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COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

June 25, 2021

Director of Council Services
Traci N. T. Fujita, Esq.

RECEIVED

2021 JUN 25 AM 8:25

OFFICE OF THE
COUNTY CLERK

Ms. Kathy L. Kaohu, County Clerk
Office of the County Clerk
County of Maui
Wailuku, Hawaii 96793

Dear Ms. Kaohu:

SUBJECT: **URGING THE STATE TO ADDRESS
OVERCROWDING ON STATE HIGHWAYS**
(PAF 21-177)

I am placing the attached proposed resolution, entitled "URGING THE STATE TO ADDRESS OVERCROWDING ON STATE HIGHWAYS ON THE ISLAND OF MAUI," on the next Council meeting agenda.

Sincerely,

A handwritten signature in cursive script, appearing to read "Alice L. Lee".

ALICE L. LEE
Council Chair

paf:kmat:21-177a

Attachment

COUNTY COMMUNICATION NO. 21-297

Resolution

No. _____

URGING THE STATE TO ADDRESS OVERCROWDING ON STATE HIGHWAYS ON THE ISLAND OF MAUI

WHEREAS, visitors from around the world fly to Maui just to experience the beauty that local “hotspots” like Hāna and Kahakuloa have to offer; and

WHEREAS, the Maui Nui Destination Action Plan 2021-2023 defines a “hotspot” as “an area or site that attracts visitors due to its popularity, which may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both residents and visitors”; and

WHEREAS, visitor statistics from the State Department of Business, Economic Development & Tourism shows the average daily passenger count of visitors flying to Maui County in June 2021 was 7,942, as opposed to 211 at the same time last year; and

WHEREAS, the Deputy Managing Director has stated: “Since the sudden return of tourism, we have been receiving complaints from local residents about problems along Hāna Highway,” and “some tourists have been parking illegally or stopping in the middle of the road to take photos or waterfalls or other sights on their way to Hāna”; and

WHEREAS, according to a *Maui News* article dated June 12, 2021, community members have been advocating for better enforcement of parking and trespassing laws, a reduction in the number of vehicles on the roadway, and more effective ways to educate visitors on the “do’s and don’ts” of traveling around the island and respecting Hawaiian culture, in light of the current overcrowding on State highways; and

WHEREAS, the State funds Hawai’i Tourism Authority programs, including visitor education, through the Transient Accommodations Tax that visitors pay when lodging; and

Resolution No. _____

WHEREAS, according to the Hawai'i Tourism Authority's 2020-2025 Strategic Plan, their focus is destination management, which uses four Key Performance Indicators: resident satisfaction, visitor satisfaction, average daily visitor spending, and total visitor spending; and

WHEREAS, the Strategic Plan defines "destination management" to include "attracting and educating responsible visitors; advocating for solutions to overcrowded attractions, overtaxed infrastructure, and other tourism-related problems; and working with other responsible agencies to improve natural and cultural assets valued by both Hawai'i residents and visitors"; and

WHEREAS, on February 5, 2021, the Council unanimously adopted Resolution 21-18, entitled "EXPRESSING SUPPORT FOR SUSTAINABLE TOURISM, EMPHASIZING QUALITY OVER QUANTITY"; and

WHEREAS, Resolution 21-18 notes the following:

- According to the Maui County General Plan 2030, the Maui County tourism goal is: "To strategically manage tourism on Maui, Moloka'i, and Lāna'i in a sustainable manner that promotes economic well-being, quality of life for residents, preservation of natural and cultural resources, and quality experiences for visitors"; and
- The Maui Island Plan's Economic Development Objective 4.2.3.a is: "Promote a desirable island population by striving to not exceed an island-wide visitor population of roughly 33 percent of the resident population"; and

WHEREAS, Maui County partnered with the State Department of Transportation to install "no parking" signs along Hāna Highway, but overcrowding on the highway persists, and continued collaboration is necessary, including through State funding of parking enforcement and visitor education; now, therefore,

BE IT RESOLVED by the Council of the County of Maui that:

1. It urges the State to address overcrowding on State highways on the Island of Maui; and

Resolution No. _____

2. Certified copies of this resolution be transmitted to the Honorable Mazie Hirono, United States Senator; the Honorable Brian E. Schatz, United States Senator; the Honorable Ed Case, United States Representative; the Honorable Kaiali'i Kahele, United States Representative; the Honorable David Y. Ige, Governor, State of Hawai'i; Jade Butay, Director, Department of Transportation, State of Hawai'i; the Honorable Scott K. Saiki, Speaker, Hawai'i State House of Representatives; the Honorable Ronald D. Kouchi, President, Hawai'i State Senate; Maui County's Delegation to the State Legislature; and the Honorable Michael P. Victorino, Mayor, County of Maui.