

Policy Issues, Opportunities, and Solutions for Tourism in the General Plan Update

#	Issue	Policy Opportunities	Notes & Ideas for Actionable Solutions
1	Tourism is the main economic driver, but is vulnerable to fluctuations based on unknowable conditions	<ul style="list-style-type: none"> - Policies to increase economic resilience and diversification - Strengthen other sectors by promoting them to visitors and growing export opportunities 	
2	There is a need to balance visitor industry with natural and cultural preservation, protection of community fabric and resident quality of life	<ul style="list-style-type: none"> - Shuttle services to reduce vehicle-related impacts at popular and environmentally sensitive destinations - Provide recycling and adequate facilities to handle visitor traffic and dispose of waste at popular destinations - Reinforce the need for resource conservation and sustainability by hotels and other tourist facilities (water use, electricity, etc). Consider adding conditions to resorts that require or encourage LEED, green infrastructure, Low-Impact Development solutions. - 	

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3	Infrastructure is stressed (roads, parks, public facilities, water, sewer, police, fire, EMS, airports, harbors, etc).	<ul style="list-style-type: none"> - Identify funding opportunities for infrastructure improvements - Prioritize infrastructure improvements within each district to benefit multiple objectives and serve community needs/desires; concentrate them within priority growth areas. - Alternative visitor transportation options (shuttles, rental car alternatives) to alleviate visitor-related impacts - Airport/harbor improvements to ensure they can handle visitor traffic efficiently and connect them to destinations - Look at technological solutions. These can help optimize use of roads/parking, provide information/communication about safety, etc. 	
4	Residents and visitors are frustrated with the lack of adequate park facilities and overcrowding at popular destinations	<ul style="list-style-type: none"> - Prioritize improvements to popular destinations that preserve access for all - Support the County’s Department of Parks and Recreation in improving “super parks”, which 	

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		<p>are those County parks highly frequented by visitors and residents alike, particularly the beach parks ('Anini, Hā'ena, Po'ipū, Salt Pond).</p> <ul style="list-style-type: none"> - Provide high quality facilities/amenities at neighborhood parks, which are more heavily used by local residents than visitors 	
5	Existing Resort designated lands on Kaua'i are either built out or entitled. With the entitled resort developments on the books, the County could add up to 3,000 resort units. It is difficult to determine if or when these areas might be built out, and the County has limited authority to change or renegotiate entitlements. This limits flexibility in considering and implementing the desired mix of accommodations for visitors to Kaua'i.	<ul style="list-style-type: none"> - Address current availability of resort-zoned lands and determine whether designations could be changed or added. - Implement expiration dates or requirements for future resort entitlements - Consider the feasibility of TDR options for resort entitlements 	
6	Policies exist to concentrate visitor facilities and improvements in VDAs, but enforcement could be improved	<ul style="list-style-type: none"> - Enforcement of existing/new regulations to address TVRs and other alternative accommodations 	
7	The shared economy can bring big changes to tourism, but some of these changes may be at odds with the community's desires	<ul style="list-style-type: none"> - Regulation and enforcement of alternative accommodations 	

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		<p>policies (TVRs and homestays/B&B's)</p> <ul style="list-style-type: none"> - Explore use of shared transportation alternatives to rental cars (shuttles, Uber/Lyft, rideshare) - How to mitigate effects on housing stock for residents with changes in the visitor inventory (including increases in homestay/TVRs) 	
8	Need for information sharing/silo breakdown between tourism stakeholders	<ul style="list-style-type: none"> - Create a stakeholder task force that meets regularly to share information and address issues 	
9	Some management of non-County owned destinations (State Parks, etc) falls to county (ticketing, safety, emergency response)	<ul style="list-style-type: none"> - Work with State Parks to improve/coordinate infrastructure/transportation improvements of heavily visited State Parks, including Hā'ena State Park, Waimea State Park, Kokee State Park, Na Pali State Wilderness Area, Polihale State Park and Wailua State Park. 	
10	Worsening crime /attitudes toward visitors	<ul style="list-style-type: none"> - Maintain adequate access and parking at popular local destinations for recreation and cultural practices 	

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		<ul style="list-style-type: none"> - Improve community parks for use by residents - Encourage visitor programming that heightens cultural sensitivity and cultural exchange/interaction between visitors and residents 	
11	Need to increase visitor safety, awareness and preparedness	<ul style="list-style-type: none"> - Emergency routes and signage - Opportunity: Apps and communications systems 	
12	<p>HTA and HVCB’s Statewide goals involve each County working to attract more first time visitors. First time visitors stay in hotels and spend more per day. However, most of the “new” accommodations on Kaua’i are those that are sought out by repeat visitors (condos, timeshare, vacation rentals, etc).</p>	<ul style="list-style-type: none"> - Consider the right mix of different accommodations types for what Kaua’i wants to be, and create policy that moves toward achieving that mix. 	
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KAUAIKĀKŌU

KAUAI COUNTY GENERAL PLAN

DRAFT FOR DISCUSSION PURPOSES