TRUE

TECHNOLOGY READINESS USER EVALUATION

TRUE 2024 Year End Report

Welcome to the Technology Readiness User Evaluation (TRUE) Initiative's annual report for 2024. This document highlights our continued mission to enhance Hawaii's economic sustainability and quality of life through strategic technology adoption and cross-sector collaboration.

Executive Summary

In 2024, the Technology Readiness User Evaluation (TRUE) Initiative continued its mission of enhancing Hawaii's economic sustainability and quality of life by accelerating technology adoption across local organizations. TRUE's strategic focus remains on addressing cost-of-living disparities identified in the ALICE Report, leveraging technology to enhance efficiency, innovation, and competitiveness within Hawaii's diverse sectors.

Throughout the year, TRUE successfully facilitated impactful projects, including the significant expansion of the Homeless Care Coordination App in collaboration with the Institute for Human Services (IHS), NEC, and DataHouse. This initiative onboarded 52 new users and enrolled over 600 clients, providing essential coordinated services to 210 individuals. Additionally, TRUE secured a $150,000 City & County of Honolulu grant to further scale this initiative, demonstrating TRUE's effectiveness in attracting support and resources to drive meaningful social impact.

TRUE also hosted notable events such as the Hawaii AI & Cloud Innovation Summit, which saw record participation of 594 attendees and received exceptional satisfaction ratings (4.42/5). These events, along with exclusive AI Executive Sessions, positioned TRUE as a leading facilitator of critical technology discussions among Hawaii's business leaders, significantly enhancing statewide collaboration and innovation.

Through partnerships and targeted workforce initiatives like GameDevHQ, TRUE actively contributed to the creation of over 10 new technology roles, each averaging salaries around $120,000 annually, underscoring TRUE's tangible impact on Hawaii's economic growth and workforce development.

Overall, TRUE's accomplishments in 2024 underscore its vital role in fostering technology-driven economic resilience, cross-sector collaboration, and sustainable community enhancement, setting a robust foundation for continued progress and innovation in 2025.

About TRUE

Established in 2019, the Technology Readiness User Evaluation (TRUE) Initiative drives economic and community improvement in Hawaii through strategic technology adoption and collaboration. TRUE was created in direct response to the economic inequities highlighted by the ALICE Report, addressing Hawaii's high cost-of-living through innovative solutions.

TRUE's vision centers around tech-enabling local organizations to become more efficient, competitive, and sustainable. By adopting advanced technologies, organizations can enhance operational efficiencies, reduce costs, and create higher-quality employment opportunities.

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A foundational goal of TRUE is to mitigate cost-of-living inequities in Hawaii by fostering an environment where businesses thrive through technology-driven improvements, creating higher-paying, sustainable jobs for residents.

Key Initiatives in 2024: Tech Enablement Programs

Community Innovation Mentorship Program (CIMP)

Designed to accelerate technology adoption among Hawaii's local businesses and non-profits through direct mentorship, collaboration, and knowledge sharing. In 2024, CIMP successfully paired local organizations with experienced mentors, providing targeted guidance for technology integration.

Notable Outcomes

Enhanced operational efficiencies and expanded service capacities for participating organizations. Highlighted case studies include collaborations with small businesses and educational institutions, demonstrating successful technology integration and tangible improvements in productivity and customer engagement.

Institute for Human Services (IHS) Tech Enablement

The Homeless Care Coordination App pilot project was a flagship initiative in partnership with the Institute for Human Services (IHS), NEC, and DataHouse. This comprehensive tech solution streamlined case management and service delivery processes, significantly reducing redundancies and improving data visibility.

52
New Users
Successfully onboarded to the platform

612
New Clients
Enrolled in the system

210
Clients Served
Received coordinated care

$150K
Grant Secured
From City & County of Honolulu

TRUE conducted extensive community engagements and outreach efforts to ensure effective adoption of the app, provide ongoing training and support, and facilitate knowledge exchange within the broader community, fostering a collaborative environment for continuous improvement.

Events and Workshops: Hawaii AI & Cloud Innovation Summit

Attendance

756 registrations with 594 actual attendees, demonstrating strong community interest

Satisfaction

Impressive rating of 4.42 out of 5 from participant feedback

Content

Insightful sessions featuring renowned speakers from diverse sectors

Sponsorship

Robust support from 23 sponsors, including leading tech companies
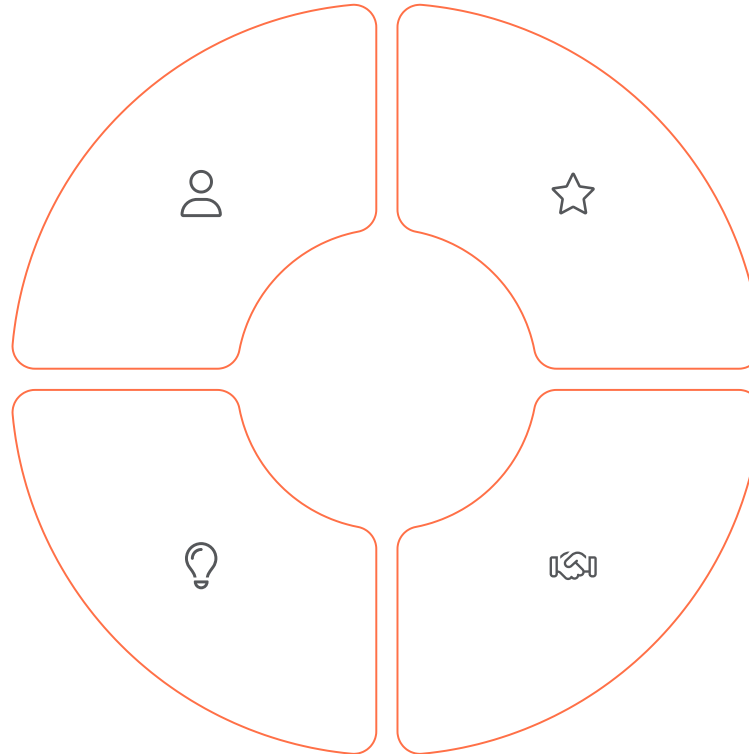
AI Executive Session

TRUE's exclusive AI Executive Session brought together Hawaii's top C-suite leaders for strategic conversations focused on the critical role of AI in organizational success. These high-level discussions provided valuable insights into emerging AI trends, threats, and opportunities.

Break-out sessions yielded actionable strategies and fostered deeper cross-sector relationships, significantly influencing strategic decision-making across participating organizations. The intimate format allowed for candid exchanges and meaningful connections among Hawaii's business leadership.

Salesforce for Startups @ Honolulu Tech Week

Collaboration

TRUE partnered with Salesforce to deliver tailored workshops supporting local startups during Honolulu Tech Week.

Engagement

The event facilitated robust engagement, providing startups with valuable resources and tools to scale their businesses effectively.

Impact

Participants gained insights into leveraging Salesforce platforms for growth, improving customer engagement, and streamlining operations.

Workforce and Talent Development: GameDevHQ Partnership

TRUE's partnership with GameDevHQ significantly contributed to workforce development by creating targeted training initiatives designed to cultivate a future-ready tech workforce in Hawaii. The collaboration provided practical, hands-on training in software development, game design, and technology integration.

This strategic partnership effectively equipped participants with essential skills demanded by the local tech industry, addressing skill gaps and creating pathways to high-value employment opportunities. The program's practical approach ensured graduates were job-ready and aligned with industry needs.

New Tech Jobs Created

10+

New Tech Positions

Created across multiple sectors in Hawaii

$120K

Average Salary

Annual compensation for new tech roles

In 2024, TRUE's efforts facilitated the creation of more than 10 new technology-focused roles across multiple sectors. These new positions highlight TRUE's direct contribution to Hawaii's economic vitality, enhancing employment opportunities and helping retain local talent within the state.

Strategic Partnerships and Collaborations

2024 Key Partners

TRUE strengthened its network through strategic partnerships with NEC, DataHouse, Institute for Human Services (IHS), Salesforce, Pacxa, Central Pacific Bank, Gartner, and Transform Hawaii Government.

2025 Initiatives

Looking forward, TRUE is exploring new partnerships including Gen AI use case initiatives, Waipahu Public Library AI project, Sony/EVO "East Meets West" gaming event, and enhanced collaboration with DBEDT.

Impact Metrics

Economic Impact

TRUE's initiatives in 2024 had a significant economic impact on Hawaii's workforce and businesses. By facilitating technology adoption and innovation, TRUE directly contributed to the creation of over 10 new tech-focused jobs, each averaging an annual salary of approximately $120,000.

This strategic approach to workforce development not only enhances individual economic stability but also contributes broadly to local economic growth, helping to retain skilled professionals within Hawaii and reduce economic disparities.

Organizational Efficiency and Digital Transformation Metrics

Process Optimization

TRUE's comprehensive technology adoption programs dramatically increased operational efficiency across multiple sectors.

Measurable Results

Initiatives like the Homeless Care Coordination App significantly streamlined case management processes and reduced redundancies.

Business Impact

Participating organizations reported increased productivity, reduced operational costs, and improved service delivery.

Community and Social Impact through Technology

In addition to economic and operational advancements, TRUE's initiatives profoundly impacted community well-being and social outcomes. The expansion of the Homeless Care Coordination App facilitated coordinated services to over 600 individuals, significantly improving their access to essential resources and care.

TRUE's strategic community engagements and partnerships fostered collaboration and knowledge exchange, amplifying the collective impact of technological solutions on social challenges in Hawaii. These efforts demonstrate how technology can be leveraged as a powerful tool for addressing complex social issues.

Media and Community Engagement

Media Coverage

TRUE's initiatives garnered extensive coverage across local media outlets, significantly raising awareness of its mission and activities throughout Hawaii. Key programs and events were highlighted in various print, digital, and broadcast platforms.
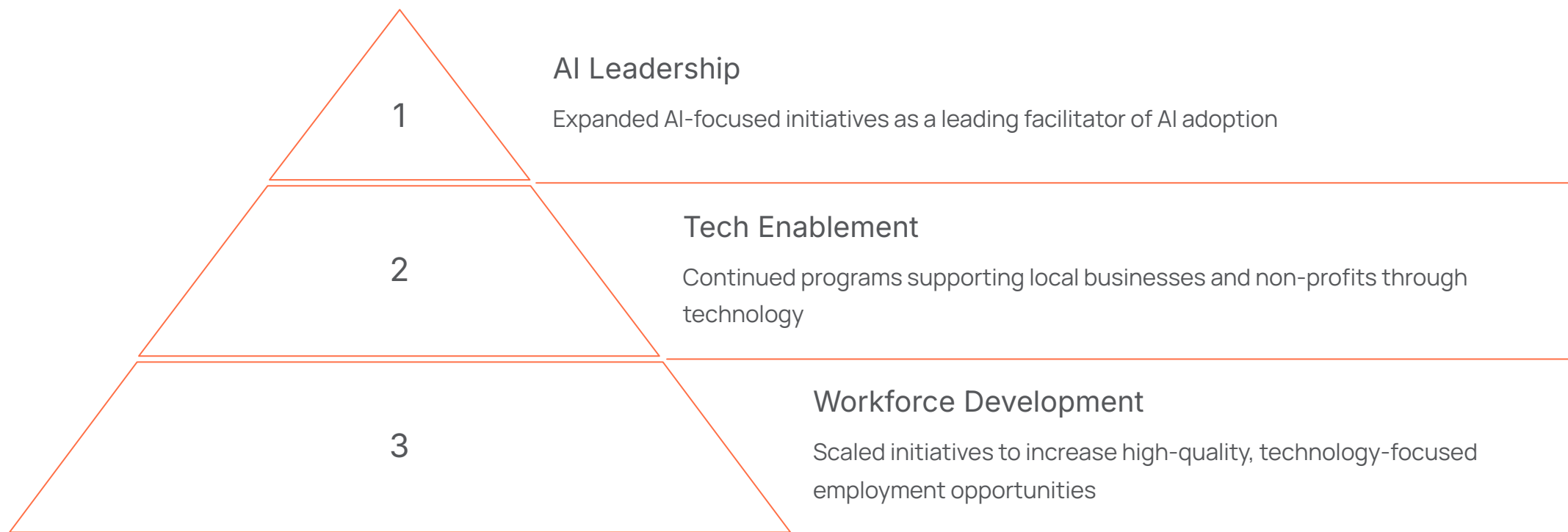
Digital Engagement

TRUE's website attracted over 2,000 individuals, with more than 50% based in Hawaii. Social media engagement saw impressive increases in click-through rates and audience growth, amplifying TRUE's visibility within Hawaii's technology community.

Financial Overview

In 2024, TRUE effectively secured and managed significant financial resources, including grants and sponsorships, to support its numerous initiatives. Key funding included a $150,000 City & County of Honolulu Grant-in-Aid for the Homeless Care Coordination App initiative, along with sponsorships from 23 organizations for events like the Hawaii AI & Cloud Innovation Summit.

TRUE demonstrated meticulous financial stewardship, emphasizing transparency and accountability in managing these funds. Regular financial reports and audits ensured responsible and strategic allocation, maximizing impact and efficiency across all initiatives and programs.

Looking Forward: Strategic Focus for 2025

1 — **AI Leadership**
Expanded AI-focused initiatives as a leading facilitator of AI adoption

2 — **Tech Enablement**
Continued programs supporting local businesses and non-profits through technology

3 — **Workforce Development**
Scaled initiatives to increase high-quality, technology-focused employment opportunities

TRUE plans to enhance its role with more AI-specific use cases and strategic sessions designed to guide Hawaii's organizations through transformative technological shifts. The Community Innovation Mentorship Program will be expanded to empower more organizations to achieve operational excellence through technology.

Committee and Leadership Acknowledgments

TRUE's achievements in 2024 were made possible by the dedicated efforts and visionary leadership of its committee members, advisors, and executive team. We extend heartfelt appreciation to these leaders for their commitment, insights, and strategic guidance, which have been instrumental in driving TRUE's impactful programs and initiatives.

We also express profound gratitude to our sponsors and community stakeholders, whose generous support and active participation enabled TRUE's successful execution of key events, workshops, and community-focused projects. Their contributions have been crucial in advancing technology adoption, economic sustainability, and social impact throughout Hawaii.

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