VALUE HISTORY AND CULTURE
85% of Hawai’i residents appreciate and value Native Hawaiian history and culture.

PARTICIPATE IN CULTURAL ACTIVITIES
51% of Native Hawaiians living in the State of Hawai’i participating in cultural activities, including language, and who interact with the ‘aina for cultural, spiritual, religious and subsistence.

UNDERSTAND NEED FOR VULNERABLE LAND BASE
70% of all Hawai’i residents understand and agree that a viable land base is necessary for the new Native Hawaiian governing entity.

ACHIEVE PAE’ALOHA SUSTAINABILITY
Increasing the percent of Ka Pae ‘Aloha Hawai’i managed to create economic value, preserve cultural and natural resources and historic properties, and/or provide cultural and social opportunities for Native Hawaiians in a sustainable and balanced manner.
- By 2018, increasing from 12% to 15% the percent of ahupua’a that are managed sustainably

TRANSFER ASSETS TO ENTITY
Adoption by the Board of Trustees of a Transition Plan that includes the legal transfer of assets and other resources to the new Native Hawaiian governing entity.

IMPROVE FAMILY LIFESTYLE CHOICES
Increasing the percent of Native Hawaiian families actively improving lifestyle choices by engaging in health programs and supportive family development practices by:
- Decreasing the number of Native Hawaiians in State DOH substance abuse treatment from 43% to 39% by 2018
- Increasing the number of Native Hawaiian mothers receiving prenatal care in the first trimester from 81.4% to 83.6% by 2018
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INCREASE FAMILY INCOME
Native Hawaiian median family income will equal 100% or greater than the Statewide median family income by 2018
- 92% or greater than the Statewide median family income by 2018

BUILD STABILITY IN HOUSING
Increase the percent of Native Hawaiians who improve their capacity to own or rent a home by focusing on:
- By 2018, decreasing from 55% to 50% the percent of Native Hawaiian renters who are paying more than the HUD standard housing cost (no more than 30% of household income)
- By 2018, increasing Native Hawaiian owner-occupied housing from 56.62% to 58%
MISSION

To málama Hawai‘i’s people and environmental resources, and OHA’s assets, toward ensuring the perpetuation of the culture, the enhancement of lifestyle and the protection of entitlements of Native Hawaiians, while enabling the building of a strong and healthy Hawaiian people and nation, recognized nationally and internationally.

VISION

Ho‘olu Lahi Aloha: To Raise a Beloved Nation
OHA’s vision statement blends the thoughts and leadership of both King Kalākaua and his sister, Queen Lili‘uokalani. Both faced tumultuous times as we do today, and met their challenges head on.

“Ho‘olu Lahi” was King Kalākaua’s motto Aloha expresses the high values of Queen Lili‘uokalani.

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2010-2018 STRATEGIC PRIORITIES & RESULTS

MO‘OMEHEU Culture

To strengthen identity, Native Hawaiians will preserve, practice and perpetuate their culture.

‘ĀINA Land & Water

To maintain the connection to the past and a viable land base, Native Hawaiians will participate in and benefit from responsible stewardship of Ka Pae ‘Āina O Hawai‘i.

EA Governance

To restore pono and ea, Native Hawaiians will achieve self-governance, after which the assets of OHA will be transferred to the new governing entity.

HO‘OKAHUA WAIWAI Economic Self-Sufficiency

To have choices and a sustainable future, Native Hawaiians will progress towards greater economic self-sufficiency.

HO‘ONA‘AUAO Education

To maximize choices of life and work, Native Hawaiians will gain knowledge and excel in educational opportunities at all levels.

MAULI OLA Health

To improve the quality and longevity of life, Native Hawaiians will enjoy healthy lifestyles and experience reduced onset of chronic diseases.

STRATEGIC PRIORITIES

2010-2018 strategic Plan
Of the Office of Hawaiian Affairs

Mauli ola Health

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Culture

To strengthen identity, Native Hawaiians will preserve, practice and perpetuate their culture.

Value History and Culture

Participate in Cultural Activities

Understand Need for Viable Land Base

Achieve Pae ‘Āina Sustainability

Transfer Assets to Entity

Improve Family Lifestyle Choices

Increase Family Income

Build Stability in Housing

Exceed Education Standards

Decrease Chronic Disease Rates

STRATEGIC PRIORITIES