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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

Statement of
JOHN DE FRIES

Hawai'i Tourism Authority
before the
SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

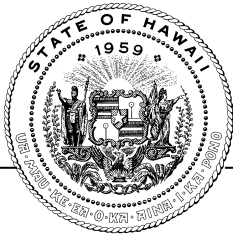
Wednesday, February 17, 2021
3:30 PM
State Capitol, Conference Room #224
via videoconference

In consideration of
SENATE BILL NO. 1320
RELATING TO REGENERATIVE TOURISM

Chair Wakai, Vice Chair Misalucha, and members of the Committee on Energy, Economic Development, and Tourism: the Hawai'i Tourism Authority (HTA) **supports** Senate Bill 1320, which incorporates a regenerative framework into the State Planning Act by establishing objectives and policies for the visitor industry.

HTA has already taken steps and continues to form community partnerships to ensure Native Hawaiian cultural integrity. HTA supports the ['Āina Aloha Economic Futures](#), which was adopted by our Board of Directors last June. Supporting initiatives and projects that help to perpetuate the Native Hawaiian culture is also one of the strategic pillars of HTA, as outlined in [HTA's 2020-2025 Strategic Plan](#).

It is for these reasons that HTA **supports** SB1320. We appreciate this opportunity to provide testimony.



OFFICE OF PLANNING STATE OF HAWAII

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DAVID Y. IGE
GOVERNOR

MARY ALICE EVANS
DIRECTOR
OFFICE OF PLANNING

Statement of
MARY ALICE EVANS
Director, Office of Planning
before the
SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM
Wednesday, February 17, 2021
3:30 PM
State Capitol
in consideration of
SB 1320
RELATING TO REGENERATIVE TOURISM.

Chair Wakai, Vice Chair Misalucha, and Members of the Senate Committee:

The Office of Planning (OP) supports the intent of SB 1320 and offers the following **comments** and amendments. This bill incorporates a regenerative framework into the Hawai'i State Planning Act by establishing objectives and policies for the visitor industry.

The Office of Planning notes that the proposed regenerative framework will be included in addition to the original visitor industry objectives described in the Hawai'i State Planning Act.

The Office of Planning's newly-established [Statewide Sustainability Program](#) recently held a series of public meetings in the Fall of 2020 to update the [Hawai'i 2050 Sustainability Plan](#), which was revised by [Act 146, SLH 2019](#) to "serve as the state's climate and sustainability strategic action plan." Through this timely statewide public outreach during the COVID-19 global pandemic and its corresponding economic impacts to Hawai'i, public participants raised the vital importance and need for sustainable and regenerative tourism, and expressed concerns about the Hawaiian Islands' natural resources, ecosystems, and land's ability to sustain 10 million tourists per year in addition to the state's 1.4 million residential population.

The Office of Planning finds the regenerative tourism proposals described in SB 1320 complimentary to the state's and the public's intent to transition to a more sustainable form of tourism as a part of Hawai'i's long-term economic recovery and resilience.

The Office of Planning recommends the following amendments for the committee's consideration:

- p.2, line 20: Revise to: "and people, kamaaina (Hawaii residents) and malihini (guests) alike;"
- p.3, line 4: Revise to: "Ensuring that kapu (prohibited) and environmentally sensitive"

- p. 4, line 16: Revise to: “Generate greater economic benefits for [~~local people~~ Hawaii residents,”
- p. 4, line 20: Revise to: “Involve [~~local people~~ Hawaii residents in decisions that affect their”
- p. 5, line 3: Revise to: “ [~~the world's~~ Hawaii's diversity;”
- p. 5, line 7: Revise to: “meaningful connections with [~~local people~~ Hawaii residents; and”
- p. 5, lines 10-11: Revise to: “and builds [~~local~~] pride and confidence in Hawaii.”

The Office of Planning is actively working on the sustainable development and climate adaptation of the state to meet the needs of the present without compromising the ability of future generations of Hawai‘i to meet their own needs.

Mahalo for this opportunity to submit these comments and amendments, supporting the intent of SB 1320.



/AIKIKI NEIGHBORHOOD BOARD NO. 9

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The Waikiki Neighborhood Board supports the concept of the following bill: SB1320

At the February 9, 2021 Regular Meeting of the Waikiki Neighborhood Board the Board voted in favor of the concept of this bill.

Currently the Waikiki Visitor Industry is in terrible shape. Many of our Landmark businesses have closed forever and thousands of our Industry Associates are living on Unemployment Insurance or help from Family. This bill creates a path to recovery for our industry and the economy of the State of Hawaii.

Robert J. Finley
Robert J. Finley
Chair



SB 1320, RELATING TO REGENERATIVE TOURISM

FEBRUARY 17, 2021 · SENATE ENERGY,
ECONOMIC DEVELOPMENT, AND TOURISM
COMMITTEE · CHAIR SEN. GLENN WAKAI

POSITION: Support.

RATIONALE: Imua Alliance supports SB 1320, relating to regenerative tourism, which incorporates a regenerative framework into the State Planning Act by establishing objectives and policies for the visitor industry.

According to a report produced by the Hawai'i Climate Change Mitigation and Adaptation Commission, global sea levels could rise more than three feet by 2100, with more recent projections showing this occurring as early as 2060. In turn, over the next 30 to 70 years, approximately 6,500 structures and 19,800 people statewide will be exposed to chronic flooding.

Additionally, an estimated \$19 billion in economic loss would result from chronic flooding of land and structures located in exposure areas. Finally, approximately 38 miles of coastal roads and 550 cultural sites would be chronically flooded, on top of the 13 miles of beaches that have already been lost on Kaua'i, O'ahu, and Maui to erosion fronting shoreline armoring, like seawalls.

Furthermore, according to research conducted by Michael B. Gerrard from Columbia Law School, modern-day slavery tends to increase after natural disasters or conflicts where large numbers of people are displaced from their homes. In the decades to come, says Gerrard, **climate change will very likely lead to a significant increase in the number of people who are displaced**

and, thus vulnerable, to human trafficking. While the Paris Climate Agreement of 2015 established objectives to limit global temperature increases and several international agreements are aimed at combating modern-day slavery, it is highly uncertain whether they will be adequate to cope with the scale of the problem that is likely to occur as a result of climate change.

As we work to reduce carbon emissions and stave off the worst consequences of climate change, we must begin preparing for the adverse impact of sea level rise on our shores. We are now quantifying the speed at which we must act. We cannot continue to develop the 25,800-acre statewide sea level rise exposure area—one-third of which is designated for urban use—without risking massive structural damage and, potentially, great loss of life.

Therefore, we should take steps to accelerate Hawai'i's efforts to address climate change and develop a clean economy, including by ensuring that the activities of our state's visitors sustain our 'āina. One way to advance regenerative tourism would be to establish green fees for the islands. New Zealand, the Maldives, Cancun, and Venice, and numerous other countries have green fee programs for visitors, which vary from \$1 per night to a \$100 entrance fee for the purpose of environmental conservation. **Palau's per-tourist investment in its natural environment is \$92, New Zealand's is \$188, and the Galapagos Islands' is \$373. Hawai'i's is just \$9 per tourist,** according to a report from Conservation International's Green Passport initiative. We need to catch up. For the sake of our keiki, we cannot afford to wait to solidify strategies to preserve our island home for generations to come.

Kris Coffield · Executive Director, Imua Alliance · (808) 679-7454 · kris@imuaalliance.org



Conscious Concepts

CURATED EXPERIENCES

February 17th, 2021

Committee on Energy, Economic Development, and Tourism ("EET")

Re: Testimony in SUPPORT WITH COMMENTS of SB1320 - RELATING TO REGENERATIVE TOURISM. Incorporates a regenerative framework into the State Planning Act by establishing objectives and policies for the visitor industry.

Mahalo to Senator Glenn Wakai for scheduling a hearing for SB1320. As a keiki o ka aina, travel industry professional and regenerative economics practitioner, I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's endemic cultural wisdom and world renowned destination brand is a vessel for expanding a cottage industry and micro-enterprise economy that can offer one-of-a-kind, high quality travel experience to a growing global market demand for products, services and experiences that are sourced from and directly give back to that particular people and place. Tourism has the potential to become an agent of positive transformation that can contribute to a better quality of life for all. [‘Āina Aloha Economic Futures forum on regenerative tourism](#) provides initial recommendations and further questions offered up by industry experts, cultural practitioners and community members alike.

Sustainable Travel International has come together with other leading tourism NGOs to [form the Future of Tourism Coalition](#). These organizations include the Center for Responsible Travel (CREST), Destination Stewardship Center, Green Destinations, Tourism Cares, and the Travel Foundation, with the guidance of the Global Sustainable Tourism Council (GSTC).

To rally global change, the Coalition has put forth [Guiding Principles](#) that outline a bold vision for the future of tourism - one that retains the integrity of destinations, promotes inclusivity and equality, maximizes positive impacts for communities and environments, and fosters collaborative change. The Coalition is calling upon tourism agencies, travel companies, NGOs, governments, and other stakeholders to [sign on to these principles](#).

Hawai'i's current mass tourism industry economic model has suffered immensely as a result of the COVID-19 pandemic. With anticipated future disruptions and crises that will be experienced with climate change, it is critical that we take this experience as an opportunity to transform our travel industry.

Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses.

Regenerative tourism defines success as more net benefit(after costs have been accounted for, all waste eliminated, and all damage restored), and more personal and institutional capacity to adapt, be resilient, creative, collaborative etc, while providing a greater and richer sense of meaning for hosts and guests. Regenerative tourism is not anti-growth; it simply asks that we grow the things that matter most to us in ways that benefit the entire system and never at the expense of others. There can be no such thing as a sustainable business within an unsustainable system. That's the situation virtually every tourism enterprise finds itself in today.

A life affirming regenerative tourism that works with wholes and not parts, with permeable boundaries not hard lines of demarcation, is better able to integrate tourism with those other life support systems expressed in the place — be they hydrological, food-based, socio-cultural, political or economic.

Regardless of anyone's individual effort to shrink their footprint, the current systemic dependence on volume growth to compensate for diminishing returns, and a failure to acknowledge let alone pay for externalities has generated an operational model that is destined to crash. The only way we can operationalize an alternative measure is to do so on a community-by- community basis.

Regenerative Tourism depends on caring and cared for hosts willing to ensure their destination is healthy and full of life. A regenerative, systems-based approach integrates conventional sustainable practices and doesn't treat them as an extra, a "bolt-on" necessity. By following Nature's principles, each part (be it a plant, animal, ecosystem, person, business or a community) assumes its essential responsibility for ensuring the thrivability and health of the whole of which it is a part.

Sustainable, restorative, regenerative practices are integral and include all the steps necessary to reduce our ecological footprint to zero (for there is no waste in nature) and respond courageously and urgently to minimize the negative effects of a warming climate. Below are recommendations and resources to consider the possibilities of redesigning Hawai'i's travel industry to become a global leader in our regenerative economic futures.

HTA 2020-2025 STRATEGIC PLAN: RECOMMENDATIONS

[Hawaii Tourism Authority Adopts Aina Aloha Declaration \(link\)](#)

NATURAL RESOURCES *Respect for Our Natural & Cultural Resources.* Dedicate resources to programs that enhance and support Hawai'i's natural resources and cultural sites to improve the quality of life for all of Hawai'i's residents and to enhance the visitor experience. **RECOMMENDATIONS:**

1. Identify connections with Ola Resilient Strategy Actions with Hawai'i Green Growth and Hawai'i Tourism (HTA) 2020-2025 Strategic Plan focused on SDGs.
2. Certification Programs (DBET's Green Biz for Hotels, Restaurants, STA's Tour Operator, Surfrider Sustainable Restaurants).
3. Hotel & Convention Center Green Building and Energy Star certification starting with hotels in Waikiki
 - a. Food waste composting program
 - b. Cooking oil biodiesel program

- c. Water and energy conserving fixtures for toilets, sinks, public and guest room areas
 - d. Recycling programs in guest rooms and public spaces
 - e. Do away with mini plastic shampoo/soap bottles, replace with refillable containers
 - f. Engineering, housekeeping, front office, events department have a sustainability training and certification
 - g. Green sustainability program and committee is part of corporate culture
 - h. Free bus passes/bike passes for hotel employees
 - i. Onsite renewable energy (storage and capture)
 - j. Gray water technology and use on property for landscaping
 - k. Local, environmentally-friendly, Fair-trade products prioritized in gift shops and retail
 - l. Environmentally-friendly cleaning products (Aloha Aina Landscaping Co.)
4. Plastic Free Waikiki & Zero Waste Event Experiences - collective marketing campaign and incentives for hotels, convention centers and event venues to go plastic free, zero waste, small-footprint
 5. Carbon tracker technology, app, program for visitor trip metrics
 6. Restaurant and hotel farm to fork program - standardize sourcing 30-40% of produce on menus from local farms
 7. Percentage of rental cars mandatory EV or hybrid. Limit # of rental cars on-island.
 8. Certain visitor locations only designated visit through shuttle service or public transportation (limit # of individual cars going to designated "heavily trafficked" visitor sites)
 9. Lighten your footprint / carbon offset programs - plant a tree offering for visitors to either donate to tree planting projects or visit a location to plant a tree in memory of family or loved one (add to agriculture form in flight).

HAWAIIAN CULTURE *Support Native Hawaiian Culture & Community.* Ho'oulu (grow) the uniqueness and integrity of the Native Hawaiian culture and community through genuine experiences for both visitors and residents.

RECOMMENDATIONS:

10. Creative Lab - Generates income for music creators, connects audiences from all over the world to Hawaii through music to support creative industries.
11. Kanaka Ranger & Travel Coordinator Program - cultural hospitality training and job opportunities for specific nature-based stewardship, visitor guides and hotel cultural coordinators (through KCC and UH Manoa Travel Industry Program) - Redesign NaHAA
12. Native Stories: Virtual visitor guide experiences - connecting visitors to place through historical, cultural and ecological programs and practitioners
13. Incorporate Hawaiian language program for hospitality industry integrated into employee training, marketing and branding
14. Prioritize Hawaii -based, aina-friendly products & services to include literature, crafts, fashion, music, performance art, film, fresh produce, added-value products. A few examples:
 - a. Malama Loko Ea - North Shore ancient fishpond visitor experience
 - b. Camp Palehua - mauka conservation and forest visitor experience
 - c. Ka'ala Farms - cultural and traditional farm experience and voluntourism

- d. Ho'okua'aina & Hika'akalani - Food, cultural experiences, community enrichment, land stewardship
- e. Ho'okena Opelu - Protect Ho'okena's Opelu canoe fishing culture, perpetuate traditions, sustain fishing resource, community building
- f. DMC (Destination Management Company) - curated group experiences prioritizing cultural practitioners, artists, chefs, locations and places that are locally sourced, culturally sound and environmentally-friendly.

COMMUNITY *Ensure Tourism & Communities Enrich Each Other.* Work to make sure residents and local communities benefit from tourism by supporting programs valued by the community and aligned with the destination's brand and image; informing both residents and visitors of these programs and events; strengthening relations between residents and visitors; and forming partnerships to build a resilient tourism workforce and community.

RECOMMENDATIONS:

- 15. City purchase hotel properties that go out of business and repurpose for affordable housing
- 16. Standardized living wage for hospitality workers, cultural and conservation workers (\$15 minimum wage and health care coverage even if employee works less than 20 hours a week).
- 17. Regenerative Travel Industry Community Coalitions in each district/moku.
- 18. Stocks and co-op offerings, opportunities for hospitality employees to own a share in the companies they work for (Employee owned hotels, Roberts Hawai'i - ex.).
- 19. New tourism developments include affordable employee housing options on property or in close proximity.
- 20. Standardized, ongoing kama'aina rates for locals at restaurants, retail, tours and hotels.
- 21. Designated "locals only" days/times of the year at certain locations and venues
- 22. Adopt an Aina Program: hotel chains, convention centers, tour operators become members with monthly staff volunteer day programs, CSA program for their employees, fundraising offerings and donation campaigns for community-centered nonprofits.

BRAND MARKETING & DESTINATION MANAGEMENT *Strengthen Tourism's Contributions.* Take the lead in protecting and enhancing Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market-appropriate; is focused on Hawai'i's unique cultures, diverse communities, and natural environment; and supports Hawai'i's economy. **RECOMMENDATIONS:**

- 23. County-specific travel sector offices dedicated to island-wide visitor industry strategic planning and destination management.
- 24. Partner with local, national and international tourism NGOs and enterprises for resource development, networking and sustainable-tourism market access and recognition.
 - a. Sustainable Tourism International
 - b. World Indigenous Tourism Association (WINTA)
 - c. Regenerative Travel (destination marketing company)
 - d. Sustainable Tourism Association of Hawaii (STAH)
 - e. Hawaii Agrotourism Association
 - f. Travel2change
- 25. Hawai'i Visitor Green Fee - up to \$358 million annually to take care of ecosystems and bio-cultural resources. Conservation International estimates that a mandatory fee of about \$38.50 per visitor would be enough to cover what it describes as unfunded conservation liabilities.

26. GREEN PASSPORT: Innovative Financing Solutions for Conservation in Hawai'i - conservation finance solutions that bring additional revenue to support conservation in Hawai'i and effectively manage cultural and natural resources that are critical to our communities' wellbeing and the visitor experience.
27. Prioritize budgets that support and investment in communities of practice for place-based mission, philanthropic investing to diversifying economic framework.
28. Tourism research and data gathering on social and ecological impacts of the travel industry in understanding the carrying capacity of a place and districts.
29. Determine carrying capacity of an island, district through social, ecological and economic metrics.
30. Aloha Aina Pledge - in-flight and in-room hotel channel storytelling short films to set the protocol, agreement of "how to be a beneficial visitor to Hawai'i".
31. Refocus marketing and brand around health and wellness and eco-travel sector
32. Refocusing Hawai'i's visitor industry to better market and manage micro-enterprises
33. Historical Culture and Arts District (Capitol District & Chinatown) COVID-19 Recovery Hub - \$15 million (timeline: next 12 months)
 - a. In Hawaii, the arts generate \$2.06 million in annual economic activity, the study found. This includes supporting the equivalent of 5,968 full-time jobs and providing \$23.2 million in local and state government revenues. During 2015, the nonprofits spent a total of \$125.9 million which, in turn, generated \$107.6 million in household income for local residents also revealed additional benefits to the local economy, such as paying for babysitters, parking, souvenirs, eating out or staying in a hotel in conjunction with an event.
 - b. Economic benefits of historic preservation. Preservation boosts local economies by creating jobs and household income, leveraging capital, and encouraging reinvestment in local communities. Approximately 32 new jobs are generated for every \$1 million spent on the preservation of historic buildings. Preservation is a natural partner with sustainable development and environmental stewardship. Through preservation, communities are able to address many environmental goals such as conserving energy, reducing waste, curbing sprawl, and improving air quality. In fact, one of the most environmentally friendly development practices is the decision to repair and reuse an existing building, rather than replace it, especially when considering the overall life-cycle costs and energy use of the building.
34. Waikiki Beach Public Access Improvement Plan - Direct community benefit and improved public access
35. Reforming Hanauma Bay into less overall visitors to protect resource, more guides to provide more jobs and share culture/story of place, higher revenue to support infrastructure
36. Geofencing technology to reduce numbers of visitors in key areas and derive revenue to support parks, beaches, trails, etc
37. Strict enforcement of vacation rental restriction to resort areas to lessen impact on neighborhoods, provide more housing to local residents
38. University of Hawai'i - Regenerative Travel Management programs/degrees and vocational certifications in trades such as hotel engineering, green infrastructure and culinary professions.
39. Expand agriculture sector to provide bio-fuels, hemp, bio-plastics, bio-char, natural medicines, organic added-value products (oils, herbs, soaps, cleaning products, fiber, beauty products), all be part of re-branding Hawai'i for the next generation of quality travelers.
40. Living laboratories / corridors - visitor experiences in appropriate cultural and aina-based spaces. Places for visitors to contribute to cultural and ecological restoration and healing.

41. Algorithm technology marketing to “responsible traveler” demographics, higher end spenders seeking place-based mission investment, philanthropic travel targeting high net-worth individuals and anchor institutions
42. Reusable water gear programs (snorkels, fins, boogie boards, beach toys, floaties, etc.) for guests to use and give back, have them sanitized and reused for a small fee or included in resort fees at hotels.
43. *Rejuvenate Yourself and Revitalize Hawai'i* branding campaign - “giving projects” for visitors to round up their purchase to the next dollar on hotel, restaurant, retail or grocery bills that would go towards a selected group of culture and aina-based nonprofits.

Mahalo for your consideration, I graciously urge you to please pass SB1320 out of your committee.

Me ke aloha,

Lala Nuss
Conscious Concepts
Honolulu, HI.
Consciousconcepts808.com

SB-1320

Submitted on: 2/15/2021 6:18:58 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
pamela burrell	Testifying for apollo kauai, zero waste kauai	Support	No

Comments:

Aloha Senators,

This is a fantastic opportunity for our island chain.

On Kauai we saw the regeneration of the reef in Haena after the 2018 flood by having no tourism in that area. It was frankly an amazing change that I got to witness with my own eyes. For the last 50 years of living here I have witness the degradation. It became impossible to park and simply walk or hopefully snorkel just about anywhere!. Then covid came to us and I have to say it has been so nice to enjoy our island. Drive to town when we need to etc. it has been nice to feel the sense of community island wide.

i am not against visitors by any means.. trust me. I love to visit other cultures myself ..But with respect for the host culture. In my dreams, parts of our island could be apartwe of the UNESCO World Heritage Sites (or something of that sort) that lets visitors know we respect our island home.They will too.. Trust me.

Mahalo for considering this bill. It is our opportunity to rebuild smartly..

Pamela Burrell, Kalihiwai , Kauai

SB-1320

Submitted on: 2/12/2021 1:21:24 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
cheryl B.	Individual	Comments	No

Comments:

Comments

Seems like a positive path? Lots of unanswered questions. For example: Who is involved in this endeavor?

SB-1320

Submitted on: 2/13/2021 9:59:09 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Regina Gregory	Individual	Support	No

Comments:

Thank you, long overdue.

You may want to add:

- promote agritourism and voluntourism
- shift hotel ownership from giant multinational corporations to local companies

SB-1320

Submitted on: 2/14/2021 11:29:41 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Roseann Michaud	Individual	Support	No

Comments:

I support this bill to promote regenerative tourism.

SB-1320

Submitted on: 2/13/2021 10:32:50 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Tina Taniguchi	Individual	Support	No

Comments:

I support regenerative tourism over what our current tourist industry is.

SB-1320

Submitted on: 2/15/2021 12:42:07 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Dylan P. Armstrong	Individual	Support	No

Comments:

Aloha mai kakou, Senator Wakai and the Members of the Committee on Energy, Economic Development, and Tourism:

SUBJECT: Senate Bill (SB) 1320

I am in favor of this SB 1320, relating to regenerative tourism. The measure would insert a regenerative framework into the State Planning Act. by establishing objectives and policies for the visitor industry.

Tourism is a controversial and looming subject in political discourse in Hawaii. Although it is easy to overstate its share of the labor market, the consequences of tourism in terms of land use, traffic congestion, and cost of living are considerable. We experience profound effect from mountainward Manoa to seaward Waikiki on Oahu, from Kalalau on Kauai to South Point on Hawaii Island.

I believe in holistic policy and therefore appreciate the intent of this bill. Tourism's problems are best approached by inverting their underlying premises, and using the underlying causes as means to prevent and resolves negative impacts. If tourism encourages environmental degradation, we can find ways to mitigate that damage through transforming both the user experience as stated in the measure language, and also, through the set-aside or reallocation of resources to deal environmental consequences (economists call these 'externalities') from tourism revenues and fees. Tourism non-profits like Travel2Change encourage environmental volunteering both as a means to improve conditions and also to transform counterproductive stereotypes about Hawaii, with tourist becoming better ambassadors for Hawaii, wherever these guests venture.

Thank you for your consideration; again, please vote in favor.

Sincerely yours,
Dylan P. Armstrong

SB-1320

Submitted on: 2/15/2021 4:29:27 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Forest Frizzell	Individual	Support	No

Comments:

Aloha Committee,

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over-reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much-needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses.

Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

Forest

SB-1320

Submitted on: 2/15/2021 4:54:37 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
JoAnn Tsark	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

me ka ha`aha`a

J Tsark

SB-1320

Submitted on: 2/15/2021 5:00:41 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Walter Ritte	Individual	Support	No

Comments:

Tourism has gotten out of control and has made our lives miserable, now is the time to control this uncontrolled ism.

SB-1320

Submitted on: 2/15/2021 5:06:56 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Kaleopono Norris	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/15/2021 5:12:28 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Thomas Brandt	Testifying for Foresight/Policy Analysis	Support	No

Comments:

Chair Wakai and members of the Senate committee on Energy, Economic Development, and Tourism.

Thank you for the opportunity to comment.

As a former planning and economic development specialist, I strongly support this bill to make sure the local benefits of tourism outweigh its local costs.

Hawai'i's tourism industry has long been managed primarily for the benefit of non-resident investors, as well as both resident and non-resident owners of local real estate, while ignoring the devastating impacts on the local natural environment, local standards of living, and local quality of life for Hawai'i residents.

Before Covid, the visitor count and spending reached record highs in 2019, while local inequality, poverty, and homelessness also reached record high levels, as documented by the Aloha United Way's ALICE report.

Even the State's own Department of Business, Economic Development, and Tourism (DBEDT) reported that a "subsistence" wage in Hawaii--not a "living" wage, mind you--is now more than \$17 per hour!

But the unanticipated economic contraction caused by the pandemic presents an opportunity to develop a more locally beneficial approach to tourism so the value that tourism adds to the community is equal to or greater than what it extracts,

including less income and wealth generated by tourism being exported out of state to absentee owners, and less concentration in too few hands of what remains in Hawaii.

Mahalo for your consideration, and I urge you to please pass SB1320 to continue this discussion.

Aloha,

Thomas Brandt

SB-1320

Submitted on: 2/15/2021 5:34:18 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Amber McClure	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/15/2021 5:47:04 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Amy Kalili	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/15/2021 5:47:47 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Will Carlson	Individual	Support	No

Comments:

strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/15/2021 5:53:20 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Naomi Silva	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai‘i’s tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai‘i's unemployment rates remain the highest in the nation. For too long, Hawai‘i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai‘i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai‘i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai‘ to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/15/2021 6:02:37 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
carol lee kamekona	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/15/2021 6:06:06 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Denise K Medeiros	Individual	Support	No

Comments:

I Strongly Support SB130.

Mahalo to AAEF - Aloha 'Aina Economic Futures for presenting a better canoe that can lead our island to a more sustainable economic future and Mahalo to the Committee for hearing this measure.

It is time to change course. I see this measure as a hoe uli (steering paddle) that will direct Hawaii's tourism into a more economically viable and productive situation whereby alleviating the weight or burden that outside interests and tourism has caused upon the environment, the culture and the people of Hawai'i.

This pandemic has shown us that tourism is NOT sustainable Not economically viable. Our people are suffering. The State has banked too much of its eggs into one basket.

Let us correct course and steer this wa'a to a better future.

Einstein said: Insanity is doing the same thing over and over and expecting different results.

Please vote for SB1320.

Mahalo, Denise Medeiros

SB-1320

Submitted on: 2/15/2021 6:21:59 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Julia Estigoy-Kahoonei	Individual	Support	No

Comments:

I absolutely support SB1320 regarding regenerative tourism. Mahalo for bringing this issue to the table and allowing the voices of the public to be heard.

It has always been known that Hawaii's economy is far too dependent on tourism, and COVID was the punctuation mark on this fact. The devastation on jobs and lives will be felt for many years to come because of past failure to diversify the economy. 2020's pandemic must be the wake up call. The natural beauty of Hawai'i, the reason why visitors come, continues to spoil because many of those visitors are not educated about these islands, not only the landscape but its cultural and particularly its history. This must change. Our 'aina is fragile and it's not fair that those who live and work here, especially the native population, must carry the burden and pay the price of the State favoring those who come to play and pollute our islands then leave without a single thought of the impact and damage they've left behind. Their attitude of entitlement is poison to our community.

Therefore it's critical for the mental and financial health of our islands that reshaping of the tourism industry must be made. It must include sustainability and how it will benefit those who live and work here because we are the ones who are most vested, we are the ones who care most for this place we call home.

Mahalo for your consideration and I urge you to pass SB1320.

SB-1320

Submitted on: 2/15/2021 6:15:11 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
David Dinner	Individual	Support	No

Comments:

I not only support this bill, I applaud it. We are so damaged by rampant tourism and it has occurred within our dynamic growth, that it is difficult for many to appreciate it. The changes between the year 2000 and now have decimated our once beautiful ocean, beaches, flora and fauna, not to mention what has happened to our restaurants, scenic attractions and roads. We must take strong action to control the direction tourism has taken and create a diversified approach. We must not think how we can replace the level of our previous production. We must think how can we create a life for those who live in Hawaii that is satisfying. If we continue to chase the dollar, we will continue to experience the same decay. Please support this bill.

SB-1320

Submitted on: 2/15/2021 6:35:22 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jennifer Johansen	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts. Let's take this difficult pandemic experience and use it to make positive changes. Mahalo!

SB-1320

Submitted on: 2/15/2021 6:43:09 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Christy Shaver	Individual	Support	No

Comments:

I believe protecting Hawaii, the place we call home, is a priority for all. Tourism is always going to be apart of the economic framework here in Hawaii, but it needs to be regulated and reinvented to a more sustainable manner.

SB-1320

Submitted on: 2/15/2021 6:50:47 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Anela Evans	Individual	Support	No

Comments:

Aloha Chair Wakai, Vice Chair Misalucha, and the Senate committee on Energy, Economic Development and Tourism,

Thank you for hearing this measure. I support SB1320. Hawai'i's tourism industry has suffered greatly from the impacts of the COVID-19 pandemic. Our state's heavy reliance on the tourism industry is a large factor in why Hawai'i's unemployment rates remain the highest in the nation. At the height of the pandemic, I, too, was furloughed from my full-time job, as on my home island, the majority of the residents are employed by the hotel resort. The fact that Hawai'i relies too heavily on this extractive industry has been realized greatly and magnified during the struggles of the pandemic. We have also become cognizant of the devastating impacts of the reliance on tourism, including devastation to our natural resources and environment.

This measure makes critical amendments to the Hawai'i State Planning Act. These amendments include the incorporation of a regenerative framework that will elevate a new set of business values and restructure tourism in Hawai'i to provide greater benefit to our local residents, communities, and small businesses. Thank you for your consideration. Again, I urge you to please pass SB1320 out of your committee. Aloha.

SB-1320

Submitted on: 2/15/2021 7:35:30 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Noe Noe Wong-Wilson	Individual	Support	No

Comments:

Aloha,

I support this measure to establish a regenerative framework for the State of Hawai'i. It is a bold move but an extremely important one in which the community and the tourism industry can work together to guide Hawai'i toward a more sustainable future. It will support the community's desire to ensure that visitors can have a meaningful experience while our culturally and environmentally sensitive spaces can be preserved for future generations.

There is no downside to this initiative. I urge you to pass this bill from your committee for the sake of our collective future.

With sincere mahalo,

Dr, Noe Noe Wong-Wilson, Hilo, Hawai'i

SB-1320

Submitted on: 2/15/2021 7:39:05 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Meredith Buck	Individual	Support	No

Comments:

I would like to add my full support to the testimony provided by 'Ā€ina Aloha Economic Futures, pasted below. This COVID-19 global pandemic has provided a perfect opportunity to reassess what tourism looks like and seek ways to bridge the needs and wants of our communities and environment, with the bottom-line success of the tourism industry. I would love to see the tourism industry transform into a truly regenerative, sustainable, and life-giving economy that raises up KĀ• naka Maoli, local residents, and ecology from mauna to ocean just as much as it lifts those who are blessed to visit. Please pass SB1320 as an important step in that direction, for the futurity of our communities, the island, and the keiki. -Meredith

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/15/2021 7:49:21 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jessica dos Santos	Individual	Support	No

Comments:

Aloha,

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over-reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much-needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/15/2021 7:58:49 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Pauline Sheldon	Individual	Support	No

Comments:

As a Professor Emeritus of tourism at UH Manoa who has studied tourism internationally, I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai‘i’s tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai‘i's unemployment rates remain the highest in the nation. For too long, Hawai‘i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai‘i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai‘i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai‘i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/15/2021 8:06:26 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Audrey Newman	Individual	Support	No

Comments:

I strongly support SB1320. We have a rare opportunity to reshape Hawai'i's tourism industry to better serve Hawaii's people and take better care of the natural resources that we all depend upon - our lands, freshwater and oceans. This bill is both visionary and practical at a time when Hawaii and the world needs leaders who can be both.

Hawaii's commitment to sustainability through the Aloha+ Challenge has been recognized nationally and internationally. Once again, Hawaii can be a leader in creating a new kind of tourism. Almost everyone living in Hawaii has experienced ever-increasing negative impacts as we passed 10 million visitors each year with declining revenue per visitor. These impacts are felt in our communities, jobs, roads, beaches, mountains and way of life. This bill offers pono guidance for our public and private leaders as they rebuild our tourism industry to address these challenges. We can do better! And we must do better, so that tourism can continue to be a major cornerstone in Hawaii's economy for decades to come.

SB1320 makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) so that our government and businesses use a more holistic set of guiding principles when making decisions for Hawaii's future. These principles are essential for the tourism industry to thrive long-term in the islands. We can make tourism in Hawai'i better, so it provides greater benefits to residents, local communities, and local businesses. We can also be an example to the world.

Mahalo for hearing this bill, and I urge you to please pass SB1320.

Audrey Newman

SB-1320

Submitted on: 2/15/2021 8:09:04 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Tasia Y	Individual	Support	No

Comments:

Aloha mai kĀ• kou-

I'm writing in **strong support of SB1320** and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses.

Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

Tasia Yamamura

SB-1320

Submitted on: 2/15/2021 8:22:53 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Nedi McKnight	Individual	Support	No

Comments:

Aloha,

I am supporting this bill, with reservations. This bill SB1320 does not go far enough in regards to protecting the 'Ä• ina. There must be a provision allowing kÄ• naka maoli to place a temporary kapu or rÄ• hui on natural places, allowing those places to rest. Due to overdevelopment, our precious remaining natural places become overused, overcrowded and never given time to rest. These places have to endure the constant chatter of human voices, our sunscreen, and our bodies. Natural places need rest from humans in order to remain pristine and natural.

Visitors can't have genuine and meaningful experiences in Hawai'i if their very presence is destroying the 'Ä• ina. Plastic trinkets, thousands upon thousands of rental cars, millions of empty hotel shampoo and body wash bottles, tons upon tons of imported food- these things do nothing but destroy the 'Ä• ina. So there is no "meaningful" because the entire premise is obviously false. Authentic experiences require authentic intentions.

SB1320 should include a provision for a substantial Green Fee on every tourist. SB1320 should contain language mirroring SB666. If visitors want to come to Hawai'i, they must contribute directly to Hawai'i, rather than in the current failed trickle down tourism economic model. There should also be a daily fee for all rental cars- and that fee put towards green infrastructure.

If you want to foster a recognition of the contribution of the visitor industry to Hawai'i's economy and provide "meaningful malihini-kama'Ä• ina engagement", the visitor industry must pay a living wage of at least \$17.00 an hour. Visitor industry companies must be limited on the number of part-time employees, so that residents can have a full time job with health insurance instead of 3 part time jobs.

If the goal is to ensure the visitor industry activities are in keeping with the social, physical and aspirations of the Hawai'i's people, please start by not locking residents out of beaches under the pretense of limited resort and hotel parking stalls. If there are truly no available public parking stalls at beach access points and resorts, mandate the resorts and hotel arrange for one of their shuttle buses to pick up and drop off residents at designated times and a central location where there is adequate public parking.

Respectfully,

Nedi McKnight

SB-1320

Submitted on: 2/15/2021 8:26:00 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Rachelle Robley	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/15/2021 9:04:36 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Max Castanera	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/15/2021 10:18:10 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Danielle Espiritu	Individual	Support	No

Comments:

I would like to offer my **strong support for SB1320**. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. The rates of unemployment in Hawai'i continue to skyrocket, highlighting our over-dependence on such an extractive industry. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts it has on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much-needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration. I urge you to please pass SB1320 and invest in the future of Hawai'i's lands, oceans, and communities.

SB-1320

Submitted on: 2/15/2021 10:23:52 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Fern Anuenue Holland	Individual	Support	No

Comments:

Mahalo Senators for hearing this measure. My 'ohana and I support SB1320 and all measures to work regenerative and eco tourism values into our visitor industry. Mahalo!

SB-1320

Submitted on: 2/16/2021 6:23:55 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Ranee Golden	Individual	Support	No

Comments:

We must create a better way to support Hawaii's economy so that this place and its people are not negatively impacted by tourism as we have been seeing. Our resources began to recover during the pandemic rest from visitors. We can change this paradigm and still survive with a lower number of visitors that do not take over our islands. Our oceans need protection, and we can devise sustainable tourism that teaches the world how to care for the land. Time to follow thinking of Hawaiians, who know how to do this. Time to change!!!!

SB-1320

Submitted on: 2/16/2021 7:14:22 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Malia Ellis	Individual	Support	No

Comments:

Aloha mai Kakou,

I strongly support SB1320 and mahalo your committee for hearing this measure.

For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth. Thus, turning a blind eye to the devastating impact on Native Hawaiians, the natural environment and quality of life for Hawai'i residents. The forced downsizing due to the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts. A regenerative framework will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities and local businesses. Mahalo for your consideration. Please pass SB1320.

Mahalo,

Malia Ellis

SB-1320

Submitted on: 2/16/2021 7:24:12 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Leahi Hall	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/16/2021 7:52:41 AM

Testimony for EET on 2/17/2021 3:30:00 PM

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

Comments:

I support SB1320 ask that you please support and pass SB1320, which will help improve the tourism industry, currently suffering from Covid-19, by including a framework for regenerative tourism. It is sorely needed now more than ever and will help improve our islands' employment, sustainability and help protect our natural resources.

Thank you,

James
Long
Na'alehu

SB-1320

Submitted on: 2/16/2021 8:19:40 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jane Yamashiro	Individual	Support	No

Comments:

I strongly support SB1320 . Thank you for hearing this measure. This is a change of the FRAMEWORK on how the tourism sector of the economy can move forward. It will allow tourism to continue minimizing the negative aspects of the industry.

Hawaii's economy has suffered from the over reliance of this sector of the economy during the COVID-19 pandemic. Hawaii's tourism industry had moved toward mass tourism, despite evidence of devastating impacts on our natural environment and quality of life for Hawai'i residents and workforce. During the Pandemic, we have seen how our environment has regenerated, thrived.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Thank you for your help. I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/16/2021 9:07:53 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Maria Walker	Individual	Support	No

Comments:

Aloha to the EET Committee,

Mahalo for hearing this bill; I am a resident of Kaua'i and my family and I enthusiastically support it. In one sense, the pandemic has had an important positive impact on Hawai'i: it has given us an opportunity for a restart with our tourism plan. I believe it was painfully obvious to all Hawai'i's residents that our tourism industry was having seriously detrimental impacts on our environment and on the quality of life for our residents, but no one was sure how to change or stop the problems. Now we have an opportunity with SB1320 to take a thoughtful approach and begin a new way of welcoming visitors with aloha and having their visits be mutually beneficial to Hawai'i's people and environment as well as the visitors themselves.

Up to this point, our tourism industry has been completely extractive to our home, and there has been little attention paid by the industry to the enormous negative impacts on our state. We need to find a way together to shape our tourism plan to create benefits from hosting visitors that more than compensate for the many resources depleted and the infrastructure and people hours involved in supporting the tourist experience. This requires prioritizing protection of our land and water, ensuring Native Hawaiian rights and cultural protections, and helping visitors to understand that our state is special and needs their participation to be respected and preserved.

I encourage the committee to pass this bill along and help us to begin the work of creating new ways to welcome our visitors and to also benefit our home and its people.

Mahalo for hearing my testimony,

Maria Walker

1728 Hulu Rd.

Kapa'a, HI 96746

SB-1320

Submitted on: 2/16/2021 9:36:13 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Lindsey Wong	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/16/2021 9:43:52 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Melissa Lehua Novikoff	Individual	Support	No

Comments:

One of the top reasons people love Hawaii and visit Hawaii is because they want to escape from the typical overcrowded commercialized beach front vacation destinations. People want the authentic paradise; fresh waterfalls, less crowded beaches, reduced traffic, friendly atmosphere of a small town country, island life vibe. This is our selling point and will differentiate our destination from other spots. Prior to COVID-19 tourism was exploding so much so that the pleasantness was overcome with countless hours of traffic, long lines, crowded and dirty beaches with minimal endemic species, dieing coral reefs, cloudy waters, overcrowded beaches, and surf spots. O'ahu in particular was losing its luster to the city urban life. Now as tourism has been at a stand still the benefits of reduced traffic are showing signs in nature; clearer water, increased coral growth, minimal traffic. I support bill SB1320 for our future on an island to thrive.

SB-1320

Submitted on: 2/16/2021 9:47:44 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Kainalu Steward	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee

SB-1320

Submitted on: 2/16/2021 9:52:30 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
wendy hudson	Individual	Support	No

Comments:

Aloha- This is such a great idea! Tourists often just take, take, take so this bill would help to give back and to support Native Hawaiians and others. We need to care for our natural resources and educate tourists about these environmental gifts we all share in Hawaii nei.

Mahao,

Wendy hudson

SB-1320

Submitted on: 2/16/2021 10:41:45 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Olan Leimomi Fisher	Individual	Support	No

Comments:

Aloha mai Chair, Vice Chair, and Committee members,

I am a lifelong resident of Mililani, O'ahu, with roots in Hale'iwa and Pupukea, and have definitely seen the many negative impacts of tourism on our land and local people. Often times locals like me don't even want to go to enjoy our beautiful beaches or hikes because they have become unsustainably overrun with tourists that do not give back to our economy enough to justify, remedy, or protect the many negative impacts of their increased presence and usage of our limited natural resources.

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/16/2021 10:49:33 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Scott Keliâ€™i Fisher	Individual	Support	No

Comments:

Aloha mai Chair, Vice Chair, and Committee members,

I am a lifelong resident of Mililani, O'ahu, and also an avid surfer and hiker with roots in Hale'iwa and Waialua. I have seen firsthand the many negative impacts of putting tourism & the big hotel shareholder interests over the needs of our local people and environment, and enough is enough. This Covid-19 pandemic has given us a chance to break from that unsustainable system, where we can plan for a better version of what tourism looks like in our home. Us locals and our precious and finite lands and natural resources should come first!! We want to be able to protect our beautiful home so that our children will also be able to enjoy and love Hawai'i as we do.

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/16/2021 10:52:52 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Johan Ryan	Individual	Support	No

Comments:

Thank you to the committee for hearing this measure. Hawaii tourism is a needed viable factor for the economy and Hawaii's people, but as we move forward, it needs to move in a more sustainable direction to preserve our natural resources and the preservation of Hawaii's people, thus aloha. Even before the pandemic, local working people, myself included, struggled to make our way in an economy that was not focused on the good of protecting Hawaii's people and lands.

We need a new paradigm, and not business as before, thus passing SB1320 is a step in the right direction for making this happen.

Sincerely,

Johan Ryan

SB-1320

Submitted on: 2/16/2021 10:55:55 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Selah levine	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320.

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely because of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. I lost my job as a tour guide last March, and it was a blessing in disguise.

I always felt uneasy with the volume, extraction, waste, and inauthenticity of commercial tourism in Hawaii. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents.

The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism. The value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts. A focus on Hawaii's true history, as well as our current environmental challenges and regenerative plans for the future are a good start.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/16/2021 11:31:27 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Manu Kaiama	Individual	Support	No

Comments:

The pandemic has proven, once again, to our leaders that we need to drastically change the way we do business in Hawaii. Please take the bold and necessary steps to do this by supporting this bill. The time is now for courage and leadership. Pass unanimously SB 1320!

SB-1320

Submitted on: 2/16/2021 12:01:53 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Logan Taylor P Motas	Individual	Support	No

Comments:

Economies worldwide were hit after the pandemic, but Hawai'i's case was especially unique. We suffered major drawbacks because of our heavy reliance on tourism. We were forced to bring back tourism a lot sooner than most locals were comfortable with. This created an extra riff between tourists and locals -- even more than usual. Yes, it may have brought people back from unemployment, but a lot of those employees had to make the choice between making money and putting their health in danger. All because our economy relied way too much on people coming to visit. Because of this, I am heavily supporting this bill specifically for the aspect regarding encouraging other economic sectors to reduce the reliance on tourism.

SB-1320

Submitted on: 2/16/2021 12:09:10 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
A. K. Malohi	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/16/2021 12:39:46 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Pag-ibig Ara Laylo	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/16/2021 12:51:13 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Keoni Lee	Individual	Support	No

Comments:

Aloha Chair Wakai and members of the Committee,

I submit this testimony in SUPPORT of SB1320. As a co-founder of the Aina Aloha Economic Futures initiative, I have seen broad community support for a reframing of our tourism industry to be in better balance with the needs of residents, our social systems, and our natural resources. The policy changes in SB1320 are in alignment with what we saw in the Aina Aloha community engagement process.

My personal experience in the community engagement process around Hawai'i's economic future validated two things. First, that the community has plenty of great ideas and plausible solutions for our economic future. Second, the community is not unreasonable about our current/immediate situation. They understand that we need to restart tourism in its current form to help the State recover from the COVID economic crisis but that we also cannot blindly go back to the way things were. Change is needed and being demanded by community. Their demands are coming with solutions. The community is engaged around this issue and there is a unique opportunity for co-creating this future with all of the stakeholders who have interest in this issue.

The sad, but true, reality is that Hawai'i's residents have lost trust in our institutions because the problems keep getting worse and the solutions they see are short-term, piecemeal, and are simply not keeping pace. By passing SB1320 the legislature will send a clear signal to its constituents that it is listening to their ideas and desires for change. In doing so, SB1320 will set in motion a pathway for a more balanced and regenerative relationship with tourism in Hawaii.

Mahalo,

Keoni Lee

SB-1320

Submitted on: 2/16/2021 12:10:53 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Judith Flanders	Individual	Support	No

Comments:

I strongly support SB1320 and ask that your committee look to the silver lining that the Covid shutdown has provided as an opportunity to embed 21st Century values in a revisioning of Tourism as a sustainable industry based on quality rather than quantity metrics. This is a rare opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses, all of which will greatly enhance the experience of out visitors.

Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

With Aloha and gratitude,

Judith Flanders

Mana Lani Resort Resident, Big Island

SB-1320

Submitted on: 2/16/2021 2:11:22 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Kehaulani Lum	Individual	Support	No

Comments:

Aloha Chair Wakai, Vice Chair Misalucha, and Members of the Committee, Mahalo nui loa for considering SB 1320, relating to RegenerativeTourism.

As a practitioner of malama `aina, **I strongly support SB1320** and its potential to deepen our visitors' connection to the sacredness of our lands, and the reciprocity of our relationship to them, as well as the State's commitment to preserving and protecting our precious cultural and natural resource spaces.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to the land, the sea, the sky, our residents, local communities, and local businesses. Mahalo nui loa for your consideration, I humbly request that you please pass SB1320.

Me ke aloha nui loa,

Kehaulani Lum

`Aiea, Hawai'i

SB-1320

Submitted on: 2/16/2021 2:26:57 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Anne Thurston	Individual	Support	No

Comments:

I support this bill warmly and strongly. It is very clear to many people that the old corporate model for development is no longer appropriate. Today's high risk environment requires that we move forward as rapidly as possible to food sustainability in order to care and provide for our vulnerable population.

Please vote this bill into law.

SB-1320

Submitted on: 2/16/2021 2:47:25 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Tawn Keeney	Individual	Comments	No

Comments:

COMMENTS IN REGARDS TO SB1320: RELATING TO REGENERATIVE TOURISM
PROPOSAL FOR AMENDMENT

Let's be clear. This bill is a step in the 'rebranding' effort of the Visitor Industry to paint tourism in attractive colors, most notably 'green' which represents the tourist dollars which underpin Hawaii's economy but also the 'greenwashing' which is taking place against the backdrop of criticism of the tourist industry as greenhouse gas and environmental polluter 'par excellence'.

What is meant by 'Regenerative Tourism'? I presume that 226-8 (11) comes as close as possible to the explanation "...a shift to a regenerative visitor industry that has a smaller footprint (e.g., decreasing impact to beaches, reefs, and ocean life) and that aims to sustain and improve the quality of life for Hawaii residents (e.g., decreasing impacts of vacation rentals, bed and breakfast operations and rental cars); I have heard an executive of the Hawaiian Tourism Authority state that he believes that the number of visitors in 2019 may be 10% beyond what is desirable. I submit that a 10% reduction in Hawaii's visitors numbers will do little to address the footprint of the Tourism Industry in terms of beaches, reefs, ocean life, vacation rentals, bed & breakfast and rental cars.

The above explanation of the scope of 'regenerative tourism' omits one glaring issue, one which the Visitor Industry is powerless to resolve. That is the Greenhouse Gas emissions from transporting visitors, lured by our State supported (through the Hawaii Tourism Authority) advertising Hawaii as destination, to "the most remote inhabited archipelago from any continental land mass" for a week of surf and sun, or even 'cultural education'.

I am author of a 'white paper' entitled 'Reexamination: Air Travel of Visitors to Hawaii as Contributor to Global Warming' which was presented to the Honolulu Climate Change Commission in November and was published in the e-periodical Climate Emergency Digest. At the commission, it was described as a very important paper and was recommended to be presented to the Hawaii State Climate Commission. That paper can be accessed here:

<http://air-travel-CO2.hawaii.red>

Documentation for the following statements is found in that paper.

In 2019 Hawaii had 10 million visitors with a population of 1.4 million. From HTA's determination of number of visitors from each of 8 regions of origin, the average visitor traveled roundtrip 7,000 miles for this sun and surf. The carbon offset websites calculate the CO₂(equivalent) emissions for a given flight itinerary. Using a calculator that most closely approximates the average or 'mid-range' calculations of the 8 most prominent carbon offset sites, the CO₂(equivalent) emissions for the average round trip traveler to Hawaii is 1.8 tons CO₂(e). With 10 million visitors the emissions from air travel in 2019 was 18 million tons CO₂(e). All electricity generation and oil refining in Hawaii in 2019 emitted 8 million tons CO₂(e) and all ground transportation emitted 4 million tons CO₂(e). The IPCC has determined that in order to keep global warming below 2C beyond preindustrial level, each world citizen has a yearly equitable 'carbon budget' of 2.3 tons CO₂(e). As the State sponsors promotion of Hawaii as a tourist destination through the HTA, each of Hawaii's 1.4 million residents have responsibility for this 18 million tons flight emissions, or each citizen appropriates responsibility for 13 tons of emissions, or the carbon budget of 6 world citizens, by air travel of visitors here.

I have introduced my comments regarding SB1320 in this way in order to stress that there is no such thing as sustainable tourism. Regenerative tourism, as explained above, may be within reach but it will demand a dramatic reduction in visitor numbers, not 10% or 20%. So what should be done with SB1320. Certainly, all of the proposed additions to HRS Section 226-8 are appropriate and should be incorporated into the body of this statute. There is not one of the proposed amendments to this statute that I would object to. This bill should be passed, however I would like to add one important amendment.

The amendment I wish to offer is the following:

Subsection (b) should be further amended by striking Subsection (b) (1). Thus subsection (b) will read:

“(b) To achieve the visitor industry objective, it shall be the policy of this State to:

strike: ~~(1) Support and assist in the promotion of Hawaii's visitor attractions & facilities~~

and proceed to: (2) Ensure that visitor industry activities are in keeping with the social,

economic and physical needs and aspirations of Hawaii's people.”

Subsection (b) (8) reads, “Foster an understanding by visitors of the aloha spirit and of the unique and sensitive character of Hawaii's cultures and values.” To realize the above aspiration toward 'regenerative tourism', all promotion of Hawaii as a visitor destination, whether it would be for sun and surf or for cultural enrichment, should cease. Those visitors who arrive, we should welcome with aloha and display of our

culture and values. And we should remind them that the real aloha shown brightly through in our embrace of 'climate justice' when we stopped promotion of tourism here - when we acknowledged that the world is on the brink of climate catastrophe, and though our economy and possibly even our lifestyle may have to adjust, that this is the real meaning of aloha, to put environment, the greater good and humanity first.

Tawn Keeney MD

SB-1320

Submitted on: 2/16/2021 3:11:08 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Davis Price	Individual	Support	No

Comments:

I strongly support this measure that would provide a framework for regenerative tourism in our State Planning Act. It is imperative that we take this unprecedented economic crisis to reset the tourism industry in a Hawaii so that the interests and well being of our community and natural environment are given priority. Tourism at pre-pandemic rates is unsustainable and we must develop a model of better managed tourism. This bill is a step in the right direction. Mahalo for your consideration and I humbly request that you pass this measure out of committee.

OFFICE OF ECONOMIC REVITALIZATION
CITY AND COUNTY OF HONOLULU

550 SOUTH KING STREET • HONOLULU, HAWAII 96813
PHONE: (808) 768-2337 • EMAIL: oer@honolulu.gov • INTERNET: www.oneoahu.org

LATE

RICK BLANGIARDI
MAYOR



AMY ASSELBAYE
EXECUTIVE DIRECTOR

THURSDAY, FEBRUARY 18, 2021, 4 P.M.

STATE OF HAWAII
SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

TESTIMONY ON SENATE BILL 1320
A BILL RELATING TO REGENERATIVE TOURISM
BY
AMY ASSELBAYE
EXECUTIVE DIRECTOR
OFFICE OF ECONOMIC REVITALIZATION

Dear Chair Wakai and Committee Members:

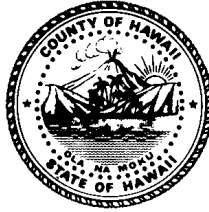
The City and County of Honolulu's ("City") Office of Economic Revitalization **strongly supports** Senate Bill 1320. The bill adopts a regenerative visitor industry framework in enhancing the capacity of the government, relevant agencies, and the community to position the State toward a more resilient and sustainable future for generations to come.

The tourism industry must be viewed as part of a whole collaborative economy as other sectors are inextricably linked together. Regenerative design embraces biosphere stewardship and recognizes that we have the kuleana to leave our 'aina in better condition than we found it. Hosts and guests will be valued through activities where the well-being, welfare, and health of our people and local communities are prioritized first.

The City envisions a restart of tourism where regenerative tourism for O'ahu will create positive social, cultural and economic impacts. Fostering a sense of agency in our local communities will strengthen social cohesion, and create a vibrant economy and healthy people.

Thank you for the opportunity to testify in support of Senate Bill 1320.

REBECCA VILLEGAS
Council Member
District 7, Central Kona



PHONE: (808) 323-4267
FAX: (808) 323-4786
EMAIL: Rebecca.villegas@hawaiicounty.gov

LATE

HAWAI'I COUNTY COUNCIL

West Hawai'i Civic Center, Bldg. A
74-5044 Ane Keohokalole Hwy.
Kailua-Kona, Hawai'i 96740

February 16, 2021

TESTIMONY OF REBECCA VILLEGAS
COUNCIL MEMBER, HAWAI'I COUNTY COUNCIL
ON SB 1320, RELATING TO REGENERATIVE TOURISM
Committee on Energy, Economic Development, and Tourism
Committee on Judiciary
Wednesday, February 17, 2021
3:30 p.m.
Conference Room 224 & Videoconference

Aloha Chair Wakai, Chair Rhoads, and Members of the Committee:

I thank you for the opportunity to testify in support of SB 1320, relating to regenerative tourism. My testimony is submitted in my individual capacity as a member of the Hawai'i County Council and Chair of the Climate Resilience and Natural Resources Committee.

The purpose of this measure would require the visitor industry to incorporate a regenerative framework into the State Planning Act by establishing objectives and policies for the visitor industry.

Tourism is the foundation of our economy. The onset of the pandemic sent a shockwave through Hawai'i and quickly made us realize we need to reconsider how we promote and manage tourism in Hawai'i.

The sheer volume of visitors to the state ultimately causes negative impacts and degradation to the health of our ocean, lands, and natural resources. Regenerative design uses whole systems thinking to create resilient and equitable systems that integrate the needs of society with the integrity of nature. We need to consider things like ecological economics and circular economy, utilize social movements such as permaculture, and activate transitional systems such as regenerative agriculture. Regenerative business enriches our lives, our visitors experiences, and our ecosystems now and for our future generations

For the reasons stated above I urge the Committee on Energy, Economic Development, and Tourism and the to support this measure as well. Should you have any questions, please feel free to contact me at (808) 323-4267.

Mahalo for your consideration.

A handwritten signature in black ink, appearing to read 'Rebecca Villegas', with a stylized, cursive script.

Rebecca Villegas
Council Member, Hawai'i County Council

SB-1320

Submitted on: 2/16/2021 4:39:18 PM

Testimony for EET on 2/17/2021 3:30:00 PM



Submitted By	Organization	Testifier Position	Present at Hearing
Sandra Herndon	Individual	Support	No

Comments:

I testify in strong support of SB1320.

I have seen the “Aloha spirit“ become the underpinning of the economy of the whole state of Hawaii, and not necessarily in a good way. What, appropriately, should be a sharing of culture and environment with visitors, has become an unhealthy co-dependence on tourism!

Tourism, as we’ve known it over the past several decades, has relied on more and more people coming here, without regard to the deleterious effects to the Environment or residents of Hawaii. Our reefs are dying from the impacts of ignorance, whether from people walking on them or the chemicals in the Suntan products; cultural sites are misunderstood, abused through littering and not understanding their Sacred/Kapu nature; thousands of rental cars create stand-still traffic, creating poor air quality control issues. Island infrastructures are over burdened in so many areas.

Tourism has suffered due to the pandemic, unquestionably, and therefore our economy has as well. But now is a time for a conscious consideration of the opportunity that has emerged to create change for a stronger, more beneficial business plan for our state.

Through utilizing our natural resources, we can develop stronger farming co-operatives, which feed Kama`aina and Malahini alike, provide cultural context to our visitors via Eco-Tourism and create a truly regenerative, sustainable economy that supports all of us, for decades to come. Tourism can be a boon to Hawaii’s future, but only if done so with true Aloha for the land and her people.

Mahalo!

LATE

SB-1320

Submitted on: 2/16/2021 4:53:22 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jennifer Kau'i Young	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

LATE

SB-1320

Submitted on: 2/16/2021 4:54:29 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Bryan Young	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

LATE

SB-1320

Submitted on: 2/16/2021 4:57:03 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Bronson Azama	Individual	Support	No

Comments:

I would like to testify in support of this bill, as it would open the door for a tourism model that benefits our environment and our tourism industry workers. We need to be a leader of change. The tourism industry has been far too extractive over the years with land use, and resource extraction such as water pumping/diversion, and even taking a large portion of Hawai'i's food industry. All of these can be perceived as added values, but they are often not functioning in a circular sense, rather benefitting individuals from abroad.

We need to find innovative ways for the tourism industry to function in a circular economy, as well as ensure its resources are redistributed to make up for its environmental peril. This bill would give the opportunity to have that discussion and plan accordingly.

LATE

SB-1320

Submitted on: 2/16/2021 5:43:24 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
BENJAMIN GILLIKIN	Individual	Oppose	No

Comments:

As a resident of the beautiful island of Kauai, I know how important tourism is, but the safety of its citizens must be the number one priority. Should the island be opened too early and tourists arrive carrying any of the Covid strains that could spread through our population, we would be in major trouble. Please count the number of intensive care beds, less than 10 for a population of 70,000, plus tourists who will be on the island, where do we go? Yes, Oahu is in a very different situation with the number of hospitals and intensive care beds that could accomodate a much more major outbreak. Please don't have a cookie cutter solution for all the islands; so taylor your decision based on the situation by island.

Respectfully submitted, Benjamin Gillikin

LATE

SB-1320

Submitted on: 2/16/2021 6:16:52 PM
Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Erik Meade	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

LATE

SB-1320

Submitted on: 2/16/2021 8:26:24 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Christine Otto Zaa	Individual	Support	No

Comments:

I strongly support SB1320. Our state has relied on tourism for too long. We need to finally look forward and create a sustainable plan that puts our people and precious 'Āina first. Born and raised here in Honolulu, I bear witness, as we all do, to the detrimental effects of our tourism dependence - locals robbed of housing that's turned into vacation rentals which also cause property prices to increase, vast amounts of jobs lost due to the pandemic, our natural resources depleted and desecrated. We have the opportunity to do much better for Hawai'i and its people. Please do what's right and pass SB1320 and move it forward!

Mahalo,
Christine Otto Zaa
Kaimukā resident

LATE

SB-1320

Submitted on: 2/16/2021 9:09:24 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jana Wolff	Individual	Support	No

Comments:

support SB1320 and mahalo your committee for hearing this measure. Hawai‘i’s tourism industry has suffered immensely as a result of the pandemic. Our state's over reliance on this extractive industry is partially why Hawai‘i's unemployment rates remain the highest in the nation. The tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our environment and quality of life for Hawai‘i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more sustainable form of tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than the damage it causes. This measure makes much needed amendments to the Hawai‘i State Planning Act (HRS 226-8) by incorporating a regenerative framework that prioritizes local business values and reshape tourism in Hawai‘i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

LATE

SB-1320

Submitted on: 2/16/2021 10:17:14 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Dino-John Iokepa-Guerrero	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

LATE

SB-1320

Submitted on: 2/17/2021 8:16:47 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Howard J. Wolff	Individual	Support	No

Comments:

Regenerative tourism makes sense both for Hawaii's economic health and environmental sustainability.

2/17/2021

626 Pamaele Street
Kailua, HI 96734

LATE

Dear Senator Wakai:

I **strongly support SB1320** and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents a critical opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

Sincerely,

Shawn Malia Kana'iaupuni

LATE

SB-1320

Submitted on: 2/17/2021 9:09:38 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Adam Te'o Fleming	Individual	Support	No

Comments:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

LATE

SB-1320

Submitted on: 2/17/2021 9:13:24 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Rodney Salm	Individual	Support	No

Comments:

The current tourism model is tearing the communities in the State apart, disrupting the peace, and degrading the environment. A regenerative tourism approach is long overdue. Please do the responsible and sustainable thing and pass this Bill.

LATE

SB-1320

Submitted on: 2/17/2021 9:44:34 AM
Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Susan Salm	Individual	Support	No

Comments:

Sample Testimony:

I strongly support SB1320 and mahalo your committee for hearing this measure. Hawai'i's tourism industry has suffered immensely as a result of the COVID-19 pandemic. Our state's over reliance on this extractive industry is partially why Hawai'i's unemployment rates remain the highest in the nation. For too long, Hawai'i's tourism industry has catered to outside interests in order to sustain growth, turning a blind eye to the devastating impacts on our natural environment and quality of life for Hawai'i residents. The forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

SB-1320

Submitted on: 2/17/2021 10:17:31 AM

Testimony for EET on 2/17/2021 3:30:00 PM

LATE

Submitted By	Organization	Testifier Position	Present at Hearing
Brandon Torres	Individual	Support	No

Comments:

Regenerative tourism aims to create a balance between tourism and the value of the land. I support the Regenerative Tourism Bill (SB1320). If we don't limit tourism local communities will suffer at the expense of it. We need to think of people's needs and the needs for the environment as well. Passing this bill will help create a new framework or structure to see future possibilities where the islands are healthy with its local communities inside live prosper and strive with the balance of maintaining the needs of people.

LATE

SB-1320

Submitted on: 2/17/2021 10:25:41 AM
Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Micah Miller	Individual	Support	No

Comments:

While I support what the SB1320 hopes to accomplish, I believe that the “Regenerative Tourism Bill” will be somewhat of a double-edged sword for Hawaii. Though we need to take these measures for the sake of our aina, we will be harming the business that need tourists in order to survive. The economy of our island is important for those who live on it, and we need to maintain it. Sadly, as we all know, this current crisis asks us to make a precarious balance of health and financial safety. I believe if we are to remove ourselves from the tourism industry for the sake of our people, we should have the utmost caution to make sure this action in of itself does not harm our aina. Safety nets should be established for those who will be most significantly impacted by this bill, as Coronavirus has already significantly impacted those in the tourism industry. However, with all that said, I’d like to restate that I support what this bill hopes to accomplish, and wish for the best. Although, we must consider how our actions affect not just most people, but everyone.

Mahalo.

LATE

SB-1320

Submitted on: 2/17/2021 10:31:34 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Kawena Ventura	Individual	Support	No

Comments:

I am in support of the "SB1320" bill because for far too long, local businesses have shut down or have been accruing debt, trying to stay afloat in hopes that the economy will open up soon. Tourism has been the number one source of income for a large population of the state of Hawaii and they have taken a drastic hit over the past 12 months. Our goal should be to support the visitor industry to reopen in a timely matter, in a safe manner. While also, ensuring that the visitor's activities stay within the needs and aspirations of the people of Hawaii socially, physically, and economically.

LATE

SB-1320

Submitted on: 2/17/2021 10:48:21 AM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Will Caraway	Individual	Support	No

Comments:

Hello, My name is Jesse Mangold, and am for SB1320. I think the iseas proposed on this bill were well thought out and will realy benefit us people in hawaii. I am a resident of Kilauea, on Kauai, and lately things have changed. Since there have been less tourists, it seems like the beach is cleaner, less trash is being left on the beach, less sunscreen in the water, some of the dead reefs are starting to come back to life. I think finding the best ways to support local people is to control what's going on around us with the tourists because they affect all of us. We depend on the tourists to make most of our money, but at the same time we need to be more self dependent, that's the reason why I support SB1320, and why I think you should pass it.

Council Chair
Alice L. Lee

Vice-Chair
Keani N.W. Rawlins-Fernandez

Presiding Officer Pro Tempore
Tasha Kama

Councilmembers
Riki Hokama
Kelly Takaya King
Michael J. Molina
Tamara Paltin
Shane M. Sinenci
Yuki Lei K. Sugimura



Director of Council Services
Traci N. T. Fujita, Esq.

COUNTY COUNCIL

COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

February 17, 2021



COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM
Senator Glenn Wakai, Chair
Senator Bennette E. Misalucha, Vice Chair
February 17, 2021 at 3:30 p.m.

SUBJECT: TESTIMONY IN STRONG SUPPORT OF SB1320 RELATING TO REGENERATIVE TOURISM

Aloha e Luna Ho'omalū Wakai, e Hope Luna Ho'omalū Misalucha, a e honorable committee members,

Mahalo for this opportunity to testify in STRONG SUPPORT of SB1320, which would establish provisions to create regenerative tourism in Hawai'i.

The proposed amendments seek to course correct the tourism industry to uphold the Hawai'i State Planning Act 226-8, Sec. (b)(2), which states that State government will "Ensure that visitor industry activities are in keeping with the social, economic, and physical needs and aspirations of Hawai'i's people."

In step with the goal of this bill, our Council recently passed unanimously Resolution 21-93, entitled "*Expressing Support for Sustainable Tourism Emphasizing Quality over Quantity*," encouraging the tourism industry to expand efforts to address environmental challenges, work with the community, and honor a shared responsibility to be reliable stewards for our natural resources.

In the last few years, we have experienced annual record-breaking tourist numbers with no plateau in sight. Before the pandemic, the cost of the tourist industry externalities was difficult to quantify. We never knew what 22,000 rental cars on Maui looked like in one place, because they've always been dispersed across our roads, or what having a break from processing millions of gallons of extra sewage, trash, and food waste meant.

Testimony in Support of SB1320
February 17, 2021
Page 2

Until now, we have been at the mercy of the tourism industry's tightly woven narrative that, "We cannot survive without them, and their impact on our residents' quality of life is worth it." I believe the narrative we've been force-fed for decades is not accurate.

All over the world, residents of popular locations have begged their governments to establish policies that will protect both quality of life for residents and the tourism industry itself. Some governments have responded and developed brilliant systems that we can use as models. For the benefit of our residents, and the tourism industry itself, please vote to pass this bill.

Mahalo, again, for this opportunity to testify in strong support.

Mahalo,

A handwritten signature in black ink, reading "Keani Rawlins-Fernandez". The signature is written in a cursive, flowing style.

KEANI RAWLINS-FERNANDEZ
Council Vice-Chair

SB-1320

Submitted on: 2/17/2021 11:53:15 AM

Testimony for EET on 2/17/2021 3:30:00 PM

LATE

Submitted By	Organization	Testifier Position	Present at Hearing
Laurel Quarton	Individual	Support	No

Comments:

I support SB1320 and urge you to support its essential amendments to HRS 226-8. It is imperative that Hawaii incorporate a regenerative framework into our State Planning Act to prevent a reoccurrence of the economic and social disaster that follows any tourism-interrupting event. Dependence on tourism is a self-defeating model for Hawaii's economic, social, environmental and cultural framework. Let's not make the same mistake again. Please pass SB 1320 out of committee.

Thank you for hearing the voice of Hawaii people.

Laurie Quarton, Kauai

LATE

SB-1320

Submitted on: 2/17/2021 12:38:25 PM
Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Anthony damato	Individual	Oppose	No

Comments:

This testimony is on my behalf of the native Hawaiians. The lands that we live on the land we give to the people that arent native Hawaiians, locals is not fair. The aina that was given and passed down generations to generations so that our kiki can have a place to grow up and raise their own family one day. It is more then heart aching to see the native people of hawaii fighting for there land and geting arrested for what is theirs. The government might own the land but the Hawaiians own it by blood. This is why the people of hawaii do not like how the government sells ther land to the non Hawaiians and the white people of the mainland. This is why hawaii stand on the top of monakaia and not on the streets of the people that do not own the land they do not have. We will fight and Hawaii will fight until they have there rights. Generation and generation will do what they have to do until they are respected and known. Thank you

LATE

SB-1320

Submitted on: 2/17/2021 12:38:31 PM
Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Tyrus Alao	Individual	Comments	No

Comments:

The tourism industry is a huge controversy and something needs to be changed however it cannot be removed or overly depended on. Many families including mine quite literally rely on the tourism industry to pay our bills. I do support the new bill however we can't have our whole society depending solely on tourism because speaking from experience there have been times where it wasn't the easiest money wise during this pandemic because of the lack of work. At this point my dad was in a situation where he could either stay in his job and have reduced work and pay, or he could start off at a brand new job and be payed about 60k less which would just make the situation even worse so we were in a predicament at the beginning of the pandemic due to limited tourism and I'm sure many other families were in a similar situation. Of course you could say a situation like this is only a once in a lifetime occurrence but that holds no value whatsoever because we're experiencing it right now. I'm all for the government providing more jobs but we really need to be prepared for a situation like a pandemic because the way it was handled was just terrible.

LATE

SB-1320

Submitted on: 2/17/2021 12:41:14 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
kawika	Individual	Support	No

Comments:

Hawaii tourism has been negatively affected by rapid growth, diminishing economic contributions, and the lack of a comprehensive tourism management plan. I agree to keep the population under control and stop the hawaiian population from getting too wide. I go to the beach with my family and there are so many people there that we have no where to park, everytime someone new comes in we should keep count and as Hawaii gets too full then we stop the tourists from coming already.

LATE

SB-1320

Submitted on: 2/17/2021 12:45:58 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Jessica Drent	Individual	Support	No

Comments:

Growing up, I was taught to always leave the beach cleaner than it was before. This value extends much further than the beach. I support SB1320 because I believe that it has the potential to bring us several steps closer to rebuilding our damaged tourism industry with a few new improvements that will help to strike a balance between money, culture, and the environment. This bill will encourage a more diversified economy while also acknowledging that the tourism industry will always be the backbone of our economy because what good is a backbone without the rest of the body? It will also help put an end to the twisted, 1920s grass-skirt, commercialized social construct in which an unfortunate number of us like to call the Hawaiian culture. My final reason for supporting SB1320 is that taking care of the environment is everyone's responsibility. It's time to stop pointing fingers at tourists because they are not all bad. Both the local businesses and tourists need to take responsibility and shift towards a more regenerative approach to tourism. Overall, this bill will make Hawaii a better place that future generations can continue to enjoy with respect for each other and the environment, guided by the Hawaiian culture and values.

LATE

SB-1320

Submitted on: 2/17/2021 12:48:32 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Tira Ann Kauai	Individual	Support	No

Comments:

I support this bill because If this will help us local people that live here I am all for it. Tourism has affected us in many ways even harder when the pandemic hit. Tourists thought it would be okay to come when this virus is serious, causing us local people to be scared and sad. Even though we depend on tourists to come for money, they have to think that we have families too and that we are trying to protect them from this virus. It is important for us people, our aina, our community to be as healthy as possible so we can keep growing and expanding for our future generations.

Aloha

LATE

SB-1320

Submitted on: 2/17/2021 12:52:50 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Candee Laine Ellsworth	Individual	Support	No

Comments:

Aloha,

I strongly support SB1320 and mahalo your committee for hearing this measure. There are impacts on our natural resources, green spaces and quality of life for Hawai'i residents from tourism activities and this bill is an opportunity to for the state to make sure that visitors will also generate funds so that we can protect our natural areas and protect our ecosystem services in perpetuity. The forced downsizing caused by the pandemic presents this opportunity for course correction towards a more regenerative approach to tourism whereby the value and resources that the industry adds to the environment and community is equal to, if not greater, than what it extracts.

This measure makes much needed amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai' to provide greater benefit to residents, local communities, and local businesses. Mahalo for your consideration, I urge you to please pass SB1320 out of your committee.

Candee Ellsworth

Executive Director

Keahole Center for Sustainability/Freinds of NELHA

LATE

SB-1320

Submitted on: 2/17/2021 1:01:26 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
chambrie keale	Individual	Support	No

Comments:

Aloha, I am Chambrie Keale, a junior at Kapa'a High School. I am in favor of SB1320. I believe that we can keep tourism and support the needs of the community by keeping what is essential for local people and also sustain our economy. I also think what is sacred and important to the locals should be maintained over tourism. In this time and day in our state we rely on tourism very heavily and it seems to be more important than the locals' needs. I believe that our government treats the locals as if they are not important and the tourists are higher in rank. If the pandemic has shown us anything it is that tourism fails the people when they need help the most. Mahalo nui loa for your time.

LATE

SB-1320

Submitted on: 2/17/2021 1:04:32 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Santana Anakalea	Individual	Support	No

Comments:

I personally strongly support SB1320 and it's efforts to decrease tourism in the state of Hawai'i. I like how the committee is also focusing on new job opportunities and steady employment for Hawai'i and it's people. One thing that I love about this bill, is that they want to focus more on taking care of the land and the people instead of the tourism and the money.



HAWAII APPLESEED

CENTER FOR LAW & ECONOMIC JUSTICE

Testimony of the Hawai'i Appleseed Center for Law & Economic Justice
In Support of SB1320 – RELATING TO REGENERATIVE TOURISM
Senate Committee on Energy, Economic Development, and Tourism
Wednesday, February 17, 2021, 3:30 PM, Via Videoconference

LATE

Dear Chair Wakai, Vice Chair Misalucha, and members of the Committee:

Thank you for the opportunity to provide testimony in **SUPPORT** of **SB1320**.

This measure provides amendments to the Hawai'i State Planning Act (HRS 226-8) by incorporating a regenerative framework that will elevate a new set of business values and reshape tourism in Hawai'i to provide greater benefit to residents, local communities, and local businesses.

Hawai'i Appleseed Center for Law & Economic Justice supports programs that build a more socially and economically just Hawai'i, where everyone has genuine opportunities to fulfill their potential. The COVID-19 pandemic has revealed again the inequity of the current tourism industry, which leaves middle- to low-income workers most vulnerable to economic downturns and deprioritizes our natural environment and the quality of life for local people.

Although the pandemic's economic impact has been devastating and drastic, the current failings of our state's tourism industry have appeared in previous economic downturns. During the Great Recession, a third of jobs lost were in the leisure, hospitality, and retail sectors (-14,500), and earnings declined by 4 percent for all civilian jobs, some of which did not return to 2007 levels when adjusted for inflation.¹ A similar pattern is emerging in the tourism industry during the pandemic. In 2020, on average each week 22,325 or 33 percent of unemployment insurance claimants were from the accommodation and food service sector (an additional 16% of claimants had an unreported sector, which may include tourism industry jobs).²

Hawai'i's heavy reliance on the tourism industry has resulted in Hawai'i experiencing economic damage far beyond that experienced in other states. For example, the greatest loss in GDP amongst all states: -8.8% from 2019 Q4 to 2020 Q3.³ Yet, the forced downsizing caused by the pandemic presents an opportunity for course correction towards a more regenerative approach.

¹ Hawai'i Budget & Policy Center. "Recession in Review: Looking Back at the Great Recession." June 2019.

<<https://www.hibudget.org/projects/recession-review>>.

² Hawai'i Department of Labor and Industrial Relations. "Characteristics of the Insured Unemployed 2020."

<<https://labor.hawaii.gov/rs/files/2020/10/CIUpub2020-final.pdf>>.

³ University of New Hampshire, Carsey School of Public Policy. "COVID-19 Economic Crisis: By State." January 2021.

<<https://carsey.unh.edu/COVID-19-Economic-Impact-By-State>>.

The Hawai'i Appleseed Center for Law and Economic Justice is committed to a more socially just Hawai'i, where everyone has genuine opportunities to achieve economic security and fulfill their potential. We change systems that perpetuate inequality and injustice through policy development, advocacy, and coalition building.

A regenerative tourism approach prioritizes the environment and community over profit and industry. It adds value and resources to a place, rather than being extractive.

SB1320 would prioritize Hawai'i residents employed in the tourism sector by offering career opportunities to increase their percentage in management and leadership positions in the tourism industry. Since the Great Recession, Hawai'i's job growth has occurred predominately in low-wage positions: between 2007 and 2018, the number of low-wage jobs grew by 29%, while high-wage jobs decreased by 28%.⁴ At the same time, the average hourly wage growth for low-wage jobs in Hawaii has trailed national averages: between 2010 and 2018, Hawai'i's average hourly wage for low-wage jobs grew only by \$0.32, whereas nationally the growth was \$0.68.⁵ The priorities put forth by SB1320 can expand economic opportunities for residents and help low-wage workers gain security, so they can continue to live in Hawai'i.

SB1320 would also promote innovative financial policy to incentive and facilitate a shift to a regenerative visitor industry that has a smaller environmental footprint. Because of climate change, Hawai'i's tourism industry will be vulnerable to extreme environmental changes that will impact global economies and influence travel choices. Domestically, climate change will impact the resources that attract tourists. Rising sea levels in Hawai'i are estimated to cause \$19 billion in economic loss from chronic flooding of land and structures in exposure areas, including 550 cultural sites.⁶ By placing policies that protect our environment and quality of life first, we can build resilient economy.

SB1320 also uplifts the important of protecting quality of life for Hawai'i residents, providing as an example the need to decrease the impacts of vacation rentals and bed and breakfast operations. Although significant policy changes have occurred to better regulate Vacation Rental Units (VRUs), the number of units continues to rise. VRUs (including condominium units, houses, villas, cottages, and private and shared rooms) accounted for 17.5 percent of all lodging units in 2020 (14,200 units) and 16.8 percent in 2019 (13,555 units).⁷ Yet, revenues from VRUs mainly go to owners with more than one property. For example, in 2016 63% of Airbnb's entire-home rental revenue on Oahu went to hosts with two or more entire-home rentals.⁸ Hawai'i Appleseed provides a list of additional policy ideas for vacation rental regulation that better preserves residents' quality of life.⁹

This measure includes a focus on reimagining our tourism industry in partnership with the community

⁴ Hawai'i Budget & Policy Center. "Hawai'i Wages and Household Costs: A Chartbook for Building a Better Economy." May 2020. <<https://www.hibudget.org/projects/Hawai'i-wages-household-costs-chartbook>>.

⁵ Hawai'i Budget & Policy Center. "40 Years of Rising Costs and Stagnant Wages: the Case for a New Economy." November 2020. <<https://www.hibudget.org/projects/the-case-for-a-new-economy>>.

⁶ Hawai'i Climate Change Mitigation and Adaptation Commission. "Hawai'i Sea Level Rise Vulnerability and Adaptation Report." 2017. <https://www.soest.Hawaii.edu/GG/FACULTY/ITO/GG740/Hawai'i_state_Sealevel_Report.pdf>.

⁷ Hawai'i Tourism Authority. "2020 Visitor Plant Inventory Report." <<https://www.Hawai'i-tourismauthority.org/research/visitor-plant-inventory/>>.

⁸ CBRE Hostels' Americas Research. "Hosts with Multiple Units: A Key Driver of Airbnb Growth." March 2017. <https://www.ahla.com/sites/default/files/CBRE_AirbnbStudy_2017.pdf>.

⁹ Hawai'i Appleseed. "Priced out of Paradise: Illegal short-term vacation rentals are overrunning Hawai'i's four counties." November 2018. <<https://hiappleseed.org/publications/priced-out-of-paradise/>>.

voices. Local residents, especially in low-wage jobs, suffer the most during economic downturns. If it's too expensive to live here and there's limited opportunities for living wage jobs, then we will continue to lose residents who live the culture that makes Hawai'i special.¹⁰ The voices of these local residents must be part of policy discussions.

SB1320 rightly emphasizes the importance of forming community partnerships to ensure Native Hawaiian cultural integrity, recognizing that the solutions and ideas of Hawai'i's indigenous people, history and culture provide us with practices to live sustainably on the islands, as well as to protect and revitalize the heritage that is vital to the spirit of Hawai'i. Putting people first in renewing tourism will create a more fulfilling and beneficial relationship between residents and tourists, especially now that the pandemic has shown today's generations the beauty of our islands without tourism.

Hawai'i's tourism industry needs to adopt a greater focus on Hawai'i people, land, and long-term sustainability. Catering to outside interests in order to sustain growth has resulted in devastating impacts on our natural environment and quality of life for Hawai'i residents. SB1320 elevates the values that are truly important to Hawai'i people, local communities, and local businesses, values that will help Hawai'i weather future economic downturns and uplift Hawai'i residents. It offers unique ways to address long-lasting systematic issues. Now is the time to prepare for the future.

We urge the Committees to **PASS SB1320** and appreciate your consideration of this testimony.

¹⁰ The net migration out of Hawai'i has continued to increase: 20,140 left in 2017 and 13,219 left in 2018. See: Hawai'i Budget & Policy Center. "40 Years of Rising Costs and Stagnant Wages: the Case for a New Economy." November 2020. <<https://www.hibudget.org/projects/the-case-for-a-new-economy>>.

LATE

SB-1320

Submitted on: 2/17/2021 1:20:07 PM

Testimony for EET on 2/17/2021 3:30:00 PM

Submitted By	Organization	Testifier Position	Present at Hearing
Kelston DeSilva	Individual	Support	No

Comments:

I strongly agree with SB1320 and the opportunities that the bills offer. Hawaii is very much dependent on tourism and now with this pandemic we are starting to realize that we need to find solutions and other ways to survive without being so dependent on tourism. People are losing everything they have because of this pandemic but mainly because we cant depend on tourism for so long. Some people are at their very lows right now and are struggling to live another day and keep their families together. Solutions need to be made and problems need to be fixed, we need to come together and come up with ways that will be equal for the community of Hawai'i and the economy. Let's not forget that we also need to be considerate of the environment, not only do we need to find ways to become equal with the people of hawai'i and people who aren't from hawai'i we need to come up with ways to be equal with the environment and make sure our aina isnt getting harmed and damaged while trying to fix our problems.