

RICHARD T. BISSEN, JR.
Mayor

JOSIAH K. NISHITA
Managing Director

KEANUKAPULANI S.K. LAU HEE
Deputy Managing Director

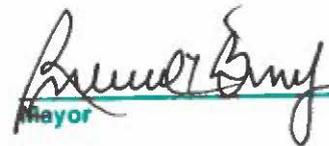


DEPARTMENT OF MANAGEMENT
COUNTY OF MAUI
200 SOUTH HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.maui-county.gov

March 14, 2024

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

APPROVED FOR TRANSMITTAL

 3/15/24
Mayor Date

For Transmittal to:

Honorable Yuki Lei K. Sugimura, Chair
Budget, Finance, and Economic Development Committee
Maui County Council
County of Maui
Wailuku, Hawaii 96793

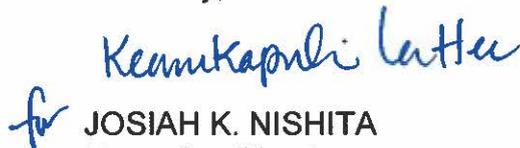
Dear Chair Sugimura:

**SUBJECT: COUNTY WILDFIRE RECOVERY AND FINANCIAL PLAN
(BFED-21 (19))**

Thank you for your letter dated March 4, 2024 requesting for information gathered and the overall results from the survey the County conducted to choose a permanent site for wildfire debris disposal. Please find attached the Lahaina Wildfire Debris Permanent Disposal Site Scientific Survey and Open Link Survey. The results of the survey is publicly accessible at <https://www.maui-recovery.org/debris-containment>.

Should you have any further questions, please do not hesitate to contact my office at ext. 7211.

Sincerely,


for **JOSIAH K. NISHITA**
Managing Director

Attachment

Council Chair
Alice L. Lee

Vice-Chair
Yuki Lei K. Sugimura

Presiding Officer Pro Tempore
Tasha Kama

Councilmembers
Tom Cook
Gabe Johnson
Tamara Paltin
Keani N.W. Rawlins-Fernandez
Shane M. Sinenci
Nohelani U'u-Hodgins



COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

March 4, 2024

Director of Council Services
David M. Raatz, Jr., Esq.

Deputy Director of Council Services
Richelle K. Kawasaki, Esq.

Mr. Josiah Nishita, Managing Director
Department of Management
County of Maui
Wailuku, Hawaii 96793

Dear Mr. Nishita:

**SUBJECT: COUNTY WILDFIRE RECOVERY AND FINANCIAL
PLAN (BFED-21(19))**

Thank you for your presentation at the Budget, Finance, and Economic Development Committee's 10:30 a.m. meeting of February 27.

During your presentation, you mentioned that the survey the County conducted to choose a permanent site for wildfire debris disposal had been completed. May I please request you provide the information gathered from the survey and the survey's overall results.

May I further request you transmit your response to bfed.committee@mauicounty.us by **March 15, 2024**. To ensure efficient processing, please include the relevant Committee item number in the subject line of your response.

Should you have any questions, please contact me or the Committee staff (James Krueger at ext. 7761, or Yvette Bouthillier at ext. 7758).

Sincerely,

A handwritten signature in black ink that reads "Yuki Lei Sugimura".

YUKI LEI K. SUGIMURA, Chair
Budget, Finance, and Economic
Development Committee

bfed:ltr:021(19)amd01:jgk

cc: Mayor Richard T. Bissen, Jr.

Lahaina Wildfire Debris Permanent Disposal Site Open Link Survey

Prepared for:
The County of Maui

Submitted by Anthology Research
February 2024

[ANTHOLOGY]

A FINN Partners Company

TABLE OF CONTENTS

TABLE OF CONTENTS	2
METHODOLOGY	3
DETAILED FINDINGS	4
SITE SELECTION CRITERIA	4
Ratings by Location	7
Ratings by Disposal Site Preference	9
Ratings by Highway Usage	11
Ratings by Lineal/Cultural Descendance	12
Demographic Segmentation	14
Most Important Criteria to Consider	15
LOCATION SENTIMENT	18
Ratings by Location	19
Ratings by Highway Usage	20
Ratings by Lineal/Cultural Descendance	21
Demographic Profiles	23
HONOAPI'ILANI HIGHWAY USAGE	24
Usage by Location	25
Usage by Permanent Disposal Site Preference	26
Demographic Profiles	27
PROFILE OF RESPONDENTS	28
APPENDIX - SURVEY INSTRUMENT	29

METHODOLOGY

Overview

The County of Maui contracted Anthology Research to conduct a survey of residents in support of its efforts to identify a permanent disposal site location for the debris from the devastating fires in Lāhainā. The overall goal of this research is to provide reliable data that will accurately reflect community sentiment as input into the County's decision of where to place the permanent disposal site.

This report includes results from an "open link" survey conducted to gather input from the Maui community through an online platform available to interested participants. An identical questionnaire was used to gather input from a random sample of Maui residents. The results from that scientific random sample study are reported separately.

Data collection began on January 31, 2024, and ended on February 15, 2024. A total of n=2,327 completed resident surveys were collected during this period. Research respondents were screened to ensure they were 18 years of age or older.

Being an open link survey, the data is more prone to self-selection bias and sampling bias, possibly impacting the representativeness of the data. Also, limited verification measures can affect data quality. While the open-link survey results can offer valuable insights, readers should interpret them with caution and consider them in conjunction with the random sample survey findings.

Overall totals were weighted to reflect estimates of adult residents in Maui County by ethnicity based on 2020 Census data.

Among the survey questions asked in this study, two were open-ended, allowing respondents to write personalized responses. A full list of these verbatim responses is available in a supplemental document and sorted alphabetically.

The questionnaire used in this study was developed by Anthology Research with input from the client and is presented in the appendix of this report.

DETAILED FINDINGS

SITE SELECTION CRITERIA

At the onset of the survey, respondents were presented with the following statement:

More than 12,000 Maui residents were affected by the Lāhainā wildfires and most have been living in temporary housing for six months. In order for survivors to return to their properties, an estimated 400,000 cubic yards of ash and debris must be removed and transported from Lāhainā. A temporary debris storage site has been constructed in Olowalu, but a permanent disposal site must be selected.

From an initial list of eight sites on island, with public input, the County of Maui and other government agencies have determined three sites meet minimum environmental requirements and are potentially viable:

- *Central Maui Landfill area - east of Pu'unēnē, adjacent to the current landfill*
- *Wahikuli parcel - mauka of Wahikuli neighborhood, West Maui*
- *Crater Village area - mauka of Wahikuli parcel and the Lāhainā Civic Center, West Maui*

From these three options, the County of Maui will select the permanent site based on specific criteria, which we will share with you. Public ranking of these criteria will help the County select the most appropriate site.

Following this statement, respondents were presented with eight criteria that will be considered when selecting a permanent disposal site and asked how important they feel each one is in choosing the location. They were instructed to quantify their opinions using a standard ten-point rating scale where one (1) is "Not at all important" and ten (10) is "Extremely important." Respondents were also given the option to choose "Don't know/Not sure" when appropriate. In addition to the percent results, a mean (or average) score was also computed. The higher the mean score (closer to 10.00), the more important the criteria is in selecting a permanent disposal site.

Overall Ratings for Permanent Disposal Site Selection Criteria

CRITERIA	MEAN	TopBox (9-10)	Mid (6-8)	Low (1-5)	Don't know/ Not sure
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	9.36	83%	11%	5%	1%
Safe distance from natural/ environmental features	9.22	80%	14%	6%	1%
Considers public input	8.72	70%	17%	12%	1%
Considers recommendations from subject matter experts	8.67	67%	21%	11%	1%
Considers concerns about cultural resources	8.20	61%	19%	19%	1%
Road safety concerns when trucking debris	7.63	51%	22%	25%	1%
How long it will take to make site ready to receive debris	7.32	45%	25%	28%	2%
Increase in traffic congestion when trucking debris	6.67	40%	20%	39%	1%

*Totals across each criteria point may not sum to 100% due to rounding.

Overall, the proximity of the permanent disposal site to nearby features are the most important considerations among Maui residents, with a “has a buffer zone between the site and residential areas, schools, hospitals, etc.” (9.36) and a “safe distance from natural/ environmental features” (9.22) receiving the highest mean scores. Additionally, these two criteria have the highest TopBox ratings (83% and 80%, respectively), highlighting the large proportion of residents who feel these are extremely important considerations when selecting the location.

Conversely, an increase in traffic congestion was seen as the least important of the eight criteria tested, with a mean score of 6.67 and 2-in-5 (40%) respondents giving a TopBox rating. While traffic congestion scored the lowest, it is important to note that road safety is more prevalent concern, with half (51%) of respondents rating this attribute a nine or ten.

High-Level Breakdown of Criteria Ratings

	CRITERIA	MEAN	TopBox (9-10)
Proximity	Has a buffer zone between the site and residential areas, schools, hospitals, etc.	9.36	83%
	Safe distance from natural/ environmental features	9.22	80%
Consultation	Considers public input	8.72	70%
	Considers recommendations from subject matter experts	8.67	67%
	Considers concerns about cultural resources	8.20	61%
Logistics	Road safety concerns when trucking debris	7.63	51%
	How long it will take to make site ready to receive debris	7.32	45%
	Increase in traffic congestion when trucking debris	6.67	40%

To better understand trends among site selection criteria ratings, similar topics were grouped and labeled in the chart above. At a high level, the results can be broken down into the following areas:

- **Proximity:** Ensuring that the permanent disposal site is not near environmental features or communities where Maui residents reside and frequent.
- **Consultation:** Making sure all relevant stakeholders have been consulted before making any major planning decisions.
- **Logistics:** The effects on local transportation infrastructure when moving debris from Lāhainā to the permanent disposal site as well as construction work needed to prepare the site to receive debris.

When grouping selection criteria in this way while sorting them from highest mean score and TopBox rating to lowest, we can observe some key trends in what Maui residents feel are the most important considerations when selecting the location of the permanent disposal site. Consisting of the top two criteria, proximity is the most important consideration for Maui residents, wanting the site to be far away from natural features and local communities. Right behind this, residents shared the importance of consultation, wanting the County of Maui to meet with various stakeholders including subject matter experts, the public, and cultural representatives to ensure the permanent disposal site location considers the input of all those who may be affected. Finally, the lowest ranking consideration is logistics. While still an important consideration, this area was not as important as proximity and consultation in the permanent disposal site selection process.

RATINGS BY LOCATION

To better understand if there are any statistically significant differences in importance ratings between respondent locations, a segmentation analysis was conducted, with the results displayed below. The cells of values shaded in **red** are statistically significant higher cells in the same row shaded in **gray**. As there are several location segments, column labels (A, B, C, etc.) have been added, where significant figures highlight the specific columns that contain the value(s) that they are statistically greater than.

Ratings for Permanent Disposal Site Selection Criteria by Location (Mean Score)

CRITERIA	TOTAL	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua
		A	B	C	D	E	F	G
<i>BASE</i>	2327	162	101	203	175	282	146	1240
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	9.36	9.05	9.55	9.20	9.52	9.43	9.16	9.39
Safe distance from natural/ environmental features	9.22	9.49 B	8.83	9.18	9.39 B	9.41 B	9.21	9.19
Considers public input	8.72	8.52	8.51	8.48	8.58	8.82	8.37	8.84
Considers recommendations from subject matter experts	8.67	8.55	8.61	8.80	8.78	8.88	8.54	8.62
Considers concerns about cultural resources	8.20	8.27	7.69	8.13	7.82	8.17	8.15	8.32
Road safety concerns when trucking debris	7.63	6.94	7.71	7.80	7.49	7.38	8.20 A	7.63
How long it will take to make site ready to receive debris	7.32	7.04	6.95	7.39	6.87	6.81	7.04	7.52 E
Increase in traffic congestion when trucking debris	6.67	5.85	6.85	6.61	6.27	6.16	7.05	6.81

Ratings for Permanent Disposal Site Selection Criteria by Location (TopBox)

CRITERIA	TOTAL	Pā'ia-Ha'ikū	Kahului	Waituku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua
		A	B	C	D	E	F	G
BASE	2327	162	101	203	175	282	146	1240
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	83%	75%	83%	80%	87%	84%	80%	85%
Safe distance from natural/ environmental features	80%	86%	72%	80%	83%	87% B	79%	79%
Considers public input	70%	65%	69%	64%	65%	71%	65%	73%
Considers recommendations from subject matter experts	67%	63%	64%	69%	73%	69%	69%	65%
Considers concerns about cultural resources	61%	61%	58%	61%	57%	62%	60%	62%
Road safety concerns when trucking debris	51%	37%	52%	55% A	48%	46%	64% AE	52%
How long it will take to make site ready to receive debris	45%	35%	36%	40%	36%	36%	40%	50% BDE
Increase in traffic congestion when trucking debris	40%	30%	39%	43%	34%	32%	44%	43%

When reading these tables, statistically significant figures highlight key differences between resident locations. For example, on average (mean score), Lāhainā residents rated the time it will take to make the permanent disposal site ready (7.52) higher than those in Kihei, suggesting an overall difference in importance between the two communities. Similarly, statistical differences in TopBox (9-10) ratings can highlight communities where more residents have stronger beliefs about the importance of certain criteria. For example, 87% of those in Kihei gave TopBox scores for the permanent disposal site being away from natural features, statistically higher than those residing in Kahului (72%).

RATINGS BY DISPOSAL SITE PREFERENCE

In this section, the data are segmented by ratings given later in the survey for permanent disposal site location preferences. In particular, responses were segmented by TopBox (9-10) and Mid/Low (1-8) to better understand how those with the strongest conviction compare to other residents. Statistically significant values have been shaded in color.

Ratings for Permanent Disposal Site Selection Criteria by Location Preference (Mean Score)

CRITERIA	TOTAL	Feel Strongly About Location of Site		Should be in West Maui		Should NOT be in West Maui	
		TopBox	Mid/Low	TopBox	Mid/Low	TopBox	Mid/Low
		A	B	C	D	E	F
BASE	2327	1557	670	448	1656	1075	1031
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	9.36	9.50 B	9.03	8.79	9.50 C	9.71 F	8.97
Safe distance from natural/ environmental features	9.22	9.39 B	8.80	8.53	9.37 C	9.59 F	8.78
Considers public input	8.72	9.04 B	7.99	8.05	8.90 C	9.25 F	8.16
Considers recommendations from subject matter experts	8.67	8.69	8.63	8.49	8.66	8.61	8.61
Considers concerns about cultural resources	8.20	8.41 B	7.66	7.33	8.39 C	8.72 F	7.60
Road safety concerns when trucking debris	7.63	7.65	7.54	8.64 D	7.32	7.37	7.86 E
How long it will take to make site ready to receive debris	7.32	7.29	7.42	7.48	7.29	7.43	7.26
Increase in traffic congestion when trucking debris	6.67	6.72	6.54	8.14 D	6.30	6.39	7.06 E

Ratings for Permanent Disposal Site Selection Criteria by Location Preference (TopBox)

CRITERIA	TOTAL	Feel Strongly About Location of Site		Should be in West Maui		Should NOT be in West Maui	
		TopBox	Mid/Low	TopBox	Mid/Low	TopBox	Mid/Low
		A	B	C	D	E	F
<i>BASE</i>	2327	1557	670	448	1656	1075	1031
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	83%	87% B	74%	71%	86% C	91% F	75%
Safe distance from natural/ environmental features	80%	85% B	68%	63%	83% C	88% F	70%
Considers public input	70%	77% B	53%	55%	74% C	82% F	57%
Considers recommendations from subject matter experts	67%	68%	64%	63%	66%	66%	65%
Considers concerns about cultural resources	61%	66% B	49%	49%	64% C	70% F	51%
Road safety concerns when trucking debris	51%	54% B	44%	70% D	46%	49%	53%
How long it will take to make site ready to receive debris	45%	46%	42%	47%	45%	49% F	42%
Increase in traffic congestion when trucking debris	40%	43% B	35%	62% D	35%	38%	44% E

Overall, who feel the strongest about the permanent disposal site NOT being located in West Maui gave statistically higher importance ratings on average for five (5) of the eight (8) criteria tested. Meanwhile, those who feel the strongest that the permanent disposal site should be in West Maui gave statistically higher importance ratings for road safety concerns (8.64) and an increase in traffic

congestion (8.14) Similar findings were observed when comparing the TopBox scores of these segments.

In general, these trends highlight the key concerns associated with these areas; those who do not want the permanent disposal site to be in West Maui are concerned about its proximity to natural resources, residential neighborhoods, and community facilities, along with how long the permanent disposal site will take to prepare and if enough public input and cultural considerations will be given. Meanwhile, proponents for a West Maui are more concerned about the congestion and road safety issues that would come with a Central location.

RATINGS BY HIGHWAY USAGE

Next, the results were segmented by Honoapiʻilani Highway usage and highlighted by the following tables in terms of mean score and TopBox ratings. Highway usage has been collapsed into the following three categories:

- **High:** Use the highway every day or several times a week
- **Moderate:** Use the highway several times a month
- **Low:** Use the highway less than once a month or a few times per year

Ratings for Permanent Disposal Site Selection Criteria by Highway Usage (Mean Score)

CRITERIA	TOTAL	High	Moderate	Low
		A	B	C
<i>BASE</i>	2327			
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	9.36	9.43	9.32	9.27
Safe distance from natural/ environmental features	9.22	9.19	9.20	9.26
Considers public input	8.72	8.82	8.63	8.61
Considers recommendations from subject matter experts	8.67	8.70	8.58	8.73
Considers concerns about cultural resources	8.20	8.36 C	8.13	8.01
Road safety concerns when trucking debris	7.63	7.88 BC	7.39	7.45
How long it will take to make site ready to receive debris	7.32	7.66 BC	7.01	7.10
Increase in traffic congestion when trucking debris	6.67	7.17 BC	6.37	6.17

Ratings for Permanent Disposal Site Selection Criteria by Highway Usage (TopBox)

CRITERIA	TOTAL	High	Moderate	Low
		A	B	C
<i>BASE</i>	2327			
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	83%	86% C	82%	81%
Safe distance from natural/ environmental features	80%	78%	81%	81%
Considers public input	70%	73% BC	67%	66%
Considers recommendations from subject matter experts	67%	68%	64%	68%
Considers concerns about cultural resources	61%	64% C	60%	56%
Road safety concerns when trucking debris	51%	56% BC	47%	47%
How long it will take to make site ready to receive debris	45%	53% BC	38%	38%
Increase in traffic congestion when trucking debris	40%	48% BC	35%	34%

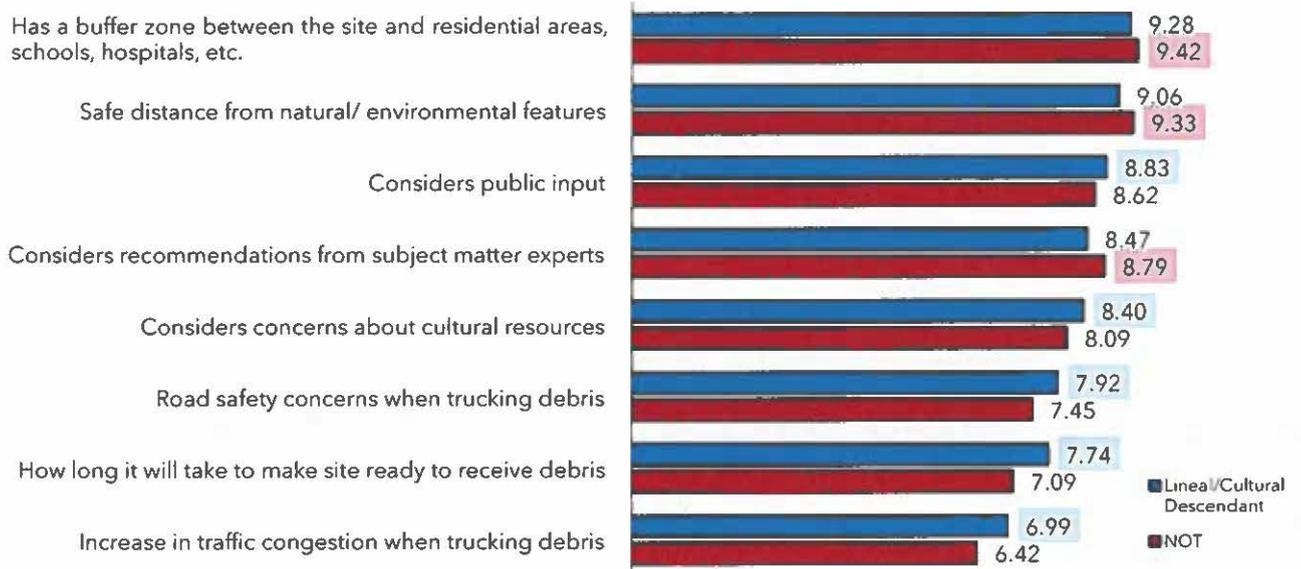
As to be expected, those who use Honoapi'ilani Highway more frequently gave statistically higher importance ratings for six (6) of the eight (8) criteria tested. Areas of relative similarity in importance include the permanent disposal site being a safe distance from natural/environmental features and considering recommendation from subject matter experts.

RATINGS BY LINEAL/CULTURAL DESCENDANCE

In this section, the mean score data has been segmented by those who are lineal or cultural descendants of the West Maui or Central Maui areas and those who are not; this helps provide how both groups compare overall in terms of importance ratings. A total of 465 respondents (20% of the total sample) identified as lineal or cultural descendants, with 392 for West Maui and 144 for Central Maui; these numbers sum over 465 as some respondents identified as being lineal or cultural descendants from both regions. The remaining sample either identified as not being lineal or cultural descendent of either region (72%) or did not know/were unsure (8%).

Statistically higher values are highlighted with shading in the table below.

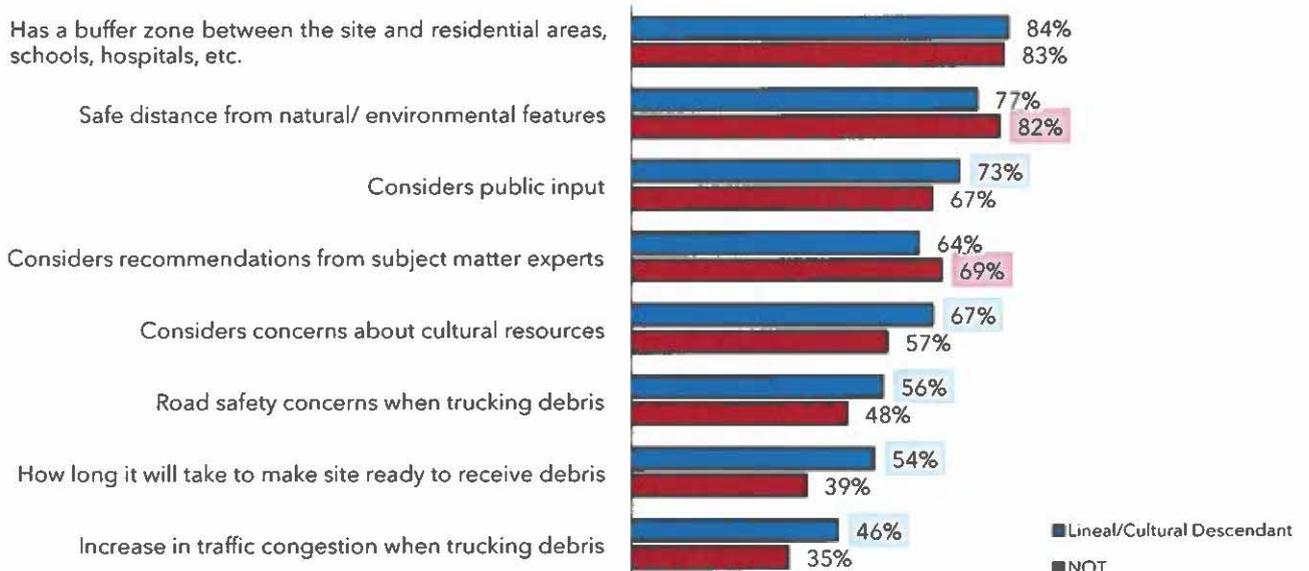
Ratings for Permanent Disposal Site Selection Criteria by Lineal/Cultural Descendance (Mean)



*Segment bases: Cultural Descendants: n=465, NOT: n=1675

Subsequently, the TopBox rating data was segmented in a similar fashion and highlighted in the following chart.

Ratings for Permanent Disposal Site Selection Criteria by Lineal/Cultural Descendance (TopBox)



*Segment bases: Cultural Descendants: n=465, NOT: n=1675

Overall, lineal/cultural descendants of either West or Central Maui gave higher importance ratings for most (5 out of 8) of the attributes tested. Meanwhile, those who are not lineal or cultural descendants of West/Central Maui gave statistically higher scores for having a buffer zone (9.42 vs. 9.28), a safe distance from natural features (9.33 vs. 9.06), and considering recommendations from subject matter experts (8.79 vs. 8.47). Similarly trends in responses between the two groups are observed for the proportion of TopBox ratings.

DEMOGRAPHIC SEGMENTATION

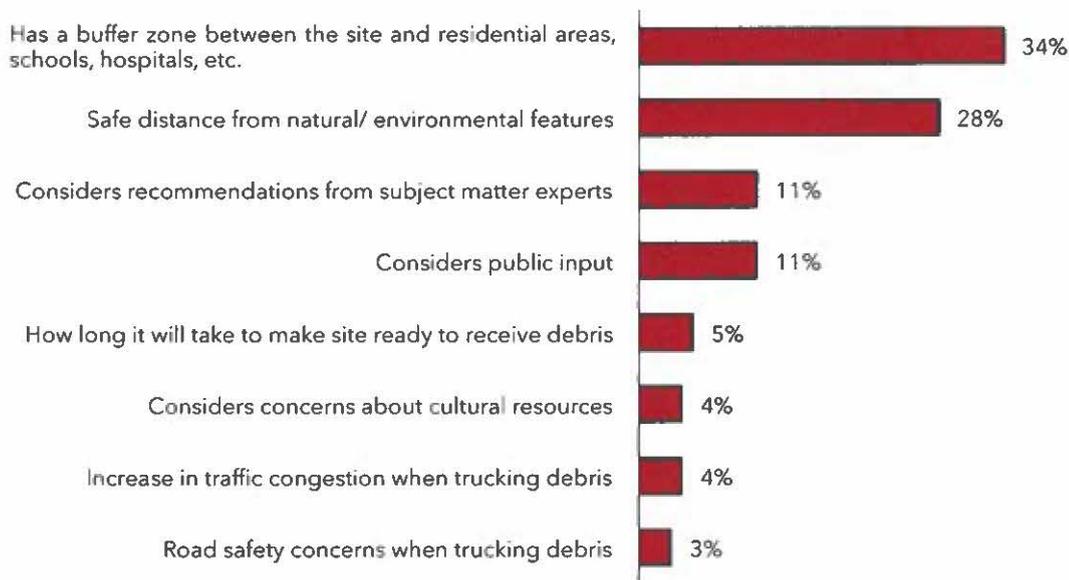
Next, we examine the statistically significant differences among the demographic segments highlighted throughout the report based on Top Box (strongly agree) scores and/or mean ratings.

DEMOGRAPHIC GROUP	STATISTICALLY SIGNIFICANT DIFFERENCES
Statistically more important among the oldest age segment of 65+ years .	<ul style="list-style-type: none"> How long it will take to make site ready to receive debris (48% vs. 41% for 35-49 years) Increase in traffic congestion when trucking debris (6.87 vs. 6.42 for 50-64 years) Road safety concerns when trucking debris (57% vs. 47% for 50-64 years, 49% for 35-49 years)
Mean scores and/or TopBox ratings were higher among younger residents aged 18-34 years .	<ul style="list-style-type: none"> Safe distance from natural/environmental features (87% vs. 77% for 34-49 years, 78% for 50-64 years) Considers concerns about cultural resources (73% vs. 61% for 34-49 years, 61% for 50-64 years, 57% for 65+) Considers public input (85% vs. 70% for 34-49 years, 67% for 50-64 years, 68% for 65+ years)
Those who have lived on Maui their whole life gave statistically higher importance ratings	<ul style="list-style-type: none"> How long it will take to make site ready to receive debris (54% vs. 38%) Increase in traffic congestion when trucking debris (49% vs. 34%) Road safety concerns when trucking debris (58% vs. 47%) Considers concerns about cultural resources (65% vs. 59%) Considers recommendations from subject matter experts (70% vs. 65%)
Those who have lived outside Maui at some point in their life gave statistically higher importance ratings	<ul style="list-style-type: none"> Safe distance from natural/environmental features (81% vs. 78%)

MOST IMPORTANT CRITERIA TO CONSIDER

Following the criteria rating, respondents who rated two (2) or more criteria a 10 out of 10 (extremely important) were asked which is the most important to them in selecting the permanent disposal site. This data was combined with participants who only rated one attribute a 10 out of 10. The following chart provides a high-level overview of the results:

Most Important Permanent Disposal Site Selection Criteria



*Base of n=2187

Overall, and aligning with the ratings observed in the previous section, having a buffer zone between Maui communities (34%) and being a safe distance from natural features (28%) were the most important criteria when selecting a permanent disposal site. Even though congestion and road safety were concerns for many, they were not the most important criteria when having to select one option. This highlights the greater importance of selecting a permanent disposal site that far from Maui communities and important environmental features.

To better understand if there are any statistically significant differences in importance ratings between respondent locations, a segmentation analysis was conducted, with the results displayed below and statistically greater values shaded in red.

Most Important Permanent Disposal Site Selection Criteria by Location

Next, the data was segmented by respondent location to identify any statistically significant differences among Maui communities.

CRITERIA	TOTAL	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Halī'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua
		A	B	C	D	E	F	G
BASE	2187	148	91	189	166	267	142	1167
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	34%	18%	34%	21%	34%	23%	18%	41% ACEF
Safe distance from natural/ environmental features	28%	55% BCDFG	27%	30%	31%	41% G	31%	23%
Considers recommendations from subject matter experts	11%	9%	14%	23% DG	6%	17% DG	18% DG	8%
Considers public input	11%	13%	8%	10%	8%	9%	8%	12%
How long it will take to make site ready to receive debris	5%	-	3%	2%	2%	2%	2%	8% C
Considers concerns about cultural resources	4%	3%	7%	5%	11% G	5%	4%	3%
Increase in traffic congestion when trucking debris	4%	2%	3%	4%	4%	2%	13% G	3%
Road safety concerns when trucking debris	3%	<1%	4%	5%	6%	1%	5%	2%

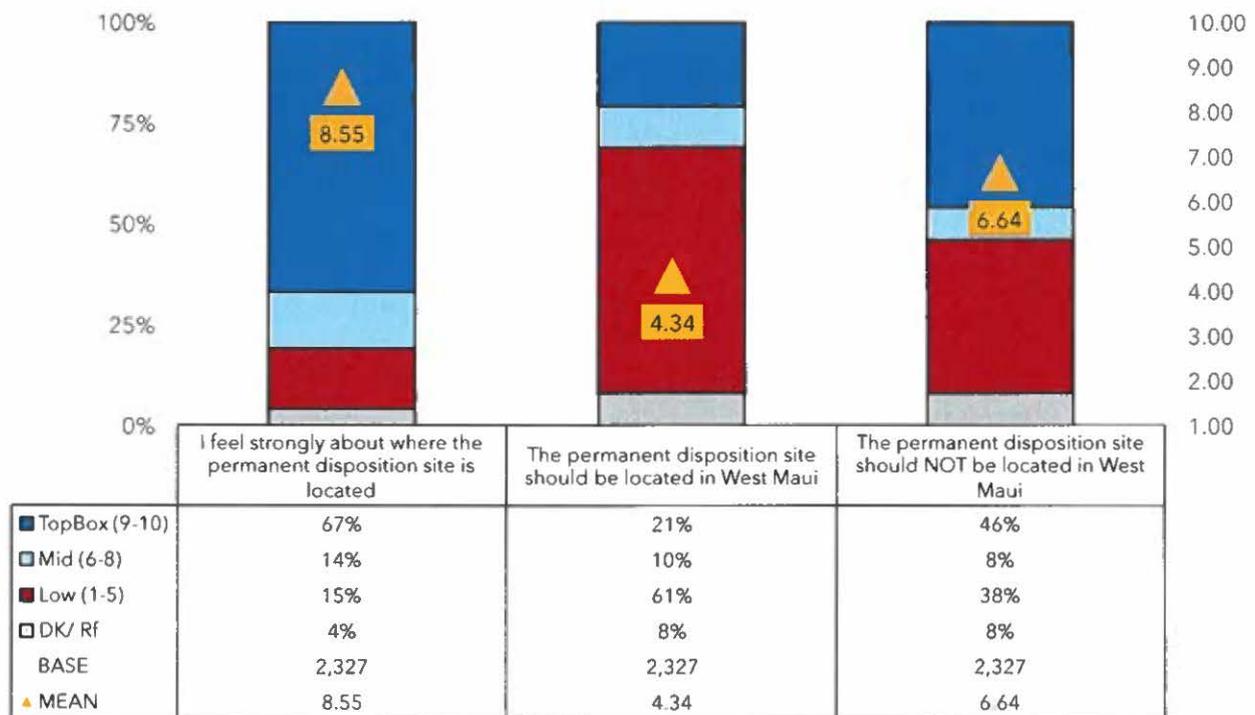
Next, we examine the statistically significant differences among the demographic segments highlighted throughout the report. The table below shows which criteria were chosen as “most important” statistically more frequently by the associated demographic segment.

DEMOGRAPHIC GROUP	STATISTICALLY SIGNIFICANT DIFFERENCES
<i>18-34 years old</i>	<ul style="list-style-type: none"> • <i>Safe distance from natural/environmental features (37%)</i> • <i>Considers concerns about cultural resources (8%)</i>
<i>35-49 years old</i>	<ul style="list-style-type: none"> • <i>Has a buffer zone between the site and residential areas, schools, hospitals, etc. (41%)</i> • <i>Increase in traffic congestion when trucking debris (5%)</i>
<i>50-64 years old</i>	<ul style="list-style-type: none"> • <i>Safe distance from natural/environmental features (29%)</i> • <i>How long it will take to make the site ready to receive debris (14%)</i>
<i>65+ years old</i>	<ul style="list-style-type: none"> • <i>Safe distance from natural/environmental features (29%)</i> • <i>Considers recommendations from subject matter experts (14%)</i> • <i>Road safety concerns when trucking debris (4%)</i>
<i>Lifetime residents</i>	<ul style="list-style-type: none"> • <i>How long it will take to make the site ready to receive debris (7%)</i> • <i>Considers concerns about cultural resources (6%)</i> • <i>Increase in traffic congestion when trucking debris (5%)</i>
<i>Lived elsewhere</i>	<ul style="list-style-type: none"> • <i>Safe distance from natural/environmental features (33%)</i>

LOCATION SENTIMENT

In this portion of the study, survey respondents were presented with three statements related to location sentiment and asked to rate each one on a ten-point scale where ten (10) is “strongly agree” and one (1) is “strongly disagree.” Respondents were also allowed to choose “Don’t know/Not sure” when appropriate. In addition to the percent results, a mean (or average) score was also computed. The higher the mean score (closer to 10.00), the stronger agreement with the statement is overall for Maui residents or the segment being highlighted.

Location Sentiment Ratings



Overall, two-thirds (67%) of respondents feel strongly about the location of the permanent disposal site, giving a TopBox rating (9-10). When looking at the two location statements, we see that the permanent disposal site not being in West Maui received higher ratings overall (6.64 vs. 4.34), along with more TopBox ratings (46% vs. 21%). As will be covered in the following section, these overall ratings are impacted by the over-representation of West Maui residents in the open link survey compared to actual population proportions.

RATINGS BY LOCATION

In this section, the data is segmented by respondent location and highlighted in the tables below, with statistically significant values shaded in red.

Location Sentiment Ratings (Mean Score)

CRITERIA	TOTAL	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua
		A	B	C	D	E	F	G
		<i>BASE</i>	2327	162	101	203	175	282
I feel strongly about where the permanent disposal site is located	8.55	8.70	7.82	8.32	8.71 B	8.85 B	8.71	8.58 B
The permanent disposal site should be located in West Maui	4.34	4.50	6.77 AEG	5.72 G	5.78 G	5.09 G	6.07 AG	3.40
The permanent disposal site should NOT be located in West Maui	6.64	6.24 B	4.11	5.21	5.14	5.59 B	5.08	7.64 ABCDEFF

Location Sentiment Ratings (TopBox)

CRITERIA	TOTAL	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua
		A	B	C	D	E	F	G
		<i>BASE</i>	2327	162	101	203	175	282
I feel strongly about where the permanent disposal site is located	67%	66%	54%	62%	69%	69%	66%	68% B
The permanent disposal site should be located in West Maui	21%	17%	38% AG	33% AG	32% G	26% G	38% AG	13%
The permanent disposal site should NOT be located in West Maui	46%	35% B	16%	31% B	26%	32% B	28%	59% ABCDEFF

When looking at the location results, we see that proximity to the possible location of a permanent disposal site heavily influences how respondents rated; residents in Lāhainā/Olowalu to Kapalua (59%) were statistically more likely to provide TopBox scores for the site not being in West Maui, resulting in a statistically higher mean score (7.64). Conversely, statistically higher proportions of residents in Kahului (38%), Wailuku/ Waikapū to Kahakuloa (33%), Makawao/Hali’imaile, Pukalani (32%), Kihei/Makena to Ma’alaea (26%), and Kula/Ulupalakua, Kanaio (38%) gave TopBox support for a West Maui location compared to those residing further away.

RATINGS BY HIGHWAY USAGE

In this section, the data is segmented by respondent location and highlighted in the tables below, with statistically significant values shaded in red.

Location Sentiment Ratings (Mean Score)

CRITERIA	TOTAL	High	Moderate	Low
		A	B	C
BASE	2327	949	725	632
I feel strongly about where the permanent disposal site is located	8.55	8.65	8.46	8.48
The permanent disposal site should be located in West Maui	4.34	3.72	4.36 A	5.52 AB
The permanent disposal site should NOT be located in West Maui	6.64	7.42 BC	6.53 C	5.26

Location Sentiment Ratings (TopBox)

CRITERIA	TOTAL	High	Moderate	Low
		A	B	C
BASE	2327	949	725	632
I feel strongly about where the permanent disposal site is located	67%	71% BC	65%	62%
The permanent disposal site should be located in West Maui	21%	17%	22% A	28% AB
The permanent disposal site should NOT be located in West Maui	46%	56% BC	45% C	28%

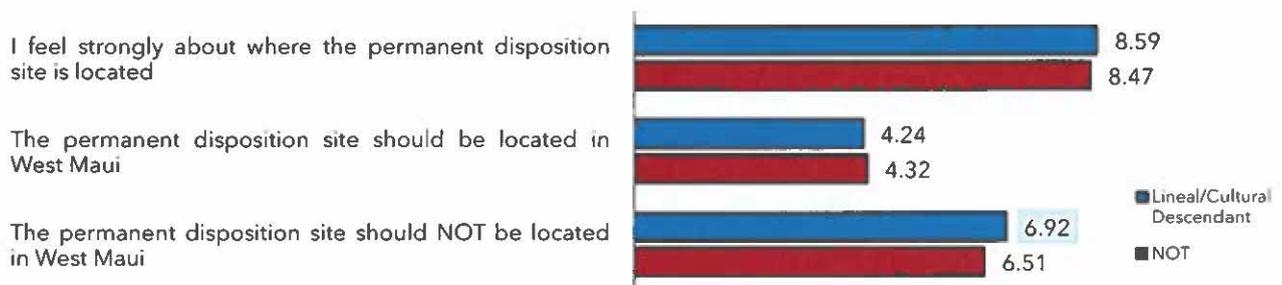
Looking at the highway usage data, we see that those who drive on Honoapiʻilani Highway more frequently have stronger opinions overall about where the permanent disposal site should be located. In particular, almost 3-in-4 (71%) high-frequency users provided TopBox ratings to this statement. TopBox ratings fall to 65% of moderate-frequency users and 62% for low-frequency users. However, in terms of overall mean score, the ratings remained relatively consistent with results being directionally higher for high-frequency highway users.

Using the road more regularly, high-frequency users of Honoapiʻilani Highway provided statistically higher TopBox (56%) and average ratings (7.42) for the location not being in West Maui, especially compared to low-frequency users (28% and 5.26, respectively). As will be covered in the next section, a possible contributor to this finding is the higher proportion of Lāhainā/Olowalu to Kapalua residents in this segment.

RATINGS BY LINEAL/CULTURAL DESCENDANCE

In this section, the mean score data has been segmented by those who are lineal or cultural descendants of the West Maui or Central Maui areas and those who are not; this helps provide how both groups compare overall in terms of permanent disposal site location preference. Statistically higher values are highlighted with shading in the table below.

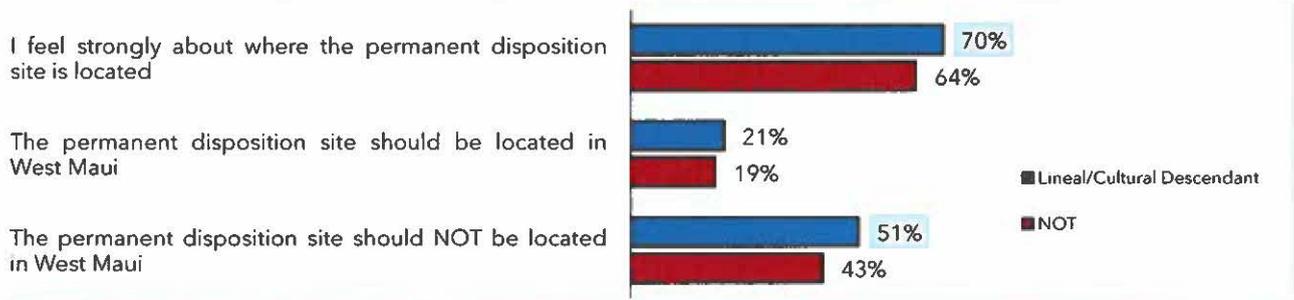
Location Sentiment Ratings (Mean Score)



*Segment bases: Cultural Descendants: n=465, NOT: n=1675

Subsequently, the TopBox rating data was segmented in a similar fashion and highlighted in the following chart.

Location Sentiment Ratings (TopBox)



*Segment bases: Cultural Descendants: n=465, NOT: n=1675

Overall, lineal/cultural descendants of the Central and/or West Maui regions provided statistically higher TopBox ratings (70%) when asked how strongly they feel about the location of the permanent disposal site compared to non-descendants (64%). In terms of permanent disposal site location, relatively little difference is observed when asked if the permanent disposal site should be in West Maui. However, a statistically higher proportion of lineal/cultural descendants (mean score of 6.92 vs. 6.51) gave higher ratings for the permanent disposal site not being in West Maui.

DEMOGRAPHIC PROFILES

The following table contains a demographic profile comparison of those who gave TopBox (9-10) ratings for the permanent disposal site should be in West Maui, and those who gave TopBox ratings for the permanent disposal site should not be in West Maui.

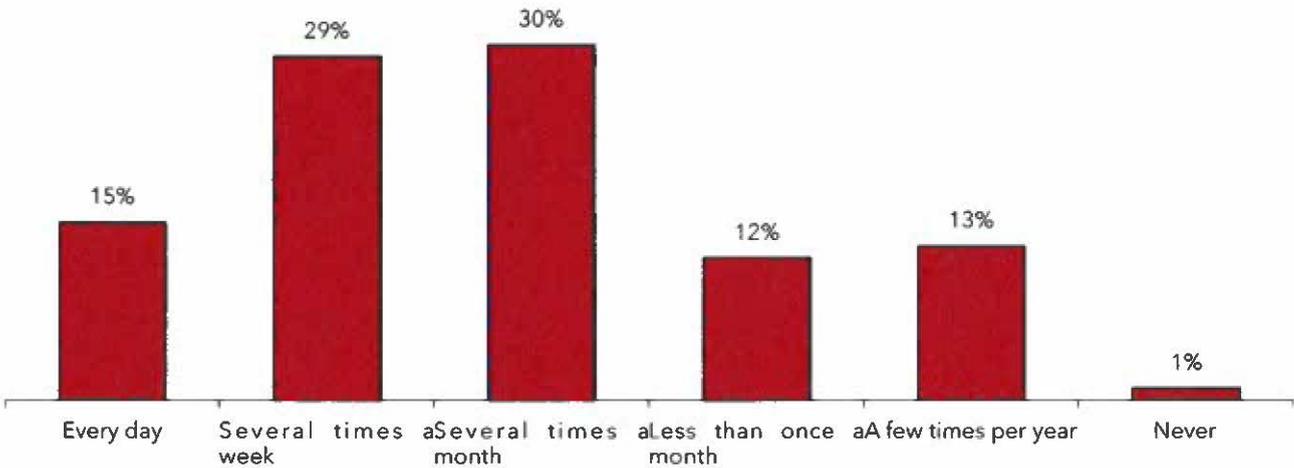
	Should Be West Maui (TopBox)	Should NOT be West Maui (TopBox)	COMMENTS
BASE	448	1075	
AREA			There is a statistically high proportion of Lāhainā/Olowalu to Kapalua residents among those who gave TopBox ratings for the location NOT being in West Maui compared to those in favor of a West Maui permanent disposal site.
Lāhainā, Olowalu to Kapalua	36%	73%	
Wailuku, Waikapū to Kahakuloa	17%	8%	
Kihei, Makena to Ma‘alaea	10%	6%	
Makawao, Hali‘imaile, Pukalani	11%	4%	
Kahului	12%	2%	
Kula, Ulupalakua, Kanaio	9%	3%	
Pā‘ia-Ha‘ikū	4%	4%	
East Maui (Hāna, Ke‘anae, Kīpahulu, Kaupō)	<1%	<1%	
AGE			Those who gave TopBox ratings in favor of a West Maui location are statistically older on average compared to those who gave TopBox ratings opposing a West Maui permanent disposal site.
18-34	5%	12%	
35-49	22%	26%	
50-64	33%	32%	
65+	41%	31%	
MEAN	58.75	54.16	
MEDIAN	62	56	
TIME ON MAUI			There is a statistically higher proportion of lifetime Maui residents who gave TopBox rating for the permanent disposal site being in West Maui compared to the other segment.
Lifetime	52%	45%	
20+ years	30%	32%	
10-19 years	10%	9%	
5-9 years	5%	7%	
Less than 5 years	2%	5%	
Not a permanent resident	1%	1%	

* Figures in **bold red** indicate statistical significance, where these values are statistically greater than those in **gray** on the same line.

HONOAPI'ILANI HIGHWAY USAGE

In this section of the study, respondents were asked to share how often they typically drive on Honoapi'ilani Highway. The following chart highlights the overall distribution of the results.

Honoapi'ilani Highway Usage Frequency



Overall, we see that high-frequency users (every day or several times a week) make up 44% of survey respondents. Moderate-frequency users (several times a month) make up almost a third (30%) with a fourth (25%) being low-frequency users. These figures are important to consider when understanding what proportion of the Maui population will likely be affected by increased traffic congestion and potential road safety hazards. However, it is important to note that the proportion of high-frequency users is high among open link survey respondents, likely due to the higher proportion of those residing in West Maui.

USAGE BY LOCATION

In this section, the data is segmented by respondent location and highlighted in the table below, with statistically significant values shaded in red. Additionally, a mean score has been calculated where 1.00 is “never” and 6.00 is “every day.” The higher the mean score (closer to 6.00), the more frequently a group typically uses Honoapi’ilani Highway.

Honoapi’ilani Highway Usage Frequency by Location

CRITERIA	TOTAL	Pā’ia-Ha’ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali’imaile, Pukalani	Kihei, Makena to Ma’alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua
		A	B	C	D	E	F	G
BASE	2327	162	101	203	175	282	146	1240
Every day	15%	4%	9%	5%	2%	7%	2%	23% ABCDEF
Several times a week	29%	8%	15%	22% AF	19%	12%	7%	40% ABCDEF
Several times a month	30%	30%	21%	29%	25%	31%	27%	33%
Less than once a month	12%	31% CG	24% G	16% G	20% G	25% G	27% G	3%
A few times per year	13%	23% G	28% G	24% G	35% G	24% G	36% G	1%
Never	1%	4%	2%	4%	-	1%	2%	-
MEAN	4.19	3.28	3.46	3.56 F	3.34	3.50 F	3.07	4.80 ABCDEF

In terms of usage frequency, residents of Lāhainā/Olowalu to Kapalua (4.80 mean score) use the highway statistically more often compared to more central locations such as Kula, Ulupalakua, Kanaio (3.07) and Pā’ia-Ha’ikū (3.28). Groups with higher average frequencies will likely feel the greatest impact with an increase in traffic or road hazards due to site placement.

USAGE BY PERMANENT DISPOSAL SITE PREFERENCE

In this section, the data is segmented by ratings given for permanent disposal site location preferences. In particular, responses were segmented by TopBox (9-10) and Mid/Low (1-8) to better understand how those with the strongest conviction compare to other residents. Statistically significant values have been shaded in color.

Ratings for Disposal Site Selection Criteria by Location Preference (Mean Score)

CRITERIA	TOTAL	Feel Strongly About Location of Permanent Disposal Site		Should be in West Maui		Should NOT be in West Maui	
		TopBox	Mid/Low	TopBox	Mid/Low	TopBox	Mid/Low
		A	B	C	D	E	F
BASE	2327	1557	670	448	1656	1075	1031
Every day	15%	16%	14%	14%	16%	19% F	12%
Several times a week	29%	31% B	25%	21%	33% C	36% F	25%
Several times a month	30%	29%	33%	31%	31%	30%	32%
Less than once a month	12%	11%	13%	13%	10%	8%	13% E
A few times per year	13%	12%	14%	20% D	9%	6%	17% E
Never	1%	1%	1%	1%	1%	<1%	1% E
MEAN	4.19	4.25 B	4.08	3.92	4.33 C	4.51 F	3.98

Analyzing the results above, we see that highway usage impacts permanent disposal site location preference, with a statistically higher proportion of those who rated “not West Maui” with a TopBox score driving on the road every day (19% vs. 12%) or several times a week (36% vs. 25%) resulting in a higher usage frequency (4.51 vs. 3.98). Similarly, those who gave TopBox ratings for the location being in West Maui use the highway less frequently on average (3.92 vs. 4.33).

DEMOGRAPHIC PROFILES

The following table contains a demographic profile comparison of the different highway usage frequencies highlighted in this report.

	High	Moderate	Low	COMMENTS
BASE	949	725	632	
AREA				
Lāhainā, Olowalu to Kapalua	80%	61%	11%	A statistically higher proportion of high-frequency users reside in Lāhainā/Olowalu to Kapalua. Meanwhile, moderate and low-frequency user segments have statistically higher proportion of Central Maui residents.
Wailuku, Waikapū to Kahakuloa	7%	11%	18%	
Kihei, Makena to Ma‘ālaea	4%	9%	17%	
Makawao, Hali‘imaile, Pukalani	3%	6%	16%	
Kahului	4%	5%	14%	
Kula, Ulupalakua, Kanaio	1%	4%	13%	
Pā‘ia-Ha‘ikū	1%	5%	10%	
East Maui (Hāna, Ke‘ānae, Kīpahulu, Kaupō)	<1%	<1%	1%	
AGE				
18-34	12%	9%	6%	High-frequency users are statistically younger on average, with average age increasing as usage decreases.
35-49	33%	19%	20%	
50-64	19%	35%	31%	
65+	25%	37%	43%	
MEAN	51.93	57.31	58.98	
MEDIAN	52	60	62	
TIME ON MAUI				
Lifetime	51%	39%	38%	There is a statistically higher proportion of lifetime residents among high-frequency highway users compared to moderate and low-frequency.
20+ years	29%	35%	36%	
10-19 years	9%	11%	10%	
5-9 years	6%	7%	8%	
Less than 5 years	4%	7%	4%	
Not a permanent resident	1%	2%	3%	

* Figures in **bold red** indicate statistical significance, where these values are statistically greater than those in gray on the same line.

PROFILE OF RESPONDENTS

	TOTAL	COMMENTS
AREA		
Lāhainā, Olowalu to Kapalua	56%	It is important to note that residents in West Maui make up over half (56%) of the overall open link survey sample. This over-representation is important to consider when viewing the survey results.
Wailuku, Waikapū to Kahakuloa	11%	
Kihei, Makena to Maʻalaea	8%	
Kahului	7%	
Kula, Ulupalakua, Kanaio □	6%	
Makawao, Haliʻimaile, Pukalani □	5%	
Pāʻia-Haʻikū	5%	
East Maui (Hāna, Keʻanae, Kīpahulu, Kaupō)	<1%	
AGE		
18-34	10%	
35-49	26%	
50-64	31%	
65+	33%	
MEAN	55.35	
MEDIAN	57	
TIME ON MAUI		
Lifetime	44%	
20+ years	33%	
10-19 years	10%	
5-9 years	7%	
Less than 5 years	4%	
ETHNICITY		
Caucasian	28%	Data was weighted to reflect ethnicity proportions of adult residents in Maui County based on 2020 Census data.
Hawaiian	24%	
Japanese	23%	
Filipino	15%	
Other	5%	
Refused	5%	

APPENDIX – SURVEY INSTRUMENT

County of Maui

Community Survey Questionnaire - Online

January 30, 2024 - FINAL



Aloha,

On behalf of the County of Maui and its Maui Recovers efforts, Anthology Research, a professional market research firm in Hawaii, is conducting a brief survey today among residents to collect community input about where the ash and debris from the August fires in Lāhainā will be permanently stored.

Your input will make a difference and will help Maui County make this important decision. Your answers in the survey will be strictly confidential – no identifying information will be connected to your responses.

If you would like to verify that this is a legitimate Maui County survey, please visit the Maui Recovers website at mauirecovers.org.

Please click the link below to begin the survey.

[SURVEY BEGINS]

SB. **Are you 18 years of age or older?**

1. Yes
2. No (TERMINATE)

SC. **Which of the following describes your residency on the island of Maui? Would you describe yourself as a fulltime resident, part-time resident, or visitor?**

1. Fulltime resident (live on island at least six months out of the year)
2. Parttime resident (live on island fewer than six months out of the year)
3. Visitor to Maui

1. [IF RESIDENT] **Which of the following best describes where you live?**

1. East Maui (Hāna, Ke‘anae, Kīpahulu, Kaupō)
2. Pā‘ia-Ha‘ikū
3. Kahului
4. Wailuku, Waikapū to Kahakuloa
5. Makawao, Hali‘imaile, Pukalani
6. Kihei, Makena to Ma‘alaea
7. Kula, Ulupalakua, Kanaio
8. Lāhainā, Olowalu to Kapalua
9. Somewhere else (please specify) _____

More than 12,000 Maui residents were affected by the Lāhainā wildfires and most have been living in temporary housing for six months. In order for survivors to return to their properties, an estimated 400,000 cubic yards of ash and debris must be removed and transported from Lāhainā. A temporary debris storage site has been constructed in Olowalu, but a permanent disposal site must be selected.

From an initial list of eight sites on island, with public input, the County of Maui and other government agencies have determined three sites meet minimum environmental requirements and are potentially viable:

- *Central Maui Landfill area - east of Pu‘unēnē, adjacent to the current landfill*
- *Wahikuli parcel - mauka of Wahikuli neighborhood, West Maui*
- *Crater Village area - mauka of Wahikuli parcel and the Lāhainā Civic Center, West Maui*

2. From these three options, the County of Maui will select the permanent site based on specific criteria, which we will share with you. Public ranking of these criteria will help the County select the most appropriate site.

How important to you are each of the following criteria in selecting the site? Please use a scale of one to 10, with one being not important at all and 10 being extremely important. You may choose any number between one and 10. If you don't know or aren't sure on any item, just select that option.

[RANDOMIZE ORDER OF LIST ITEMS]

	Not at all important										Extremely important	Don't know / Not sure
	1	2	3	4	5	6	7	8	9	10		99
How long it will take to make site ready to receive debris												99
Increase in traffic congestion when trucking debris												99
Road safety concerns when trucking debris												99
Has a buffer zone between the site and residential areas, schools, hospitals, etc.												99
Safe distance from natural / environmental features												99
Considers concerns about cultural resources												99
Considers public input												99
Considers recommendations from subject matter experts												99

3. [IF MORE THAN ONE ITEM IS EXTREMELY IMPORTANT] **Which of the following criteria is most important to you in selecting the disposition site?**
[SHOW ITEMS SELECTED AS EXTREMELY IMPORTANT]

4. **What other criteria do you think the County should consider in selecting a permanent disposition site?** [OPEN END, REPORTED VERBATIM]

5. **How much do you agree or disagree with each of the following statements?** Please use a scale of one to 10, with one being strongly disagree and 10 being strongly agree. You may choose any number between one and 10. If you don't know or aren't sure on any item, just indicate so.
[RANDMIZE ORDER OF LIST ITEMS]

	Strongly	Strongly	Don't know
--	----------	----------	------------

	Disagree										Agree	/ Not sure
	1	2	3	4	5	6	7	8	9	10	99	
I feel strongly about where the permanent disposition site is located.	1	2	3	4	5	6	7	8	9	10	99	
The permanent disposition site should be located in West Maui.	1	2	3	4	5	6	7	8	9	10	99	
The permanent disposition site should <u>not</u> be located in West Maui.	1	2	3	4	5	6	7	8	9	10	99	

Lastly, just a few questions for classification purposes.

6. Yes or no, are you a lineal or cultural descendant to any of the following areas?

West Maui: Wahikuli; Pu’uki; Kuhua; Hāhākea, `Aki

Central Maui: Pu’unēnē; Poniau

1. Yes
2. No
3. Don’t know / Not sure

7. For how many years have you lived on the Island of Maui? Would you say...

1. All your life
2. 20 years or more
3. 10 years but less than 20 years
4. 5 years but less than 10 years
5. Less than 5 years
6. Am not a permanent resident of Maui (VOL)

8. In general, how often do you drive on Honoapi’ilani Hwy. between Ma’alaea and Lāhainā town? Would you say...

1. Every day
2. Several times a week
3. Several times a month
4. Less than once a month
5. A few times per year
6. Never

9. Yes or no, was your property directly affected by the August 2023 wildfires on Maui?

1. Yes
2. No

10. **What was your age on your last birthday?** ____ [NUMERIC RESPONSE] [REF=999]

11. **Which ethnicity do you most identify with?**

[IF ANY PART HAWAIIAN, CODE HAWAIIAN]

[IF MORE THAN ONE, ASK] With which do you identify the most?

1. African American
2. Caucasian
3. Chinese
4. Filipino
5. Guamanian/Chamorro
6. Hawaiian/Part-Hawaiian
7. Hispanic
8. Japanese
9. Korean
10. Pacific Islander (not Hawaiian)
11. Mixed, not Hawaiian
12. Other (please specify): _____
13. Refused [VOL]

12. **Please write below any other comments or concerns you would like to share with the County of Maui.** [OPEN END]

Mahalo! Those are all of the questions we have.

If you would like more information on the County of Maui recovery efforts for Lāhainā, please visit mauirecovers.org.

Lahaina Wildfire Debris Permanent Disposal Site Scientific Survey

Prepared for:
The County of Maui

Submitted by Anthology Research
February 2024

[ANTHOLOGY®]

A FINN Partners Company

TABLE OF CONTENTS

TABLE OF CONTENTS	2
METHODOLOGY	3
DETAILED FINDINGS	4
SITE SELECTION CRITERIA	4
Ratings by Location	7
Ratings by Disposal Site Preference	9
Ratings by Highway Usage	11
Ratings by Lineal/Cultural Descendance	12
Demographic Segmentation	14
Most Important Criteria to Consider	15
LOCATION SENTIMENT	17
Ratings by Location	18
Ratings by Highway Usage	19
Ratings by Lineal/Cultural Descendance	20
Demographic Profiles	22
HONOAPI'ILANI HIGHWAY USAGE	23
Usage by Location	24
Usage by Permanent Disposal Site Preference	25
Demographic Profiles	26
PROFILE OF RESPONDENTS	27
APPENDIX - SURVEY INSTRUMENT	28

METHODOLOGY

Overview

The County of Maui contracted Anthology Research to conduct a survey of residents in support of its efforts to identify a permanent disposal site location for the debris from the devastating fires in Lāhainā. The overall goal of this research is to provide reliable data that will accurately reflect community sentiment as input into the County's decision of where to place the permanent disposal site.

This report includes results from a scientific, random sample survey. An identical questionnaire was used to gather input from the Maui community through an online survey that was available to any interested participants. The results from that "open link" study are reported separately.

Data collection began on January 31, 2024, and ended on February 12, 2024. A total of n=430 completed surveys were collected during this period, resulting in a margin of error for the overall sample of +/- 4.73% at the 95% confidence level.

The random sample survey utilized a mixed-mode approach that included telephone and online invitations. The sample for this study was provided by public contact lists (including voter contact and other publicly available lists) and augmented by Anthology Research's proprietary panel of Hawai'i residents who have opted to participate in research studies. Research respondents were screened to ensure they were 18 years of age or older and residents of Maui.

Overall totals were weighted to reflect estimates of adult residents in Maui County by ethnicity based on 2020 Census data.

Among the survey questions asked in this study, two were open-ended, allowing respondents to write personalized responses. A full list of these verbatim responses is available in a supplemental document and sorted alphabetically.

The questionnaire used in this study was developed by Anthology Research with input from the client and is presented in the appendix of this report.

DETAILED FINDINGS

SITE SELECTION CRITERIA

At the onset of the survey, respondents were presented with the following statement:

More than 12,000 Maui residents were affected by the Lāhainā wildfires and most have been living in temporary housing for six months. In order for survivors to return to their properties, an estimated 400,000 cubic yards of ash and debris must be removed and transported from Lāhainā. A temporary debris storage site has been constructed in Olowalu, but a permanent disposal site must be selected.

From an initial list of eight sites on island, with public input, the County of Maui and other government agencies have determined three sites meet minimum environmental requirements and are potentially viable:

- *Central Maui Landfill area - east of Pu'unēnē, adjacent to the current landfill*
- *Wahikuli parcel - mauka of Wahikuli neighborhood, West Maui*
- *Crater Village area - mauka of Wahikuli parcel and the Lāhainā Civic Center, West Maui*

From these three options, the County of Maui will select the permanent site based on specific criteria, which we will share with you. Public ranking of these criteria will help the County select the most appropriate site.

Following this statement, respondents were presented with eight criteria that will be considered when selecting a permanent disposal site and asked how important they feel each one is in choosing the location. They were instructed to quantify their opinions using a standard ten-point rating scale where one (1) is "Not at all important" and ten (10) is "Extremely important." Respondents were also given the option to choose "Don't know/Not sure" when appropriate. In addition to the percent results, a mean (or average) score was also computed. The higher the mean score (closer to 10.00), the more important the criteria is in selecting a permanent disposal site.

Overall Ratings for Permanent Disposal Site Selection Criteria

CRITERIA	MEAN	TopBox (9-10)	Mid (6-8)	Low (1-5)	Don't know/ Not sure
Safe distance from natural/ environmental features	9.32	82%	12%	5%	1%
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	9.21	79%	15%	5%	1%
Considers recommendations from subject matter experts	8.84	70%	19%	10%	1%
Considers public input	8.64	67%	22%	11%	1%
Considers concerns about cultural resources	8.49	64%	22%	13%	1%
Road safety concerns when trucking debris	8.10	58%	24%	17%	<1%
How long it will take to make site ready to receive debris	7.83	49%	26%	21%	3%
Increase in traffic congestion when truckin debris	7.04	40%	29%	31%	1%

*Totals across each criteria point may not sum to 100% due to rounding.

Overall, the proximity of the permanent disposal site to nearby features are the most important considerations among Maui residents, with a “safe distance from natural/ environmental features” (9.32) and “has a buffer zone between the site and residential areas, schools, hospitals, etc.” (9.21) receiving the highest mean scores. Additionally, these two criteria have the highest TopBox ratings (82% and 79%, respectively), highlighting the large proportion of residents who feel these are extremely important considerations when selecting the location of a permanent disposal site.

Conversely, an increase in traffic congestion was seen as the least important of the eight criteria tested, with a mean score of 7.04 and 2-in-5 (40%) respondents giving a TopBox rating. While traffic congestion scored the lowest, it is important to note that road safety is more prevalent concern, with about 3-in-5 (58%) respondents rating this attribute a nine or ten.

High-Level Breakdown of Criteria Ratings

	CRITERIA	MEAN	TopBox (9-10)
Proximity	Safe distance from natural/ environmental features	9.32	82%
	Has a buffer zone between the site and residential areas, schools, hospitals, etc.	9.21	79%
Consultation	Considers recommendations from subject matter experts	8.84	70%
	Considers public input	8.64	67%
	Considers concerns about cultural resources	8.49	64%
Logistics	Road safety concerns when trucking debris	8.10	58%
	How long it will take to make site ready to receive debris	7.83	49%
	Increase in traffic congestion when trucking debris	7.04	40%

To better understand trends among site selection criteria ratings, similar topics were grouped and labeled in the chart above. At a high level, the results can be broken down into the following areas:

- **Proximity:** Ensuring that the permanent disposal site is not near environmental features or communities where Maui residents reside and frequent.
- **Consultation:** Making sure all relevant stakeholders have been consulted before making any major planning decisions.
- **Logistics:** The effects on local transportation infrastructure when moving debris from Lāhainā to the permanent disposal site as well as construction work needed to prepare the site to receive debris.

When grouping selection criteria in this way while sorting them from highest mean score and TopBox rating to lowest, we can observe some key trends in what Maui residents feel are the most important considerations when selecting the location of the permanent disposal site. Consisting of the top two criteria, proximity is the most important consideration for Maui residents, wanting the permanent disposal site to be far away from natural features and local communities. Right behind this, residents shared the importance of consultation, wanting the County of Maui to meet with various stakeholders including subject matter experts, the public, and cultural representatives to ensure the permanent disposal site location considers the input of all those who may be affected. Finally, the lowest ranking consideration is logistics. While still an important consideration, this area was not as important as proximity and consultation in the site selection process.

RATINGS BY LOCATION

To better understand if there are any statistically significant differences in importance ratings between respondent locations, a segmentation analysis was conducted, with the results displayed below. The cells of values shaded in **red** are statistically significant higher cells in the same row shaded in **gray**. As there are several location segments, column labels (A, B, C, etc.) have been added, where significant figures highlight the specific columns that contain the value(s) that they are statistically greater than. Please note the relatively small bases in each column when reviewing these results.

Ratings for Permanent Disposal Site Selection Criteria by Location (Mean Score)

CRITERIA	TOTAL	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua
		A	B	C	D	E	F	G
BASE	430	42	42	69	49	95	38	89
Safe distance from natural/ environmental features	9.32	9.79	9.78 C	8.97	9.70	9.13	8.86	9.26
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	9.21	9.08	9.40	8.71	9.80 C	9.07	8.97	9.51 C
Considers recommendations from subject matter experts	8.84	8.58	9.53 G	8.87	9.31	8.67	8.80	8.30
Considers public input	8.64	8.81	8.92	8.11	9.01	8.34	8.21	8.97
Considers concerns about cultural resources	8.49	8.63	8.68	8.07	8.99	8.45	7.89	8.62
Road safety concerns when trucking debris	8.10	8.31	9.61 CDEFG	8.09	8.11	7.71	6.70	7.80
How long it will take to make site ready to receive debris	7.83	6.68	9.11 AEF	7.92	8.37 A	7.19	6.81	8.05
Increase in traffic congestion when trucking debris	7.04	6.45	8.95 ACDEFG	6.67	6.49	6.76	5.65	7.34 F

Ratings for Permanent Disposal Site Selection Criteria by Location (TopBox)

CRITERIA	TOTAL	Pā'ia Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hall'imale, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua
		A	B	C	D	E	F	G
BASE	430	42	42	69	49	95	38	89
Safe distance from natural/ environmental features	82%	93%	93% CF	73%	96% F	79%	70%	77%
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	79%	74%	84%	69%	93%	72%	70%	87%
Considers recommendations from subject matter experts	70%	64%	93% ACEFG	69%	84%	67%	57%	61%
Considers public input	67%	74%	81% F	61%	69%	57%	51%	70%
Considers concerns about cultural resources	64%	61%	65%	60%	73%	65%	43%	72% F
Road safety concerns when trucking debris	58%	66% F	90% ACDEFG	61% F	58%	47%	27%	51%
How long it will take to make site ready to receive debris	49%	29%	76% ACEF	49%	60%	35%	27%	57% F
Increase in traffic congestion when trucking debris	40%	39%	76% ACDEFG	36%	30%	30%	14%	44% F

When reading these tables, statistically significant figures highlight key differences between resident locations. For example, on average (mean score), Lāhainā residents rated a buffer zone (9.51) and traffic congestion (7.34) higher than other Maui areas, suggesting that these factors are more important considerations in their community compared to others. Additionally, it is important to note that Kahului residents rated most criteria statistically higher than other communities in terms of mean score and TopBox ratings. This may result from proximity concerns of the proposed Central Maui location, creating higher sensitivity to the issue, or other factors such as demographic characteristics and community dynamics.

RATINGS BY DISPOSAL SITE PREFERENCE

In this section, the data are segmented by ratings given later in the survey for a permanent disposal site location preferences. In particular, responses were segmented by TopBox (9-10) and Mid/Low (1-8) to better understand how those with the strongest conviction compare to other residents. Statistically significant values have been shaded in color.

Ratings for Permanent Disposal Site Selection Criteria by Location Preference (Mean Score)

CRITERIA	TOTAL	Feel Strongly About Location of Permanent Disposal Site		Should be in West Maui		Should NOT be in West Maui	
		TopBox	Mid/Low	TopBox	Mid/Low	TopBox	Mid/Low
		A	B	C	D	E	F
BASE	430	219	191	99	276	121	254
Safe distance from natural/ environmental features	9.32	9.74 B	8.94	9.39	9.27	9.65 F	9.15
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	9.21	9.58 B	8.85	9.26	9.20	9.65 F	9.04
Considers recommendations from subject matter experts	8.84	8.93	8.72	8.90	8.82	8.45	8.95 E
Considers public input	8.64	9.32 B	7.88	9.18 D	8.44	9.40 F	8.43
Considers concerns about cultural resources	8.49	9.19 B	7.79	8.75	8.40	9.10 F	8.24
Road safety concerns when trucking debris	8.10	8.40 B	7.79	9.07 D	7.70	7.89	8.30
How long it will take to make site ready to receive debris	7.83	8.16 B	7.52	8.57 D	7.57	7.87	7.93
Increase in traffic congestion when trucking debris	7.04	7.35 B	6.68	7.91 D	6.69	7.01	7.20

Ratings for Permanent Disposal Site Selection Criteria by Location Preference (TopBox)

CRITERIA	TOTAL	Feel Strongly About Location of Site		Should be in West Maui		Should NOT be in West Maui	
		TopBox	Mid/Low	TopBox	Mid/Low	TopBox	Mid/Low
		A	B	C	D	E	F
BASE	430	219	191	99	276	121	254
Safe distance from natural/ environmental features	82%	91% B	73%	83%	80%	91% F	77%
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	79%	89% B	69%	80%	79%	90% F	74%
Considers recommendations from subject matter experts	70%	75%	67%	77%	69%	65%	73%
Considers public input	67%	85% B	47%	81% D	63%	83% F	63%
Considers concerns about cultural resources	64%	78% B	49%	71%	63%	79% F	60%
Road safety concerns when trucking debris	58%	69% B	47%	79% D	50%	59%	60%
How long it will take to make site ready to receive debris	49%	58% B	42%	64% D	44%	56%	48%
Increase in traffic congestion when trucking debris	40%	50% B	29%	57% D	33%	46%	40%

Overall, who feel the strongest about the permanent disposal site NOT being located in West Maui gave statistically higher importance ratings on average for the location being a safe distance from environmental features (9.65), having a buffer zone (9.65), public input being considered (9.40), and the consideration of concerns surrounding cultural resources (9.10). Meanwhile, those who feel the strongest that the permanent disposal site should be in West Maui gave statistically higher

importance ratings for the consideration of public input (9.18), road safety concerns (9.07), how long it will take to prepare the site for debris (8.57), and an increase in traffic congestion (7.91). Similar findings were observed when comparing the TopBox scores of these segments.

In general, these trends highlight the key concerns associated with these areas; those who do not want the permanent disposal site to be in West Maui are most concerned about its proximity to natural resources, residential neighborhoods, and community facilities while proponents for a West Maui are more concerned about the congestion and road safety issues that would come with a Central location.

RATINGS BY HIGHWAY USAGE

Next, the results were segmented by Honoapiʻilani Highway usage and highlighted by the following tables in terms of mean score and TopBox ratings. Highway usage has been collapsed into the following three categories:

- **High:** Use the highway every day or several times a week
- **Moderate:** Use the highway several times a month
- **Low:** Use the highway less than once a month or a few times per year

Ratings for Permanent Disposal Site Selection Criteria by Highway Usage (Mean Score)

CRITERIA	TOTAL	High	Moderate	Low
		A	B	C
<i>BASE</i>	430	110	124	187
Safe distance from natural/ environmental features	9.32	9.31	9.60 C	9.12
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	9.21	9.45	9.31	9.03
Considers recommendations from subject matter experts	8.84	8.54	8.83	9.03
Considers public input	8.64	9.15 C	8.72	8.32
Considers concerns about cultural resources	8.49	8.87 C	8.56	8.19
Road safety concerns when trucking debris	8.10	8.23	8.08	8.01
How long it will take to make site ready to receive debris	7.83	8.19	7.89	7.53
Increase in traffic congestion when trucking debris	7.04	7.60 C	7.16	6.66

Ratings for Permanent Disposal Site Selection Criteria by Highway Usage (TopBox)

CRITERIA	TOTAL	High	Moderate	Low
		A	B	C
BASE	430	110	124	187
Safe distance from natural/ environmental features	82%	81%	87%	78%
Has a buffer zone between the site and residential areas, schools, hospitals, etc.	79%	85%	81%	75%
Considers recommendations from subject matter experts	70%	68%	69%	73%
Considers public input	67%	78% c	68%	61%
Considers concerns about cultural resources	64%	77% c	66%	56%
Road safety concerns when trucking debris	58%	61%	57%	57%
How long it will take to make site ready to receive debris	49%	60% c	51%	42%
Increase in traffic congestion when trucking debris	40%	47% c	44%	33%

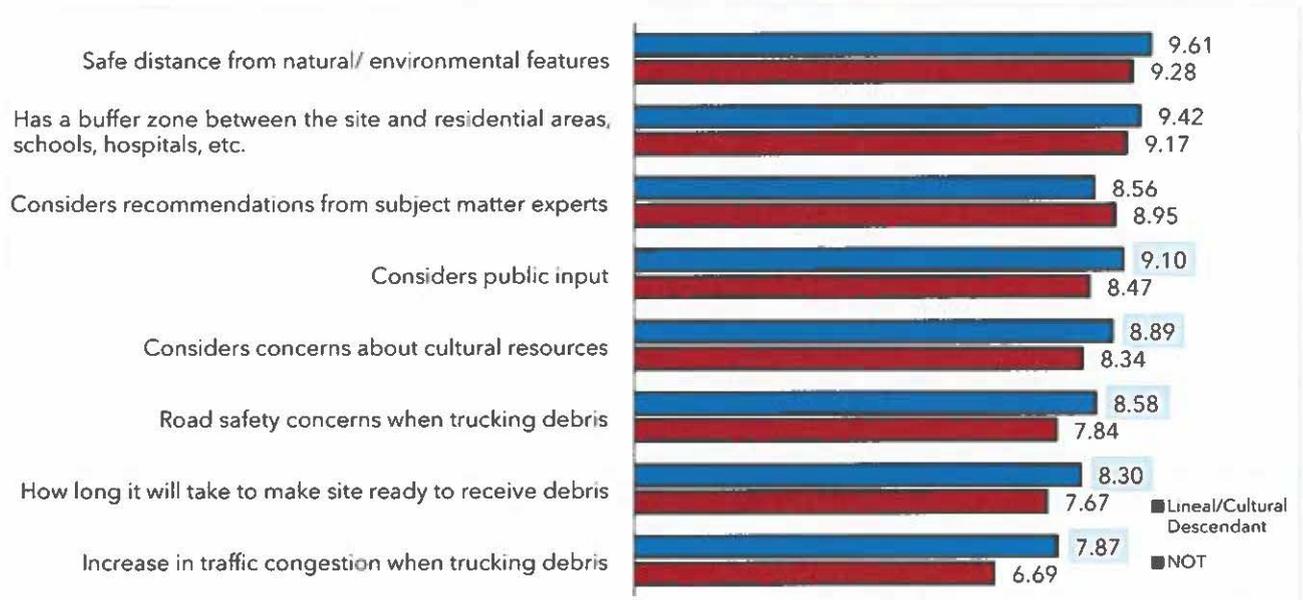
As to be expected, those who use Honoapi'ilani Highway more frequently gave statistically higher importance ratings for "increase in traffic congestion when trucking debris" with almost half (47%) of respondents giving TopBox ratings. Other permanent disposal site criteria where this group provided statistically higher TopBox ratings include the consideration of public input (78%), considering concerns about cultural resources (77%), and how long it will take to make the site ready (60%).

RATINGS BY LINEAL/CULTURAL DESCENDANCE

In this section, the mean score data has been segmented by those who are lineal or cultural descendants of the West Maui or Central Maui areas and those who are not; this helps provide how both groups compare overall in terms of importance ratings. A total of 64 respondents (13% of the total sample) identified as lineal or cultural descendants, with 43 for West Maui and 36 for Central Maui; these numbers sum over 64 as some respondents identified as being lineal or cultural descendants from both regions. The remaining sample either identified as not being lineal or cultural descendent of either region (78%) or did not know/were unsure (9%). Please use caution when examining results with such small bases.

Statistically higher values are highlighted with blue shading in the table below.

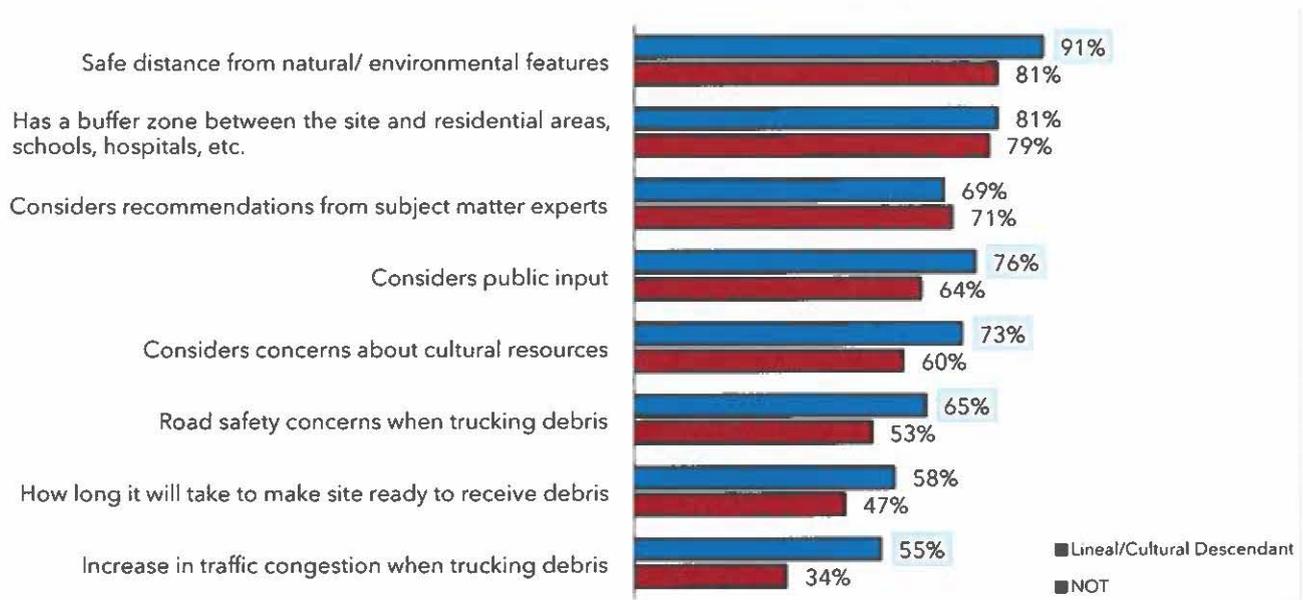
Ratings for Permanent Disposal Site Selection Criteria by Lineal/Cultural Descendance (Mean)



*Segment bases: Cultural Descendants: n=64, NOT: n=332

Subsequently, the TopBox rating data was segmented in a similar fashion and highlighted in the following chart.

Ratings for Permanent Disposal Site Selection Criteria by Lineal/Cultural Descendance (TopBox)



*Segment bases: Cultural Descendants: n=64, NOT: n=332

Overall, lineal/cultural descendants of either West or Central Maui gave higher importance ratings for most of the attributes tested. In particular, they gave statistically higher proportions of TopBox ratings for the permanent disposal site being a safe distance from natural features (91% vs. 81%), considering public input (76% vs. 64%), considering concerns about cultural resources (73% vs. 60%), road safety (65% vs. 53%), and an increase in traffic congestion (55% vs. 34%). Meanwhile, both groups gave relatively similar importance ratings for considering the recommendations of subject matter experts.

DEMOGRAPHIC SEGMENTATION

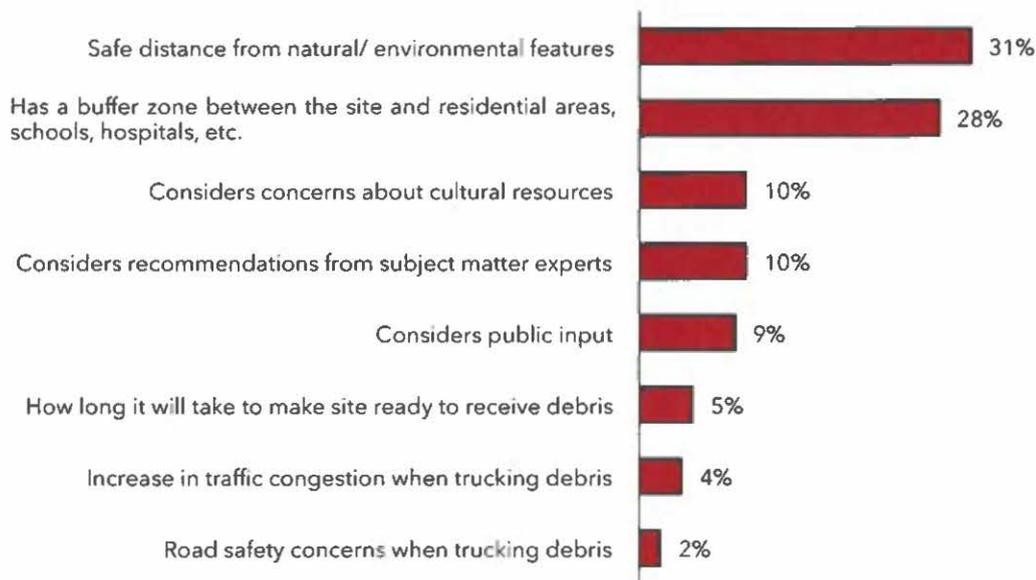
Next, we examine the statistically significant differences amongst the demographic segments highlighted throughout the report based on Top Box (strongly agree) scores and/or mean ratings.

DEMOGRAPHIC GROUP	STATISTICALLY SIGNIFICANT DIFFERENCES
<p><i>Statistically more important among middle-aged segments of 35-49 years and/or 50-64 years.</i></p>	<ul style="list-style-type: none"> • <i>Considers recommendation from subject matter experts (75% for 34-49, 80% for 50-64 vs. 59% for 65+)</i> • <i>Considers concerns about cultural resources (78% for 35-49 years vs. 57% for 65+ years)</i> • <i>Road safety concerns when trucking debris (65% for 50-64 vs. 48% for 65+)</i>
<p><i>Those who have lived on Maui their whole life gave statistically higher importance ratings</i></p>	<ul style="list-style-type: none"> • <i>Considers public input (74% vs. 62%)</i> • <i>Road safety concerns when trucking debris (69% vs. 51%)</i> • <i>Increase in traffic congestion when trucking debris (7.57 vs. 6.71 mean scores)</i> • <i>How long it will take to make sire ready to receive debris (8.31 vs. 7.53 mean score)</i>

MOST IMPORTANT CRITERIA TO CONSIDER

Following the criteria rating, respondents who rated two (2) or more criteria a 10 out of 10 (extremely important) were asked which is the most important to them in selecting the permanent disposal site. This data was combined with participants who only rated one attribute a 10 out of 10. The following chart provides a high-level overview of the results:

Most Important Permanent Disposal Site Selection Criteria



*Base of n=401

Overall, and aligning with the ratings observed in the previous section, being a safe distance from natural features (31%) and having a buffer zone between Maui communities (28%) were the most important criteria when selecting a permanent disposal site. Even though congestion and road safety were concerns for many, they were not the most important criteria when having to select one. This highlights the greater importance of selecting a site that is far from Maui communities and important environmental features.

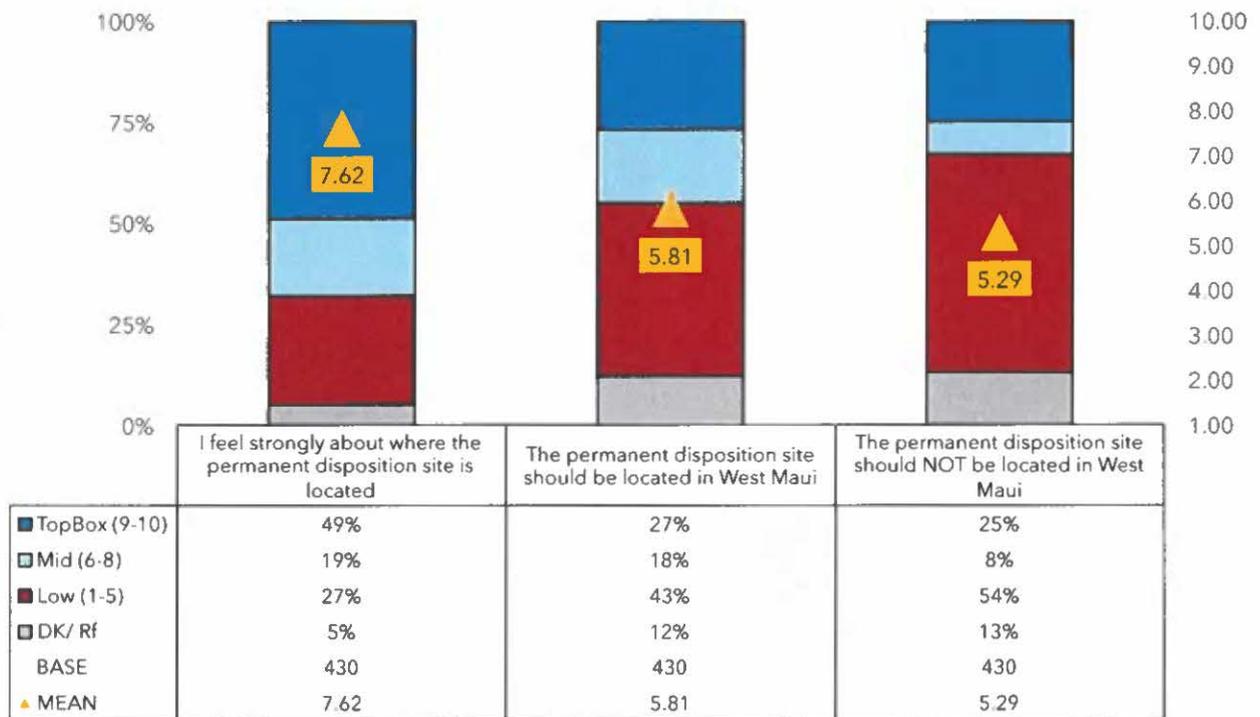
When segmented by location, there are no statistically significant differences among Maui communities. However, some statistical differences in demographic segments, as well as those highlighted throughout the report, were observed, including the following:

- *Younger residents aged 18-34 years were statistically more likely to select “considers concerns about cultural resources” (29%) and “increase in traffic congestion when trucking debris” (18%) as the most important criteria.*
- *Lifetime Maui residents (5%) chose road safety as the most important criterion statistically more than those who have lived elsewhere (1%).*
- *Statistically higher proportions of lineal/cultural descendants of Central and/or West Maui chose “considers concerns about cultural resources” (22%) and “how long it will take to make the site ready to receive debris” (10%) compared to those who are not descendants of these areas (7% and 2%, respectively). Meanwhile, statistically more non-descendants chose “has a buffer zone...” (33% vs. 13%).*
- *Those with property affected by the fires (7%) were statistically more likely to choose road safety as their top criteria compared to those not impacted (1%).*

LOCATION SENTIMENT

In this portion of the study, survey respondents were presented with three statements related to permanent disposal site location sentiment and asked to rate each one on a ten-point scale where ten (10) is “strongly agree” and one (1) is “strongly disagree.” Respondents were also allowed to choose “Don’t know/Not sure” when appropriate. In addition to the percent results, a mean (or average) score was also computed. The higher the mean score (closer to 10.00), the stronger agreement with the statement is overall for Maui residents or the segment being highlighted.

Location Sentiment Ratings



Overall, half (49%) of respondents feel strongly about the location of the permanent disposal site, giving a TopBox rating (9-10). When looking at the two location statements, we see that their mean scores are relatively similar, with the permanent disposal site location being in West Maui receiving slightly higher scores on average (mean score of 5.81 vs. 5.29).

RATINGS BY LOCATION

In this section, the data is segmented by respondent location and highlighted in the tables below, with statistically significant values shaded in red.

Location Sentiment Ratings (Mean Score)

CRITERIA	TOTAL	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua
		A	B	C	D	E	F	G
<i>BASE</i>	430	42	42	69	49	95	38	89
I feel strongly about where the permanent disposal site is located	7.62	8.18	7.79	7.02	7.99	7.35	6.97	7.84
The permanent disposal site should be located in West Maui	5.81	6.00	6.85 G	6.30 G	6.12	5.85	5.98	4.42
The permanent disposal site should NOT be located in West Maui	5.29	4.94	4.52	4.73	5.14	5.02	5.21	6.63 BC

Location Sentiment Ratings (TopBox)

CRITERIA	TOTAL	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua
		A	B	C	D	E	F	G
<i>BASE</i>	430	42	42	69	49	95	38	89
I feel strongly about where the permanent disposal site is located	49%	60%	50%	40%	55%	50%	28%	53%
The permanent disposal site should be located in West Maui	27%	30% F	46% FG	32% F	29% F	22%	4%	20%
The permanent disposal site should NOT be located in West Maui	25%	19%	24%	21%	16%	22%	9%	44% CDF

When looking at the location results, we see that proximity to the possible permanent disposal site location heavily influences how respondents rated; residents in Lāhainā/Olowalu to Kapalua were statistically more likely to provide TopBox scores for the permanent disposal site site not being in West Maui, resulting in statistically higher mean scores. Conversely, statistically higher proportions of residents in Kahului (46%), Wailuku/Waikapū to Kahakuloa (32%), Pā'ia-Ha'ikū (30%), and Makawao/Hali'imaile, Pukalani (29%) gave TopBox support for a West Maui location compared to those residing nearby.

RATINGS BY HIGHWAY USAGE

In this section, the data is segmented by respondent location and highlighted in the tables below, with statistically significant values shaded in red.

Location Sentiment Ratings (Mean Score)

CRITERIA	TOTAL	High	Moderate	Low
		A	B	C
BASE	430	110	124	187
I feel strongly about where the permanent disposal site is located	7.62	8.03 C	8.01 C	7.18
The permanent disposal site should be located in West Maui	5.81	4.60	5.39	6.73 AB
The permanent disposal site should NOT be located in West Maui	5.29	6.71 BC	5.54 C	4.32

Location Sentiment Ratings (TopBox)

CRITERIA	TOTAL	High	Moderate	Low
		A	B	C
BASE	430	110	124	187
I feel strongly about where the permanent disposal site is located	49%	58% C	56% C	40%
The permanent disposal site should be located in West Maui	27%	24%	22%	31%
The permanent disposal site should NOT be located in West Maui	25%	47% BC	26% C	14%

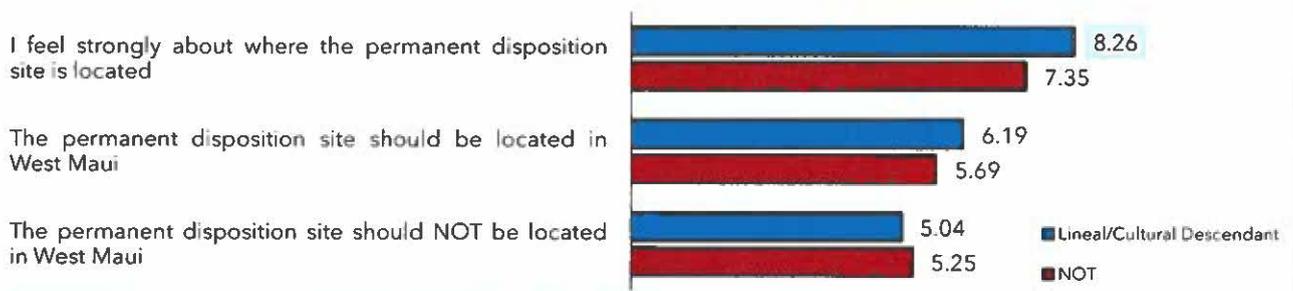
Looking at the highway usage data, we see that those who drive on Honoapiʻilani Highway more frequently have stronger opinions overall about where the permanent disposal site should be located. In particular, about 3-in-5 (58%) high-frequency users provided TopBox ratings to this statement, followed by 56% of moderate-frequency users; TopBox ratings fall to 40% for low-frequency users. As a result, mean scores follow a similar trend, with high and moderate users providing statistically higher scores on average compared to the low-frequency group.

Using the road more regularly, high-frequency users of Honoapiʻilani Highway provided statistically higher TopBox (47%) and average ratings (6.71) for the permanent disposal site location not being in West Maui, especially compared to low-frequency users (14% and 4.32, respectively). As will be covered in the next section, a possible contributor to this finding is the higher proportion of Lāhainā/Olowalu to Kapalua residents in this segment.

RATINGS BY LINEAL/CULTURAL DESCENDANCE

In this section, the mean score data has been segmented by those who are lineal or cultural descendants of the West Maui or Central Maui areas and those who are not; this helps provide how both groups compare overall in terms of permanent disposal site location preference. Statistically higher values are highlighted with blue shading in the table below.

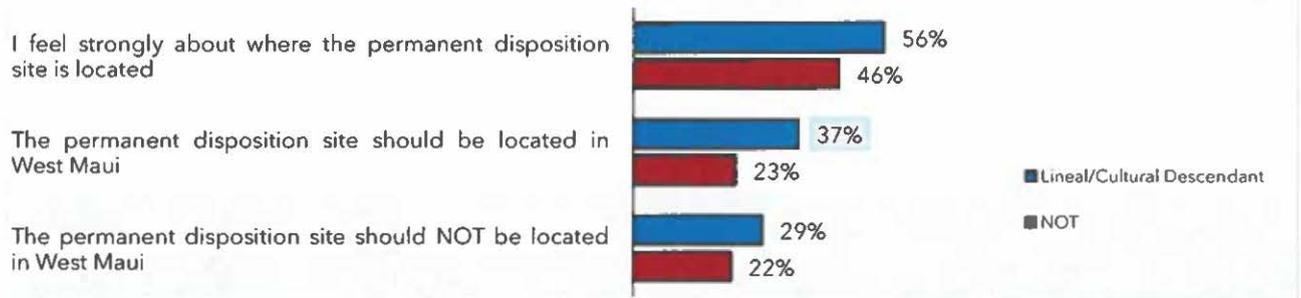
Location Sentiment Ratings (Mean Score)



*Segment bases: Cultural Descendants: n=64, NOT: n=332

Subsequently, the TopBox rating data was segmented in a similar fashion and highlighted in the following chart.

Location Sentiment Ratings (TopBox)



*Segment bases: Cultural Descendants: n=64, NOT: n=332

Overall, lineal/cultural descendants of the Central and/or West Maui regions provided statistically higher scores overall (mean score of 8.26) when asked how strongly they feel about the location of the permanent disposal site compared to non-descendants (7.35). While mean scores are relatively consistent between both groups when asked whether or not the permanent disposal site location should be in West Maui, statistically more lineal/cultural descendants provided TopBox ratings for the location being in West Maui (37% vs. 23% non-descendants).

DEMOGRAPHIC PROFILES

The following table contains a demographic profile comparison of those who gave TopBox (9-10) ratings when asked if the permanent disposal site should be in West Maui and those who gave TopBox ratings when asked if the site should not be in West Maui.

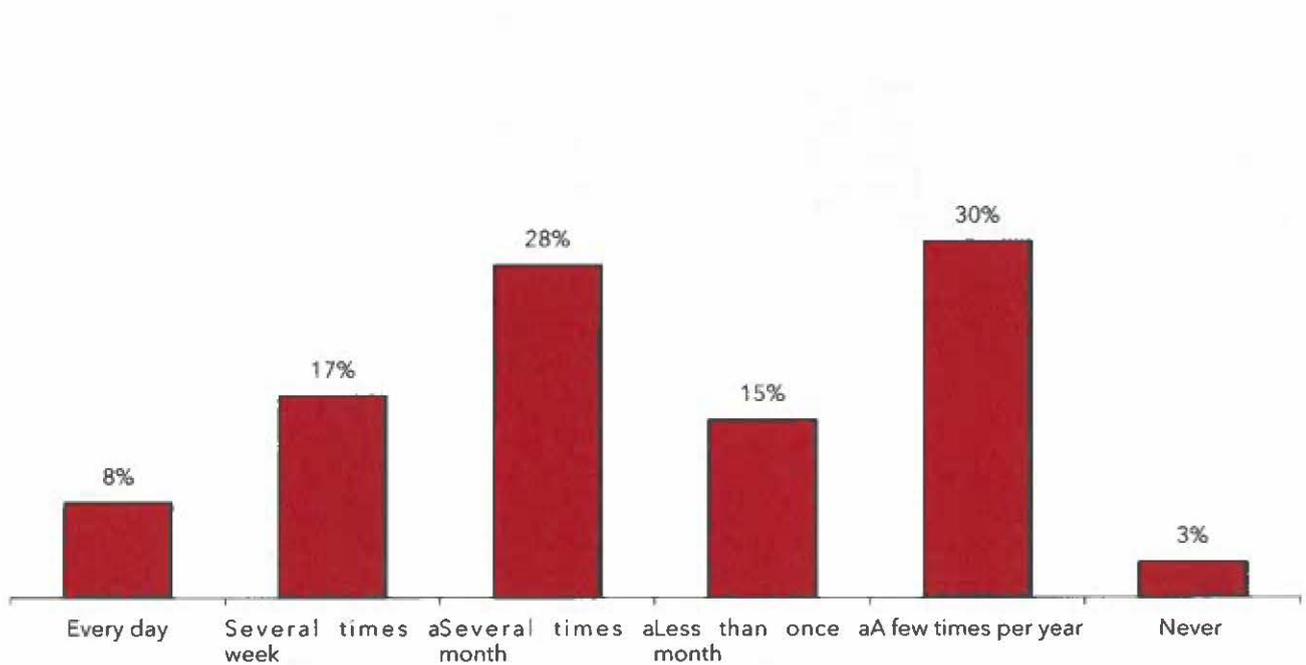
	Should Be West Maui (TopBox)	Should NOT be West Maui (TopBox)	COMMENTS
BASE	99	121	
AREA			There are significantly higher proportions of Lāhainā/ Olowalu to Kapalua residents among those who strongly believe the permanent disposal site should not be in West Maui.
Lāhainā, Olowalu to Kapalua	16%	37%	
Wailuku, Waikapū to Kahakuloa	22%	15%	
Kihei, Makena to Ma'alaea	12%	13%	
Kahului	24%	14%	
Kula, Ulupalakua, Kanaio	2%	4%	
Makawao, Hali'imaile, Pukalani	10%	6%	
Pā'ia-Ha'ikū	9%	7%	
East Maui (Hana, Ke'anae, Kīpahulu, Kaupō)	5%	4%	
AGE			
18-34	10%	10%	
35-49	23%	23%	
50-64	38%	37%	
65+	28%	30%	
MEAN	54.63	55.37	
MEDIAN	55	55	
TIME ON MAUI			
Lifetime	51%	43%	
20+ years	35%	31%	
10-19 years	7%	14%	
5-9 years	4%	9%	
Less than 5 years	4%	3%	

* Figures in **bold red** indicate statistical significance, where these values are statistically greater than those in **gray** on the same line.

HONOAPI'ILANI HIGHWAY USAGE

In this section of the study, respondents were asked to share how often they typically drive on Honoapi'ilani Highway. The following chart highlights the overall distribution of the results.

Honoapi'ilani Highway Usage Frequency



Overall, we see that high-frequency users (every day or several times a week) make up a fourth (25%) of survey respondents. Moderate-frequency users (several times a month) make up about another fourth (28%) with almost a half (45%) being low-frequency users. These figures are important to consider when understanding what proportion of the Maui population will likely be affected by increased traffic congestion and potential road safety hazards.

USAGE BY LOCATION

In this section, the data is segmented by respondent location and highlighted in the table below, with statistically significant values shaded in red. Additionally, a mean score has been calculated where 1.00 is "never" and 6.00 is "every day." The higher the mean score (closer to 6.00), the more frequently a group typically uses Honoapi'ilani Highway.

Honoapi'ilani Highway Usage Frequency by Location

CRITERIA	TOTAL	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua
		A	B	C	D	E	F	G
BASE	430	42	42	69	49	95	38	89
Every day	8%	4%	3%	4%	8%	4%	3%	23% B C E F
Several times a week	17%	8%	9%	14%	4%	10%	-	45% A B C D E
Several times a month	28%	32%	24%	26%	35%	28%	26%	31%
Less than once a month	15%	15% G	23% G	11%	13% G	29% G	11%	1%
A few times per year	30%	35%	41%	41%	41%	29%	50%	-
Never	3%	7%	-	5%	-	1%	11%	-
MEAN	3.49	3.10	3.08	3.16	3.25	3.29	2.62	4.91 A B C D E F

In terms of usage frequency, residents of Lāhainā, Olowalu to Kapalua (4.91 mean score) use the highway statistically more often compared to more central locations such as Kula, Ulupalakua, Kanaio (2.62) and Kahului (3.08). Groups with higher average frequencies will likely feel the greatest impact with an increase in traffic or road hazards due to site placement.

USAGE BY PERMANENT DISPOSAL SITE PREFERENCE

In this section, the data is segmented by ratings given for permanent disposal site location preferences. In particular, responses were segmented by TopBox (9-10) and Mid/Low (1-8) to better understand how those with the strongest conviction compare to other residents. Statistically significant values have been shaded in color.

Ratings for Disposal Site Selection Criteria by Location Preference (Mean Score)

CRITERIA	TOTAL	Feel Strongly About Location of Permanent Disposal Site		Should be in West Maui		Should NOT be in West Maui	
		TopBox	Mid/Low	TopBox	Mid/Low	TopBox	Mid/Low
		A	B	C	D	E	F
BASE	430	219	191	99	276	121	254
Every day	8%	10%	5%	6%	9%	16% B	5%
Several times a week	17%	20%	14%	16%	19%	30% B	14%
Several times a month	28%	32%	25%	22%	31%	29%	29%
Less than once a month	15%	15%	15%	17%	14%	15%	15%
A few times per year	30%	22%	36% A	34%	26%	9%	36% A
Never	3%	1%	4%	4% D	1%	1%	2%
MEAN	3.49	3.76 B	3.24	3.30	3.68 C	4.26 F	3.30

Analyzing the results above, we see that highway usage impacts location preference, with a statistically higher proportion of those who rated "not West Maui" with a TopBox score driving on the road every day (16% vs. 5%) or several times a week (30% vs. 14%) resulting in a higher usage frequency (4.26 vs. 3.30). Similarly, those who gave TopBox ratings for the permanent disposal site location being in West Maui use the highway less frequently on average (3.30 vs. 3.68).

DEMOGRAPHIC PROFILES

The following table contains a demographic profile comparison of the different highway usage frequencies highlighted in this report.

	High	Moderate	Low	COMMENTS
BASE	110	124	197	
AREA				Statistically higher proportions of high frequency drivers reside in the Lāhainā/Olowalu to Kapalua area. Meanwhile, significantly high proportions of low-frequency drivers live in central locations such as Kihei or Kahului.
Lāhainā, Olowalu to Kapalua	60%	24%	<1%	
Wailuku, Waikapū to Kahakuloa	13%	17%	21%	
Kihei, Makena to Ma'alaea	9%	15%	20%	
Kahului	7%	12%	21%	
Kula, Ulupalakua, Kanaio	1%	9%	14%	
Makawao, Hali'imaile, Pukalani	5%	12%	12%	
Pā'ia-Ha'ikū	4%	10%	10%	
East Maui (Hāna, Ke'anae, Kīpahulu, Kaupō)	2%	-	4%	
AGE				Moderate and low-frequency drivers are statistically older on average compared to those who drive on the highway several times a week or every day (high).
18-34	12%	12%	5%	
35-49	30%	16%	26%	
50-64	40%	44%	38%	
65+	16%	28%	32%	
MEAN	51.92	56.46	56.30	
MEDIAN	54	58	56	
TIME ON MAUI				
Lifetime	43%	32%	42%	
20+ years	32%	43%	38%	
10-19 years	17%	13%	9%	
5-9 years	7%	8%	6%	
Less than 5 years	2%	4%	5%	

* Figures in **bold red** indicate statistical significance, where these values are statistically greater than those in **gray** on the same line.

PROFILE OF RESPONDENTS

	TOTAL	COMMENTS
AREA		
Lāhainā, Olowalu to Kapalua	21%	
Wailuku, Waikapū to Kahakuloa	18%	
Kihei, Makena to Ma'alaea	15%	
Kahului	14%	
Kula, Ulupalakua, Kanaio	10%	
Makawao, Hali'imaile, Pukalani	10%	
Pā'ia-Ha'ikū	9%	
East Maui (Hāna, Ke'anae, Kīpahulu, Kaupō)	2%	
AGE		
18-34	8%	
35-49	23%	
50-64	39%	
65+	29%	
MEAN	55.68	
MEDIAN	55	
TIME ON MAUI		
Lifetime	39%	
20+ years	39%	
10-19 years	12%	
5-9 years	6%	
Less than 5 years	4%	
ETHNICITY		
Caucasian	28%	Data was weighted to reflect ethnicity proportions of adult residents in Maui County based on 2020 Census data.
Hawaiian	24%	
Japanese	23%	
Filipino	15%	
Other	6%	
Refused	4%	

APPENDIX - SURVEY INSTRUMENT

County of Maui
Community Survey Questionnaire - Online
January 30, 2024 - FINAL



MAUI RECOVERS

Aloha,

On behalf of the County of Maui and its Maui Recovers efforts, Anthology Research, a professional market research firm in Hawaii, is conducting a brief survey today among residents to collect community input about where the ash and debris from the August fires in Lāhainā will be permanently stored.

Your input will make a difference and will help Maui County make this important decision. Your answers in the survey will be strictly confidential - no identifying information will be connected to your responses.

If you would like to verify that this is a legitimate Maui County survey, please visit the Maui Recovers website at mauirecovers.org.

Please click the link below to begin the survey.

[SURVEY BEGINS]

SB. Are you 18 years of age or older?

1. Yes
2. No (TERMINATE)

SC. Which of the following describes your residency on the island of Maui? Would you describe yourself as a fulltime resident, part-time resident, or visitor?

1. Fulltime resident (live on island at least six months out of the year)
2. Parttime resident (live on island fewer than six months out of the year)
3. Visitor to Maui

1. [IF RESIDENT] **Which of the following best describes where you live?**

1. East Maui (Hāna, Ke‘anae, Kīpahulu, Kaupō)
2. Pā‘ia-Ha‘ikū
3. Kahului
4. Wailuku, Waikapū to Kahakuloa
5. Makawao, Hali‘imaile, Pukalani
6. Kihei, Makena to Ma‘alaea
7. Kula, Ulupalakua, Kanaio
8. Lāhainā, Olowalu to Kapalua
9. Somewhere else (please specify) _____

More than 12,000 Maui residents were affected by the Lāhainā wildfires and most have been living in temporary housing for six months. In order for survivors to return to their properties, an estimated 400,000 cubic yards of ash and debris must be removed and transported from Lāhainā. A temporary debris storage site has been constructed in Olowalu, but a permanent disposal site must be selected.

From an initial list of eight sites on island, with public input, the County of Maui and other government agencies have determined three sites meet minimum environmental requirements and are potentially viable:

- *Central Maui Landfill area - east of Pu‘unēnē, adjacent to the current landfill*
- *Wahikuli parcel - mauka of Wahikuli neighborhood, West Maui*
- *Crater Village area - mauka of Wahikuli parcel and the Lāhainā Civic Center, West Maui*

2. From these three options, the County of Maui will select the permanent site based on specific criteria, which we will share with you. Public ranking of these criteria will help the County select the most appropriate site.

How important to you are each of the following criteria in selecting the site? Please use a scale of one to 10, with one being not important at all and 10 being extremely important. You may choose any number between one and 10. If you don't know or aren't sure on any item, just select that option.

[RANDOMIZE ORDER OF LIST ITEMS]

	Not at all important										Extremely important	Don't know / Not sure
	1	2	3	4	5	6	7	8	9	10		99
How long it will take to make site ready to receive debris												99
Increase in traffic congestion when trucking debris												99
Road safety concerns when trucking debris												99
Has a buffer zone between the site and residential areas, schools, hospitals, etc.												99
Safe distance from natural / environmental features												99
Considers concerns about cultural resources												99
Considers public input												99
Considers recommendations from subject matter experts												99

3. [IF MORE THAN ONE ITEM IS EXTREMELY IMPORTANT] **Which of the following criteria is most important to you in selecting the disposition site?**
[SHOW ITEMS SELECTED AS EXTREMELY IMPORTANT]

4. **What other criteria do you think the County should consider in selecting a permanent disposition site?** [OPEN END, REPORTED VERBATIM]

5. **How much do you agree or disagree with each of the following statements?** Please use a scale of one to 10, with one being strongly disagree and 10 being strongly agree. You may choose any number between one and 10. If you don't know or aren't sure on any item, just indicate so.
[RANDMIZE ORDER OF LIST ITEMS]

	Strongly	Strongly	Don't know
--	----------	----------	------------

	Disagree									Agree	/ Not sure
	1	2	3	4	5	6	7	8	9	10	99
I feel strongly about where the permanent disposition site is located.											99
The permanent disposition site should be located in West Maui.										10	99
The permanent disposition site should <u>not</u> be located in West Maui.										10	99

Lastly, just a few questions for classification purposes.

6. Yes or no, are you a lineal or cultural descendant to any of the following areas?

West Maui: Wahikuli; Pu’uki; Kuhua; Hāhākea, `Aki

Central Maui: Pu’unēnē; Poniau

1. Yes
2. No
3. Don’t know / Not sure

7. For how many years have you lived on the Island of Maui? Would you say...

1. All your life
2. 20 years or more
3. 10 years but less than 20 years
4. 5 years but less than 10 years
5. Less than 5 years
6. Am not a permanent resident of Maui (VOL)

8. In general, how often do you drive on Honoapi’ilani Hwy. between Ma’alaea and Lāhainā town? Would you say...

1. Every day
2. Several times a week
3. Several times a month
4. Less than once a month
5. A few times per year
6. Never

9. Yes or no, was your property directly affected by the August 2023 wildfires on Maui?

1. Yes
2. No

10. **What was your age on your last birthday?** ____ [NUMERIC RESPONSE] [REF=999]

11. **Which ethnicity do you most identify with?**

[IF ANY PART HAWAIIAN, CODE HAWAIIAN]

[IF MORE THAN ONE, ASK] With which do you identify the most?

1. African American
2. Caucasian
3. Chinese
4. Filipino
5. Guamanian/Chamorro
6. Hawaiian/Part-Hawaiian
7. Hispanic
8. Japanese
9. Korean
10. Pacific Islander (not Hawaiian)
11. Mixed, not Hawaiian
12. Other (please specify): _____
13. Refused [VOL]

12. **Please write below any other comments or concerns you would like to share with the County of Maui.** [OPEN END]

Mahalo! Those are all of the questions we have.

If you would like more information on the County of Maui recovery efforts for Lāhainā,
please visit mauirecovers.org.

BFED Committee

From: Michelle Santos <Michelle.Santos@co.maui.hi.us>
Sent: Friday, March 15, 2024 9:31 AM
To: BFED Committee
Cc: Cynthia Sasada; Josiah Nishita; Keanu LauHee; Leo Caires; Louise Batoon; Pili Nahooikaika
Subject: MT#10555 County Wildfire Recovery and Financial Plan
Attachments: MT#10555-BFED Committee.pdf

NOTE: PLEASE DO NOT FORWARD MY EMAIL TO ANYONE OUTSIDE OF THE COUNTY OF MAUI. YOU MAY CLICK ON THE ATTACHMENT ITSELF AND CREATE YOUR OWN EMAIL TO FORWARD THE DOCUMENT TO ANOTHER PERSON OUTSIDE OF THE COUNTY.

Michelle L. Santos

Office Operations Assistant

Office of the Mayor
County of Maui
200 S. High Street 9th Floor
Wailuku, HI 96793
phone: (808) 270-7855
fax: (808) 270-7870