

**PARK MAUI**

# **PARK MAUI WAI Committee**

**August 4, 2025**

**Maui County Council**

# WHAT IS PARK MAUI?

**PARK MAUI** is the County of Maui's parking management program that strives to implement data-driven solutions for parking at beach parks, in business districts, and on streets throughout our island's most heavily utilized areas.



# **PROGRAM OBJECTIVES**



## **Positive**

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



## **Community-Oriented**

Minimize congestion at popular destinations and protect sensitive resources.



## **Sustainable**

Revenue invested into County improvements.



## **Adaptable**

Data-driven decisions to adjust and expand over time.





# PROGRESS TO DATE

- Maui County Code Ordinance Changes
  - 10.48.107 Parking Ambassador Program - October 17, 2022
  - 3.31 Parking Revenue Fund- September 28, 2022
- Opening of Wailuku Garage - January 2024
- Stakeholder engagement in Lahaina, Wailuku, and South Maui Beaches and Parks - 2021 - present
- Ongoing data collection in Wailuku and South Maui
- Development of PARK MAUI mobile app
- MPD designation of Diamond Parking Services as Parking Ambassadors – April 4, 2025
- Parking Ambassador Program launch in Wailuku - July 14, 2025



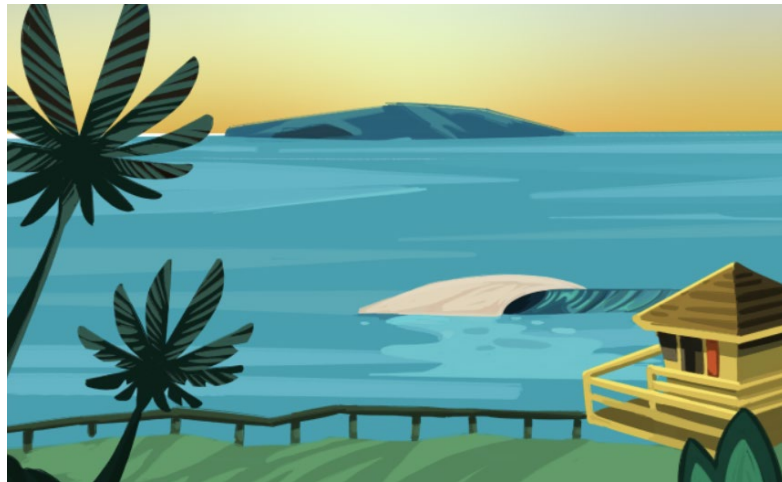
# **PILOT LOCATIONS**



## **Wailuku Town**

**New Wailuku Garage**

**Employee & Neighborhood Parking**



## **Kihei Beaches**

**Kamaole Beach I, II, III**



# **WAILUKU TOWN OVERVIEW**

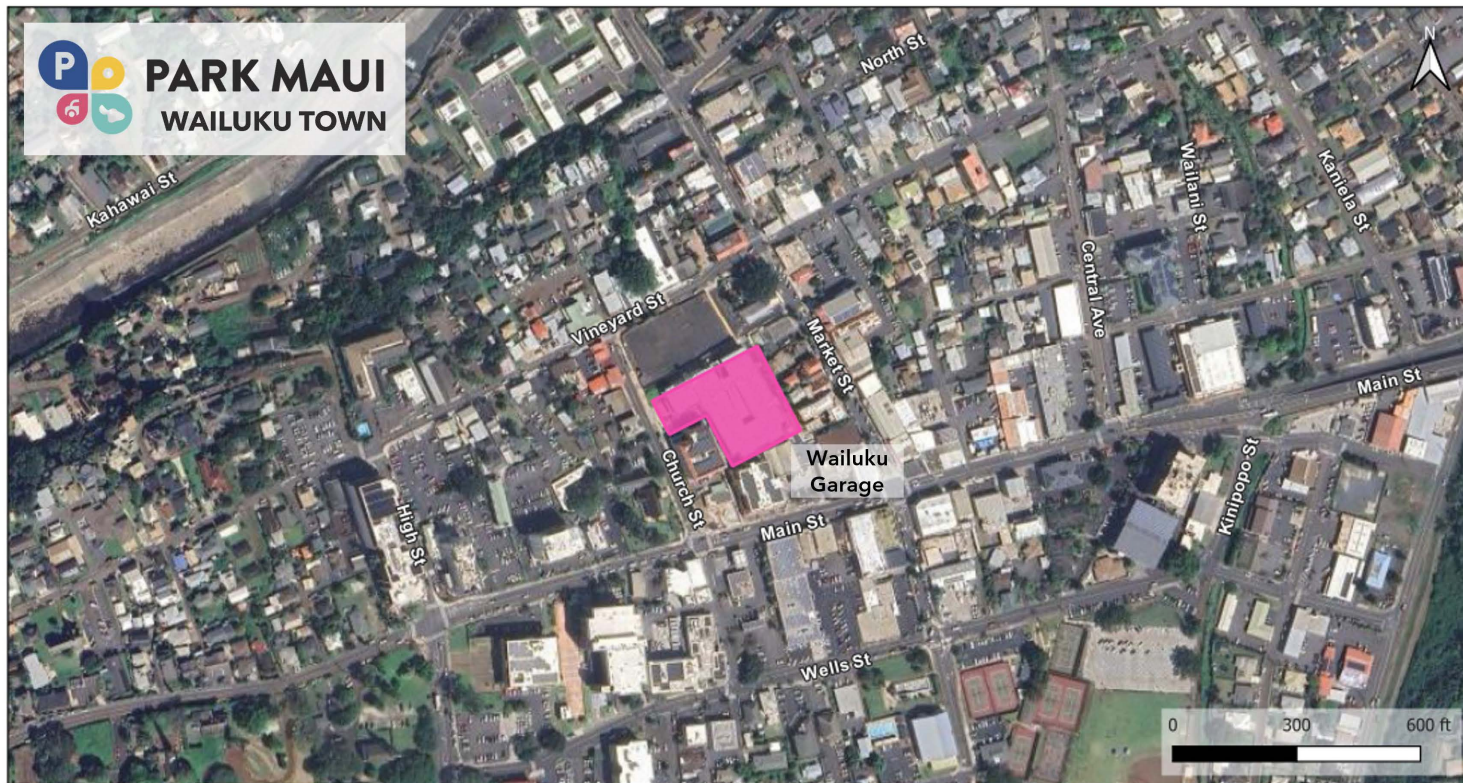
- **Wailuku Garage**
  - Residents get first 2 hours free (with valid Hawaii driver's license)
  - Employee Parking Permit
  - Neighborhood Parking Permit
- **Time-Limited Parking**
  - On-street and 'Iao Theater Lot
- **Parking Ambassador Program**
- **Wayfinding and Parking Guidance**



# WAILUKU GARAGE PAID PARKING ZONE



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**Exhibit W-1**  
**PARK MAUI**  
**WAILUKU TOWN**  
Paid Parking Zone



Off-Street Paid Parking Zone

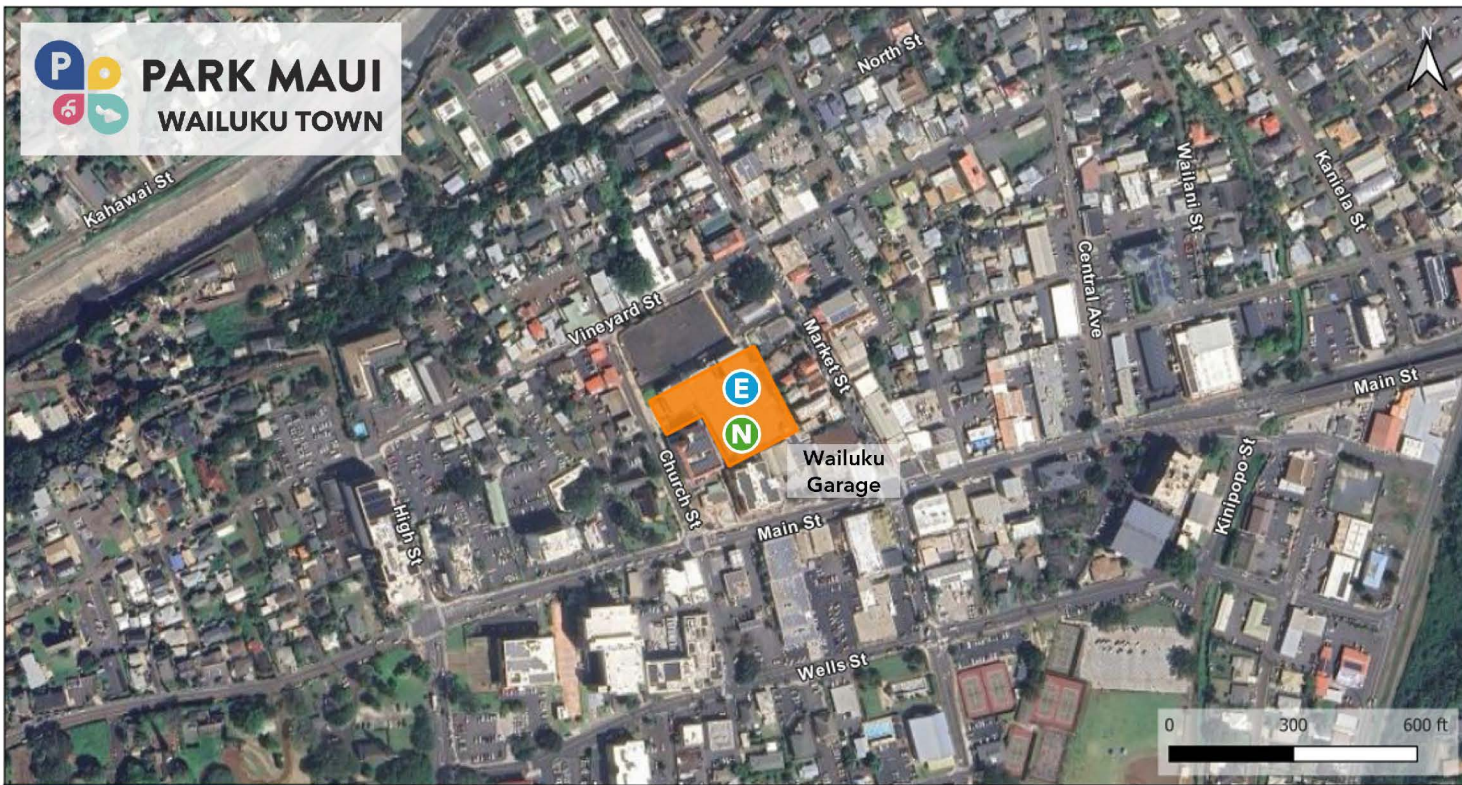
# WAILUKU GARAGE PERMIT PARKING ZONE



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**PARK MAUI**  
WAILUKU TOWN



## **Exhibit W-2** **PARK MAUI** **WAILUKU TOWN** Permit Parking Zone



Employee Permit Parking



Neighborhood Permit Parking



Permit Parking Zone



# KIHEI INITIATIVES

- **Paid parking at Kamaole Beach Parks**
  - Park Maui mobile app
  - Pay station installation
  - Resident Beach Benefit
- **Parking Ambassador Program**



# **SOUTH MAUI COUNTY BEACHES**



## **PHASE 1**

Kamaole 1  
Kamaole 2  
Kamaole 3



## **\*PHASE 2**

Kalama Park  
Ulua Beach  
Wailea Beach  
Polo Beach  
Keawakapu I



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**\*Subject to Change**

# KAMAOLE PAID PARKING AREAS



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# **BEACH PARKING RATES**

## Hawaii Residents:

- **FREE PARKING** at all County beaches and parks
- Drivers license will be scanned at pay station or on **PARK MAUI** mobile app to verify residency and to initiate parking session
- **Kamaole Beach Parks: Resident parking only before 10 AM on weekends and holidays**



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## Got a Hawaii Driver's License?

### FREE PARKING

ONLY HI RESIDENTS CAN PARK BEFORE 10AM  
ON WEEKENDS AND COUNTY OBSERVED HOLIDAYS



**PARK MAUI**





# BEACH PARKING RATES

## Part-Time & Non-Residents:

- **FLAT DAILY RATE** at each County beach and park lot
- **Violators will be subject to citations, impoundment, or both**



## PAY TO PARK



### Hawai'i Residents

**Parking Hours:**  
**7AM-8PM, DAILY**

For **FREE PARKING**, Hawai'i Residents must register their vehicle with a valid state driver's license

### Part-Time & Non-Residents

**Parking Hours:**  
**7AM-8PM Monday-Friday**  
**10AM-8PM weekends and**  
**County observed holidays**

**Rate:** \$10 flat daily rate or purchase a weekly or monthly parking pass at [ParkMaui.com](https://ParkMaui.com)



To pay, scan  
QR code and  
download  
ParkMaui App

OR



**Use Pay  
Station  
On Site**

**Violators will be subject to citations, impoundment, or both.**



[PARKMAUI.COM](https://ParkMaui.com)



# PAID PARKING TECHNOLOGY

- PARK MAUI mobile app
- Pay stations with custom designs

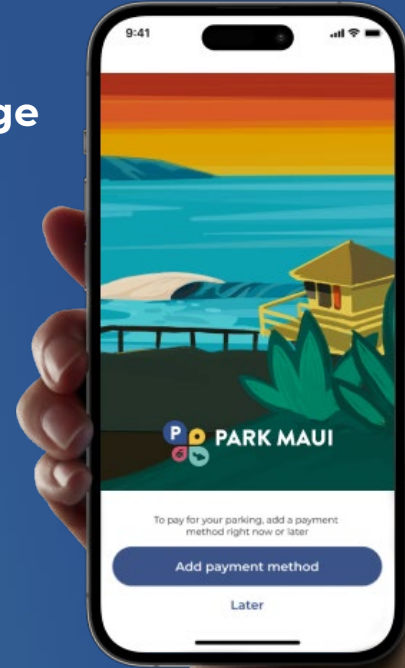


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# WHAT'S NEXT?

- Maui County Code Paid Parking Ordinance Change
- Parking Ambassador Program launch in Kihei
- PARK MAUI mobile app launch
- Implementation at pilot sites
- Evaluation using data technology
- Further stakeholder engagement
- Expansion to new sites



# QUESTIONS?

Check out the PARK MAUI website for  
future updates [www.parkmaui.com](http://www.parkmaui.com)



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

**VISIT WEBSITE: REGISTER FOR UPDATES**



**FOLLOW US @PARKMAUIHAWAII**



## WAI Committee

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**From:** Cora-Lyn Dumlao <Coralyn.Dumlao@co.maui.hi.us>  
**Sent:** Thursday, July 31, 2025 3:22 PM  
**To:** WAI Committee  
**Cc:** Keone J. Hurdle; Jarret P. Pascual  
**Subject:** MDOT WAI Committee Aug. 4th Presentation  
**Attachments:** WAI Committe Presentation (2025 Aug 04).pdf

Some people who received this message don't often get email from coralyn.dumlao@co.maui.hi.us. [Learn why this is important](#)

Aloha WAI Committee,

Please find the attached presentation from the Department of Transportation for Agenda item WAI -10.

*Please confirm the receipt of this message.*

Mahalo,  
*Cora-Lyn Dumlao*

Private Secretary  
County of Maui  
Department of Transportation  
110 Alaihi Street, Suite 210  
Kahului, HI 96732  
Phone: (808) 270-7511

