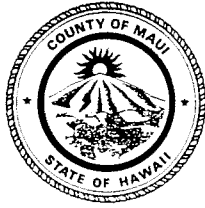


MICHAEL P. VICTORINO
Mayor

SANDY K. BAZ
Managing Director



COUNTY OF MAUI
OFFICE OF THE MAYOR
200 SOUTH HIGH STREET
WAILUKU, HI 96793

October 21, 2019

Honorable Michael P. Victorino
Mayor, County of Maui
200 South High Street
Wailuku, HI 96793

For transmittal to:

Honorable Shane M. Sinenci
Chair, Environmental, Agriculture, and Cultural Preservation Committee
and Committee Members
Maui County Council
200 South High Street
Wailuku, HI 96793

APPROVED FOR TRANSMITTAL

Dear Chair Sinenci:

Subject: **Visitor Impact Recommendations**

Please find attached, the initial *Visitor Impact Recommendations* from Mayor Victorino's Tourism Group, which met over the course of eight months. In an effort to completely understand the challenges facing our community, as it relates to the tourism industry, resource people were brought in to share their concerns and observations with the group.

The Mayor has approved both the recommendations and the creation of a standing *Tourism Advisory Committee* to continue the work. The *Tourism Advisory Committee* will begin meeting in late October with a goal to research how to implement the current recommendations and create new ones. This is intended to be a long-standing process for the administration because like you, your members and our community, we are all feeling the gravity of the need for destination management.

We look forward to your review and comments.

Sincerely,

Handwritten signature of Terry Vencl in cursive script.

TERRYL VENCL
Community Liaison - Tourism

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Mayor Date 10/23/19

2019 OCT 24 PM 2:01

Tourism Group Recommendations

- I. **Education of Visitors:** Using hotel and visitor channels to message SAFETY, PROTECTION OF OUR ENVIRONMENT. BEING RESPECTFUL and HONORING our sense of place.
 1. Create a County of Maui app to assist with messaging for emergencies, and dangerous conditions alerts, as well as, educating visitors on appropriate behavior while visiting Maui.
 2. Design a visitor education campaign to run on all media outlets, including local television, radio, social media, as well as in the hotels and the airport.
 3. Encourage local businesses to assist in sharing the messages of cultural sensitivity and good behavior.

- II. **Hana Highway:** Hana Community, Kaupo, Kipahulu are all greatly affected by the tremendous amount of traffic and visitors. Residents feel they are losing their communities, losing their treasured environment and culture. Having said that, the residents want visitors and know that for many it's their only means of survival. They don't dislike the visitor, they dislike their behavior.
 1. Consider a reservation system from Haiku through the back side and Kaupo to lessen the number of cars on Hana highway.
 2. Consider increased signage for pull-outs and parking.
 3. Consult with the State on Bill: HB.No. 333 RELATING TO THE STATE HIGHWAY ENFORCEMENT PROGRAM
 4. Hana Highway Administration has some good ideas for management but need support and funding.
 5. Tourism Advisory Committee to collaborate with Hana Highway Administration, Office of Economic Development, and County Council to work on ideas that have been suggested by the administration.
 6. Stop illegal tours with wrong size vans and buses using the highway. All commercial tours should be controlled by permitting and enforcement.

- III. **Culture and History:** Hotels seem to be doing a good job with Cultural Advisors but other businesses need to include some cultural and customer training. Stressing the multi-culturalism of Maui County should also be considered.
1. Maui Native Hawaiian Chamber of Commerce to offer additional cultural-sensitivity training seminars for businesses.
 2. Destination Maui companies (activity and tour companies, smaller hotels and shops, et cetera) to offer multi-cultural training for their employees.
 3. Encourage visitors to tour our museums and cultural centers.
- IV. **Water Quality and Coral Reefs:** Our ocean, and its environment is a crucial part for the sustainability of the tourism industry and for the lifestyle and livelihood of the residents. To protect our coral reefs it is critical that Maui County address coastal water pollution.
1. Messaging on the importance of climate change impacts, protecting our coral reefs and mitigating sediment run-off should be a top-priority.
- V. **Traffic/Multimodal Transportation:** Addressing traffic will be a multi-prong approach. It will not be an easy turn around as infrastructure will be needed. There is a pervasive Catch 22 situation on the island. There is the call for infrastructure before development, yet there is also the mantra that more roads will lead to more development. This needs to be addressed – we need more roads for the safety of residents and visitors.
1. Increase bus service.
 - a. Add more times for commuter busing along with staggering work hours.
 - b. Consider buses, motorcoaches and shuttles from airport to resorts with space for baggage., to encourage less use of rental cars.
 2. Review the need and feasibility of more lanes along the Pali highway.
 3. Continue planning for walkable, bike-able communities.

- VI. **Beach Safety:** Activity companies should be responsible for educating the consumer about all aspects of an activity, not only about the fun but its cultural (if any) benefit and the potential hazards. All water activity operators should be certified before they are able to renew or obtain their permits. The Big Wave Risk Assessment Group (BWRAG), is based here in Hawaii and offers training.
1. Enforce boater regulations and safety at nearshore beaches. Replace missing and damaged buoys.
 2. Recruit and hire more lifeguards. Particularly look into helping with the drowning issues at Pu'u Keka'a.
 3. Work with local Rotary groups to add more *Rescue Tubes* and education on how to use the tubes, at public beaches.
 4. Designate "no activity" days at county beaches so families can enjoy county parks.
 5. Restrict and enforce the number of commercial permits awarded.
 6. Ensure ample parking for residents at county beaches.
- VII. **Vacation Rentals:** Because an increasing number of visitors are going to vacation rentals, it is imperative that we keep a watchful eye on enforcement and permitting.
1. Increase funding for enforcement positions and measures.
 2. Revisit the number of allowable vacation rentals in any given area.
- VIII. **DOT Harbors:** Overcrowding at Maalaea and Lahaina Harbors continues to be an issue. While the Tourism Group did not meet with State Harbors, it is on the schedule for the newly formed Tourism Advisory Committee to do so. Topics of discussion will include:
1. Review ways to limit permits.
 2. Parking at all Harbors.
 3. Research the possibility of staggering arrival and departure times to lessen the congestion at the ports.