
A BILL FOR AN ACT

RELATING TO HAWAII'S ENVIRONMENT.

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

1 SECTION 1. According to the Huffington Post, Hawaii makes
2 up less than two per cent of the land mass of the United States,
3 but over twenty-five per cent of species found on the nation's
4 endangered list are endemic to Hawaii, and the State has earned
5 the unflattering title of the "endangered species capital of the
6 world."

7 The legislature finds that there are many endangered and
8 endemic wildlife species in the State that must be protected,
9 including Hawaiian green sea turtles, Hawaiian hoary bats,
10 Hawaiian hawks, Hawaiian monk seals, crested honeycreepers, the
11 nene goose, and Oahu tree snails.

12 Further, in July 2017, Honolulu Civil Beat reported,
13 "Nearly one tourist dies each week while engaged in common
14 vacation activities like swimming, snorkeling, hiking and going
15 on scenic drives." Many more tourists suffer serious injuries
16 including spinal cord damage and Hawaii's rate of drowning per
17 visitor is thirteen times the national average. Critics say the



1 State does not do enough to warn its eight million annual
2 visitors of inherent dangers, especially those involving water.

3 The legislature further finds that the State must provide
4 greater protection to ensure the sustainability of the State's
5 endangered and endemic wildlife, Hawaiian cultural sites,
6 natural habitats, and Hawaii's ocean and marine life for
7 Hawaii's youth (keiki) and future generations.

8 The purpose of this Act is to establish the promise to our
9 keiki program within the Hawaii tourism authority to implement
10 and administer tourism related initiatives that are designed to
11 educate and gain the support of Hawaii's visitors in the State's
12 efforts to preserve and protect its unique and fragile
13 environment.

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

17 "§201B- Promise to our keiki program; establishment;
18 requirements. (a) There is established within the authority
19 the promise to our keiki program that shall develop and
20 implement initiatives designed to educate and gain the support
21 of Hawaii's visitors in the State's efforts in preserving and



1 protecting its unique and fragile environment for future
2 generations. The authority shall administer the program that
3 shall include the following initiatives:

4 (1) Creating public service announcement videos for
5 airlines to play for passengers arriving in the State
6 of Hawaii which shall relate to the State's endangered
7 and endemic wildlife, conservation of the State's
8 resources, ocean and hiking safety, and compliance
9 with state laws;

10 (2) Requiring passengers on airline flights arriving in
11 the State to sign a declaration form entitled "Promise
12 to Our Keiki Pledge" wherein the passengers agree to
13 preserve and protect Hawaii's unique and fragile
14 environment by complying with the laws protecting
15 endangered species and acknowledging the information
16 contained in the public service announcements. The
17 airlines shall deliver the executed forms to the
18 department of land and natural resources. Failure to
19 sign the declaration form shall be a misdemeanor with
20 a fine not to exceed \$10,000. The penalty for failing



1 to sign the declaration form shall be noticeably
2 printed on the declaration form; and
3 (3) Requiring airlines arriving in Hawaii to provide a
4 two-sided laminated educational brochure relating to
5 the laws protecting the endangered and endemic animals
6 in Hawaii and the penalties for violating the laws.
7 The educational brochure shall be similar in size and
8 print as the airline safety cards that are located in
9 the airplane's seatback pockets. To the extent
10 possible, the educational brochure shall be placed in
11 the airplane's seatback pockets.

12 (b) Any person who violates this section shall be fined in
13 an amount that shall not be more than \$10,000 for each
14 violation.

15 (c) The authority shall adopt rules, pursuant to chapter
16 91, necessary for the purposes of this section."

17 SECTION 2. This Act does not affect rights and duties that
18 matured, penalties that were incurred, and proceedings that were
19 begun before its effective date.

20 SECTION 3. New statutory material is underscored.



H.B. NO. 1308

Report Title:

Promise to Our Keiki Program; Tourists; Endangered Animals

Description:

Establishes the Promise to Our Keiki Program in the Hawaii Tourism Authority to protect Hawaii endangered animals and natural and cultural resources from the impacts of tourism by initiatives that include educational videos on inbound flights, requiring passengers on inbound flights to sign Promise to Our Keiki Pledge forms, and educational cards on airplanes.

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