

## PROOF POSITIVE

# Mālama Your Neighborhood

*By Doug Harper, executive director of Mālama Maunaloa*



The ahupua'a of Maunaloa Bay is home to neighborhoods and businesses, both of which impact the health of the bay. Over the last few decades, the region surrounding Maunaloa Bay has contributed to various environmental issues ranging from urban runoff to the growth of invasive alien algae. But, we can control what flows into the bay. Each individual in this community can take actions that will collectively mitigate these issues and create a healthy urban environment.

The CPR (cherish, protect, restore) Campaign is led by a consortium of

community organizations, agencies and businesses that are working together to promote education and inspire environmental action within the community in the Maunaloa Bay region. The area stretches from Black Point in the west to Portlock Point in the east and to the summit of the Ko'olau Mountains.

Each month, the campaign designates themed actions to perform "CPR" on Maunaloa Bay. For August, it was In Your Neighborhood Month, during which we aimed to reduce the amount of trash that finds its way into streets, storm drains, ditches and streams. In the Maunaloa Bay area,

there are approximately 50,000 storm drains. Each storm drain delivers pollutants, sediment, chemicals and garbage into the bay, significantly impairing water quality. Check [cprmaunaloa.com](http://cprmaunaloa.com) to keep up with this month's theme.

When community members sign up to join the CPR campaign, they'll receive monthly reminders and once they report an action, will receive thank you discounts or swag from local businesses. So far, we've partnered with neighborhood businesses such as The Compleat Kitchen and T&C Surf. We also have the support of 20 partner orga-

nizations including the City and County of Honolulu and Hui o Ko'olaupoko.

With students doing distance learning upon the start of school, the CPR campaign is a great way to do environmental deeds from home and get educated along the way. This month, let's move beyond our own property and pay attention to our community.

To join CPR and make a difference at Maunaloa Bay while earning rewards, visit [cprmaunaloa.com](http://cprmaunaloa.com). Or, if you're interested in joining our efforts as a partner organization or business, email us at [cpr@malamamaunaloa.org](mailto:cpr@malamamaunaloa.org).