

EACP Committee

From: Membership Admin <hanahighwayregulation@gmail.com>
Sent: Friday, October 04, 2019 2:54 PM
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Cc: parks.dept@mauicounty.gov; environmental.mgmt@mauicounty.gov; finance@mauicounty.gov; public.transit@mauicounty.gov; crs@mpd.net; fire.dept@mauicounty.gov; Shane M. Sinenci; EACP Committee
Subject: Hāna Visitor Safety Expert Project
Attachments: Road to Hana VSE summary intro pg 1.pdf
Categories: Waiting for action

I wanted to extend gratitude for the County's assistance thus far in the process of curating solutions for East Maui issues relating to tourism.

On Friday, April 26th Kay Fukumoto indicated that there was discussion on adding our project to the budget which resulted in a \$200k line item designated as "Hana Highway Visitor Education" (FY20 Grants and Disbursements for Visitor Industry). Project Summary and Introduction as page 1 attached for reference.

We submitted our Road to Hana Visitor Safety Expert Project grant narrative and the accompanying itemized budget to the OED office. Fay and Tina provided us with their suggested edits to the language, those edits have been made and our final submitted. We have secured a fiscal sponsor to receipt the grant however they are not in the position to bankroll another project at this time. Terryl has indicated that the reimbursement policy was created because of incidents in which the County had been owed money by providing funds up front. Based on the short performance period of four months for our project and with our fiscal sponsor's prior experiences with the variable payment history of the State of Hawaii in relation to reimbursement grants, they are in need of funds a forehand in order to facilitate fiscal sponsorship of our project.

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 this particular fiscal agent as they are managing a similar destination stewardship plan for the Big Sur area, a community that parallels our tourism issues here in East Maui. They will be a key asset in economic self-sufficiency past the project's completion date.

I am requesting assistance and oversight from your respective departments on exempting our line item from the OED grant reimbursement stipulation. I believe our funds were not intended to be a traditional OED grant but rather available to a trusted fiscal agent to fully gear this short term project for successful fulfillment. I appreciate your help in working with Kay Fukumoto to produce a solution so we may expedite the administrative process and indeed meet our November 15th project start date.

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.

Mahalo,
Napua Hueu
Hāna Highway Regulation
808-321-425

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