

EACP Committee

From: Membership Admin <hanahighwayregulation@gmail.com>
Sent: Wednesday, October 23, 2019 7:19 PM
To: Mayors.Office@co.maui.hi.us; Deidre Tegarden; mayors.office@mauicounty.gov; budget.office@mauicounty.gov; sandy.baz@mauicounty.gov; corpcoun@mauicounty.gov; moana.lutey@mauicounty.gov; lydia.toda@mauicounty.gov
Cc: environmental.mgmt@mauicounty.gov; finance@mauicounty.gov; public.transit@mauicounty.gov; crs@mpd.net; fire.dept@mauicounty.gov; Shane M. Sinenci; EACP Committee; Gina M. Flammer
Subject: Hāna Visitor Safety Expert Project
Attachments: Road to Hana VSE summary intro pg 1.pdf

Aloha again to my County of Maui Representatives,

I am following up to an email I sent on October 4th inquiring your assistance by means of oversight from your respective departments and working together to exempt our line item from the reimbursement stipulation of OED grants. I believe our funds were not intended to be a traditional OED grant but rather disbursed through the OED office and available to a trusted fiscal agent to fully gear this short term project for successful fulfillment.

The Hana Highway Regulation has closely mirrored the efforts of the Community Association of Big Sur since 2016. Big Sur California is considered within the top 35 hotspots for visitors on the globe and feels many of the same pressures as the coastal Hana Highway. The Community Association of Big Sur serves as a progressive model for making sustainable tourism assessments and has assisted our organization over the last few years with guidance. Their organization initiatives include a Big Sur Destination Stewardship Project, a Big Sur pledge and organizing community housing projects and job programs around visitor serving infrastructure. Our intended fiscal sponsor has managed over \$3 million dollars in grants over the past ten years and can provide reputable references on their financial history and sound processes of regranting to communities. We have opted to align with the Community Association of Big Sur as they have been and will be a key asset in economic self-sufficiency of our project and continuum past the project's completion date.

I have attached a summary of our project to this email for reference. The title of our project is the Road to Hana Visitor Safety Expert Project which is a Sustainable Tourism Assessment for the Hana Highway. The associating county budget line item is for \$200,000.00 designated as Hana Highway Visitor Education under FY20 Grants and Disbursements for Visitor Industry. These funds are crucial in implementing resolve for the state of emergency we continue to endure along the Hāna Highway. Without mediation, the threats continue to cause damages, fatalities, losses and suffering of such character and magnitude that it affects the health, welfare and living conditions of a substantial number of persons. This continued lack of action also affects the economy, and is such a nature as to warrant prompt assistance from the County and State.

We look forward to facilitating this project to enhance visitor safety, bringing immediate relief of the pressures related to lack of visitor awareness and education along the Road to Hana. We are confident this project will garner public confidence of progressive and proactive measures by the County in addressing these long standing issues stemming from over-tourism. I appreciate your help in reaching out and working with Kay Fukumoto to review the compliance of our fiscal agent so we may be exempt from the OED reimbursement stipulation to indeed meet our November 1st project start date.

Mahalo,
Napua Hueu
Hana Highway Regulation
808-321-0425 direct

Road to Hana Visitor Safety Expert Project

A SUSTAINABLE TOURISM ASSESSMENT FOR THE HANA HIGHWAY

A. Project Summary

The Visitor Safety Expert Project will provide a specialized guard service training for island residents who live along the Road to Hana activity route and offer seasonal full time employment at four County parks experiencing issues related to overtourism. Objectives for this concept are to provide visitors with accessibility to credible and current information, directions, alternative recommendations, accurate history and cultural insight. Visitor Safety Experts will disclaim potential offenses to State laws in an attempt to deter illegal parking, trespassing on private property and unlicensed commercial activity.

The Hana Highway Regulation organization has conducted extensive traffic and visitor surveys since 2016. Our database details visitor impacts along this rural and scenic highway. Exercises of the Visitor Safety Expert concept during Summer of 2018 proved a 96% reduction in target offenses when trained residents were on-site to provide visitor education. This initiative will decrease traffic hazards and significantly reduce emergency rescues needs in these areas which are culprited by a lack of visitor awareness and disregard for State laws.

The Visitor Safety Expert Project will provide employment for ten residents from 11/01/19 - 01/15/20. Results from this assessment will contribute key specifics needed for a comprehensive Hana Highway management plan.

B. Introduction

In June of 2016, a group of legal commercial tour operators sat down to discuss various issues facing the Road to Hana industry. The meeting stemmed from a growing concern that unlicensed motor carrier for hire services were not being adequately monitored and subsequently not being held accountable, and therefore causing immense economic and environmental adversities along the Hana Highway. Issues that were causing harm to both the industry and the communities along the famed activity route.

The Hana Highway Regulation organization's mission is to enhance visitor safety along the Hana Highway. To do this the organization's members have been conducting research on the Road to Hana industry since 2016 through various roadside traffic surveys, by compiling records of general visitor activity patterns as well as gathering cultural and lifestyle impact statements from residents. In 2017, the Hana Community Association adopted the Hana Highway Regulation as an organization initiative to