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**DEPARTMENT OF TRANSPORTATION  
COUNTY OF MAUI  
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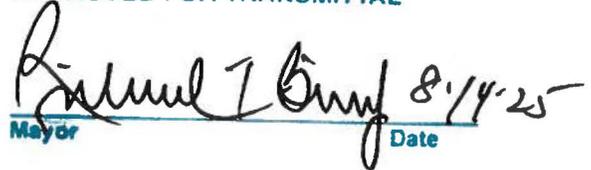
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August 13, 2025

Honorable Richard T. Bissen, Jr.  
Mayor, County of Maui  
200 South High Street  
Wailuku, Hawaii 96793

APPROVED FOR TRANSMITTAL

  
Mayor Date

For Transmittal to:

Honorable Tom Cook  
Chair, Water and Infrastructure Committee  
200 South High Street  
Wailuku, Hawaii 96793

Dear Chair Tom Cook:

**SUBJECT: RESOLUTION 25-130, ADOPTION OF OFFICIAL PAID PARKING  
ZONE MAPS; AND BILL 79 (2025), ESTABLISHMENT OF PAID  
PARKING ZONES IN WAILUKU TOWN AND SOUTH MAUI BEACH  
PARKS (WAI-10)**

The Department of Transportation (DOT) hereby transmit the following response to your letter dated August 8, 2025, regarding Resolution 25-130, adoption of official paid parking zone maps; and Bill 79 (2025), establishment of paid parking zones in Wailuku town and South Maui beach parks.

**Question 1: Provide information on the following relating to the long-term financial outlook of the Park Maui Program:**

a. Projected revenues and costs.

**Response:** While the initial phase of the Park Maui program in South Maui shows a projected financial deficit for the first two years, it's important to understand the program's long-term goals. The program's design is not solely

focused on generating a profit from the start but on creating a sustainable model that benefits Maui's residents and visitors alike.

The core mission of Park Maui is to enhance residents access to island's beloved beaches and parks. By implementing a managed parking system, the program aims to:

- Ensure parking availability for residents
- Generate a sustainable revenue stream that can be reinvested directly back into the community.
- Reduce parking congestion and "spillover" into nearby residential neighborhoods, improving the quality of live for those living near popular destinations.

The original plan to use West Maui as the program's main revenue stream was impacted by the August 2023 Wildfires. This necessary pivot to focus on Wailuku Town has delayed expansion and required a revised strategy, but the foundational goals of the program remained unchanged. As the program expands and matures, particularly with future faces in West Maui, we anticipate it will achieve financial sustainability and help to improve our community.

The initial costs for launching the program at Kama'ole Beaches 1, 2, and 3 were substantial, covering additional staffing requirements, equipment, technology, and foundational staff training. As the program expand to other locations within South Maui, these initial investments can be leveraged across a broader area. This means the existing expenditures for operations, such as staffing and technology, will be shared among more parking zones.

Kamaole Beaches 1,2,3	Costs	Revenue	Profit
Year 1	\$ 522,070.00	\$ 188,530.00	\$(333,540.00)
Year 2	\$ 451,835.00	\$ 188,530.00	\$(263,305.00)
Total	\$ 973,905.00	\$ 377,060.00	\$(596,845.00)

**b. Overall financial sustainability of the program, especially as it relates to Phase 1 implementation.**

*Chair Tom Cook  
WAI Committee  
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**Response:** The program's long-term financial sustainability is built on a strategic, multi-phase approach. The initial phase is a foundational investment designed to establish the infrastructure needed for future growth.

As Park Maui expands its capacity to serve more residents and visitors in South Maui, eventually, West Maui, it is anticipated that there will be an increase in revenues. This growth will allow the program to become self-sustaining and generate a surplus. The surplus would be reinvested back into the community.

**c. Potential expansion of Phase 2 and beyond.**

**Response:** For the Park Maui program to gain momentum and better serve the community, it is essential that the program continues to expand strategically. This means not only growing its presence in South Maui but also pursuing opportunities in other areas of the island. This expansion is key to creating a sustainable program that provides lasting benefits for everyone.

Sincerely,



Marc Takamori  
Director of Transportation

cc: Mayor Richard T. Bissen, Jr.