

DRAFT: Economic Change through Innovation and Diversification

Suggested Policies and Actions (Kai Nishiki)

Policies

1. Support agriculture that provides jobs, improves soil health, is less water intensive, and provides food and products for local markets.
2. Discourage the subdivision of agricultural lands for phony agricultural “McMansions”.
3. Prohibit conversion of agricultural lands outside of the Maui Island Plan’s growth boundaries, and limit conversion of agricultural lands within the growth boundaries to urban and rural designations in West Maui when it can be demonstrated that:
 - a. conversion is required to accommodate West Maui’s existing population and/or employment, or
 - b. conversion will facilitate shoreline retreat by directly replacing an existing development of similar size and character that is threatened by rising ocean levels and other climate changes.
4. The number of visitor units (hotels, time-shares, short-term rentals, B&Bs, and short term rental condos) in West Maui shall not exceed 33 percent of the total residential units in West Maui.
5. Additional visitor-related development shall be limited, so as to minimize the impact of tourists on West Maui residents, traffic, infrastructure, parks, environment and cultural resources. The visitor industry shall focus on quality, rather than quantity.
6. Encourage economic development related to strategic relocation in response to climate change.

Actions (Lead Government Agency)

1. Develop a West Maui Agriculture Strategic Plan that will stimulate more agricultural production, especially products that supply food and supplies for Maui. Quantify the economic value of agricultural lands and open space as a major factor in resident and visitor satisfaction and as appropriate incorporate this data in regional socio-economic assessments.(OED)
2. In order to protect West Maui's environment, culture, and character, support best practices for tourism management, rather than the marketing of West Maui tourism when developing the recommendations of the Mayor's Tourism Group, the Maui Tourism Advisory Committee, and the County budget. Support programs that encourage visitors to purchase local products. (OED/Mayor's Office)
3. Develop and implement an economic development strategy of diversification for West Maui and coordinate with the Planning Department on required land use changes to implement the strategy. (OED)
4. Encourage maintenance and development of water sources for agricultural activities.
5. Encourage the renovation improvement and strategic relocation(if within the SLR-X line) of existing visitor facilities without an increase of the room count. Promote activities and industries that compliment and support the use of existing visitor industry facilities such as sporting events eco-tourism and conferences.
6. An example of an approach to the diversification of West Maui's economy would be stimulating an improved medical infrastructure to include, emergency care, assisted living, nursing homes, urgent care, etc. (OED, State Dept. of Health)