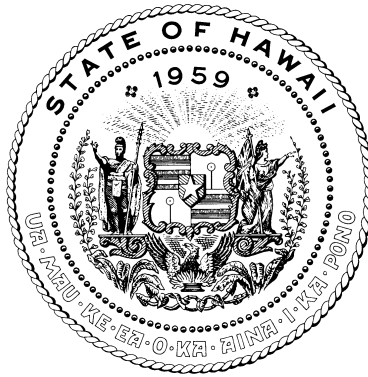


**REPORT TO THE THIRTY-THIRD LEGISLATURE
STATE OF HAWAII
2026 REGULAR SESSION**

**STATUS OF THE PROGRAM FOR
ENVIRONMENTALLY-THEMED PRODUCTS
TO SUPPORT THE ENVIRONMENT**



Prepared by

THE STATE OF HAWAII
DEPARTMENT OF LAND AND NATURAL RESOURCES

In response to Section 195D-5.5, Hawaii Revised Statutes

Honolulu, Hawaii
December 2025

STATUS OF THE PROGRAM FOR ENVIRONMENTALLY-THEMED PRODUCTS TO SUPPORT THE ENVIRONMENT

PURPOSE

Act 186, Session Laws of Hawaii 2002, amended Chapter 195, Hawaii Revised Statutes (HRS), by adding a new section to create a program that benefits the environment through the development of environmentally-themed products, such as collectible stamps, credit cards, and coins sold to the public. This new section was added to Chapter 195, HRS, but was renumbered to Chapter 195D, HRS.

Section 195D-5.5(d), HRS, requires the Department of Land and Natural Resources (DLNR) to prepare an annual report on the Program's products, costs, and revenues. This report must be submitted to the Hawaii State Legislature no later than twenty days before each regular session begins. The annual report covers the period from July 1, 2024, to June 30, 2025 (FY 2025).

FINDINGS

Each product developed under this program must be approved by the Board of Land and Natural Resources Chairperson and the Governor after consulting appropriate environmental organizations.

In 2008, "Protect Our Native Species" decals were created for the license plate decal program. Decals are distributed through the Department of Motor Vehicles, and the Division of Forestry and Wildlife (DOFAW) receives \$20.00 for each decal sold, for a total of 151 decals in FY 2025.

For FY 2025, \$3,020 was deposited into the Endangered Species Trust Fund pursuant to Section 195D-5.5(c), HRS, from the sale of environmentally-themed products. The total cost to DLNR for these products was \$0.00 in FY 2025.

No new products were produced for FY 2025, however new products will be produced for FY 2026 including souvenir-style items featuring native species with educational content. Products will include keychains, stickers, pins, plushies, passports, and more. The Division of State Parks will offer these products for sale at State Park gift shops, including Diamond Head State Monument and Koke'e State Park, as well as Hapuna Beach State Recreation Area and Wailua River State Park after improvements are made to existing structures. An e-commerce site will also make these products shoppable online.

The Division of Aquatic Resources (DAR) has selected a local artist to create artwork for products featuring native aquatic species, which should be available for sale to the public in Q1 of the 2026 calendar year at a retail price of \$8-\$35. DAR products will be tagged with a limited edition Year of Our Coastal Kuleana logo for this first production run. DAR also has existing educational posters available for sale.

DOFAW is currently in production phases for a 3D Map of Kaua'i that will retail for approximately \$450 per map, and we are exploring doing the same for other islands. DOFAW will also be producing a selection of souvenir-style items in line with DAR's assortment, featuring Forestry & Wildlife-related native species. DOFAW's products should also be available for sale to the public by Q2 of the 2026 calendar year.

The Division of State Parks is producing a new Hawai'i State Parks Passport that will feature each park unit currently accessible to the public. The purpose of the Passport is to encourage park users to visit different locations and provide more information on each park. The Passport will highlight amenities and potentially hazardous ocean/weather conditions; direct users to the Act 182 SLH 2023 website, outdoor.hawaii.gov, for purchase of reservations, licenses, and permits, and to make donations to DLNR; and will include a pledge users can sign to encourage Pono Behavior. Users will be able to stamp their passport pages once they visit each park unit. These Passports will be available for sale to the public in Q1 of the 2026 calendar year, and retail price is projected at \$16.99. Non-residents will have the option to add a Passport purchase onto their State Parks reservations and pick up with staff at manned parks upon check-in, and eventually Passports will be available for sale at gift shops and through e-commerce. Passports will be gratis to Hawai'i's keiki to support their education of our State Parks – keiki can present a Hawai'i school ID when they visit State Parks gift shops.

These new products have been made possible by DLNR's new Economic Development Specialist in Chair's Office, who started in December 2024 as the result of the position being added in the FY 2024 budget. The Economic Development Specialist has worked with the Chair, First Deputy, and Division staff to bring these products online for the Department. The Economic Development Specialist works in a collaborative manner with all Divisions and keeps a keen eye on opportunities for the Department.

We thank the Legislature for their support to enhance the Department's revenue stream while keeping true to our mission of enhancing and protecting our natural cultural resources. These products help DLNR tell the story of Hawai'i's land, waters, and native species in an inspiring and educational way. We look forward to the many possibilities the Environmentally-Themed Merchandise program has for the Department, Hawai'i's precious and endangered native species, local artists, and for visitors and kama'āina alike.