

**TOURISM MANAGEMENT AND ECONOMIC DEVELOPMENT  
TEMPORARY INVESTIGATIVE GROUP (TIG) FINAL REPORT (BFED-45)**

**V. Findings and Recommendations**

The following eight legislative proposals encapsulate and satisfy the priorities that were identified as being time sensitive and most important.

**Legislative Proposal #1: Establish a tourist accommodation cap**

**Summary:** The recommendation from the TIG is to cap the number of transient accommodations currently operating, or legally allowed by current Maui County Code, and to transmit the legislation to the Planning Commissions and advisory committees.

**Recommended Action:** The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

**Barriers to Implementing:** None.

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**Legislative Proposal #2: Institutionalize a County tourism management structure**

**Summary:** The recommendation from the TIG is to establish a tourism management commission with voting members who do not directly solely rely financially on the tourism industry, and include one ex officio member that does financially rely upon the tourism industry to provide the voting members insight for decision-making.

The Commission would appoint the position of Chief of Tourism Management.

**Recommended Actions:** The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

**Barriers to implementing:** None.

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**Legislative Proposal #3: Green energy requirements for transient accommodations**

**Summary:** The recommendation from the TIG is to amend the Countywide Policy Plan to encourage the tourism industry to implement green energy technologies and sustainability measures.

**Recommended Actions:** The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

**Barriers to implementing:** None.

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**Legislative Proposal #4: Remove discretionary wording on the 33 percent tourist amount in the Maui Island Plan**

**Summary:** The recommendation from the TIG is to amend the Maui Island Plan to stop permit application or permits for transient vacation accommodations if the island-wide visitor population exceeds 33 percent of the resident population.

**Recommended Actions:** The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

**Barriers to implementing:** None.

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**Legislative Proposal #5: Legislation to regulate the peer-to-peer car sharing industry**

**Summary:** The recommendation from the TIG is to amend Maui County Code to add a new section requiring the registered owner of a vehicle which is rented on a peer-to-peer car sharing platform to park the vehicle at all times, when it is not rented, on the registered owners private property, and not on a public roadway; and that pick-up and drop-off of peer-to-peer car sharing vehicles in a residential neighborhood be strictly prohibited.

**Recommended Actions:** The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

**Barriers to implementing:** None

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**Legislative Proposal #6: Amend the Maui Island Plan to include quality of life indicators that are measurable**

**Summary:** The recommendation from the TIG is to amend the Maui Island Plan by adding indicator milestones to help track progress for existing benchmarks focused on monitoring and evaluating resident quality of life.

**Recommended Actions:** The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

**Barriers to implementing:** None

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**Legislative Proposal #7: Managed retreat**

**Summary:** The recommendation from the TIG is to amend the Maui County Code to add a new section which would allow for exceptions from transient accommodation caps for structures located within the sea level rise exposure area, to be strategically relocated and rebuilt outside of the sea level rise exposure area and special management area.

**Recommended Actions:** The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

**Barriers to implementing:** None

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**Legislative Proposal #8: Eliminating transient vacation rentals in various districts**

**Summary:** The recommendation from the TIG is to amend the comprehensive zoning ordinance to eliminate transient vacation rentals as special uses in various districts and establishing new requirements for transient vacation rentals in various districts

**Recommended Actions:** The TIG voted unanimously to pass the amendments as reflected within the attached proposal.

**Barriers to implementing:** None

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**The following items are also recommended by the TIG:**

**Item #1a: Comprehensive Economic Development Plan - Budget Line Item**

**Summary:** Work with the OED Director to ensure an updated Comprehensive Economic Development Strategy (CEDS) is funded in the next budget.

**Recommended Actions:** The TIG voted unanimously to support this recommendation.

**Barriers to implementing:** None

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**Item #1b: Comprehensive Economic Development Plan - Scope of Work**

**Summary:** Work with the OED Director to ensure the Scope of Work to contract for an update to the current CEDS. After learning from OED Director that the CEDS is overdue for its 5-year update, instead of withdrawing the proposal in its entirety, the consensus was to recommend portions in the scope of work to include specific, measurable, achievable (or attainable), relevant, and timebound (S.M.A.R.T.) goals and objectives.

**Recommended Actions:** The TIG voted unanimously to support this recommendation.

**Barriers to implementing:** None

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**Item #1c: Comprehensive Economic Development Plan - Discussion item**

**Summary:** Draft a committee discussion item regarding a Comprehensive Economic Development Plan for the BFED committee.

**Recommended Actions:** The TIG voted unanimously to support this recommendation.

**Barriers to implementing:** None

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**Item #2: Reservation system for tourism hotspots - Discussion item**

**Summary:** Draft a committee discussion item regarding a reservation system for tourism hotspots for the BFED committee.

**Recommended Actions:** The TIG voted unanimously to support this recommendation.

**Barriers to implementing:** None

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**Item #3a: Contract a consultant to assist the County in working with the FAA to advance the County's initiatives - Budget Line Item**

**Summary:** Draft conditional language to be included in the next budget for the contract of a consultant to assist the county in working with the FAA on reducing airline seats, adding safety and pono visitor videos on flights, and redirecting the flight path away from residential areas.

**Recommended Actions:** The TIG voted unanimously to support this recommendation.

**Barriers to implementing:** None

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**Item #3b: Contract a consultant to assist the County in working with the FAA to advance the County's initiatives- Scope of Work**

**Summary:** Draft Scope of Work to hire a federal government public relations firm to assist the county in working with the FAA on reducing airline seats, adding safety and pono visitor videos on flights, and redirecting the flight path away from residential areas.

**Recommended Actions:** The TIG voted unanimously to support this recommendation.

**Barriers to implementing:** None