

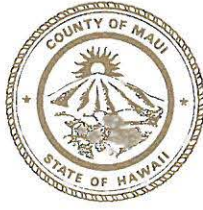
HB1489

HD1

RELATING TO SPECIAL LICENSE PLATES FOR NATIONAL PARKS.

Authorizes the issuance of special license plates for Haleakala National Park and Hawaii Volcanoes National Park. (HB1489 HD1)

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OFFICE OF THE MAYOR

Ke'ena O Ka Meia
COUNTY OF MAUI – Kalana O Maui

TESTIMONY OF ALAN ARAKAWA, MAYOR COUNTY OF MAUI

BEFORE THE SENATE COMMITTEE ON TRANSPORTATION

Tuesday, March 17, 2015 at 2:50 p.m.
Conference Room 229

HB 1489, HD1 RELATING TO SPECIALITY LICENSE PLATES FOR NATIONAL PARKS

Honorable Sen. Clarence K. Nishihara, Chair
Honorable Sen. Breene Harimoto, Vice-chair
Honorable Members of the Senate Committee on Transportation

Thank you for this opportunity to testify in **SUPPORT of HB 1489, HD1.**

This measure would allow any owner of a passenger motor vehicle who is a resident of the state to apply for a special license plate for Haleakala National Park or Volcanoes National Park in order to observe the importance of our Hawaii national parks.

- The Hawaii Volcanoes and Haleakala National Parks Specialty License Plate Program would help generate revenue for the State of Hawaii and these two national parks.
- Implementation of this program also coincides with the celebration of the 100th birthdays of both national parks in 2016.

As Mayor of Maui County, I support this for reasons, including:

- Haleakala National Park, one of the state's largest national parks, extends from sea level on the south side of Maui to the summit of Haleakala volcano at 10,023 feet. It encompasses diverse ecosystems within the park which are home to hundreds of native flora and fauna, some of which are not found anywhere else in the world. The nene goose, ua'u (Hawaiian petrel), four species of honeycreeper, the Hawaiian hoary bat, and Haleakala Silversword make their homes in the park.
- In 2012, 1.1 million park visitors spent \$64 million in Maui County in association with park visits.

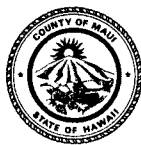
For these reasons I support HB 1489, HD1.

Council Chair
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Director of Council Services
David M. Raatz, Jr., Esq.

COUNTY COUNCIL
COUNTY OF MAUI
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WAILUKU, MAUI, HAWAII 96793
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March 13, 2015

TO: Honorable Clarence K. Nishihara, Chair
Senate Committee on Transportation

FROM: Council Member Stacy Crivello
Councilmember 

DATE: March 17, 2015

SUBJECT: **SUPPORT OF HB 1489 H.D. 1, RELATING TO SPECIAL LICENSE
PLATES FOR NATIONAL PARKS**

Thank you for the opportunity to testify in support of this important measure. The purpose of this measure is to authorize the issuance of special license plates for Haleakala National Park and Hawaii Volcanoes National Park.

I support this measure for the following reasons:

1. 2016 marks the 100th anniversary of both Haleakala National Park and Hawaii Volcano National Park.
2. From the breathtaking sunrise of majestic Haleakala and the sacred pools of Hana, to Kilauea, the sacred home of the goddess Pele, these two national parks which drew more than 2.8 million visitors in 2014 offering a unique experience for our residents and visitors alike.
3. The license plates offer a great opportunity for our residents to show pride and support for our National parks with the net proceeds from the sale of these specialty plates providing a revenue source for a variety of park projects.

For the foregoing reasons, I support this measure.

Testimony:SSC:HB1489HD1

March 15, 2015

TESTIMONY ON BEHALF OF HOUSE BILL 1489 RELATING TO special license plates for national parks

Mr. Chairman, and Members of the Committee:

Aloha from Hawai'i Island, and mahalo for the opportunity to submit written testimony on HOUSE BILL 1489.

Next year, in 2016, Haleakalā National Park and Hawai'i Volcanoes National Park celebrate their 100th anniversary. One hundred years ago, Hawai'i Volcanoes and Haleakalā were one park and designated Hawai'i National Park. Hawai'i National Park became the fifteenth national park established by the National Park Service on August 1, 1916 – the same year the National Park Service itself was established. Hawai'i National Park encompassed the summits of Kīlauea, Mauna Loa, and Haleakalā volcanoes, sharing similar biological, cultural and geological resources. The National Park System is a model for protected areas around the globe.

Today, Haleakalā and Hawai'i Volcanoes are separate sister parks that protect nearly 364,000 acres between them. Their mission continues -to protect, conserve, and share with the public their tremendous attributes that are so uniquely Hawaiian, including Haleakalā and Mauna Loa silverswords, the endemic and endangered nēnē, and the volcanic landscapes that attract millions of visitors from around the world. Each park is a vital economic driver for its island, and the state overall. In 2013, nearly 1.6 million visitors explored Hawai'i Volcanoes National Park, spending almost \$125 million in Hawai'i Island communities, which supported 1,476 jobs in the area. More than 785,000 Haleakalā National park visitors spent \$47 million and supported 536 jobs in Maui County in 2013.

Both parks will celebrate their 2016 Centennial anniversary, and will be part of the nationwide NPS Centennial celebrations by relying on their partner, the Hawaii Pacific Parks Association, which serves both parks as a non-profit partner, to leverage resources that protect PARK resources-timeless landscapes, cultural traditions and sacred places, and species of plants and animals found nowhere else in the world. A combined specialty license plate for Haleakalā National Park and Hawai'i Volcanoes National Park will provide more support for important park programs for our keiki and mo'opuna-our future generations.

We appreciate your consideration of this important bill.

Cindy Orlando

Superintendent, Hawai'i Volcanoes National Park

TESTIMONY IN SUPPORT OF HB1489HD1, RELATING TO SPECIAL LICENSE PLATES
FOR NATIONAL PARKS – SENATE COMMITTEE ON TRANSPORTATION

Chairperson Nishihara and Members of the Committee:

My name is Natalie Gates and I am the superintendent of Haleakalā National Park on Maui. As one of 405 units of the National Park Service, Haleakalā National Park, like its sister park Hawaii Volcanoes National Park, preserves unimpaired the natural and cultural resources and values of the national park system for the enjoyment, education, and inspiration of this and future generations. We cooperate with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation in special places such as the Haleakalā Crater, the Kīpahulu Valley and the pools of Ohe`o. One of our valued partners is the Hawaii Pacific Parks Association, a non-profit organization that has provided critical support for park efforts in the past to protect endangered species, bring local youth interns into the park and share Hawaiian cultural traditions with our visitors and communities.

A combined specialty license plate program for Haleakalā and Hawaii Volcanoes National Parks could provide more support for important park programs such as these. Nationwide, specialty license plate programs have benefited parks such as Yellowstone National Park, Yosemite National Park, Mount Rainier National Park, and Washington State National Parks. The Haleakalā and Hawaii Volcanoes National Parks specialty license plate, which could be used on vehicles instead of the current "Aloha" plate, would prominently feature iconic images such as Mauna Loa, Haleakalā, the nēnē, the silversword etc. on the license plate background as well as

the names of both parks. The "Aloha" plate would still be the default state license plate and would be available without the additional specialty plate charge.

Setting up a vehicle specialty license plate program for a park is undertaken by a park non-profit friend organization such as the Hawaii Pacific Parks Association. The program is usually administered through the state's department of motor vehicles. Most states charge up to \$40 extra per plate, with a similar annual renewal fee. The park friends group receives an average return per plate of \$20 per year with the state department of motor vehicle receiving an equal amount. The program can generate a steady annual revenue stream to the friend organization (and consequently to their partner parks) as well as to the state. Annual revenue generated from these specialty park license plate programs range from \$48,000 at Yellowstone National Park to \$750,000 at Yosemite National Park.

It is timely, on the eve of the 100th birthdays of both Haleakalā and Hawaii Volcanoes National Parks, as well as the centennial of the National Park Service itself, that Hawaii residents be able to proudly display their support for and help recognize these two national parks everywhere they go.

Mahalo for your consideration of this bill.

From: mailinglist@capitol.hawaii.gov
To: [TRA Testimony](#)
Cc: darakawa@lurf.org
Subject: Submitted testimony for HB1489 on Mar 17, 2015 14:50PM
Date: Friday, March 13, 2015 2:53:16 PM

HB1489

Submitted on: 3/13/2015

Testimony for TRA on Mar 17, 2015 14:50PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
David Z. Arakawa	Land Use Research Foundation of Hawaii	Support	No

Comments: The Land Use Research Foundation of Hawaii supports HB 1489, Relating to Special License Plates for National Parks, which authorizes the issuance of special license plates for Haleakala National Park and Hawaii Volcanoes National Park, both of which are celebrating their centennial years in 2016. The special license plates will help to celebrate both national parks, help promote the importance of those national parks, and will help to generate revenue to fund crucial programs at the Haleakala National Park and Volcanoes National Park that will benefit Hawaii's residents and visitors. (HB 1489, HD1)

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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Cc: ohashig001@gmail.com
Subject: *Submitted testimony for HB1489 on Mar 17, 2015 14:50PM*
Date: Saturday, March 14, 2015 7:53:09 AM

HB1489

Submitted on: 3/14/2015

Testimony for TRA on Mar 17, 2015 14:50PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Gwen Hiraga	Individual	Support	No

Comments:

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My name is John Tyler, I am a resident of Volcano on the Big Island. I am personally testifying in support of HB1489HD1, RELATING TO SPECIAL LICENSE PLATES FOR NATIONAL PARKS.

Next year both Haleakala National Park and Hawaii Volcanoes National Park will celebrate the 100th anniversary of their establishment on August 1, 1916. These national parks preserve the unique environments of the Haleakala, Mauna Loa, and Kilauea volcanoes and their surroundings. Through the work of the National Park Service, millions of visitors from around the world have the opportunity to enjoy these parks. They learn about the special natural resources and the important cultural history of these places. Next year is also the 100th anniversary of the National Park Service, the federal bureau which takes care of more than 400 parks across the United States.

It is important for the State of Hawaii to commemorate this anniversary in a way which allows each of us to share in the recognition of the importance of these, the largest national parks in the state. The creation of speciality license plates for vehicles is a program that has been in place in several other states as a way to recognize their national parks. Attached are illustrations of two speciality plates from other states. Some of the parks recognized through state specialty license plates include: Great Smoky Mountains National Park, Yellowstone National Park, Yosemite National Park, Olympic National Park, North Cascades National Park, Mount Rainier National Park, and there are several others. When created, we Hawaii citizens can also demonstrate our personal support of the parks by purchasing a specialty license plate.

In other states a partnership between a state Department of Motor Vehicles and a recognized non-profit organization provides an opportunity to create the special plates and financially support the work of the non-profit organization. In Hawaii, the official (501c3) non-profit organization that is a partner with these national parks is the Hawaii Pacific Parks Association (HPPA). I am a member of Hawaii Pacific Parks Association. It operates under a special act of congress through a cooperative agreement with the National Park Service. The HPPA manages the sales areas in the park visitor centers providing interpretive and educational items for visitors. It operates in the national parks on Hawaii Island, Maui, and the National Park of American Samoa. Proceeds from the sales are then donated to the parks. From their 2013 Annual Report, HPPA that year provided over \$1.4 million in staff support, interpretive programs, research, and free publications to visitors. The Hawaii specialty license plate program will provide another way to strengthen the work they do for the national parks.

I strongly urge this Committee and the Senate to pass HB1489HD1.

Thank you for the opportunity present this testimony.



My name is Tanya Rubenstein and I am testifying as an individual in support of HB1489HD1, RELATING TO SPECIAL LICENSE PLATES FOR NATIONAL PARKS.

I am in support of this measure, which authorizes special license plates for Haleakala National Park and Hawaii Volcanoes National Park and provides that any owner of a passenger motor vehicle, who is a resident, may be issued a special license plate.

These two parks are both celebrating their centennial anniversary in 2016 and this measure would give Hawaii residents a means to help celebrate the importance of these parks to Hawaii and the nation.

The plate program would be implemented in partnership with Hawai'i Pacific Parks Association (HPPA), a non-profit organization which has been in existence since 1933. HPPA is one of over 60 such non-profit associations nationwide whose mission is to partner with our national parks to provide financial and other support beyond what government is able to provide. Specialty park license plate programs similar to what is proposed have been successfully launched by other national parks including Yellowstone, Yosemite and Washington's National Park Fund.

I urge the Transportation Committee to support this measure.

Thank you for the opportunity to present this testimony.

Tanya Rubenstein
Honolulu, HI 96816