

## PEA Committee

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**From:** David Goode <David.Goode@co.mauhi.us>  
**Sent:** Wednesday, August 15, 2018 10:34 AM  
**To:** PEA Committee  
**Subject:** PEA-80

Aloha,

We will be transmitting to committee staff the powerpoint presentation to be used for the Monday August 20, 2018 committee meeting regarding subject matter PEA-80, Parking Action Plan for Wailuku Town and Lahaina Town (PEA-80).

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# Maui Parking Action Plan

**Wailuku Town & Lahaina Town**

**August 20, 2018**

**DIXON**  
RESOURCES UNLIMITED

# Objectives

- Manage the imbalance of limited parking supply and growing demand
- Influence parking behavior using policies and incentives
- Create a revenue source to support alternative modes of transportation
- Create a positive parking experience

# Plan Overview

# Education and Outreach

- Explain program purpose, goals, and benefits of paid parking
  - ***Parking ethos***
- Positive Wording
- Unified parking brand
- Public feedback



# Paid Parking and Time Limits

- Single-space and pay stations
- Credit card only
- No re-parking ordinance
- Maui resident incentives

## Lahaina Town

- 10:00am-10:00pm
- \$4 per hour rate on-street, 2 or 3-hour time limit
- \$2 per hour off-street
- School shared parking
- Employee permits (with low-income option)
- Estimated cumulative gross income of \$3.4 million in 3 years



# Paid Parking and Time Limits *continued*

## Wailuku Town

- \$0.50 per hour on-street initially, then \$0.75
- 9:00am – 5:00pm
- \$82,000 per year from on-street parking
- Immediately implement employee permit parking in Municipal Lot and portion of Vineyard Street Lot
  - \$35 per month
  - Interim location during construction
- \$0.25 per hour in Civic Hub
  - \$40 per month
  - \$10 low-income rate



# Parking Benefit Districts

- Self-sustaining program
- Revenue reinvested into the towns
- Special parking funds, Parking Advisory Committees
- Consider distinguishing between County-wide and town-specific revenue allocations



Revenue Allocation	County-Wide	Town-Specific
<b>Operating Costs</b> <ul style="list-style-type: none"> <li>• Equipment</li> <li>• Personnel</li> <li>• Ongoing Maintenance and Upkeep</li> </ul>	0%	20%
<b>Parking Program Improvement</b> <ul style="list-style-type: none"> <li>• Technology</li> <li>• Parking Supply</li> <li>• Wayfinding</li> <li>• Safety/Security</li> </ul>	20%	10%
<b>Transit Alternative Programs/ Discretionary</b> <ul style="list-style-type: none"> <li>• Shuttle</li> <li>• Bike Share</li> <li>• Park &amp; Ride</li> <li>• Based upon council approval</li> </ul>	30%	20%



# State vs. Local Citation Revenue Management

- State retains all County parking citation revenue
- County would retain all paid parking revenue
  - Compliance based parking enforcement method



## Lahaina Town

- Average of 14 citations issued per day (Jan '15 – June '17)

## Wailuku Town

- Average of 5 citations issued per day (Jan '15 – June '17)

# Permit Parking

## Residential Permits



## Employee Permits



Prison Street Lot



War Memorial Lot



Luakini Lot

# Enforcement Staffing

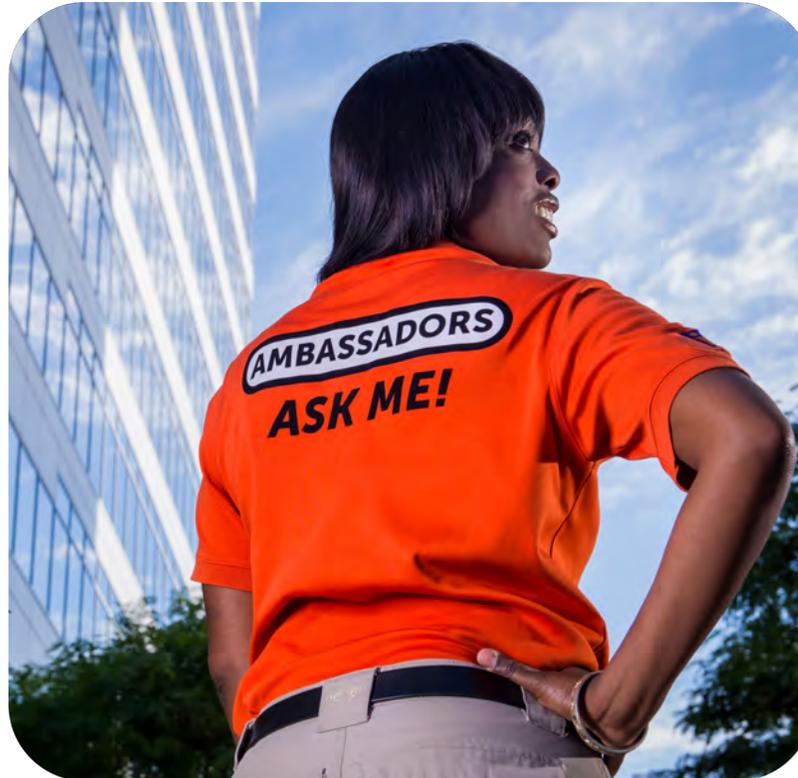
*Ideally, police officers should be focused on public safety matters, not parking enforcement.*

## Lahaina Town

- 3 Parking Ambassadors
- 10am-10pm, 7 days/week

## Wailuku Town

- 2 Parking Ambassadors
- 9am-5pm on weekdays only



# County Shared Parking



King Kamehameha III Elementary School



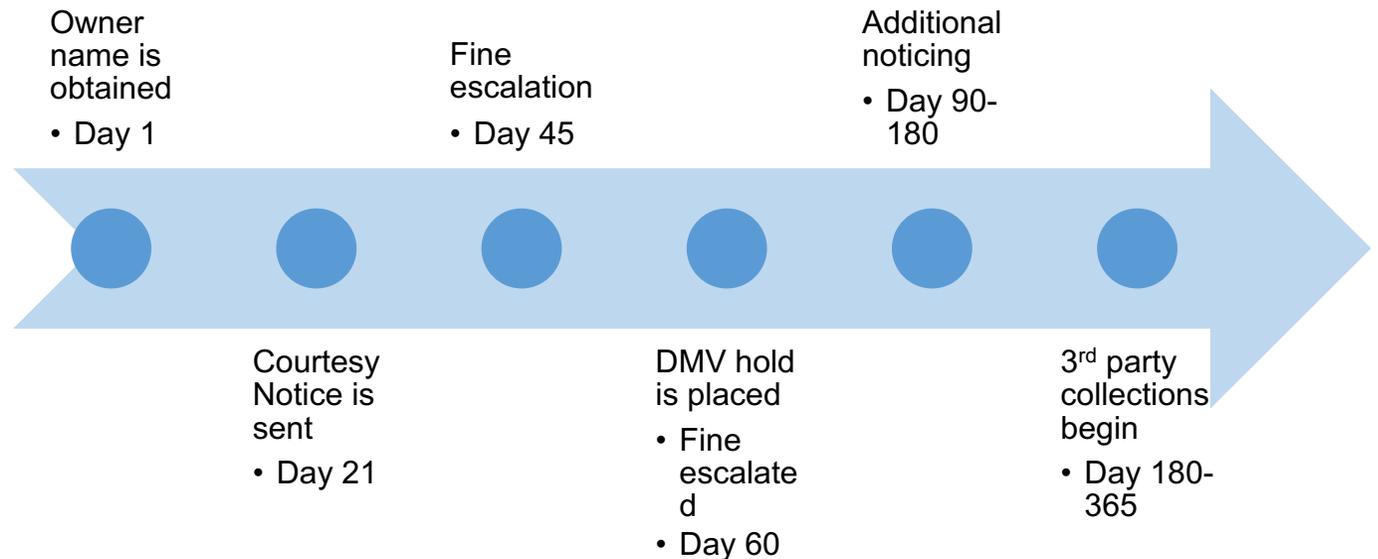
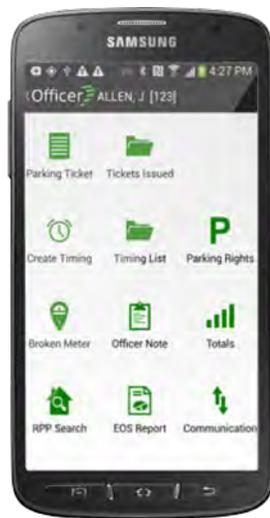
Outlets of Maui



Wells Park Lot

# Enforcement Technology

- Thin Blue Line e-ticket program
- Parking vendor solution will offer more efficiencies and automations
  - Automated permit management
  - Collection rates above 90%
  - Handheld citation issuance devices
  - Real-time integrations



# Maintenance and Revenue Collections



- Minimize or eliminate coin and cash to reduce collection frequency, minimize maintenance, and reduce theft

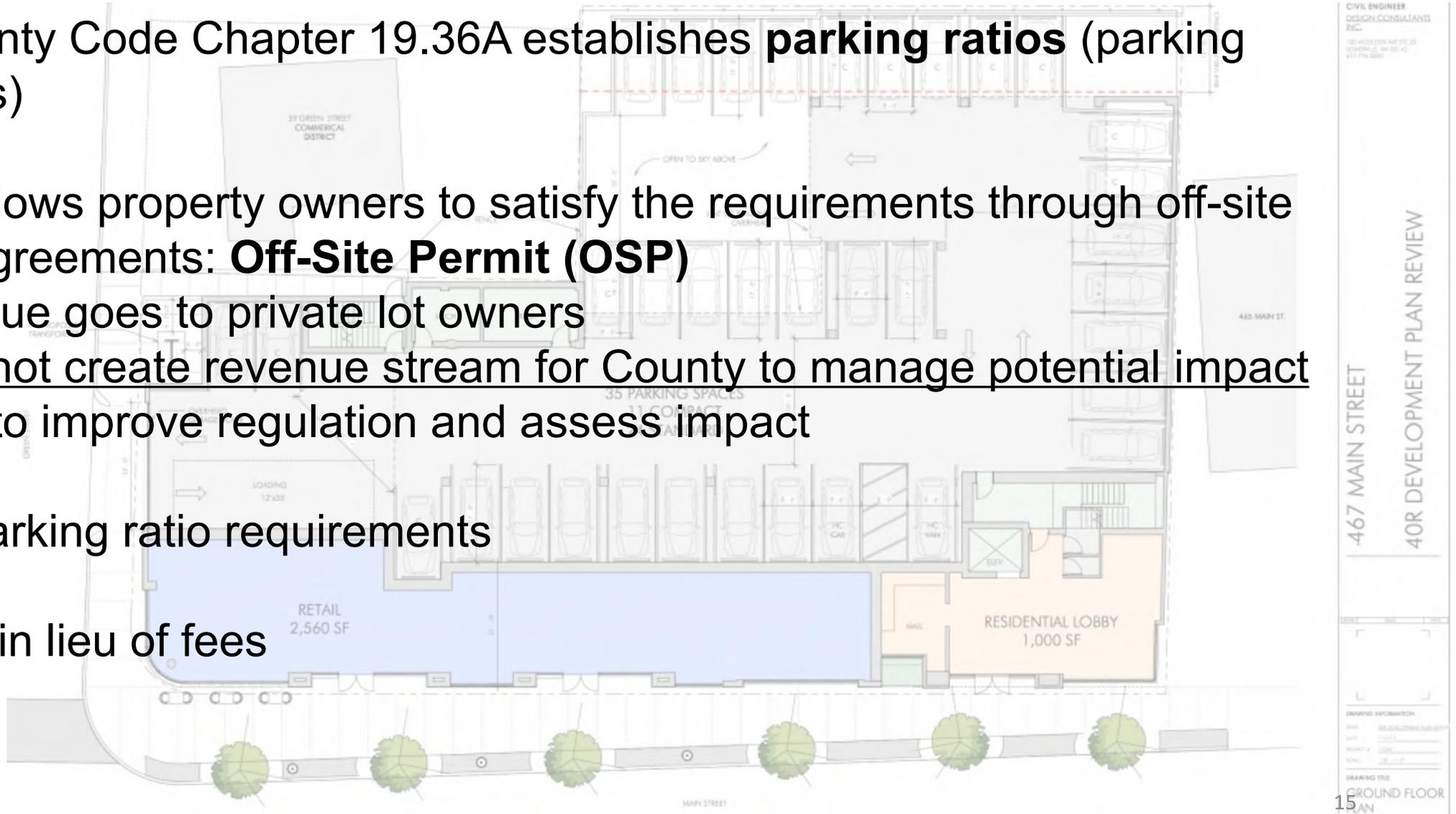
# Loading Zones

- Restrict commercial loading to before a specific time
- Opportunity to charge for hourly parking during non-loading zone hours
  - Yellow meter heads
- Designated rideshare drop-off/pick-up zones



# Parking Minimums and Phantom Parking

- Maui County Code Chapter 19.36A establishes **parking ratios** (parking minimums)
- County allows property owners to satisfy the requirements through off-site parking agreements: **Off-Site Permit (OSP)**
  - Revenue goes to private lot owners
  - Does not create revenue stream for County to manage potential impact
  - Need to improve regulation and assess impact
- Assess parking ratio requirements
- Establish in lieu of fees

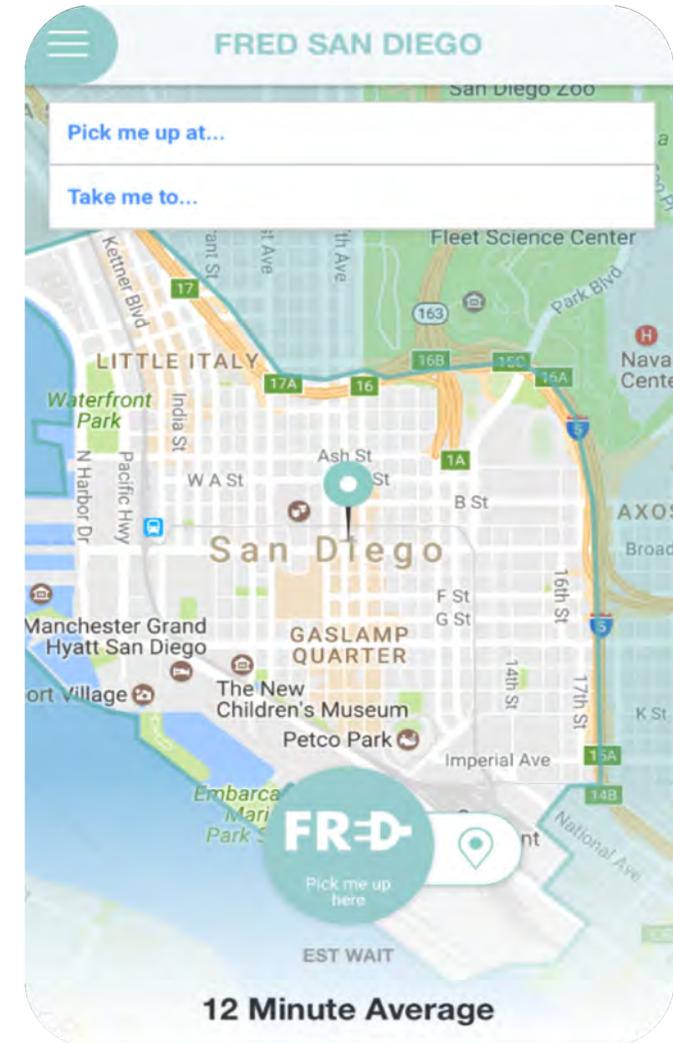


# FRED Shuttle Program

- The Free Ride
- Operating costs and staffing funded by advertisements
- Electric shuttles
  - 5 passengers
- Mobile application
- Consider fixed route vs demand-based routes



The Free Ride Shuttles



San Diego FRED Application Interface

# Wayfinding Program

- Consistent signage and parking brand
- Educate and inform
- Online map/Application
- Vehicle counting systems
  - Parking guidance



# Special Event Management



Wailuku First Friday



Kamehameha Day Parade

# Wailuku Civic Hub Garage

- Install a Parking Access Revenue Control System (PARCS)
- Allocate approximately 65% of spaces to permit parking
  - Unassigned and on upper floors
- Security
- Wayfinding



# Prison Street Lot Improvements

- Improve the condition of the lot
  - Paved
  - Spaces marked
  - ADA accessible stalls
  - Lighting
- Remove 2 of 6 bus parking stalls
  - Dual-purpose for parking queuing during elementary school pick-up
- Eventually consider building a parking deck



# Kamehameha III Elementary School

- Shared parking agreement for designated school parking spaces on-street
  - County maintains and enforces
  - Portion of revenue allocated towards safety programs
- Special events plan
  - Prison Street Lot
- Install a second gate
  - Encourages parents to pull further forward
  - Improve traffic flow



# Initial Steps

- Ordinance updates
  - “Future proofing” to prepare for ongoing policy and technology adjustments
- Budget and staffing plans
- Enterprise fund & defining parking revenue distribution
- Vendor demonstrations
- Ongoing stakeholder engagement

**Questions or comments?**

# Contact Information

## **Dixon Resources Unlimited**

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