

## Spring 2022 Progress Report – Hawai'i Island Destination Management Action Plan

This report provides an update on the progress toward fulfilling Hawai'i Island's Destination Management Action Plan (DMAP) from April 1 through June 30, 2022, and specifically provides **updates on the actions identified for Phase 2 implementation**. Q2 2022 marks the beginning of Phase 2 actions. **Only Phase 2 sub-actions are listed unless otherwise noted. There are 40 sub-actions in Phase 2, of which 35 (88%) are in progress.**

The Steering Committee met on June 9, 2022 to review and refine some of the sub-actions that seemed duplicative in nature. Action D in the Hawai'i Island DMAP has been incorporated into Actions A and C. All other actions remain the same.

This report also includes a section on the DMAP's hotspots and activities to date.

The Hawai'i Island DMAP was approved by the Hawai'i Tourism Authority's (HTA) board of directors in February 2021. It is a three-year plan divided into three phases. It was released to the public and published on HTA's website on April 1, 2021.

HTA provides funds to the Hawai'i Visitors and Convention Bureau/Island of Hawai'i Visitors Bureau (IHVB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to IHVB and the County of Hawai'i's Department of Research & Development for their support and partnership in moving the Hawai'i Island DMAP actions forward. HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

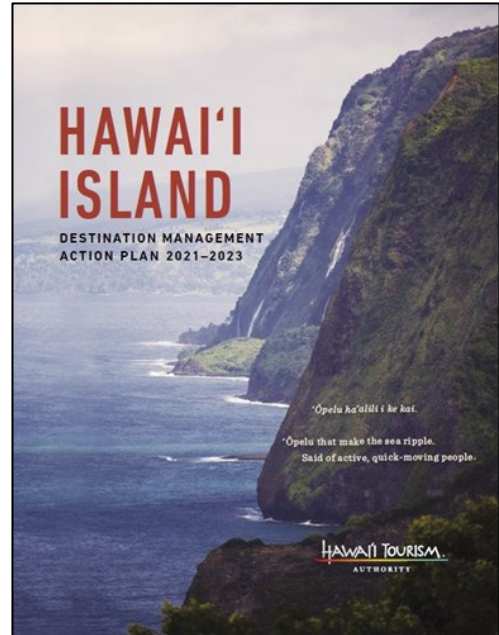








Figure 1 Hawai'i Island DMAP Cover

### Legend

| Symbol  | Definition  |
|---|---|
|  | Not Started – Action has not begun.   |
|  | Delayed – Action was initially targeted for the identified phase, but then deferred to a later phase. |
|  | In Progress – Action is being worked on.  |
|  | Completed – Action is finished being implemented.   |

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

### Action A. *Protect and preserve culturally significant places and hotspots.*

| Progress  | Sub-Action No. | Sub-Action   |
|---|----------------|--|
|  | A.1            | <b>Develop and support opportunities to Mālama and steward the places and culture of Hawai'i Island for both residents and visitors, including using Native Hawaiian practices of resource and cultural stewardship.</b> <ul style="list-style-type: none"><li>HTA's partnership with KUPU and the Hawai'i State Department of Land and Natural Resources' (DLNR) Nā Ala Hele Trail program to support the Pololū Valley Stewardship Pilot Program with stewards from the area ended in May 2022. The stewardship program will be continued by DLNR.</li><li>IHVB facilitated meetings with community members and stakeholders from Waipi'o Valley to address issues.</li><li>Liko No Ka Lama community steward membership and voluntourism programs were created and implemented through County support. Culture-based education and stewardship activities continue on a weekly basis.</li></ul>   |
|  | A.2            | <b>Emphasize local area cultural history and expertise to further expand Hawaiian cultural values, knowledge, and language with an emphasis on connection to place.</b> <ul style="list-style-type: none"><li>HTA's partnership with KUPU and the Hawai'i State Department of Land and Natural Resources' (DLNR) Nā Ala Hele Trail program to support the Pololū Valley Stewardship Pilot Program with stewards from the area ended in May 2022. The stewardship program will be continued by DLNR.</li><li>IHVB conducted an Island of Hawai'i Mālama familiarization trip in May with 10 pre-qualified travel advisors. The FAM included Pololū Valley Lookout – interacting with stewards to be educated on the Stewardship Program and desired messaging for future visitors, education on the Waipi'o Valley road closure and future messaging, storytelling, cultural activities, connection to place, and featuring Anna and Danny Akaka, Jr. of Mauna Lani, Auberge Resorts Collection, Ka'iulani Blankenfield of Fairmont Orchid, Kauhane Holeca of Courtyard King Kamehameha's Kona Beach Hotel, and Glenn Manaba of Grand Naniloa Hotel Hilo. Attendees were introduced to hotel experiences such as the Ulu Pono Garden Experience at Fairmont Orchid, the future reforestation program at The Westin Hapuna Beach Resort, reef talks, reef clean ups, and Mālama partner volunteer programs:<ul style="list-style-type: none"><li>Kona Joe's Coffee Farm (roasting experience)</li><li>Kona Soap and Chocolate Tour</li><li>Hawaiian Vanilla Company</li><li>Farmers Markets and supported small town visits through lunch and shopping</li><li>Introduction to Hawai'i Ocean Science &amp; Technology Park businesses offering tours</li><li>Kona Sea Salt Farm Tour</li><li>Chef dinner featuring island products</li></ul></li><li>The Native Hawaiian Hospitality Association (NaHHA) continued to conduct webinar trainings (<a href="https://www.nahha.com/training">https://www.nahha.com/training</a>).</li><li>The County's 2022 grant projects included:<ul style="list-style-type: none"><li>Wahi Pana O Kahalu'u video outline and scripts were drafted. Focus areas include historical, cultural and ecological significances of the bay, as well as appropriate visitation behaviors.</li></ul></li></ul> |

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

- The research team for the Lehia to Paipai Coastline project conducted interviews, site visits and gathered observational notes at nine wahi pana. Mo'olelo and data were documented, and the following themes were identified: reverence to place and environmental beauty; continuance of native Hawaiian spiritual connection to 'āina; generational resource collection for subsistence and survival; strong caution and awareness of the danger of the coastline; and Lehia continues to be a community gathering place.



**A.3**

**Build capacity in communities to support increased opportunities for community-led stewardship actions and initiatives to manage resources, such as closing areas or limiting access (visitor and potentially resident) during certain times of the year.**

- The County is supporting two Kapalilua Kia'i 'Āina stewardship positions that were co-created with communities to conduct support and data collection at four hotspot areas: Kealakekua, Hōnaunau, Ho'okena and Miloli'i. The community consultant and Kia'i 'Āina position templates for recruitment and selection and stewardship will be available to future collaborators and partners.



**A.4**

**Work with the different stakeholders to communicate areas that need to be protected with the visitor industry and visitors.**

- IHVB has been liaising with various community groups for stewardship opportunities targeted at DMAP hotspots – Punalu'u, Waipi'o Valley, and Kumukahi.
- IHVB put together a Waipi'o Valley Steering Committee. Virtual and in-person meetings were held throughout Q2. Discussions are still taking place.
- The County held its quarterly Hawai'i Island Resilience Cohort Coalition meetings.
- Hawai'i Tourism USA's Mālama Hawai'i program continues to evolve.



**A.5**

**Create opportunities for community members to share in an ongoing way about the impact of tourism as well as the wahi pana, historically significant sites, and sacred sites that need to be protected.**

- Waipi'o Valley Steering Committee meetings took place to develop ways to address impact and preserve the wahi pana of Waipi'o Valley.
- The County is providing funding support for The Kohala Center's Wahi Pana O Kahalu'u Series: Introduction & Ho'olauna and the Edith Kanaka'ole Foundation's Lehia to Paipai Coastline Research Project.
- NaHHA continues to offer its Wahi Pana Series webinars.

**Action B. Develop resources and educational programs to perpetuate authentic Hawaiian culture and 'Ōlelo Hawai'i.**

**Progress**

**Sub-Action No.**

**Sub-Action**



**B.1**

**Identify and assess proper providers and learning tools.**

- IHVB is building its network of visitor industry cultural practitioners to engage in moving DMAP culture actions forward. IHVB worked in the Kohala and Kona areas.
- IHVB assisted in the implementation of the La Mo'omeheu Hawai'i familiarization tour with the Kohala Coast Resort Association and community stakeholders, which shared Hawaiian cultural programs and introduced attendees comprised of DMAP Steering Committee members and community and government leaders to cultural ambassadors on the five Kohala Coast properties.

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)



**B.2**

**Support Hawaiian cultural educational and training programs – including 'Ōlelo Hawai'i (Hawaiian language) for the employees in the visitor industry (e.g. hotels, tour guides).**

- The Native Hawaiian Hospitality Association (NaHHA) held its Ka Huina virtual two-day conference on June 8 and 9. <https://www.nahha.com/kahuina>
- NaHHA also continued its training webinars.



**B.3**

**Develop a recognition program for businesses who complete the Native Hawaiian Hospitality Association (NaHHA) programs (e.g. placards/certification).**

- NaHHA provides certificates of completion for their trainings should participants request them. NaHHA is exploring the creation of its own certification program.



**B.4**

**Actively promote HTA's Ma'ema'e Toolkit to the visitor industry and business communities.**

- IHVB shared out the Ma'ema'e Toolkit to educate travel agents during their travel agent trainings.



**B.5**

**Increase support and opportunities for cultural practitioners and community members to interact. Educate the visitor industry and individual companies about place-based practices to become more place-based.**

- The County is funding a pilot project – Kipa Program – through the Edith Kanaka'ole Foundation. The project will be completed in Summer 2022.
- NaHHA continued to offer its Wahi Pana Series webinars.



**B.6**

**Support a Tour Guide Certification Program.**

- NaHHA contracted with the University of Hawai'i's School of Travel Industry Management (TIM) for a Tour Guide Certification Program study funded by HTA. The study is anticipated to be completed in September 2022.



**B.7**

**Continue support of programs and projects that perpetuate the Hawaiian culture with the community and visitors, such as HTA's Kūkulu Ola program.**

- Four Kūkulu Ola projects were funded in 2022 on Hawai'i Island. These were mentioned in past reports.
- Community Enrichment Program projects and events held during the second quarter included the King Kamehameha Day Festival, Hawai'i Kuauli Pacific & Asia Cultural Festival, Volcano Art Center's May events, Kanu Hawai'i, and Merrie Monarch Festival.



**B.8**

**Encourage the integration of 'Ōlelo Hawai'i (Hawaiian language) into workforce and adult training programs.**

- This action continues with NaHHA's webinars trainings <https://www.nahha.com/training>.
- Hawai'i Community College has an online 'Ōlelo Hawai'i program.

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

**Action C. Support and promote 'āina-based education and practices to protect and preserve our natural resources so that residents and visitors will aloha 'āina.**

*Note: Actions C.5-C.10 were originally sub-actions under the original Action D. They are now incorporated herein.*

| Progress  | Sub-Action No. | Sub-Action   |
|---|----------------|--|
|    | C.1            | <p><b>Identify, support, and partner with existing and new 'āina-based groups that are protecting and stewarding wahi pana (legendary/celebrated places or landmarks), cultural practices, and people.</b></p> <ul style="list-style-type: none"> <li>IHVB has been liaising with various community groups for stewardship opportunities targeted at DMAP hotspots – Punalu'u, Waipi'o Valley, and Kumukahi.</li> </ul>  |
|    | C.2            | <p><b>Pilot a certification program, in collaboration with community leadership and the university system, for workers tied to natural resources, cultural resources, and stewardship. Identify and review existing 'āina-based curricula, and create new curricula when necessary, that emphasizes Native Hawaiian knowledge, culture, place, and pono practices-based management. Develop curriculum that is led by efforts from that area and connects firmly to place-based management and stewardship.</b></p> <ul style="list-style-type: none"> <li>This pilot program is funded by the County – Edith Kanaka'ole Foundation's Kipa Program. Results will be provided to the County at the end of Summer 2022.</li> </ul> |
|  | C.3            | <p><b>Support interested 'āina-based groups to serve as interpretive educators, trainers, and/or cultural ambassadors to share cultural knowledge with the guest and visitor industry, tour operators, and other business owners.*</b></p> <ul style="list-style-type: none"> <li>Through the County's Hawai'i Island Resilience Action Team pilot projects, Mālama Wai Kupuna's culture-based education program is being supported.</li> </ul>  |
|  | C.4            | <p><b>Support enhanced interpretation and education on Maunakea, including partnership with the Hawaiian community and residents.</b></p> <ul style="list-style-type: none"> <li>'Imiloa Astronomy Center's Visitor Center is operating and increasing its number of rangers. Monitoring to see what occurs with its newly created advisory board.</li> </ul>  |
|  | C.5            | <p><b>Implement regenerative management strategies, like those found in the kapu system, Hā'ena on Kaua'i, East Maui, and Hanauma Bay on O'ahu. Provide clear opportunities and processes for local communities to participate in visitor access and resource and congestion management in their communities.</b></p> <ul style="list-style-type: none"> <li>The County closed Kahalu'u Park from May 16 to 20 during the coral spawning period.</li> </ul>  |
|  | C.6            | <p><b>Support and advocate for stewardship efforts of coastal waters and beaches that incorporate and emphasize a mauka to makai collaborative approach given broader environmental implications.</b></p> <ul style="list-style-type: none"> <li>The County's funding to Conservation International's Advancing a New Mālama 'Āina Vision for Tourism on Hawai'i Island continues to move this action forward as well as Edith Kanaka'ole Foundation's Lehia o Paipai Coastline Research Project.</li> </ul>   |

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

- IHVB continues to liaise with nonprofits and community stakeholders to address impacts in Punalu'u, Kumukahi, and Waipi'o Valley.



C.7

**Work with communities in each place to identify the carrying capacity (how many people a place can accommodate without having adverse effects and impacts on the biological resources of that place) of sites and develop a process for ongoing stewardship that is community-led. Explore the creation of pilot projects to find the balance at certain sites.**

- The County will be implementing its "honu'aiakea process" at Pohoiki.
- IHVB is in discussion with a nonprofit organization to address visitor impacts to honu at Punalu'u.



C.8

**Explore policies and regulations that aid in the implementation of stewardship plans and enforcement of critical need areas.**

- The County closed Kahalu'u Park from May 16 to 20 during the coral spawning period.
- IHVB is leading facilitation meetings with the Waipi'o Valley Steering Committee to come up with potential community-led solutions.



C.9

**Explore implementation of geo-fencing technology to aid management of sites.**

- Hawai'i Visitors and Convention Bureau (HVCB) continues using the banners on the Waze app to communicate to and educate travelers.



C.10

**Find ways to support communities who do not know how to deal with "rogue" visitors.**

- The County's Resilience Action Team initiated planning for the Resilience Corp pilot project that provides stewards, docents and security to manage visitation to Pohoiki Park.
- IHVB is in discussion with a nonprofit organization to address visitor impacts to honu at Punalu'u.

**Action D. Create opportunities for ongoing dialogue, communications, and engagement between the visitor industry, government and communities to improve community-industry relations and better serve the community.**

*Note: This was formerly Action E. Original Action D is combined with actions A and C.*

**Progress**

**Sub-Action No.**

**Sub-Action**



D.1

**Develop an education and awareness campaign targeted at residents using traditional and social media vehicles.**

- The Hawai'i Visitors and Convention Bureau developed a resident campaign which featured DMAP activities, highlighting tourism's contributions to the community.
- IHVB and the County partnered to feature DMAP Steering Committee members and nonprofits/community members' work and involvement with Hawai'i Island's DMAP on KHON's Living808. There were nine spots featuring the following:
  - Kūha'o Zane, DMAP Steering Committee

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- Lito Arkangel, Bruce, and Tracey, making of the Pono Pledge video (Hale 'ŌLELO)
- GoFarm Hawai'i
- Charles Young, DMAP Steering Committee, Ho'okena Beach Park
- Hōleka, Ola Ka Lāhui, La'i'ōpua 2020, Kūkulu Ola recipient
- Cynthia Ho, Keep Puakō Beautiful
- Sarah Pule-Fujii, Pololū Valley Stewards
- Franny Kinslow Brewer, Big Island Invasive Species Committee, Aloha 'Āina recipient
- Cindi Punahaole, Kahalu'u Bay Education Center
- HVCB's paid digital campaign with Hawai'i News Now and DMAP efforts as well as Hawai'i Travel Tips video and creative was displayed at Kona and Hilo airports.



D.2

**Create opportunities for visitor industry, government, and community stakeholders to connect on a regular basis for ongoing dialogue to 1) create shared understanding of the issues that our communities and the visitor industry face; 2) ensure that the visitor industry is supporting a sustainable and healthy Hawai'i Island; and 3) inform about tourism's contributions to the community.**

- IHVB held a PR Colleagues luncheon in June at Waikoloa Marriott Beach Marriott Resort & Spa with 22 public relations attendees present to learn about HTA's Strategic Plan, DMAP, regenerative tourism, the Pono Pledge, public relations activities, and partnerships.
- HVCB led a webinar about navigating media and familiarization trips with NaHHA and travel2change's Kaiāulu Ho'okipa Cohort. These new regenerative tourism experiences are in the process of being onboarded to the Mālama Hawai'i Program.
- HVCB is also working with United Airlines on a mileage promotion that encourages Hawai'i customers to watch various Mālama Hawai'i videos before they arrive.



D.3

**Increase and maintain regular opportunities to collaborate with HTA on its outreach efforts in the community to ensure a more robust and coordinated effort. This includes informing the industry and community about HTA's mission and its resources, and sharing the destination's marketing efforts and activities to orient businesses and communities about HTA, IHVB and the Global Marketing Team's initiatives.**

- HTA regularly posts on its social media platforms, provides monthly communications via its e-bulletin of its activities and partnership opportunities, conducts interviews with local, national and international media, and participates in various community and business-related meetings.

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

**Action E. Implement a comprehensive communications and education plan that facilitates positive community-visitor relations and pono practices, including the Pono Pledge.**

*Note: This was formerly Action F.*




| Progress  | Sub-Action No. | Sub-Action   |
|---|----------------|--|
|    | E.1            | <p><b>Increase messaging efforts to uplift and improve access to the Pono Pledge, and shift visitor and resident mindsets as they travel around Hawai'i Island.</b></p> <ul style="list-style-type: none"> <li>Japanese captions have been added to the Pono Pledge video, which IHVB shared at Hawai'i Tourism Japan's Japan Summit with travel agents representatives, Hawai'i industry partners, and Japanese media on June 6.</li> <li>IHVB supported Department of Transportation – Harbors Division with Pono Pledge cards and a TV monitor for cruise passengers to view the Pono Pledge video, upon arrival and departure.</li> </ul>  |
|    | E.2            | <p><b>Provide visitors with easy access to messaging, including increasing information pathways and educational materials, related to protecting culture and sense of place (i.e., in-flight videos on in-bound flights in multiple languages; rental cars; radio station public service announcements; podcasts; required place-based visitor orientation, etc.).</b></p> <ul style="list-style-type: none"> <li>The Hawai'i Travel Tips video is being shown at the Kona and Hilo airports in addition to in-room hotel/resort channels, and mobile geo-targeted/geo-fenced flights. The island-specific Waze banners continued to be deployed.</li> <li>Hawai'i Island's visitor industry partners continue to incorporate mindful travel messaging into their email signatures and communications to guests.</li> </ul>  |
|  | E.3            | <p><b>Continue to encourage and work with visitor industry stakeholders and businesses to integrate the Pono Pledge into their practices, such as business booking reservations, QR codes, phone apps, and monitors at the baggage claim.</b></p> <ul style="list-style-type: none"> <li>Hawai'i Island's visitor industry partners continue to incorporate mindful travel messaging into their email signatures and communications to guests.</li> <li>One of the County's <i>Hele-On</i> mass transit commuter buses was wrapped with Pono Pledge messaging. It was also used to transport attendees of Hawai'i's Island's Meetings Today LIVE Hawai'i familiarization tour for meeting planners. The wrap will stay on through the end of 2022, furthering Pono Pledge messaging.</li> </ul>  |
|  | E.4            | <p><b>Collaborate with all segments of the visitor industry and community-based organizations for stewardship opportunities for visitors to leave Hawai'i Island a better place.</b></p> <ul style="list-style-type: none"> <li>Hawai'i Island's visitor industry partners continue to incorporate mindful travel messaging into their email signatures and communications to guests.</li> <li>HVCB led a webinar about navigating media and familiarization trips with NaHHA and travel2change's Kaiāulu Ho'okipa Cohort. These new regenerative tourism experiences are in the process of being onboarded to the Mālama Hawai'i Program.</li> <li>IHVB met with the Lele'iwi Community Association and other community members in hopes to address concerns about commercial activity around Richardson Beach Park and the Keaukaha surrounding area.</li> </ul> |



## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

**Action F. Promote agritourism, and partner with Hawai'i Island's agriculture industry to support local food security.**



*Note: This was formerly Action G.*

| Progress  | Sub-Action No. | Sub-Action  |
|---|----------------|---|
|    | F.1            | <p><b>Create, support, and promote agritourism initiatives to connect local producers with visitors; provide visitors an active experience with nature and agriculture; and support legal vacation rentals in rural areas (e.g. farm stays) to alleviate the need for illegal vacation rentals in rural areas.</b></p> <ul style="list-style-type: none"><li>• The County continues to support the following projects in 2022: Hawai'i Farm Trails; Big Island Made; Locavore Store, Hawai'i Island Agriculture Partnership, Big Island Box, Farm-to-Car, and marketing and promotional activities of the ornamental flower industry.</li><li>• HTA's Global Marketing Team promotes agritourism and buying local as follows:<ul style="list-style-type: none"><li>○ Hawai'i Tourism USA's consumer and travel trade e-newsletters featured five great neighborhoods for culinary adventures, with an emphasis on local restaurants and fare.</li><li>○ Hawai'i Tourism Japan (HTJ) continued to create columns on its website about Made in Hawai'i products and stories. HTJ also introduced to Japan travelers the "Food-A-Go-Go" campaign that supports local farmers and restaurants on a microsite and raised awareness about initiatives to focus on local production and consumption in addition to promoting made in Hawai'i products at events in Tokyo and Nagoya.</li><li>○ Hawai'i Tourism Oceania's Mālama Guide to Hawai'i is on sale with International Traveller magazine. It includes a section of locally made products in Hawai'i.</li><li>○ Hawai'i Tourism Korea introduced to Korea travelers the Hawai'i farmers market, on its official Instagram and Facebook pages, as well as through Farm to Bottle vendors of Hawai'i in the latest issue of Bar &amp; Dining.</li><li>○ Hawai'i Tourism China posted an article introducing the Kona Historical and Cultural Farm and Kona Coffee Cultural Festival via various social media channels.</li></ul></li></ul> |
|  | F.2            | <p><b>Encourage the visitor industry (e.g., hotels and restaurants) to buy local produce, products, and goods.</b></p> <ul style="list-style-type: none"><li>• At the request of HTA, the Hawai'i State Department of Business, Economic Development &amp; Tourism (DBEDT) provided an analysis of Hawai'i's visitor industry contribution (visitor spending) to the local agriculture industry. This provides baseline data. To view the study, visit: <a href="https://bit.ly/tourismandagriculture">https://bit.ly/tourismandagriculture</a></li></ul>   |
|  | F.3            | <p><b>Support efforts of local producers to sell their goods online by strengthening online infrastructure, transportation of goods, marketing, and fulfillment of orders.</b></p>  |

## Spring 2022 Progress Report – Hawai‘i Island DMAP (continued)




### **Action G. Invest in community-based programs that enhance quality of life for communities.**

*Note: This was formerly Action H.*

| Progress  | Sub-Action No. | Sub-Action  |
|---|----------------|---|
|  | G.1            | <p><b>Support community-led and activated efforts and offer capacity building/education opportunities to strengthen Hawai‘i Island’s product offerings.</b></p> <ul style="list-style-type: none"> <li>HTA in partnership with the International Festivals &amp; Events Association offered a week-long “Growing Your Success” webinar series targeted at festivals and events planners from May 16 to 20.</li> </ul> |
|  | G.2            | <p><b>Uplift approaches to tourism that are reflective of Hawai‘i Island and its different communities.</b></p> <ul style="list-style-type: none"> <li>This action continues to be worked.</li> </ul>   |



### **Action H. Advocate/create more funding sources to improve infrastructure.**

*Note: This was formerly Action I.*

| Progress  | Sub-Action No. | Sub-Action   |
|---|----------------|--|
|   | H.1            | <p><b>Engage in cohesive infrastructure planning to address community and industry needs, such as incorporating plans to widen bike paths in tandem with other necessary road repairs.</b></p> |
|  | H.2            | <p><b>Coordinate with government entities, institutional stakeholders, and nearby private landowners.</b></p>  |
|  | H.3            | <p><b>Advocate for CIP projects for infrastructure related to residents and visitors.</b></p>  |

### **Action I. Improve enforcement of vacation rental regulations.**

*Note: This was formerly Action J.*

| Progress  | Sub-Action No. | Sub-Action  |
|---|----------------|---|
|  | I.1            | <p><b>Confirm the existing baseline of (number of) vacation rentals. Gauge the capacity for current and new rentals.</b></p> <ul style="list-style-type: none"> <li>IHVB is working with Councilmember Heather Kimball. No commission on a study thus far.</li> </ul> |
|  | I.2            | <p><b>Explore ways to improve enforcement.</b></p>  |

## Spring 2022 Progress Report – Hawai‘i Island DMAP (continued)

### Addressing Hotspots

The Hawai‘i Island DMAP designated a number of sites as a “hotspot” location. The DMAP defines a “hotspot” as “an area/site that attracts visitors due to its popularity, and may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both the resident and visitor.” Below is a summary of activities being done to mitigate and prevent impact at certain hotspots.

| Area/site                                   | Action Taken   |
|---|--|
| <b>Waipi‘o Valley</b>                       | IHVB convened and facilitated Steering Committee meetings with Waipi‘o Valley residents and stakeholders to unearth community-led solutions to mitigate security, safety and access concerns in the valley.  |
| <b>Pololū Valley</b>                        | HTA funded a Pilot Stewardship program from August 2021 to May 2022. DLNR is taking the program over.  |
| <b>Kealakekua Bay State Historical Park</b> | DLNR is in the process of finalizing its Masterplan. Community Action Plan (CAP) meetings are being facilitated by The Nature Conservancy (TNC), and a plan is being composed. IHVB, HTA and the County also met with TNC and members of the community regarding the CAP.  |
| <b>South Kona – Ho‘okena, Miloli‘i</b>      | The County contracted with Conservation International for paid stewards in the area.   |
| <b>Kahalu‘u Bay</b>                         | The County has a pilot program that includes parking fees and park closures. The County is also funding an educational program.  |
| <b>Kumukahi (newest black sand beach)</b>   | The County has closed this area off however there is continued use of the trail occurring. The County, DLNR, and University of Hawai‘i is also working together to make it a more protected area instead of a recreational area. A local nonprofit organization is interested in stewarding the trails and area. |
| <b>Keaukaha</b>                             | The County is addressing issues within the community. HTA is supporting a Stewardship Pilot Program through the County’s Resiliency Corp. IHVB also working with the County.   |
| <b>Punalu‘u</b>                             | IHVB has identified the need to conduct more educational outreach to protect the honu and will be supporting a nonprofit group to assist in this area. The County’s Ka‘ū Action Committee also seeks to address issues in this area.   |
| <b>Pohoiki</b>                              | HTA is partnering with the County for a Community Tourism Collaborative – a series of community events to develop a stewardship action plan in Q3 2022-Q1 2023.  |
| <b>Ho‘okena Beach</b>                       | Friends of Ho‘okena has a stewardship program in place. This hotspot is a resting place for dolphins. This is being addressed by NOAA.   |
| <b>Hōnaunau Bay, Captain Cook Monument</b>  | The County has a contract with Conservation International and there are paid stewards at this site.  |
| <b>Ka‘ū – Papakōlea/Green Sands Beach</b>   | HTA has been in discussions with Department of Hawaiian Home Lands. In Spring 2022, a community organization applied for U.S. Economic Development Administration (EDA) funds to address issues at this hotspot. DHHL and HTA provided letters of support. Unfortunately, the proposal was not accepted by EDA.  |

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

|  |   |
|--|---|
| <b>Kalae (South Point)</b>             | HTA, the County and IHVB had discussions with DHHL in Spring and Summer 2021. HTA awaited news on the nonprofit organization's EDA grant application. HTA will reach out to DHHL to continue conversations. |
| <b>Hawai'i Volcanoes National Park</b> | IHVB is providing communications as needed to visitors.   |