



# PARK MAUI

**Maui County Council  
Infrastructure and Transportation  
Committee**

AUGUST 29, 2022

County of Maui  
Dixon Resources Unlimited

RECEIVED AT IT MEETING ON 08/29/2022  
(EMILY KWATINETZ)



# Introduction



**Julie Dixon**

**Principal**  
**Dixon Resources Unlimited**

- 30 years of traffic & parking management experience
- Supported two of the largest U.S. parking meter programs: the City of Los Angeles and the City & County of San Francisco
- SFpark implementation (USDOT-funded congestion management program)
- Established Dixon Resources Unlimited in 2012
- 2020 Parking Today's Parking Person of the Year



**Emily Kwatinetz**

**Sr. Associate**  
**Dixon Resources Unlimited**

- Parking Action Plan expertise
  - Policy & Procedures
  - Municipal Code Updates
  - Operational Audits
  - Management Recommendations
  - Implementation Experience
- B.A. Urban Studies and Planning, UCSD
- 2018 NPA 40 under 40 Recognition
- Pacific Intermountain Parking and Transportation Association (PIPTA) Board Member

## Additional DIXON Support:



**Allison von Ebbers**

**Associate**  
Procurement Expertise



**Kerri Wyatt**

**Junior Associate**  
Project Support

## County Program Leaders:

Erin Wade & Keanu LauHee,  
Department of Management

# DIXON Company Profile



## Extensive parking & operating experience



## Holistic approach to parking management

Parking Studies	Implementation Support
Stakeholder Engagement	Contract Management
Technology/Automation	Solicitation/Procurement
Monetization Modeling	Revenue Reconciliations
Best Practice Comparisons	Integrated Solutions



## Overall recommendations & training



## Data analysis



## Implementation support services

**DIXON**  
RESOURCES UNLIMITED

CA	Alameda	CA	Sausalito
CA	Anaheim	CA	Seal Beach
CA	Berkeley	CA	Tustin
CA	Beverly Hills	CO	Denver
CA	Costa Mesa	HI	Maui
CA	Downey	ID	Boise
CA	Laguna Beach	IL	Oak Park
CA	Los Angeles	MI	Ann Arbor
CA	Monterey	NM	Albuquerque
CA	Mountain View	NV	Las Vegas
CA	Napa	NV	Reno
CA	National City	OR	Portland
CA	Newport Beach	TX	Austin
CA	Oakland	TX	Dallas
CA	Oceanside	UT	Park City
CA	Palo Alto	UT	Salt Lake City
CA	Pasadena	UT	Springdale
CA	Paso Robles	WA	Seattle
CA	Riverside	WA	Spokane
CA	San Francisco	WA	Vancouver
CA	San Leandro	WI	Milwaukee



We value your feedback! Visit [www.parkmaui.com](http://www.parkmaui.com)



# What is PARK MAUI



**Parking management program for our island's most heavily utilized areas.**



**Parking management strategies optimize the utilization of parking resources while making parking easy, convenient and accessible.**



**Will implement incrementally and adjust based on data.**



**Revenue reinvested into County Improvements via revolving fund.**



# Program Objectives



## Positive

Parking is often the first and last experience at a destination.



## Community-Oriented

Minimize congestion at popular destinations and protect sensitive resources.



## Sustainable

Revenue reinvested into County improvements.



## Adaptable

Data-driven decisions to adjust and expand over time



# Will I have to pay?



## FOR RESIDENTS

FREE PARKING at beaches  
and parks **at all times**

2 HOURS FREE/DISCOUNTED  
PARKING in town locations

## In commercial areas, paid parking will improve turnover and access



Everyone will be required to pay, but there will be some free and discounted parking for residents



Employees will have affordable off-street alternatives



Paid parking operating times will allow for free parking in the morning.





# Can I reserve a parking spot?

**No, parking is first-come, first-serve**



There will be no pre-booking or reserved parking spaces for visitors or residents



# How will enforcement know I am a resident?

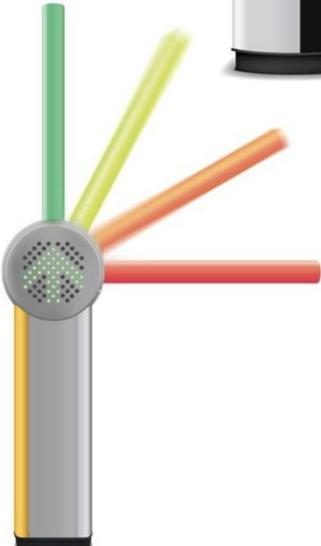
Scanning of driver's license



Pre-registration optional



How would you like to register for free parking at County Beaches?



# How will paid parking help?



## **Paid parking will:**

- Encourage parking at underutilized locations
- Create more turnover and parking availability
- Generate revenue to reinvest into the stewardship of our County lands



**Right now, congestion at beaches and commercial towns often limits access**



**This program is meant to manage parking demand, mitigate congestion, and most importantly prioritize local communities needs.**



We value your feedback! Visit [www.parkmaui.com](http://www.parkmaui.com)



# Initial Pilot Locations

## County Beaches & Parks (phase 1)

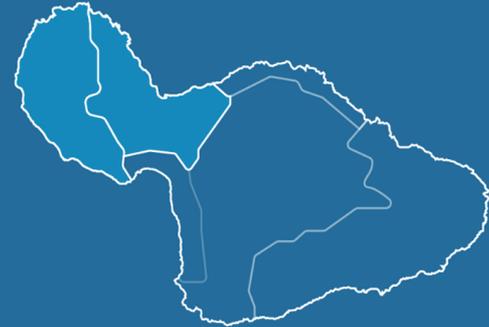
 Ulua/Mokapu Beach

 Kamaole Beach Parks  
(weekends/holidays  
**RESIDENTS ONLY**  
before 10 am)

## Commercial Towns (phase 2)

 Lahaina

 Wailuku



# Pricing Model

## Residents

**FREE PARKING** at all County beaches and parks

First two hours free parking at all off-street tpaid lots

Employee permit program - option for low-income discount

## Non-residents

**FLAT DAILY RATE** at County beaches and parks

Hourly rate in commercial areas

Weekly pass - standard/premium

Monthly pass - standard/premium

*Kamaole Beach Parks: Resident parking only before 10am on weekends and holidays*



# Management

## Department of Transportation

- Parking contracts management
- Interdepartmental coordination
- Planning program expansion

*DOT manages contract*

### Finance

- Revenue reconciliation
- Fiscal controls and reporting

### Police

- Enforcement oversight
- Community liaisons in Lahaina and Wailuku

### Public Works

- Structural maintenance
- Lighting and paving

### Parking Operator

- Garage operations
- Enforcement
- Customer support
- Citation management
- Permit management
- Revenue management
- Equipment maintenance and installation
- Facility upkeep
- Parking technology

### Parks

- Park and beach enforcement oversight
- Community liaisons
- Manage park and beach permits

### Management

- Initial planning
- County employee parking permit management
- Systems integration
- Parking garage equipment contract



# August Open Houses

## Two Meetings on Wednesday, August 24, 2022

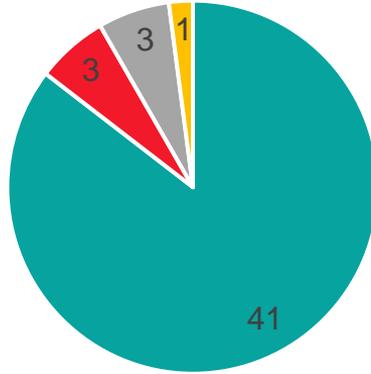
9:00 a.m. to 10:30 a.m. – 38 attendees

5:30 p.m. to – 7:00 p.m. – 27 attendees



# Poll Questions

Do you have a Maui zip code on your driver's license?



**Yes**

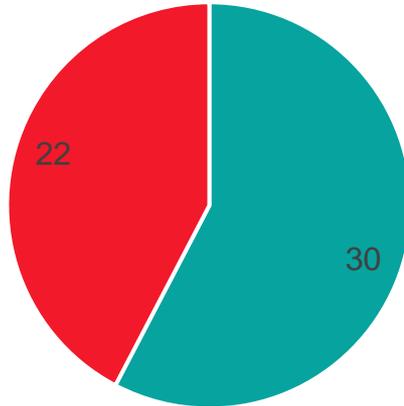
**No, but I have a zip code elsewhere in the State of Hawaii**

**I am not a Hawaii resident**

**I do not have a driver's license**



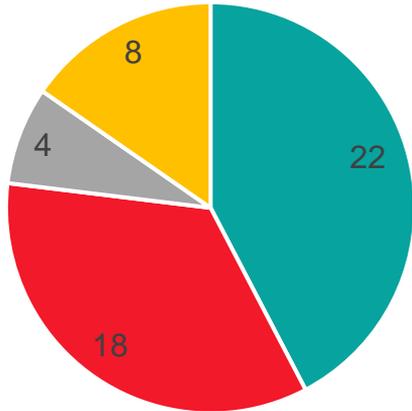
**With the understanding that paid parking revenue will be reinvested into County improvements, what should the criteria be to qualify as a resident for free or discounted parking?**



**Driver's license with a Maui zip code**  
**Driver's license with a Hawaii zip code**



**Paid parking revenue will go into a revolving fund to be reinvested into County improvements, based on the following categories. Which of the following do you think should be the top priority for the County?**



**Expanding, enhancing, and supporting public transportation, pedestrian, and bike infrastructure or programs**

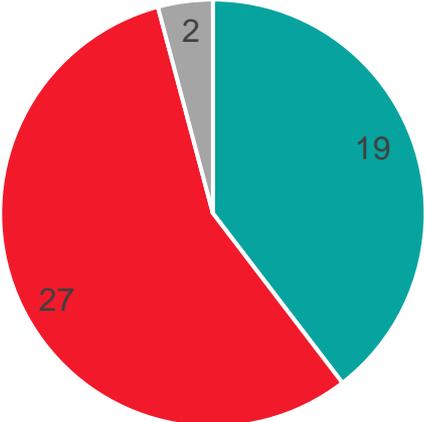
**Maintaining County parks**

Improving safety, wayfinding or maintenance of neighborhood business districts

**Protecting and/or acknowledging cultural and environmental sites**



# Which would be your preferred method to register as a resident?



**Mobile app**  
**Online website**  
*At a kiosk*



# What we heard

- Incorporate adequate bike parking
- Property owners without Maui County residency would like the resident benefit
- Incorporate EV chargers
- Concern about spillover onto streets
- Implement a park and ride program
- Parking funds in Lahaina should be used to invest into cultural preservation
- Please perform indigenous consultation before implementation



# What we heard

- Concern about clearly defined, measurable metrics to evaluate the program
- Hana Highway needs a solution
- Observation that Ulua/Mokapu, Wailea and Keawekapu do not have a parking problem
- Build more parking instead of charging for parking at beach parks
- Implement a parking program near Napili Bay and Lahaina Town
- Suggestion that to be considered a resident, they must be full-time Maui residents
- Paia needs a parking program



# What we heard

- Concern the program will create negative sentiment
- Concern over a possible requirement to use a smartphone



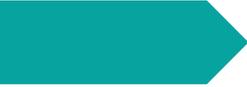
# Recent Project Updates



Evaluation of existing County Codes



Ongoing construction of the Wailuku Civic Center Garage



PARK MAUI website live



SKIDATA PARCS contract approved



Stakeholder engagement in Lahaina, Wailuku and South County Beaches and Parks

*For more info on where we are, visit [www.parkmaui.com/roadmap](http://www.parkmaui.com/roadmap)*



# What's Next?



**Parking Operator,  
Equipment and  
Mobile App to be  
selected**



**Code Updates**



**Establishment of a  
parking benefit revolving  
fund**



**Further stakeholder  
engagement**



**Implementation at  
pilot sites**



**Evaluation using  
data technology**





# PARK MAUI

## Open Discussion

### Questions? Comments?

Check out the PARK MAUI website for future updates

[www.parkmaui.com](http://www.parkmaui.com)

