A BILL FOR AN ORDINANCE

RELATING TO TOURISM.

BE IT ORDAINED by the People of the City and County of Honolulu:

SECTION 1. Purpose. The purpose of this ordinance is to establish a "Keep Hawaii Hawaii" pledge awareness program for visitors to the City and County of Honolulu, similar to the Pono Pledge campaign of Hawaii Island and the Aloha Pledge of Kauai, both of which are aimed at promoting visitor awareness and on-island behaviors that are as environmentally responsible and culturally sensitive as possible.

SECTION 2. Chapter 2, Revised Ordinances of Honolulu 1990 ("The Mayor and Executive Agencies—Additional Powers, Duties and Functions"), is amended by adding a new article to be appropriately designated by the Revisor of Ordinances and to read as follows:

"Article ___. "Keep Hawaii Hawaii" Pledge Awareness Program

Sec. 2-__.1 "Keep Hawaii Hawaii" pledge and awareness program.

(a) For purposes of this article, the term "agency" means the mayor's office of economic development, or such other city department or agency as may be designated by the mayor.

(b) There is established within the agency a "Keep Hawaii Hawaii" pledge awareness program aimed at promoting visitor awareness and on-island behaviors that are as environmentally responsible and culturally sensitive as possible.

(c) The agency will create and promote a "Keep Hawaii Hawaii" pledge and program that joins in the spirit of the other established county pledges.

(d) The agency may partner with other public and private persons and entities, including those in the airline, cruise ship, visitor, and hospitality industries, to promote the program.

(e) The program may be promoted on the city's websites and may be promoted on such other media and social media as the agency deems appropriate.

(f) The agency may institute community service dates such as those that have been used in other counties where select businesses and nonprofit
organizations host volunteer activities at various locations throughout the county in order to heighten community awareness of the program."

SECTION 3. This ordinance takes effect upon its approval.

INTRODUCED BY:

DATE OF INTRODUCTION:

SEP 13 2019

Honolulu, Hawaii

COUNCILMEMBERS

APPROVED AS TO FORM AND LEGALITY:

Deputy Corporation Counsel

APPROVED this _____ day of _____________, 20 _____

KIRK CALDWELL, Mayor
City and County of Honolulu