


February 2, 2022

MEMO TO: Members of the Budget, Finance, and Economic Development Committee

F R O M: Keani N.W. Rawlins-Fernandez, Chair   
Tourism Management and Economic Development Temporary Investigative Group

SUBJECT: **TOURISM MANAGEMENT AND ECONOMIC DEVELOPMENT  
TEMPORARY INVESTIGATIVE GROUP (TIG) FINAL REPORT**  
(BFED-45)

The Tourism Management and Economic Development Temporary Investigative Group (“TIG”) of the Budget, Finance, and Economic Development Committee, having met on September 10, 2021, September 24, 2021, October 8, 2021, October 29, 2021, November 12, 2021, November 23, 2021, December 10, 2021, and January 19, 2022 makes its report as follows:

**I. Purpose and Scope**

The TIG was formed by the members of the Budget, Finance, and Economic Development (“BFED”) Committee on July 21, 2021 having the purpose, scope, and membership as set forth in the proposal from Councilmember Keani Rawlins-Fernandez dated July 15, 2021, and as amended at the July 21, 2021 committee meeting. Council Vice Chair Rawlins-Fernandez was named as the TIG Chair, Council Chair Alice Lee was named as the TIG Vice-Chair, with Councilmembers Tamara Paltin and Shane Sinenci serving as voting members.

The purpose of the TIG was to make findings and recommendations on policies relating to tourism management and economic development. The scope of the investigation included a list of seven items, in no particular order, which would likely advance tourism management, economic development, and diversification in Maui county.

The TIG was authorized to conduct interviews and engage in discussions with County personnel, including the Administration, the Department of the Corporation Counsel, and State agencies related to the County's goals in managing tourism.

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The TIG was also authorized to conduct interviews and discussions with individuals having expertise in issues outlined above for the purpose of identifying tourism management solutions, removing existing barriers to implementing tourism management solutions, and identifying steps the County can consider to manage tourism.

The TIG was also authorized to consult with community members and groups, including tourism management advocates, finance experts, labor unions, businesses in the tourism industry, and other municipalities.

The TIG was also instructed to: prioritize and rank in order of importance the top strategies and opportunities for managing tourism; identify which of the top strategies and opportunities require council legislative action; identify which of the top strategies and opportunities require action by county agencies; share findings with all other relevant entities.

## **II. Presentation of Report and Dissolution**

A report of the TIG's findings and recommendations were due by March 1, 2022. Following presentation of the report scheduled February 2, 2022, a full discussion of its findings and recommendations may occur at a subsequently noticed meeting of the BFED Committee, in accordance with Section 92-2.5, Hawai'i Revised Statutes. Discussion is tentatively scheduled for the BFED Committee meeting of February 23, 2022. The TIG will be dissolved on presentation of its findings, recommendations, and legislative proposals to the BFED Committee. The TIG is now dissolved.

## **III. Membership**

Chair: Councilmember Keani Rawlins-Fernandez  
Vice Chair: Councilmember Alice Lee  
Members: Councilmember Tamara Paltin  
Councilmember Shane Sinenci

## **IV. Meetings**

In preparing for the first TIG meeting, TIG Chair Rawlins-Fernandez sent an email to the TIG members and staff proposing the format for conducting the TIG's work in a timely and productive manner.

A poll was included to identify the best two-hour time slot to hold the first organizing TIG meeting on Friday, September 10, 2021 where the TIG members would be prepared to share up to two Tourism Management legislative priorities and up to two Economic Development legislative priorities. Members were allowed to bring alternative items in case duplications were to occur.

The correspondence further explained that after all proposals had been compiled, the membership together would prioritize the list of up to eight tourism management items and up to eight economic diversification items, and that at future TIG meetings, resource personnel for topics related to the highest eight items in each tourism management and economic diversification would be invited.

Each member would then propose legislation to the TIG membership for final recommendation to the Council.

The members of the TIG held the organizational meeting on September 10, 2021 and introduced and organized the following legislative priorities:

#### Tourism Management legislative priorities

- Establish a tourist accommodation cap
- Establish a tourism management organization
- Create a reservation system for hot spots or popular sites
- Establish a system to maximize local benefit
- Establish a tourism management fund
- Remove discretionary wording on the 33 percent tourist amount in the Maui Island Plan
- Draft conditional language to be included in the next budget for the hiring of a federal government public relations firm to assist the county in working with the FAA on reducing airline seats, adding safety and pono visitor videos on flights, and redirecting the flight path away from residential areas.
- Legislation to regulate the transient vacation vehicle industry.

#### Economic development legislative priorities

- Create a paid parking framework that extends beyond county owned and operated parking lots that is self-sustaining with profits that fund the maintenance of the resource the parking supports.
- Create a framework for branding and QR codes for donations and voluntourism at applicable county sites.

- Create cultural and historic districts in Chapter 20, Maui County Code. Districts are not zoning, but cultural districts that would encourage the establishment of walking tours and museums, erect statues and educational placards, cultural art and other types of mediums to share educational information for residents and visitors.
- Draft conditional language to grant funding to organizations for tourism management
- Post QR codes for education about the authentic cultural and historic features of specific areas that allow people to donate directly to non-profits for managing that area.
- Create and fund a position for a County Economist
- Establish a Real Property Tax (“RPT”) category for rental cars and camping vehicles
- Green energy requirements for transient accommodations

At the organizational meeting the members also identified TIG resource experts and advocates to attend upcoming meetings and provide feedback on the problem and conceptual solution as described by each member.

After the organizational meeting, TIG Chair Rawlins-Fernandez sent a memo to the TIG members detailing the next steps, as follows:

Individual Assigned Tasks:

- Monday, September 13, 2021  
Review, edit and return by end of day the draft sentences that succinctly capture the legislative ideas shared at the Friday, September 10, TMED TIG meeting. The finalized sentences will be forwarded along with TMED TIG resource requests by Tuesday, September 14, 2021, to help maximize availability prospects for our desired resource personnel, and to also assure the appropriate issue-specific personnel from each department is available to work with the group.
- Wednesday, September 15, 2021  
Submit legislative solution expansion summaries to the TMED TIG:
  - Defining the problem you are addressing
  - Describing conceptual solutions
  - Include specific questions for resource personnel to answer
  - Include specific data or information requested from resource personnel to transmit ahead of their scheduled meeting with the TMED TIG.

This information will be forwarded to each respective resource, so they can attend the meeting adequately prepared. This will help ensure a productive ideas and solutions exchange as we work toward legislative drafting, and to help maximize our limited time together on the TIG.

- Monday, September 20, 2021

Submit draft legislative proposals for the first set of priorities scheduled at our first TIG resource meeting, September 24, 2021 (items listed under “September 24, 2021” below). This first set of issues were specifically selected for the inaugural TIG resource meeting to use as a discussion time-gauge for all future TIG resource meetings, since each legislative drafting task should be relatively straightforward, without many moving parts (i.e.: amending current MIP language, drafting conditional language to propose during the upcoming budget session, and using newly established special funds and recent newly created EP’s as templates). Please draft the language or legislation for each item ahead of the September 24th meeting and share your proposals with the TMED TIG. Your proposals will be forwarded to the respective TIG resources for that item. The goal being that discussion on September 24 will be specific to your proposal, and feedback and amendments can be offered by all relevant participants in that meeting.

The tentative TIG schedule was set as follows:

September 24, 2021

1. Remove discretionary wording on the 33 percent tourist amount in the Maui Island Plan.
2. Establish a tourism management fund.
3. Create and fund a position for a County Economist
4. Draft conditional language to grant funding to organizations for tourism management
5. Draft conditional language to be included in the next budget for the hiring of a national lobbyist to advocate for County tourism management policies
6. Create a paid parking framework that extends beyond county owned and operated parking lots that is self-sustaining with profits that fund the maintenance of the resource the parking supports.

October 8, 2021

1. Establish an RPT category for rental cars and camping vehicles.
2. Legislation to regulate the transient vacation vehicle industry.

3. Create a framework for branding and QR codes for donations and voluntourism at applicable county sites.
4. Post QR codes for education about the authentic cultural/historical features of specific areas that allow people to donate directly to nonprofits for managing that area.
5. Create historic districts in more areas of the community.

October 29, 2021

1. Establish a tourist accommodation cap.
2. Establish a tourism management organization.
3. Create a reservation system for hot spots or popular sites.
4. Establish a system to maximize local benefit.
5. Green energy requirements for transient accommodations.

**Meeting #1: September 24, 2021 the TIG held a panel discussion on:**

1. Establishment of a tourism management fund.
2. Conditional language for grant funding to organizations for tourism management.
3. Conditional language to be included in the next budget for the hiring of a federal government public relations firm to assist the county in working with the FAA on reducing airline seats, adding safety and pono visitor videos on flights, and redirecting the flight path away from residential areas.
4. Creating a paid parking framework that extends beyond county owned and operated parking lots that is self-sustaining with profits that fund the maintenance of the resource the parking supports.
5. Creating and funding a position for a County Economist.
6. Removing discretionary wording on the 33 percent tourist amount in the Maui Island Plan.

**Resource panelists:**

Michele Yoshimura, Budget Director

Richelle Thomson, First Deputy Corporation Counsel

Kristina Toshikiyo, Deputy Corporation Counsel

Scott Teruya, Finance Director

May-Anne Alibin, Deputy Director of Finance

Dick Mayer, former General Plan Advisory Committee member, Alliance of Maui Community Associations

Erin Wade, Chief of Planning and Development, Department of Management

Angela Vento, Interim Executive Director, Maui Hotel and Lodging Association

David Raatz, Deputy Director of Council Services

JoAnn Inamasu, Director, Office of Economic Development  
Karla Peters, Director of Parks and Recreation  
David Underwood, Director of Personnel Services  
Jordan Hart, Deputy Planning Director  
Jacky Takakura, Administrative Planning Officer, Planning Department  
Larry Pacheco, Maui District State Parks Superintendent, Department of Land and Natural Resources  
John Harrisson, Maui Economic Development Board (“MEDB”)  
Meagan DeGaia, Maui Visitors Bureau (“MVB”)  
Nane Aluli, VP and General Manager, The Mauian at Napili Bay

**Other resource panelists that were invited, but were unable to attend:**

Carl Bonham, UHERO  
John De Fries, President and CEO, Hawaii Tourism Authority (“HTA”)  
Wilmont Kahaiali’i, CEO, Aloha Legacy Productions

Legislative proposal details:

**1) Establishment of a tourism management fund**

**Defining the Problem:** Tourism management requires a funding source to ensure ongoing support for tourism management actions.

**Describing Conceptual Solutions:** The revenue source for the tourism management fund may be from the civil fines collected for the operation of a transient accommodation without a necessary permit or through allocation of a portion of the County’s 3 percent Transient Accommodations Tax (“TAT”). Funds may be used for planning and implementation of tourism management policies, including those identified by the TIG. Funds may be used to support implementation of action items identified in the *Maui Nui Destination Management Action Plan 2021 -2023*

**Result:** Withdrew proposal due to information provided from Budget Director and OED Director that a tourism management grant exists and serves the purpose the proposed fund would serve.

**2) Draft conditional language for grant funding to organizations for tourism management**

**Defining the Problem:** Agencies receiving grant money to manage and reduce tourism have a mission to promote Hawai’i as a tourist destination that conflicts with the purpose of the grant funding. Tourism management may require recommendations and activities that limit the number of visitors. Organizations

that promote tourism or support tourism driven companies have a mission in conflict with this goal. They also lack expertise and experience with activities that limit tourism. Their natural inclination is island promotion and any actions, including educational campaigns, will be derived from a place of tourism promotion.

**Describing Conceptual Solutions:** Add a grant clause restricting grant funding for tourism management to organizations that do not also promote tourism or have financial ties to the tourism industry.

**Result:** Proposal was withdrawn after discussion that agencies could apply for tourism management funding currently in the Fiscal Year 2022 budget for this project.

- 3) **Draft conditional language to be included in the next budget for the hiring of a federal government public relations firm to assist the county in working with the FAA on reducing airline seats, adding safety and pono visitor videos on flights, and redirecting the flight path away from residential areas.**

**Defining the Problem:** The Maui Island Plan recommends a guideline of tourists being one-third or less of people on island at any time. Implementing this requires policies or restrictions beyond the control of Maui County government, specifically reducing airline seat capacity into Maui and requiring pono visitor and safety videos be shown on the flights. Airline seat capacity is determined by the Federal Aviation Administration. In recent years, the path of commercial airlines has been changed to a path over residential areas in Haiku causing nuisance noise and vibration which degrades the quality of life for residents. A government relations specialist can educate the Council on the regulations governing both flight paths and seat capacity and advocate for seat reduction and redirecting the path out of residential areas.

**Describing Conceptual Solutions:** Draft conditional language to be included in the next budget for the hiring of a federal government public relations firm to assist the county in working with the FAA on reducing airline seats, adding safety and pono visitor videos on flights, and redirecting the flight path away from residential areas.

**Result:** Advance proposal as a recommended condition in the Fiscal Year 2023 budget session.

- 4) **Creating a paid parking framework that extends beyond county owned and operated parking lots that is self-sustaining with profits that fund the maintenance of the resource the parking supports.**



**Defining the Problem:** Many of our natural resources suffer from “Tragedy of the Commons” syndrome. They are public resources that are not being well maintained for the number of users and human impacts. Also we saw during the COVID shutdown that the number of rental cars on the island often exceeds our roadway and parking infrastructure. The County is moving toward a paid visitor parking model and we don’t control all the parking county-wide and it could cause other non-County locations that our residents enjoy to become inundated with tourists and negatively affect resident access.

**Describing the Conceptual Solutions:** Countywide parking policies establishing paid parking for visitors where funds would go into sustaining the resource as well as the paid parking infrastructure and eliminate the guessing game for visitors of where parking is paid, how much, etc. Side suggestion that resorts raise parking fees with revenues going to respective resorts with possibility of earmarking the revenue to work together with other resorts who are on board with the vision to create a tourist transportation shuttle network as a guest benefit.

**Result:** Proposal was withdrawn due to the Department of Management progressing with their contract for “Park Maui.”

#### **5) Creating and funding a position for a County Economist.**

**Defining the Problem:** Varying segments of Maui’s economy are interdependent. Measures relating to tourism management can be most effectively formulated if economic impacts of a particular measure can be analyzed. A Maui County economist should bring independent analysis, findings and recommendations to Council deliberations in a way that will advance actions in a prudent manner.

**Describing the Conceptual Solutions:** Create a new position of a County Economist to be assigned to the Office of Economic Development.

**Result:** Proposal withdrawn after learning from resources that it would be better to contract the specific work necessary.

#### **6) Removing discretionary wording on the 33 percent tourist amount in the Maui Island Plan.**

**Describing the Conceptual Solutions:** Beyond a moratorium, if there is no discretionary wording, it removes the Planning Commission and other decision maker’s discretionary authority; it has more force and effect of law than a guideline until the next update or another amendment.

**Specific Questions for Resource Persons:** Please describe how this change would affect decision making at the Planning Commission or County Council level.

**Result:** Proposed amendment to the MIP was withdrawn at this meeting, but was reconsidered for inclusion at the November 23, 2021 meeting.

**Meeting #2: October 8, 2021 the TIG held a panel discussion on:**

- 1) Establish an RPT category for rental cars and camping vehicles.
- 2) Legislation to regulate the transient vacation vehicle industry.
- 3) Create a framework for branding and QR codes for donations and voluntourism at applicable county sites.
- 4) Post QR codes for education about the authentic cultural and historic features of specific areas that allow people to donate directly to nonprofits for managing that area.
- 5) Create historic districts in more areas of the community.

**Resource panelists:**

Michele Yoshimura, Budget Director  
Gary Murai, Deputy Corporation Counsel  
May-Anne Alibin, Deputy Director of Finance  
Marcy Martin, Real Property Tax Administrator, Department of Finance  
Richard Mitchell, Legislative Attorney, Office of Council Services  
JoAnn Inamasu, Director, Office of Economic Development  
Janet Six, Principal Archaeologist, Department of Management  
Karla Peters, Director of Parks and Recreation  
Jordan Hart, Deputy Planning Director  
Annalise Kehler, Cultural Resources Planner, Planning Department  
Gregg Okamoto, Captain, Maui Police Department  
Rowena Dagdag-Andaya, Director of Public Works (on-call)  
Johanna Kamaunu, District Representative, Aha Moku  
Avis/Budget: Lori Lum for German Camorlinga, Government Relations & Public Affairs  
Enterprise: Mark Cochrane, Mihoko Ito and Tiffany Yajima  
Hertz/Dollar/Thrifty: Seward Akahi, Sheri Joaquin, Shannan Felipe  
Angela Vento, Interim Executive Director, Maui Hotel and Lodging Association  
Calvert Chipchase, Attorney  
Lehela Aiwohi  
Patty Cadiz  
Peter Landon, 'Ahihi Kina'u  
Scott Crawford & Heidi Lea, Hana Business Council

**Other resource panelists that were invited, but were unable to attend:**

Six (car rental agency): Louie T. Gairan  
Emily Fielding, The Nature Conservancy

HTA  
MEDB  
MVB

Legislative proposal details:

**1) Establish an RPT category for rental cars and camping vehicles.**

**Defining the Problem:** This proposal creates a new real property tax category for commercial vehicular rental. Similar in concept to Kauai County's Bill No. 2828: *A BILL FOR AN ORDINANCE AMENDING CHAPTER 5A, KAUAI COUNTY CODE 1987, AS AMENDED, ESTABLISHING A COMMERCIAL VEHICULAR RENTAL REAL PROPERTY TAX CLASS*

**Describing Conceptual Solutions:** The creation of a "Commercial Vehicular Rental" real property category recognizes that real property which accommodates such uses, should be analyzed and assessed in a manner consistent with community impacts associated with "Commercial Vehicular Rental" use.

**Result:** Proposal withdrawn. Will monitor Kauai County's legislation.

**2) Legislation to regulate the transient vacation vehicle industry.**

**Defining the Problem:** People are renting out campervans and other vehicles with camping gear as a low budget short term rental option but there is no regulatory framework and it is not legal to sleep in your vehicle in public spaces - this is a separate issue from homeless living in their cars as there are people profiting off of this industry and choosing to pay to do this.

**Describing Conceptual Solutions:** Create a framework where this industry pays the required GET and State and County TAT and all other applicable taxes and ensure all vehicles rented per day have a legal place to park and spend the night with amenities that do not allow for environmental degradation.

**Result:** Proposal amended to merge certain regulation components with the transient accommodation caps proposal, and to focus the proposal instead on individually owned vehicle rental industry. (Car rentals/home business regulations)

**Note:** The decisions to amend the proposal were made at the October 29, 2021 and November 23, 2021 meetings.

**3) Create a framework for branding and QR codes for donations and voluntourism at applicable county sites.**

**Defining the Problem:** Many of the heavily used tourist sites whether under County jurisdiction or not could use more help/funding/volunteers

**Describing Conceptual Solutions:** Create a public-private partnership where non-profits or small businesses could assist the County with approved information, projects, fundraiser and donation sites online. This framework is voluntary and if successful could extend beyond County sites.

**Result:** Proposal withdrawn after learning from representatives of nonprofits that it would be better for them to have a QR code that would provide funding directly to them, instead of via the County.

**4) Post QR codes for education about the authentic cultural/historical features of specific areas that allow people to donate directly to nonprofits for managing that area.**

**Defining the Problem:** Non-profit organizations need additional funding for the management of sites.

**Describing Conceptual Solutions:** Tourists and residents visiting and thus benefiting directly from the site are likely to donate for its management and are more likely to do so while visiting. QR codes allow an efficient method of donating.

**Result:** Proposal withdrawn after learning from representatives of nonprofits that it would be better for them to have a QR code that would provide funding directly to them, instead of via the County.

**5) Create historic districts in more areas of the community.**

Create cultural and historic districts in Chapter 20, Maui County Code. Districts are not zoning, but cultural districts designated to encourage the establishment of walking tours and museums, erect statues and educational plaques, cultural art and other types of mediums to share educational information for residents and visitors to increase awareness and appreciation for our unique and meaningful culture.

**Defining the Problem:** Visitors and residents often hold biased views of Hawaiian culture that perpetuates poor behavior towards our native peoples, environment, and cultural resources. Social media is filled with racist attitudes toward local people and beliefs that Hawai'i lacks culture due to few museums dedicated to western artforms. Visitor's lack of appreciation for our culture leads to derogatory treatment of our peoples who are seen only as poverty-stricken tourist servants, exploitation and mistreatment of the natural environment and marine life, trespassing on private property and sacred sites, and a weakening our culture to fit tourist Hollywood ideals of paradise.

**Describing Conceptual Solutions:** By creating awareness of our rich culture which holds nature as something to be revered and respected, tourists are less likely to abuse marine life and put their lives at risk in our oceans. Understanding our unique history creates more respectful tourists and attracts those looking for cultural enrichment. Creating a cultural district in Wailuku specifically can help to revitalize the area and expand resident, including our government workers, knowledge of its history and create pride in the town that can translate into further preservation of its historical roots.

**Result:** Legislation withdrawn from the TIG after being introduced at the Council.

**Meeting #3: October 29, 2021 the TIG held a panel discussion on:**

- 1) Green energy requirements for transient accommodations.
- 2) Establishing a tourist accommodation cap.
- 3) Establishing a tourism management organization.
- 4) Creating a reservation system for hot spots or popular sites.
- 5) Establishing a system to maximize local benefit.

**Resource panelists:**

Moana Lutey, Corporation Counsel  
Richelle Thomson, First Deputy Corporation Counsel  
Michael Hopper, Deputy Corporation Counsel  
Stephanie Chen, Deputy Corporation Counsel  
Marcy Martin, Real Property Tax Administrator, Department of Finance  
Jordan Hart, Deputy Planning Director  
Jacky Takakura, Administrative Planning Officer, Planning Department  
JoAnn Inamasu, Director, Office of Economic Development  
Alex DeRoode, Energy Commissioner  
Lisa Paulson, Tourism Liaison, Office of the Mayor  
Dick Mayer, former GPAC member, Alliance of Maui Community Associations  
Angela Vento, Interim Executive Director Maui Hotel and Lodging  
Frank Haas, former President, HTA  
Kalani Ka'ana'ana, Chief Brand Officer, HTA  
Karey Kapoi  
Lesley Wilkins, Maui Economic Development Board  
Peter Apo, President, The Peter Apo Company  
Sherry Duong, Maui Visitors Bureau  
Tets Yamazaki, General Manager, Sheraton Maui Resort and Spa  
Mayumi Nakamura Birt, Managing Partner, Ascent Partners, LLC (Wainapanapa)

**Other resource panelists that were invited, but were unable to attend:**

Amy Johnson, CEO, REALTORS Association of Maui (“RAM”)  
Jason Economu, Executive Director, RAM  
Keoni Ball, RAM Association President  
Donna Domingo, International Longshore and Warehouse Union  
Tamara Farnsworth, Environmental Protection & Sustainability Division

Legislative proposal details:

**1) Green energy requirements for transient accommodations**

**Defining the Problem:** With the Council’s ongoing work (Bill 95 (2021)) to have the Countywide Policy Plan recognize as a core theme *Mitigate Climate Change and Work Toward Resilience*, including goals, objectives, policies and implementing actions relating to climate change mitigation, it is important to raise awareness of the need for the visitor industry to have a collaborative position in supporting this theme.

**Describing Conceptual Solutions:** There is a need for transient accommodations to identify and implement green solutions such as water conservation measures, energy conservation measures, and operational practices which advance the conservation ethic.

**Result:** Legislation was drafted for introduction incorporating amendments to the Countywide Policy Plan to better clarify terms, including sustainability, green solutions, and water conservation measures.

**2) Establishing a tourist accommodation cap**

**Defining the Problem:** There is no comprehensive limitation to the number of overall transient accommodations. This has enabled infinite growth, which in turn enables an infinite number of tourists a place to come and stay. There is a set standard for transient accommodations in each district for certain categories of TVR, but the impact to each district is not considered holistically.

**Describing Conceptual Solutions:** Developing a comprehensive limitation of transient accommodations will naturally serve as a cap for the number of transients. The 1990 General Plan stated the County should “provide for a concept of a hotel room limit in community plan areas as part of the managed and directed growth plan.” It also said to “discourage any additional shoreline resort development.”

Place a cap on transients based on the Maui County Population as of 2012, and phase out through attrition to meet that number.

**Result:** Legislation was drafted for introduction reflecting currently permitted and legally permissible operating units.

### **3) Establishing a county tourism management organization and structure**

**Defining the Problem:** The County does not have a program to manage tourism and HTA is not structured for managing tourism, pursuant to the statutory language that created it.

**Describing Conceptual Solutions:** Establish a County Tourism Management Commission. The Commission would consist of community members that do not directly benefit financially from the tourism industry and are farmers, environmentalists, community organizers, healthcare workers, scholars, educators, and solution oriented creative thinkers. The Commission would be under the Office of the Mayor.

The Commission would choose a Chief of Tourism Management, whose position would be under Dept of Management, and would be responsible for recommending policy for tourism management to the council, for the Chief of Tourism Management to administer.

Some of the Chief of Tourism Management's kuleana will be:

- 1) Manage tourism grants.
- 2) Support grantees working on tourism management.
- 3) Recommend policies to manage tourism.
- 4) Execute the management plan developed by the Commission.

**Result:** Legislation was drafted for introduction incorporating suggested amendment to include ex officio representation from the tourism industry.

### **4) Creating a reservation system for hot spots or popular sites**

**Defining the Problem:** Areas that are heavily frequented by visitors negatively impact the natural areas and resident quality of life. For example: Oheo Gulch, Hana, Keoneoio, Twin Falls, Pipiwai Trail, Kepaniwai Park, Wailua Falls, Waihe'e Ridge Trail, Lahaina

**Describing Conceptual Solutions:** The 1990 General Plan states: "to ensure that visitor industry facilities shall not disrupt agricultural and social pursuits and will not be allowed to negatively impact the county's natural and cultural resources."

**Result:** Mayumi Nakamura Birt, Managing Partner, Ascent Partners, LLC informed the members that they are currently preparing a beta marketplace system that accomplishes this task, called MauiWayfinding.com. It can also

connect to the Wai'anapanapa reservation system. The BFED Committee will discuss this priority and explore collaboration and expansion feasibility.

### **5) Establishing a system to maximize local benefit**

**Defining the Problem:** Resident quality of life has suffered greatly as a result of extractive overtourism.

**Describing Conceptual Solutions:** Identify areas of concern and determine how to best manage and maximize local benefit and quality of life.

**Result:** Proposal was altered to focus on amending the Maui Island Plan by adding and updating indicator milestones to help track progress for existing benchmarks focused on monitoring and evaluating resident quality of life.

### **Meeting #4: November 12, 2021 the TIG held a panel discussion on replacement priorities:**

- 1) Comprehensive Economic Development Plan.
- 2) Prohibit TVR in all zoning districts, except Hotel/Resort.

### **Resource panelists:**

Richelle Thomson, First Deputy Corporation Counsel

Michael Hopper, Deputy Corporation Counsel

Jordan Hart, Deputy Planning Director

Kathleen Aoki, Administrator, Planning Department

Scott Teruya, Director Finance

Marcy Martin, Real Property Tax Administrator, Department of Finance

JoAnn Inamasu, Director, Office of Economic Development

### **1) Comprehensive Economic Development Plan**

**Defining the Problem:** As the TIG seeks legislative solutions to better manage “overtourism,” we need to concurrently consider alternative economic development strategies to enable current residents and future generations to live and work in a quality island environment. While the need for economic diversification has been a subject of discussion and study for many years, reimagining an economy less reliant on tourism has been elusive. The purpose of developing a Comprehensive Economic Development Plan is to bring focus to diversification issues, constraints, and opportunities, which will allow the County to take concrete steps towards decreasing its dependence on tourism.

**Describing Conceptual Solutions:** This proposal involves Council sponsorship of an independent study to examine factors driving economic development. Such factors, for example, may include geography and transportation, natural



resources, population demographics, educational and technological capacities, global markets, emerging industries, etc. The study's goal will be to assess Maui's position with respect to the foregoing, in order to allow the formulation of policies and implementing actions to direct the local economy towards greater diversification.

Creating a more diversified economy is a process spanning several years. It is important, therefore, that the Council take immediate action, which will "seed" the development or strengthening of sectors that can lead to a more sustainable island economy.

**Result:** Proposal will advance as a recommendation to the RFP's scope of work.

## **2) Prohibit TVR in all zoning districts, except Hotel/Resort**

**Defining the Problem:** As we make efforts to limit new TVR units they are still allowed by zoning or special use 19.11 (Special use TVR up to 5 bedrooms per lot); 19.15 (Country Town Business B-CT Special use between 1-12 bedrooms); 19.16 (Neighborhood Business B-1 Special use between 1-20 bedrooms); 19.18 (Community Business B-2 allows 20 bedrooms or less, Special use between 21-50 bedrooms); 19.22 (Resort-Commercial B-R allows 20 bedrooms or less, Special use 21-50 bedrooms)

**Describing Conceptual Solutions:** No longer allow new TVR use in these zoning categories unless they go through the standard Short Term Rental Home ("STRH") permit process (and there is STRH permit available in that community plan district) and remove the ability to get special use permits in these zonings for the larger TVR usage. Require existing TVR owners to use the property's Tax Map Key as a registration number for advertising purposes.

**Result:** Proposal will advance.

### **Meeting #5: November 23, 2021:**

The TIG discussed additional replacement priorities, finalized the projected legislative priorities list and reviewed draft legislative proposals.

### **TIG priority proposals recap:**

- 1) Establish a tourist accommodation cap (**pending**)
- 2) Establish a tourism management organization (**completed**)
- 3) Create a reservation system for hot spots or popular sites (**pending**)
- 4) Establish a system to maximize local benefit (**pending**)
- 5) Establish a tourism management fund (**remove**)
- 6) Create and fund a position for a County Economist (**remove**)
- 7) Establish an RPT category for rental cars and camping vehicles (**remove**)

- 8) Green energy requirements for transient accommodations -Maui Island Plan **(pending)**
- 9) Remove discretionary wording on the 33 percent tourist amount in the Maui Island Plan **(pending)**
- 10) Create a framework for branding and QR codes for donations and voluntourism at applicable county sites. **(remove)**
- 11) Create a paid parking framework that extends beyond county owned and operated parking lots that is self-sustaining with profits that fund the maintenance of the resource the parking supports. **(remove)**
- 12) Legislation to regulate the transient vacation vehicle industry. (pending)
- 13) Create cultural and historic districts in Chapter 20, Maui County Code. Districts are not zoning, but cultural districts that would encourage the establishment of walking tours and museums, erect statues and educational placards, cultural art and other types of mediums to share educational information for residents and visitors. (remove)
- 14) Draft conditional language to be included in the next budget for the hiring of a federal government public relations firm to assist the county in working with the FAA on reducing airline seats, adding safety and pono visitor videos on flights, and redirecting the flight path away from residential areas. (pending)
- 15) Draft conditional language to grant funding to organizations for tourism management (remove)
- 16) Post QR codes for education about the authentic cultural/historical features of specific areas that allow people to donate directly to non-profits for managing that area. (remove)
- 17) Replacement: Economic Development Plan (pending)
- 18) Replacement: Phase out TVR in all districts (completed)
- 19) Replacement: Car rentals/home business regulations (pending)
- 20) Replacement: Shoreline retreat (pending)
- 21) Replacement: Quality of life indicators -Maui Island Plan (pending)

**FINAL LEGISLATIVE PRIORITIES ACTION LIST:**

- 1) Establish a tourist accommodation cap
  - a. Draft bill
  - b. Draft Resolution to send to the Planning Commissions
- 2) Establish a tourism management organization
  - a. Draft bill
- 3) Create a reservation system for hot spots or popular sites
  - a. Draft committee discussion item

- 4) Comprehensive Economic Development Plan
  - a. Budget line-item language
  - b. Scope for RFP
  - c. Draft committee discussion item
- 5) Green energy requirements for transient accommodations - Countywide Policy Plan
  - a. Draft amendment
  - b. Draft Resolution to send to Planning Commissions
- 6) Phase out TVR in all districts
  - a. Draft bill
  - b. Draft Resolution to send to Planning Commissions
- 7) Car rentals/home business regulations
  - a. Draft bill
- 8) Remove discretionary wording on the 33 percent tourist amount in the Maui Island Plan
  - a. Draft bill
  - b. Draft Resolution to send to Maui Planning Commission
- 9) Draft conditional language to be included in the next budget for the hiring of a federal government public relations firm to assist the county in working with the FAA on reducing airline seats, adding safety and pono visitor videos on flights, and redirecting the flight path away from residential areas.
  - a. Budget line-item language
  - b. Scope for RFP
- 10) Managed retreat
  - a. Draft bill
  - b. Draft Resolution to send to Planning Commissions
- 11) Quality of life indicators -Maui Island Plan
  - a. Draft bill
  - b. Draft Resolution to send to Maui Planning Commission

**Meeting #6: December 10, 2021:**

The TIG reviewed and achieved consensus on all draft legislative proposals, with the intention of next tasking OCS to review and finalize each bill, in preparation for the final vote to determine which proposals will be included in the TIG Final Report at the next meeting, January 18, 2022.

TIG members were asked to work closely with their respective TIG resource experts and advocates to review the TIG's legislative proposals after the meeting, and to develop any proposed amendment recommendations to present at the upcoming final TIG meeting, before the final votes are taken.

**Final TIG Meeting #7: January 19, 2022:**

The TIG reviewed and voted on final drafts of all bills and legislative priorities to be included in the Final TIG Report.

All approved legislative drafts will be compiled and attached to the final TIG report for the Budget, Finance, and Economic Development Committee's consideration, and for introduction at Council and referral to the appropriate standing committees for deliberation.

**V. Findings and Recommendations**

The following eight legislative proposals encapsulate and satisfy the priorities that were identified as being time sensitive and most important.

**Legislative Proposal #1:** Establish a tourist accommodation cap

*Summary:* The recommendation from the TIG is to cap the number of transient accommodations currently operating, or legally allowed by current Maui County Code, and to transmit the legislation to the Planning Commissions and advisory committees.

*Recommended Action:* The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

*Barriers to Implementing:* None.

**Legislative Proposal #2:** Institutionalize a County tourism management structure

*Summary:* The recommendation from the TIG is to establish a tourism management commission with voting members who do not directly solely rely financially on the tourism industry, and include one ex officio member that does financially rely upon the tourism industry to provide the voting members insight for decision-making.

The Commission would appoint the position of Chief of Tourism Management.

*Recommended Actions:* The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

*Barriers to implementing:* None.

**Legislative Proposal #3:** Green energy requirements for transient accommodations

*Summary:* The recommendation from the TIG is to amend the Countywide Policy Plan to encourage the tourism industry to implement green energy technologies and sustainability measures.

*Recommended Actions:* The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

*Barriers to implementing:* None.

**Legislative Proposal #4:** Remove discretionary wording on the 33 percent tourist amount in the Maui Island Plan

*Summary:* The recommendation from the TIG is to amend the Maui Island Plan to stop permit application or permits for transient vacation accommodations if the island-side visitor population exceeds 33 percent of the resident population.

*Recommended Actions:* The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

*Barriers to implementing:* None.

**Legislative Proposal #5:** Legislation to regulate the peer-to-peer car sharing industry

*Summary:* The recommendation from the TIG is to amend Maui County Code to add a new section requiring the registered owner of a vehicle which is rented on a peer-to-peer car sharing platform to park the vehicle at all times, when it is not rented, on the registered owners private property, and not on a public roadway; and that pick-up and drop-off of peer-to-peer car sharing vehicles in a residential neighborhood be strictly prohibited.

*Recommended Actions:* The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

*Barriers to implementing:* None

**Legislative Proposal #6:** Amend the Maui Island Plan to include quality of life indicators that are measurable

*Summary:* The recommendation from the TIG is to amend the Maui Island Plan by adding indicator milestones to help track progress for existing benchmarks focused on monitoring and evaluating resident quality of life.

*Recommended Actions:* The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

*Barriers to implementing:* None

**Legislative Proposal #7: Managed retreat**

*Summary:* The recommendation from the TIG is to amend the Maui County Code to add a new section which would allow for exceptions from transient accommodation caps for structures located within the sea level rise exposure area, to be strategically relocated and rebuilt outside of the sea level rise exposure area and special management area.

*Recommended Actions:* The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

*Barriers to implementing:* None

**Legislative Proposal #8: Eliminating transient vacation rentals in various districts**

*Summary:* The recommendation from the TIG is to amend the comprehensive zoning ordinance to eliminate transient vacation rentals as special uses in various districts and establishing new requirements for transient vacation rentals in various districts

*Recommended Actions:* The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

*Barriers to implementing:* None

**The following items are also recommended by the TIG:**

**Item #1a: Comprehensive Economic Development Plan - Budget Line Item**

*Summary:* Work with the OED Director to ensure an updated Comprehensive Economic Development Strategy (CEDS) is funded in the next budget.

*Recommended Actions:* The TIG voted unanimously to support this recommendation.

*Barriers to implementing:* None

**Item #1b: Comprehensive Economic Development Plan - Scope of Work**

*Summary:* Work with the OED Director to ensure the Scope of Work to contract for an update to the current CEDS. After learning from OED Director that the CEDS is overdue for its 5-year update, instead of withdrawing the proposal in its entirety, the consensus was to recommend portions in the scope of work to include specific, measurable, achievable (or attainable), relevant, and time-bound (S.M.A.R.T.) goals and objectives.

*Recommended Actions:* The TIG voted unanimously to support this recommendation.

*Barriers to implementing:* None

**Item #1c: Comprehensive Economic Development Plan - Discussion item**

*Summary:* Draft a committee discussion item regarding a Comprehensive Economic Development Plan for the BFED committee.

*Recommended Actions:* The TIG voted unanimously to support this recommendation.

*Barriers to implementing:* None

**Item #2: Reservation system for tourism hotspots - Discussion item**

*Summary:* Draft a committee discussion item regarding a reservation system for tourism hotspots for the BFED committee.

*Recommended Actions:* The TIG voted unanimously to support this recommendation.

*Barriers to implementing:* None

**Item #3a: Contract a consultant to assist the County in working with the FAA to advance the County's initiatives - Budget Line Item**

*Summary:* Draft conditional language to be included in the next budget for the contract of a consultant to assist the county in working with the FAA on reducing airline seats, adding safety and pono visitor videos on flights, and redirecting the flight path away from residential areas.

*Recommended Actions:* The TIG voted unanimously to support this recommendation.

*Barriers to implementing:* None

**Item #3b: Contract a consultant to assist the County in working with the FAA to advance the County's initiatives- Scope of Work**

*Summary:* Draft Scope of Work to hire a federal government public relations firm to assist the county in working with the FAA on reducing airline seats, adding safety and pono visitor videos on flights, and redirecting the flight path away from residential areas.

*Recommended Actions:* The TIG voted unanimously to support this recommendation.

*Barriers to implementing:* None

**VI. Acknowledgments**

The TIG expresses its sincere gratitude to the entire Administration, all County personnel, State agencies, the many tourism management advocates, community members and organizations, finance experts, labor unions, and local businesses that took time out of their busy schedules to be available and participate in this important process.

All of the background and expertise provided to the TIG members was extremely helpful in guiding the legislative proposals attached to this Tourism Management and Economic Development Temporary Investigative Group report.

We are grateful for the collaborative effort for all involved in helping to identify tourism management solutions and these steps toward the County managing tourism for Maui County, while simultaneously seeking and implementing replacement economic development efforts.



A special mahalo to the TIG's assigned Office of Council Services staff, Lesley Milner and to all of the Executive Assistants of TIG members for their dedicated assistance over the last several months.

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Attachments

August 19, 2021

MEMO TO: Members of the Temporary Investigative Group

F R O M: Keani N.W. Rawlins-Fernandez, Chair  
Temporary Investigative Group



SUBJECT: **TOURISM AND ECONOMIC DEVELOPMENT** (BFED-45)

In preparation for the first meeting of the Temporary Investigative Group (“TIG”), please note the following items related to the operation of the TIG.

**Purpose of investigation:**

To make findings and recommendations on policies relating to tourism management, economic development, and diversification.

**Scope of investigation:**

The scope of investigation should include the following:

- 1) As its first order of business, the TIG will work with the community to:
  - a. Calculate the number of transient accommodations that will likely keep the number of transients at or below one-third of the resident population.
  - b. Propose methods to strengthen language in the County Plans regarding a visitor cap.
  - c. Identify activities and locations throughout the County experiencing overtourism and undesired behavior of tourists and propose mitigation measures.
  - d. Propose methods to limit rental cars within the County’s authority.
  - e. Propose methods to allocate parking for residents and tourists in problem areas around the County, including beach parking.

- f. Explore alternative forms of transit.
  - g. Explore and propose methods to expand and diversify developing economic industries and activities.
- 2) During its investigation, the TIG will:
- a. Conduct interviews and engage in discussions with County personnel, including the Administration, the Department of the Corporation Counsel, and State agencies related to the County's goals in managing tourism.
  - b. Conduct interviews and discussions with individuals with expertise in the issues outlined above for the purpose of identifying transient management solutions, removing existing barriers to implementing transient management solutions, and identifying steps the County can consider to manage tourism.
  - c. Consult with community members and groups, including transient management advocates, finance experts, labor unions, businesses in the tourism industry, and other municipalities.
- 3) At the conclusion of its investigation, the TIG will:
- a. Prioritize and rank in order of importance the top strategies and opportunities for managing tourism.
  - b. Identify which of the top strategies and opportunities require Council legislative action.
  - c. Identify which of the top strategies and opportunities require action by County agencies.
  - d. Share findings with all other relevant entities.

| <b>Membership:</b>                         | <b>Authority:</b>  |
|--|--|
| Keani N.W. Rawlins-Fernandez,<br>TIG Chair | Call, convene, and facilitate TIG discussions; request staff assistance from the Council Chair and the Administration; report findings and recommendations, if any, to the Budget, Finance, and Economic Development Committee; establish and enforce parliamentary procedure. |
| Alice Lee, TIG Vice-Chair                  | In the absence of the Chair, the Vice-Chair assumes the duties of the Chair.   |
| Tamara Paltin, TIG member                  | Voting member  |
| Shane Sinenci, TIG member                  | Voting member  |

**General rules:**

- 1) Discussion of matters relating to the purpose and scope of the investigation is restricted to only those Council members appointed by the Budget, Finance, and Economic Development Committee to the TIG.
- 2) The virtual or in-person presence of three TIG members for a meeting called and convened by the TIG Chair constitutes a quorum.
- 3) Discussion of matters relating to the purpose and scope of the investigation is only permitted during a meeting called and convened by the TIG Chair, or in the absence of the TIG Chair, the TIG Vice-Chair.
- 4) Three affirmative votes are required to establish a recommendation of the TIG. Items that do not receive three affirmative votes will be disclosed as findings.
- 5) The TIG Chair will submit a report of the group's findings, recommendations, and legislative proposals, if any, to the Budget, Finance, and Economic Development Committee no later than March 1, 2022.

- 6) The TIG will be dissolved upon presentation of its findings, recommendations, and legislative proposals to the Budget, Finance, and Economic Development Committee.
- 7) At this time, the TIG will be staffed by the Budget, Finance, and Economic Development Committee's Lead Analyst, but should the need arise, a Legislative Attorney and a Committee Secretary will be assigned.
- 8) The TIG is not considered a "board" for Sunshine Law purposes so long as it strictly abides by the requirements of Section 92-2.5(b)(1) of the Hawaii Revised Statutes, as attached. Sunshine Law requirements including meeting notices, public testimony, open meetings, and meeting minutes do not apply to the TIG.

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Attachment

**§92-2.5 Permitted interactions of members.** (a) Two members of a board may discuss between themselves matters relating to official board business to enable them to perform their duties faithfully, as long as no commitment to vote is made or sought and the two members do not constitute a quorum of their board.

(b) Two or more members of a board, but less than the number of members which would constitute a quorum for the board, may be assigned to:

(1) Investigate a matter relating to the official business of their board; provided that:

- (A) The scope of the investigation and the scope of each member's authority are defined at a meeting of the board;
- (B) All resulting findings and recommendations are presented to the board at a meeting of the board; and
- (C) Deliberation and decisionmaking on the matter investigated, if any, occurs only at a duly noticed meeting of the board held subsequent to the meeting at which the findings and recommendations of the investigation were presented to the board; or

(2) Present, discuss, or negotiate any position which the board has adopted at a meeting of the board; provided that the assignment is made and the scope of each member's authority is defined at a meeting of the board prior to the presentation, discussion, or negotiation.

(c) Discussions between two or more members of a board, but less than the number of members which would constitute a quorum for the board, concerning the selection of the board's officers may be conducted in private without limitation or subsequent reporting.

(d) Board members present at a meeting that must be canceled for lack of quorum or terminated pursuant to section 92-3.5(c) may nonetheless receive testimony and presentations on items on the agenda and question the testifiers or presenters; provided that:

(1) Deliberation or decisionmaking on any item, for which testimony or presentations are received, occurs only at a duly noticed meeting of the board held subsequent to the meeting at which the testimony and presentations were received;

(2) The members present shall create a record of the oral testimony or presentations in the same manner as would be required by section 92-9 for testimony or presentations heard during a meeting of the board; and

(3) Before its deliberation or decisionmaking at a subsequent meeting, the board shall:

- (A) Provide copies of the testimony and presentations received at the canceled meeting to all members of the board; and

(B) Receive a report by the members who were present at the canceled or terminated meeting about the testimony and presentations received.

(e) Two or more members of a board, but less than the number of members which would constitute a quorum for the board, may attend an informational meeting or presentation on matters relating to official board business, including a meeting of another entity, legislative hearing, convention, seminar, or community meeting; provided that the meeting or presentation is not specifically and exclusively organized for or directed toward members of the board. The board members in attendance may participate in discussions, including discussions among themselves; provided that the discussions occur during and as part of the informational meeting or presentation; and provided further that no commitment relating to a vote on the matter is made or sought.

At the next duly noticed meeting of the board, the board members shall report their attendance and the matters presented and discussed that related to official board business at the informational meeting or presentation.

(f) Discussions between the governor and one or more members of a board may be conducted in private without limitation or subsequent reporting; provided that the discussion does not relate to a matter over which a board is exercising its adjudicatory function.

(g) Discussions between two or more members of a board and the head of a department to which the board is administratively assigned may be conducted in private without limitation; provided that the discussion is limited to matters specified in section 26-35.

(h) Communications, interactions, discussions, investigations, and presentations described in this section are not meetings for purposes of this part. [L 1996, c 267, §2; am L 2005, c 84, §1; am L 2012, c 177, §1]

### **Law Journals and Reviews**

Hawai`i's Sunshine Law Compliance Criteria. 26 UH L. Rev. 21.

### **Case Notes**

Even assuming that written memoranda circulated by council members, in which the council members presented proposed actions, included justifications for the proposals, and sought "favorable consideration" of the proposals constituted a permitted interaction under subsection (a), the memoranda violated the mandate under subsection (b) that no permitted interaction be used to circumvent the spirit or requirements of the sunshine law to make a decision or to deliberate toward a decision upon board business. The "express premise" of the sunshine law is that opening up the government process to public scrutiny is the only viable and reasonable way to protect the public. 130 H. 228, 307 P.3d 1174 (2013).

Written memoranda circulated by council members, in which the council members presented proposed actions, included justifications for the proposals, and sought "favorable consideration" of the proposals did not fall within the permitted interaction described in subsection (a) because the memoranda: (1) were distributed among all of the members of the Maui county council rather than among only two members of the board; and (2) sought a commitment to vote by asking for "favorable consideration" of the proposals contained within them and thus, violated the sunshine law. 130 H. 228, 307 P.3d 1174 (2013).

Although subsection (a) does not expressly preclude city council members from engaging in serial one-on-one conversations, when council members engaged in a series of one-on-one conversations relating to a particular item of council business, under §92-5(b), the spirit of the open meeting requirement was circumvented and the strong policy of having public bodies deliberate and decide its business in view of the public was thwarted and frustrated. 117 H. 1 (App.), 175 P.3d 111.

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# Resolution

No. \_\_\_\_\_

REFERRING TO THE PLANNING COMMISSIONS  
A PROPOSED BILL AMENDING THE  
COMPREHENSIVE ZONING ORDINANCE  
RELATING TO TRANSIENT ACCOMMODATION  
CAPS

WHEREAS, the Council is considering a proposed bill to amend the Comprehensive Zoning Ordinance relating to transient accommodation caps; and

WHEREAS, Sections 8-8.4 and 8-8.6 of the Revised Charter of the County of Maui (1983), as amended, requires the appropriate planning commissions to review proposed land use ordinances and amendments and provide findings and recommendations to the Council; now, therefore,

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

1. That it refers the proposed bill entitled "A BILL FOR AN ORDINANCE AMENDING A BILL FOR AN ORDINANCE AMENDING THE COMPREHENSIVE ZONING ORDINANCE RELATING TO TRANSIENT ACCOMMODATION CAPS," a copy of which is attached as Exhibit "1," to the Lānaʻi Planning Commission, Maui Planning Commission, and Molokai Planning Commission for appropriate action in accordance with Section 8-8.4 and 8-8.6 of the Revised Charter of the County of Maui (1983), as amended;
2. That it respectfully requests the Lānaʻi, Maui, and Molokai Planning Commissions transmit their findings as expeditiously as possible; and
3. That certified copies of this resolution be transmitted to the Mayor, the Planning Director, the Lānaʻi Planning Commission, the Maui Planning Commission, and the Molokai Planning Commission.

**Resolution No.** \_\_\_\_\_

APPROVED AS TO FORM AND LEGALITY

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Deputy Corporation Counsel  
County of Maui

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DRAFT

Exhibit 1

ORDINANCE NO. \_\_\_\_\_

BILL NO. \_\_\_\_\_ (2022)

A BILL FOR AN ORDINANCE AMENDING THE COMPREHENSIVE ZONING  
ORDINANCE RELATING TO TRANSIENT ACCOMMODATION CAPS

BE IT ORDAINED BY THE PEOPLE OF THE COUNTY OF MAUI:

SECTION 1. Section 19.12.020, Maui County Code, is amended to read  
as follows:

**“19.12.020 Permitted uses.** Within the A-1 and A-2  
districts, the following uses are permitted:

- A. Any use permitted in the residential and duplex districts.
- B. Apartment houses.
- C. Boarding houses, rooming houses, and lodging houses.
- D. Bungalow courts.
- E. Apartment courts.
- F. Townhouses.

G. Transient vacation rentals in building and structures  
meeting all of the following criteria:

1. The building or structure received a building  
permit, special management area use permit, or planned  
development approval that was lawfully issued by and was  
valid, or is otherwise confirmed to have been lawfully existing,  
on April 20, 1989.

2. Transient vacation rental use was conducted in  
any lawfully existing dwelling unit within the building or  
structure prior to September 24, 2020 as determined by real  
property tax class or payment of general excise tax and  
transient accommodations tax[.], subject to the following  
restrictions and standards as distributed per the following  
community plan areas and as further restricted by the  
applicable community plan:

- a. Hāna: 19.
- b. Kihei-Mākena: 4,928.
- c. Makawao-Pukalani-Kula: 1.
- d. Pā‘ia-Ha‘iku: 34.
- e. Wailuku-Kahului: 24.

f. West Maui: 4,851.

g. Molokai: 248.

h. Lānaʻi: 0.

3. If any such building or structure is reconstructed, renovated or expanded, then transient vacation rental use is limited to the building envelope as it can be confirmed to have been approved or lawfully existing on April 20, 1989. The number of bedrooms used for transient vacation rental must not be increased.”

SECTION 2. Section 19.15.030, Maui County Code, is amended to read as follows:

“**19.15.030 Special uses.** The following are special uses in the B-CT country town business district, and approval of the appropriate planning commission [shall] must be obtained, upon conformance with the intent of this article and subject to such terms and conditions as may be warranted and required:

| Special uses   | Criteria or limitations  |
|--|--|
| Public utility substations   | [Provided] If there will be no detrimental or nuisance effect upon neighbors   |
| Storage facilities not associated with a permitted use within the district |  |
| Telecommunication offices and facilities                                   | [Provided,] <u>Except</u> that all exterior telecommunication equipment [shall] <u>must</u> be set back at least twenty-five feet from any property line and that such telecommunication equipment shall be screened from public view by appropriate means, including[, but not limited to,] landscape planting  |
| Transient vacation rentals   | One to twelve bedrooms <u>subject to the following restrictions and standards as distributed per the following community plan areas and as further restricted by the applicable community plan:</u><br><u>1. Hāna: 0.</u><br><u>2. Kihei-Mākena: 0.</u><br><u>3. Makawao-Pukalani-Kula: 0.</u><br><u>4. Pāʻia-Haʻiku: 1.</u><br><u>5. Wailuku-Kahului: 0.</u><br><u>6. West Maui: 0.</u> |

|   |   |
|---|---|
|   | 7. Molokai: 0.<br>8. Lānaʻi: 0.                         |
| Upholstery, canvas, sign painting, and surfboard making shops   |   |
| Vehicle bodywork, frame or body parts straightening, steam cleaning, painting, welding, storage of non-operating vehicles, and tire recapping or re-grooving  | Conducted wholly within a completely enclosed building  |
| Other uses that are similar in character to permitted and special uses and consistent with the unique character, identity, and needs of the country town, and that are not detrimental to the welfare of the surrounding area | Conducted wholly within a completely enclosed building” |

SECTION 3. Section 19.18.020, Maui County Code, is amended to read as follows:

**“19.18.020 Permitted uses.** Within the B-2 community business district, the following uses shall be permitted:

| Permitted uses  | Criteria or limitations  |
|---|--|
| Amusement and recreational activities   |  |
| Animal hospitals including boarding   |  |
| Auditoriums, theaters, and gymnasiums including fitness centers, private clubs, and dance halls |  |
| Automobile services   | <b>[Provided all] <u>All</u> automobile repair operations are conducted wholly within a completely enclosed building; and [provided further, that] tire rebuilding or battery manufacturing [shall not be] <u>is not permitted</u></b> |
| Automobile upholstery shops   |  |
| Awning or canvas shops  |  |
| Baseball, football and other  |  |

|  |   |
|--|---|
| sports stadiums or activities  |   |
| Bed and breakfast homes, in a lawfully existing single-family dwelling   | Subject to the restrictions and standards of section 19.64.030 of this code   |
| Buildings and premises used, owned or operated by government agencies, including community centers   |   |
| Catering establishments  |   |
| Communication equipment, antenna or towers   |   |
| Day care facilities  |   |
| Drive-in restaurants   |   |
| Eating and drinking establishments   |   |
| Education, specialized   |   |
| Educational institutions   |   |
| Entertainment establishments   |   |
| Farmers markets  |   |
| General merchandising  |   |
| General office   |   |
| Ice cream and milk manufacturing plants  |   |
| Libraries  |   |
| Marinas  |   |
| Multifamily dwellings, duplexes, and bungalow courts   |   |
| Museums  |   |
| New and used car lots  | <b>[Provided all] <u>All</u> repair and maintenance <u>[is] must be</u> conducted wholly within a completely enclosed building</b>                                  |
| Nursing and convalescent homes   |   |
| Nurseries (flower or plants)   | <b>[Provided, that all] <u>All</u> incidental equipment and supplies, including fertilizers and empty cans, <u>[are] must be</u> kept within enclosed buildings</b> |
| Parking structures or lots, which may include solar energy facilities that are installed on overhead canopies or structures, and may provide |   |

|   |  |
|---|--|
| power to other lots   |  |
| Personal and business services  |  |
| Pet shops and boarding facilities   |  |
| Recycling collection center   | Conducted wholly within a completely enclosed building or within an area enclosed on all sides by a solid fence or wall at least six feet in height; and [provided, that] no goods, materials, or objects [shall] <u>may</u> be stacked higher than the fence or walls so erected  |
| Redemption center   |  |
| Religious, benevolent, or philanthropic societies, civil organizations, and quasi-public uses |  |
| Sanitariums   |  |
| Sign-painting shops   | Conducted wholly within a completely enclosed building   |
| Swap meet or open air market  |  |
| Taxicab, car rental, and U-drive stations and offices   |  |
| Transient vacation rentals  | Not exceeding twenty bedrooms; except on Molokai, where a special use permit [shall be] <u>is</u> required, <u>subject to the following restrictions and standards as distributed per the following community plan areas and as further restricted by the applicable community plan:</u><br><ol style="list-style-type: none"> <li>1. <u>Hāna: 0 units.</u></li> <li>2. <u>Kihei-Mākena: 53 units.</u></li> <li>3. <u>Makawao-Pukalani-Kula: 0 units.</u></li> <li>4. <u>Pā'ia-Ha'iku: 0 units.</u></li> <li>5. <u>Wailuku-Kahului: 207 units.</u></li> <li>6. <u>West Maui: 58 units.</u></li> <li>7. <u>Molokai: 0 units.</u></li> <li>8. <u>Lāna'i: 0 units.</u></li> </ol> |
| Other similar businesses or commercial enterprises or   | [Provided that such] <u>The uses [shall] <u>must</u> be approved by the</u>  |

|  |  |
|--|--|
| activities that are not detrimental to the welfare of the surrounding area | appropriate planning commission as conforming to the intent of this article” |
|--|--|

SECTION 4. Section 19.18.040, Maui County Code, is amended to read as follows:

**“19.18.040 Special uses.** The following are special uses in the B-2 community business district, and approval of the appropriate planning commission [shall] must be obtained, upon conformance with the intent of this article and subject to such terms and conditions as may be warranted and required:

| Special uses   | Criteria or limitations  |
|--|--|
| Mortuaries   |  |
| Transient vacation rentals   | Twenty-one to fifty bedrooms; except on Molokai, where the maximum number of bedrooms and use [shall] <u>will</u> be determined by the planning commission. <u>Transient vacation rentals operating with a special use permit under this section must be included in the number of transient vacation rentals permitted under 19.18.020.</u> |
| Other uses that are similar in character to permitted and special uses and that are not detrimental to the welfare of the surrounding area | ”  |

SECTION 5. Section 19.20.020, Maui County Code, is amended to read as follows:

**“19.20.020 Permitted uses.** Within the B-3 central business district, the following uses [shall be] are permitted:

| Permitted uses  | Criteria or limitations                                |
|---|--|
| Amusement and recreational activities   | Conducted wholly within a completely enclosed building |
| Animal hospitals, including boarding  |  |
| Auditoriums, theaters, gymnasiums including fitness centers, private clubs, and dance halls |  |



|  |   |
|--|---|
| Automobile services  | No automobile repair  |
| Baseball or football stadiums and other sport activities   |   |
| Building and premises used, owned, or operated by government agencies, including community centers |   |
| Catering establishments  |   |
| Communication equipment, antennae or towers  |   |
| Day care facilities  |   |
| Drive-in restaurants   |   |
| Eating and drinking establishments   |   |
| Education, specialized   |   |
| Educational institutions   |   |
| Farmer's market  |   |
| General merchandising  | Except for equipment rentals, sales yards, and plumbing shops   |
| General office   |   |
| Libraries  |   |
| Marinas  |   |
| Multifamily dwellings, duplexes, and bungalow courts   |   |
| Museums  |   |
| Nursing and convalescent homes   |   |
| Parking structures and lots  |   |
| Parks and playgrounds  |   |
| Personal and business services   |   |
| Pet shops  |   |
| Recycling collection center  | Conducted wholly within a completely enclosed building or within an area enclosed on all sides by a solid fence or wall at least six feet in height; and [provided, that] no goods, materials, or objects [shall] <u>may</u> be stacked higher than the fence or walls so erected |
| Redemption center  |   |
| Religious, benevolent, or philanthropic societies, civic organizations, and quasi-public uses      |   |
| Sanitariums  |   |
| Service business residential ("SBR") service establishments  |   |

|  |   |
|--|---|
| Swap meets and open air markets  |   |
| [Transient vacation rentals]   | [Not exceeding twenty bedrooms; except on Molokai, where a special use permit shall be required]  |
| Other similar businesses or commercial enterprises or activities that are not detrimental to the welfare of the surrounding area | Provided, however, that such uses [shall] <u>must</u> be approved by the appropriate planning commission as conforming to the intent of this article” |

SECTION 6. Section 19.20.040, Maui County Code, is amended to read as follows:

**“19.20.040 Special uses.** The following are special uses in the B-3 central business district, and approval of the appropriate planning commission [shall] must be obtained, upon conformance with the intent of this article and subject to such terms and conditions as may be warranted and required:

| Special uses                 | Criteria or limitations   |
|------------------------------|---|
| Mortuaries                   |   |
| [Transient vacation rentals] | [Twenty-one to fifty bedrooms; except on Molokai, where the maximum number of bedrooms and use shall be determined by the planning commission]” |

SECTION 7. Section 19.22.020, Maui County Code, is amended to read as follows:

**“19.22.020 Permitted uses.** Within the B-R district, the following uses [shall be] are permitted:

| Permitted uses   | Criteria or limitations |
|--|-------------------------|
| Amusement and recreational activities  |                         |
| Art galleries  |                         |
| Auditoriums, theaters, gymnasiums including fitness centers, private clubs and dance halls |                         |
| Camera shops   |                         |
| Eating and drinking establishments   |                         |

|  |   |
|--|---|
| Flower shops   |   |
| Gift and curio shops   |   |
| Information centers  |   |
| Music stores and studios   |   |
| News and magazine stands   |   |
| Night clubs  |   |
| Novelty shops  |   |
| Parking structures and lots  |   |
| Personal and business services   |   |
| Real estate offices  |   |
| Specialized clothing shops   |   |
| Taxicab, car rental, and U-drive stations and offices  |   |
| Transient vacation rental  | <p>Up to and including twenty bedrooms <u>subject to the following restrictions and standards as distributed per the following community plan areas and as further restricted by the applicable community plan:</u></p> <ol style="list-style-type: none"> <li><u>1. Hāna: 0 units.</u></li> <li><u>2. Kihei-Mākena: 29 units.</u></li> <li><u>3. Makawao-Pukalani-Kula: 0 units.</u></li> <li><u>4. Pā‘ia-Ha‘īku: 0 units.</u></li> <li><u>5. Wailuku-Kahului: 0 units.</u></li> <li><u>6. West Maui: 0 units.</u></li> <li><u>7. Molokai: 0 units.</u></li> <li><u>8. Lāna‘i: 0 units.</u></li> </ol> |
| Travel agencies  |   |
| Other uses of similar character providing foods, services, or facilities primarily to transient visitors | <p>For uses on Maui or [Lanai] <u>Lāna‘i</u>, the director of planning may approve such uses as conforming to the intent of this article, subject to such terms and conditions as may be warranted and required by the director of planning;</p> <p>For uses on Molokai, the Molokai planning commission, not the director of planning, [shall] <u>must</u> approve or deny such uses”</p>  |

SECTION 8. Section 19.22.040, Maui County Code, is amended to read as follows:

**“19.22.040 Special uses.** The following are declared special uses in the B-R resort commercial district, and approval of the appropriate planning commission [shall] must be obtained, upon conformance with the intent of this article and subject to such terms and conditions as may be warranted and required:

| Special uses               | Criteria or Limitations  |
|----------------------------|--|
| Transient vacation rentals | Twenty-one to fifty bedrooms.<br><u>Transient vacation rentals operating with a special use permit under this section must be included in the number of transient vacation rentals permitted under 19.22.020.”</u> |

SECTION 9. Section 19.32.040, Maui County Code, is amended by amending Subsection I to read as follows:

“Transient vacation rentals [shall be] are permitted in planned developments, except for developments that have been publicly funded, if:

1. The planned development received a planned development site plan approval that was lawfully issued by and valid on April 20, 1989, and the land is zoned A-1 or A-2 apartment district; or
2. The planned development meets all of the following:
  - a. The planned development received final approval as provided in this chapter, and at least one unit in the planned development was operating as a vacation rental on or before April 20, 1981.
  - b. The planned development is located on parcels with at least some residential district zoning.
  - c. The planned development consists of only:
    - i. Duplexes or multi-family dwelling units; or
    - ii. A combination of single-family dwelling units and duplexes or multi-family dwelling units.
3. Transient vacation rentals in planned developments are subject to the following restrictions and standards as distributed per the following community plan areas and as further restricted by the applicable community plan:
  - a. Hāna: 0 units.
  - b. Kīhei-Mākena: 0 units.
  - c. Makawao-Pukalani-Kula: 0 units.
  - d. Pā‘ia-Ha‘iku: 0 units.
  - e. Wailuku-Kahului: 0 units.
  - f. West Maui: 109 units.
  - g. Molokai: 0 units.

h. Lānaʻi: 0 units.”

SECTION 10. Section 19.14.040 Maui County Code, is amended to read as follows:

**“19.14.040 [Reserved.] Restrictions.** A. Transient vacation rental units in the hotel districts are subject to the following restrictions and standards as distributed per the following community plan areas and as further restricted by the applicable community plan:

1. Hāna: 51 units.
2. Kīhei-Mākena: 3,260 units.
3. Makawao-Pukalani-Kula: 35 units.
4. Pāʻia-Haʻīku: 7 units.
5. Wailuku-Kahului: 472 units.
6. West Maui: 3,600 units.
7. Molokai: 22 units.
8. Lānaʻi: 348 units.

B. Transient vacation units in apartment-hotels are subject to the following restrictions and standards as distributed per the following community plan areas and as further restricted by the applicable community plan:

1. Hāna: 7 units.
2. Kīhei-Mākena: 1,893 units.
3. Makawao-Pukalani-Kula: 0 units.
4. Pāʻia-Haʻīku: 0 units.
5. Wailuku-Kahului: 0 units.
6. West Maui: 2,029 units.
7. Molokai: 375 units.
8. Lānaʻi: 0 units.”

SECTION 11. Section 19.36B.120, Maui County Code, is amended to read as follows:

**“19.36B.120 Temporary parking.** A. For the purpose of this chapter, temporary parking means the providing of parking spaces and areas for a limited period of time, such as temporary employee parking; temporary construction worker parking; temporary displaced parking; and temporary sales offices, bazaars, fairs, festivals, recreation, parties, and sporting events.

B. After considering the use, duration, potential visual and physical impacts, public health, and public safety, the director shall determine if any of the requirements of this chapter may be waived for temporary parking.

C. In all zoning districts, the director may approve temporary parking on any lot for either a continuous period of up to one hundred eighty days in a twelve-month period, or a total of twelve nonconsecutive days in a twelve-month period. The director may seek the recommendation of the Molokai planning commission before acting on a request to approve temporary parking pursuant to this subsection.

D. In all zoning districts, the commission may approve temporary parking on any lot for either a continuous period of more than one hundred eighty days in a twelve-month period, or more than a total of twelve nonconsecutive days in a twelve-month period.

E. Temporary parking for events organized or sponsored by government agencies with associated parking located on government facilities shall not require director or commission approval and shall be allowed.

F. An applicant for temporary parking shall provide relevant information as required by the director or commission, including a detailed description of the event or circumstances, days of parking use, hours of parking use, anticipated parking demand, description of how parking demand will be satisfied, and a description of how the parking area and any improvements to it will ensure public health, public safety, and visual relief.

G. In all zoning districts, temporary parking of recreational vehicles, camper vans, and recreational vehicles is prohibited without director approval if rented for short term accommodations or commercial purposes.”

SECTION 12. Section 19.37.010, Maui County Code, is amended by amending Subsection C to read as follows:

“C. Time share units, time share plans, and transient vacation rentals are allowed in the hotel [district] districts; transient vacation rentals are allowed in the B-2 community business district, B-3 central business district, and B-R resort commercial district; and transient vacation rentals are allowed as special uses in the SBR service business [residential] district and B-CT country town business district[.]; except that time share plans are subject to the following restrictions and standards. The County is restricted in approving time share units as distributed per the following community plan areas and as further restricted by the applicable community plan:

1. Hāna: 0.
2. Kīhei-Mākena: 512.
3. Makawao-Pukalani-Kula: 0.

4. Pā‘ia-Ha‘iku: 0.
5. Wailuku-Kahului: 0.
6. West Maui: 2,343.
7. Molokai: 7.
8. Lāna‘i: 0.”

SECTION 13. Material to be repealed is bracketed. New material is underscored. In printing this bill, the County Clerk need not include the brackets, the bracketed material, or the underscoring.

SECTION 14. This Ordinance takes effect on approval.

APPROVED AS TO FORM AND LEGALITY:

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Department of the Corporation Counsel  
County of Maui

bfed:misc:045abill06:ljcm

ORDINANCE NO. \_\_\_\_\_

BILL NO. \_\_\_\_\_ (2022)

A BILL FOR AN ORDINANCE AMENDING TITLE 2, MAUI COUNTY CODE,  
ESTABLISHING A TOURISM MANAGEMENT COMMISSION

BE IT ORDAINED BY THE PEOPLE OF THE COUNTY OF MAUI:

SECTION 1. Title 2, Maui County Code, is amended by adding a new chapter to read as follows:

**“Chapter 2.30**

**TOURISM MANAGEMENT COMMISSION**

**Sections:**

- 2.30.010 Definitions.**
- 2.30.020 Establishment.**
- 2.30.030 Purpose.**
- 2.30.040 Terms and operation.**
- 2.30.050 Powers, duties, and functions.**
- 2.30.060 Meetings.**
- 2.30.070 Rules.**
- 2.30.080 Requirement for council review.**

**2.30.010 Definitions.** Whenever used in this chapter, unless the context otherwise requires:

“Commission” means the tourism management commission.

“Member” means a member of the tourism management commission.

**2.30.020 Establishment.** A. There is established a tourism management commission consisting of eleven voting members, and one ex-officio non-voting member representative from the tourism industry.

B. Nine voting members must be appointed by the council.

C. Two voting members must be appointed by the mayor.

D. The voting membership of the commission must include a fulltime resident from each of the following areas: Molokai, Lāna‘i, East Maui, West Maui, and South Maui.



E. The commission's voting members must not have a direct financial interest in the tourism industry.

F. The commission must include at least one member with demonstrated expertise in native Hawaiian traditional and customary practices, as defined in section 2.28.070.

G. The commission must include at least one member with a background in conservation, natural resources, or climate change, as defined in section 2.28.070.

H. The commission must annually appoint one ex-officio non-voting member from the tourism industry.

**2.30.030 Purpose.** The commission is established to protect and promote public health, safety, and welfare of residents and maintain the commitment of aloha 'āina, by providing recommendations to the council and the administration on funding needs and policy goals that mitigate and manage the negative impacts of tourism while maximizing its community benefit.

**2.30.040 Terms and operation.** A. The commission's voting members serve for staggered terms of three years beginning on April 1 and ending three years later on March 31. Of the eleven voting members initially appointed, the two members appointed by the mayor will serve a term of one year; two members appointed by the council will serve a term of one year; three members appointed by the council will serve a term of two years; and four members appointed by the council will serve a term of three years.

B. Any vacancy during a term must be filled for the unexpired term in the same manner the position was initially filled, by the mayor, council, or commission for the ex-officio non-voting member.

C. The members appointed by the mayor may be removed for cause by the mayor. The members appointed by the council may be removed for cause by the council by resolution. The ex-officio non-voting member may be removed by majority vote of the commission.

D. Employees and officers of the state or county are eligible to be commission members if membership does not create a conflict of interest under the code of ethics.

E. A majority of the entire voting membership of the commission constitutes a quorum to do business, and the affirmative vote of a majority of the entire voting membership of the commission is necessary to take any action.

F. The commission must select a chair and vice chair from its membership annually.

G. Commission members must not receive compensation for performance of their duties, but are entitled to be paid for

necessary expenses incurred by them and directly related to their service as a commission member. Necessary expenses may be paid in advance as per diem allowances established by ordinance.

H. Except for purposes of making an inquiry and as otherwise provided by law, the commission and its members must not interfere in any way with the administrative affairs of any department or agency.

I. The office of the mayor must provide all staffing, technical, and clerical services required by the commission.

**2.30.050 Powers, duties, and functions.** The commission has the following powers, duties, and functions:

A. Appoint and remove the chief of tourism management, who must be officed within the office of the mayor. The chief of tourism management may be removed by the Commission with or without cause only after being informed in writing of the grounds for dismissal, and after being given a hearing before the commission.

B. Make recommendations on issues relating to tourism management.

C. Make recommendations evaluating new and existing programs pertaining to tourism management.

D. Make recommendations to encourage a diverse economy, as well as preserve the community's environmental and historical, cultural, and traditional living initiatives.

E. Receive recommendations from community members on restructuring and improving county administrative systems to better manage areas overburdened by tourism.

F. Provide policy recommendations on community priorities for holistic social, environmental, cultural, and economic health related to the tourism industry.

**2.30.060 Meetings.** A. The commission must meet at least once a month.

B. The Council must appoint an interim chair to convene the Commission's first meeting. At its first meeting, the commission must vote to appoint the commission chair and vice-chair.

**2.30.070 Rules.** The commission must adopt the necessary procedural rules that will enable it to conduct its business and carry out its duties and functions.

**2.30.080 Requirement for council review.** A. The council must review the operation of the commission within eighteen months of its first meeting but no sooner than twelve months after that first meeting.

B. The commission must provide an annual report to the council restricted to the commission's recommendations and the practicality of implementing them. A designated representative of the commission must be available to answer questions from the appropriate standing committee as determined by the council.”

SECTION 2. This Ordinance takes effect on approval.

APPROVED AS TO FORM AND LEGALITY:

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Department of the Corporation Counsel  
County of Maui

INTRODUCED BY:

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bfed:misc:045abill04:ljam

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# Resolution

No. \_\_\_\_\_

REFERRING TO THE PLANNING COMMISSIONS A  
PROPOSED BILL TO AMEND THE COUNTYWIDE POLICY  
PLAN ENCOURAGING THE VISITOR INDUSTRY TO  
IMPLEMENT GREEN ENERGY TECHNOLOGIES AND  
SUSTAINABILITY MEASURES

WHEREAS, the Council is considering a proposed bill to amend the Countywide Policy Plan to encourage the visitor industry to implement green energy and sustainability measures; and

WHEREAS, the proposed amendments would clarify that the visitor industry is responsible for incorporating green energy measures that encompass renewable energy sources such as solar and wind, as well as energy efficient equipment and systems, in their daily operations; and

WHEREAS, the proposed amendments would also encourage the industry to incorporate sustainability measures and technologies such as smart building systems in order to help promote a conservation ethic; and

WHEREAS, Sections 8-8.4 and 8-8.6 of the Revised Charter of the County of Maui (1983), as amended, requires the appropriate planning commissions to review proposed land use ordinances and amendments and provide findings and recommendations to the Council; now, therefore,

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

1. That it refers the proposed bill entitled "A BILL FOR AN ORDINANCE AMENDING THE COUNTYWIDE POLICY PLAN ENCOURAGING THE VISITOR INDUSTRY TO IMPLEMENT GREEN ENERGY TECHNOLOGIES AND SUSTAINABILITY MEASURES," a copy of which is attached as Exhibit "1," to the Lānaʻi Planning Commission, Maui Planning Commission, and Molokai Planning Commission for appropriate action in accordance with Section 8-8.4 and 8-8.6 of the Revised Charter of the County of Maui (1983), as amended;

**Resolution No. \_\_\_\_\_**

2. That it respectfully requests the Lānaʻi, Maui, and Molokai Planning Commissions transmit their findings as expeditiously as possible; and
3. That certified copies of this resolution be transmitted to the Mayor, the Planning Director, the Lānaʻi Planning Commission, the Maui Planning Commission, and the Molokai Planning Commission.

APPROVED AS TO FORM AND LEGALITY:

\_\_\_\_\_

Department of the Corporation Counsel  
County of Maui

INTRODUCED BY:

\_\_\_\_\_

Attachments

bfed:misc:045areso01:ljam

**Exhibit 1**

ORDINANCE NO. \_\_\_\_\_

BILL NO. \_\_\_\_\_ (2022)

A BILL FOR AN ORDINANCE AMENDING THE COUNTYWIDE  
POLICY PLAN ENCOURAGING THE VISITOR INDUSTRY TO  
IMPLEMENT GREEN ENERGY TECHNOLOGIES AND  
SUSTAINABILITY MEASURES

BE IT ORDAINED BY THE PEOPLE OF THE COUNTY OF MAUI:

SECTION 1. In accordance with Chapter 2.80B, Maui County Code, the text of Section IV, "Goals, Objectives, Policies, and Actions," is amended to incorporate a new core theme, attached as Exhibit "A" to this Ordinance.

SECTION 2. This Ordinance takes effect on approval.

APPROVED AS TO FORM AND LEGALITY:

\_\_\_\_\_  
Department of the Corporation Counsel  
County of Maui

INTRODUCED BY:

\_\_\_\_\_

Exhibit "A"

GREEN ENERGY FOR VISITOR ACCOMMODATIONS

PROPOSAL FOR

A BILL FOR AN ORDINANCE AMENDING THE COUNTYWIDE  
POLICY PLAN ENCOURAGING THE VISITOR INDUSTRY TO  
IMPLEMENT GREEN ENERGY TECHNOLOGIES AND  
SUSTAINABILITY MEASURES

**L. Mitigate Climate Change and Work Toward Resilience**

**Objective:**

1. Significantly increase the use of renewable and green technologies to promote energy efficiency and self-sufficiency.

*Policies:*

- a. Encourage the visitor industry to identify and implement renewable and green energy technologies, such as smart building systems that optimize room temperature, lighting usage, and water usage.

*Implementing Actions:*

- a. Develop and implement energy and conservation management protocols, including the use of smart technologies for visitor accommodations.

# Resolution

No. \_\_\_\_\_

REFERRING TO THE MAUI PLANNING  
COMMISSION A PROPOSED BILL TO AMEND  
THE MAUI ISLAND PLAN RELATING TO THE  
ISLAND-WIDE VISITOR POPULATION

WHEREAS, the Council is considering a proposed bill to amend the Maui Island Plan to stop permit applications or permits for transient vacation accommodations if the island-wide visitor population exceeds 33 percent of the resident population; and

WHEREAS, Sections 8-8.4 and 8-8.6 of the Revised Charter of the County of Maui (1983), as amended, require the appropriate planning commission to review proposed land use ordinances and amendments and provide findings and recommendations to the Council; now, therefore,

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

1. That it refers the proposed bill entitled "A BILL FOR AN ORDINANCE AMENDING THE MAUI ISLAND PLAN RELATING TO THE ISLAND-WIDE VISITOR POPULATION," a copy of which is attached as Exhibit "1," to the Maui Planning Commission for appropriate action in accordance with Sections 8-8.4 and 8-8.6 of the Revised Charter of the County of Maui (1983), as amended;
2. That it respectfully requests the Maui Planning Commission transmit their findings as expeditiously as possible; and
3. That certified copies of this resolution be transmitted to the Mayor, the Planning Director, and the Maui Planning Commission.



**Resolution No.** \_\_\_\_\_

APPROVED AS TO FORM AND LEGALITY:

\_\_\_\_\_

Department of the Corporation Counsel  
County of Maui

INTRODUCED BY:

\_\_\_\_\_

Attachment

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**Exhibit 1**

ORDINANCE NO. \_\_\_\_\_

BILL NO. \_\_\_\_\_ (2022)

A BILL FOR AN ORDINANCE AMENDING THE MAUI ISLAND  
PLAN RELATING TO THE ISLAND-WIDE VISITOR POPULATION

BE IT ORDAINED BY THE PEOPLE OF THE COUNTY OF MAUI:

SECTION 1. In accordance with Chapter 2.80B, Maui County Code, the text of Chapter 4, "Economic Development," Maui Island Plan is amended at page 4-14 to read as follows:

**Policies:**

- 4.2.3.a** [Promote a desirable island population by striving to not exceed an island-wide visitor population by roughly 33 percent of the resident population.]  
If the island-wide visitor population, as reported by the State or County government, exceeds 33% of the resident population as reported by the County, no permit applications or permits may be accepted or granted for new transient accommodations.

SECTION 2. Material to be repealed is bracketed. New material is underscored. In printing this bill, the County Clerk need not include the brackets, the bracketed material, or the underscoring.

SECTION 3. This Ordinance takes effect on approval.

APPROVED AS TO FORM AND LEGALITY:

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Department of the Corporation Counsel  
County of Maui

INTRODUCED BY:

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bfed:misc:045abill02:ljcm

DRAFT

ORDINANCE NO. \_\_\_\_\_

BILL NO. \_\_\_\_\_ (2022)

A BILL FOR AN ORDINANCE AMENDING TITLE 10, MAUI COUNTY CODE  
RELATING TO PEER-TO-PEER CAR SHARING

BE IT ORDAINED BY THE PEOPLE OF THE COUNTY OF MAUI:

SECTION 1. Section 10.04.030, Maui County Code, is amended to add two new definitions to be appropriately inserted to read as follows:

“Peer-to-peer car sharing” means reserving, paying for, or the authorized operation, use, or control of a vehicle by an individual other than the vehicle’s registered owner, through an online peer-to-peer car rental platform.”

“Private property” means a home, yard, apartment, condominium, hotel or motel room, or other dwelling unit, whether occupied on a temporary or permanent basis, whether occupied as a dwelling, and whether owned, leased, rented, or used with or without compensation.”

SECTION 2. Chapter 10.52, Maui County Code, is amended to add a new section, to read as follows:

**“10.52.280 Peer-to-peer car sharing.** The registered owner of a vehicle made available for rental on a peer-to-peer car sharing platform must park the vehicle at all times when it is not rented on the registered owner’s private property, and not on a public roadway. The pick-up and drop-off of peer-to-peer car share vehicles in a residential neighborhood is strictly prohibited. Any person who violates this section is guilty of a misdemeanor, and on conviction must be fined no more than one thousand dollars or imprisoned not more than one year or both.”

SECTION 3. This Ordinance takes effect on approval.

APPROVED AS TO FORM AND LEGALITY:

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Department of the Corporation Counsel  
County of Maui

INTRODUCED BY:

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bfed:misc:045abill03:lcm

DRAFT

# Resolution

No. \_\_\_\_\_

REFERRING TO THE MAUI PLANNING  
COMMISSION A PROPOSED BILL TO AMEND  
THE MAUI ISLAND PLAN RELATING TO  
MONITORING AND EVALUATION

WHEREAS, the Council is considering a proposed bill to amend the Maui Island Plan relating to the monitoring and evaluation plan; and

WHEREAS, Sections 8-8.4 and 8-8.6 of the Revised Charter of the County of Maui (1983), as amended, require the appropriate planning commission to review proposed land use ordinances and amendments and provide findings and recommendations to the Council; now, therefore,

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

1. That it refers the proposed bill entitled "A BILL FOR AN ORDINANCE AMENDING THE MAUI ISLAND PLAN RELATING TO MONITORING AND EVALUATION," a copy of which is attached as Exhibit "1," to the Maui Planning Commission in accordance with Sections 8-8.4 and 8-8.6 of the Revised Charter of the County of Maui (1983), as amended;
2. That it respectfully requests the Maui Planning Commission transmit its findings as expeditiously as possible; and
3. That certified copies of this resolution be transmitted to the Mayor, the Planning Director, and the Maui Planning Commission.

**Resolution No.** \_\_\_\_\_

APPROVED AS TO FORM AND LEGALITY

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Deputy Corporation Counsel  
County of Maui

INTRODUCED BY:

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DRAFT

**Exhibit 1**

ORDINANCE NO. \_\_\_\_\_

BILL NO. \_\_\_\_\_ (2022)

**A BILL FOR AN ORDINANCE AMENDING THE MAUI ISLAND PLAN RELATING  
TO MONITORING AND EVALUATION**

**BE IT ORDAINED BY THE PEOPLE OF THE COUNTY OF MAUI:**

SECTION 1. In accordance with Chapter 2.80B, Maui County Code, the text of Chapter 9, "Monitoring and Evaluation," Maui Island Plan is amended at pages 9-2 through 9-5 to read as follows in Exhibit "A."

SECTION 2. Material to be repealed is bracketed, and new material is underscored, except that new material in Table 9-1 is also bolded. In printing this bill, the County Clerk need not include the brackets, the bracketed material, the underscoring, or the bolding.

SECTION 3. This Ordinance takes effect on approval.

APPROVED AS TO FORM AND LEGALITY:

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Department of the Corporation Counsel  
County of Maui

INTRODUCED BY:



## Exhibit “A”

### MONITORING AND EVALUATION

How will we know if quality of life is improving on Maui? Some actions proposed will have perceivable impacts in the short term, while others will take much longer to develop, fund, and implement. The Monitoring and Evaluation Program described in this chapter establishes a strategy to track the implementation, evaluate the effectiveness of policies and programs, monitor the quality of life on Maui, and allow for periodic program adjustments. This strategy includes establishing and monitoring performance indicators to help implementing agencies attain planned outcomes.

The MIP’s indicators provide the foundation for the Monitoring and Evaluation Program. Specific Benchmarks [should] will be used to measure progress in the implementation of MIP policies and actions. Physical, environmental, cultural, and socio-economic indicators are used to assess the overall quality-of life on Maui.

The Department of Planning will oversee the Monitoring and Evaluation Program, which will include the preparation of the annual Monitoring Report. The Department may modify or add indicators, as needed, to track the impacts of plan implementation. The Department will prepare [a] an annual monitoring report to report on the progress of plan implementation and provide a portrait of the quality of life on Maui.

#### **BENCHMARKS TO MEASURE PROGRESS**

Benchmarks will be developed for major proposed programs and actions such as the TDR/PDR program, updating the 1984 Cultural Resources Management Plan for Maui, and amending the County Zoning Code. Benchmarks are established targets that track the phases of implementation and should be clear, realistic, include a time element, and be measurable[, if possible.]. For example, benchmarks for the TDR/PDR program might include: 1) Fully implement TDR/PDR program by 2010; 2) 1,000 acres of prime agricultural resource land preserved in perpetuity by 2015; and 3) 5,000 acres of prime agricultural resource land preserved in perpetuity by 2030.

By December of 2022, the Department of Planning will coordinate with the appropriate agencies and program specialists to establish benchmarks for major programs and initiatives. [The benchmarks will be set following adoption of the MIP;] [analysis] Analysis of the benchmarks will be provided in the annual Monitoring Report. This analysis will reveal whether benchmarks are being exceeded, attained, or not being met. Periodic monitoring [provides] will provide the opportunity to consider the need for new or revised strategies or implementation measures. Benchmarks may also be revised as necessary in response to periodic program evaluations.

#### **QUALITY OF LIFE INDICATORS**

The Department of Planning will monitor a core set of indicators. Table 9-1 includes a core set of 36 indicators that [could] will be used to monitor progress toward achieving the goals and objectives of the MIP. Each indicator will have an associated Indicator Target, toward which progress will be tracked using Indicator Milestones. For example, the Indicator Target for the Housing Affordability Index will be set to 100, meaning that households with Area Median Income can afford a median priced home; Indicator Milestones for the Housing Affordability Index will be set at 50, 75, 100, and 125; the annual Monitoring Report will include this information, providing feedback that will inform policy adjustments. Many indicators identified in this plan have been borrowed from existing plans, programs, and reports[, and are].

Indicators will be based on available and reliable data to ensure their usefulness throughout the planning horizon]. However, they can], and will be modified and updated as new data becomes available.

Furthermore, the quality of life indicators are intended to represent a range of measurements across the various chapters of the MIP. The indicators are regional in nature to focus on the island as a whole, rather than individual communities. Where possible, commonly used indicators have been chosen in order to facilitate comparisons between Maui and other jurisdictions. The indicators are grouped by the following three thematic areas and nine categories:

| Built Environment  | Social Environment  | Natural Environment   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• Land Use</li> <li>• Infrastructure and Public Facilities</li> <li>• Transportation</li> </ul> | <ul style="list-style-type: none"> <li>• Cultural Heritage Resources</li> <li>• Economic Development</li> <li>• Population</li> </ul> | <ul style="list-style-type: none"> <li>• Watershed Systems</li> <li>• Marine Environment</li> <li>• Wildlife and Natural Areas</li> </ul> |

These core indicators and their associated Indicator Milestones will not only provide a snapshot of the current quality of life on Maui, but over time will also be used to track [the progress of] progress regarding key issues that the MIP [intends to address.] addresses. Table 9-2 articulates how the indicators relate to the MIP goals and details appropriate sources of data.

## **MONITORING AND EVALUATION PROGRAM MANAGEMENT**

The Monitoring and Evaluation Program is a comprehensive and dynamic tool designed to track plan implementation throughout the 2030 planning horizon. Active and ongoing management of the program is essential for ensuring its usefulness and success.

The Department of Planning will manage and update the Monitoring and Evaluation Program and initiate adjustments to the program as needed[.] to ensure successful implementation of the MIP.

## **MONITORING REPORT**

The Department of Planning will complete the annual Monitoring Report, which will report on the established quality of life indicators and the status of implementing MIP programs against established [benchmarks.] Indicator Milestones.

The report will discuss the significance and findings of each indicator and will address emerging indicator trends to provide a snapshot of the quality of life on Maui.

The report will document the changes in the core indicators, provide analysis as to the observable trends, and assess the progress towards the plan’s goals. In this report, core indicators can be augmented by additional data and indicators. An example is Indicator 15, which tracks “Dollars Spent per day per Visitor”; this can be used to assess the economic value of tourism and can be supplemented by data on Hotel Occupancy Rates, the total number of Hotel Rooms, Time Shares, Vacation Rental Condos, and Bed and Breakfast accommodations. In addition, the report will examine the progress made on the various [benchmarks.] Indicator Milestones. Comparing actual achievements with established milestones will help in determining whether community desires are being attained, exceeded, or not being met within the established timeframe. It is intended that the General Plan Monitoring Report serve as a “report card” for plan implementation and identify successes, weaknesses, and strategies for improvement.

**Table 9-1: Core Indicators**

|  |
|--|
| <b><i>BUILT ENVIRONMENT INDICATORS</i></b>   |
| LAND USE   |
| 1 Building Permits issued inside UGB vs. outside UGB   |
| 2 Average Density of new developments  |
| 3 % of Infill vs. Greenfield development   |
| 4 Housing affordability [index] <b><u>Indices for a) Single Family Homes and b) Condominiums</u></b> |
| <b><u>5 Ratio of Transient Accommodation Units to Long-Term Residential Units</u></b>                |
| <b><u>6 Non-resident Occupied Housing Units, as a Percentage of All Resident Occupied Units</u></b>  |
| TRANSPORTATION   |
| [5] <b><u>7 Vehicle Miles Travelled (VMT)</u></b>  |
| [6] <b><u>8 Commute mode shares</u></b>  |
| <b><u>9 Commute Time Between Major Origins and Destinations</u></b>                                  |
| [7] <b><u>10 Annual Transit Ridership</u></b>  |
| [8] <b><u>11 Total Mileage of dedicated bike lanes</u></b>   |
| <b><u>12 Rental Cars on Maui as a Percentage of All Automobiles</u></b>                              |
| INFRASTRUCTURE   |
| [9] <b><u>13 Percentage of waste that is recycled</u></b>  |
| [10] <b><u>Parks and Open Space per 1000/population]</u></b>   |
| <b><u>14 Acres of Park per 1,000 De Facto Population</u></b>   |
| <b><u>15 Acres of Sandy Beach per 1,000 De Facto Population</u></b>                                  |
| [11] <b><u>16 % of energy consumption by source of production</u></b>                                |
| [12] <b><u>17 Energy consumption per capita</u></b>  |
| <b><u>18 Ratio of Daily Wastewater per Hotel Unit to Residential Unit</u></b>                        |
| <b><u>19 Ratio of Solid Waste per Hotel Unit to Residential Unit</u></b>                             |
| <b><i>SOCIAL ENVIRONMENT INDICATORS</i></b>  |
| ECONOMIC DEVELOPMENT   |
| [13] <b><u>20 Cost of Living Index</u></b>   |
| [14] <b><u>21 Value of Agricultural Production</u></b>   |
| [15] <b><u>22 \$ spent per day per visitor</u></b>   |
| [16] <b><u>23 % of Fruit and Vegetables consumed that are grown on Maui</u></b>                      |
| <b><u>24 Daily Visitor Census (Annual Average) as a Percentage of Resident Population</u></b>        |
| <b><u>25 Daily Visitor Census (Peak Month), as a Percentage of Resident Population</u></b>           |
| <b><u>26 Available Resident Capacity at Popular Sites</u></b>  |
| <b><u>27 Daily Visitor Expenditures for Maui</u></b>   |
| <b><u>28 Percentage of Visitor Expenditures That Remain on Maui</u></b>                              |
| POPULATION/COMMUNITY   |
| [17] <b><u>29 Unemployment rate</u></b>  |
| [18] <b><u>30 Poverty rate</u></b>   |
| [19] <b><u>31 College bound rate</u></b>   |
| [20] <b><u>32 Prevalence of overweight and obese adults</u></b>                                      |
| CULTURAL HERITAGE  |
| [21] <b><u>33 Course enrollment in Hawaiian Language programs</u></b>                                |
| [22] <b><u>34 Tons of Taro grown and sold</u></b>  |
| [23] <b><u>35 Total Number of Designated Heritage and Cultural Sites</u></b>                         |
| [24] <b><u>36 Scenic Roadways – total miles</u></b>  |
| <b><i>NATURAL ENVIRONMENT INDICATORS</i></b>   |
| WATERSHED SYSTEMS  |

|   |           |   |
|---|-----------|---|
| [25]  | <b>37</b> | % of streams on monitoring list                           |
| [26]  | <b>38</b> | Reclaimed water use                                       |
| [27]  | <b>39</b> | Watershed health  |
| [28]  | <b>40</b> | Drinking water quality                                    |
| <b><u>41 Average Daily Water Consumption per Hotel Unit as a Percentage of Average Daily Water Consumption per Residential Unit</u></b> |           |   |
| OCEAN/MARINE ENVIRONMENT  |           |   |
| [29]  | <b>42</b> | Coastal water quality                                     |
| [30]  | <b>43</b> | % of healthy coral reefs                                  |
| [31]  | <b>44</b> | # of Shoreline postings (beach closures due to pollution) |
| [32]  | <b>45</b> | Amount of reef fish biomass                               |
| WILDLIFE AND NATURAL AREAS  |           |   |
| [33]  | <b>46</b> | # of Threatened and endangered species                    |
| [34]  | <b>47</b> | Acres of Protected and Conservation lands                 |
| [35]  | <b>48</b> | Air Quality Index   |
| [36]  | <b>49</b> | Habitat Fragmentation                                     |

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**Table 9-2: MIP Performance and Quality of Life Indicators: Goals Association and Potential Data Sources**

|               | <i>Built Environment Indicators</i>   | <i>Goal Association</i>  | <i>Data Sources</i>                                    |
|---------------|---|--|--|
|               | <b><i>LAND USE</i></b>  |  |  |
| 1             | Building Permits issued inside UGB vs. outside UGB  | Protect Agricultural Land, Make Livable Communities                              | County of Maui Planning Dept.                          |
| 2             | Average Density of new developments   | Make walkable communities, increase housing affordability                        | County of Maui Planning Dept.                          |
| 3             | % of Infill vs. Greenfield development  | Create compact, efficient, human scale communities                               | County of Maui Planning Dept.                          |
| 4             | Housing affordability [index] <u>Indices for a) Single Family Homes and b) Condominiums</u> | Increase housing affordability   | NAR methodology, UHERO, County Data Book               |
| <u>5</u>      | <u>Ratio of Transient Accommodation Units to Long-Term Residential Units</u>                | <u>Control tourism and keep Maui a livable community</u>                         | <u>Hawaii Tourism Authority, Maui County Data Book</u> |
| <u>6</u>      | <u>Non-resident Occupied Housing Units, as a Percentage of All Resident Occupied Units</u>  | <u>Control tourism and keep Maui a livable community</u>                         | <u>Hawaii Tourism Authority, Maui County Data Book</u> |
|               | <b><i>TRANSPORTATION</i></b>  |  |  |
| [5] <u>7</u>  | Vehicle Miles Travelled (VMT)   | Reduce fossil fuel consumption   |  |
| [6] <u>8</u>  | Commute mode shares   | Provide transportation options, reduce fossil fuel consumption                   |  |
| <u>9</u>      | <u>Commute Time between Major Origins and Destinations</u>                                  | <u>Control tourism and keep Maui a livable community</u>                         | <u>Hawaii Tourism Authority, Maui County Data Book</u> |
| [7] <u>10</u> | Annual Transit Ridership  | Provide integrated transit systems   |  |
| [8] <u>11</u> | Total Mileage of dedicated bike lanes   | Provide a multi-modal transportation system                                      |  |
| <u>12</u>     | <u>Rental Cars on Maui, as a Percentage of All Automobiles</u>                              | <u>Control tourism and keep Maui a livable community</u>                         | <u>Hawaii Tourism Authority, Maui County Data Book</u> |
|               | <b><i>INFRASTRUCTURE</i></b>  |  |  |
| [9] <u>13</u> | Percentage of waste that is recycled  | Minimize solid waste, divert solid waste to recycling                            | County of Maui Environmental Management                |
| [10]          | [Parks and Open Space per 1000/population]  | [Expand opportunities for recreation, provide public amenities at LOS standards] | [County of Maui Dept. of Parks]                        |
| <u>14</u>     | <u>Acres of Park per 1,000 De Facto Population</u>  | <u>Control tourism and keep Maui a livable community</u>                         | <u>Hawaii Tourism Authority, Maui County Data Book</u> |
| <u>15</u>     | <u>Acres of Sandy Beach per 1,000 De Facto Population</u>                                   | <u>Control tourism and keep Maui a livable community</u>                         | <u>Hawaii Tourism Authority, Maui County Data Book</u> |

|         |   |   |  |
|---------|---|---|--|
| [11] 16 | % of energy consumption by source of production                                     | Reduce fossil fuel consumption, increase use of renewable energy  | DBEDT  |
| [12] 17 | Energy consumption per capita   | Sustainable development indicator, reduce fossil fuel consumption | DBEDT  |
| 18      | <u>Ratio of Daily Wastewater per Hotel Unit to Residential Unit</u>                 | <u>Control tourism and keep Maui a livable community</u>          | <u>Hawaii Tourism Authority, Maui County Data Book</u>                       |
| 19      | <u>Ratio of Solid Waste per Hotel Unit to Residential Unit</u>                      | <u>Control tourism and keep Maui a livable community</u>          | <u>Hawaii Tourism Authority, Maui County Data Book</u>                       |
|         | <b><i>SOCIAL ENVIRONMENT INDICATORS</i></b>   |   |  |
|         | <b><i>ECONOMIC DEVELOPMENT</i></b>  |   |  |
| [13] 20 | Cost of Living Index  | Quality of life indicator   | County of Maui data book   |
| [14] 21 | Value of Agricultural Production  | Maintain AG's share of island economy                             | UHERO  |
| [15] 22 | \$ spent per day per visitor  | Increase financial contribution of tourism                        | DBEDT  |
| [16] 23 | % of Fruit and Vegetables consumed that are grown on Maui                           | Increase locally grown food, decrease imported food               | Dept. of Agriculture - State of Hawai'i / UH College of Tropical Agriculture |
| 24      | <u>Daily Visitor Census (Annual Average) as a Percentage of Resident Population</u> | <u>Control tourism and keep Maui a livable community</u>          | <u>Hawaii Tourism Authority, Maui County Data Book</u>                       |
| 25      | <u>Daily Visitor Census (Peak Month), as a Percentage of Resident Population</u>    | <u>Control tourism and keep Maui a livable community</u>          | <u>Hawaii Tourism Authority, Maui County Data Book</u>                       |
| 26      | <b><u>Available Resident Capacity at Popular Sites</u></b>                          | <u>Control tourism and keep Maui a livable community</u>          | <u>Hawaii Tourism Authority, Maui County Data Book</u>                       |
| 27      | <b><u>Daily Visitor Expenditures for Maui</u></b>                                   | <u>Control tourism and keep Maui a livable community</u>          | <u>Hawaii Tourism Authority, Maui County Data Book</u>                       |
| 28      | <u>Percentage of Visitor Expenditures That Remain on Maui</u>                       | <u>Control tourism and keep Maui a livable community</u>          | <u>Hawaii Tourism Authority, Maui County Data Book</u>                       |
|         | <b><i>POPULATION/COMMUNITY</i></b>  |   |  |
| [17] 29 | Unemployment rate   | Quality of life indicator   | UHERO > U.S. Dept. of Labor, Bureau of Labor Statistics                      |
| [18] 30 | Poverty rate  | Quality of life indicator   | US Census Community Survey via DBEDT   |

|                |   |  |  |
|----------------|---|--|--|
| [19] <u>31</u> | College bound rate  | Increase post-secondary education                        | Kids Count Data Centre, Annie E. Casey Foundation                      |
| [20] <u>32</u> | Prevalence of overweight and obese adults   | Quality of life indicator                                | <u>CDC/NIH</u>   |
|                | <b>CULTURAL HERITAGE</b>  |  |  |
| [21] <u>33</u> | Course enrollment in Hawaiian Language programs   | Healthy + vibrant Island culture                         | Dept. of Education, State of Hawai'i                                   |
| [22] <u>34</u> | Tons of Taro grown and sold   | Healthy + vibrant Island culture, local traditions       | County of Maui data book   |
| [23] <u>35</u> | Total Number of Designated Heritage and Cultural Sites  | Protection of cultural resources                         | HI State DLNR, Preservation Div.                                       |
| [24] <u>36</u> | Scenic Roadways – total miles   | Protect + enhance scenic vistas                          | County of Maui   |
|                | <b>NATURAL ENVIRONMENT INDICATORS</b>   |  |  |
|                | <b>WATERSHED SYSTEMS</b>  |  |  |
| [25] <u>37</u> | % of streams on monitoring list   | Enhance the functioning + vitality of streams            | HI, DOH, Environmental Planning Office                                 |
| [26] <u>38</u> | Reclaimed water use   | Decrease pollution , sustainability indicator            | County of Maui Department of Water Supply                              |
| [27] <u>39</u> | Watershed health  | Protect + enhance native ecosystems                      | DLNR, University of Hawai'i, Pacific Neon                              |
| [28] <u>40</u> | Drinking water quality  | Increase water quality, basic quality of life            | County of Maui Department of Water Supply                              |
| <u>41</u>      | <u>Average Daily Water Consumption per Hotel Unit as a Percentage of Average Daily Water Consumption per Residential Unit</u> | <u>Control tourism and keep Maui a livable community</u> | <u>Maui County data book</u>   |
|                | <b>OCEAN/MARINE ENVIRONMENT</b>   |  |  |
| [29] <u>42</u> | Coastal water quality   | Decrease pollution                                       | HI, DOH, Clean Water Branch  |
| [30] <u>43</u> | % of healthy coral reefs  | <u>Improve reef health</u>                               | Division of Aquatic Resources, Dept. of Land and Natural Resources, HI |
| [31] <u>44</u> | # of Shoreline postings (beach closures due to pollution)   | Decrease pollution                                       | HI, DOH, Clean Water Branch  |
| [32] <u>45</u> | Amount of reef fish biomass   | Increase reef health, preserve biodiversity              | Division of Aquatic Resources, Dept. of Land and Natural Resources, HI |

|                |   |                            |                                  |
|----------------|---|----------------------------|----------------------------------|
|                | WILDLIFE AND NATURAL AREAS                |                            |                                  |
| [33] <u>46</u> | # of Threatened and endangered species    | Preserve biodiversity      | US Fish + Wildlife Service       |
| [34] <u>47</u> | Acres of Protected and Conservation lands | Protect sensitive lands    | County of Maui                   |
| [35] <u>48</u> | Air Quality Index                         | Quality of life indicator  | US EPA, Air Quality Index Report |
| [36] <u>49</u> | Habitat Fragmentation                     | Protect natural ecosystems |                                  |

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# Resolution

No. \_\_\_\_\_

REFERRING TO THE PLANNING COMMISSIONS  
A PROPOSED BILL AMENDING TITLE 19,  
RELATING TO MANAGED RETREAT

WHEREAS, the Council is considering a proposed bill to amend Title 19, Maui County Code, relating to managed retreat; and

WHEREAS, Sections 8-8.4 and 8-8.6 of the Revised Charter of the County of Maui (1983), as amended, requires the appropriate planning commissions to review proposed land use ordinances and amendments and provide findings and recommendations to the Council; now, therefore,

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

1. That it refers the proposed bill entitled "A BILL FOR AN ORDINANCE AMENDING TITLE 19, RELATING TO MANAGED RETREAT," a copy of which is attached as Exhibit "1," to the Lānaʻi Planning Commission, Maui Planning Commission, and Molokai Planning Commission for appropriate action in accordance with Section 8-8.4 and 8-8.6 of the Revised Charter of the County of Maui (1983), as amended;
2. That it respectfully requests the Lānaʻi, Maui, and Molokai Planning Commissions transmit their findings as expeditiously as possible; and
3. That certified copies of this resolution be transmitted to the Mayor, the Planning Director, the Lānaʻi Planning Commission, the Maui Planning Commission, and the Molokai Planning Commission.

**Resolution No.** \_\_\_\_\_

APPROVED AS TO FORM AND LEGALITY

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Deputy Corporation Counsel  
County of Maui

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Exhibit 1

ORDINANCE NO. \_\_\_\_\_

BILL NO. \_\_\_\_\_ (2022)

A BILL FOR AN ORDINANCE AMENDING TITLE 19, RELATING TO MANAGED  
RETREAT

BE IT ORDAINED BY THE PEOPLE OF THE COUNTY OF MAUI:

SECTION 1. Chapter 19.500, Maui County Code, is amended to add a new  
Section to read as follows:

**“19.500.025 Managed retreat.** A. Except as allowed under subsection B, Transient accommodation limits established by accommodation type and community plan areas apply.

B. Exceptions. If a transient accommodation structure is located within the sea level rise exposure area, and it can be strategically relocated and rebuilt outside of the sea level rise exposure area and special management area, the relocation and rebuilding of the transient accommodation must:

1. Be the same accommodation type.

2. Be within the same community plan area.

3. Occur after the tear down of the structure scheduled to be relocated and rebuilt, unless the new structure qualifies for preliminary LEED platinum certification or preliminary core green building certification.

a. If the preliminary core green building certification is obtained, the certificate of occupancy will not be granted until the tear down of the original structure has begun.

b. For relocation projects that achieve preliminary LEED platinum certification, the building permits will not be issued until the tear down of the original structure has begun.”

SECTION 2. New material is underscored. In printing this bill, the County  
Clerk need not print the underscoring

SECTION 3. This Ordinance takes effect on approval.

APPROVED AS TO FORM AND LEGALITY:

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Department of the Corporation Counsel  
County of Maui

INTRODUCED BY:

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# Resolution

No. \_\_\_\_\_

REFERRING TO THE PLANNING COMMISSIONS  
A PROPOSED BILL AMENDING THE  
COMPREHENSIVE ZONING ORDINANCE TO  
ELIMINATE TRANSIENT VACATION RENTALS  
AS SPECIAL USES IN VARIOUS DISTRICTS AND  
ESTABLISH NEW REQUIREMENTS FOR  
TRANSIENT VACATION RENTALS IN VARIOUS  
DISTRICTS

WHEREAS, the Council is considering a proposed bill to amend the Comprehensive Zoning Ordinance to eliminate transient vacation rentals as special uses in various districts and establish new requirements for transient vacation rentals in various districts; and

WHEREAS, Sections 8-8.4 and 8-8.6 of the Revised Charter of the County of Maui (1983), as amended, requires the appropriate planning commissions to review proposed land use ordinances and amendments and provide findings and recommendations to the Council; now, therefore,

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

1. That it refers the proposed bill entitled "A BILL FOR AN ORDINANCE AMENDING THE COMPREHENSIVE ZONING ORDINANCE TO ELIMINATE TRANSIENT VACATION RENTALS AS SPECIAL USES IN VARIOUS DISTRICTS AND ESTABLISH NEW REQUIREMENTS FOR TRANSIENT VACATION RENTALS IN VARIOUS DISTRICTS," a copy of which is attached as Exhibit "1," to the Lānaʻi Planning Commission, Maui Planning Commission, and Molokai Planning Commission for appropriate action in accordance with Section 8-8.4 and 8-8.6 of the Revised Charter of the County of Maui (1983), as amended;

**Resolution No. \_\_\_\_\_**

2. That it respectfully requests the Lānaʻi, Maui, and Molokai Planning Commissions transmit their findings as expeditiously as possible; and
3. That certified copies of this resolution be transmitted to the Mayor, the Planning Director, the Lānaʻi Planning Commission, the Maui Planning Commission, and the Molokai Planning Commission.

APPROVED AS TO FORM AND LEGALITY

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Deputy Corporation Counsel  
County of Maui

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Exhibit 1

ORDINANCE NO. \_\_\_\_\_

BILL NO. \_\_\_\_\_ (2022)

A BILL FOR AN ORDINANCE AMENDING THE COMPREHENSIVE ZONING ORDINANCE TO ELIMINATE TRANSIENT VACATION RENTALS AS SPECIAL USES IN VARIOUS DISTRICTS AND ESTABLISH NEW REQUIREMENTS FOR TRANSIENT VACATION RENTALS IN VARIOUS DISTRICTS

BE IT ORDAINED BY THE PEOPLE OF THE COUNTY OF MAUI:

SECTION 1. Section 19.11.040, Maui County Code, is repealed.

**["19.11.40 Special uses.** The following uses and structures shall be special uses in the SBR service business residential district and shall require a special use permit from the appropriate planning commission:

Up to five transient vacation rental bedrooms on a lot, subject to further restrictions as provided by the applicable community plan.”]

SECTION 2. Section 19.15.030, Maui County Code, is amended to read as follows:

**“19.15.030 Special uses.** The following are special uses in the B-CT country town business district, and approval of the appropriate planning commission shall be obtained, upon conformance with the intent of this article and subject to such terms and conditions as may be warranted and required:

| Special uses                             | Criteria or limitations   |
|--|---|
| Public utility substations               | [Provided there will] <u>There must</u> be no detrimental or nuisance effect upon neighbors |
| Storage facilities not associated with a |   |

|   |  |
|---|--|
| permitted use within the district   |  |
| Telecommunication offices and facilities  | [Provided, that all] <u>All</u> exterior telecommunication equipment [shall] <u>must</u> be set back at least twenty-five feet from any property line and that such telecommunication equipment [shall] <u>must</u> be screened from public view by appropriate means, including, but not limited to, landscape planting |
| [Transient vacation rentals   | One to twelve bedrooms]  |
| Upholstery, canvas, sign painting, and surfboard making shops   | Conducted wholly within a completely enclosed building   |
| Vehicle bodywork, frame or body parts straightening, steam cleaning, painting, welding, storage of non-operating vehicles, and tire recapping or re-grooving  | Conducted wholly within a completely enclosed building   |
| Other uses that are similar in character to permitted and special uses and consistent with the unique character, identity, and needs of the country town, and that are not detrimental to the welfare of the surrounding area | "  |

SECTION 3. Section 19.16.040, Maui County Code, is repealed.

["**19.16.040 Special uses.** The following are special uses in the B-CT country town business district, and approval of the appropriate



planning commission shall be obtained, upon conformance with the intent of this article and subject to such terms and conditions as may be warranted and required:

| Special uses               | Criteria or limitations  |
|----------------------------|--|
| Transient vacation rentals | One to twenty bedrooms; except on Molokai, where the maximum number of bedrooms and use shall be determined by the planning commission”] |

SECTION 4. Section 19.18.020, Maui County Code, is amended to read as follows:

**“19.18.020 Permitted uses.** Within the B-2 community business district, the following uses [shall be] are permitted:

| Permitted uses  | Criteria or limitations  |
|---|--|
| Amusement and recreational activities   |  |
| Animal hospitals including boarding   |  |
| Auditoriums, theaters, and gymnasiums including fitness centers, private clubs, and dance halls |  |
| Automobile services   | [Provided all] <u>All</u> automobile repair operations [are] <u>must be</u> conducted wholly within a completely enclosed building; and [provided further, that] tire rebuilding or battery manufacturing [shall not be] <u>is not permitted</u> |
| Automobile upholstery shops   |  |
| Awning or canvas shops  |  |
| Baseball, football and other sports stadiums or activities                                      |  |
| Bed and breakfast homes, in a lawfully existing single-family dwelling                          | Subject to the restrictions and standards of section 19.64.030 of this code  |
| Buildings and premises used,  |  |

|  |  |
|--|--|
| owned or operated by government agencies, including community centers  |  |
| Catering establishments  |  |
| Communication equipment, antenna or towers   |  |
| Day care facilities  |  |
| Drive-in restaurants   |  |
| Eating and drinking establishments   |  |
| Education, specialized   |  |
| Educational institutions   |  |
| Entertainment establishments   |  |
| Farmers markets  |  |
| General merchandising  |  |
| General office   |  |
| Ice cream and milk manufacturing plants  |  |
| Libraries  |  |
| Marinas  |  |
| Multifamily dwellings, duplexes, and bungalow courts   |  |
| Museums  |  |
| New and used car lots  | [Provided all] <u>All</u> repair and maintenance [is] <u>must be</u> conducted wholly within a completely enclosed building                                  |
| Nursing and convalescent homes   |  |
| Nurseries (flower or plants)   | [Provided, that all] <u>All</u> incidental equipment and supplies, including fertilizers and empty cans, [are] <u>must be</u> kept within enclosed buildings |
| Parking structures or lots, which may include solar energy facilities that are installed on overhead canopies or structures, and may provide power to other lots |  |
| Personal and business services   |  |
| Pet shops and boarding facilities  |  |
| Recycling collection center  | Conducted wholly within a  |

|  |   |
|--|---|
|  | completely enclosed building or within an area enclosed on all sides by a solid fence or wall at least six feet in height; and [provided,] that no goods, materials, or objects [shall] <u>may</u> be stacked higher than the fence or walls so erected   |
| Redemption center  |   |
| Religious, benevolent, or philanthropic societies, civil organizations, and quasi-public uses                                    |   |
| Sanitariums  |   |
| Sign-painting shops  | Conducted wholly within a completely enclosed building  |
| Swap meet or open air market   |   |
| Taxicab, car rental, and U-drive stations and offices  |   |
| Transient vacation rentals   | [Not exceeding] <u>Up to</u> twenty bedrooms; [except on Molokai, where a special use permit shall be required] <u>if the use was established prior to the effective date of the most recent ordinance amending this section; and advertisements for transient vacation rental use must include the registration number, which is the property's tax map key number without punctuation marks</u> |
| Other similar businesses or commercial enterprises or activities that are not detrimental to the welfare of the surrounding area | [Provided that such] <u>These uses [shall] must</u> be approved by the appropriate planning commission as conforming to the intent of this article”   |

SECTION 5. Section 19.18.040, Maui County Code, is amended to read as follows:

**“19.18.040 Special uses.** The following are special uses in the B-2 community business district, and approval of the appropriate planning commission [shall] must be obtained, upon conformance with the intent

of this article and subject to such terms and conditions as may be warranted and required:

| Special uses   | Criteria or limitations   |
|--|---|
| Mortuaries   |   |
| [Transient vacation rentals]   | [Twenty-one to fifty bedrooms; except on Molokai, where the maximum number of bedrooms and use shall be determined by the planning commission.] |
| Other uses that are similar in character to permitted and special uses and that are not detrimental to the welfare of the surrounding area | "1  |

SECTION 6. Section 19.20.020, Maui County Code, is amended to read as follows:

**“19.20.020 Permitted uses.** Within the B-3 central business district, the following uses shall be permitted:

| Permitted uses   | Criteria or limitations                                |
|--|--|
| Amusement and recreational activities  | Conducted wholly within a completely enclosed building |
| Animal hospitals, including boarding   |  |
| Auditoriums, theaters, gymnasiums including fitness centers, private clubs, and dance halls        |  |
| Automobile services  | No automobile repair                                   |
| Baseball or football stadiums and other sport activities   |  |
| Building and premises used, owned, or operated by government agencies, including community centers |  |
| Catering establishments  |  |
| Communication equipment, antennae or towers  |  |
| Day care facilities  |  |

|   |   |
|---|---|
| Drive-in restaurants  |   |
| Eating and drinking establishments  |   |
| Education, specialized  |   |
| Educational institutions  |   |
| Farmer's market   |   |
| General merchandising   | Except for equipment rentals, sales yards, and plumbing shops   |
| General office  |   |
| Libraries   |   |
| Marinas   |   |
| Multifamily dwellings, duplexes, and bungalow courts  |   |
| Museums   |   |
| Nursing and convalescent homes  |   |
| Parking structures and lots   |   |
| Parks and playgrounds   |   |
| Personal and business services  |   |
| Pet shops   |   |
| Recycling collection center   | Conducted wholly within a completely enclosed building or within an area enclosed on all sides by a solid fence or wall at least six feet in height; and [provided, that] no goods, materials, or objects [shall] <u>may</u> be stacked higher than the fence or walls so erected |
| Redemption center   |   |
| Religious, benevolent, or philanthropic societies, civic organizations, and quasi-public uses |   |
| Sanitariums   |   |
| Service business residential ("SBR") service establishments                                   |   |
| Swap meets and open air markets   |   |
| Transient vacation  | [Not exceeding] Up to   |

|  |  |
|--|--|
| rentals  | twenty bedrooms[;except on Molokai, where a special use permit shall be required] <u>if the use was established prior to the effective date of the most recent ordinance amending this section; and advertisements for transient vacation rental use include the registration number, which is the property's tax map key number without punctuation marks</u> |
| Other similar businesses or commercial enterprises or activities that are not detrimental to the welfare of the surrounding area | [Provided, however, that such] <u>The uses [shall] must be approved by the appropriate planning commission as conforming to the intent of this article</u>   |

SECTION 7. Section 19.20.040, Maui County Code, is amended to read as follows:

**“19.20.040 Special uses.** The following are special uses in the B-3 central business district, and approval of the appropriate planning commission shall be obtained, upon conformance with the intent of this article and subject to such terms and conditions as may be warranted and required:

| Special uses                 | Criteria or limitations   |
|------------------------------|---|
| Mortuaries                   |   |
| [Transient vacation rentals] | [Twenty-one to fifty bedrooms; except on Molokai, where the maximum number of bedrooms and use shall be determined by the planning commission]” |

SECTION 8. Section 19.22.020, Maui County Code, is amended to read as follows:

**“19.22.020 Permitted uses.** Within the B-R district, the following uses [shall be] are permitted:

| Permitted uses   | Criteria or limitations   |
|--|---|
| Amusement and recreational activities  |   |
| Art galleries  |   |
| Auditoriums, theaters, gymnasiums including fitness centers, private clubs and dance halls               |   |
| Camera shops   |   |
| Eating and drinking establishments   |   |
| Flower shops   |   |
| Gift and curio shops   |   |
| Information centers  |   |
| Music stores and studios   |   |
| News and magazine stands   |   |
| Night clubs  |   |
| Novelty shops  |   |
| Parking structures and lots  |   |
| Personal and business services   |   |
| Real estate offices  |   |
| Specialized clothing shops   |   |
| Taxicab, car rental, and U-drive stations and offices  |   |
| Transient vacation rental  | Up to [and including] twenty bedrooms; if the use was <u>established prior to the effective date of this ordinance; and advertisements for transient vacation rental use include the registration number, which is the property's tax map key number without punctuation marks.</u>   |
| Travel agencies  |   |
| Other uses of similar character providing foods, services, or facilities primarily to transient visitors | For uses on Maui or [Lanai] <u>Lānaʻi</u> , the director of planning may approve such uses as conforming to the intent of this article, subject to such terms and conditions as may be warranted and required by the director of planning;<br><br>For uses on Molokai, the Molokai planning commission, not the director of planning, [shall] <u>must</u> approve or deny such uses |

SECTION 9. Section 19.22.040, Maui County Code, is repealed.:

**["19.22.040 Special uses.** The following are declared special uses in the B-R resort commercial district, and approval of the appropriate planning commission [shall] must be obtained, upon conformance with the intent of this article and subject to such terms and conditions as may be warranted and required:

| Special uses               | Criteria or Limitations         |
|----------------------------|---------------------------------|
| Transient vacation rentals | Twenty-one to fifty bedrooms.]” |

SECTION 10. Section 19.32.040, Maui County Code, is amended by amending subsection I as follows:

“H. Transient vacation rentals [shall be] are permitted in planned developments, except for developments that have been publicly funded, if:

1. The planned development received a planned development site plan approval that was lawfully issued by and valid on April 20, 1989, and the land is zoned A-1 or A-2 apartment district; or

2. The planned development meets all of the following:

a. The planned development received final approval as provided in this chapter, and at least one unit in the planned development was operating as a vacation rental on or before April 20, 1981.

b. The planned development is located on parcels with at least some residential district zoning.

c. The planned development consists of only:

i. Duplexes or multi-family dwelling units; or

ii. A combination of single-family dwelling units and duplexes or multi-family dwelling units.

3. The transient vacation rental use was established prior to the effective date of the most recent ordinance amending this section, and advertisements for transient vacation rental use must include the registration number, which is the property’s tax map key number without punctuation marks.”



SECTION 11. Section 19.37.010, Maui County Code, is amended by amending Subsection C to read as follows:

“Time share units, time share plans, and transient vacation rentals are allowed in the hotel [district;] districts. Upon the effective date of the most recent ordinance amending this section, no new transient vacation rentals are allowed in the B-2 community business district, B-3 central business district, and B-R resort commercial district. [; and transient vacation rentals are allowed as special uses in the SBR service business residential district and B-CT country town business district.]”

SECTION 12. Material to be repealed is bracketed. New material is underscored. In printing this bill, the County Clerk need not include the brackets, the bracketed material, or the underscoring.

SECTION 13. This Ordinance takes effect on approval.

APPROVED AS TO FORM AND LEGALITY:

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Department of the Corporation Counsel  
County of Maui

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OCTOBER 8 TMED TIG MEETING

**PROPOSAL 1: Establish an RPT category for rental cars and camping vehicles**

**Defining the Problem**

This proposal creates a new real property tax category for commercial vehicular rental.

Similar in concept to Kauai County's Bill No. 2828:

*A BILL FOR AN ORDINANCE AMENDING CHAPTER 5A, KAUAI COUNTY CODE 1987, AS AMENDED, ESTABLISHING A COMMERCIAL VEHICULAR RENTAL REAL PROPERTY TAX CLASS*

**Describing Conceptual Solutions**

The creation of a "Commercial Vehicular Rental" real property category recognizes that real property which accommodates such uses, should be analyzed and assessed in a manner consistent with community impacts associated with "Commercial Vehicular Rental" use.

**Questions for Resource Personnel**

**1. What are potential legal hurdles with this proposal, if any?**

Calvert Chipchase:

*See Exhibit 1A*

Lahela Aiwohi:

I would refer to Cal Chipchase, as the legal expert on this question. Kauai deferred its Bill no. 2828 to review the legalities. The legality I see as a hurdle would be discriminatory being that it's targeting specific firms and industries.

**2. Would this apply to car sharing apps?**

Seward Akahi, GM Hertz/Dollar/Thrifty:

*See Exhibit 1B*

Lahela Aiwohi:

Real property is legally defined and classified by the state apparatus. Real property is **immovable** and includes the land, structure, or other fixed buildings on the property. Because a vehicle is movable, it can't and shouldn't be categorized under real property to determine a tax rate. The short answer is that this would be very difficult to set without facing legal challenges.

**3. How difficult would it be to set a tax rate for the “Commercial Vehicular Rental” real property?**

Lori Lum, Government Relations & Public Affairs, Avis Budget:

*See Exhibit 1C*

Lahela Aiwohi:

Assuming that commercial vehicle rentals (CVR) are being defined as camping vehicles, I don't believe there are any CVR companies located at OGG. I've reached out to a few of the camping vehicle, or overlanding vehicle, companies, and those I communicated with, stated that they offer pick-up and drop-off's to and from OGG.

**4. How does the County currently tax the commercial vehicle rental companies at the Kahului Airport?**

Enterprise:

*See Exhibit 1D*

Lahela Aiwohi:

I believe it does, but I would refer to Cal Chipchase on this question.

**5. How would this interact with the owner-occupied tax class (if applied to car sharing apps)?**

Lahela Aiwohi:

I believe that owner-occupied tax is property tax on owner-occupied residential properties. I wouldn't define camping vehicles or CVR's as a residential property, with that, I'm not sure how you'd be able to apply it to car sharing or per-to-peer sharing apps. Cal would have a better response.

**6. Is the county able to get all the info of who is a part of car sharing apps?**

Lahela Aiwohi:

I'm not sure if there's a way to access info on who's a part of the car sharing apps. I know that the states Dept. of Taxation was amping up how it monitors the industry, through data collection and site visits. Maybe getting info from the state will help accomplish this. Being tax compliant across the board is key here.

**7. Is it possible to tie the use of a vehicle to the mileage on the car vs the number of cars registered and would this address noncommercial uses? This is a suggestion from one of our constituents who owns a bunch of old cars and trucks.**

**8. How can we address the fact that large families and some members of the population often have multiple vehicles registered in a single family member's or their own names?**

Lahela Aiwohi:

Sorry, but I don't understand how this is a problem/issue. I'm not sure if I'm missing some other component here. If someone is a car collector and they have the funds to purchase cars and maintain it by paying the proper registration fees etc, how is this an issue?

**9. Assuming we are able to find out who Ride sharing app car rentals owners are, is there any legal way to move those cars into a different registration class or limit their availability for rentals?**

Lahela Aiwohi:

Just looking at the surge of vehicles that was on the roads via ride sharing apps, such as Turo, I don't foresee this being such an issue in the future. Looking at the mitigating circumstances, the RAC agencies weren't prepared for the influx of tourists that took advantage of the low airfares, which had the RAC companies nationwide experience a shortage and a surge in the cost of the rental. With that occurrence, people took advantage of a temporary opportunity. That opportunity came at a time when, not just locally, but on a national level, we had people out of work, so some seized the opportunity. Understanding what the purpose is here, I believe all these cars are deemed "rental cars" which may qualify it to be taxed under the rental car surcharge. I would definitely recommend exploring a different registration class. The possible issue I see here, is that defining a car rental company that is subjected to the RAC surcharge requires to have a fleet of 10 or more. Saying this, if there's a way to monitor out of state car owners that are operating in Maui County, that's something that should be explored as well.

**10. Are there ways to provide exemptions for traveling nurses or other essential nonresidents?**

Public Works:

Regarding exemptions for traveling nurses or other "essential" nonresidents (page 4), you may want to give this some additional thought. Is this an exemption from rental car tax or registration? Traveling nurses are paid **significantly** more than our local (veteran) staff nurses, and I understand that this is creating tension at the hospital and at Kaiser.

**11. For Councilmembers if time: Is there the ability or desire to give preference to resident ride share app vehicle owners due to the fact that the money stays on island and helps residents rather than being exported to national companies and their owners and shareholders?**

**Specific data or information being requested**

1. Data on the number of rental cars on the island by month and by year. Would like to understand historical growth rates of the number of vehicles on the island over the past 10 years.
2. Does the DMV have information on how many individuals register multiple cars?
3. How many individuals register more than 3 cars; more than 5; more than 20?
4. How are rental cars registered by the DMV?

5. How are Turo registered by the DMV?

6. Number of lawsuits filed by rental car operators involved in an accident naming the county as a defendant?

## **PROPOSAL 2: Legislation to regulate the transient vacation vehicle industry**

### **Defining the Problem**

People are renting out campervans and other vehicles with camping gear as a low budget short term rental option but there is no regulatory framework, and it is not legal to sleep in your vehicle in public spaces - this is a separate issue from homeless living in their cars as there are people profiting off of this industry and choosing to pay to do this.

### **Describing Conceptual Solutions**

Create a framework where this industry pays the required GET and State and County TAT and all other applicable taxes and ensures all vehicles rented per day - have a legal place to park and spend the night with amenities that do not allow for environmental degradation.

### **Questions for Resource Personnel**

**1. The basis for this priority and the RPT priority is a recognition that rental vehicles have a direct impact on traffic and infrastructure conditions on Maui's roadways. Would you be able to tell us approximately how many rental vehicles were on Maui during the pandemic summer of 2020 versus the summer of 2021?**

**2. We understand that there has been a recent under-supply of rental vehicles on Maui. What is your normal operating capacity (in terms of number of vehicles) and at what percentage of capacity are you at right now?**

**3. Are there "self-regulating" measures which rental car companies have implemented to ensure that visitors are educated about Hawaii's culture and natural resources?**

**4. Do car rental companies collect and keep data on the number of vehicles rented to visitors who stay at hotels vs. visitors who stay at short term rentals? If yes, how does the data characterize patterns and trends in use of visitor accommodations over the past 10 years? If no, what would it take to have this information collected?**

**5. Aside from the RPT option, what might be other approaches to better managing the vacation vehicle industry? What would be the basic framework of such approaches? As an example, do you think implementing tiered fees for motor vehicle registration may accomplish this priority? Since this approach would not be through real property taxation, if this approach is considered, should fees collected be deposited into the County's Highway Fund? (NOTE: This proposal was introduced by Councilmember Paltin and is pending in Committee.)**

Lahela Aiwohi:

Reviewing the definition of real property tax, I don't believe that these vacation vehicle's fall under its category to be taxed with an RPT. Rental cars are structured to have all appropriate fees set, from those being rented out of OGG or outside of OGG, it's set (all the different fees are included). With "vacation vehicles", I believe that implementing a registration component will provide the ability to better monitor this industry. The vehicle should be registered under the

company name and its owner's name to be able to monitor the number of vehicles being rented out per company. With this additional revenue, I feel that it should be dispersed amongst a couple of the county's funding sources, Parks should be noted being that permits are necessary to camp at any county beaches/parks and Highways. Park Rangers are employed under Dept of Parks & Rec and the Park Rangers monitor county public camping areas. This additional revenue can go towards creating additional Park Ranger positions, if needed, to help monitor legal/illegal camping.

**6. This year the Legislature passed HB 485 H.D.1 S.D.1 C.D.1 that increased the rental motor vehicle surcharge tax by \$.50 day beginning January 1, 2022, and each subsequent year on January 1 until December 31, 2027. Would an additional County surcharge, authorized by the state, accomplish this priority?**

Lahela Aiwohi:

I don't think an additional county surcharge is needed at this time. I think that through this pandemic, we will more than likely see surges as well as periods of downtime and cars sitting. We will not be out of this pandemic anytime soon. Businesses will suffer, especially small businesses, I think we should be pivoting in the direction of how we can assist our small business, local businesses, businesses that provide a good chunk of revenue being put back into our economy, such as the rental car agencies. It's clear that we need the people to have a continuous flow of revenue to maintain a solid economy. I don't believe this is a good time to add more fees or another surcharge on top of what we currently have.

**7. When vehicles are registered is it clear if they are being rented out as camper vehicles?**

**8. Is it legal for camper vehicles on public property, who enforces this and what is the penalty?**

Department of Parks and Recreation:

*See Exhibit 1E*

Lahela Aiwohi:

Currently, you don't register as a "camper vehicle" rental.

A "camper vehicle" can camp anywhere publicly with the proper permits. If you don't have a permit, you shouldn't be there. Basically, you can camp anywhere a vehicle and a tent can be pitched with the proper permits.

Park Rangers, MPD and DLNR if on state property.

**9. Is it legal for camper vehicles on the various zoned private properties?**

Lahela Aiwohi:

I'd say that it's up to the owners of the private property. For example, a water conservation group works with a "camping vehicle" company that allows for its rentals to camp on the grounds that they're working at and the renters experience the day/night with the conservation group planting, cooking, and learning about native plants, resources and the importance of water conservation. It's an educational experience and at the same time, these visitors are giving back

to the aina. In return, the company donates a certain amount to the non-profit group the conservation group is attached to.

**10. Who enforces camper vehicles on public/private properties?**

Lahela Aiwohi:

In order to camp anywhere, you need to go through the appropriate channel to get permits. Whether it's County Parks, State parks, you need to get a permit. Park Rangers, MPD, DLNR, at Wainapanapa-the Park maintenance worker that lives there is very diligent in monitoring this.

**11. Should we make rental of camper vehicles illegal to start and then slowly legitimize or do as one action to legitimize certain types of operations?**

Lahela Aiwohi:

I would not make it illegal. There are ways to meet the intent of this legislative proposal. Again, it's a market that has grown, but there are ways to monitor it and to allow it to be an added source of revenue.

**12. How many legal camper vehicle spots are there on each island within the county?**

Lahela Aiwohi:

Camping should be at permitted areas. Permits are provided through applying via online and receiving an approval from the appropriate dept or division from the county or the state. A "camper vehicle" has the same concept as an individual renting a car, packing a tent, and pitching the tent at its camping spot. Again, a permit is needed to pitch that tent in a public area under the county/state. If they're in an area that's not a designated camping area, they shouldn't be there.

**13. How many known camper vehicle websites and vehicles are there for Maui County?**

Lahela Aiwohi:

When I researched it, there were eight (8) companies I found on-line. Again, by looking at the different company's websites, there's about 50 vehicles total.

OCS:

In partial response to Councilmember Paltin's questions on camper vehicles, we provide the attached correspondence from the Department of Planning, dated July 21, 2017, advising that recreational vehicles and other vehicles are "dwellings" when they are occupied and have a kitchen. Under the Comprehensive Zoning Ordinance, these dwellings "are treated the same as any other dwelling within the various zoning districts," according to the department.

Dwellings rented for less than 180 days are lawful under the Comprehensive Zoning Ordinance only if they are in zoning districts where Transient Vacation Rentals are permitted uses or if they are rented in accordance with a Bed and Breakfast Home permit or a Short-Term Rental Home permit.

The correspondence references a July 6, 2017, meeting of the Council's Housing, Human Services, and Transportation Committee. The minutes of that meeting are attached. Then-Deputy Planning Director Michele McLean was asked about land-use regulations applicable to various

types of structures, including mobile homes and recreational vehicles. Her answer is at page 20 of the minutes:

*MS. McLEAN: Thank you, Chair. It's actually pretty easy to answer that question. The Planning Department would look at a tiny home or a mobile home as a dwelling unit. And so that use would have to be allowed by the zoning where it is situated; whether it's mobile or whether it's permanent, if it's used for dwelling purposes then we call it a dwelling, well, the County Code calls it a dwelling unit. And so it would have to be allowed by the zoning. To have something like a tiny home village or a mobile home park, the zoning would have to allow multiple dwelling units. It's as simple as that. The size of that dwelling unit is also dictated by the Code.*

So, whether they're called camper vehicles, recreational vehicles, or anything else, all dwellings are subject to the same zoning standards.

**14. What are the logistics of running an operation like this and how do operators/residents feel it should be regulated?**

**15. Is there a desire to create a separate permitting system for properties that allow them to park? Our office received a call from a farmer cited for already doing this. Right now it just takes a State Special Use Permit approved by the Planning Commission which is receptive to this use. If we want a separate permit, what requirements do we want? Who would approve: Planning Commission or Council?**

Department of Parks and Recreation:

*See Exhibit 1E*

Lahela Aiwohi:

Is this referring to vehicles leasing out a property to park their rentals while it's not in use or is this referring to landowners working out a contract with the rental companies to use as an area for the renters to pitch camp?

I'd personally say it's up to the landowner to allow that being that it's temporary and it's the same as pitching a tent and parking your vehicle next to it. If a special use permit is needed to pitch a tent, then it should be across the board. If this private area is being used for multiple campers simultaneously, then I can understand having to possibly apply for a special use permit or some kind of permit. And if that's needed, I believe that would fall under Planning Commission's scope or Dept. of Planning.

Police:

*See Exhibit 1F*

### **Specific data or information being requested**

1. Do legal camper sites have bathrooms and showers?
2. How many of the camper vans have toilet facilities in them?
3. Where are the van toilet facilities emptied?

Lahela Aiwohi:

1. Most areas that allow for permitted camping have toilets, either a structured facility or port-a-potties. Some have showers.



2. I'm not sure how many campervans have toilets.

3. Not aware of where it's emptied

### Proposed language

Vehicles must not be rented for the purpose of transient visitor use unless the vehicle TVR has a legal place to spend the time it is rented and pays all applicable TVR taxes. \$20,000 fine for violation shall apply to the registered owner of the vehicle. Advertisement is grounds for enforcement. This is not to apply to tow trucks, airport shuttle/bus fleets, vehicles requiring CDL licenses.

**PROPOSAL 3: Create a framework for branding/QR codes for donations and voluntourism at applicable county sites.**

### Defining the Problem

**Many of the heavily used tourist sites whether under county jurisdiction or not could use more help/funding/volunteers**

### Describing Conceptual Solutions

**Create a public-private partnership where non-profits or small businesses could assist the county with approved information, projects, fundraiser/donation sites online this framework is voluntary and if successful could extend beyond county sites.**

### Questions for Resource Personnel

**1. Can the concept for this program be clarified to indicate how the organizational aspects would be managed (i.e., would the program be under the administrative auspices of a County agency)? Or would this be a part of the framework development process?**

Peter Landon:

For establishing QR codes and a donation mechanism, this is something that we at the State level Division of Forestry and Wildlife recently accomplished and I am happy to assist with sharing the basics.

For starters to take money electronically whether online or with a credit card machine a Merchant Service Account needs to be established. All credit card companies charge merchant service fees and they must be paid through a merchant service account. Once you establish this then you can accept payments. QR codes are simple and free to obtain and can be used to distribute information or can link directly to payment interfaces or to informational websites with payment interfaces. For our application we created stickers with QR codes that can be applied to existing signage that when scanned with a smartphone link to an information website where you can also make a donation. We also have rack cards and various flyers. QR codes can also be embedded in partner websites to help gain support.

For using volunteers as a resource this is something that we do currently and have employed in different capacities in my tenure but is in my opinion much trickier than raising money through encouraging donations with information.

Limitations we have encountered start with having someone for volunteers to report to each day. There are some people that volunteer services and don't need a POC, but in most cases volunteers want to belong to something and want to have daily contact and praise for their

services. Providing staff to support this usually requires hiring someone. If that is not possible it is best to employ an already established club as they will have a structure already that can coordinate volunteers and provide POCs.

Other limitations are volunteers usually want to do what they want to do, and what they feel there is a need for. It is rare that you get volunteers that are up for anything.

As for prioritizing areas this goes along with above, you can't really prioritize. You must advertise the opportunities and volunteers will respond and it is through this mechanism priorities are established.

For using a nonprofit or public-private partnership:

This is a good alternative because it allows the County to set goals and help develop the information but leaves management to the private partner.

On another note, we have been successful at generating parking revenue from visitors to the islands and I suggest the County follow suit. In one-year Ahihi-Kinau Natural Area Reserve made over \$100K. We are not charging Hawaii Residents, and this is in the time of COVID. A great way for the County to generate revenue at all its managed public spaces is to charge a simple parking fee to non-residents. This could be accomplished through RFP with no upfront costs and eventually bought and run by the County to maximize profits.

**2. Can this program framework be developed in partnership with the Maui Economic Development Board, which may have the resources and technical expertise to study and analyze the proposal?**

**3. Can this program framework be developed in partnership with the UH Maui College (i.e., Huliha -- Center for Sustainable Systems)?**

**4. As with other proposals, what are the legal and financial issues which need to be evaluated to ensure a viable program (i.e., can donations be made to the county or will there be a third party management entity which oversees the program)?**

**5. There are many sites worthy of receiving help, either through financial or manpower donations. How will sites be prioritized, and funds allocated?**

**6. Is there a funding target that will help bring this program to fruition?**

**7. How does Hands on Maui choose what projects it supports?**

**8. Is there any interaction between Hands on Maui and various departments to solicit volunteers for county needs?**

Department of Parks and Recreation:

*See Exhibit 1E*

**9. Is there any interest from the cultural resources committee, aha moku or another entity to tell the cultural, historical info of county sites in coordination with collecting of donations or to get volunteers for specific approved projects?**

## Specific data or information being requested

1. Could we start with a pilot project?
2. Does the Parks Department have a suggestion of a culturally significant area that needs assistance?
3. How can we legally take donations from folks.

**PROPOSAL 4: Post QR codes for education about the authentic cultural/historical features of specific areas that allow people to donate directly to nonprofits for managing that area.**

## Defining the Problem

Non-profit organizations need additional funding for the management of sites.

## Describing Conceptual Solutions

Tourists and residents visiting and thus benefiting directly from the site are likely to donate for its management and are more likely to do so while visiting. QR codes allow an efficient method of donating.

## Questions for Resource Personnel

**1. Can you explain the concept for this program to better clarify how the organizational and technical elements would be integrated?**

**2. Are there non-profits which have been identified and may be willing to participate in the program?**

**3. Similar to priority no. 3, above, can this program framework be developed in partnership with the Maui Economic Development Board, which may have the resources and technical expertise to study and analyze the proposal?**

**4. Similar to priority no. 3, above, can this program framework be developed in partnership with the UH Maui College (i.e., Huliha -- Center for Sustainable Systems)?**

**5. Is there a funding target (authentic cultural/historical features of specific areas) identified which will help bring this program to fruition?**

**6. Would this be able to work within the Parks Department concession bill (is that in place)?**

Department of Parks and Recreation:

*See Exhibit 1E*

**7. What is involved in making a QR code?**

**8. How much does it cost to make and manage a donation system?**

**9. Who makes and manages them?**

**10. Are there existing sites or other organizations that use them to collect donations?**

## Specific data or information being requested

1. Does the Parks Department have any criteria they would recommend in order to form a partnership for these purposes?
2. Examples of QR codes and systems
3. Costs
4. Sites that use them

## **PROPOSAL 5: Create historic districts in more areas of the community.**

Create cultural and historic districts in MCC Chapter 20. Districts are not zoning, but cultural districts designated to encourage the establishment of walking tours and museums, erect statues and educational plaques, cultural art and other types of mediums to share educational information for residents and visitors to increase awareness and appreciation for our unique and meaningful culture.

### Defining the Problem

Visitors and residents often hold based views of Hawaiian culture that perpetuates poor behavior towards our native peoples, our environment, and cultural resources. Social media is filled with racist attitudes toward local people and beliefs that Hawaii lacks culture due to few museums dedicated to western artforms. Visitor's lack of appreciation for our culture leads to derogatory treatment of our peoples who are seen only as poverty-stricken tourist servants, exploitation and mistreatment of natural environment and marine life, and trespassing on private property and sacred sites, and a weakening our culture to fit tourist Hollywood ideals of paradise.

### Describing Conceptual Solutions

By creating awareness of our rich culture which holds nature as something to be revered and respected, tourists are less likely to abuse marine life and put their lives at risk in our oceans. Understanding our unique history creates more respectful tourists and attracts those looking for cultural enrichment. Creating a cultural district in Wailuku specifically we can help to revitalize the area and expand resident, including and our government workers' knowledge of it's history and create pride in the town that can translate into further preservation of its historical roots.

### Questions for Resource Personnel

1. **Which agency would be most appropriate to administer the planning and implementation of non-zoning cultural and historic districts?**
2. **Should a single, uniform set of guidelines for signage/placards be developed to ensure consistency in wayfinding among the various cultural and historic districts?**
3. **Explain, in detail, the process for creating cultural and historic districts and estimated timeline for creation of such districts. How would the planning and public input process for development and implementation of cultural and historic districts be undertaken? For example, would the CRC and or UDRB be a part of the process?**
4. **Can funding for visitor information kiosks be a part of this program? Residents and visitors will find it helpful to have a "point of entry" for walking tours or a place where educational materials can be provided.**
5. **What areas are good candidates for cultural and historic districts?**

- 6. What events happened in these areas that should be highlighted?**
- 7. What would a walking tour look like?**
- 8. Are there non-profits that might be interested in giving tours, i.e Bailey House volunteers?**
- 9. Is there a for profit model that could be used for tours, i.e Airbnb tours or other private tours and how can we assure that accurate information is being given?**
- 10. What statues would be appropriate for the area?**
- 11. What type of cultural information would be important to highlight?**
- 12. What type of mediums can be used to educate residents and visitors?**
- 13. What grant funding is available for cultural education?**
- 14. Can we use TAT revenue for this purpose, ie to fund cultural art, statues, informational plaques, self-guided walking tour pamphlets?**
- 15. Can we require county buildings to have a cultural education component?**

#### **Specific data or information being requested**

1. Our 201H and 2.97 books have a lot of mana'o of mo'olelo of the area that could possibly be incorporated to help the folks who reside in the development to know the history of the area would this be something Hands on Maui would be interested in getting the info out on in volunteer partnership with tourist history buffs or something?
2. Specific routes for walking tours
3. Specific history of areas that should be highlighted
4. Ideas for artwork or informational plaques
5. Knowledge that should be highlighted, including specific mo'o lelos and Hawaiian legends.
6. Statues examples and estimated costs if available.

## Exhibit 1A

October 7, 2021  
Chair Keani Rawlins-Fernandez  
County of Maui  
200 S. High Street  
Wailuku, Maui Hawai'i  
96793

**Calvert G. Chipchase**  
1000 Bishop Street, Suite 1200  
Honolulu, Hawai'i 96813-4212  
Direct Line: (808) 521-9220  
Direct Fax: (808) 540-5021  
Email: cchipchase@cades.com

### **Re: Response to Resource Personnel Questions: Proposal #1 to Establish an RPT Category for Rental Cars**

Chair Rawlins-Fernandez:

I would like to thank the Budget, Finance, and Economic Development Committee's Temporary Investigative Group on Tourism Management and Economic Development ("TIG") for the opportunity to be a resource for the TIG meeting on October 8, 2021.

Below I respond to each question posed by members of the TIG in the order presented. In addition, I offer an example of the type of legislation that could be used to create a new tax classification for "transient vacation vehicle rental" ("TVVR").

In these responses, my role is not to provide legal advice to the TIG but to assist the TIG in its consideration of the issues.

#### **I. QUESTIONS FROM COUNCILMEMBER LEE**

##### **1. What are the potential legal hurdles with this proposal, if any?**

While legal advice is appropriately offered by Corporation Council, in my view the relevant issues include the County's authority to impose the tax and equal treatment in taxation.

##### **2. How difficult would it be to set a tax rate for the "Commercial Vehicular Rental" real property?**

The Kaua'i bill provides one possible approach. The enclosed example provides another possible approach.

**3. How does the County currently tax the commercial vehicle rental companies at the Kahului Airport?**

To the best of my understanding, real property in the County is taxed according to its “highest and best use” unless an exception under MCC § 3.48.305 applies. Generally, facilities across the County that would fall within a TVVR classification appear to be classified either “Commercial” or “Industrial.”

The tax treatment of the new rental car facility near the airport is unclear. The State owns the land on which the facility sits. The State is exempt from real property taxation by the counties, and the County records appear to identify the facility as exempt. Lessees generally must pay real property tax, however. Given these discrepancies, I do not know whether rental car companies are paying real property tax at the rental car facility near the airport.

A number of rental companies lease land from the State near or immediately adjacent to the main rental car facility. The adjacent properties fall within the “Commercial” tax classification and are assessed at that rate.

**4. Does a tax classification for car rental companies require state authorizing legislation?**

In my view, the County does not have the power to tax a company or to tax personal property. However, the County does have the power to tax real property.

**II. QUESTIONS FROM COUNCILMEMBER PALTIN**

**1. How would this interact with the owner-occupied tax class (if applied to car sharing apps)?**

If the Council were to adopt language similar to the example provided, a property that might otherwise be classified as “owner-occupied” would be classified as “transient vacation vehicle rental” if the use of the property satisfies the elements of the TVVR classification. If the Council prefers to allow “owner-occupied” property to continue to be taxed at that rate notwithstanding the operation of a TVVR facility on the same property, the Council could amend the proposed language to include “owner-occupied” in the group of classifications that would not fall within the TVVR classification.

**2. Is the county able to get all the information of who is a part of car sharing apps?**

I do not know whether the County would be able to obtain such information absent an agreement with the hosting company or a judicial process.

**3. Do we ensure that rental companies have enough property to put all their rental cars on?**

I do not know. This seems to be a policy question for the Council that goes beyond the proposal of a new tax classification for TVVRs.

**III. QUESTIONS FROM COUNCILMEMBER SINENCI**

**1. Is it possible to tie the use of a vehicle to the mileage on the car vs. the number of cars registered and would this address noncommercial uses? This is a suggestion from one of our constituents who owns a bunch of old cars and trucks.**

The County has been delegated authority by Article VIII, section 3 of the Hawai'i State Constitution to tax real property. This authority does not extend to personal property, such as cars and trucks.

Under the example provided, the real property would fall within the TVVR classification only if it is being used to rent or lease those vehicles to the general public and the other elements are satisfied.

**2. How can we address the fact that large families and some members of the male population often have multiple vehicles registered in a single family member's or their own names?**

Under the example provided, merely owning multiple vehicles would not subject an owner of real property to the TVVR tax classification. The requirements of the classification would have to be met.

**3. Assuming we are able to find out who Ride sharing app car rentals owners are, is there any legal way to move those cars into a different registration class or limit their availability for rentals?**

I am not aware of any authority that would vest the County with the power to limit the number of rentals permitted through vehicle registration. The burdens on the community imposed by the use of car rental apps may be better handled through zoning enforcement.

**4. Are there ways to provide exemptions for traveling nurses or other essential nonresidents?**

Real property tax is assessed against the owner or tenant of the property and not the user of the vehicle being rented or leased. The owner may choose to pass on any increase in tax liability to the user of the vehicle by raising its rental rates.



#### IV. SPECIFIC DATA REQUESTED

**You requested: “1. Data on the number of rental cars on the island by month and by year” and “2. Would like to understand historical growth rates of the number of vehicles on the island over the past 10 years.”**

It appears that the State does not collect data on how many rental cars are currently operating, and the State Department of Transportation does not keep a central registry of all rental cars in the State. As a general matter, estimates of rental cars are calculated by economists and others using tax and revenue data from year to year.

Information regarding Passenger Car Rental and Leasing from the 2020 State of Hawaii Data Book shows that the number of rental car establishments on Maui has steadily increased over the last two decades. *See Exhibit 1 (Table 18.23).*

Lastly, the following graphic illustrates the increase in the number of rental cars over the last few years, as well as the decrease during the pandemic:

#### Estimated Number of Rental Cars At Hawaii Airports

Hawaii's rental car inventory declined as COVID-19 put travel restrictions in place earlier in the pandemic, decreasing demand.



Chart: Yoohyun Jung/Civil Beat • Source: DREDDOT

Yoohyun Jung, *Hawaii's Pandemic-Induced Rental Car Shortage — Here's What the Data Shows*, CIVIL BEAT (April 2, 2021), <https://www.civilbeat.org/2021/04/hawaiis-pandemic-induced-rental-car-shortage-heres-what-data-shows/>.

Chair Keani Rawlins-Fernandez

October 7, 2021

Page 5

I hope that this information has been helpful, and I look forward to addressing any further questions during the meeting of the TIG on October 8, 2021.

Very truly yours,

Calvert G. Chipchase

**Table 18.23-- PASSENGER CAR RENTAL AND LEASING (NAICS 53211)  
BY COUNTY: 1997 TO 2017**

[Includes only establishments with payroll. Statistics based on the North American Industry Classification System (NAICS)]

| Subject                  | State total | Hawaii  | Honolulu | Kauai   | Maui    |
|--------------------------|-------------|---------|----------|---------|---------|
| Number of establishments |             |         |          |         |         |
| 1997                     | 63          | 11      | 25       | (NA)    | 19      |
| 2002                     | 64          | 13      | 19       | 10      | 22      |
| 2007                     | 102         | 25      | 40       | 11      | 26      |
| 2012                     | 116         | 26      | 45       | 16      | 29      |
| 2017                     | 171         | (D)     | (D)      | 21      | (D)     |
| Revenue (\$1,000)        |             |         |          |         |         |
| 1997                     | 347,624     | 45,172  | 154,679  | (NA)    | 104,759 |
| 2002                     | 478,241     | 70,509  | 208,435  | 61,100  | 138,197 |
| 2007                     | (D)         | 103,774 | (D)      | 82,207  | (D)     |
| 2012                     | 728,725     | 108,308 | (D)      | 96,896  | (D)     |
| 2017                     | 874,008     | (D)     | (D)      | 136,087 | (D)     |

NA Not available.

D Withheld to avoid disclosing data for individual companies.

Source: U.S. Census Bureau, *1997 Economic Census, Real Estate and Rental and Leasing, Geographic Area Series, Hawaii*, EC97F53A-HI, (Aug. 1999), tables 1 and 3 <<http://www.census.gov/epcd/www/97EC53.HTM>>; *2002 Economic Census, Real Estate and Rental and Leasing, Geographic Area Series, Hawaii*, EC02-53A-HI, (Dec. 2004), tables 1 and 3 <[http://www.census.gov/econ/census02/guide/02EC\\_HI.HTM](http://www.census.gov/econ/census02/guide/02EC_HI.HTM)> accessed February 25, 2005; *2007 Economic Census, Real Estate and Rental and Leasing: Geographic Area Series: Hawaii* <<http://www.census.gov/econ/census07/>> accessed June 1, 2010; *2012 Economic Census, Real Estate and Rental and Leasing: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012* <<http://www.census.gov/econ/census/help/sector/gas.html>> accessed June 19, 2015; *2017 Economic Census, Real Estate and Rental and Leasing: Summary for the U.S., States, and Selected Geographies: 2017* <<https://data.census.gov/cedsci/table?q=EC1753BASIC&g=0400000US15,15.050000&hidePreview=true&tid=ECNBASIC2017.EC1753BASIC&vintage=2017&n=N0500.00>> accessed July 11, 2020.

## Exhibit 1

ORDINANCE NO. \_\_\_\_\_

BILL NO. \_\_\_\_\_ (2021)

A BILL FOR AN ORDINANCE AMENDING CHAPTER 3.48.305,  
MAUI COUNTY CODE, RELATING TO CLASSIFICATION OF REAL PROPERTY

BE IT ORDAINED BY THE PEOPLE OF THE COUNTY OF MAUI:

SECTION 1. Purpose. Facilities that provide transient vacation vehicle rentals constitute distinct uses of real property. The classes of property that are currently listed in the Maui County Code fail to identify and account for the intensity of use and impacts from transient vacation vehicle rentals.

Similar to transient accommodations, the short-term and recurring nature of activities associated with transient vacation vehicle rentals and the volume of activity associated with transient vacation vehicle rentals result in an intensified use of real property.

There are distinct impacts arising from the use of real property for transient vacation vehicle rental facilities. Due to the nature of the use of real property to provide transient vacation vehicle rentals, vehicles are continuously brought in, cleaned, processed and rented. Routine cleaning of transient vehicles typically involves washing and vacuuming activities, machine noise and high volumes of water usage, and the use of chemicals for cleaning. The intensity of this use is exacerbated by fleet sizes that are too large to be entirely stored at the location facilitating the vehicles being rented.

Due to the high volume of activity occurring on such properties, providing transient vacation vehicle rentals typically requires numerous employees and results in additional traffic to and from the real property where transient vacation vehicle rentals are being provided.

The locations where transient vacation vehicles are rented typically lack the physical space to store all of the available transient vacation vehicles. As such, transient vacation vehicles are effectively and routinely kept for limited periods in other locations around the County of Maui, which enlarges the effect of the intensity of the use of the real property where transient vacation vehicles are rented.

Accordingly, transient vacation vehicle rentals must be distinguished from other commercial and industrial uses in setting tax rates as part of the County's obligation to fairly distribute the cost burden of municipal operations and services based on the impact of activities facilitated by a property's type of usage. This ordinance creates a new tax class to provide for such fairer distribution.

To the extent that counties, in exercising their constitutional power to tax real property do not run afoul of the federal or state constitutions, they may act as they see fit. The taxing power in the Hawai'i Constitution generally reserves taxing power over real property exclusively for the counties. This bill strictly falls within the power to tax real property and is not facilitating a tax on personal property.

SECTION 2. Section 3.48.305, Maui County Code, as amended, is

hereby amended as follows:

- A. Except as otherwise provided in subsection B, real property must be classified, upon consideration of its highest and best use, into the following general classes:
  1. Owner-occupied.
  2. Non-owner-occupied.
  3. Apartment.
  4. Hotel and resort.
  5. Time share.
  6. Short-term rental.
  7. Agricultural.
  8. Conservation.
  9. Commercial.
  10. Industrial.
  11. Commercialized residential.
  12. Transient vacation vehicle rental.
- B. In assigning land to one of the general classes, the director must give major consideration to: the districting established by the land use commission in accordance with chapter 205, Hawaii Revised Statutes; the districting established by the County in its general plan and comprehensive zoning ordinance; use classifications established in the Hawaii state plan; and other factors that influence highest and best use; except that:
  1. Real property that is used as the owner's principal residence and has been granted either a home exemption in accordance with sections 3.48.410 and 3.48.450 or an exemption in accordance with sections 3.48.410 and 3.48.475 must be classified as "owner-occupied" without regard to its highest and best use.
  2. Real property improved with a dwelling, as defined in the comprehensive zoning ordinance, that would not be classified as

"owner-occupied," "hotel and resort," "time share," "short-term rental," "commercial," "industrial," or "commercialized residential" must be classified as "non-owner-occupied."

3. Multi-dwelling-unit improvements containing five or more dwellings that would not be classified "short-term rental" must be classified "apartment."
4. Real property that serves as the owner's principal residence and has been granted a bed and breakfast home permit, a short-term rental home permit, or a conditional permit allowing a transient vacation rental use in accordance with the comprehensive zoning ordinance, must be classified "commercialized residential" without regard to its highest and best use, and cannot qualify for a home exemption.
5. Real property that is subject to a time share plan as defined in section 514E-1, Hawaii Revised Statutes, as amended, must be classified as "time share."
6. Unless classified as "time share," "hotel and resort," or "commercialized residential," lodging or dwelling units, as defined in the comprehensive zoning ordinance, occupied by transient tenants for periods of less than six consecutive months, including real property that does not serve as the owner's principal residence and has been granted a short-term rental home permit or a conditional permit allowing transient vacation rental use in accordance with the comprehensive zoning ordinance, must be classified as "short-term rental" without regard to its highest and best use, and cannot qualify for a home exemption.
7. A unit and its appertaining common interest that are part of a planned development where transient vacation rentals are permitted, in accordance with chapter 19.32, must be classified in accordance with subsection 3.48.305(C)(2)(a). The planned development must form an entity that will annually report

to the director on a form prescribed by the director, the actual use of each unit in the planned development along with any information deemed relevant by the director to determine the actual use of each unit. If the required annual report is not filed on or before December 1, the director may classify all units in the planned development in accordance with subsection 3.48.305(A) for the following assessment year. The entity must report any change in actual use of a unit in the planned development within thirty days of that change. The director may investigate any unit and, if the director determines that the actual use differs from the use reported, the director may reclassify and reassess the unit.

8. Unless classified as "time share" or "commercialized residential," properties occupied by transient tenants for periods of less than six consecutive months, have eight or more lodging or dwelling units as defined in the comprehensive zoning ordinance, and employ more than twenty full-time persons, must be classified as "hotel and resort."
9. Unless classified as "hotel and resort," "time share," "short-term rental," or "commercialized residential," real property or any portion thereof that is (i) used to provide passenger vehicles that are rented or leased or offered for rent or lease to the general public for a period of 180 days or less, whether by businesses, persons, agencies, corporations, limited liability companies, limited liability partnerships, partnerships, sole proprietorships, or any other entities or related entities, and (ii) accommodates a total fleet size of ten (10) passenger vehicles or more must be classified as "transient vacation vehicle rental" without regard to its highest and best use. For purposes of this section, "passenger vehicle" means any vehicle, motor vehicle, or truck designed for carrying twelve (12) persons or fewer and subject to impact



testing conducted pursuant to part 581 of title 49 of the Code of Federal Regulations.

- C. When property is subdivided into condominium units, each condominium association or any entity filing a condominium property regime must file an annual report with the director of all units in the association, by tax map key number, before December 1 of each calendar year.
1. The director will prescribe the form of the list and any supporting evidence as necessary. The list must include whether the unit is vacant, occupied by the owner, or rented long term or short term, by month.
  2. Each unit and its appertaining common interest must be:
    - a. Classified upon consideration of its actual use into one of the general classes as follows:
      - i. Owner-occupied. Only those units owned and occupied as a principal home and for which a home exemption claim was filed and granted will be classified as "owner-occupied."
      - ii. Non-owner-occupied. Units occupied by the owner for personal use where transient vacation rental use is prohibited by the comprehensive zoning ordinance or units occupied by a lessee for a term of at least six consecutive months or more.
      - iii. Commercial. Only those units occupied by the owner or a lessee for business or mercantile activities will be classified as "commercial."
      - iv. Hotel and resort. Unless classified as "time share" or "commercialized residential," properties that are occupied by transient tenants for periods of less than six consecutive months, have eight or more lodging or dwelling units as defined in the comprehensive zoning ordinance, and

employ more than twenty full-time persons, will be classified as "hotel and resort."

- v. Time share. Units occupied by transient tenants for periods of less than six consecutive months that are subject to a time share plan as defined in section 514E-1, Hawaii Revised Statutes, as amended, will be classified as "time share."
  - vi. Commercialized residential. Units that serve as the owner's principal residence and that have been granted a bed and breakfast home permit, a short-term rental home permit, or a conditional permit allowing transient vacation rental use in accordance with the comprehensive zoning ordinance, will be classified as "commercialized residential."
  - vii. Short-term rental. Unless classified as "time share," "hotel and resort," or "commercialized residential," lodging or dwelling units, as defined in the comprehensive zoning ordinance, occupied by transient tenants for periods of less than six consecutive months, including properties granted a short-term rental home permit or conditional permit allowing transient vacation rental use and units occupied by the owner for personal use or are vacant where transient vacation rental use is allowed by the comprehensive zoning ordinance.
  - viii. Agriculture. Units that are vacant land and located in the County agriculture zoning district.
  - ix. Transient vacation vehicle rental as defined above.
- b. Deemed a parcel and assessed separately from other units.

3. The director may, after investigation, reclassify and reassess any unit in a condominium association found to be in violation of the owner's certification of actual use.
  4. The director may require an owner to file a return providing information on the actual use of a unit. The return must be in a form prescribed by the director. The director may require documentary evidence, such as a lease agreement indicating that a unit is occupied by the same lessee for a term of six consecutive months or more, when a unit is classified as non-owner-occupied and transient vacation rental use is permitted. An owner who does not file the return or fails to respond to an inquiry of the director must be classified at the highest tax classification allowed for the unit.
  5. A condominium owner, the condominium association, or any entity filing a condominium property regime must notify the director of any change in a unit's classification within thirty days of that change.
  6. If the required annual report is not filed on or before December 1, the director may classify all units in the project in accordance with subsection B for the following assessment year.
- D. Notwithstanding the foregoing, real property that does not serve as the owner's principal residence and was, prior to May 23, 2012, granted a conditional permit for bed and breakfast or transient vacation rental use in accordance with the comprehensive zoning ordinance, and was classified as "commercialized residential" prior to May 23, 2012, will retain the "commercialized residential" classification.

SECTION 3. Material to be repealed is bracketed. New material is underscored. In printing this bill, the County Clerk need not include the brackets, the bracketed material, or the underscoring.

SECTION 4. This ordinance shall take effect upon its approval.



October 7, 2021

Councilmember Keani Rawlings-Fernandez  
Chair, Temporary Investigative Group on  
Tourism Management and Economic Development  
County Council  
County of Maui  
200 S. High Street  
Wailuku, Maui, Hawai'i 96793

**RE: TMED TIG Meeting, October 8, 2021, 1:30 pm relating to Legislative  
Priorities Proposals**

Chair Keani Rawlings-Fernandez and members of the TMED TIG Committee:

My name is Seward Akahi, and I am the General Manager of Hertz, Dollar Car Rental, and Thrifty Car Rental on the island of Maui. I am writing in response to various legislative proposals and questions posed by your committee in a memorandum we received on October 4, 2021. In particular, I will be responding to Proposal #1 and Proposal #2 and its impact on rental car companies.

**Proposal #1: Establish a RPT category for rental cars and camping vehicles.**

Proposal #1 creates a new real property tax category for commercial vehicular rentals. The conceptual solution of Proposal #1 is described as follows: The creation of a "commercial vehicular rental" real property category recognizes that real property which accommodates such uses, should be analyzed and assessed in a manner consistent with community impacts associated with "Commercial Vehicular Rental" use.

We are opposed to establishing a new real property tax category for the following reasons:

- The practicable effect of Proposal #1 would create a new real property tax only for rental car and camping vehicle companies, but not other or similar types of companies which likewise rent vehicles to the general public, or utilize vehicles to transport persons or chattel. The proposed new tax classification would bifurcate rental car and camping vehicles companies from other similarly situated companies, and unequally apply a presumably different tax rate.
- Proposal #1 also seeks to tax personal property and motor vehicles under the guise of a new real property tax classification. Section 3 of the Hawai'i State Constitution is clear that the taxation of real property shall be exercised exclusively by the counties. Rental cars are personal property, and do not fall within the taxing authority of any county. Proposal #1 would be unconstitutional under State law.

**Proposal #2: Legislation to regulate transient vacation vehicle industry.**

The Hertz Corporation  
850 W MOKUEA PLACE  
KAHULUI, HI 96732



Proposal #2 seeks to impose new regulations to regulate the transient vacation vehicle industry. In particular, it was stated that the basis for the proposed legislation is a recognition that rental vehicles have a direct impact on traffic and infrastructure condition on Maui's roadways. Issues were also raised, and questions were posed of the rental car companies relating to educating visitors on Hawai'i culture and natural resources; usage of vehicles for camping rather than staying at hotels and short-term rentals; and impacts on parking.

It appears that Proposal #2 is a measure to regulate the transient vacation vehicle industry as a way to singularly resolve community and infrastructure impacts caused by Maui's overcrowded tourism industry. The proposal seeks to shift the burden and responsibility on rental cars and campers as if transient vacation vehicles were the sole cause and solution to better manage tourism on Maui.

We strongly urge this Committee to consult the Hawai'i Tourism Authority's Community-based tourism management plan for Maui. The HTA's 2021-2023 Maui Nui Destination Management Action Plan (DMAP) provides a strategic and holistic approach to tourism management to rebuild, redefine and reset the direction of tourism in a responsible and regenerative manner. In the creation of the Maui DMAP, HTA involved a wide variety of stakeholders, including officials from the County of Maui. It should be recognized that there are a wide variety of factors and stakeholders contributing to Maui's tourism industry including airlines, hotels, short-term rentals, attractions, travel agencies, on-line travel companies, conventions, and the impacts of marketing and promotion strategies deployed by the State, county and private industry. Car and camper rentals are only one component of the tourism puzzle, which is solely targeted in Proposal #1 and Proposal #2.

Furthermore, the Maui DMAP recognized that limiting the number of visitors, including rental cars, would be difficult. In particular, HTA stated, "[u]nfortunately, HTA has no control over these. The free movement of people to travel to the islands and between the islands falls under federal jurisdiction. Likewise, businesses are free to operate in the islands so long as they do not break any laws."

Hertz is committed to be part of a holistic approach and solution to address Maui's visitor destination management impacts and solutions. We believe that introducing legislation is premature at this time. Instead, we recommend that a broader discussion and holistic approach visitor destination management be pursued, rather than imposing taxes and regulations only on transient vacation vehicles.

For the reasons previously stated, Hertz, Dollar Car Rental, and Thrifty Car Rental urges that legislation not be pursued at this time. Thank you for the opportunity to provide testimony on this important matter.

Sincerely,

A handwritten signature in black ink, appearing to read 'Seward Akahi', is written over a horizontal line.

SEWARD AKAHI  
General Manager -- Maui

The Hertz Corporation  
850 W MOKUEA PLACE  
KAHULUI, HI 96732

## Exhibit 1C



**Robert Muhs, Esq.**

Vice President Government  
Affairs

T-973 496-3532

[Robert.muhs@avisbudget.com](mailto:Robert.muhs@avisbudget.com)

October 7, 2021

Councilmember Keani Rawlins-Fernandez  
Chair, Temporary Investigative Group on Tourism Management and Economic  
Development  
Maui County Council  
200 S. High Street  
Wailuku, Maui, Hawaii 96793

RE: Proposal to establish an RPT category for rental cars

Aloha Chair Rawlins-Fernandez and members of the TMED TIG:

Thank you for the opportunity to participate in discussions with you.

Attached are copies of testimonies we submitted to the Kauai County Council on Bill 2828, which would establish a new commercial vehicular rental real property tax class. We believe Bill 2828 exceeds the County's taxing authority as circumscribed by state law as it would impose an additional tax on the possession and use of motor vehicles. It also violates the equal protection clauses of the United States and Hawaii State Constitutions as there is no rational basis for distinguishing between rental car companies and other types of businesses that facilitate vehicular usage on the island. Further, a new tax on rental car assets at the airport may constitute illegal revenue diversion in violation of federal law which requires that airport revenues be used only for airport purposes.

We would like to fully understand the issues you are trying to address and look forward to collaborating with you on possible solutions.

Sincerely,

Robert Muhs, Esq.  
Vice President, Government Affairs

Attachments



**Robert Muhs, Esq.**  
Vice President Government  
Affairs  
T-973 496-3532  
[Robert.muhs@avisbudget.com](mailto:Robert.muhs@avisbudget.com)

Councilmember Luke Evslin, Chair  
Councilmember KipuKai Kualii, Vice Chair  
Finance & Economic Development Committee  
Kaua'i County Council

Wednesday, September 1, 2021 Public hearing

**RE: Bill 2828, A Bill for an Ordinance Amending Chapter 5A, Kaua'i County Code 1987, as Amended, Establishing a Commercial Vehicular Rental Real Property Tax Class – In Opposition**

Aloha Chair Evslin, Vice Chair Kualii and members of the Committee,

Avis Budget appreciates this opportunity to offer testimony in opposition to Bill 2828, which would establish a commercial vehicular rental real property tax class.

We believe being classified under the Industrial tax class is appropriate and question the need and justification for creating a separate real property tax class for rental cars.

Why is the rental car industry being disproportionately singled out when there are many other businesses that facilitate vehicular usage on the island, such as wholesale distributors, moving companies, delivery services and others, that do not remain within the confines of the parcel taxed and significantly impact county roads and infrastructure? This is an equal protection issue, and there is no rational basis for distinguishing between rental car companies and these other types of businesses by enacting this bill.

In addition, while couched as a new "real property" tax class, this bill is an attempt to tax personal property in violation of state law, since the bill, as applied, would in fact impose an additional tax on the possession and use of motor vehicles. This plainly exceeds the County's taxing authority as circumscribed by state law.

The rental car industry contributes more than its fair share in taxes to help address infrastructure needs. In an effort to provide infrastructure enhancements for all users of the State's roads, the legislature passed HB 485 CD1 (now Act 237) this year, which increased the rental motor vehicle surcharge tax from \$5.00 to \$8.00 over the next six years. In addition to the daily rental surcharge tax, other taxes and fees include the general excise tax, an airport concession fee and a Consolidated Facility Charge of \$4.50 per day. The industry also contributes the following fees per vehicle: a county fee of \$17.00, the county weight tax, and a beautification fee of \$5.00.



Unlike the foregoing taxes, which contribute significantly to addressing infrastructure and other needs, it is unclear how this bill will be implemented and enforced. Avis Budget is significantly concerned about how the county will equitably monitor and collect information to implement this new tax, including how the county will determine and enforce the ten vehicle threshold, as well as how the county will determine an equitable tax rate.

Further, the Infrastructure Investment and Jobs Act of 2021 currently making its way through Congress may provide funding assistance to the state and counties.

The pandemic has presented unprecedented challenges and our industry is still recovering. Bill 2828 will create an undue burden not only on visitors, but on Hawaii residents that need to rent cars. In 2019, 18% of the Kaua'i rentals were from customers with a Hawaii driver's license.

For these reasons, we ask that you hold this measure. Thank you.



**Robert Muhs, Esq.**

Vice President Government  
Affairs

T-973 496-3532

[Robert.muhs@avisbudget.com](mailto:Robert.muhs@avisbudget.com)

October 5, 2021

Councilmember Luke Evslin, Chair  
Councilmember KipuKai Kualii, Vice Chair  
Finance & Economic Development Committee  
Kaua'i County Council

**RE: October 6, 2021 meeting on Bill 2828 – A BILL FOR AN ORDINANCE AMENDING CHAPTER 5A, KAUAI COUNTY CODE 1987, AS AMENDED, ESTABLISHING A COMMERCIAL VEHICULAR RENTAL REAL PROPERTY TAX CLASS – IN OPPOSITION**

Aloha Chair Evslin, Vice Chair Kualii and members of the committee:

Avis Budget is in opposition to Bill 2828, which would establish a new commercial vehicular rental real property tax class.

As stated in our previous written testimony, while couched as a new real property tax class, Bill 2828 is an attempt to tax personal property in violation of state law, since the bill, as applied, would in fact impose an additional tax on the possession and use of motor vehicles. The bill also violates the equal protection clauses of the United States and Hawaii State Constitutions as there is no rational basis for distinguishing between rental car companies and other types of businesses that facilitate vehicular usage on the island.

It is unclear how this bill will be implemented and enforced.

We also believe this new tax on the rental car assets at the airport may constitute illegal revenue diversion in violation of federal law which requires that airport revenues be used only for airport purposes. These legal requirements are described in the Federal Aviation Administration's Policy and Procedures Concerning the Use of Airport Revenue (February 16, 1999). In 2018 as part of the FAA reauthorization, a new subparagraph (v) was added to Section 159 of Public Law No. 115-254:

**Section 159. STATE TAXATION.**

(a) In General. - Section 40116(d)(2)(A) of title 49, United States Code, is amended by adding at the end the following:

"(v) except as otherwise provided under section 47133, levy or collect a tax, fee, or charge, first taking effect after the date of enactment of this clause, upon any business located at a commercial service airport or

operating as a permittee of such an airport that is not generally imposed on sales or services by that State, political subdivision, or authority unless wholly utilized for airport or aeronautical purposes.".

(b) Rule of Construction. - Nothing in this section or an amendment made by this section shall affect a change to a rate or other provision of a tax, fee, or charge under section 40116 of title 49, United States Code, that was enacted prior to the date of enactment of this Act. Such provision of a tax, fee, or charge shall continue to be subject to the requirements to which such provision was subject under that section as in effect on the day before the date of enactment of this Act.

This proposed rental car only tax appears to be violative of the federal statute and could thus seriously jeopardize the availability of FAA funds to the airport.

The major car rental car companies, including Avis Budget, had an initial meeting with the administration on September 29, 2021. We ask that you please consider deferring any action to allow us time to collaborate with the administration and other stakeholders on possible solutions.

Thank you.



DATE: October 7, 2021

TO: Maui County Council  
Budget, Finance and Economic Development Committee  
Temporary Investigative Group on Tourism

FROM: Mihoko Ito / Tiffany Yajima

RE: Proposal to establish a real property tax category for rental cars

---

Dear Members of the TMED TIG:

We submit these comments on behalf of our client, Enterprise Holdings, which includes the Enterprise, Alamo and National car brands. We understand the Maui County Council is considering: (1) Proposal #1 to establish a real property tax category for rental car operations (similar in concept to Bill 2828 which is pending before the Kauai County Council) and (2) Proposal #2 to regulate the transient vacation vehicle industry.

In preparation for the October 8<sup>th</sup> meeting at which these proposals will be discussed, we are sharing our testimony submitted to the Kauai County Council on Bill 2828.

As set forth in our testimony, there are clear limits to the counties' authority to enact real property taxes. The proposal to establish a real property tax category for rental cars, which is based on the ownership of personal property, is preempted by state law because the authority to tax rental cars is specifically prescribed in state statute and does not fall under the purview of the counties. We also believe these proposals raise equal protection concerns in violation of the federal and state constitutions.

In response to the specific questions asked of resource personnel, below are additional points of information that this Committee may want to consider as it deliberates:

- Certain data points that were requested (like number of rental cars on island and growth rates) are proprietary and disclosure of such information would raise antitrust concerns.
- Information regarding the state rental car surcharge tax is available in state revenue reports published by the Hawaii Department of Taxation.
- In our estimate, rental cars comprise approximately 11% of the total vehicles on Maui.

In addition, we are pleased to see that you have requested information on the peer-to-peer car sharing market, as they are a growing participant in the rental car industry. Although we are unable to provide any specific data on the peer-to-peer industry, we believe it is important for you to understand the impacts the peer-to-peer industry has on this proposal, to ensure that any proposed policy solutions are applied equitably to the entire industry.

Thank you for the opportunity to share our perspectives and engage in discussions with the County. We are happy to discuss and collaborate with the County on proactive solutions, and note that we have started this process with the Kauai County administration. We look forward to the discussion and can share more details at the meeting on Friday.

Sincerely,

Mihoko Ito  
Tiffany Yajima

Attachments: Kauai testimony on Bill 2828



**SanHi**

GOVERNMENT STRATEGIES

A LIMITED LIABILITY LAW PARTNERSHIP

DATE: October 5, 2021

TO: Kauai County Council, Finance and Economic Development Committee  
Councilmember Luke Evslin, Committee Chair  
Councilmember KipuKai Kualii, Committee Vice Chair

FROM: Mihoko Ito / Tiffany Yajima

RE: Bill 2828 – A BILL FOR AN ORDINANCE AMENDING CHAPTER 5A, KAUAI COUNTY CODE 1987, AS AMENDED, ESTABLISHING A COMMERCIAL VEHICULAR RENTAL REAL PROPERTY TAX CLASS

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Dear Chair Evslin, Vice Chair Kualii, and Members of the Committee on Finance and Economic Development:

We submit this testimony on behalf of our client Enterprise Holdings, which includes Enterprise Rent-A-Car, Alamo Rent-A-Car, National Car Rental, and Enterprise Commute (Van Pool).

Enterprise continues to **strongly oppose** Bill 2828 which proposes to separate rental car from the "Industrial" classification under Kauai County's real property tax categories. This measure would create a separate real property tax class for "Commercial Vehicular Rental" operations and set the eligibility threshold for this tax class based on the number of vehicles in an operation's fleet. If passed, this new real property tax class would open the door to a real property tax rate for the vehicular rental industry that is presumably higher than the Industrial rate currently assessed on the industry.

We are concerned that this bill exceeds the county's taxing authority by attempting to tax personal property and motor vehicles under the guise of a tax on real property. The county does not have authority to tax personal property, and any attempt to do so, whether or not disguised as a real property tax, violates state law. Likewise, the state already determines the tax on motor vehicles that the counties are permitted to levy, and this bill would effectively seek to impose an additional tax on motor vehicles in violation of state law. While this measure attempts to create a separate real property tax class based on the purported use of the property, this bill as applied would assess a real property tax based on the use of motor vehicles or personal property that is owned by vehicular rental operations. All other real property tax is assessed based on fair market value. Under this bill, the traditional standard that is used to measure equity in real property tax assessments would not apply to rental car operations.

We are also concerned about the implementation of this bill and how the county intends to evaluate and delineate the properties subject to the bill and collect tax information from all vehicular rental operations subject to the bill. As a matter of parity, we are concerned that while rental car companies with fleets greater than 10 vehicles are subject to this bill, peer-to-peer rental companies with 10 or fewer cars would be exempt. In addition to providing

jobs and paying all applicable rental motor vehicle surcharge fees, rental car companies currently pay real property taxes at the Industrial rate, while peer-to-peer rental operations currently contribute no real property taxes because they lack a physical presence – and would continue to be exempt under this bill.

If the committee is inclined to move this measure forward, we would request that the definition of “Commercial Vehicular Rental” conform with the state definition under 437-D to be defined as “a motor vehicle which is rented or leased or offered for rent or lease in the county, whether for personal or commercial use, for a period of six months or less.” This amendment would create parity between all vehicular rental businesses that operate and rent vehicles in the county.

Finally, we are concerned that the vehicular rental industry is being singled out for creating traffic congestion and disproportionately impacting county infrastructure. This measure incorrectly assumes that the rental car industry disproportionately impacts county infrastructure and roads because fleet vehicles move on and off site. According to DEBDT and airport revenue reporting, rental car vehicles make up only 8.5% of total registered vehicles in the county. Tourists primarily drive a few hours in the morning and afternoon to their destination, back to hotel, and to patronize restaurants in between.

In fact, many businesses own and operate vehicles that move on and off property throughout the day that contribute to traffic congestion and infrastructure degradation. Moving companies, tour operators, and car dealerships are specifically exempt under this bill but own and operate many vehicles that continuously utilize county infrastructure and roads. Likewise, taxicab companies, repair companies, transportation network companies, food delivery services, food and beverage manufacturers, storage companies, mail carriers and parcel delivery services similarly operate vehicles driven on county roads throughout the day but would not be singled out for disproportionately impacting county resources. Under this bill, properties leased to these businesses would be assessed at the Industrial rate, while the rental car industry would be singled out and taxed at a presumably higher rate.

Given the above concerns, the proposed bill raises equal protection questions under both the United States and Hawaii State Constitutions, as the distinctions drawn by the bill are arbitrary and capricious. There is no rational basis for distinguishing between traditional car rental companies with bricks and mortar operations and other similarly situated companies, such as peer-to-peer car rental companies or other car rental companies with fleets of fewer than 10 cars per property. Likewise, there is no rational basis for distinguishing between car rental fleets and the numerous other entities identified above that operate fleets continuously utilizing county infrastructure and roads.

The rental car industry contributes a significant amount of revenue to the state and county through added taxes and fees that include: .546% County GET, \$5 per day rent tax, a 10% Airport Concession Fee, and a \$4.50 per day Consolidated Facility Charge. In addition, the rental car industry also contributes to the DMV the county weight tax of approximately \$75 per vehicle, a county fee of \$17 per vehicle, an emblem fee of \$0.50 per vehicle, the beautification fee of \$5 per vehicle, and an initial plate fee of \$5 per vehicle. Furthermore, if the county moves forward with plans to raise these fees, the revenue generated by these fees alone would nearly double over today's current rates.

Enterprise appreciates the difficult choices that need to be made to preserve county resources, but is concerned that this solution disproportionately impacts rental car companies and is not narrowly tailored to the identified problems of traffic congestion and over tourism. For these reasons, we strongly oppose the establishment of a real property tax class for Commercial Vehicular Rentals and ask the committee to defer this bill.

Enterprise is very open to working with the county and the council to find reasonable solutions, and looks forward to continued dialogue on this measure.

Thank you for the opportunity to submit this testimony.



MICHAEL P. VICTORINO  
Mayor

KARLA H. PETERS  
Director

MARCI M. SATO  
Deputy Director



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**DEPARTMENT OF PARKS AND RECREATION**

700 Hali'a Nakoa Street, Unit 2, Wailuku, Hawai'i 96793  
Main Line (808) 270-7230 / Facsimile (808) 270-7942

OFFICE OF THE MAYOR

OFFICE OF THE  
COUNTY COUNCIL

2021 OCT -8 PM 3:15

RECEIVED

October 5, 2021

Honorable Michael P. Victorino  
Mayor, County of Maui  
200 South High Street  
Wailuku, Hawaii 96793

APPROVED FOR TRANSMITTAL

*Michael P Victorino*  
\_\_\_\_\_  
Mayor Date 10/7/21

For Transmittal to:

Honorable Keani Rawlins-Fernandez, Chair  
Temporary Investigative Group on  
Tourism Management and Economic Development  
Maui County Council  
200 South High Street  
Wailuku, Hawaii 96793

Dear Chair Rawlins-Fernandez:

**SUBJECT: DEPARTMENT RESOURCE PERSONNEL QUESTIONS**

Per your request dated September 29, 2021, the Department's responses to the subject questions are as follows:

**Proposal #2: Legislation to regulate the transient vacation vehicle industry.**

*Is it legal for camper vehicles on public property, who enforces this and what is the penalty? (PALTIN)*

This item likely requires additional legal review. It is our understanding HRS §291C-112 prohibits certain uses of parked vehicles between 6:00 p.m. - 6:00 a.m. on public property unless there are applicable laws, rules, and/or regulations allowing for such. At the time of this response, there is no such legislation that allows for this activity at County parks. County camping permits do not currently allow for sleeping in designated parking areas.

Any persons in a park after hours may be violating different sections of the Maui County Code. For the Parks section specifically, they would be in violation of 13.04A.070(B)(1) being in a park after hours. The current penalty is a minimum of \$150 with a maximum of \$500. This section may be modified to no minimum. A code amendment is currently pending.

*Is there a desire to create a separate permitting system for properties that allow them to park? (SINENCI)*

There is currently no information to support or deny a desire to do so. This type of change/intensification in use would likely need legal review and public input.

**Proposal #3: Create a framework for branding/QR codes for donations and voluntourism at applicable county sites.**

*Is there any interaction between Hands on Maui and various departments to solicit volunteers for county needs? (PALTIN)*

The Parks Department does not administer this program and has not had interaction with the program.

*Does the Parks Department have a suggestion of a culturally significant area that needs assistance? (PALTIN)*

The Department's suggestions include Ho'okipa Beach Park, Kepaniwai Heritage Gardens and County parks within the Lahaina Historic District.

**Proposal #4: Post QR codes for education about the authentic cultural/historical features of specific areas that allow people to donate directly to nonprofits for managing that area.**

*Would this be able to work within the Parks Department concession bill (is that in place)? (PALTIN)*

This will likely require legal review as the concession awards and grants require that it be processed in accordance with MCC Chapter 3.40. The Administrative Rules of Practice and Procedure for the Operation of Concessions in Parks and Recreational Facilities have been adopted.

*Does the Parks Department have any criteria they would recommend in order to form a partnership for these purposes? (PALTIN)*

The Department has an established youth partnership league program to facilitate partnerships with the various youth sports organizations. As the criteria for this program does not fit the subject purposes, we did research within other Parks and Recreation Departments and was provided with the attached Partnership Principals utilized by Seattle's Parks and Recreation Department for reference. Additionally, the framework for these partnerships should be comprehensive. Adequate staffing and funding should be addressed to allow for the management of these valuable stewardship programs.

Should you have any further questions, please feel free to contact me at Ext. 7385.

Sincerely,



KARLA H. PETERS  
Director of Parks and Recreation

Attachment

KHP:ims

**EXHIBIT II.**

| <b>PARTNERSHIP PRINCIPLES</b>   |
|---|
| <b>1. Partnerships will support and align with Seattle Parks and Recreation's overall vision, mission, and values.</b>  |
| <b>2. Valuable public benefit is paramount to all partnerships; no partnership will result in private use of public land exclusively for private gain.</b>  |
| <b>3. Partnerships will provide clearly defined and measurable public benefits.</b>   |
| <b>4. The proposed activity should not displace existing programs unless pursuing the proposed partnership allows Parks to reallocate current resources to new programs and services, provide more benefit to the public, or increase efficiency in how its resources are used.</b> |
| <b>5. Program partners, both internal and external to SPR, who are directly affected by the proposed partnership will be consulted as part of SPR's partnership proposal decision-making process.</b>   |
| <b>6. SPR will actively seek partnerships to increase SPR's capacity to support and promote the City's commitment to racial and social equity and inclusion and create opportunities for women-owned and minority-owned businesses.</b>   |
| <b>7. Partnerships shall be evaluated to ensure they achieve equitable public access to Parks facilities, parks, and programs.</b>  |
| <b>8. Partnerships should not cause a significantly adverse impact to SPR facilities or parkland, including wildlife habitats.</b>  |
| <b>9. The Partnership activity and agreement shall meet all city, state, and federal laws, rules and regulations.</b>   |
| <b>10. Partnership proposals will consider ADA Guidelines and include an ADA accessibility plan when applicable.</b>  |
| <b>11. Partnerships comply with SPR's approved policies and procedures and are memorialized in a written agreement signed by all parties.</b>   |
| <b>12. Partnership development efforts will be open to considering new ideas and models and may use pilot projects to investigate innovations in partnership structure, duration, application, and outcomes.</b>  |

Council Chair  
Alice L. Lee

Vice-Chair  
Keani N.W. Rawlins-Fernandez

Presiding Officer Pro Tempore  
Tasha Kama

Councilmembers  
Gabe Johnson  
Kelly Takaya King  
Michael J. Molina  
Tamara Paltin  
Shane M. Sinenci  
Yuki Lei K. Sugimura



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

**COUNTY COUNCIL**  
COUNTY OF MAUI  
200 S. HIGH STREET  
WAILUKU, MAUI, HAWAII 96793  
[www.MauiCounty.us](http://www.MauiCounty.us)

September 29, 2021

Victorino Administration  
County of Maui  
Wailuku, Hawaii 96793

Dear Directors and Department Representatives:

**SUBJECT: DEPARTMENT RESOURCE PERSONNEL QUESTIONS**

The Budget, Finance, and Economic Development Committee's Temporary Investigative Group on Tourism Management and Economic Development ("TMED TIG") is continuing its meetings to review and finalize legislative proposals for Council consideration.

To accomplish this objective, the TIG would benefit from the assistance of your departments at our upcoming meeting, set for October 8 at 1:30p-3:30p, specifically the following, if available:

- Budget
- Corporation Counsel
- Finance
- Management (Janet Six)
- OED
- Parks
- Planning (Annalise Keller)
- Police
- Public Works

A meeting schedule, which includes a more specific window of time for the item(s) you will be meeting on, will be sent at the beginning of next week.

In an effort to maximize our short time together, you will find questions in preparation of our next meeting. The questions are grouped and assigned to the departments that have the greatest

September 29, 2021

Page 2

potential to respond. If you are not the best department to respond to a question, please skip the question and move on to the next.

The TIG would appreciate if you will provide any information that may be helpful in writing by **Wednesday, October 6**, so that we can have two days before our meeting to review your responses and adjust our proposals based off of your feedback by the October 8 TIG meeting.

The TMED TIG is grateful for your willingness to participate in this process, and recognizes that your time is valuable and limited. Please contact me, Sarah Freistat Pajimola, or Lesley Milner right away if you have any questions or need clarification on this process.

Mahalo,



KEANI RAWLINS-FERNANDEZ  
Chair, Temporary Investigative Group  
on Tourism Management and Economic  
Development

## OCTOBER 8, 2021 TMED TIG MEETING SCHEDULE

### Proposal #1: Establish an RPT category for rental cars and camping vehicles.

#### **Resource Personnel Requested:**

- **Budget**
- **Finance**
- **Corporation Counsel**

#### Defining the Problem

This proposal creates a new real property tax category for commercial vehicular rental.

Similar in concept to Kauai County's Bill No. 2828:

*A BILL FOR AN ORDINANCE AMENDING CHAPTER 5A,*

*KAUAI COUNTY CODE 1987, AS AMENDED,*

*ESTABLISHING A COMMERCIAL VEHICULAR RENTAL REAL*

*PROPERTY TAX CLASS*

#### Describing Conceptual Solutions

The creation of a "Commercial Vehicular Rental" real property category recognizes that real property which accommodates such uses, should be analyzed and assessed in a manner consistent with community impacts associated with "Commercial Vehicular Rental" use.

Questions for Resource Personnel:

|  |  |
|--|--|
| <p><b>LEE</b></p> <p><b>Corporation Counsel</b></p> <p><b>Finance</b></p> <p><b>Budget</b></p> | <ol style="list-style-type: none"><li>1. What are the potential legal hurdles with this proposal, if any?</li><li>2. How difficult would it be to set a tax rate for the “Commercial Vehicular Rental” real property?</li><li>3. How does the County currently tax the commercial vehicle rental companies at the Kahului Airport?</li><li>4. Does a tax classification for car rental companies require state authorizing legislation?</li></ol>  |
| <p><b>PALTIN:</b></p> <p><b>Finance</b></p>  | <ol style="list-style-type: none"><li>1. How would this interact with the owner-occupied tax class (if applied to car sharing apps)?</li><li>2. Is the county able to get all the information of who is a part of car sharing apps?</li><li>3. Do we ensure that rental companies have enough property to put all their rental cars on?</li><li>4. Would these taxes go into the general fund or the highway fund?</li></ol>   |
| <p><b>SINENCI</b></p> <p><b>Finance</b></p> <p><b>Corporation Counsel</b></p>                  | <ol style="list-style-type: none"><li>1. Is it possible to tie the use of a vehicle to the mileage on the car vs. the number of cars registered and would this address noncommercial uses? This is a suggestion from one of our constituents who owns a bunch of old cars and trucks.</li><li>2. How can we address the fact that large families and some members of the male population often have multiple vehicles registered in a single family member’s or their own names?</li><li>3. Assuming we are able to find out who Ride sharing app car rentals owners are, is there any legal way to move those cars into a different registration class or limit their availability for rentals?</li><li>4. Are there ways to provide exemptions for traveling nurses or other essential nonresidents?</li></ol> |



Specific data or information being requested

|  |  |
|--|--|
| <b>LEE</b><br><b>Finance</b>                     | <ol style="list-style-type: none"><li>1. Data on the number of rental cars on the island by month and by year.</li><li>2. Would like to understand historical growth rates of the number of vehicles on the island over the past 10 years.</li></ol>   |
| <b>PALTIN:</b><br><b>Finance</b>                 | <ol style="list-style-type: none"><li>1. Does the DMV have information on how many individuals register multiple cars?</li><li>2. How many individuals register more than 3 cars; more than 5; more than 20?</li><li>3. How are rental cars registered by the DMV?</li><li>4. How is Turo registered by the DMV?</li></ol> |
| <b>SINENCI</b><br><b>Corporation<br/>Counsel</b> | <ol style="list-style-type: none"><li>1. Number of lawsuits filed by rental car operators involved in an accident naming the county as a defendant?</li></ol>  |

**Proposal #2: Legislation to regulate the transient vacation vehicle industry.**

**Resource Personnel Requested**

**Budget**

**Corporation Counsel**

**Finance**

**Parks**

**Police**

**Planning**

**Defining the Problem**

People are renting out campervans and other vehicles with camping gear as a low budget short term rental option but there is no regulatory framework and it is not legal to sleep in your vehicle in public spaces - this is a separate issue from homeless living in their cars as there are people profiting off of this industry and choosing to pay to do this.

**Describing Conceptual Solutions**

Create a framework where this industry pays the required GET and State and County TAT and all other applicable taxes and ensures all vehicles rented per day - have a legal place to park and spend the night with amenities that do not allow for environmental degradation.

**Questions for Resource Personnel:**

|  |   |
|--|---|
| <p><b>LEE</b></p> <p><b>Finance</b></p> <p><b>Budget</b></p> <p><b>Corporation Counsel</b></p> | <ol style="list-style-type: none"><li>1. The basis for this priority and the RPT priority is a recognition that rental vehicles have a direct impact on traffic and infrastructure conditions on Maui's roadways. Would you be able to tell us approximately how many rental vehicles were on Maui during the pandemic summer of 2020 versus the summer of 2021?</li><li>2. Aside from the RPT option, what might be other approaches to better managing the vacation vehicle industry? What would be the basic framework of such approaches? As an example, do you think implementing tiered fees for motor vehicle registration may accomplish this priority? Since this approach would not be through real property taxation, if this approach is considered, should fees collected be</li></ol> |
|--|---|

|  |  |
|--|--|
|  | <p>deposited into the County’s Highway Fund? (NOTE: This proposal was introduced by Councilmember Paltin and is pending in Committee.)</p> <p>3. This year the Legislature passed HB 485 H.D.1 S.D.1 C.D.1 that increased the rental motor vehicle surcharge tax by \$.50 day beginning January 1, 2022, and each subsequent year on January 1 until December 31, 2027. Would an additional County surcharge, authorized by the state, accomplish this priority?</p>   |
| <p><b>PALTIN</b></p> <p><b>Finance</b></p> <p><b>Parks</b></p> <p><b>Planning</b></p> <p><b>Police</b></p> <p><b>Corporation Counsel</b></p> | <ol style="list-style-type: none"> <li>1. When vehicles are registered is it clear if they are being rented out as camper vehicles?</li> <li>2. Is it legal for camper vehicles on public property, who enforces this and what is the penalty?</li> <li>3. Is it legal for camper vehicles on the various zoned private properties?</li> <li>4. Who enforces camper vehicles on public/private properties?</li> <li>5. Should we make rental of camper vehicles illegal to start and then slowly legitimize or do as one action to legitimize certain types of operations?</li> <li>6. How many legal camper vehicle spots are there on each island within the county?</li> <li>7. How many known camper vehicle websites and vehicles are there for Maui County?</li> </ol> |
| <p><b>SINENCI</b></p> <p><b>Finance</b></p> <p><b>Parks</b></p> <p><b>Planning</b></p> <p><b>Police</b></p>                                  | <ol style="list-style-type: none"> <li>1. Is there a desire to create a separate permitting system for properties that allow them to park?</li> </ol> <p>Our office received a call from a farmer cited for already doing this. Right now it just takes a State Special Use Permit approved by the Planning Commission which is receptive to this use.</p> <p>If we want a separate permit, what requirements do we want? Who would approve: Planning Commission or Council?</p>   |

September 29, 2021

Page 8

**Specific data or information being requested**

|                |   |
|----------------|---|
| <b>SINENCI</b> | <ol style="list-style-type: none"><li>1. Do legal camper sites have bathrooms and showers?</li><li>2. How many of the camper vans have toilet facilities in them?</li><li>3. Where are the van toilet facilities emptied?</li></ol> |
|----------------|---|

**Proposed language**

Vehicles must not be rented for the purpose of transient visitor use unless the vehicle TVR has a legal place to spend the time it is rented and pays all applicable TVR taxes. \$20,000 fine for violation shall apply to registered owner of the vehicle. Advertisement is grounds for enforcement. This is not to apply tow trucks, airport shuttle/bus fleets, vehicles requiring CDL licenses.

**Proposal #3: Create a framework for branding/QR codes for donations and voluntourism at applicable county sites.**

**Resource Personnel Requested**

**Budget**

**Corporation Counsel**

**Finance**

**Parks**

**Planning (Annalise Keller)**

**Public Works**

**Defining the Problem**

Many of the heavily used tourist sites whether under county jurisdiction or not could use more help/funding/volunteers

**Describing Conceptual Solutions**

Create a public-private partnership where non-profits or small businesses could assist the county with approved information, projects, fundraiser/donation sites online this framework is voluntary and if successful could extend beyond county sites.

**Questions for Resource Personnel:**

|  |   |
|--|---|
| <p><b>LEE</b></p> <p><b>Budget</b></p> <p><b>Corporation Counsel</b></p> <p><b>Finance</b></p> | <p>1. As with other proposals, what are the legal and financial issues which need to be evaluated to ensure a viable program (i.e., can donations be made to the county or will there be a third party management entity which oversees the program)?</p> |
|--|---|

|   |   |
|---|---|
| <b>PALTIN:</b><br><b>OED</b><br><b>Parks</b><br><b>Planning</b> | <ol style="list-style-type: none"><li>1. How does Hands on Maui choose what projects it supports?</li><li>2. Is there any interaction between Hands on Maui and various departments to solicit volunteers for county needs?</li><li>3. Is there any interest from the cultural resources commission, aha moku or another entity to tell the cultural, historical info of county sites in coordination with collecting of donations or to get volunteers for specific approved projects?</li></ol> |
|---|---|

Specific data or information being requested

|   |   |
|---|---|
| <b>PALTIN</b><br><b>Parks</b><br><b>Finance</b><br><b>Corporation</b><br><b>Counsel</b> | <ol style="list-style-type: none"><li>1. Could we start with a pilot project?</li><li>2. Does the Parks Department have a suggestion of a culturally significant area that needs assistance?</li><li>3. How can we legally take donations from folks.</li></ol> |
|---|---|

**Proposal #4: Post QR codes for education about the authentic cultural/historical features of specific areas that allow people to donate directly to nonprofits for managing that area.**

**Resource Persons**

**Budget**

**Finance**

**Parks**

**Public Works**

**Defining the Problem**

Non-profit organizations need additional funding for the management of sites.

**Describing Conceptual Solutions**

Tourists and residents visiting and thus benefiting directly from the site are likely to donate for its management and are more likely to do so while visiting. QR codes allow an efficient method of donating.

**Questions for Resource Personnel:**

|                                       |  |
|---------------------------------------|--|
| <b>PALTIN<br/>Parks</b>               | 1. Would this be able to work within the Parks Department concession bill (is that in place)?  |
| <b>SINENCI<br/>Budget<br/>Finance</b> | 1. What is involved in making a QR code?<br>2. How much does it cost to make and manage a donation system?<br>3. Who makes and manages them?<br>4. Are there existing sites or other organizations that use them to collect donations? |

Specific data or information being requested

|   |  |
|---|--|
| <b>PALTIN:</b><br><b>Parks</b>  | 1. Does the Parks Department have any criteria they would recommend in order to form a partnership for these purposes? |
| <b>SINENCI</b><br><b>Finance</b><br><b>Parks</b><br><b>Public Works</b> | 1. Examples of QR codes and systems<br>2. Costs<br>3. Sites that use them  |



**Proposal #5: Create historic districts in more areas of the community.**

Create cultural and historic districts in MCC Chapter 20. Districts are not zoning, but cultural districts designated to encourage the establishment of walking tours and museums, erect statues and educational plaques, cultural art and other types of mediums to share educational information for residents and visitors to increase awareness and appreciation for our unique and meaningful culture.

**Resource Persons**

**Corporation Counsel**

**Janet Six**

**OED**

**Annalise Keller – Planning**

**Defining the Problem**

Visitors and residents often hold based views of Hawaiian culture that perpetuates poor behavior towards our native peoples, our environment, and cultural resources. Social media is filled with racist attitudes toward local people and beliefs that Hawaii lacks culture due to few museums dedicated to western artforms. Visitor's lack of appreciation for our culture leads to derogatory treatment of our peoples who are seen only as poverty-stricken tourist servants, exploitation and mistreatment of natural environment and marine life, and trespassing on private property and sacred sites, and a weakening our culture to fit tourist Hollywood ideals of paradise.

**Describing Conceptual Solutions**

By creating awareness of our rich culture which holds nature as something to be revered and respected, tourists are less likely to abuse marine life and put their lives at risk in our oceans. Understanding our unique history creates more respectful tourists and attracts those looking for cultural enrichment. Creating a cultural district in Wailuku specifically we can help to revitalize the area and expand resident, including and our government workers' knowledge of it's history and create pride in the town that can translate into further preservation of its historical roots.



|                |   |
|----------------|---|
| <b>SINENCI</b> | <ol style="list-style-type: none"><li>1. Specific routes for walking tours</li><li>2. Specific history of areas that should be highlighted</li><li>3. Ideas for artwork or informational plaques</li><li>4. Knowledge that should be highlighted, including specific mo'ō lelos and Hawaiian legends.</li><li>5. Statues examples and estimated costs if available.</li></ol> |
|----------------|---|

## **Maui County Code**

### **Definitions related to a "camping vehicle"**

"Campground" means any portion of a zoning lot upon which more than one camping unit is located for occupancy by members of the general public as temporary, recreational, living quarters which may include a bathroom and a kitchen; provided, that a camping unit which is not a recreational vehicle but which contains a bathroom or a kitchen shall be limited to one camping unit per ten acres of land.

Camp, public. "Public camp" means any area or tract of land used or designated to accommodate two or more automobiles, house trailer, or two or more camping parties.

Camp, trailer. "Trailer camp" means the same as "public camp."

"Camping unit" means a tent, recreational vehicle, cabin, lean-to, or other similar structure which provides or is intended to provide temporary living quarters for a person or persons for not more than six consecutive nights within a thirty-day period.

## **Title 13 - Parks and Recreation**

### **Article IV. - Camping**

#### **13.04A.030 - Definitions**

"Camper" means a person who remains, or intends to remain, at a park or recreational facility to use the facility as overnight accommodations, as permitted by section 13.04A.210.

"Camping" means the use and occupation of any park or recreational facility by a camper, as permitted by section 13.04A.210.

13.04A.200 - Camping areas.

A.Camping shall be permitted in the following parks, subject to the provisions of this chapter:

- 1.One Alii Beach Park - Molokai.
- 2.Papohaku Beach Park - Molokai.

3.Kanaha Beach Park - Kahului, Maui.

4.Papalaua Wayside Park - Lahaina, Maui.

B. Except as otherwise provided, camping shall be restricted to specific camping areas designated and posted for such purpose by the director in the parks listed in subsection A. The director may permit nonprofit organizations or groups to camp in the parks listed in subsection A., or in any other park, for special events. The director may curtail or prohibit camping at any park or withdraw any permit issued if the director determines that the camping is, or would be, detrimental to the public's health, safety, or welfare, or in violation of law.

13.04A.210 - Camping permits.

A. Applicants for camping permits shall be eighteen years of age or older.

B. Any person desiring to camp at a park must submit a written camping permit application available from the department, and may not camp until a permit is issued.

C. Permits shall be limited to a maximum of four consecutive days for each camping site.

D. Any person shall have in its possession a copy of the permit while camping in a park.

( Ord. No. 4302, § 1, 2016 )

13.04A.070 - General prohibitions applicable to all parks and recreation facilities.

B. Except as otherwise authorized by permit, license, lease, or contract issued in accordance with this code, within the limits of any park or recreational facility, it is unlawful for any person to:

1.Be present during designated closed hours for that park or recreational facility, or between the hours of 10:00 p.m. and 6:00 a.m., or when closed to the public pursuant to section 13.04A.040(B)(1).

5.Park or operate any vehicle on grassed or sand areas with the exception of a personal mobility device.

## Hawaii Revised Statutes

### §291C-112 Certain uses of parked vehicles prohibited between 6:00 p.m. and 6:00 a.m.; definition;

**exceptions.** (a) No person shall use any vehicle for purposes of human habitation, whether or not the vehicle is designed or equipped for that purpose, while the vehicle is parked on any roadway, street, or highway or other public property between the hours of 6:00 p.m. and 6:00 a.m. or while the vehicle is parked on private property without authorization of the owner or occupant authorizing both the parking of the vehicle there and its use for purposes of human habitation.

(b) As used in this section "purposes of human habitation" includes use as a dwelling place, living abode, or sleeping place.

(c) This section does not apply to the parking of vehicles and their use for purposes of human habitation in parks, camps, and other recreational areas in compliance with law and applicable rules and regulations, or under emergency conditions in the interest of vehicular safety.

(d) The department of health shall promulgate rules and regulations, pursuant to chapter 91, necessary for the administration of this section. [L 1972, c 48, pt of §2]

### Case Notes

Because defendant was a person to whom this section directly applied, and defendant's expressive conduct was not at issue, defendant did not have standing to assert overbreadth challenge based on a hypothetical application of this section. 82 H. 269 (App.), 921 P.2d 1170 (1996).

No equal protection violation as section rationally furthers legitimate state interest in protecting health and welfare of public at large. 82 H. 269 (App.), 921 P.2d 1170 (1996).

This section, which prohibits the use of a vehicle "for purposes of human habitation", not unconstitutionally vague. 82 H. 269 (App.), 921 P.2d 1170 (1996).

OCTOBER 29 TMED TIG MEETING

**PROPOSAL 1: Green energy requirements for transient accommodations**

**Defining the Problem**

With the Council's ongoing work (Bill 95) to have the Countywide Policy Plan recognize as a core theme *Mitigate Climate Change and Work Toward Resilience*, including a goals, objectives, policies and implementing actions relating to climate change mitigation, it is important to raise awareness of the need for the visitor industry to have a collaborative position in supporting this theme.

**Describing Conceptual Solutions**

There is a need for transient accommodations to identify and implement green solutions such as water conservation measures, energy conservation measures, and operational practices which advance the conservation ethic.

**Questions for Resource Personnel**

- 1. What kinds of green measures do resorts utilize to advance the conservation ethic?**
- 2. For example, what specific actions can visitor accommodations (large and small) take to reduce Maui's carbon footprint?**
- 3. Does having a conservation ethic in a resort environment present a market benefit?**
- 4. Are there incentives that can be developed to encourage transient accommodations operators to increase efforts to implement conservation measures?**
- 5. What is the annual investment (by varying types of accommodations) in conservation measures?**
- 6. Can requirements for water and energy efficiency be included in the B&B and STRH permit process?**
- 7. If a unit is classified as non-owner occupied can energy efficiency requirements be instituted - perhaps a penalty for high water and energy users? Some of these units have high water and energy costs regardless of low usage, such as pool and landscaping costs.**

**Specific data or information being requested**

1. Provide a list of measures taken at resorts which advance resilience. For example, energy conservation upgrades, PV installation, elimination of bottled water in rooms, etc.

## Meeting Notes

- **Smart energy management**
  - o Install solar panels to provide percentage of facility electricity needs.
  - o Install motion sensor lighting in hallways and/or switch to LEDs.
  - o Install smart thermostats.
  - o Install activation key slots at entrance of guestrooms to provide power to the room. Prevents air/lights/TV from being on while room is vacant.
  - o Install “smart” HVAC systems that collect and report data on runtimes.
  - o Unplug refrigerators when room is vacant.
- **Predictive maintenance**
  - o Install “smart” IoT-enabled water meters to identify needed maintenance to reduce water consumption.
  - o Implement water reuse policies for laundry and irrigation.
- **Waste management**
  - o Reduce food portions up to 30 percent to cut back on food waste.
  - o Switch to eco-friendly and/or biodegradable trash bags.
  - o Eliminate plastic bottles on site. Provide reusable glass/ceramic/metal bottles and install filling stations near highly trafficked areas and on each floor. If bottled water is necessary, sell or provide water only in glass or cardboard containers.

Kalani Ka’ana’ana:

Aloha all, I would also add HTA as part of its strategic plan (Page 23) Objective 3 ties to this topic. We are also partnering with the state Office of Planning and Sustainable Development and Hawaii Green Growth and the others to address this goal.

We also partner with the Hawaii Green Business program who certify hotels locally as well as events. Lastly, we are trying to get the data on the Aloha+ dashboard.

*See Exhibit 2 A*

Alex DeRoode:

There have also been extensive efforts made by groups such as the Coral Reef Alliance to help coastal properties reduce impacts on reefs

Maui Ridge to Reef is another group doing similar work.

LEED for Existing Buildings Operations + Maintenance is a rating system that can be used for existing, older properties.



Dick Mayer:

There are some issues that the PUC is interested in helping on.

Albert Perez:

There are companies that specialize in upfront funding of large capital expenditures to reduce energy use and improve cash flow.

Richelle Thomson:

*See Exhibit 2 B*

The Florida Department of Environmental Protection's voluntary initiative recognizes green hotels which commit to conserve and protect Florida's natural resources. The program is designed to assist the industry in evaluating its operations, take specific actions and continuously improve environmental performance. <https://floridadep.gov/osi/green-lodging>

On that page you can find a link to the program application, renewal applications, and other information.

*See Exhibit 2 C and 2 D,*

The American Hotel and Lodging Association (AH&LA) publishes a list of eleven guidelines to help member properties become more eco-friendly. <https://www.granger.com/content/supplylink-11-minimum-guidelines-going-green>

*See Exhibit 2E*

The above are voluntary incentive programs.

Angela Vento:

MHLA will include items that will assist with various size properties.

## **PROPOSAL 2: Establish a tourist accommodation cap**

### **Defining the Problem**

There is no comprehensive limitation to the number of overall transient accommodations. This has enabled infinite growth, which in turn, enables an infinite number of tourists a place to come and stay. There is a set standard for transient accommodations in each district for certain categories of TVR's, however the impact to each district is not considered holistically.

### **Describing Conceptual Solutions**

Developing a comprehensive limitation of transient accommodations will naturally serve as a cap for the number of transients. The 1990 General Plan called "provide for a concept of a hotel room limit in community plan areas as part of the managed and directed growth plan." It also said to "discourage any additional shoreline resort development."

Maui County population as of 2012 - place cap on transients based on that number and phase out through attrition to meet that number.

## Meeting Materials

### Unofficial Vacation lodging by Community Plan

*See Exhibit 2 F*

### Questions for Resource Personnel

**1. Does the proposed cap include all tourist accommodations (Hotel units, Short Term Home Rentals, Vacation rentals, Bed and Breakfast homes)?**

**2. What is the basis for the cap?**

**3. What is the cap amount being proposed and would there be a not-to-exceed allocation to each of the various types of accommodations?**

**4. How can the cap(s) be fairly enforced? For example, limitations on building permit issuance for hotels can be implemented but enforcing new short term vacation rentals is more difficult.**

**5. Could this proposal be included as part of #2 below?**

**6. As an alternative to a cap, are there measures that can be developed to reduce travel peaks and create a more level demand for visitor accommodations over the course of a calendar year?**

**7. How can we exclude condominiums already allowed under Minatoya legislation sooner than grandfathering them out with new ownership?**

**8. Why was a law passed a few years ago allowing all condos in the apartment district be short-term rented as opposed just those built prior to a certain date in the 1990s and has it achieved its purpose? How many units were allowed to short term rent after that legislation passed?**

**9. Can we restrict zoning in the apartment district to only long-term residential use and not allow TRVs for new units built?**

### Specific data or information being requested

1. What are the number of units allowed to vacation rent from event law allowing units built after a certain date to be short term rented?
2. Can we find an exemption for traveling nurses?
3. Can we use tax policy to address this?
4. Would there be a difference between non-owner-occupied empty units and those being rented if using tax policy to address this?

## Meeting Notes

- Buy back timeshares and convert to housing

## Chapter 19.04 - GENERAL PROVISIONS AND DEFINITIONS

"*Transient vacation rentals* or use" means occupancy of a dwelling or lodging unit by *transients* for any period of less than one hundred eighty days, excluding bed and breakfast homes and short-term *rental* homes.

"Hotel" or "motel" means a *transient vacation rental*, excluding bed and breakfast homes and, short-term *rental* homes and, transient vacation rentals operating with a conditional use permit.

"Short-term *rental* home" means a residential use in which overnight accommodations are provided to guests for compensation, for periods of less than one hundred eighty days, in no more than two single-family dwelling units, or one single-family dwelling unit and one accessory dwelling unit, excluding bed and breakfast homes. Each short-term *rental* home shall include bedrooms, one kitchen, and living areas. Each lot containing a short-term *rental* home shall include no more than two single-family dwelling units, or one single-family dwelling unit and one accessory dwelling unit, used for short-term *rental* home use, with no more than a total of six bedrooms for short-term *rental* home use, as specified within the zoning district provisions of this title.

"Bed and breakfast home" means a use in which overnight accommodations are provided to guests for compensation, for periods of less than one hundred eighty days, in no more than two detached single-family dwelling units, one of which is occupied by the owner-proprietor. Each bed and breakfast home shall include bedrooms, one kitchen, and living areas and shall include no more than six bedrooms for bed and breakfast home use, as specified within the zoning district provisions of this title.

## Chapter 19.37 TIME SHARING PLANS

### 19.37.010 Geographic restrictions.

A. Except as provided in this chapter, **time share units and time share plans are prohibited in all zoning districts.** Transient vacation rentals are prohibited in all zoning districts, excluding bed and breakfast homes permitted under chapter 19.64 of this title, short-term rental homes permitted under chapter 19.65 of this title, transient vacation rental units permitted by a conditional permit under chapter 19.40 of this title, transient vacation rentals permitted under chapters 19.12, 19.15, 19.18, 19.20, 19.22, and 19.32 of this title, and hotels that are permitted based on the applicable zoning in the comprehensive zoning ordinance; and

B. Existing time share units, time share plans, and transient vacation rentals that were operating pursuant to and under law and were registered pursuant to chapter 514E of the Hawaii Revised Statutes as of the effective date of the ordinance codified in this section, shall not be impaired by the provisions of this section; provided that, any time share project operating under law that records in the bureau of conveyances by May 3, 1991, a declaration in a form prescribed by the director shall be deemed exempt from this section as long as the project or apartment unit identified by the declaration continues to operate under a lawful time share plan or registration; and

C. **Time share units, time share plans, and transient vacation rentals are allowed in the hotel district;** transient vacation rentals are allowed in the B-2 community business district, B-3 central business district and B-R resort commercial district; and transient vacation rentals are allowed as special uses in the SBR service business residential district and B-CT country town business district.

### **Hierarchy of the "Plans":**

1980 & 1990 General Plans

2010 Countywide Policy Plan (includes the elements of the earlier General Plans of 1980 & 1990) and provides the framework for the development of the Maui Island Plan and the 9 Community Plans

2012 Maui Island Plan

Community Plans

### **General Plan 1990**

#### **From Kalani Ka'ana'ana:**

Staff may find it helpful to use our statewide visitor plant inventory for additional data. The 2021 report won't be published for a bit: (approx. pg 3 = Maui stats)

<https://www.hawaiitourismauthority.org/media/8208/202-visitor-plant-inventory-report-1-11.pdf>

*See Exhibit 2 G*

Monthly Visitor Statistics:

<https://www.hawaiitourismauthority.org/media/8219/102721september-2021-visitor-statistics-press-release-final.pdf>

*See Exhibit 2 H*

Please note room counts change month to month as renovations occur and properties take rooms in and out of inventory.

Maui: There were 172,770 visitors to Maui in September 2021, compared to 2,479 visitors in September 2020 versus 210,108 visitors in September 2019.

Visitor spending was \$315.8 million, down 7.0 percent from the \$339.7 million spent in September 2019.

The average daily census on Maui was 46,736 visitors in September 2021, compared to 2,927 visitors in September 2020, versus 52,053 visitors in September 2019.

Through the first nine months of 2021, there were 1,671,848 visitors to Maui compared to 614,505 visitors (+172.1%) in the first nine months of 2020, versus 2,314,113 visitors (-27.8%) in the first nine months of 2019.

For the first nine months of 2021, total visitor spending was \$2.80 billion, a decrease of 27.4 percent from \$3.86 billion in the first nine months of 2019.

#### **From Frank Haas:**

Roeterdam has a management plan that determines capacity by neighborhood which roll up to a city plan.

### **PROPOSAL 3: Institutionalize a county tourism management org structure**

## Defining the Problem

The County does not have a program to manage tourism and HTA is not structured for managing tourism, pursuant to the statutory language that created it.

## Describing Conceptual Solutions

Establish a County Tourism Management Commission. The Commission would consist of community members that do not directly benefit financially from the tourism industry and are farmers, environmentalists, community organizers, healthcare workers, scholars, educators, solution oriented, creative thinkers. The Commission would be under the Office of the Mayor.

The Commission would choose a Chief of Tourism Management, whose position would be under Dept of Management, and would be responsible for recommending policy for tourism management to the council, for the Chief of Tourism Management to administer.

Some of the Chief of Tourism Management's kuleana will be:

1. Manage tourism grants
2. Support grantees working on tourism management
3. Recommend policies to manage tourism
4. Execute the management plan developed by the Commission

## Questions for Resource Personnel

1. Would this organization be a County-funded organization?
2. Would this organization be under the jurisdiction of a County agency?
3. What is the mission of this tourist management organization?
4. What would be possible goals and objectives of this tourist management organization? For example, could the scope of the organization address item 1.6, above?
5. Is there another department that we can house the commission, such as the Planning which is responsible for implementation of the general plan and doesn't have a general economic stimulus agenda.

## Specific data or information being requested

1. Number of units allowed to short term rent under the Minatoya legislation passed a few years ago.
2. Number of units needed to meet resident housing demand projections for the next 20 years.

## Meeting Notes

Tourism Management Commission

## Commission chooses a Chief of Tourism Management Position under Dept of Management

Kuleana:

1. Manage tourism grants
  2. Support grantees working on tourism management
  3. Recommend policies to manage tourism
  4. Execute the management plan developed by the Commission
- Search HTA website “RFP’s”: Destination management RFP (\$22million)
  - (2005) HTA Plan with 9 objectives - was shot down by the auditor stating lack of authority to accomplish the proposed policies.
  - In essence the DMAP is “Ideas in search of a plan”
  - Frank Haas Report: (UHERO website) “Hawaii Needs to Focus on Developing Good Governance in Managing Tourism” (By Paul Brewbaker, Frank Haas, and James Mak):

<https://uhero.hawaii.edu/hawaii-needs-to-focus-on-developing-good-governance-in-managing-tourism/>

*See Exhibit 2 I*

- Tourism research and statistics to:
  - (A) Measure and analyze tourism trends;
  - (B) Provide information and research to assist in the development and implementation of state tourism policy; and
  - (C) Provide tourism information on:
    - (i) Visitor arrivals, visitor characteristics, and expenditures;
    - (ii) The number of transient accommodation units available, occupancy rates, and room rates;
    - (iii) Airline-related data including seat capacity and number of flights;
    - (iv) The economic, social, and physical impacts of tourism on the State; and
    - (v) The effects of the marketing programs of the authority on the measures of effectiveness developed pursuant to section 201B-6(b); and

### **PROPOSAL 4: Establish visitor caps and tour operator caps for hot spots or popular sites**

#### **Defining the Problem**

Areas that are heavily frequented by visitors, negatively impact the natural areas and the residential neighborhoods surrounding them.

#### **Describing Conceptual Solutions**

The 1990 General Plan: “to ensure that visitor industry facilities shall not disrupt agricultural and social pursuits and will not be allowed to negatively impact the county’s natural and cultural resources.”

For example: Oheo Gulch, Hana, Keoneoio, Twin Falls, Pipiwai Trail, Kepaniwai Park, Wailua Falls, Waihee Ridge Trail, Lahaina

### Questions for Resource Personnel

1. Identification of possible hot spots or popular sites will need to be managed to ensure that a reservation system can be successfully implemented. Would developing a pilot program be feasible, where the outcomes of the pilot can be transferred to a program of a larger scale.
2. Are the hot spots or popular sites currently under the County’s jurisdiction?
3. Who or what agency would create the reservation system?
4. Could this proposal be included as part of #2 above?
5. Can we use Haleakala National Park Commercial Management plan as a model?
6. Can we charge an entrance fee to non-residents for attractions on county lands?
7. Can we institute on-site parking requirements for these areas, especially Twin Falls.

### Specific data or information being requested

1. Haleakala National Park Commercial Services plan May 2012. The environmental assessment is published on Maui Tomorrow’s website.
2. Kauai’s Ha’ena State Park Management Plan and parking plan

### Meeting Notes

#### **From Richelle Thomson:**

Admin rules for Hanauma Bay:

[https://www.honolulu.gov/rep/site/dpr/dpr\\_docs/hanaumabay\\_use.pdf](https://www.honolulu.gov/rep/site/dpr/dpr_docs/hanaumabay_use.pdf)

*See Exhibit 2 J*

#### **From Kalani Ka’ana’ana:**

Another report that you might find useful for understanding Native Hawaiians in the tourism industry:

[https://files.hawaii.gov/dbedt/economic/reports/Native\\_Hawaiians\\_in\\_Tourism\\_2021.pdf](https://files.hawaii.gov/dbedt/economic/reports/Native_Hawaiians_in_Tourism_2021.pdf)

*See Exhibit 2 K*

Kalani will send the hot spot visitor count data

A good example of the federal system is <https://www.recreation.gov/>

*See Exhibit 2 L*

#### **From Mayumi Nakamura Birt:**

We are working on the exact concept you mentioned called MauiWayfinding.com.

We are now preparing a beta marketplace system. It can also connect to Wai'anapanapa system. We would love to talk to you more about it.

My email is mayumi.nakamura@ascentpartners-seattle.com. We are working with MEO right now.

## **PROPOSAL 5: Establish a system to maximize community benefit**

### **Defining the Problem**

Resident quality of life has suffered greatly as a result of extractive over- tourism.

### **Describing Conceptual Solutions**

Identify areas of concern and determine how to best manage and maximize local benefit and quality of life.

### **Questions for Resource Personnel**

1. What does this mean and what organization or agency would establish such a system?
2. What does it mean “to maximize local benefit” and who determines what a “local benefit” is?
3. Are there milestones to be met in considering what a “local benefit” is?
4. Could this proposal be included as part of #2 above?
5. What criteria that could be used to establish a benefit system, i.e. donations provided by organization to local non-profits, employee pay as a percentage of the minimum wage where more criteria points are received for higher pay, number of tourists brought to area daily, number of houses who are affected by traffic, number of annual complaints received each year by both users and neighbors (zip lines), on street parking used, ect.



The logo for the Hawai'i Tourism Authority features the words "HAWAII TOURISM" in a serif font above the word "AUTHORITY" in a smaller sans-serif font. A thin horizontal line with a color gradient from red to blue separates the two lines of text.

HAWAII TOURISM  
AUTHORITY

# STRATEGIC PLAN 2020-2025

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This is the Hawai'i Tourism Authority's (HTA's) fifth strategic plan or update, with the most recent previous version approved for 2016-20.

### ON THE COVER:

A place where everything has a name and a purpose. Each existing in its own wholeness. Skilled ancestors with a profound understanding of nature and each other remind us, with every cool breeze that caresses us, to tread down the path they laid for us. So as we set out on the next five years of our work we ask, "*na wai ho'i ka 'ole o ke akamai, he alanui i ma'a i ka hele 'ia e o'u mau mākuā?*" Why shouldn't I know, when it is a road often traveled by my parents?





## Foreword

Since our creation in 1998, the Hawai'i Tourism Authority has been guided by strategic plans that reflected their times. With HTA now in our third decade, this plan responds to new levels of tourism shaped by new technologies with new opportunities and new challenges.

What remains unchanged is HTA's mission: "To strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs." This plan represents our recommitment to that mission and, significantly, shifts more emphasis to address tourism's impacts. This shift recognizes the need for tourism to provide both a quality visitor experience and enhanced quality of life for Hawai'i residents, which, taken together, are the necessary ingredients for long-term success.

The mission is our *kuleana*, but it is not ours alone. This plan incorporates dialogue and input from the many stakeholders who are responsible for or affected by tourism in Hawai'i. Working together with the many government agencies, organizations, and individuals who are passionate about these islands, we are confident that tourism can continue to provide benefits far into the future.



# STRATEGIC PLAN OVERVIEW

## HTA'S EVOLVING SET OF PURPOSES

Act 156, SLH 1998 created the Hawai'i Tourism Authority. The law specifies a number of purposes and mandates, including:

- **STRATEGIC PLANNING.** This is a plan for HTA's own actions through 2025 – reflecting our legal powers, constraints, budget, and planning framework. Tourism will also be affected by many other private and public organizations that we cannot directly control, but the plan suggests ways we can coordinate and partner with these stakeholders.
- **HAWAIIAN CULTURE.** The law requires us to perpetuate the uniqueness of the Native Hawaiian culture and community in the visitor industry experience.
- **MARKETING & BRAND MANAGEMENT.** This has traditionally been HTA's primary focus and will continue to be an area of emphasis.

The law also encourages HTA to develop programs that attract visitors, improve life for residents, and heed both resident and visitor concerns over unintended tourism impacts.

As visitor numbers have grown more rapidly than visitor spending and as resident support for tourism has weakened in recent years, we have increased our focus on what is now commonly called **destination management**. This is the first strategic plan developed while HTA is re-balancing our attention from mainly marketing to greater emphasis on destination management.

Much of our new emphasis involves more time and funding to support Hawaiian culture, community and multicultural programs, and natural resources – as well as efforts to educate visitors about safety and responsible travel.

HTA is also legally empowered “to monitor, investigate, and respond to complaints about [tourism-related] problems ...”<sup>1</sup> We have historically responded to concerns about community impacts on an informal basis. Going forward, this plan calls for a more systematic approach when invited by legislators and supported by affected communities.

## STRATEGIC DIRECTIONS & ACCOUNTABILITY

HTA has been reorganized around four interacting “Pillars” supported by research and other administrative functions. This plan establishes a general goal for each Pillar.



### NATURAL RESOURCES

#### ***Respect for Our Natural & Cultural Resources***

Dedicate resources to programs that enhance and support Hawai'i's natural resources and cultural sites to improve the quality of life for all of Hawai'i's residents and to enhance the visitor experience.

### HAWAIIAN CULTURE

#### ***Support Native Hawaiian Culture & Community***

*Ho'oulu* (grow) the uniqueness and integrity of the Native Hawaiian culture and community through genuine experiences for both visitors and residents.

### COMMUNITY

#### ***Ensure Tourism & Communities Enrich Each Other***

Work to make sure residents and local communities benefit from tourism by supporting programs valued by the community and aligned with the destination's brand and image; informing both residents and visitors of these programs and events; strengthening relations between residents and visitors; and forming partnerships to build a resilient tourism workforce and community.

### BRAND MARKETING

#### ***Strengthen Tourism's Contributions***

Take the lead in protecting and enhancing Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market-appropriate; is focused on Hawai'i's unique cultures, diverse communities, and natural environment; and supports Hawai'i's economy.

Under the goal for each Pillar, this plan establishes several objectives and specific milestones or measures for tracking success.

The Pillars are intended to support an integrated destination management system, with four overall Key Performance Indicators (KPIs), representing the most important ways HTA will be accountable to our stakeholders:

- Resident Satisfaction
- Average Daily Visitor Spending
- Visitor Satisfaction
- Total Visitor Spending

<sup>1</sup>Hawai'i Revised Statutes (HRS) §201B-3(a)(23)



# 1

## INTRODUCTION

Hawai'i tourism is at a point that requires a re-balancing of priorities. The continuous drive to increase visitor numbers has taken its toll on our natural environment and people, the very reason visitors travel to our islands.

For this reason, *destination management* has become a major HTA focus and is at the heart of this 2020-2025 Strategic Plan Update.

Our previous strategic plans have included attention to community benefits, Hawaiian culture, workforce training, and other destination concerns. What is different now is the greater emphasis and additional resources being directed to them.

At the same time, HTA is enabled by law<sup>2</sup> to "Have a permanent, strong focus on Hawai'i brand management", primarily *marketing*. However, marketing can only do so much if we neglect the very resources that draw visitors to Hawai'i – our *'āina*, our culture, our communities. By reinvesting in them, we strengthen the destination and better position ourselves to endure economic downturns.

### 1.1 NATURE AND FORMATION OF THIS STRATEGIC PLAN

As noted in previous strategic plans, this update is envisioned to be the guiding document for HTA to carry out its legal mandate over the next five years.

<sup>2</sup>HRS 201B-3(15)

*Worldwide Perspective: "The good news is that tourism is growing, creating jobs and economic activity. The challenge is that this growth can put pressure on destinations."*

*(World Travel & Tourism Council, McKinsey & Company, "Coping with Success: Managing Overcrowding in Tourism Destinations," Dec. 2017)*

The process for developing this plan began in June 2019 with stakeholder workshops on every island to discuss our new emphasis on destination management.

HTA staff then developed initial draft goals, objectives, and strategic choices for review and revision by the HTA Board’s Strategic Plan Investigative Committee. This next version was reviewed by about 50 community, industry, and government stakeholders statewide. Their comments resulted in further review by staff and the Board’s Committee, resulting in the final “Strategic Plan Core Contents” contained in Section 3 – the heart of the new plan.

HTA is investigating various tools to help measure progress on these issues, such as Aloha+ Challenge, annual Resident Sentiment surveys, and destination assessments.

## 1.2 RELATIONSHIP OF THE STRATEGIC PLAN TO THE STATE PLANNING ACT

The Hawai’i State Planning Act (HRS §226) of 1978 contains economic, social, and land-use objectives and policies, including broad policy guidelines to promote the economic health and quality of the visitor industry (HRS §226-103). The language in §226 relating to the “visitor industry” has been only lightly amended over the past 40 years.

Every State agency is charged with carrying out the policies in the State Planning Act. As such, the State Planning Act plays the role of a “State Plan,” and HTA understands and accepts our responsibility to ensure that our plans comply through implementation of our own strategic plan.

Figure 1 illustrates the alignment of the State Planning Act to HTA plans and reports.

HTA strategic plans present goals, guiding principles, strategic choices, objectives, evaluation measurement criteria, and programmatic actions as guides for allocating HTA resources and efforts.

Using the Tourism Strategic Plan as a foundation, HTA’s annual operating plan (included in the “Tourism Marketing Plan” in Figure 1), organizes HTA for success. Additional short-term specific actions may be added in each “Marketing Plan.”

HTA accounts for our activities via our *Annual Report to the Hawai’i State Legislature*. The report reviews HTA expenditures and programs for the calendar year, including evaluations based on success measures in both the HTA Tourism Strategic Plan and the Tourism Marketing Plan.

### RELATIONSHIP TO THE STATE’S ACHIEVEMENT OF THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

HTA supports the United Nations 17 Sustainable Development Goals (SDGs), and the UN 2030 Agenda for Sustainable Development. HTA will promote visitor industry alignment with the Aloha+ Challenge, Hawai’i’s recognized framework to achieve the UN SDGs, especially for energy, local food production and consumption, and water:

- Aloha+ Clean Energy Transformation: Business Sector energy efficiency
- Aloha+ Local Food Production and Consumption: Local food production and consumption
- Aloha+ Natural Resource Management: Watershed forest area and native species



Figure 1: HTA Plans & Reports









## OUR MISSION

To strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs.

## OUR VISION

By 2025, tourism in Hawai'i will:

*Ho'oulu* (Grow) the uniqueness and integrity of the Native Hawaiian culture and community;

Provide a unique, memorable, and enriching visitor experience;

Generate clear community benefits and responsibly manage tourism-related impacts and issues;

Support a vital and sustainable economy.



# 2 HAWAII TOURISM SITUATION ANALYSIS

The situation facing HTA, the visitor industry, and Hawai'i's communities has changed significantly since the 2016 HTA Strategic Plan was adopted.

## OVERALL TRENDS

Visitor arrivals have set records each year since the 2016 plan, and the state is poised to reach the 10-million-annual-visitors milestone in 2019. While arrivals have been the traditional measure for tourism success, the “successful” increase in visitor numbers has created pressure on residential areas and visitor sites, threatening Hawai'i's quality of life and the visitor experience.

## TOURISM FORECAST

The United Nations World Tourism Organization (UNWTO) reported that 2018 global tourism arrivals totaled 1.4 billion (+5.4% over 2017), with receipts reaching \$1.45 trillion (+4.4%). UNWTO forecasts global tourism arrivals to continue to increase at about 3% annually.

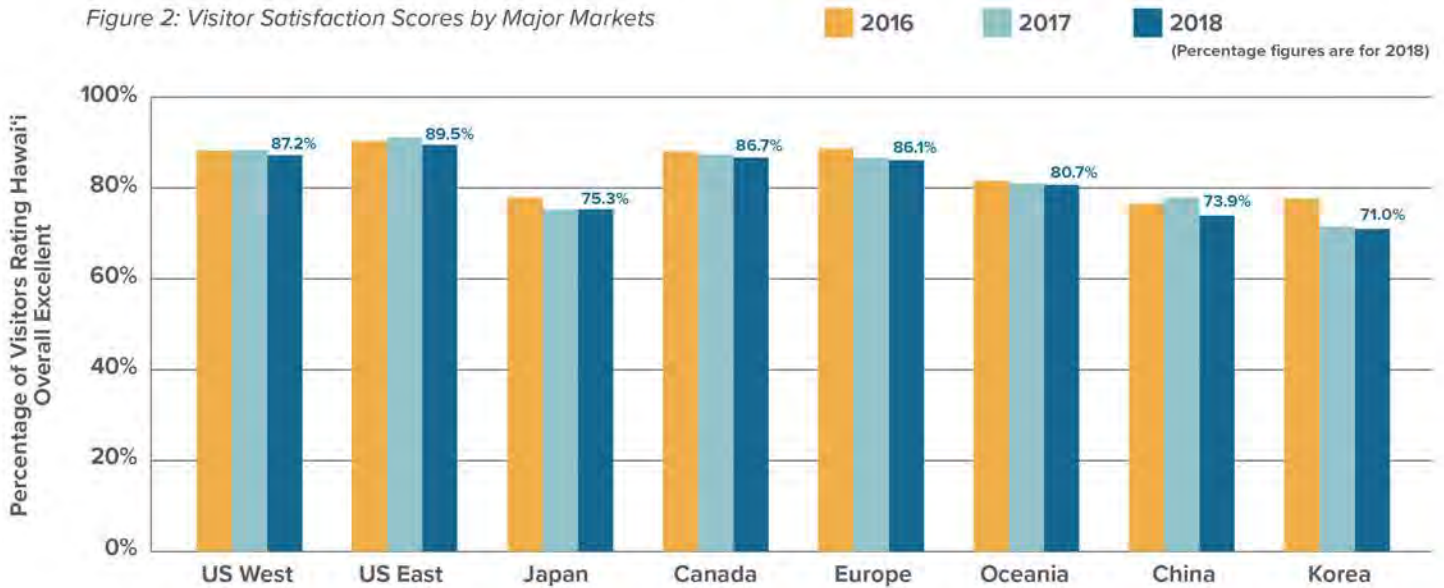
The State Department of Business, Economic Development, and Tourism (DBEDT) forecasts that Hawai'i's visitor census (the number of visitors in the state on an average day) will increase to about 253,500 by 2025 and then continue growing by about 1% annually. For the first time, DBEDT also forecasts real daily spending to continue to decline in the future.

## HAWAII'S STRONG BRAND

The Hawai'i brand remains strong and competitive, and it has been a source for growth since the last HTA strategic plan.

A strong commitment from Hawai'i's airline partners has resulted in a consistent increase in air seats to the state over the last nine years.

Figure 2: Visitor Satisfaction Scores by Major Markets



Hotels in Hawai'i enjoy some of the strongest performance results in the U.S. Hotel occupancy, revenue per available room, and average daily rates have all been strong, at least partially offsetting high operating costs in Hawai'i.

Along with the strength of Hawai'i's brand, high visitor satisfaction has also been a key reason for tourism growth. Roughly 90% of visitors from the U.S. and Canada rate their Hawai'i vacation experience "excellent" overall. About three-quarters of visitors from Japan rate their experience excellent. In surveys measuring perceptions of prospective visitors to Hawai'i, our islands have a very favorable image overall. Hawai'i also rates highly for important considerations such as safety, authenticity, and uniqueness.

However, visitors find Hawai'i's value for the money to be a weak point, suggesting the need to continue to focus on creating and communicating high-quality experiences that justify Hawai'i's generally higher prices.

### ECONOMIC CONTRIBUTIONS

While Hawai'i's strong brand has been driving record numbers of visitors, tourism's percentage of Hawai'i's GDP has declined. Tourism now accounts for about 17% of the state's gross domestic product (GDP) compared to about 25% two decades ago.

In eight of the last nine years, the average number of visitors in the state (the visitor census) has grown significantly faster than the rate of visitor daily spending. Inflation-adjusted visitor spending (per-person per-day) and total spending have both generally declined since mid-year 2018.

### CHANGES IN VISITOR BEHAVIOR

Social media, global positioning technology, apps, peer review sites, and other advancements in technology provide visitors with much more control over their Hawai'i experience than ever before. Places that were once unknown to visitors are now often a challenge to manage. Many of these sites are culturally sensitive, on private land, or pose dangers to visitors.

Booking websites enable visitors to seek out lower-cost accommodations, including vacation rentals, many of which have been operating illegally. In 2018, about 1.3 million visitors stayed in bed and breakfasts, vacation rentals, or in shared accommodations.

Two-thirds of all visitors to the state are now repeat visitors. For the U.S. West, Hawai'i's most developed market, repeat visitors are 81% of arrivals. Repeat visitors often have different spending patterns than first timers. For example, they are less likely to stay in full-service hotels or visit commercial attractions.

Some higher-spending visitor segments (bridal/honeymoon, golf, meetings, and others) have declined as a percentage of total arrivals or stagnated since the last strategic plan.

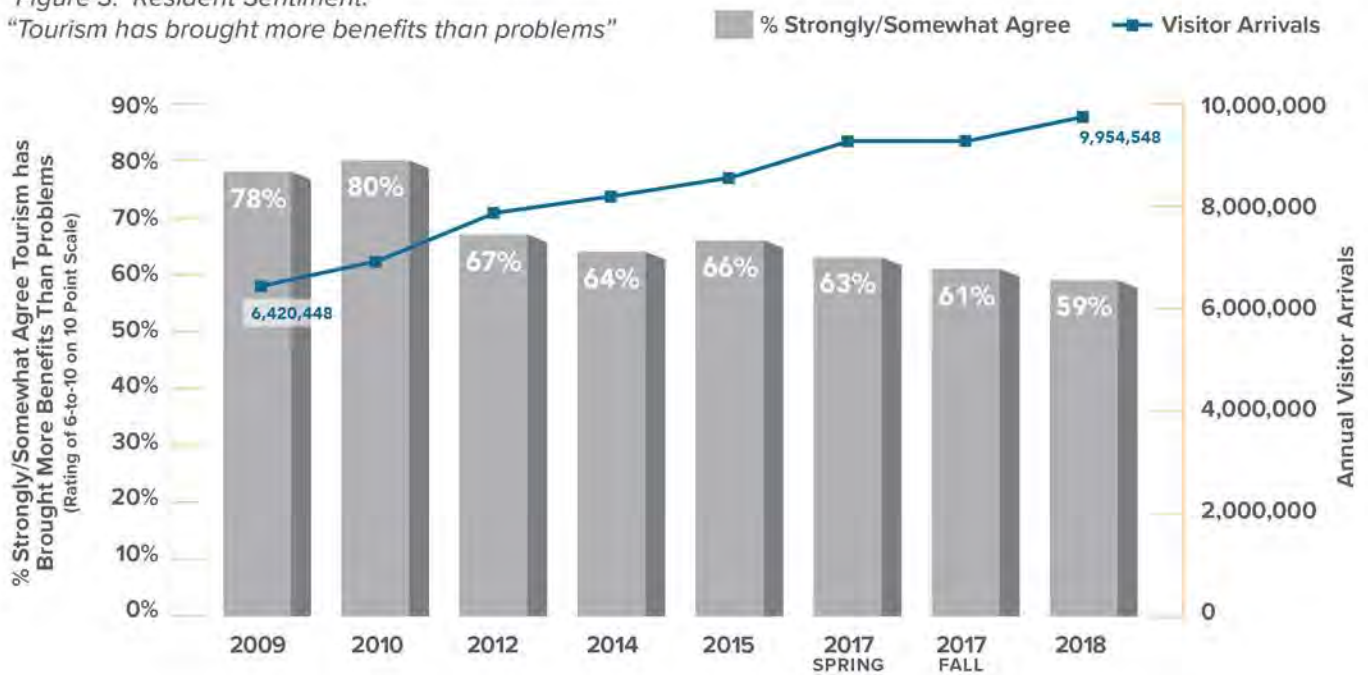
### RESIDENT SUPPORT FOR TOURISM

In 2018, there were nearly 243,000 visitors in the state on an average day, or about 14% of the total number of people present. In visitor-heavy Maui and Kaua'i counties, almost 30% of the people on island were visitors on an average day.

### FIGURE 2: INSIGHTS

High visitor satisfaction has been a key reason for tourism growth. Roughly 90% of visitors from the U.S. and Canada rate their Hawai'i vacation experience as "excellent".

Figure 3: Resident Sentiment:  
 "Tourism has brought more benefits than problems"



**FIGURE 3: INSIGHTS**

As visitor arrivals have increased greatly since 2009, some measures of resident satisfaction have fallen.

Using new technologies, large numbers of these visitors are now going to sites that do not have the capacity to handle large crowds. The result has affected the experience of both visitors and residents, as traffic congestion and crowds change the character of popular sites and neighborhoods.

The increasing pressure caused by growth coincides with reduced resident support for tourism. HTA's resident sentiment surveys show the percentage of residents who feel that "tourism provides more benefits than problems" has declined from about 80% in 2010 to about 59% in 2018.

Statistical analysis of data in HTA's resident surveys indicates that having a voice in tourism development, presenting Native Hawaiian culture authentically, and preserving Native Hawaiian culture are the keys to improving resident sentiment. Support for tourism is weakest on the Neighbor Islands, especially Maui and Kaua'i counties, where tourism is increasingly blamed for traffic congestion.

**TOURISM IMPACTS AND DESTINATION MANAGEMENT**

Community concerns about tourism have appeared in numerous local articles about "over-tourism," highlighting overcrowding, traffic congestion, deteriorating conditions at parks and trails, and visitor encroachment in Hawai'i neighborhoods.

Hawai'i is not alone in dealing with the impacts of tourism growth. Tourism management plans have been developed in many destinations around the world to respond to growing concerns about tourism impacts. Tourism centers like Amsterdam, Barcelona, Rome, and Venice – as well as U.S. destinations such as Breckenridge in Colorado and the Columbia River Gorge in Oregon – have taken steps to control the effects of high-volume tourism.

**EMERGING TECHNOLOGIES**

While technology has contributed to many of the negative issues related to visitor spending and visitor crowding, emerging technologies may also provide new tools for tourism management. Virtual and augmented reality, "big data," advances in data analytics, 5G (the next generation of wireless), and other new technologies potentially enable destinations to more precisely target higher-spending visitors. They can also contribute to the management of visitor flows and safety.

**ACCOMMODATIONS**

The growth in arrivals over the past 10 years has primarily been driven by visitors staying in vacation rentals and other non-traditional accommodations, many of which were operating illegally, without a permit. While visitor arrivals have grown 53% since 2009, the number of accommodations traditionally

Figure 4: Growth in Visitor Arrivals Compared to Growth in Traditional Accommodations



Source: Hawai'i Tourism Authority \*Note: Traditional units include condo hotel and timeshare units

located in resort areas (hotels, timeshare units, and condo hotels) declined by slightly less than 1%.

Hawai'i's counties have begun to implement stricter controls on illegal short-term vacation rentals following years of unregulated activity. Enforcement of limits will take many accommodation units off the market. While these changes respond to resident concerns about the encroachment of tourism into residential neighborhoods, stricter regulation may also affect the total number of visitors and the number of air seats to the state.

Hoteliers have invested in programs to expand, refresh, and diversify many hotel properties. Office buildings have been "re-purposed" as hotels; older properties have been refurbished; and small properties have been upgraded as "boutique" hotels. While much of Hawai'i's hotel infrastructure is aging, these new initiatives are helping to keep Hawai'i competitive with other destinations.

#### IMPROVEMENTS IN MEETINGS MANAGEMENT

A recent change in the law allows marketing for both large meetings (those using multiple hotels or the convention center) and also smaller hotel-based meetings to be managed by the same contractor. HTA has conducted a search for a single organization to handle all of these aspects of marketing for meetings.

The reorganized marketing effort will be better aligned with customer needs and is expected to improve the development of the higher-spending meetings market.

#### INITIAL TOURISM MANAGEMENT INITIATIVES

Recognizing the increasing impact of high-volume tourism on attractions, sites, and residential neighborhoods, HTA has begun rebalancing our budgets to provide additional support for Hawaiian culture, community activities, and visitor safety. HTA's fiscal 2020 budget increased spending for Hawaiian culture, natural resources, and community programs by \$7.5 million compared to the previous year's budget.

In order to respond to issues at specific sites that are managed by other agencies, HTA is collaborating with and providing funding for other agencies' efforts to respond to tourism concerns at sites identified by elected officials and supported by the community.

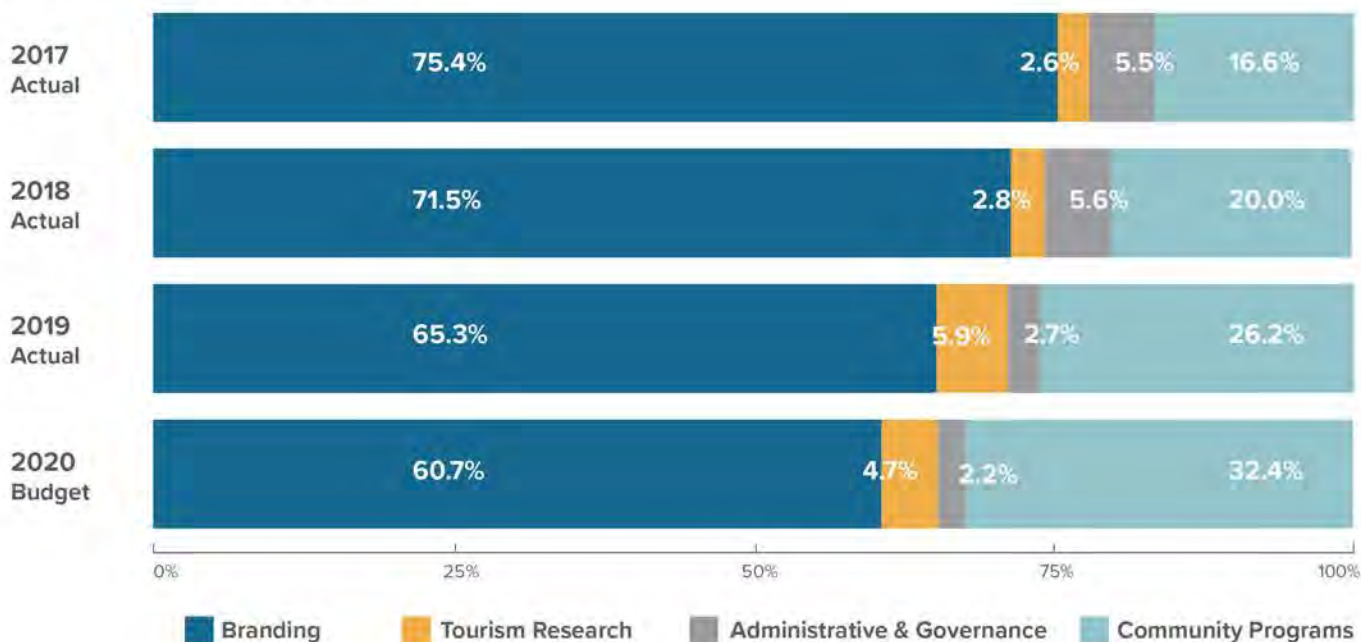
#### POTENTIAL THREATS

Tourism is often described as a fragile industry easily affected by weather or other events and crises, economic downturns, terrorism, and adverse publicity, beach erosion, or other unforeseen events. The Kīlauea volcano eruption on Hawai'i Island and the record rains on Kaua'i in 2018 are

#### FIGURE 4: INSIGHTS

The 53% growth in arrivals from 2009 to 2018 has been largely driven by visitors staying in vacation rentals and other non-traditional accommodations.

Figure 5: HTA Spending Categories



**FIGURE 5: INSIGHTS**

Hawai'i Tourism Authority has begun rebalancing budgets to provide additional support for Hawaiian culture, natural resources, community activities, and visitor safety.

two recent examples of events that have impacted tourism.

International markets are especially sensitive to changes in currency values and political uncertainties. For 2019, arrivals from Oceania (Australia and New Zealand) were down almost 13% while what HTA calls "Other Asia" (China, Korea, Taiwan, Singapore, and Hong Kong) were down by 6.5%, with the China market alone experiencing a 24% decline.

In preparation for future disasters, HTA has increased the resources we devote to safety and security, and we have established a close working relationship with the Hawai'i Emergency Management Agency (HI-EMA) to improve our ability to respond to potential future natural disasters and improve visitor safety.

Along with catastrophic threats like hurricanes and tsunamis, the Hawaiian Islands are vulnerable to global challenges like climate change and sea-level rise. HTA's relationship with HI-EMA and other state planning agencies provides an important link to ensure tourism considerations are included in response plans.

The U.S. economy has experienced a record expansion since the 2008 economic crisis. The expansion will inevitably end, and a recession is always a possibility, though forecasting economic downturns is not a science. While currently there is no real downturn, the growth in nominal visitor

spending in Hawai'i slowed to 1.4% in 2019 compared to 5.1% in 2018.

With the potential disruptions that can be caused by unforeseen events, HTA programs and contracts are designed to allow shifts in budgets and programs to respond to changing circumstances.

**AMOUNT, SOURCE, AND USES OF FUNDS FOR HTA**

HTA operates with a fixed budget set by the State Legislature with funds from the Transient Accommodations Tax (TAT). The amount of TAT revenues provided to HTA's Tourism Special Fund was capped in Fiscal Year (FY) 2014, and the cap was set at \$79 million in FY 2019.

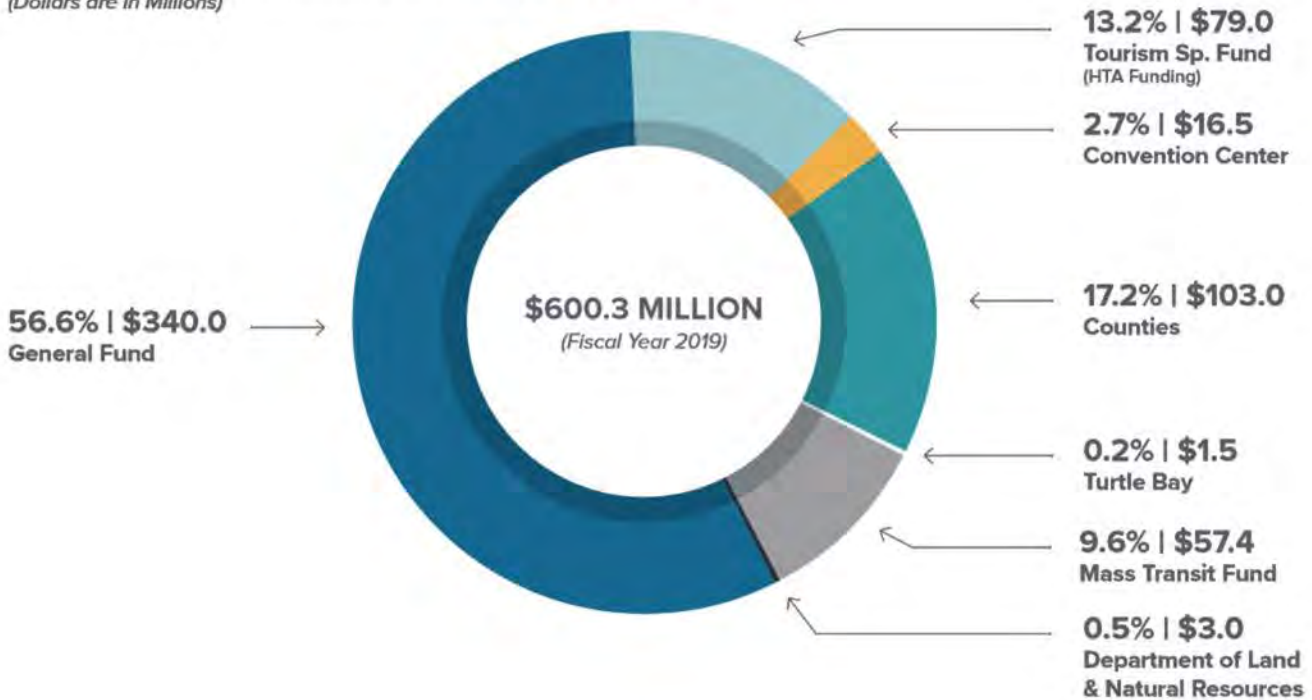
A budget of \$79 million is a sizeable amount, but for perspective, it represented less than 0.5% of the total Hawai'i State executive budget (\$17.3 billion) for FY 2019.

**TOURISM'S ECONOMIC BENEFITS**

Tourism supports a large portion of the state's economy. The impacts can be described in many ways. However, the most common ways to describe tourism's contribution are overall visitor spending and jobs. In 2019, visitor spending totaled \$17.75 billion, and the industry supported about 216,000 jobs.

In addition to the direct benefits of visitor spending, there are also indirect benefits, as employment and services not directly tied

Figure 6: TAT Amounts Allocated to HTA & Other Purposes  
(Dollars are in Millions)



to tourism are also supported by the “ripple effects” of visitor spending.

The State government directly benefits from taxes generated by visitor spending – a total of \$2.07 billion was generated in FY 2019 (direct, indirect, and induced). The TAT was implemented in 1987 as a 5% tax collected from hotels and other accommodations. Since then, the tax has been increased periodically. The rate is now 10.25% (effective January 1, 2018) and generates over half a billion tax dollars (\$600.3 million in FY 2019).

Besides this Special Fund, other TAT revenues have been designated for additional purposes, including the Hawai'i Convention Center, assistance to the Department of Land and Natural Resources, and a Turtle Bay special fund to support a land management initiative on O'ahu's

North Shore. In FY 2019, the counties were allocated \$103 million of which City & County of Honolulu received \$45.4 million (or 44.1% of the counties' allocation), County of Maui received \$23.4 million (22.8%), County of Hawai'i received \$19.2 million (18.6%), and County of Kaua'i received \$14.9 million (14.5%). The most recent change to the TAT was a 1% increase in 2018 to help fund the Honolulu Area Rapid Transit project (4% of receipts or \$23.6 million).

**FIGURE 6: INSIGHTS**

The Transient Accommodations Tax is 10.25% and generates over half a billion dollars annually.

**Tourism's Economic Benefits - 2019**

| TOTAL SPENDING            | JOBS SUPPORTED         | TAXES GENERATED BY VISITOR SPENDING |
|---------------------------|------------------------|-------------------------------------|
| <b>\$17.75</b><br>BILLION | <b>216</b><br>THOUSAND | <b>\$2.07</b><br>BILLION            |

# Situation Analysis Summary

## STRENGTHS

### Hawai'i Enjoys...

- Strong brand awareness
- An intangible but real spirit of aloha and a distinct and vibrant Hawaiian host culture
- Natural advantages for tourism including climate, natural beauty and environment
- Unique characteristics that set it apart from other destinations including its history and heritage
- A variety of experiences across six islands
- A wide variety of accommodations and activities
- A multiethnic resident population
- A distinctive regional cuisine
- A perception of relative safety
- Strong levels of visitor satisfaction
- Strong hotel occupancy and financials
- Strong relationships with tour operators and airlines
- Diversity in its source markets

## OPPORTUNITIES

### Hawai'i Can Potentially Take Advantage of...

- Increasing the percentage of higher-spending visitors in its visitor mix
- Smoothing seasonality
- Growing interest in "voluntourism"
- Communications programs fostering responsible and respectful tourism
- Emerging technologies to manage tourism patterns and impacts
- Improved abilities to sell business travel resulting from the reorganization of the sales process
- Development of new international or long-haul markets resulting from extended air routes
- Visa waivers and initiatives to streamline the visa application process
- Island chapter presence in each county providing an on-the-ground resource to connect with local communities and issues

## WEAKNESSES

### Hawai'i Faces...

- A relatively weak "value for the money" perception
- Declining average daily visitor spending
- Competition from destinations requiring shorter travel times and offering lower prices
- Limited capacity for international flights to the Neighbor Islands
- An aging visitor infrastructure
- Overstressed and poorly maintained visitor sites and attractions; traffic congestion; airport inefficiencies
- An increasing "visitor load" (average number of visitors as a percent of total population) causing stress, especially on Neighbor Islands
- Eroding resident support for tourism
- Limited financial resources
- A perception that its strong leisure brand makes it an inappropriate business destination
- Labor shortage

## THREATS

### Hawai'i Can Be Affected by...

- Natural disasters, hazards, crimes, and violence
- Climate change
- Beach erosion
- Economic downturns
- Lower visitor counts and total spending if recently enacted regulations on short-term vacation rentals significantly impact travel
- Volatile international currencies, political events, and uncertainty
- Increasing restrictions on visas
- Adverse publicity generated by safety issues, unrest, or labor disputes
- Health-related incidents and epidemics
- Disruptions in air service
- Reductions in air seats
- Increased competition



## 2.1 CONCLUSIONS ABOUT HTA'S EVOLVING ROLE IN MARKETING HAWAI'I

Since our beginning, marketing has been a core part of HTA's mission. The role of marketing, though, has evolved as conditions have changed over time.

With roughly 10 million visitor arrivals, the focus of marketing is no longer set on driving volume. With flat or declining per-person per-day visitor spending, strategic targeting

to attract higher-spending visitors is more important than ever. With visitors finding their way to residential, culturally sensitive, or unsafe sites, marketing has an expanded role in promoting safe and respectful traveling, and marketing programs now include initiatives to influence visitors after they arrive.

## 2.2 CONCLUSIONS ABOUT HTA'S EMERGING ROLE IN DESTINATION MANAGEMENT

In 1902, the Hawai'i Promotion Committee was formed with a \$15,000 budget and a mission aptly reflected in its name: To promote travel to Hawai'i and grow the number of visitors here. That focus remained constant through the years.

However, within the last few years, the need to expand that focus became clear as visitor pressure on popular sites and residential areas grew, and the number of tourist arrivals approached 10 million annually.

Community leaders and government representatives have identified tourism issues and specific sites where tourism has affected the quality of life for residents and the quality of experience for visitors. Media coverage provides regular accounts of resident frustrations. Clearly, Hawai'i has reached a point where the impacts of tourism need to be actively managed.

In this environment, HTA has defined our role as a convener, collaborator, and supporter, working with other agencies

and organizations that have direct authority or jurisdiction to manage Hawai'i's tourism challenges.

To ensure that management efforts are closely connected to community needs, HTA now relies on elected officials and community leaders to identify and prioritize issues and take the lead in working collaboratively for solutions.

To ensure that resources are available to address management issues, HTA is supporting other agencies within our ability and resources.

To ensure good stewardship of limited resources, all HTA projects are being linked to goals in the four "Pillars" of this plan: Natural Resources, Hawaiian Culture, Community, and Brand Marketing.

To maintain Hawai'i's position as a premier, world-class destination that delights its visitors and supports its residents' lifestyle and values, HTA has expanded its role in supporting destination management.



# 3

## STRATEGIC PLAN CORE CONTENTS

As noted in the Introduction, this plan is for HTA as an agency – focusing primarily on what HTA can do on its own, and secondarily, what it hopes to do in partnership with other public and private organizations.

The “destination management” side of Hawai‘i tourism has many needs that HTA alone cannot usually meet. These include improvements to infrastructure (airports, roads, trails, etc.), clean bathrooms at parks, resort property upgrades, additional ocean-safety and environmental enforcement personnel, and other projects.

Addressing all of these would benefit residents as well as visitors. However, many of these are the legal or practical responsibility of other agencies (e.g., the State Department of Land and Natural Resources, State Department of Transportation, county governments, and elected officials).

### **HTA'S STRATEGIC PLAN FOCUSES ON:**

- Marketing and brand management aimed at bringing more high-spending, low-impact visitors;
- HTA-initiated contributions to community, cultural, and natural resource assets benefitting residents and visitors alike; and
- Reaching out to partner organizations, elected officials, and community groups to see if, when, and how we can work together to achieve destination management outcomes.

### **ORGANIZATION OF HTA AND OF THIS PLAN**

As currently organized, HTA has four “Pillars:”

- Natural Resources;
- Hawaiian Culture;
- Community (including community enrichment, workforce development, sports, safety and security); and
- Brand Management and Marketing (abbreviated here as Brand Marketing).

This plan is primarily organized by “Pillar.” However, there is substantial overlap and exchange among the “Pillars,” and together – along with support services and impact mitigation – they reinforce overall HTA operations. (See Figure 7.)

## 3.1 DEFINITIONS AND EXPLANATIONS OF TERMS USED IN THIS PLAN

**Elements of the Plan.** As used in this plan, the various parts, or elements, are defined as follows:

### GOAL

A broad overall end result, expressed in general language. Goals may be ongoing and usually lack measures of success. They are typically followed by one or more Objectives, which are more definite and measurable.

### OBJECTIVE

A more specific aspect of achieving a Goal. Objectives are expressed in ways suited to determining whether or not (or to what extent) they have been reached through Measures or Milestones.

### MEASURE OF SUCCESS

A quantitative (numerical) way of expressing whether (or to what extent) an Objective has been reached. A "measure" involves some change in dollars, percentages, or other number in explicitly or implicitly desirable ways.

### MILESTONE FOR SUCCESS

A qualitative way of determining progress toward an Objective (e.g. accomplishing a specific defined action). This is typically a new thing (e.g. starting a new program, or acquiring a capacity that is currently lacking, etc.) needed to reach the Objective. A "milestone" describes an intended action that either gets done as intended (success) or not (lack of success).

### GUIDING PRINCIPLE

A value statement about how to accomplish Goals and/or Objectives. (In the following Section 3.2, these are expressed as "Responsibilities" or *Kuleana*.)

### STRATEGIC CHOICE

An important overall or "high-level" decision about how to work toward Goals and/or Objectives. Most of the Strategic Choices on the following pages reflect different approaches being implemented from 2020 onward. However, a few are longstanding HTA choices of which the public is not always aware.

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### Other Terms Used in This Plan

#### RESPONSIBLE TOURISM

*Ua Mau ke Ea o ka 'Āina i ka Pono*

(The life of the land is perpetuated in righteousness)

Responsible Tourism has been defined as "making better places for people to live in and better places for people to visit."<sup>4</sup> More specifically, Responsible Tourism is described as tourism that:

- "minimizes negative economic, environmental and social impacts;
- generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
- involves local people in decisions that affect their lives and life changes;
- makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- provides access for people with disabilities and the disadvantaged;
- is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence."

#### HAWAI'I BRAND

As defined in Hawai'i Revised Statutes §201B-6(a), "... the programs that collectively differentiate the Hawai'i experience from other destinations." A brand is the sum total of the physical, intangible, and perceived aspects of a product or service that distinguish it from alternatives.

#### GLOBALLY ALIGNED OR GLOBALLY COORDINATED

Hawai'i tourism is marketed in nine major market areas (MMAs) that together include selected target markets around the world. To effectively communicate the essence of Hawai'i's brand, the core message must be consistent and aligned across markets. Within this core message, marketing contractors can adjust the message to reflect local market styles and preferences.

#### DESTINATION MANAGEMENT

As defined in this plan, this includes 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.

#### ENVISIONED IMPACT PLANNING COMPONENT

On a long-term basis, this means moving toward a more organized approach to minimizing negative tourism impacts – both in responding to existing concerns and planning in order to prevent future ones. It also involves thinking more broadly about developing the necessary framework to achieve this end (inclusive of budgetary, staffing, legal authority, and inter-agency coordination).

The inclusion of such an "Envisioned Planning Component" in the following Figure 7 represents a commitment by HTA to explore these issues. There may be other steps needed beyond those listed in Figure 7. However, the steps shown – such as possibly adding a staff position for planning and community facilitation – currently seem the most likely for further exploration.

<sup>4</sup> Responsible Tourism was defined in Cape Town in 2002 during the World Summit on Sustainable Development. This definition, the Cape Town Declaration, is now widely accepted and was adopted by the World Travel Market in 2007 for World Responsible Tourism Day.

## 3.2 HTA'S GUIDING PRINCIPLES AND STRATEGIC CHOICES

### HTA'S RESPONSIBILITIES (OUR KULEANA)

Above and beyond HTA's legal responsibilities, our *kuleana* is to:

- Actively address broad tourism issues by shifting more of HTA's resources into destination management, attracting and educating visitors, and working with other agencies to strengthen natural and cultural assets valued by both Hawai'i residents and visitors.
- Lead the visitor industry in supporting a strong Hawai'i economy. Even as we focus more on tourism management, it is also our *kuleana* to communicate tourism's economic benefits, such as providing jobs and tax revenues.
- Protect and market the Hawai'i "brand" while managing the destination. We understand this balance point will be a moving target over time.
- Place resident interests and benefits first. It is our responsibility to listen to tourism-related resident concerns, and to collaborate with industry, community, and government to work toward solutions.

### STRATEGIC CHOICES FOR THE NEXT FIVE YEARS: CLARIFYING AND INCREASING DESTINATION MANAGEMENT

HTA, like any organization, must make strategic choices about how to best use our limited resources. Hawai'i's economy depends on tourism, and we will continue to focus primarily on marketing the Hawai'i brand. However, as we put more emphasis on destination management, we will move forward with the following strategies:

- HTA is now spending proportionately more time and money on programs that strengthen what makes Hawai'i unique in the world and that benefit the community. Our marketing efforts have more emphasis on educating visitors to travel responsibly and attracting visitors who create greater social and economic benefits.
  - We are emphasizing growth in the social and economic benefits of tourism and reducing its impacts to our natural and cultural resources. We will focus on higher-spending visitors rather than growth in visitor numbers, and we will pay greater attention to impact management.
  - We will continue to respond to specific tourism-related issues and contribute to solutions on a case-by-case basis – when invited by elected officials and supported by the community.
  - We will explore ways to become more involved in destination planning and management at the county and state levels through collaboration with public and private sector partners. (See Figure 7 – “Envisioned Impact Planning Component”)
- We are focusing on destination management as an integrated system. This will include ongoing efforts to bring together county, state, federal, and private agencies to address specific tourism-related issues at overcrowded sites; offering timely responses to other community concerns; airport and harbor issues; visitor education; marketing to higher-spending, lower-impact visitors; and supporting organizations that strengthen social, cultural, and environmental activities for residents and visitors.
- HTA's integrated destination management system rests upon four “Pillars” of (1) Natural Resources; (2) Hawaiian Culture; (3) Community (including sports and safety); and (4) Brand Marketing. (See Figure 7.)

## Hawai'i Tourism Authority's *Kuleana*

**ADDRESS**  
broad tourism issues by shifting resources into destination management.

**LEAD**  
the visitor industry in supporting a strong Hawai'i economy.

**PROTECT**  
and market the Hawai'i "brand" while managing the destination.

**PLACE**  
residents' interests and benefits first.

## The Four Pillars of HTA's Investments in Assets Benefiting Both Residents & Visitors

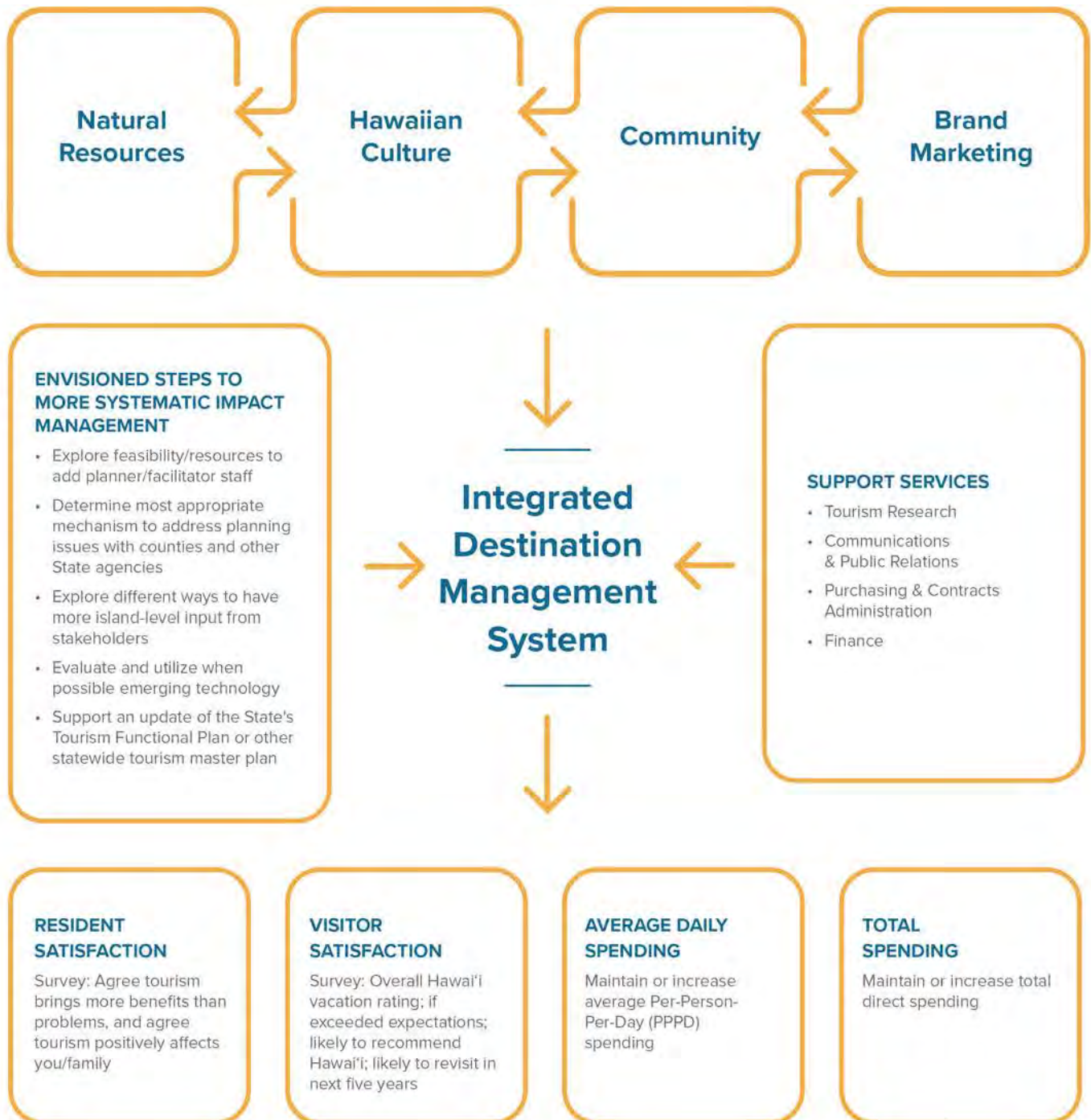


Figure 7: HTA Destination Management Based on Four Pillars



# NATURAL RESOURCES PILLAR

*Respect for Our Natural  
& Cultural Resources*



# HAWAIIAN CULTURE PILLAR

*Support Native Hawaiian  
Culture & Community*



# COMMUNITY PILLAR

*Ensure Tourism & Communities  
Enrich Each Other*



# BRAND MARKETING PILLAR

*Strengthen Tourism's  
Contributions*



3.3

## NATURAL RESOURCES PILLAR

*He ali'i ka 'āina, he kauwā ke kanaka.*  
The land is chief, and man is its servant.<sup>5</sup>

The reciprocal nature of our relationship to land is that we care for our natural resources and in return the land will care for us. In this symbiotic relationship, as people dedicate time and resources to the well-being of the land, the residents and visitors of this land will thrive.

**GOAL: *Respect for Our Natural and Cultural Resources***

Dedicate resources to programs that enhance and support Hawai'i's natural resources and cultural sites to improve the quality of life for all of Hawai'i's residents and to enhance the visitor experience.

<sup>5</sup> 'Ōlelo No'eau – Hawaiian Proverbs & Poetical Sayings by Mary Kawena Pukui, Number 531



## GUIDING PRINCIPLES

- Support, nurture, and amplify conservation and natural resource management by communities, nonprofits, and county, state, and federal agencies.
- Engage and encourage active education and management strategies of natural resources in areas frequented by visitors.

## STRATEGIC CHOICES

- Over the next five years, we are increasing our attention to improving and enhancing visitor-impacted infrastructure and natural resources, such as forests, parks, trails, cultural sites, beaches, and reefs.
- As we invest in the uniqueness and biodiversity of our islands, we are supporting sustainable management, responsible tourism, and educational outreach in areas with high visitor traffic.
- Recognizing the impacts of climate change and sea level rise, we will be coordinating and collaborating with relevant organizations to make the tourism industry more resilient.

---

## OBJECTIVES AND ASSOCIATED MEASURES

### OBJECTIVE 1:

Encourage and support sustainable and responsible tourism.

- Milestone(s)/Measure(s) for Obj. 1:
  - (a) Increasing number of training sessions provided for visitor industry partners.
  - (b) Increasing number of management level trainings.

### OBJECTIVE 2:

Engage and encourage active natural and cultural resource management strategies in areas frequented by visitors.

- Milestone(s)/Measure(s) for Obj. 2:
  - (a) Maintained or increased funding by HTA to other agencies for improving and managing tourism-impacted natural and cultural sites in proportion to overall budget.
  - (b) Identification of high impact areas by mobile location data tracking.

### OBJECTIVE 3:

Promote visitor industry alignment with the Aloha+ Challenge, Hawai'i's recognized model to achieve the United Nations Sustainable Development Goals, especially for energy and water.

- Milestone(s)/Measure(s) for Obj. 3:
  - (a) Increased number of partners/organizations joining the Hawai'i Green Business (HGB) Program.
  - (b) Initiation of efforts to track sustainable efforts of the visitor industry, possibly in these key areas:
    - Increased number of kilowatt hours saved;
    - Reduced amount of water consumed;
    - Increased number of renewable energy installations;
    - Reduced amount of petroleum used;
    - Reduced amount of plastic waste.

---

## PROGRAMMATIC ACTIONS:

- Provide funding through requests for proposals (RFPs) to organizations whose projects manage, protect, and improve Hawai'i's natural resources.
- Support efforts that encourage the visitor industry to purchase local products and locally grown food whenever appropriate to reduce dependence on imports and increase local economic activity.
- Contract to provide sustainable tourism certification and industry training modules to partners.
- Assist and recognize visitor industry businesses that operate in an environmentally and socially responsible manner, including local food purchasing and products, waste reduction, and reducing petroleum-based energy, and water usage.
- Conduct a collaborative environmental sustainability program with natural resource partners to mitigate visitor impacts and support responsible tourism initiatives.
- Collaborate with other government agencies, business/property owners and senior management to protect and enhance recognition of Hawai'i as a green destination and to meet or exceed the state's climate change and sustainability goals through the Aloha+ Challenge.



3.4

## HAWAIIAN CULTURE PILLAR

*‘O ke aloha ke kuleana o kāhi malihini.*

Love is the host in strange lands. Every guest is treated as family.<sup>6</sup>

*Ho‘okahi nō lā o ka malihini.*

A guest for only a day.<sup>7</sup>

Feelings of affection, compassion, mercy, sympathy, kindness, grace, charity, and so much more are appropriate translations of *aloha*. Through *aloha*, visitors are no longer guests after a day. They are contributing members of the family having the same *kuleana* as we do to protect all that is Hawai‘i.

### **GOAL: Support Native Hawaiian Culture/Community**

*Ho‘oulu* (grow) the uniqueness and integrity of the Native Hawaiian culture and community through genuine experiences for both visitors and residents.

### **GUIDING PRINCIPLES**

- Strengthen the relationship between the visitor industry and the Hawaiian community.
- Strive to nurture the Hawaiian culture by creating visitor experiences, activities, and marketing programs that are respectful and accurate.
- Support Hawaiian programs and cultural practitioners, craftsmen, musicians, linguists, and other artists to help preserve and perpetuate Hawaiian culture

### **STRATEGIC CHOICES**

- We are giving increased emphasis to the Hawaiian language by preserving language resources past and present, and by encouraging appropriate use of the language.
- We are strengthening the interaction of the HTA with other Native Hawaiian-serving organizations in alignment with our goals and objectives.

<sup>6</sup> ‘Ōlelo No‘eau – Hawaiian Proverbs & Poetical Sayings by Mary Kawena Pukui, Number 2453

<sup>7</sup> ‘Ōlelo No‘eau – Hawaiian Proverbs & Poetical Sayings by Mary Kawena Pukui, Number 1078

## OBJECTIVES AND ASSOCIATED MEASURES

### OBJECTIVE 1:

Support the everyday use of the Hawaiian language.

- Milestone(s)/Measure(s) for Obj. 1:
  - (a) Maintained or increased proportion of total budget for HTA cultural programs each year, specifically those focused on 'ōlelo preservation or education.
  - (b) Increased annual number of visits and unique visitors to the *Ma'ema'e* toolkit on the HTA website.

### OBJECTIVE 2:

Ensure the accurate portrayal of Hawaiian culture by HTA's marketing contractors.

- Milestone(s)/Measure(s) for Obj. 2:
  - (a) Establishment of criteria for cultural content of marketing materials.
  - (b) Assurance, through annual marketing contractor performance review of marketing and promotional materials and activities, that these materials and activities meet the standards of the cultural and language content criteria.

### OBJECTIVE 3:

Encourage accurate portrayal of Hawaiian culture in visitor industry marketing and experiences for visitors.

- Milestone(s)/Measure(s) for Obj. 3:
  - (a) Sponsorship or co-sponsorship of a statewide conference bringing together industry decision makers, cultural practitioners active in the industry, and various Native Hawaiian cultural groups to review best practices in marketing and visitor experiences.
  - (b) Publication of recommendations from the conference, along with participants' comments about the feasibility of carrying out the recommendations.

### OBJECTIVE 4:

Increase understanding and respect for cultural practitioners, cultural sites, and cultural resources.

- Milestone(s)/Measure(s) for Obj. 4:
  - (a) Establishment of a system for measuring and reporting the number of lodging industry entities with on-site cultural practice programs and practitioners, results to be tracked/reported annually.
  - (b) Numerical results of a survey (at least once during the next five years) of HTA's cultural training program graduates to determine extent of their activities.
  - (c) Development of a partnership with recognized Hawaiian cultural organizations to identify sites that are being used appropriately or inappropriately for touristic purposes.

### OBJECTIVE 5:

Provide the visitor industry with opportunities for Native Hawaiian cultural education and training for its workforce.

- Milestone(s)/Measure(s) for Obj. 5:
  - (a) Establishment of a requirement in workforce cultural training contracts to assess and report on program effectiveness.
  - (b) Annual reporting data that indicate increased numbers of organizations offering products and services certified as meeting HTA standards.

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## PROGRAMMATIC ACTIONS

- Provide funding for Native Hawaiian festivals and events that perpetuate the Hawaiian culture and community, and create unique and memorable experiences for residents and visitors.
- Provide the visitor industry, including senior level management and business owners, with access to comprehensive Hawaiian cultural training, curriculum and program.
- Work with contractors to enhance the visitor experience with programs that create and nurture a Hawaiian sense of place.
- Support Hawaiian cultural practitioners by creating opportunities in the visitor industry while enhancing the visitor experience.
- Fund programs that help to revitalize and normalize 'ōlelo Hawai'i (Hawaiian language).
- Enhance programs to provide meeting planners with an introduction to Hawaiian history and culture.
- Work with the University of Hawai'i to require that all HTA funded scholarships include coursework in Hawaiian Studies and Hawaiian Language.
- Elevate the position of Hawaiian cultural experts within the visitor industry to develop standards and practices.



### 3.5

## COMMUNITY PILLAR

*‘A’ohe hana nui ke alu ‘ia.*

No task is too big when done together by all.<sup>8</sup>

What’s good for the community is good for tourism. Effective communication with local residents about tourism, its contributions, and how it affects their community is important. When opportunities to collaborate and support community projects present themselves, we can all, collectively, help diversify the visitor experience.

#### **GOAL: Ensure Tourism and Communities Enrich Each Other**

Work to make sure residents and local communities benefit from tourism by supporting projects valued by the community and aligned with the destination’s brand and image; informing both residents and visitors of these projects and events; strengthening relations between residents and visitors; and forming partnerships to build a resilient tourism workforce and community.

#### **GUIDING PRINCIPLES**

- Work from the premise that “What’s good for the community is good for tourism.”
- Enhance the quality of life for residents and overall experience for visitors.
- Invest in programs that support community activities valued by residents and visitors for the social, economic, and environmental benefits they bring.

#### **STRATEGIC CHOICES**

- Our communications leadership position is now focusing on communications with local residents about tourism’s contributions to our communities.
- We are now requiring HTA-sponsored sports events to have clear and measurable community benefits and a strong nexus to tourism.
- We are expanding resources and support for safety-related programs that impact residents and visitors.
- As part of the new destination management emphasis, we are exploring how to create a stronger and more systematic approach to managing tourism impacts.

#### **OBJECTIVES AND ASSOCIATED MEASURES**

##### OBJECTIVE 1 (Community Enrichment):

Generate and/or invest in initiatives and projects that provide for positive resident-visitor interaction, celebrate Hawai‘i’s multicultural heritage, and support better relations between communities and the tourism industry.

- Milestone(s)/Measure(s) for Obj. 1:
  - (a) Targeted attendee satisfaction is at least 85%.
  - (b) Targeted percentages of attendees/participants are at least 25% residents and at least 25% visitors.
  - (c) Number of new or improved projects funded.
  - (d) Improved Resident Sentiment Survey measure on “Tourism is good for me and my family.”

<sup>8</sup> ‘Ōlelo No’eau – Hawaiian Proverbs & Poetical Sayings by Mary Kawena Pukui, Number 142

**OBJECTIVE 2 (Workforce Development):**

Help build a globally competitive visitor industry workforce with programs for residents starting from school age, to college students, and to those already in the visitor industry.

- Milestone(s)/Measure(s) for Obj. 2:
  - (a) Successful initiation of a schedule bringing together industry and education partners in a workforce committee to meet at least twice a year, beginning in the second half of 2020.
  - (b) HTA invests in at least three new programs as a result of the workforce committee.

**OBJECTIVE 3 (Communications):**

Generate effective messages to enhance residents' understanding of how Hawai'i tourism helps perpetuate Hawaiian culture, preserve the environment, and support communities.

- Milestone(s)/Measure(s) for Obj. 3:
  - (a) Growing reach and engagement on all HTA social media platforms.
  - (b) Increased numbers of news stories about HTA-sponsored events and programs.

**OBJECTIVE 4 (Safety & Security):**

Support education and prevention programs to improve safety among visitors and residents and to maintain Hawai'i's reputation as a safe destination.

- Milestone(s)/Measure(s) for Obj. 4:
  - (a) Improved visitor awareness of ocean and hiking safety information, as measured by increase in the percentage of surveyed visitors that recall seeing or hearing a safety-related video or message.
  - (b) Annual Marketing Effectiveness Study (MES) results for selecting Hawai'i as "It is a safe and secure place" and reason to return to Hawai'i as "It is safe."
  - (c) Annual Visitor Satisfaction Survey (VSAT) results for item "Based on your most recent trip to Hawai'i, how would you rate the state of Hawai'i on being a safe and secure destination?"

**OBJECTIVE 5 (Safety & Security):**

Actively participate in Hawai'i Emergency Management Agency's (HI-EMA's) preparedness exercises and serve as a communications link to assist Hawai'i's visitor industry and visitors during times of crisis.

- Milestone(s)/Measure(s) for Obj. 5:
  - (a) Number of channels/tools available (and if needed, used) to inform and educate visitor industry businesses and visitors about various foreseeable types of emergencies.
  - (b) Maintained or improved exercise measurements as established by HI-EMA.

**OBJECTIVE 6 (Mitigation):**

Identify, mitigate, and address key issues threatening community support for tourism and the integrity of Hawai'i's tourism industry by working with public agencies and private organizations.

- Milestone(s)/Measure(s) for Obj. 6:
  - (a) Number of issues identified by island.
  - (b) Number of issues addressed via stakeholder meetings by island.

**OBJECTIVE 7 (Sports):**

Support sports programs that create community engagement, have marketing value, provide economic benefits, support Hawai'i's youth, and are aligned with Hawai'i's brand.

- Milestone(s)/Measure(s) for Obj. 7:
  - (a) Economic impact from high-profile sporting events.
  - (b) Number of communities reached/served through the sports programs.
  - (c) Number of youth participation through the sports programs.

---

**PROGRAMMATIC ACTIONS**

- Provide funding through requests for proposals (RFPs) to support community projects that help diversify the visitor experience and align with our guiding principles.
- Provide development and training opportunities to build community organizations' effectiveness.
- Increase awareness of HTA-funded community programs.
- Expand programs that build a strong, globally competitive workforce for Hawai'i's visitor industry, providing quality employment opportunities for residents. Create a taskforce to determine how to meet employer and employee needs.
- Conduct communications outreach and a social media campaign to educate residents and local media about the breadth and depth of tourism's statewide benefits.
- Invest in safety promotion and injury prevention programs, such as ocean and hiking safety videos, to educate and inform visitors and residents.
- Support security programs to enhance safety and curtail criminal activity.
- Support statewide water safety programs to increase safety awareness at Hawai'i's beaches.
- Support visitor assistance programs such as the Visitor Aloha Society of Hawai'i (VASH) and its counterparts in each county.
- Actively participate in HI-EMA exercises and training that enhance HTA's ability to respond to crises.
- Convene community, government, and industry networks to support destination management and increase collaboration in responding to negative tourism impacts on Hawai'i's communities.
- Support sporting events that provide community benefits, as well as marketing and economic benefits.



3.6

## BRAND MARKETING PILLAR

*Pā i ka leo.*

Touched by the voice.<sup>9</sup>

*Lei Mahiki i ka ua kōkō'ula.*

Mahiki wears a lei of rainbow-hued rain.<sup>10</sup>

Hawai'i is adorned with its unique culture and natural landscapes. The warm voice that calls out to visitors is inviting and welcoming. This voice also instructs us to *nihī ka hele*, to tread softly, so that our travel activities are low-impact, coordinated, authentic, and market-appropriate. In the eyes of the beholder, Hawai'i is a destination paradise. It is important to educate residents and visitors on how to respect these voices of care and value.

**GOAL: Strengthen Tourism's Contributions**

Take the lead in protecting and enhancing Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market-appropriate; is focused on Hawai'i's unique culture and natural environment; and supports Hawai'i's economy by effectively attracting higher-spending, lower-impact travelers.

<sup>9</sup> 'Ōlelo No'eau – Hawaiian Proverbs & Poetical Sayings by Mary Kawena Pukui, Number 2575

<sup>10</sup> 'Ōlelo No'eau – Hawaiian Proverbs & Poetical Sayings by Mary Kawena Pukui, Number 1972

## GUIDING PRINCIPLES

- Develop effective marketing plans for each of HTA's designated major market areas (MMAs) with a common brand message, communicated in a way that is market appropriate.
- Differentiate Hawai'i from its competition by focusing on our unique Hawaiian culture, authentic activities, natural environment, and attractions, by engaging Native Hawaiian organizations.
- Focus marketing on higher-spending, lower-impact prospects by developing data-driven plans based on a deep understanding of current visitors and the visitor of the future.
- Nurture partnerships with industry partners – especially airlines, wholesalers, hoteliers, cruise lines, and others in the travel distribution system.
- Align marketing programs with the responsible development of tourism, including appropriate elements of the Aloha+ Challenge.
- Use advances in technology to enhance marketing efficiency and effectiveness, reach intended audiences, and promote responsible tourism.

## STRATEGIC CHOICES:

- We are managing marketing programs by implementing a review system tied to measurable results, closely linking contractor performance to HTA marketing principles and objectives.
- We are focusing more on Responsible Tourism within our marketing plans, including post-arrival programs to promote visitor safety and responsible travel.
- We are contracting with a centralized MCI (Meetings, Conventions, Incentives) sales and marketing organization to manage convention center, large multi-property, and single-property meetings; provide centralized global coordination; and improve credibility.
- We are collaborating with our contractors to coordinate the development of marketing materials for regions around the world with a common brand platform while allowing for market-specific nuances.

## OBJECTIVES AND ASSOCIATED MEASURES

### OBJECTIVE 1:

Ensure that Hawai'i's brand image is globally aligned and consistent with marketing principles of authenticity, uniqueness, and Responsible Tourism.

- Milestone(s)/Measure(s) for Obj. 1:
  - (a) Prospective visitors surveyed in the Marketing Effectiveness Survey (MES) who were aware of Hawai'i marketing materials but had never been to Hawai'i scoring statistically higher in perceptions of uniqueness of the destination than those who were unaware.
  - (b) Assurance, through annual contractor performance review and HTA oversight checklists, that marketing materials in each major market area have consistent branding, are aligned with core values, and are appropriately adapted for nuances in each market.

### OBJECTIVE 2:

Ensure marketing is focused on higher-spending, lower-impact market segments in each market area.

- Milestone(s)/Measure(s) for Obj. 2:
  - (a) Development of an expanded target list of higher-spending, lower-impact market segments by each Global Marketing Contractor.
  - (b) Increased percentages of the marketing budget devoted to high-spending market segments, along with increased MCI arrivals.
  - (c) Annual results of a new Visitor Satisfaction survey question asking if visitors recall hearing or seeing information about safe and responsible travel.

### OBJECTIVE 3:

Maintain or improve the strength of Hawai'i's brand relative to its competitors.

- Milestone(s)/Measure(s) for Obj. 3:
  - (a) Improved Hawai'i's ratings in the MES for "value" and "unique experiences."

## PROGRAMMATIC ACTIONS

- Contract for marketing in designated market areas and manage their programs in order to attract visitors to Hawai'i consistent with HTA's goals and guiding principles.
- Implement a Responsible Tourism marketing communications program to educate visitors both pre- and post-arrival with specific information about safe and respectful travel.
- Work with island-based organizations representing all six islands to maintain appropriate branding for each island, coordinate with all market contractors, and collaborate with island-based stakeholders.
- Work with subject matter experts to optimize the use of technology to take advantage of emerging applications and opportunities.

## ACKNOWLEDGMENTS

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**John Monahan**  
President & CEO  
HVCB

**Mary Neister**  
Vice President, MCI  
HVCB

**Barbara Okamoto**  
Senior Vice President, Market Insights & CRM  
HVCB

**Chris Resich**  
President  
MC&A, Inc.

**Noelani Schilling-Wheeler**  
Executive Director  
O'ahu Visitors Bureau

**Peter Shaindlin**  
Chief Operating Officer  
Halekūlani Corp.

**Jay Talwar**  
Chief Marketing Officer  
HVCB

**Eric Takahata**  
President  
Hawai'i Tourism Japan

**André Tatibouet**  
President  
Hawai'i Hotel Consultants, LLC

**Mitsue Varley**  
Vice President, Marketing  
Hawai'i Tourism Japan

**Cheryl Williams**  
Regional Vice President, Sales & Marketing  
Highgate

**Eric Workman**  
Vice President & Chief Marketing Officer  
Polynesian Cultural Center

#### **SAFETY**

**Jerry Dolak**  
Director of Safety & Security  
Hilton Hawaiian Village Waikiki Beach Resort

**Jessica Lani Rich**  
Executive Director  
Visitor Aloha Society of Hawai'i

#### **CULTURE**

**John De Fries**  
Executive Director  
Native Hawaiian Hospitality Association

**Mehanaokalā Hind**  
Director of Community Engagement  
Office of Hawaiian Affairs

**Hōkūlani Holt-Padilla**  
Director, Ka Hikina o Ka Lā  
University of Hawai'i Maui College

#### **NATURAL RESOURCES**

**Suzanne Case**  
Chair & Director  
State Department of Land & Natural Resources  
(DLNR)

**Curt Cottrell**  
Administrator, Division of State Parks  
DLNR

**Mike Millay**  
Nā Ala Hele Program Manager,  
Division of Forestry and Wildlife  
DLNR

**Brian Neilson**  
Administrator, Division of Aquatic Resources  
DLNR

**Josh Stanbro**  
Chief Resiliency Officer  
City & County of Honolulu

**Trisha Kēhaulani Watson**  
Principal  
Honua Consulting

#### **COUNTY GOVERNMENT**

**Hon. Derek Kawakami**  
Mayor  
County of Kaua'i

**Hon. Michael Victorino**  
Mayor  
County of Maui

**Kay Fukumoto**  
Director, Office of Economic Development  
County of Maui

**Edwin Hawkins**  
Director, Office of Economic Development  
City and County of Honolulu

**Diane Ley**  
Director, Office of Economic Development  
County of Hawai'i

**Robbie Melton**  
Director, Office of Economic Development  
County of Kaua'i

**Ipo Mossman**  
HTA Liaison, Office of Economic Development  
County of Maui

**Terryl Venci**  
Community Liaison (Tourism), Office of the Mayor  
County of Maui

#### **STATE GOVERNMENT**

**Linda Chu Takayama**  
Chief of Staff  
Gov. David Ige

**Rep. Richard Onishi**  
Chair  
House Tourism and International Affairs  
Committee

**Sen. Glenn Wakai**  
Chair  
Senate Energy, Economic Development  
and Tourism Committee

**Rep. Sylvia Luke**  
Chair  
House Finance Committee

**Mike McCartney**  
Director  
Dept. of Business,  
Economic Development & Tourism

**Ross Higashi**  
Deputy Director (Airports)  
Dept. of Transportation

**John Richards**  
Dean of Business, Legal, Technology,  
Culinary & Hospitality  
Kapi'olani Community College



## THE ALOHA+ MĀLAMA MANDATE

On April 19, 2019, Hawai'i's island leaders signed the Aloha+ Mālama Mandate in honor of Global Goals on Local Action Day. This marked Hawai'i's designation as a United Nations Local2030 Hub – the first hub in the Pacific and Island hub worldwide. The Hawai'i Tourism Authority recognizes the importance of supporting the Mālama Mandate for the future Hawai'i, our residents, and as a premier visitor destination.

The Hawai'i Tourism Authority commits to the Mālama Mandate as a Call to Action through 2025. Inspired by our love for Hawai'i, our collective ancestors and descendants, and our commitment to navigating towards a better future for Island Earth, we will:

- Perpetuate *mālama* values and the spirit of *aloha* within my personal life, my *'ohana*, my community, and with visitors, as well as through my work and the respective institutions we serve;
- Take action to advance the Aloha+ Challenge, Hawai'i's local framework to achieve the United Nations Sustainable Development Goals, through a *mālama 'āina* approach;
- Honor the legacy of the Native Hawaiian culture and knowledge, which are embodied in the legacy of *Mālama Hawai'i* and the message of *Mālama Honua* carried across the world's oceans by the *Hōkūle'a*;
- Build a global culture of sustainability for future generations, grounded in key values of *mālama*, *'ohana*, *kuleana*, and *aloha*.
- Acting together, Hawai'i can be the starlight that helps others find the balance and share an island worldview with the rest of the world.

A collection of handwritten signatures in various colors and styles, representing the signatories of the Aloha+ Mālama Mandate. The signatures are arranged in several rows and columns, with some names written in print below the signatures.



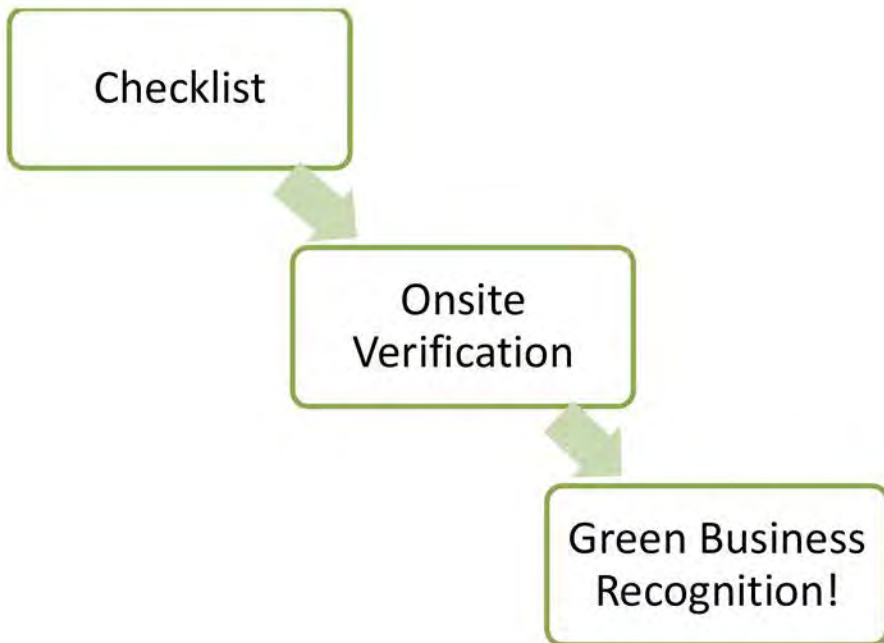
**HAWAII TOURISM AUTHORITY**

1801 Kalākaua Avenue, 1st Floor  
Honolulu, Hawai'i 96815

(808) 973-2255  
[info@gohta.net](mailto:info@gohta.net)



# Hawai'i Green Business Program Green Hotels and Resorts Checklist



# Checklist

To be recognized as a Hawaii Green Hotel or Resort, applicants **must be in compliance with environmental regulations and follow the instructions listed under each section. Check N/A and skip that section, if it does not apply.** When completed, please submit this checklist to [travis.hiramoto@doh.hawaii.gov](mailto:travis.hiramoto@doh.hawaii.gov) and [gail.suzuki-jones@hawaii.gov](mailto:gail.suzuki-jones@hawaii.gov)

In addition to this checklist, each property must submit utility (electricity, gas and water) usage and recycling data metrics for at least two years (current year and previous year). If your property complies with Hawaii Green Business Program (HGBP) Checklist requirements, applicants may continue the process toward recognition by arranging an on-site verification visit. Properties must score a minimum of 121 credits and have all required items (if applicable) implemented.

Completing the checklist is just the first step in becoming a Green Business. Implementing policies and instituting them within your facility, as well as making sure every employee respects and adheres to them is crucial to your success in the program. Please review these policies with your employees and maintain them for your Green Business Certification.

**Note: For islands other than Oahu, please refer to your island's corresponding utility/entity websites. A list of neighbor island utilities/entities has been provided at the end of this checklist.**

## **Guidelines for Certification (306 Max Possible Points):**

**121 credits – Kulia I Ka Nu'u (Strive to Reach the Summit)**

**122-182 credits - Kaulike (To Achieve Balance)**

**183-244 credits - Kela (Excellence)**

**245-306 credits - Po'okela (Excellence in Leadership)**

### **For Business Recycling Info**

<http://www.opala.org>

### **For More Green Tips**

<http://greenbusiness.hawaii.gov/w>

[D-](#)

[content/uploads/2017/02/GREEN-](http://content/uploads/2017/02/GREEN-)

See

<http://health.hawaii.gov/shwb/p2/>

for Pollution Prevention  
information

The names for the rating levels were identified by Native Hawaiians as key cultural values, according to George Kanaha author of *Ku Kanaka*. These values along with: Aloha (love, reciprocity), ha 'aha 'a (humility), lokomaika'i (generosity), ho 'okipa (hospitality), haipule (spirituality), wiwo (obedience), laulima (cooperativeness), ma 'ema'e (cleanliness), 'ouli 'olu (graciousness), pa 'ahana (diligence), ho 'omanawanui (patience), le 'ale 'a (playfulness), ho'okuku (competitiveness), ho 'ohiki (keeping promises), huikala (forgiveness), na 'auao (intelligence), kuha 'o (self reliance), koa (courage), Kokua (helpfulness), hanohano (dignity), ohana (family), and ku pono (honesty), are identified as important Hawaiian values.

***This document does not constitute State of Hawaii (SOH) policy. Mention of trade names or commercial products does not constitute endorsement or recommendation of use. Links to non-SOH websites do not imply any official SOH endorsement of or a responsibility for the options, ideas, data or products presented at those locations or guarantee the validity of the information provided. Links to non-SOH servers are provided solely as a reference to information that might be useful to SOH staff and public.***

# I. Background

Please complete the information in this section.

## CONTACT INFORMATION

**Business Name:**

**Contact Name and Title:**

**Contact Phone:**

**Contact Email:**

## PROPERTY INFORMATION

1. Are you the property owner?
2. Are you the facility manager?
3. Are you the site engineer?
4. Are you a tenant in a rented space?
5. If yes, who is the owner / manager of your property?
6. How many square feet does your organization occupy?
7. Do you receive a monthly electricity bill?
8. If not, do you have a plan to be sub-metered?
9. Do you receive a monthly water bill?
10. Do you have any plans for major equipment/energy/water retrofits?
11. Please explain:

## II. SOLID WASTE REDUCTION AND RECYCLING STANDARDS

### A. Paper Reduction Measures

Section N/A

If N/A, please explain in the box below:

**Each checked box is worth one credit, unless noted.**

Implement the required measures (**in bold**) below and **at least five (5) credits** within this section.

|   | Yes                      | Date Implemented |
|---|--------------------------|------------------|
| <b>1. Register, track and plot solid waste and recycled materials at the EPA's WasteWise website - <a href="https://www.epa.gov/smm/wastewise">https://www.epa.gov/smm/wastewise</a></b>  | <input type="checkbox"/> |                  |
| <b>2. Make double-sided printing and copying standard practice (set all computers to print double-sided default)</b>  | <input type="checkbox"/> |                  |
| <b>3. Conduct a waste assessment. Review annually to determine if additional measures should be implemented</b>   | <input type="checkbox"/> |                  |
| 4. Keep a stack of previously used paper near printers; use it for drafts or internal memos   | <input type="checkbox"/> |                  |
| 5. Purchase a fax machine that uses plain (recyclable) paper  | <input type="checkbox"/> |                  |
| 6. Use computer fax modems that allow faxing directly from computers without printing   | <input type="checkbox"/> |                  |
| 7. Store and share documents, emails, and information electronically. Scan (PDF, images, etc.) documents with a scanner to save paper.  | <input type="checkbox"/> |                  |
| <b>8. Eliminate all mailings that are unwanted, including:</b>  |                          |                  |
| <b>a.</b> Duplicate or other unwanted mail and magazine subscriptions by sending back mailing labels, calling or going online to request removal  | <input type="checkbox"/> |                  |
| <b>b.</b> Remove your name/company from junk mail lists by writing to senders requesting removal from mailing. Write "refused" on first class mail and it will be return to sender. You can get help by writing Mail preference Service- Direct Marketing Association, PO Box 3861, NY, NY 10163-3861. Or <a href="http://www.ecocycle.org/junkmail">http://www.ecocycle.org/junkmail</a> | <input type="checkbox"/> |                  |
| <b>c.</b> Purge your own mailing lists to eliminate duplication   | <input type="checkbox"/> |                  |
| <b>9. Develop report routing lists and minimize the number of employees who receive individual paper copies</b>   | <input type="checkbox"/> |                  |
| <b>10. Reuse envelopes as both send and return envelopes</b>  | <input type="checkbox"/> |                  |
| <b>11. Replace memos with email messages</b>  | <input type="checkbox"/> |                  |
| <b>12. Design marketing materials that require no envelopes</b>   | <input type="checkbox"/> |                  |
| <b>13. Reduce office scrap paper (letters, faxes) by reusing as scratch paper</b>   | <input type="checkbox"/> |                  |
| <b>14. Set word processing defaults for smaller fonts and margins that minimize paper use without sacrificing legibility</b>  | <input type="checkbox"/> |                  |
| <b>15. Other:</b>   | <input type="checkbox"/> |                  |

**Section A Total** .....



## B. Solid Waste Reduction Methods

If N/A, please explain in the box below:

Implement the required measures **(in bold)** below and **at least four (4)** credits within this section.

|  | Yes                      | Date Implemented |
|--|--------------------------|------------------|
| <b>1. In the lunch/break room, replace disposables with permanent ware (mugs, dishes, utensils, etc.) and use refillable containers for sugar, salt and pepper, etc. to avoid individual condiment packets</b>   | <input type="checkbox"/> |                  |
| <b>2. Replace disposable cups and cutlery with durable items for in-room, reception, breakfast and room services</b>   | <input type="checkbox"/> |                  |
| <b>3. Eliminate plastic beverage bottles for employees</b>   | <input type="checkbox"/> |                  |
| 4. Within the last two years, demonstrate a:   |                          |                  |
| a. 25% diversion of your annual solid waste stream (1 credit)  | <input type="checkbox"/> |                  |
| b. 50% diversion of your annual solid waste stream (2 credits)   | <input type="checkbox"/> |                  |
| 5. Switch to bulk-dispensed amenities in guest rooms:  |                          |                  |
| a. Soap  | <input type="checkbox"/> |                  |
| b. Shampoo & Conditioner   | <input type="checkbox"/> |                  |
| 6. Change amenity programs so that rarely used items are supplied only upon request  | <input type="checkbox"/> |                  |
| 7. Switch from individual condiment packets to refillable bottles (2 credits)  | <input type="checkbox"/> |                  |
| 8. Procure grains in bulk (e.g., rice, flour, salt) packaged in multi-walled paper bags, which can be recycled with your cardboard   | <input type="checkbox"/> |                  |
| 9. Use cloth napkins instead of paper <a href="http://health.hawaii.gov/">http://health.hawaii.gov/</a>  | <input type="checkbox"/> |                  |
| 10. Replace:   |                          |                  |
| a. Cocktail napkins with reusable coaster  | <input type="checkbox"/> |                  |
| b. Plastic beverage bottles with reusable or complimentary options (glass, stainless, etc.) for guests. Bottles may be branded for marketing opportunities.  | <input type="checkbox"/> |                  |
| 11. Eliminate the use of plastic bags (Replace with paper bags, preferably made with minimum 40% post-consumer waste, re-usable bags or BPI ( <a href="http://www.bpiworld.org">http://www.bpiworld.org</a> ) certified compostable bags are acceptable) | <input type="checkbox"/> |                  |
| 12. Install air hand dryers or cloth roller towels in staff washrooms instead of paper towels  | <input type="checkbox"/> |                  |
| 13. Use green caterers that use only reusable and/or compostable dishware, compost and recycle, and/or purchase produce from local, organic vendors  | <input type="checkbox"/> |                  |
| 14. Work with vendors to minimize product packaging. Use recyclable, reusable and returnable packaging (2 credits)   | <input type="checkbox"/> |                  |
| 15. Eliminate inner-pack dividers in shipping containers for miscellaneous supplies  | <input type="checkbox"/> |                  |
| 16. Use biodegradable garbage liners throughout your property (2 credits)  | <input type="checkbox"/> |                  |
| 17. Eliminate the use of plastic bags (Replace with paper bags, preferably made with minimum 40% post-consumer waste, re-usable bags or BPI ( <a href="http://www.bpiworld.org">http://www.bpiworld.org</a> ) certified compostable bags are acceptable) | <input type="checkbox"/> |                  |
| 18. Replace wire/plastic hangers with permanent ones to lower theft/replacement costs  | <input type="checkbox"/> |                  |
| 19. Purchase reusable hats for kitchen employees instead of single use/disposable ones   | <input type="checkbox"/> |                  |
| 20. Other:   | <input type="checkbox"/> |                  |

**Section B Total**.....

### C. Donations

Section N/A

If N/A, please explain in the box below:

Implement at least two (2) credits within this section.

|   | Yes                      | Date Implemented |
|---|--------------------------|------------------|
| 1. Donate partially used amenity bottles to local shelters, nursing homes or halfway houses (2 credits)   | <input type="checkbox"/> |                  |
| 2. Donate old uniforms and linens to shelters or nonprofits: <a href="http://www.opala.org">http://www.opala.org</a> (2 credits)  | <input type="checkbox"/> |                  |
| 3. Donate unwanted furniture, supplies, electronics, scrap material, etc. (2 credits)   | <input type="checkbox"/> |                  |
| 4. Send unused toiletries to organizations such as Clean the World - <a href="https://cleantheworld.org/get-involved/hotel-recycling-program/">https://cleantheworld.org/get-involved/hotel-recycling-program/</a> or <a href="https://www.occ-usa.org/">https://www.occ-usa.org/</a> | <input type="checkbox"/> |                  |

**Quick Tip** - For more information on reusable items see resource section on page 24.

Section C Total.....

### D. Segregate, Reuse, or Recycle Materials

If N/A, please explain in the box below:

Implement the required measures (in bold) below and at least seven (7) credits within this section.

|   | Yes                      | Date Implemented |
|---|--------------------------|------------------|
| 1. <b>Implement a recovery and recycling program throughout the property.</b>   | <input type="checkbox"/> |                  |
| 2. <b>Recycle or reuse paper including: Cardboard (corrugated cardboard boxes), mixed paper (junk mail, scrap and colored paper), newspaper, office paper (white ledger, color paper, computer, large format and copier paper)</b>  | <input type="checkbox"/> |                  |
| 3. <b>Recycle all glass, plastic, aluminum, and HI-5 containers</b>   | <input type="checkbox"/> |                  |
| 4. <b>Donate excess post-consumer food to employees, local homeless shelters and animal feed/farmers (covered under the Good Samaritan law) and/or have an "employee use" policy for leftovers: <a href="http://www.hawaiifoodbank.org">http://www.hawaiifoodbank.org</a></b> | <input type="checkbox"/> |                  |
| 5. <b>Have staff separate materials from guest rooms and aid in waste diversion.</b>  | <input type="checkbox"/> |                  |
| 6. <b>Recycle all construction and demolition debris (in accordance with Honolulu's Recycling ordinance)</b>  | <input type="checkbox"/> |                  |
| 7. <b>Designate space throughout the property to make recycling easier. This space can be used to store recyclables or serve as drop off points for employees and guests</b>  | <input type="checkbox"/> |                  |
| 8. Recycle:   |                          |                  |
| a. Wood- pallets and/or wood from renovation projects   | <input type="checkbox"/> |                  |
| b. Condiment containers   | <input type="checkbox"/> |                  |
| c. Packaging materials  | <input type="checkbox"/> |                  |

|  |                          |  |
|--|--------------------------|--|
| <b>d.</b> Non-deposit containers.  | <input type="checkbox"/> |  |
| <b>9.</b> Do "grass cycling." Rather than disposing, leave grass clippings on the ground (2 credits)   | <input type="checkbox"/> |  |
| <b>10.</b> Do not purchase styrofoam. If you receive styrofoam and other packing material reuse it in your own packaging.  | <input type="checkbox"/> |  |
| <b>11.</b> Reuse stained or old guest towels and linens.   | <input type="checkbox"/> |  |
| <b>12.</b> Provide recycling bins for glass, aluminum, plastic, and paper in common areas (eg. near vending machines, near elevators, in the lobby, inside or outside of conference rooms, etc.)   | <input type="checkbox"/> |  |
| <b>13.</b> Provide recycling bins for glass, aluminum, plastic & paper in all guest rooms (2 credits)  | <input type="checkbox"/> |  |
| <b>14.</b> Sign up and join the EPA Food Recovery Challenge (2 credits):<br><a href="https://www.epa.gov/sustainable-management-food/food-recovery-challenge-frc">https://www.epa.gov/sustainable-management-food/food-recovery-challenge-frc</a>  | <input type="checkbox"/> |  |
| <b>15.</b> Reduce over-purchasing of food by creating guidelines or implementing an inventory system to ensure that you only purchase what you need when you need it.  | <input type="checkbox"/> |  |
| <b>16.</b> Reduce plate waste (food left uneaten) by modifying menus and changing serving sizes and garnishes.   | <input type="checkbox"/> |  |
| <b>17.</b> Post informational signs at buffet-style food service venues to encourage guests to order or take only the food they can consume.   | <input type="checkbox"/> |  |
| <b>18.</b> Use excess pre-consumer food, and any other food not eaten or donated for animal feed.  | <input type="checkbox"/> |  |
| <b>19.</b> Compost all other unused food, and any other unused food not donated or eaten by employees or used for animal feed.   | <input type="checkbox"/> |  |
| <b>20.</b> Require laundry service to use reusable bags to transport dirty and clean linen.  | <input type="checkbox"/> |  |
| <b>21.</b> Other:  | <input type="checkbox"/> |  |
| <p><b>Quick Tip</b> - The Plastic Loose Fill Council at <a href="http://www.epspackaging.org/">http://www.epspackaging.org/</a> will direct you to businesses accepting polystyrene peanuts for reuse.<br/> Visit <a href="https://www.epa.gov/sustainable-management-food/tools-preventing-and-diverting-wasted-food#calculator">https://www.epa.gov/sustainable-management-food/tools-preventing-and-diverting-wasted-food#calculator</a> for the EPA's food waste calculator and additional information.<br/> Visit <a href="https://www.epa.gov/sustainable-management-food/wasted-food-programs-and-resources-across-united-states">https://www.epa.gov/sustainable-management-food/wasted-food-programs-and-resources-across-united-states</a> for additional EPA Food Recovery Challenge information.</p> |                          |  |

**Section D Total** .....

**Comments:** If you have any notable green practices not mentioned or you checked "Other" in any of the above Sections, please explain here. *E.g. Purchasing: We buy all of our products locally.*

### III. PURCHASING

#### E. Recycled Products

If N/A, please explain in the box below:

**Each checked box is worth one credit, unless noted.  
Implement at least three (3) credits within this section.**

|  | Yes                      | Date Implemented |
|--|--------------------------|------------------|
| <b>1.</b> Implement procurement guidelines for purchase and the use of products with at least 30% post-consumer recycled content. These products include but are not limited to:                   |                          |                  |
| <b>a.</b> Pencils/ rulers and other desk accessories   | <input type="checkbox"/> |                  |
| <b>b.</b> Recycling containers   | <input type="checkbox"/> |                  |
| <b>c.</b> Refuse pails and bags (recycled HDPE trash liner bags instead of ones made of LDPE or LLDPE)   | <input type="checkbox"/> |                  |
| <b>d.</b> Rubber hoses made from tires   | <input type="checkbox"/> |                  |
| <b>e.</b> Toilet seat covers (public restrooms)  | <input type="checkbox"/> |                  |
| <b>f.</b> Take-out containers-paperboard and plastics (#1, #2, #6, #7)   | <input type="checkbox"/> |                  |
| <b>g.</b> Toilet paper and paper towels  | <input type="checkbox"/> |                  |
| <b>h.</b> Office paper products  | <input type="checkbox"/> |                  |
| <b>i.</b> Other  | <input type="checkbox"/> |                  |
| <b>2.</b> Purchase mulch, soil amendments and compost made of plant trimmings, or green waste  | <input type="checkbox"/> |                  |
| Purchase at least 25% recycled content construction materials when building/remodeling:  |                          |                  |
| <b>a.</b> Plastic lumber for decking   | <input type="checkbox"/> |                  |
| <b>b.</b> Benches  | <input type="checkbox"/> |                  |
| <b>c.</b> Railing  | <input type="checkbox"/> |                  |
| <b>d.</b> Carpet   | <input type="checkbox"/> |                  |
| <b>e.</b> Carpet padding   | <input type="checkbox"/> |                  |
| <b>f.</b> Other  | <input type="checkbox"/> |                  |
| <b>4.</b> Purchase recycled oil and/or antifreeze for fleet vehicles   | <input type="checkbox"/> |                  |
| <b>5.</b> Use rechargeable batteries for TV remotes, pagers, etc   | <input type="checkbox"/> |                  |
| <b>6.</b> Use recyclable laser and copier toner cartridges   | <input type="checkbox"/> |                  |
| <b>7.</b> Purchase re-treaded tires for your fleet vehicles  | <input type="checkbox"/> |                  |
| <b>8.</b> Other  | <input type="checkbox"/> |                  |
| <b>Quick Tip</b> – For more information on rechargeable batteries got to the Rechargeable Battery Recycling Corporation at <a href="http://www.call2recycle.org/">http://www.call2recycle.org/</a> |                          |                  |

**Section E Total** .....

**Comments:** If you have any notable green practices not mentioned or you checked "Other" in any of the above Sections, please explain here.

## IV. ENERGY CONSERVATION

### F. Equipment

If N/A, please explain in the box below:

**Each checked box is worth one credit, unless noted.**

Implement the required measures (**in bold**) below and **at least seven (7)** credits within this section.

|  | Yes                      | Date Implemented |
|--|--------------------------|------------------|
| 1. Track and plot energy consumption using programs such as the Energy Star Portfolio Manager - <a href="http://www.energystar.gov/buildings/about-us/how-can-we-help-you/benchmark-energy-use">http://www.energystar.gov/buildings/about-us/how-can-we-help-you/benchmark-energy-use</a> . For properties reapplying, demonstrate energy savings from previous year.  | <input type="checkbox"/> |                  |
| 2. Complete regularly scheduled maintenance on your HVAC (heating and air conditioning) and refrigeration system (at least twice a year)   | <input type="checkbox"/> |                  |
| 3. Clean permanent filters with a mild detergent every two months (change replaceable filters every 2 months)  | <input type="checkbox"/> |                  |
| 4. Check entire air handling system each year for coolant and air leaks, duct sealing, clogs, and obstructions of air intake and vents   | <input type="checkbox"/> |                  |
| 5. Clean condenser coils of dust and lint, as specified by the manufacturer's guidelines   | <input type="checkbox"/> |                  |
| 6. Inspect and repair economizers on AC system, as specified by the manufacturer's guidelines  | <input type="checkbox"/> |                  |
| 7. Assign a person to monitor energy bills for sudden spikes in energy use   | <input type="checkbox"/> |                  |
| 8. Have a commercial energy assessment of your facility done. Please indicate in the comments section if your property is ENERGY STAR-certified/labeled or is pursuing ENERGY STAR certification   | <input type="checkbox"/> |                  |
| 9. Install sensors on vending and ice machines, and place machines in shaded areas   | <input type="checkbox"/> |                  |
| Within the last two years, demonstrate a:  |                          |                  |
| <b>a.</b> 15% reduction of your annual energy use (1 credit)   | <input type="checkbox"/> |                  |
| <b>b.</b> 25% reduction of your annual energy use (2 credits)  | <input type="checkbox"/> |                  |
| <b>c.</b> 35% reduction of your annual energy use (3 credits)  | <input type="checkbox"/> |                  |
| <b>d.</b> 50% reduction of your annual energy use (4 credits)  | <input type="checkbox"/> |                  |
| <b>e.</b> 75% or above reduction of your annual energy use (6 credits)   | <input type="checkbox"/> |                  |
| 11. Select and enable electrical equipment with energy saving features such as ENERGY STAR-labeled products  | <input type="checkbox"/> |                  |
| 12. Install and use power management programs and settings that save energy by automatically turning off or powering down computers, monitors and idle printers  | <input type="checkbox"/> |                  |
| 13. Install timers on hood fans, exhaust systems, and hood lights  | <input type="checkbox"/> |                  |
| 14. During low occupancy periods, group guests in zones for more efficient use of mechanical and electrical systems (Saves energy in unoccupied areas)   | <input type="checkbox"/> |                  |
| 15. Plug equipment and appliances into a time switch to ensure they are off after hours  | <input type="checkbox"/> |                  |
| If the following equipment is not energy-efficient, create a policy or plan so that when equipment is replaced, energy-efficient equipment is purchased. Visit EPEAT for computer/monitor purchasing at <a href="http://www.epeat.net/">http://www.epeat.net/</a> , and ENERGY STAR, for room, office, kitchen, and laundry equipment at <a href="http://www.energystar.gov/products/certified-products">http://www.energystar.gov/products/certified-products</a> : |                          |                  |

|  |                          |  |
|--|--------------------------|--|
| a. Room equipment: TVs, VCRs and DVD players, alarm clocks, hair dryers, irons, and coffee/tea makers  | <input type="checkbox"/> |  |
| b. Room equipment: TVs, VCRs and DVD players, alarm clocks, hair dryers, irons, and coffee/tea makers  | <input type="checkbox"/> |  |
| c. HVAC Equipment: chillers, packaged terminal air conditioners, central air conditioners, central heat pumps, split ductless heat pumps, geothermal heat pumps, water heaters | <input type="checkbox"/> |  |
| d. Office: fax machines, copiers, printers, computers, monitors  | <input type="checkbox"/> |  |
| e. Kitchen equipment: freezers, refrigerators, cook tops, ovens, and dishwashers   | <input type="checkbox"/> |  |
| f. Laundry equipment: boilers, washers, dryers, extractors   | <input type="checkbox"/> |  |
| 17. Control air conditioning units while guest rooms are unoccupied.   | <input type="checkbox"/> |  |
| 18. Install shading for rooftop HVAC systems   | <input type="checkbox"/> |  |
| 19. Use cool roofs for energy efficiency <a href="http://www.epa.gov/heatisd/mitigation/coolroofs.htm">http://www.epa.gov/heatisd/mitigation/coolroofs.htm</a>                 | <input type="checkbox"/> |  |
| 20. Other  | <input type="checkbox"/> |  |

**Quick Tip** – For more information on Energy Star power management visit the Energy Star power management site at [http://www.energystar.gov/index.cfm?c=power\\_mgt.pr\\_power\\_mgt\\_low\\_carbon](http://www.energystar.gov/index.cfm?c=power_mgt.pr_power_mgt_low_carbon)

**Section F Total** .....

### G. Lighting, Hot Water, Heating, Refrigeration

If N/A, please explain in the box below:

**Implement at least seven (7) credits within this section.**

|  | Yes                      | Date Implemented |
|--|--------------------------|------------------|
| 1. Install daylight and/or occupancy sensors for low/variable occupancy areas (2 credits)  | <input type="checkbox"/> |                  |
| 2. Replace incandescent bulbs & CFLs with LED, & other energy efficient lighting systems   | <input type="checkbox"/> |                  |
| 3. Assess 24-hour lighting, upgrade fluorescent lighting with T-8 or T-5 lamps with electronic ballasts (T-8 systems consume up to 20% less energy than conventional T-12 systems) | <input type="checkbox"/> |                  |
| 4. Retrofit exit signs with LED or photo/bio-luminescent lighting  | <input type="checkbox"/> |                  |
| 5. Install occupancy sensors to control light/AC/ heat and TVs (2 credits)   | <input type="checkbox"/> |                  |
| 6. Clean fixtures, lighting, ceilings, walls, & windows (dirt can reduce efficiency by 50%)  | <input type="checkbox"/> |                  |
| 7. Use light switch reminders to remind guests and staff to turn off lights  | <input type="checkbox"/> |                  |
| 8. Institute a policy that all electronic devices and lighting be turned off in un-occupied rooms or install key card system that deactivates lighting ( 2 credits)                | <input type="checkbox"/> |                  |
| 9. Check pilot lights for proper adjustment  | <input type="checkbox"/> |                  |
| 10. Insulate all major hot water pipes and storage tanks   | <input type="checkbox"/> |                  |
| 11. Use weather-stripping to close air gaps around doors and windows   | <input type="checkbox"/> |                  |
| 12. Set thermostat to 76° F for cooling, and 68° F for heating in unoccupied rooms (2 credits)   | <input type="checkbox"/> |                  |
| 13. Drain and flush hot water tanks every 6 months to prevent scale build up/deposits (This can reduce efficiency)   | <input type="checkbox"/> |                  |
| 14. Set hot water heaters to standard 125 -130° F (2 credits)  | <input type="checkbox"/> |                  |
| 15. Turn cooling units off when the weather is cooler  | <input type="checkbox"/> |                  |

|  |                          |  |
|--|--------------------------|--|
| 16. Purchase walk-in refrigerators with open door buzzers or install open-door buzzers on all existing walk-in refrigerators               | <input type="checkbox"/> |  |
| 17. Install plastic air curtains and air blowers over walk-in refrigerator doors   | <input type="checkbox"/> |  |
| 18. Install solar water heating for the property   | <input type="checkbox"/> |  |
| 19. Install a renewable energy source for your property (wind,/turbine, photovoltaic, etc. 2 credits)                                      | <input type="checkbox"/> |  |
| 20. Install daylight sensors, occupancy sensors, and timers in all common areas  | <input type="checkbox"/> |  |
| 21. For heated pools, saunas, and spas, install energy efficient heat pumps or reroute HVAC water, or solar water system for reutilization | <input type="checkbox"/> |  |
| 22. Other  | <input type="checkbox"/> |  |

**Section G Total** .....

**Comments:** If you have any notable green practices not mentioned or you checked "Other" in any of the above Sections, please explain here. *E.g. Purchasing: We buy all of our products locally.*

**See The Department of Health's E-waste Website for recycling:**  
<http://health.hawaii.gov/ewaste/>

## V. WATER CONSERVATION

### H. Water Use Control

If N/A, please explain in the box below:

**Each checked box is worth one credit, unless noted.**

**Implement the required measures (in bold) below and at least six (6) credits within this section.**

|   | Yes                      | Date Implemented |
|---|--------------------------|------------------|
| <b>1. Track and plot water consumption using the Energy Star Portfolio Manager</b>  | <input type="checkbox"/> |                  |
| <b>2. Install 1.5 gpm high efficiency pre-rinse spray valves for all dishwashing areas</b>  | <input type="checkbox"/> |                  |
| <b>3. Institute a water saving program. Check for leaks, drips, and running toilets throughout the day. Train employees on detecting and reporting leaks. Minimize water use when cleaning sinks and tubs</b>   | <input type="checkbox"/> |                  |
| Demonstrate a:  |                          |                  |
| a. 15% reduction of your annual water use through any measure or combination of measures (1 credit)   | <input type="checkbox"/> |                  |
| b. 25% reduction of your annual water use through any measure or combination of measures (2 credits)  | <input type="checkbox"/> |                  |
| c. 35% reduction of your annual water use through any measure or combination of measures (3 credits)  | <input type="checkbox"/> |                  |
| d. 50% reduction of your annual water use through any measure or combination of measures (4 credits)  | <input type="checkbox"/> |                  |
| <b>5. Install WaterSense labeled faucets and aerators (80psi) -1.5 gpm for sink faucets (2.2 gpm is OK for kitchen) (2 credits) - <a href="http://www.epa.gov/WaterSense">http://www.epa.gov/WaterSense</a></b> | <input type="checkbox"/> |                  |
| <b>6. Install WaterSense labeled showerheads at 2.0 gpm or less (80 psi) (2 credits)</b>  | <input type="checkbox"/> |                  |
| <b>7. Install WaterSense toilets at 1.28 gpf or more efficient (rebates available in some areas) (2 credits)</b>  | <input type="checkbox"/> |                  |
| <b>8. Install quick closing toilet valves (2 credits)</b>   | <input type="checkbox"/> |                  |
| <b>9. Install WaterSense labeled urinals at 0.5 gpf or more efficient</b>   | <input type="checkbox"/> |                  |
| <b>10. Institute an optional towel and linens reuse policy for guests</b>   | <input type="checkbox"/> |                  |
| <b>11. Install water efficient washers (2 credits)</b>  | <input type="checkbox"/> |                  |
| <b>12. Reduce water levels in washing machines</b>  | <input type="checkbox"/> |                  |
| <b>13. Replace water-cooled equipment with air-cooled equipment</b>   | <input type="checkbox"/> |                  |
| <b>14. If local rules allow, install a grey water system to deliver reusable water for cooling, washing, and watering landscapes</b>  | <input type="checkbox"/> |                  |
| <b>15. Soak dirty pots and pans versus cleaning with running water</b>  | <input type="checkbox"/> |                  |
| <b>16. Install energy efficient washers and dryers</b>  | <input type="checkbox"/> |                  |
| <b>17. Install dryer dampness sensors</b>   | <input type="checkbox"/> |                  |
| <b>18. Clean lint filters after every drying load</b>   | <input type="checkbox"/> |                  |
| <b>19. Install booster heater for laundry equipment and dishwashers</b>   | <input type="checkbox"/> |                  |
| <b>20. Operate dishwasher only when fully loaded</b>  | <input type="checkbox"/> |                  |
| <b>21. Check with manufacturer to see if dishwasher spray heads can be replaced with more efficient heads, or if flow regulators can be installed</b>   | <input type="checkbox"/> |                  |
| <b>22. Replace worn and missing water jets on dishwashers</b>   | <input type="checkbox"/> |                  |



|  |                          |  |
|--|--------------------------|--|
| 23. In conveyor type washer, ensure water flow stops when no dishes are in the washer. Install a sensing arm or ware gate to detect the presence of dishes   | <input type="checkbox"/> |  |
| 24. Reduce dishwasher hot water temperature to lowest temperature allowed by health regulations  | <input type="checkbox"/> |  |
| 25. Adjust boiler and cooling tower blowdown rate to maintain total dissolved solids (TDS) at levels recommended by the manufactures' specifications   | <input type="checkbox"/> |  |
| 26. Install and monitor a conductivity controller and sub-meter on the cooling tower, if it does not exist   | <input type="checkbox"/> |  |
| 27. Reuse cooling water (bleed off) for other needs  | <input type="checkbox"/> |  |
| 28. Use a high-efficiency hose spray nozzle to wash down the trash room  | <input type="checkbox"/> |  |
| 29. If ice is being wasted, adjust ice machines to dispense less ice   | <input type="checkbox"/> |  |
| 30. Restrict the serving of drinking water to any customer unless expressly requested at any restaurant, hotel, café', cafeteria, or any other place where food is sold, served, or offered for sale | <input type="checkbox"/> |  |
| 31. Educate employees and guest about the importance and benefits of water conservation (i.e. signs)   | <input type="checkbox"/> |  |
| 32. Install signs in restrooms, restaurants and guest rooms encouraging water conservation.  | <input type="checkbox"/> |  |
| 33. Other  | <input type="checkbox"/> |  |

**Section H Total** .....

**I. Landscape**

Section N/A

If N/A, please explain in the box below:

Implement the required measures (**in bold**) below and **at least five (5)** credits within this section.

|   | Yes                      | Date Implemented |
|---|--------------------------|------------------|
| <b>1. Test irrigation sprinklers monthly to ensure proper operation and coverage and repair all broken or defective sprinkler heads/ nozzles, lines and valves</b>  | <input type="checkbox"/> |                  |
| <b>2. Adjust sprinklers for proper coverage- optimize spacing, avoid runoff onto paved surfaces</b>   | <input type="checkbox"/> |                  |
| <b>3. Adjust sprinkler times and/or duration according to seasons, water during non-daylight hours (generally before 7 am or after 9 pm)</b>  | <input type="checkbox"/> |                  |
| 4. Plant native shrubs or trees near windows for shade  | <input type="checkbox"/> |                  |
| 5. Modify existing irrigation system to include drip irrigation (or soaker hoses made from recycled rubber)   | <input type="checkbox"/> |                  |
| 6. Clock irrigation usage on the water meter to monitor & prevent excessive use (2 credits)   | <input type="checkbox"/> |                  |
| 7. Apply 2 to 4-inches of mulch in non-turf landscaped areas, preferably with recycled wood chips   | <input type="checkbox"/> |                  |
| 8. Replace water intensive turf with woodchips, plant based mulch, loose stones or permeable pavers. Brick and cobblestones will block water from penetrating the ground since they are typically installed with concrete | <input type="checkbox"/> |                  |

|  |                          |  |
|--|--------------------------|--|
| 9. If installing new turf, limit area and use drought tolerant species, space sprinkler heads such that the water from one sprinkler head reaches the adjacent sprinkler heads   | <input type="checkbox"/> |  |
| 10. Install rain shut-off devices or moisture sensors that turn off (or override) the irrigation system during rain. Maintain the area above the device/sensor to prevent obstructions   | <input type="checkbox"/> |  |
| 11. Plant (or renovate using) drought tolerant plants and ground cover, preferably native species. Assistance may be available from your local water department  | <input type="checkbox"/> |  |
| 12. Group plants with similar water requirements together (hydrozones) on the same irrigation line, separating plants with different water requirements on separate irrigation lines. Group similar zones together instead of placing a high water zone right next to a low water zone | <input type="checkbox"/> |  |
| 13. Plant and maintain a street tree next to your business. If there is no space for a tree, install a sidewalk garden with drought tolerate plants (guidelines and permits are available with your City & County)   | <input type="checkbox"/> |  |
| 14. Use a pool cover to reduce evaporation and heat loss when pool is not in use   | <input type="checkbox"/> |  |
| 15. Reduce the water used to back flush pool filters, remain on-site to watch the back-flush process   | <input type="checkbox"/> |  |
| 16. Use reclaimed water for irrigation and other approved uses, instead of potable water, if available   | <input type="checkbox"/> |  |
| 17. Grasses that require irrigation are limited to areas where guest activities take place   | <input type="checkbox"/> |  |
| 18. Implement sweeping, mopping or dry mopping practices instead of hosing or power washing to clean surfaces  | <input type="checkbox"/> |  |
| 19. Use porous or pervious concrete when constructing or renovating your property  | <input type="checkbox"/> |  |
| 20. Water in 2 to 3 short run time cycles for sloped areas   | <input type="checkbox"/> |  |
| 21. Other  | <input type="checkbox"/> |  |

**Section I Total**.....

**Comments:** If you have any notable green practices not mentioned or you checked "Other" in any of the above Sections, please explain here. *E.g. Purchasing: We buy all of our products locally.*

## VI. POLLUTION PREVENTION

### J. Wastewater and Run Off

Section N/A

If N/A, please explain in the box below:

**Each checked box is worth one credit, unless noted.**

**Implement the required measures (in bold) below and at least three (3) credits within this section.**

|  | Yes                      | Date Implemented |
|--|--------------------------|------------------|
| <b>1. Do not wash cars, equipment, floor mats or other items where run-off water flows straight to the storm drain</b>   | <input type="checkbox"/> |                  |
| <b>2. Regularly check and maintain storm drain openings and basins, clean them annually before the first rain and as needed afterward</b>  | <input type="checkbox"/> |                  |
| <b>3. Keep a spill kit handy to catch and clean spills from hazardous materials, grease, or leaking company, employee, or guest vehicles. Make sure there is adequate absorbent material to contain the largest possible spill</b> | <input type="checkbox"/> |                  |
| <b>4. Keep dumpsters covered and impermeable to rainwater. Keep them from overflowing and keep dumpster/ parking areas clean</b>   | <input type="checkbox"/> |                  |
| <b>5. Do not use biological or chemical additives for your grease trap or interceptor. This passes grease from the trap to the sewer</b>   | <input type="checkbox"/> |                  |
| <b>6. Minimize kitchen grease from washing down sewer drains by scraping grease from trays, grills and pans into waste grease can. Install grease traps, maintain traps and keep a maintenance log</b>                             | <input type="checkbox"/> |                  |
| 7. Install a catch basin filter in your parking lot storm drains   | <input type="checkbox"/> |                  |
| 8. Clean private catch basins once each year   | <input type="checkbox"/> |                  |
| 9. Label all storm water inlets to prevent dumping   | <input type="checkbox"/> |                  |
| 10. Post signs at trouble spots (e.g., loading docks, dumpster areas, outside hoses) describing property practices   | <input type="checkbox"/> |                  |
| 11. Use landscaping to minimize erosion problems, especially during construction and demolition to protect storm drains, workers and the public  | <input type="checkbox"/> |                  |
| 12. Locate all hazardous materials and waste storage away from storm drains. To capture spills, install secondary containment or berms around areas where liquids are stored or transferred  | <input type="checkbox"/> |                  |
| 13. Install containment or berms around liquid storage and transfer areas to capture spills  | <input type="checkbox"/> |                  |
| 14. During construction, confine, contain and properly dispose of construction and demolition to protect storm drains, workers and the public  | <input type="checkbox"/> |                  |
| 15. Avoid placing leftover beverages and wet food in the garbage cans and dumpster   | <input type="checkbox"/> |                  |
| 16. Disconnect all garbage disposals   | <input type="checkbox"/> |                  |
| 17. Place baskets in sink drains to catch solids that can be composted and/or materials that should go in the trash  | <input type="checkbox"/> |                  |
| 18. Use drain plugs/screens in all floor drains and sink drains that allow for drainage of water but not solids  | <input type="checkbox"/> |                  |
| 19. Have an outdoor ashtray or cigarette "butt" can for smokers  | <input type="checkbox"/> |                  |

|   |                          |  |
|---|--------------------------|--|
| 20. Clean parking lots by sweeping or using equipment that collects dirty water (which must be disposed of to sanitary sewer)   | <input type="checkbox"/> |  |
| 21. Clean spills in a way that minimizes water use (sweeping, damp mopping, hydrophobic spill clean up methods rather than hosing) and route water to sanitary sewer rather than storm drains | <input type="checkbox"/> |  |
| 22. Maintain green waste and food composting areas to prevent leaks or spills to storm drain  | <input type="checkbox"/> |  |
| 23. Locate all potential pollutants away from food preparation, service and storage areas as well as sewer and storm drains   | <input type="checkbox"/> |  |
| 24. Other   | <input type="checkbox"/> |  |

Section J Total.....

### K. Chemical Reduction

If N/A, please explain in the box below:

Implement the required measures (in bold) below and at least three (3) credits within this section.

|  | Yes                      | Date Implemented |
|--|--------------------------|------------------|
| 1. Evaluate and create an assessment of each area of your property to identify actual and potential sources of pollution, and ways to prevent it. Check Safety Data Sheets (SDS) and labels for each product in use and identify safer alternatives  | <input type="checkbox"/> |                  |
| 2. Review your pollution prevention assessment and replace harmful products with safer alternatives for cleaning products, paints, pesticides and solvents. Establish a list of acceptable products. List specific product replacements in the comment box at the end of this section:   |                          |                  |
| a. Cleaning products   | <input type="checkbox"/> |                  |
| b. Paints  | <input type="checkbox"/> |                  |
| c. Solvents  | <input type="checkbox"/> |                  |
| d. Pesticides/ biocides  | <input type="checkbox"/> |                  |
| e. Fertilizers   | <input type="checkbox"/> |                  |
| f. Other   | <input type="checkbox"/> |                  |
| 3. Reduce or eliminate the use of chemical pesticides by implementing an Integrated Pest Management (IPM) program which utilizes good housekeeping, pest monitoring and exclusion as well as less toxic pesticides and/or non-chemical pest control  | <input type="checkbox"/> |                  |
| 4. Use natural or low emissions building materials, carpets, or furniture (2 credits). For more information on these products visit Green Seal ( <a href="http://www.greenseal.org/">http://www.greenseal.org/</a> ) and Green Guard ( <a href="http://www.greenguard.org/en/index.aspx">http://www.greenguard.org/en/index.aspx</a> ) | <input type="checkbox"/> |                  |
| 5. Use electric power tools rather than gas powered tools  | <input type="checkbox"/> |                  |
| 6. Use paint removal methods that minimize uncontrolled dust and debris (such as wet scraping, tenting, or HEPA-vac instrument) and avoid chemical paint stripping   | <input type="checkbox"/> |                  |
| 7. Use high-efficiency paint spray application equipment   | <input type="checkbox"/> |                  |
| 8. Buy recycled oil for your vehicles and equipment  | <input type="checkbox"/> |                  |
| 9. Switch from commercial air fresheners to potpourri or vinegar and lemon juice   | <input type="checkbox"/> |                  |
| 10. Switch from toxic permanent ink markers/pens to water-based markers  | <input type="checkbox"/> |                  |
| 11. Purchase laundry detergents that have little or no phosphates (2 credits)  | <input type="checkbox"/> |                  |
| 12. Purchase dishwashing detergent which reduces VOCs (a source of air pollution)  | <input type="checkbox"/> |                  |

|  |                          |  |
|--|--------------------------|--|
| 13. Become a "fragrance free" or "chemical free" facility by eliminating chemical and aerosolized air fresheners/deodorizers. To freshen air, open windows or adjust fan speed in restrooms and kitchens | <input type="checkbox"/> |  |
| 14. Use an environmentally friendly garment cleaner (ozone or wet cleaner)   | <input type="checkbox"/> |  |
| 15. Replace chlorine for pools with bromine, ozone, or convert to salt water for water treatment of pools.   | <input type="checkbox"/> |  |
| 16. Other  | <input type="checkbox"/> |  |

**Section K Total**.....

### L. Recycling and Reusing Hazardous Materials

If N/A, please explain in the box below:

**Implement at least three (3) credits within this section.**

|  | Yes                      | Date Implemented |
|--|--------------------------|------------------|
| 1. Donate left over paint to local anti-graffiti program or paint exchange program (2 credits)   | <input type="checkbox"/> |                  |
| 2. Recycle toner cartridges for copiers and printers through a reputable business or program (2 credits)                               | <input type="checkbox"/> |                  |
| 3. Dispose of non-alkaline batteries at local small quantity generator facility or through a reputable NICAD battery recycling program | <input type="checkbox"/> |                  |
| 4. Send spent fluorescent tubes and CFLs to a reputable mercury recycling company which does not export the tubes                      | <input type="checkbox"/> |                  |
| 5. Recycle your used motor oil through a reputable program or business. Avoid exporting of the oil (2 credits)                         | <input type="checkbox"/> |                  |
| 6. Other   | <input type="checkbox"/> |                  |

**Section L Total**.....

### M. Emissions Reduction

Section N/A

If N/A, please explain in the box below:

**Implement the required measures (in bold) below and at least three (3) credits within this section.**

|  | Yes                      | Date Implemented |
|--|--------------------------|------------------|
| 1. <b>Keep company vehicles well maintained to prevent leaks and minimize emissions; encourage employees to do the same</b>  | <input type="checkbox"/> |                  |
| 2. <b>Maintain an inventory of the company fleet. The inventory must include make, model, model year, fuel type, annual vehicle miles traveled and gallons of fuel type for one year</b> | <input type="checkbox"/> |                  |

|  |                          |  |
|--|--------------------------|--|
| 3. Develop a fleet greening plan and provide a copy of your plan   | <input type="checkbox"/> |  |
| 4. Provide the criteria used for buying new vehicles   | <input type="checkbox"/> |  |
| 5. Provide your vehicle's retirement policy  | <input type="checkbox"/> |  |
| 6. Develop a plan that outlines strategies to reduce vehicle miles traveled (VMT) and provide a copy. If you do not have a plan, provide a description of how you will incorporate VMT reduction plans into your policies in the future. Include a no-idling policy for vehicles - <a href="http://www.epa.gov/greenvehicles/">http://www.epa.gov/greenvehicles/</a> | <input type="checkbox"/> |  |
| 7. Make information on public transit and carpooling (transit schedules, commuter ride sign-up sheets etc.) available to employees   | <input type="checkbox"/> |  |
| 8. Offer lockers and showers for employees who walk, jog, or bicycle to work   | <input type="checkbox"/> |  |
| 9. Offer employee incentives for car pooling or using mass transit, such as a guaranteed ride home if needed   | <input type="checkbox"/> |  |
| 10. Set aside parking spaces for car/van pool and alternative fueled vehicles  | <input type="checkbox"/> |  |
| 11. Arrange for car transportation between your facility and remote events   | <input type="checkbox"/> |  |
| 12. Offer electric vehicle charging station(s) for visitors and employees using electric vehicles  | <input type="checkbox"/> |  |
| 13. Convert company vehicles to natural gas, alternative fuels, or electricity (low emissions vehicles)  | <input type="checkbox"/> |  |
| 14. Link your trips to accomplish all errands for your hotel in one outing   | <input type="checkbox"/> |  |
| 15. Provide commuter van   | <input type="checkbox"/> |  |
| 16. Offer a shuttle service to and from bus and/or light rail stops when demand is high  | <input type="checkbox"/> |  |
| 17. Have a bike repair kit available for employees who may have bicycle emergencies or problems  | <input type="checkbox"/> |  |
| 18. Provide secure bicycle storage areas for both guests and employees   | <input type="checkbox"/> |  |
| 19. Provide loaner bicycles or rental bicycles for guests and employees  | <input type="checkbox"/> |  |
| 20. Other  | <input type="checkbox"/> |  |

**Section M Total** .....

**Comments:** If you have any notable green practices not mentioned or you checked "Other" in any of the above Sections, please explain here. *E.g. Purchasing: We buy all of our products locally.*

## VII. COMMUNITY INVOLVEMENT AND SPECIAL ACTIVITIES

If N/A, please explain in the box below:

**Each checked box is worth one credit, unless noted.**

Implement the required credits below and fill in the text box with additional community efforts.

|  | Yes                      | Date Implemented |
|--|--------------------------|------------------|
| 1. Assist and mentor at least one other business in learning about becoming a Green Business. Encourage them to enroll in the Green Business Program<br>We are mentoring _____   | <input type="checkbox"/> |                  |
| 2. Attend at least one Green Hotel Forum for the year in which you are applying  | <input type="checkbox"/> |                  |
| 3. Designate a building "Green Team" to take responsibility for monitoring disposal and maintaining recycling and composting programs  | <input type="checkbox"/> |                  |
| 4. Offer employee incentives for volunteering at community organizations   | <input type="checkbox"/> |                  |
| 5. Train all staff on environmental policy and procedures  | <input type="checkbox"/> |                  |
| 6. Educate guests on your properties' environmental efforts. For example, offer your guests a walkthrough of your property to show what you are doing to conserve resources.   | <input type="checkbox"/> |                  |
| 7. Employ local companies when subcontracting labor force  | <input type="checkbox"/> |                  |
| 8. For properties with beachfront access, offer beach shading equipment or plant trees to decrease the use of sun block which can damage nearby reefs. Inform guests of the damage sunblock can cause to the reefs and inform them of their options for sun protection | <input type="checkbox"/> |                  |
| 9. Use other certified Hawaii Green Businesses for services  | <input type="checkbox"/> |                  |

Section VI Total .....

**Comments:** If you have any notable green practices not mentioned or you checked "Other" in any of the above Sections, please explain here. *E.g. Purchasing: We buy all of our products locally.*

## VIII. CULTURAL PRACTICES

Hawaii has a distinct, valuable and very important culture that contributes to establishing a unique sense of place. This sense of place attracts visitors to the islands and the tourism industry is responsible for preserving the integrity of the host culture through its actions. Visitors frequent the Hawaiian Islands to have a unique experience and engage with the local environment, people and culture. In the Hawaiian experience 'commodification' of the host culture can and should be avoided through communication, design and teaching. Representation of the Hawaiian culture should be authentic and respectful.

**Each checked box is worth one credit, unless noted.**

Implement the required measures **(in bold)** below and **at least four (4)** credits within this section.

|   | Yes                      | Date Implemented |
|---|--------------------------|------------------|
| <b>1. Host culturally relevant and respectful activities</b>  | <input type="checkbox"/> |                  |
| <b>2. Create a cultural point person that will oversee all cultural activities</b>  | <input type="checkbox"/> |                  |
| <b>3. Have point person engage with Hawaiian cultural experts to ensure all practices are respectful and relevant to the host culture</b> | <input type="checkbox"/> |                  |
| 4. Work with community/cultural leaders to develop curriculum for educational seminars/activities (2 credits)                             | <input type="checkbox"/> |                  |
| 5. Implement host culture education seminars for employees (2 credits)  | <input type="checkbox"/> |                  |
| 6. Implement host culture educational events for visitors (2 credits)   | <input type="checkbox"/> |                  |
| 7. Create a training seminar for all employees that is culturally relevant (2 credits)  | <input type="checkbox"/> |                  |
| 8. Organize community outreach projects that give back to local communities (2 credits)   | <input type="checkbox"/> |                  |
| 9. Contract cultural kumus to conduct culturally relevant events/programs (2 credits)   | <input type="checkbox"/> |                  |
| 10. Ensure all practices regarding Hawaiian culture are:  |                          |                  |
| a. Relevant to Hawaii (please explain)  | <input type="checkbox"/> |                  |
| b. Respectful to the culture (please explain)   | <input type="checkbox"/> |                  |
| c. Responsible (please explain)   | <input type="checkbox"/> |                  |
| d. Ethically implemented (please explain)   | <input type="checkbox"/> |                  |
| e. Ecologically responsible (please explain)  | <input type="checkbox"/> |                  |
| f. Appropriate for the place (please explain)   | <input type="checkbox"/> |                  |
| g. Accurate to Hawaiian culture (please explain)  | <input type="checkbox"/> |                  |
| h. Authentic to Hawaiian culture (please explain)   | <input type="checkbox"/> |                  |
| i. Locally based (please explain)   | <input type="checkbox"/> |                  |
| 11. Other   | <input type="checkbox"/> |                  |

**Section VII Total** .....

**Total Points** \_\_\_\_\_

**(306 Max: 59 of which are prerequisites/required)**





HONOLULU BOARD  
OF WATER SUPPLY

I ACKNOWLEDGE THAT:

1. OUR BUSINESS COMPLIES WITH ALL FEDERAL, STATE AND CITY PERMITS AND LAWS.
2. ALL THE MEASURES CHECK MARKED ON THIS CHECKLIST ARE IMPLEMENTED BY OUR BUSINESS.
3. ALL THE INFORMATION CONTAINED HEREIN AND INFORMATION ATTACHED TO THIS APPLICATION IS TRUE AND CORRECT.
4. ANY QUESTIONS REGARDING THE ABOVE PROVISIONS OR CHECKLIST MAY BE DIRECTED TO [gail.suzuki-jones@hawaii.gov](mailto:gail.suzuki-jones@hawaii.gov) and [travis.hiramoto@doh.hawaii.gov](mailto:travis.hiramoto@doh.hawaii.gov).

Name of Property Representative

Property Name

Title

Address of Property

Phone Number

Fax Number

Email Address

Signature

Date

## RESOURCES

### Pollution Prevention

#### **Bus**

[thebus.org](http://thebus.org) (Oahu)  
[heleonbus.org](http://heleonbus.org) (Big Island)  
[mauicounty.gov/605/Bus-Service-Information](http://mauicounty.gov/605/Bus-Service-Information) (Maui)  
[kauai.gov/Transportation](http://kauai.gov/Transportation) (Kauai)

#### **Environmental Protection Agency (EPA) Pollution Prevention**

[epa.gov/p2](http://epa.gov/p2)

#### **Department of Energy (DOE), United States**

[fueleconomy.gov](http://fueleconomy.gov)  
[afdc.energy.gov/tools](http://afdc.energy.gov/tools)

#### **Department of Health (DOH), State of Hawai'i**

[health.hawaii.gov/shwb/p2/](http://health.hawaii.gov/shwb/p2/)

### Recycling and Waste Reduction

#### **Recycling**

[opala.org](http://opala.org) or [honolulu.gov/env](http://honolulu.gov/env) (Oahu)  
[recyclehawaii.org](http://recyclehawaii.org) (Big Island)  
[mauicounty.gov/742/Environmental-Protection-Sustainability-](http://mauicounty.gov/742/Environmental-Protection-Sustainability-)(Maui)  
[kauai.gov/Recycling](http://kauai.gov/Recycling) (Kauai)

#### **Reuse**

[baseyard.com](http://baseyard.com) or [reusehawaii.org](http://reusehawaii.org) (Oahu)  
[hiloarc.org](http://hiloarc.org) (Big Island)  
[mauirecyclinggroup.org](http://mauirecyclinggroup.org) (Maui)  
[kauaihabitat.org](http://kauaihabitat.org) (Kauai)

### Energy Conservation

[hawaiienergy.com](http://hawaiienergy.com)  
[green-e.org](http://green-e.org)

#### **Department of Business, Economic Development & Tourism (DBEDT), State of Hawai'i**

[dbedt.hawaii.gov](http://dbedt.hawaii.gov)

#### **Electronic Product Environmental Assessment Tool (EPEAT)**

[epeat.net](http://epeat.net)

#### **Energy Star**

[energystar.gov](http://energystar.gov)

#### **Electricity**

[heco.com](http://heco.com) (Oahu)  
[helco.com](http://helco.com) (Big Island)  
[mauielectric.com](http://mauielectric.com) (Maui, Lanai and Molokai)  
[website.kiuc.coop](http://website.kiuc.coop) (Kauai)

### Water Conservation

[epa.gov/watersense](http://epa.gov/watersense)

#### **Water Supply**

[hbws.org](http://hbws.org) (Oahu)  
[hawaiidws.org](http://hawaiidws.org) (Big Island)  
[mauiwater.org](http://mauiwater.org) (Maui)  
[kauaiwater.org](http://kauaiwater.org) (Kauai)

### **Tools**

#### Carbon Calculators

[epa.gov/energy/greenhouse-gas-equivalencies-calculator](http://epa.gov/energy/greenhouse-gas-equivalencies-calculator)  
[denver.org/denver-meetings-conventions/decide-on-denver/green-meetings/event-travel-carbon-calculator/](http://denver.org/denver-meetings-conventions/decide-on-denver/green-meetings/event-travel-carbon-calculator/)

#### Catering

[msc.org](http://msc.org)

## Additional Online References

Purchase local and/or certified organic beef: <http://www.hicattle.org>

Purchase fish that are low in contaminants: <http://seafood.edf.org/>

Energy Star power management site: [http://www.energystar.gov/index.cfm?c=power\\_mgt.pr\\_power\\_mgt\\_low\\_carbon](http://www.energystar.gov/index.cfm?c=power_mgt.pr_power_mgt_low_carbon)

Buy EPEAT certified computers: ([EPEAT.net](http://EPEAT.net))

Renewable energy Use or invest in renewable energy: (ask your local Utility or Center for Resource Solutions at 415-561-2100 or <http://www.resource-solutions.org>)

Renovate landscape to include drought tolerant plants (xeriscaping or water efficient guidelines available from <http://www.hbws.org/>).

Info on Native plants: <http://nativeplants.hawaii.edu/index/>

Batteries: (see the Rechargeable Battery Recycling Corp <http://www.call2recycle.org/>)

Provide a commuter van. See Vanpool Hawaii at <http://www.vride.com/> or call 1-800-VAN-RIDE.

Reduce unwanted mail: Visit <http://www.stopjunkmail.org>

For shipping items, use shredded paper for packaging instead of Styrofoam. If you receive Styrofoam reuse it in your own packaging. The Plastic Loose Fill Council at <http://www.loosefillpackaging.com/> will direct you to businesses accepting polystyrene peanuts for reuse.

Donate excess food: non-perishable foods <http://health.hawaii.gov/>

Use cloth instead of paper and tablecloths <http://health.hawaii.gov/>

Donate old uniforms and linens to shelters or nonprofits, or simply recycle them <http://www.opala.org>

Donate or exchange unwanted furniture, supplies, electronics, scrap material, etc. To check places that accept reusable items go to City and County of Honolulu-<http://www.opala.org>. Or Department of Health-<http://health.hawaii.gov/>

**Kanahele, G. (1986) Ku Kanaka: Stand Tall. University of Hawaii Press**

**San Francisco Green Business Program - [sfgreenbusiness.org](http://sfgreenbusiness.org)**



## Florida *Green Lodging* Program Before You Apply Information

Launched in 2004, the Florida *Green Lodging* Program is a voluntary initiative of the Florida Department of Environmental Protection (DEP) that reviews, designates and recognizes lodging facilities that make a commitment to conserve and protect Florida's natural resources. The Program's environmental guidelines allow lodging facilities to evaluate their operations, set goals and take specific actions to continuously improve environmental performance.

### How does a facility achieve Green Lodging designation?

To become designated, facilities must apply to the Program and choose to implement specified number of environmental practices.

### What are the benefits?

- Designated facilities are featured on the Florida *Green Lodging* website.
- Designees are granted exclusive use of the *Green Lodging* logo and green marketing toolkit. The kit features templates, logos and design files to create guest room signage; bilingual, educational posters for employees; and displays for guest areas.
- Facilities receive an official Florida Green Lodging certificate signifying their environmental achievement and commitment to protecting Florida's natural resources.
- Management and staff have "24/7" web access to Best Management Practices, Technical Assistance and green resources that can help lower power, water and waste bills and help reduce operational costs in many areas.

### How do facilities get started?

As a start, facilities should review the *Green Lodging* requirements online to help identify operations that need environmental improvement. Once identified, facilities can begin the Designation Application.

### Designation Application

The Designation Application is a comprehensive evaluation tool that details *Florida Green Lodging* requirements and provides Best Management Practices and Technical assistance to help facilities achieve designation. Facilities conduct a thorough property assessment and implement a specified number of environmental practices in five areas of sustainable operations:

- I. Communication and Education (Guests, Employees, Public)
- II. Waste Reduction, Reuse and Recycling
- III. Water Conservation
- IV. Energy Efficiency
- V. Indoor Air Quality



# Florida *Green Lodging* Program Before You Apply Information

All environmental practices have a point value. Facilities must obtain a minimum of 212 points to qualify for *Green Lodging* designation.

When all requirements are met and environmental practices fully implemented, the facility completes the application and submits it, along with required documentation, to the Florida *Green Lodging* Program. The Florida *Green Lodging* Program evaluates each facility's application and documentation and notifies facilities of their designation status.

## Palm Levels

The Florida *Green Lodging* Program has a four-tiered designation. Facilities can obtain different "Palm" levels based on the total number of points received when implementing criteria to receive their designation. The "Palm" levels are as follows:

- One Palm designations will need between 212 and 398 points.
- Two Palm designations will need between 399 and 557 points.
- Three Palm designations will need between 558 and 717 points.
- Four Palm designations will need between 718 and 796 points.

## How long is a facility designated?

Florida *Green Lodging* designation is valid for three years from the date of issuance with the requirement that facilities submit their environmental performance data (water, waste, energy) annually.

To ensure that facilities maintain designation standards, the Florida *Green Lodging* Program conducts selected facility assessments on a regular basis and monitors feedback provided by guest comments and responses to the Florida *Green Lodging* Program survey.

## How does a facility renew designation?

Designation is renewed every three years. To renew:

- Facilities must have submitted their environmental performance data (water, waste, energy) for each of the three years.
- Facilities must implement at least two new environmental practices from any of the five areas of sustainable operations.
- Facilities are also required to conduct and document ongoing employee education to ensure all personnel are implementing the Best Management Practices.



## Florida *Green Lodging* Program Before You Apply Information

### Can a property be removed from the Program?

The Florida *Green Lodging* Program is a voluntary initiative. It is the responsibility of designated facilities to meet and maintain Program requirements. To monitor compliance, the Florida Green Lodging Program conducts selected facility assessments on a regular basis and solicits feedback from guest comments through the Florida *Green Lodging* Survey. If deficiencies are noted, the Florida *Green Lodging* Program offers assistance to correct them. Consistent failure to correct deficiencies will result in removal from the Program. If a lodging facility is unable or unwilling to maintain Program requirements, it will be removed from the website and no longer identified with the Florida *Green Lodging* Program through name or use of the Florida *Green Lodging* logo.



## Florida Department of Environmental Protection

### Florida *Green Lodging* Program Designation Application

#### INSTRUCTIONS

This application is a comprehensive evaluation tool that details the Program's requirements and provides Best Management Practices and Technical Assistance to help you achieve Florida *Green Lodging* designation.

To complete the Designation Application, conduct a thorough environmental assessment of your property and implement practices in the five areas of sustainable operations:

- I. Communication and Education (Guest, Employee, Public)
- II. Waste Reduction, Reuse and Recycling
- III. Water Conservation
- IV. Energy Efficiency
- V. Indoor Air Quality

You may include environmental practices your facility has already implemented. To count a practice, it must be implemented at least 50 percent of the facility, or at least 50 percent of the time. For example, high efficiency lighting, i.e., CFLs, must be used in at least 50 percent of the light fixtures at your facility or green cleaners must be used at least 50 percent of the time. Documentation will be required to verify certain practices.

To receive credit for an environmental practice you have implemented, please check the "Yes" box at the end of each line. Once you have selected the applicable initiatives in that section, you will then add the points for the selected initiatives and place the total point value in the last box of the point column. If you use an environmental practice that is not listed, it can be entered as an "Innovative Best Practice" in the space provided at the end of each category.

**All requirements must be met, and environmental practices implemented prior to submitting the application.**

The application can be completed electronically. Input the required data into the fields and use the check boxes, where applicable. When completed, save a copy as a .pdf and submit it, along with the required documentation, to [GreenLodging@FloridaDEP.gov](mailto:GreenLodging@FloridaDEP.gov). The Florida *Green Lodging* Program will evaluate your application and documentation and notify you of your designation status.

Thank you for your interest in the Florida *Green Lodging* Program. We look forward to working with you to protect Florida's environment and conserve our natural resources for generations to come.

#### TERMS & CONDITIONS

The Terms and Conditions apply to both the Florida Green Lodging website and participation in the Program.

**Please read carefully before proceeding with the application.**



# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



The Florida Department of Environmental Protection (DEP) applauds your decision to participate in the Florida *Green Lodging* Program by illustrating your commitment to protecting and conserving Florida's environment. For assistance completing this application, visit <https://floridadep.gov/osi/green-lodging>.

### HOTEL PROFILE

Name of Property: \_\_\_\_\_  
*(As it will appear on the Florida Green Lodging Website)*

Physical Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Main Phone Number: \_\_\_\_\_

Web Address: \_\_\_\_\_

General Manager: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

#### Primary Contact Responsible for *Green Lodging* Designation Effort

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

#### Property Information

Type of lodging facility: (check one)

- Hotel/Motel     Cabin     Bed & Breakfast/Inn     Condo-hotel/Timeshare

Total Building Square Feet: \_\_\_\_\_

Number of Guest Rooms/Units: \_\_\_\_\_ Total Guest Room Square Feet: \_\_\_\_\_

Number of Meeting/Conference Facilities: \_\_\_\_\_ Total Conference Square Feet: \_\_\_\_\_

Number of Restaurants: \_\_\_\_\_

Type of ownership: (check one)

- Corporate     Franchise     Management Company     Individual/Partnership





# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



### BASELINE ENVIRONMENTAL PERFORMANCE DATA

To improve environmental performance, a facility must first measure its current impact. This information helps the facility set goals and measure improvements that can be shared with guests and employees. Additionally, it helps the Florida *Green Lodging* Program promote designated facilities.

Please report solid waste, water consumption and energy usage information from invoices for the previous 12

months. Enter reporting period from:  to:   
mm/yyyy mm/yyyy

If an item is not applicable, select N/A.

#### SOLID WASTE

If solid waste information is not available, provide an estimate. An estimate can be calculated by weighing or measuring consumption/materials for one week. Average the weekly figure, making sure to correct for seasonal variations in your business. Multiply the weekly average by 52 to get an estimated total for the year.

Measurements must be the ANNUAL totals in tons.

|  |  |   |                              |
|--|--|---|------------------------------|
| Volume to Landfill                         | <input style="width: 90%;" type="text"/> | <input type="checkbox"/> Estimate         | <input type="checkbox"/> N/A |
| Volume Being Reused, Recycled or Composted | <input style="width: 90%;" type="text"/> | <input type="checkbox"/> Estimate         | <input type="checkbox"/> N/A |
| <b>Total Cost ALL Waste Disposal</b>       |  | <input style="width: 100%;" type="text"/> |                              |

#### WATER

Measurements must be the ANNUAL totals in gallons.

|   |  |
|---|--|
| Volume used (for all operations, including irrigation and pool) | <input style="width: 95%;" type="text"/> |
| <b>Total Cost ALL Water</b>                                     |  |
| <input style="width: 100%;" type="text"/>                       |  |

#### ENERGY

Measurements must be ANNUAL totals.

|                                  | Consumption                              | Cost                                      | N/A                          |
|----------------------------------|--|---|------------------------------|
| Electricity Use (kWh)            | <input style="width: 90%;" type="text"/> | <input style="width: 90%;" type="text"/>  | <input type="checkbox"/> N/A |
| Natural Gas (cubic ft)           | <input style="width: 90%;" type="text"/> | <input style="width: 90%;" type="text"/>  | <input type="checkbox"/> N/A |
| Oil (gal)                        | <input style="width: 90%;" type="text"/> | <input style="width: 90%;" type="text"/>  | <input type="checkbox"/> N/A |
| LPG (gal)                        | <input style="width: 90%;" type="text"/> | <input style="width: 90%;" type="text"/>  | <input type="checkbox"/> N/A |
| Renewable Energy (type and unit) | <input style="width: 90%;" type="text"/> | <input style="width: 90%;" type="text"/>  | <input type="checkbox"/> N/A |
| Other Energy (type and unit)     | <input style="width: 90%;" type="text"/> | <input style="width: 90%;" type="text"/>  | <input type="checkbox"/> N/A |
| <b>Total Cost ALL Energy</b>     |  | <input style="width: 100%;" type="text"/> |                              |



# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



### ENVIRONMENTAL REQUIREMENTS

#### COMMUNICATION and EDUCATION

Check **ONLY** if the practice is implemented in at least 50 percent of the facility, or at least 50 percent of the time. Documentation will be required to verify practices noted in italics. For assistance, see Best Management Practices and Technical Assistance.

How you communicate your goals, aspiration and accomplishments to your owners, employees and the public lies at the core of your environmental program. Your role as accommodation professionals allows you a great opportunity to educate. With that opportunity also comes a responsibility. The effective communication of your environmental efforts to your constituents has the potential to affect great environmental benefits, not only at your facility but also where your constituents live, work and play. The creation of a formal environmental policy is a critical step in communicating your facility's environmental vision. It is the road map of your environmental efforts, communicating where you are and where you hope to be in the future. This document is essential because it is a living document that transcends personnel change, providing a steady compass for your environmental direction.

A minimum of **44** points must be obtained from this section for it to be considered complete and satisfied.

|  |   |                              |
|--|---|------------------------------|
| 1. Communicate your facility's environmental initiatives to guests and staff.<br><ul style="list-style-type: none"> <li>• <i>Submit samples of communication. Submissions can be pictures or digital files.</i></li> </ul>   | 5 | <input type="checkbox"/> Yes |
| <b>Guest Outreach: Sharing your environmental efforts with your guests</b>   |   |                              |
| 2. Use of environmentally specific in-room collateral.   | 3 | <input type="checkbox"/> Yes |
| 3. Use of facility's in-house channel to communicate your environmental messages.  | 4 | <input type="checkbox"/> Yes |
| 4. Use of in-room directory to communicate environmental efforts.  | 3 | <input type="checkbox"/> Yes |
| 5. Direct communication by facility staff.<br><br><ul style="list-style-type: none"> <li>• <i>Provide example:</i> _____</li> </ul>  | 5 | <input type="checkbox"/> Yes |
| 6. Encourage and solicit the local community in your environmental efforts.<br><br><ul style="list-style-type: none"> <li>• <i>Describe community interaction:</i> _____</li> </ul>  | 4 | <input type="checkbox"/> Yes |
| 7. Share your environmental successes with the community.  | 3 | <input type="checkbox"/> Yes |
| 8. Encourage and solicit guest cooperation and participation in environmental initiatives.<br><br><ul style="list-style-type: none"> <li>• <i>Describe environmental initiatives:</i> _____</li> </ul>   | 3 | <input type="checkbox"/> Yes |
| 9. Provide tours of your facility to guests and the public that highlight environmental improvement projects.  | 4 | <input type="checkbox"/> Yes |
| 10. Provide a survey, suggestion box or online evaluation for guests to allow feedback on your facility's environmental practices.<br><br><ul style="list-style-type: none"> <li>• <i>Submit a survey sample, picture of suggestion box or link to online evaluation.</i></li> <li>• <i>Link:</i> _____</li> </ul> | 4 | <input type="checkbox"/> Yes |



# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



|  |   |                              |
|--|---|------------------------------|
| <p>11. Host a community or guest event highlighting your facility's green practices.</p> <ul style="list-style-type: none"> <li>• <i>Submit supporting documentation and describe event:</i></li> </ul> <div style="border: 1px solid black; height: 100px; width: 100%; margin-top: 10px;"></div> | 4 | <input type="checkbox"/> Yes |
| <b>Staff Outreach: Educating your staff on your environmental efforts</b>  |   |                              |
| <p>12. Establish an environmental task force or "Green Team" and meet quarterly, at a minimum, to evaluate and improve environmental initiatives.</p> <ul style="list-style-type: none"> <li>• <i>Submit meeting dates, number of attendees and green topics for meetings.</i></li> </ul>          | 5 | <input type="checkbox"/> Yes |
| <p>13. Provide staff with bi/tri-lingual green education materials and training.</p> <ul style="list-style-type: none"> <li>• <i>Languages:</i> _____</li> </ul>   | 4 | <input type="checkbox"/> Yes |
| <p>14. Conduct regular staff trainings for:</p> <ul style="list-style-type: none"> <li>• <i>Provide time frame for these trainings:</i> _____</li> </ul>   |   | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Handling of hazardous sensitive materials.</li> </ul>   | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Best environmental management practices.</li> </ul>   | 4 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Proper disposal and handling procedures in chemical storage areas.</li> </ul>   | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Importance and rationale for environmental practice implementation including: economic, environmental and social considerations.</li> </ul>   | 5 | <input type="checkbox"/> Yes |
| <p>15. Spot reminder is regularly conducted during shift meetings.</p> <ul style="list-style-type: none"> <li>• <i>Departments:</i> _____</li> </ul>   | 4 | <input type="checkbox"/> Yes |
| <p>16. Include environmental policies in advertising materials and/or on website.</p> <ul style="list-style-type: none"> <li>• <i>Submit sample of advertising materials or link to web information.</i></li> <li>• <i>Link:</i> _____</li> </ul>  | 4 | <input type="checkbox"/> Yes |
| <p>17. Have staff and/or management serve as mentors to assist other facilities seeking designation.</p> <ul style="list-style-type: none"> <li>• <i>List facilities mentored:</i> _____</li> </ul>  | 4 | <input type="checkbox"/> Yes |
| <p>18. Have a formal written comprehensive environmental policy.</p> <ul style="list-style-type: none"> <li>• <i>Submit copy of written policy</i></li> </ul>  | 5 | <input type="checkbox"/> Yes |
| <p>19. Develop a written strategic environmental action plan.</p> <ul style="list-style-type: none"> <li>• <i>Submit copy of action plan</i></li> </ul>  | 5 | <input type="checkbox"/> Yes |
| <p>20. Implement a strategic environmental action plan.</p> <ul style="list-style-type: none"> <li>• <i>Provide your timeline, schedule, checklist, etc. of plan implementation.</i></li> </ul>  | 4 | <input type="checkbox"/> Yes |



# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



|  |   |                              |
|--|---|------------------------------|
| <p>21. Provide a survey, suggestion box or online evaluation for employees to allow feedback on your facility's environmental practices.</p> <ul style="list-style-type: none"> <li>• <i>Submit a survey sample, picture of suggestion box or link to online evaluation.</i></li> <li>• <i>Link:</i> _____</li> </ul>  | 3 | <input type="checkbox"/> Yes |
| <b>Other outreach and education initiatives</b>  |   |                              |
| <p>22. Dedicated environmental section in the facility newsletter.</p> <ul style="list-style-type: none"> <li>• <i>Provide copy of the section.</i></li> </ul>   | 4 | <input type="checkbox"/> Yes |
| <p>23. Encourage employee best environmental practices outside of work: recycling, carpooling, etc.</p>  | 3 | <input type="checkbox"/> Yes |
| <p>24. Subscribe to environmental information resources.</p> <ul style="list-style-type: none"> <li>• <i>List what resources you subscribe:</i> _____</li> </ul>   | 2 | <input type="checkbox"/> Yes |
| <p>25. Enroll in voluntary environmental programs.</p> <ul style="list-style-type: none"> <li>• <i>Describe programs:</i> _____</li> </ul>   | 3 | <input type="checkbox"/> Yes |
| <p>26. Establish at least one individual for wildlife inventorying purposes.</p>   | 3 | <input type="checkbox"/> Yes |
| <b>Purchasing</b>  |   |                              |
| <p>27. Have a formal written purchasing policy that includes:</p>  | 5 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Encouragement of regular equipment replacement to maintain efficiencies.</li> </ul>   | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• SDS/MSDS review provision.</li> </ul>   | 2 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Regular review of product environmental information from suppliers.</li> </ul>  | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Creation of a list of specific environmentally preferred products.</li> </ul>   | 4 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Local purchasing practices implemented wherever possible.</li> </ul>  | 3 | <input type="checkbox"/> Yes |
| <p>28. Innovative Best Practice</p> <ul style="list-style-type: none"> <li>• <i>Please describe any additional Communication and Education-related practice implemented. Submit any supporting documentation.</i></li> </ul> <div style="border: 1px solid black; height: 80px; width: 100%; margin-top: 10px;"></div> |   | <input type="checkbox"/> Yes |
| <b>Communication and Education Point Total</b>   |   |                              |



# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



### WASTE REDUCTION, REUSE AND RECYCLING

Check **ONLY** if the practice is implemented in at least 50 percent of the facility, or at least 50 percent of the time. Documentation will be required to verify practices noted in italics. For assistance, see Best Management Practices and Technical Assistance.

Florida's tourism industry serves an estimated 95 million visitors annually. More than 50 percent of these visitors are hotel guests during some portion of their stay. The waste generated by these guests constitutes a large portion of the state's commercial waste stream. If a hotel's waste stream is not reduced or recycled, it can contribute to the state's overall environmental problems. Reducing materials at their source, coupled with recovery, reuse and recycling prevents pollution and reduces or eliminates treatment and disposal costs. The preferred method for reducing waste is to prevent it in the first place through pollution prevention and source reduction, followed by material reuse and recycling.

A minimum of **54** points must be obtained from this section for it to be considered complete and satisfied.

|   |   |                              |
|---|---|------------------------------|
| 1. Recycle ALL the following materials, if generated and if services are available in your area. Indicate materials this facility currently recycles. |   |                              |
| • Plastic   | 4 | <input type="checkbox"/> Yes |
| • Aluminum Cans   | 4 | <input type="checkbox"/> Yes |
| • Steel Cans  | 4 | <input type="checkbox"/> Yes |
| • Glass   | 4 | <input type="checkbox"/> Yes |
| • Cardboard   | 4 | <input type="checkbox"/> Yes |
| • Office Paper  | 4 | <input type="checkbox"/> Yes |
| • Newspaper   | 4 | <input type="checkbox"/> Yes |
| • Magazines   | 4 | <input type="checkbox"/> Yes |
| • Batteries   |   |                              |
| • <i>Name of Battery Recycler:</i> _____  | 4 | <input type="checkbox"/> Yes |
| • Ink Cartridges  | 3 | <input type="checkbox"/> Yes |
| • Waste Cooking Oil   | 4 | <input type="checkbox"/> Yes |
| • Fluorescent Bulbs   |   |                              |
| • <i>Name of Fluorescent Bulb Recycler:</i> _____   | 3 | <input type="checkbox"/> Yes |
| • Electronics   |   |                              |
| • <i>Name of Electronics Recycler:</i> _____  | 3 | <input type="checkbox"/> Yes |
| 2. Provide recycling bins for guests at multiple locations throughout the property. Indicate items guests can recycle:                                |   |                              |
| • <i>Items and location of guest recycle bins:</i> _____  |   |                              |
| • Aluminum Cans   | 5 | <input type="checkbox"/> Yes |
| • Plastic Bottles   | 5 | <input type="checkbox"/> Yes |



# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



|   |   |                              |
|---|---|------------------------------|
| • Office Paper  | 5 | <input type="checkbox"/> Yes |
| • Newspaper   | 5 | <input type="checkbox"/> Yes |
| • Magazines   | 5 | <input type="checkbox"/> Yes |
| 3. Purchase 30% or higher post-consumer recycled content for one of the following products: |   | <input type="checkbox"/> Yes |
| • <i>Supplier and item number:</i> _____  |   |                              |
| • Paper Napkins   | 3 | <input type="checkbox"/> Yes |
| • Toilet Tissue   | 3 | <input type="checkbox"/> Yes |
| • Paper Towels  | 3 | <input type="checkbox"/> Yes |
| • Facial Tissue   | 3 | <input type="checkbox"/> Yes |
| • Envelopes   | 3 | <input type="checkbox"/> Yes |
| • Office Paper  | 3 | <input type="checkbox"/> Yes |
| • Other: _____  | 3 | <input type="checkbox"/> Yes |
| 4. Institute one of the following source-reduction activities:                              |   | <input type="checkbox"/> Yes |
| • Bulk Purchasing   |   |                              |
| • <i>Enter item and describe:</i> _____   | 4 | <input type="checkbox"/> Yes |
| • Reduced Packaging   | 4 | <input type="checkbox"/> Yes |
| • Manufacturer Take-back  | 4 | <input type="checkbox"/> Yes |
| 5. Track waste usage.   |   |                              |
| • <i>Documentation must be entered in Baseline Performance Data of Application.</i>         | 4 | <input type="checkbox"/> Yes |
| 6. Compost food waste.  | 5 | <input type="checkbox"/> Yes |
| 7. Use reusable goods in place of disposal goods. Indicate items currently used:            |   |                              |
| • Re-fillable Soap Dispensers   | 4 | <input type="checkbox"/> Yes |
| • Re-fillable Shampoo Dispensers  | 4 | <input type="checkbox"/> Yes |
| • Glass Drinking Glasses  | 3 | <input type="checkbox"/> Yes |
| • Returnable Delivery Containers  | 3 | <input type="checkbox"/> Yes |
| • Cloth Napkins and Table Cloths  | 2 | <input type="checkbox"/> Yes |
| • Re-usable Place Service (cutlery, plates, cups)   | 3 | <input type="checkbox"/> Yes |
| 8. Use refillable containers instead of single-use packets/containers.                      | 3 | <input type="checkbox"/> Yes |
| 9. Set printers and copiers to duplex (print on two sides) by default.                      | 3 | <input type="checkbox"/> Yes |
| 10. Print advertising, educational and promotional pieces on recycled paper.                | 3 | <input type="checkbox"/> Yes |
| 11. Recycle used office paper for note pads.  | 3 | <input type="checkbox"/> Yes |



# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



|   |   |                              |
|---|---|------------------------------|
| 12. Donate excess food, toiletry items, linens, furniture and/or other items to local charities and shelters, where available.<br><ul style="list-style-type: none"><li>• <i>Indicate what items are donated and the name of the organization:</i><br/>_____</li></ul>  | 4 | <input type="checkbox"/> Yes |
| 13. Provide newspapers to guests by request only.   | 3 | <input type="checkbox"/> Yes |
| 14. Minimize or eliminate plastic bag use in retail operations.   | 3 | <input type="checkbox"/> Yes |
| 15. Replace polystyrene (Styrofoam) with reusable, biodegradable or sustainable products.   | 4 | <input type="checkbox"/> Yes |
| 16. Innovative Best Practice<br><ul style="list-style-type: none"><li>• <i>Please describe any additional Waste Reduction, Reuse and Recycling-related practice implemented. Submit any supporting documentation.</i></li></ul> <div data-bbox="102 785 1278 995" style="border: 1px solid black; height: 100px; width: 100%;"></div> |   | <input type="checkbox"/> Yes |
| <b>Waste Reduction, Reuse and Recycling Point Total</b>   |   |                              |



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## Florida *Green Lodging* Program Designation Application



### WATER CONSERVATION

Check **ONLY** if the practice is implemented in at least 50 percent of the facility, or at least 50 percent of the time. Documentation will be required to verify practices noted in italics. For assistance, see Best Management Practices and Technical Assistance.

Aside from the depletion of a precious natural resource, excess water use leads to side effects from water treatment chemicals, energy for pumping and heating and from the release of wastewater back to the environment. In addition to being large-volume users of water, hotels often use large amounts of detergents, cleaners and other chemicals that can be detrimental to our environment. Protecting the environment by lessening the impact a lodging facility has on the environment also assists in protecting the very reason its guests come to Florida; the beautiful beaches, rivers, springs and lakes. Increasing water efficiency is one of the most significant opportunities for realizing cost savings. Many of the water-saving solutions detailed below are easy and affordable to implement. Aside from the obvious decrease in water bills, savings are also realized through decreases in electricity, sewage and chemical costs.

A minimum of **39** points must be obtained from this section for it to be considered complete and satisfied.

| Management Practices   |   |                              |
|--|---|------------------------------|
| 1. Use a preventative maintenance schedule to find and repair leaky faucets, toilets and pipes.<br>• <i>Submit current schedule.</i>   | 4 | <input type="checkbox"/> Yes |
| 2. Track water and wastewater usage.<br>• <i>Documentation must be entered in Baseline Performance Data of Application.</i>  | 4 | <input type="checkbox"/> Yes |
| 3. Have a water assessment conducted by a local utility company, local water management district or other appropriate organization.<br><br>• Assessment date: _____<br><br>• Conducted by: _____ <b>OR</b><br><b>proceed to #4</b> | 4 | <input type="checkbox"/> Yes |
| 4. Conduct a self-audit using the <a href="#">South Florida Water Management District's Water Efficiency Self-Assessment Guide</a> .<br>• <i>Submit completed worksheets.</i>  | 5 | <input type="checkbox"/> Yes |
| 5. Offer a towel reuse program in guest rooms.<br>• <i>Submit a copy of guest room signage.</i>  | 3 | <input type="checkbox"/> Yes |
| 6. Offer a linen reuse program in guest rooms.<br>• <i>Submit a copy of guest room signage.</i>  | 3 | <input type="checkbox"/> Yes |
| 7. Conduct regular water pressure monitoring.  | 3 | <input type="checkbox"/> Yes |





# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



|  |   |                              |
|--|---|------------------------------|
| 8. Sweep sidewalks and other impervious surfaces rather than with the use of water.                          | 3 | <input type="checkbox"/> Yes |
| 9. Participate in the <a href="#">Water CHAMP</a> Program, where available.                                  | 4 | <input type="checkbox"/> Yes |
| <b>Public Washrooms</b>  |   |                              |
| 10. Low-flow faucets, 1.5 gallons or less per minute. Aerators are included.<br>• <i>Manufacturer:</i> _____ | 3 | <input type="checkbox"/> Yes |
| 11. Faucets flow controller or auto shut off.<br>• <i>Manufacturer:</i> _____                                | 3 | <input type="checkbox"/> Yes |
| 12. Faucets with photo sensors.<br>• <i>Manufacturer:</i> _____  | 3 | <input type="checkbox"/> Yes |
| 13. Low-flow showerheads, 2.0 gallons or less per minute.<br>• <i>Manufacturer:</i> _____                    | 3 | <input type="checkbox"/> Yes |
| 14. Water conserving toilets, 6-liter/1.6 gallons or less per flush.<br>• <i>Manufacturer:</i> _____         | 3 | <input type="checkbox"/> Yes |
| 15. Dual flush toilets, .75 /1.6 gallons per flush.<br>• <i>Manufacturer:</i> _____                          | 4 | <input type="checkbox"/> Yes |
| 16. Water conserving retrofit device in toilet.<br>• <i>Manufacturer:</i> _____                              | 3 | <input type="checkbox"/> Yes |
| 17. Toilets with photo sensors.<br>• <i>Manufacturer:</i> _____  | 4 | <input type="checkbox"/> Yes |
| 18. Urinals with photo sensors.<br>• <i>Manufacturer:</i> _____  | 4 | <input type="checkbox"/> Yes |
| 19. Waterless urinals.<br>• <i>Manufacturer:</i> _____   | 4 | <input type="checkbox"/> Yes |
| <b>Guest Rooms</b>   |   |                              |
| 20. Low-flow faucets, 1.5 gallons or less per minute. Aerators are included.<br>• <i>Manufacturer:</i> _____ | 3 | <input type="checkbox"/> Yes |
| 21. Low-flow faucets, 1.5 gallons or less per minute. Aerators are included.<br>• <i>Manufacturer:</i> _____ | 3 | <input type="checkbox"/> Yes |
| 22. Water conserving toilets, 6-liter / 1.6 gallons or less per flush.<br>• <i>Manufacturer:</i> _____       | 4 | <input type="checkbox"/> Yes |
| 23. Dual flush toilets, .75 / 1.6 gallons per flush.<br>• <i>Manufacturer:</i> _____                         | 4 | <input type="checkbox"/> Yes |



# Florida Department of Environmental Protection

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|   |   |                              |
|---|---|------------------------------|
| 24. Water conserving retrofit device in toilet.<br><ul style="list-style-type: none"> <li>• <i>Manufacturer:</i> _____</li> </ul>   | 3 | <input type="checkbox"/> Yes |
| <b>Kitchen</b>  |   |                              |
| 25. Low-flow, pre-rinse spray nozzles, 1.25 gallons or less per minute, in kitchens.<br><ul style="list-style-type: none"> <li>• <i>Manufacturer:</i> _____</li> </ul>                                      | 3 | <input type="checkbox"/> Yes |
| 26. Tap flow controller or auto shut off.<br><ul style="list-style-type: none"> <li>• <i>Manufacturer:</i> _____</li> </ul>   | 3 | <input type="checkbox"/> Yes |
| 27. Photocells on faucets.  | 3 | <input type="checkbox"/> Yes |
| 28. Use counter-current rinsing OR High-Efficiency, ENERGY STAR®, dishwashers, 1 gallon per rack or 4.5 gallons per load.<br><ul style="list-style-type: none"> <li>• <i>Manufacturer:</i> _____</li> </ul> | 4 | <input type="checkbox"/> Yes |
| <b>Laundry</b>  |   |                              |
| 29. Use final rinse water as pre-rinse water for subsequent cycles in washing machines.   | 3 | <input type="checkbox"/> Yes |
| 30. Where applicable, guests are encouraged to run full capacity loads for dishwashers and washing machines.  | 4 | <input type="checkbox"/> Yes |
| 31. Use of Ozone washing systems.   | 5 | <input type="checkbox"/> Yes |
| 32. Use of steam traps.   | 3 | <input type="checkbox"/> Yes |
| <b>Ice Machines</b>   |   |                              |
| 33. Air Cooled<br><ul style="list-style-type: none"> <li>• <i>Manufacturer:</i> _____</li> </ul>  | 4 | <input type="checkbox"/> Yes |
| 34. Cut Off Valve<br><ul style="list-style-type: none"> <li>• <i>Manufacturer:</i> _____</li> </ul>   | 3 | <input type="checkbox"/> Yes |
| <b>Grounds and Landscaping</b>  |   |                              |
| 35. Use of soaker hoses and/or drip lines.  | 3 | <input type="checkbox"/> Yes |
| 36. Mulching of flower beds.  | 3 | <input type="checkbox"/> Yes |
| 37. Routine inspection and repair of delivery hoses, pipes and sprinkler heads.   | 3 | <input type="checkbox"/> Yes |
| 38. Implementation of cisterns and rainwater collection.<br><ul style="list-style-type: none"> <li>• Approximate gallons collected: _____</li> </ul>  | 4 | <input type="checkbox"/> Yes |
| 39. Hot tubs and pools covered when not in use.   | 3 | <input type="checkbox"/> Yes |
| 40. Practice Florida-Friendly Landscaping™, including, drought-tolerant plants, rain gauges and/or moisture sensors and efficient irrigation.   | 4 | <input type="checkbox"/> Yes |
| 41. Implementation of "Gray" Water system for irrigation.   | 4 | <input type="checkbox"/> Yes |
| 42. Best Management Practices for timer settings for optimum water conservation.  | 3 | <input type="checkbox"/> Yes |
| 43. Monitoring of sprinkler head system to avoid irrigation of impervious surfaces.   | 3 | <input type="checkbox"/> Yes |



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## Florida *Green Lodging* Program Designation Application



|  |   |                              |
|--|---|------------------------------|
| 44. Inspect, clean and adjust cooling towers, ice machines, boilers and hot water heater to maximize efficiency.<br><br>• <i>Current Year Inspection Dates:</i> _____  | 3 | <input type="checkbox"/> Yes |
| 45. When cleaning portable HVAC or PTAC units with chemicals/cleaning solutions, cleaning is performed on a porous surface such as grass.  | 3 | <input type="checkbox"/> Yes |
| 46. Innovative Best Practice<br>• <i>Please describe any additional Water Conservation-related practice implemented. Submit any supporting documentation.</i><br><br><div data-bbox="103 688 1279 909" style="border: 1px solid black; height: 105px; width: 100%;"></div> |   | <input type="checkbox"/> Yes |
| <b>Water Conservation Point Total</b>  |   |                              |



# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



### ENERGY EFFICIENCY

Check **ONLY** if the practice is implemented in at least 50 percent of the facility, or at least 50 percent of the time. Documentation will be required to verify practices noted in italics. For assistance, see Best Management Practices and Technical Assistance.

Reducing energy use provides our accommodation facility with significant cost savings. It also decreases your contribution of harmful air emissions such as smog, greenhouse gases, sulfur dioxide, hydrocarbons and particulate matter. Lodging facilities have extensive opportunities to reduce energy use and the associated costs through choosing efficient equipment, limiting the amount of energy used at any one time, making routine energy saving choices and keeping equipment in optimum condition.

The Energy Efficiency section assesses the energy impact of equipment and current practices at your facility. Key elements include:

- Energy efficient choices for lighting, appliances, office equipment and heating and cooling;
- Energy efficiency efforts such as controlling periodic and sporadic energy needs and optimizing thermostat settings;
- Preventative equipment maintenance such as planned repairs and equipment overhauls; and
- Building upkeep incorporating routine energy saving activities.

A minimum of **54** points must be obtained from this section for it to be considered complete and satisfied.

|  |   |                              |
|--|---|------------------------------|
| 1. Have your local utility or other provider conduct an energy assessment.   |   |                              |
| <ul style="list-style-type: none"> <li>• <i>Date Completed:</i> _____</li> <li>• <i>Conducted by:</i> _____</li> </ul> | 4 | <input type="checkbox"/> Yes |
| 2. Have a preventative maintenance schedule to clean and maximize efficiency in appliances.                            |   |                              |
| <ul style="list-style-type: none"> <li>• <i>Submit current schedule.</i></li> </ul>                                    | 4 | <input type="checkbox"/> Yes |
| <b>3. Indicate which items are inspected on a routine schedule</b>   |   |                              |
| <ul style="list-style-type: none"> <li>• HVAC equipment. Most recent inspection date: _____</li> </ul>                 | 4 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Ventilation systems: Most recent inspection date: _____</li> </ul>            | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Lighting timers and sensors: Most recent inspection date: _____</li> </ul>    | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Refrigerators: Most recent inspection date: _____</li> </ul>                  | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Stoves, fryers: Most recent inspection date: _____</li> </ul>                 | 3 | <input type="checkbox"/> Yes |



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|   |   |                              |
|---|---|------------------------------|
| <ul style="list-style-type: none"> <li>• Pool equipment: Most recent inspection date: _____</li> </ul>  | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Laundry exhaust vents: Most recent inspection date: _____</li> </ul>   | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Grounds equipment: Most recent inspection date: _____</li> </ul>   | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Vehicles: Most recent inspection date: _____</li> </ul>  | 3 | <input type="checkbox"/> Yes |
| 4. Track energy usage.<br><ul style="list-style-type: none"> <li>• <i>Documentation must be entered in Baseline Performance Data of Application.</i></li> </ul>   | 4 | <input type="checkbox"/> Yes |
| <b>5. Use energy efficient lighting (compact fluorescent bulbs, LEDs, and/or T-8 fluorescent tubes). Indicate the areas where energy efficient lighting is used:</b>  |   |                              |
| <ul style="list-style-type: none"> <li>• Lobby and reception area</li> </ul>  | 4 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Hallways</li> </ul>  | 4 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Public restrooms</li> </ul>  | 4 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Offices</li> </ul>   | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Restaurants/Bars</li> </ul>  | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Kitchen</li> </ul>   | 2 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Conference Areas</li> </ul>  | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Guestrooms</li> </ul>  | 3 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Exterior lighting including parking</li> </ul>   | 4 | <input type="checkbox"/> Yes |
| <ul style="list-style-type: none"> <li>• Exit lighting</li> </ul>   | 4 | <input type="checkbox"/> Yes |
| 6. Use programmable thermostats for HVAC.<br><ul style="list-style-type: none"> <li>• <i>Manufacturer:</i> _____</li> </ul>   | 5 | <input type="checkbox"/> Yes |
| 7. Use sensors or timers on outdoor lighting.<br><ul style="list-style-type: none"> <li>• <i>Manufacturer:</i> _____</li> </ul>   | 4 | <input type="checkbox"/> Yes |
| 8. Install Low-E, Thermal-rated or tinted windows.<br><ul style="list-style-type: none"> <li>• <i>Percentage of facility with energy efficient windows:</i> _____</li> </ul>  | 5 | <input type="checkbox"/> Yes |
| 9. Use on-site renewable energy power source (solar panels, solar water heater, other).<br><ul style="list-style-type: none"> <li>• <i>Enter item used:</i> _____</li> </ul>  | 5 | <input type="checkbox"/> Yes |
| 10. Purchase at least 5% green power or renewable energy certificates from a green power generation source in Florida.<br><ul style="list-style-type: none"> <li>• <i>Green Power Source:</i> _____</li> <li>• <i>Date:</i> _____</li> </ul>          | 5 | <input type="checkbox"/> Yes |
| 11. Implement key card technology to control guest room energy use, i.e., when card is not in the slot, lights and other power sources automatically turn off.<br><ul style="list-style-type: none"> <li>• <i>Key Card Supplier:</i> _____</li> </ul> | 5 | <input type="checkbox"/> Yes |



# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



| Use of ENERGY STAR® products from each category:             |   |                              |
|--|---|------------------------------|
| Front of House Equipment                                     |   |                              |
| 12. Printers<br>• <i>Manufacturer:</i> _____                 | 3 | <input type="checkbox"/> Yes |
| 13. Televisions<br>• <i>Manufacturer:</i> _____              | 3 | <input type="checkbox"/> Yes |
| 14. Copiers<br>• <i>Manufacturer:</i> _____                  | 2 | <input type="checkbox"/> Yes |
| 15. Monitors<br>• <i>Manufacturer:</i> _____                 | 2 | <input type="checkbox"/> Yes |
| 16. Refrigerators<br>• <i>Manufacturer:</i> _____            | 3 | <input type="checkbox"/> Yes |
| 17. Computers<br>• <i>Manufacturer:</i> _____                | 2 | <input type="checkbox"/> Yes |
| 18. MP3 Speaker Docks<br>• <i>Manufacturer:</i> _____        | 2 | <input type="checkbox"/> Yes |
| Heating/Cooling Equipment                                    |   |                              |
| 19. Ceiling Fans<br>• <i>Manufacturer:</i> _____             | 2 | <input type="checkbox"/> Yes |
| 20. Boilers / Water Heaters<br>• <i>Manufacturer:</i> _____  | 4 | <input type="checkbox"/> Yes |
| 21. Dehumidifiers<br>• <i>Manufacturer:</i> _____            | 3 | <input type="checkbox"/> Yes |
| 22. Ventilation<br>• <i>Manufacturer:</i> _____              | 3 | <input type="checkbox"/> Yes |
| 23. Programmable Thermostats<br>• <i>Manufacturer:</i> _____ | 4 | <input type="checkbox"/> Yes |
| 24. Central AC Units<br>• <i>Manufacturer:</i> _____         | 4 | <input type="checkbox"/> Yes |
| Laundry and Kitchen Equipment                                |   |                              |
| 25. Washing Machines<br>• <i>Manufacturer:</i> _____         | 4 | <input type="checkbox"/> Yes |



# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



|  |   |                              |
|--|---|------------------------------|
| 26. Refrigerators<br>• <i>Manufacturer:</i> _____                  | 3 | <input type="checkbox"/> Yes |
| 27. Freezers<br>• <i>Manufacturer:</i> _____                       | 4 | <input type="checkbox"/> Yes |
| 28. Ice Machine<br>• <i>Manufacturer:</i> _____                    | 4 | <input type="checkbox"/> Yes |
| 29. Dishwashers<br>• <i>Manufacturer:</i> _____                    | 3 | <input type="checkbox"/> Yes |
| 30. Steam Cookers<br>• <i>Manufacturer:</i> _____                  | 3 | <input type="checkbox"/> Yes |
| 31. Hot Food Holders<br>• <i>Manufacturer:</i> _____               | 3 | <input type="checkbox"/> Yes |
| 32. Fryers<br>• <i>Manufacturer:</i> _____                         | 3 | <input type="checkbox"/> Yes |
| <b>Other Appliances</b>  |   |                              |
| 33. Vending Machines<br>• <i>Manufacturer:</i> _____               | 3 | <input type="checkbox"/> Yes |
| 34. In-Room Coffee Makers<br>• <i>Manufacturer:</i> _____          | 2 | <input type="checkbox"/> Yes |
| 35. Public restroom hand dryers<br>• <i>Manufacturer:</i> _____    | 3 | <input type="checkbox"/> Yes |
| 36. Energy Management System<br>• <i>Manufacturer:</i> _____       | 5 | <input type="checkbox"/> Yes |
| 37. Use A/C units with a SEER Rating of 12 or higher.              | 4 | <input type="checkbox"/> Yes |
| <b>Energy Saving Practices</b>                                     |   |                              |
| 38. Weather stripping and caulking on doors and windows replaced.  | 3 | <input type="checkbox"/> Yes |
| 39. Air conditioning air inlet and vents kept unobstructed.        | 3 | <input type="checkbox"/> Yes |
| 40. Controlled HVAC demand usage in the hallways and common areas. | 3 | <input type="checkbox"/> Yes |
| 41. Windows closed when HVAC system operating.                     | 3 | <input type="checkbox"/> Yes |
| 42. Effective use of shade to reduce cooling costs.                | 3 | <input type="checkbox"/> Yes |
| 43. Ducts and registers kept clear.                                | 3 | <input type="checkbox"/> Yes |
| 44. Lighting and appliances off in guestrooms when not in use.     | 3 | <input type="checkbox"/> Yes |
| 45. Drapes opened to clean with natural light.                     | 3 | <input type="checkbox"/> Yes |
| 46. Refrigerator coils kept clean.                                 | 3 | <input type="checkbox"/> Yes |



# Florida Department of Environmental Protection

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|  |   |                              |
|--|---|------------------------------|
| 47. Kitchen equipment turned down during non-peak hours.   | 2 | <input type="checkbox"/> Yes |
| 48. Oven preheat times minimized.  | 2 | <input type="checkbox"/> Yes |
| 49. Wash linens in cold water when possible and appropriate.   | 4 | <input type="checkbox"/> Yes |
| 50. Lint filters emptied regularly.  | 3 | <input type="checkbox"/> Yes |
| 51. Pool cover or chemical thermal cover used.   | 4 | <input type="checkbox"/> Yes |
| 52. Hot tub covered when not in use.   | 4 | <input type="checkbox"/> Yes |
| 53. Pool/hot tub/sauna on timers.  | 4 | <input type="checkbox"/> Yes |
| 54. Vinyl curtains on loading docks.   | 3 | <input type="checkbox"/> Yes |
| 55. Use of natural ambient light whenever possible.  | 3 | <input type="checkbox"/> Yes |
| 56. Window coverings in recently cleaned rooms left 50% open.  | 4 | <input type="checkbox"/> Yes |
| 57. Installation of green roofs and walls.   | 5 | <input type="checkbox"/> Yes |
| 58. Real time energy monitoring.   | 5 | <input type="checkbox"/> Yes |
| 59. Periodic thermal imaging.  | 5 | <input type="checkbox"/> Yes |
| 60. Onsite electrical generation   | 5 | <input type="checkbox"/> Yes |
| <b>Transportation</b>  |   |                              |
| 61. Encourage guests and staff to walk, use public transport, bicycle to and from the facility, providing maps, schedules and/or reduced rate transit passes.  | 3 | <input type="checkbox"/> Yes |
| 62. Provide bicycles for guest rental or use.  | 3 | <input type="checkbox"/> Yes |
| 63. Provide preferred parking locations for guests and staff driving fuel efficient vehicles.  | 3 | <input type="checkbox"/> Yes |
| 64. Encourage and reward staff for carpooling or using public transportation.  | 3 | <input type="checkbox"/> Yes |
| 65. Use of hybrid-electric, biodiesel, ethanol, or electric or other non-petroleum-based vehicles.   | 5 | <input type="checkbox"/> Yes |
| 66. Innovative Best Practice <ul style="list-style-type: none"> <li>• <i>Please describe any additional Energy Efficiency-related practice implemented. Submit any supporting documentation.</i></li> </ul> <div style="border: 1px solid black; height: 100px; width: 100%; margin-top: 10px;"></div> |   | <input type="checkbox"/> Yes |
| <b>Energy Efficiency Point Total</b>   |   |                              |





# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



### INDOOR AIR QUALITY

Check **ONLY** if the practice is implemented in at least 50 percent of the facility, or at least 50 percent of the time. Documentation will be required to verify practices noted in italics. For assistance, see Best Management Practices and Technical Assistance.

Over the past few decades, clean air practices have become increasingly important in progressive hotel management. These changes have not only led to an increase in energy efficiency and reduced exposure to health-related liabilities but have also created positive impacts on the “bottom line” and higher employee and guest satisfaction. Indoor pollution sources that release gases or particles into the air are the primary causes of indoor air quality problems. According to the U.S. Environmental Protection Agency (EPA), indoor air quality can be up to 10 times worse than the quality of outside air. There are many sources of indoor air pollution. These include the combustion of fuels such as oil, gas, kerosene, coal and wood; building materials and furnishings as diverse as deteriorating insulation, wet or damp carpets, and furnishings made of certain pressed wood products; products for cleaning and maintenance central heating and cooling systems and humidification devices.

A minimum of **21** points must be obtained from this section for it to be considered complete and satisfied.

|  |   |                              |
|--|---|------------------------------|
| 1. Use at least two, environmentally preferable cleaners that are biodegradable <b>and</b> do not contain NTA (nitrilotriacetic acid), chlorine bleach or phosphates <i>or</i> two cleaners that have a third-party green cleaning designation.<br>• <i>Enter products &amp; brands:</i> _____ | 5 | <input type="checkbox"/> Yes |
| 2. Use air filters with a Minimum Efficiency Reporting Value (MERV) of 8 or better.<br>• <i>Manufacturer:</i> _____<br>• <i>Submit receipt or proof-of-purchase</i>  | 5 | <input type="checkbox"/> Yes |
| 3. Clean all air handler units and coils, at minimum, annually. Keep and follow a preventative maintenance schedule and a record of activities.<br>• <i>Submit current schedule</i>  | 4 | <input type="checkbox"/> Yes |
| 4. Properly label and store all chemicals.   | 3 | <input type="checkbox"/> Yes |
| 5. No visible mold or mildew is present.   | 4 | <input type="checkbox"/> Yes |
| 6. Ceiling tiles, wallpaper, shower curtain or other absorbent surfaces are routinely monitored for signs of mold and replaced as necessary.   | 3 | <input type="checkbox"/> Yes |
| 7. Waterlogged carpets are immediately lifted and dried, or immediately replaced.  | 3 | <input type="checkbox"/> Yes |
| 8. Maintain HVAC inspection records for the following:<br><input type="checkbox"/> Mold and bacteria <input type="checkbox"/> Obstruction to air flow <input type="checkbox"/> Clean drip pans<br>• <i>Submit copy of current records</i>  | 5 | <input type="checkbox"/> Yes |
| 9. Drain condensate or any liquid from HVAC maintenance to sanitary sewer; not to stormwater drain. (Only storm water is permitted to go to the stormwater drain or retention pond).   | 4 | <input type="checkbox"/> Yes |



# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



|   |   |   |
|---|---|---|
| 10. Maintain a relative humidity between 35% and 55% throughout the property.   | 3 | <input type="checkbox"/> Yes                            |
| 11. Use an integrated pest management system to control indoor pests.<br><br>• Enter vendor: _____  | 3 | <input type="checkbox"/> Yes                            |
| 12. Vent all exhaust fans to outside.   | 3 | <input type="checkbox"/> Yes                            |
| 13. Use dehumidifiers.  | 3 | <input type="checkbox"/> Yes                            |
| 14. Properly ventilate and filter all smoking guest rooms. Minimize or eliminate using deodorizers to mask smells.  | 3 | <input type="checkbox"/> Yes                            |
| 15. Facility is 100% smoke-free indoors, including all guest rooms.   | 4 | <input type="checkbox"/> Yes                            |
| 16. Ensure high moisture areas, such as kitchen and laundry are well ventilated.  | 3 | <input type="checkbox"/> Yes                            |
| 17. Use low or No-VOC paints and finishes.<br><br>• Enter brand: _____  | 3 | <input type="checkbox"/> Yes                            |
| 18. Regularly conduct tests for gases such as carbon monoxide and radon, and materials such as lead paint and asbestos.   | 4 | <input type="checkbox"/> Yes                            |
| 19. Eliminate or minimize use of ozone depleting chlorofluorocarbons (CFCs) such as refrigerants and aerosols. Existing CFC products are recovered, recycled and properly disposed. | 4 | <input type="checkbox"/> Yes                            |
| 20. Innovative Best Practice<br>• Please describe any additional Indoor Air Quality-related practice implemented.<br>Submit any supporting documentation.                           |   | <input type="checkbox"/> Yes                            |
| <b>Indoor Air Quality Point Total</b>   |   | <input style="width: 50px; height: 20px;" type="text"/> |



# Florida Department of Environmental Protection

## Florida *Green Lodging* Program Designation Application



### VERIFICATION and AUTHORIZATION

Florida *Green Lodging* Designation requires the lodging facility to verify regulatory compliance with the Florida Department of Environmental Protection (DEP) and authorize to posting its environmental practices on the Florida *Green Lodging* Program website. Please indicate agreement by completing the following:

\_\_\_\_\_ (Facility Name) is in compliance with all applicable federal, state and local environmental rules and regulations; allows its environmental practices to be posted on the Florida *Green Lodging* website; and makes its practices available to the public, guests and others upon request.

- As authorizing agent for this hotel, I accept the Terms and Conditions of designation.
- No false or misleading information is presented in this application.
- My property is ready for designation.

General Manager: \_\_\_\_\_ Date: \_\_\_\_\_

Thank you for your commitment to conserve Florida's natural resources through your participation in the Florida *Green Lodging* Program. The Florida *Green Lodging* Program will review your application and documentation and will notify you of your designation status.

#### IMPORTANT NOTE:

Once you have completed the application, please save the form as a .pdf using the 'Save As' function. Attach application to an email and send to [GreenLodging@FloridaDEP.gov](mailto:GreenLodging@FloridaDEP.gov). Be sure to include any additional documentation required in the above sections.

Attachments should be in .pdf format, titled clearly with your property's name and documents should be no larger than 250 kb in size. Your application will not be reviewed for designation without the supporting documents.

If you have any questions, please contact the Florida *Green Lodging* Program at (850) 245-2116 or by email at [GreenLodging@FloridaDEP.gov](mailto:GreenLodging@FloridaDEP.gov).

**MAKE SURE TO SAVE A COPY OF THIS APPLICATION BEFORE SUBMITTING**



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## Solutions

Custom Product Center

Emergency Preparedness

Grainger Choice

Government

Green

Industries

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Productivity

Safety Solution Center

Small Business

Info Library

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# 11 Minimum Guidelines for Going Green

- Each hotel should form an **Environmental Committee** that is responsible for developing an Environmental Green Plan for energy, water, and solid waste use.
- Manage your hotel's **environmental performance** by monitoring



The American Hotel and Lodging Association (AH&LA) publishes a list of eleven guidelines to help member properties become more eco-friendly.

the electric, gas, water, and waste usage information on a monthly and annual basis. Review with key personnel. **Featured Products**

- Replace **incandescent lamps** with compact fluorescent lamps wherever possible.
- Install **digital thermostats** in guestrooms and throughout the hotel.
- Implement a **towel and/or linen reuse** program.
- Install **2.5-gallons per minute showerheads** or less in all guestroom baths and any employee shower areas.
- Install **1.6-gallon toilets** in all guestrooms.
- Implement a **recycling program** –including public spaces – to the full extent available in your municipality; document your efforts.
- Implement a **recycling program for hazardous materials** found in fluorescent bulbs, batteries, and lighting ballasts through licensed service providers.
- Purchase **Energy Star** labeled appliances and equipment.
- All **office paper products** should have 20% or more post consumer recycled content.



LITHONIA Exit Sign, 1.2W, Red, 1 Face 4PH24



PHILIPS ADVANCE Electronic Ballast, T8 Lamps, 120/277V 1VN22

Source: American Hotel & Lodging Association

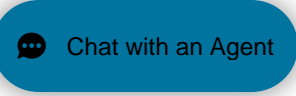
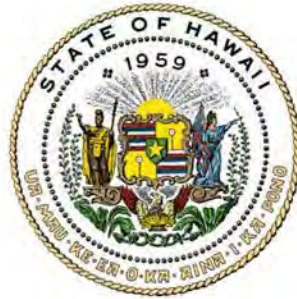


Exhibit 2F

RPAD Unofficial Vacation Lodging by Community Plan counts

AY 2022 proposed RPAD data 10/18/21

| Community Plan District | Cap Permitted B&B MCC 19.64.030 | Actual number of Permitted B&B* | Cap permitted STR MCC 19.65.030 | Actual number of Permitted STR* | TVR permit* | Hotel TMK's | Hotel Projects | Hotel rooms* | Timeshare TMKs | Timeshare units* | TVR via zoning (dwelling zoned hotel / apt / grandfathered) included OO* | Condominium zoned hotel STR allowed (includes LTR/OO)* | Planning list dated 8/19/21(condo/home/apt zoned)* | Vacation Lodging Grand Total Units (sum of *columns) | Owner-occupied parcels | Non-owner-occupied parcels | Owner-occupied and non-owner-occupied grand total |
|-------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|-------------|-------------|----------------|--------------|----------------|------------------|--|--|--|--|------------------------|----------------------------|---|
| Hana                    | 48                              | 13                              | 15                              | 24                              | 0           | 66          | 1              | 51           | 0              | 0                | 2  | 7  | 19   | 116  | 415                    | 538                        | 953   |
| Kihei-Makena            | 100                             | 41                              | 46                              | 41                              | 3           | 75          | 13             | 3,260        | 315            | 512              | 9  | 1,893  | 4,928  | 10,687   | 5,041                  | 5,037                      | 10,078  |
| Makawao-Pukalani-Kula   | 40                              | 21                              | 15                              | 11                              | 3           | 3           | 3              | 35           | 0              | 0                | 3  | 0  | 1  | 74   | 3,572                  | 1,764                      | 5,336   |
| Paia-Haiku              | 88                              | 48                              | 48                              | 48                              | 2           | 1           | 1              | 7            | 0              | 0                | 19   | 0  | 34   | 158  | 3,670                  | 2,097                      | 5,767   |
| Wailuku-Kahului         | 36                              | 11                              | 6                               | 5                               | 1           | 4           | 3              | 472          | 0              | 0                | 1  | 0  | 24   | 514  | 9,974                  | 4,595                      | 14,569  |
| West Maui               | 88                              | 12                              | 50                              | 56                              | 1           | 115         | 12             | 3,600        | 2,154          | 2,343            | 14   | 2,029  | 4,851  | 12,906   | 3,340                  | 3,902                      | 7,242   |
| Molokai                 | No cap                          | 1                               | 0                               | 0                               | 1           | 1           | 1              | 22           | 7              | 7                | 1  | 375  | 248  | 655  | 1,171                  | 1,937                      | 3,108   |
| Lanai                   | 15                              | 1                               | 15                              | 18                              | 0           | 3           | 3              | 348          | 0              | 0                | 0  | 0  | 0  | 367  | 497                    | 752                        | 1,249   |
| <b>Total</b>            | <b>415</b>                      | <b>148</b>                      | <b>195</b>                      | <b>203</b>                      | <b>11</b>   | <b>268</b>  | <b>37</b>      | <b>7,795</b> | <b>2,476</b>   | <b>2,862</b>     | <b>49</b>  | <b>4,304</b>   | <b>10,105</b>                                      | <b>25,477</b>  | <b>27,680</b>          | <b>20,622</b>              | <b>48,302</b>                                     |



# 2020 VISITOR PLANT INVENTORY



Tourism Research

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## PREFACE

The 2020 Visitor Plant Inventory (VPI) report was produced by Kloninger & Sims Consulting LLC for the Hawai'i Tourism Authority (HTA).

As part of the Tourism Research program, HTA conducted a survey on statewide visitor accommodations in 2020. This report provides the results of this survey presenting statistics on the number of visitor units, island distribution, type of property and class of rooms. As in previous reports, island and district names were written in proper Hawaiian language orthography. However, individual property names were not written in the same manner unless the words were easily identifiable (i.e., island names).

The Hawai'i Visitors and Convention Bureau (HVCB) first published the Visitor Plant Inventory in 1964 and every year thereafter, except 1995 and 1998. HVCB did not conduct a survey in 1995 and did not publish hard copies of the report in 1998. The Department of Business, Economic Development and Tourism (DBEDT) published the VPI reports annually from 1999 through 2008.

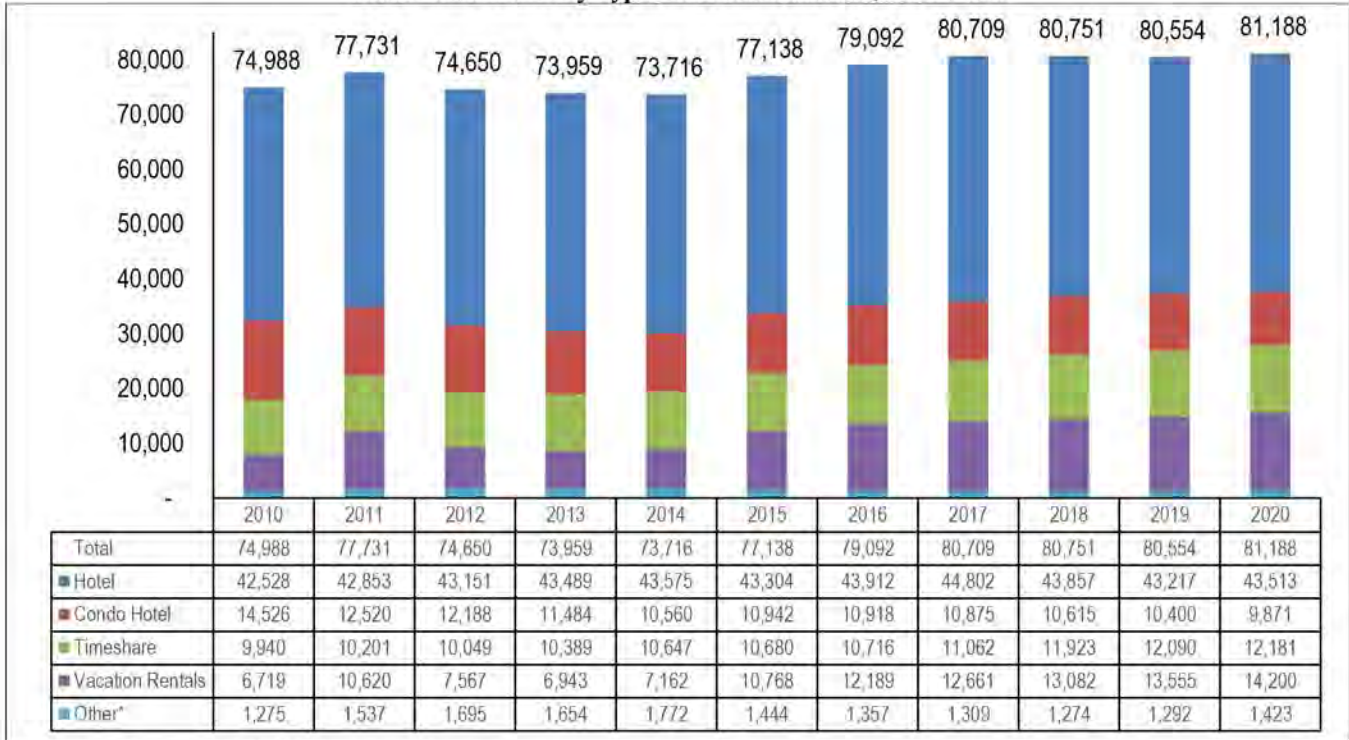
Many of Hawai'i's visitor accommodations suspended operation for much of 2020, due to the COVID-19 pandemic and resulting travel restrictions. For the purpose of the VPI, the visitor units in properties that had temporarily suspended operation due to the pandemic were counted in the supply of visitor units. Visitor units in properties that had announced that they would remain closed for an extended period of time to renovate were not included in the VPI count. This is consistent with a long-standing VPI practice of excluding from the inventory any visitor units in properties temporarily closed for renovation.

The 2020 Visitor Plant Inventory report is posted on the HTA website:  
[www.hawaiitourismauthority.org/research/visitor-plant-inventory/](http://www.hawaiitourismauthority.org/research/visitor-plant-inventory/).

For further information, contact HTA at (808) 973-2255, [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org).

# Executive Summary

Visitor Unit Counts by Type of Accommodations, 2010-2020



\*Other includes Apartment Hotels, B&Bs, Hostels, and Other units.

The number of visitor units in the State of Hawai'i increased by 0.8 percent in 2020 for a total of 81,188 units.

A majority of the lodging supply in the state (53.6 percent) was made up of Hotel units (43,513 units), slightly higher (0.7 percent) compared to 2019. Nearly two-thirds (62.0 percent) of all hotel rooms (26,966 rooms) were located on O'ahu.

Vacation Rental Units<sup>1</sup> accounted for 17.5 percent of all lodging units in 2020 (14,200 units), growing by 4.8 percent over 2019. Vacation Rental Units<sup>2</sup> include condominium units, houses, villas, cottages, and private and shared rooms.

The number of visitor units at Timeshare properties saw an increase in 2020, accounting for 12,181 units (+0.8 percent).

Condo Hotel units accounted for 9,871 visitor units in 2020. Condo Hotels consist of individually deeded condominium units but provide hotel-like services such as a front desk and often daily housekeeping service. The overall number of Condo Hotel units decreased by 2.0 percent. Most of the state's Condo Hotel supply was located on Maui (4,112) and O'ahu (3,575 units).

<sup>1</sup> Vacation Rental Units were referred to as Individual Vacation Units ("IVU") prior to the 2014 VPI.

<sup>2</sup> The VPI's definition of Vacation Rental Units is presented on page 49. VPI Vacation Rentals should not be equated with other definitions of transient vacation rental units as described by county-level ordinances.

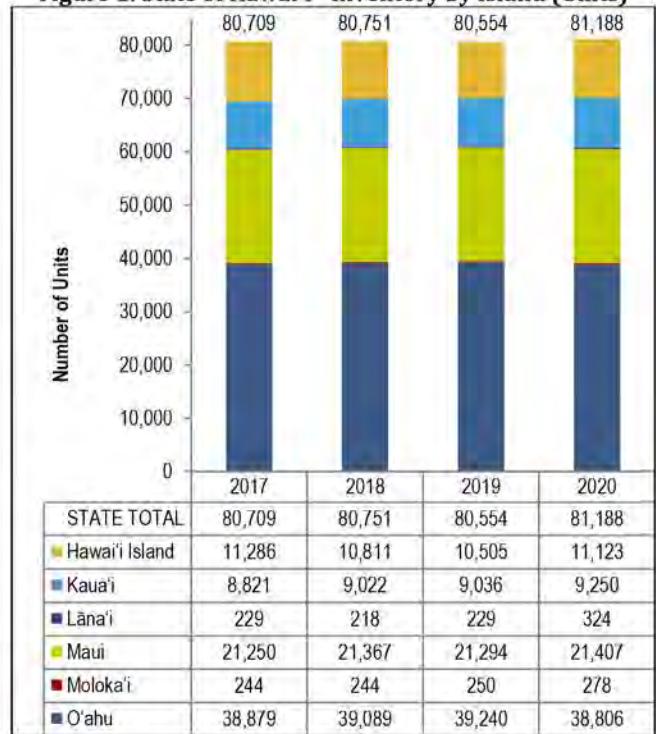
# Overview

## State of Hawai'i

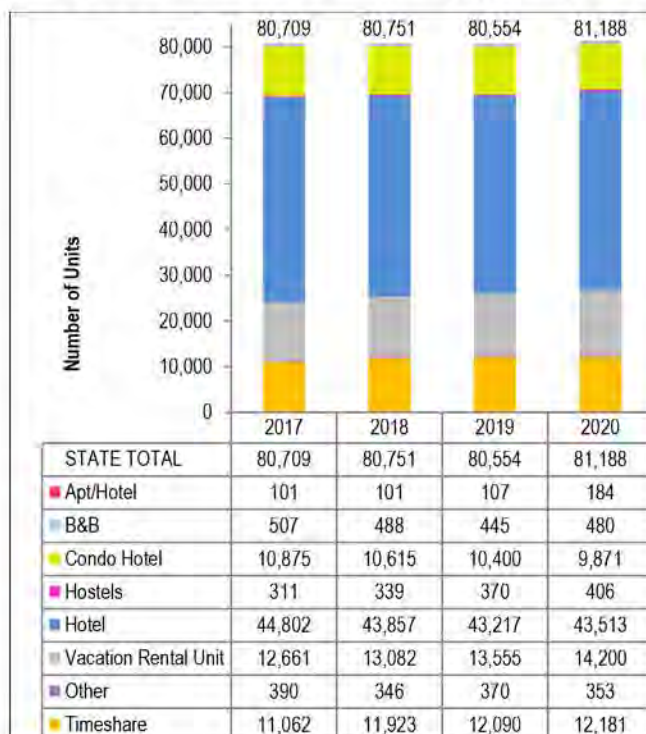
The total number of units in the State of Hawai'i Visitor Plant Inventory for 2020 was 81,188 visitor units, a 0.8 percent increase compared to 2019. [Figure 1].

- Nearly half (47.8 percent) of the state's visitor units were located on O'ahu, with the majority of units located in Waikiki. Maui had the second most units (26.4 percent) followed by Hawai'i Island (13.7 percent) and Kaua'i (11.4 percent). Moloka'i and Lāna'i had the fewest lodging units and combined totaled less than one percent of all Hawai'i lodging units.
- A large majority of the lodging supply in the state was made up by Hotel units (53.6 percent). Vacation Rentals, Timeshares, and Condominium Hotels accounted for 17.5 percent, 15.0 percent, and 12.2 percent of all lodging units, respectively.

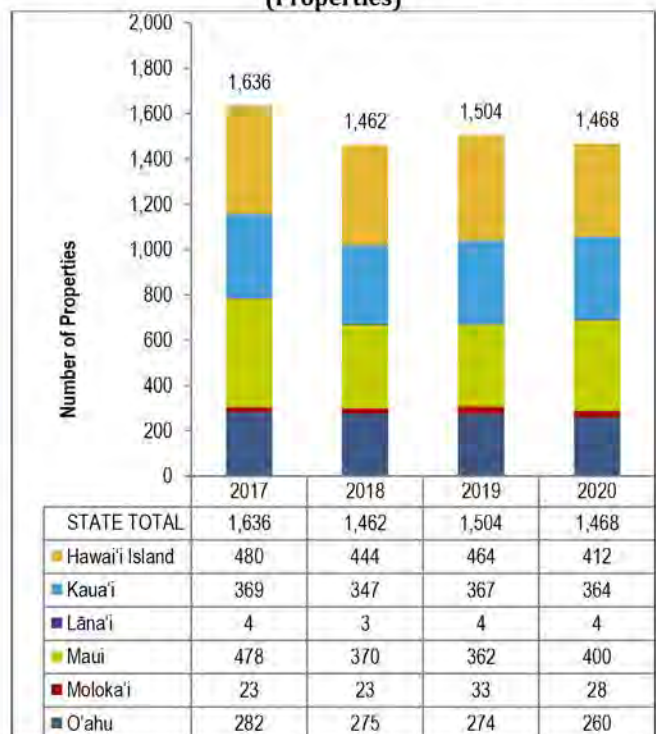
**Figure 1: State of Hawai'i - Inventory by Island (Units)**



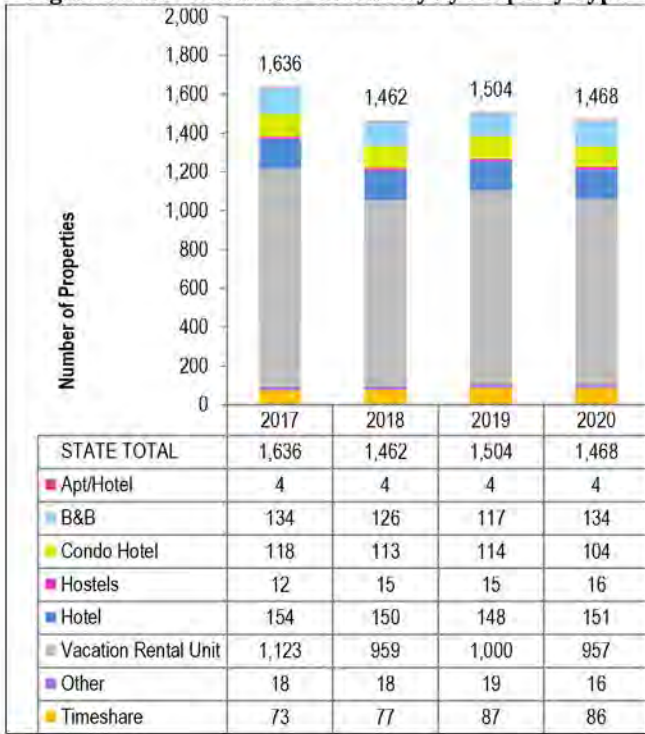
**Figure 2: State of Hawai'i - Inventory by Unit Type**



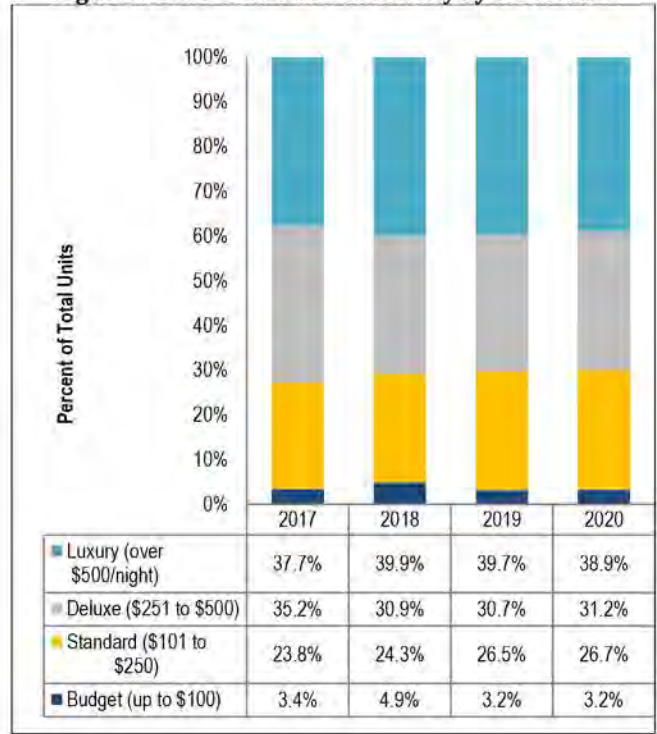
**Figure 3: State of Hawai'i - Inventory by Island (Properties)**



**Figure 4: State of Hawai'i - Inventory by Property Type**



**Figure 5: State of Hawai'i - Inventory by Price Class**



Percentages reflect reporting units only.

# Inventory by Island

## Island of Hawai'i

The overall visitor unit count on Hawai'i Island increased by 5.9 percent from 2019.

- Hotels continued to comprise the bulk of Hawai'i Island's visitor plant inventory (6,115 units) [Figure 6].
- In 2020, a higher proportion of visitor units were categorized in the Luxury category compared to previous years (32.0 percent).
- The hotel formerly known as Mauna Lani Bay Hotel & Bungalows reopened after renovations in early 2020 with an 8 unit reduction to supply and renamed to Mauna Lani, Auberge Resorts Collection.
- In 2020, a higher proportion of visitor units were categorized as Luxury compared to previous years (32.0 percent).

Figure 6: Hawai'i Island - Inventory by Unit Type

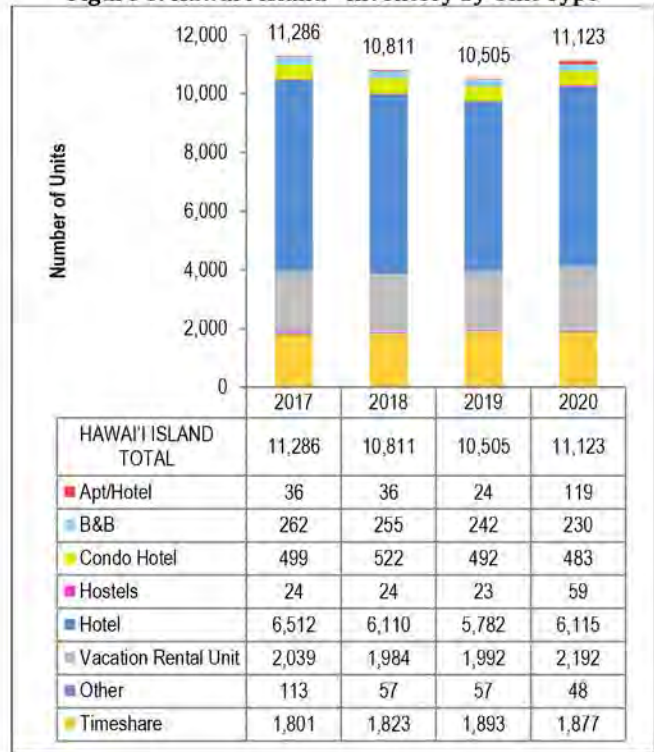


Figure 7: Hawai'i Island - Inventory by Property Type

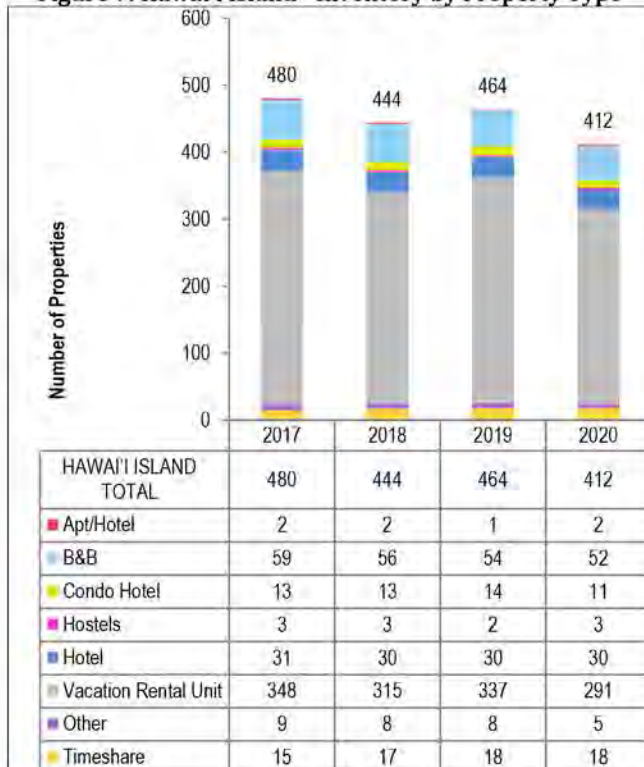
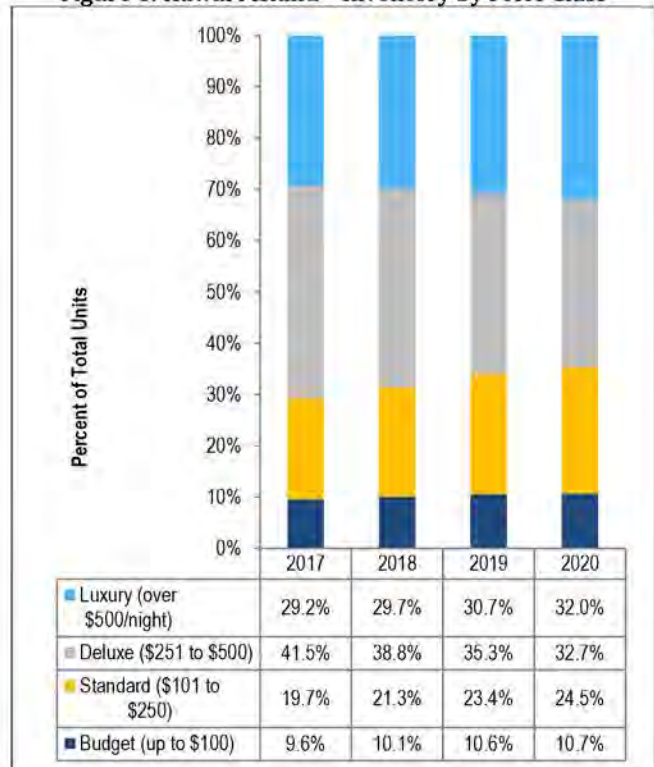


Figure 8: Hawai'i Island - Inventory by Price Class



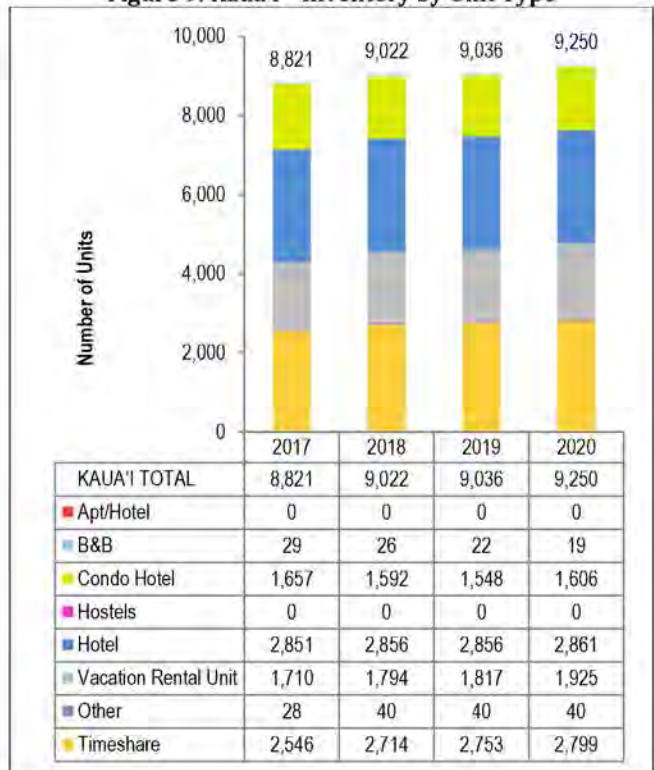
Percentages reflect reporting units only.

# Kaua'i

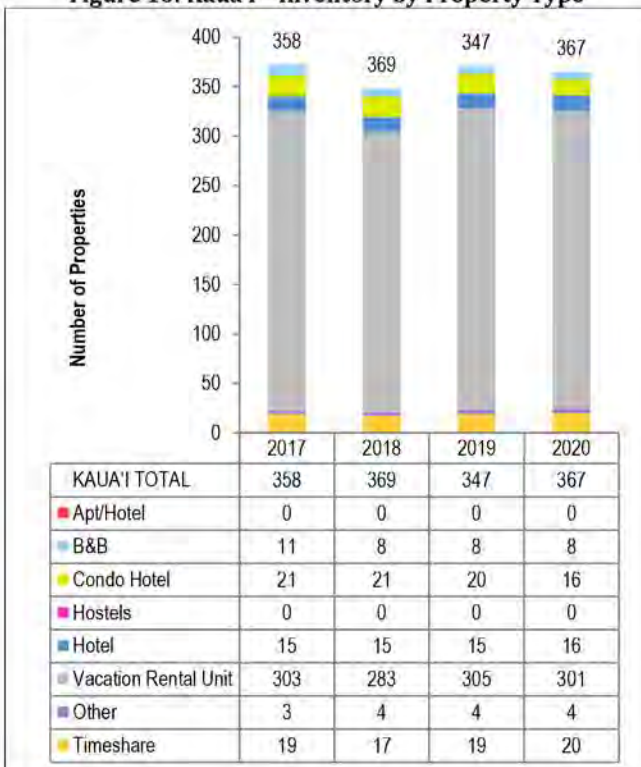
The overall number of visitor units on Kaua'i totaled 9,250 units, a 2.4 percent increase over the previous year.

- Hotel units made up the largest share of visitor units on Kaua'i (30.9 percent) followed by Timeshare units (30.2 percent).
- No Apartment Hotels or Hostels were reported on Kaua'i in recent years.
- The largest percentage of Kaua'i's visitor units continued to fall in the Luxury price class (43.0 percent) in 2020.

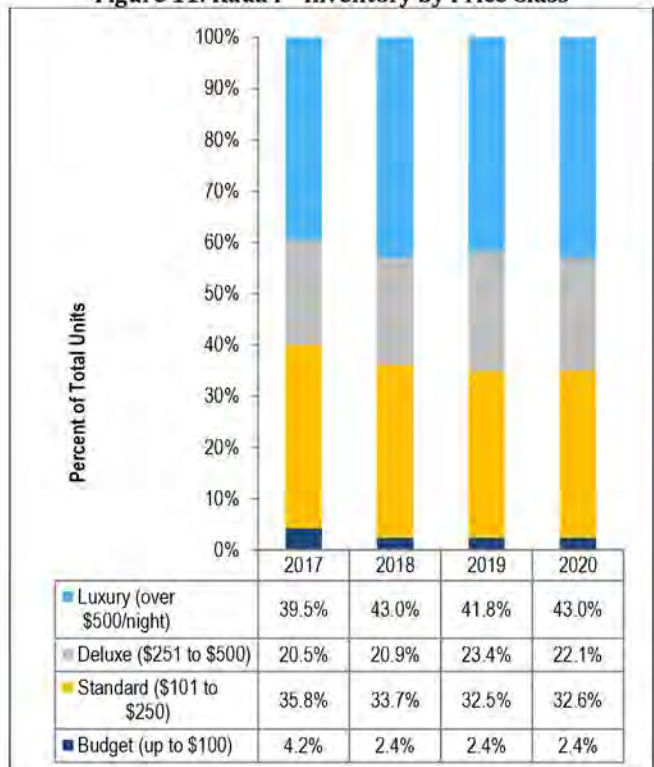
**Figure 9: Kaua'i - Inventory by Unit Type**



**Figure 10: Kaua'i - Inventory by Property Type**



**Figure 11: Kaua'i - Inventory by Price Class**



Percentages reflect reporting units only.

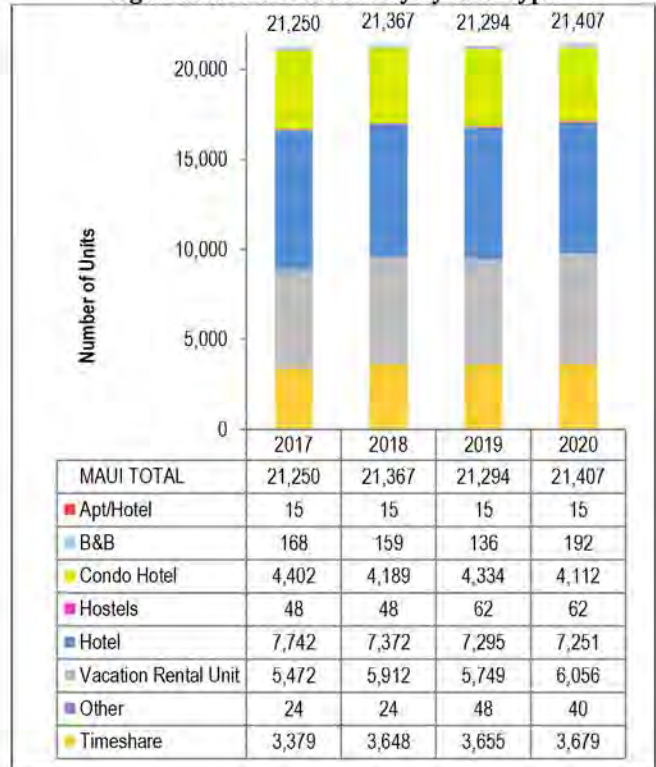


# Maui

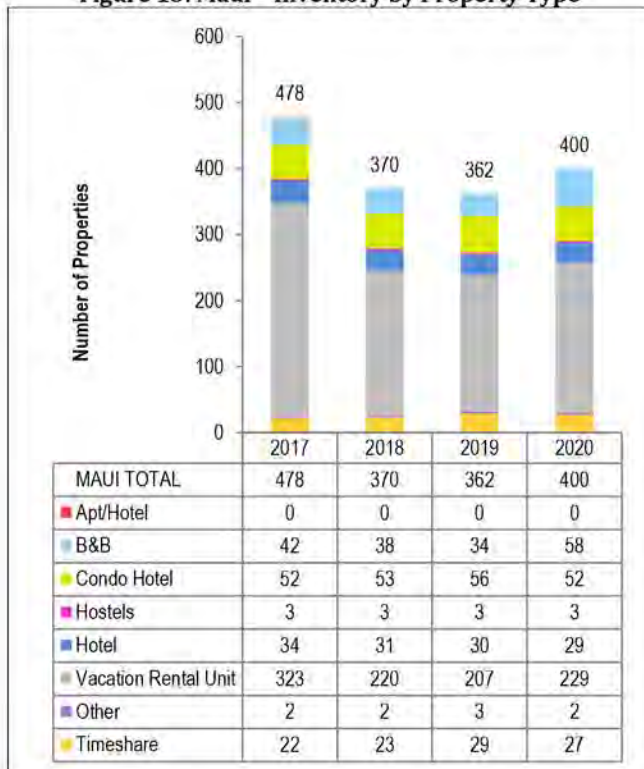
The overall number of lodging units on Maui totaled 21,407 units, a slight increase over the previous year (0.5 percent).

- Hotel rooms continued to account for the largest share of Maui’s visitor units in 2020, with about 33.9 percent of the supply. VRUs represented 28.3 percent of Maui’s visitor accommodation units in 2020, a slight increase compared to previous years.
- The majority of Maui’s visitor units were in the Luxury and Deluxe price classes as the bulk of Maui’s visitor accommodation supply consists of high-end properties in the luxury regions of Wailea and Lahaina-Kā’anapali-Nāpili-Kapalua [Figure 14]. Luxury and Deluxe priced visitor units combined represented 80.8 percent of the supply.

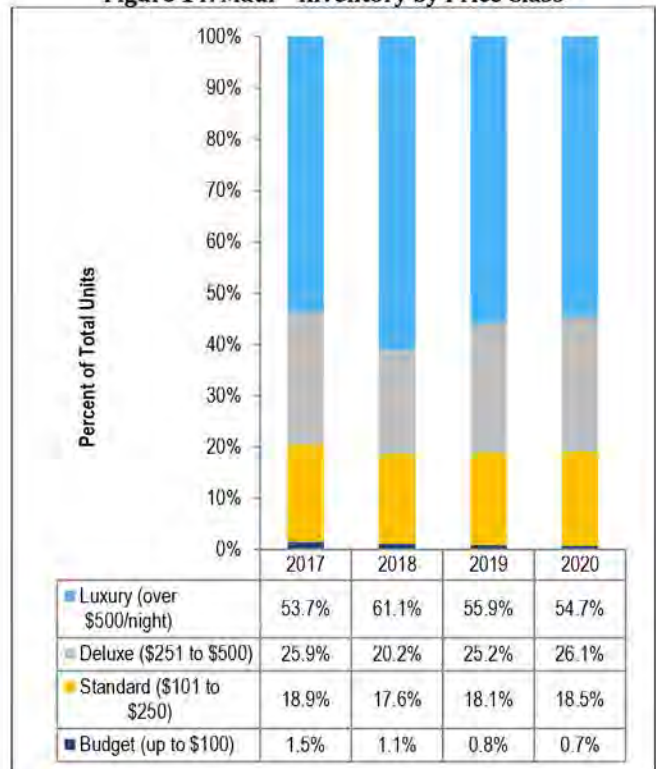
**Figure 12: Maui – Inventory by Unit Type**



**Figure 13: Maui – Inventory by Property Type**



**Figure 14: Maui – Inventory by Price Class**



Percentages reflect reporting units only.

## Moloka'i

The overall visitor unit count on Moloka'i increased slightly in 2020.

- There were no Hotels, Hostels or Apartment Hotels on Moloka'i in 2020 [Figure 16].
- In 2020, less than one percent of Moloka'i's visitor units fell within the Luxury price class. The majority of visitor units on Moloka'i were within the Standard price class category (93.5 percent) [Figure 17].

Figure 15: Moloka'i – Inventory by Unit Type

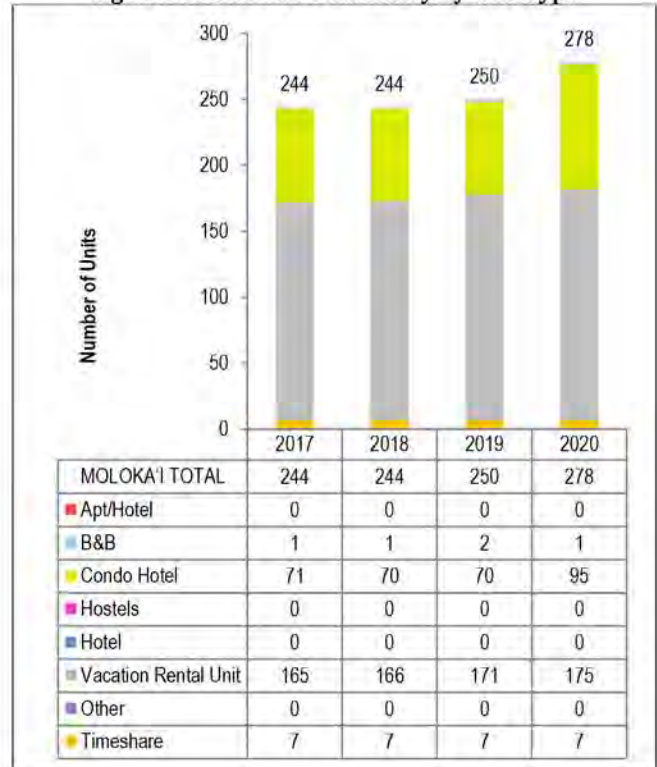


Figure 16: Moloka'i – Inventory by Property Type

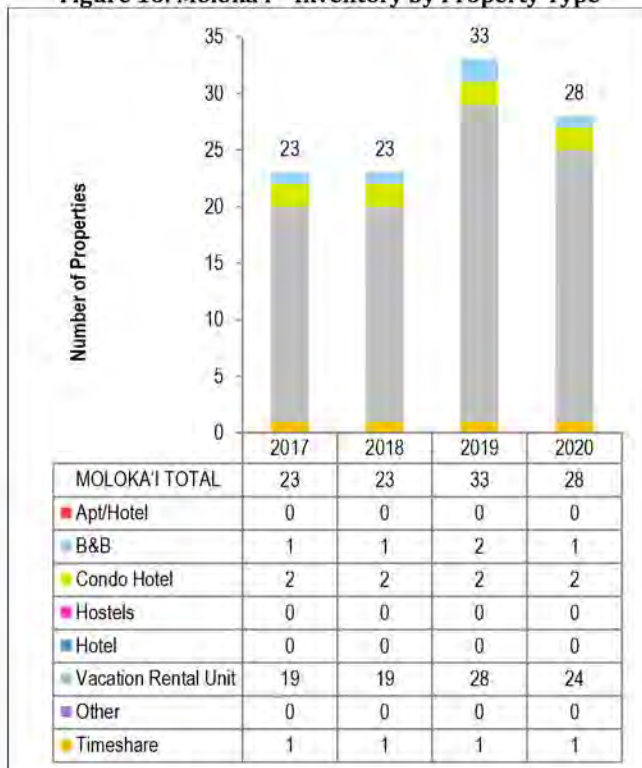
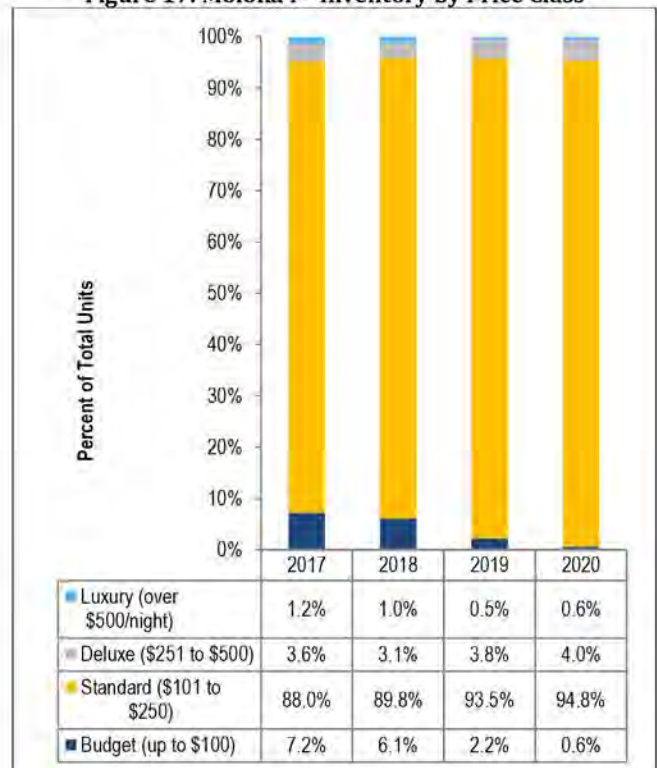


Figure 17: Moloka'i – Inventory by Price Class



Percentages reflect reporting units only.

## Lānaʻi

Lānaʻi’s visitor supply was relatively stable in 2020, and dominated by two Four Seasons-branded hotels. Over the past few years, the two main hotels on the island have been closed for renovations.

- The 11-room property Hotel Lānaʻi reopened at the end of 2019 after completing renovations.
- Redevelopment of the The Four Seasons Resort on Lānaʻi reached its completion and the property reopened in November 2019 as Sensei Lānaʻi, A Four Seasons Resort.
- Hotel units remained the majority of Lānaʻi’s lodging supply (98.8 percent). All other property types totaled only 4 units [Figure 18].

Figure 18: Lānaʻi – Inventory by Unit Type

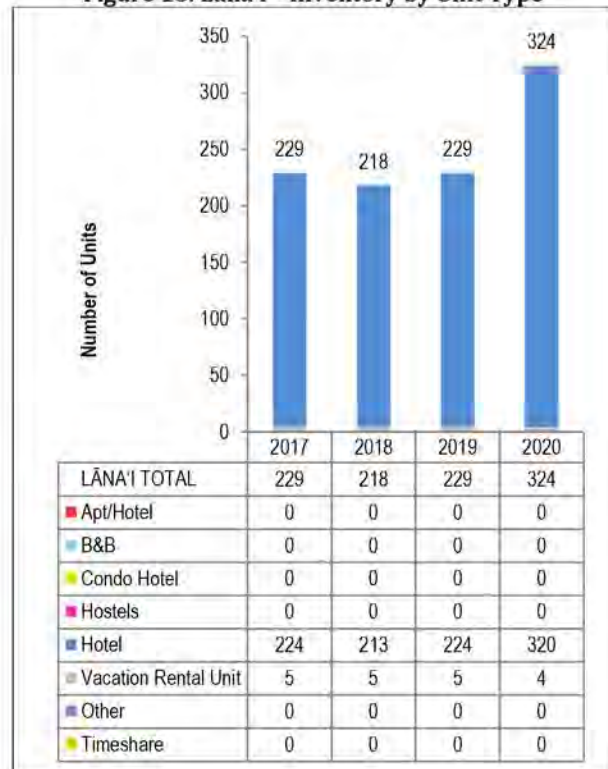


Figure 19: Lānaʻi – Inventory by Property Type

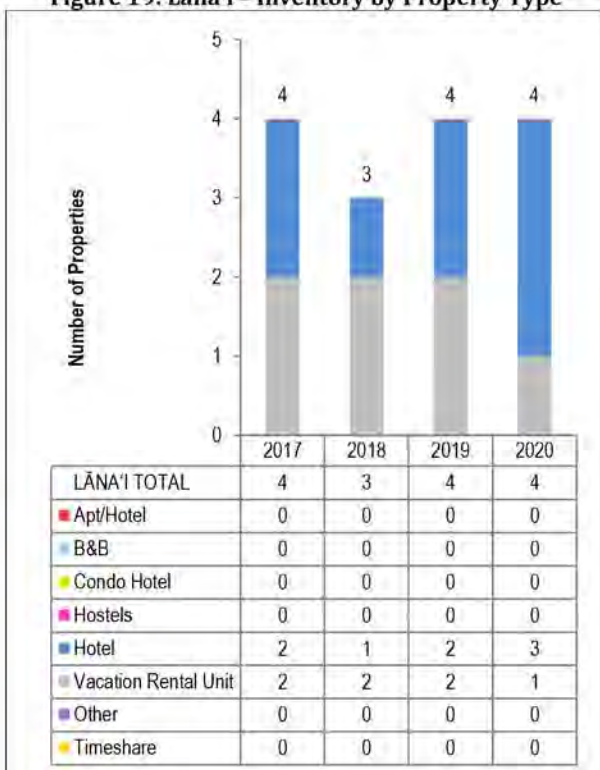
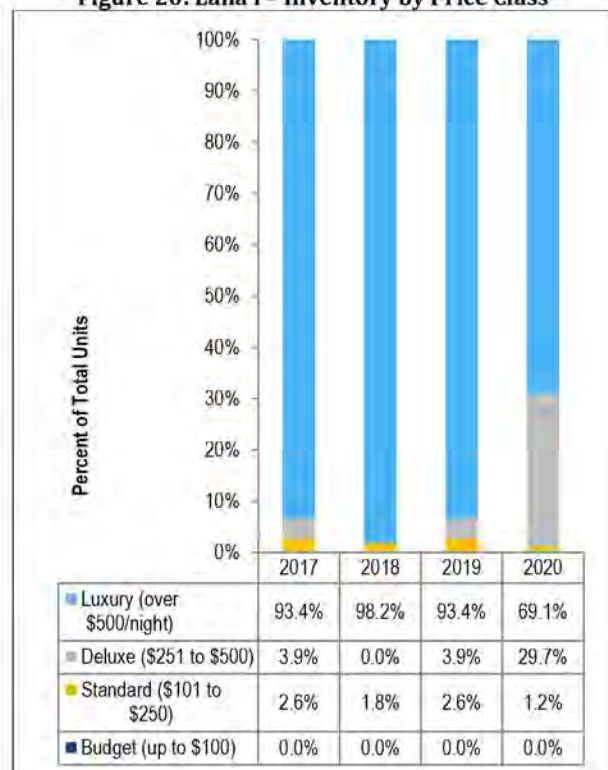


Figure 20: Lānaʻi – Inventory by Price Class



Percentages reflect reporting units only.

## O'ahu

The number of visitor units on O'ahu was 38,806 in 2020, down 1.1 percent compared to 2019.

- Hotels continued to dominate O'ahu's overall supply in 2019, accounting for 69.5 percent of the island's supply.
- The 71-room Aston Waikiki Beachside Hotel was closed for redevelopment during 2019, and reopened in September 2019 as the 9-room Hotel Espacio The Jewel of Waikiki.
- The hotel formerly known as Waikiki Parc Hotel reopened as Halepuna in October 2019 with 288 rooms after renovations and rebranding during the previous year.
- The 453-room Halekulani hotel closed down after announcing planned renovations that will last into the summer of 2021.

Figure 21: O'ahu - Inventory by Unit Type

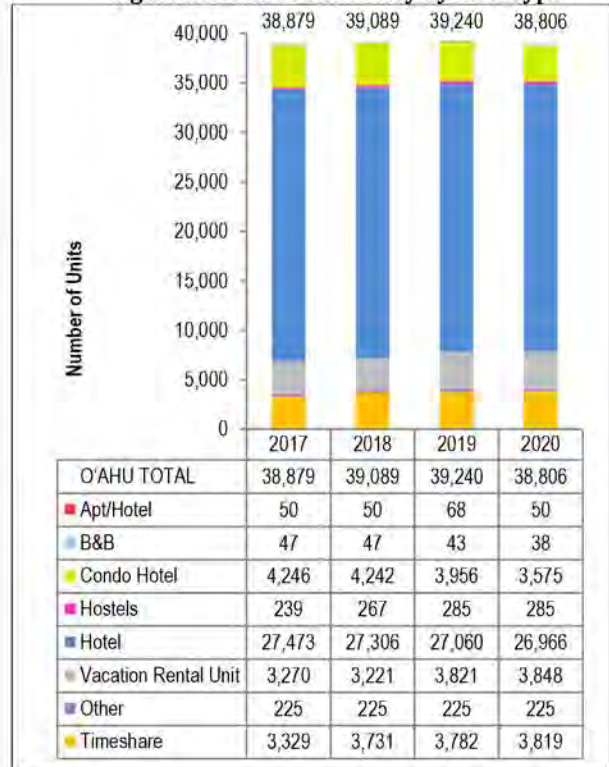


Figure 22: O'ahu - Inventory by Property Type

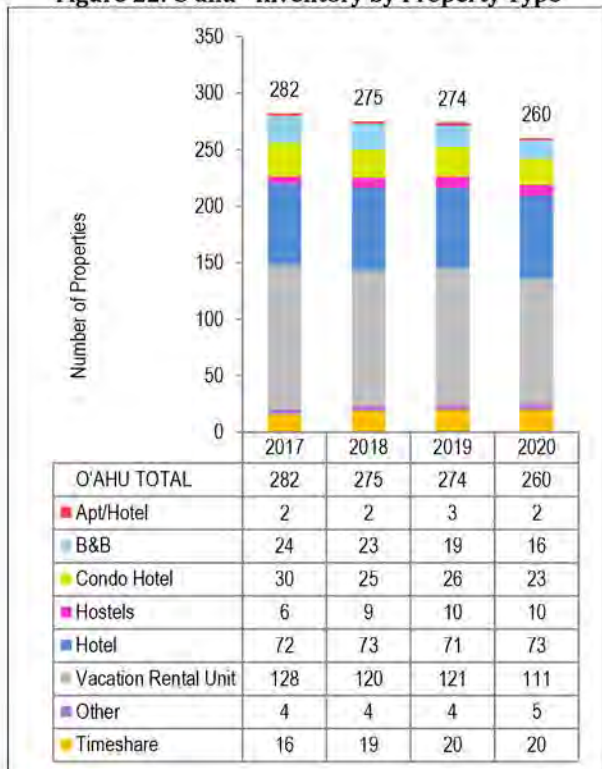
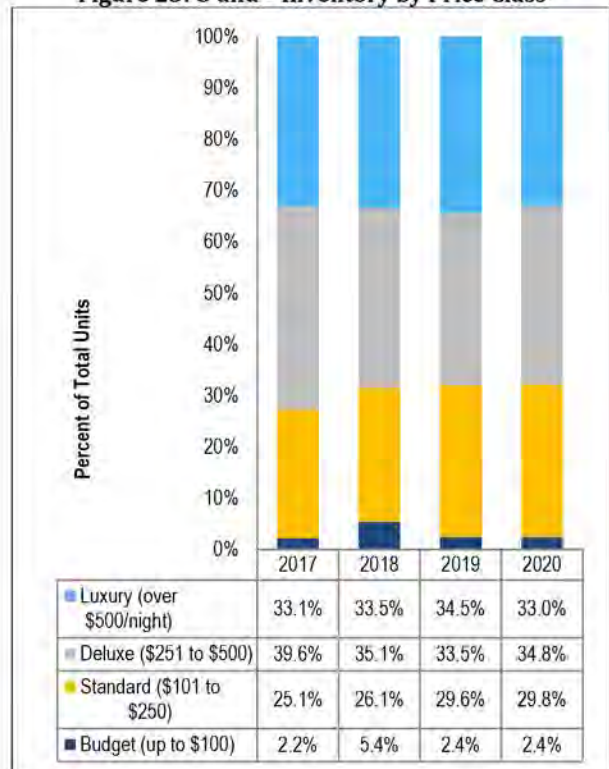


Figure 23: O'ahu - Inventory by Price Class



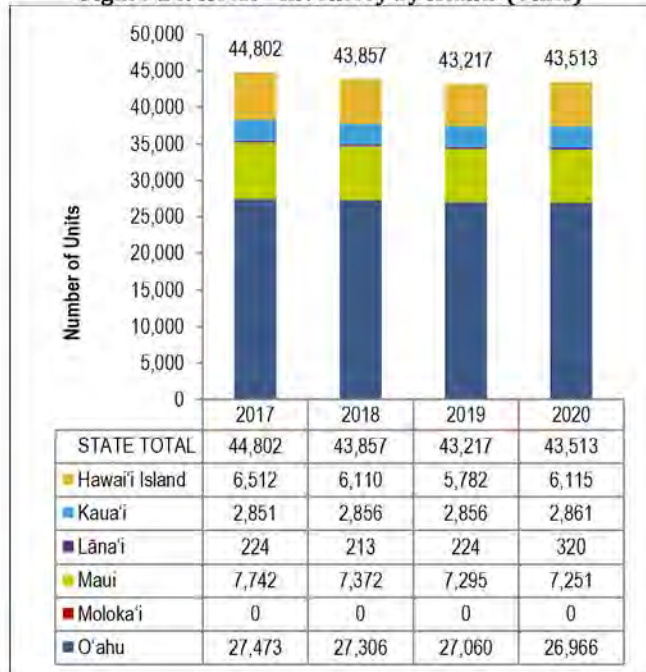
Percentages reflect reporting units only.

## Inventory by Type

### Hotels

Hotel units made up the largest share of all visitor units in the state, and O’ahu continues to supply the majority of these units (62.0 percent).

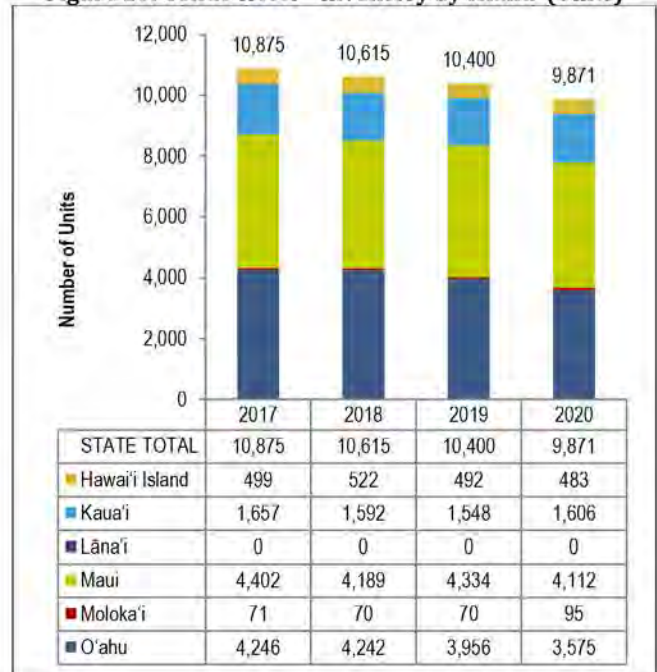
**Figure 24: Hotel – Inventory by Island (Units)**



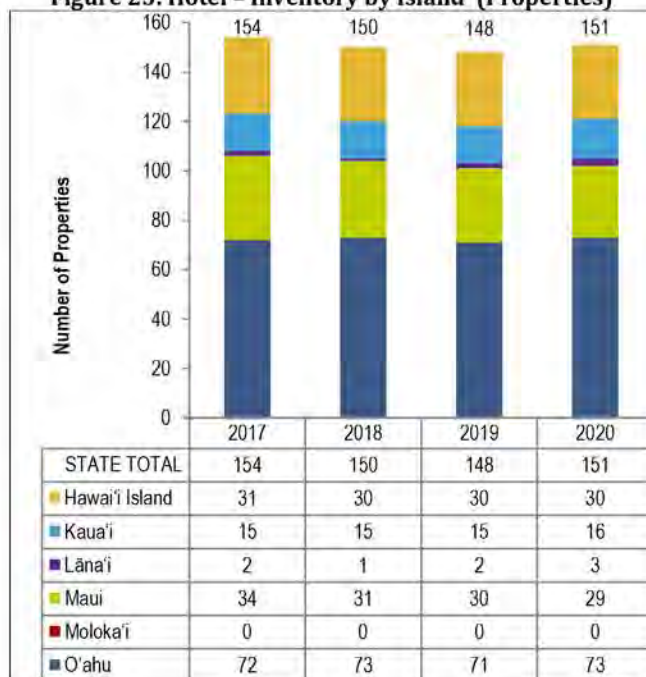
### Condominium Hotels

The statewide number of Condo Hotel units decreased to 9,871 (-5.1 percent). Condo Hotel units comprised 12.2 percent of statewide visitor units in 2020.

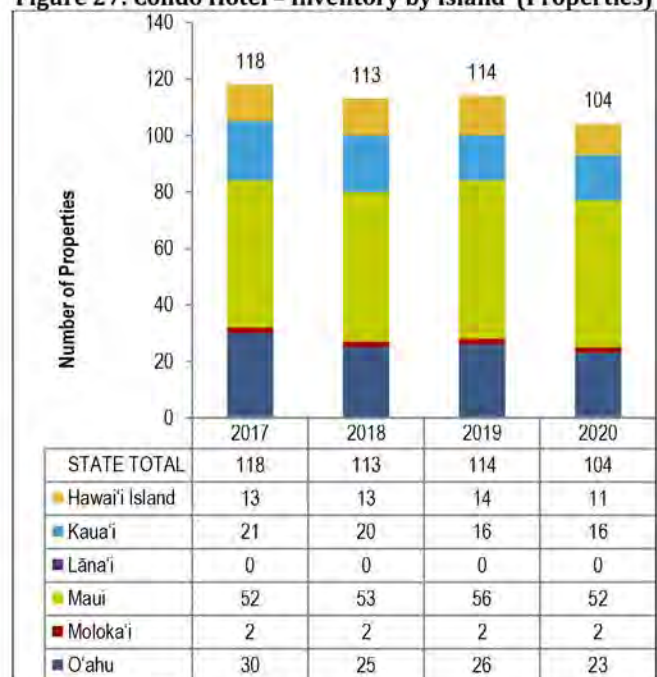
**Figure 26: Condo Hotel – Inventory by Island (Units)**



**Figure 25: Hotel – Inventory by Island (Properties)**



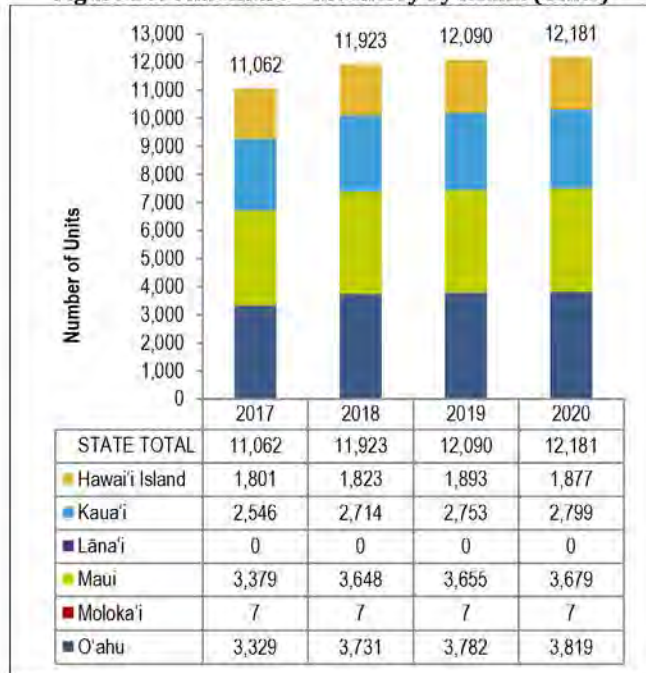
**Figure 27: Condo Hotel – Inventory by Island (Properties)**



## Timeshares

The state's Timeshare supply increased to 12,181 units over the previous year (+0.8 percent). The largest share of units were located on O'ahu and Maui, with 31.4 and 30.2 percent of all units, respectively [Figure 28].

Figure 28: Timeshare – Inventory by Island (Units)



## Bed & Breakfasts

The number of B&B units across the state increased by 7.9 percent compared to 2019, due to an increase in survey responses.

Figure 30: B&B – Inventory by Island (Units)

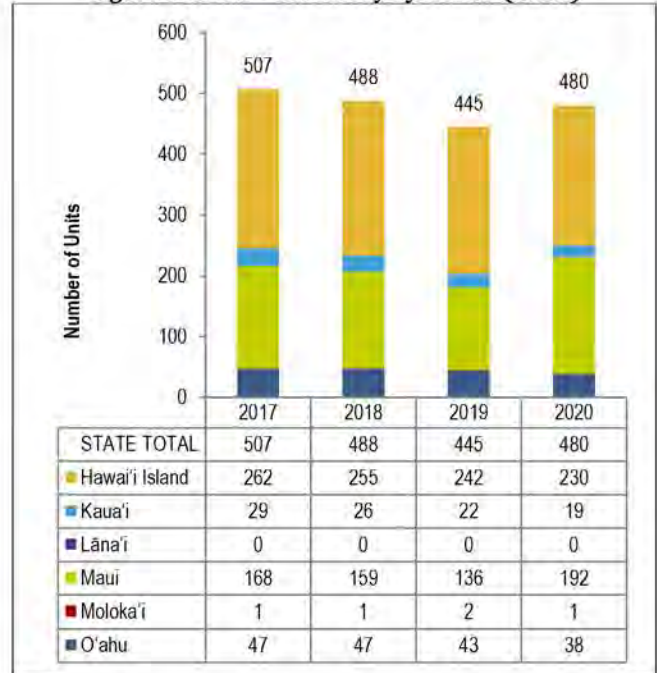


Figure 29: Timeshare – Inventory by Island (Properties)

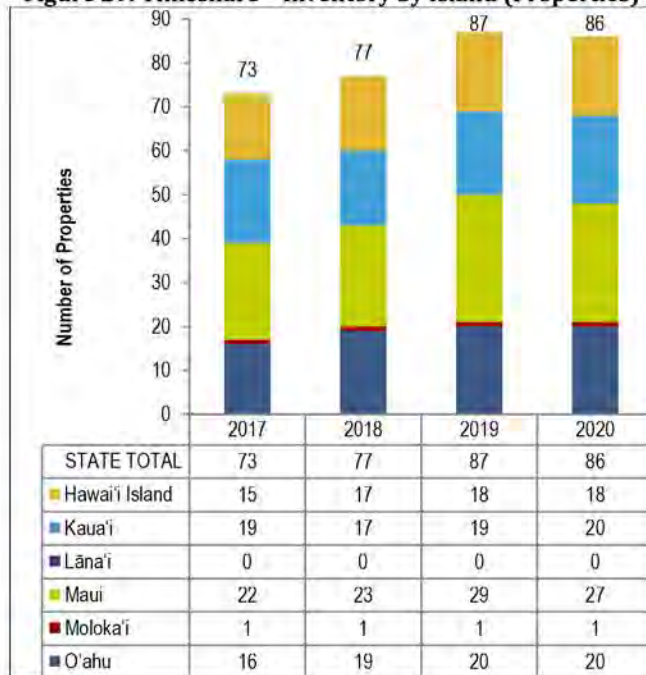
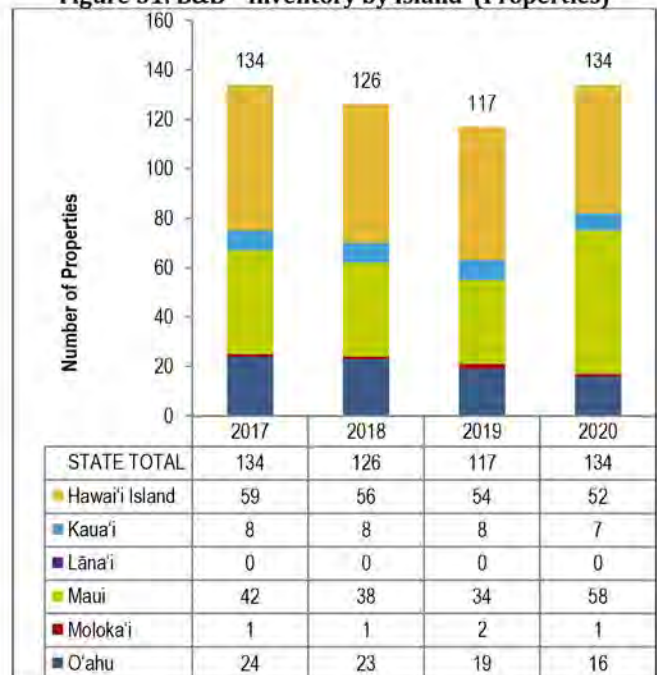


Figure 31: B&B – Inventory by Island (Properties)

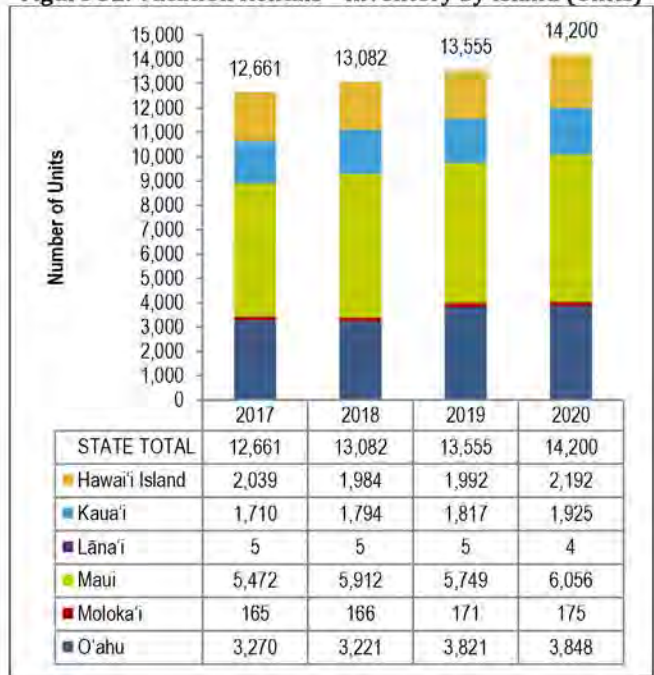


## Vacation Rental Units

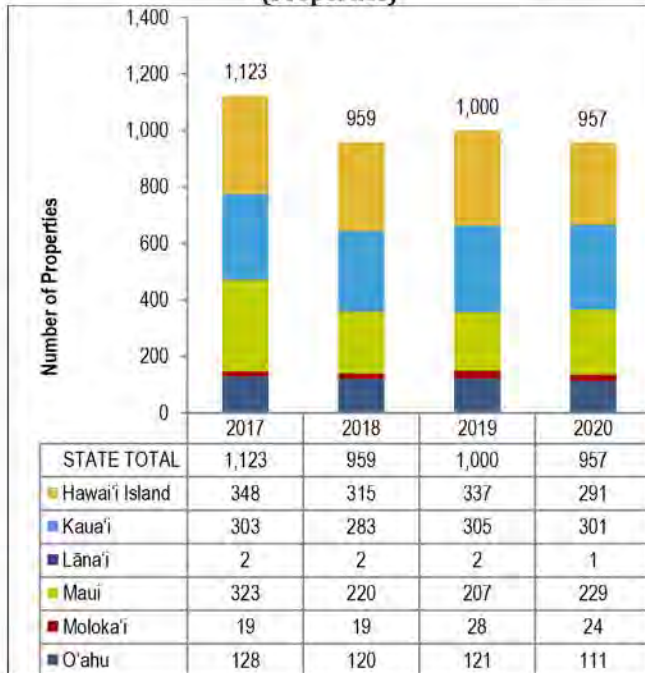
The number of Vacation Rental Units (VRUs) in the state increased over the previous year (+4.8 percent). Maui had the largest inventory of VRUs with a 42.6 percent share of the state's total supply.

The majority of VRUs were represented by VR Condo units, representing 93.7 percent of all reported VRUs.

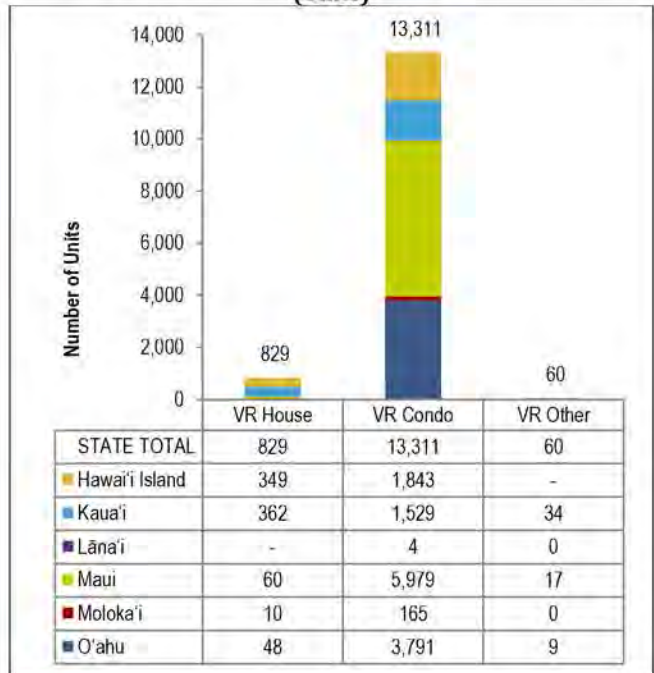
**Figure 32: Vacation Rentals – Inventory by Island (Units)**



**Figure 33: Vacation Rentals – Inventory by Island (Properties)**



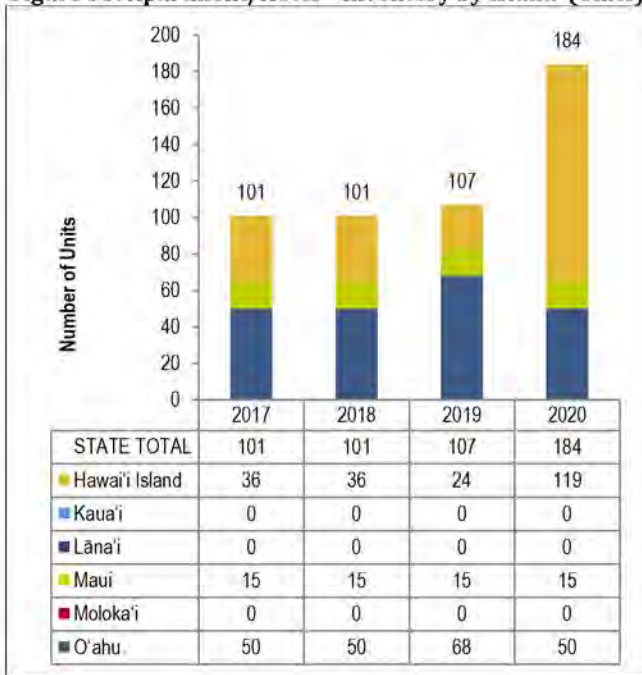
**Figure 34: Vacation Rentals – Inventory by Island & Type (Units)**



## Apartment/Hotels

The overall state supply of Apartment Hotel units increased over the previous year with the addition of one property Hawaii Island.

Figure 35: Apartment/Hotel - Inventory by Island (Units)



## Hostels

The overall number of Hostel properties in the State increased by 9.7 percent in 2020.

Figure 37: Hostel - Inventory by Island (Units)

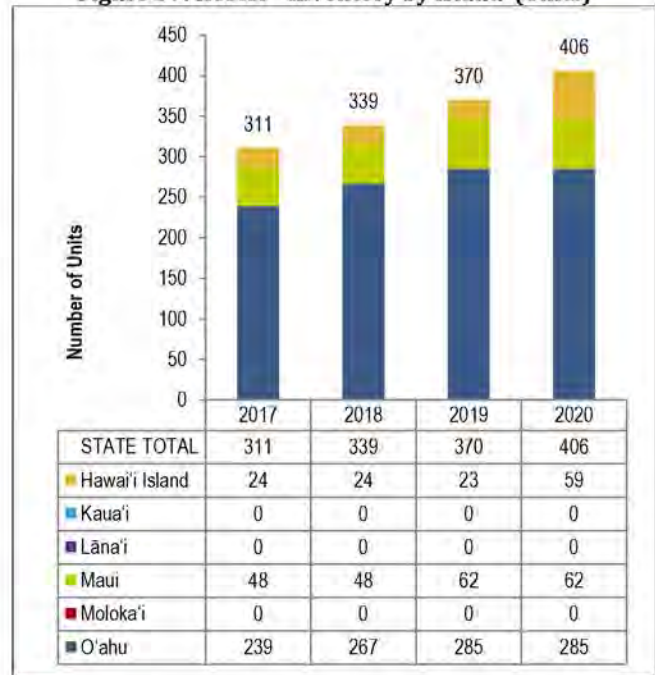


Figure 36: Apartment/Hotel - Inventory by Island (Properties)

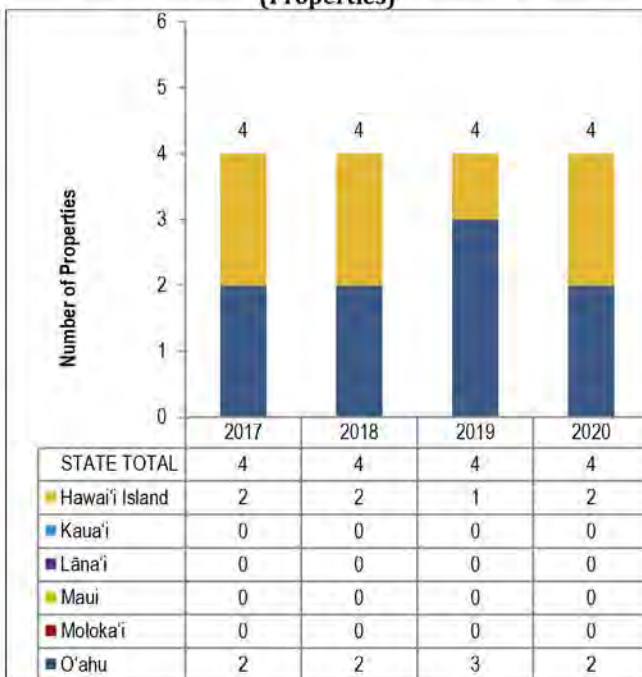
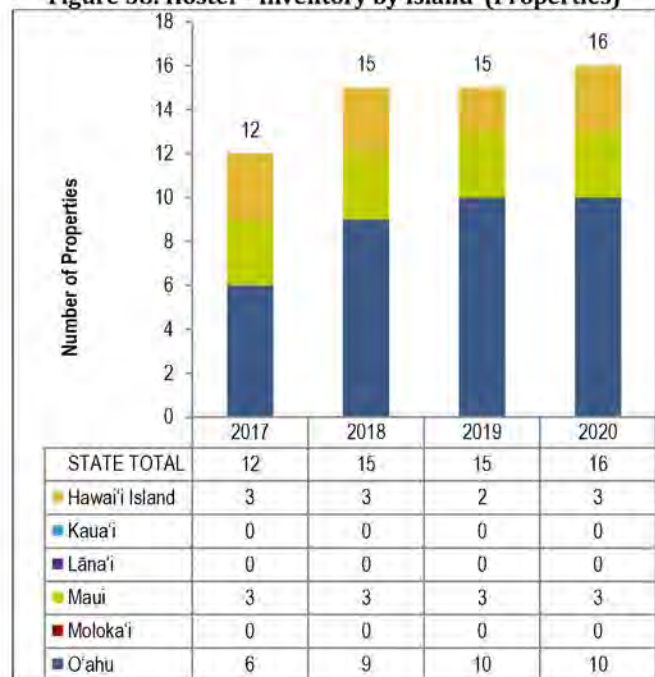


Figure 38: Hostel - Inventory by Island (Properties)

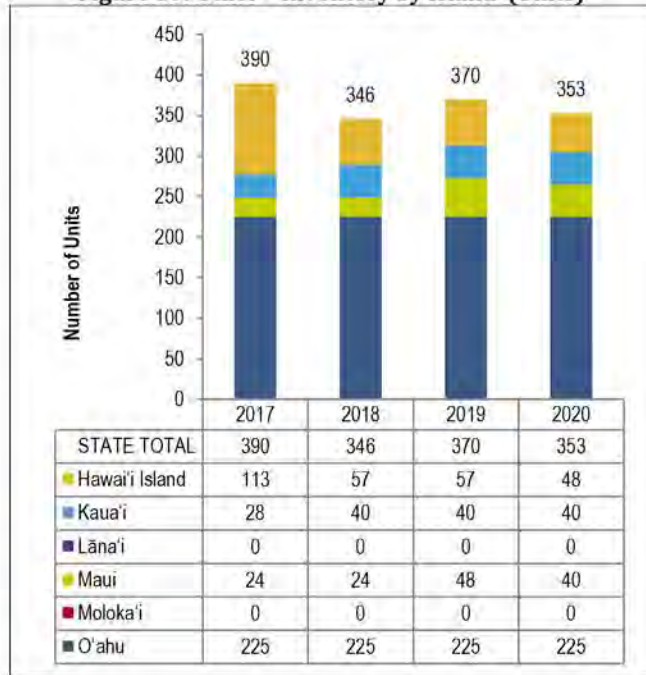




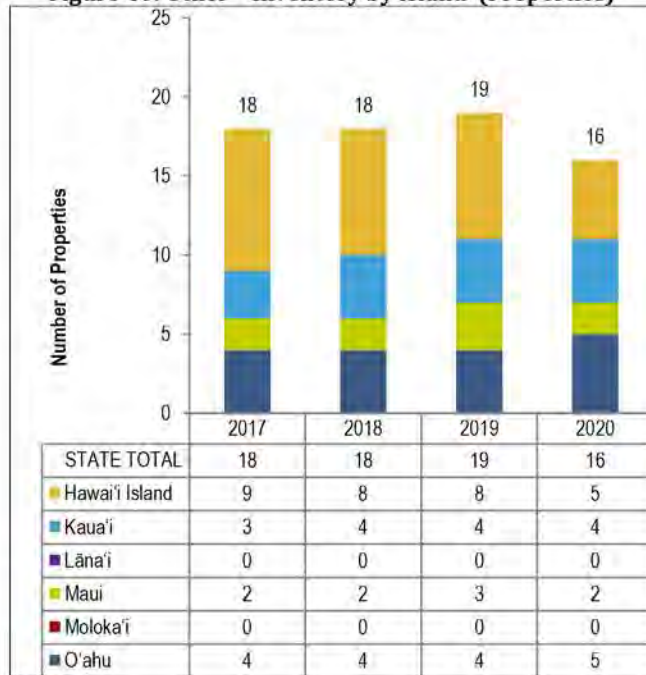
## Other

The “Other” category, which includes lodges, inns, and other forms of accommodations, saw a decrease in units in 2020 (-4.6 percent).

**Figure 39: Other - Inventory by Island (Units)**



**Figure 40: Other - Inventory by Island (Properties)**



## VISITOR PLANT INVENTORY TABLES

**Table 1: Available Units by County, 1965 to 2020**

| YEAR              | STATE<br>TOTAL | %<br>CHANGE | HAWAI'I<br>ISLAND | %<br>CHANGE | KAUA'I | %<br>CHANGE | MAUI<br>COUNTY | %<br>CHANGE | O'AHU  | %<br>CHANGE |
|-------------------|----------------|-------------|-------------------|-------------|--------|-------------|----------------|-------------|--------|-------------|
| 1965              | 12,903         |             | 865               |             | 776    |             | 1,231          |             | 10,031 |             |
| 1966              | 14,827         | 14.9%       | 1,387             | 60.3%       | 860    | 10.8%       | 1,497          | 21.6%       | 11,083 | 10.5%       |
| 1967              | 17,217         | 16.1%       | 1,790             | 29.1%       | 1,115  | 29.7%       | 1,714          | 14.5%       | 12,598 | 13.7%       |
| 1968              | 18,657         | 8.4%        | 2,188             | 22.2%       | 1,260  | 13.0%       | 2,043          | 19.2%       | 13,166 | 4.5%        |
| 1969              | 22,801         | 22.2%       | 2,480             | 13.3%       | 1,914  | 51.9%       | 2,415          | 18.2%       | 15,992 | 21.5%       |
| 1970              | 26,923         | 18.1%       | 3,166             | 27.7%       | 2,565  | 34.0%       | 2,743          | 13.6%       | 18,449 | 15.4%       |
| 1971              | 32,289         | 19.9%       | 3,435             | 8.5%        | 2,628  | 2.5%        | 3,695          | 34.7%       | 22,531 | 22.1%       |
| 1972              | 35,797         | 10.9%       | 4,241             | 23.5%       | 2,719  | 3.5%        | 4,095          | 10.8%       | 24,742 | 9.8%        |
| 1973              | 36,608         | 2.3%        | 4,796             | 13.1%       | 2,629  | -3.3%       | 4,075          | -0.5%       | 25,108 | 1.5%        |
| 1974              | 38,675         | 5.6%        | 5,234             | 9.1%        | 2,868  | 9.1%        | 5,208          | 27.8%       | 25,365 | 1.0%        |
| 1975              | 39,632         | 2.5%        | 5,348             | 2.2%        | 3,102  | 8.2%        | 5,830          | 11.9%       | 25,352 | -0.1%       |
| 1976              | 42,648         | 7.6%        | 6,045             | 13.0%       | 3,520  | 13.5%       | 7,232          | 24.0%       | 25,851 | 2.0%        |
| 1977              | 44,986         | 5.5%        | 5,929             | -1.9%       | 3,657  | 3.9%        | 8,037          | 11.1%       | 27,363 | 5.8%        |
| 1978              | 47,070         | 4.6%        | 6,002             | 1.2%        | 3,786  | 3.5%        | 8,736          | 8.7%        | 28,546 | 4.3%        |
| 1979              | 49,832         | 5.9%        | 6,093             | 1.5%        | 4,202  | 11.0%       | 9,472          | 8.4%        | 30,065 | 5.3%        |
| 1980              | 54,246         | 8.9%        | 5,889             | -3.3%       | 4,322  | 2.9%        | 9,701          | 2.4%        | 34,334 | 14.2%       |
| 1981              | 56,769         | 4.7%        | 6,705             | 13.9%       | 4,738  | 9.6%        | 11,359         | 17.1%       | 33,967 | -1.1%       |
| 1982              | 57,968         | 2.1%        | 7,167             | 6.9%        | 5,147  | 8.6%        | 12,162         | 7.1%        | 33,492 | -1.4%       |
| 1983              | 58,765         | 1.4%        | 7,469             | 4.2%        | 4,193  | -18.5%      | 12,749         | 4.8%        | 34,354 | 2.6%        |
| 1984              | 62,448         | 6.3%        | 7,149             | -4.3%       | 5,313  | 26.7%       | 13,138         | 3.1%        | 36,848 | 7.3%        |
| 1985              | 65,919         | 5.6%        | 7,511             | 5.1%        | 5,656  | 6.5%        | 14,152         | 7.7%        | 38,600 | 4.8%        |
| 1986              | 66,308         | 0.6%        | 7,280             | -3.1%       | 5,922  | 4.7%        | 14,096         | -0.4%       | 39,010 | 1.1%        |
| 1987              | 65,318         | -1.5%       | 7,328             | 0.7%        | 5,956  | 0.6%        | 13,849         | -1.8%       | 38,185 | -2.1%       |
| 1988              | 69,012         | 5.7%        | 8,823             | 20.4%       | 7,180  | 20.6%       | 15,168         | 9.5%        | 37,841 | -0.9%       |
| 1989              | 67,734         | -1.9%       | 8,161             | -7.5%       | 7,398  | 3.0%        | 15,708         | 3.6%        | 36,467 | -3.6%       |
| 1990              | 71,266         | 5.2%        | 8,952             | 9.7%        | 7,546  | 2.0%        | 17,869         | 13.8%       | 36,899 | 1.2%        |
| 1991              | 72,275         | 1.4%        | 9,383             | 4.8%        | 7,567  | 0.3%        | 18,702         | 4.7%        | 36,623 | -0.7%       |
| 1992              | 73,089         | 1.1%        | 9,170             | -2.3%       | 7,778  | 2.8%        | 19,290         | 3.1%        | 36,851 | 0.6%        |
| 1993              | 69,502         | -4.9%       | 9,140             | -0.3%       | 4,631  | -40.5%      | 19,127         | -0.8%       | 36,604 | -0.7%       |
| 1994              | 70,463         | 1.4%        | 9,595             | 5.0%        | 5,870  | 26.8%       | 18,804         | -1.7%       | 36,194 | -1.1%       |
| 1995 <sup>1</sup> |                |             |                   |             |        |             |                |             |        |             |
| 1996              | 70,288         | -0.2%       | 9,558             | -0.4%       | 6,760  | 15.2%       | 17,824         | -5.2%       | 36,146 | -0.1%       |
| 1997              | 71,025         | 1.0%        | 9,913             | 3.7%        | 6,589  | -2.5%       | 18,552         | 4.1%        | 35,971 | -0.5%       |
| 1998              | 71,480         | 0.6%        | 9,655             | -2.6%       | 6,969  | 5.8%        | 18,650         | 0.5%        | 36,206 | 0.7%        |
| 1999              | 71,157         | -0.5%       | 9,815             | 1.7%        | 6,872  | -1.4%       | 18,609         | -0.2%       | 35,861 | -1.0%       |
| 2000              | 71,506         | 0.5%        | 9,774             | -0.4%       | 7,159  | 4.2%        | 18,270         | -1.8%       | 36,303 | 1.2%        |
| 2001              | 72,204         | 1.0%        | 9,944             | 1.7%        | 7,202  | 0.6%        | 18,234         | -0.2%       | 36,824 | 1.4%        |
| 2002              | 70,783         | -2.0%       | 9,297             | -6.5%       | 7,037  | -2.3%       | 17,992         | -1.3%       | 36,457 | -1.0%       |
| 2003              | 70,579         | -0.3%       | 9,478             | 1.9%        | 7,257  | 3.1%        | 18,303         | 1.7%        | 35,541 | -2.5%       |
| 2004              | 72,176         | 2.3%        | 9,857             | 4.0%        | 8,105  | 11.7%       | 18,445         | 0.8%        | 35,769 | 0.6%        |
| 2005              | 72,307         | 0.2%        | 10,940            | 11.0%       | 8,221  | 1.4%        | 19,220         | 4.2%        | 33,926 | -5.2%       |
| 2006              | 72,274         | 0.0%        | 10,831            | -1.0%       | 8,266  | 0.5%        | 19,571         | 1.8%        | 33,606 | -0.9%       |
| 2007              | 73,220         | 1.3%        | 11,061            | 2.1%        | 8,692  | 5.2%        | 19,879         | 1.6%        | 33,588 | -0.1%       |
| 2008              | 74,177         | 1.3%        | 11,240            | 1.6%        | 9,203  | 5.9%        | 19,653         | -1.1%       | 34,081 | 1.5%        |
| 2009              | 75,198         | 1.4%        | 11,541            | 2.7%        | 9,469  | 2.9%        | 20,161         | 2.6%        | 34,027 | -0.2%       |
| 2010              | 74,988         | -0.3%       | 11,479            | -0.5%       | 9,344  | -1.3%       | 20,383         | 1.1%        | 33,782 | -0.7%       |
| 2011              | 77,731         | 3.7%        | 11,113            | -3.2%       | 9,872  | 5.7%        | 21,745         | 6.7%        | 35,001 | 3.6%        |
| 2012              | 74,650         | -4.0%       | 10,594            | -4.7%       | 8,289  | -16.0%      | 20,441         | -6.0%       | 35,326 | 0.9%        |
| 2013              | 73,959         | -0.9%       | 10,903            | 2.9%        | 8,675  | 4.7%        | 18,691         | -8.6%       | 35,690 | 1.0%        |
| 2014              | 73,716         | -0.3%       | 10,666            | -2.2%       | 8,492  | -2.1%       | 18,694         | 0.0%        | 35,864 | 0.5%        |
| 2015              | 77,138         | 4.6%        | 11,085            | 3.9%        | 8,582  | 1.1%        | 21,413         | 14.5%       | 36,058 | 0.5%        |
| 2016              | 79,092         | 2.5%        | 11,349            | 2.4%        | 8,444  | -1.6%       | 21,899         | 2.3%        | 37,400 | 3.7%        |
| 2017              | 80,709         | 2.0%        | 11,286            | -0.6%       | 8,821  | 4.5%        | 21,723         | -0.8%       | 38,879 | 4.0%        |
| 2018              | 80,751         | 0.1%        | 10,811            | -4.2%       | 9,022  | 2.3%        | 21,829         | 0.5%        | 39,089 | 0.5%        |
| 2019              | 80,554         | -0.2%       | 10,505            | -2.8%       | 9,036  | 0.2%        | 21,773         | -0.3%       | 39,240 | 0.4%        |
| 2020              | 81,188         | 0.8%        | 11,123            | 5.9%        | 9,250  | 2.4%        | 22,009         | 1.1%        | 38,806 | -1.1%       |

<sup>1</sup> Hawai'i Visitors and Convention Bureau did not conduct a survey in 1995.

**Table 2: Inventory by Island and Property Type**

| ISLAND        | TYPE                 | 2020 PROPERTIES | 2019 PROPERTIES | CHANGE FROM 2019 |
|---------------|----------------------|-----------------|-----------------|------------------|
| HAWAII ISLAND | Apartment/ Hotel     | 2               | 1               | 1                |
|               | Bed & Breakfast      | 52              | 54              | -2               |
|               | Condominium Hotel    | 11              | 14              | -3               |
|               | Hostel               | 3               | 2               | 1                |
|               | Hotel                | 30              | 30              | 0                |
|               | Vacation Rental Unit | 291             | 337             | -46              |
|               | Timeshare            | 18              | 18              | 0                |
|               | Other                | 5               | 8               | -3               |
|               | <b>Total</b>         | <b>412</b>      | <b>464</b>      | <b>-52</b>       |
| KAUAI         | Apartment/ Hotel     | 0               | 0               | 0                |
|               | Bed & Breakfast      | 7               | 8               | -1               |
|               | Condominium Hotel    | 16              | 16              | 0                |
|               | Hostel               | 0               | 0               | 0                |
|               | Hotel                | 16              | 15              | 1                |
|               | Vacation Rental Unit | 301             | 305             | -4               |
|               | Timeshare            | 20              | 19              | 1                |
|               | Other                | 4               | 4               | 0                |
|               | <b>Total</b>         | <b>364</b>      | <b>367</b>      | <b>-3</b>        |
| MAUI          | Apartment/ Hotel     | 0               | 0               | 0                |
|               | Bed & Breakfast      | 58              | 34              | 24               |
|               | Condominium Hotel    | 52              | 56              | -4               |
|               | Hostel               | 3               | 3               | 0                |
|               | Hotel                | 29              | 30              | -1               |
|               | Vacation Rental Unit | 229             | 207             | 22               |
|               | Timeshare            | 27              | 29              | -2               |
|               | Other                | 2               | 3               | -1               |
|               | <b>Total</b>         | <b>400</b>      | <b>362</b>      | <b>38</b>        |
| MOLOKA'I      | Apartment/ Hotel     | 0               | 0               | 0                |
|               | Bed & Breakfast      | 1               | 2               | -1               |
|               | Condominium Hotel    | 2               | 2               | 0                |
|               | Hostel               | 0               | 0               | 0                |
|               | Hotel                | 0               | 0               | 0                |
|               | Vacation Rental Unit | 24              | 28              | -4               |
|               | Timeshare            | 1               | 1               | 0                |
|               | Other                | 0               | 0               | 0                |
|               | <b>Total</b>         | <b>28</b>       | <b>33</b>       | <b>-5</b>        |
| LANAI         | Apartment/ Hotel     | 0               | 0               | 0                |
|               | Bed & Breakfast      | 0               | 0               | 0                |
|               | Condominium Hotel    | 0               | 0               | 0                |
|               | Hostel               | 0               | 0               | 0                |
|               | Hotel                | 3               | 2               | 1                |
|               | Vacation Rental Unit | 1               | 2               | -1               |
|               | Timeshare            | 0               | 0               | 0                |
|               | Other                | 0               | 0               | 0                |
|               | <b>Total</b>         | <b>4</b>        | <b>4</b>        | <b>0</b>         |

**Table 2: Inventory by Island and Property Type (Continued)**

| ISLAND    | TYPE                 | 2020 PROPERTIES | 2019 PROPERTIES | CHANGE FROM 2019 |
|-----------|----------------------|-----------------|-----------------|------------------|
| O'AHU     | Apartment/ Hotel     | 2               | 3               | -1               |
|           | Bed & Breakfast      | 16              | 19              | -3               |
|           | Condominium Hotel    | 21              | 26              | -5               |
|           | Hostel               | 10              | 10              | 0                |
|           | Hotel                | 73              | 71              | 2                |
|           | Vacation Rental Unit | 108             | 121             | -13              |
|           | Timeshare            | 20              | 20              | 0                |
|           | Other                | 5               | 4               | 1                |
|           | <b>Total</b>         | <b>255</b>      | <b>274</b>      | <b>-19</b>       |
| STATEWIDE | Apartment/ Hotel     | 4               | 4               | 0                |
|           | Bed & Breakfast      | 133             | 117             | 16               |
|           | Condominium Hotel    | 100             | 114             | -14              |
|           | Hostel               | 16              | 15              | 1                |
|           | Hotel                | 152             | 148             | 4                |
|           | Vacation Rental Unit | 912             | 1,000           | -88              |
|           | Timeshare            | 82              | 87              | -5               |
|           | Other                | 14              | 19              | -5               |
|           | <b>State Total</b>   | <b>1,413</b>    | <b>1,504</b>    | <b>-91</b>       |

**Table 3: Inventory by Island and Unit Type**

| ISLAND        | TYPE                 | 2020 UNITS    | 2019 UNITS    | CHANGE FROM 2019 |
|---------------|----------------------|---------------|---------------|------------------|
| HAWAII ISLAND | Apartment/ Hotel     | 119           | 24            | 95               |
|               | Bed & Breakfast      | 230           | 242           | -12              |
|               | Condominium Hotel    | 483           | 492           | -9               |
|               | Hostel               | 59            | 23            | 36               |
|               | Hotel                | 6,115         | 5,782         | 333              |
|               | Vacation Rental Unit | 2,192         | 1,992         | 200              |
|               | Timeshare            | 1,877         | 1,893         | -16              |
|               | Other                | 48            | 57            | -9               |
|               | <b>Total</b>         | <b>11,123</b> | <b>10,505</b> | <b>618</b>       |
| KAUAI         | Apartment/ Hotel     | 0             | 0             | 0                |
|               | Bed & Breakfast      | 19            | 22            | -3               |
|               | Condominium Hotel    | 1,606         | 1,548         | 58               |
|               | Hostel               | 0             | 0             | 0                |
|               | Hotel                | 2,861         | 2,856         | 5                |
|               | Vacation Rental Unit | 1,925         | 1,817         | 108              |
|               | Timeshare            | 2,799         | 2,753         | 46               |
|               | Other                | 40            | 40            | 0                |
|               | <b>Total</b>         | <b>9,250</b>  | <b>9,036</b>  | <b>214</b>       |
| MAUI          | Apartment/ Hotel     | 15            | 15            | 0                |
|               | Bed & Breakfast      | 192           | 136           | 56               |
|               | Condominium Hotel    | 4,112         | 4,334         | -222             |
|               | Hostel               | 62            | 62            | 0                |
|               | Hotel                | 7,251         | 7,295         | -44              |
|               | Vacation Rental Unit | 6,056         | 5,749         | 307              |
|               | Timeshare            | 3,679         | 3,655         | 24               |
|               | Other                | 40            | 48            | -8               |
|               | <b>Total</b>         | <b>21,407</b> | <b>21,294</b> | <b>113</b>       |
| MOLOKAI       | Apartment/ Hotel     | 0             | 0             | 0                |
|               | Bed & Breakfast      | 1             | 2             | -1               |
|               | Condominium Hotel    | 95            | 70            | 25               |
|               | Hostel               | 0             | 0             | 0                |
|               | Hotel                | 0             | 0             | 0                |
|               | Vacation Rental Unit | 175           | 171           | 4                |
|               | Timeshare            | 7             | 7             | 0                |
|               | Other                | 0             | 0             | 0                |
|               | <b>Total</b>         | <b>278</b>    | <b>250</b>    | <b>28</b>        |
| LANAI         | Apartment/ Hotel     | 0             | 0             | 0                |
|               | Bed & Breakfast      | 0             | 0             | 0                |
|               | Condominium Hotel    | 0             | 0             | 0                |
|               | Hostel               | 0             | 0             | 0                |
|               | Hotel                | 320           | 224           | 96               |
|               | Vacation Rental Unit | 4             | 5             | -1               |
|               | Timeshare            | 0             | 0             | 0                |
|               | Other                | 0             | 0             | 0                |
|               | <b>Total</b>         | <b>324</b>    | <b>229</b>    | <b>95</b>        |

**Table 3: Inventory by Island and Unit Type (Continued)**

| <b>ISLAND</b> | <b>TYPE</b>          | <b>2020 UNITS</b> | <b>2019 UNITS</b> | <b>CHANGE FROM 2019</b> |
|---------------|----------------------|-------------------|-------------------|-------------------------|
| O'AHU         | Apartment/ Hotel     | 50                | 68                | -18                     |
|               | Bed & Breakfast      | 38                | 43                | -5                      |
|               | Condominium Hotel    | 3,575             | 3,956             | -381                    |
|               | Hostel               | 285               | 285               | 0                       |
|               | Hotel                | 26,966            | 27,060            | -94                     |
|               | Vacation Rental Unit | 3,848             | 3,821             | 27                      |
|               | Timeshare            | 3,819             | 3,782             | 37                      |
|               | Other                | 225               | 225               | 0                       |
|               | <b>Total</b>         | <b>38,806</b>     | <b>39,240</b>     | <b>-434</b>             |
| STATEWIDE     | Apartment/ Hotel     | 184               | 107               | 77                      |
|               | Bed & Breakfast      | 480               | 445               | 35                      |
|               | Condominium Hotel    | 9,871             | 10,400            | -529                    |
|               | Hostel               | 406               | 370               | 36                      |
|               | Hotel                | 43,513            | 43,217            | 296                     |
|               | Vacation Rental Unit | 14,200            | 13,555            | 645                     |
|               | Timeshare            | 12,181            | 12,090            | 91                      |
|               | Other                | 353               | 370               | -17                     |
|               | <b>State Total</b>   | <b>81,188</b>     | <b>80,554</b>     | <b>634</b>              |

**Table 4: Inventory by Area and Property Type**

| ISLAND                     | AREA                   | TYPE                 | 2020 PROPERTIES | 2019 PROPERTIES | CHANGE FROM 2019 |
|----------------------------|------------------------|----------------------|-----------------|-----------------|------------------|
| HAWAII ISLAND              | Hilo/Honoka'a          | Apartment/ Hotel     | 2               | 1               | 1                |
|                            |                        | Bed & Breakfast      | 17              | 17              | 0                |
|                            |                        | Condominium Hotel    | 0               | 1               | -1               |
|                            |                        | Hostel               | 0               | 0               | 0                |
|                            |                        | Hotel                | 6               | 7               | -1               |
|                            |                        | Vacation Rental Unit | 48              | 55              | -7               |
|                            |                        | Timeshare            | 0               | 0               | 0                |
|                            |                        | Other                | 1               | 1               | 0                |
|                            | <b>Total</b>           | <b>74</b>            | <b>82</b>       | <b>-8</b>       |                  |
|                            | Kohala/Waimea/Kawaihae | Apartment/ Hotel     | 0               | 0               | 0                |
|                            |                        | Bed & Breakfast      | 5               | 5               | 0                |
|                            |                        | Condominium Hotel    | 6               | 6               | 0                |
|                            |                        | Hostel               | 0               | 0               | 0                |
|                            |                        | Hotel                | 10              | 9               | 1                |
|                            |                        | Vacation Rental Unit | 61              | 67              | -6               |
|                            |                        | Timeshare            | 6               | 6               | 0                |
|                            |                        | Other                | 1               | 2               | -1               |
|                            | <b>Total</b>           | <b>89</b>            | <b>95</b>       | <b>-6</b>       |                  |
|                            | Kona                   | Apartment/ Hotel     | 0               | 0               | 0                |
|                            |                        | Bed & Breakfast      | 18              | 20              | -2               |
|                            |                        | Condominium Hotel    | 5               | 7               | -2               |
|                            |                        | Hostel               | 2               | 1               | 1                |
|                            |                        | Hotel                | 10              | 10              | 0                |
|                            |                        | Vacation Rental Unit | 172             | 198             | -26              |
|                            |                        | Timeshare            | 12              | 12              | 0                |
|                            |                        | Other                | 0               | 1               | -1               |
|                            | <b>Total</b>           | <b>219</b>           | <b>249</b>      | <b>-30</b>      |                  |
|                            | Nā'ālehu/Ka'ū          | Apartment/ Hotel     | 0               | 0               | 0                |
|                            |                        | Bed & Breakfast      | 2               | 2               | 0                |
|                            |                        | Condominium Hotel    | 0               | 0               | 0                |
|                            |                        | Hostel               | 0               | 0               | 0                |
|                            |                        | Hotel                | 0               | 0               | 0                |
|                            |                        | Vacation Rental Unit | 1               | 2               | -1               |
|                            |                        | Timeshare            | 0               | 0               | 0                |
|                            |                        | Other                | 1               | 1               | 0                |
|                            | <b>Total</b>           | <b>4</b>             | <b>5</b>        | <b>-1</b>       |                  |
|                            | Volcano Area           | Apartment/ Hotel     | 0               | 0               | 0                |
|                            |                        | Bed & Breakfast      | 10              | 10              | 0                |
|                            |                        | Condominium Hotel    | 0               | 0               | 0                |
|                            |                        | Hostel               | 1               | 1               | 0                |
|                            |                        | Hotel                | 4               | 4               | 0                |
|                            |                        | Vacation Rental Unit | 9               | 15              | -6               |
|                            |                        | Timeshare            | 0               | 0               | 0                |
|                            |                        | Other                | 2               | 3               | -1               |
|                            | <b>Total</b>           | <b>26</b>            | <b>33</b>       | <b>-7</b>       |                  |
| <b>HAWAII ISLAND TOTAL</b> |                        |                      | <b>412</b>      | <b>464</b>      | <b>-52</b>       |

**Table 4: Inventory by Area and Property Type (Continued)**

| ISLAND               | AREA           | TYPE                 | 2020 PROPERTIES | 2019 PROPERTIES  | CHANGE FROM 2019 |
|----------------------|----------------|----------------------|-----------------|------------------|------------------|
| KAUA'I               | Kalāheo/Waimea | Apartment/ Hotel     | 0               | 0                | 0                |
|                      |                | Bed & Breakfast      | 3               | 3                | 0                |
|                      |                | Condominium Hotel    | 0               | 0                | 0                |
|                      |                | Hostel               | 0               | 0                | 0                |
|                      |                | Hotel                | 1               | 1                | 0                |
|                      |                | Vacation Rental Unit | 18              | 17               | 1                |
|                      |                | Timeshare            | 0               | 0                | 0                |
|                      |                | Other                | 2               | 2                | 0                |
|                      |                | <b>Total</b>         | <b>24</b>       | <b>23</b>        | <b>1</b>         |
|                      |                | Līhu'e               |                 | Apartment/ Hotel | 0                |
| Bed & Breakfast      | 0              |                      |                 | 0                | 0                |
| Condominium Hotel    | 3              |                      |                 | 3                | 0                |
| Hostel               | 0              |                      |                 | 0                | 0                |
| Hotel                | 5              |                      |                 | 5                | 0                |
| Vacation Rental Unit | 3              |                      |                 | 4                | -1               |
| Timeshare            | 3              |                      |                 | 2                | 1                |
| Other                | 1              |                      |                 | 1                | 0                |
| <b>Total</b>         | <b>15</b>      |                      |                 | <b>15</b>        | <b>0</b>         |
| Po'ipū/Kukui'ula     |                | Apartment/ Hotel     | 0               | 0                | 0                |
|                      |                | Bed & Breakfast      | 2               | 2                | 0                |
|                      |                | Condominium Hotel    | 5               | 5                | 0                |
|                      |                | Hostel               | 0               | 0                | 0                |
|                      |                | Hotel                | 4               | 4                | 0                |
|                      |                | Vacation Rental Unit | 117             | 130              | -13              |
|                      |                | Timeshare            | 4               | 4                | 0                |
|                      |                | Other                | 0               | 0                | 0                |
|                      |                | <b>Total</b>         | <b>132</b>      | <b>145</b>       | <b>-13</b>       |
| Princeville/Hanalei  |                | Apartment/ Hotel     | 0               | 0                | 0                |
|                      |                | Bed & Breakfast      | 2               | 2                | 0                |
|                      |                | Condominium Hotel    | 0               | 0                | 0                |
|                      |                | Hostel               | 0               | 0                | 0                |
|                      |                | Hotel                | 2               | 1                | 1                |
|                      |                | Vacation Rental Unit | 137             | 129              | 8                |
|                      |                | Timeshare            | 9               | 9                | 0                |
|                      |                | Other                | 1               | 1                | 0                |
|                      |                | <b>Total</b>         | <b>151</b>      | <b>142</b>       | <b>9</b>         |
| Wailua/Kapa'a        |                | Apartment/ Hotel     | 0               | 0                | 0                |
|                      |                | Bed & Breakfast      | 0               | 1                | -1               |
|                      |                | Condominium Hotel    | 8               | 8                | 0                |
|                      |                | Hostel               | 0               | 0                | 0                |
|                      |                | Hotel                | 4               | 4                | 0                |
|                      |                | Vacation Rental Unit | 26              | 25               | 1                |
|                      |                | Timeshare            | 4               | 4                | 0                |
|                      |                | Other                | 0               | 0                | 0                |
|                      |                | <b>Total</b>         | <b>42</b>       | <b>42</b>        | <b>0</b>         |
| <b>KAUA'I TOTAL</b>  |                |                      | <b>364</b>      | <b>367</b>       | <b>-3</b>        |



**Table 4: Inventory by Area and Property Type (Continued)**

| ISLAND               | AREA       | TYPE                                  | 2020 PROPERTIES | 2019 PROPERTIES  | CHANGE FROM 2019 |
|----------------------|------------|---------------------------------------|-----------------|------------------|------------------|
| MAUI                 | Hāna Area  | Apartment/ Hotel                      | 0               | 0                | 0                |
|                      |            | Bed & Breakfast                       | 2               | 1                | 1                |
|                      |            | Condominium Hotel                     | 1               | 1                | 0                |
|                      |            | Hostel                                | 0               | 0                | 0                |
|                      |            | Hotel                                 | 1               | 1                | 0                |
|                      |            | Vacation Rental Unit                  | 5               | 8                | -3               |
|                      |            | Timeshare                             | 0               | 0                | 0                |
|                      |            | Other                                 | 1               | 1                | 0                |
|                      |            | <b>Total</b>                          | <b>10</b>       | <b>12</b>        | <b>-2</b>        |
|                      |            | Kahului/Wailuku                       |                 | Apartment/ Hotel | 0                |
| Bed & Breakfast      | 7          |                                       |                 | 4                | 3                |
| Condominium Hotel    | 0          |                                       |                 | 0                | 0                |
| Hostel               | 2          |                                       |                 | 2                | 0                |
| Hotel                | 5          |                                       |                 | 5                | 0                |
| Vacation Rental Unit | 9          |                                       |                 | 9                | 0                |
| Timeshare            | 0          |                                       |                 | 0                | 0                |
| Other                | 0          |                                       |                 | 0                | 0                |
| <b>Total</b>         | <b>23</b>  |                                       |                 | <b>20</b>        | <b>3</b>         |
| Kula/Makawao         |            |                                       |                 | Apartment/ Hotel | 0                |
|                      |            | Bed & Breakfast                       | 20              | 12               | 8                |
|                      |            | Condominium Hotel                     | 0               | 0                | 0                |
|                      |            | Hostel                                | 0               | 0                | 0                |
|                      |            | Hotel                                 | 2               | 2                | 0                |
|                      |            | Vacation Rental Unit                  | 4               | 6                | -2               |
|                      |            | Timeshare                             | 0               | 0                | 0                |
|                      |            | Other                                 | 1               | 1                | 0                |
|                      |            | <b>Total</b>                          | <b>27</b>       | <b>21</b>        | <b>6</b>         |
|                      |            | Lahāina/Kā'anapali/<br>Nāpili/Kapalua |                 | Apartment/ Hotel | 0                |
| Bed & Breakfast      | 6          |                                       |                 | 6                | 0                |
| Condominium Hotel    | 33         |                                       |                 | 33               | 0                |
| Hostel               | 1          |                                       |                 | 1                | 0                |
| Hotel                | 11         |                                       |                 | 12               | -1               |
| Vacation Rental Unit | 94         |                                       |                 | 74               | 20               |
| Timeshare            | 18         |                                       |                 | 19               | -1               |
| Other                | 0          |                                       |                 | 1                | -1               |
| <b>Total</b>         | <b>163</b> |                                       |                 | <b>146</b>       | <b>17</b>        |
| Mā'alaea             |            |                                       |                 | Apartment/ Hotel | 0                |
|                      |            | Bed & Breakfast                       | 1               | 1                | 0                |
|                      |            | Condominium Hotel                     | 0               | 0                | 0                |
|                      |            | Hostel                                | 0               | 0                | 0                |
|                      |            | Hotel                                 | 0               | 0                | 0                |
|                      |            | Vacation Rental Unit                  | 14              | 5                | 9                |
|                      |            | Timeshare                             | 0               | 0                | 0                |
|                      |            | Other                                 | 0               | 0                | 0                |
|                      |            | <b>Total</b>                          | <b>15</b>       | <b>6</b>         | <b>9</b>         |

**Table 4: Inventory by Area and Property Type (Continued)**

| ISLAND            | AREA              | TYPE                 | 2020 PROPERTIES | 2019 PROPERTIES | CHANGE FROM 2019 |
|-------------------|-------------------|----------------------|-----------------|-----------------|------------------|
|                   | Wailea/Kihei Area | Apartment/ Hotel     | 0               | 0               | 0                |
|                   |                   | Bed & Breakfast      | 22              | 10              | 12               |
|                   |                   | Condominium Hotel    | 18              | 22              | -4               |
|                   |                   | Hostel               | 0               | 0               | 0                |
|                   |                   | Hotel                | 10              | 10              | 0                |
|                   |                   | Vacation Rental Unit | 103             | 105             | -2               |
|                   |                   | Timeshare            | 9               | 10              | -1               |
|                   |                   | Other                | 0               | 0               | 0                |
|                   |                   | <b>Total</b>         | <b>162</b>      | <b>157</b>      | <b>5</b>         |
| <b>MAUI TOTAL</b> |                   |                      | <b>400</b>      | <b>362</b>      | <b>38</b>        |

| ISLAND                | AREA | TYPE                 | 2020 PROPERTIES | 2019 PROPERTIES | CHANGE FROM 2019 |
|-----------------------|------|----------------------|-----------------|-----------------|------------------|
| MOLOKA'I              |      | Apartment/ Hotel     | 0               | 0               | 0                |
|                       |      | Bed & Breakfast      | 1               | 2               | -1               |
|                       |      | Condominium Hotel    | 2               | 2               | 0                |
|                       |      | Hostel               | 0               | 0               | 0                |
|                       |      | Hotel                | 0               | 0               | 0                |
|                       |      | Vacation Rental Unit | 24              | 28              | -4               |
|                       |      | Timeshare            | 1               | 1               | 0                |
|                       |      | Other                | 0               | 0               | 0                |
|                       |      | <b>Total</b>         | <b>28</b>       | <b>33</b>       | <b>-5</b>        |
| <b>MOLOKA'I TOTAL</b> |      |                      | <b>28</b>       | <b>33</b>       | <b>-5</b>        |

| ISLAND              | AREA | TYPE                 | 2020 PROPERTIES | 2019 PROPERTIES | CHANGE FROM 2019 |
|---------------------|------|----------------------|-----------------|-----------------|------------------|
| LĀNA'I              |      | Apartment/ Hotel     | 0               | 0               | 0                |
|                     |      | Bed & Breakfast      | 0               | 0               | 0                |
|                     |      | Condominium Hotel    | 0               | 0               | 0                |
|                     |      | Hostel               | 0               | 0               | 0                |
|                     |      | Hotel                | 3               | 2               | 1                |
|                     |      | Vacation Rental Unit | 1               | 2               | -1               |
|                     |      | Timeshare            | 0               | 0               | 0                |
|                     |      | Other                | 0               | 0               | 0                |
|                     |      | <b>Total</b>         | <b>4</b>        | <b>4</b>        | <b>0</b>         |
| <b>LĀNA'I TOTAL</b> |      |                      | <b>4</b>        | <b>4</b>        | <b>0</b>         |

**Table 4: Inventory by Area and Property Type (Continued)**

| ISLAND | AREA                | TYPE                 | 2020 PROPERTIES | 2019 PROPERTIES | CHANGE FROM 2019 |
|--------|---------------------|----------------------|-----------------|-----------------|------------------|
| O'AHU  | Airport Area        | Apartment/ Hotel     | 0               | 0               | 0                |
|        |                     | Bed & Breakfast      | 0               | 0               | 0                |
|        |                     | Condominium Hotel    | 0               | 0               | 0                |
|        |                     | Hostel               | 0               | 0               | 0                |
|        |                     | Hotel                | 5               | 5               | 0                |
|        |                     | Vacation Rental Unit | 0               | 0               | 0                |
|        |                     | Timeshare            | 0               | 0               | 0                |
|        |                     | Other                | 0               | 0               | 0                |
|        |                     | <b>Total</b>         | <b>5</b>        | <b>5</b>        | <b>0</b>         |
|        | Ala Moana Area      | Apartment/ Hotel     | 0               | 0               | 0                |
|        |                     | Bed & Breakfast      | 0               | 0               | 0                |
|        |                     | Condominium Hotel    | 1               | 1               | 0                |
|        |                     | Hostel               | 1               | 1               | 0                |
|        |                     | Hotel                | 1               | 1               | 0                |
|        |                     | Vacation Rental Unit | 1               | 2               | -1               |
|        |                     | Timeshare            | 0               | 0               | 0                |
|        |                     | Other                | 0               | 0               | 0                |
|        |                     | <b>Total</b>         | <b>4</b>        | <b>5</b>        | <b>-1</b>        |
|        | Leeward/Mākaha Side | Apartment/ Hotel     | 1               | 1               | 0                |
|        |                     | Bed & Breakfast      | 1               | 2               | -1               |
|        |                     | Condominium Hotel    | 1               | 2               | -1               |
|        |                     | Hostel               | 0               | 0               | 0                |
|        |                     | Hotel                | 3               | 3               | 0                |
|        |                     | Vacation Rental Unit | 10              | 10              | 0                |
|        |                     | Timeshare            | 3               | 3               | 0                |
|        |                     | Other                | 1               | 0               | 1                |
|        |                     | <b>Total</b>         | <b>20</b>       | <b>21</b>       | <b>-1</b>        |
|        | North Shore         | Apartment/ Hotel     | 0               | 0               | 0                |
|        |                     | Bed & Breakfast      | 0               | 0               | 0                |
|        |                     | Condominium Hotel    | 0               | 0               | 0                |
|        |                     | Hostel               | 0               | 0               | 0                |
|        |                     | Hotel                | 3               | 3               | 0                |
|        |                     | Vacation Rental Unit | 26              | 27              | -1               |
|        |                     | Timeshare            | 0               | 0               | 0                |
|        |                     | Other                | 0               | 0               | 0                |
|        |                     | <b>Total</b>         | <b>29</b>       | <b>30</b>       | <b>-1</b>        |
|        | Other Honolulu      | Apartment/ Hotel     | 0               | 0               | 0                |
|        |                     | Bed & Breakfast      | 1               | 1               | 0                |
|        |                     | Condominium Hotel    | 1               | 1               | 0                |
|        |                     | Hostel               | 1               | 1               | 0                |
|        |                     | Hotel                | 2               | 2               | 0                |
|        |                     | Vacation Rental Unit | 1               | 3               | -2               |
|        |                     | Timeshare            | 0               | 0               | 0                |
|        |                     | Other                | 0               | 0               | 0                |
|        |                     | <b>Total</b>         | <b>6</b>        | <b>8</b>        | <b>-2</b>        |

**Table 4: Inventory by Area and Property Type (Continued)**

| ISLAND               | AREA             | TYPE                 | 2020 PROPERTIES | 2019 PROPERTIES  | CHANGE FROM 2019 |
|----------------------|------------------|----------------------|-----------------|------------------|------------------|
|                      | Waikīkī/Honolulu | Apartment/ Hotel     | 1               | 2                | -1               |
|                      |                  | Bed & Breakfast      | 2               | 3                | -1               |
|                      |                  | Condominium Hotel    | 20              | 22               | -2               |
|                      |                  | Hostel               | 7               | 7                | 0                |
|                      |                  | Hotel                | 57              | 55               | 2                |
|                      |                  | Vacation Rental Unit | 58              | 57               | 1                |
|                      |                  | Timeshare            | 17              | 17               | 0                |
|                      |                  | Other                | 0               | 0                | 0                |
|                      |                  | <b>Total</b>         | <b>162</b>      | <b>163</b>       | <b>-1</b>        |
|                      |                  |                      | Windward Side   | Apartment/ Hotel | 0                |
| Bed & Breakfast      | 12               |                      |                 | 13               | -1               |
| Condominium Hotel    | 0                |                      |                 | 0                | 0                |
| Hostel               | 1                |                      |                 | 1                | 0                |
| Hotel                | 2                |                      |                 | 2                | 0                |
| Vacation Rental Unit | 15               |                      |                 | 22               | -7               |
| Timeshare            | 0                |                      |                 | 0                | 0                |
| Other                | 4                |                      |                 | 4                | 0                |
| <b>Total</b>         | <b>34</b>        |                      |                 | <b>42</b>        | <b>-8</b>        |
| <b>O'AHU TOTAL</b>   |                  |                      | <b>260</b>      | <b>274</b>       | <b>-14</b>       |

**Table 5: Inventory by Area and Unit Type**

| ISLAND              | AREA                   | TYPE                 | 2020 UNITS    | 2019 UNITS    | CHANGE FROM 2019 |
|---------------------|------------------------|----------------------|---------------|---------------|------------------|
| HAWAII ISLAND       | Hilo/Honoka'a          | Apartment/ Hotel     | 119           | 24            | 95               |
|                     |                        | Bed & Breakfast      | 58            | 69            | -11              |
|                     |                        | Condominium Hotel    | 0             | 50            | -50              |
|                     |                        | Hostel               | 16            | 16            | 0                |
|                     |                        | Hotel                | 928           | 928           | 0                |
|                     |                        | Vacation Rental Unit | 98            | 76            | 22               |
|                     |                        | Timeshare            | 0             | 0             | 0                |
|                     |                        | Other                | 9             | 9             | 0                |
|                     |                        | <b>Total</b>         | <b>1,228</b>  | <b>1,172</b>  | <b>56</b>        |
|                     | Kohala/Waimea/Kawaihae | Apartment/ Hotel     | 0             | 0             | 0                |
|                     |                        | Bed & Breakfast      | 46            | 46            | 0                |
|                     |                        | Condominium Hotel    | 252           | 197           | 55               |
|                     |                        | Hostel               | 0             | 0             | 0                |
|                     |                        | Hotel                | 2,975         | 2,642         | 333              |
|                     |                        | Vacation Rental Unit | 700           | 640           | 60               |
|                     |                        | Timeshare            | 947           | 962           | -15              |
|                     |                        | Other                | 6             | 6             | 0                |
|                     |                        | <b>Total</b>         | <b>4,926</b>  | <b>4,493</b>  | <b>433</b>       |
|                     | Kona                   | Apartment/ Hotel     | 0             | 0             | 0                |
|                     |                        | Bed & Breakfast      | 75            | 79            | -4               |
|                     |                        | Condominium Hotel    | 231           | 245           | -14              |
|                     |                        | Hostel               | 37            | 1             | 36               |
|                     |                        | Hotel                | 2,061         | 2,061         | 0                |
|                     |                        | Vacation Rental Unit | 1,300         | 1,160         | 140              |
|                     |                        | Timeshare            | 930           | 931           | -1               |
|                     |                        | Other                | 0             | 6             | -6               |
|                     |                        | <b>Total</b>         | <b>4,634</b>  | <b>4,483</b>  | <b>151</b>       |
|                     | Nā'ālehu/Ka'ū          | Apartment/ Hotel     | 0             | 0             | 0                |
|                     |                        | Bed & Breakfast      | 8             | 8             | 0                |
|                     |                        | Condominium Hotel    | 0             | 0             | 0                |
|                     |                        | Hostel               | 0             | 0             | 0                |
|                     |                        | Hotel                | 0             | 0             | 0                |
|                     |                        | Vacation Rental Unit | 1             | 2             | -1               |
|                     |                        | Timeshare            | 0             | 0             | 0                |
|                     |                        | Other                | 5             | 5             | 0                |
|                     |                        | <b>Total</b>         | <b>14</b>     | <b>15</b>     | <b>-1</b>        |
|                     | Volcano Area           | Apartment/ Hotel     | 0             | 0             | 0                |
|                     |                        | Bed & Breakfast      | 43            | 40            | 3                |
|                     |                        | Condominium Hotel    | 0             | 0             | 0                |
|                     |                        | Hostel               | 6             | 6             | 0                |
|                     |                        | Hotel                | 151           | 151           | 0                |
|                     |                        | Vacation Rental Unit | 93            | 114           | -21              |
|                     |                        | Timeshare            | 0             | 0             | 0                |
|                     |                        | Other                | 28            | 31            | -3               |
|                     |                        | <b>Total</b>         | <b>321</b>    | <b>342</b>    | <b>-21</b>       |
| <b>HAWAII TOTAL</b> |                        |                      | <b>11,123</b> | <b>10,505</b> | <b>618</b>       |

**Table 5: Inventory by Area and Unit Type (Continued)**

| ISLAND              | AREA           | TYPE                 | 2020 UNITS   | 2019 UNITS   | CHANGE FROM 2019 |
|---------------------|----------------|----------------------|--------------|--------------|------------------|
| KAUA'I              | Kaláheo/Waimea | Apartment/ Hotel     | 0            | 0            | 0                |
|                     |                | Bed & Breakfast      | 6            | 6            | 0                |
|                     |                | Condominium Hotel    | 0            | 0            | 0                |
|                     |                | Hostel               | 0            | 0            | 0                |
|                     |                | Hotel                | 59           | 60           | -1               |
|                     |                | Vacation Rental Unit | 80           | 75           | 5                |
|                     |                | Timeshare            | 0            | 0            | 0                |
|                     |                | Other                | 28           | 28           | 0                |
|                     |                | <b>Total</b>         | <b>173</b>   | <b>169</b>   | <b>4</b>         |
| Līhu'e              |                | Apartment/ Hotel     | 0            | 0            | 0                |
|                     |                | Bed & Breakfast      | 0            | 0            | 0                |
|                     |                | Condominium Hotel    | 430          | 395          | 35               |
|                     |                | Hostel               | 0            | 0            | 0                |
|                     |                | Hotel                | 485          | 485          | 0                |
|                     |                | Vacation Rental Unit | 61           | 60           | 1                |
|                     |                | Timeshare            | 614          | 568          | 46               |
|                     |                | Other                | 8            | 8            | 0                |
|                     |                | <b>Total</b>         | <b>1,598</b> | <b>1,516</b> | <b>82</b>        |
| Po'ipū/Kukui'ula    |                | Apartment/ Hotel     | 0            | 0            | 0                |
|                     |                | Bed & Breakfast      | 8            | 8            | 0                |
|                     |                | Condominium Hotel    | 634          | 640          | -6               |
|                     |                | Hostel               | 0            | 0            | 0                |
|                     |                | Hotel                | 1,429        | 1,429        | 0                |
|                     |                | Vacation Rental Unit | 770          | 805          | -35              |
|                     |                | Timeshare            | 606          | 606          | 0                |
|                     |                | Other                | 0            | 0            | 0                |
|                     |                | <b>Total</b>         | <b>3,447</b> | <b>3,488</b> | <b>-41</b>       |
| Princeville/Hanalei |                | Apartment/ Hotel     | 0            | 0            | 0                |
|                     |                | Bed & Breakfast      | 5            | 5            | 0                |
|                     |                | Condominium Hotel    | 49           | 0            | 49               |
|                     |                | Hostel               | 0            | 0            | 0                |
|                     |                | Hotel                | 251          | 251          | 0                |
|                     |                | Vacation Rental Unit | 607          | 537          | 70               |
|                     |                | Timeshare            | 1,116        | 1,116        | 0                |
|                     |                | Other                | 4            | 4            | 0                |
|                     |                | <b>Total</b>         | <b>2,032</b> | <b>1,913</b> | <b>119</b>       |
| Wailua/Kapa'a       |                | Apartment/ Hotel     | 0            | 0            | 0                |
|                     |                | Bed & Breakfast      | 0            | 3            | -3               |
|                     |                | Condominium Hotel    | 493          | 513          | -20              |
|                     |                | Hostel               | 0            | 0            | 0                |
|                     |                | Hotel                | 637          | 631          | 6                |
|                     |                | Vacation Rental Unit | 407          | 340          | 67               |
|                     |                | Timeshare            | 463          | 463          | 0                |
|                     |                | Other                | 0            | 0            | 0                |
|                     |                | <b>Total</b>         | <b>2,000</b> | <b>1,950</b> | <b>50</b>        |
| <b>KAUA'I TOTAL</b> |                |                      | <b>9,250</b> | <b>9,036</b> | <b>214</b>       |

**Table 5: Inventory by Area and Unit Type (Continued)**

| ISLAND | AREA                                  | TYPE                 | 2020 UNITS    | 2019 UNITS    | CHANGE FROM 2019 |
|--------|---------------------------------------|----------------------|---------------|---------------|------------------|
| MAUI   | Hāna Area                             | Apartment/ Hotel     | 0             | 0             | 0                |
|        |                                       | Bed & Breakfast      | 3             | 2             | 1                |
|        |                                       | Condominium Hotel    | 17            | 17            | 0                |
|        |                                       | Hostel               | 0             | 0             | 0                |
|        |                                       | Hotel                | 75            | 71            | 4                |
|        |                                       | Vacation Rental Unit | 7             | 17            | -10              |
|        |                                       | Timeshare            | 0             | 0             | 0                |
|        |                                       | Other                | 4             | 4             | 0                |
|        |                                       | <b>Total</b>         | <b>106</b>    | <b>111</b>    | <b>-5</b>        |
|        | Kahului/Wailuku                       | Apartment/ Hotel     | 15            | 15            | 0                |
|        |                                       | Bed & Breakfast      | 27            | 22            | 5                |
|        |                                       | Condominium Hotel    | 0             | 0             | 0                |
|        |                                       | Hostel               | 44            | 44            | 0                |
|        |                                       | Hotel                | 487           | 487           | 0                |
|        |                                       | Vacation Rental Unit | 25            | 26            | -1               |
|        |                                       | Timeshare            | 0             | 0             | 0                |
|        |                                       | Other                | 0             | 0             | 0                |
|        |                                       | <b>Total</b>         | <b>598</b>    | <b>594</b>    | <b>4</b>         |
|        | Kula/Makawao                          | Apartment/ Hotel     | 0             | 0             | 0                |
|        |                                       | Bed & Breakfast      | 67            | 43            | 24               |
|        |                                       | Condominium Hotel    | 0             | 0             | 0                |
|        |                                       | Hostel               | 0             | 0             | 0                |
|        |                                       | Hotel                | 14            | 14            | 0                |
|        |                                       | Vacation Rental Unit | 8             | 21            | -13              |
|        |                                       | Timeshare            | 0             | 0             | 0                |
|        |                                       | Other                | 24            | 24            | 0                |
|        |                                       | <b>Total</b>         | <b>113</b>    | <b>102</b>    | <b>11</b>        |
|        | Lahaina/Kā'anapali/<br>Nāpili/Kapalua | Apartment/ Hotel     | 0             | 0             | 0                |
|        |                                       | Bed & Breakfast      | 25            | 25            | 0                |
|        |                                       | Condominium Hotel    | 2,865         | 2,790         | 75               |
|        |                                       | Hostel               | 18            | 18            | 0                |
|        |                                       | Hotel                | 3,564         | 3,612         | -48              |
|        |                                       | Vacation Rental Unit | 2,254         | 2,349         | -95              |
|        |                                       | Timeshare            | 3,147         | 3,115         | 32               |
|        |                                       | Other                | 12            | 20            | -8               |
|        |                                       | <b>Total</b>         | <b>11,885</b> | <b>11,929</b> | <b>-44</b>       |
|        | Mā'alaea                              | Apartment/ Hotel     | 0             | 0             | 0                |
|        |                                       | Bed & Breakfast      | 5             | 5             | 0                |
|        |                                       | Condominium Hotel    | 0             | 0             | 0                |
|        |                                       | Hostel               | 0             | 0             | 0                |
|        |                                       | Hotel                | 0             | 0             | 0                |
|        |                                       | Vacation Rental Unit | 327           | 235           | 92               |
|        |                                       | Timeshare            | 0             | 0             | 0                |
|        |                                       | Other                | 0             | 0             | 0                |
|        |                                       | <b>Total</b>         | <b>332</b>    | <b>240</b>    | <b>92</b>        |

**Table 5: Inventory by Area and Unit Type (Continued)**

| ISLAND            | AREA              | TYPE                 | 2020 UNITS    | 2019 UNITS    | CHANGE FROM 2019 |
|-------------------|-------------------|----------------------|---------------|---------------|------------------|
|                   | Wailea/Kihei Area | Apartment/ Hotel     | 0             | 0             | 0                |
|                   |                   | Bed & Breakfast      | 65            | 39            | 26               |
|                   |                   | Condominium Hotel    | 1,230         | 1,527         | -297             |
|                   |                   | Hostel               | 0             | 0             | 0                |
|                   |                   | Hotel                | 3,111         | 3,111         | 0                |
|                   |                   | Vacation Rental Unit | 3,435         | 3,101         | 334              |
|                   |                   | Timeshare            | 532           | 540           | -8               |
|                   |                   | Other                | 0             | 0             | 0                |
|                   |                   | <b>Total</b>         | <b>8,373</b>  | <b>8,318</b>  | <b>55</b>        |
| <b>MAUI TOTAL</b> |                   |                      | <b>21,407</b> | <b>21,294</b> | <b>113</b>       |

| ISLAND                | AREA | TYPE                 | 2020 UNITS | 2019 UNITS | CHANGE FROM 2019 |
|-----------------------|------|----------------------|------------|------------|------------------|
| MOLOKA'I              |      | Apartment/ Hotel     | 0          | 0          | 0                |
|                       |      | Bed & Breakfast      | 1          | 2          | -1               |
|                       |      | Condominium Hotel    | 95         | 70         | 25               |
|                       |      | Hostel               | 0          | 0          | 0                |
|                       |      | Hotel                | 0          | 0          | 0                |
|                       |      | Vacation Rental Unit | 175        | 171        | 4                |
|                       |      | Timeshare            | 7          | 7          | 0                |
|                       |      | Other                | 0          | 0          | 0                |
|                       |      | <b>Total</b>         | <b>278</b> | <b>250</b> | <b>28</b>        |
| <b>MOLOKA'I TOTAL</b> |      |                      | <b>278</b> | <b>250</b> | <b>28</b>        |

| ISLAND              | AREA | TYPE                 | 2020 UNITS | 2019 UNITS | CHANGE FROM 2019 |
|---------------------|------|----------------------|------------|------------|------------------|
| LĀNA'I              |      | Apartment/ Hotel     | 0          | 0          | 0                |
|                     |      | Bed & Breakfast      | 0          | 0          | 0                |
|                     |      | Condominium Hotel    | 0          | 0          | 0                |
|                     |      | Hostel               | 0          | 0          | 0                |
|                     |      | Hotel                | 320        | 224        | 96               |
|                     |      | Vacation Rental Unit | 4          | 5          | -1               |
|                     |      | Timeshare            | 0          | 0          | 0                |
|                     |      | Other                | 0          | 0          | 0                |
|                     |      | <b>Total</b>         | <b>324</b> | <b>229</b> | <b>95</b>        |
| <b>LĀNA'I TOTAL</b> |      |                      | <b>324</b> | <b>229</b> | <b>95</b>        |



**Table 5: Inventory by Area and Unit Type (Continued)**

| ISLAND | AREA                | TYPE                 | 2020 UNITS   | 2019 UNITS   | CHANGE FROM 2019 |
|--------|---------------------|----------------------|--------------|--------------|------------------|
| O'AHU  | Airport Area        | Apartment/ Hotel     | 0            | 0            | 0                |
|        |                     | Bed & Breakfast      | 0            | 0            | 0                |
|        |                     | Condominium Hotel    | 0            | 0            | 0                |
|        |                     | Hostel               | 0            | 0            | 0                |
|        |                     | Hotel                | 1,286        | 1,286        | 0                |
|        |                     | Vacation Rental Unit | 0            | 0            | 0                |
|        |                     | Timeshare            | 0            | 0            | 0                |
|        |                     | Other                | 0            | 0            | 0                |
|        |                     | <b>Total</b>         | <b>1,286</b> | <b>1,286</b> | <b>0</b>         |
|        | Ala Moana Area      | Apartment/ Hotel     | 0            | 0            | 0                |
|        |                     | Bed & Breakfast      | 0            | 0            | 0                |
|        |                     | Condominium Hotel    | 1,113        | 1,113        | 0                |
|        |                     | Hostel               | 26           | 26           | 0                |
|        |                     | Hotel                | 199          | 199          | 0                |
|        |                     | Vacation Rental Unit | 64           | 65           | -1               |
|        |                     | Timeshare            | 0            | 0            | 0                |
|        |                     | Other                | 0            | 0            | 0                |
|        |                     | <b>Total</b>         | <b>1,402</b> | <b>1,403</b> | <b>-1</b>        |
|        | Leeward/Mākaha Side | Apartment/ Hotel     | 30           | 30           | 0                |
|        |                     | Bed & Breakfast      | 1            | 2            | -1               |
|        |                     | Condominium Hotel    | 42           | 206          | -164             |
|        |                     | Hostel               | 0            | 0            | 0                |
|        |                     | Hotel                | 1,085        | 1,085        | 0                |
|        |                     | Vacation Rental Unit | 621          | 531          | 90               |
|        |                     | Timeshare            | 1,431        | 1,431        | 0                |
|        |                     | Other                | 43           | 43           | 0                |
|        |                     | <b>Total</b>         | <b>3,253</b> | <b>3,328</b> | <b>-75</b>       |
|        | North Shore         | Apartment/ Hotel     | 2            | 2            | 0                |
|        |                     | Bed & Breakfast      | 0            | 0            | 0                |
|        |                     | Condominium Hotel    | 0            | 0            | 0                |
|        |                     | Hostel               | 4            | 4            | 0                |
|        |                     | Hotel                | 788          | 788          | 0                |
|        |                     | Vacation Rental Unit | 382          | 377          | 5                |
|        |                     | Timeshare            | 0            | 0            | 0                |
|        |                     | Other                | 0            | 0            | 0                |
|        |                     | <b>Total</b>         | <b>1,176</b> | <b>1,171</b> | <b>5</b>         |
|        | Other Honolulu      | Apartment/ Hotel     | 0            | 0            | 0                |
|        |                     | Bed & Breakfast      | 7            | 7            | 0                |
|        |                     | Condominium Hotel    | 112          | 112          | 0                |
|        |                     | Hostel               | 40           | 40           | 0                |
|        |                     | Hotel                | 436          | 436          | 0                |
|        |                     | Vacation Rental Unit | 1            | 4            | -3               |
|        |                     | Timeshare            | 0            | 0            | 0                |
|        |                     | Other                | 0            | 0            | 0                |
|        |                     | <b>Total</b>         | <b>596</b>   | <b>599</b>   | <b>-3</b>        |

**Table 5: Inventory by Area and Unit Type (Continued)**

| ISLAND             | AREA             | TYPE                 | 2020 UNITS    | 2019 UNITS    | CHANGE FROM 2019 |
|--------------------|------------------|----------------------|---------------|---------------|------------------|
|                    | Waikīkī/Honolulu | Apartment/ Hotel     | 18            | 36            | -18              |
|                    |                  | Bed & Breakfast      | 5             | 7             | -2               |
|                    |                  | Condominium Hotel    | 2,308         | 2,525         | -217             |
|                    |                  | Hostel               | 215           | 215           | 0                |
|                    |                  | Hotel                | 23,009        | 23,103        | -94              |
|                    |                  | Vacation Rental Unit | 2,645         | 2,698         | -53              |
|                    |                  | Timeshare            | 2,388         | 2,351         | 37               |
|                    |                  | Other                | 0             | 0             | 0                |
|                    |                  | <b>Total</b>         | <b>30,588</b> | <b>30,935</b> | <b>-347</b>      |
|                    | Windward Side    | Apartment/ Hotel     | 0             | 0             | 0                |
|                    |                  | Bed & Breakfast      | 25            | 27            | -2               |
|                    |                  | Condominium Hotel    | 0             | 0             | 0                |
|                    |                  | Hostel               | 0             | 0             | 0                |
|                    |                  | Hotel                | 163           | 163           | 0                |
|                    |                  | Vacation Rental Unit | 135           | 146           | -11              |
|                    |                  | Timeshare            | 0             | 0             | 0                |
|                    |                  | Other                | 182           | 182           | 0                |
|                    |                  | <b>Total</b>         | <b>505</b>    | <b>518</b>    | <b>-13</b>       |
| <b>O'AHU TOTAL</b> |                  |                      | <b>38,806</b> | <b>39,240</b> | <b>-434</b>      |

**Table 6: Class of Units by Island**

| ISLAND            | CLASS                     | Percent of Total Units <sup>1</sup> |                   | Percentage Point<br>CHANGE FROM<br>2019 |
|-------------------|---------------------------|-------------------------------------|-------------------|---|
|                   |                           | 2020 <sup>2</sup>                   | 2019 <sup>3</sup> |   |
| HAWAI'I<br>ISLAND | Budget (Up to \$100)      | 10.7%                               | 10.6%             | 0.1%                                    |
|                   | Standard (\$101 to \$250) | 24.5%                               | 23.4%             | 1.1%                                    |
|                   | Deluxe (\$251 to \$500)   | 32.7%                               | 35.3%             | -2.6%                                   |
|                   | Luxury (Over \$500/Night) | 32.0%                               | 30.7%             | 1.3%                                    |
|                   | Total                     | 100.0%                              | 100.0%            |   |
| KAUAI             | Budget (Up to \$100)      | 2.4%                                | 2.4%              | 0.0%                                    |
|                   | Standard (\$101 to \$250) | 32.6%                               | 32.5%             | 0.1%                                    |
|                   | Deluxe (\$251 to \$500)   | 22.1%                               | 23.4%             | -1.3%                                   |
|                   | Luxury (Over \$500/Night) | 43.0%                               | 41.8%             | 1.2%                                    |
|                   | Total                     | 100.0%                              | 100.0%            |   |
| MAUI              | Budget (Up to \$100)      | 0.7%                                | 0.8%              | -0.1%                                   |
|                   | Standard (\$101 to \$250) | 18.5%                               | 18.1%             | 0.4%                                    |
|                   | Deluxe (\$251 to \$500)   | 26.1%                               | 25.2%             | 0.9%                                    |
|                   | Luxury (Over \$500/Night) | 54.7%                               | 55.9%             | -1.2%                                   |
|                   | Total                     | 100.0%                              | 100.0%            |   |
| MOLOKA'I          | Budget (Up to \$100)      | 0.6%                                | 2.2%              | -1.6%                                   |
|                   | Standard (\$101 to \$250) | 94.8%                               | 93.5%             | 1.3%                                    |
|                   | Deluxe (\$251 to \$500)   | 4.0%                                | 3.8%              | 0.2%                                    |
|                   | Luxury (Over \$500/Night) | 0.6%                                | 0.5%              | 0.1%                                    |
|                   | Total                     | 100.0%                              | 100.0%            |   |
| LĀNA'I            | Budget (Up to \$100)      | 0.0%                                | 0.0%              | 0.0%                                    |
|                   | Standard (\$101 to \$250) | 1.2%                                | 2.6%              | -1.4%                                   |
|                   | Deluxe (\$251 to \$500)   | 29.7%                               | 3.9%              | 25.8%                                   |
|                   | Luxury (Over \$500/Night) | 69.1%                               | 93.4%             | -24.3%                                  |
|                   | Total                     | 100.0%                              | 100.0%            |   |
| O'AHU             | Budget (Up to \$100)      | 2.4%                                | 2.4%              | 0.0%                                    |
|                   | Standard (\$101 to \$250) | 29.8%                               | 29.6%             | 0.2%                                    |
|                   | Deluxe (\$251 to \$500)   | 34.8%                               | 33.5%             | 1.3%                                    |
|                   | Luxury (Over \$500/Night) | 33.0%                               | 34.5%             | -1.5%                                   |
|                   | Total                     | 100.0%                              | 100.0%            |   |
| STATEWIDE         | Budget (Up to \$100)      | 3.2%                                | 3.2%              | 0.0%                                    |
|                   | Standard (\$101 to \$250) | 26.7%                               | 26.5%             | 0.2%                                    |
|                   | Deluxe (\$251 to \$500)   | 31.2%                               | 30.7%             | 0.5%                                    |
|                   | Luxury (Over \$500/Night) | 38.9%                               | 39.7%             | -0.8%                                   |
|                   | Total                     | 100.0%                              | 100.0%            |   |

<sup>1</sup> Totals may not sum to 100% due to rounding.

<sup>2</sup> Based on 48,259 units (59.4 percent of the total units in 2020) for which information on the class of units was available.

<sup>3</sup> Based on 47,497 units (59.0 percent of the total units in 2019) for which information on the class of units was available.

**Table 7: Class of Units by Type**

| PROPERTY TYPE              | CLASS                     | Percent of Total Units <sup>1</sup> |                   | Percentage Point<br>CHANGE FROM<br>2019 |
|----------------------------|---------------------------|-------------------------------------|-------------------|---|
|                            |                           | 2020 <sup>2</sup>                   | 2019 <sup>3</sup> |   |
| Apartment/<br>Hotel        | Budget (Up to \$100)      | 80.5%                               | 32.7%             | 47.8%                                   |
|                            | Standard (\$101 to \$250) | 19.5%                               | 67.3%             | -47.8%                                  |
|                            | Deluxe (\$251 to \$500)   | 0.0%                                | 0.0%              | 0.0%                                    |
|                            | Luxury (Over \$500/Night) | 0.0%                                | 0.0%              | 0.0%                                    |
|                            | Total                     | 100.0%                              | 100.0%            |   |
| Bed &<br>Breakfast         | Budget (Up to \$100)      | 15.5%                               | 15.4%             | 0.1%                                    |
|                            | Standard (\$101 to \$250) | 71.9%                               | 72.7%             | -0.8%                                   |
|                            | Deluxe (\$251 to \$500)   | 12.1%                               | 11.2%             | 1.0%                                    |
|                            | Luxury (Over \$500/Night) | 0.5%                                | 0.7%              | -0.3%                                   |
|                            | Total                     | 100.0%                              | 100.0%            |   |
| Condominium<br>Hotel       | Budget (Up to \$100)      | 1.7%                                | 2.4%              | -0.8%                                   |
|                            | Standard (\$101 to \$250) | 41.1%                               | 42.3%             | -1.2%                                   |
|                            | Deluxe (\$251 to \$500)   | 46.9%                               | 46.7%             | 0.2%                                    |
|                            | Luxury (Over \$500/Night) | 10.3%                               | 8.6%              | 1.7%                                    |
|                            | Total                     | 100.0%                              | 100.0%            |   |
| Hostel                     | Budget (Up to \$100)      | 86.0%                               | 86.2%             | -0.3%                                   |
|                            | Standard (\$101 to \$250) | 12.8%                               | 12.6%             | 0.3%                                    |
|                            | Deluxe (\$251 to \$500)   | 1.2%                                | 1.2%              | 0.0%                                    |
|                            | Luxury (Over \$500/Night) | 0.0%                                | 0.0%              | 0.0%                                    |
|                            | Total                     | 100.0%                              | 100.0%            |   |
| Hotel                      | Budget (Up to \$100)      | 2.0%                                | 2.2%              | -0.1%                                   |
|                            | Standard (\$101 to \$250) | 22.9%                               | 22.9%             | 0.0%                                    |
|                            | Deluxe (\$251 to \$500)   | 34.0%                               | 32.8%             | 1.2%                                    |
|                            | Luxury (Over \$500/Night) | 41.1%                               | 42.1%             | -1.0%                                   |
|                            | Total                     | 100.0%                              | 100.0%            |   |
| Vacation<br>Rental<br>Unit | Budget (Up to \$100)      | 5.3%                                | 8.5%              | -3.2%                                   |
|                            | Standard (\$101 to \$250) | 51.3%                               | 50.3%             | 1.0%                                    |
|                            | Deluxe (\$251 to \$500)   | 28.2%                               | 29.6%             | -1.4%                                   |
|                            | Luxury (Over \$500/Night) | 15.2%                               | 11.5%             | 3.6%                                    |
|                            | Total                     | 100.0%                              | 100.0%            |   |
| Timeshare                  | Budget (Up to \$100)      | 1.0%                                | 0.9%              | 0.0%                                    |
|                            | Standard (\$101 to \$250) | 18.9%                               | 18.6%             | 0.3%                                    |
|                            | Deluxe (\$251 to \$500)   | 8.9%                                | 9.9%              | -0.9%                                   |
|                            | Luxury (Over \$500/Night) | 71.2%                               | 70.6%             | 0.6%                                    |
|                            | Total                     | 100.0%                              | 100.0%            |   |

<sup>1</sup> Totals may not sum to 100% due to rounding.

<sup>2</sup> Based on 48,259 units (59.4 percent of the total units in 2020) for which information on the class of units was available.

<sup>3</sup> Based on 47,497 units (59.0 percent of the total units in 2019) for which information on the class of units was available.

**Table 7: Class of Units by Type (Continued)**

| ISLAND    | CLASS                     | Percent of Total Units <sup>1</sup> |                   | Percentage Point<br>CHANGE FROM 2019 |
|-----------|---------------------------|-------------------------------------|-------------------|--------------------------------------|
|           |                           | 2020 <sup>2</sup>                   | 2019 <sup>3</sup> |                                      |
| Other     | Budget (Up to \$100)      | 50.5%                               | 38.4%             | 12.1%                                |
|           | Standard (\$101 to \$250) | 35.1%                               | 42.9%             | -7.8%                                |
|           | Deluxe (\$251 to \$500)   | 13.9%                               | 16.4%             | -2.4%                                |
|           | Luxury (Over \$500/Night) | 0.5%                                | 2.3%              | -1.8%                                |
|           | Total                     | 100.0%                              | 100.0%            |                                      |
| STATEWIDE | Budget (Up to \$100)      | 3.1%                                | 3.2%              | 0.0%                                 |
|           | Standard (\$101 to \$250) | 26.7%                               | 26.5%             | 0.2%                                 |
|           | Deluxe (\$251 to \$500)   | 31.2%                               | 30.7%             | 0.5%                                 |
|           | Luxury (Over \$500/Night) | 39.0%                               | 39.7%             | -0.7%                                |
|           | Total                     | 100.0%                              | 100.0%            |                                      |

<sup>1</sup> Totals may not sum to 100% due to rounding.

<sup>2</sup> Based on 48,259 units (59.4 percent of the total units in 2020) for which information on the class of units was available.

<sup>3</sup> Based on 47,497 units (59.0 percent of the total units in 2019) for which information on the class of units was available.

**Table 8: Timeshare Properties by Island and Area**

| Area                       | Property   | 2020         |              | 2019         |              | CHANGE FROM 2019 |            |
|----------------------------|--|--------------|--------------|--------------|--------------|------------------|------------|
|                            |  | Reg.         | Oper.        | Reg.         | Oper.        | Reg.             | Oper.      |
| <b>HAWAII ISLAND</b>       |  |              |              |              |              |                  |            |
| Kohala/Waimea<br>/Kawaihae | Hilton Bay Club at Waikoloa Beach                    | 168          | 150          | 168          | 156          | 0                | -6         |
|                            | King's Land by Hilton Grand Vacations                | 435          | 350          | 435          | 346          | 0                | 4          |
| Kona                       | Kohala Suites by Hilton Grand Vacations              | 120          | 111          | 120          | 114          | 0                | -3         |
|                            | Ocean Tower by Hilton Grand Vacations                | 72           | 62           | 72           | 72           | 0                | -10        |
|                            | Marriott's Waikoloa Ocean Club                       | 112          | 112          | 112          | 112          | 0                | 0          |
|                            | Paniolo Greens Resort                                | 162          | 162          | 162          | 162          | 0                | 0          |
|                            | Holua Resort at Mauna Loa Village                    | 73           | 73           | 73           | 73           | 0                | 0          |
|                            | Kona Billfisher                                      | 65           | 65           | 65           | 65           | 0                | 0          |
|                            | Kona Coast Resort                                    | 268          | 268          | 268          | 268          | 0                | 0          |
|                            | Kona Islander Inn                                    | 85           | 85           | 85           | 85           | 0                | 0          |
|                            | Kona Reef  | 24           | 24           | 24           | 24           | 0                | 0          |
|                            | Royal Aloha Kona at Keauhou Kona Surf & Racquet Club | 16           | 16           | 16           | 16           | 0                | 0          |
|                            | Vacation Internationale - Sea Village                | 48           | 48           | 49           | 49           | -1               | -1         |
|                            | WorldMark at Kona                                    | 64           | 64           | 64           | 64           | 0                | 0          |
|                            | Wyndham Kona Hawaiian Resort                         | 158          | 158          | 158          | 158          | 0                | 0          |
|                            | Wyndham Mauna Loa Village                            | 53           | 53           | 53           | 53           | 0                | 0          |
|                            | Wyndham Royal Sea Cliff                              | 76           | 76           | 76           | 76           | 0                | 0          |
|                            | <b>Total</b>   | <b>1,999</b> | <b>1,877</b> | <b>2,000</b> | <b>1,893</b> | <b>-1</b>        | <b>-16</b> |
| <b>KAUA'I</b>              |  |              |              |              |              |                  |            |
| Līhu'e                     | Banyan Harbor Resort                                 | 31           | 31           | 32           | 32           | -1               | -1         |
|                            | Marriott's Kaua'i Beach Club                         | 232          | 464          | 232          | 464          | 0                | 0          |
|                            | Marriott's Kaua'i Lagoons                            | 72           | 72           | 72           | 72           | 0                | 0          |
|                            | Timbers Kauai Ocean Club & Residences                | 47           | 47           | 0            | 0            | 47               | 47         |
|                            | Wyndham Kaua'i Beach Villas                          | 105          | 105          | 105          | 105          | 0                | 0          |
| Po'ipū/Kukui'ula           | Lawai Beach Resort                                   | 172          | 172          | 172          | 172          | 0                | 0          |
|                            | Nihi Kai Villas                                      | 3            | 3            | 3            | 3            | 0                | 0          |
|                            | Marriott's Waiohai Beach Club                        | 231          | 231          | 231          | 231          | 0                | 0          |
|                            | The Point at Poipu                                   | 219          | 200          | 219          | 200          | 0                | 0          |
| Princeville/Hanalei        | Alii Kai II  | 24           | 24           | 24           | 24           | 0                | 0          |
|                            | Cliffs At Princeville, The                           | 129          | 129          | 129          | 129          | 0                | 0          |
|                            | Hanalei Bay Resort                                   | 134          | 134          | 134          | 134          | 0                | 0          |
|                            | Westin Princeville Ocean Resort Villas               | 179          | 358          | 179          | 358          | 0                | 0          |
|                            | Wyndham Bali Hai Villas                              | 259          | 257          | 258          | 257          | 1                | 0          |
|                            | Wyndham Ka Eo Kai                                    | 87           | 125          | 87           | 125          | 0                | 0          |
|                            | Makai Club & Makai Club Cottages                     | 57           | 57           | 57           | 57           | 0                | 0          |
|                            | Wyndham Shearwater                                   | 32           | 32           | 32           | 32           | 0                | 0          |
| Wailua/Kapa'a              | Kaua'i Coast Resort at the Beachboy                  | 108          | 108          | 108          | 108          | 0                | 0          |
|                            | WorldMark Kapaa Shore                                | 49           | 49           | 49           | 49           | 0                | 0          |
|                            | <b>Total</b>   | <b>2,371</b> | <b>2,799</b> | <b>2,324</b> | <b>2,753</b> | <b>47</b>        | <b>46</b>  |

**Table 8: Timeshare Properties by Island and Area (Continued)**

| Area   | Property  | 2020                           |              | 2019         |              | CHANGE FROM 2019 |            |   |
|--|---|--------------------------------|--------------|--------------|--------------|------------------|------------|---|
|  |   | Reg.                           | Oper.        | Reg.         | Oper.        | Reg.             | Oper.      |   |
| <b>MAUI</b>  |   |                                |              |              |              |                  |            |   |
| Lahaina/Kā'anapali/<br>Nāpili/Kapalua                | Aston Paki Maui   | 60                             | 60           | 0            | 0            | 60               | 60         |   |
|  | Gardens at West Maui, The                                 | 34                             | 34           | 34           | 34           | 0                | 0          |   |
|  | Hyatt Ka'anapali Beach, A Hyatt Residence Club            | 131                            | 131          | 131          | 131          | 0                | 0          |   |
|  | Hololani Resort   | 5                              | 5            | 5            | 5            | 0                | 0          |   |
|  | Hono Koa Resort Condominium                               | 28                             | 28           | 28           | 28           | 0                | 0          |   |
|  | Kaanapali Beach Club                                      | 413                            | 391          | 413          | 391          | 0                | 0          |   |
|  | Kahana Beach Resort                                       | 84                             | 84           | 84           | 84           | 0                | 0          |   |
|  | Kahana Falls Resorts                                      | 130                            | 130          | 130          | 130          | 0                | 0          |   |
|  | Kahana Villa Maui   | 39                             | 39           | 39           | 39           | 0                | 0          |   |
|  | Kuleana Resort  | 31                             | 31           | 31           | 31           | 0                | 0          |   |
|  | Marriott's Maui Ocean Club                                | 311                            | 442          | 311          | 442          | 0                | 0          |   |
|  | Marriott's Maui Ocean Club Sequel-Lahaina & Napili Villas | 148                            | 277          | 148          | 277          | 0                | 0          |   |
|  | Montage Kapalua Bay                                       | 0                              | 0            | 27           | 27           | -27              | -27        |   |
|  | One Napili Way  | 14                             | 14           | 14           | 14           | 0                | 0          |   |
|  | Papakea Resort  | 36                             | 36           | 37           | 37           | 0                | 0          |   |
|  | Sands of Kahana, The                                      | 144                            | 144          | 144          | 144          | 0                | 0          |   |
|  | Valley Isle Resort  | 21                             | 21           | 21           | 21           | 0                | 0          |   |
|  | Westin Kaanapali Ocean Resort Villas                      | 1021                           | 1021         | 1021         | 1021         | 0                | 0          |   |
|  | Westin Nanea Ocean Villas, Kaanapali                      | 195                            | 195          | 195          | 195          | 0                | 0          |   |
|  | Wailea/Kihei Area   | Whaler on Kaanapali Beach, The | 50           | 50           | 50           | 50               | 0          | 0 |
| WorldMark at Valley Isle                             |   | 14                             | 14           | 14           | 14           | 0                | 0          |   |
| Aston Maui Lea at Maui Hill Resort                   |   | 76                             | 76           | 76           | 76           | 0                | 0          |   |
| Kamaole Beach Club                                   |   | 31                             | 31           | 31           | 31           | 0                | 0          |   |
| Kapulanikai  |   | 12                             | 12           | 12           | 12           | 0                | 0          |   |
| Kauhale Makai, Village By The Sea (Royal Aloha Maui) |   | 12                             | 12           | 12           | 12           | 0                | 0          |   |
| Kihei Kai Nani                                       |   | 6                              | 6            | 6            | 6            | 0                | 0          |   |
| Kihei Surfside                                       |   | 7                              | 7            | 7            | 7            | 0                | 0          |   |
| Leilani Kai Resort                                   |   | 0                              | 0            | 8            | 8            | -8               | -8         |   |
| Maui Banyan Vacation Club                            |   | 19                             | 19           | 19           | 19           | 0                | 0          |   |
| Maui Beach Vacation Club                             |   | 47                             | 47           | 47           | 47           | 0                | 0          |   |
| Maui Schooner Resort                                 |   | 58                             | 58           | 58           | 58           | 0                | 0          |   |
| Maui Sunset  |   | 65                             | 65           | 65           | 65           | 0                | 0          |   |
| WorldMark at Kihei                                   |   | 200                            | 199          | 200          | 199          | 0                | 0          |   |
| <b>Total</b>   |   | <b>3,442</b>                   | <b>3,679</b> | <b>3,418</b> | <b>3,655</b> | <b>-36</b>       | <b>-36</b> |   |
| <b>MOLOKA'I</b>                                      |   |                                |              |              |              |                  |            |   |
|  |   | Ke Nani Kai                    | 7            | 7            | 7            | 7                | 0          | 0 |
| <b>Total</b>   |   | <b>7</b>                       | <b>7</b>     | <b>7</b>     | <b>7</b>     | <b>0</b>         | <b>0</b>   |   |

**Table 8: Timeshare Properties by Island and Area (Continued)**

| Area             | Property  | 2020          |               | 2019          |               | CHANGE FROM 2019 |           |
|------------------|---|---------------|---------------|---------------|---------------|------------------|-----------|
|                  |   | Reg.          | Oper.         | Reg.          | Oper.         | Reg.             | Oper.     |
| <b>O'AHU</b>     |   |               |               |               |               |                  |           |
| Leeward/Mākaha   | Aulani, A Disney Resort & Spa                     | 481           | 481           | 481           | 481           | 0                | 0         |
|                  | Hawaiian Princess at Makaha Beach                 | 32            | 32            | 32            | 32            | 0                | 0         |
|                  | Marriott's Ko Olina Beach Club                    | 560           | 918           | 560           | 918           | 0                | 0         |
| Waikīkī/Honolulu | Fairway Villa                                     | 19            | 19            | 19            | 19            | 0                | 0         |
|                  | Hilton Hawaiian Village Grand Waikikian           | 331           | 297           | 331           | 294           | 0                | 3         |
|                  | Hilton Hawaiian Village Kalia Tower               | 72            | 67            | 72            | 66            | 0                | 1         |
|                  | Hilton Hawaiian Village Lagoon Tower              | 236           | 210           | 236           | 213           | 0                | -3        |
|                  | Hokulani Waikiki by Hilton Grand Vacations Club   | 143           | 120           | 143           | 121           | 0                | -1        |
|                  | The Grand Islander by Hilton Grand Vacations Club | 418           | 338           | 418           | 301           | 0                | 37        |
|                  | Waikiki Marina Resort at the Ilikai               | 123           | 123           | 123           | 123           | 0                | 0         |
|                  | Imperial Hawaii Resort at Waikiki, The            | 262           | 232           | 262           | 232           | 0                | 0         |
|                  | Kuhio Banyan Hotel                                | 61            | 61            | 61            | 61            | 0                | 0         |
|                  | Royal Aloha Vacation Club Aloha Towers            | 40            | 40            | 40            | 40            | 0                | 0         |
|                  | Royal Aloha Vacation Club Waikiki Sky Tower       | 10            | 10            | 10            | 10            | 0                | 0         |
|                  | Royal Kuhio Condominium                           | 153           | 153           | 153           | 153           | 0                | 0         |
|                  | The Modern Honolulu                               | 338           | 338           | 338           | 338           | 0                | 0         |
|                  | Waikiki Banyan                                    | 45            | 45            | 45            | 45            | 0                | 0         |
|                  | Wyndham at Royal Garden                           | 140           | 140           | 140           | 140           | 0                | 0         |
|                  | Wyndham at Waikiki Beach Walk                     | 195           | 195           | 195           | 195           | 0                | 0         |
|                  | <b>Total</b>                                      | <b>3,659</b>  | <b>3,819</b>  | <b>3,659</b>  | <b>3,782</b>  | <b>0</b>         | <b>37</b> |
|                  | <b>State Total</b>                                | <b>11,478</b> | <b>12,181</b> | <b>11,408</b> | <b>12,090</b> | <b>10</b>        | <b>31</b> |



**Table 9: Planned Additions and New Developments – County of Hawai'i**

| Name of Applicant/Facility                    | Planned Type      | Total Units in Project | Estimated Completion | Notes                          |
|---|-------------------|------------------------|----------------------|--------------------------------|
| Jeff Brink                                    | B&B               | 2                      | N/A                  | USE --Withdrawn                |
| RTA Kilauea Lodge                             | Lodge             | 3                      | N/A                  | REZ - Approved,                |
| SGRY dba Konalani Yoga Ashram                 | Yoga Retreat      | 6                      | N/A                  | SPP - Approved,                |
| Steven J Sakala                               | B&B               | 5                      | N/A                  | SPP - Returned                 |
| Bruce and Laura Gilmore                       | Religious Retreat | 2                      | N/A                  | SPP - Approved                 |
| Edna Cash-Dudley and William Dudley Cash      | B&B               | 2                      | N/A                  | SPP - Returned                 |
| Fairview Avenue Hawaii LLC                    | Lodge             | 40                     | N/A                  | SPP - Pending                  |
| Christian Liberty Ministries of Hawaii        | Retreat           | 16                     | N/A                  | SPP - Pending                  |
| Peter S. Golden Trust & Kathleen Golden Trust | B&B               | 3                      | N/A                  | Use Permit Amendment- Approved |
| John W Reynolds and Paris R Reynolds          | B&B               | 1                      | N/A                  | SPP - Approved                 |

Source: County of Hawai'i, Department of Planning, 2020.

**Table 10: Planned Additions and New Developments – County of Kauaʻi**

| Name of Facility                                      | Planned Type   | Total Units in Project   | Estimated Completion | Notes  |
|---|--|--|----------------------|--|
| Kapalawai- Robinson Family                            | Hotel-Cottage type   | 250  | N/A                  | Zoning permits obtained. Building permits not obtained yet.                |
| Kukui'ula-Kukui'ula Development Co. (Hawai'i), LLC    | Resort, Single Family, Multi-Family, Golf course, Hotel, Condo/Timeshare | 1,500 (all types) (max of 750 visitor units, plus 21 guest cottages) | N/A                  | N/A  |
| Po'ipū Realty Partner LLC/Royal Palms at Po'ipū Beach | Resort Condo   | 164  | N/A                  | Zoning permits obtained. Building permits not obtained yet.                |
| Kiahuana Po'ipū Golf Resort LLC                       | Resort Condo   | 282  | N/A                  | Zoning permits obtained. Building permits not obtained yet.                |
| Po'ipū Sheraton Expansion/SVO Pacific Inc.            | Timeshare  | 382 Multi-family units & 186 Hotel                                   | N/A                  | Land permits issued. Building permits not applied for yet.                 |
| Coconut Beach Development                             | Apartment/Hotel  | 343 Multi-Family, 6 Hotel  | N/A                  | Land use permits issued. Building permits not applied for yet.             |
| Coconut Plantation Development                        | Apartment/Hotel  | 192 Multi-Family, 6 Hotel  | N/A                  | Land use permits issued. Building permits not applied for yet.             |
| Princeville-Moody property                            | Hotel or Timeshare   | N/A  | N/A                  | There have been inquiries on this property, no formal permit applications. |

Source: County of Kaua'i Planning Department, 2020

**Table 11: Planned Additions and New Developments – County of Maui**

| Name of Facility                         | Planned Type    | Total Units in Project | Estimated Completion | Notes  |
|--|-----------------|------------------------|----------------------|--|
| Maui Palms Expansion                     | Hotel           | 136                    | 2020                 | SMA permit issued. Permit transferred to new owner in 2014. Also known as the Maui Pagoda. Received two year time extension request to complete construction.  |
| Maui Lu Timeshare                        | Timeshare       | 388                    | 2021                 | Amended SMA to delete lock off units. SMA permit transferred in 2014. Demolition complete. Under construction.   |
| Kamaole Grand                            | Condo           | 217                    | N/A                  | SMA permit approved. Construction pending. Received two year time extension request to initiate construction.  |
| Kamaole Heights                          | Hotel/Condo     | 24                     | N/A                  | Project in review.   |
| Kula Lodge                               | Hotel           | 15                     | N/A                  | Kula Lodge is for sale and is not pursuing permitting at this time.  |
| Westin Kā'anapali Ocean Resort III       | Timeshare       | 390                    | N/A                  | Construction is completed. Available for occupancy.  |
| Kapalua Project District 2-Kapalua Mauka | Mixed Use       | 690                    | N/A                  | Project District permits Issued. Project Pending.  |
| South Maui Gardens                       | Mixed Use       | 9                      | N/A                  | Council Approved Change in Zoning. Applicant withdrew SMA and CP component. Therefore no construction is proposed currently.   |
| Plantation Inn                           | H-M Hotel       | 14                     | 2022                 | Redevelopment of existing Plantation Inn. Includes demolition of existing structure and the construction of a two-story guest building with 14 new rooms. Construction is not completed. Compliance Report approval issued in 2017 to complete construction by 2022. |
| Villas at Royal Lahaina                  | Condo/Hotel     | 128                    | N/A                  | SMA permit issued. Construction pending. Floor plans range from 2 to 4 bedroom units.  |
| Maui Research and Technology Park        | Mixed Use Hotel | 150-Hotel units        | N/A                  | County Council approved Maui Research and Technology Park which allows hotel rooms. Hotel project submitted includes 280 guest rooms in 3 buildings  |
| Down Town Kihei                          | Mixed Use Hotel | 150                    | 2026                 | CIZ & SMA approved. Construction pending. Anticipated start of construction by 2024. Estimated Completion date is 2026, 2 years after initiation of construction.  |
| Wada Commercial Building & Hotel         | Mixed Use Hotel | 8                      | N/A                  | SM1 2013/0003 and CTB 2016/0004 approved. On June 29, 2020, the Applicant requested for a one year time extension  |
| Makena Resort M-5, M-6, S-7, B-2         | Mixed Use       | 40                     | 2024                 | SMA approved. Construction pending. Only 10, 2-story TVR transient vacation rental buildings consisting of 4 visitor units each for a combined total of 40 visitor bedrooms on 47.15 acres. (SM1 2015/0012). Estimated Completion date to 2030.                      |

**Table 11: Planned Additions and New Developments – County of Maui  
(Continued)**

| Name of Facility   | Planned Type             | Total Units in Project                                       | Estimated Completion  | Notes  |
|--|--------------------------|--|-----------------------|--|
| Grand Wailea Resort Expansion  | Hotel                    | 151  | N/A                   | Project is approved and it is in a contested case. Developer: BRE ICONIC GWR OWNER LLC<br>Comments: Dec2019-Renovations/ 151 additional hotel guest units. Addl parking level = 158 new stalls. Beachside Seaside Chapel will remain. 30 new public beach stalls. (2019 > Reduction in expansion > successful community intervention over iwi kupuna). Renovate and expand swimming pool and restaurant facilities expand the parking structure from three to four levels. |
| Four Seasons Resort at Koele (Formerly The Lodge at Koele)   | Hotel                    | 94   | 2019                  | Previously the Lodge at Koele had 102 visitor units. The new hotel proposes 94 units. Project in Review. Construction is Completed. Open for occupancy.  |
| Hotel Ike  | Hotel                    | 110  | N/A                   | Project approved by MPC and is currently under construction.   |
| Hotel Wailuku  | Hotel                    | 156  | N/A                   | Chapter 343 process not complete. As of 7/28/2020 no action yet taken on DEA.  |
| Kanaha Hotel   | Hotel                    | 200  | 2024                  | Project in review  |
| Wailea Resort SF-7A/MF-12/MF-13  | Mixed Use                | 289  | 2027                  | Project in review. Approx. 23 vacation rental units.   |
| <b>Alternative Tourism Visitor Units (B&amp;B, STRH, TVR)</b>  |                          |  |                       |  |
| Bed & Breakfast (individually owned homes with guest bedrooms operating throughout the county)   | B&B                      | Establishments w/ approved permits 130, 435 units            | Projects in review-33 | Projects in review-26  |
| Short-term rentals homes (single-family dwellings for rent in their entirety for a period of less than 180 days, operating throughout the county)  | New class accommodations | Establishments w/approved STRH permits 226, 814 units.       | Projects in review-33 | Projects in review-33  |
| Transient vacation rentals (Establishments are processed under the Conditional Permit requirements and may be more varied types than B&B and STRH) |                          | Establishments w/ approved Conditional permits 10, 57 units. | Projects in review-33 | Projects in review-3   |

Source: County of Maui Department of Planning, 2020

**Table 12: Planned Additions and New Developments – City & County of Honolulu**

| Name of Facility   | Planned Type                   | Total Units in Project                         | Estimated Completion           | Notes   |
|--|--------------------------------|--|--------------------------------|---|
| <b>KO OLINA RESORT</b>   |                                |  |                                |   |
| Atlantis Resort Ko Olina   | Hotel<br>Condo Hotel           | +800<br>+524                                   | Unknown                        | Announced in late 2016, Hawai'i's first Atlantis Resort is expected to be developed on 26 acres in Ko Olina. In the early permitting process.   |
| Four Seasons Resort O'ahu (renovation and expansion of the Ihilani Resort) | Hotel<br>Condo Hotel           | 358<br>+150                                    | Reopened in May 2016 by 2020   | The Ihilani hotel closed in January 2015, and after renovations reopened as the Four Seasons in May 2016. A planned second tower in the back will provide luxury resort condo residences. |
| Unnamed beachfront hotel next to the Marriott Beach Club                   | Hotel<br>Condo Hotel           | +400<br>+400                                   | 2019 or later<br>2019 or later | A two-tower hotel and resort condo project announced at the end of 2015; no permitting action yet.  |
| The rest of Ko Olina Resort  | All types                      | Unknown  | No firm plans                  | Several inland sites are available for resort or residential use.   |
| <b>EWA BEACH</b>   |                                |  |                                |   |
| Hoakalei Resort at Ocean Pointe  | Hotel                          | Up to +950                                     | Unknown                        | Ocean Pointe/Hoakalei Resort now plans a lagoon instead of a marina, and this has delayed the project's future hotel plans.   |
| Marriott Residence Inn   | Hotel                          | +183   | Under construction             | Processing CUP Application (No. 2017/CUP-22), and decision due July 11, 2017. Public Hearing was held on May 26, 2017.  |
| <b>ALA MOANA AREA</b>  |                                |  |                                |   |
| 1500 Kapiolani   | Hotel<br>Condo Hotel           | +444<br>+6<br>68 affordable units "air rights" | Unknown                        | Processing an IPD-T Permit Application (No. 2017/SDD-24), and decision due July 30, 2017. Public hearing is scheduled for June 28, 2017.  |
| Hawai'i Ocean Plaza  | Hotel<br>Condo Hotel           | +175<br>+216                                   | Unknown                        | Processing SD Permit.   |
| Manalana Place Hotel (corner of Kapiolani & Atkinson Dr.)                  | Hotel<br>multi-family dwelling | +125<br>+98                                    | 2021                           | Issued Major Special District Permit on May 16, 2017.   |
| Sky Ala Moana  | Condo Hotel                    | 300  | Unknown                        | Processing IPD-T permit application (2019/SDD-25).  |

Source: City and County of Honolulu, Department of Planning and Permitting, Planning Division, 2020

**Table 12: Planned Additions and New Developments – City & County of Honolulu (Continued)**

| Name of Facility  | Planned Type                  | Total Units in Project | Estimated Completion   | Notes  |
|---|-------------------------------|------------------------|--|--|
| <b>WAIKĪKĪ</b>  |                               |                        |  |  |
| A second new timeshare tower at the Hilton Hawaiian Village                   | Timeshare                     | +255                   | 2024 or later  | This planned second tower will replace the existing Rainbow Bazaar, in the central core area next to the parking structure.  |
| Ritz-Carlton Waikiki (two towers)   | Condo Hotel<br>Condo Hotel    | +307<br>+246           | First tower completed July 2016, second tower to be completed in 2019. | A two-tower hotel behind Luxury Row at 2100 Kalakaua Ave. The first tower opened in July 2016; the second is to be completed by fall 2019.                                     |
| Sheraton Princess Kaiulani  | Hotel                         | +1,009                 | 2022 or later  | 350' tower with 1,009 hotel units.   |
| Hilton Grand Vacations (Former 133 Kaiulani behind the Hyatt Regency Waikiki) | Timeshare                     | +203                   | 2021 or later  | A planned high-rise hotel has obtained its needed PD-R permit and will replace the King's Village shops and adjacent parcels.  |
| King Kalakaua Plaza   | Hotel                         | +230                   | 2020 or later  | Conversion and expansion of the old Nike Town store into a seven-story hotel.  |
| Outrigger Reef Waikiki Beach Resort   | Hotel                         | +39                    | 2020 or later  | Demolish pool deck and five-story Diamond Head Tower, and add a 150-foot, 17-story extension to the Pacific Tower.   |
| <b>RURAL AREAS</b>  |                               |                        |  |  |
| Replacement of the Laie Inn by the Laie Marriott Courtyard, in two phases     | Hotel<br>Hotel                | -49<br>+144<br>+78     | Demolished 2010<br>144 in 2015<br>unknown                              | The 49-unit Laie Inn was demolished, and the first phase of the new 144-room hotel was completed in 2015. 78 additional units are planned for a total of 222 units.            |
| Turtle Bay Resort expansion   | Hotel                         | 625                    | Unknown  | Public agencies have purchased conservation easements and land, so this scaled-down resort expansion plan can proceed.   |
| Makaha Resort demolition and replacement project                              | Hotel<br>Hotel &<br>Timeshare | -173<br>+300           | Demolished 2014<br>2019 or later                                       | The old resort closed in 2011 and was demolished in 2014. The new owners have announced plans for up to 300 hotel and timeshare units, and have begun infrastructure planning. |

**Table 13: Visitor Plant Inventory Reductions**

| Area                 | Property Name              | Property Type | Total Units | Reason Closed/Out of Business                 |
|----------------------|----------------------------|---------------|-------------|---|
| <b>HAWAII ISLAND</b> |                            |               |             |   |
| VOLCANO              | Lava Pond Lodge            | B&B           | 4           | Closed down indefinitely due to the pandemic. |
| <b>KAUA'I</b>        |                            |               |             |   |
| KALAHEO/WAIMEA       | Bamboo for Two             | VR House      | 1           | Property sold.                                |
| PRINCEVILLE/HANALEI  | Anini Kai                  | VR House      | 1           | Closed.                                       |
|                      | Green Acres Cottages       | B&B           | 3           | Closed.                                       |
| WAILUA/KAPAA         | Kakalina's Bed & Breakfast | B&B           | 3           | Closed.                                       |
| <b>MAUI</b>          |                            |               |             |   |
| HANA AREA            | Hana Lani Farms            | B&B           | 1           | Closed.                                       |
| KAHULUI/WAILUKU AREA |                            |               |             |   |
| KULA/MAKAWAO AREA    | Hale Hookipa Inn B&B       | B&B           | 4           | Closed.                                       |
| <b>O'AHU</b>         |                            |               |             |   |
| WINDWARD SIDE        | Sand Surf Cottage          | B&B           | 1           | Property sold.                                |
| WINDWARD SIDE        | Sand Surf Cottage          | B&B           | 1           | Closed.                                       |

### Table 14: Individually Advertised Vacation Rental Units by County

From 2015 to 2019, the VPI included a Supplemental Analysis of Individually Advertised Vacation Rental Units (“IAVRU”). The data for this analysis were extracted from vacation rental booking platforms such as Airbnb, VRBO and TripAdvisor. The 2020 VPI does not include an analysis of IAVRU, as HTA now publishes a monthly tracking study of the vacation rental market that provides supply and demand data on a regular basis.

Because of the difficulty involved in identifying all vacation rental units using traditional survey methodology, the method of extracting data from the booking platforms is believed to provide a better estimate of the supply of vacation rentals. HTA’s data contractor for the monthly tracking study of the Hawai’i vacation rental market, Transparent Intelligence, has provided us with the following summary of the average supply of vacation rentals by county for 2019 and 2020.

| Island         | 2020 Supply of Vacation Rental Units | 2019 Supply of Vacation Rental Units |
|----------------|--------------------------------------|--------------------------------------|
| Hawai’i Island | 6,649                                | 7,150                                |
| Kaua’i         | 3,987                                | 4,002                                |
| Maui           | 8,863                                | 8,931                                |
| Moloka’i       | 256                                  | 227                                  |
| Lāna’i         | 8                                    | 17                                   |
| O’ahu          | 8,486                                | 11,335                               |
| <b>Total</b>   | <b>28,249</b>                        | <b>31,662</b>                        |



# 2020 VISITOR PLANT INVENTORY: LIST OF PROPERTIES

The 2020 VPI property list is available online in a companion workbook. Notes for the list are shown below.

## Explanation of Categories

- Island = Island on which the property is located
- Area = Area of the island where the property is located
- Name = Name of property
- Type = Unit Type
- Available Units = Number of units available for visitor use
- Change from 2019 = Difference in available units between 2020 and 2019 for entire property.
- Opened = Year property first opened

## Class

- B Number of visitor units classified as Budget (Up to \$100 per night)
- S Number of visitor units classified as Standard (\$101 to \$250 per night)
- D Number of visitor units classified as Deluxe (\$251 to \$500 per night)
- L Number of visitor units classified as Luxury (Over \$500 per night)
- N/A Not available

## Last Response

- 2020 Survey form received in 2020
- 2019 No response received in 2020, information received in 2019
- 2018 No response received in 2019, information received in 2018
- 2017 No response received in 2018, information received in 2017

## Notes

- A – Visitor unit count estimated by AOUO/Resident Manager/Property Manager (for units managed by others)
- B – Visitor unit count estimated by Owner/Operator (for units owned/managed by others)
- C – Visitor unit count estimated by county real property tax departments
- D – Visitor unit count estimated by HTA
- E – Visitor unit count estimated based on prior survey response.
- F – The property’s reporting method changed from 2019
- G – Selected units closed for renovation/reconstruction (balance of the property open for business)
- H – Units reopened after renovation/reconstruction
- I – Added units (new construction)
- J – Survey responses indicate additional units available for transient rental
- K – Survey responses indicate units no longer available for transient rental
- L – Survey responses indicate change in supply
- M – Visitor unit count is for beds, not rooms, for Hostel property

## METHODS AND PROCEDURES: Visitor Plant Inventory

The 2020 Visitor Plant Inventory presents the results of HTA's enumeration of visitor accommodations in Hawai'i. Existing visitor accommodations as of May 1, 2020 as well as planned developments and additions to existing developments were catalogued.

**Visitor Plant Inventory Survey:** Information about transient accommodations was gathered mainly from a survey of existing visitor accommodation properties and management companies. Survey forms were sent to general managers, property managers and other individuals who could provide information about the property. The survey provided information about available units, planned additions and other information presented in this report.

Survey forms were distributed to all properties that participated in the prior year's survey and additional properties identified through the association survey (below) and internet research. Information for hotel and condominium hotel properties that participate in STR, Inc's monthly survey were also cross-verified against STR, Inc's' property database.

Survey forms were distributed via mail, email, and fax. If no response was received, follow-up telephone calls, emails, and/or faxes were made to the property to remind them to complete and return the form. Subsequently, if no response was received after the follow-ups, an Internet search was conducted to determine if the property was still in business and telephone calls were made to verify unit counts and types. If no response was received or no data was found on the Internet, but information was available from prior years (2017, 2018, and 2019), that information was included and so noted. If no response was received from a property and information was available from the association survey, such information was included and so noted. If no survey form was returned and no information

was available from previous years or other sources, the property was listed as a non-respondent.

**Association of Unit Owners Manager Survey:** A survey of Association of Unit Owners ("AOUO") management companies for projects located in resort areas was conducted to gather information about transient rental units located within the project, especially VRU rental houses/villas and VR-condo units. AOUO managers were also asked to identify rental management companies associated with such visitor units and also IVU-condo units which are being marketed by owners, including participation in Visitor Rental By Owner ("VRBO"), Home Away, etc. programs. Any identified rental management companies that were not previously contacted were sent VPI survey forms. Data from this survey was also used to estimate VRU-condo units for a given project.

Contact information included in the State of Hawai'i Department of Commerce and Consumer Affairs' AOUO Contact List and Developer's Public Report/Association Biennial Registration database was used in the administration of this survey. Letters and survey forms were distributed via mail, email, and fax and follow-up telephone calls, emails, and/or faxes were also made.

**Association Letter:** Continued in 2020, this survey's purpose was to gather contact information of associations whose members were transient visitor accommodations in the State of Hawai'i. Letters were sent to these associations to request member accommodation contact information, from which the mailing list was updated and new accommodations were contacted via mailing as described above.

**Timeshare Properties:** Information on timeshare properties were gathered through the survey questionnaire, which asked for

information on the number of units *registered* as timeshare and units *operated* as timeshare. The number of units registered included those that were available for sale in a timeshare program (as well as those already sold in such a program). The number of units operated represented the units that were in use. Certain timeshare properties have the ability to split a given registered timeshare unit into more than one operated visitor unit (i.e. it may be possible for a two-bedroom unit to be rented as two keys: one studio unit and one 1-bedroom unit).

As of the 2009 VPI, the listing of timeshare inventory presented in Table 8 has been restated with registered units representing the number of units that were available to be sold as part of a timeshare program and operated units were defined as number of salable keys that were operated for visitor use. In some cases, the number of operating units exceed the number of registered units for a given timeshare property.

The available timeshare units listed in Tables 3 and 5 and their related charts were the total number of operated units. The number of timeshare properties listed in Tables 2 and 4 were the properties with the majority of units classified as timeshare. However, the number of available units listed with the timeshare category included those units that were cross-listed under the other property types. The 2020 Current Visitor Plant Inventory details the unit types available at each property.

Starting with the 2009 VPI, certain timeshare operators reported their inventory counts in terms of individual guest rooms (keys) rather than timeshare units previously reported. For example, a two-bedroom timeshare unit may, depending configuration, be rented separately as two guest rooms: a one-bedroom unit and as a studio unit. This change in reporting procedure resulted in a higher inventory count for certain timeshare properties, but did not necessarily reflect a change in the physical plant.

**Cross Verification of Data:** Responses from selected hotels, condominium hotels, and timeshare properties were cross verified against Smith Travel Research's property database and data from the American Resort Development Association.

Responses were also cross-verified against data received from the four counties, including real property classifications, bed and breakfast license data, and transient vacation unit (TVU) license data.

**Unit Type Classification:** Each unit reported in the survey was assigned a unit type based on HTA's type definitions [page 50]. For the purposes of classification, a given property may include more than one unit type. Historically, type classifications were self-selected by the respondent but research has shown that the response was not always consistent with HTA's type definitions. In such cases, the unit type was corrected for the 2020 VPI report.

Notably, many respondents classified their units as condominium hotel due to the units' location within a condominium building, but did not have the services or amenities included in HTA's definition for a condominium hotel. These units were reclassified as individual vacation units.

**Property Type Classification:** Classification of property type (Tables 2 & 4) for properties with more than one unit type was determined by the majority of units on that property. Historically property type was self-selected by the respondent but research has shown that the response was not always consistent with HTA's type definitions [page 50].

**Planned New Developments:** Information about planned new developments was gathered with assistance from the four county Planning Offices. The information was reprinted here and includes projects and developments that have achieved some level of jurisdictional approval. That was to say,

these developments were a step beyond the preliminary stages of development and have some “official” standing as planned developments.

# DEFINITIONS

## Type of Units

An individual property may include more than one type of unit. If a property has more than one unit type, the majority unit type was used to determine the property type for the purposes of this report. Units were categorized as follows:

**Apartment / Hotel (Apt/Hotel):** Visitor accommodations units typically located in low-rise apartment-style buildings and available for short-term rental. Units may have kitchens and laundry facilities. Front desk operations and housekeeping service are limited and sometimes non-existent.

**Bed & Breakfast (B&B):** A lodging facility with a limited number of guest units, available for short-term rental. Services include breakfast in the daily rental rate. Typical bed and breakfast facilities may be small, quaint inns or family homes.

**Condominium Hotel (Condo Hotel):** A multi-unit property legally classified as a condominium with each unit individually deeded. Generally, units are collectively placed into transient hotel rental operations, offering most of the services of a hotel, such as daily housekeeping service and front desk operations. Condominium hotel units are larger than hotel units and include studios and one- to three-bedroom units, with kitchen and laundry facilities, available for transient use on short-term rental basis (30 days or less).

**Hotel:** A multi-unit lodging facility that provides room accommodations on a short-term rental basis. Services often include a pool, restaurant operations, and other “away from home” services such as daily housekeeping service and front desk operations.

**Hostels:** An inexpensive, limited-service lodging facility, often with dormitory-style accommodations. They are available for short-

term rental and are frequently used by younger travelers.

**Vacation Rental Unit (VRU):** An individual vacation rental unit available for visitor use on a short-term basis (30 days or less). VRs usually include kitchens, laundry facilities, and parking garages. Services are very limited although some may include some housekeeping service.

- **Vacation Rental in a Condominium Hotel (VR-Condo):** A condominium hotel unit available for visitor use on a short-term basis. VR-Condos are not rented or managed by the condominium hotel management, but are available through individual owners, property managers, or Internet agencies.
- **Vacation Rental House (VR-House):** A single-family dwelling property available for visitor use on a short-term basis. May be a house, townhouse, duplex, multiplex, cabin, villa or cottage, where the owner does not reside on the property.
- **Vacation Rental Other (VR-Other):** Vacation Rental Units located in other types of properties not mentioned above. Includes private and shared rooms for visitor use and other non-traditional accommodations.

**Timeshare:** A timeshare is a type of property ownership in which guests acquire a shared interest in a hotel or condominium hotel unit for a specific period of time and on a recurring basis. Timeshare ownership is typically defined by intervals (a set number of days and

nights of annual use) or points (a “currency” that represents ownership and is used to establish value for seasons, unit sizes, and resort locations).

“Operated” timeshare units are those that have been sold and are currently (as of May 1) available for visitor use. “Registered” units include operated units and units that are not yet operating as visitor rentals.

Some timeshare units can be rented as one or two units as their design allows a single unit to be divided into two complete sections and operated as two units by securing a door

between the sections. The number of keys operated as timeshare reflect the number of distinct keys available for each unit.

**Other:** Includes lodges, inns, or any other form of property not included in the above definitions.

**Owner-Occupied:** Units not available for transient visitor use (30 days or less).

**Not for visitor use:** Includes owner-occupied units, residential rentals only, and units under remodeling.

### Class of Units

The Visitor Plant Inventory survey also included questions about the class of units at each property. The subsequent tables show the percent of each class of units available by island. Units were classified as follows:

| <b>Class</b> | <b>Price Range (Rack Rate)</b> |
|--------------|--------------------------------|
| Budget       | Up to \$100 per night          |
| Standard     | \$101 to \$250 per night       |
| Deluxe       | \$251 to \$500 per night       |
| Luxury       | Over \$500 per night           |

# APPENDIX A: Survey Forms

## Cover Letter Sample



HAWAII TOURISM  
AUTHORITY

1001 Kalia Road, Suite 1000, Honolulu, HI 96813  
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Fax: (808) 532-2200  
www.hawaii.gov/ta

David E. Ige  
Governor  
Office of the Governor  
Honolulu, HI 96813

July 1, 2020

RE: 2020 State of Hawai'i Visitor Plant Inventory Survey

Aloha,

The Hawai'i Tourism Authority (HTA) is in the process of updating the annual State of Hawai'i Visitor Plant Inventory report, and we would greatly appreciate your support and participation in this year's survey. Kloninger & Sims Consulting LLC has been contracted by HTA to conduct the 2020 Visitor Plant Inventory (VPI) survey.

Enclosed with this letter are:

- 2020 survey form pre-filled with your responses from 2019, if applicable
- Definition sheet

**Please make your corrections directly on the survey form. If your information for 2020 is identical to 2019, simply sign and return the form.**

Please submit your completed survey directly to Kloninger & Sims Consulting LLC via email ([survey@kloningerandsims.com](mailto:survey@kloningerandsims.com)). The completed form can also be faxed to Kloninger & Sims Consulting LLC at (808) 441-5320.

We would greatly appreciate receiving this information by **September 20, 2020**. If you have any questions or need assistance in filling out the survey, please call Kloninger & Sims Consulting LLC at (808) 457-1272.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Chun", with a long horizontal flourish extending to the right.

Jennifer Chun  
Director  
Tourism Research

# Repeat Participant Survey Form



Please review the existing data we have for your property, which is listed in the column labeled "2019." If the data is correct as of **May 1st, 2020** simply check the box, and sign and date below. If the data is erroneous or needs to be revised, please provide the correct information in the second column and then sign and date. **Definitions for each property type are listed in the Property Type Definition Sheet on the page prior to this survey.** Please return the form to Kloninger & Sims Consulting LLC in the self-addressed stamped envelope, by fax at (808) 441-5320 or via email (survey@kloningerandsims.com). For further information or clarification, please contact Kloninger & Sims Consulting LLC at (808) 457-1272. ***Mahalo for your cooperation!***

If the data listed for 2019 is correct as of May 1<sup>st</sup>, 2020, please check this box and sign and date below.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**1. PROPERTY INFORMATION:**

|                                |  |
|--------------------------------|--|
| Current Name of Property       |  |
| Physical Address of Property   |  |
| Physical City, State, Zip Code |  |
| Website                        |  |
| VPI ID                         |  |

**2. CONTACT INFORMATION:**

|  | 2019 | 2020 |
|--|------|------|
| Name of management company for this property |      |      |
| Contact name**                               |      |      |
| Contact title                                |      |      |
| Contact company                              |      |      |
| Contact address                              |      |      |
| City, State, Zip Code                        |      |      |
| Email  |      |      |
| Phone  |      |      |
| Fax  |      |      |

\*\*If the person who manages the vacation rental property or properties is different than the person listed, please provide their name and contact information instead (if applicable)

**3. PROPERTY UNIT COUNTS (TOTALS):**

|  | 2019 | 2020 |
|--|------|------|
| A. Total # units for entire property     |      |      |
| B. # that are designated for visitor use |      |      |
| C. # that are not for visitor use        |      |      |

**4. VISITOR UNITS FOR ENTIRE BUILDING/PROPERTY:**

|   | 2019 | 2020 |
|---|------|------|
| A. Total # of <u>visitor units</u> for the entire property          |      |      |
| B. # that are operated as hotel                                     |      |      |
| C. # that are operated as condominium hotel (usually not a VR unit) |      |      |
| D. # that are registered as timeshare                               |      |      |
| E. # that are operated as timeshare                                 |      |      |
| F. # keys operated as timeshare                                     |      |      |
| G. # that are operated as bed & breakfast                           |      |      |
| H. # that are operated as vacation rental (VR)                      |      |      |
| 4. vacation rental-condo (VR-Condo)                                 |      |      |
| 5. vacation rental-house (VR-House)                                 |      |      |
| 6. vacation rental-other (VR-Other)                                 |      |      |
| I. # that are operated as hostel                                    |      |      |
| J. # that are operated as apartment hotel                           |      |      |
| K. # that are operated as other (please explain)                    |      |      |

**5. PROPERTY DESCRIPTION AS OF MAY 1<sup>st</sup>, 2020:**

|                                 |  |  |
|---------------------------------|--|--|
| A. # of structures on property  |  |  |
| B. # of floors in each property |  |  |

**6. PROPERTY CHANGES AS OF MAY 1<sup>st</sup>, 2020:**

|   | 2019 | 2020 |
|---|------|------|
| A. # units converted to timeshare this year   |      |      |
| B. # units converted to condo-hotel this year |      |      |
| C. # units converted to VRs this year         |      |      |

**7. AVERAGE ROOM RATES DURING PEAK SEASON:**

|  | 2019 | 2020 |
|--|------|------|
| A. # that have rates Up to \$100/night |      |      |
| B. # that have rates \$101 to \$250    |      |      |
| C. # that have rates \$251 to \$500    |      |      |
| D. # that have rates Over \$500/night  |      |      |
| E. TOTAL (A+B+C+D)                     |      |      |

**8. AVERAGE ROOM RATES DURING LOW SEASON:**

|  | 2019 | 2020 |
|--|------|------|
| A. # that have rates Up to \$100/night |      |      |
| B. # that have rates \$101 to \$250    |      |      |
| C. # that have rates \$251 to \$500    |      |      |
| D. # that have rates Over \$500/night  |      |      |
| E. TOTAL (A+B+C+D)                     |      |      |

**9. PROPERTY MILESTONES**

|  |  |  |
|--|--|--|
| A. Year property first opened  |  |  |
| B. Year of last major renovation (property located in 20+ year old building) |  |  |



# Repeat Participant Survey Form Vacation Rental Units, Bed & Breakfast, Hostel, and Others



Please review the existing data we have for your property, listed in the column labeled "2019 Data". If the data as of May 1<sup>st</sup>, 2020 is correct, simply check the box and provide your signature and date. If the data is incorrect or needs to be revised, please provide the correct information in the second column and then sign and date. Definitions for each property type are listed on the Property Type Definition Sheet on the prior page. Please return the form to Kloninger & Sims Consulting LLC in the self-addressed stamped envelope, by fax at (808) 441-5320 or via email (survey@kloningerandsims.com). For further information or clarification, please contact Kloninger & Sims Consulting LLC at (808) 457-1272. **Mahalo for your cooperation.**

If the data listed for 2019 is correct as of May 1<sup>st</sup>, 2020, please check this box and sign and date below.

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

|  | <u>2019 Data</u>     | <u>2020 Correction</u> |
|--|----------------------|------------------------|
| <b>1. PROPERTY INFORMATION</b>                         |                      |                        |
| A. Current name of property:                           | <input type="text"/> | <input type="text"/>   |
| B. Physical address of property:                       | <input type="text"/> | <input type="text"/>   |
| C. Physical city, state, zip code:                     | <input type="text"/> | <input type="text"/>   |
| D. Website:  | <input type="text"/> | <input type="text"/>   |
| E. Name of building/complex:                           | <input type="text"/> | <input type="text"/>   |
| F. VPI ID:   | <input type="text"/> | <input type="text"/>   |
| <b>2. VISITOR UNITS MANAGED BY YOU AT THIS ADDRESS</b> |                      |                        |
| A. Total number of visitor units for entire property   | <input type="text"/> | <input type="text"/>   |
| B. # that are operated as bed & breakfast              | <input type="text"/> | <input type="text"/>   |
| C. # that are operated as vacation rental (VR)         | <input type="text"/> | <input type="text"/>   |
| 1. vacation rental condo (VR-Condo)                    | <input type="text"/> | <input type="text"/>   |
| 2. vacation rental house (VR-House)                    | <input type="text"/> | <input type="text"/>   |
| 3. vacation rental other (VR-Other)                    | <input type="text"/> | <input type="text"/>   |
| D. # that are operated as hostel                       | <input type="text"/> | <input type="text"/>   |
| E. # that are operated as apartment hotel              | <input type="text"/> | <input type="text"/>   |
| F. # that are registered as timeshare                  | <input type="text"/> | <input type="text"/>   |
| G. # that are operated as timeshare                    | <input type="text"/> | <input type="text"/>   |
| H. # of keys operated as timeshare                     | <input type="text"/> | <input type="text"/>   |
| I. # that are operated as other                        | <input type="text"/> | <input type="text"/>   |
| <b>3. PROPERTY DESCRIPTION</b>                         |                      |                        |
| A. # of structures on property                         | <input type="text"/> | <input type="text"/>   |
| B. # of floors on property                             | <input type="text"/> | <input type="text"/>   |
| <b>4. AVERAGE ROOM RATES DURING PEAK SEASON</b>        |                      |                        |
| A. # that have rack rates Up to \$100/night            | <input type="text"/> | <input type="text"/>   |
| B. # that have rack rates \$101 to \$250               | <input type="text"/> | <input type="text"/>   |
| C. # that have rack rates \$251 to \$500               | <input type="text"/> | <input type="text"/>   |
| D. # that have rack rates Over \$500/night             | <input type="text"/> | <input type="text"/>   |
| E. TOTAL (A+B+C+D)                                     | <input type="text"/> | <input type="text"/>   |
| <b>5. AVERAGE ROOM RATES DURING LOW SEASON</b>         |                      |                        |
| A. # that have rack rates Up to \$100/night            | <input type="text"/> | <input type="text"/>   |
| B. # that have rack rates \$101 to \$250               | <input type="text"/> | <input type="text"/>   |
| C. # that have rack rates \$251 to \$500               | <input type="text"/> | <input type="text"/>   |
| D. # that have rack rates Over \$500/night             | <input type="text"/> | <input type="text"/>   |
| E. TOTAL (A+B+C+D)                                     | <input type="text"/> | <input type="text"/>   |
| <b>6. YEAR PROPERTY FIRST OPENED:</b>                  |                      |                        |
| Year:  | <input type="text"/> | <input type="text"/>   |
| <b>7. YEAR OF LAST MAJOR RENOVATION</b>                |                      |                        |
| (Property restored to like-new condition):             | <input type="text"/> | <input type="text"/>   |
| <b>8. CONTACT INFO:</b>                                |                      |                        |
| A. Contact Name/Title:                                 | <input type="text"/> | <input type="text"/>   |
| B. Contact Company:                                    | <input type="text"/> | <input type="text"/>   |
| C. Contact Address:                                    | <input type="text"/> | <input type="text"/>   |
| D. City, State, Zip Code:                              | <input type="text"/> | <input type="text"/>   |
| E. Email:  | <input type="text"/> | <input type="text"/>   |
| F. Phone:  | <input type="text"/> | <input type="text"/>   |
| G. Fax:  | <input type="text"/> | <input type="text"/>   |

# New Properties Survey Form



The Hawaii Tourism Authority is updating the State of Hawaii annual Visitor Plant Inventory, the official census of visitor accommodations in the state. All information should be correct as of **May 1<sup>st</sup>, 2020**. Definitions for each property type are listed on the Property Type Definition Sheet on the print page. Please return the form to Krieger & Sims Consulting LLC in the self-addressed stamped envelope, by fax at (808) 441-6320 or via email ([survey@kriegerandsims.com](mailto:survey@kriegerandsims.com)). For further information or clarification, please contact Krieger & Sims Consulting LLC at (808) 457-1272. **Mahele for your cooperation.**

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

2020 Data

**1. PROPERTY INFORMATION**

- A. Current name of property:
- B. Physical address of property:
- C. Physical city, state, zip code:
- D. Website:
- E. Name of building/complex:
- F. VPI ID:

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**2. VISITOR UNITS MANAGED BY YOU AT THIS ADDRESS**

- A. Total number of visitor units for entire property
- B. # that are operated as bed & breakfast
- C. # that are operated as vacation rental (VR)
  - 1. vacation rental condo (VR-Condo)
  - 2. vacation rental house (VR-House)
  - 3. vacation rental other (VR-Other)
- D. # that are operated as hostel
- E. # that are operated as apartment hotel
- F. # that are registered as timeshare
- G. # that are operated as timeshare
- H. # of keys operated as timeshare
- I. # that are operated as other

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**3. PROPERTY DESCRIPTION**

- A. # of structures on property
- B. # of floors on property

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**4. AVERAGE ROOM RATES DURING PEAK SEASON**

- A. # that have rack rates Up to \$100/night
- B. # that have rack rates \$101 to \$250
- C. # that have rack rates \$251 to \$500
- D. # that have rack rates Over \$500/night
- E. TOTAL (A+B+C+D)

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**5. AVERAGE ROOM RATES DURING LOW SEASON**

- A. # that have rack rates Up to \$100/night
- B. # that have rack rates \$101 to \$250
- C. # that have rack rates \$251 to \$500
- D. # that have rack rates Over \$500/night
- E. TOTAL (A+B+C+D)

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**6. YEAR PROPERTY FIRST OPENED:**

Year: \_\_\_\_\_

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**7. YEAR OF LAST MAJOR RENOVATION**

(Property restored to like-new condition): \_\_\_\_\_

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**8. CONTACT INFO:**

- A. Contact Name/Title:
- B. Contact Company:
- C. Contact Address:
- D. City, State, Zip Code:
- E. Email:
- F. Phone:
- G. Fax:

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# AOUO Survey



The Hawaii Tourism Authority is updating the State of Hawaii's annual Visitor Plant Inventory, the official census of visitor accommodations in the state. All information should be correct as of **May 1, 2020**. Definitions for each property type are listed on the Property Type Definition Sheet. Please sign the form and return it to Kloninger & Sims Consulting LLC by fax to (808) 441-5320 or email to [survey@kloningerandsims.com](mailto:survey@kloningerandsims.com). For further information or clarification, please contact Kloninger & Sims at (808) 457-1272. *Mahalo for your cooperation.*

**1. PROPERTY INFORMATION:**

- a) Name of building/complex \_\_\_\_\_
- b) Physical address of property: \_\_\_\_\_
- c) Physical city, state, zip code: \_\_\_\_\_
- d) Contact Name \_\_\_\_\_
- e) Contact Company: \_\_\_\_\_
- f) Email: \_\_\_\_\_
- g) Phone: \_\_\_\_\_
- h) Fax: \_\_\_\_\_
- i) Website: \_\_\_\_\_

**2. PROPERTY UNIT COUNTS (TOTALS)**

- a) # that are for visitor use 

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- b) # that are owner-occupied/residential tenants 

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- c) Total # units for entire property (a+b) 

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**3. VISITOR UNITS**

|  | Resort Management Co 1 | Resort Management Co 2 |
|--|------------------------|------------------------|
| a) Name of Resort Management Company                       |                        |                        |
| b) # of visitor units managed by Resort Management Company |                        |                        |
| c) Visitor Unit Type (ie. condo units, timeshare, villa)   |                        |                        |

|  | Resort Management Co 3 | Individual Vacation Unit (VRBO, Home Away, Rented by owner) |
|--|------------------------|---|
| a) Name of Resort Management Company                       |                        |   |
| b) # of visitor units managed by Resort Management Company |                        |   |
| c) Visitor Unit Type (ie. condo units, timeshare, villa)   |                        |   |

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_



## Definition Sheet

### VISITOR PLANT INVENTORY SURVEY DEFINITION SHEET

|                                      |   |
|--------------------------------------|---|
| <b>Apartment / Hotel</b>             | Visitor accommodations units typically located in low-rise apartment-style buildings and available for short-term rental. Units may have kitchens and laundry facilities. Front desk operations and housekeeping service are limited and sometimes non-existent.  |
| <b>Bed &amp; Breakfast (B&amp;B)</b> | A lodging facility with a limited number of guest units, available for short-term rental. Services include breakfast in the daily rental rate. Typical bed and breakfast facilities may be small, quaint inns or family homes.  |
| <b>Condominium Hotel</b>             | A multi-unit property legally classified as a condominium with each unit individually deeded. Generally, units are collectively placed into transient hotel rental operations, offering most of the services of a hotel, such as daily housekeeping service and front desk operations. Condominium hotel units are larger than hotel units and include studios and one- to three-bedroom units, with kitchen and laundry facilities, available for transient use on short-term rental basis (30 days or less).  |
| <b>Hotel</b>                         | A multi-unit lodging facility that provides room accommodations on a short-term rental basis. Services often include a pool, restaurant operations, and other "away from home" services such as daily housekeeping service and front desk operations.   |
| <b>Hostel</b>                        | An inexpensive, limited-service lodging facility, often with dormitory-style accommodations. They are available for short-term rental and are frequently used by younger travelers.   |
| <b>Vacation Rental (VR)</b>          | <p>An individual vacation rental unit available for visitor use on a short-term basis (30 days or less). VRs usually include kitchens, laundry facilities, and parking garages. Services are very limited although some may include some housekeeping service.</p> <ul style="list-style-type: none"> <li>• Vacation Rental in a Condominium Hotel (VR-Condo): A condominium hotel unit available for visitor use on a short-term basis. VR-Condos are not rented or managed by the condominium hotel management, but are available through individual owners, property managers, or Internet agencies.</li> <li>• Vacation Rental House (VR-House): A single-family dwelling property available for visitor use on a short-term basis. May be a house, townhouse, duplex, multiplex, cabin, villa or cottage, where the owner does not reside on the property.</li> <li>• Vacation Rental Other (VR-Other): Vacation rental units located in other types of properties not mentioned above. Includes private and shared rooms for visitor use and other non-traditional accommodations.</li> </ul> |
| <b>Timeshare</b>                     | <p>A timeshare is a type of property ownership in which guests acquire a shared interest in a hotel or condominium hotel unit for a specific period of time and on a recurring basis. Timeshare ownership is typically defined by intervals (a set number of days and nights of annual use) or points (a "currency" that represents ownership and is used to establish value for seasons, unit sizes, and resort locations).</p> <p>"Operated" timeshare units are those that have been sold and are currently (as of May 1) available for visitor use. "Registered" units include operated units and units that are not yet operating as visitor rentals.</p> <p>Some timeshare units can be rented as one or two units as their design allows a single unit to be divided into two complete sections and operated as two units by securing a door between the sections. The number of keys operated as timeshare reflect the number of distinct keys available for each unit.</p>   |
| <b>Other</b>                         | Includes lodges, inns, or any other form of property not included in the above definitions.   |
| <b>Owner-Occupied</b>                | Units not available for transient visitor use (30 days or less).  |
| <b>Not for visitor use</b>           | Includes owner-occupied units, residential rentals only, and units under remodeling.  |



**DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM**

**RESEARCH AND ECONOMIC ANALYSIS DIVISION**

**DAVID Y. IGE**  
GOVERNOR

**MIKE MCCARTNEY**  
DIRECTOR

**DR. EUGENE TIAN**  
CHIEF STATE ECONOMIST

**FOR IMMEDIATE RELEASE**

October 28, 2021

**Visitor Spending for September 2021 Declined 15.4 Percent from  
Pre-Pandemic September 2019**

*Visitor arrivals for September 2021 remained below September 2019*

HONOLULU – According to preliminary visitor statistics released by the Department of Business, Economic Development and Tourism (DBEDT), total spending by visitors who came to the islands in September 2021 was \$1.05 billion.

Prior to the global COVID-19 pandemic and Hawai'i's quarantine requirements for travelers, the State of Hawai'i achieved record-level visitor expenditures and arrivals in 2019 and in the first two months of 2020. Comparative September 2020 visitor spending statistics were not available as the Departure Survey could not be conducted last September due to COVID-19 restrictions<sup>1</sup>. September 2021 visitor spending was lower than the \$1.25 billion (-15.4%) reported for September 2019.

A total of 505,861 visitors arrived by air service to the Hawaiian Islands in September 2021, primarily from the U.S. West and U.S. East. In comparison, only 18,409 visitors (+2,647.8%) arrived by air in September 2020 and 736,155 visitors (-31.3%) arrived by air and by cruise ships in September 2019.

In September 2021, passengers arriving from out-of-state could bypass the State's mandatory 10-day self-quarantine if they were fully vaccinated in the United States or with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner prior to their departure through the Safe Travels program. On August 23, 2021, Hawai'i Governor David Ige urged travelers to curtail non-essential travel until the end of October 2021 due to a surge in Delta variant cases that has overburdened the state's health care facilities and resources. The U.S. Centers for Disease Control and Prevention (CDC) continued to enforce restrictions on cruise ships through a "Conditional Sail Order", a phased approach for the resumption of passenger cruises to mitigate the risk of spreading COVID-19 onboard.

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<sup>1</sup> Comparative September 2020 and year-to-date September 2020 visitor spending statistics were not available, as there was no Departure Survey fielding between April through October 2020 due to COVID-19 restrictions

The average daily census<sup>2</sup> was 154,355 visitors in September 2021, compared to 20,472 in September 2020, versus 206,169 in September 2019.

In September 2021, 338,680 visitors arrived from the U.S. West, far greater than the 10,170 visitors (+3,230.2%) in September 2020 and exceeding the September 2019 count of 305,808 visitors (+10.7%). U.S. West visitors spent \$656.3 million in September 2021, which surpassed the \$466.0 million (+40.8%) spent in September 2019. Much higher average daily visitor spending (\$226 per person, +25.9%) contributed to increased U.S. West visitor expenditures compared to 2019.

There were 145,626 visitors from the U.S. East in September 2021, compared to 6,141 visitors (+2,271.5%) in September 2020, and 133,185 visitors (+9.3%) in September 2019. U.S. East visitors spent \$341.0 million in September 2021 compared to \$288.9 million (+18.0%) in September 2019. Higher average daily visitor spending (\$237 per person, +3.9%) and a longer length of stay (9.86 days, +3.9%) contributed to the growth in U.S. East visitor expenditures.

There were 1,769 visitors from Japan in September 2021, compared to 86 visitors (+1,957.7%) in September 2020, versus 143,928 visitors (-98.8%) in September 2019. Visitors from Japan spent \$6.2 million in September 2021 compared to \$196.5 million (-96.9%) in September 2019.

In September 2021, 4,326 visitors arrived from Canada, compared to 173 visitors (+2,406.2%) in September 2020, versus 21,928 visitors (-80.3%) in September 2019. Visitors from Canada spent \$12.7 million in September 2021 compared to \$40.5 million (-68.8%) in September 2019.

There were 15,460 visitors from All Other International Markets in September 2021. These visitors were from Guam, Other Asia, Europe, Latin America, Oceania, Philippines, and Pacific Islands. In comparison, there were 1,840 visitors (+740.2%) from All Other International Markets in September 2020, versus 113,192 visitors (-86.3%) in September 2019.

In September 2021, a total of 4,629 trans-Pacific flights and 962,659 seats served the Hawaiian Islands, compared to only 711 flights and 156,220 seats in September 2020, versus 4,533 flights and 1,012,883 seats in September 2019.

### **Year-to-date 2021**

Through the first nine months of 2021, total visitor spending was \$9.03 billion. This was a decrease of 32.1 percent from the \$13.30 billion spent through the first nine months of 2019.

A total of 4,859,655 visitors (+119.8%) arrived in the first nine months of 2021, double the arrival count from a year ago. Total visitor arrivals were down 37.9 percent compared to the 7,828,965 visitors in the first nine months of 2019.

### **Other Highlights:**

**U.S. West:** In September 2021, 271,560 visitors arrived from the Pacific region and 67,030 visitors came from the Mountain region. In terms of accommodations, 49.5 percent of U.S. West visitors in September 2021 stayed in hotels, 20.7 percent stayed in condominiums, 12.6 percent stayed in rental homes, 11.3 percent stayed in timeshares and 9.4 percent stayed with friends and relatives.

Through the first nine months of 2021, there were 3,252,387 visitors from the U.S. West compared to 967,996 visitors (+236.0%) in the first nine months of 2020, versus 3,447,548 visitors (-5.7%) in the first nine months of 2019.

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<sup>2</sup> Average daily census measures the number of visitors present on any given day

For the first nine months of 2021, total visitor spending was \$5.62 billion, a 9.0 percent increase from \$5.15 billion in the first nine months of 2019. Daily visitor spending in the first nine months of 2021 was \$188 per person, up from \$174 per person (+8.2%) in the first nine months of 2019. Lodging, food and beverage, transportation, shopping and entertainment and recreation expenses were all higher compared to first nine months of 2019.

**U.S. East:** Of the 145,626 U.S. East visitors in September 2021, the majority were from the South Atlantic (36,152 visitors), West South Central (32,157 visitors) and East North Central (27,467) and regions. In terms of lodging, 58.2 percent of U.S. East visitors in September 2021 stayed in hotels, 16.8 percent stayed in condominiums, 12.2 percent stayed in rental homes, 10.5 percent stayed with friends and relatives, and 9.2 percent stayed in timeshares.

Through the first nine months of 2021, there were 1,449,492 visitors from the U.S. East compared to 544,718 visitors (+166.1%) in the first nine months of 2020, versus 1,762,702 visitors (-17.8%) in the first nine months of 2019. For the first nine months of 2021, total visitor spending was \$3.01 billion, a decrease of 16.0 percent from \$3.59 billion in the first nine months of 2019.

Daily visitor spending in the first nine months of 2021 was \$203 per person, compared to \$211 per person (-3.7%) in the first nine months of 2019. Lodging and entertainment and recreation expenses decreased, transportation and shopping expenses were higher, while food and beverage expenses were similar compared to the first nine months of 2019.

**Japan:** Of the 1,769 visitors in September 2021, 1,571 arrived on international flights from Japan and 198 came on domestic flights. The Japanese government required proof of a negative PCR test within 72 hours for all entry into Japan. All travelers to Japan, including returning Japanese nationals, were required to quarantine for 14 days. Nearly all (94.3%) visitors from Japan in September 2021 made their own travel arrangements. In terms of lodging, 18.5 percent stayed in hotels, 70.7 percent stayed in condominiums, 7.0 percent stayed with friends and relatives and 4.6 percent stayed in timeshares.

Through the first nine months of 2021, there were 15,040 visitors from Japan compared to 286,802 visitors (-94.8%) in the first nine months of 2020, versus 1,173,477 visitors (-98.7%) in the first nine months of 2019. For the first nine months of 2021, total visitor spending was \$54.6 million, a 96.7 percent drop from \$1.65 billion in the first nine months of 2019.

**Canada:** Of the 4,326 visitors in September 2021, 2,245 visitors arrived via limited air service from Vancouver to Honolulu and from Vancouver to Kahului, while 2,081 came on domestic flights. In September 2021, all travelers to Canada, including returning Canadian residents, were required to have a negative pre-arrival COVID-19 molecular test result taken no more than 72 hours before entry into Canada. Fully vaccinated travelers did not need to take a post-arrival test but must submit their travel information and proof of vaccination using ArriveCAN within 72 hours before arriving. Unvaccinated travelers must submit their travel and contact information via ArriveCAN, pass all testing requirements (pre-arrival, upon arrival/day 1 and on day 8) and must quarantine for 14 days.

Most of the visitors in September 2021 were independent travelers (88.3%). In terms of lodging, 52.0 percent stayed in hotels, 25.1 percent stayed in timeshares, 23.0 percent stayed with friends and relatives, 15.1 percent stayed in condominiums and 8.0 percent stayed in rental homes.

Through the first nine months of 2021, there were 17,913 visitors from Canada compared to 159,138 visitors (-88.7%) in the first nine months of 2020, versus 393,074 visitors (-95.4%) in the first nine months of 2019. For the first nine months of 2021, total visitor spending was \$57.1 million, a drop of 92.8 percent from \$790.6 million in the first nine months of 2019.



## Highlights from All Other International Markets:

**Australia:** There were 88 visitors from Australia in September 2021 who came on domestic flights. Direct flights from Australia continued to be suspended. In comparison there were 18 visitors in September 2020, versus 35,323 visitors in September 2019. All arrivals into Australia in the month of September 2021, including residents returning to Australia must show a negative PCR test taken within 72 hours before departure. On arrival, all travelers must quarantine for 14 days at a designated facility at their own expense.

Through the first nine months of 2021, there were 563 visitors from Australia, compared to 41,238 visitors (-98.6%) in the first nine months of 2020, versus 219,205 visitors (-99.7%) in the first nine months of 2019.

**New Zealand:** There were 142 visitors from New Zealand in September 2021 who arrived on domestic flights. Direct flights from New Zealand continued to be suspended. In comparison, there were 28 visitors in September 2020, versus 8,338 visitors in September 2019. Residents returning to New Zealand in September 2021 were required to complete 14 days of quarantine in a managed quarantine facility and test negative for COVID-19 (PCR or antigen) at the end of quarantine before entering the community.

Through the first nine months of 2021, there were 1,394 visitors from New Zealand, compared to 9,167 visitors (-84.8%) in the first nine months of 2020, versus 59,325 visitors (-97.7%) in the first nine months of 2019.

**China:** There were 327 visitors from China in September 2021 who arrived on domestic flights. Direct air service from China to Hawai'i was terminated in February 2020. In comparison, there were 27 visitors in September 2020, versus 6,179 visitors in September 2019. In September 2021, all travelers to China, including returning Chinese citizens, must present two negative tests -- PCR and antibody tests -- taken within 48 hours of travel. All passengers (vaccinated or not) must quarantine for 14 days on arrival at a government assigned facility at their own expense and must receive a negative COVID-19 nucleic acid test before being released from the facility.

Through the first nine months of 2021, there were 2,966 visitors from China, compared to 15,213 visitors (-80.5) in the first nine months of 2020, versus 75,805 visitors (-96.1%) in the first nine months of 2019.

**Korea:** There were 1,000 visitors from Korea in September 2021. Of that number, 740 arrived on direct flights from Korea and 260 came on domestic flights. In comparison, there were 69 visitors in September 2020, versus 17,456 visitors in September 2019. As of September 2021, all travelers to Korea, including returning Korean nationals, must have a negative PCR test result 72 hours prior to travel in order to board flights for Korea. Returning Korean nationals who completed full vaccination and tested negative for COVID-19 were exempted from the mandatory 14-day quarantine.

Through the first nine months of 2021, there were 5,597 visitors from Korea, compared to 46,540 visitors (-88.0%) in the first nine months of 2020, versus 165,690 visitors (-96.6%) in the first nine months of 2019.

**Taiwan:** There were 315 visitors from Taiwan in September 2021. Of that number, 310 visitors came on domestic flights and 5 visitors came via international flights from Japan. Direct service from Taipei, Taiwan has been suspended since April 2020. In comparison there were five visitors in September 2020, versus 1,746 visitors in September 2019. All travelers to Taiwan in September 2021, including returning Taiwan nationals, were required to provide a negative PCR

COVID-19 test within three days of departure, and had to quarantine for 14 days at a designated facility or quarantine hotel at the traveler's expense.

Through the first nine months of 2021, there were 920 visitors from Taiwan, compared to 3,164 visitors (-70.9%) in the first nine months of 2020, versus 20,042 visitors (-95.4%) in the first nine months of 2019.

**Europe:** In September 2021, there were 1,052 visitors from the United Kingdom, France, Germany, Italy and Switzerland. In comparison, 68 visitors arrived in September 2020, versus 14,107 visitors who came in September 2019. In Germany, all persons who do not hold a vaccination certificate or medical proof that indicates that they recovered from the disease need to undergo COVID-19 testing before entering Germany. The PCR test result must be taken within 72 hours before entering Germany, whereas the rapid antigen test must be taken within 48 hours before arrival. In the United Kingdom, fully vaccinated U.K. nationals did not have to quarantine but were required to provide proof of a negative COVID-19 PCR or antigen test within 72 hours of departure, proof of vaccination status and complete a U.K. passenger locator form. Those who were unvaccinated must take a pre-departure test, self-isolate for 10 days upon arrival and test on days two and eight of quarantine.

Through the first nine months of 2021, there were 7,633 visitors from Europe, compared to 20,641 visitors (-63.0%) in the first nine months of 2020, versus 103,667 visitors (-92.6%) in the first nine months of 2019.

**Latin America:** There were 1,049 visitors from Mexico, Brazil and Argentina in September 2021, compared to 66 visitors in September 2020, versus 1,981 visitors in September 2019. In Argentina, all ports of entry remained closed to most non-resident foreign nationals. Eligible travelers in September 2021 must provide a negative COVID-19 test result, taken within 72 hours prior to departure and complete a travel declaration. Returning Argentine citizens did not need to quarantine, if they were fully vaccinated and test negative on a PCR test between the fifth and seventh days after arrival in Argentina. Unvaccinated travelers must self-isolate for at least seven days, until they receive a negative result for a PCR test taken on the final day of self-isolation. In Mexico, the land border between the U.S. and Mexico remains closed to all but essential travel, but it is slated to reopen to nonessential travel in November 2021. Returning Mexican nationals who traveled by air must complete a health declaration form and scan the QR code on arrival. There were no requirements for COVID-19 test prior to departure or quarantine.

Through the first nine months of 2021, there were 5,986 visitors from Latin America, compared to 5,364 visitors (+11.6%) in the first nine months of 2020, versus 19,422 visitors (-69.2%) in the first nine months of 2019.

### **Island Highlights:**

**O'ahu:** There were 246,168 visitors to O'ahu in September 2021, compared to 11,885 visitors in September 2020, versus 458,588 visitors in September 2019. Visitor spending was \$465.9 million, a decrease of 23.3 percent from \$607.3 million in September 2019.

As measured by the average daily census, there were 61,448 visitors on O'ahu in September 2021, compared to 10,604 visitors in September 2020, versus 101,093 visitors in September 2019.

Through the first nine months of 2021, there were 2,389,565 visitors to O'ahu compared to 1,280,554 visitors (+86.6%) in the first nine months of 2020, versus 4,657,880 visitors (-48.7%) in the first nine months of 2019. For the first nine months of 2021, total visitor spending of \$3.95 billion was a 35.4 percent drop from \$6.11 billion in the first nine months of 2019.

**Maui:** There were 172,770 visitors to Maui in September 2021, compared to 2,479 visitors in September 2020, versus 210,108 visitors in September 2019. Visitor spending was \$315.8 million, down 7.0 percent from the \$339.7 million spent in September 2019.

The average daily census on Maui was 46,736 visitors in September 2021, compared to 2,927 visitors in September 2020, versus 52,053 visitors in September 2019.

Through the first nine months of 2021, there were 1,671,848 visitors to Maui compared to 614,505 visitors (+172.1%) in the first nine months of 2020, versus 2,314,113 visitors (-27.8%) in the first nine months of 2019. For the first nine months of 2021, total visitor spending was \$2.80 billion, a decrease of 27.4 percent from \$3.86 billion in the first nine months of 2019.

**Kaua'i:** There were 77,313 visitors to Kaua'i in September 2021, compared to 1,096 visitors in September 2020, versus 93,501 visitors in September 2019. Visitor spending was \$126.5 million, a 4.2 percent decline from \$132.0 million in September 2019.

The average daily census on Kaua'i was 20,838 visitors in September 2021, compared to 1,475 visitors in September 2020, versus 21,967 visitors in September 2019.

Through the first nine months of 2021, there were 537,644 visitors to Kaua'i compared to 286,764 visitors (+87.5%) in the first nine months of 2020, versus 1,039,227 visitors (-48.3%) in the first nine months of 2019. For the first nine months of 2021, total visitor spending was \$955.2 million, a decrease of 34.4 percent from \$1.46 billion in the first nine months of 2019.

**Hawai'i Island:** There were 80,401 visitors to Hawai'i Island in September 2021, compared to 3,642 visitors in September 2020, versus 112,138 visitors in September 2019. Visitor spending was \$137.0 million, down 6.1 percent from \$145.9 million in September 2019.

The average daily census on Hawai'i Island was 24,470 visitors in September 2021, compared to 5,356 visitors in September 2020, versus 26,750 visitors in September 2019.

Through the first nine months of 2021, there were 835,566 visitors to Hawai'i Island compared to 406,973 visitors (+105.3%) through year-to-date 2020, versus 1,323,943 visitors (-36.9%) in the first nine months of 2019. Total visitor spending was \$1.24 billion for the first nine months of 2021, a drop of 27.6 percent from \$1.72 billion in the first nine months of 2019.

### **Flights and Air Seats to Hawai'i:**

**U.S. West:** There were 4,090 scheduled flights with 816,457 seats in September 2021, compared to 632 flights with 133,014 seats in September 2020, versus 3,155 flights with 635,877 seats in September 2019.

In September 2021, air service resumed from Anchorage (2,741 seats), Las Vegas (42,901), Long Beach (22,162), Phoenix (45,671), Salt Lake City (7,079) and San Jose (56,986). There was new service from Ontario (5,670) and Santa Ana (3,780); and increased service from Denver (36,513, +455.8%), Los Angeles (228,305, +482.7%), Oakland (47,299, +350.5%), Portland (23,897, +502.1%), Sacramento (23,782 +867.9%), San Diego (58,405, +1,044.5%) San Francisco (109,839, +201.2%) and Seattle (101,427, +252.5%) compared to September 2020.

**U.S. East:** There were 390 scheduled flights with 108,426 seats in September 2021. Most flights from the U.S. East were suspended in September 2020 except for limited service from Chicago (11 flights and 2,409 seats) and Dallas (30 flights and 8,286 seats). There were 266 flights with 75,979 seats in September 2019.

In September 2021, air service resumed from Atlanta (8,497 seats), Boston (5,004), Houston (8,004), Minneapolis (1,465), New York (JFK) (6,950), Newark (7,889), and Washington, D.C. (2,880). There was new service from Austin (2,502), Charlotte (8,190) and Orlando (2,224) and increased service from Chicago (18,570 +670.9%) and Dallas (36,251, +337.5%).

**Japan:** There were 46 scheduled flights with 11,650 seats in September 2021. There was very limited air service from Japan (2 flights and 372 seats) in September 2020. In comparison, there were 641 scheduled flights with 171,968 seats in September 2019.

In September 2021, air service resumed from Osaka (1,390 seats), Tokyo-Haneda (3,746) and Tokyo-Narita (6,514).

**Canada:** There were six scheduled flights with 1,014 seats in September 2021. There were no flights from Canada in September 2020. There were 82 scheduled flights and 15,438 seats in September 2019.

**Oceania:** Air service to Hawai'i from Oceania has been suspended since April 2020. There were 153 scheduled flights and 45,703 seats in September 2019.

**Other Asia:** In September 2021, there were 13 scheduled flights with 3,614 seats from Seoul, Korea. There were no flights from Other Asia in September 2020. In September 2019, there were 121 scheduled flights and 37,050 seats from Other Asia, with service from Seoul (25,772), Shanghai (7,300), and Taipei (3,978).

**Other Markets:** In September 2021, there were 29 flights and 10,150 seats from Guam; and limited service from Manila (4 flights and 1,236 seats), Papeete (4 flights and 1,112 seats) and Pago Pago (2 flights and 556 seats). In September 2020, there were flights from Guam (29 flights and 10,556 seats) and from Manila (2 flights and 618 seats). In September 2019, there was service from Apia (4 flights, 578 seats), Christmas Island (4 flights, 488 seats), Guam (30 flights, 10,920 seats), Majuro (18 flights, 2,988 seats), Manila (17 flights, 5,253 seats), Nadi (5 flights, 826 seats), Pago Pago (9 flights, 2,502 seats) and Papeete (4 flights, 1,112 seats).

In the first nine months of 2021, there were 36,976 trans-Pacific flights and 7,626,172 seats, compared to 18,277 flights and 4,055,028 seats in the first nine months of 2020, versus 46,412 flights and 10,230,151 seats in the first nine months of 2019.

### **Cruise Ship Visitors:**

There were no cruise ship activities during the first nine months of 2021.

In comparison, 22,913 visitors came by air to board the Hawai'i home-ported cruise ship; and 30,185 visitors entered Hawai'i on 18 out-of-state cruise ships from January to mid-March 2020, just prior to the CDC's "No Sail Order" that was enforced from March 14 to November 1, 2020.

In the first nine months of 2019, there were 94,927 visitors who flew to Hawai'i and boarded the Hawai'i home-ported cruise ship; and 95,149 visitors came to Hawai'i by way of 44 out-of-state cruise ships.

### **Statement by DBEDT Director Mike McCartney:**

Year to date through September 2021, numbers show that Hawai'i's visitor arrivals are down by 38% (3.2 million) and visitor spending is down by 32% (\$4.2 billion) compared to 2019 levels. Over the past 18 months we have learned and done many things that collectively changed the trajectory of Hawai'i. We have shifted from fearing COVID-19 to respecting it, managing it and ultimately, living with it. Our actions to put public health before economic prosperity will start to

pay dividends in the months to come. We now see positive signs that Hawai'i's visitor economy will begin to recover at an accelerated rate as we welcome our fully vaccinated international visitors. I am optimistic that we will end 2021 stronger and enter 2022 with solid momentum for growth. It will still be challenging at times, but I am confident Hawai'i is ready, now more than ever, to be open for business.

**Statement by Hawai'i Tourism Authority President and CEO John De Fries:**

The late summer surge of the delta variant continued to depress visitor spending and visitor arrivals in September, which had a negative impact on our state's economy and more importantly, the health of our residents. However, despite the anticipated slowdown in fall travel we were encouraged to see the positive results from the U.S. West and U.S. East markets knowing how visitor spending translates into continued support for jobs in our community.

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**SEPTEMBER 2021 ARRIVALS AT A GLANCE**

| TOTAL EXPENDITURES in \$mil.)            | 2021P            | 2020           | % change       | 2021P YTD         | 2020 YTD          | % change     |
|--|------------------|----------------|----------------|-------------------|-------------------|--------------|
| <b>TOTAL EXPENDITURES in \$mil.)</b>     | <b>1,054.8</b>   | <b>N/A</b>     | <b>N/A</b>     | <b>9,033.6</b>    | <b>N/A</b>        | <b>N/A</b>   |
| Total by air                             | 1,054.8          | N/A            | N/A            | 9,033.6           | N/A               | N/A          |
| U.S. Total                               | 997.2            | N/A            | N/A            | 8,628.7           | N/A               | N/A          |
| U.S. West                                | 656.3            | N/A            | N/A            | 5,615.0           | N/A               | N/A          |
| U.S. East                                | 341.0            | N/A            | N/A            | 3,013.6           | N/A               | N/A          |
| Japan                                    | 6.2              | N/A            | N/A            | 54.6              | N/A               | N/A          |
| Canada                                   | 12.7             | N/A            | N/A            | 57.1              | N/A               | N/A          |
| All Others                               | 38.7             | N/A            | N/A            | 293.3             | N/A               | N/A          |
| Visitor arrivals by cruise ships         | 0.0              | 0.0            | N/A            | 0.0               | 11.5              | N/A          |
| <b>TOTAL VISITOR DAYS</b>                | <b>4,630,660</b> | <b>614,172</b> | <b>654.0</b>   | <b>46,838,290</b> | <b>22,215,950</b> | <b>110.8</b> |
| Total by air                             | 4,630,660        | 614,172        | 654.0          | 46,838,290        | 22,072,971        | 112.2        |
| U.S. Total                               | 4,345,603        | 550,886        | 688.8          | 44,776,016        | 15,965,417        | 180.5        |
| U.S. West                                | 2,909,658        | 329,968        | 781.8          | 29,920,311        | 9,699,962         | 208.5        |
| U.S. East                                | 1,435,945        | 220,917        | 550.0          | 14,855,705        | 6,265,455         | 137.1        |
| Japan                                    | 26,235           | 1,768          | 1,383.9        | 252,515           | 1,688,088         | -85.0        |
| Canada                                   | 67,230           | 11,327         | 493.5          | 320,386           | 2,114,357         | -84.8        |
| All Others                               | 191,591          | 50,191         | 281.7          | 1,489,373         | 2,305,109         | -35.4        |
| Visitor arrivals by cruise ships         | 0                | 0              | N/A            | 0                 | 142,979           | N/A          |
| <b>VISITOR ARRIVALS</b>                  | <b>505,861</b>   | <b>18,409</b>  | <b>2,647.8</b> | <b>4,859,655</b>  | <b>2,211,213</b>  | <b>119.8</b> |
| Total by air                             | 505,861          | 18,409         | 2,647.8        | 4,859,655         | 2,181,028         | 122.8        |
| U.S. Total                               | 484,306          | 16,311         | 2,869.2        | 4,701,879         | 1,512,714         | 210.8        |
| U.S. West                                | 338,680          | 10,170         | 3,230.2        | 3,252,387         | 967,996           | 236.0        |
| U.S. East                                | 145,626          | 6,141          | 2,271.5        | 1,449,492         | 544,718           | 166.1        |
| Japan                                    | 1,769            | 86             | 1,957.7        | 15,040            | 286,802           | -94.8        |
| Canada                                   | 4,326            | 173            | 2,406.2        | 17,913            | 159,138           | -88.7        |
| All Others                               | 15,460           | 1,840          | 740.2          | 124,823           | 222,374           | -43.9        |
| Visitor arrivals by cruise ships         | 0                | 0              | N/A            | 0                 | 30,185            | N/A          |
| <b>AVERAGE DAILY CENSUS</b>              | <b>154,355</b>   | <b>20,472</b>  | <b>654.0</b>   | <b>171,569</b>    | <b>81,080</b>     | <b>111.6</b> |
| Total by air                             | 154,355          | 20,472         | 654.0          | 171,569           | 80,558            | 113.0        |
| U.S. Total                               | 144,853          | 18,363         | 688.8          | 164,015           | 58,268            | 181.5        |
| U.S. West                                | 96,989           | 10,999         | 781.8          | 109,598           | 35,401            | 209.6        |
| U.S. East                                | 47,865           | 7,364          | 550.0          | 54,417            | 22,867            | 138.0        |
| Japan                                    | 875              | 59             | 1,383.9        | 925               | 6,161             | -85.0        |
| Canada                                   | 2,241            | 378            | 493.5          | 1,174             | 7,717             | -84.8        |
| All Others                               | 6,386            | 1,673          | 281.7          | 5,456             | 8,413             | -35.2        |
| Visitor arrivals by cruise ships         | 0                | 0              | N/A            | 0                 | 522               | N/A          |
| <b>AVERAGE LENGTH OF STAY</b>            | <b>9.15</b>      | <b>33.36</b>   | <b>-72.6</b>   | <b>9.64</b>       | <b>10.05</b>      | <b>-4.1</b>  |
| Total by air                             | 9.15             | 33.36          | -72.6          | 9.64              | 10.12             | -4.8         |
| U.S. Total                               | 8.97             | 33.77          | -73.4          | 9.52              | 10.55             | -9.8         |
| U.S. West                                | 8.59             | 32.44          | -73.5          | 9.20              | 10.02             | -8.2         |
| U.S. East                                | 9.86             | 35.98          | -72.6          | 10.25             | 11.50             | -10.9        |
| Japan                                    | 14.83            | 20.56          | -27.9          | 16.79             | 5.89              | 185.3        |
| Canada                                   | 15.54            | 65.62          | -76.3          | 17.89             | 13.29             | 34.6         |
| All Others                               | 12.39            | 27.28          | -54.6          | 11.93             | 10.37             | 15.1         |
| Visitor arrivals by cruise ships         | 0.00             | 0.00           | N/A            | 0.00              | 4.74              | N/A          |
| <b>PER PERSON PER DAY SPENDING (\$)</b>  | <b>227.8</b>     | <b>N/A</b>     | <b>N/A</b>     | <b>192.9</b>      | <b>N/A</b>        | <b>N/A</b>   |
| Total by air                             | 227.8            | N/A            | N/A            | 192.9             | N/A               | N/A          |
| U.S. Total                               | 229.5            | N/A            | N/A            | 192.7             | N/A               | N/A          |
| U.S. West                                | 225.6            | N/A            | N/A            | 187.7             | N/A               | N/A          |
| U.S. East                                | 237.4            | N/A            | N/A            | 202.9             | N/A               | N/A          |
| Japan                                    | 235.4            | N/A            | N/A            | 216.2             | N/A               | N/A          |
| Canada                                   | 188.3            | N/A            | N/A            | 178.3             | N/A               | N/A          |
| All Others                               | 202.2            | N/A            | N/A            | 196.9             | N/A               | N/A          |
| Visitor arrivals by cruise ships         | 0.0              | 0.0            | N/A            | 0.0               | 80.6              | N/A          |
| <b>PER PERSON PER TRIP SPENDING (\$)</b> | <b>2,085.2</b>   | <b>N/A</b>     | <b>N/A</b>     | <b>1,858.9</b>    | <b>N/A</b>        | <b>N/A</b>   |
| Total by air                             | 2,085.2          | N/A            | N/A            | 1,858.9           | N/A               | N/A          |
| U.S. Total                               | 2,059.1          | N/A            | N/A            | 1,835.2           | N/A               | N/A          |
| U.S. West                                | 1,937.8          | N/A            | N/A            | 1,726.4           | N/A               | N/A          |
| U.S. East                                | 2,341.3          | N/A            | N/A            | 2,079.1           | N/A               | N/A          |
| Japan                                    | 3,490.2          | N/A            | N/A            | 3,629.3           | N/A               | N/A          |
| Canada                                   | 2,926.9          | N/A            | N/A            | 3,188.3           | N/A               | N/A          |
| All Others                               | 2,505.3          | N/A            | N/A            | 2,349.4           | N/A               | N/A          |
| Visitor arrivals by cruise ships         | 0.0              | 0.0            | N/A            | 0.0               | 382.0             | N/A          |

P=Preliminary data

NA= Visitor spending statistics for September 2020 and for year-to-date September 2020 were not available, as there was no Departure Survey fielding between April through October 2020 due to COVID-19 restrictions.

**SEPTEMBER 2021 ARRIVALS AT A GLANCE (2021 vs. 2019)**

| TOTAL EXPENDITURES in \$mil.)            | 2021P            | 2019             | % change     | 2021P YTD         | 2019 YTD          | % change     |
|--|------------------|------------------|--------------|-------------------|-------------------|--------------|
| <b>TOTAL EXPENDITURES in \$mil.)</b>     | <b>1,054.8</b>   | <b>1,246.3</b>   | <b>-15.4</b> | <b>9,033.6</b>    | <b>13,302.1</b>   | <b>-32.1</b> |
| Total by air                             | 1,054.8          | 1,235.4          | -14.6        | 9,033.6           | 13,262.2          | -31.9        |
| U.S. Total                               | 997.2            | 754.9            | 32.1         | 8,628.7           | 8,739.8           | -1.3         |
| U.S. West                                | 656.3            | 466.0            | 40.8         | 5,615.0           | 5,151.9           | 9.0          |
| U.S. East                                | 341.0            | 288.9            | 18.0         | 3,013.6           | 3,587.9           | -16.0        |
| Japan                                    | 6.2              | 196.5            | -96.9        | 54.6              | 1,652.4           | -96.7        |
| Canada                                   | 12.7             | 40.5             | -68.8        | 57.1              | 790.6             | -92.8        |
| All Others                               | 38.7             | 243.4            | -84.1        | 293.3             | 2,079.4           | -85.9        |
| Visitor arrivals by cruise ships         | 0.0              | 10.9             | N/A          | 0.0               | 39.9              | N/A          |
| <b>TOTAL VISITOR DAYS</b>                | <b>4,630,660</b> | <b>6,185,073</b> | <b>-25.1</b> | <b>46,838,290</b> | <b>68,147,048</b> | <b>-31.3</b> |
| Total by air                             | 4,630,660        | 6,089,616        | -24.0        | 46,838,290        | 67,700,771        | -30.8        |
| U.S. Total                               | 4,345,603        | 3,866,376        | 12.4         | 44,776,016        | 46,717,448        | -4.2         |
| U.S. West                                | 2,909,658        | 2,602,158        | 11.8         | 29,920,311        | 29,691,370        | 0.8          |
| U.S. East                                | 1,435,945        | 1,264,218        | 13.6         | 14,855,705        | 17,026,078        | -12.7        |
| Japan                                    | 26,235           | 850,295          | -96.9        | 252,515           | 6,971,475         | -96.4        |
| Canada                                   | 67,230           | 254,953          | -73.6        | 320,386           | 4,764,961         | -93.3        |
| All Others                               | 191,591          | 1,117,992        | -82.9        | 1,489,373         | 9,246,886         | -83.9        |
| Visitor arrivals by cruise ships         | 0                | 95,457           | N/A          | 0                 | 446,277           | N/A          |
| <b>VISITOR ARRIVALS</b>                  | <b>505,861</b>   | <b>736,155</b>   | <b>-31.3</b> | <b>4,859,655</b>  | <b>7,828,965</b>  | <b>-37.9</b> |
| Total by air                             | 505,861          | 718,042          | -29.5        | 4,859,655         | 7,733,815         | -37.2        |
| U.S. Total                               | 484,306          | 438,993          | 10.3         | 4,701,879         | 5,210,250         | -9.8         |
| U.S. West                                | 338,680          | 305,808          | 10.7         | 3,252,387         | 3,447,548         | -5.7         |
| U.S. East                                | 145,626          | 133,185          | 9.3          | 1,449,492         | 1,762,702         | -17.8        |
| Japan                                    | 1,769            | 143,928          | -98.8        | 15,040            | 1,173,477         | -98.7        |
| Canada                                   | 4,326            | 21,928           | -80.3        | 17,913            | 393,074           | -95.4        |
| All Others                               | 15,460           | 113,192          | -86.3        | 124,823           | 957,014           | -87.0        |
| Visitor arrivals by cruise ships         | 0                | 18,114           | N/A          | 0                 | 95,150            | N/A          |
| <b>AVERAGE DAILY CENSUS</b>              | <b>154,355</b>   | <b>206,169</b>   | <b>-25.1</b> | <b>171,569</b>    | <b>249,623</b>    | <b>-31.3</b> |
| Total by air                             | 154,355          | 202,987          | -24.0        | 171,569           | 247,988           | -30.8        |
| U.S. Total                               | 144,853          | 128,879          | 12.4         | 164,015           | 171,126           | -4.2         |
| U.S. West                                | 96,989           | 86,739           | 11.8         | 109,598           | 108,760           | 0.8          |
| U.S. East                                | 47,865           | 42,141           | 13.6         | 54,417            | 62,367            | -12.7        |
| Japan                                    | 875              | 28,343           | -96.9        | 925               | 25,537            | -96.4        |
| Canada                                   | 2,241            | 8,498            | -73.6        | 1,174             | 17,454            | -93.3        |
| All Others                               | 6,386            | 37,266           | -82.9        | 5,456             | 33,871            | -83.9        |
| Visitor arrivals by cruise ships         | 0                | 3,182            | N/A          | 0                 | 1,635             | N/A          |
| <b>AVERAGE LENGTH OF STAY</b>            | <b>9.15</b>      | <b>8.40</b>      | <b>9.0</b>   | <b>9.64</b>       | <b>8.70</b>       | <b>10.7</b>  |
| Total by air                             | 9.15             | 8.48             | 7.9          | 9.64              | 8.75              | 10.1         |
| U.S. Total                               | 8.97             | 8.81             | 1.9          | 9.52              | 8.97              | 6.2          |
| U.S. West                                | 8.59             | 8.51             | 1.0          | 9.20              | 8.61              | 6.8          |
| U.S. East                                | 9.86             | 9.49             | 3.9          | 10.25             | 9.66              | 6.1          |
| Japan                                    | 14.83            | 5.91             | 151.0        | 16.79             | 5.94              | 182.6        |
| Canada                                   | 15.54            | 11.63            | 33.7         | 17.89             | 12.12             | 47.5         |
| All Others                               | 12.39            | 9.88             | 25.5         | 11.93             | 9.66              | 23.5         |
| Visitor arrivals by cruise ships         | 0.00             | 5.27             | N/A          | 0.00              | 4.69              | N/A          |
| <b>PER PERSON PER DAY SPENDING (\$)</b>  | <b>227.8</b>     | <b>201.5</b>     | <b>13.0</b>  | <b>192.9</b>      | <b>195.2</b>      | <b>-1.2</b>  |
| Total by air                             | 227.8            | 202.9            | 12.3         | 192.9             | 195.9             | -1.5         |
| U.S. Total                               | 229.5            | 195.3            | 17.5         | 192.7             | 187.1             | 3.0          |
| U.S. West                                | 225.6            | 179.1            | 25.9         | 187.7             | 173.5             | 8.2          |
| U.S. East                                | 237.4            | 228.5            | 3.9          | 202.9             | 210.7             | -3.7         |
| Japan                                    | 235.4            | 231.1            | 1.8          | 216.2             | 237.0             | -8.8         |
| Canada                                   | 188.3            | 158.9            | 18.5         | 178.3             | 165.9             | 7.4          |
| All Others                               | 202.2            | 217.7            | -7.1         | 196.9             | 224.9             | -12.4        |
| Visitor arrivals by cruise ships         | 0.0              | 114.1            | N/A          | 0.0               | 89.3              | N/A          |
| <b>PER PERSON PER TRIP SPENDING (\$)</b> | <b>2,085.2</b>   | <b>1,692.9</b>   | <b>23.2</b>  | <b>1,858.9</b>    | <b>1,699.1</b>    | <b>9.4</b>   |
| Total by air                             | 2,085.2          | 1,720.5          | 21.2         | 1,858.9           | 1,714.8           | 8.4          |
| U.S. Total                               | 2,059.1          | 1,719.7          | 19.7         | 1,835.2           | 1,677.4           | 9.4          |
| U.S. West                                | 1,937.8          | 1,523.9          | 27.2         | 1,726.4           | 1,494.4           | 15.5         |
| U.S. East                                | 2,341.3          | 2,169.2          | 7.9          | 2,079.1           | 2,035.5           | 2.1          |
| Japan                                    | 3,490.2          | 1,365.4          | 155.6        | 3,629.3           | 1,408.1           | 157.7        |
| Canada                                   | 2,926.9          | 1,848.0          | 58.4         | 3,188.3           | 2,011.4           | 58.5         |
| All Others                               | 2,505.3          | 2,150.4          | 16.5         | 2,349.4           | 2,172.8           | 8.1          |
| Visitor arrivals by cruise ships         | 0.0              | 601.5            | N/A          | 0.0               | 418.9             | N/A          |

P=Preliminary data

**SEPTEMBER 2021 ISLAND HIGHLIGHTS**

| TOTAL EXPENDITURES in \$mil.)            | 2021P            | 2020           | % change       | 2021PYTD          | 2020 YTD          | % change     |
|--|------------------|----------------|----------------|-------------------|-------------------|--------------|
| <b>TOTAL EXPENDITURES in \$mil.)</b>     | <b>1,054.8</b>   | <b>N/A</b>     | <b>N/A</b>     | <b>9,033.6</b>    | <b>N/A</b>        | <b>N/A</b>   |
| Total by air                             | 1,054.8          | N/A            | N/A            | 9,033.6           | N/A               | N/A          |
| O'ahu                                    | 465.9            | N/A            | N/A            | 3,947.9           | N/A               | N/A          |
| Maui                                     | 315.8            | N/A            | N/A            | 2,799.3           | N/A               | N/A          |
| Moloka'i                                 | 1.3              | N/A            | N/A            | 15.6              | N/A               | N/A          |
| Lāna'i                                   | 8.3              | N/A            | N/A            | 73.1              | N/A               | N/A          |
| Kaua'i                                   | 126.5            | N/A            | N/A            | 955.2             | N/A               | N/A          |
| Haw aii Island                           | 137.0            | N/A            | N/A            | 1,242.5           | N/A               | N/A          |
| Visitor arrivals by cruise ships         | 0.0              | 0.0            | N/A            | 0.0               | 11.5              | N/A          |
| <b>TOTAL VISITOR DAYS</b>                | <b>4,630,660</b> | <b>614,172</b> | <b>654.0</b>   | <b>46,838,290</b> | <b>22,215,950</b> | <b>110.8</b> |
| Total by air                             | 4,630,660        | 614,172        | 654.0          | 46,838,290        | 22,072,971        | 112.2        |
| O'ahu                                    | 1,843,446        | 318,122        | 479.5          | 19,621,493        | 10,199,794        | 92.4         |
| Maui                                     | 1,402,089        | 87,807         | 1,496.8        | 14,454,964        | 5,533,314         | 161.2        |
| Moloka'i                                 | 8,872            | 2,592          | 242.3          | 120,746           | 90,726            | 33.1         |
| Lāna'i                                   | 16,989           | 711            | 2,290.8        | 165,128           | 62,065            | 166.1        |
| Kaua'i                                   | 625,155          | 44,253         | 1,312.7        | 4,681,482         | 2,383,963         | 96.4         |
| Haw aii Island                           | 734,109          | 160,688        | 356.9          | 7,794,476         | 3,803,108         | 105.0        |
| Visitor arrivals by cruise ships         | 0                | 0              | N/A            | 0                 | 142,979           | N/A          |
| <b>VISITOR ARRIVALS</b>                  | <b>505,861</b>   | <b>18,409</b>  | <b>2,647.8</b> | <b>4,859,655</b>  | <b>2,211,213</b>  | <b>119.8</b> |
| Total by air                             | 505,861          | 18,409         | 2,647.8        | 4,859,655         | 2,181,028         | 122.8        |
| O'ahu                                    | 246,168          | 11,885         | 1,971.2        | 2,389,565         | 1,280,554         | 86.6         |
| Maui                                     | 172,770          | 2,479          | 6,868.6        | 1,671,848         | 614,505           | 172.1        |
| Moloka'i                                 | 1,697            | 75             | 2,155.6        | 17,790            | 14,960            | 18.9         |
| Lāna'i                                   | 3,924            | 39             | 9,939.8        | 33,424            | 15,167            | 120.4        |
| Kaua'i                                   | 77,313           | 1,096          | 6,955.4        | 537,644           | 286,764           | 87.5         |
| Haw aii Island                           | 80,401           | 3,642          | 2,107.8        | 835,566           | 406,973           | 105.3        |
| Visitor arrivals by cruise ships         | 0                | 0              | N/A            | 0                 | 30,185            | N/A          |
| <b>AVERAGE DAILY CENSUS</b>              | <b>154,355</b>   | <b>20,472</b>  | <b>654.0</b>   | <b>171,569</b>    | <b>81,080</b>     | <b>111.6</b> |
| Total by air                             | 154,355          | 20,472         | 654.0          | 171,569           | 80,558            | 113.0        |
| O'ahu                                    | 61,448           | 10,604         | 479.5          | 71,874            | 37,226            | 93.1         |
| Maui                                     | 46,736           | 2,927          | 1,496.8        | 52,949            | 20,195            | 162.2        |
| Moloka'i                                 | 296              | 86             | 242.3          | 442               | 331               | 33.6         |
| Lāna'i                                   | 566              | 24             | 2,290.8        | 605               | 227               | 167.0        |
| Kaua'i                                   | 20,838           | 1,475          | 1,312.7        | 17,148            | 8,701             | 97.1         |
| Haw aii Island                           | 24,470           | 5,356          | 356.9          | 28,551            | 13,880            | 105.7        |
| Visitor arrivals by cruise ships         | 0                | 0              | N/A            | 0                 | 522               | N/A          |
| <b>AVERAGE LENGTH OF STAY</b>            | <b>9.15</b>      | <b>33.36</b>   | <b>-72.6</b>   | <b>9.64</b>       | <b>10.05</b>      | <b>-4.1</b>  |
| Total by air                             | 9.15             | 33.36          | -72.6          | 9.64              | 10.12             | -4.8         |
| O'ahu                                    | 7.49             | 26.77          | -72.0          | 8.21              | 7.97              | 3.1          |
| Maui                                     | 8.12             | 35.42          | -77.1          | 8.65              | 9.00              | -4.0         |
| Moloka'i                                 | 5.23             | 34.45          | -84.8          | 6.79              | 6.06              | 11.9         |
| Lāna'i                                   | 4.33             | 18.18          | -76.2          | 4.94              | 4.09              | 20.7         |
| Kaua'i                                   | 8.09             | 40.38          | -80.0          | 8.71              | 8.31              | 4.7          |
| Haw aii Island                           | 9.13             | 44.12          | -79.3          | 9.33              | 9.34              | -0.2         |
| Visitor arrivals by cruise ships         | 0.00             | 0.00           | N/A            | 0.00              | 4.74              | N/A          |
| <b>PER PERSON PER DAY SPENDING (\$)</b>  | <b>227.8</b>     | <b>N/A</b>     | <b>N/A</b>     | <b>192.9</b>      | <b>N/A</b>        | <b>N/A</b>   |
| Total by air                             | 227.8            | N/A            | N/A            | 192.9             | N/A               | N/A          |
| O'ahu                                    | 252.7            | N/A            | N/A            | 201.2             | N/A               | N/A          |
| Maui                                     | 225.2            | N/A            | N/A            | 193.7             | N/A               | N/A          |
| Moloka'i                                 | 144.7            | N/A            | N/A            | 129.1             | N/A               | N/A          |
| Lāna'i                                   | 489.5            | N/A            | N/A            | 442.9             | N/A               | N/A          |
| Kaua'i                                   | 202.3            | N/A            | N/A            | 204.0             | N/A               | N/A          |
| Haw aii Island                           | 186.6            | N/A            | N/A            | 159.4             | N/A               | N/A          |
| Visitor arrivals by cruise ships         | 0.0              | 0.0            | N/A            | 0.0               | 80.6              | N/A          |
| <b>PER PERSON PER TRIP SPENDING (\$)</b> | <b>2,085.2</b>   | <b>N/A</b>     | <b>N/A</b>     | <b>1,858.9</b>    | <b>N/A</b>        | <b>N/A</b>   |
| Total by air                             | 2,085.2          | N/A            | N/A            | 1,858.9           | N/A               | N/A          |
| O'ahu                                    | 1,892.7          | N/A            | N/A            | 1,652.1           | N/A               | N/A          |
| Maui                                     | 1,827.6          | N/A            | N/A            | 1,674.4           | N/A               | N/A          |
| Moloka'i                                 | 756.5            | N/A            | N/A            | 876.6             | N/A               | N/A          |
| Lāna'i                                   | 2,119.4          | N/A            | N/A            | 2,188.3           | N/A               | N/A          |
| Kaua'i                                   | 1,636.2          | N/A            | N/A            | 1,776.6           | N/A               | N/A          |
| Haw aii Island                           | 1,704.2          | N/A            | N/A            | 1,487.0           | N/A               | N/A          |
| Visitor arrivals by cruise ships         | 0.0              | 0.0            | N/A            | 0.0               | 382.0             | N/A          |

P=Preliminary data

NA= Visitor spending statistics for September 2020 and for year-to-date September 2020 were not available, as there was no Departure Survey fielding between April through October 2020 due to COVID-19 restrictions.



**SEPTEMBER 2021 ISLAND HIGHLIGHTS (2021 vs. 2019)**

| TOTAL EXPENDITURES in \$mil.)            | 2021P            | 2019             | % change     | 2021P YTD         | 2019 YTD          | % change     |
|--|------------------|------------------|--------------|-------------------|-------------------|--------------|
| <b>TOTAL EXPENDITURES in \$mil.)</b>     | <b>1,054.8</b>   | <b>1,246.3</b>   | <b>-15.4</b> | <b>9,033.6</b>    | <b>13,302.1</b>   | <b>-32.1</b> |
| Total by air                             | 1,054.8          | 1,235.4          | -14.6        | 9,033.6           | 13,262.2          | -31.9        |
| O'ahu                                    | 465.9            | 607.3            | -23.3        | 3,947.9           | 6,113.3           | -35.4        |
| Maui                                     | 315.8            | 339.7            | -7.0         | 2,799.3           | 3,857.2           | -27.4        |
| Moloka'i                                 | 1.3              | 1.7              | -25.8        | 15.6              | 24.9              | -37.4        |
| Lāna'i                                   | 8.3              | 8.7              | -4.4         | 73.1              | 95.0              | -23.0        |
| Kaua'i                                   | 126.5            | 132.0            | -4.2         | 955.2             | 1,456.0           | -34.4        |
| Haw aii Island                           | 137.0            | 145.9            | -6.1         | 1,242.5           | 1,715.8           | -27.6        |
| Visitor arrivals by cruise ships         | 0.0              | 10.9             | N/A          | 0.0               | 39.9              | N/A          |
| <b>TOTAL VISITOR DAYS</b>                | <b>4,830,660</b> | <b>6,185,073</b> | <b>-25.1</b> | <b>46,838,290</b> | <b>68,147,048</b> | <b>-31.3</b> |
| Total by air                             | 4,830,660        | 6,089,616        | -24.0        | 46,838,290        | 67,700,771        | -30.8        |
| O'ahu                                    | 1,843,446        | 3,032,784        | -39.2        | 19,621,493        | 31,824,294        | -38.3        |
| Maui                                     | 1,402,089        | 1,561,585        | -10.2        | 14,454,964        | 18,179,739        | -20.5        |
| Moloka'i                                 | 8,872            | 15,750           | -43.7        | 120,746           | 202,336           | -40.3        |
| Lāna'i                                   | 16,989           | 17,985           | -5.5         | 165,128           | 200,925           | -17.8        |
| Kaua'i                                   | 625,155          | 659,019          | -5.1         | 4,681,482         | 7,670,493         | -39.0        |
| Haw aii Island                           | 734,109          | 802,494          | -8.5         | 7,794,476         | 9,622,983         | -19.0        |
| Visitor arrivals by cruise ships         | 0                | 95,457           | N/A          | 0                 | 446,277           | N/A          |
| <b>VISITOR ARRIVALS</b>                  | <b>505,861</b>   | <b>736,155</b>   | <b>-31.3</b> | <b>4,859,655</b>  | <b>7,828,965</b>  | <b>-37.9</b> |
| Total by air                             | 505,861          | 718,042          | -29.5        | 4,859,655         | 7,733,815         | -37.2        |
| O'ahu                                    | 246,168          | 458,588          | -46.3        | 2,389,565         | 4,657,880         | -48.7        |
| Maui                                     | 172,770          | 210,108          | -17.8        | 1,671,848         | 2,314,113         | -27.8        |
| Moloka'i                                 | 1,697            | 5,323            | -68.1        | 17,790            | 48,086            | -63.0        |
| Lāna'i                                   | 3,924            | 5,770            | -32.0        | 33,424            | 65,292            | -48.8        |
| Kaua'i                                   | 77,313           | 93,501           | -17.3        | 537,644           | 1,039,227         | -48.3        |
| Haw aii Island                           | 80,401           | 112,138          | -28.3        | 835,566           | 1,323,943         | -36.9        |
| Visitor arrivals by cruise ships         | 0                | 18,114           | N/A          | 0                 | 95,150            | N/A          |
| <b>AVERAGE DAILY CENSUS</b>              | <b>154,355</b>   | <b>206,189</b>   | <b>-25.1</b> | <b>171,569</b>    | <b>249,623</b>    | <b>-31.3</b> |
| Total by air                             | 154,355          | 202,987          | -24.0        | 171,569           | 247,988           | -30.8        |
| O'ahu                                    | 61,448           | 101,093          | -39.2        | 71,874            | 116,573           | -38.3        |
| Maui                                     | 46,736           | 52,053           | -10.2        | 52,949            | 66,592            | -20.5        |
| Moloka'i                                 | 296              | 525              | -43.7        | 442               | 741               | -40.3        |
| Lāna'i                                   | 566              | 599              | -5.5         | 605               | 736               | -17.8        |
| Kaua'i                                   | 20,838           | 21,967           | -5.1         | 17,148            | 28,097            | -39.0        |
| Haw aii Island                           | 24,470           | 26,750           | -8.5         | 28,551            | 35,249            | -19.0        |
| Visitor arrivals by cruise ships         | 0                | 3,182            | N/A          | 0                 | 1,635             | N/A          |
| <b>AVERAGE LENGTH OF STAY</b>            | <b>9.15</b>      | <b>8.40</b>      | <b>9.0</b>   | <b>9.64</b>       | <b>8.70</b>       | <b>10.7</b>  |
| Total by air                             | 9.15             | 8.48             | 7.9          | 9.64              | 8.75              | 10.1         |
| O'ahu                                    | 7.49             | 6.61             | 13.2         | 8.21              | 6.83              | 20.2         |
| Maui                                     | 8.12             | 7.43             | 9.2          | 8.65              | 7.86              | 10.1         |
| Moloka'i                                 | 5.23             | 2.96             | 76.7         | 6.79              | 4.21              | 61.3         |
| Lāna'i                                   | 4.33             | 3.12             | 38.9         | 4.94              | 3.08              | 60.5         |
| Kaua'i                                   | 8.09             | 7.05             | 14.7         | 8.71              | 7.38              | 18.0         |
| Haw aii Island                           | 9.13             | 7.16             | 27.6         | 9.33              | 7.27              | 28.3         |
| Visitor arrivals by cruise ships         | 0.00             | 5.27             | N/A          | 0.00              | 4.69              | N/A          |
| <b>PER PERSON PER DAY SPENDING (\$)</b>  | <b>227.8</b>     | <b>201.5</b>     | <b>13.0</b>  | <b>192.9</b>      | <b>195.2</b>      | <b>-1.2</b>  |
| Total by air                             | 227.8            | 202.9            | 12.3         | 192.9             | 195.9             | -1.5         |
| O'ahu                                    | 252.7            | 200.2            | 26.2         | 201.2             | 192.1             | 4.7          |
| Maui                                     | 225.2            | 217.5            | 3.5          | 193.7             | 212.2             | -8.7         |
| Moloka'i                                 | 144.7            | 109.8            | 31.8         | 129.1             | 123.1             | 4.9          |
| Lāna'i                                   | 489.5            | 483.8            | 1.2          | 442.9             | 472.9             | -6.3         |
| Kaua'i                                   | 202.3            | 200.4            | 1.0          | 204.0             | 189.8             | 7.5          |
| Haw aii Island                           | 186.6            | 181.8            | 2.7          | 159.4             | 178.3             | -10.6        |
| Visitor arrivals by cruise ships         | 0.0              | 114.1            | N/A          | 0.0               | 89.3              | N/A          |
| <b>PER PERSON PER TRIP SPENDING (\$)</b> | <b>2,085.2</b>   | <b>1,692.9</b>   | <b>23.2</b>  | <b>1,858.9</b>    | <b>1,699.1</b>    | <b>9.4</b>   |
| Total by air                             | 2,085.2          | 1,720.5          | 21.2         | 1,858.9           | 1,714.8           | 8.4          |
| O'ahu                                    | 1,892.7          | 1,324.3          | 42.9         | 1,652.1           | 1,312.5           | 25.9         |
| Maui                                     | 1,827.6          | 1,616.7          | 13.0         | 1,674.4           | 1,666.8           | 0.5          |
| Moloka'i                                 | 756.5            | 324.9            | 132.9        | 876.6             | 518.1             | 69.2         |
| Lāna'i                                   | 2,119.4          | 1,508.1          | 40.5         | 2,188.3           | 1,455.4           | 50.4         |
| Kaua'i                                   | 1,636.2          | 1,412.2          | 15.9         | 1,776.6           | 1,401.1           | 26.8         |
| Haw aii Island                           | 1,704.2          | 1,301.2          | 31.0         | 1,487.0           | 1,296.0           | 14.7         |
| Visitor arrivals by cruise ships         | 0.0              | 601.5            | N/A          | 0.0               | 418.9             | N/A          |

P=Preliminary data

# Hawaii Needs to Focus on Developing Good Governance in Managing Tourism

October 13, 2021

*UHERO BLOGS ARE CIRCULATED TO STIMULATE DISCUSSION AND CRITICAL COMMENT. THE VIEWS EXPRESSED ARE THOSE OF THE INDIVIDUAL AUTHORS. WHILE BLOGS BENEFIT FROM ACTIVE UHERO DISCUSSION, THEY HAVE NOT UNDERGONE FORMAL ACADEMIC PEER REVIEW.*

By Paul Brewbaker, Frank Haas, and James Mak

In order to develop and apply policies for tourism in destinations, there is usually a requirement for knowledge, thought, the application of power, resources and rules, and also coordination and cooperation among numerous actors. Together, these are the key features of governance.

*Bill Bramwell  
Sheffield Hallett University  
UK*

At the start of 2020, the Hawai‘i Tourism Authority (HTA)—a semi-autonomous State government agency—issued its [2020-2025 Strategic Plan](#). More than a year later, it issued [individual island action plans](#) that describe the specific actions HTA would take to “rebuild, redefine and reset tourism’s direction over a three/four year period [2021-2024]...”

The 2020-2025 Strategic Plan and its companion destination management action plans (DMAPs) are not the first tourism plans that the State has crafted. The first State tourism functional plan—a ten-year plan—was adopted in 1980. Until now, the State’s policy toward tourism has been to accommodate its growth. With HTA’s new DMAPs, that is about to change! For example, one action in HTA’s DMAP for O‘ahu calls for HTA, in collaboration with State and County agencies and community groups, to “decrease the total number of visitors to O‘ahu to a manageable level by controlling the number of visitor accommodations and exploring changes to land use, zoning and airport policies.” There are similar actions in the other islands’ DMAPs. That caught our attention. We are not convinced that HTA can achieve this or many of the other actions because they lie beyond HTA’s capacity. We explain why in this essay. (We set aside for another day a discussion of whether reducing the number of visitors would actually be good for the community.)

## **O‘ahu’s Destination Management Action Plan, 2021-2024**

In the O‘ahu DMAP, the tourism vision for the island says: “By 2024, together with the community, the visitor industry will be rooted in *mālama* — to take care of this place and each other. O‘ahu will live in joy, abundance, and resilience because visitors and residents understand what is *pono*, and have respect for each other and the environment.”

To realize this vision, HTA's O'ahu Steering Committee (invited stakeholders representing the visitor industry, non-tourism businesses, the community, and other nonprofit organizations) developed ten actions (A-J) to be completed between 2021 and 2024. At the top of the list, Action A aims to reduce the number of visitors on O'ahu. The remaining actions call for improving infrastructure and managing visitor sites; implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior; identify sites and implement stewardship plans for key hotspots; establish a "regenerative tourism fee" to fund protection of Hawai'i's natural resources, and others. The actions are further broken down into 45 specific actions/activities (e.g. A.1, A.2...B.1, B.2...) with responsibilities delegated to a range of government and non-governmental organizations either in lead or supporting roles. HTA has the lead responsibility in 33 activities and a supporting role in 10 of them. Non-HTA organizations expected to participate include several State agencies (Department of Transportation, Department of Land and Natural Resources, the Public Utilities Commission, Department of Agriculture, Department of Business, Economic Development and Tourism), Hawai'i Invasive Species Council, the County, the "community/communities", O'ahu Visitors Bureau, Global Marketing Team, Hawai'i Visitors and Convention Bureau, Native Hawaiian Hospitality Association, private land owners, and the private sector/private industry/visitor industry.

HTA destination action plans for the individual Neighbor Islands similarly include over 150 planned actions/activities to be completed by 2023.

As correctly pointed out by Castle High School senior, Jamie Hirano, in her recent *Star-Advertiser* op-ed column ("Addressing flaws in HTA's new plan," September 8, 2021), a difficult obstacle stands in the way of achieving the HTA action plans: "HTA lacks authority over state and county agencies." We made the same point in our 2019 University of Hawaii Economic Research Organization (UHERO) white paper, "[Charting A New Course for Hawaii Tourism](#)." One member of the O'ahu DMAP Steering Committee further questioned whether the specified agencies are aware of their assigned responsibilities and whether they are even in agreement with the action plans assigned to them ("Culture and Tourism", *Star-Advertiser*, September 26, 2021).

Unfortunately, the action plans don't consider what it would cost to implement the proposed actions or where the funding will come from. That makes it hard to evaluate the benefits versus costs of implementing these actions. It is a serious shortcoming as State lawmakers passed legislation during the last session requiring HTA to compete for funding from the general fund; moreover, there is no guarantee that other agencies have funds available for DMAP projects.

### **The Need to Focus on Tourism Governance**

Hawai'i has been very good at crafting tourism plans that involve broad community input. The problem has been ineffective implementation due to ineffective governance. Bill Bramwell (*Journal of Sustainable Tourism*, 2011) opines that destinations that want to promote sustainable tourism are more likely to succeed when there is effective governance. Maria de la Cruz Pulido-Fernandez and Juan Ignacio Pulido-Fernandez (*Sustainability*, 2019) define governance in tourism succinctly as "a process whereby different stakeholders interact in order to solve problems and find opportunities for the different sectors involved ... It is the coordinated

participation of all stakeholders in the tourist destination with a view to achieving shared goals.” An effective governance system is one that is able to provide horizontal coordination (*i.e.* coordination across State agencies), vertical coordination (*i.e.* coordination between State and county agencies) and interaction with the industry, the community and all other stakeholders.

What remains unclear is who should be responsible for coordination, and how does the coordinator get tourism stakeholders to cooperate and agree to implement and fund programs? Examining Hawai‘i’s experience in tourism governance may yield useful insights into why well-meaning tourism plans often are not successfully implemented.

### **HTA and Tourism Governance in Hawai‘i**

That Hawai‘i does not have effective tourism governance was publicly acknowledged in HTA’s FY2015 *Annual Report to the Hawai‘i State Legislature*:

“In 2015, the HTA developed a new 5-year strategic plan to replace the previous 10-year plan adopted in 2004. The Hawai‘i Tourism Strategic Plan 2005-2015 was organized as an overall ‘state’ plan for tourism [not just an HTA agency plan] that designated government agencies or various private-sector groups as the lead agencies responsible for some of the plan’s key initiatives. In reality, the HTA did not have sufficient authority or resources to require others to help carry out that plan, or to constantly monitor and oversee what was being done by others. Therefore, the new [2016] Hawai‘i Tourism Authority Strategic Plan (HTASP) is an ‘HTA’ plan only, though it recognizes the need to work with partners and stakeholders. This approach is intended to increase the odds the HTASP can be successfully implemented, give clear guidance on priorities, and permit accurate measures of success and progress.”

HTA is not at fault for taking the initiative to “work around” the management and fiscal constraints imposed upon it; nonetheless, a governance model that recognizes the need for long term planning, budgeting, and cross-jurisdictional management would better address these challenges.

Likewise, HTA’s current 2020-2025 Strategic Plan focuses “primarily on what HTA can do on its own, and secondarily, what it *hopes* to do in partnership with other private and public organizations” (emphasis added). As the latest HTA tourism strategic and action plans are not State plans, they only required approval by the HTA board and not by state lawmakers or other agencies. Why should we expect the outcome to be any different this time? To be sure, there has been an important change in program priorities at HTA as it pivots from tourism marketing to greater emphasis on destination management. A recent *Star-Advertiser* editorial (“Good start for better tourism”, October 4, 2021) noted that some progress is being made. But HTA, despite its good intentions, is still plagued by structural shortcomings that have not been remedied.

In tourism governance, the State and other stakeholders depend on each other to work effectively to achieve common goals. Hawai‘i does not have a tourism governance system that facilitates coordination and collaboration among divergent stakeholders. By contrast, Noel Scott and Giuseppe Marzano (*Tourism Recreational Research*, 2015) note that in Australia horizontal and vertical coordination are achieved “through participation in working groups, as well as regular meetings of all Commonwealth State and Territory tourism ministers who gather at least once

annually to provide direction to reform and implementation of its [National Long-Term Tourism] Strategy.”

In our 2019 white paper — Charting A New Course for Hawaii Tourism — we argued that three conditions are required to successfully manage a destination: 1.) Authority to take action, 2.) Sufficient resources to implement actions, and 3.) A long-term strategic view. Hawai‘i doesn’t meet these conditions. What is needed is a system that is able to govern tourism across jurisdictions, agencies, functions and stakeholder groups. It must have the authority to marshal the expertise and resources of other agencies in addressing tourism’s challenges. The long-term solution for tourism sustainability will require buy in and participation from a broad range of stakeholders.

In late 2019, the International Sustainable Tourism Initiative (ISTI) and the Harvard Extension School held a forum on tourism policy and governance. The main conclusion/recommendation to come out of the forum is that “effective governance requires new organizational systems to ensure sustainability is embedded into the future management of tourism” and that “creation of interlinked government bodies will be necessary.” In other words, HTA cannot do it by itself. Nor can the Department of Business, Economic Development and Tourism (DBEDT). Developing good governance is a team exercise.

Some destinations have created separate organizations with broad community representation to coordinate and implement their strategic tourism plans. For example, the City of Edinburgh (UK) employs a ‘collective leadership approach’ to implement its Edinburgh Tourism 2020 Strategy. The City formed the Strategic Implementation Group (SIG) which “brings together senior stakeholders from across the tourism sector who collectively are responsible for overseeing the successful delivery of the strategy.”

In July 2016, Barcelona’s City Council approved the establishment of a Tourism Council “which aims to represent the general public as a whole as well as the sector. It is chaired by the Mayor and composed of representatives from the general public and neighbourhood sector, the tourist sector, the commerce and catering sector, culture and sport, trade unions, environmental, social and territorial groups, experts and municipal professionals, as well as representatives from each of the municipal political groups.” It is only an advisory body. Inter-departmental co-ordination of tourism is achieved through the Tourism Council, the Tourism and City Municipal Working Group (a municipal inter-departmental working group), and the Tourism Management Working Group “which coordinate municipal service initiatives.” In both Edinburgh and Barcelona, new institutions were created to facilitate plan implementation.

In the U.S., the federal government recognizes that successful implementation of the National Travel and Tourism Strategy ([2019 Update](#)) requires “better coordination within the federal government...[and] with the private sector and state, territorial, tribal, and local governments.” To that end, it has a Tourism Policy Council with “high-level representation by each member agency, organize working groups aligned with [the] National Travel and Tourism Strategy, and meet at least annually to identify and address barriers to progress and coordinate efforts.”

## **Conclusion**

Hawai'i began to craft strategic tourism plans beginning in the 1970s. Over the years, plan objectives have remained largely unchanged. For example, the O'ahu DMAP 2021-2024 lists six objectives: (1) create positive contributions to the quality of life for O'ahu's residents; (2) Support the maintenance, enhancement, and protection of O'ahu's natural resources; (3) Ensure the authentic Hawaiian culture is perpetuated and accurately presented; (4) Maintain and improve visitor satisfaction; (5) Strengthen tourism's economic contribution to O'ahu; and (6) Increase communication and understanding between the residents and visitor industry. These laudable objectives have been repeated over and over again. While the objectives haven't changed, the actions required to attain them have changed. That is as it should be since circumstances have changed over time; for one thing, overtourism has become a much larger social issue since the 1970s. The problem with Hawai'i's strategic planning process for tourism is that Hawai'i has put massive efforts into developing tourism plans but has put little effort and thought into developing a governance system to ensure that plans are successfully implemented. That has to change.

## Exhibit 2J

### CITY AND COUNTY OF HONOLULU DEPARTMENT OF PARKS AND RECREATION

Pursuant to and by virtue of the authority set forth in Section 10-1.3, Revised Ordinances of Honolulu, 1990, as amended, the Director of Parks and Recreation, subject to the approval of the Mayor of the City and County of Honolulu, hereby amends the following rules and regulations relating to the use and defining the specific users of Hanauma Bay Nature Preserve.

#### AMENDED RULES AND REGULATIONS RELATING TO VISITOR USE LEVELS AND CONTROLS AT HANAUMA BAY NATURE PRESERVE

##### Part I

Section 1. Findings and Purpose. The Department of Parks and Recreation finds that the unrestrained use of Hanauma Bay Nature Preserve has contributed to the rapid deterioration of a finite resource. Therefore, it is incumbent upon the Department of Parks and Recreation to adopt reasonable rules to control usage of Hanauma Bay Nature Preserve and the level of visitors to insure preservation of a unique resource.

The Department further finds that to prevent further deterioration of Hanauma Bay Nature Preserve, the Department must regulate commercial activities which sell the uniqueness of Hanauma Bay Nature Preserve and make use of the Hanauma Bay Nature Preserve's facilities. It is recognized that commercial activities within City parks exist as a privilege, not as a right. Therefore, all reasonable measures by the Department of Parks and Recreation to minimize the adverse impacts of commercial activities upon park capacities are just and proper. These measures may include, but not limited to, temporarily or permanently closing the facility for maintenance purposes or when the commercial activities become incompatible due to changes in circumstances. [Eff: March 31, 1990, am: JUL 16, 1998](Auth: RCH 1994 § 4-105; ROH 1990 § 1-9.1) (Imp: ROH 1990 §§ 10-1.2, 10-1.3)

Section 2. Applicability and Scope. These rules shall apply to all areas within Hanauma Bay Nature Preserve under the jurisdiction of the City and County of Honolulu. The purpose of these rules is to govern the use and to protect and preserve a finite resource. [Eff: March 31, 1990, am: JUL 16, 1998] (Auth: RCH 1994 § 4-105; ROH 1990 § 1-9.1) (Imp: ROH 1990 §§ 10-1.2, 10-1.3)

Section 3. Definitions. As used in these rules, unless the context requires otherwise:

"Authorized representative" means any person legally or otherwise properly designated to act for the Director.

"City" means the City and County of Honolulu.

"Commercial Tour Company" means any individual, partnership, corporation, firm, association, or other business entity (including any of its employees) who promotes, sells, or merchandises Hanauma Bay Nature Preserve, whether as a sole destination, or as an incidental stop in conjunction with other stops or activities.

"Department" means the Department of Parks and Recreation, City and County of Honolulu.

"Director" means the Director of Parks and Recreation, City and County of Honolulu.

"Hawaiian" means any descendant of the aboriginal people inhabiting the Hawaiian Islands which exercised sovereignty and subsisted in the Hawaiian Islands in 1778, and which people thereafter have continued to reside in Hawaii.

"Lower Level" means all areas makai of the upper level of Hanauma Bay Nature Preserve, to include such areas as the sandy beach, "Witch's Brew" and "Queen's Bath" areas.

"Permit" means a written warrant granted by the Director authorizing use of a public park area.

"Permittee" means an individual, group or organization who has requested and received permission to conduct an authorized activity.

"Upper level" means the portion of Hanauma Bay Nature Preserve located between Kalaniana'ole Highway and the lookout area. [Eff: March 31, 1990, am: JUL 16, 1998] (Auth: RCH 1994 § 4-105; ROH 1990 § 1-9.1) (Imp: ROH 1990 §§ 10-1.2, 10-1.3)

Section 4. Penalties. Any person convicted of a violation of these rules may be subjected to a fine of up to five hundred dollars (\$500.00), or by imprisonment for up to thirty days, or by both fine and imprisonment, for each violation. [Eff: March 31, 1990, am: JUL 16, 1998] (Auth: RCH 1994 § 4-105; ROH 1990 § 1-9.1) (Imp: ROH 1990 §§ 10-1.2, 10-1.3)

## Part II

### Section 5. Times of Use.

(a) Except holidays, Hanauma Bay Nature Preserve shall be closed to visitors every Tuesday.

(b) Hanauma Bay Nature Preserve shall be closed between the hours of 7 p.m. to 6 a.m. from the Memorial Day weekend through the Labor Day weekend. From the day after the Labor Day weekend through the day prior to the Memorial Day weekend the hours of closure shall be 6 p.m. through 6 a.m.



(c) Hanauma Bay Nature Preserve may also be closed to all visitors when:

(1) The park or park facilities sustain damages; for scheduled or ongoing construction; repairs or maintenance activities; or because of other reasons.

(2) A state of emergency is declared by the Director or other proper authorities.

(3) Natural or civil disturbances, including but not limited to, tsunamis, floods, earthquakes, storms, riots, demonstrations and employee strikes occur or threaten to occur. [Eff: March 31, 1990, am: JUL 16, 1998] (Auth: RCH 1994 § 4-105; ROH 1990 § 1-9.1) (Imp: ROH 1990 §§ 10-1.2, 10-1.3).

#### Section 6. Fees and Admission to Lower Level

(a) The following fees shall be assessed for entrance to the Hanauma Bay Nature Preserve:

(1) For nonresidents of Hawaii, 13 years of age and older, to enter the lower level (beyond the scenic lookout): \$7.50 per person.

(2) For vehicles entering the preserve, a \$1 parking fee shall be assessed; provided that this parking fee shall be refunded to all vehicles departing from Hanauma Bay Nature Preserve within 15 minutes of their entry.

(b) The Director is authorized to waive the fees provided by this section and to allow entry of any person to the Hanauma Bay Nature Preserve as part of an educational or promotional program or package made available or authorized by the City.

(c) Hawaiians entering the Hanauma Bay Nature Preserve to exercise their traditional and customary rights for subsistence, cultural and religious purposes shall be exempt from paying admission fees; provided that nothing in this subsection shall be construed as allowing activities which may be otherwise prohibited by the Hawaii Revised Statutes or administrative rules of the Department of Land and Natural Resources.

(d) In order to protect the quality of Hanauma Bay Nature Preserve, no more than 2,000 people may access the lower level of Hanauma Bay Nature Preserve at any one time. This number may be adjusted based on future studies or reports. [Eff: March 31, 1990, am: Jul 16, 1998 (Auth: RCH 1994 § 4-105; ROH 1990 § 1-9.1) (Imp: ROH 1990 §§ 10-1.2, 10-1.3)

#### Section 7. Public Parking Lot.

(a) The use of the public parking lot shall be limited to non-commercial and U-Drive passenger vehicles and authorized permittees who have obtained commercial filming, commercial scuba and snorkeling permits, in accordance with rules governing these activities. Upon request, the permittees shall show the permits to any authorized representative of the City.

(b) Parking shall be limited to the number of parking stalls marked within the paved area of the parking lot.

(c) Vehicles shall be denied entry into the parking lot when full.

(d) All applicable fees shall be assessed in accordance with section 6 of these rules and regulations. [Eff: March 31, 1990, am: JUL 16, 1998] (Auth: RCH 1994 § 4- 105; ROH 1990 § 1-9.1) (Imp: ROH 1990 §§ 10-1.2, 10- 1.3)

Section 8. Commercial Vehicle Lot and Upper Level Scenic Viewing Areas.

(a) Commercial tour company vehicles are authorized to use the commercial vehicle lot and scenic viewing areas located in the upper level of the Hanauma Bay Nature Preserve.

(b) Taxis and vehicles displaying a disabled parking placard shall be allowed to drop off and pick up patrons in designated areas of the commercial vehicle lot, provided that the taxis and vehicles displaying a disabled parking placard comply with all applicable State statutes, City ordinances and Public Utilities Commission rules and regulations.

(c) Use of the commercial vehicle lot and scenic viewing areas shall be limited to sightseeing and picture taking activities.

(d) Sightseeing and picture taking activities in the commercial vehicle lot shall be limited to a period of fifteen minutes and confined to the upper level of Hanauma Bay Nature Preserve.

(e) The use of the lower level of Hanauma Bay Nature Preserve by commercial tour companies and their patrons shall be prohibited unless authorized under City concession.

(f) The Department reserves the right to control the numbers of commercial vehicles, including taxis, shuttles, limousines, buses, in the commercial vehicle lot.

(g) Vehicles shall be denied entry into the commercial vehicle lot when congestion presents a safety hazard. [Eff: March 31, 1990, am: JUL 16, 1998 ] (Auth: RCH 1994 § 4-105; ROH 1990 § 1-9.1) (Imp: ROH 1990 §§ 10- 1.2, 10-1.3)

Section 9. Severability. If any section, subsection, sentence, clause, phrase or portion of these rules are for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision and such holdings shall not affect the validity of the remaining portions hereof. [Eff: March 31, 1990, am: Jul 16 1998 (Auth: RCH 1994 § 4-105; ROH 1990 § 1-9.1) (Imp: ROH 1990 §§ 10-1.2, 10-1.3)]

Section 10. Effective Date. These rules shall take effect ten days after filing with the Office of the City Clerk.

ADOPTED this 1st day of July, 1998, by the Director of the Department of Parks and Recreation, City and County of Honolulu, State of Hawaii.

Director

/s/ William D. Balfour, Jr.  
WILLIAM D. BALFOUR, JR.,

Department of Parks and Recreation  
City and County of Honolulu

APPROVED AS TO FORM:

/s/ Dawn D. M. Spurlin  
Deputy Corporation Counsel

APPROVED this 25th day of  
June, 1998.

/s/ Jeremy Harris  
JEREMY HARRIS, Mayor  
city and County of Honolulu

#### CERTIFICATION

I, WILLIAM D. BALFOUR, JR., in my capacity as Director of the Department of Parks and Recreation, City and County of Honolulu, do hereby certify that the foregoing is a full, true and correct copy of the Amended Rules and Regulations Relating to Visitor Use Levels and Controls At Hanauma Bay Nature Preserve which were adopted on June 25, 1998, 1998, following a public hearing held on July 2, 1997, after public notice was given on May 28, 1997, in the Honolulu Star-Bulletin.

Director

/s/ William D. Balfour, Jr.  
WILLIAM D. BALFOUR, JR.,  
Department of Parks and

Recreation  
Honolulu

City and County of

Received this 6th day of  
July, 1998.

/s/ Genevieve G. Wong  
GENEVIEVE G. Wong, City Clerk



NATIVE HAWAIIANS IN  
HAWAII'S TOURISM  
SECTOR – 2021 UPDATE

January 2021

Research and Economic Analysis Division

Department of Business, Economic  
Development and Tourism

State of Hawaii

This report was prepared by Dr. Wayne Liou, Economist, under the direction of Dr. Eugene Tian, Division Administrator.

### **Executive Summary**

Between 2015 and 2019, an average of 48,682 Native Hawaiians worked in the tourism intensive industries per year, accounted for 19.8 percent of the total workers in these industries, and 36.5 percent of the Native Hawaiian workers in all the industries. Compared with all the employees in the tourism intensive industries, Native Hawaiian workers were generally younger, more single, more with a high school diploma (but less with bachelor's degree or higher), and the average wage was lower than the state level for these industries. In the tourism intensive industries, more Native Hawaiians were wage and salary employees at 95.7 percent of workers, compared to 91.0 percent for all workers.

The top five occupations for Native Hawaiian workers in the tourism sector were sales, transportation and material moving, food preparation and serving, office administration, and management. However, in terms of Native Hawaiians' share in the occupation category, legal occupations had the largest share of Native Hawaiians at 57.3 percent; followed by protective services at 29.8 percent; transportation and material moving at 29.40percent; farming, fishing, and forestry at 27.4 percent; and life, physical, and social sciences at 25.9 percent.

## Native Hawaiians in Hawaii's Tourism Sector

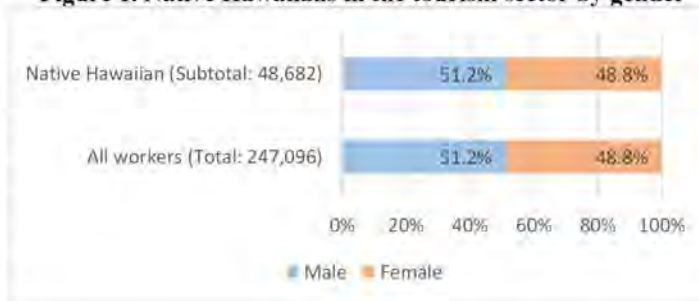
This report is an overview of Native Hawaiians who were employed in Hawaii's tourism sector<sup>1</sup>. Here the focus is on five tourism intensive industries: accommodation and food services; arts, entertainment, and recreation; real estate and rental and leasing; retail trade; and transportation and warehousing. The data source is the U.S. Census Bureau, 2015-2019 American Community Survey (ACS) 5-year Public Use Microdata Sample (PUMS). For the purposes of this report, Native Hawaiians are defined using the "RACNH" variable in the PUMS.

### Demographic Characteristics

From 2015 to 2019, 48,682 Native Hawaiians were employed in Hawaii's tourism sector, accounting for just under 20 percent of the 242,392 employees in the tourism sector at the state level. The male-to-female ratio among Native Hawaiian employees was the same as all workers in the tourism sector at the state level.

On average, Native Hawaiian employees were younger than all employees in the tourism sector; over half (59.1 percent) of Native Hawaiians in the tourism industry were under the age of 40, compared with 48.3 percent of all employees in tourism.

**Figure 1. Native Hawaiians in the tourism sector by gender**



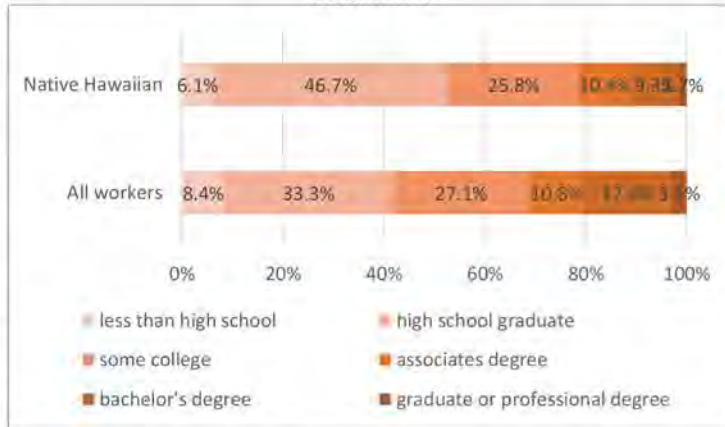
**Figure 2. Native Hawaiians in the tourism sector by age**



<sup>1</sup> According to the North American Industry Classification System (NAICS), tourism is not classified as an industry. Most tourism studies define tourism as a sector which consists of partial of industries such as accommodation, food services, retail trade, transportation, and so on. This report looks at the five tourism industries. According to DBEDT 2017 Input-Output model, these five industries accounted for about 90.5 percent of all visitor expenditures.

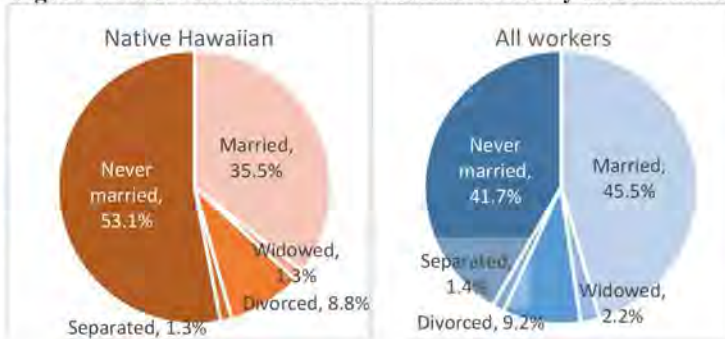
Just under half of Native Hawaiian employees were high school graduates, compared with one third of all employees in tourism. Shares of employees with some college education were roughly the same between Native Hawaiian and all workers. However, less than 10 percent of Native Hawaiian employees had a bachelor's degree or above, compared to 20 percent among all tourism industry workers in Hawaii.

**Figure 3. Native Hawaiians in the tourism sector by educational attainment**



More than half of Native Hawaiian employees were never married, over 10 percentage points higher than all workers. This is probably related to the fact that Native Hawaiian employees were younger on average in Hawaii's tourism sector.

**Figure 4. Native Hawaiians in the tourism sector by marital status**



**Employment and Wage by Industry**

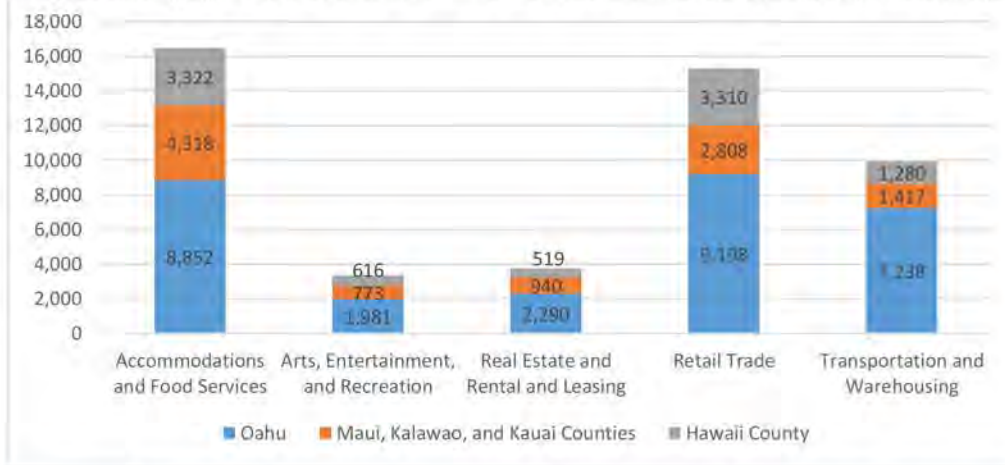
In Hawaii's tourism sector, the accommodation and food services industry had the largest group of Native Hawaiian workers, 16,492 in total, followed by the retail industry, where 15,316 Native Hawaiians were employed. In both the arts, entertainment, and recreation industry and the real estate and rental and leasing industry, there were less than 4,000 Native Hawaiians.

Across all five industries, most Native Hawaiians were employed in Honolulu County, followed by Maui, Kalawao and Kauai County<sup>2</sup>, except in the retail trade industry where Hawaii County had more Native Hawaiians than Maui, Kalawao and Kauai County.

<sup>2</sup> In the U.S. Census American Community Survey data, Maui, Kalawao and Kauai Counties are combined. U.S. Census Bureau recognize Kalawao as a County according to the Kalaupapa settlement in the 1880's.



**Figure 5. Employment of Native Hawaiians in the tourism sector by industry and county**



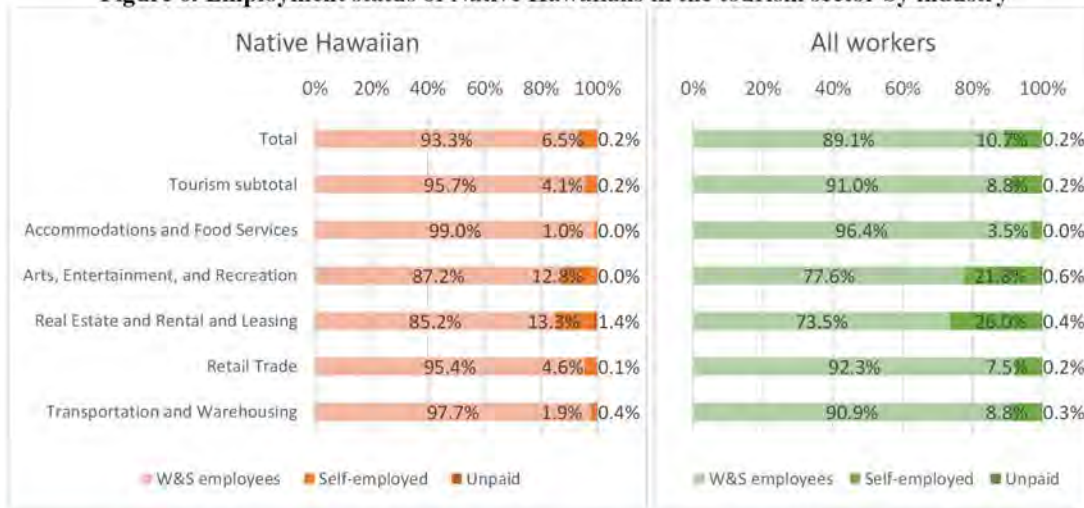
**Table 1. Employment of Native Hawaiians in the tourism sector by industry and county**

|                                     | Native Hawaiian |                                 |               |                | All workers    |                                 |               |                |
|-------------------------------------|-----------------|---------------------------------|---------------|----------------|----------------|---------------------------------|---------------|----------------|
|                                     | Oahu            | Maui, Kalawao, and Kauai County | Hawaii County | Total          | Oahu           | Maui, Kalawao, and Kauai County | Hawaii County | Total          |
| Accommodation and Food Services     | 8,852           | 4,318                           | 3,322         | 16,492         | 60,240         | 24,847                          | 12,173        | 97,260         |
| Arts, Entertainment, and Recreation | 1,981           | 773                             | 616           | 3,370          | 9,373          | 4,124                           | 3,011         | 16,508         |
| Real Estate and Rental and Leasing  | 2,290           | 940                             | 519           | 3,749          | 13,502         | 5,748                           | 3,564         | 22,814         |
| Retail Trade                        | 9,198           | 2,808                           | 3,310         | 15,316         | 51,880         | 12,737                          | 10,803        | 75,420         |
| Transportation and Warehousing      | 7,238           | 1,417                           | 1,280         | 9,935          | 26,276         | 5,407                           | 3,411         | 35,094         |
| <b>Tourism subtotal</b>             | <b>29,559</b>   | <b>10,256</b>                   | <b>9,047</b>  | <b>48,862</b>  | <b>161,271</b> | <b>52,863</b>                   | <b>32,962</b> | <b>247,096</b> |
| <b>Total</b>                        | <b>86,119</b>   | <b>24,262</b>                   | <b>23,359</b> | <b>133,740</b> | <b>470,148</b> | <b>120,710</b>                  | <b>87,584</b> | <b>678,442</b> |

In Hawaii’s tourism sector, 95.7 percent of Native Hawaiians were wage and salary workers, compared with 91.0 percent of all employees in tourism and 93.3 percent of Native Hawaiians in all industries. For each tourism intensive industry, the share of wage and salary workers among Native Hawaiians was higher than the state level. The accommodation and food service industry saw the greatest share of wage and salary workers, with 99 percent among Native Hawaiians and 96.4 percent among all workers. Native Hawaiian’s shares of wage and salary employees were the least in the real estate and rental and leasing industry and the arts, entertainment, and recreation

industry, at 85.2 percent and 87.2 percent respectively. These two industries had the largest share of self-employed workers among Native Hawaiians, as well as among all workers. Only a few Native Hawaiians were unpaid workers, accounting for less than 0.3 percent of all Native Hawaiians workers in tourism.

**Figure 6. Employment status of Native Hawaiians in the tourism sector by industry**



**Table 2. Employment status of Native Hawaiians in the tourism sector by industry**

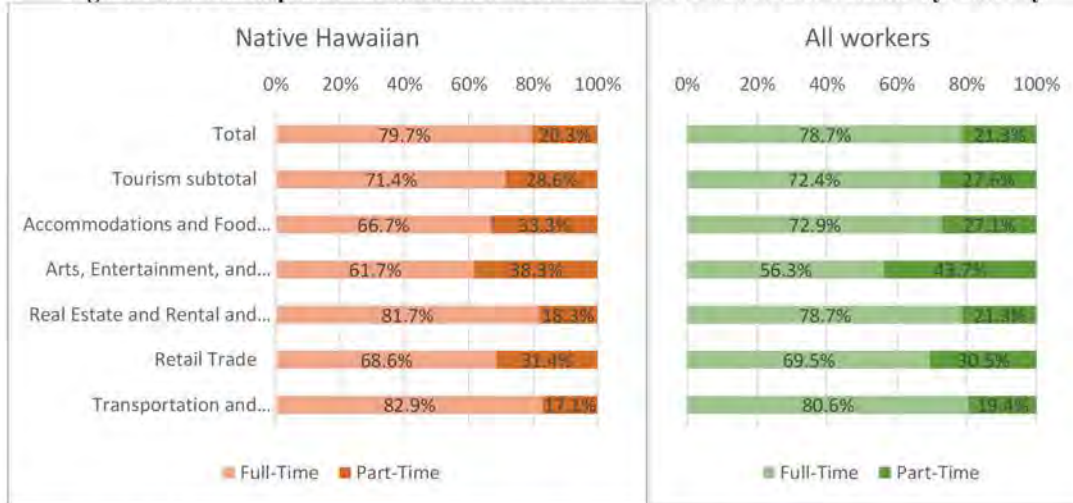
|                                     | Native Hawaiian |               |            |                | All workers    |               |              |                |
|-------------------------------------|-----------------|---------------|------------|----------------|----------------|---------------|--------------|----------------|
|                                     | W&S employees   | Self-employed | Unpaid     | Total          | W&S employees  | Self-employed | Unpaid       | Total          |
| Accommodation and Food Services     | 16,327          | 165           | 0          | 16,492         | 93,807         | 3,427         | 26           | 97,260         |
| Arts, Entertainment, and Recreation | 2,940           | 430           | 0          | 3,370          | 12,810         | 3,596         | 102          | 16,508         |
| Real Estate and Rental and Leasing  | 3,195           | 500           | 54         | 3,749          | 16,779         | 5,934         | 101          | 22,814         |
| Retail Trade                        | 14,604          | 698           | 14         | 15,316         | 69,608         | 5,631         | 181          | 75,420         |
| Transportation and Warehousing      | 9,708           | 187           | 40         | 9,935          | 31,907         | 3,087         | 100          | 35,094         |
| <b>Tourism subtotal</b>             | <b>46,774</b>   | <b>1,980</b>  | <b>108</b> | <b>48,862</b>  | <b>224,911</b> | <b>21,675</b> | <b>510</b>   | <b>247,096</b> |
| <b>Total</b>                        | <b>124,815</b>  | <b>8,716</b>  | <b>209</b> | <b>133,740</b> | <b>604,175</b> | <b>72,840</b> | <b>1,427</b> | <b>678,442</b> |

While Native Hawaiians were more likely to be full-time workers among all industries relative to all workers, they were more likely to be part-time workers in the tourism sector.<sup>3</sup> This was driven entirely Native Hawaiian workers in the accommodations and food services industry. Workers in the accommodations and food services industry worked full-time over 6 percentage points less than all workers. In almost all other tourism sector industries, Native Hawaiians were more likely to work full-time. In retail trade, Native Hawaiians were slightly less likely to work

<sup>3</sup> For the purposes of this report, full-time work is defined as usually working 35 or more hours per week.

full-time, by around 1 percentage point. Overall, tourism sector workers were less likely to work full-time compared to workers in all industries.

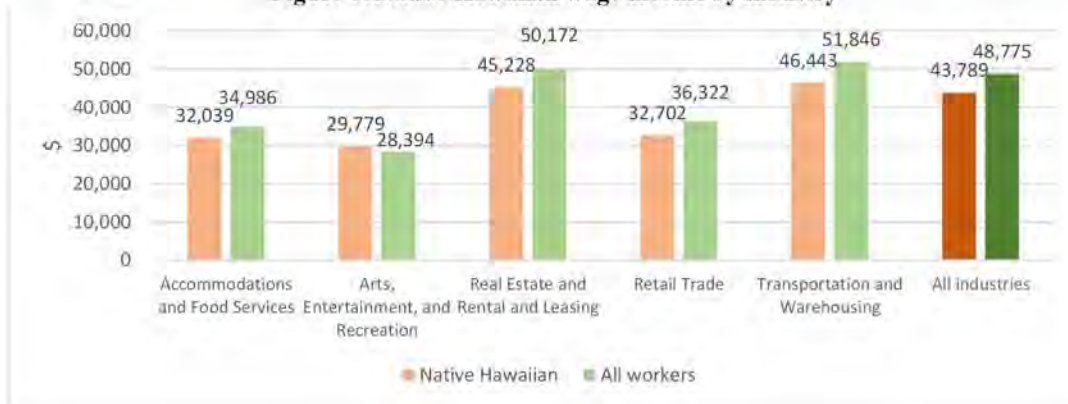
**Figure 7. Full-time/part-time status of Native Hawaiians in the tourism sector by industry**



**Table 3. Full-time/part-time status of Native Hawaiians in the tourism sector by industry**

|                                     | Native Hawaiian |               |                | All workers    |                |                |
|-------------------------------------|-----------------|---------------|----------------|----------------|----------------|----------------|
|                                     | Full-Time       | Part-Time     | Total          | Full-Time      | Part-Time      | Total          |
| Accommodation and Food Services     | 11,003          | 5,489         | 16,492         | 70,927         | 26,333         | 97,260         |
| Arts, Entertainment, and Recreation | 2,078           | 1,292         | 3,370          | 9,290          | 7,218          | 16,508         |
| Real Estate and Rental and Leasing  | 3,064           | 685           | 3,749          | 17,966         | 4,848          | 22,814         |
| Retail Trade                        | 10,506          | 4,810         | 15,316         | 52,406         | 23,014         | 75,420         |
| Transportation and Warehousing      | 8,232           | 1,703         | 9,935          | 28,271         | 6,823          | 35,094         |
| <b>Tourism subtotal</b>             | <b>34,883</b>   | <b>13,979</b> | <b>48,862</b>  | <b>178,860</b> | <b>68,236</b>  | <b>247,096</b> |
| <b>Total</b>                        | <b>106,655</b>  | <b>27,085</b> | <b>133,740</b> | <b>534,161</b> | <b>144,281</b> | <b>678,442</b> |

**Figure 8. Native Hawaiian wage income by industry**



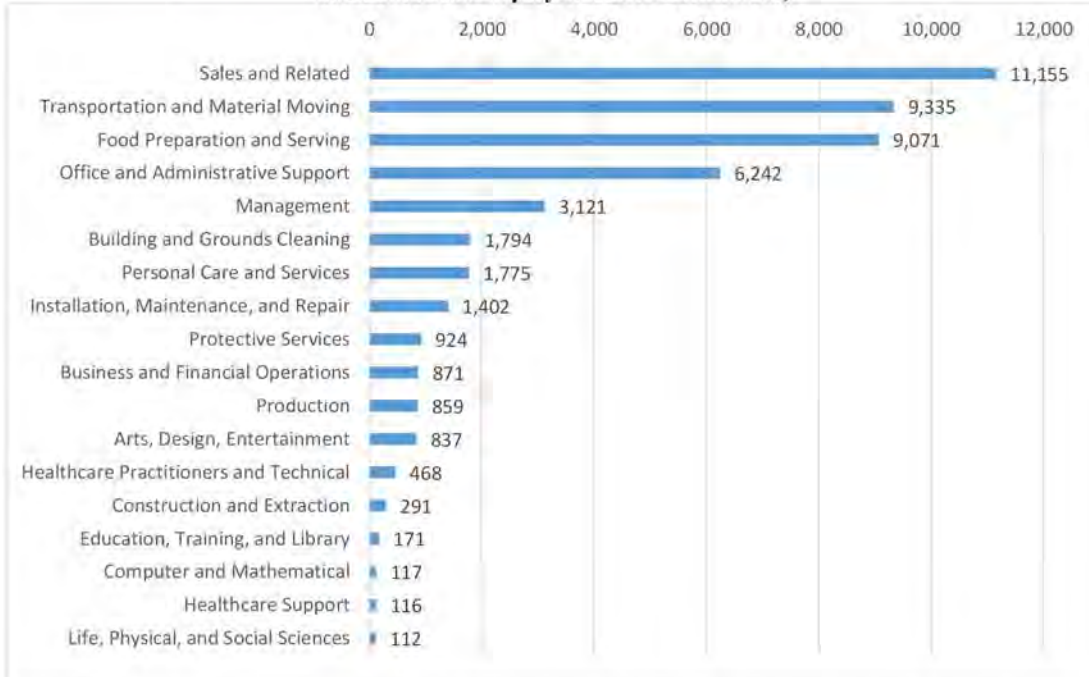
The average wage and salary income of Native Hawaiians was lower than the state level in each of the tourism intensive industries. In all tourism intensive industries except the real estate and rental and leasing industry and the transportation and warehousing industry, the income level was lower than the state average, no matter among Native Hawaiians or all employed persons.

**Employment and Wage by Occupation**

Of those Native Hawaiians employed in Hawaii’s tourism sector, more had sales and related jobs than any other occupations.<sup>4</sup> Between 2015 and 2019, 11,155 Native Hawaiians worked in sales and related jobs. Transportation and material moving occupations were the next populated occupation, in which 9,335 Native Hawaiians were employed. The other occupations with more than six thousand Native Hawaiians were the food preparation and serving related occupations and office and administrative support occupations.

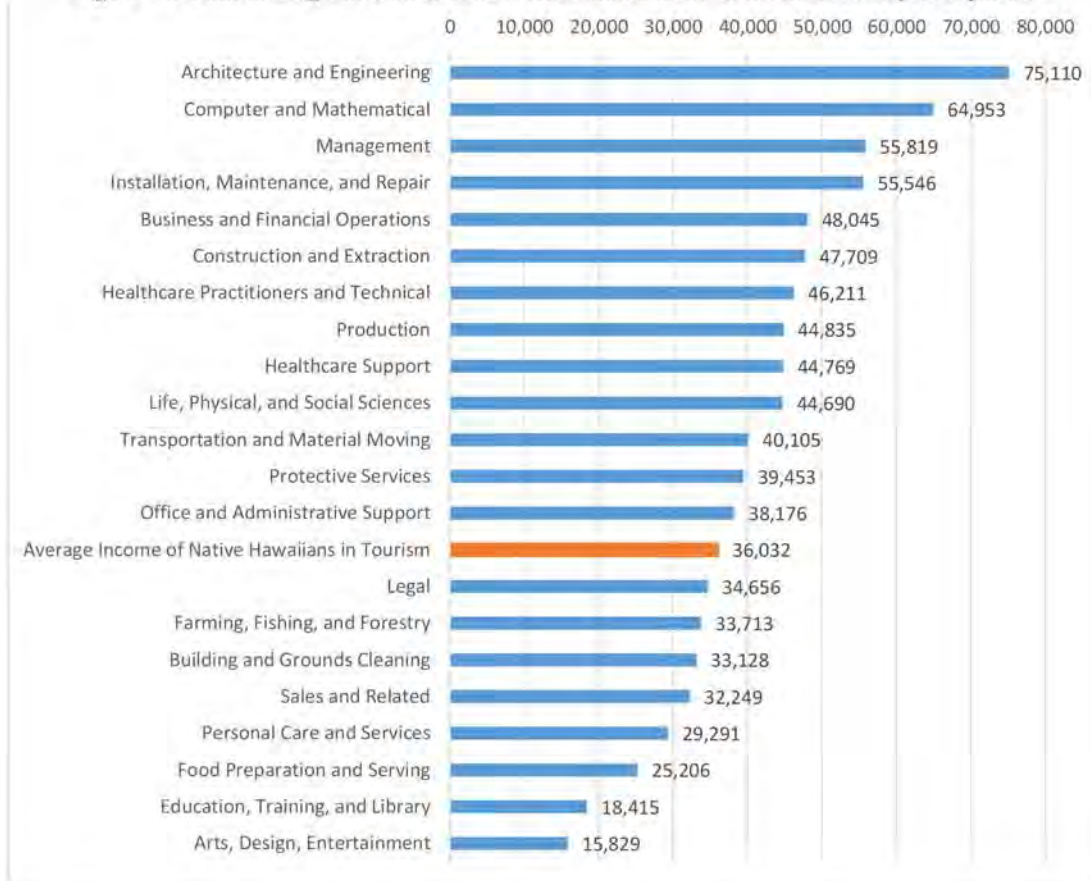
<sup>4</sup> In 2018, the Standard Occupational Classification (SOC) system was updated. Accordingly, caution is advised when doing comparisons of occupations between the 2017 report and this updated report. For more information, see “What’s New in the 2018 SOC”, available at [https://www.bls.gov/soc/2018/soc\\_2018\\_whats\\_new.pdf](https://www.bls.gov/soc/2018/soc_2018_whats_new.pdf).

**Figure 9. Employment of Native Hawaiians in the tourism sector by occupation (occupations with more than 100 employed Native Hawaiians)**



In these four most common occupations by Native Hawaiians, transportation and material moving and office and administrative support occupations had average annual incomes above the average annual income of Native Hawaiians in the entire tourism sector of \$36,032; sales and related occupations and food preparation and serving occupations had average annual incomes below this average. In two of the three most well-paid occupations for Native Hawaiians — architecture and engineering occupations and computer and mathematical — there were few Native Hawaiians employed, with 64 in architecture and engineering jobs and 117 in computer and mathematical management jobs.

**Figure 10. Annual wage income of Native Hawaiians in the tourism sector by occupation**



On average, Native Hawaiians in the tourism industry were paid around 7 percent less than the average worker in the tourism industry, around \$36,000 compared to \$38,750. Native Hawaiians worked in computer and mathematical occupations, healthcare support occupations, and farming, fishing, and forestry occupations were paid the most relative to all workers in the respective occupations, as much as 34.3 percent more for computer and mathematical occupations. Conversely, Native Hawaiians in the tourism industry were paid significantly less in the education, training, and library occupations; legal occupations; and arts, design, entertainment, sports, and media occupations. In the education, training, and library occupations, Native Hawaiians in the tourism sector were paid less than 60 percent of the average worker (just under \$18,500, compared to around \$31,900).

**Table 4. Employment and average wage income of Native Hawaiians in the tourism sector by occupation**

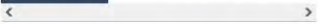
|  | Employment      |                |                  | Average wage income (\$) |               |                  |
|--|-----------------|----------------|------------------|--------------------------|---------------|------------------|
|  | Native Hawaiian | State Total    | NH as % of State | Native Hawaiian          | State Total   | NH as % of State |
| Architecture and Engineering                   | 64              | 360            | 17.8%            | 75,110                   | 68,732        | 109.3%           |
| Arts, Design, Entertainment, Sports, and Media | 837             | 4,799          | 17.4%            | 15,829                   | 22,163        | 71.4%            |
| Building and Grounds Cleaning and Maintenance  | 1,794           | 17,036         | 10.5%            | 33,128                   | 34,444        | 96.2%            |
| Business and Financial Operations              | 871             | 4,858          | 17.9%            | 48,045                   | 56,340        | 85.3%            |
| Community and Social Service                   | 0               | 34             | 0.0%             | -                        | 6,536         | -                |
| Computer and Mathematical                      | 117             | 774            | 15.1%            | 64,953                   | 48,374        | 134.3%           |
| Construction and Extraction                    | 291             | 1,349          | 21.6%            | 47,709                   | 52,607        | 90.7%            |
| Education, Training, and Library               | 171             | 1,164          | 14.7%            | 18,415                   | 31,911        | 57.7%            |
| Farming, Fishing, and Forestry                 | 66              | 241            | 27.4%            | 33,713                   | 28,699        | 117.5%           |
| Food Preparation and Serving Related           | 9,071           | 54,214         | 16.7%            | 25,206                   | 27,503        | 91.6%            |
| Healthcare Practitioners and Technical         | 468             | 2,291          | 20.4%            | 46,211                   | 60,792        | 76.0%            |
| Healthcare Support                             | 116             | 829            | 14.0%            | 44,769                   | 36,424        | 122.9%           |
| Installation, Maintenance, and Repair          | 1,402           | 6,717          | 20.9%            | 55,546                   | 54,000        | 102.9%           |
| Legal  | 71              | 124            | 57.3%            | 34,656                   | 49,507        | 70.0%            |
| Life, Physical, and Social Science             | 112             | 433            | 25.9%            | 44,690                   | 48,293        | 92.5%            |
| Management                                     | 3,121           | 20,744         | 15.0%            | 55,819                   | 68,114        | 81.9%            |
| Office and Administrative Support              | 6,242           | 25,920         | 24.1%            | 38,176                   | 39,906        | 95.7%            |
| Personal Care and Service                      | 1,775           | 8,080          | 22.0%            | 29,291                   | 26,592        | 110.1%           |
| Production                                     | 859             | 4,437          | 19.4%            | 44,835                   | 41,054        | 109.2%           |
| Protective Service                             | 924             | 3,097          | 29.8%            | 39,453                   | 35,794        | 110.2%           |
| Sales and Related                              | 11,155          | 57,428         | 19.4%            | 32,249                   | 36,862        | 87.5%            |
| Transportation                                 | 9,335           | 32,167         | 29.0%            | 40,105                   | 40,672        | 98.6%            |
| <b>Total</b>                                   | <b>48,862</b>   | <b>247,096</b> | <b>19.8%</b>     | <b>36,032</b>            | <b>38,750</b> | <b>93.0%</b>     |

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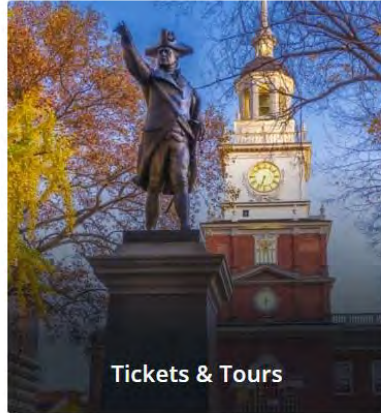
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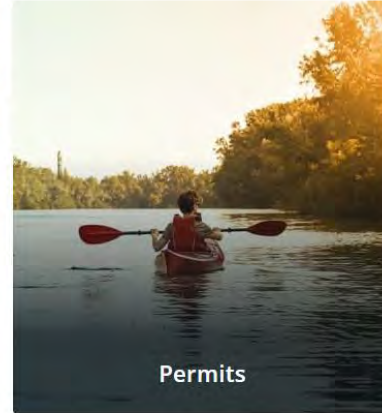
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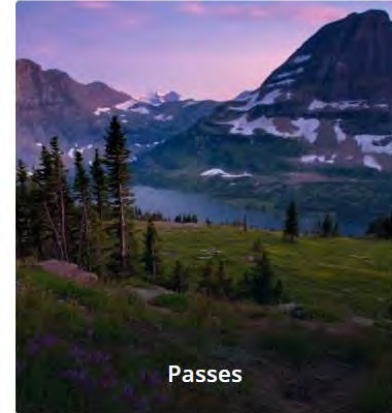
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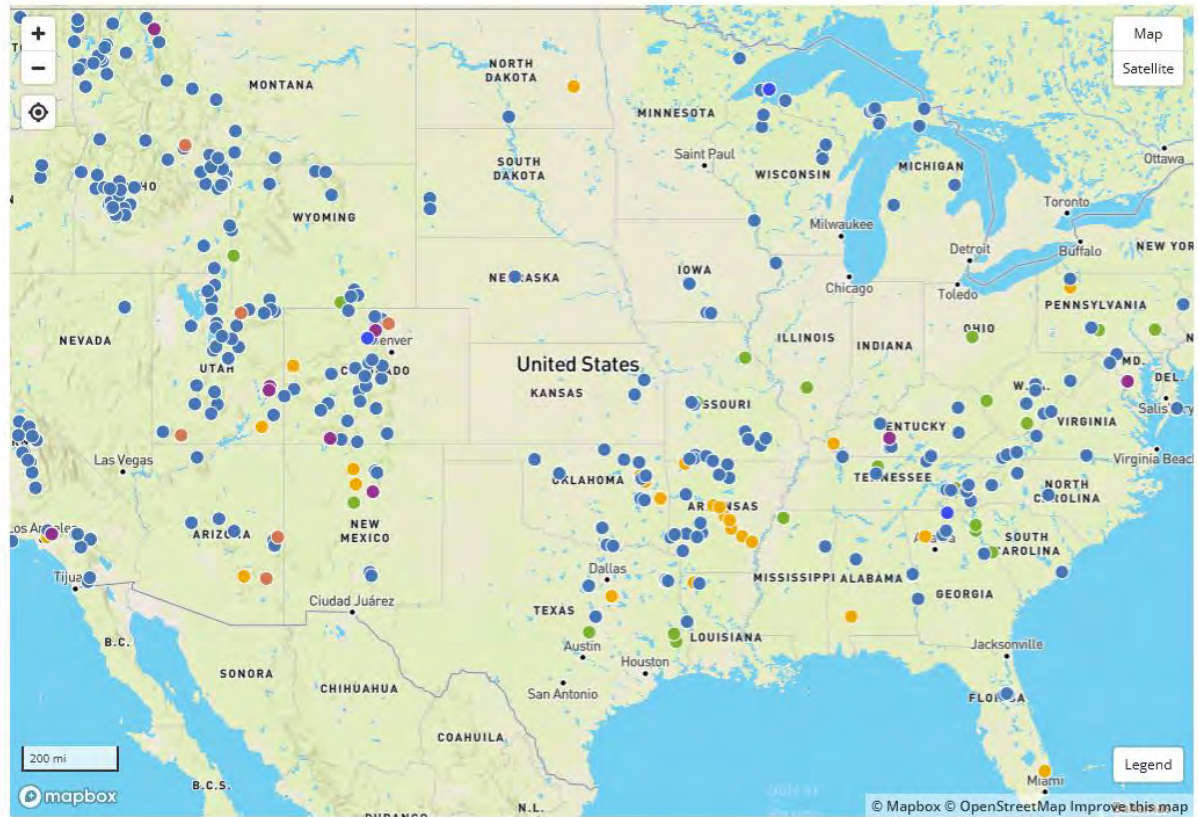
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Arches National Park Timed Entry
-  **1-Day San Gabriel OHV Vehicle Tickets**  
San Gabriel Canyon OHV Area Vehicle Tickets
-  **18 Road - North Fruita Desert**  
Bureau of Land Management • Loma, Colorado
-  **AA Bar Ranch (AA Barn) Group Picnic Site**  
Arapaho & Roosevelt National Forests Pawnee NG • Grand Lake, Colorado
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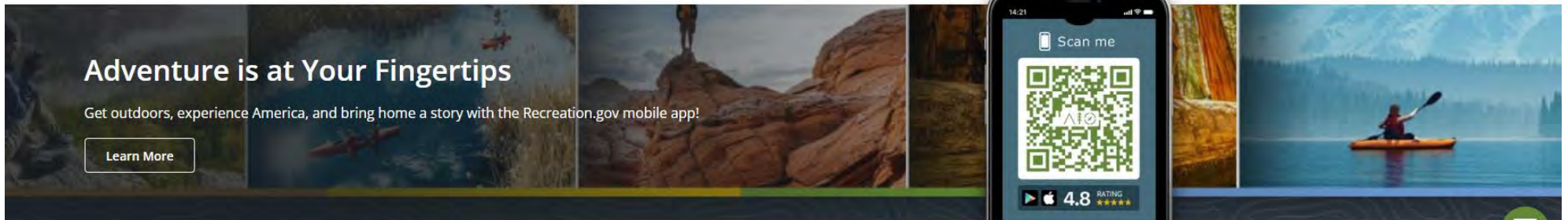
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NOVEMBER 12 TMED TIG MEETING

**PROPOSAL 1: Comprehensive Economic Development Plan**

**Defining the Problem**

As the TIG seeks legislative solutions to better manage “overtourism,” we need to concurrently consider alternative economic development strategies to enable current residents and future generations to live and work in a quality island environment. While the need for economic diversification has been a subject of discussion and study for many years, reimagining an economy less reliant on tourism has been elusive. The purpose of developing a Comprehensive Economic Development Plan is to bring focus to diversification issues, constraints, and opportunities, which will allow the County to take concrete steps towards decreasing its dependence on tourism.

**Describing Conceptual Solutions**

A. This proposal involves Council sponsorship of an independent study to examine factors driving economic development. Such factors, for example, may include geography and transportation, natural resources, population demographics, educational and technological capacities, global markets, and emerging industries, etc. The study’s goal will be to assess Maui’s position with respect to the foregoing, in order to allow the formulation of policies and implementing actions to direct the local economy towards greater diversification.

B. Creating a more diversified economy is a process spanning several years. It is important therefore, that the Council take immediate action, which will “seed” the development or strengthening of sectors that can lead to a more sustainable island economy.

**Questions for Resource Personnel**

1. How can your organization contribute to diversifying Maui’s economy?
2. What do you see as constraints which limit economic diversification on Maui?
3. How can you be a part of the process of developing a Comprehensive Economic Development Plan?
4. Is it possible to incorporate preserving Maui’s natural beauty into a plan? This is an intrinsic value that often is overlooked and taken for granted.
5. How can resident quality of life be measured and considered?
6. How can we rate economic development ideas based upon their impacts to the natural environment and resident quality of life?
7. How can we create a more skilled educated workforce to staff higher paying industries?
8. How is healthcare and the aging of the boomers an industry of its own and what opportunities lie here?
9. Can we have a section of the plan that addresses quality of life, such as creating better healthcare for residents, better access to social services, affordable childcare, elderly care, ect...

## Specific data or information being requested

1. Provide an update on the 2020 Annual Report on the Implementation of the Countywide Policy Plan (CCP) and 2020 Annual Report on the Maui Island Plan (MIP).
2. What was done for “Completed” items?
3. Explain what specifically is “In Progress” and a timeline for completion.
4. Explain what specifically is “Ongoing” and the timeline for completion.
5. Why has implementation “Not Begun” and is there a timeline for starting?
6. What is the average yearly salary and hourly pay on Maui?
7. What professions on Maui pay over \$100,000 a year?

## Meeting Notes

[http://dbedt.hawaii.gov/economic/reports\\_studies/](http://dbedt.hawaii.gov/economic/reports_studies/)

*See Exhibit 3 A*

## **PROPOSAL 2: Prohibit TVR in all zoning districts, except Hotel/Resort**

### Defining the Problem

As we make efforts to limit new TVR units they are still allowed by zoning or special use 19.11 (Special use TVR up to 5 bedrooms per lot); 19.15 (Country Town Business B-CT Special use between 1-12 bedrooms); 19.16 (Neighborhood Business B-1 Special use between 1-20 bedrooms); 19.18 (Community Business B-2 allows 20 bedrooms or less, Special use between 21-50 bedrooms); 19.22 (Resort-Commercial B-R allows 20 bedrooms or less, Special use 21-50 bedrooms)

### Describing Conceptual Solutions

No longer allow new TVR use in these zoning categories unless they go through the standard STRH permit process (and there is STRH permit available in that community plan district) and remove the ability to get special use permit in these zonings for the larger TVR usage. Require existing TVR owners to use TMK as a registration for advertising purposes.

**Exhibit 3A**

(<http://dbedt.hawaii.gov/economic>)

Department of Business, Economic Development & Tourism  
**Research & Economic Analysis**  
(<http://dbedt.hawaii.gov/economic>)

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+ Population/Migration

+ Tax

+ Tourism



**+ Report to Legislature**

**BY SERIES**

**+ DBEDT e-report series (2001~2003)**

**+ Hawaii Economic series (1998~2001)**

**Exhibit 4**

**MAUI ISLAND PLAN 2030**

**QUALITY OF LIFE  
INDICATORS REPORT**

**April 2020**

**Maui Tomorrow Foundation, Inc.**

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## Introduction

“Quality of life” is a phrase that is frequently used in various contexts, but is seldom well defined. A high quality of life provides people with the freedom to attain their needs in ways that they choose. Indices that are used to measure quality of life are commonly developed using weighted measures of economic growth, health, and environmental quality. The quality of people’s lives is subjective, due to the fact that it is personal in nature, filtered by their perceptions, and related to all of their needs.

People who feel that their quality of life is high report greater levels of happiness. However, it is also difficult to objectively quantify happiness; asking individuals whether they are happy typically yields a subjective answer. This difficulty is not insurmountable, but must be recognized when considering which values to include when choosing quality of life indicators. In order to identify local values and understand cultural perspectives regarding the quality of life, it is helpful to reach out widely to obtain community input.

The Maui Island Plan 2030 (MIP) is a component of the Maui County General Plan that provides direction for future growth, the economy, and social and environmental decisions on Maui through 2030. The MIP builds upon previous efforts which examined quality of life, such as Decisions Maui and Focus Maui Nui. Each of these efforts incorporated extensive community input in order to elicit the values of Maui’s people.

Throughout the MIP, the phrase “quality of life” is used many times, and the plan states that many things such as scenic resources and adequate infrastructure contribute to Maui’s quality of life. Although a clear definition of “quality of life” is not discussed, the Monitoring and Evaluation Program outlined in Chapter 9 “establishes a strategy to track the implementation, evaluate the effectiveness of policies and programs, monitor the quality of life on Maui, and allow for periodic program adjustments.” The MIP states that the core set of 36 indicators contained in Table 9-1 of the Plan will be monitored by the Department of Planning, and “could be used to monitor progress toward achieving the goals and objectives of the MIP.” To the extent that these indicators are “based on available and reliable data to ensure their usefulness throughout the planning horizon”, and are “modified and updated as new data becomes available,” Maui’s quality of life can be improved.

The purpose of this report is to evaluate the indicators that the MIP prescribes to measure progress toward achieving the goals and objectives of the plan (and therefore Maui’s quality of life); to evaluate their effectiveness; and to suggest possible improvements to these indicators that would facilitate implementation of the Plan.

## Quality of Life on Maui

In order to understand and track the quality of life on Maui, the values of our Maui community need to be understood, and measurable indicators that reflect policy implementation based on those values need to be tracked. A high quality of life depends on fulfillment of both long term and immediate needs; this is an important factor when considering the suitability of indicators for quality of life measurement and tracking. Short term needs generally pertain to the attainment of basic life-sustaining elements, such as food, water, shelter, and immediate safety. Long term needs include the attainment of goals such as sustainability, health, and social well-being.

During development of the Maui Island Plan, preliminary informal interviews with Maui residents revealed that a good quality of life was characterized by the freedom to realize a good standard of living and meet personal needs through:

1. Access to basic needs like clean water, food, security, and electric power.
2. Freedom to take ownership and pride in their locality.
3. Freedom to engage in personal development on their own terms.

A locality with a high quality of life was described as a location with a safe environment, good opportunities, and sustainable resources. On the other hand, locations with low quality of life were described as unsafe, bereft of opportunity, and either lacking resources or actively destroying them.

### Benchmarks and Indicators

An *indicator* is a measurable quality or quantity that can be used to identify the current status of a factor – in the case of the MIP, a factor that is deemed to influence the quality of life. Observed trends in MIP indicators can be used to maintain or change policies in the plan.

A *benchmark* is a point of reference against which the current status of a particular indicator can be measured. A benchmark usually corresponds with a desired goal.

The MIP provides for measurement of indicators against corresponding benchmarks as a way to measure progress in the implementation of policies. Physical, environmental, cultural, and socio-economic indicators and their benchmarks are used to assess the overall quality of life on Maui. The MIP says in several places that benchmarks need to be set for quality of life indicators; this still needs to be done.

### The Maui Island Plan and Quality of Life

The purpose of the Maui Island Plan is to provide guidance on decisions regarding future growth, the economy, the community, and the environment through the year 2030. The MIP commits to striving toward a higher quality of life for Maui's inhabitants, and to using quality of life indicators as measures of success during implementation.

The Maui Island Plan makes a commitment to improving the quality of life of Maui’s people, and prescribes an approach that involves the measurement of progress through tracking quality of life indicators in comparison to benchmarks that are to be set. Specific review steps called for as part of the implementation of the MIP include a) regularly conducting a community satisfaction survey; and b) preparing a monitoring report on quality of life indicators.

## Overview of Maui Island Plan Indicators

Chapter 9 of the Maui Island Plan lays out a strategy to “track the implementation [of the plan], evaluate the effectiveness of policies and programs, monitor the quality of life on Maui, and allow for periodic program adjustments. This strategy includes establishing and monitoring performance indicators to help implementing agencies attain planned outcomes.”

The intent of the MIP is to have the Department of Planning monitor a core set of indicators (shown in Table 9-1 of the plan) that can be used to monitor progress toward achieving the goals and objectives of the MIP. Some of these indicators are based on available and reliable data, but others are not. Fortunately, the MIP specifies that the indicators can be modified and updated as new data becomes available.

The indicators are grouped into three broad thematic areas and nine categories, as shown below:

| Built Environment  | Social Environment  | Natural Environment   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• Land Use</li> <li>• Infrastructure and Public Facilities</li> <li>• Transportation</li> </ul> | <ul style="list-style-type: none"> <li>• Cultural Heritage Resources</li> <li>• Economic Development</li> <li>• Population</li> </ul> | <ul style="list-style-type: none"> <li>• Watershed Systems</li> <li>• Marine Environment</li> <li>• Wildlife and Natural Areas</li> </ul> |

In the following sections, each indicator is reviewed with regard to:

- a description of the associated MIP goals
- an analysis of the trends found in available data
- an analysis of the quality of the specific indicator, and
- suggestions for improvement, if needed

## Theme: Built Environment

*MIP: “The design of the built urban environment will greatly influence the sustainability of all communities and the overall quality of life.”*

### Built Environment Category: Land Use

|          | INDICATOR  | GOAL ASSOCIATION  |
|----------|--|---|
| LAND USE | Building Permits issued inside UGB vs. outside UGB | Protect Agricultural Land, Make Livable Communities       |
|          | Average Density of New Developments                | Make walkable communities, increase housing affordability |
|          | % of Infill vs. Greenfield Development             | Create compact, efficient, human scale communities        |
|          | Housing Affordability Index                        | Increase housing affordability                            |



*MIP: “The purpose of the land use chapter is three-fold: to provide an overview of Maui’s past and current land use patterns; to explore future land use challenges and opportunities; and to provide policy direction that will enhance Maui’s agricultural lands and protect the rural character and scenic beauty of the countryside.*

## Built Environment > Land Use Indicator:

### *Building Permits Issued Inside UGB vs. Outside UGB*

Development outside of a county designated urban growth boundary (UGB) where there is no infrastructure can raise the cost of housing, add to sprawl, take away valuable agricultural land, and create non-walkable communities. The Land Use chapter of the MIP includes many policies and actions designed to concentrate development within urban growth boundaries.

#### Analysis of Trends

Information related to this indicator is not currently maintained by the County of Maui Planning Department. Since this information is not currently available, no trend analysis can be performed at this time.

#### Indicator Quality

If the requisite data were to be compiled, this indicator would provide a reasonable basis for evaluating if growth is being concentrated within urban growth boundaries.

## Built Environment > Land Use Indicator:

### *Average Density of New Developments*

*MIP: “At the island and regional scale, increasing the density of housing is a more efficient use of land. It also saves on linear miles of roads, water lines, and other utilities that need to be built and maintained. Increasing the density of housing also preserves more land for agriculture and open space. At the project scale, increased density can reduce land and building costs and thereby result in more affordable sale and rental prices.”*

Increasing the density of new housing developments also promotes the use of public transportation, and facilitates the design of walkable communities. The average density of new development projects is a relevant factor that will influence the quality of life for residents of these new developments.

The average density of new developments can be calculated by dividing the total number of units for new developments by the total acreage of new developments.

$$\text{Average density of new developments} = (\text{total new development units})/(\text{total acreage of new developments})$$

#### Analysis of Trends

Information regarding the number or acreage of new developments is not currently maintained by the County of Maui Planning Department in a form that is readily retrievable. Therefore, no trend analysis can be performed at this time.

## Indicator Quality

If the requisite data were to be made available, the average density of new housing developments could be calculated using the above formula. This indicator could then be used to evaluate the effectiveness of policies that encourage affordable housing development and walkable community design, each of which positively influence the quality of life in a community.

## Built Environment > Land Use Indicator: *Percentage of Infill vs. Greenfield Development*

*MIP: “Ensure higher-density compact urban communities, infill, and redevelopment of underutilized urban lots within Urban Growth Boundaries.”*

Urban infill is the development of land found within the boundary of an existing built-up area. Although it is likely that infill will take place within a UGB, it is possible that it may not.

Greenfield development, on the other hand, occurs when previously undeveloped land is built upon.

Tracking infill vs greenfield development will help to track adherence to policies that encourage higher-density compact urban communities, infill, and redevelopment of underutilized urban lots, whether development occurs inside or outside of a UGB.

## Analysis of Trends

No information regarding infill or greenfield development is currently maintained by the County of Maui Planning Department. Since this information is not readily retrievable, no trend analysis can be performed at this time.

## Indicator Quality

Since both infill and greenfield development can occur either inside or outside of the UGB, this indicator is slightly different from the previous indicator, “Building Permits Issued Inside UGB vs. Outside UGB.” The fact that a greenfield is developed will be counted in the “*Building Permits Issued Inside UGB vs. Outside UGB*” indicator as furthering the objectives of the MIP. On the other hand, the “*Percentage of Infill vs. Greenfield Development*” indicator would count the same greenfield development as a negative, whether inside or outside of a UGB.

If the data were to be made available, this indicator could be used to track progress toward building dense, walkable communities that increase the overall efficiency of development with respect to space.

## Built Environment > Land Use Indicator:

### *Housing Affordability Index*

*MIP: “Maui will have safe, decent, appropriate, and affordable housing for all residents developed in a way that contributes to strong neighborhoods and a thriving island community.”*

Housing costs on Maui have reached record highs in recent years, but income has not kept pace. This has reduced the ability of Maui’s residents to afford to buy or rent a home.

The Housing Affordability Index compares the median price of a home with the price that a median income family can buy. Separate indices are maintained for single-family homes and for condominiums (condos).

#### Analysis of Trends

The data shows that between the years 1998 and 2018 in Maui County, the housing affordability index for single-family homes was consistently below the housing affordability threshold value of 100. There were only two exceptions, in 2011 and 2012, when the housing affordability index value was slightly above 100 (meaning that median income families could buy median-priced homes).

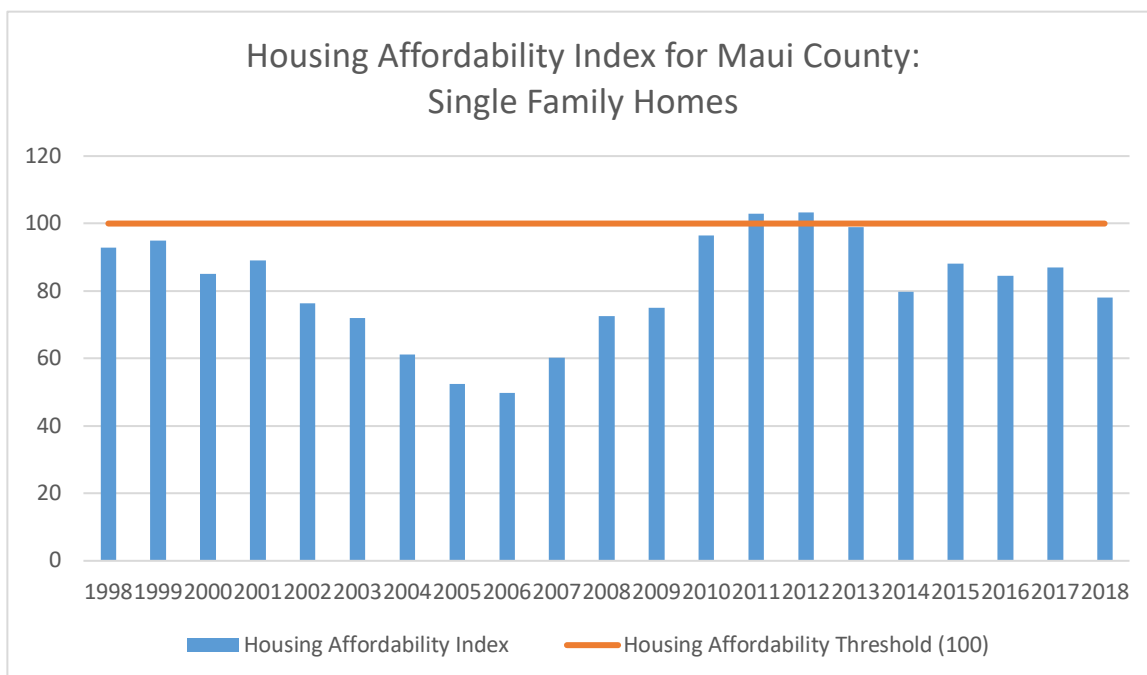


Figure 1 (Housing Affordability Index: Single-Family Home, 2019).

Condominium (condo) ownership is more affordable to households that earn the median income. Between the years 1998 and 2018, most years had a housing affordability index above 100 (meaning that median income families could more than afford to buy median-priced condos). The exception to this was between the years 2005 and 2009, when the housing affordability for condos index dropped below the threshold for 5 consecutive years.

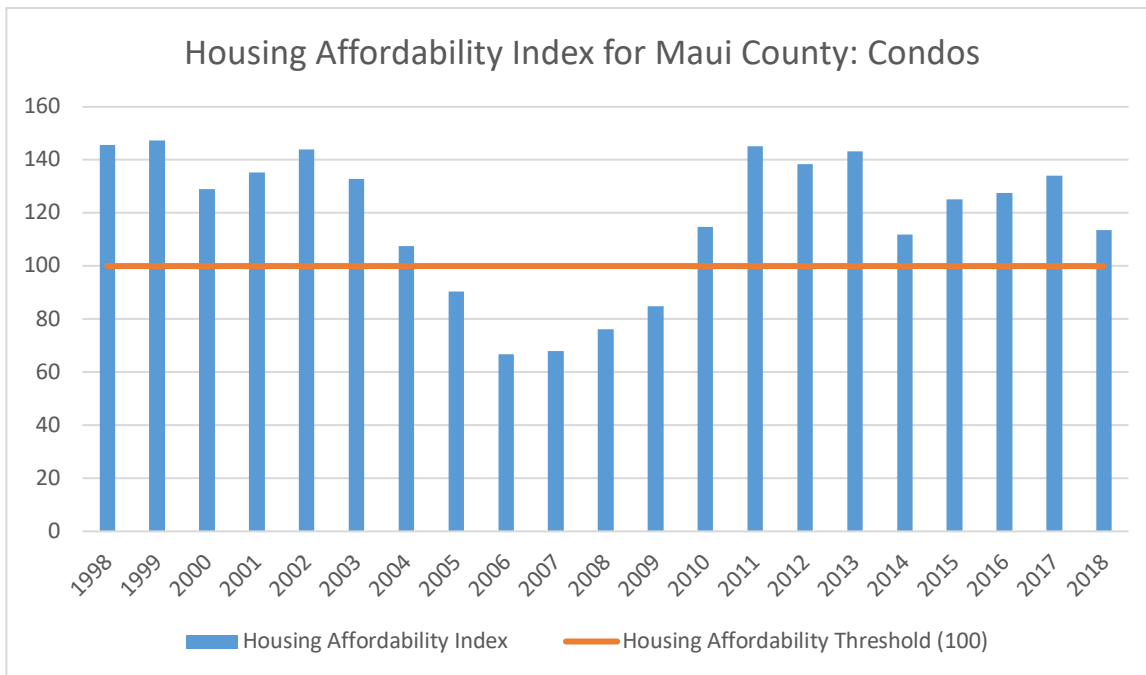


Figure 2 (Housing Affordability Index: Condos, 2019).

### Indicator Quality

#### Advantages:

The Housing Affordability Index is published on a regular basis by the University of Hawaii Economic Research Organization and is likely to remain available to use over time.

#### Disadvantages:

- The Housing Affordability Index does not take into account the actual availability of affordable housing to residents.
- The index only measures the affordability of homes for prospective purchasers.
- The index does not measure housing affordability for existing homeowners.
- Household size is not taken into account.
- The index does not take into account affordability for renters, who may experience higher shelter costs than homeowners.
- The index does not measure how much affordable housing remains affordable in perpetuity, as opposed to the number of homes that get sold at market price after affordability restrictions expire.
- The index does not measure the influence of non-resident buyers on housing prices.
- This index does not take into account the fact that many buyers pay less than the assumed 20% down payment.

Despite its limitations, this indicator is useful for tracking housing affordability for Maui residents. This is an important factor in determining the quality of life perceived by people who want to own their own homes.

## Built Environment Category: Transportation

|                | INDICATOR                             | GOAL ASSOCIATION   |
|----------------|---------------------------------------|--|
| TRANSPORTATION | Vehicle Miles Traveled (VMT)          | Reduce fossil fuel consumption                                 |
|                | Commute mode shares                   | Provide transportation options, reduce fossil fuel consumption |
|                | Annual Transit Ridership              | Provide integrated transit systems                             |
|                | Total Mileage of dedicated bike lanes | Provide a multi-modal transportation system                    |

MIP: *“The quality of the roadway system affects various modes of travel including automobile, transit, bicycle, and pedestrian. The condition of Maui’s roadway system also impacts the safety of all roadway users, the movement of goods and products, efficiency of emergency public services, and quality of life.”*

Maui residents predominantly rely on the use of fossil-fueled vehicles for travel to and from work, to run errands, and for recreation. Ownership of a vehicle significantly improves an individual’s capability to travel long distances without waiting for public transit or walking. Personal vehicle use has enabled society to spread out over wide distances and travel to remote areas.

The wide use of individual vehicles has obvious benefits to society, but those benefits come with their own set of costs.

- The use of vehicles orients society in a way that makes walkable communities less relevant.
- New infrastructure designed for single vehicle use often encourages more development that soon exhausts the additional capacity of that new infrastructure.
- Lack of daily walking may lead to negative health effects.
- Widespread use of fossil-fueled vehicles emits large quantities of carbon dioxide, which contributes to climate change.

### Built Environment > Transportation Indicator:

#### *Vehicle Miles Traveled*

MIP: *“Research suggests that increasing residential density can reduce household VMT by about 10 percent, and perhaps by as much as 25 percent when combined with higher employment concentrations, public transit improvements, mixed uses, and other demand management measures.”*

#### Analysis of Trends

Vehicle Miles Traveled (VMT) is a measure of the annual total mileage traveled by passenger cars, buses, trucks, and motorcycles (trailers and semi-trailers are excluded). Vehicle Miles Traveled is widely used to assess dependence on automobile travel. The MIP associates lower VMT with the goal of creating more compact communities. Data is available for Maui County, but is not available by island.

Vehicle Miles Traveled in Maui County has varied only slightly between the years 2007 and 2017. Over this time period, VMT has ranged from about 1.7 million miles to about 1.4 million miles, a variance of about +/- 13 percent. See Figure 3.

## Indicator Quality

VMT for fossil-fueled vehicles is influenced by petroleum prices. VMT for all vehicle types may be influenced by economic conditions that cause people to use their cars more or less; because of this, it is an imperfect measure of the success of MIP policies aimed at reducing residential densities. However, this indicator may be useful for that purpose if its limitations are recognized.

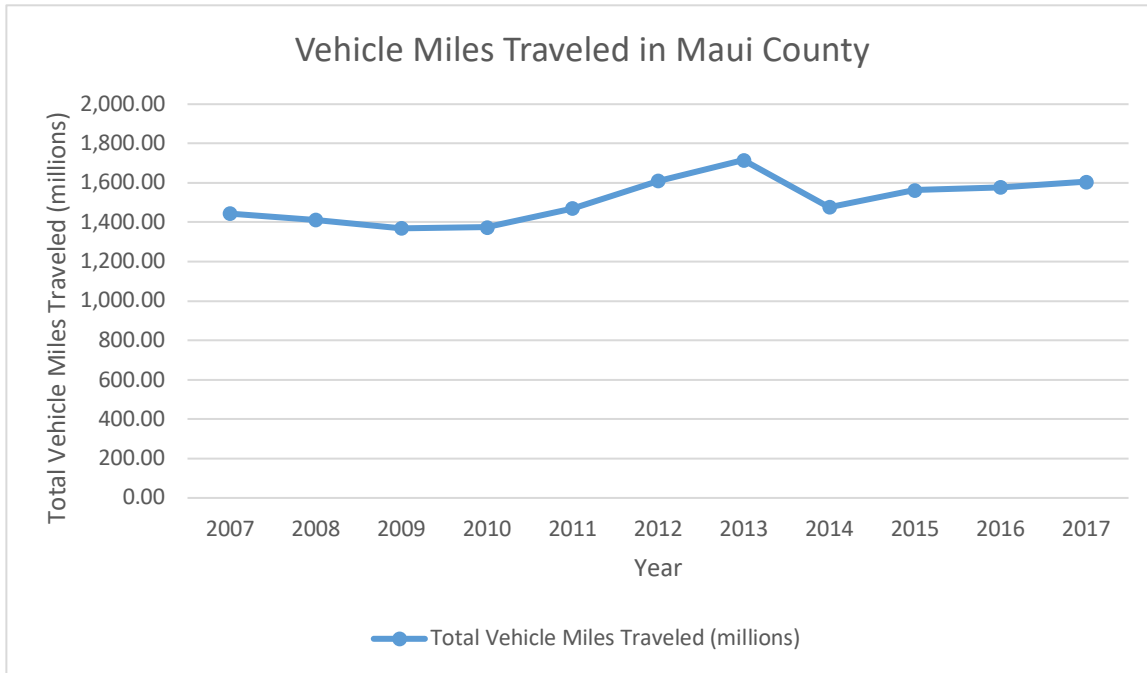


Figure 3 (Maui County Data Book 2018)

## Built Environment > Transportation Indicator: *Commute Mode Shares*

**MIP:** “Establish a sustainable transportation system that includes multiple modes, including walking, biking, and mass transit, as well as automobile-based modes.”

Not all who travel on Maui roads use personal vehicles. Alternate methods of transportation include walking, biking, and public transportation. Hawaii maintains statewide information on the commuting methods that residents use. Information on commute mode shares is available from the U.S. Census for Maui County, but not for Maui island alone.

## Analysis of Trends

From 2010 to 2018, Maui County commute mode shares for workers 16 and over were relatively constant.

- Drive Alone **Increased** from 70.2 to 72.7 percent
- Walk Decreased from 3.3 to 2.3 percent
- Carpool Decreased from 14.7 to 13.9 percent
- Public Transportation Increased from 1.7 to 2.7 percent
- Work from Home Decreased from 7.7 to 6.0 percent
- Other Means Ended unchanged at 2.4 percent

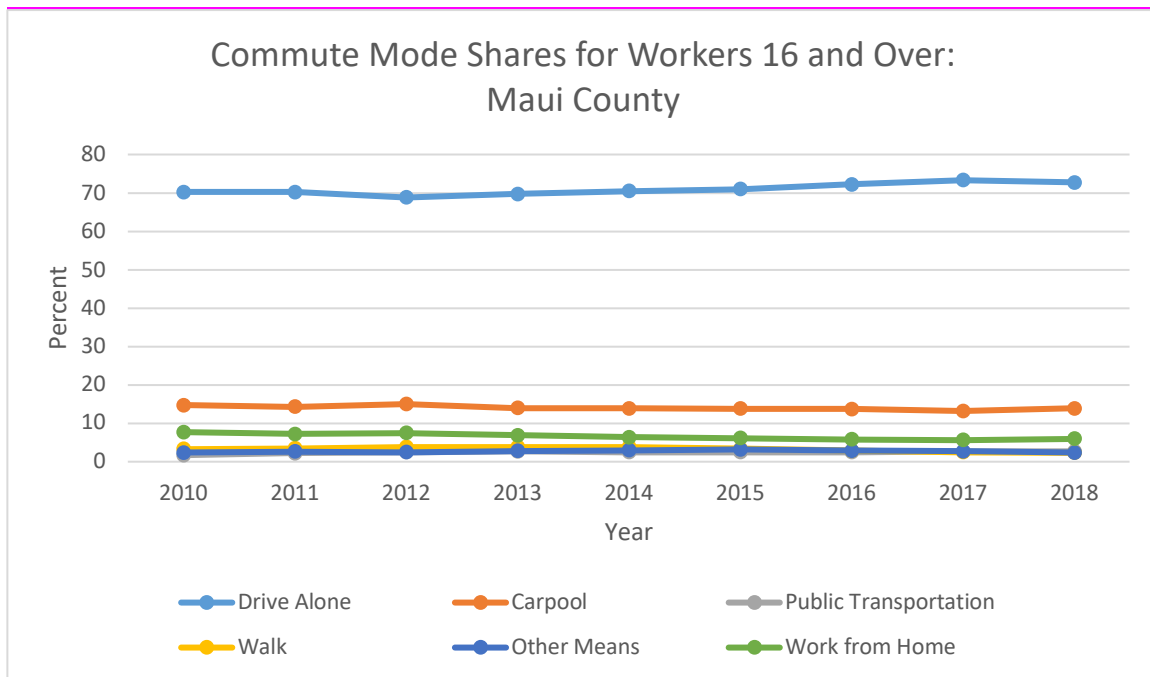


Figure 4 (Data.census.gov, United States Census Bureau, 2019)

## Indicator Quality

This is a good indicator for which the data is updated on a regular basis. It provides the necessary information to determine trends with respect to different commute mode shares.

## Built Environment > Transportation Indicator:

### Annual Transit Ridership

*MIP: Goal 6.5 “An island-wide transit system that addresses the needs of residents and visitors and contributes to healthy and livable communities.”*

*Objective 6.5.1: “An integrated transit system that better serves all mobility needs of Maui’s residents and visitors.”*

Integrated transit systems are public transit services that maximize usability for the public. Effective integration of transit systems is a massive undertaking, requiring years in planning, engineering, impact studies, and capital costs. To the extent that this integration is successful, ridership may increase.

### Analysis of Trends

The Maui County Department of Transportation collects annual ridership information for public transit, which began on Maui with the introduction of the Maui Bus in 2002. Public transit ridership peaked in 2012 with 2.7 million riders, but dropped to approximately 2.1 million by 2017.

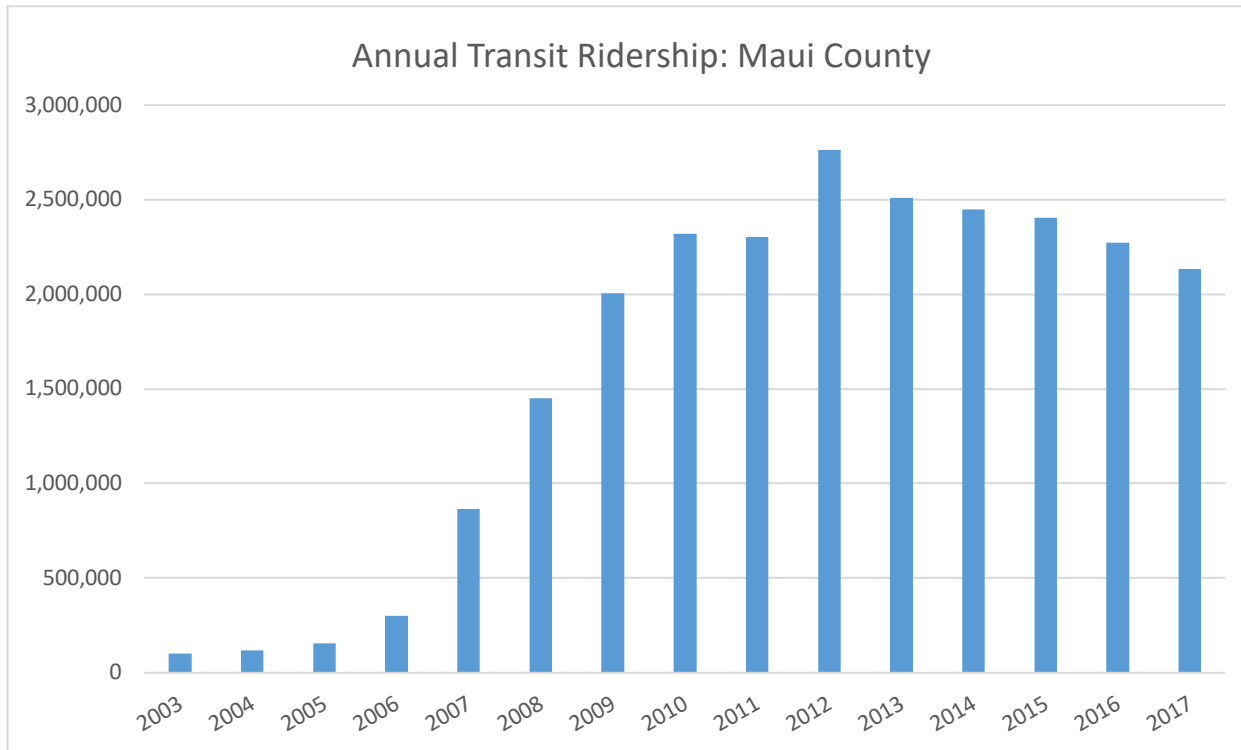


Figure 5 (Maui County Department of Transportation, 2020)

### Indicator Quality

Annual Transit Ridership is a reliable indicator of how many people are using public transit systems. Significant improvements in the integration of transit systems should result in increases in annual ridership, although factors external to transit system integration (such as the state of the economy) may play a significant role in whether people use public transit. Annual Transit Ridership data is collected regularly, and provides decision makers with timely information regarding the impact of policy decisions.

### Built Environment > Transportation Indicator:

#### Total Mileage of Dedicated Bike Lanes

*MIP: “Well-designed streets generally have the following characteristics: . . . Bike paths, bike lanes, and greenways.”*

*“A system of sidewalks, greenways, and bike lanes should be developed to reduce community reliance on the automobile.”*



Bike lanes encourage bicycling, and provide people with safe options for running errands, exercising, commuting to work or school, etc. Bike lanes allow people to access locations which might previously have required a car to safely access. Bike lanes also improve the quality of life by reducing pollution and providing practical alternatives to single-vehicle transportation.

### Analysis of Trends

The Hawaii Department of Transportation provides data for the Hawaii Bike Master Plan, but it is not published regularly. Data used is from master plan reports published in 1994, 2003, and most recently 2013.

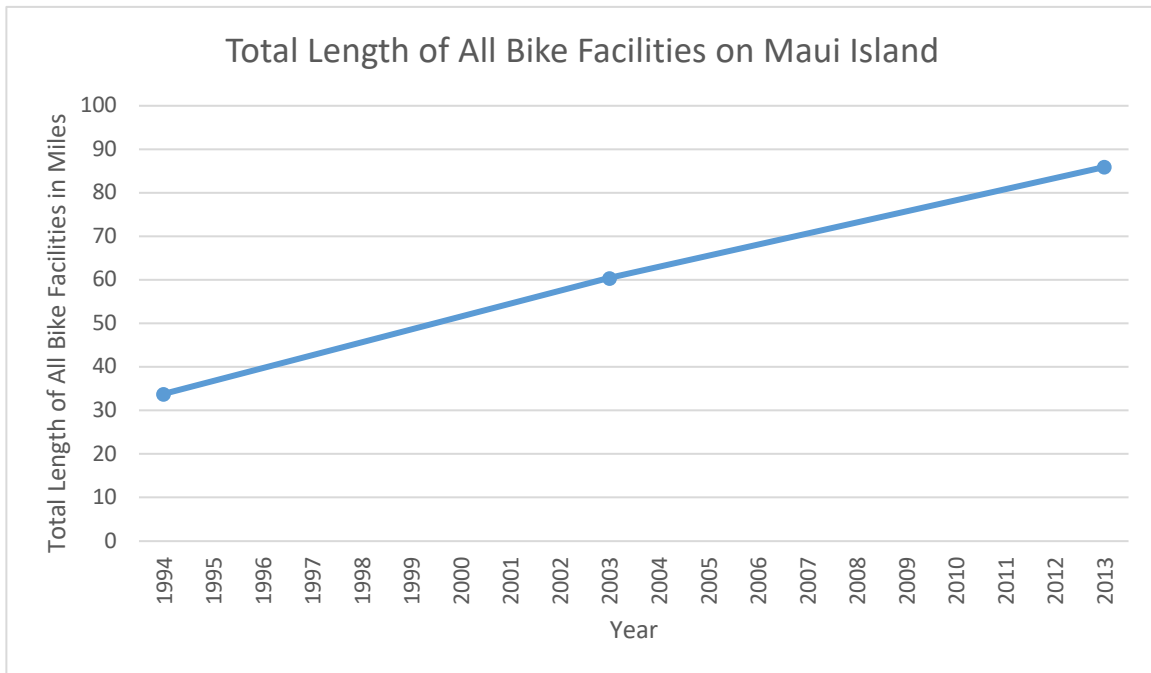


Figure 6 (Bike Plan Hawaii Master Plan, 2013). “All Bike Facilities” includes the length of signed shared roads, the length of dedicated bike lanes, and the length of shared use paths. The 2013 number includes the length of bike paths that are existing or underway. (Bike Plan Hawaii Master Plan, 2013).

As a result of efforts to improve the quality and abundance of bike facilities, 26.6 miles of bike lanes were added between 1994 and 2003. 25.5 miles of bike lanes were added to Maui between the years 2003 and 2013 (Bike Plan Hawaii Master Plan 2013).

### Indicator Quality

This indicator provides a fairly good measurement of the availability of bike lanes on Maui. This is another measure that can indirectly track the effects of creating compact communities. It could be improved with more frequent data collection.

## Built Environment Category: Infrastructure

*MIP: “The island’s infrastructure systems are vital to our community, economic prosperity, and quality of life.”*

*Core Values: “F. Secure necessary infrastructure concurrently with future development”*

*Key Highlights: “Integration of Land Use and Infrastructure Planning. We will implement a framework to ensure that our infrastructure and land use planning functions are integrated, so that infrastructure can be provided more effectively and efficiently. Financing tools will be developed so we can invest in water and wastewater systems, transit, parks, and other public facilities that will serve as a foundation for prosperity.”*

|                | INDICATOR                                       | GOAL ASSOCIATION   |
|----------------|---|--|
| INFRASTRUCTURE | Percentage of waste that is recycled            | Minimize solid waste, divert solid waste to recycling                          |
|                | Parks and Open Space per 1000/population        | Expand opportunities for recreation, provide public amenities at LOS standards |
|                | % of energy consumption by source of production | Reduce fossil fuel consumption, increase use of renewable energy               |
|                | Energy consumption per capita                   | Sustainable development indicator, reduce fossil fuel consumption              |

### Built Environment > Infrastructure Indicator:

#### *Percentage of Waste that is Recycled*

*MIP: “Goal 6.1 “6.1 Maui will have implemented the ISWMP thereby diverting waste from its landfills, extending their capacities.”*

Waste management is an essential function of municipal infrastructure and is a necessity for a sustainable community. Maui County’s Integrated Solid Waste Management Plan (ISWMP) “provides a comprehensive blueprint for the planning and expansion of the County’s solid waste management system. The updated ISWMP addresses several issues including the finite capacity of the County’s landfills, the growing waste stream, the rising cost of energy, and the desire to provide more and better services to Maui’s residents.”

#### Analysis of Trends

The County of Maui Department of Environmental Management (DEM) tracks waste diversion data for Maui County. Landfill diversion percentages specific to recycling activities are calculated annually.

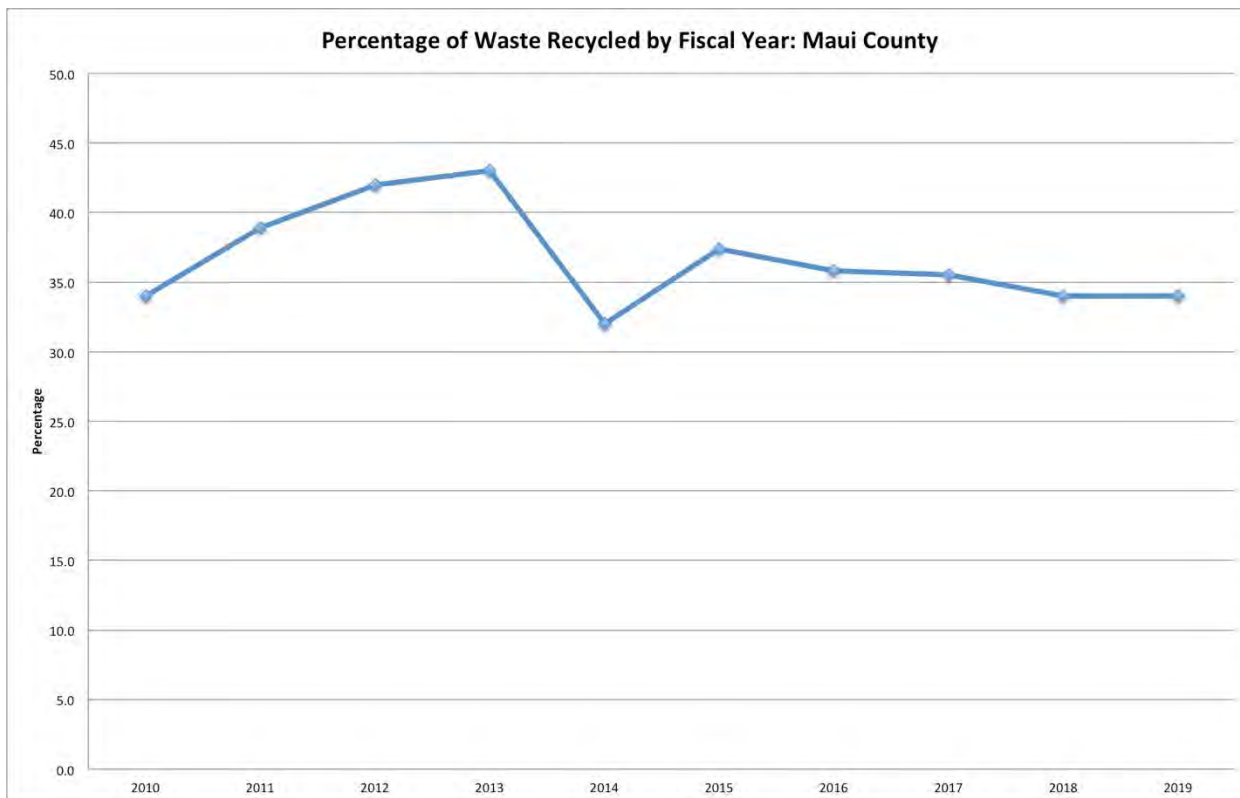


Figure 7 (Department of Environmental Management, Environmental Protection and Sustainability Division. 2020)

Recycling rates are influenced by local policy, recycling infrastructure capacity, commodity markets, and consumer choice. The percentage of waste recycled has declined since 2013.

### Indicator Quality

To the extent that materials recycling helps to extend the capacity of the County’s landfills, and is a service desired by Maui’s residents, this indicator does help to track implementation of the goals and objectives of the MIP. However, effective waste management takes place at multiple points in a product’s life cycle. When products are manufactured using smaller amounts of materials, the reduction is not measured as being diverted from the landfill, but still results in lowered impacts and costs. This indicator does not measure whether waste materials are actually brought to the landfill; items that are illegally dumped negatively affect the quality of life.

### Built Environment > Infrastructure Indicator: Parks and Open Space per 1000/population

*MIP: “As the island’s population continues to grow, local actions to designate and protect parks and open space will play a key role in ensuring a high quality of life for Maui’s residents.”*

Park infrastructure is comprised of facilities and space maintained for public enjoyment. Increases in de facto population (all people on the island, including residents and visitors) raise the demand for open space and park infrastructure. When parks are overcrowded, they do not provide as much open space, and the quality of life decreases.

The available information includes acreage for parks in all of Maui County, not just on Maui island. Comparing the acreage of parks to the de facto population of Maui County can help to indicate potential issues of overcrowding and provide insight into the quality of life for residents.

### Analysis of Trends

The wording of this indicator does not specify a unit of measurement. In addition, the phrase “per 1000/Population” should be written “per 1,000 Population.” For the purposes of this analysis, we will use acres as a unit for measurement of park space. The number of acres will be divided by the number of thousands in the defacto population. The formula for calculating this indicator is as follows:

*Parks and Open Space per 1,000 Population =*

$$Total\ Park\ Acreage \div \left( \frac{De\ fact\o\ Population}{1,000} \right)$$

Open space may occur in designated parks, on conservation land, or on private land. However, outside of designated parks, the degree to which a particular landscape is “open” is difficult to quantify, or even define. Data on this kind of “openness” is not readily available. Much of the land outside of designated parks is not readily accessible by the majority of the public, so its impact on quality of life is limited for most people. For purposes of this analysis, we will use readily available data on park acreage.

There are three different entities that oversee parks on Maui: 1) the National Park Service, 2) the Hawaii Department of Land and Natural Resources, Division of State Parks, and 3) the County of Maui Department of Parks and Recreation.

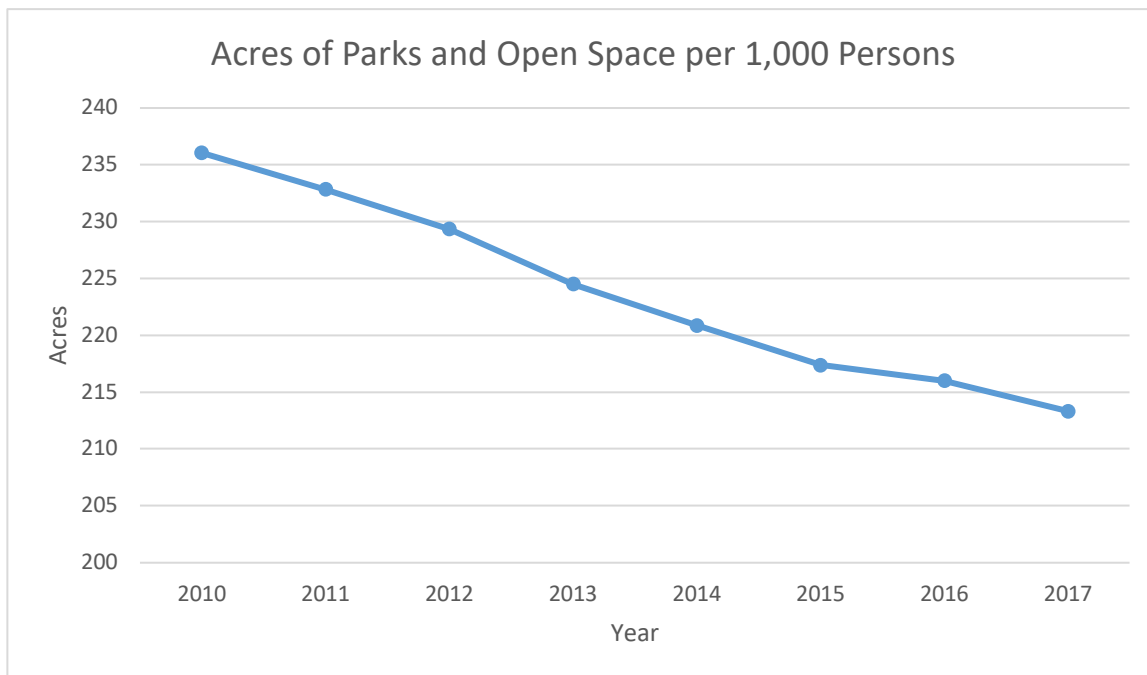


Figure 8 (Maui County Data Book 2014, 2018). Note: De facto population is measured annually on July 1<sup>st</sup>. Park acreage is the sum of national, state, and county parks

De facto population in Maui County has been steadily increasing, and projections suggest that this trend will continue. Based on the data available, since 2010 the number of acres of park space per 1,000 persons has declined by 10.6 percent. To the extent that parks are becoming more crowded, people may be denied access, or may avoid the spaces entirely. These situations negatively affect the quality of life on Maui.

#### Indicator Quality

Open space may occur in parks or on private land, but the degree to which a particular landscape is “open” is difficult to quantify and/or track. Although data is not readily available for the amount of actual open space on public land outside of designated parks, or on private land, this indicator will be useful to track the impact of the amount of accessible park space available to Maui’s people. Data on park acreage is easily obtained, and is updated regularly.

This indicator should be renamed “Acres of Parks and Open Space per 1,000 Population” to provide better clarity, and to reflect the intent of measuring the amount of park and open space available to people on Maui.

### Built Environment > Infrastructure Indicator:

#### *Percentage of Energy Consumption by Source of Production*

*MIP: Goal 6.10 “Maui will meet its energy needs through local sources of clean, renewable energy, and through conservation.”*

The wording of this indicator mixes the terms “Consumption” and “Production”. Due to transmission and distribution losses, the amount of energy *produced* by a generating facility is always greater than the amount *consumed* at the point of use. In addition, some of the renewable energy produced is “curtailed” (not accepted onto the grid), because the balance of system production and consumption must be maintained.

Increasing the production and generation of renewable energy in Maui County will increase energy self-reliance. Additionally, increasing the use of renewable energy resources has the potential to improve the quality of life by decreasing greenhouse gas emissions commonly released through the use of other energy generating alternatives.

#### Analysis of Trends

Maui has made significant progress in reducing its use of fossil fuels to produce energy, primarily through wind and solar electricity generation. Between the years 2010 and 2018, renewable energy generation has steadily increased, with the exception of 2017, when the percentage of nonrenewable energy generation increased slightly; it has apparently resumed its downward trend. See Figure 9.

#### Indicator Quality

Tracking energy production by source is an appropriate indicator for measuring progress toward renewable energy goals. However, this indicator does not track energy conservation, which the MIP also supports.

## Built Environment > Infrastructure Indicator:

### Energy Consumption Per Capita

*MIP: Objective 6.10.1: “Reduce fossil fuel consumption. Using the 2005 electricity consumption as a baseline, reduce by 15 percent in 2015; 20 percent by 2020; and 30 percent by 2030.”*

*Implementing Actions, 6.10.1-Action 1: “Work with the Energy Management Program to: (3) Develop and maintain data and reports on island energy consumption;”*

Electricity is essential to modern life, and benefits quality of life in a wide variety of ways. More electricity use, however, is not correlated with an increase in the quality of life. To the extent that less energy is generated using fossil-fuels, whether it be through efficiency or conservation, Maui will have cleaner air, and will make less of a contribution to climate change.

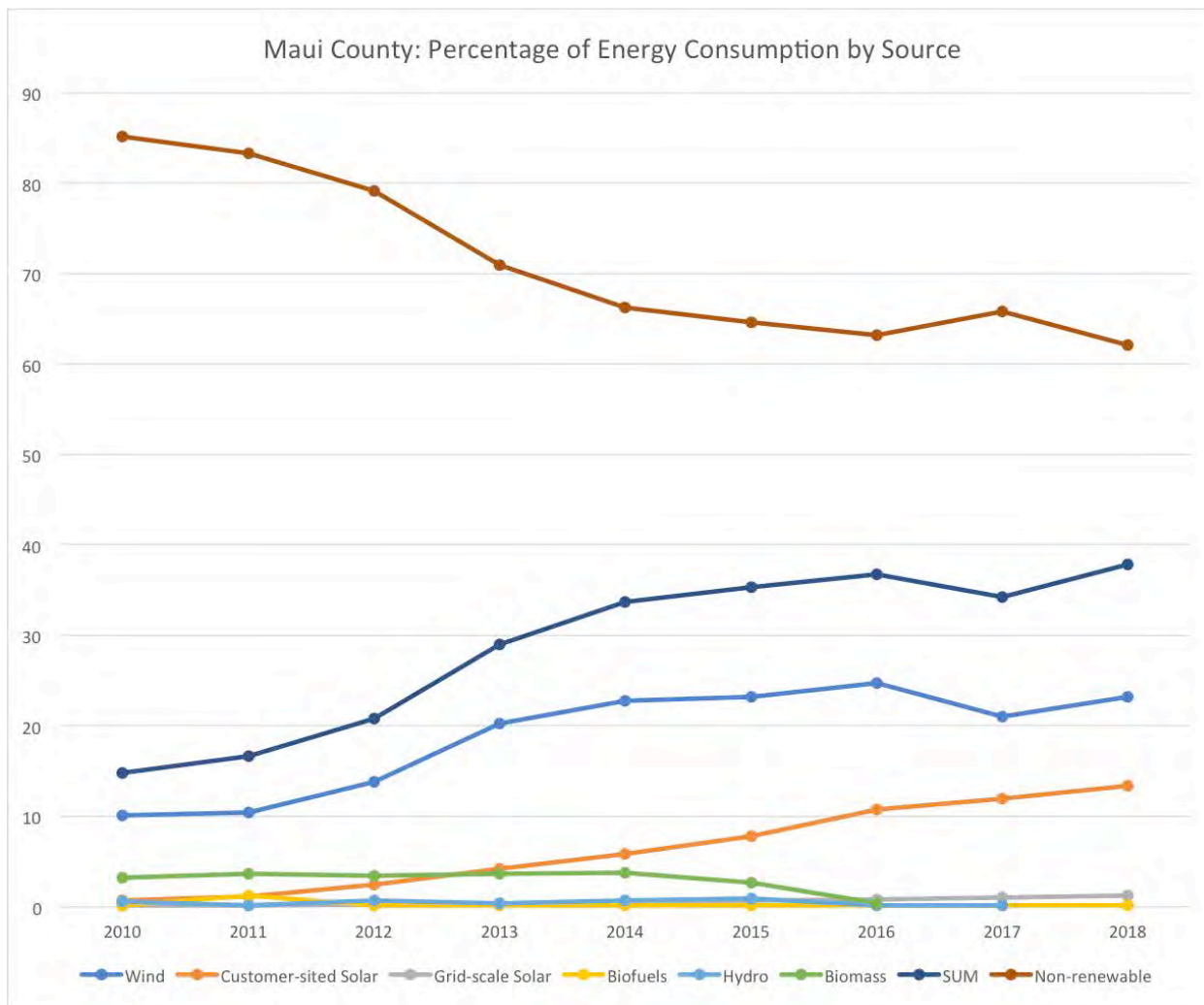


Figure 9 (Hawaiian Electric, Inc., Sustainability Reports, 2010 – 2018). Note: Percentages may not add to 100% due to rounding, estimating of original source data, and changes in reporting categories)

Data on de facto population and on the total electricity sold are available for Maui County (not for Maui island). These data can be used to calculate energy consumption per capita.

$$\text{Energy Consumption per Capita} = \frac{\text{Electricity Total kWh Sold}}{\text{De facto Population}}$$

## Analysis of Trends

Between the years 2006 and 2017, the energy consumption per capita in Maui County has continually decreased. The electricity total number of kilowatt-hours sold has fallen, even as the de facto population has increased. These trends suggest that the electricity grid is increasing in efficiency, people are conserving electricity, or a combination of both.

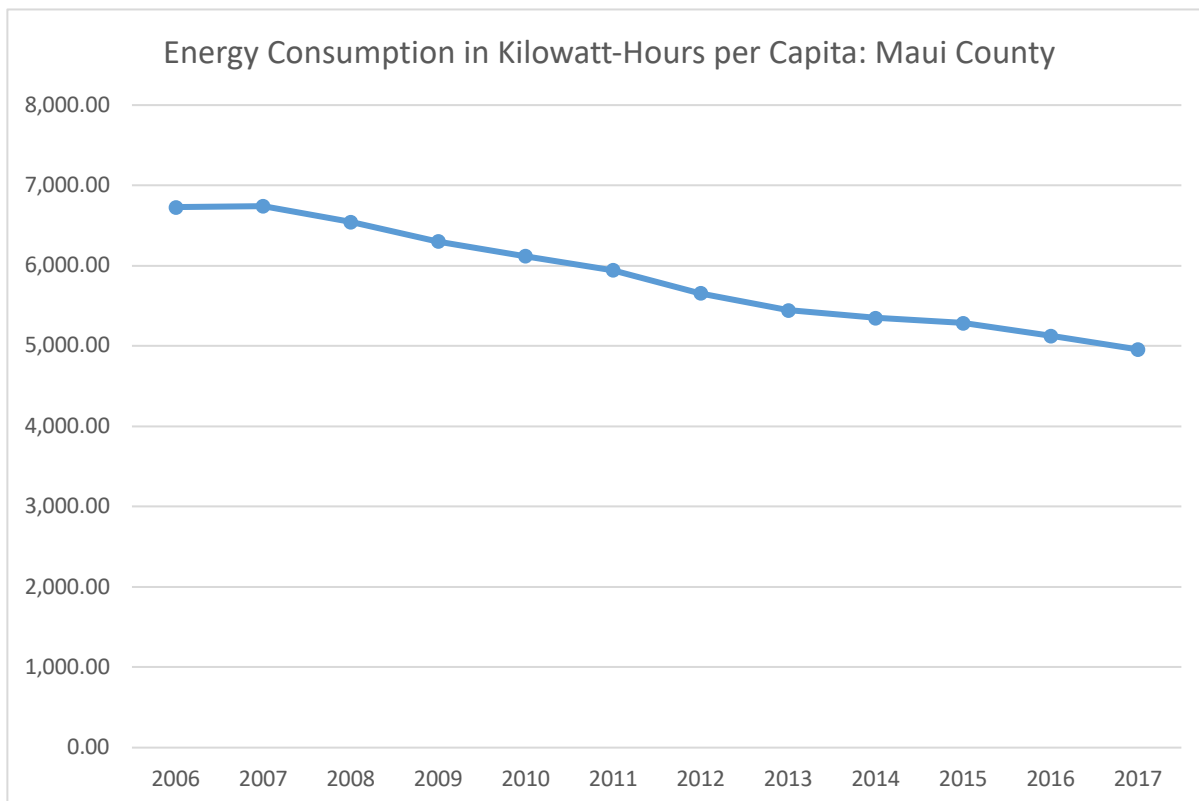


Figure 10 (Maui County Data Book, 2018; Data Warehouse, 2019)

The wording of MIP Objective 6.10.1 mixes the terms “fossil fuel consumption” and “electricity consumption,” and does not mention per capita consumption. As of 2015, overall energy consumption in Maui County had dropped by 9 percent from the 2005 base year, which falls short of the 15 percent called for in the objective, but per capita use had dropped by 23 percent, which exceeds it.

## Indicator Quality

Energy Consumption Per Capita is an appropriate indicator because it tracks progress in energy efficiency and/or conservation. It is more useful than simply tracking energy consumption, because it gives feedback on success of energy efficiency and conservation efforts.

## Theme: Social Environment

*MIP: “The Maui Island Plan is a blueprint that provides direction for future growth, the economy, and social and environmental decisions on the island through 2030.”*

The social environment is comprised of three categories: economic development, population and community dynamics, and the preservation of our cultural heritage. In recent decades, Maui has undergone significant changes in its society, making a transition from a plantation society to a tourist destination. Some of the defining qualities of Maui stem from its unique history and culture. To preserve the quality of life on Maui, economic and social progress must be linked to each other and cultural preservation.

### Social Environment Category: Economic Development

|                      | INDICATOR   | GOAL ASSOCIATION                                    |
|----------------------|---|---|
| ECONOMIC DEVELOPMENT | Cost of Living Index                                      | Quality of life indicator                           |
|                      | Value of Agricultural Production                          | Maintain AG's share of island economy               |
|                      | \$ spent per day per visitor                              | Increase financial contribution of tourism          |
|                      | % of Fruit and Vegetables consumed that are grown on Maui | Increase locally grown food, decrease imported food |

Economic development directly influences the quality of life experienced by Maui residents. In our current economic system, a good quality of life is possible when wages are commensurate with the cost of living. Individual quality of life is more likely to be preserved, especially through a potential food crisis, if there is a productive and healthy local agricultural sector.

### Social Environment > Economic Development Indicator:

#### *Cost of Living Index*

*MIP: Goal 4.1: “Maui will have a balanced economy composed of a variety of industries that offer employment opportunities and well-paying jobs and a business environment that is sensitive to resident needs and the island’s unique natural and cultural resources.”*

Hawaii has a high overall cost of living. Factors influencing this include the expense of shipping materials to our isolated island location, the high costs of shelter, and the influx of people moving to the island who are willing to pay a higher price for the privilege of living in Hawaii. A high cost of living depresses economic activity among residents, leading to lower savings rates, more debt, and fewer financial goals being reached by local residents. High costs of living without accompanying high earnings force people to choose to leave the island when they would not otherwise.

The United States Bureau of Labor Statistics tracks price changes over time in the Consumer Price Index for Urban Consumers in the Honolulu Area (CPI-U Honolulu). The index measures the change in prices of consumer goods in Honolulu County since the base period years of 1982 - 1984. An index value of 100 means that prices in Honolulu are equal to prices there in 1982 – 1984. Changes in this index over time indicate a change in the value of prices since the 1982 – 1984 reference point. The consumer price index is calculated by sampling the prices of food, energy, commodities, services, and shelter. The inflation rate that is cited in news



outlets and other publications is the percentage change in the consumer price index over a given time period.

### Analysis of Trends

The consumer price index is not tracked for Maui island. However, to the extent that the relationship between prices in Honolulu and those on Maui are maintained, CPI-U Honolulu can serve as an appropriate index to identify general trends. Although the annual inflation rate has varied between 1.0 and 3.7 percent between 2010 and 2018, the trend in CPI-U has been upward, increasing from 234.869 to 277.078. Prices have increased 18 percent during that time.

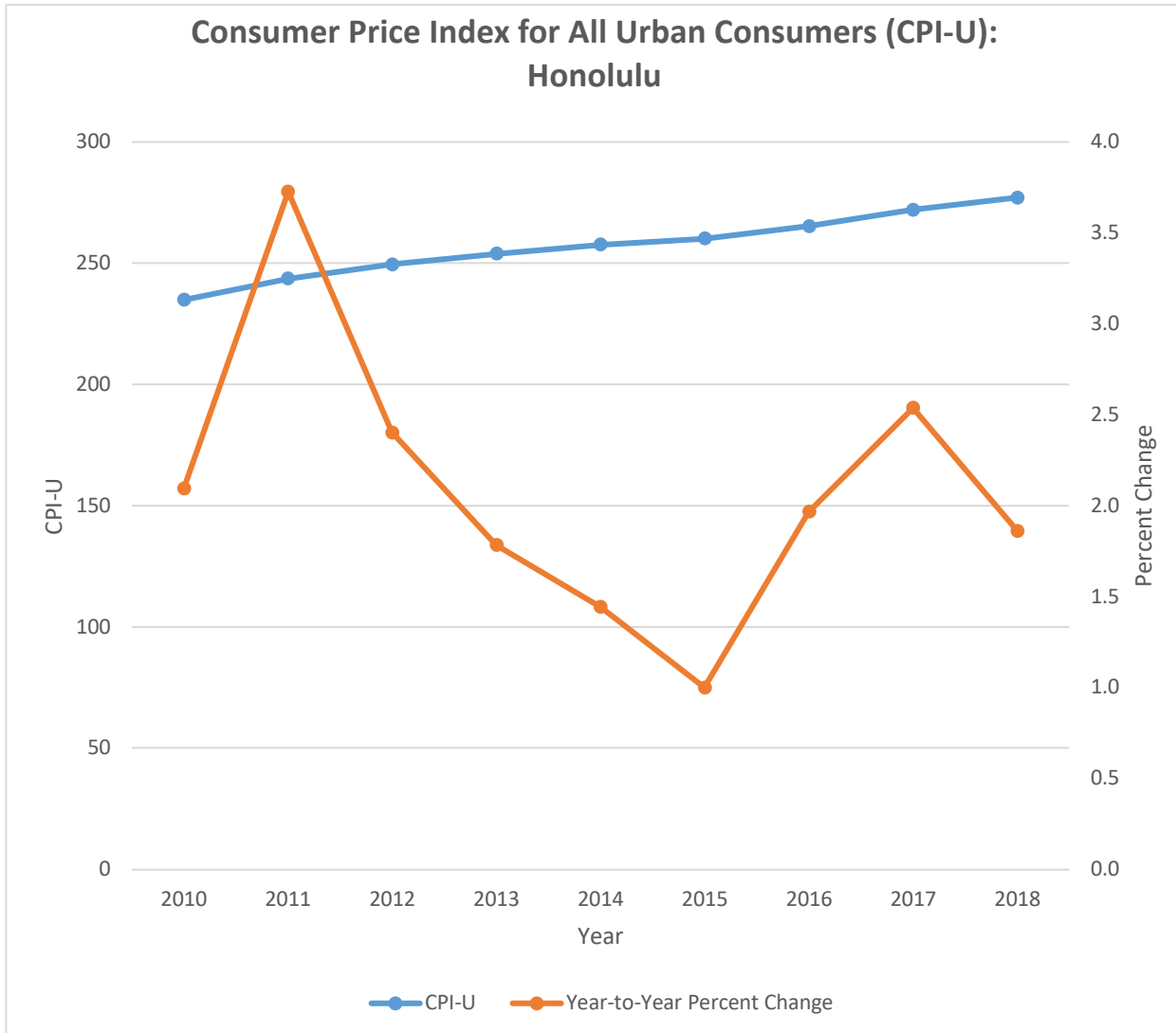


Figure 11 (Maui County Data Book, 2012). (Maui County Data Book, 2018).

### Indicator Quality

The consumer price index (CPI-U Honolulu) is a widely used tool that provides the basis for many economic decisions that need to take price inflation into account. When consumer prices rise or fall quickly, the quality of life of Maui residents can be negatively impacted.

## Social Environment > Economic Development Indicator: *Value of Agricultural Production*

*MIP: Objective 7.1.1 “Significantly reduce the loss of productive agricultural lands.”*

In recent history, Maui was a center for agriculture in the Pacific. This agricultural connection dominated the history of the islands and ended only recently with the shuttering of Hawaiian Commercial and Sugar Company (HC&S) in 2016. Agriculture is a critical sector for Maui’s economy, which is sorely in need of diversification. It is particularly important for an isolated island community that would benefit by increasing food security.

The value of agriculture in Maui County includes the value of crops, livestock, poultry, and animal products. For both of these measures, the Maui County Data Book provides data for the county as a whole, not specifically for Maui island. Data are compiled every 5 years.

### Analysis of Trends

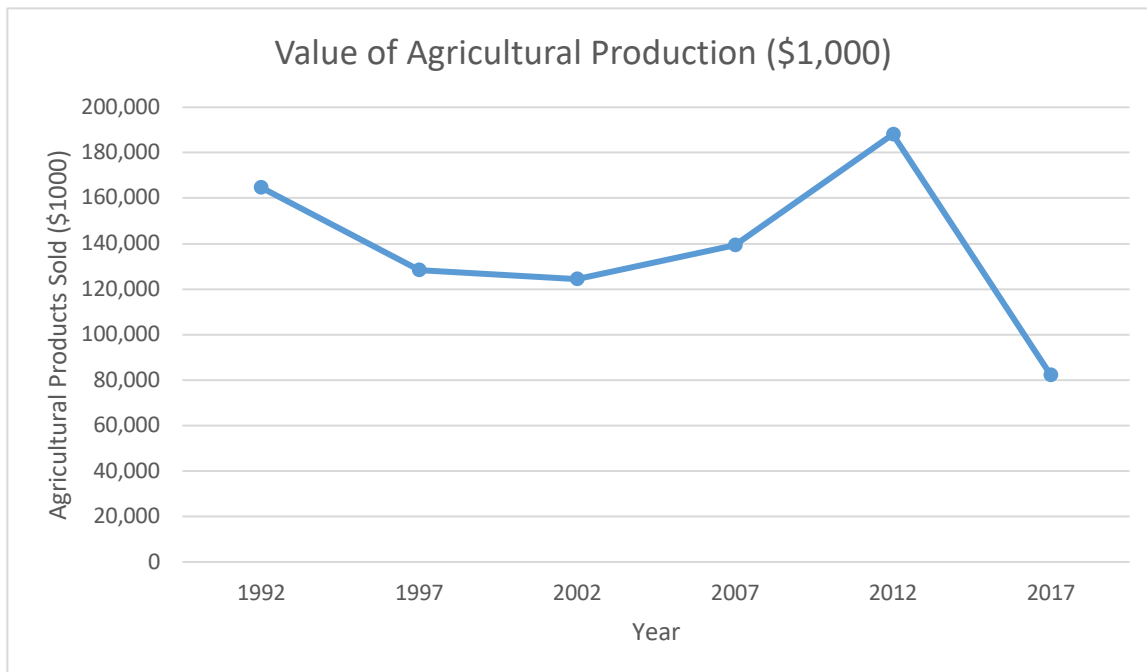


Figure 12 (Maui County Data Book 2005 - 2018).

Between 1992 and 2002, the value of agricultural products gradually decreased, and then experienced an upswing. After 2012, however, there was a sharp decrease in agricultural products sold.

### Indicator Quality

The Value of Agricultural Production does not directly measure whether Maui is losing productive agricultural lands, but it does help in evaluating progress toward other MIP goals such as economic diversification. Since data on the value of agricultural products is only reported for Maui County as a whole, it is not a perfect indicator for the island of Maui. It is regularly collected and reported, but its utility would be improved by more frequent data collection.

## Social Environment > Economic Development Indicator: *Dollars Spent Per Day Per Visitor*

*MIP: “Dollars Spent per day per Visitor” . . . can be used to assess the economic value of tourism . . .”*

Visitor spending comprises a significant portion of Maui’s economy. However, tourism affects the island in many ways, including wear on infrastructure, upward pressure on housing prices, and impacts to natural resources. To maximize the returns versus the impacts of tourist travel, Hawaii tracks the amount of spending per visitor, with the goal of increasing the amount of money spent per visitor per day.

### Analysis of Trends

Daily spending per person on Maui fluctuates, however, the general trend indicates that daily visitor spending has been steadily increasing. There was a drastic drop in daily spending between the years 2008 and 2009, which correlated with the drop in the number of visitors during that same time period.

### Indicator Quality

This indicator is useful for showing the trend in the economic value of visitors to Hawaii, and the average economic benefit that a tourist is able to provide. It is measured frequently, making it a suitable indicator for quality of life analysis. However, this indicator is not adjusted for inflation; which would make it a more useful policy tool to determine the real economic benefit of tourism.

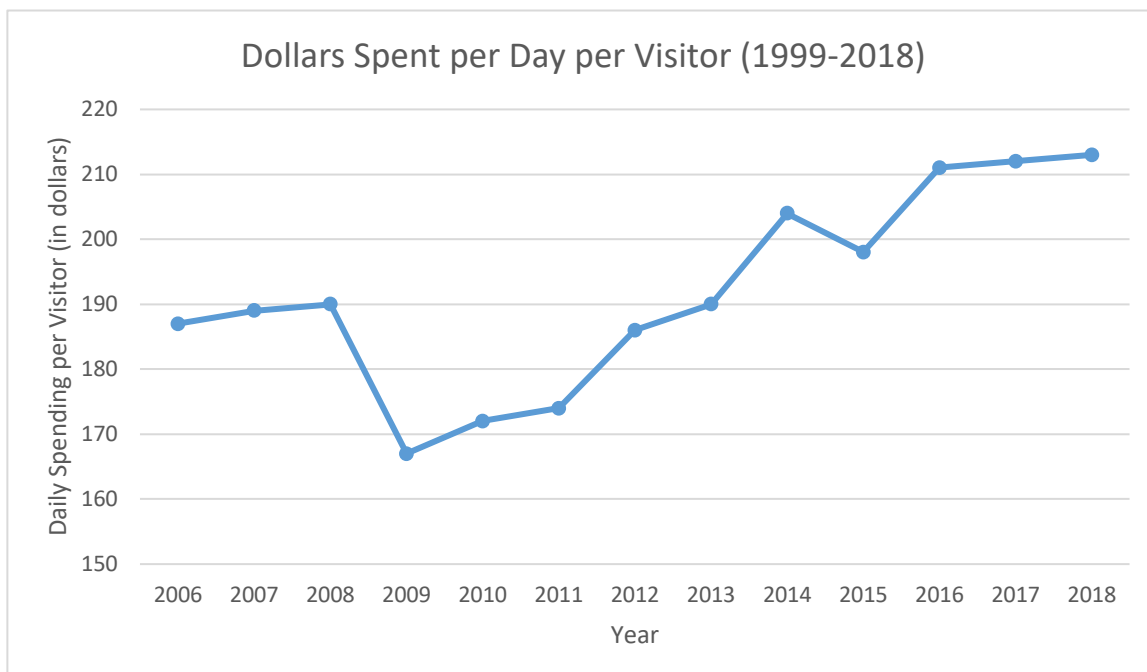


Figure 13 (Annual Visitor Research Reports 1999-2018).

## Social Environment > Economic Development Indicator:

### *Percentage of Fruits and Vegetables Consumed that are Grown on Maui*

*MIP: Goal 4.3 “Maui will have a diversified agricultural industry contributing to greater economic, food, and energy security and prosperity.”*

*Objective 4.3.1 “Strive for at least 85 percent of locally-consumed fruits and vegetables and 30 percent of all other locally-consumed foods to be grown in-State.”*

Local food production enhances community resilience by increasing stocks of food available in the event of a natural disaster or a disruption in regular commodity shipments. A healthy agricultural marketplace is one that profits local farmers and provides food that Hawaii can grow.

The majority of food eaten on Maui is imported from out of state; this includes food that would grow readily on the island. Although there is data on the amount of food produced on Maui, it is not clear how much of that produce is consumed here; some is shipped off island.

#### Analysis of Trends

Due to a lack of information on local food consumption, no trends could be identified.

#### Indicator Quality

If the data were to be made available, yearly tracking of this information would help to assess the health of the local agricultural marketplace, as well as community resilience.

## Social Environment Category: Population / Community

|                           | INDICATOR                                 | GOAL ASSOCIATION                  |
|---------------------------|---|-----------------------------------|
| POPULATION /<br>COMMUNITY | Unemployment rate                         | Quality of life indicator         |
|                           | Poverty rate                              | Quality of life indicator         |
|                           | College bound rate                        | Increase post-secondary education |
|                           | Prevalence of overweight and obese adults | Quality of life indicator         |

*MIP: “Population growth can have positive and negative impacts on the environment, socio-economic and cultural composition of the island, and visitor experience.”*

*MIP: “There is a renewed emphasis throughout the country on educating citizens to make healthy lifestyle choices to reduce the prevalence of chronic disease.”*

*Goal: 1.1 “Maui’s people, values, and lifestyles thrive through strong, healthy, and vibrant island communities.”*

*Objective: 1.1.1 “Greater retention and return of island residents by providing viable work, education, and lifestyle options.”*

*Policies: 1.1.1.a “Expand programs that enable the community to meet the education, employment, housing, and social goals of youth and young adults.”*

This category contains indicators that are directly related to personal and collective quality of life. Although each of the indicators in the Population/Community category is expressed in collective economic terms, the effects are experienced by individuals, and the perceived impacts have a direct impact on the quality of life for those people.

## Social Environment > Population/Community Indicator: *Unemployment Rate*

*MIP: Objective: 1.1.1 “Greater retention and return of island residents by providing viable work, education, and lifestyle options.”*

In general, employment benefits an individual’s quality of life by providing structure, money, regular social contact, and a general boost to self-esteem (Axelsson et al., 2007). The unemployment rate is a metric of the labor force population that is not employed. The labor force is defined as the population of people employed or actively seeking employment (Bureau of Labor Statistics, 2015).

According to data collected for Maui Island in 2018, there were 81,850 labor force members, of which 79,950 were employed. Also, in 2018, there were 1,900 members of the labor force who were unemployed, which means the percentage of the labor force unemployed was 2.3% (Maui County Data Book, 2018).

### Analysis of Trends

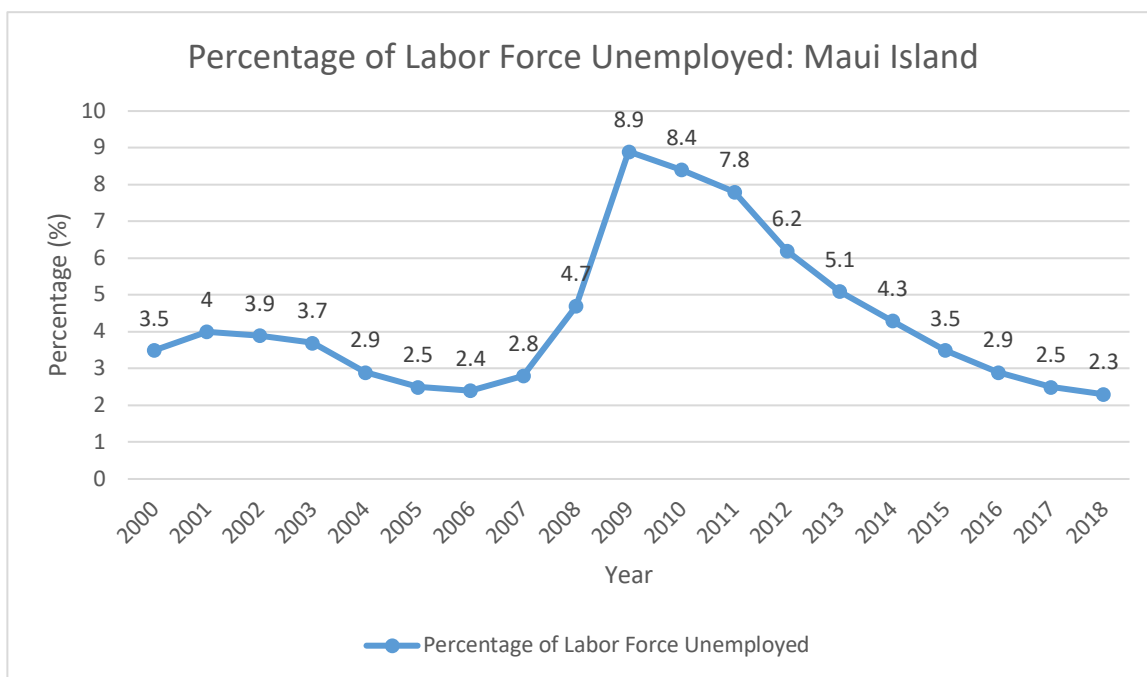


Figure 14 (Maui County Data Book 2018).

With the exception of the period between 2008 and 2013, Maui’s unemployment rate has remained relatively low.

## Indicator Quality

The Unemployment Rate is a widely accepted and suitable indicator of the number of people who are not able to find viable work. This number generally indicates the ability of individuals to meet their basic needs and achieve a basic level of quality of life.

## Social Environment > Population/Community Indicator:

### Poverty Rate

*MIP: “When adequate or appropriate housing is unattainable to a large portion of the population, it negatively impacts the entire community and decreases overall quality of life.”*

The Federal Poverty Level is a measure of income issued every year by the Department of Health and Human Services (HHS). It is dependent on family size and the number of related children under the age of 18 in a household. The data upon which the poverty rate in a community are calculated are collected by the American Community Survey.

Other than the Poverty Rate indicator itself, there is no specific mention of “poverty rate” in the plan. However, the related concept of “homelessness” is mentioned several times in the context of the Economic Development and Housing chapters.

Poverty poses challenges to maintaining a good quality of life because individuals experiencing poverty have less access to basic needs, such as food, shelter, and clothing. People in poverty experience adverse health conditions, have fewer educational opportunities, and often live in physically unsafe environments. If many individuals are experiencing poverty in a community, the quality of life of the community is negatively affected as a whole. Tracking the poverty rate enables us assess to what degree our economic development and housing goals are being achieved.

## Analysis of Trends

Data is tracked for all of Maui County and not by island. Between the years 2012 and 2018, the percentage of the population below the poverty level varied from 11.4% in 2014 and 9.7% in 2018. See Figure 15.

## Indicator Quality

The Poverty Rate is commonly used to track the overall prosperity of a community. Increases in the poverty rate signal that more people are having trouble fulfilling their basic needs, and therefore, an acceptable quality of life. It is useful as an indicator because when tracked, it can alert decision makers that policy changes and/or action to alleviate poverty in the community are needed. The data are collected regularly, and will continue to be collected in the future; this makes Poverty Rate a useful indicator.

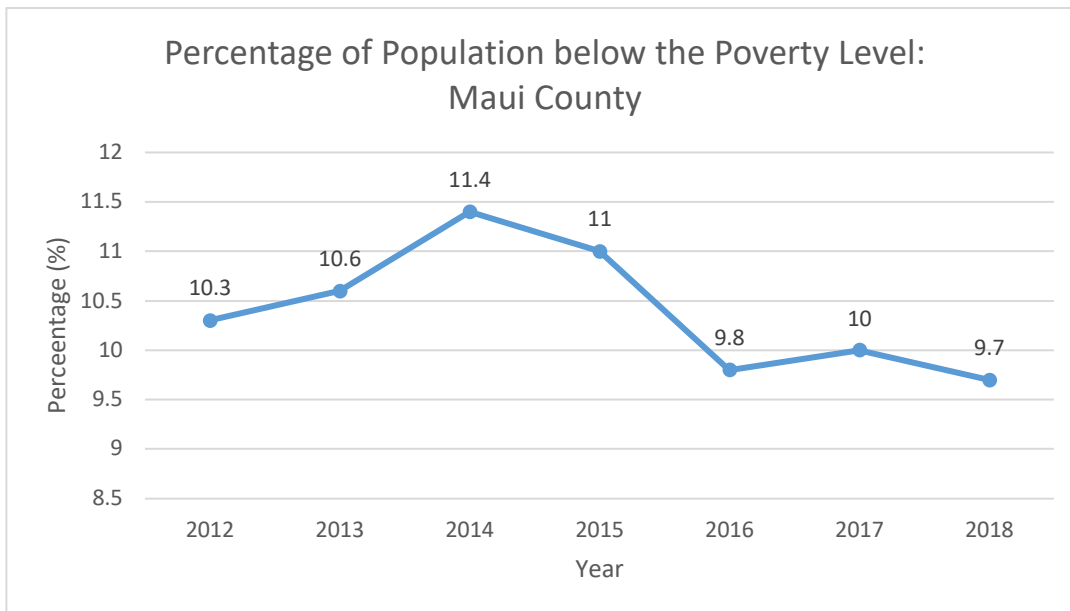


Figure 15 (Percent of Population below the Poverty Level in Maui County, HI, 2019).

## Social Environment > Population/Community Indicator: College Bound Rate

MIP: There is no specific mention of the College Bound Rate in the Maui Island Plan. However, in the Economic Development chapter, there is some discussion of the 2010 County of Maui Comprehensive Economic Development Strategy (CEDS). This strategy, mandated by the Economic Development Administration (EDA) of the US Department of Commerce focused on the need to train Maui’s residents to qualify for high-skill jobs and the related need to improve the public education system. One of the CEDS recommendations was to make improved connections between industries and employers, high schools and the college system, and to offer stronger programs in technical and high-skill fields, including 4-year programs where necessary.

The College Bound Rate is the proportion of high school seniors who continue on to post-secondary education. The implicit assumption of having a College Bound Rate indicator is that students who go to college will attain higher levels of education, higher incomes, and other attributes associated with a higher quality of life.

The Hawaii Department of Education tracks postsecondary school completion of high school graduates 6 years after high school graduation. The data is tracked by island, which means that data can be analyzed specifically for the island of Maui. The most recent data was collected in 2018 and pertained to the high school graduating classes of 2012.

### Analysis of Trends

The data show stable percentages that have had minimal annual variation for all four of the following categories:

- Earned Degree or Certificate – earned a postsecondary degree or certificate at any time during the 6 years after high school graduation.

- Enrolled - did not earn a degree or certificate, but was still enrolled in postsecondary in the 6th year after graduation.
- Stopout - was previously enrolled in postsecondary but was not enrolled in the 6th year after graduation and did not earn a degree or certificate within 6 years.
- No Postsecondary Record - no postsecondary enrollment or award record at any time in the 6 years after high school graduation.

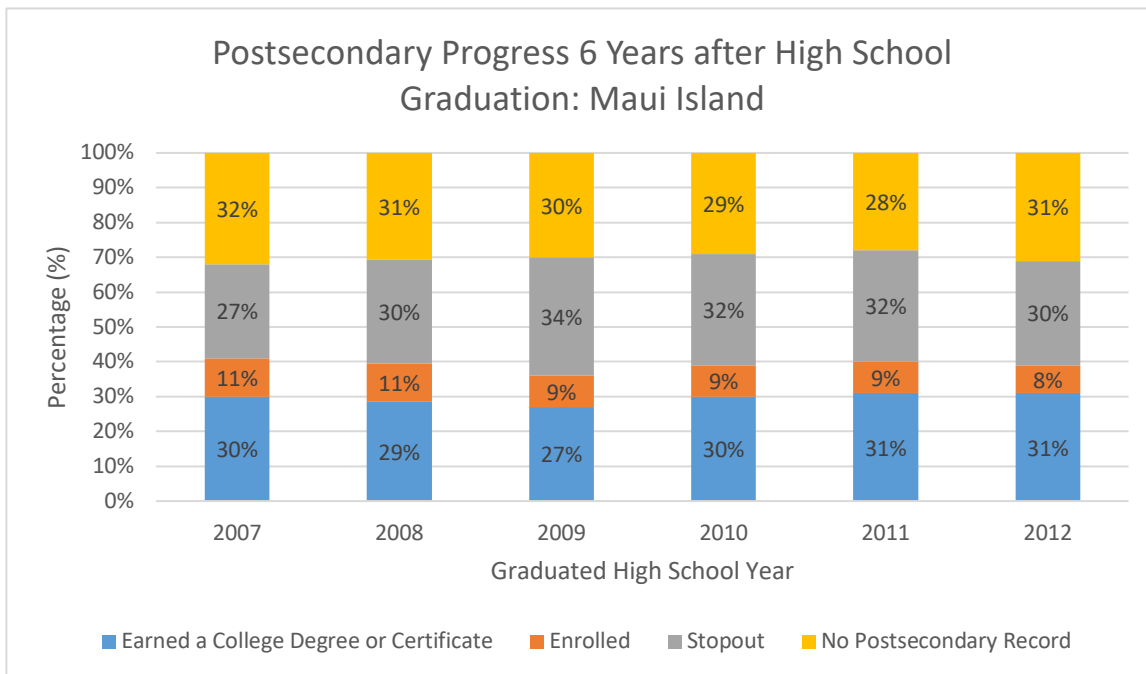


Figure 16 (High School to Postsecondary, 2018).

Additionally, the percentages of high school graduates that earned a college degree or certificate and the percentages of high school graduates that stopout of college are almost equal most years. As more data is recorded, changes in these percentages may predict changes in educational attainment, and therefore for quality of life on Maui.

### Indicator Quality

Tracking the College Bound Rate of enrollment in college is a common measure in communities that view education as a way to improve people’s quality of life. The actual outcome of that education may or may not be beneficial to particular individuals. Similarly, whether the long-term benefits of a college education outweigh the high costs of college enrollment vary from case to case. This could be a good indicator, but it is not specifically tied to any goals, objectives or policies of the MIP.

### Social Environment > Population/Community Indicator: Prevalence of Overweight and Obese Adults

MIP: There is no specific mention of a goal, objective or policy that addresses the prevalence of overweight and/or obese adults.



Unhealthy weight also raises per capita costs to health systems, and may negatively impact a person’s self-esteem. The United States Centers for Disease Control Behavioral Risk Factor Surveillance System tracks the prevalence of overweight and obese individuals.

### Analysis of Trends

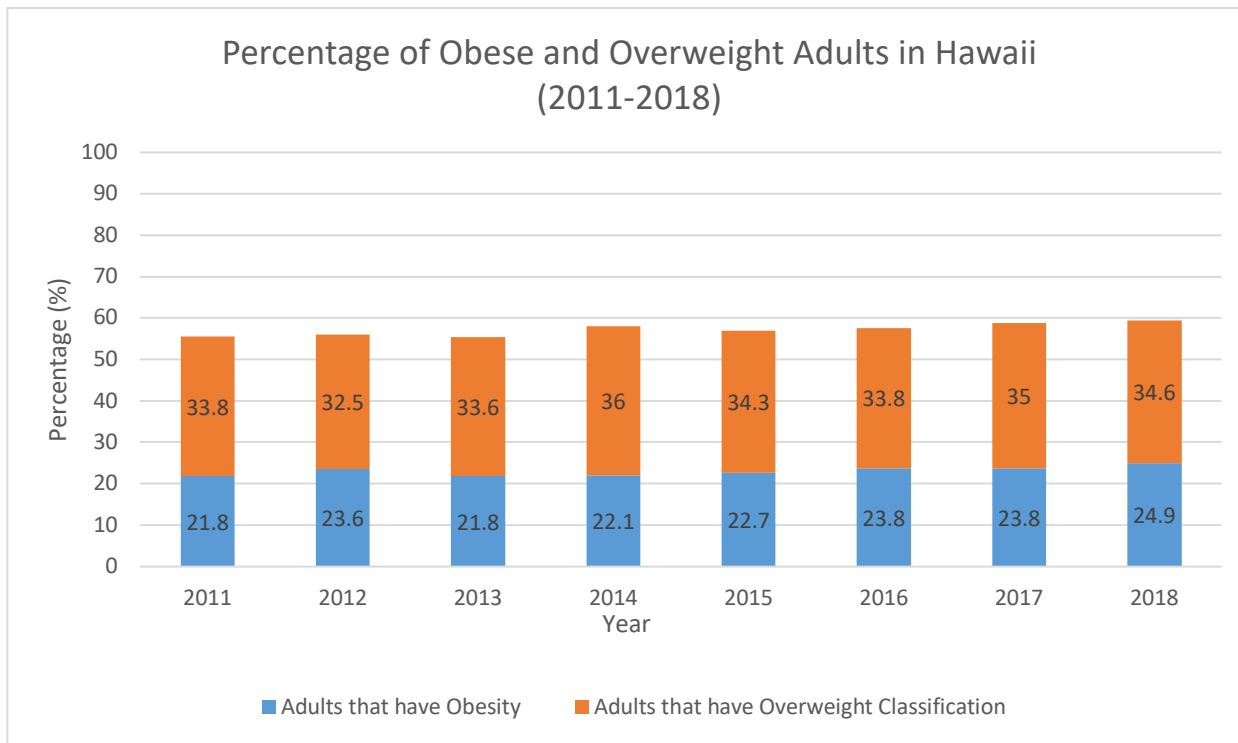


Figure 17 (DNPAO Data, Trends and Maps: Hawaii 2019). Note: Centers for Disease Control and Prevention did not provide Maui-specific data; these data reflect obesity and overweight percentages for the population of all of Hawaii.

The percentage of obese and overweight adults has remained fairly steady, with only minor variations, between the years 2011 and 2018.

### Indicator Quality

This indicator is appropriate for tracking progress with regard to general public health, and therefore quality of life. Over time, as communities become more walkable, the prevalence of overweight and obese adults may begin to decline. However, this indicator is not specifically tied to any goals, objectives or policies of the MIP.

## Social Environment Category: Cultural Heritage

|                   | INDICATOR                                       | GOAL ASSOCIATION                                   |
|-------------------|---|--|
| CULTURAL HERITAGE | Course enrollment in Hawaiian Language programs | Healthy + vibrant Island culture                   |
|                   | Tons of Taro grown and sold                     | Healthy + vibrant Island culture, local traditions |
|                   | # of new designated heritage and cultural sites | Protection of cultural resources                   |
|                   | Scenic Roadways – total miles                   | Protect + enhance scenic vistas                    |

*MIP: Maui Island Vision: “Ua mau ke ea o ka `āina i ka pono. Maui Island will be environmentally, economically, and culturally sustainable with clean, safe, and livable communities and small towns that will protect and perpetuate a pono lifestyle for the future.”*

*Core Values B: “Respect and protect our heritage, traditions, and multi-cultural resources”*

Hawaii has a unique cultural heritage which permeates the Maui community’s lifestyle. The Hawaiian way of life is often ranked as one of the most important reasons that residents choose to live on Maui, despite the high costs of living, moderate wages, and increasing traffic congestion.

Social Environment > Cultural Heritage Indicator:  
*Enrollment in Hawaiian Language Courses*

*MIP: Challenges and Opportunities, Perpetuation of Cultural Practices and the Hawaiian Language: “The MIP aims to perpetuate the Hawaiian culture as the basic foundation in the lives of our residents.”*

Hawaiians have made significant progress in reclaiming their heritage, but although fluency in ‘Ōlelo Hawaii (Hawaiian language) is increasing, it is still unusual to hear this language spoken in most of Hawaii. Language immersion programs for ‘Ōlelo Hawaii exist, but are not offered to all students.

Language affects the way people think and perceive the world. Preserving the Hawaiian way of thinking and living by maintaining the language is an important step Hawaii can take to preserve its cultural heritage and improve the quality of life for natives and non-natives.

**Kaiapuni Schools**

The Hawaii Department of Education is contributing to the revitalization of the Hawaiian language by providing K-12 Hawaiian language programs in Kaiapuni schools. These programs focus more on Hawaiian language immersion than other schools do (Hawaii DOE: Kaiapuni Schools - Hawaiian Language Immersion 2020). There are 7 Kaiapuni schools on Maui, as shown in this table:

**Kaiapuni Schools on Maui**

| <b>School</b>                           | <b>Grade Levels</b> | <b>Location</b> |
|---|---------------------|-----------------|
| <b>Hana High and Elementary</b>         | K-3                 | Hana            |
| <b>Kalama Intermediate</b>              | 6-8                 | Makawao         |
| <b>King Kekaulike High</b>              | 9-12                | Pukalani        |
| <b>Lahaina Intermediate</b>             | 6-8                 | Lahaina         |
| <b>Lahainaluna High</b>                 | 9-12                | Lahaina         |
| <b>Princess Nahi‘ena‘ena Elementary</b> | K-5                 | Lahaina         |
| <b>Pā‘ia Elementary</b>                 | K-5                 | Paia            |

*(Hawaii DOE: Kaiapuni Schools - Hawaiian Language Immersion, 2020)*

‘Aha Pūnana Leo is a non-profit, family-based educational organization dedicated to the revitalization of the Hawaiian language. There are three Hawaiian language immersion pre-schools on Maui in Wailuku, Lāhaina, and Hāna.

Data was obtained from each of these schools, and is shown in the following chart. There are also Hawaiian language programs being taught during day and evening classes at University of Hawaii Maui College, but the school was not able to provide course enrollment numbers.

### Analysis of Trends

The data show that school enrollment has been increasing steadily between 2014 and 2020. See Figure 18.

### Indicator Quality

Enrollment in Hawaiian Language Courses is an appropriate indicator with which to track the reintroduction of ‘Ōlelo Hawaii to the community, and to perpetuate the Hawaiian culture as the basic foundation in the lives of Maui residents.

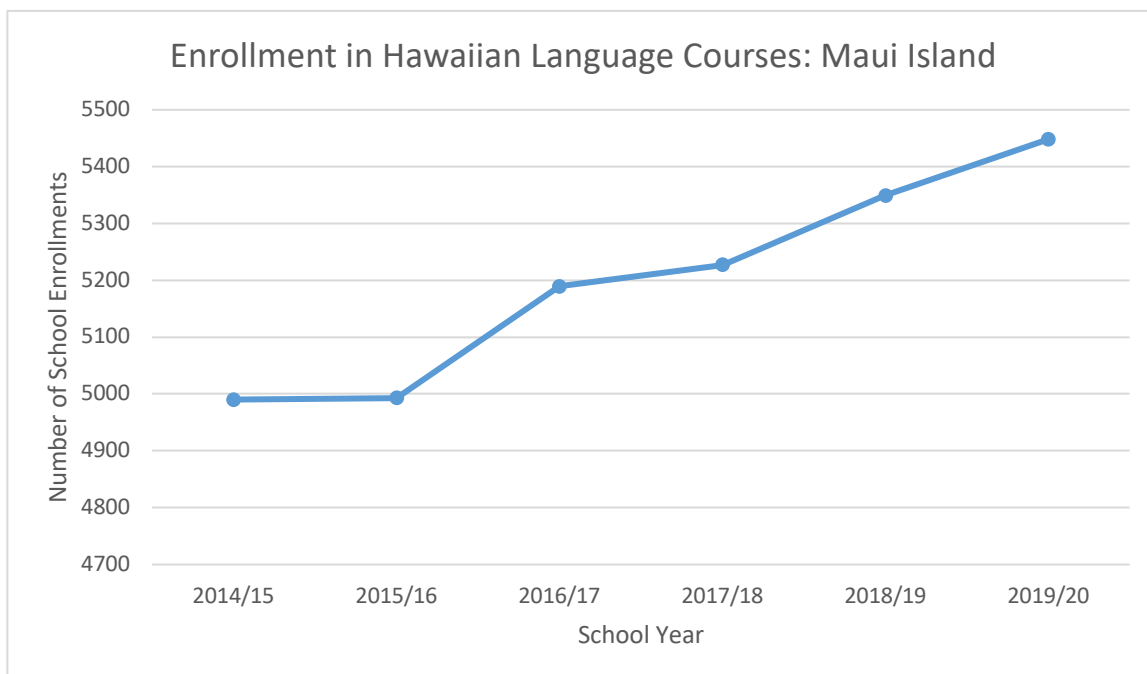


Figure 18 (Hawaii DOE: School Reports, 2020; ‘Aha Pūnana Leo, 2020)

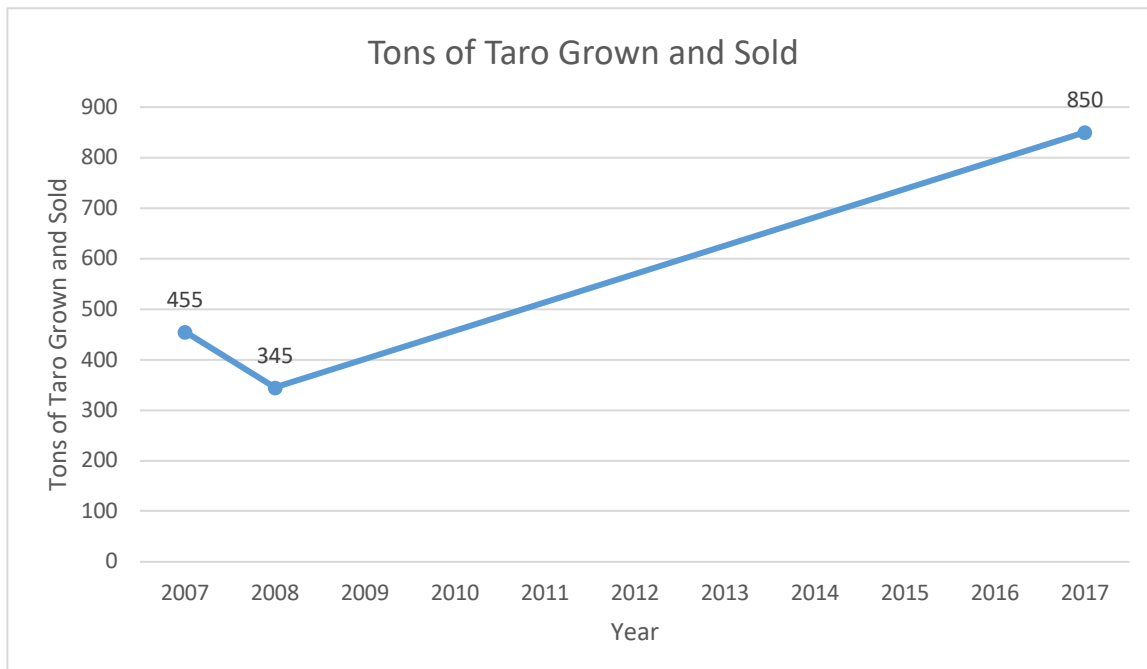
## Social Environment > Cultural Heritage Indicator: *Tons of Taro Grown and Sold*

*MIP: Objective 2.1.1: “An island culture and lifestyle that is healthy and vibrant as measured by the ability of residents to live on Maui, access and enjoy the natural environment, and practice Hawaiian customs and traditions in accordance with Article XII, Section 7, Hawai`i State Constitution, and Section 7-1, Hawai`i Revised Statutes (HRS).”*

*Policy 6.6.1.e: “Support lo`i and dryland taro restoration in County, State, and Federal parks.”*

Taro (*kalo*) is an integral part of the Hawaiian creation story, and has been a staple food for centuries. As the Hawaiian culture continues its resurgence after a long period of repression, more and more *kalo* is being grown. There are many known efforts by kanaka maoli to restore taro lo`i that have been abandoned for decades. Reclamation of old lo`i is being facilitated by recent increases in stream water allocation in several places across Maui. Much of this renewed *kalo* production is taking place in remote valleys, and is likely not recorded in official production numbers. In addition, new efforts to irrigate upland (dryland) taro are substantially increasing production.

### Analysis of Trends



*Figure 19 (Fleming, 1994; Maui County Data Book 2012; Sato). Note: It is assumed that all taro listed as “grown” is sold; although much taro is given away, the amount is difficult to quantify.*

After a period of decline, official taro production numbers appear to be on the increase. The Maui County Data Book provides values for pounds of taro for the years 2007 and 2008. In order to calculate tons of taro, pounds of taro were divided by 2,000. For 2017, the Maui County Data Book reported acres of taro grown instead. Two studies were done that calculated the productivity of taro in tons per acres. The average production numbers were applied to the 85 acres of land that was reported to be under cultivation in 2017; this resulted in 850 tons of taro being grown in 2017.

## Indicator Quality

Tons of Taro Grown and Sold appears to be a fairly good indicator of the returning health and vibrancy of Hawaiian culture. However, it should be noted that much taro that is grown is consumed by the farmers or given away, and is therefore not sold. To the extent that the indicator does not count that produce, it will miss that element that contributes significantly to the quality of life of both growers and customers.

## Social Environment > Cultural Heritage Indicator:

### *Number of New Designated Heritage and Cultural Sites*

*MIP Goal 2.1: “Our community respects and protects archaeological and cultural resources while perpetuating diverse cultural identities and traditions.”*

Historic sites help to tell the history of a geographic location and help to keep a location’s history and culture alive. Historic sites are culturally important, and preservation of these sites keep cultural heritage vibrant.

## Analysis of Trends

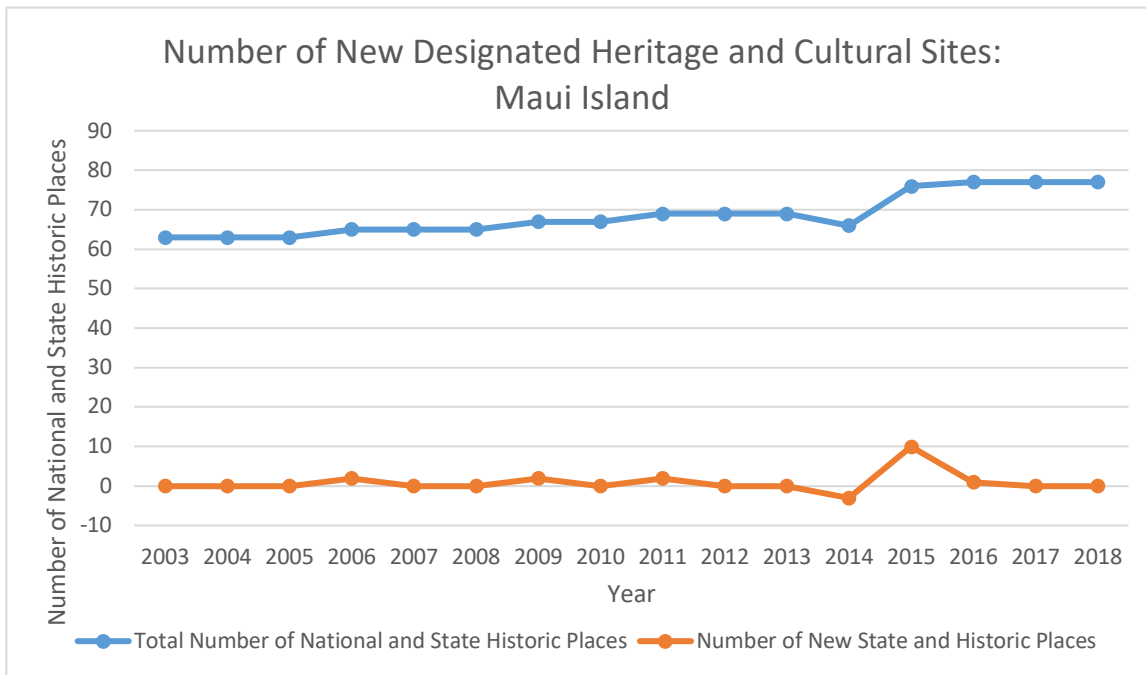


Figure 20 (Maui County Data Book, 2003-2018).

The number of national and state historic places on Maui island has increased from 63 sites in 2003 to 77 sites in 2018. Between 2013 and 2014, there was a decrease of 3 sites. This was followed by an increase of 10 sites in 2015.

## Indicator Quality

Regular public tracking of heritage and cultural sites is an appropriate indicator of the effort that Hawaii dedicates to preserving sites of significant cultural and historic value. It would be helpful if data were to be reported in a consistent manner.

## Social Environment > Cultural Heritage Indicator:

### *Miles of Scenic Roadways and Number of Scenic Vistas*

*MIP: “Maui’s shoreline, tropical rainforests, rugged valleys, vast open spaces, historic towns, pastoral landscapes, and panoramic Pacific Ocean views are all a part of the island’s scenic resources. In the past few decades, the island has experienced rapid growth of the visitor industry, as well as an increase in population, which have dramatically impacted the island’s scenic corridors and view planes. The current network of laws established to protect scenic resources is focused on coastal lands. Areas outside of coastal lands also possess significant scenic resources that could benefit from regulatory controls and preservation strategies.”*

*Policy 2.1.2.b: “Require the update of existing planning and regulatory mechanisms to protect the natural, cultural, scenic, and historic resources within designated Heritage Areas (see Cultural Resources Overlay/Scenic Corridor Protection Technical Reference Map).”*

*Policies 6.4.3a: “Ensure that the roadway and transit alignments respect the natural environment and scenic views.”*

Scenic roadways and scenic vistas are especially valuable to both visitors and long-time residents. Maui has many aesthetically pleasing locations with desirable views. Aesthetic enjoyment is valuable for the tourism industry and personal fulfillment. Maui County has an interest in promoting scenic views as an asset that enhances the quality of life for its people.

## Analysis of Trends

The County of Maui does not maintain quantified data on the number of miles of scenic roadways or the number of scenic vistas. Therefore, no information on county-designated scenic roadways or vistas was obtained, and no trends could be identified.

## Indicator Quality

If data on designated scenic roadways and/or vistas does becomes available, this will be a valuable indicator useful in determining changes to the quality of life on Maui.

## Theme: Natural Environment

*MIP: Objective: 2.1.1 “An island culture and lifestyle that is healthy and vibrant as measured by the ability of residents to live on Maui, access and enjoy the natural environment, and practice Hawaiian customs and*

*traditions in accordance with Article XII, Section 7, Hawai`i State Constitution, and Section 7-1, Hawai`i Revised Statutes (HRS)."*

*Policies 4.2.2.a: "Mitigate the impact of tourism on the host culture, natural environment, and resident lifestyles."*

*Objective 6.4.3: "An island-wide, multimodal transportation system that respects and enhances the natural environment, scenic views, and each community's character."*

Maui's natural environment is critical to the quality of life of both residents and visitors. Residents rely on a healthy natural environment to enable them to fish, farm, and pursue healthy outdoor recreational activities. The visitor industry relies on a healthy natural environment as a main draw for tourists. Monitoring the health of the natural environment can provide information that serves as an early warning to enable Maui's people to protect the 'āina from unhealthy changes. Properly cared for, the environment provides us with many ecosystems services, including clean water, healthy food, clean air, and nature itself; this gives Maui's people the opportunity to improve the quality of their lives by enjoying the natural environment.

## Natural Environment Category: Watershed Systems

|                   | INDICATOR                       | GOAL ASSOCIATION                              |
|-------------------|---------------------------------|---|
| WATERSHED SYSTEMS | % of streams on monitoring list | Enhance the functioning + vitality of streams |
|                   | Reclaimed water use             | Decrease pollution , sustainability indicator |
|                   | Watershed health                | Protect + enhance native eco-systems          |
|                   | Drinking water quality          | Increase water quality, basic quality of life |

### Natural Environment > Watershed Systems Indicator:

#### *Percentage of Streams on Monitoring List*

*MIP: Goal 2.3: "Healthy watersheds, streams, and riparian environments."*

*Objective 2.3.1: "Greater protection and enhancement of watersheds, streams, and riparian environments."*

*Objective 2.3.1.h: "Maui will protect all watersheds and streams in a manner that guarantees a healthy, sustainable riparian environment."*

Water quality is an end goal of watershed systems protection. In order to track progress and identify water quality issues that need to be addressed, there must be regular monitoring of the water quality on Maui. The State of Hawaii Department of Health Environmental Management Division lists the streams that are monitored for water quality on all islands in their biannual Water Quality Monitoring and Assessment Report.

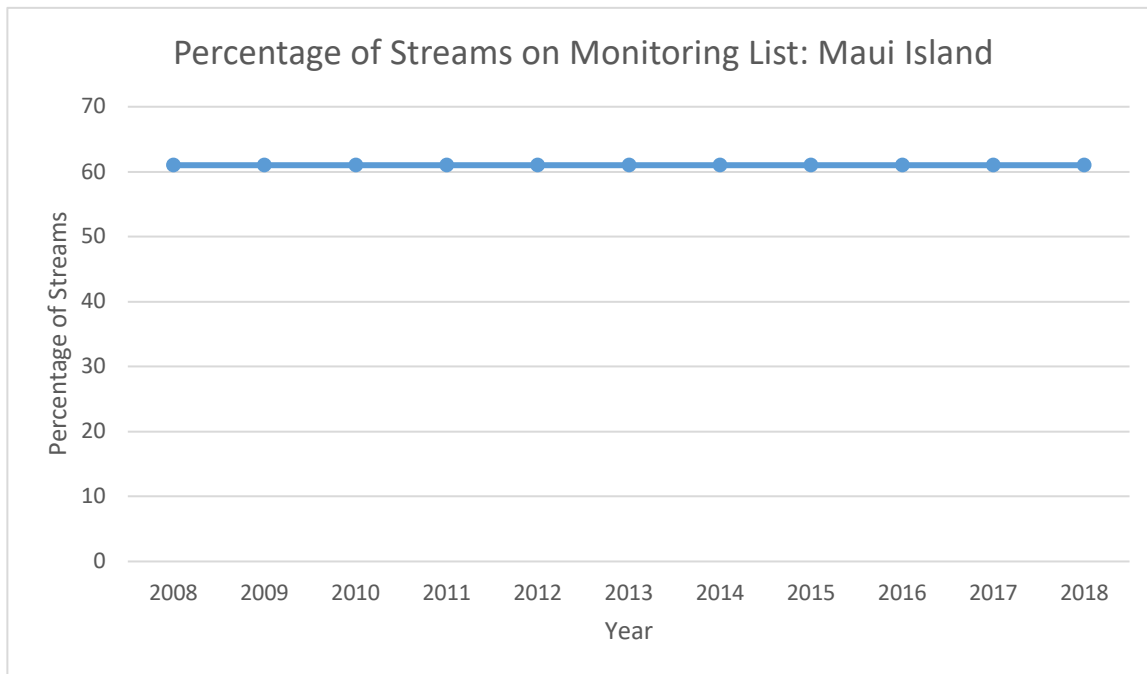


Figure 21 (2018 State of Hawaii Water Quality Monitoring and Assessment Report, 2019).

According to reports published by the Hawaii Department of Health, there are 55 streams that were monitored on Maui Island between 2008 and 2018. According to a 1990 report published by the Hawaii Dept. of Land and Natural Resources, there are 90 streams located on Maui. The number of monitored streams did not change; therefore, 61% of the streams on Maui were on the monitoring list for water quality during that time period (2018 State of Hawaii Water Quality Monitoring and Assessment Report, 2019).

### Indicator Quality

This indicator is not adequate to meet the stated goal of protecting healthy watersheds, streams, and riparian environments. A number of the streams that are listed as being tracked lack information on what pollutants are actually being tested for, or what the results are. In the 2018 report, 33 out of the 55 streams on the monitoring list did not have enough data collected to be evaluated for any tests.

## Natural Environment > Watershed Systems Indicator:

### Reclaimed Water Use

*MIP: "Policies 6.3.2.c: "Maximize the efficient use of reclaimed wastewater to serve nonpotable needs."*

Watersheds are affected by the demand for water we collectively exert on them. Without careful planning and sustainable practices, the community is capable of exhausting water resources past their carrying capacity. Water conservation and re-use addresses the potential problem of overusing the available resources by limiting the amount of water needed to meet community needs.

The wording of this indicator, "Reclaimed Water Use," is somewhat vague. However, given the goal association of "Decreasing pollution, sustainability indicator," it would be useful to track the percentage of reclaimed wastewater that is produced.



Data on the percentage of reclaimed water on Maui island is compiled by the County Wastewater Reclamation Division.

### Analysis of Trends

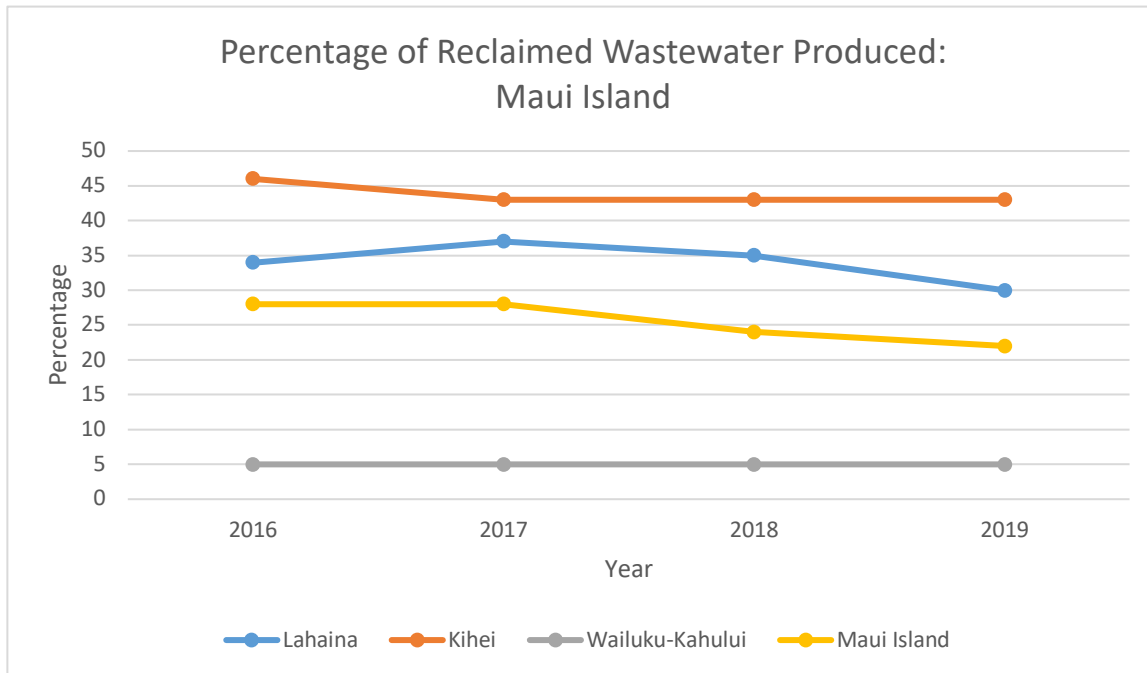


Figure 22 (County of Maui, Department of Environmental Management, Wastewater Reclamation Division, 2020). Note: The Kihei and Lahaina wastewater plants only produce R-1 reclaimed wastewater and the Wailuku-Kahului wastewater plant produces only R-2 reclaimed wastewater. R-3 reclaimed wastewater is not produced on Maui island. The percentage for the Maui Island includes R-1 and R-2 wastewater produced.

Reclaimed water use has remained steady at the Wailuku-Kahului Wastewater Reclamation Facility, but the overall percentage for Maui island has dropped due to reduced water reclamation at the Kihei and Lāhaina facilities.

### Indicator Quality

As an indicator of water quality, this is an appropriate index for use of technology to maximize efficient use of reclaimed wastewater to serve nonpotable needs, and in turn, to reduce unnecessary reliance on scarce water resources.

## Natural Environment > Watershed Systems Indicator: *Watershed Health*

*MIP: Goal 2.3: “Healthy watersheds, streams, and riparian environments.”*

*Objective 2.3.1: “Greater protection and enhancement of watersheds, streams, and riparian environments.”*

Healthy watersheds supply drinking water to the island community. Degradation of the natural ecosystems negatively impacts the amount of water that replenishes streams and recharges groundwater. Watersheds run from the mountain to the ocean (mauka to makai) and all watersheds that reach the coast interact with the marine environment.

There is currently insufficient data to provide consistent information about overall watershed health on a regular basis. However, there was a Department of Land and Natural Resources report written in 2010 that can provide some insight into the health of the upper watersheds on Maui.

A publication entitled “*Hawaii Statewide Assessment of Forest conditions and Resource Strategy 2010*” (Conry et al., 2010) was written in order to assess the health of watersheds and to create strategies for conservation and healthier watersheds. The below chart shows the degree of threat that watersheds on the Hawaiian Islands face. The two Maui island watersheds assessed in the report are West Maui Watershed and East Maui Watershed. These watersheds were ranked as having an overall rank Medium in terms of threats to the health of the watersheds. The highest threats to these watersheds are ungulates, weeds, fire, small mammals, pathogens, and stream diversion. These factors harm watershed health, and need to be addressed in order to achieve the goals of the MIP, improve the health of the watershed, and improve the overall quality of life of the Maui community.

### Threat Assessment Summary by Geographic Landscape<sup>11</sup>

| Threat            | Kauai | Waianae (Oahu) | Koolau (Oahu) | East Molokai | West Maui | East Maui | Kohala (Hawaii) | Mauna Kea (Hawaii) | Windward Mauna Loa | Kau/Kapapala (Hawaii) | Kona (West Hawaii) | Pohakuloa/Puuwaawaa |
|-------------------|-------|----------------|---------------|--------------|-----------|-----------|-----------------|--------------------|--------------------|-----------------------|--------------------|---------------------|
| Ungulates         | H     | H              | H             | H            | H         | H         | H               | H                  | H                  | H                     | H                  | H                   |
| Weeds             | H     | VH             | VH            | H            | H         | H         | H               | H                  | VH                 | H                     | H                  | H                   |
| Fire              | L     | H              | M             | H            | M         | L         | L               | M                  | L                  | L                     | H                  | VH                  |
| Small Mammals     | M     | H              | M             | L            | L         | M         | L               | M                  | M                  | M                     | M                  | L                   |
| Pathogens         | M     | L              | L             | L            | L         | M         | L               | M                  | M                  | M                     | M                  | L                   |
| Development       | L     | M              | M             | L            | L         | L         | L               | L                  | H                  | L                     | H                  | L                   |
| Military Training | L     | H              | M             | L            | L         | L         | L               | L                  | L                  | L                     | L                  | H                   |
| Recreational Use  | L     | L              | L             | L            | L         | L         | L               | L                  | L                  | L                     | L                  | L                   |
| Stream Diversion  | L     | NA             | L             | L            | M         | M         | L               | M                  | NA                 | NA                    | NA                 | NA                  |
| Overharvesting    | L     | L              | L             | L            | L         | L         | L               | L                  | L                  | L                     | L                  | L                   |
| Logging           | L     | L              | L             | L            | L         | L         | L               | M                  | L                  | L                     | H                  | L                   |
| Grazing           | L     | L              | L             | L            | L         | L         | M               | M                  | L                  | L                     | H                  | M                   |
| Overall rank:     | M     | H              | H             | M            | M         | M         | M               | H                  | H                  | M                     | H                  | H                   |

VH=Very High Threat, H = High, M = Medium, L = Low, NA = Not Applicable, no perennial streams.

(Conry et al., 2010).

In addition, the Hawaii Department of Health publishes information on coastal watershed standards attainment in their Biannual Water Quality Monitoring and Assessment Report. Tracking for attainment and non-attainment of standards for assessed watersheds began in the 2016 report. Between 2016 and 2018, all categories (bacteria, nutrients, turbidity, and chlorophyll a) either declined or showed no improvement in percentage of attained standards for assessed watersheds.

#### Analysis of Trends

The available information provides some insight on the ocean boundary of a watershed, and some about the upper watersheds. Taken together, this information can provide a snapshot of the overall health of the watershed system on the island, which can better direct action for improving the health of the watershed system. There are two years of data that seem to be showing significant declines in water quality; however, there is currently insufficient information to confidently identify any trends.

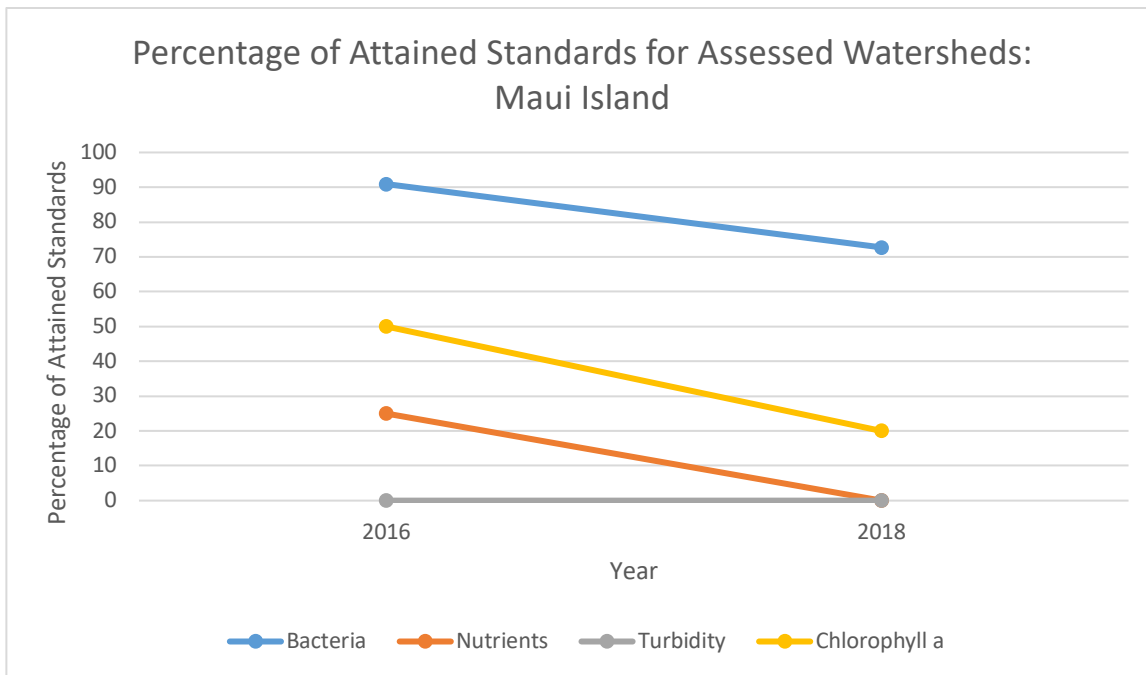


Figure 23 (2018 State of Hawaii Water Quality Monitoring and Assessment Report, 2019).

### Indicator Quality

The name of this indicator, “Watershed Health,” is very broad; for purposes of this report, it was necessary to better define it in order to assess its suitability. Available data provides some insight into the health of the ocean boundary of a watershed, as well as some information about the characteristics of upper watersheds. Taken together, this information can provide a snapshot of the overall health of the watershed system on the island, which can better direct action for improving the health of the watershed system. A healthier watershed will not only provide more water for human and ecological use, but will also improve coastal water quality. Unfortunately, until there is more consistent data collected for a longer time period, this indicator may not be very useful in determining the impact of MIP policies.

## Natural Environment > Watershed Systems Indicator:

### Drinking Water Quality

*MIP: “Proper disposal of the millions of gallons of wastewater produced on Maui protects the drinking water supply, coastal water quality, and other important environmental resources.”*

Clean drinking water is essential for a basic quality of life; this is specified in the MIP as a goal association for this indicator.

To address potential water quality issues, the County of Maui Department of Water Supply operates a water testing facility, and provides notices to the public if any contaminant is found at a level higher than current water standards. The department of water supply can issue direct notices to the public regarding water quality issues. The department also issues annual drinking water quality reports for each of its water systems.

The County of Maui Department of Water Supply provides reports on drinking water quality for the twelve water systems that it manages. Nine of these twelve water systems are located on Maui island, and include the

Lahaina System, Honokōhau System, Wailuku System, Makawao System, Lower Kula System, Upper Kula System, Ke‘anae System, Nāhiku System, and Hāna System (Water Quality Report - 2019 Publication, 2019). Contaminants are listed in the reports when detected at least once over an entire year. The 90<sup>th</sup> percentile value is displayed for each contaminant, along with a count of the number of days during which a given contaminant exceeded that level. The federal government mandates the display of tracking information for lead and copper in water systems. All other contaminants that are detected at least once are displayed on a basis of whether they were detected.

### Analysis of Trends

According to the 2019 reports, all nine water systems on Maui met their requirements for the chemicals that were tested for in 2018 (Water Quality Report - 2019 Publication, 2019). Different water systems show results for different contaminants, based on which chemicals are present (not all water systems come in contact with certain contaminants). Links to the full reports can be found at: <https://www.mauicounty.gov/247/Water-Quality-Report>. See Figure 24.

### Indicator Quality

All nine water systems on Maui are meeting current standards. Water quality is highly regulated, and is taken very seriously at all levels of government. This means that this indicator is not likely to show anything but excellent water quality. Still water quality is so essential to the quality of life that it is recommended that this indicator be retained.

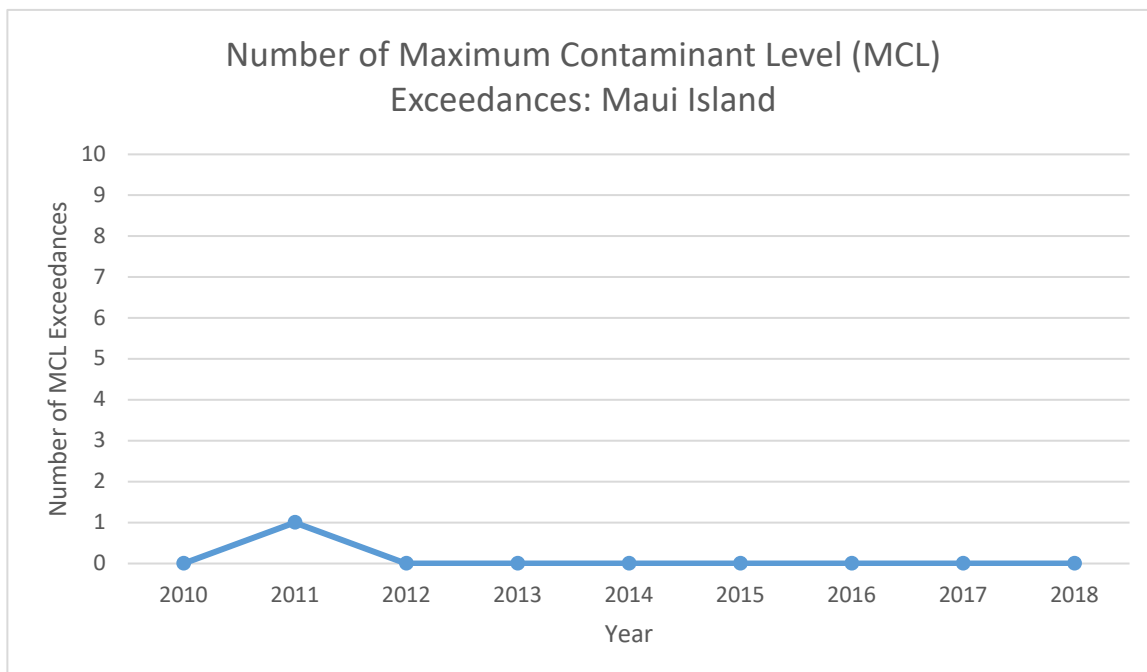


Figure 24 (Department of Health: Safe Drinking Water Branch, 2020).

## Natural Environment Category: Ocean /Marine Environment

|                            | INDICATOR   | GOAL ASSOCIATION                            |
|----------------------------|---|---|
| OCEAN / MARINE ENVIRONMENT | Coastal water quality                                     | Decrease pollution                          |
|                            | % of healthy coral reefs                                  | Increase reef health                        |
|                            | # of Shoreline postings (beach closures due to pollution) | Decrease pollution                          |
|                            | Amount of reef fish biomass                               | Increase reef health, preserve biodiversity |

The ocean and marine environment comprise the environmental resources off the coast of Maui. These resources provide an important food source, enhance the ecosystem and recreation, and are vital for Hawaiian culture. A healthy ocean/marine environment is essential to quality of life for the Maui community.

### Natural Environment > Ocean/Marine Environment Indicator:

#### *Coastal Water Quality*

Coastal water quality measurements assess the quality of the marine environment. High coastal water quality means the absence of contaminants that negatively affect the marine ecosystem and the people interacting with it. A marine ecosystem with poor water quality will have unhealthy levels of those contaminants, and may have degraded coral reefs, low or stressed fish populations, and may be unsafe for recreational uses.

The Department of Health (DOH), Surfrider Foundation, and Hui O Ka Wai Ola work together to maintain datasets on marine surface water quality. DOH issues a biannual Water Quality Monitoring and Assessment Report with tabulated information on ocean water quality. See <https://health.hawaii.gov/cwb/files/2018/09/Final-2018-State-of-Hawaii-Water-Quality-Monitoring-Assessment-Report.pdf> for the full report.

#### Analysis of Trends

The overall trend for the percentage of standards attained for bacteria, nutrients, and chlorophyll a between 2014 and 2018 is one of general decline. Between 2014 and 2018, the percentage of standards attained for turbidity increased. Continuing to gather and understand this information provides the community with an opportunity to take steps to improve the health of marine water bodies, which in turn enhances the community's quality of life. See Figure 25.

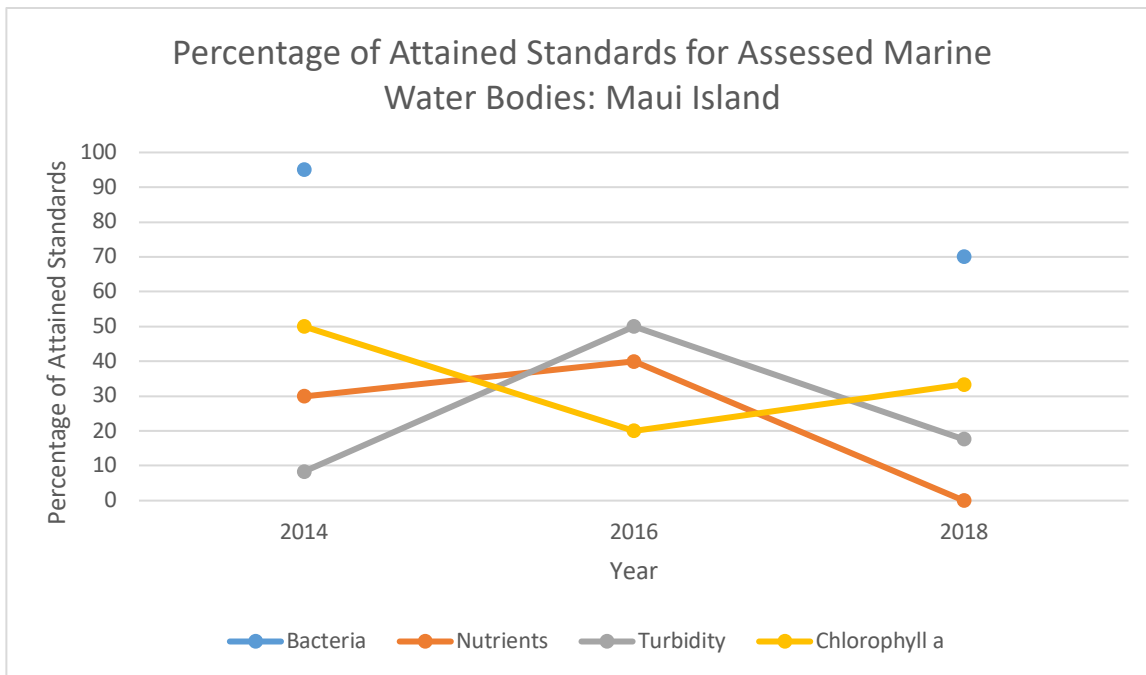


Figure 25 (2014-2018 State of Hawaii Water Quality Monitoring and Assessment Report). Notes: In 2016, no marine water bodies were assessed for bacteria

### Indicator Quality

Water quality information is essential to identify problems with water resources before they become critical. This is an essential indicator, and efforts should be made to improve the consistency and completeness of data collection.

### Natural Environment > Ocean/Marine Environment Indicator: Percentage of Healthy Coral Reefs

*MIP: Goal Association: “Improve reef health.”*

*Executive Summary; Key Highlights: Protection of Watersheds and Coastal Resources. “Watershed and coastal zone management will be integrated to protect those areas of the island that contain critical marine resources, including coral reefs.”*

*Heritage Resources: Shoreline Reefs and Nearshore Waters. “Maui’s shoreline is a complex system of wetlands, gullies, dunes, beaches, lava fields, and hardpan substrate. Maui’s coast serves as habitat for indigenous plants and animals. The health of the shoreline and beach areas is a key factor in sustaining sand resources, coral reefs, and marine wildlife. These areas serve as ecological, social, and economic resources. Various Federal, State, and County laws exist to conserve coastal resources while balancing development demands. Even with the existing regulatory framework, further management is necessary to balance rapid growth with shoreline protection.”*

*Objective 2.2.2.h “Encourage the State to conduct a regular census of fish populations and monitor coral health.”*

*Objective 2.2.2.j “Encourage the State to prohibit the collection and exportation of fish, coral, algae, and other marine species for the ornamental and aquarium trade.”*

Coral reefs provide vital habitat for fish that contribute to fisheries, and are a primary tourist attraction. Globally, coral reefs are affected by temperature rise due to anthropogenic climate change, invasive species predation, disease transmission, and other human activity. On Maui, and on most other developed areas with nearby reefs, coral reefs are experiencing stress from land-based nutrient pollution and sediment cover (Sparks et al., 2016). The healthiest coral reefs are typically those that are separated from human interaction. Reduction in stressors to coral reefs will likely improve their health. The Maui Island Plan designated this as an indicator with the goal of improving reef health.

### Analysis of Trends

Coral reef coverage can be affected by coastal development. For example, the Hawaii Division of Aquatic Resources released a report detailing the degradation of the ecosystem in Mā‘alaea, which stated,

“In 1972, the coral reefs within Maalaea Bay were described as being “striking in their diversity and in the presence of rare corals species” (Kinzie, 1972). Similarly, a U.S. Fish and Wildlife environmental assessment in 1993 estimated coral cover in the vicinity of the current CRAMP survey stations to be between 50% and 75% (USF&W, 1994). These scientific assessments describe a once healthy and diverse reef ecosystem. The Maalaea reef is now extremely degraded and has experienced periods of heavy algal overgrowth.”

(Sparks et al, 2016).

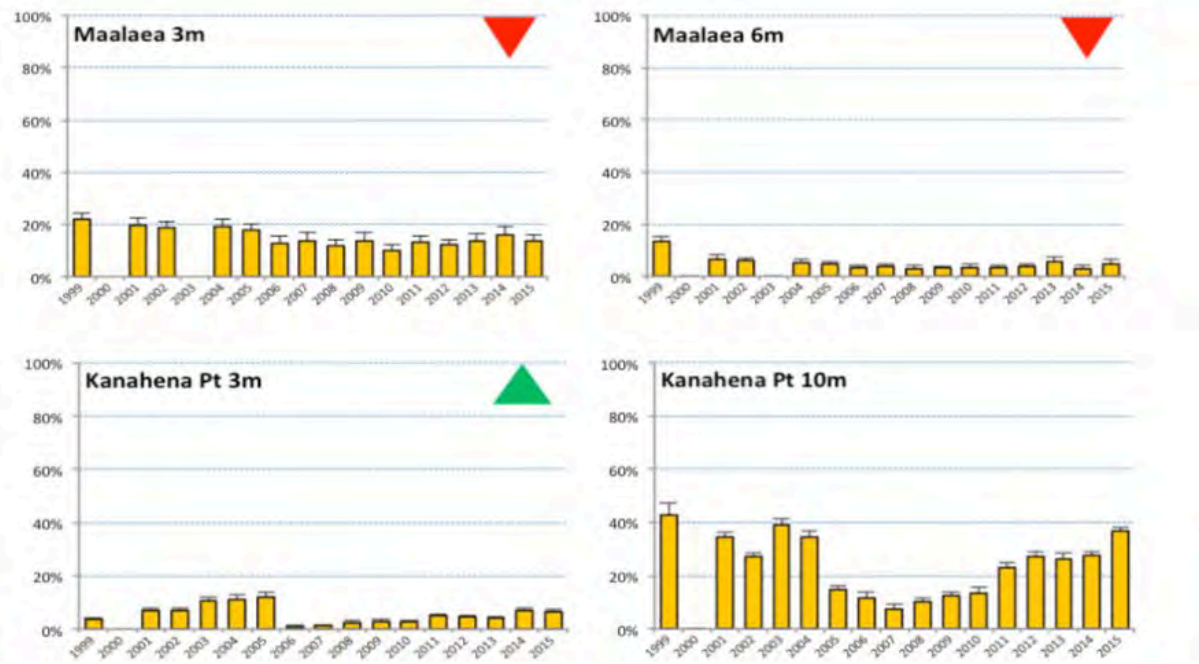
In the Sparks report, the results of 15 years of monitoring coral reefs are presented. 26 sites were surveyed using random transects and statistical determinations were made on the trends for each reef. 12 reefs had no significant change, 8 reefs significantly lost coverage, 2 reefs lost marginally significant coverage, 3 reefs gained significant coverage, and 2 reefs gained marginally significant coverage. These determinations were made using scientific methods and statistical analysis. Overall coral cover averaged 30.7% for the sites around Maui County at the beginning of the study and declined to 26.8% by the end.

According to the researchers, “This slight decline in living coral cover does not appear to be ecologically significant when viewed as a whole, but the overall trend masks substantial changes occurring at individual sites” (Sparks et al., 2016).

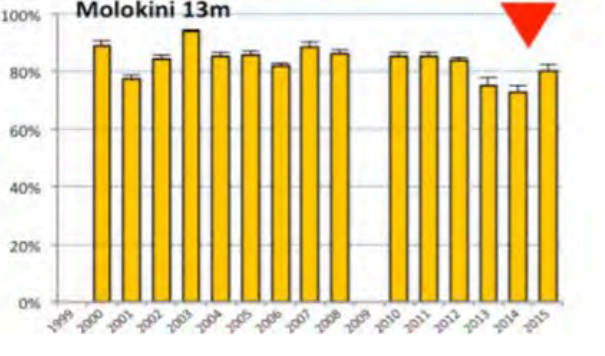
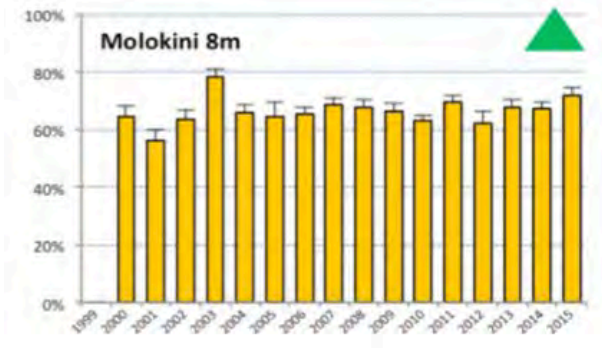
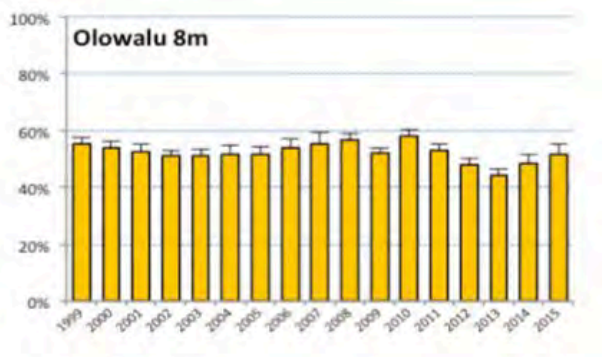
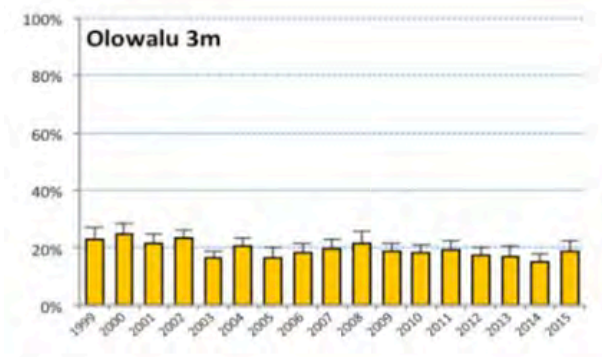
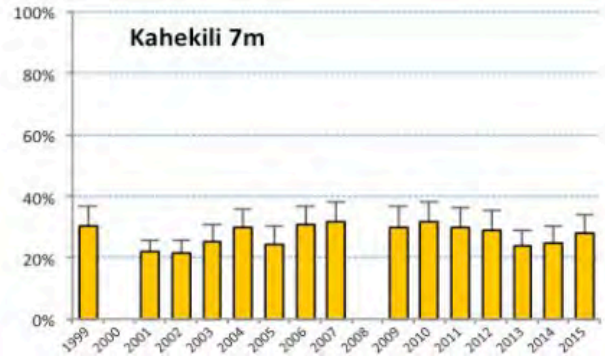
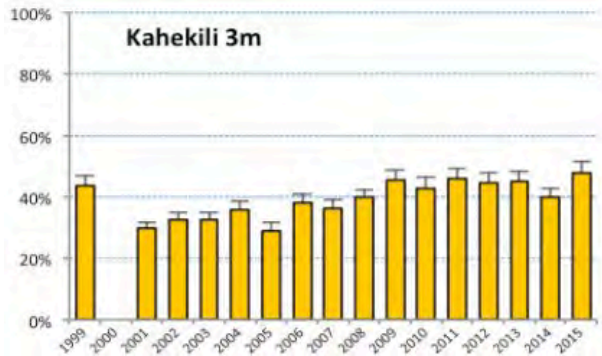
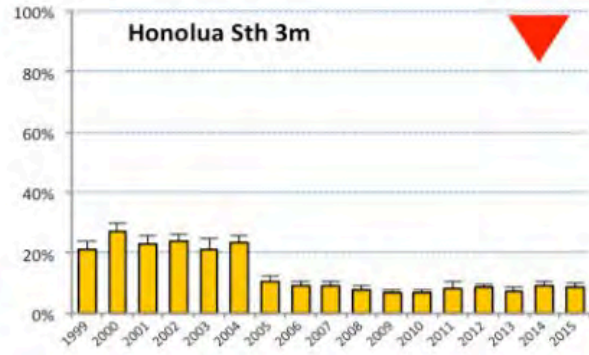
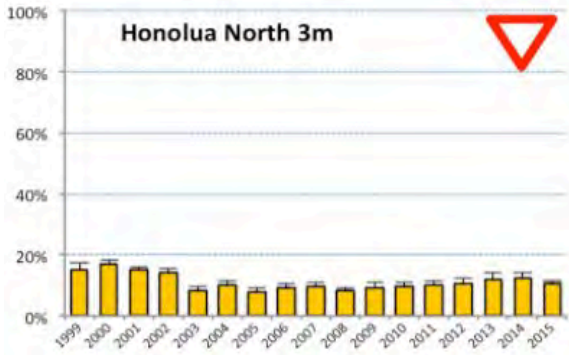
Following are a series of graphs from this study, showing coral cover at various locations offshore of Maui:



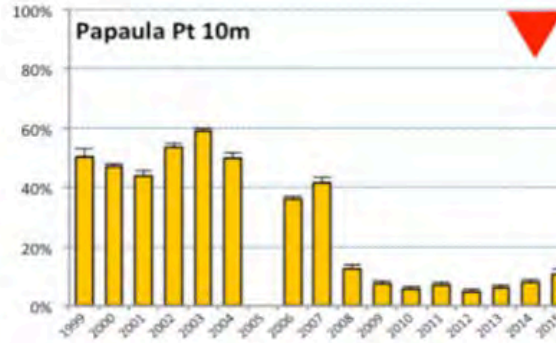
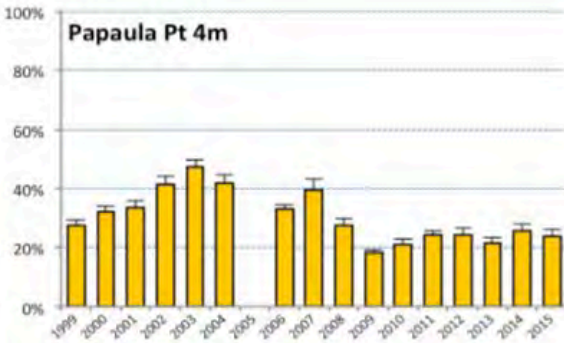
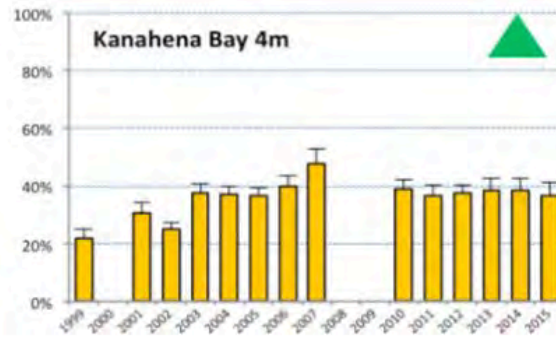
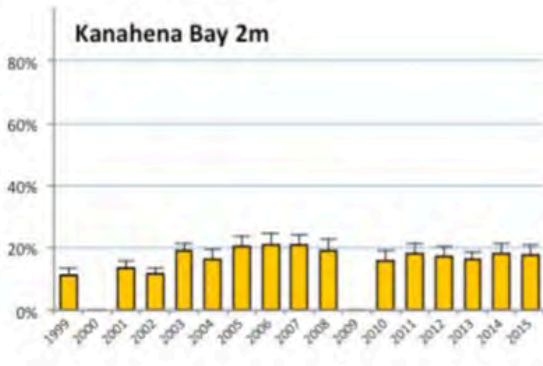
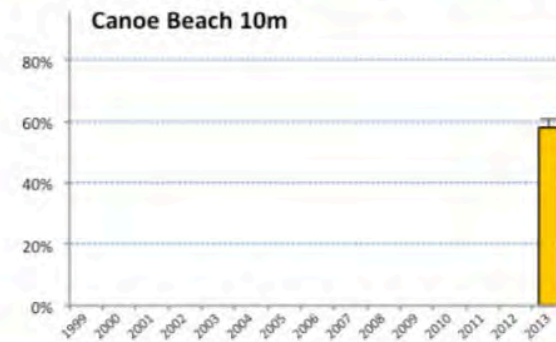
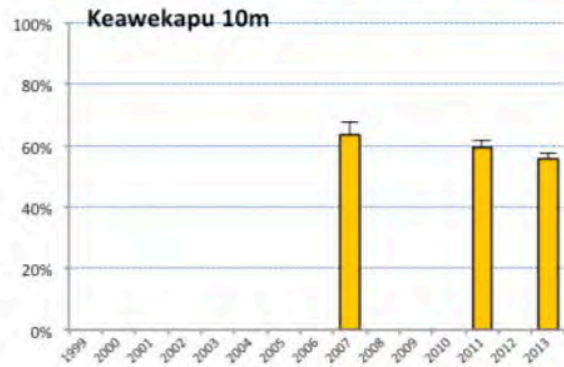
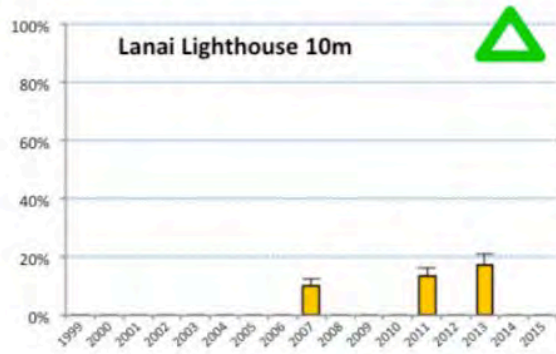
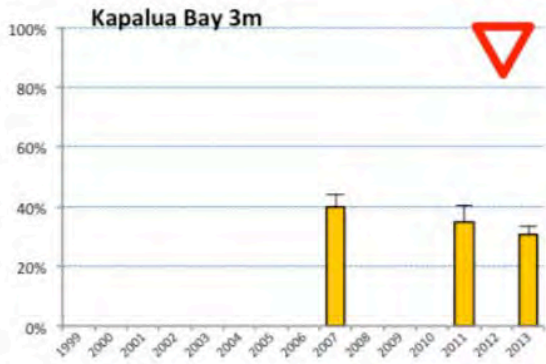
Figure 26 (Sparks et al, 2016)



(Sparks et al., 2016)



(Sparks et al., 2016)



(Sparks et al., 2016)

The above figures depict the temporal changes in percent coral cover at various locations and depths. The data represent results from significance tests which compare the tests from the first year's and the last year's coral coverage. The solid red arrows represent a significant decrease in coral coverage ( $p$ -value  $< 0.05$ ) and the solid green arrows represent a significant increase in coral coverage ( $p$ -value  $< 0.05$ ). The open red arrows represent a marginally significant decrease in coral coverage ( $p$ -value  $< 0.1$ ) and the open green arrows represent a marginally significant increase in coral coverage ( $p$ -value  $< 0.1$ ) (Sparks et al., 2016).

## Indicator Quality

Determination of the percentage of healthy coral reefs on Maui is a difficult, but a critical scientific undertaking. In order to maintain this as a viable indicator, a commitment would need to be made to regular yearly updates of this data.

## Natural Environment > Ocean/Marine Environment Indicator: *Number of Shoreline Postings (Beach Closures Due to Pollution)*

*MIP: Heritage Resources: “The Countywide Policy Plan, at page 47, establishes the following policy: ‘Protect and restore nearshore reef environments and water quality.’ The corresponding implementing action is: ‘Develop regulations to minimize runoff of pollutants into nearshore waters and reduce nonpoint and point source pollution.’ ”*

*Policy 2.2.3.g “Ensure that the County upholds its affirmative duty under the Clean Water Act by monitoring and reducing point and NPS pollution to help safeguard coastal waters.”*

Shoreline postings (the posting of warning signs about beach closures due to poor water quality) directly impact tourist and resident enjoyment of our public spaces. Postings also prevent transmission of the bacterial illness present in the water to people. Improvements in watershed management and other water quality preservation techniques may reduce the incidence of beach closures due to pollution.

According to the DOH Clean Water Branch, there is no such term as “Shoreline Posting.” Instead, here are water quality advisories on beaches, for which DOH posts a sign.

## Analysis of Trends

Water quality advisories are issued based on island, and the Department of Environmental Health Clean Water Branch stores a complete record of these advisories that began in 2014.

In general, the number of water quality advisories appears to have increased since 2014. See Figure 27.

## Indicator Quality

Information regarding Water Quality Advisories is essential to bringing attention to marine water quality issues on Maui, so that quality of life can be improved. The name of this indicator should be changed to “Annual Shoreline Water Quality Advisories.”

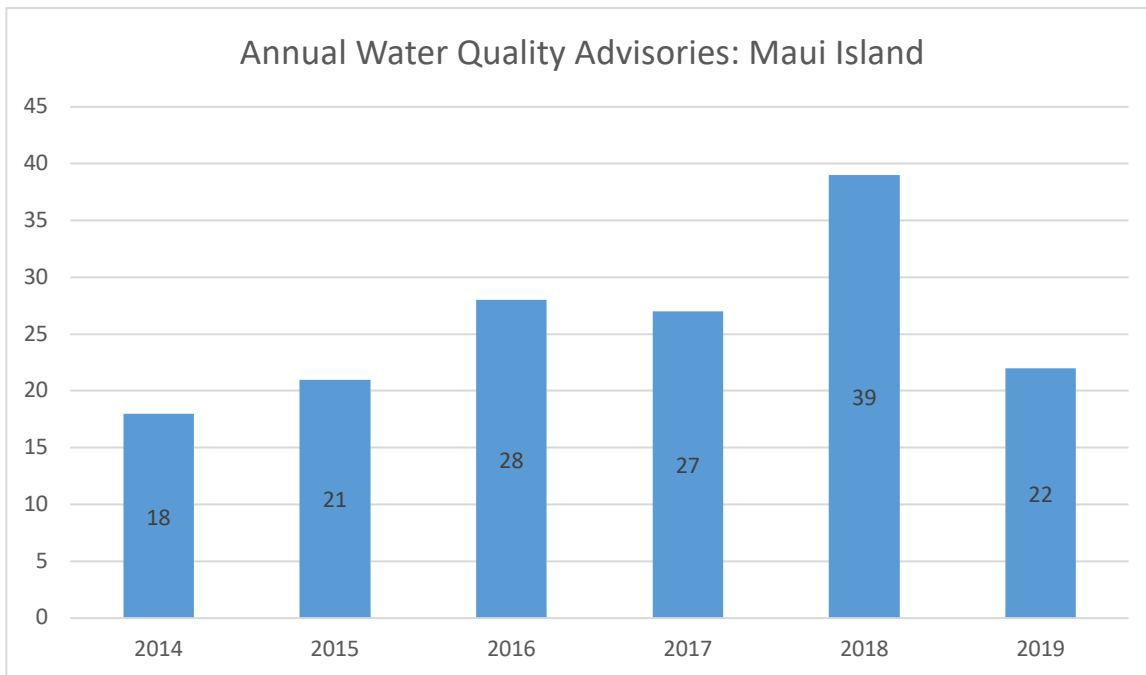


Figure 27 (Water Quality Advisories, DOH Clean Water Branch, 2020).

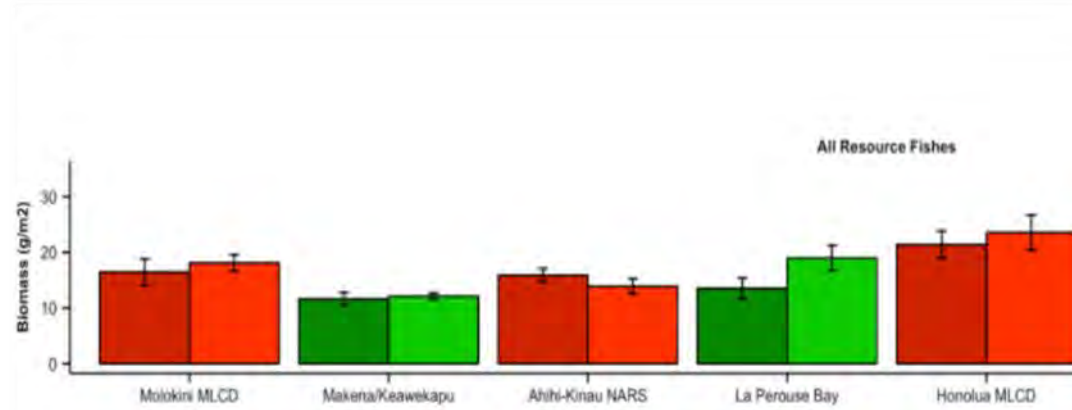
## Natural Environment > Ocean/Marine Environment Indicator: *Amount of Reef Fish Biomass*

*MIP: Goal Association: “Increase reef health, preserve biodiversity”*

*Policy 2.2.2.g “Support the development of regulations to prevent the excessive depletion of fish stocks due to non-sustainable practices and gear such as SCUBA spear-fishing and lay nets, within the context of nearshore ecosystems.”*

Reef fish are an important component of the marine ecosystem. To protect our fisheries and the natural resources that attract tourism, management practices have been introduced, including the closing of certain fisheries. The Hawaii Division of Aquatic Resources has published fish biomass surveys for multiple sites in Maui County.

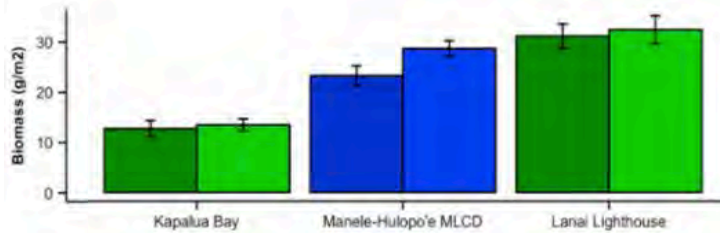
**Figure 28** Reef Fish Biomass Levels: Maui County



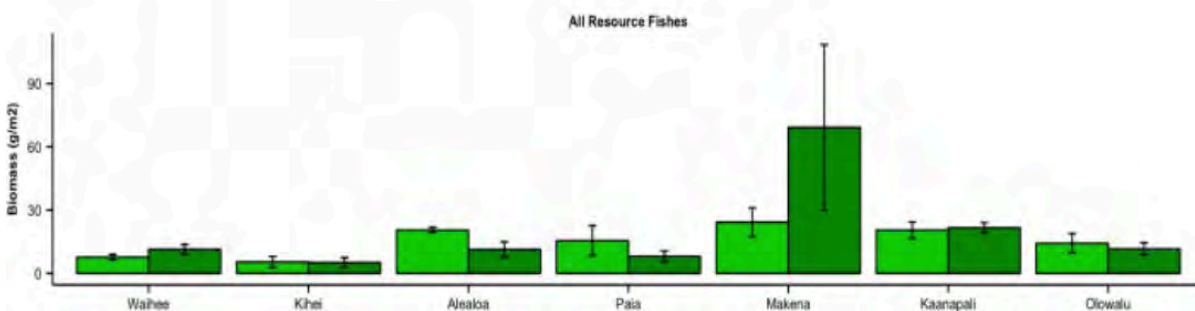
“Mean and SE [standard error] fishes biomass levels (g/m<sup>2</sup>) at County monitoring stations. Data comparisons between the surveys in the 2006-2010 period and the 2011-2015 period. Significant pair-wise differences between time periods at the same location are indicated by \* (90% confidence equivalent to p<0.1) Bar colors represent management status and time period; - 2010), - 2010),

of resource DAR Maui are shown as averages of all and the 2011-differences location are intervals, i.e. represent period; - 2010), - 2010),

- dark red (no-fishing 2007
- lighter red (no-fishing 2012 - 2015),
- dark green (open to fishing 2007 – 2010),
- lighter green (open to fishing 2012 - 2015),
- dark blue (partial protection 2007 - 2010)
- and lighter blue (partial protection 2012 - 2015).”



(Sparks et al., 2016)



According to the Sparks report, fish stocks are depleted across all sites in Maui County, however current patterns indicate notable increases in fish population. Habitat and Fish Assessment (Hafa) surveys were also attempted, but high variability in the samples created difficulties in drawing a statistically accurate conclusion. Standard error often overlapped the changes in mean population for surveyed areas. According to the report:

“That high variability was likely due to combination of: (i) inherent high variability of fishes in shallow water, as many of the fishes we were interested in are sometimes found in large schools; (ii) a high degree of habitat patchiness in the surveyed shallow water areas; and (iii) large impact of conditions between surveys, e.g. wave energy and turbidity both on fish distributions and on the surveyors ability to conduct surveys” (Sparks et al., 2016).

## Indicator Quality

The success of efforts to develop regulations to prevent excessive depletion of fish stocks can be measured by tracking reef fish biomass. To the extent that similar data can continue to be collected on a regular basis using comparable methods and locations, this will likely remain a good indicator.

## Natural Environment Category: Wildlife and Natural Areas

|                               | INDICATOR                                 | GOAL ASSOCIATION           |
|-------------------------------|---|----------------------------|
| WILDLIFE AND<br>NATURAL AREAS | # of Threatened and Endangered Species    | Preserve biodiversity      |
|                               | Acres of Protected and Conservation lands | Protect sensitive lands    |
|                               | Air Quality Index                         | Quality of life indicator  |
|                               | Habitat Fragmentation                     | Protect natural ecosystems |

*MIP: “Wildlife and Natural Areas: Many of Maui’s natural areas and wildlife are in designated State and National Parks, nature preserves, forest reserves, natural area reserves, and private lands. These lands contribute to the quality of life on Maui, attract visitors, provide habitat for native species, and are inextricably tied to the Hawaiian culture. Maui’s natural areas and wildlife are key components of the island’s identity.”*

A high-quality natural environment is diverse, resilient, and provides for the needs of wild animals and people. Many natural ecosystems on Maui are threatened by invasive species and habitat destruction. Healthy natural areas provide filtration for stream water and protect against erosion and landslides, all of which can negatively affect people’s quality of life.

### Natural Environment > Wildlife and Natural Areas Indicator: *Number of Threatened and Endangered Species*

*MIP: Goal 2.4: “Maui’s natural areas and indigenous flora and fauna will be protected.”*

The US Fish and Wildlife Service provided a list of endangered species listings for Maui island from 1967 to 2016; this information was sorted by year and charted.

### Analysis of Trends

The number of threatened and endangered species can vary considerably; although the rate at which new species are added or removed from the list varies considerably, the trend is clearly upward. Due to the fact that such listings may have significant economic consequences, there can be substantial opposition to listings by landowners. Political influences may result in defunding of responsible agencies. Legal challenges from supporters or opponents of listings can delay listing decisions, and may result in large numbers of listings in years when court decisions are rendered; the resulting numbers are not strictly correlated with the state of the natural environment. See Figure 29.

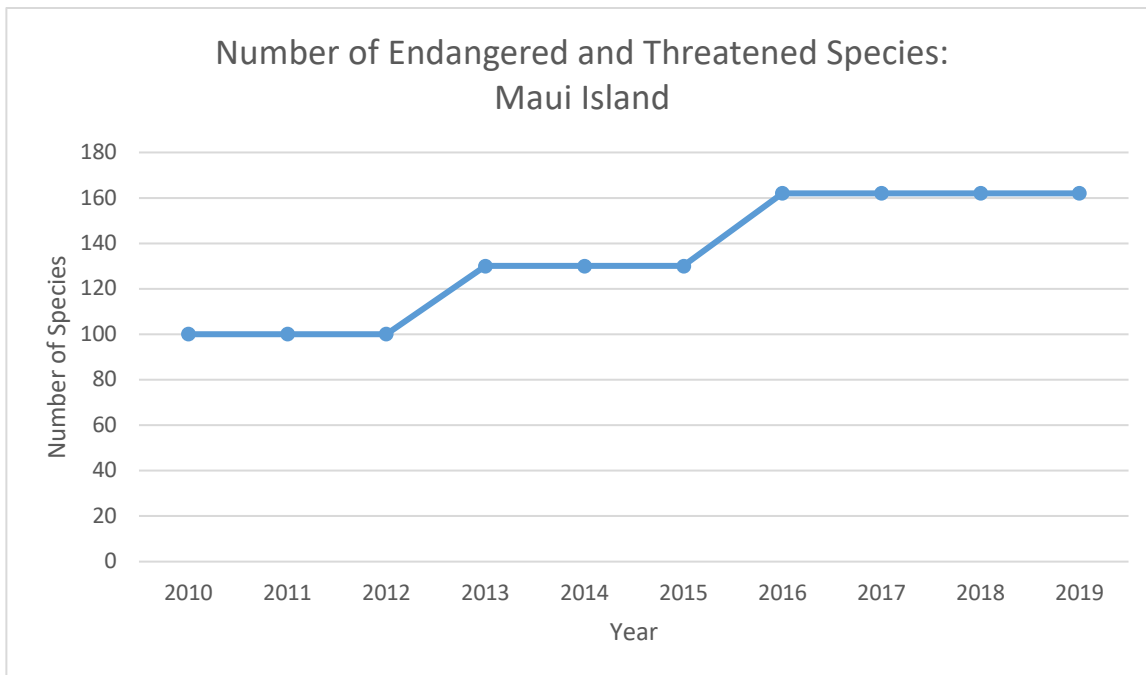


Figure 29 (USFWS, 2013 & 2016; ECOS, 2020) Note: No species were removed from the threatened/endangered species lists between the years 2010 and 2019 (US Fish and Wildlife Service Pacific Islands Office, 2020).

### Indicator Quality

The Number of Threatened and Endangered Species is a measure of the scale of the threat to native species. To the extent that the lives of Maui’s people are enriched by the perpetuation of these species, this indicator does help measure the quality of our lives. A disadvantage of this indicator is that extinction determinations and recovery delistings are often delayed due to political issues and/or agency inaction. Also, endangered species listings are not necessarily correlated with actual progress in protection of endangered species. For example, when a species that goes extinct gets taken off the list the number of threatened/endangered species goes down, but according to the MIP, another key component of the island’s identity is been lost, and the quality of life is diminished.

### Natural Environment > Wildlife and Natural Areas Indicator: Acres of Protected and Conservation Lands

*MIP: Objective 2.3.4: “Greater preservation of native flora and fauna biodiversity to protect native species.”*

Designating areas for conservation is a widely used method for natural resource protection. Areas are designated as protected, and management of those lands is handled by a government agency or a public-private partnership. The Maui Island Plan 2030 resolved to track acreage of protected and conservation lands to protect the biodiversity of native flora and fauna.



## Analysis of Trends

Between 2010 and 2017, the acreage in the Conservation land use district on Maui island has remained unchanged at 194,836 acres. However, during that time, the Hawaiian Islands Land Trust has protected almost 12,000 acres through acquisition of fee title or conservation easements.

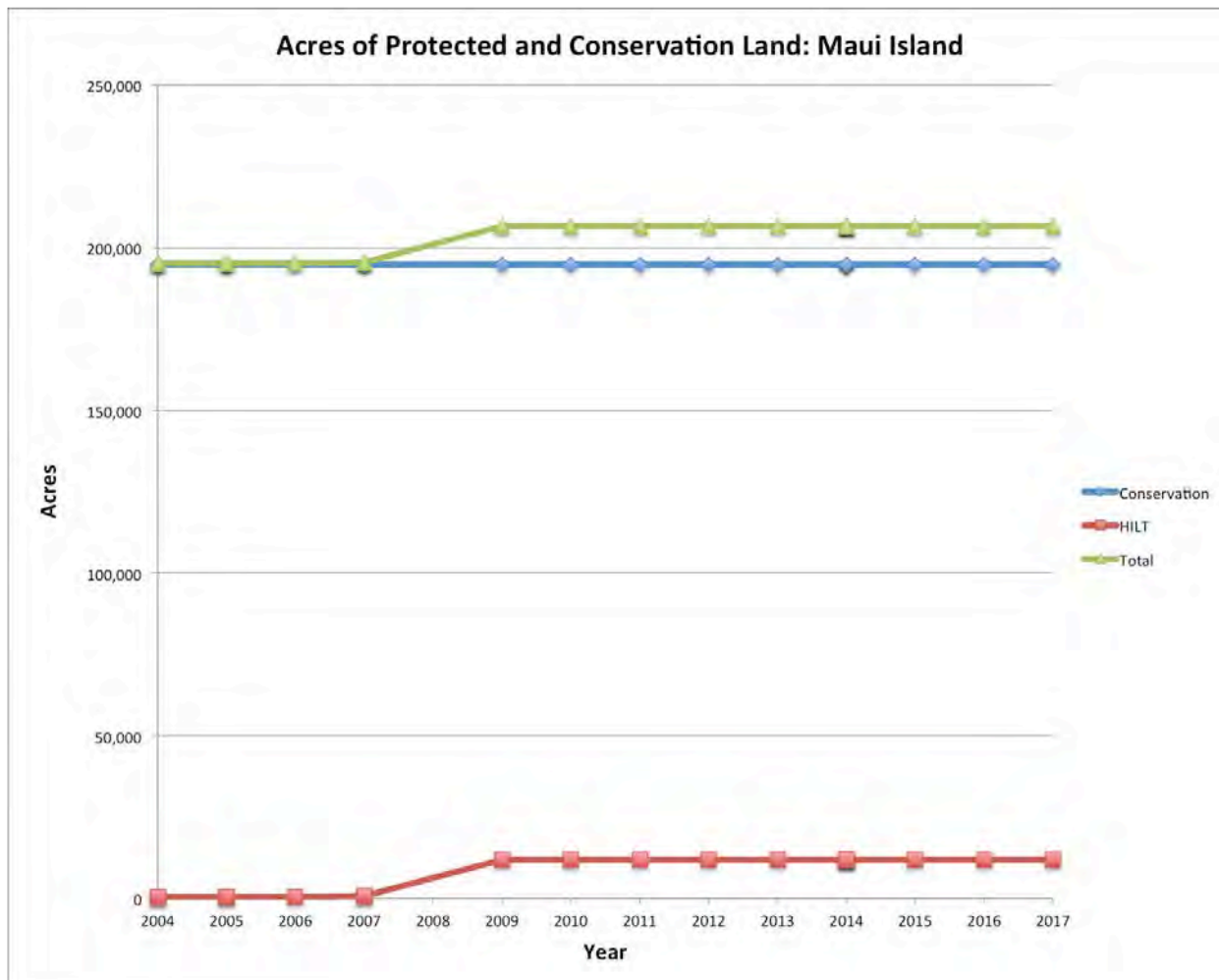


Figure 30 (Maui County Data Book 2011-2018. Hawaiian Islands Land Trust, 2020)

## Indicator Quality

This indicator tracks the current area of protected and conservation lands. While this is a factor influencing Maui's quality of life, it does not measure the actual effectiveness of conservation activities within designated lands. This indicator could be improved, for example, by factoring in the acreage of fenced-in areas that protect watershed areas from feral ungulates that wreak havoc on native flora and fauna. However, collecting information on a regular basis is key to the long term utility of an indicator, and collection of such detailed information may be costly. Given these limitations, the current indicator provides a reasonable approximation of native species protection.

## Natural Environment > Wildlife and Natural Areas Indicator:

### *Air Quality Index*

*MIP: “. . . more compact mixed-use developments can help produce reductions in CO<sub>2</sub> emissions as well as energy consumption, both directly and indirectly. These reductions can mean improvements to air quality, healthier conditions for human beings and the surrounding natural environment.”*

The Air Quality Index (AQI) is maintained by the U.S. Environmental Protection Agency (EPA) as a uniform indicator of daily air quality, and as a general guide for the public. EPA calculates the AQI for five major air pollutants regulated by the Clean Air Act: ground-level ozone, particle pollution (also known as particulate matter), carbon monoxide, sulfur dioxide, and nitrogen dioxide. For each of these pollutants, EPA has established national air quality standards to protect public health. Ground-level ozone and airborne particles are the two pollutants that pose the greatest threat to human health. (Environmental Protection Agency, 2020).

Ozone (O<sub>3</sub>) at low elevations is linked to respiratory illnesses. Fine particulate matter (PM<sub>2.5</sub>, 2.5 microns (size) or smaller) transfers directly from the air into the human circulatory system, causing various negative health effects, including cancers. Particulate matter (PM<sub>10</sub>, 10 microns (size) or smaller) can settle in the lungs, blocking respiration and causing respiratory distress.

On Maui, air quality is tested by the State Department of Health at two sites: one in Kahului and the other in Kihei. Data for PM<sub>2.5</sub> has been collected consistently at these sites since the early 1990s. However, since Maui data for PM<sub>10</sub> or O<sub>3</sub> is not collected, the Air Quality Index on Maui is the same as the measurement for PM<sub>2.5</sub>. Air quality may be affected by exhaust from fossil-fueled vehicles, by volcanic activity on Hawai‘i island, by agricultural activities, and by wildland fires.

### Analysis of Trends

The Air Quality Index for Maui has increased over the years, but has been generally in the 0 to 100 range, which is classified “Good” to “Moderate” in Levels of Health Concern. In 2014 and 2016, there were two instances in which air quality deteriorated to levels that were “Unhealthy for Sensitive Groups.” Unfortunately, continuous data are not available after 2017, so the effects of a cessation in cane burning, major brush fires, and the end of the volcanic eruption on Hawai‘i island are not shown.

### Indicator Quality

Although the air quality index could be an appropriate indicator for identifying trends in air quality, it is not currently useful on Maui as a proxy for determining the success of MIP goals to promote compact mixed use developments. This is particularly true because ozone, which is associated with fossil fuel use, is not measured on Maui, and there are only two widely separated monitoring stations. Ongoing data availability is also an issue. Air quality measurement on Maui would be improved by installation of additional air quality monitors that also measure for PM<sub>10</sub> and O<sub>3</sub>.

## Air Quality Index (AQI)

| Air Quality Index (AQI) Values        | Levels of Health Concern              | Colors                                 |
|---------------------------------------|---------------------------------------|--|
| <i>When the AQI is in this range:</i> | <i>...air quality conditions are:</i> | <i>...as symbolized by this color:</i> |
| 0 to 50                               | Good                                  | Green                                  |
| 51 to 100                             | Moderate                              | Yellow                                 |
| 101 to 150                            | Unhealthy for Sensitive Groups        | Orange                                 |
| 151 to 200                            | Unhealthy                             | Red                                    |
| 201 to 300                            | Very Unhealthy                        | Purple                                 |
| 301 to 500                            | Hazardous                             | Maroon                                 |

(Hawaii Ambient Air Quality Data, 2020).

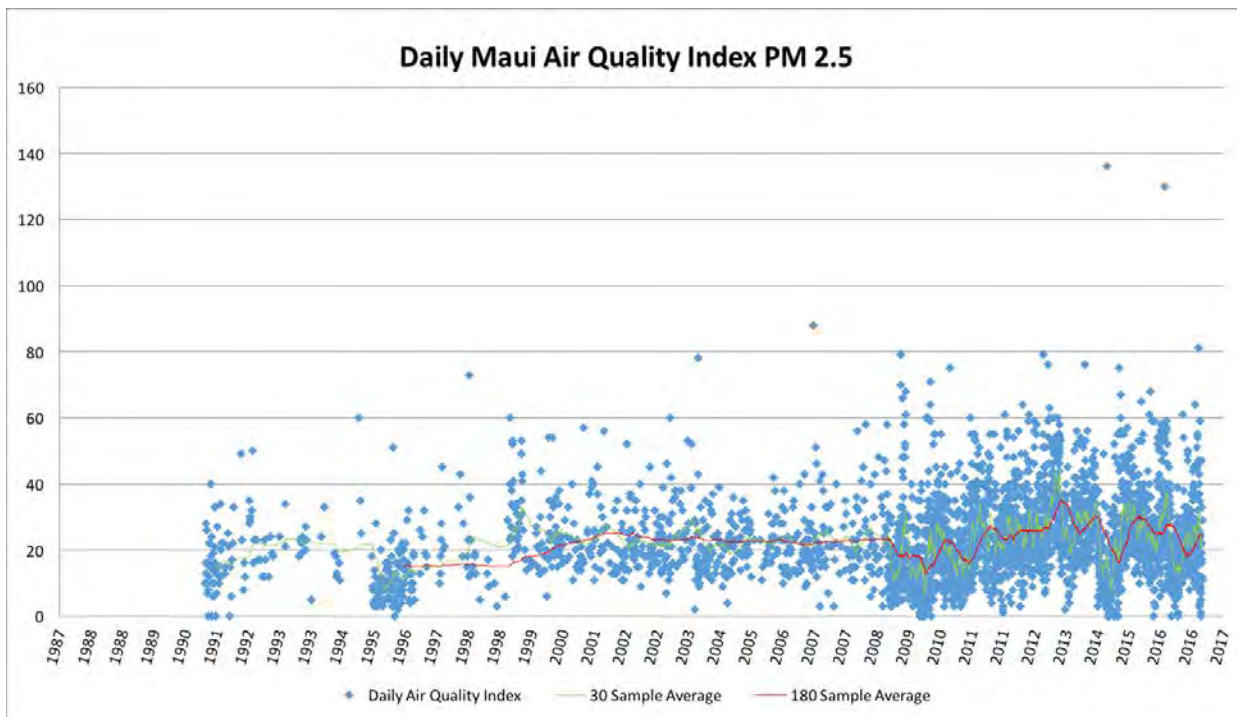


Figure 31 (Hawaii Ambient Air Quality Data, 2020)

## Natural Environment > Wildlife and Natural Areas Indicator: *Habitat Fragmentation*

*MIP: Heritage Resources* “The longevity of a species is directly related to the health of its habitat. In addition to the individual species, the native habitats can be considered endangered because of habitat fragmentation. Vast expanses of Maui’s native habitats have already been lost; therefore, preservation of remaining habitat is vital to the survival of many species.”

Fragmentation of natural habitat has occurred rapidly since human contact. Entire ecosystems have been displaced and fragmented. Different species require different amounts of space in order to thrive. When habitat is fragmented, the required space may be unavailable, and genetic diversity may be compromised; this can lead to reduced resilience and viability. Historical records can be used to understand the changes in natural habitat.

### Analysis of Trends

Significantly, Habitat Fragmentation is the only indicator in the MIP that does not list a potential data source.

In general, habitat for native species has been lost and/or significantly fragmented over the last several centuries. Some information on habitat fragmentation is available in academic studies, but it is not collected frequently and/or regularly enough to facilitate analysis of ongoing trends. See Figures 32 and 33.

Figure 32

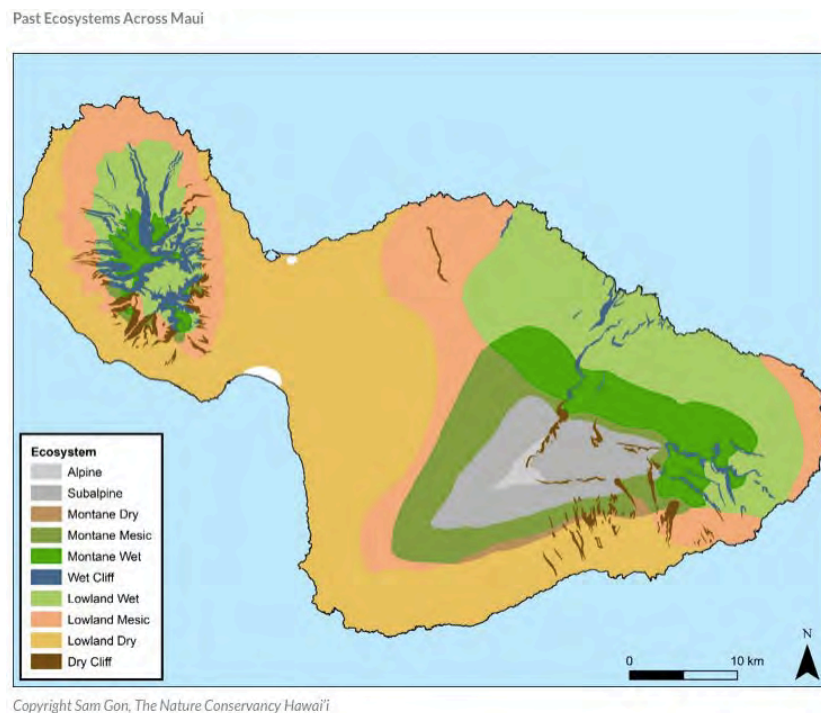
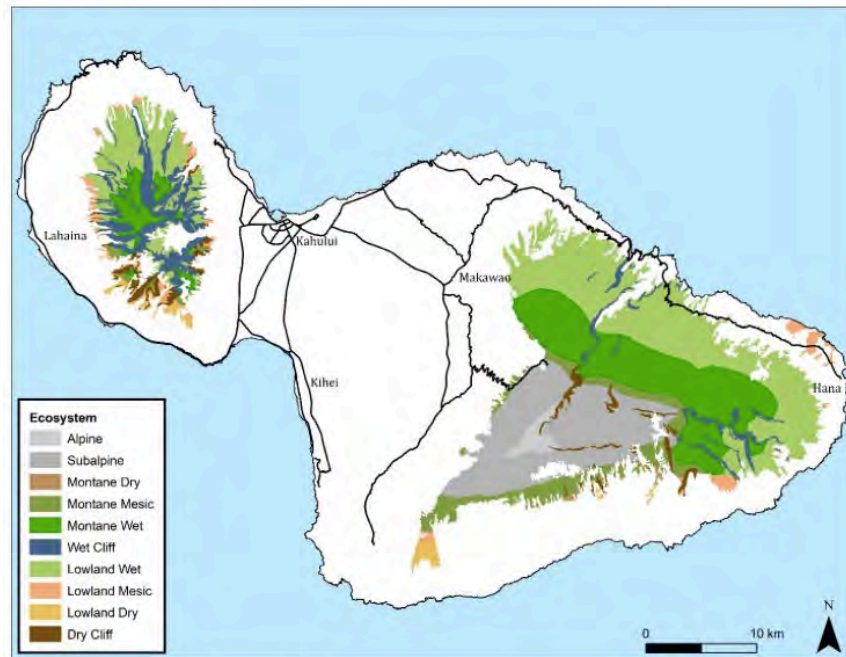


Figure 33

Ecosystem Cover Across Maui Today



Copyright Sam Gon, The Nature Conservancy Hawai'i

## Indicator Quality

Data for Habitat Fragmentation are not readily available. Unless data can be collected on a continuing basis, this indicator will not be useful in implementing the goals, objectives of policies of the MIP.

## Conclusion and Recommendations

Monitoring of Maui's quality of life is a continuous process that will require the tracking of multiple types of information, identifying trends, and then implementing appropriate policy changes, based not only on how we measure quality of life, but also on how quality life is defined by Maui's people. The Maui Island Plan was a major step in this process. Much work has been done over the years to elicit the values of Maui residents, and the MIP made a first attempt at creating measurable indicators based on those values. Now, several years after adoption of that plan, this report constitutes the first evaluation of the specified quality of life indicators.

In order for the quality of life indicator monitoring system to be successful, the data needed to calculate the indicators need to be actively and regularly collected, compiled, and monitored; this process should be automated as much as possible. The results need to be made available to decision makers and the public on a regular, timely, and continuous basis over the long term. Dedicated staff and permanent funding for these activities need to be put in place.

Once a robust quality of life monitoring infrastructure has been built, the indicators in the Maui Island Plan will be able to yield good, actionable information. If the analysis of indicators in this report results in improved indicators, the results will be even better. In order to build understanding and support for this process, public input needs to be encouraged. Multiple small group discussions, patterned after the methods used during Focus Maui Nui, would be very productive, and would help to build appreciation and acceptance, especially if followed by tangible results. The goal of community engagement should be to obtain direct feedback based on local experience. Conflicts over resources or values are to be anticipated as valid expressions of community

sentiment that must be recognized and responded to if quality of life indicators are to be improved upon and supported by the public.

The reasoning behind the development of quality of life indicators needs to be communicated to the public; to facilitate this, presentations should be made accessible in multiple formats, including graphics, data tables, and videos of different lengths. A range of methods for disseminating this information will need to be utilized, including web pages, social media, written materials, and public presentations. These steps will ensure that different demographic groups will be reached, and that their opinions will be taken into account.

Skillfully done, an ongoing quality of life indicator update process will be able to make a significant contribution toward measuring and improving the quality of life on Maui.

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