

HANA HIGHWAY VISITOR INFORMATION PERSONNEL PILOT PROJECT

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Intended implementation period: Peak Visitor Season, Winter 2022-2023

Nov. 14th, 2022 - Jan. 13th, 2023 | Weekly: Monday-Friday [45 days Total]

(20) Visitor Information Personnel • (3-5) Site Managers • (1) Project Supervisor

Site #1 Bamboo Forest: MM 6.5 [8:00AM-4:00PM]

Recommendation to employ / fund VIPs through Na Moku Aupuni o Koolau Hui

Duties: Pointing out the No Parking signs to impress the illegality of parking on site. Convey that there is no permitted parking up ahead and that walking along Hana Highway is prohibited. Communicate to visitors that the bamboo forest is private property and that trespassing is unlawful. Remind visitors of the annual needs for rescues; predicament of rampant injuries and fatalities. Referring visitors to the next public access waterfall site of Puaaka'a, and encouraging a visit to Kaumahina State Park, Honomanu County Park and Keanae Ball Park.

Site #2 Waikamoi Bridge: MM10 [8:30AM - 4:30PM]

Recommendation to employ / fund VIPs through Na Moku Aupuni o Koolau Hui

Duties: Limiting parking to the four available stalls and deferring to the posted no parking signs to convey illegality of overflow parking along the Hana Hwy. Convey that there is no permitted parking up ahead and that walking along Hana Highway is prohibited. Referring visitors to the next public access waterfall site of Puaaka'a, and encouraging a visit to Kaumahina State Park, Honomanu County Park and Keanae Ball Park.

Site #3 Red Sand Beach Kaihalulu [9:00AM - 5:00PM]

Recommendation to employ / fund VIPs through Hana Youth Center, Hana Arts or Ke Ao Halii.

Duties: Ensuring all parking usage is community usage for the Hana Business Center, Hana Ball Park and / or Hana Hotel to deter nonessential parking in the area. Communicate that there is no permitted parking for Red Sand beach because it is not a permitted site or accessible beach park. Communicating that the trailhead for red sand beach is located on private property and has deteriorated over the years making it prohibited and a danger to attempt. Convey annual needs for rescues; predicament of rampant injuries and fatalities. Inform visitors that the community maintains a policy to discourage access. Suggest Koki Beach Park or Hamoa as alternatives.

Site #4 Wai'oka Venus Pool [9:30AM - 5:30PM]

Recommendation to employ / fund VIPs through Ke 'Ao Hali'i

Duties: Limiting parking to the four available stalls and deferring to the posted no parking signs to convey illegality of overflow parking along the Hana Hwy. Communicating Ke Ao Hali'i's access policy and that the trailhead for Waioka is located on private property, and that the owners have posted no trespassing signs. Trail is considered restricted access. Convey the excessive rescues, injuries and fatalities that occur here. Inform visitors that the community maintains a policy to discourage access. Limit access for subsistence and religious purpose.

Site #5 South Wailua Waterfall [10:00AM - 6:00PM]

Recommendation to employ / fund VIPs through Kipahulu 'Ohana

Duties: Limiting parking to the available parking stalls and convey the illegality of overflow parking along the Hana Hwy. Direct pedestrians across the bridge according to traffic flow needs. Asking visitors to remain conscious of traffic as they cross the bridge. Direct optimal photo taking locations to avoid pedestrian and traffic conflicts. Convey the injuries and fatalities that occur here as a means to discourage jumping without knowledge or experience of the area. Recommend a five minute timeline for visit in order to give courtesy to others who may want to park and experience the site.

Summary

The Hana Highway Visitor Information Personnel Pilot Project will provide specialized guard service training for select East Maui residents who live along the Road to Hana activity route, and offer a seasonal employment opportunity during the Winter Peak Visitor Season of mid-November 2022 through mid-January 2023.

The goal of this project is to provide preventative care through functions of traffic control by increasing visitor access to credible information along the Hana Highway. This project will exemplify place-specific visitor management efforts in order to enhance the visitor experience while rebuilding resident sentiment for tourism. The five locations being proposed for service implementation are: Bamboo Forest, Waikamoi Bridge, Kaihalulu Red Sand Beach, Waioka Venus Pool and South Wailua Waterfall. The Hana Hwy. Visitor Information Personnel disclaim concerning predicaments as they are presented in an effort to best prevent the outcomes of illegal parking, trespassing and unlicensed commercial activity, thereby preventing other unfortunate circumstances from occurring including traffic delays, road rage, traffic accidents, emergency rescues, injuries, fatalities and missing person cases.

Hana Highway Regulation's role is to assemble policies, procedures, job descriptions, engagement narratives and to fulfill the objectives of training and implementing a team of subject competent community members in East Maui to facilitate a Visitor Information Personnel Pilot Project in collaboration with various regional non-profits of East Maui that have the capacity to manage a handful of employees. Fiscal support for this project would come from Tourism Management grant funds that were awarded to The Maui Visitors and Convention Bureau for fiscal year 2022 in addition to Destination Management Action Plan funds via HTA.

Twenty VIPs will be employed through the relevant regional non-profits identified as having committed stewardship oversight of the areas in which these hotspot sites are located. Hana Highway Regulation will train a total of four VIPs for each site who will be on duty weekly, Monday through Friday for a total of 45 days. Two days per week will be intentionally left unattended in order to provide a comparative measuring tool for community surveying of service model efficacy. Service scheduling for each site would be half days with each VIP working a four hour shift before trading off. If one nonprofit had the capacity to manage multiple sites then some VIPs would be able to rotate and fill in at any of the two sites according to staffing needs. Fuel stipends of \$20 per day would be provided for each Visitor Information Personnel and Site Manager. Visitor Information Personnel could be hired on a 1099 independent contractor or part time employee basis, based on the preference of the site stewarding nonprofit. VIPs should be paid out weekly (Friday) according to total days rendered for the prior week. One site manager would be required for each site to assist with daily set-up, break-down, monitoring employee schedules, tracking hours fulfillment, performance, managing the equipment and site data compiled. One site manager could oversee multiple sites and incur more hours in doing so, the start times for each site are staggered intentionally to accommodate for this possible scenario. Each site manager would be allotted 14 hours per week for each site they manage. For example, should one site manager oversee two sites, he or she would qualify for 28 hours per week of managerial duties.

The site stewarding nonprofits would need to convey how much hourly their administrators would need each week to fulfill employee management kuleana including human resource tasks and other administrative paperwork. Hana Highway Regulation proposes that each nonprofit that comes forward to manage a site (approx 4 VIPS and 1 manager), would need to be paid 14 hours per week at 30 dollars per hour. For example, if a nonprofit conveys its ability to manage two sites, it would qualify for 28 hours per week of administrative support. Each nonprofit would be asked to communicate any additional insurance needs and costs to factor them into the final proposal. One project supervisor would oversee all five sites and provide day to day fluctuating support for the nonprofits, site managers and VIPS. The primary role of the project supervisor would be to help facilitate training, implementation, on-going post maintenance, security oversight and logistical aid including data management, daily coordination, technical support and general relief needs.

Each Visitor Information Personnel will undergo security guard training and certification provided by a licensed third party operator and also receive a total of 20 hours of Hana Highway specific training before being stationed in the field. Uniforms provided to each Visitor Information Personnel include 5 logo t-shirts, 3 pants, 1 pair of steel toe boots, a weather jacket, a logo hat and a one gallon water flask. Safety gear provided for each Visitor Information Personnel would be a fluorescent traffic vest, notebook + pen, two-way radios and either a satellite phone or cell phone deepening on site. (Kailua and Hana Ball Park have cell phone service while the other three sites would require satellite phones). Each post will have a 10x10 easy pop-up tent with stakes, four delineators, one 5gal water jug, one mega phone, one ipad and one battery power pack to gather information through key points and surveys structured for both visitors and resident input. Project supervisor will strategize with site specific nonprofits to construct the specific forms that will log relevant points for data collection. Site managers would push daily data to the project server by wifi at the end of each day and charge iPads for next days use. Site managers would also be tasked with ensuring the battery pack is charged and 5gal water jug is refilled for the next day's needs.

Through the duration and upon the completion of this pilot project, all safety and post equipment outside of uniforms will be maintained as property of participating nonprofits. All uniform pieces including t-shirts, jackets and hats may be kept by the individuals that participated as Visitor Information Personnel. Upon completion of the pilot project, the project supervisor will produce a summary report which will specify any necessary enhancements of the Visitor Information Personnel model in order to refine and scale the program. The report would be prepared and provided to the participating nonprofits, County of Maui, State of Hawaii Department of Transportation and Highways Division, Department of Land and Natural Resources, the Office of our District 13 Representative, all land owners of identified Hana Highway hotspots and the Maui Visitors Bureau / Hawaii Tourism Authority. The recommendation portion of the report will suggest courses of actions necessary by industry stakeholders to resolve the issue of over tourism along the Hana (and Pi'ilani) Highway.

Project Goals and Expected Outcomes: Alleviate visitor impacts at the five most critical hotspots along the Hana Highway for 45 days during peak winter season 2022-2023. Support East Maui nonprofits in curating visitor management features for priority hotspots in their respective regions. Provide seasonal employment for 26 residents of East Maui. Produce 26 fully certified Visitor Information Personnel for the East Maui Community which will outfit the region with trained visitor managers and equipment to conduct visitor education efforts past the pilot project end date and incur visitor management grants independently through site stewarding nonprofits. Provide capacity support for administrators of site stewarding nonprofits. This project will gather intricate data through consistent monitoring and engagement with the vehicles and visitors that traverse the Hana Highway to help produce a report of varying usage, visitor impacts and efficacy of the Visitor Information Personnel concept.

Hana Highway Winter Pilot Project Estimate

Description	Quantity	Unit Price	Cost
Pre-project coordination by Site Supervisor	46 hours	\$30	\$1,380
Pre-project coordination by Site #1 Nonprofit	46 hours	\$30	\$1,380
Pre-project coordination by Site #2 Nonprofit	46 hours	\$30	\$1,380
Pre-project coordination by Site #3 Nonprofit	46 hours	\$30	\$1,380
Pre-project coordination by Site #4 Nonprofit	46 hours	\$30	\$1,380
Pre-project coordination by Site #5 Nonprofit	46 hours	\$30	\$1,380
Hana Hwy Training Course by Hana Hwy Regulation	30 hours	\$30	\$900
Uniforms for Project Participants	26	\$360	\$9,360
Safety Equipment for Sites without Cellphone Range	3	\$840	\$2,520
Safety Equipment for Sites with Cellphone Range	2	\$440	\$880
Satellite phone, cell phone, iPad service	2 months	\$650	\$1,300
Post Equipment	5	\$850	\$4,250
Project Supervisor, 80 hours per week, 9 weeks	720 hours	\$20	\$14,400
Daily Fuel Stipend for Project Supervisor	45 days	\$20	\$900
Site #1, employee expenses, 80 hours per week, 9 weeks	720 hours	\$20	\$14,400
Site #1, site manager expense, 14 hours per week, 9 weeks	126 hours	\$30	\$3,780
Site #1, administrative expense, 14 hours per week, 9 weeks	126 hours	\$30	\$3,780
Site #1, daily fuel stipend (4 VIPS + Site Manager)	5	\$900	\$4,500
Site #2, employee expenses, 80 hours per week, 9 weeks	720 hours	\$20	\$14,400
Site #2, site manager expense, 14 hours per week, 9 weeks	126 hours	\$30	\$3,780
Site #2, administrative expense, 14 hours per week, 9 weeks	126 hours	\$30	\$3,780
Site #2, daily fuel stipend (4 VIPS + Site Manager)	5	\$900	\$4,500
Site #3, employee expenses, 80 hours per week, 9 weeks	720 hours	\$20	\$14,400
Site #3, site manager expense, 14 hours per week, 9 weeks	126 hours	\$30	\$3,780
Site #3, administrative expense, 14 hours per week, 9 weeks	126 hours	\$30	\$3,780
Site #3, daily fuel stipend (4 VIPS + Site Manager)	5	\$900	\$4,500
Site #4, employee expenses, 80 hours per week, 9 weeks	720 hours	\$20	\$14,400
Site #4, site manager expense, 14 hours per week, 9 weeks	126 hours	\$30	\$3,780

Description	Quantity	Unit Price	Cost
Site #4, administrative expense, 14 hours per week, 9 weeks	126 hours	\$30	\$3,780
Site #4, daily fuel stipend (4 VIPs + Site Manager)	5	\$900	\$4,500
Site #4, employee expenses, 80 hours per week, 9 weeks	720 hours	\$20	\$14,400
Site #4, site manager expense, 14 hours per week, 9 weeks	126 hours	\$30	\$3,780
Site #4, administrative expense, 14 hours per week, 9 weeks	126 hours	\$30	\$3,780
Site #4, daily fuel stipend (4 VIPs + Site Manager)	5	\$900	\$4,500
Additional Insurance Expenses for Nonprofits	5	\$2,000	\$10,000
Resource usage; charging iPads, battery packs / refilling water	5	\$450	\$2,250
Post Project Reporting by Project Supervisor	80	\$30	\$2,400
Total			\$189,740