

Bill 34 (2019)
Testimony



Email: communications@ulupono.com

HONOLULU CITY COUNCIL COMMITTEE ON BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM
Tuesday, January 21, 2019 — 10:30 a.m. — Council Committee Room

Ulupono Initiative Supports Bill 34, Relating to the Office of Climate Change, Sustainability and Resiliency.

Dear Chair Pine and Members of the Committee:

My name is Murray Clay and I am the President of Ulupono Initiative. We are a Hawai'i-based impact investment firm that strives to improve our community's quality of life by creating more locally produced food; increasing affordable clean renewable energy and transportation options; and better managing waste and fresh water resources.

Ulupono supports Bill 34, which requires the Office of Climate Change, Sustainability, and Resiliency to track and report annually on Oahu visitor industry sustainability efforts as a way to encourage that industry to adopt sustainable eco-tourism policies whenever possible, with the aim of reducing solid waste production, reducing water and fossil fuel use, and promoting options for cleaner energy and multi-modal transportation.

Ulupono's mission and goals directly align with the language in Bill 34. Tourism is of the utmost importance to the State's economy. The visitor industry's draw to Hawaii relies on the sustainable management of state and county natural resources. Encouraging the tourism industry to reduce solid waste production, reduce water and fossil fuel use, and promote cleaner energy and multi-modal transportation allows for a more healthy, sustainable Hawaii, for residents and visitors alike.

Thank you for this opportunity to testify.

Respectfully,

Murray Clay
President

Investing in a Sustainable Hawai'i

999 Bishop Street, Suite 1202 | Honolulu, Hawai'i 96813 ☎ 808.544.8960 📠 808.432.9695 | www.ulupono.com