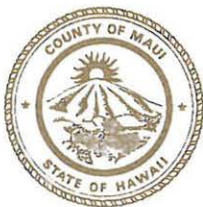


SB 1041

RELATING TO HALEAKALA NATIONAL PARK.

Authorizes Haleakala National Park special license plates and provides that any owner of a passenger motor vehicle, who is a resident of the State, upon application, may be issued a Haleakala National Park special license plate for the owner's passenger vehicle to observe the importance of Haleakala National Park in Hawaii.

ALAN M. ARAKAWA
MAYOR



200 South High Street
Wailuku, Hawai'i 96793-2155
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OFFICE OF THE MAYOR

Ke'ena O Ka Meia

COUNTY OF MAUI – Kalana O Maui

TESTIMONY OF ALAN ARAKAWA, MAYOR COUNTY OF MAUI

BEFORE THE SENATE COMMITTEE ON TRANSPORTATION

Tuesday, February 10, 2015 at 2:45 p.m.
Conference Room 229

SB1041 RELATING TO HALEAKALA NATIONAL PARK

Honorable Clarence K. Nishihara, Chair
Honorable Breene Harimoto, Vice-chair
Honorable Members of the Senate Committee on Transportation

Thank you for this opportunity to testify in **SUPPORT of SB 1041.**

This measure would allow any owner of a passenger motor vehicle who is a resident of the state to apply for and be issued a special Haleakala National Park license plate.

- The Hawaii Volcanoes and Haleakala National Parks Specialty License Plate Program would help generate revenue for the State of Hawaii and these two national parks.
- Implementation of this program also coincides with the celebration of the 100th birthdays of both national parks in 2016.

As Mayor of Maui County, I support this for reasons, including:

- Haleakala National Park, one of the state's largest national parks, extends from sea level on the south side of Maui to the summit of Haleakala volcano at 10,023 feet. It encompasses diverse ecosystems within the park which are home to hundreds of native flora and fauna, some of which are not found anywhere else in the world. The nene goose, ua'u (Hawaiian petrel), four species of honeycreeper, the Hawaiian hoary bat, and Haleakala Silversword make their homes in the park.
- In 2012, 1.1 million park visitors spent \$64 million in Maui County in association with park visits.

For these reasons I support SB 1041.

From: mailinglist@capitol.hawaii.gov
To: [TRA Testimony](#)
Cc: Natalie_Gates@nps.gov
Subject: Submitted testimony for SB1041 on Feb 10, 2015 14:45PM
Date: Monday, February 09, 2015 8:44:18 AM

SB1041

Submitted on: 2/9/2015

Testimony for TRA on Feb 10, 2015 14:45PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Natalie Gates	National Park Service	Comments Only	Yes

Comments: TESTIMONY REGARDING SENATE BILL 1041 HAWAII STATE LEGISLATURE Mr. Chairman, Members of the Committee: Aloha. My name is Natalie Gates and I am the superintendent of Haleakala National Park on Maui. As one of 405 units of the National Park Service, Haleakala National Park, like its sister park Hawaii Volcanoes National Park, preserves unimpaired the natural and cultural resources and values of the national park system for the enjoyment, education, and inspiration of this and future generations. We cooperate with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation in special places such as the Haleakala Crater, the Kipahulu Valley and the pools of Ohe`o. One of our valued partners is the Hawaii Pacific Parks Association, a non-profit organization that has provided critical support for park efforts in the past to protect endangered species, bring local youth interns into the park and share Hawaiian cultural traditions with our visitors and communities. A combined specialty license plate program for Haleakala and Hawaii Volcanoes National Parks could provide more support for important park programs such as these. Nationwide, specialty license plate programs have benefited parks such as Blue Ridge Parkway, Great Smoky Mountains National Park, Yellowstone National Park, Yosemite National Park, Mount Rainier National Park, North Cascades National Park, Olympic National Park, and Crater Lake National Park. The specialty license plates prominently feature iconic images from these national parks. Setting up a vehicle specialty license plate program for a park is undertaken by a park non-profit friend organization such as the Hawaii Pacific Parks Association. The program is usually administered through the state's department of motor vehicles. Most states charge \$30 to \$40 extra per plate, with a similar annual renewal fee. The park friends group receives from \$17 to \$30 for each license plate sold and renewed -- the average return per plate is \$20 per year. The program can generate a steady annual revenue stream to the friend organization and consequently to their partner parks. Annual revenue generated from these specialty park license plate program range from \$48,000 at Yellowstone National Park to \$1 million at Yosemite National Park. It is timely, on the eve of the 100th birthdays of both Haleakala and Hawaii Volcanoes National Parks, as well as the centennial of the National Park Service itself, that Hawaii residents be able to proudly display their support for and help recognize these two national parks everywhere they go. Mahalo for your consideration of this bill.

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Aloha,

Hawai'i Pacific Parks Association (HPPA), formerly known as Hawai'i Natural History Association (HNHA) has been in existence since 1933. HPPA is one of over 60 such associations nationwide whose mission is to partner with our national parks to provide financial and other support beyond what government is able to provide. Specialty park license plate programs have been successfully launched by other national parks, including Yellowstone, Yosemite and Washington's National Park Fund.

I would appreciate your support of this bill in the days ahead, which will give Hawai'i state residents a means to observe and support the importance of the national parks in Hawai'i, as both parks commemorate their 100th anniversary as national parks in 2016.

Mahalo nui loa in advance for your support of HB1489 "Relating to Special License Plates for Haleakala National Park and Hawai'i Volcanoes National Park."

Sincerely,


Jill Jacunski

February 9, 2015

TESTIMONY ON BEHALF OF SENATE BILL 1041 RELATING TO HALEAKALA NATIONAL PARK

Mr. Chairman, Members of the Committee:

Aloha from Hawai'i Island, and mahalo for the opportunity to submit written testimony on SB1041.

Next year, in 2016, Haleakalā National Park and Hawai'i Volcanoes National Park celebrate their 100th anniversary. One hundred years ago, Hawai'i Volcanoes and Haleakalā were one park and designated Hawai'i National Park. Hawai'i National Park became the fifteenth national park established by the National Park Service on August 1, 1916 – the same year the National Park Service itself was established. Hawai'i National Park encompassed the summits of Kīlauea, Mauna Loa, and Haleakalā volcanoes, sharing similar biological, cultural and geological resources. The National Park System is a model for protected areas around the globe.

Today, Haleakalā and Hawai'i Volcanoes are separate sister parks that protect nearly 364,000 acres between them. Their mission continues -to protect, conserve, and share with the public their tremendous attributes that are so uniquely Hawaiian, including Haleakalā and Mauna Loa silverswords, the endemic and endangered nēnē, and the volcanic landscapes that attract millions of visitors from around the world. Each park is a vital economic driver for its island, and the state overall. In 2013, nearly 1.6 million visitors explored Hawai'i Volcanoes National Park, spending almost \$125 million in Hawai'i Island communities, which supported 1,476 jobs in the area. More than 785,000 Haleakalā National park visitors spent \$47 million and supported 536 jobs in Maui County in 2013.

Both parks will celebrate their 2016 Centennial anniversary, and will be part of the nationwide NPS Centennial celebrations by relying on their partner, the Hawaii Pacific Parks Association, which serves both parks as a non-profit partner, to leverage resources that protect PARK resources-timeless landscapes, cultural traditions and sacred places, and species of plants and animals found nowhere else in the world. A combined specialty license plate for Haleakalā National Park and Hawai'i Volcanoes National Park will provide more support for important park programs for our keiki and mo'opuna-our future generations.

We appreciate your consideration of this important bill.

Cindy Orlando
Superintendent, Hawai'i Volcanoes National Park

From: mailinglist@capitol.hawaii.gov
To: [TRA Testimony](#)
Cc: sablasl001@hawaii.rr.com
Subject: *Submitted testimony for SB1041 on Feb 10, 2015 14:45PM*
Date: Friday, February 06, 2015 2:56:45 PM

SB1041

Submitted on: 2/6/2015

Testimony for TRA on Feb 10, 2015 14:45PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Lori Sablas	Individual	Support	No

Comments:

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Mahalo nui loa for your support of SB1041 "RELATING TO HALEAKALA NATIONAL PARK"

I am in support of this measure, which authorizes Haleakala National Park special license plates and provides that any owner of a passenger motor vehicle, who is a resident of the State, upon application, may be issued a Haleakala National Park special license plate.

I would like to request that this measure be amended to also include Hawaii Volcanoes National Park. These two parks are both celebrating their centennial anniversary in 2016 and this measure would help celebrate the importance of these parks to Hawaii and the nation.

Specialty park license plate programs have been successfully launched by other national parks, including Yellowstone, Yosemite and Washington's National Park Fund. The plate program would be implemented in partnership with Hawai'i Pacific Parks Association (HPPA), formerly known as Hawai'i Natural History Association (HNHA) which has been in existence since 1933. HPPA is one of over 60 such associations nationwide whose mission is to partner with our national parks to provide financial and other support beyond what government is able to provide.

I appreciate your continued support of this bill in the days ahead, which will give Hawai'i state residents a means to observe and support the importance of the national parks in Hawai'i, as both parks commemorate their 100th anniversary as national parks in 2016.

Sincerely,

Tanya Rubenstein
1638-A Mikahala Way
Honolulu, HI 96816

From: mailinglist@capitol.hawaii.gov
To: [TRA Testimony](#)
Cc: jwtyler@hawaii.rr.com
Subject: Submitted testimony for SB1041 on Feb 10, 2015 14:45PM
Date: Sunday, February 08, 2015 1:15:58 PM
Attachments: [SB1041 Testimony.pages](#)

SB1041

Submitted on: 2/8/2015

Testimony for TRA on Feb 10, 2015 14:45PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
John Tyler	Individual	Support	Yes

Comments:

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Subject: Submitted testimony for SB1041 on Feb 10, 2015 14:45PM
Date: Sunday, February 08, 2015 7:55:48 PM

SB1041

Submitted on: 2/8/2015

Testimony for TRA on Feb 10, 2015 14:45PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
James Revells	Individual	Support	No

Comments: I an in favor of supporting this bill

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To: [TRA Testimony](#)
Cc: gwen@mhplanning.com
Subject: *Submitted testimony for SB1041 on Feb 10, 2015 14:45PM*
Date: Monday, February 09, 2015 9:54:01 AM

SB1041

Submitted on: 2/9/2015

Testimony for TRA on Feb 10, 2015 14:45PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Gwen Ohashi Hiraga	Individual	Support	No

Comments:

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