

# Health & Safety First

A sensible plan for public health and safety

MUFI HAS A PLAN:

Bringing Business Back

Make Honolulu  
World-Class

Minding Our Money

Keep Honolulu Clean  
& Sustainable

Health & Safety First

## Challenge

Crime and post-pandemic anxiety have residents fearing for their health and safety

## Message

Our resurgence can't happen without knowing that we're safe and secure. It's a fundamental right and our top priority.

## Why Mufi?

- As the head of the Hawai'i Lodging & Tourism Association, recognized the importance of the tourism industry developing healthy standards and practices as the first step to re-opening tourism; led the charge to create protocols that were approved the state Department of Health and submitted to the Governor and four county mayors for review and approval; prioritized the health and safety of the workforce as they commence working and outlined a comprehensive policy to care for guests who visit
- Served as a collaborator with all the major visitor industry stakeholders during the COVID-19 crisis to develop a unified position on health and safety protocols
- As mayor, Honolulu became ranked by FBI as one of the safest big cities in the nation. Police and fire departments earned national accreditation
- Established Department of Emergency Management and overhauled obsolete emergency operations plan
- Planned for joint traffic management and emergency operations center, which is now in functioning at the Alapa'i Transit Center
- Constructed new indoor firing range and expanded police crime laboratory
- Established E911 to pinpoint location of emergency calls from mobile phones
- Repaired county's network of emergency telecommunications towers
- Expanded ambulance facilities; increased personnel and bolstered police and fire fleet
- Repaired or renovated dozens of fire stations; added lifeguards and replaced lifeguard towers island-wide
- Convened Visitor Public Safety Conferences, as head of the Hawai'i Lodging & Tourism Association, to address crimes against visitors, as well as drug and homeless concerns
- As Councilmember, initiated the crimes against tourism conference, which helped spur the creation of the Waikiki Business Improvement District

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Hannemann Committee 2020  
P.O. Box 459  
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# Bringing Business Back

Bring back tourists and investments

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## Challenge

Hawaii's economy is reeling due to the impact of pandemic on tourism

## Message

Tourism is the economic glue that holds Honolulu together. We will do everything to bring it back and create a more resilient and sustainable visitor industry.

## Why Mufi?

- President and CEO of the Hawai'i Lodging & Tourism Association, a leading and strong voice for the hospitality industry
- Led industry efforts to support measures that would crack down on illegal vacation rentals; insisted that short term rentals operate legally in resort areas and pay fair share of taxes
- With the Hawai'i Tourism Authority, is working on long-term plans to focus on sustainability in travel, including greater investments in culture and natural resources; also working to re-open tourism in a responsible manner, with an emphasis on quality rather than quantity of tourists
- Successfully lobbied Congress to prevent closure of the Pearl Harbor Naval Shipyard, saving 4,000 jobs
- Led the US Conference of Mayors, as trustee and committee head, in securing visa waivers for foreign travelers and making tourism top-10 national priority
- Partnered with East-West Center, State, and other entities to secure 2011 Asia-Pacific Economic Cooperation (APEC) Summit in Honolulu by committing police and first-responders to event
- As mayor, met with Disney executives to pave the way for the Aulani resort development in Ko Olina
- Negotiated extensions of Pro Bowl with the National Football League—annual game that attracted 20,000 visitors and generated millions of dollars in revenues
- As State's economic development director, was pointman for loan guarantee to assist financially troubled Hawaiian Airlines, preventing the loss of as many as 3,500 jobs; successfully lobbied the Legislature for the single largest increase in State support for tourism to combat industry slump
- As councilmember, backed the redevelopment of Waikiki's aging Beachwalk district
- Chaired the Governor's Home Porting Task Force to support Pearl Harbor as site for USS Missouri

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# Make Honolulu World-Class

Invest in our people and infrastructure to capitalize on new economic opportunities

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## Challenge

Hawaii must provide the human resources and infrastructure to attract and support business and investment

## Message

This is a turning point for Honolulu; there has never been a more important moment than now to build a future of economic strength and stability

## Why Mufi?

- Led creation of Honolulu rail transit, catalyzing transit-oriented development and projected construction of thousands of affordable housing units, plus commercial and business opportunities, along rail route
- Added hybrid buses to City fleet and expanded transit centers island-wide
- Upgraded financial and human resources data systems to enhance efficiency; expanded inventory of on-line services; brought free wifi to areas across the island, culminating in Honolulu being named top digital city
- Building a skilled, mentored workforce through his creation of the Pacific Century Fellows program that is developing future generations of local leaders ... Po'okela Fellows, a mayoral initiative to stimulate interest in public service among college students ... Hospitality's Young Professionals & Entrepreneurs (HYPE), for tourism up-and-comers to foster career networking and advancement ... personally sponsored college scholarships and awards for more than 25 years ... organized annual Basketball Jamboree and Team Aloha to promote gender equity and college scholarships through girls sports
- Longtime champion of diversifying tourism, our core competence and major strength, into synergistic industries such as education, sports, food and agriculture, health and wellness, science, national and international business, film and TV production

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# Minding Our Money

Tough economic times require discipline and resourcefulness by the City

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## Challenge

Balancing limited financial resources and heavy demands for public services will be daunting

## Message

A mayor must possess the collaborative experience and leadership to guide the City in a difficult economy, including through the expanded use of public-private partnerships

## Why Mufi?

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- As mayor, brought the City through the economic recession of 2008–2009 through sound fiscal management, including salary reductions, furloughs that were negotiated, and cuts in expenses; accomplished all this without reducing essential City services or raising property taxes
- Helped form the Hawaii Council of Mayors as unified voice on county issues and identified areas for cooperation and exchange; pledge to restart the group if elected to be mayor again
- Earmarked money to restart adding to City's rainy day fund and was one of first local government jurisdictions to budget for long-term retiree health benefit obligations
- Earned bond rating upgrades for City as a result of prudent financial management and policies
- As mayor, formed public-private partnerships to preserve farmworker housing in Kunia ... build public park at Ocean Pointe in Ewa Beach ... acquire land in Kapolei for public purposes ... exchange land for affordable rental housing
- As mayor, secured lower property tax rate for agricultural land and endorsed higher homeowner tax exemption
- As Hawai'i Lodging & Tourism Association head, negotiated \$1 million in public funds from Legislature, matched by hospitality industry, for homelessness service providers

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# Keep Honolulu Clean & Sustainable

Protect our fragile natural resources

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## Challenge

While rebuilding Hawaii's economy, we must also nurture and protect the environment

## Message

Hawaii's beauty and culture are the foundations of our quality of life, economy, and future, and we must ensure their preservation

## Why Mufi?

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- Invested billions of dollars in sewer network and wastewater treatment facilities; resolved the City's decades-long consent decree with U.S. Environmental Protection Agency
- Saved Waimea Valley from development in collaboration with public and private entities; similar effort was used to buy Pupukea-Paumalu and Sunset Ranch for conservation
- Transferred Kawainui Marsh, a pristine wetland, to State, with the City agreeing to help with maintenance
- Launched the third boiler expansion of H-POWER waste-to-energy powerplant
- Successfully rolled out no-call, island-wide curbside pickup of mixed recyclables and greenwaste
- On City Council, blocked the overuse of Hanauma Bay and established an impact fee to be deposited into a special fund used exclusively for park's preservation and maintenance
- His 21st Century Ahupua'a program set forth near-term goals for energy and resource conservation and sustainability in City government; adopted the Manu O Ku as official City bird

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