the allocation of resources to achieve stated goals. Benchmarking encourages long-term perspectives in achieving measurable goals. Typically, goals encompass the economy, the health of the population, education, the environment, safety, and government efficiency.

In brief, benchmarking involves four steps:

- (1) Expressing a preferred future through a broad vision;
- (2) Setting goals to achieve that vision;
- (3) Establishing measurable indicators that show movement toward or away from those goals; and
- (4) Determining the desired progress toward those goals in terms of the indicators, or benchmarking.

The following illustrates how benchmarking can work:

- (1) Vision: A Hawaii filled with aloha;
- (2) Goal: Healthy, productive, and safe people;
- (3) Indicators: Numbers of smokers; numbers of high-skill, high-paying jobs; and the violent crime rate;

- and
- (4) Benchmarks:
- (A) There will be a ten per cent reduction in the number of smokers in Hawaii by the year 2010;
  - (B) There will be a ten per cent increase in the number of high-skills, high-paying jobs by the year 2010; and
  - (C) There will be a reduction of five per cent in the violent crime rate by the year 2010.

Benchmarking is a process that seeks to unify communities so that people reach agreement on the benchmarks. Since each community is different, the specific benchmarks that one community adopts may be different from those of another community. Once benchmarks are agreed upon, resources can be rationally allocated to make progress toward those benchmarks. In this way, outcomes, or the results of spending, are measured rather than inputs, or how much is spent. Another benefit of benchmarking is that it can integrate planning across different sectors since the benchmarking process gives them a common language and common goals for developing the economy and improving the quality of life.

Ke Ala Hoku is a benchmarking process started in 1995 by various private organizations. Partners include the Chamber of Commerce, Aloha United Way, the Business Roundtable, Hawaii Community Foundation, Hawaii Community Services Council, and the Polynesian Voyaging Society. Ke Ala Hoku has committed to a bottom-up process rather than a top-down benchmarking process. To date, there has been progress in the development of a common language around benchmarks, in the use of benchmarking tools by organizations, and in other organizations aligning themselves to help achieve the benchmarks already established by Ke Ala Hoku.

Ke Ala Hoku has focused upon the Waianae coast to demonstrate the potential benefits of benchmarking at a community level. The Waianae coast was selected because it is a well-defined area with a cooperative spirit among private nonprofit organizations and government agencies. The Waianae Coast Coalition has taken a leadership role in the benchmarking process.

The purpose of this Act is to create the Waianae coast community benchmarking pilot project to further benchmarking efforts for developing the economy and improving the quality of life on the Waianae Coast.

SECTION 2. There is established the Waianae coast community benchmarking pilot project. Agencies, both public and private, shall collaborate to implement a vision, goals, indicators, and benchmarks. The department of business, economic development, and tourism, the department of human services, and all relevant state agencies shall collaborate with Ke Ala Hoku, the Waianae Coast Coalition, and private agencies operating on the Waianae coast in determining what kinds of data to collect to further the benchmarking effort.

SECTION 3. Ke Ala Hoku shall submit annual progress reports to the legislature no later than twenty days prior to the convening of each regular session.

SECTION 4. This Act shall take effect upon its approval and shall be repealed on June 30, 2000.

(Approved June 21, 1997.)