

**From:** [Shaun McCreedy](#)  
**To:** [DBEDT LUC](#)  
**Subject:** [EXTERNAL] Docket A17-804, Hawaiian Memorial Life Plan  
**Date:** Thursday, June 04, 2020 6:12:59 PM

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Dear Land Use Commissioners,

Being born and raised in Hawaii, I am extremely against the proposed expansion of Hawaiian Memorial Park, in my Kaneohe neighborhood. My generation is currently facing unprecedented challenges. Besides the pandemic COVID-19 crisis, we are also battling climate change, protection of our conservation lands and natural resources, unemployment, financial instability, high cost of living, and racial tensions.

The current corona virus has made me view death and society's way of memorializing our loved ones, in a different light. On an island with limited space and natural resources, it would be wrong to allow SCI to severely grade, deforest, and fill in 31 acres of conservation land in Kawa watershed for 30,000 burial plots. I am environmentally conscientious (as are many other millennials) and seek alternatives to this outdated, antiquated means of interment.

An interesting article recently appeared in Forbes magazine, "How the Pandemic is Killing the Death Industry". The current CEO of Service Corporation International, Tom Ryan, insists that the pandemic will actually hurt their funeral business. He states, "Our ability to get in front of the consumer is limited."

The article went on to state that the pandemic severely limit's SCI's ability to upsell the bereaved. The Texas-based corporation relies heavily on pre-need cemetery plot sales. That being said, in these uncertain times, will local residents even be able to afford or desire an elaborate \$20,000 or more funeral with a mahogany casket, lavish flowers, and ornate tombstone? Will SCI attempt to appeal to international clientele, as well?

I am asking you to deny SCI's petition for a Boundary Amendment. Cremation rates have actually surpassed burial rates in the US and will most likely continue to rise during this crisis. Cremation and memorial technology provide options for today's cash-strapped families. Change in public opinion of aging baby boomers and millennials is creating a shift towards the popularity of cremation.

SCI / HMP need to provide guidance and alternatives to the traditional burial. How will SCI / HMP adapt and adjust their funeral practices accordingly?

Times are changing and SCI / HMP need to rethink their operations in order to alleviate revenue pressures. Please do not allow them to destroy conservation land in our Kawa Watershed Region, in order to maximize their profits.

<https://www.forbes.com/sites/christopherhelman/2020/04/21/how-the-pandemic-is-killing-the-death-business/#7dc4a56d6c64>

Best,

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