



May 28, 2013

The Honorable Ernest Y. Martin, Chairman
and Council Members
Honolulu City Council
530 South King Street, Room 202
Honolulu, Hawaii 96813

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Dear Chairman Martin and Councilmembers:

Last year, Windward Neighborhood Security Watch (NSW) participated in the Be A Jerk (BAJ) campaign for the first time. NSW supported events included sign waving by students from many Kailua schools and 'sticker shock' at stores in Waimanalo, MCB Hawaii, and Kaneohe. Our most popular event was the pledge signing. We asked adults to show their support and belief in the program by signing poster boards. Some of the folks who signed our boards included 2 former governors and other elected officials (city, state, and federal), first responders, business leaders, and parents from across the USA who were visiting the I Love Kailua event. It was good to see the big smiles and hear folks tell us "This is a great idea!" However, the best part was watching the looks on keiki faces when we told them to tell their parents to 'be a jerk'; these were priceless!

Being able to use the resources that were generously funded by the City, allowed us to reach out and bring this campaign to people from Waimanalo to Kahuku. We handed out logo TShirts, stickers, tote bags, and magnets at schools, businesses, and churches. However, the best resource was the support from BAJ staff. Without their continued encouragement and availability, we would not have had been able to succeed in delivering the BAJ message in all of the various events we participated in.

As community member, it is my sincere hope that City funds (Operating Budget Bill 11 (2013), CD2 for Fiscal Year 2014) are available to continue to support future programs for the betterment of the community, especially those that involve our youth.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Carlene MacPherson". The signature is written in a cursive style.
Carlene MacPherson, President
Windward Neighborhood Security Watch

MISC. COM. 1302