



O'ahu Workforce Development Board

40/40 The Path to Economic Freedom

February 5, 2026

40/40 PLAN Putting People on a Path to Long-Term Sustainable Success

Reality

- O'ahu unemployment: ~2.4%
- NH/PI unemployment: ~8–9%
- 50%+ Native Hawaiian diaspora
- Wages \neq cost of living

Headline: *We are training people out of Hawai'i.*

Solution: The 40/40 Plan

- \$40/hour \times 40 hours/week
- Bare survival threshold
- Anything below = exit pressure

The Gap

- Training exists
- Research exists
- Convening exists

What's missing:

- employer-committed pathways
- ownership of outcomes

The 40/40 Model

1. Sector focus (1–3 only)
2. Employer commitment up front
3. Apprenticeship + mentorship
4. Wage milestones

Traits Finder

- Strength-based matching
- Better fit = better retention
- Lower employer risk



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Why This Works

- Employers get talent
- Participants get careers
- System gets proof

Pilot Metrics

90 days: employers + placements

6 months: ≥80% retention

12 months: wage progression

The Ask

- Names
- Introductions
- Sector commitment

Mālama pono,



Andrew Rosen
EXECUTIVE DIRECTOR