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# A BILL FOR AN ACT

RELATING TO CONSERVATION OUTREACH.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. The Hawaiian monk seal, or the ilioholoikauaua,  
2 is one of the rarest marine mammals in the world, and among the  
3 world's most endangered species. The monk seal population is  
4 currently declining at four per cent annually and is estimated  
5 at fewer than one thousand two hundred individuals. Food  
6 limitations, entanglements in marine debris, and human  
7 interactions including being caught as bycatch in fishing gear,  
8 mother-pup disturbance on beaches, and exposure to disease all  
9 threaten the remaining population.

10           In 2008, the Hawaiian monk seal was designated as the  
11 State's mammal to increase awareness of it as an endangered  
12 species with the hope that this awareness would result in  
13 increased protection and its repopulation. Although the main  
14 Hawaiian island seals are a small population, they are a much  
15 healthier population and are slightly increasing in numbers  
16 rather than declining like the larger northern Hawaiian island  
17 population.



1 Two recent incidents of intentionally killed monk seals on  
2 Kauai and one on Molokai have brought attention to the human  
3 threat to the seals. In September, a Kauai man plead guilty to  
4 shooting a seal in violation of the federal Endangered Species  
5 Act. The man received a ninety-day jail term, one year  
6 supervised release, and a \$25 fine. Seal advocates and  
7 volunteers worry that such a light sentence sends the wrong  
8 message to Hawaii residents and visitors regarding the value of  
9 the Hawaiian monk seal.

10 The purpose of this Act is to improve outreach to Hawaii  
11 residents and visitors regarding the importance of the Hawaiian  
12 monk seal and other endangered Hawaiian flora and fauna.

13 SECTION 2. Chapter 201B, Hawaii Revised Statutes, is  
14 amended by adding a new section to be appropriately designated  
15 and to read as follows:

16 **"§201B- Conservation outreach; public service**  
17 **announcements.** (a) The authority shall work in cooperation  
18 with the department of transportation to develop and air public  
19 service announcements on commercial passenger air flights to the  
20 State.

21 (b) Each announcement shall include:



- 1        (1) Information on the State's unique and fragile  
2        ecosystems;
- 3        (2) Recommendations for visitors and residents on how to  
4        care for the State's ecosystems;
- 5        (3) Information focusing on the Hawaiian monk seal and how  
6        to behave if encountered; and
- 7        (4) Information on applicable federal and state laws with  
8        regard to endangered species."

9        SECTION 3. There is appropriated out of the tourism  
10       special fund of the State of Hawaii the sum of \$                    or so  
11       much thereof as may be necessary for fiscal year 2010-2011 for  
12       the development and airing of public service announcements on  
13       conservation issues.

14       The sum appropriated shall be expended by the Hawaii  
15       tourism authority for the purposes of this Act.

16       SECTION 4. New statutory material is underscored.

17       SECTION 5. This Act shall take effect on July 1, 2010.

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**Report Title:**

Conservation Outreach; Hawaiian Monk Seals; Airline Public Service Announcements; Appropriation; Tourism Special Fund

**Description:**

Requires the Hawaii tourism authority to work in cooperation with the department of transportation to develop and air on incoming commercial flights to the State public service announcements about the State's fragile ecosystem and how to protect it; appropriates funds for the public service announcements from the tourism special fund. (SD1)

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