



CADES SCHUTTE
A Limited Liability Law Partnership

CALVERT G. CHIPCHASE 7757
CHRISTOPHER T. GOODIN 8562
Cades Schutte Building
1000 Bishop Street, Suite 1200
Honolulu, HI 96813-4212
Telephone: (808) 521-9200
Fax: (808) 521-9210
Email: cchipchase@cades.com
 cgoodin@cades.com

Attorneys for Petitioner
PŪLAMA LĀNAʻI

BEFORE THE LAND USE COMMISSION
OF THE STATE OF HAWAII

In the Matter of the Petition of
PŪLAMA LĀNAʻI,

To Amend The Agriculture and Rural
Land Use District Boundaries Into the
Urban Land Use District for
approximately 170 acres of land,
consisting of a portion of Tax Map Key
No. (2) 4-9-0018:003 (por.), (2) 4-9-
002:061 (por.), and (2)4-9-002:001(por) at
Lānaʻi City, Island of Lānaʻi, County of
Maui, State of Hawaiʻi.

DOCKET NO. A26-812

**DIRECT TESTIMONY OF BRUCE
PLASCH, Ph.D.**

CERTIFICATE OF SERVICE

Hearing:

Date: July 15, 2026

Time: 10:00 a.m. HST

DIRECT TESTIMONY OF BRUCE PLASCH, Ph.D.

I, Bruce Plasch, Ph.D., declare as follows:

1. I am the President of Plasch Econ Pacific, LLC, an economic consultancy that specialized in the economies of Hawaiʻi and the Pacific basin.
2. A true and correct copy of my resume is marked as Exhibit 26 by Petitioner Pūlama Lānaʻi (“**Petitioner**”) in the above-captioned matter.

3. Plasch Econ Pacific, LLC has been retained by Petitioner to complete an Agricultural Impact Report and Socio-Economic Impact Report, true and correct copies of which are attached as Appendix B and Appendix H, respectively, to the Final Environmental Assessment that was submitted by Petitioner as Exhibit 6 to the Petition. I am authorized to represent Plasch Econ Pacific, LLC for the purposes of this proceeding.

4. The Agricultural Impact Report and Socio-Economic Impact Report (together, the “**Reports**”) were prepared by me or under my supervision.

5. I have reviewed the Reports and adopt Appendix B and Appendix H (Reports) to Exhibit 6 of the Petition (Final Environmental Assessment) as my direct testimony in this proceeding. The statements, analyses, findings and conclusions contained therein are true and correct to the best of my knowledge. I continue to hold the opinions and conclusions set forth therein.

I declare under penalty of perjury under the laws of the State of Hawai‘i that the foregoing is true and correct.

DATED: Honolulu, Hawai‘i, June 18, 2026.



BRUCE PLASCH, Ph.D.

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PŪLAMA LĀNA'I,

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The undersigned hereby certify that on this date, a copy of the foregoing document was duly served on the following persons at their last known address by depositing a copy in the U.S. mail, postage prepaid:

County of Maui Corporation Counsel

VICTORIA J. TAKAYESU

Corporation Counsel

MIMI DESJARDINS

First Deputy

200 S. High St

Kalana O Maui Bldg, 3rd Fl

Wailuku, HI 96793

Email: corpcoun@mauicounty.gov

County of Maui Planning Department

JACKY TAKAKURA

Director

2200 Main Street

One Main Plaza, Suite 315

Wailuku, HI 96793

Email: jacky.takakura@co.maui.hi.us

Lanai Planning Commission
2200 Main Street
One Main Plaza, Suite 315
Wailuku, HI 96793
Email: jacky.takakura@co.maui.hi.us

Maui Planning Commission
2200 Main Street
One Main Plaza, Suite 315
Wailuku, HI 96793
Email: jacky.takakura@co.maui.hi.us

State Office of Planning and Sustainable Development
MARY ALICE EVANS
Director
Office of Planning
P.O. Box 2359
Honolulu, HI 96804-2359
Email: maryalice.evans@hawaii.gov

Office of the Attorney General
ANNE E. LOPEZ
Deputy Attorney General
425 Queen Street
Honolulu, HI 96813
Email: anne.e.lopez@hawaii.gov

Department of Hawaiian Home Lands
KALI WATSON
Chairperson
KATIE LAMBERT
Deputy Attorneys General
425 Queen Street
Honolulu, HI 96813

*Department of Land and Natural Resources,
Forestry and Wildlife Division*
RYAN KANAKA'OLE
Chairperson
DAVID DAY

First Deputy
DLNR Main Office
1151 Punchbowl Street
Honolulu, HI 96813

Lānaʻi Sustainability Research, LLC
KURT MATSUMOTO
733 Bishop Street, Suite 1500
Honolulu, HI 96813

Maui Electric Company, Limited
Attention: Corporate Secretary
P.O. BOX 2750
Honolulu, Hawaii 96840

Office of the Lieutenant Governor
State of Hawaiʻi
Hawaiʻi State Capitol
415 South Beretania St. #5
Honolulu, HI 96813

DATED: Honolulu, Hawaiʻi, June 19, 2026.

CADES SCHUTTE
A Limited Liability Law Partnership

/s/ Christopher T. Goodin
CALVERT G. CHIPCHASE
CHRISTOPHER T. GOODIN
Attorneys for Petitioner
PŪLAMA LĀNAʻI