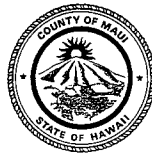


KATHY L. KAOHU  
County Clerk



JAMES G.M. KRUEGER  
Deputy County Clerk

**OFFICE OF THE COUNTY CLERK**  
COUNTY OF MAUI  
200 SOUTH HIGH STREET  
WAILUKU, MAUI, HAWAII 96793  
[www.mauicounty.gov/county/clerk](http://www.mauicounty.gov/county/clerk)

July 15, 2021

**DEPT. COMM. NO. 516**

Honorable Scott K. Saiki, Speaker  
Hawaii State House of Representatives  
415 South Beretania Street  
Room 431  
Honolulu, Hawaii 96813

Dear Sir:

Transmitted herewith is a certified copy of Resolution No. 21-104,  
which was adopted by the Council of the County of Maui, State of Hawaii,  
on July 2, 2021.

Respectfully,

A handwritten signature in black ink that reads "Kathy L. Kaohu".

KATHY L. KAOHU  
County Clerk

/djy

Enclosure

KATHY L. KAOHU  
County Clerk



JAMES G.M. KRUEGER  
Deputy County Clerk

**DEPT. COMM. NO. 516**

**OFFICE OF THE COUNTY CLERK**  
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July 15, 2021

Honorable Ronald D. Kouchi, President  
Hawaii State Senate  
415 South Beretania Street  
Room 409  
Honolulu, Hawaii 96813

Dear Sir:

Transmitted herewith is a certified copy of Resolution No. 21-104,  
which was adopted by the Council of the County of Maui, State of Hawaii,  
on July 2, 2021.

Respectfully,

A handwritten signature in cursive script that reads "Kathy L. KaoHu".

KATHY L. KAOHU  
County Clerk

/djy

Enclosure

# Resolution

No. 21-104

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

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

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

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

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

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

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

## **Resolution No. 21-104**

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

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

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

WHEREAS, Resolution 21-18 notes the following:

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

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

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

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

## **Resolution No. 21-104**

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

paf:kmatt:21-177d

# COUNCIL OF THE COUNTY OF MAUI

WAILUKU, HAWAII 96793

## CERTIFICATION OF ADOPTION

It is HEREBY CERTIFIED that RESOLUTION NO. 21-104 was adopted by the Council of the County of Maui, State of Hawaii, on the 2nd day of July 2021, by the following vote:

MEMBERS	Alice L. LEE Chair	Koani N. W. RAWLINS- FERNANDEZ Vice-Chair	Gabe JOHNSON	Natalie A. KAMA	Kelly T. KING	Michael J. MOLINA	Tamara A. N. PALTIN	Shane M. SINENCI	Yuki Lei K. SUGIMURA
ROLL CALL	Aye	Aye	Aye	Excused	Aye	Aye	Aye	Aye	Aye



COUNTY CLERK