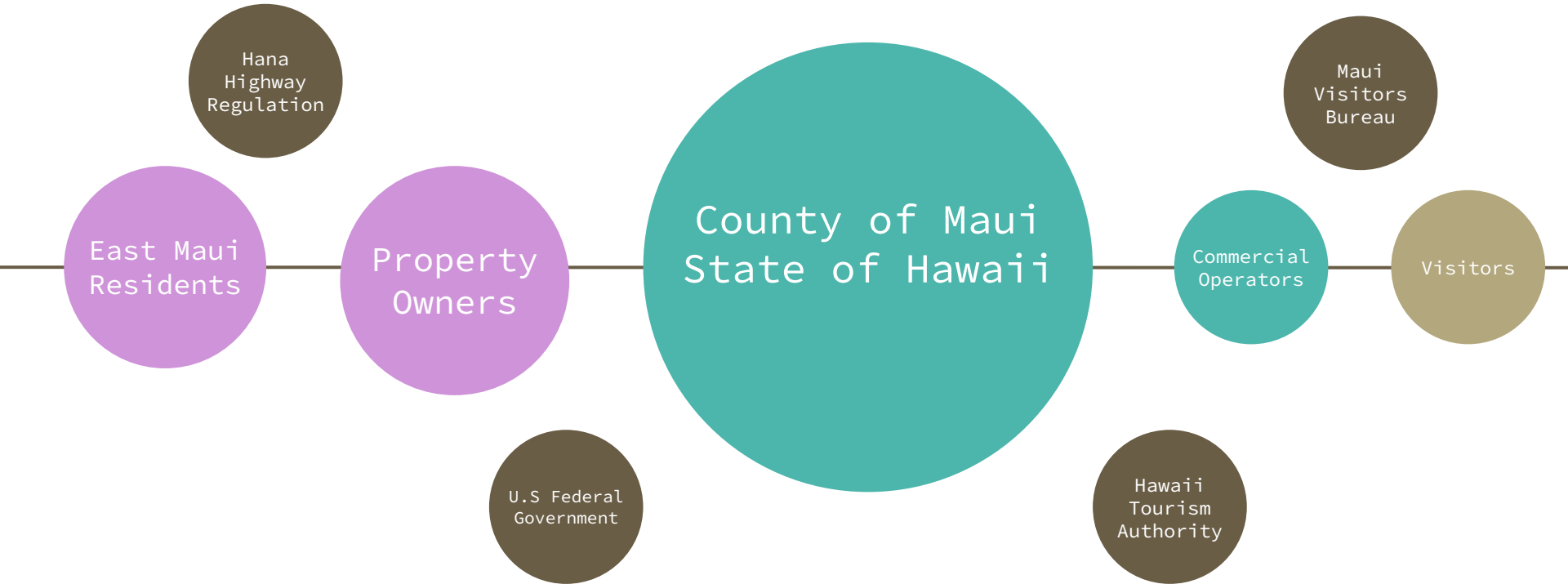

Road to Hāna Problems and Solutions

— A sustainable tourism assessment by the Hāna Highway Regulation —

About Hāna Highway Regulation

- Formed in 2016 by the initiative of residents and various commercial ground transportation carriers + activity (tour) providers to assess the flaring concerns of overcrowding along the Hāna Highway.
- Drafted and disseminated the Road to Hāna Code of Conduct in 2017, curated the Hāna Pono Visitor Pledge and Hāna Pono Commercial Operators Certification Program in 2018.
- Rendered countless Hāna Hwy Visitor Safety educational efforts online including content intervention.
- Facilitated outreach through facets of the visitor industry network including hospitality staff visitor safety seminars and resort concierge training courses.
- Remained an initiative of the Hāna Community Association until 2019 and now a civil volunteer group managed by an advisory board of 14 residents who live in the various communities that are directly affected by tourism.
- Holds five years of site surveys, traffic counts, community and visitor questionnaires that identified illegal parking, trespassing on private property, unlicensed commercial activity as primary issues.
- Organization data has aided in intricately identifying the core problems and most effective solutions possible.
- Developed the “Road to Hana Visitor Information Personnel Pilot Project” which has proven to diminish illegal parking and trespassing offenses by up to 96%.

Stakeholders



Property Owners of Hotspots identified along the Road to Hana Highway Activity Route

Hookipa Beach Park	County of Maui
Twin Falls Huelo	Wailele Farm Inc., East Maui Irrigation, John C. Elliott Trust, Anderson Land Ltd.
Bamboo Forest Kailua	East Maui Irrigation
Waikamoi Stream	State of Hawaii Koolau Forest; A&B Properties Inc.
Honomanu Bay	County of Maui
Kearnae Ball Park	County of Maui
Ching's Pond / Palauhulu	East Maui Irrigation, Kearnae Homestead Fee Owners
Waikani / Wailuaiki	State of Hawaii Koolau Forest; A&B Properties Inc.
Hanawi (Nahiku)	East Maui Landholdings LLC, East Maui Irrigation, Maui Land and Pineapple Co.
Waianapanapa	State of Hawaii
Kaihalulu	State of Hawaii County of Maui, Hana Ranch Partners LLC, Mani Makai Reserve LLC
Koki	Kingdom Come LLC, State of Hawaii, William Jacintho, Hana Ranch Partners LLC.
Hamoia	Kingdom Come LLC., Mani Hamoia Beach Land LLC
Waioka	Ke Ao Halii, State of Hawaii
South Wailua	Garrett Winston Jacobs, State of Hawaii
Kaupo	Department of Hawaiian Homelands
Kahikinui	Department of Hawaiian Homelands
Kanaio	State of Hawaii

Updated, 2022

Target Problems identified along the Hāna Highway..

- LACK OF VISITOR EDUCATION
- ILLEGAL PARKING
- TRESPASSING ON PRIVATE PROPERTY
- UNLICENSED COMMERCIAL ACTIVITY

Experience

The Hāna Highway Regulation organization conducted a study in which it rendered Visitor Information Personnel services in a volunteer capacity for a period of three months during the peak season of Summer 2018 and 2019.

This study was facilitated at various “hotspots” located along the Road to Hāna activity route including but not limited to Ho’okipa Beach Park, Bamboo Forest in Kailua, Honomanū Bay, Ke’anae Ball Park, Red Sand beach in Hāna, Venus pool in Hāna and various sub-sites located throughout the East Maui region.

Visitor Information Personnel provided recreational travelers to East Maui with verbal notice of offenses related to illegal parking and trespassing on private property by pointing out the posted signage and communicating relevant State of Hawaii laws. VIPs provided relevant information regarding private properties including clarification of ownership, and statistics on emergency rescues including visitor injuries and fatalities associated with the area. VIP also provided current weather information including potentials for flash flooding and ocean advisories. VIP suggested alternatives such as recommendations for legal sites including County of Maui, State and Federal Parks in the area.



Resident volunteers gathered data and exercised the VIP concept during the Summer months of 2018.

SURVEY RESULTS

BY: Hana Highway Regulation, Resident Volunteer

DATE: 07/28/16, 08:00 AM – 12:00 PM

LOCATION: Hana Hwy. Approx Mile Marker 14

Honomanu at temporary construction traffic light post.

This location was selected to utilize the pace of intermittent traffic flow due to the road work in effect, to provide adequate time to examine passing vehicles.

PREMISE: TOTAL CAR COMMUTING IN EACH WAY

RESULTS: (913) VEHICLES COUNTED, TRAVELING IN BOTH DIRECTIONS

(2,815) ESTIMATED TOTAL, INDIVIDUALS IN COMMUTE

RESULTS SUMMARY: (4) TYPES RESIDENTS, VISITORS, BUSINESS OPERATORS, GOVERNMENT

APPROXIMATIONS: (32) PERSONS 16 government vehicles 2 passengers

(124) PERSONS 62 business vehicles 2 passengers

(520) PERSONS 260 local vehicles 2 passengers

(552) PERSONS 46 touring vehicles 12 passengers

(1,587) PERSONS 529 rental vehicles 3 passengers

NOTE: (20) SUSPECTED / CONFIRMED ILLEGAL TOUR OPERATORS IDENTIFIED, attached.

Example Traffic Survey

Some other Facts..

- Hāna Highway Regulation, with the help of civil volunteers, has been compiling Hana Highway specific traffic surveys, as well as resident / commercial operator input since 2016.
- The fourteen East Maui residents that have served as field advisors to Hana Highway Regulation have contributed years of volunteer time and submitted extensive reports regarding the impacts of overtourism. Hana Highway Regulation believes that these individuals collectively hold an intricate understanding of the Road to Hāna activity route including how it works, where the problems are and what solutions would be effective, or not.
- Through survey intelligence, Hāna Highway Regulation has been able to significantly reduce the amount of unlicensed commercial activity occurring in the region.
- The Visitor Information Personnel service positions place-specific intelligence (residents) along the Hana Highway to increase highway safety / visitor compliance.
- Outsourcing oversight, implementation or enforcement - creates more complications for an already complex issue.

Community Survey

Conducted at the annual Hāna Community Association annual meeting held in Hāna town in January of 2019.



- 87% of all the community members surveyed, noted they were pleased with the Summer 2018 initiatives by the Hana Highway Regulation.
- 12% of all the community members surveyed, were unaware of the Summer 2018 initiatives by the Hana Highway Regulation.
- 1% of all the community members surveyed, noted a dissatisfaction with the Summer 2018 initiatives by the Hana Highway Regulation.
- 76% of all the community members surveyed noted they saw a decrease in the issues of overcrowding during the Summer 2018 initiatives by the Hana Highway Regulation.
- 89% of all the community members surveyed noted they saw a decrease in the incidents of illegal parking during exercises of the Summer 2018 initiatives by the Hana Highway Regulation.
- 85% of all the community members surveyed noted they saw a decrease in the issues of trespassing during the Summer 2018 initiatives by the Hana Highway Regulation.
- 79% of all the community members surveyed noted they saw a decrease in emergency rescue needs during the Summer 2018 initiatives by the Hana Highway Regulation.

Hāna Highway Regulation has received over 2,000 reports of various offenses to community policy submitted by residents of East Maui since 2016.



Data Results

Hāna Highway experienced an exponential increase in visitors from both independent travelers to commercial tours over the last decade.

The Road to Hāna is currently estimated to be five times over visitor capacity. The roadways along with its parking and comfort station infrastructure was never designed or intended for this magnitude of use and the associated traffic and human impact.

- The Road to Hāna activity route in full is an average of 120-150 miles long which takes visitors on a ground transit journey through fourteen different communities.
- Illegal parking and private property trespassing have been identified as the primary culprits of threat to visitor safety along the Hāna Highway. Illegal parking and trespassing on private property create traffic hazards and increase the probability of need for emergency rescues.
- The countless injuries, fatalities and missing person cases are unfortunate visitor experience outcomes and pose exhausting effects on the day to day lives of East Maui residents as well as our emergency rescue personnel. 94% of residents surveyed as living along the Road to Hāna activity route have personally participated in an act of visitor aid or rescue.
- Visitor trespassing on private property conflicts with resident quality of life in a variety of ways. Many farmers in East Maui have provided recorded impact statements depicting visitor intrusion upon their farms, including nuisance to both their livestock and local food production operations.
- Unlicensed commercial activity is considered a threat to the economic well-being of the Road to Hana Visitor Industry.



Hāna Highway Regulation considers roadway conditions past Mile Marker 3 to be insufficient to service the current level of use which is creating issues such as, but not limited to:

- Overcrowding, diminishing East Maui resident quality of life and reducing resident sentiment for tourism.
- Illegal parking, causing significant traffic hazards, unsafe driving conditions and transit emergency scenarios.
- Private property trespassing, leading to visitor injuries and emergencies creating strain on police and rescue personnel.
- Unlicensed commercial activity, provoking economic adversities for legal ground transportation carriers and activity providers.
- Waste disposal concerns, public facility cleanliness and plumbing issues, causing forest, stream and ocean contamination.

Dangers of highway construction and unlimited traffic.

- Landslide mediation at Kaumahina State Park MM12 in conjunction with roadway reconstruction at Waipio MM3 created chains of up to 60 vehicles provoking gridlock scenarios, and full transit stand stills further along the highway as these units of compiled traffic intersect with cars that are illegally parked around single lane turns and near bridge ways.



Recent solutions implemented for the Hāna Highway by the State of Hawaii Department of Transportation



Additional 'No Parking' signs installed at Bamboo Forest, Waikamoi bridge, Haipuena and other locations have proven to be ineffective without consistent oversight and enforcement by Maui Police Department.



Photo of illegally parked vehicles that complicate and inconvenience the commute for the school bus that carries students to and from Keanae and Hana, a sincere safety concern.

Study conducted three months after the new 'No Parking' signs were implemented along Hana Hwy.

The majority of visitors continue to disregard No Parking signage.

As a result of the additional No Parking signs, visitors are now parking further up the road and walking back to the site instead. This is creating a new variation of pedestrian hazards and traffic safety issues.



(Photo at left) Visitor vehicles were documented as parking just beyond mile marker 10, walking back to Waikamoi stream to swim in flash flood prone conditions on 6-17-21 as rain continued to fall mauka within the East Maui watershed.

(Photos at right) Visitors walk in the rain around hairpin turns along Hāna Hwy. with young children in tow.



Resident Concerns with 'No Parking' signs as solutions

Visitors notoriously disregard No Parking signs, regardless of fines.

Availability of enforcement cannot keep up with mass of illegal parking violations in the very rural East Maui creating a strain on the already limited enforcement body of Maui Police Department.

Unrealistic to expect an officer to come from over an hour away and issue a parking ticket, not an effective solution to traffic hazards.

More No Parking signs will ruin the aesthetic of East Maui.

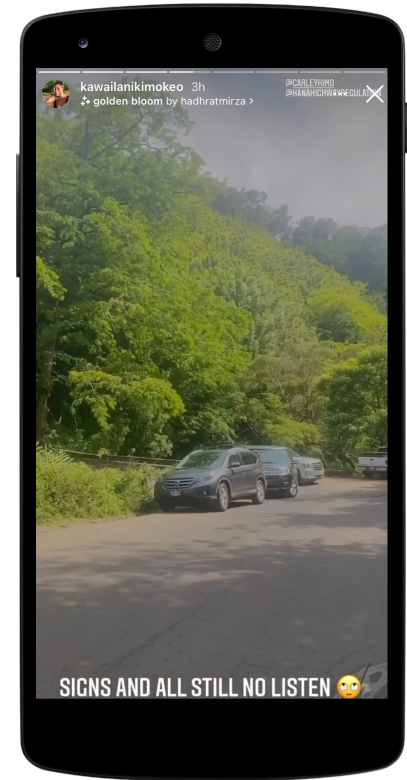
No Parking signs create the potential for criminalization of valued visitors.

No Parking signs create the potential for criminalization of kuleana holders attempting to access the forest and streams for subsistence purpose.

Parking tickets do not solve traffic hazards, it only monetize the offense.

Parking tickets do not address the issue of large vehicles not being able to maneuver through bridge ways congested by illegally parked vehicles.

Potential adverse fiscal burdens and criminalization for residents subleasing vehicles to visitors by way of platforms such as Turo.



A resident sends digital alert to @hanahwyregulation, notifying the organization of illegal parking at Waikamoi stream despite recent implementation of new No Parking signage by the State of Hawaii DOT.

Concerns with Reservation Systems / Impact Fees / Smart Tourism being prematurely touted as solutions for tourism management needs.

The recently implemented Wai‘ānapanapa State Park reservation system has posed some adverse effects including but no limited to;

- *Visitors reported feeling rushed out of the park when their time expired and some not being able to make their reservation at all due to highway traffic.*
- *All visitors without reservations and not having access to the restroom facility here causing visitors to seek restrooms elsewhere such as Hāna School.*
- *All visitors without reservations and not having access to this site subsequently causing overcrowding at alternative sites in the area.*
- *Local resident frustration with needing to produce identification credentials to get home, some residents living beyond the park entry point.*
- *Local residents being denied entry and customary gatherers being restricted.*

Hana Highway Regulation is concerned with the reservation system model, impact fees or smart tourism creating backfire issues for its generational residents who still practice a subsistence lifestyle. All of these tourism management concepts must be reviewed extensively to ensure their implementations will not impede on our cultural values.

East Maui is in need of preventative measures, not criminalization efforts or motives to monetize our sacred sites without providing remedy for core issues.

Hana Highway Regulation advocates for..

- **Interim management mechanisms to alleviate impacts as soon as possible.**
- **Intricate highway data so we can make informed long term decisions related to visitor capacity and regional reservation systems.**



Road to Hana Activity Route; List of Hotspots

Arranged in order of priority for intervention based on how much inconvenience the issues at each site causes for the majority of East Maui's resident population, how much stress it poses for first responders and how much tragedy it inflicts upon visitors.

Points utilized for prioritization include:

Illegal parking = traffic hazards, traffic delays, community inconvenience.

Trespassing = missing persons, injuries, fatalities, unlicensed commercial activity, nonessential access (*anything outside of religious or subsistence purpose*).

Site Degradation = lack of restroom facilities or waste receptacles, overcrowding.

1. **Red Sand Beach, Hana (10)**
2. **Waioka, Venus Pool (10)**
3. **Waikamoi Bridge (8)**
4. **South Wailua Bridge (8)**
5. **Bamboo Forest Kailua (10)**
6. **Waikani / Wailuaiki (7)**
7. **Koki / Hamoa (6)**
8. **Honomanu (5)**
9. **Kaupo (5)**
10. **Hanawi / Nahiku (5)**
11. **Kahikinui (5)**
12. **Keanae (4)**
13. **Hookipa Beach Park (4)**
14. **Waianapanapa (4)**
15. **Twin Falls (2)**



Need for progressive legislation.

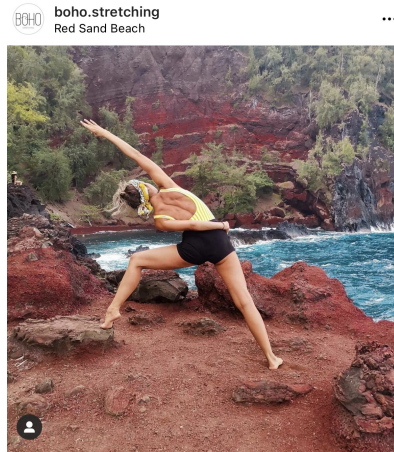
Hana Highway Regulation proposes legislation that works to prohibit the curation of media content related to sites located on or beyond private property that see routine visitors injuries and fatalities.

Need for more land management effort by private property owners.



66 likes

brigitaabracko "Ej, kam greš?" #notrespassing ✖ Vedno tja, kjer se kao ne sme, ker je blazno nevarno. Američani imajo ogromno enih pravil, za katere smo Balkanci prepričani, da so samo zato, da so, ker potem je bolj napeto v življenju 😂 Res so me skoraj prepričali, da je obisk Red Sand Beach na Mauiju smrtno nevarna reč, ker je pot nepredvidljiva, spoizka, težka, skalnata, po klifih... Ni nujno, da se vrneš živ... No vseeno si rečemo, gremo pogledat do kod lahko pridemo. In seveda ugotovimo, da je to ena kratka pot, ki gre malo gor in malo dol, nevarna res samo če si totalni motorični debil. Po mojem, da je bolj nevarno, ko greš v Poreču iz plaže do apartmaja, ki je neke na hribu, kak kilometer stran 📍 #trail #maui #hawaii #sunday#hiking #discover #world #wanderlust #adventureseeker #doyoutravel #travelmore



59 likes

boho.stretching "Consider how hard it is to change yourself and you'll understand what little chance you have in trying to change others." – Jacob M. Braude



16 likes

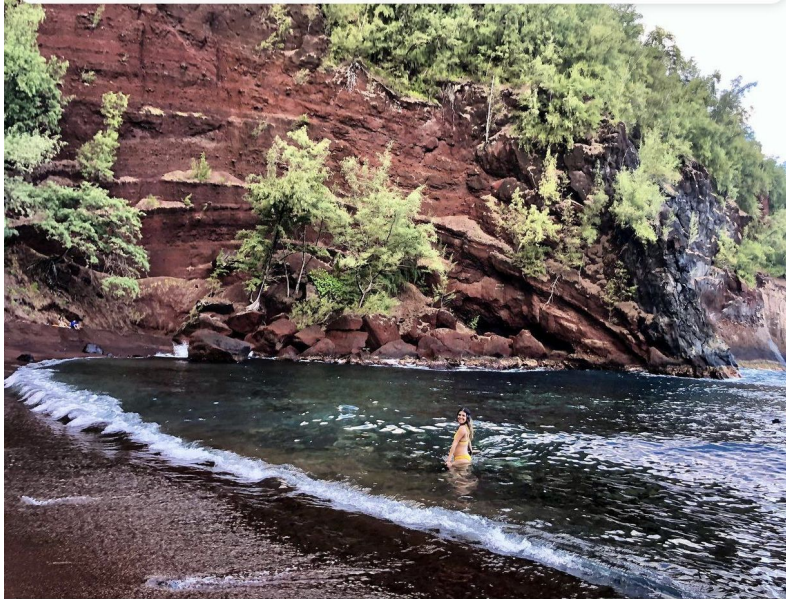
amylynnroper #52hikechallenge2020 #thehikingpineapple #adventureawaits45



hanahwyregulation



napuahueu mentioned you in a comment: Remove this photo immediate. Do not disrespect...



128 likes

hello_marthaaa Hiked past a no trespassing sign to get here #hana #redsandbeach #maui

- Hāna Highway Regulation's web surveillance team volunteers a significant amount of time notifying visitors online of content that offends community policy and promotes trespassing on private property leading to emergency rescues relating to injuries and visitor fatalities. Advocating for the removal of content that offends community policy prevents the probability for visitors to offend community policy.

A focus on visitor arrivals and nominal spending has masked a range of concerning underlying problems which, without change, will continue to undermine tourism's value as a positive contributor to the health of Hawai'i's economy and Hawai'i's communities. Adjusted for inflation, visitor spending has been dropping on trend for three decades. Hawai'i now has more visitors than ever but has not experienced the commensurate growth in economic contribution that would be expected with the growth in arrivals. More visitors require more services from State and County agencies and create more "wear and tear" on visitor sites and attractions. Crowd congestion and inadequate management threaten the quality of the experience at sites popular with both visitors and residents. Lack of sufficient accommodations and facilities for visitors puts a strain on resident quality of life.



A report submitted by a resident of Waiohuli Kula, depict visitors in a local rental car, pulling up to use the restroom behind his home. Likely a family that just finished embarking along the Road to Hāna and exiting out the backside route. There are no public restrooms available between Kipahulu and Keokea park. Had the visitor been better educated he would have known a County of Maui restroom facility was located two more minutes up ahead.

Timeline of need for potent solutions

Based upon the most recent data and expertise available, the Road to Hāna is in danger of potential disasters of economic adversities, including erosion of resident sentiment and increasing traffic congestion which leads to extreme stress on sites and attractions. Without change, we will continue to undermine the value of tourism as a positive contributor to the health of Maui's economy and communities. Maui tourism is at risk for its ability to maintain an acceptable quality of life for residents, quality of experience for visitors and economic vitality for the State of Hawaii.

The continued lack of management efforts threatens to cause damages, fatalities, losses and suffering of such character and magnitude to affect the health, welfare and living conditions of a substantial number of persons. The continued lack of management efforts will affect the economy of the State, and would be expected to be of such a nature as to warrant immediate and expedited rehabilitative assistance from the County, State and its visitor industry departments.

“Visitor Information Personnel” concept mentioned in Resolution No. 29 as a potential solution for Hana Hwy.

Visitor Information Personnel work to alleviate resident frustrations by providing tangible visitor education; serving as a soundboard and resource of credible directives for visitors traveling along the Hana Highway.

Visitor Information Personnel are stationed at hotspots with the goal of administering preventative care; disclaiming potential offenses before they happen thereby reducing the probability of larger issues from transpiring. The concept is designed to significantly reduce the probability for traffic hazards, accidents, emergency rescues related to injuries, fatalities and missing persons cases.

This is the most effective means of keeping our visitors safe, reducing the burden on residents, decreasing the strain on sacred sites and alleviating the pressures on emergency rescue personnel.

HOUSE CONCURRENT RESOLUTION

ENCOURAGING THE DEPARTMENT OF TRANSPORTATION TO WORK WITH STAKEHOLDERS TO DEVELOP A HOLISTIC MANAGEMENT PLAN THAT WILL ENSURE HANA HIGHWAY IS PROPERLY MAINTAINED AND IS SAFE FOR RESIDENTS AND VISITORS.

1 WHEREAS, in 2000, in recognition of its status as an
2 internationally renowned roadway, former U.S. President Bill
3 Clinton designated Hana Highway as the Hana Millennium Legacy
4 Trail; and
5

6 WHEREAS, in 2001 Hana Highway was listed on the National
7 Register of Historical Places; and
8

9 WHEREAS, the Hawaii Tourism Authority is tasked with
10 attracting "responsible high-value mindful travelers" who will
11 value the natural resources of Hawaii; and
12

13 WHEREAS, Hana Highway is fifty-two miles long, with six
14 hundred seventeen switchbacks, fifty-six one-lane bridges and
15 several drops of more than one thousand feet, however it lacks
16 adequate guard rails; and
17

18 WHEREAS, approximately a half mile past the six-mile marker
19 is a sharp U-curve in the road, going uphill along one-lane,
20 with a brick wall on one side, with virtually no space to safely
21 maneuver around other vehicles on the roadway and often steep
22 drop offs; and
23

24 WHEREAS, emergency medical technicians working at station
25 medic six in Hana have testified as to the "extreme increase in
26 the number of cars" that have led to delays for the only
27 ambulance in East Maui, which is responsible for transporting
28 patients to Maui Memorial Medical Center or responding to
29 emergency calls in the community; and



Resolution No. 29 passed in May of 2022 names Hana Highway Regulation as a primary stakeholder to work with the DOT to develop a holistic management plan that will ensure Hana Highway is properly maintained and is safe for residents and visitors.



Parking advisor pictured at Twin Falls.

An example of Visitor Information Personnel Services enacted as a means of responsible land management.

Twin Falls staffers Kaua Franco-Harold (foreground) and Piilani Luuloa-Kealaiki direct traffic around the Hana Highway attraction's full parking lot Friday morning. "Sometimes it's a good day and sometimes it's a bad day, it depends on the tourists," Franco-Harold said. "They like to stop to ask questions, but people come flying around that corner. I almost got hit once because they tried to to pull in when I said there was no parking." East Maui residents and popular spots like Twin Falls have been inundated with traffic and tourists as the summer travel season ramps up. — The Maui News / MATTHEW THAYER photo

Points for Project Data Collection

Each site can add or alleviate points for data collection varying on site goals / org needs.

Illegal parking = traffic hazards, traffic delays, community inconvenience.

Trespassing = missing persons, injuries, fatalities, unlicensed commercial activity, nonessential access (anything outside of religious or subsistence purpose).

Site Degradation = lack of restroom facilities or waste receptacles, overcrowding.

1. Type of traffic

Resident, Visitor, Commercial Operator

2. License plate number and / or make x model x color

3. Direction of travel

Backside to frontside, or Frontside to Backside

4. Attempt of Target Offense(s) or Infraction of Target Offense(s)

Target Offenses: Illegal Parking, Trespassing, Site Degradation, None.

5. Custom field for Unlicensed Commercial Activity

Name of tour operator, license plate number, and / or make x model x color of vehicle.

6. Visitor Services Rendered

Parking Management, General Information, Emergency Services (Towing, Paramedic, Fire, Police, Other), None.

7. Visitor Service Outcome

Visitor Reaction / Response: Appreciative, Neutral, Angry, None.

8. Custom field for General Observations

Suspicious activity, Noteworthy experiences or engagements, Incident report.

9. Custom fields for site specific Visitor Survey Answers

Where did you hear about this site, are you on a tour, what company are you on tour with, are you staying / camping in East Maui, where / how are you staying in East Maui, etc.

10. Custom fields for site specific Resident Survey Answers

Are the traffic management efforts at this site effective today, do you support this project's visitor management efforts, what can we do to improve the efficacy of this project?



Other proposed solutions and their implementation challenges

Creating a toll for Hāna Highway would disrupt Federal funding available for maintenance and upkeep.

More 'No Parking' signs requires more enforcement which is inefficient considering the rural nature of East Maui.

A master reservation system for the Road to Hāna would require detailed data to synchronize the entire Road to Hana industry and network without adversely affecting any of the many stakeholders.

A master reservation system should not be configured until preventative care measures like the Road to Hāna Visitor Information Personnel Pilot Project has been implemented as an interim solution to mitigate impacts.

The County of Maui needs to advocate for fair disbursement of Transient Accommodation Taxes to upkeep current visitor facilities and create more visitor relief facilities along the Hāna Highway including restrooms and parks.