

**Hanauma Bay Nature Preserve  
Transportation Management Proposal**

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## 1. Goals

- a. Reduce visitor safety incidents by 10%.
- b. Eliminate parking costs of for local residents 100%.
- c. Eliminate the illegal commercial transfers into the preserve.
- d. Manage commercial traffic / daily visitor interactions so we are in compliance with recommended numbers for reef recovery and sustainability. \_\_\_\_\_.
- e. Secure new revenue support from tour companies that are currently stopping at the Bay commercial parking area for their paid sight-seeing tours.
- f. Secure revenue support from commercial / taxi vehicles transferring visitor into the park.
- g. Generate new funds to support local and neighbor island K-12 educational programs.
- h. Improve the visitor experience.

## 2. Benefits

- a. Increased Safety
- b. Improved Preservation
- c. Improved Education
- d. Improved Visitor Experience

## 3. Key Stake Holders

- a. City and County of Honolulu
- b. Friends of Hanauma Bay
- c. UH Sea Grant Program
- d. DOE
- e. Roberts Hawaii

## 4. SWOT

### a. Table

Strengths	Opportunities
<ul style="list-style-type: none"> <li>• Dedicated Volunteers &amp; Supporters</li> <li>• Visitor &amp; Industry Awareness</li> <li>• Nature Preserve Sanctuary</li> <li>• One of a Kind Beautiful Destination</li> <li>• Controlled Ticketing &amp; Access</li> <li>• Historical Significance</li> <li>• Location for Famous Movies</li> <li>• City, UH, FOHB Partnership</li> </ul>	<ul style="list-style-type: none"> <li>• Improve safety for snorkelers</li> <li>• Increase support from tour companies including the Bay visit on their tours</li> <li>• Generate funds for K-12 educational programs</li> <li>• Decrease littering in the parking areas</li> <li>• World Class 5-Star Venue Level</li> <li>• Improve visitor experience</li> </ul>
Weaknesses	Threats
<ul style="list-style-type: none"> <li>• Lack of transportation controls</li> <li>• Lack of visitor controls</li> <li>• Lack of K-12 outreach national and international programs</li> <li>• No contribution or support by commercial tour companies</li> <li>• Water safety incidents (Swimming, Snorkeling)</li> <li>• Less than exceptional visitor experience</li> <li>• Stress on public transportation</li> </ul>	<ul style="list-style-type: none"> <li>• Injuries and fatalities of visitors</li> <li>• Risk of litigation due to lack of COIs / insurance</li> <li>• Deterioration of gains made in hard earned reef restoration</li> <li>• Failure to leverage the educational opportunities for the next generation of community and business leaders</li> </ul>

## 5. Transportation Management Proposal

### a. Commercial Vehicle Pickups and Drop Offs

- i. Overview. Currently commercial vehicles pull in to the Bay commercial parking area and are told to limit their stay to 15 minutes for restroom stop and photos. Our observations are that this rule is not being enforced and many guests are smoking while there, and as no receptacles provided in the area this results in cigarette butts being discarded on the grounds. Another observation is that this area is being used to drop off visitors with snorkeling equipment being handed out but not all guests have a guide or snorkel instructor that enter the park with them.
- ii. Discussion. There are numerous models or protocols being employed by both state and federal organizations that can be duplicated in the preserve to help improve the visitor experience and traffic flow while addressing the littering and illegal commercial activities.

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iii. Recommendation.

1. Develop a commercial vehicle plan similar to that being used by state parks such as at Haleakala on Maui which has strict rules for each approved commercial operator and fees set by the type of vehicles entering the facilities.
2. Establish application requirements. i.e. business license, CDL approvals, insurance, driver name submissions, Certificate of Insurance addendums with minimums listing the City and or Preserve as additional insureds.
3. Develop a credit application for commercial operators that would allow for approved transportation vendors to use vouchers / manifests to enter and be billed or have their accounts charged.

**b. Taxi Permitting**

- i. Overview. Currently numerous taxis are operating in the area illegally and partnering with shuttle and tour companies to circumvent current rules by transporting visitors from larger vehicles the Koko Marina shopping center to the preserve. Visitors are told to be back at the drop off point to be picked up by a certain time or to call the taxi when they are ready to be taken back down the hill. There is no official permitting process and taxis are often observed not running their meters and or having passengers duck down so that they can exceed the limits set by the preserve. Neither inspection nor enforcement of the current rules was observed during our brief observations in late January 2016.
- ii. Discussion. The Honolulu International Airport has an excellent model where taxi companies and vendors must register to make pickups at the airport and pay a set fee plus per pickup charges monthly. Taxi companies and or drivers found in violation of the rules are given warnings and maybe restricted from the property if violations are continued.

iii. Recommendation.

1. Develop and implement a similar program for taxis picking up people at the Bay with companies having to apply for a permit, pay a standard monthly or annual fee plus a per trip fee for each and every pickup.
2. Taxi companies must provide a COI listing the Bay and City as an additional insured with required minimums.

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**c. Enforcement**

- i. **Overview.** Our observations found that there are three stations directly related to vehicle traffic and parking including staff at the entrance that move the open and full signage, parking attendant for smaller vehicles and another for commercial vehicles. There was no enforcement of the time limits observed in the commercial vehicle parking area as some vans and buses were observed over staying the 15 minute rule by as much as double while other commercial vehicles were waiting in a line to enter the parking stall area. Guests were observed smoking and cigarette butts were evident on the ground all around the area.
- ii. **Discussion.** City rules in the area need to be enforced with aloha but firmly as abuse appears to be rampant.
- iii. **Recommendation.** To be discussed.

**d. Official Hanauma Bay Management and Express Shuttle Service**

- i. **Overview.** Robert's Hawaii is seeking a one year "revocable" permit for a new Hanauma Bay Transportation Management concession.
- ii. **Discussion.** The management plan proposal consists of the following;
  1. **Parking Management Plan** with possible staffing to oversee and enforce parking and commercial vehicle access.
  2. **New fee structures for;**
    - a. Non Hawaii resident parking by the hour
    - b. Taxi pick up licenses and per transport fees
    - c. Commercial vehicle access licenses' and fees
  3. **Official Waikiki Shuttle Service** (Approximately 50-55 people every 30 minutes 07:30 – 13:00 drop-offs. Visitors watch theater video onboard and skip the line at the preserve.
  4. **Proposed pricing (VERY DRAFT)**
    - a. **Shuttle Only**
      - i. \$15.00 round trip shuttle
      - ii. \$10.00 one way shuttle
    - b. **Shuttle & Tickets**
      - i. \$22.50 round trip
    - c. **VIP PASS (Shuttle, Tickets & Trolley)**
      - i. \$24.75 per person

## 6. Anticipated Questions

- a. ***Will this new proposal result in increased visitors to the preserve?***
  - i. We do not believe this to be the case as the existing demand is the demand while visitor awareness is already deeply established. Our intentions are to move existing visitors from rental cars, public busing and illegal commercial transportation companies into the Official Hanauma Bay Shuttle Service.
- b. ***How will visitors be enticed to move from these current lower cost modes of transportation to the official shuttle service?***
  - i. **Agent Referrals.** Pricing will be designed to provide desk agents in Waikiki and global distribution partners attractive commissions for their sales.
  - ii. **Convenience.**
    1. The Official Shuttle will have convenient pickup points within Waikiki and a direct transfer to the bay with a special drop-off location that makes access easy.
    2. Visitors supporting the new official shuttle will watch the safety video on the shuttle saving up to an hour wait at the Theater allowing them to "Skip The Line"
    3. Visitors will be able to avoid the long walk associated with taking the bus and the numerous stops and long journey along the route.
  - iii. **Feel Good.** We will aggressively promote to our travel trade and visitor customers that by using the official Hanauma Bay Shuttle they are supporting the preservation and educational programs of the Bay.
  - iv. **Public Transportation.** We recommend that the city bus route be revised so that the routing stops are limited to resident and local business locations. Once visitors find out that they are unable ride the city bus into the parking lot areas and must walk from the bus stop at the bottom of the hill this should greatly reduce the ridership and desk agents referring guests to the bus.
- c. ***How will the proposed taxi services be developed?***
  - i. We will use the same model that is in place at the Honolulu International Airport.
- d. ***How will the proposed tour company transportation requirements be developed?***
  - i. We will implement the same model being used at the Haleakala National Park by NPS.
- e. ***How will Robert's Hawaii enforce the existing and or proposed commercial tour company guidelines?***



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- i. Our staff would need to be authorized by the City and County to enforce regulations. We would propose that initial violators be issued a warning and a protocol be develop to address subsequent or reoccurring issues.

**f. How will the educational programs for K-12 students be supported by Robert's Hawaii?**

- i. New funding generated by commercial and parking fees.
- ii. Official shuttle Passengers will be invited to donate to the Friends of Hanauma Bay on the website in a departure video.
- iii. Robert's would be interested discussing partnering with a global awareness campaign using our extensive travel trade relationships.

**g. How can safety be improved for visitors?**

- i. With onboard videos that are played enroute to the bay.