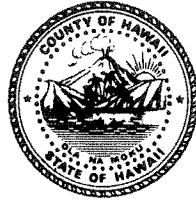


Susan L.K. Lee Loy  
Council Member  
District 3



Office: (808) 961-8396  
Fax: (808) 965-8912  
Email: sue.leeloy@hawaiicounty.gov

**HAWAI'I COUNTY COUNCIL**  
25 Aupuni Street, Hilo, Hawai'i 96720

MEMORANDUM

DATE: December 6, 2021

TO: Maile David, Council Chair; and  
Members of the Hawai'i County Council

FROM: *SL* Susan L.K. Lee Loy, Council Member

SUBJECT: Communication 533 – Update by Administration on the County's efforts to address homelessness

2021 DEC - 7 AM 8:30  
COUNTY CLERK  
COUNTY OF HAWAII

I am attaching a powerpoint presentation I received from Ms. Jane Clement for Comm 533.

SL:so

Comm. No. 533.1  
Ref. To: PIHSSSC  
Ref. Date DEC - 7 2021

# CHANGE OF HEART

A County of Hawai'i Panhandling  
Education and Awareness  
Campaign

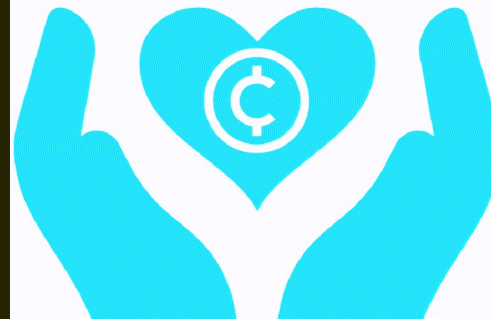


## CHANGE OF HEART

MAKE LASTING CHANGE WITH YOUR SPARE CHANGE

Contribute to the solution; consider donating  
to the agencies that help those in need.

IT'S OKAY TO SAY  
"NO" TO  
PANHANDLERS



Hawai'i Island United Way

SCAN ME



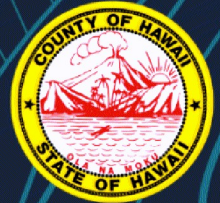
*In Partnership with*



## CHANGE OF HEART

MAKE LASTING CHANGE WITH YOUR SPARE CHANGE

Contribute to the solution; consider donating to the agencies that help those in need.



## About The Initiative

Change of Heart is a panhandling education and awareness campaign piloting in West Hawai'i in partnership with the Hawai'i Island United Way.

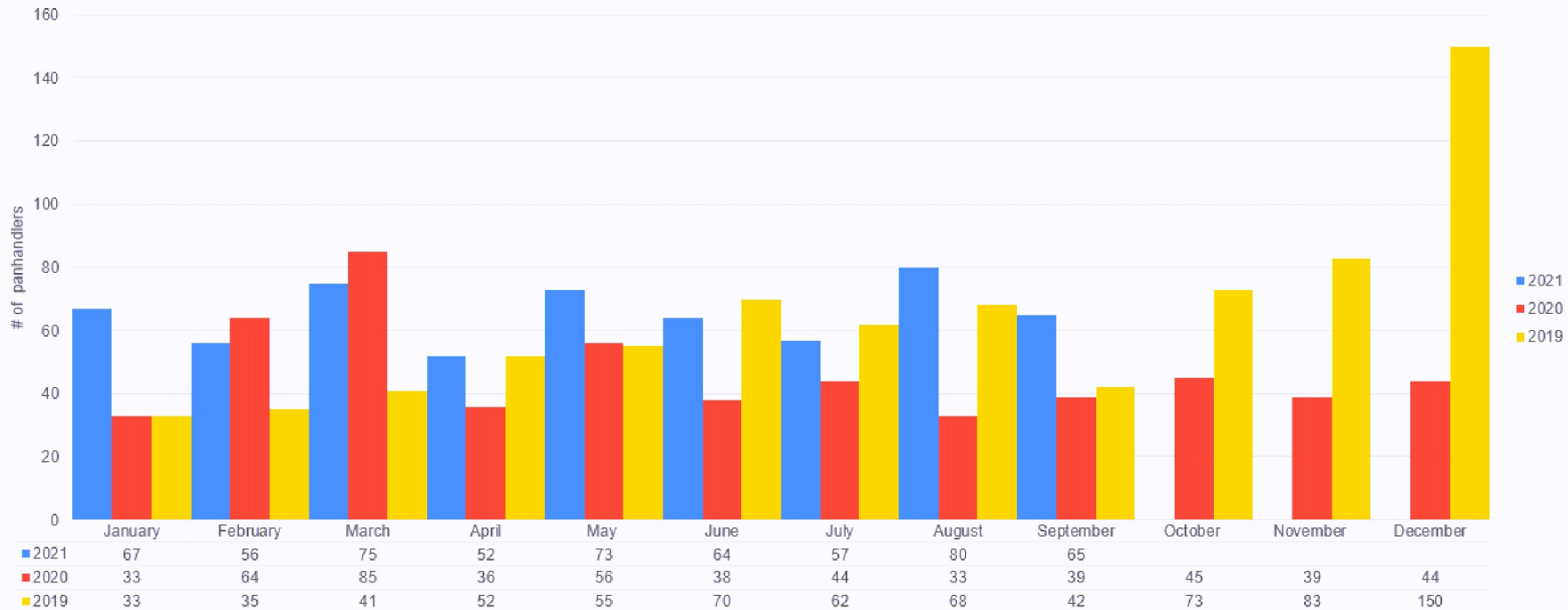
The purpose of the initiative is to reduce panhandling in our community by educating Hawai'i Island residents and visitors into redirecting their donations to those agencies and organizations who are devoted to making a real difference in the lives of those who are struggling.

# HAWAI'I COUNTY CODE

## Article 13. Soliciting for Money or Objects of Value.

Section 14-75.  
Prohibited acts. No person shall solicit in an aggressive manner in any public place. (1999, ord 99-1, sec 1; am 1999, ord 99-153, sec 4; am 2008, ord 08-21, sec 1; am 2015, ord 15-51, sec 3.)14-7

Panhandling 2019-2021



# Panhandling Incidents in Historic Kailua Village

Source: Kailua Village Business Improvement District



## Signage Location

- Alii Drive at Kahakai
- Henry at Kuakini
- Henry at Malulani
- Hualalai at Alii
- Kuakini at Kaiwi
- Luhia at Kaiwi
- Makala at Queen Ka'ahumanu
- Palani at Kuakini

# West Hawai'i Homeless Resource Card



COUNTY OF HAWAI'I  
**WEST HAWAI'I  
HOMELESS RESOURCE CARD**

**Outreach and Referral Programs • Crisis and Mental Health Support  
Emergency Shelter • Housing Assistance Programs**

**Hawaii CARES**  
808-832-3100



**808 Homeless Task Force**  
808-315-4158

**Neighborhood Place of Kona**  
808-331-8777



**West Hawaii  
Community Health Center  
Street Medicine**  
808-326.5629



**Hope Services Hawaii**  
808-935-3050

**Mental Health Kokua**  
808-331-1468

**Office of Housing and  
Community Development**  
808-959-4642

**Catholic Charities Hawaii**  
808-961-7050

**Family Assessment Center**  
808-731-3541

*Need help? Support is available!*

Police/Fire/Ambulance.....911

Non-Emergency.....808-935-3311



**Meals . Laundry . Shower**

**The Food Basket Soup Kitchen**  
Mon-Sat at the Friendly Place  
808-322-1418

**Hiehie Mobile Showers**  
Tues & Fri 8am-noon  
Old Airport Park

**Salvation Army**  
Dinner-to-go on Thursdays  
808-326-2330 ext 0

**The Friendly Place**  
Laundry and Shower Service  
808-464-0032



**Transportation**

**HeleOn Bus**  
808-961-8744



**Veteran Service**

**Vet Center**  
808-329-0574

**Office of Veterans Services**  
808-360-3537

**VA Community Base Outpatient Clinic**  
808-329-0774



## Media Campaign

- Radio
  - Earned and Paid (New West Broadcasting)
- Print
  - Earned (WHT, Big Island Now)
- Social Media
  - Earned (Instagram, Facebook)
- Street Signage
  - Paid
- Posters
  - Paid
- TV
  - Earned (KITV, KHON2, HNN)