

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.

Mufi Will:

- Continue to collaborate with the state and county governments, business, and the healthcare sector to **remain vigilant in fighting the COVID pandemic** by enforcing public health protocols and preparing for a potential second wave of outbreaks.
- **Ensure that first-responders**—police, fire fighters, emergency medical technicians, water safety officers, and emergency managers—**have the staffing and resources** to ensure their personal safety so that they can ensure the public's safety.
- **Intensify community policing and neighborhood security watch** activities to increase police presence and foster stronger relationships between neighborhood residents and officers.
- **Step up drug enforcement** efforts in collaboration with federal and state agencies involved in anti-drug initiatives.
- For natural or man-made disasters, pandemics, or other crises, **coordinate the emergency response of state and county agencies** so resources are best utilized and government speaks with one voice, not many.
- Expand on the privately led Visitor Public Safety Conferences to commit **City agencies to protecting our guests** during their visits to our islands.

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P.O. Box 459
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Bringing Business Back

Bring back tourists and investments

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Challenge

Hawai'i's economy is reeling due to the impact of the 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.

Mufi Will:

- Build on our core competence of tourism by **developing synergistic industries** such as: sports, film and television production, regional cuisine and agriculture, culture and the arts, education, health and fitness, science, and other businesses that attract visitors and investment, while showcasing and supporting tourism.
- See **Mufi's Plan to Revitalize Tourism**
- More **aggressively pursue sports**, as we did with the 2019 National Football League preseason game, and will seek to do with the Rugby World Cup, additional NFL and National Basketball Association contests, and more.
- Continue our **support for anchor events** like the Honolulu Marathon, Polynesian Bowl and Football Hall of Fame, and Sony Open, smaller events like the AVP and Hula Bowl, and activities that attract mainland and international participation such as soccer, swimming, and youth sports.
- Seek to **attract national and international gatherings**, as we did with the Asia-Pacific Economic Cooperation summit, by joining with the East-West Center, University of Hawai'i, business organizations, and other stakeholders to attract prominent organizations to meet in the islands, with a goal of showcasing our human and natural resources.
- Nurture Honolulu's many **sister-city relationships** by exploring opportunities for more business, trade, and investment.
- Reenergize the Military Affairs Council so the City can **work more closely with the armed forces and defense industry** on matters of mutual concern.
- **Accelerate the City's building permit approval process** through the greater use of information technology, third-party reviews, and adequate staffing of the Department of Planning and Permitting; conduct a comprehensive review of City building requirements to determine which are necessary and, if not, reevaluate or eliminate them.
- When available, identify **federal money earmarked for agricultural purposes** and work with the Hawai'i Farm Bureau, Hawai'i Ag Foundation, and agricultural stakeholders to direct that funding to sustain farmland and increase food self-sufficiency.
- **Expedite approvals of plans to build agriculture-related infrastructure**, including worker housing, food processing plants, and other facilities.
- **Expand the farmers markets** to more communities and seek to reduce the operating costs of these events.

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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.

Mufi Will:

- **Complete the rail system to Ala Moana**—in a fiscally responsible manner by not raising property taxes beyond the obligations committed by the current administration—holding true to a policy of financial discipline and responsible spending that distinguished his past mayoral tenure; securing appropriated federal transit funding; seeking other sources of money, such as federal pandemic economic stimulus support for infrastructure; and establishing public-private partnerships.
- Use rail to **catalyze transit-oriented development**, which will spur the construction of affordable housing, commercial and industrial enterprises, and other opportunities for investment and business growth along the transit route. There have been multiple announcements of TOD, including at Aloha Stadium, Pearl Harbor, and Kalihi, continued work in the Kaka`ako-Ala Moana area, and the state public housing authority's plans for the construction of 10,000 rental units within walking distance of the rail line.
- Stimulate the **construction and availability of affordable housing** by enforcing the City's transient vacation rental ordinance; seek incentives for housing development, such as reducing the parking requirements for buildings along the rail route; and expand the City's Down Payment Loan Program for first-time homebuyers.
- Create a **"culture and arts corridor" in Kaka`ako**, to include Kaka`ako Waterfront Park, as a venue for concerts and performances, water sports, Aloha Festivals Ho`olaule`a, artist lofts and exhibitions, open markets and food events, film screenings, and other gatherings to diversify activities in the district. Expand on the "Pow! Wow!" murals and street art, Ola Ka `Ilima Artspace Lofts, and the Hawai'i Children's Discovery Center that already exist in the area, and seek funding through grants, such as the National Endowment for the Arts' Our Town program.

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Mufi Will (continued)

- Continue to reassess the schedule of **timely infrastructure repair and maintenance** covering sewers and wastewater treatment plants, storm drains, and roads.
- **Leverage collaborations with the private sector and higher education institutions** to continually innovate, including driving the adoption of new technologies for pandemic monitoring and tracing, government permit approvals, traffic and transportation management, and various City services.
- Work with the University of Hawai'i and other educational institutions to **encourage young people to consider careers in public service** to compensate for the loss of an experienced, veteran City workforce due to retirements; use available federal training and retraining programs to support these efforts.

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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.

Mufi Will:

- With both state and county tax revenues expected to decline severely, use the opportunity to carefully **scrutinize City services**, as he did during his first term with the Mayor's Review, work with the state government on **consolidating duplicative services**, and join with his fellow mayors on streamlining functions.
- Apply his mantra of **"need to have" versus "nice to have"** for City services and capital projects because fiscal responsibility has always been his guiding principle.
- Promote the **creation of public-private partnerships** whenever and wherever practicable for public purposes or to purchase land for conservation, as he did with numerous City programs and the hui that purchased Waimea Valley to stop its development.
- Continue work with the governor to assemble an adequately funded coalition of public and private partners, drawn from appropriate government agencies in the county and state governments, nonprofit entities, healthcare centers, faith-based organizations, and interested businesses and civic groups, to have an **expanded, comprehensive, coordinated approach to helping the homeless.**
- **Seek and invest in inexpensive, best-in-class, cloud-based technologies** to bring City services into the 21st Century.
- Adopt innovative technologies to enable City workers to serve the public more effectively; assess the potential of **City services being offered remotely** to ensure employees work in secure, productive environments; and evaluate the advantages of a shorter work week and variations on flexible hours for City workers, in consultation with public employee labor unions and provided City services are not compromised.

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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.

Mufi Will:

- Establish and **impose impact fees for heavily used cultural and scenic attractions**, as he did with Hanauma Bay as a council member, with the money going exclusively to the upkeep of those sites, public education, and other conservation measures.
- Increase the City's **usage of renewable energy** in its vehicle fleet and public transportation.
- Expand **the electric-vehicle charging system** in City facilities and charge motorists for usage.
- Have energy service companies **finance and install energy-savings technologies** in City facilities.
- **Accelerate energy-saving methods**, such as LEDs in office lighting, streetlights, and floodlights, to reduce electricity costs.
- Establish more collaborations with the state government and business community to address such specific concerns as **beach or shoreline erosion**.
- Conduct a **risk assessment of City properties** with the potential to be affected by climate change, with an emphasis on critical utility infrastructure, such as water mains, sewer lines, and other utilities in near-shore areas.

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