TRUE aims to tech-enable organizations through collaboration and sharing of solutions. This will create jobs and opportunities with higher wage-earning capacity through increased use of innovation and technology.

CHANGE is an Initiative of the Hawaii Executive Collaborative where leaders adopted the CHANGE Framework by creating committees and initiatives within each sector to drive collaborative action.

Source: hawaiicommunityfoundation.org/change
CURRENT STATE

HOUSEHOLD INCOME, 2015

Household Survival Budget in Hawaii: $28,128 for a single adult
$72,336 for a family of four

Rent has been increasing more quickly than wages have grown

HOUSING AFFORDABILITY

Roughly 330% increase
Roughly 190% increase

Source: hawaiicommunityfoundation.org/change/communityandeconomy
CHANGE INITIATIVES

✓ **COMMUNITY & ECONOMY**
Hawaii deserves a diverse and growing economy that allows people to earn incomes and build assets while also affording opportunities for a good quality of life.

✓ **HEALTH & WELLNESS**
All people in Hawaii deserve to be happy, healthy, and connected across their communities and throughout their lives.

✓ **ARTS & CULTURE**
Engagement in arts and culture is deeply tied to our identities as individuals, families, and communities.

✓ **NATURAL ENVIRONMENT**
Hawaii’s natural resources deserve to be protected while its people need to be prepared to meet the economic, environmental, and social impacts of climate change.

✓ **GOVERNMENT & CIVICS**
Hawaii’s well-being emerges when its people and communities are active and engaged in civic activities and shared decision making.

✓ **EDUCATION**
Hawaii’s children and youth deserve to be educated and prepared for work, life, and citizenship as contributors to the future of Hawaii.

Source: hawaiicommunityfoundation.org/change
COMMUNITY & ECONOMY
IN THREE PARTS

AFFORDABILITY

- Lower cost of living in Hawaii
- Increase affordable housing

Chair: Peter Ho

DIVERSE & SUSTAINABLE STATE ECONOMY

- Advance economic development for industry diversity and expansion of business potential
- Pursue job creation and higher wage-earning capacity

Chairs: Paul Yonamine, Rob Nobriga

INNOVATION ECONOMY

- Create more jobs with livable wages with a focus on tech start-ups
- Improve partnerships with high schools/colleges and industries to build necessary job skills in workforce

Chair: Rich Wacker
Objective

Pursue job creation and higher wage earning capacity

Both the private and public sectors in the state of Hawaii are late adopters of information technologies. Organizations in each sector realize the need for the effective use of data and digitalization but due to the lack of resources and the perceived magnitude of IT investments, efforts are deterred from moving forward. There were also many attempts in the past to launch technology start-ups in Hawaii. These efforts were challenging due to the lack of venture capital and talents with sufficient technology expertise. As such, there continues to be a shortage of IT specialists and workers who are adept at leveraging information technologies. Further, those educated in IT abroad opt to remain there given the consistent demand for their skills.

There is, however, a great need for IT solutions in Hawaii. Back offices of most organizations, for example, are still paper and 20th century process driven and organizations, with a record low unemployment rate of 2.5%, are desperate in figuring out ways to increase productivity with a constant headcount.

Although small singularly, considering the many organizations in Hawaii that have similar information technology needs, there is a significant IT white space opportunity in Hawaii. This need can easily support thousands of new Tech-enabled workers. Augmenting worker productivity with technology will lead to higher wage earning opportunities.
Pursue job creation and higher wage earning capacity

Through a public and private collaborative effort, organizations have converged at the HTDC Sandbox in Kakaako to work side-by-side in developing technology solutions to address common low-productivity pain points. By collaborating, limited information technology resources and investments can be shared and leveraged across sectors and industries. Collectively, the organizations represent an attractive audience and customer for large mainland technology companies.

The focus is on developing practical and real-life solutions that yield measurable returns that makes the effort meaningful for all participants. This is not a research or planning project. It is focused on results that will make the effort sustainable.

In the process, there is an expectation for university students to become involved, enabled and exposed to the public and private sector organizations of Hawaii. Through the heightened use of technology, it is also expected to have Hawaii-connected resources working abroad to repatriate back to the Islands. Reverse the brain drain.
ORGANIZATIONS INVOLVED

SANDBOX TENANTS

- SERVCO
- CENTRAL PACIFIC BANK
- Fabbit
- APAMAN
- Hawaiian Telcom
- htdc
- PACXA
- hajiConnection
- JAL
- First Hawaiian Bank

PARTICIPANTS

- DataHouse
- ALAKAI EXECUTIVE SEARCH
- KPMG
- PACIFIC POINT
- Halekulani
- DBEDT
- Hawaii Tourism Authority

UNIVERSITY INVOLVEMENT

- University of Hawaii
- Hawaii Pacific University
- Chaminade University of Honolulu
The Sandbox is an information technology super user center, where representatives from Hawaii’s public and private sector converge on common pain points and, together, pilot cloud-based applications to develop real-life solutions. Collaboration should draw the attention, expertise, and free proof-of-concept trials from Silicon Valley companies. Already, KPMG and E&Y have offered free presentations and support on the use of RPA (robotic process automation) for back office transformation.

Various companies are already on board with this unique idea. These organizations would lend resources in a collaborative effort to address practical technology use in a multitude of use cases.

The TRUE Initiative, a partnership with HTDC, the State of Hawaii, local universities/colleges, Hawaii Tourism Authority, and participating private companies will:

- Drive the adoption and use of advanced technology to benefit and grow Hawaii businesses;
- Combine private and public sector requirements into efficient and economic opportunities for Hawaii;
- Benefit and support local university curriculums, exposing students to credited, paid internships and real-world experience;
- Increase Hawaii’s technology literacy across industry sectors;
- Establish the State of Hawaii as a national and international model for public and private sector collaboration.
TRUE INITIATIVE USE CASES

**AI for Call Centers**
- Reduce customer service costs
- Improve other customer service channels
- Decrease customer wait times

**AI for HR Recruitment**
- Reduce time to hire
- Increase productivity for recruiters
- Deliver enhanced candidate experience that is seamless, simple, and intuitive

**Blockchain for Vehicle Title Management**
- No risk of losing documents necessary to prove ownership
- Clear record of ownership
- Prevention of title theft

**Adoption of Electronic Forms & Records**
- Potential to streamline and digitize processes
- Allow people to avoid mailing to submit forms
- Allow state leadership access to data to make informed decisions

**Utilization of GPS Data**
- Can monitor locations heavily used by residents and visitors
- Understand which locations are most impacted can aid in planning for visitation mitigation efforts
TRUE INITIATIVE USE CASES

Cloud-based Solutions for Travel Approval
- Reduce steps in cumbersome multi-level approval processes
- Save time with pre-filled traveler details
- Automate approvals for more efficient workflow

Cloud-based Solutions For Field Srvc Mgmt
- Easily track employee activities and equipment
- Reduce costs and boost efficiency
- Access customer data, manage orders, and plan routes

Utilization of Credit Card Transaction Data
- Large and small businesses can access information
- Businesses can use information to refine marketing efforts and product mix

Infrastructure: Repository Of Foundational Solutions
- Business continuity and easy disaster recovery
- Cost savings for IT, infrastructure and hardware
- Increase efficiency

Data Mining to Identify Target Japanese Customers
- State can refine marketing efforts in Japan
- Hawaii businesses can target these visitors as customers
Location: 643 Ilalo St, Kaka’ako
Size: 13,500
Features: event space, coworking and collaboration space, meeting rooms, and small offices
Operated by: Hawaii Technology Development Corporation and BoxJelly
35+ coworkers,

Public/Private partnership for Innovation and Technology
Collaboration space: used by companies, students and the State to tackle Use Cases and showcase innovations

Source: sandboxhawaii.org
Event space

Collaborative space
TRUE COMMITTEE

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DIRECTOR OF TOURISM RESEARCH
Hawaii Tourism Authority

LEN HIGASHI
ACTING EXECUTIVE DIRECTOR
Hawaii Technology Development Corp.

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GET INVOLVED

▶ LEAD A USE CASE

▶ PARTICIPATE IN A USE CASE

▶ SPREAD THE WORD