

EACP Committee

From: Membership Admin <hanahighwayregulation@gmail.com>
Sent: Tuesday, November 26, 2019 2:50 PM
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Cc: Shane M. Sinenci; Keani N. Rawlins; Kay Fukumoto; Tina Silva; Tina Silva; EACP Committee; environmental.mgmt@mauicounty.gov; fire.dept@mauicounty.gov; Terry Vencel
Subject: Road to Hana Safety Project; OED Grant
Attachments: Road to Hana VSE summary intro pg 1.pdf; Road to Hana Visitor Safety Expert Project Narrative.pdf; E-6 Itemized Budget.pdf

Aloha to the County of Maui,

The Hana Highway Regulation submitted a grant to the Office of Economic Development for our VISITOR SAFETY EXPERT project. We have been following and working with the Community Association of Big Sur since 2016, modeling much of our organization's efforts after their initiatives as our situations are nearly parallel. 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 Hana Community Association did not feel equipped to administer the \$200,000.00 designated as funds for Hana Highway Visitor Education under 'FY20 Grants and Disbursements for Visitor Industry' therefore we submitted our grant application for those funds with the Community Association of Big Sur listed as our fiscal sponsor however the OED has recently clarified that despite the organization being in good standing in the State of California, they cannot release funds to a non-profit based in California for redistribution to our organization's VISITOR SAFETY EXPERT project.

In light of the County's communicated inability to provide an OED grant to a legal California based non-profit in order to fully gear our grant submission, I have requested fiscal sponsorship assistance for our Road to Hana Visitor Safety Expert Project from the Maui Visitor's Bureau, Maui Tomorrow and the Sierra Club. All of these non-profits have communicated lack of funds available to help us commence our project.

We are providing a reminder that Tri-Isle closed earlier this year and there is a significant lack of federal audit agents on island. Many of the alternative non-profits we approached for support of our grant communicated disinterest as a result of past experiences with County OED reimbursement grants and dissatisfaction with timeline of reimbursement check processing.

We are requesting the County to configure a way in which the funds could be provided forefront to one of these organizations so they may assist us in proceeding with our important project that many in East Maui are relying on for relief of pressures. Please consider we are intending to utilize these funds to address sincere safety concerns that stem from a lack of visitor education on the Hana Highway. 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 warrants prompt assistance from the County and State.

Mahalo,
Napua Hueue
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

address the growing concerns from the community of Hana who experience the trickle down effects as direct impacts to their daily lives. The organization maintains a database of Hana Highway traffic history and Road to Hana industry operators which is built on traffic surveys, hot spot surveillance, web research, offense submissions by the community and field reports produced by survey volunteers.

Points of collection for traffic surveys: date, time, type of car [color, make, model] and indicators further defining whether the vehicle is a resident, commercial operator, commercial business, visitor rental car, County, State, or Federal government vehicle, including approximate passengers per vehicle.

Additional records to date include but are not limited to; logs of various unlicensed commercial activities including unlicensed commercial activity facilitated on private property, illegal roadside food and beverage operators and illegal motor carrier tour operators with their specifics such as: company, guide or establishment name, vehicle ID, location, date and record of specific infraction to various Hawaii Revised Statutes.

The Road to Hana Code of Conduct was the first educational piece curated by our organization after gathering perspective from all community associations along the activity route [Paia-Kula]. It is available as an informational resource on our website www.HanaHighwayRegulation.com. It has been published by a multitude of visitor industry specific platforms and translated into various mediums including film, digital and printed publishings. We continue to push this code of conduct for safer travel by all Hana Highway visitors, both kama'aina (residents) and visitors. Our organization has incorporated these guidelines into oral presentations for Hawai'i visitor safety conferences, relevant conventions and new employee orientations for resort concierge, valet departments and the hospitality industry at large. A list of events we have participated as a speaker or presenter follows:

Native Hawaiian Chamber of Commerce Business Fest 2016, Hana Community Association General Community Meeting 2017, Maui Visitor Bureau Visitor Safety Seminar 2018, Kamehameha Schools Middle School Hawaiian Leader Speaker Series 2018, Maui Alliance of Community Associations Meeting 2019, Maui County Hearing Visitor Impacts on Environment, Culture and Infrastructure 2019, Maui Visitor Bureau Visitor Safety Seminar 2019, Holoholo Tours Staff Training 2019 and more.

We launched our Registered Commercial Partners Program and Certification opportunity for tour operators along the Hana Highway which is an independent verification system to distinguish operators in compliance. Our certification opportunity identifies industry leaders in sustainable tourism. Some of the criteria for review include verification of business compliance with all federal, state, and local regulations for all products and services in addition to commitment of abiding by all necessary permit conditions. The Registered Commercial Partners Program and Certification opportunity encourages better business practices along the Road to Hana. Currently we have seven enrolled companies enrolled and are listed as follows;

Polynesian Adventure Tours, Valley Isle Excursions, Holoholo Tours , Makoa Quest, Aloha Eco Adventures, Open Eye Tours and Platinum Tours.

These efforts of providing oversight for the Hana Highway have naturally led us to curate a very close working relationship with the various community associations in the area, the Maui Visitors Bureau, both the County and State Park's Department, the Hawaii Tourism Authority, Department of Land and Natural Resource, County Department of Health, State Department of Transportation, State of Hawai'i Public Utilities Commission and Department of Commerce and Consumer Affairs. Our organization has served as an intermediary between the community and the various industries, property owners, as well as County, State and Federal agencies charged with providing oversight and management along the Road to Hana.

Through the years we have made progress in resolving issues by encouraging installation of traffic delineators at Waikani waterfall and increased the amount of NO PARKING traffic signage at Waikamoi bridge. We provide an on-going stream of alerts to the Hawaii PUC on the issue of unlicensed motor carrier for hire operators and in 2019, collaborated with their enforcement officers to track and cite these illegal operators.

The Hana Community Association adopted the Hana Highway Regulation as an organization initiative in 2017 to address growing concerns from the community. The board of the Hana Community Association has been the primary organizers of the Hana Highway Regulation initiative until early 2019 when the organization more recently branched off to begin establishing itself as an independent, non-profit organization. The new board consists of fifteen uniquely affected residents that span the geographic area affected from Paia to Kula which are considered the perimeters of the Road to Hana activity. The board covers a spectrum of lineal descendants and concerned residents, those whose livelihoods and lifestyles are affected by the ebb and flow of traffic now found along the Road to Hana. *The list of current board members are attached as A-1*

The Hana Highway Regulation organization conducted a Visitor Safety Expert Study in which a focus group conceptualized and provided Visitor Safety Expert services for a period of three months at various "hotspots" located along the Road to Hana activity route during the peak season of Summer 2018. Hotspots are defined as areas experiencing overcrowding, traffic hazards, emergency rescues, visitor injuries and fatalities. Visitor Safety Experts were positioned at the parking area for Red Sand beach, the trail-head of Venus pool, Honomanu Bay, Hookipa Beach Park, Keanae Ball Park and the bamboo forest in Kailua. Visitor Safety Experts provided visitors with verbal notice of offenses related to illegally parking or attempts to trespass on private property. If questioned, Visitor Safety Experts provide visitors with State highway parking rules / laws, relevant information regarding private properties including ownership, and statistics on emergency rescues, visitor injuries and fatalities pertaining to the various sites to ensure visitors can make sound judgements on whether to proceed which would risk citation and danger. Visitor Safety Experts also provided

current weather including potential or predicaments of flash flooding and ocean advisories. Visitor Safety Experts communicated alternatives such as recommendations for County or State Parks in the area. Visitor Safety Experts do not prohibit access to any site, but merely educate visitors on the specifics of each site and elaborate on any further points that may be unclear about the area or its particular conditions.

At the annual Hana Community Association meeting in January of 2019, 87% of the community members surveyed noted they were pleased with the initiatives of the Hana Highway Regulation's Summer 2018 Visitor Safety Expert Study, 12% were unaware of Hana Highway Regulation's Summer 2018 Visitor Safety Expert Study, and 1% noted a dissatisfaction with the organization's Visitor Safety Study. 76% of all the community members surveyed noted they saw a decrease in the issues of overcrowding during exercises of the 2018 Visitor Safety Expert Study. 89% of all the community members surveyed noted they saw a decrease in the issues of illegal parking during exercises of the 2018 Visitor Safety Expert Study. 85% of all the community members surveyed noted they saw a decrease in the issues of trespassing during exercises of the 2018 Visitor Safety Expert Study. 79% of all the community members surveyed noted they saw a decrease of emergency rescues during exercises of the 2018 Visitor Safety Expert Study.

Project Description

The ultimate solution for visitor industry sustainability requires development of a new model. The Visitor Safety Expert Project aims to decrease illegal parking and trespassing on private property which will subsequently reduce the frequency of traffic hazards along the Hana Highway, emergency rescues, injuries and death.

Our intention is to assemble an administrative team, policies and procedures to fulfill the objectives of training and implementing a team of island residents to serve as Visitor Safety Experts (VSE). These VSEs will be stationed at four County of Maui managed properties along the Hana Highway, which are among fifteen total sites along the Road to Hana activity route identified as experiencing impacts of overtourism. The purpose of the Visitor Safety Experts Project is to provide visitors with accessibility to credible and current information, directions, recommendations, accurate history and culture. Disclaim concerning predicaments as they present themselves to prevent target offenses from occurring, leading to other unfortunate circumstances.

Target offenses have been identified as illegal parking, trespassing on private property, unlicensed commercial activity and commercial activity within sacred sites. These infractions lead to many unfortunate circumstances including traffic delays, traffic accidents, emergency rescues, injuries, fatalities and missing person cases.

The goals of this project are to enhance visitor safety along the Road to Hana and exemplify place-specific visitor management efforts to rebuild resident sentiment for

tourism. One administrator would be needed from October 15, 2019 - February 15, 2020. One administrator would be needed from November 1, 2019 - January 15, 2020. Ten Visitor Safety Experts would be needed from November 1 2019 – January 15, 2020. The various County park sites for VSE implementation are Ho'okipa Beach Park TMK 225004072, Honomanu Bay TMK 211001002, Keanae Ball Park TMK 21100301 and Hana Ball Park TMK 214004021.

Upon completion of the project, we plan to compare the data results of the Visitor Safety Expert Project against results from the last three years to produce a summary report which will also specify any necessary enhancements of the Visitor Safety Expert model to refine and scale the program to other areas facing similar predicaments. The recommendation portion of the report will impress courses of actions necessary by industry stakeholders to resolve the issue of over tourism along the Hana and Piilani Highways.

2016 - 2019 Data Summary

Based on our research, the Hana Highway has experienced an exponential increase in visitors from both independent travelers to commercial tours. The Road to Hana is currently estimated to be four times over visitor capacity. The Hana Highway, its roadways along with its parking and comfort station infrastructure was never designed or intended for this magnitude of use and the associated traffic and human impact.

We have identified illegal parking and private property trespassing as the culprits of threat to visitor safety. The actions of illegal parking and trespassing on private property create traffic hazards and often end with the need for emergency rescues. The Road to Hana activity is an average of 128-160 miles long which takes visitors on a ground transit journey through fourteen different communities on Maui. The countless injuries, fatalities and missing person cases pose exhausting effects on the day to day lives of communities along the way.

94% of residents surveyed as living along the Road to Hana activity route have personally participated in an act of visitor aid or rescue. Visitor Safety Experts are warranted to alleviate resident frustrations by providing tangible visitor education and serve as a soundboard of current and credible information for visitors along the Road to Hana activity. This is a direct and last line of action to significantly reduce the probability for traffic hazards, traffic accidents, emergency rescues, injuries, fatalities and missing persons cases. Visitor Safety Experts are stationed to administer preventative care, to disclaim potential offenses before they happen thereby reducing the probability of larger issues. This is the most effective means of keeping our visitors safe, reducing the burden on residents and decreasing the strain on County facilities and emergency rescue personnel.

In the process of providing this customized information service for visitors, Visitor Safety Experts (VSE) will also collect data that enables the organization's ability to apply custom formulas in analyzing and producing solutions for the issue of over tourism. The data collected by VSEs will provide foresight for larger scope and consequent industry management needs. Visitor Safety Experts will tally and record any observed illegal parking, trespassing on private property, unlicensed commercial activity and account for commercial activity within private properties and sacred sites.

VSEs serve as an intermediary for the county parks and police department, calling in the parks department with waste disposal issues and alerting MPD when necessary to enforce drinking in County parks and vending in County parks which are both illegal. VSE personnel will be equipped to act under a guideline of secondary duties which includes waste clean-ups, assisting maintenance personnel by preventing careless disposals or mediating situations early on to alleviate a larger mess and biohazards. County maintenance personnel will be part of a survey focus group that will be conducted both pre and post project and serves as a significant Performance Measurement of this grant.

VSE Training

Each of the Visitor Safety Experts will be trained by the accredited, No Ka Oi Guard Service and will be geared with all of the standard guard service policies and procedures to ensure VSEs produced by this project are safe and equipped to carry out the task at hand. No Ka Oi Guard Service is a locally owned and operated company, a Licensed Security company in the State of Hawai'i and an Equal Opportunity Employer. Their guard service program will assist us in producing security professionals.

VSEs will then undergo a Hana Highway Regulation training program to provide VSEs with Road to Hana specific curriculum, field procedures and exercises. These trainings will ensure our Visitor Safety Experts have the adequate skills to be trusted in providing effective visitor education in these rural areas.

Visitor Safety Experts will be uniformed in a manner to assure their safety and comfort. Breathable quick dry khaki pants, a light green quick dry t-shirt, a neon yellow vest to comply with department of transportation highway safety code and corresponding logo hat. The neon safety vest will display the label of "ROAD TO HANA VISITOR SAFETY EXPERT" on both the front and back of the vest. The light green t-shirt will read "HANA HIGHWAY REGULATION" on the front as a means to identifying the organization. VSEs require specialized footwear to ensure their utmost safety. Some of the tools that would be necessary include weatherproof cased ipads to collect data and to ensure a line of communication, a basic tool kit, first aid kits, umbrellas and megaphones to assist in communicating instructions across far distances.

Equipment Breakdown

Recreational off-highway vehicles (UTVs) with full coverings are necessary to ensure that two of the four VSEs have shelter from the elements including wind, rain and sun. This piece of equipment ensures Visitor Safety Experts at the Honomanu and Hana Ball Park locations can do their job with efficiency. This piece of equipment includes 12V electric outlets to charge equipment including cell phones and ipads and also serves as a storage mechanism for first aid and other tools necessary. The UTVs along with all other equipment aside from individual uniforms will be stored under supervision of Hana Highway Regulation board members in corresponding regions to ensure safekeeping and accountability of usage. Visitor Safety Experts will report to the varying board members to check out equipment for the day's duties.

Ipads with cellular wi-fi connectivity ensures each VSE is equipped with access, communication and a central location for organizing data and observations. This tool provides VSEs with the ability to capture photos and videos to account for and reaffirm observations. Megaphones assist VSEs in projecting the volume of disclaimers for visitors at other ends of the parking lot, beach and ball parks. This provides VSEs with the ability to effectively communicate despite barriers of distance.

VSE Project Personnel

The Project Administrator will take the lead for full oversight and responsibility from concept to completion of the project. Including preparation of all educational materials; HHR training materials, Road to Hana Safety Guideline printed information and website as well as signage. Duties include working with graphic designers to create infographic pieces that translate the Hana Highway Regulation's Code of Conduct into the Road to Hana Safety Guideline components. Project Administrator will compose the scripts to curate other variations of media pieces such as videos or content packets for promotion through our airports, rental car companies, resorts, activity agencies and other avenues of pre-arrival visitor communication. Duties will also include facilitating the Hand Highway Regulation sector of training for VSEs including field exercises. Overseeing the day to day functions and back end operations to ensure project deliverables, working with the Operations Manager to fulfill task lists and project goals. The Project Administrator will manage communication with the media and general public in keeping the community aware of the project and its specifics. Relative duties will include conducting surveys and compiling lifestyle impact reports from both the pre and post project periods and managing the VSE data collection effort. Drafting press releases and answering general questions regarding the project put forth through email or social media. This individual will also oversee web surveillance for the project's online initiatives, sending emails and making cordial comments on published content that

offends Road to Hana Safety Guideline policy; providing relevant information as a means for pre arrival visitor education. The web surveillance component will greatly reduce the amount of discredited information currently published online.

Napua Hueu; Resume, attached as A-3. Current Hana Highway Regulation Organization Chair and primary volunteer.

The Operations Manager will provide assistance to Project Administrator and oversee the day to day functions of the project. This management personnel will assist in ensuring VSEs are positioned and supported while on shift and provide oversight of the VSE services throughout the duration of the project. The Operations Manager will assist the Project Administrator with general task lists and functions of the project.

Mary Ann Pahukoa; Resume, attached as A-5. Current lead Hana Highway Regulation volunteer.

(10) Visitor Safety Experts will be trained by a series of professional organizations to ensure safety. A preliminary screening for experience and place-specific knowledge has been conducted by the organization to decipher a pool of applicable candidates.

C. Problem / Need Target Groups

A focus on visitor arrivals and nominal spending has masked a range of concerning underlying problems which, without change, will continue to undermine tourism's value as a positive contributor to the health of Hawai'i's economy and Hawai'i's communities. Adjusted for inflation, visitor spending has been dropping on trend for three decades. Hawai'i now has more visitors than ever but has not experienced the commensurate growth in economic contribution that would be expected with the growth in arrivals. More visitors require more services from State and County agencies and create more "wear and tear" on visitor sites and attractions. Congestion and inadequate management threaten the quality of the experience at sites popular with both visitors and residents.

Based on our most recent traffic data, the Road to Hana is estimated to be four times over capacity and is considered to be insufficient to service the current level of use which is creating issues such as but not limited to; overcrowding, illegal parking, unsafe driving conditions, private property trespassing, injuries, emergency rescues, unlicensed commercial activity leading to economic adversities, waste disposal concerns, public facility cleanliness, plumbing issues, stream and ocean contamination, health hazards and death.

This project aims to address both visitor safety and resident quality of life. The region that stretches along the Road to Hana activity route encompasses fourteen communities across the North Eastern end of Maui and includes but is not limited to; Kahului, Paia, Huelo, Kailua, Wahinepe'e, Keanae, Nahiku, Waianapanapa, Hana, Maka'ala'e, Kipahulu, Kaupo, Kahikinui and Kula. Over 2,200 visitors per day are participating in the Road to Hana activity and nearly half of Maui's population is affected by the Road to Hana activity in some way. Over 20,000 residents each day are facing either subtle, and / or severe negative ramifications that stem from the lack of management efforts for the Road to Hana activity.

The Visitor Safety Expert project stems from concerned residents and commercial industry participants coming together to create solutions for their home. Many stakeholders are relying on this project to alleviate the stresses of over tourism along the Road to Hana. Although an increase in visitor safety information by the industry has grown over the last five years, the continued visitor disregard for recommendations, posted signage and State laws speaks to the new demographic of visitors, many of whom seem to be driven by a dire need to collect unique content to suffice social media anxieties. This includes the need for self or product promotion, social comparisons and an endless pursuits of peer validation.

Based upon data and expertise available, the Road to Hana is in danger of a potential disasters of economic adversities, including erosion of resident sentiment and increasing traffic congestion and extreme stress on sites and attractions. Without change, we will continue to undermine the value of tourism as a positive contributor to the health of Hawaii's economy and communities. Resident satisfaction with tourism has fallen and is in need of a drastic revival. Hawai'i tourism is at risk for its ability to maintain an acceptable quality of life for residents, quality of experience for visitors and economic vitality for the State. Hawai'i tourism has been negatively affected by rapid growth, diminishing economic contributions, and the lack of a comprehensive tourism management plan. Evidence of negative impacts can be found in the economic, environmental, social and cultural impact reports we've compiled over the last three years. If the visitor experience declines through lack of management and degradation of amenities, the County and State runs the risk that the demand for Hawai'i will erode.

The continued lack of management efforts threatens to cause damages, fatalities, losses and suffering of such character and magnitude to affect the health, welfare and living conditions of a substantial number of persons, and to affect the economy of the State, and is expected to be of such a nature as to warrant rehabilitative assistance from the County and State. With this is demanded, a collaborative resolution of the issues relating to the Hana Highway and Road to Hana industry through the support of this Road to Hana Visitor Safety Expert Project.

Locations of Focus *Included as Attachment A-2*

D. Economic Impact

This project will produce the final data to identify solutions for the Hana Highway and Road to Hana sector of Hawaii's tourism industry. This project will produce a model for the Visitor Safety Expert service, a potential remedy for over tourism throughout Hawaii'i. Visitor Safety Experts are the last possible opportunity to diminish a series of hazards and unfortunate events for visitors. There is a growing need for Visitor Safety Expert personnel as recent legislation and ordinances prove that over tourism is an issue faced in every district of Maui County as well as many other Hawaii'i State locales. This project will help identify the collaborations and creative partnerships necessary to ensure the safety of visitors and rebuild resident sentiment towards tourism.

We look forward to identifying within the scope of this project, the most practical alliances and means to carry this VSE service forward past the project completion date. The summary report at the end of this project will further quantify the specifics that would be required in moving towards a more synchronized and comprehensive Hana Highway management plan. This report will illustrate how various stakeholders would begin to fulfill their duty of supporting solutions for the Road to Hana.

This project will create twelve job positions that will span the course of three months. This project will architect a model and summary report which can triple the amount of job positions by engaging stakeholders throughout Maui County to instrument VSE services on their properties to alleviate resident frustrations and avoid the risk of continued liability to public safety. More residents are expressing an affinity to protect the culture and wildlife along the Road to Hana but government funding is severely lacking and doesn't meet the demand to protect the vast land and sea country of our home region. This project is a critical proof of concept and will help to identify and employ accountability for proper management of the areas that are affected by the visitor industry which in turn affects a large portion of the Maui resident community.

E. Goals, Objectives, Action Steps and Performance Measures

GOALS: Enhance visitor safety along the Road to Hana and increase resident sentiment for tourism.

Objective 1: Elaborate administrative task lists.

- 1. Conduct administrative strategy meeting to review the framework provided here and further define each administrator's task lists and deadlines to successfully complete the project.*

2. *Establish policy, procedures and protocols for optimal project function.*
3. *Establish the infrastructure for project management including surveys, custom data tables.*

Objective 2: Compile pre-project data, project personnel reports and survey results.

4. *Facilitate a pre-project survey for 30 directly affected residents, 12 pertaining park department employees and 10 strategically selected hospitality industry professionals.*
5. *Facilitate a pre-project participant survey of all VSE project personnel.*
6. *Facilitate a pre-embark survey for 10 select visitors traveling the Road to Hana followed by a post-embark survey for those same 10 visitors at the completion of their journey. The first 5 of the 10 visitors will be surveyed on 11-13-19, having been exposed to no VSE services along the Road to Hana activity. The last 5 of the 10 select visitors will be surveyed on 11-20-19 having access to VSE services along the Road to Hana activity.*

Objective 3: Create Road to Hana Safety Guideline educational toolkit.

1. *Design and send for print, 8.5 x 5.5" infographic reference sheet*
2. *Compose (1) .30 second and (1) 1:00 minute Road to Hana Safety video piece*
3. *Create an informational website that has mobile viewing capabilities*
4. *Create a total of (10) signage pieces, (2) for each VSE post.*
5. *Create (4) infographic pieces for a general public awareness initiative.*
6. *Draft the framework of all three press releases related to the project.*

Objective 4: Screen prospective applicants and facilitate VSE Training Program.

1. *In collaboration with No Ka Oi Guard Service, make the final discretionary protocols including a criminal background check for all prospective candidates.*
2. *Assist personnel with signing of agreement and completing 1099 forms.*

Objective 5: Schedule and Conduct Visitor Safety Expert Training

1. *Conduct two days of NGS training for VSE personnel.*
2. *Conduct two days of Road to Hana Safety classroom training for VSE personnel.*
3. *Conduct two days of Road to Hana Safety field training and exercises for VSE personnel.*
4. *Conduct two days of final review to verify comprehension of VSE personnel.*

Objective 6: Conduct Visitor Safety Expert Project from 11-15-19 – 1-15-20.

1. *Manage the daily operations and staffing coordination associated with VSEs assigned to the (5) identified locations.*
2. *Create enhancements to policies and procedures as necessary to ensure the safety and effectiveness of the project.*

3. *Upkeep the community relations component and public updates as outlined in the marketing plan.*

Objective 7: Compile post-project data, project personnel reports and survey results.

1. *Upload and organize day to day VSE data at an input rate of no later than two days past collection date.*
2. *Conduct a post-project survey for 30 directly affected residents, 12 pertaining park department employees and 10 strategically selected hospitality industry professionals.*
3. *Compile all post VSE project personnel reports.*
4. *Determine amount of waste spared from landfill by totaling VSE data on recyclable items recovered and rerouted by Operation Manager's end of day recycling initiatives.*

Objective 8: Summarize and assess all data, draft post project reports accordingly.

1. *Review 2016-2018 data, surveys and reports.*
2. *Analyze 2019 VSE Project compiled data, surveys and reports.*
3. *Prepare summary aspect of the VSE Project Report to conclude findings relating to the Hana Highway over the last four years, and results of the implemented VSE measures. Define key experiences, suggested enhancements and potential refinements of the VSE service model.*
4. *Prepare the recommendations aspect of the VSE Project Report for stakeholders to better understand the means for long term solutions. Suggest an array of possibilities to which similar service attempts or variations of this concept can be implemented for the Hana Highway and throughout the Hawai'i tourism industry.*

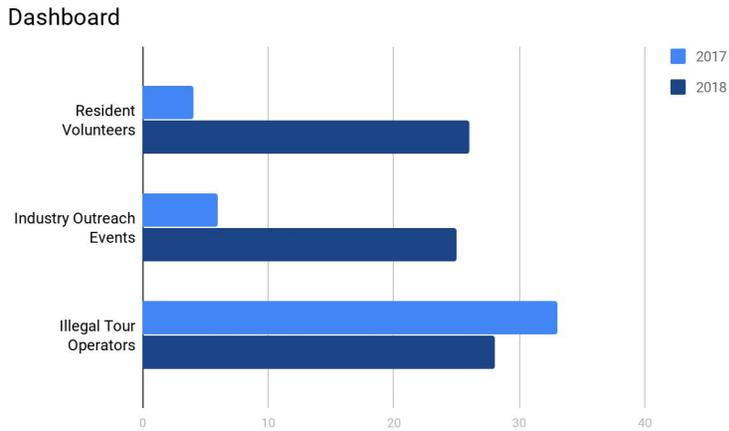
Performance Measures

Resident Volunteers are the amount of residents who stepped forward each year to assist the organization with data collection efforts, surveying and collecting community impact statements.

Industry Outreach events are the number of seminars, public speaking opportunities and special events our Hana Highway outreach team participated in each year.

Illegal Tour Operators total the estimated counts of unlicensed commercial activity consistently witnessed each year along the Hana Highway.

F. Dashboard of Performance Measures



G. Marketing

Road to Hana Safety Guideline

8.5" x 5.5" matte, color printed stub

A reference sheet with suggested sites along the Road to Hana, includes State and County Parks, does not include specifically named businesses or properties however makes generalized suggestions encouraging visitors to seek “botanical gardens, museums, farms and fruit stands” along the way for leisure and recreational intentions. Quantity 50,000 for two month exercise period

Road to Hana Safety Website:

RoadtoHanaSafety.org / mobile friendly version

A website to illustrate and present the Road to Hana Code of Conduct in a reader friendly format. An online resource to encourage visitor safety, providing a guideline of suggested sites to deter illegal parking and trespassing on private property. The guideline will reference locations for both State and County parks, will not include specifically named businesses or properties however makes generalized suggestions encouraging visitors to seek “botanical gardens, museums, farms and fruit stands” along the way for leisure and recreational intentions.

Road to Hana Safety Signage

Outlines prominent points for each specific location and VSE needs. A total of ten signs will summarize points to assist each specific VSE as a means for reference. Will serve as the official posted signage communicating the most crucial points for visitor comprehension of the Road to Hana Code of Conduct / Safety Guideline.

Coral Reef and Green Sea Turtle Information

Maui Ocean Center's Marine Institute works toward ensuring the survival of coral reefs and sea turtles in Hawai'i. The MOC Marine Institute informational sheet curated will address the importance of reef safe sunscreen, safety guidelines for sea turtles and other marine life most commonly found along the Road to Hana, and also instructions to report a sick or injured sea turtle.

Social Media Infographics

Design four infographics to communicate basic details and announcement of the VSE project to satisfy a general public awareness initiative. For promotion by means of the website and social media platforms including but not limited to instagram, facebook and twitter to communicate the specifics of the project including the concept, date range and location implementation.

Project Communication

The community of Maui County will be made aware of the project's specifics through the organization's website, email newsletter, social media platforms and through the local media in alignment and with the support of Maui County's Communication Office. The Project Administrator will provide a series of press releases for the County's Communication Office to review and approve before dissemination of information to the public. The Project Administrator will be managing social media, serving as a liaison to the press, and providing communications related to the VSE Project. All public information concerning the VSE Project will also be published to the NEWS page of the project's website. There are three scheduled press releases that are figuratively constructed as samples below. Each press release will reference the support of Maui County to provide public awareness of this creative collaboration between County and Community.

Please note these are not final press release statements but merely examples to conceptualize the proposed series of steps for rebuilding island resident sentiment for tourism. We will focus on communicating this as a progressive and proactive measure by the County to address these long standing issues that stem from over tourism.

COUNTY OF MAUI OFFICE OF ECONOMIC DEVELOPMENT SUPPORTS ROAD TO HANA VISITOR SAFETY EXPERT PROJECT. Set for release 11-09-19

An initiative to enhance visitor safety along the popular Road to Hana Maui activity, the Maui County OED has announced their list of OEG grant recipients for FY2020 which includes the Hana Highway Regulation, an organization tasked with the mission to enhance visitor safety along the Hana Hwy. The organization unveiled the concept that will be put into action from 11-15-19 to 01-15-19 during Maui's peak Winter tourism season.

VISITOR SAFETY EXPERT PROJECT IN MOTION ALONG THE ROAD TO HANA.
Set for release 12-15-19

A network of ten specially trained guard service personnel have been providing Visitor Safety Experts services at four County of Maui park properties since mid November. The Road to Hana was identified as an area experiencing issues stemming from over tourism. These problems include extensive traffic hazards, frequent emergency rescues. This project is a formal exercise of the Visitor Safety Expert Model which aims to provide visitors with current and credible information as a means to preventing illegal parking and trespassing on private property which are two visitor actions that the organization claims to be the culprits of all chaos along the Hana Highway.

VISITOR SAFETY EXPERT PROGRAM WRAPS UP WITH POSITIVE OUTLOOK.
Set for release 1-15-20

The Visitor Safety Expert Program curated by Hana Highway Regulation and supported by the County of Maui completes its Road to Hana Visitor Safety Expert Project which was conducted over Maui's winter peak visitor season. A range of visitor education strategies were implemented to address the issue of overcrowding, traffic hazards and emergency rescues. A preliminary report notes the organization is optimistic of their ability to provide an innovative model on addressing visitor safety in Maui County.

Media Event

On 11/9/19, our Project Administrator will serve as a keynote speaker in the capacity of the Hana Highway Regulation Organization, at the 2019 Maui Resource and Recovery Forum event. We plan to utilize this time to introduce the VSE concept to the public, provide a visual for media and opportunity for questions related to the VSE project.

H. Use of Local Community Resources

The Hana Highway Regulation's last three years of data represents over 6,570 hours of volunteer time and over \$5,450 in expenses absorbed by members of the organization. This preliminary contribution provided the framework for the Road to Hana Visitor Safety Expert Project which is relying on the entirety of this County OED grant appropriation in the amount of \$200,000.00 to complete. All tools, equipment and uniforms will remain in the Hana Highway Regulation's organization trust in order to provide means for resident volunteers to continue VSE services past this project's completion date. 91% of Hana Highway Regulation members and volunteers noted they would serve in a VSE volunteer capacity if the training and tools were available to ensure they were properly equipped to do so. Various board members of the Hana Highway Regulation have committed operational support such as absorbing administrative roles and operational functions. We intend to call upon these community resources to continue VSE services along the Road to Hana past the project end date until such a time in which more resources for these services are appropriated or afforded.

I. Economic Self-Sufficiency

This Road to Hana Visitor Safety Expert Project will produce a summary and recommendation report for stakeholders. This report will compile findings of the VSE project including survey conclusions, program refinements and also make determinations as to the most practical way forward in the effort of architecting resolve for the issue of over tourism along the Road to Hana. The Hana Highway Regulation organization intends to provide its experience and serve as an accredited resource for the VSE concept. The success of this VSE project will serve as a grass roots model for the State of Hawaii to inspire progressive solutions for issues stemming from tourism that parallel across the State of Hawaii.

A foresighted recommendation would encourage specialized VSE services be incorporated or adopted as a variation of guard service offerings by security companies across Hawaii. This would be a local job stimulus program that harnesses generational resident intelligence and encompasses a duality of providing direct benefits for the visitor industry, thereby nurturing a sustainable enhancement for Hawaii's largest industry. For general public safety, it is considerable that applicable land owners will soon be expected to meet visitor management obligations such as contracting a VSEs service for their properties, if such properties are exhibiting traits of overtourism thereby causing harmful effects to neighboring residents or local communities. Security companies throughout Hawaii will need to begin curating proficient Visitor Safety Experts for their roster to satisfy this unique service demand.

Hana Highway Regulation will make reaches for financial support from relevant industry stakeholders to continue our ability of providing oversight for the Hana Highway and Road to Hana activity in the continued capacity of resident soundboard, community and industry correspondent, visitor outreach efforts and sustainable tourism advocacy. Board members have discussed intention of engaging our Hana Highway commercial operators to contribute an annual fee, to support the organization's initiatives of enhancing visitor safety along the Road to Hana. We are exploring the concept of providing shareholder mechanisms for commercial operators to contribute towards employing VSE services for the areas in which they conduct business.

J. Green Initiatives and Eco-Friendly Practices

This project aims to be a zero waste endeavor with a range of impactful efforts.

1. The VSE Project is committed to printing uniforms locally.
2. The VSE Project will produce our printed educational piece with eco-friendly inks on recycled paper at a local print shop to support island industry.
3. Each VSE will be provided a 64oz hydroflask and 2.5 gas refillable water jug to reduce plastic consumption and deter waste.
4. Each VSE will be educated on recyclable items to mediate unnecessary waste at County parks and will compile recovered items in a plastic bin for operations manager who will conduct an end of day recycle initiative, making a trip to the recycling center to properly dispose of these items and reduce contribution to landfill waste.
5. We will rely and promote information as accessible on our website with a focus on digital outreach versus printed materials, conserving printed materials for visitors that lack technological capabilities or are in areas with limited cell phone reception such as Honomanu.
6. VSE will be educated on the benefits of supporting local industries and will provide recommendations of locally owned businesses and products when applicable.
7. Summary reports will be dispersed by email and available for download online versus printing, printed copies will be available by request and delivered by USPS mail.

K. Itemized Budget

Attached as E-6

FY20 FILL-IN GRANT PROPOSAL BUDGET & NARRATIVE

ITEMIZED BUDGET AND NARRATIVE: Please list all sources of income and expense for this project; then describe each line item in Narrative form to your right.

INCOME DESCRIPTION	COUNTY	OTHER CASH	IN KIND	TOTAL	NARRATIVE (two lines - approx 160 characters)
				0.00	
				0.00	
				0.00	
				0.00	
County of Maui Hana Highway Visitor Education Funds	200,000.00			200,000.00	FY20 Grants and Dispersements for Visitor Industry: "Hana Highway Visitor Education"
TOTAL INCOME	200,000.00	0.00	0.00	200,000.00	
EXPENSE DESCRIPTION	COUNTY	OTHER CASH	IN KIND	TOTAL	NARRATIVE (two lines - approx 160 characters)
ADMINISTRATION (PERSONNEL)					
(1) Project Administrator	25,200.00			25,200.00	40 hours per week at 18 weeks, 720 hours at \$35.00 per hour
(1) Operations Manager	10,000.00			10,000.00	40 hours per week at 10 weeks, 400 hours at \$25.00 per hour
(10) Visitor Safety Experts	70,000.00			70,000.00	35 hours per week at 10 weeks, 350 hours at \$20.00 per hour
				0.00	
				0.00	
OPERATIONS (INCLUDING CONTRACTED WORK)					
				0.00	
No Ka Oi Guard Service Training	6,000.00			6,000.00	Per person costs for No Ka Oi Guard Service, two day training program.
Hana Highway Regulation Training	1,532.00			1,532.00	Venue expenses for two days of meeting space and catering.
VSE Equipment	34,492.00			34,492.00	All items listed on equipment page, attached as B-E1
VSE Uniforms	7,111.00			7,111.00	All items listed on uniform page, attached as B-E2
				0.00	
				0.00	
MARKETING					
Educational Materials	5,215.00			5,215.00	Printing fees for Road to Hana Safety Guideline rack cards, signage, infographic design.
Website Services	450.00			450.00	1 yr. Domain Registration, 1 yr. Website Hosting, 1 yr website design fee
				0.00	
				0.00	
OTHER					
Insurance	10,000.00			10,000.00	
Fiscal Sponsor Fee	30,000.00			30,000.00	
TOTAL EXPENSE	200,000.00	0.00	0.00	200,000.00	