

Great Committee

From: William Campbell <paiaamaui@icloud.com>
Sent: Thursday, September 8, 2022 12:54 AM
To: Great Committee
Subject: My valuable input on the GREAT 44
Attachments: FINAL DRAFT.pdf; Aloha Mr. Molina,.pdf

Aloha Mr. Molina,

I am writing to ask for an opportunity to have an audience with you to address all of the valid concerns you are currently working on pertaining to the Maui Downhill Bicycle Industry.

I am currently the foremost expert in the industry, and I know with 100% certainty that I am the most qualified individual to answer all of the important questions that are being asked. I can provide simple solutions to fix all of the issues that need to be addressed.

I have long believed that regulation and safety measures should, and must be enforced if there is any hope for the industry to survive. I have all of the information needed to fix all of the problems pertaining to bicycle accidents and traffic concerns. I challenge anyone and everyone to ask me all of the tough questions, either in private or in a public forum.

I also challenge anyone to put their resume pertaining to the Maui Downhill Bicycle Industry next to mine. I have more valuable experience and knowledge about the current industry operations than anyone. I have the safest track record compared to any other bike tour company, and I practice what I preach when it comes to the manner in which I safely operate my tours.

I agree with so many of the valid complaints and concerns from the community, from the KCA, and from you. I also agree with many of the ideas you are presenting as solutions. I know that if we can talk about what the best practices should be you will agree with what I have to say.

1. All unguided tours should be cancelled without exception. No company should be allowed to drive a customer up Haleakala and not accompany them as guide on the way back down.
2. All guided tours should be limited to 6 customers and one guide, 8 at the absolute most. Escort vans should never impede the flow of traffic.
3. Guided Tours should not be limited to any new routes. Tours should be allowed to operate in all daylight hours. The problem is not the roads or the time of day, the problem is unguided bikers and guided tours that have too many bikers and a van that impedes traffic.
4. Enough money can be generated to build pullouts for bike vans and stopping areas for bikers by charging a \$10 per person fee to participate on a bike tour. But if new rules are implemented and enforced there is no need for pullouts. Tours can operate safely and efficiently without pullouts if they are guided properly and with a group maximum of 6-8.
5. Bike Maui and Maui Sunriders are the primary cause of this state of

affairs. Taking any advice or suggestions from them makes no sense whatsoever. They have never operated safely, nor have they operated in a manner that is respectful to the community. They have promised to limit their tours to 10 guests, they have not done that, they never will unless they are forced to do so. They have also promised to space it out with starting times and give 5 minute intervals between tours, they are not doing that either. Again, they will never voluntarily implement any new safety measures or traffic guidelines until they are forced to do so.

6. The suggested stop above Makawao through Bike Maui is transparent and selfish. They are only doing this because they do not use Baldwin and because they are on their way to losing access to Kokomo, which they have abused and neglected. Bike Maui and Maui Sunriders are the primary problem in Makawao. They just let their clients park there bikes on sidewalk and in front of stores. They make zero effort to help their guests park their bikes and show respect to the town of Makawao.
7. Any bike company that says that they cannot afford to operate if unguided tours are cancelled, or if guided tours are limited to 8 or less per tour, are hoarding too much money for the owner of the business. These two businesses are driven by greed, they do not care about the quality of their services or about the residents traveling on our roadways.
8. Please do not punish those of us who have been operating safely, and operating with respect to the traffic, and with respect to the town of Makawao because of those that have caused all of the problems. Let's fix the industry instead of shutting it all down. Please do not make those of us doing it safely and correctly have to be limited because the huge companies have failed the community for so many years.
9. The vast majority of the accidents happening on bike tours are from Bike Maui and Maui Sunriders, with Bike Maui taking the cake by a long shot. This is happening because of the owners of this company refusing to run their tours in a safe manner.
10. Outlaw unguided tours to avoid lawsuits and limit the number or participants on guided tours to help the traffic concerns. These are the first 2 steps for the formula for success.

I hope that you will consider my offer to help you address this matter prior to March 15th.

Sincerely,
William Campbell
Maui Easy Riders
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September 7, 2022

A Bill for an Ordinance Amending Chapter 5.22, Maui Code related to Bicycle Tour Businesses (GREAT-44)

Petition to Regulate Bike Tours on Maui:

My name is William Campbell, I am the owner of Maui Easy Riders. I started my business from scratch in 2010 after working for three other guided bike tour companies. I have been safely conducting guided bike tours on Haleakala for 15 years, I have guided thousands of trips from the summit and the 6500 ft level all the way to Paia Town, and I have never once had to call an ambulance because of an accident. I am pleading my case, and point of view with you to amend the Great 44 so that it offers a solution to the current problem, instead of ending what can be fixed without trying to regulate it in a safe manner.

Bike tour safety, attempts at regulating them, and the effect they have on traffic has been largely ignored until now. A better way to put it, is that less than the bare minimum has been done to implement change from those that are ultimately responsible for doing so, literally for decades. I believe that I am the leading expert in this field because of my track record, my daily involvement on bike tours, my many years of experience, and my willingness to compromise on how I conduct my bike tours through my permitted business.

With all due respect, I have to add that I have attempted, on multiple occasions, to contact Mike Molina with my thoughts and suggestions on this topic. None of my phone calls, nor the email I sent to him have been returned. I am including the email that I sent to his office on Monday, March 7th. As you can clearly see from that email, and from these proposed amendments/regulations, that I am sincerely trying to offer my expertise, and compromise in a way that is beneficial to the valid concerns at hand.

I am clearly offering a way to make guided bike tour companies operate in a safe and responsible manner for many years to come.

The Solutions and Why they Will Work:

- Do not allow any unguided bike tours to operate. This type of tour is obviously what is garnering the vast majority of complaints from local residents concerning traffic. I know this because I have been listening to testimonies on the Great 44 and I have been on the road seeing it with my own eyes for the past 15 years. Allowing unguided



tours to operate along with guided bike tours as a part of any bill is continuing to turn a blind eye to those that have created the problems we're dealing with right now. The vast majority of bike accidents occur on unguided tours in the Haleakala Downhill Industry. I know this because I witness these accidents on a regular basis.

- Regulate all guided bike tours to a ratio of 1 guide per 2 guests on all guided tours. This will make all guided tours easy to manage for the guide. This will also make all guided tours a non-issue for traffic concerns because traffic will not have to contend with large groups of up to 14 bike riders (including the guide) which is what we are currently dealing with.
- Regulate all guided bike tours to operate "without" a van following behind the group, having the van ahead of the group at all times, parked, and not blocking traffic in any way. Van Drivers and Bike Tour Guides can still communicate safely and always know where each other are on the roadways with 2 way radios. This will create an environment where traffic is never waiting behind a bike tour, or a bike van that is blocking traffic for the participants.
- Regulate all guided bike tours to operate in a manner that the group (one guide and 2 participants) never be larger than a total of 3 riders. Bike Tour Companies can hire more guides, create more jobs and show the community that they are willing to operate safely and with respect to local traffic concerns. Bike Tours can be spaced out, staggered so that they never bunch up together.
- Regulate all guided bike tours to only operate during the hours of 9am - 1pm, 6 days per week, with no bike tours operating on Wednesdays. School lets out early on Wednesdays, this eliminates any time issues associated with that day. As a guide and business owner I can say with 100% certainty that the days with the least amount of traffic are Saturdays and Sundays.
- Regulate all guided bike tours to require that all participants be at least 16 years of age. This is the age in which most teens learn to drive, learn the rules of the road, learn how to become aware of traffic and traffic laws.
- Regulate all guided bike tours to require that all participants consider themselves to be experienced bike riders, and 100% confident they can complete the ride safely after knowing everything they need to know. This will create an environment that is void of inexperienced riders.
- Regulate all guided bike tours to have detailed information on their websites concerning all aspects of the ride in which they will be taking part. This will eliminate those participants who do not realize what they have signed up for.



- Regulate all guided bike tours to use the shoulder space when it is safe to do so. This will eliminate the current problem of bikers being in the road when cars are behind them.

What will happen if the county votes to ban all guided bike tours conducting tours on the path they have been taking since 1983:

- Visitors to Maui will still find a way to bike down Haleakala on the current route that is on the chopping block, and they will do it without a guide, or with a guide that is operating an illegal business. There are already going to be bikers on the roadways, if they are in a group of 3 or less (including the guide) and obviously with a guide, this will be a direct result of the county taking action to regulate the industry in a safe and responsible manner. The majority of visitors will buy and use the services that they know are permitted and legal, we should not create a pathway to a rogue and illegal industry when there is a solution that will work.
- The void will be filled by illegal tour operators if the county votes to ban the current route. If guided bike tours are permitted to conduct tours in a safe manner they will be able to report illegal tours on a daily basis because it will be in their best interests to do so. This will force illegal tour operators get permits and conduct safe tours as regulated by the county. If there are no regulations it will create a different type of chaos on the roadways, possibly much worse than what the current climate offers.
- The companies that have shown they are unwilling to compromise, and unwilling to be truthful about their operations will hire lawyers and bring lawsuits against the county. This will cost the county money to defend their decision to shut down the current route. Instead of banning the tour routes altogether the county has an opportunity to regulate them in a way that will make them safer and let traffic flow unimpeded. The goal should be to create a set of regulations for all guided bike tours to follow if they wish to continue to use the same bike routes that have always used.

I ask and plead that you amend the ordinance so that it is solution based for everyone involved. Please feel free to reach out to me with any questions or concerns.

With Aloha,

William Campbell

Maui Easy Riders