
A BILL FOR AN ACT

RELATING TO LITTER CONTROL.

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

1 PART I

2 SECTION 1. The legislature finds that litter is a growing
3 problem in the State. In addition to being a visual blight
4 along roadways and in public spaces, litter causes a host of
5 negative environmental issues including contamination of local
6 waterways and the ocean. Litter and its consequences negatively
7 impact the enjoyment and quality of life of both Hawaii
8 residents and visitors to the State, especially since many
9 visitors come to the islands with an expectation of enjoying
10 Hawaii's pristine environment.

11 The legislature also finds that litter can be a direct
12 economic and legal liability to the State. Each year, the State
13 spends over \$64,000,000 to clean up litter. Additionally, when
14 litter makes its way into harbors and waterways, it can be
15 considered an illicit discharge in violation of the federal
16 Clean Water Act. In 2014, the United States Environmental
17 Protection Agency fined the department of transportation



1 \$1,200,000 for violations relating to stormwater runoff
2 pollution found at Honolulu and Kalaeloa Barbers Point harbors.

3 The legislature finds that litter is especially problematic
4 on the island of Hawaii, where there is no municipal trash
5 pickup service. Hawaii island residents who cannot afford or
6 choose not to pay for private trash disposal service must drive
7 their trash to transfer stations. The legislature finds that
8 this process often results in litter falling or blowing out of
9 uncovered trucks onto the highway. Litter constantly
10 accumulates on both the roadsides and highway median along Queen
11 Kaahumanu highway between Ellison Onizuka Kona international
12 airport and Kailua-Kona. The legislature finds that litter
13 buildup is an eyesore and, unfortunately, it is one of the first
14 visuals experienced by visitors to this area of the islands.
15 This experience could leave a lasting negative impression and
16 ultimately have a detrimental impact on tourism in the State.

17 The legislature also finds that anti-litter public
18 education campaigns are a proven and effective way to raise
19 public awareness and promote citizen responsibility toward the
20 reduction of litter in the State. The legislature finds that
21 another effective way to keep roadsides clear of litter is the



1 adopt-a-highway program, currently administered by the
2 department of transportation.

3 Accordingly, the purpose of this Act is to establish a:

- 4 (1) Statewide anti-littering public education and
5 awareness campaign to be developed, administered,
6 coordinated, and promoted by the Hawaii tourism
7 authority; and
8 (2) Pilot program for the Hawaii tourism authority to
9 assume the administration and management of the
10 department of transportation's adopt-a-highway program
11 in certain geographic areas.

12 PART II

13 SECTION 2. There is established within the Hawaii tourism
14 authority a statewide anti-littering public education and
15 awareness campaign. The campaign shall raise public awareness
16 and promote citizen responsibility toward the reduction of
17 litter in the State. The Hawaii tourism authority shall be
18 responsible for the development, administration, coordination,
19 and promotion of the campaign.

20 SECTION 3. Section 201B-7, Hawaii Revised Statutes, is
21 amended by amending subsections (a) and (b) to read as follows:



1 "(a) The authority may enter into contracts and agreements
2 that include the following:

- 3 (1) Tourism promotion, marketing, and development;
- 4 (2) Market development-related research;
- 5 (3) Product development and diversification issues focused
6 on visitors;
- 7 (4) Promotion, development, and coordination of sports-
8 related activities and events;
- 9 (5) Promotion of Hawaii, through a coordinated statewide
10 effort, as a place to do business, including high
11 technology business, and as a business destination;
- 12 (6) Reduction of barriers to travel;
- 13 (7) Marketing, management, use, operation, or maintenance
14 of the convention center facility, including the
15 purchase or sale of goods or services, logo items,
16 concessions, sponsorships, and license agreements, or
17 any use of the convention center facility as a
18 commercial enterprise; provided that effective
19 January 1, 2003, and thereafter, the contract for
20 management of the convention center facility shall
21 include marketing for all uses of the facility;



1 (8) Development, production, and broadcast of messages
2 raising public awareness and promoting citizen
3 responsibility toward the reduction of litter in the
4 State;

5 [+8+] (9) Tourism research and statistics to:

6 (A) Measure and analyze tourism trends;

7 (B) Provide information and research to assist in the
8 development and implementation of state tourism
9 policy; and

10 (C) Provide tourism information on:

11 (i) Visitor arrivals, visitor characteristics,
12 and expenditures;

13 (ii) The number of transient accommodation units
14 available, occupancy rates, and room rates;

15 (iii) Airline-related data including seat capacity
16 and number of flights;

17 (iv) The economic, social, and physical impacts
18 of tourism on the State; and

19 (v) The effects of the marketing programs of the
20 authority on the measures of effectiveness
21 developed pursuant to section 201B-6(b); and



1 ~~[(+9)]~~ (10) Any and all other activities necessary to carry
2 out the intent of this chapter;
3 provided that the authority shall periodically submit a report
4 of the contracts and agreements entered into by the authority to
5 the governor, the speaker of the house of representatives, and
6 the president of the senate.

7 (b) The authority shall be responsible for:

8 (1) Creating a vision and developing a long-range
9 strategic plan for tourism in Hawaii;

10 (2) Promoting, marketing, and developing the tourism
11 industry in the State;

12 (3) Arranging for the conduct of research through
13 contractual services with the University of Hawaii or
14 any agency or other qualified persons concerning
15 social, economic, and environmental aspects of tourism
16 development in the State;

17 (4) Developing, coordinating, administering, and promoting
18 a statewide anti-littering public education and
19 awareness campaign;

20 ~~[(+4)]~~ (5) Providing technical or other assistance to
21 agencies and private industry upon request;



1 [~~+5~~] (6) Perpetuating the uniqueness of the native
2 Hawaiian culture and community, and their importance
3 to the quality of the visitor experience, by ensuring
4 that:

5 (A) The Hawaiian culture is accurately portrayed by
6 Hawaii's visitor industry;

7 (B) Hawaiian language is supported and normalized as
8 both an official language of the State as well as
9 the foundation of the host culture that draws
10 visitors to Hawaii;

11 (C) Hawaiian cultural practitioners and cultural
12 sites that give value to Hawaii's heritage are
13 supported, nurtured, and engaged in sustaining
14 the visitor industry; and

15 (D) A native Hawaiian cultural education and training
16 program is provided for the visitor industry
17 workforce having direct contact with visitors;
18 and

19 [~~+6~~] (7) Reviewing annually the expenditure of public
20 funds by any visitor industry organization that
21 contracts with the authority to perform tourism



1 promotion, marketing, and development and making
 2 recommendations necessary to ensure the effective use
 3 of the funds for the development of tourism."

4 SECTION 4. There is appropriated out of the general
 5 revenues of the State of Hawaii the sum of \$ or so much
 6 thereof as may be necessary for fiscal year 2019-2020 and the
 7 same sum or so much thereof as may be necessary for fiscal year
 8 2020-2021 for the development, coordination, administration, and
 9 promotion of a statewide anti-littering public education and
 10 awareness campaign pursuant to part II of this Act.

11 The sums appropriated shall be expended by the Hawaii
 12 tourism authority for the purposes of this Act.

PART III

13 SECTION 5. (a) There is established within the Hawaii
 14 tourism authority an adopt-a-highway pilot program to be
 15 implemented in the following geographic areas:
 16

17 (1) North Kona, along Queen Kaahumanu Highway between
 18 Ellison Onizuka Kona international airport and Kailua-
 19 Kona; and

20 (2) An area on the island of Oahu that the Hawaii tourism
 21 authority deems appropriate for this pilot program,



1 provided that the Hawaii tourism authority shall
 2 select an appropriate area on the island of Oahu by
 3 December 31, 2019.

4 (b) The Hawaii tourism authority shall assume the
 5 administration and management of the department of
 6 transportation's adopt-a-highway program in the geographic areas
 7 identified in this section. The Hawaii tourism authority shall
 8 consult and cooperate with the department of transportation as
 9 necessary to effectuate the purposes of this section.

10 (c) The Hawaii tourism authority shall submit an annual
 11 report to the legislature on the adopt-a-highway pilot program's
 12 progress, including any proposed legislation, no later than
 13 twenty days prior to the convening of each regular session. The
 14 report shall include a recommendation on whether the adopt-a-
 15 highway pilot program should be continued, modified, or
 16 terminated.

17 (d) The Hawaii tourism authority's adopt-a-highway pilot
 18 program shall cease to exist on June 30, 2021.

19 SECTION 6. There is appropriated out of the general
 20 revenues of the State of Hawaii the sum of \$ or so much
 21 thereof as may be necessary for fiscal year 2019-2020 and the



1 same sum or so much thereof as may be necessary for fiscal year
 2 2020-2021 to establish and implement the Hawaii tourism
 3 authority's adopt-a-highway pilot program pursuant to part III
 4 of this Act.

5 The sums appropriated shall be expended by the Hawaii
 6 tourism authority for the purposes of this Act.

7 PART IV

8 SECTION 7. Statutory material to be repealed is bracketed
 9 and stricken. New statutory material is underscored.

10 SECTION 8. This Act shall take effect on July 1, 2019.

11

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H.B. NO. 553

Report Title:

Hawaii Tourism Authority; HDOT; Litter Control; Public Awareness Campaign; Adopt-A-Highway; Appropriation

Description:

Establishes a statewide anti-littering public education and awareness campaign to be administered by the Hawaii Tourism Authority. Authorizes the Hawaii Tourism Authority to enter into contracts and agreements relating to a statewide anti-littering public education and awareness campaign. Establishes a pilot program for the Hawaii Tourism Authority to assume management of the Department of Transportation's Adopt-A-Highway program in certain geographic areas. Appropriates funds.

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

