

# Mahalo

# Maui Huliau Foundation

## HULIAU LEADERSHIP COUNCIL

KEANU FRITH

ISABELLE PERCHARD

JULIA PAULMAN

MALIA CAHILL, EXECUTIVE DIRECTOR



# Water and Infrastructure Committee

Project Overview, Key Findings,  
and Initial Opportunities

May 8, 2023

# OUR GOALS THIS AFTERNOON

- **Provide an overview** of the study's background and goals
- **Share highlights** and key takeaways from community engagement to date
- **Review findings** from the community profile, housing inventory, and real estate market analysis
- **Explore feedback** about opportunities for walking, biking, and Maui Bus improvements and priority locations for affordable and workforce housing



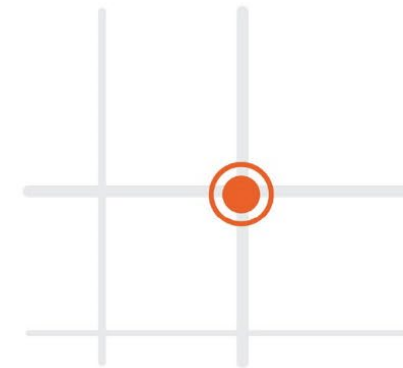


# FRAMING THE STUDY

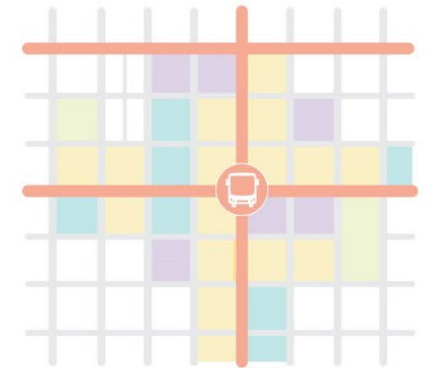
# TRANSIT-ORIENTED DEVELOPMENT FOR MAUI

- Connected, walkable communities, organized around transit
- Focused on mixed land uses, with affordable and workforce housing
- Mode of transit is less important than quality of service and experience
- **TOD on Maui will look different than TOD elsewhere**

## TOD TRANSIT-ORIENTED DEVELOPMENT



1 Identify Transit Oriented Development (TOD) site



2 Develop TOD plan



3 Develop transit and walkable street corridors



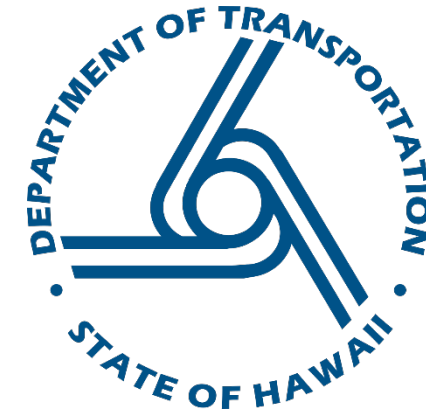
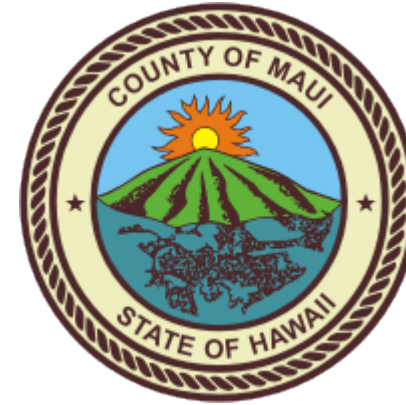
4 Make zoning changes to encourage TOD



5 Complete TOD district

# AN INTERDISCIPLINARY TEAM

- Maui MPO
- Department of Planning
- Department of Transportation
- Department of Public Works
- Department of Housing & Human Concerns
- Department of Parks & Recreation
- Hawai'i Department of Transportation



# KEY OPPORTUNITIES

- Build on West Maui Community Plan and West Maui Greenway Master Plan
- Increase affordable and workforce housing
- Identify a new transit hub location
- Create walkable, accessible communities
- Support economic diversity
- Connect critical destinations
- Keep and make great places
- Reflect West Maui's history and future



## WEST MAUI COMMUNITY PLAN

January 2022



# COMMUNITY CORRIDOR STUDY AREA

## Lāhainā to Kā'anapali

- Focused on Honoapi'ilani Highway and a half mile mauka makai
- Includes areas where people live, work, shop, go to school, and get community services
- Transit Oriented Community (TOC) land uses identified in West Maui Community Plan
- Vulnerable to sea level rise and erosion





# COMMUNITY CORRIDOR TASKS & SCHEDULE

## Project Launch



Winter 2022-2023

### Future Needs & Visioning Workshops

Future vision for the corridor and programs, policies, and projects to support that vision



Summer 2023

### Priority Projects & Programs

Clear priorities based on goals and funding recommendations to move forward



Summer-Fall 2022

### Study Area Tour & Existing Conditions

Transportation and land use issues and opportunities, including an assessment of market and housing conditions



Spring 2023

### Land Use & Connectivity Plans

Housing, land use, and transportation plans to better connect and support our community

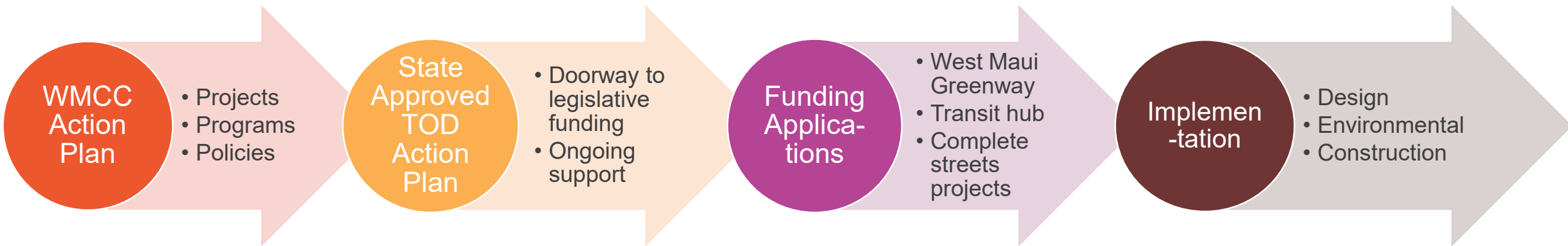


Fall 2023

### Draft & Final Plan

Action plan to help us build projects and achieve our goals

# AN ACTION PLAN FOR WEST MAUI



What questions do you have about  
the outcomes of the study or  
Council's role in this process?

# WHAT'S YOUR VISION FOR WEST MAUI'S COMMUNITY CORRIDOR?



## Here's how to participate:

- 1 Grab three dots.
- 2 Use your dots to tell us what you think is most important in a transit-oriented community corridor.
- 3 Have other thoughts? Use a sticky note or comment card to tell us more!

	Buses that take me where I want to go	
	Bus stops near businesses and transit	
	Safer ways to walk, roll, and bike	
	Housing that is affordable for all income levels	
	Access to places to play and be active	
	More job centers and local businesses	
	Art and cultural destinations	

Have other ideas? Put a sticky note here to tell us more!

More beach parking for locals

More bus stops

Homes for my kids

Health and ballparks/sports

Health care housing & business

Affordable Rental Housing

More connectivity

Share more online at: [WestMauiCommunityCorridor.org](http://WestMauiCommunityCorridor.org)

Lahaina - Honolua

Senior Citizens Club

calendar

bus list

sign up

Wailea

ANGEL TREE

CHRISTMAS LUNCHEON



# MAP YOUR IDEAS FOR WEST MAUI'S COMMUNITY CORRIDOR



## Here's how to participate:

- 1 Put a BLUE flag on places that you visit often or would like to visit in the future.
- 2 Put a GREEN flag where you have an idea for an improvement like new housing, a new bus stop, or public art.
- 3 Put a RED flag where you think a new West Maui Transit Hub should be located.



Do you have other ideas? Put a sticky note here to tell us more!

Consider school & businesses in West Maui

Wahine Center

Waipahoehoe

Waipahoehoe Elementary School

Waipahoehoe Intermediate School

Waipahoehoe High School

Waipahoehoe Community Center

Waipahoehoe Senior Center

Waipahoehoe Elementary School

Waipahoehoe Intermediate School

Waipahoehoe High School

Waipahoehoe Community Center

Waipahoehoe Senior Center

Waipahoehoe Elementary School

Waipahoehoe Intermediate School

Waipahoehoe High School

Waipahoehoe Community Center

Waipahoehoe Senior Center

Share more online at: [WestMauiCommunityCorridor.org](http://WestMauiCommunityCorridor.org)

# COMMUNITY ENGAGEMENT HIGHLIGHTS

# TECHNICAL ADVISORY COMMITTEE

- Includes 30+ community leaders and County and State stakeholders
- Provides introductions, advice, and direction to project team
- Brings specialized information, expertise, and key connections
- Builds capacity and knowledge
- Coordinates ongoing County efforts
- Advances recommendations and outcomes within agencies and organizations



# PROJECT WEBSITE



## Welcome!

Maui County is developing the West Maui Community Corridor Transit-Oriented Development (TOD) Action Plan to help advance strategies for a more walkable, bikeable, transit-oriented community in West Maui. We look forward to working with you to envision a new future for the 3.6 miles of Honoapiʻilani Highway that connect Lāhainā and Kāʻanapali and the areas within a half-mile of the corridor.



## What is this project and why is it needed?

By 2040, nearly 33,000 more people will call Maui home. While growth can present new opportunities, it's not without challenges. We are facing an affordable and workforce housing crisis, and our transportation system doesn't provide options for everyone. To keep West Maui a place where we can raise a family and age comfortably, we need a mix of housing types and ways to travel.

Our economy is recovering from the impacts of COVID-19, but we've learned important lessons about the need to diversify our economy and become more resilient. We must support local businesses and provide opportunities for economic development, thinking creatively about how we connect people to jobs, services, and schools. That means creating high-quality public bus service and safe places to walk, bike, and roll. It also means opening the door to new types of businesses that better support West Maui residents.

The West Maui Community Corridor TOD Action Plan is the opportunity to do these things and more! We can learn from the past to envision a new future for the 3.6 miles of Honoapiʻilani Highway that connect Lāhainā to Kāʻanapali. The busiest road in West Maui—and one that connects people to the places they live, work, go to school, shop, play, and access services—is ready for a new look. And that must be shaped by you.

## Want to learn more?

[Download our project overview](#) and feel free to share it with others!



## What is a transit-oriented community?

It's a place that makes it easy to take the bus and to walk, bike, and roll. It's also a place that has many different types of affordable and workforce housing options. A community corridor provides many opportunities for connecting schools, services, jobs, and great community spaces that are welcoming and fun. But what the West Maui Community Corridor will look like is really up to you!

# PHASE 1 ENGAGEMENT ACTIVITIES



**MAP IT: WEST MAUI COMMUNITY CORRIDOR**

Tell us about your experiences traveling in the Lāhainā and Kā'anapali area by putting your ideas on the map. Where do you go? How do you get there? Where is it hard to walk or cross the street?

Share the places you visit often. Where are the places you'd like to go in the future?

Point out locations where you have an idea for improvement. Where are there opportunities in the Lāhainā and Kā'anapali area for new housing, or bus stops, or art? What about other great ideas you have in mind?

Where should the West Maui Transit Hub be located? Why do you think this is the best location?

By learning about the places that you love, and the challenges you have getting there, we can look for more ways to make the West Maui Community Corridor even better than it is today.

**Suggested Markings**

- Try using these markings to share your ideas. And don't forget to add notes!
- Place you visit often or would like to go in the future
- ✕ Place where travel is hard
- # Opportunity for something new or better

This completes our survey. Mahalo!

Scan this QR code if you'd like to provide your mapping input online!



**WEST MAUI COMMUNITY CORRIDOR**

## SCAVENGER HUNT

Join our Scavenger Hunt!

Head out on foot, on a bike, with your mobility device, on a skateboard, by bus, or by car to see how many items you can find from our list.

Take a picture of each item you find and share your photos with us in one of two ways:

Social media: tag #WestMauiCC

Email: [info@WestMauiCommunityCorridor.org](mailto:info@WestMauiCommunityCorridor.org)



# PHASE 1&2 ENGAGEMENT ACTIVITIES

22

In-person events in West Maui

46

Online interactive mapping comments

82

Online survey responses

1,900

Project website views





# PHASE 1 MAPPING HIGHLIGHTS

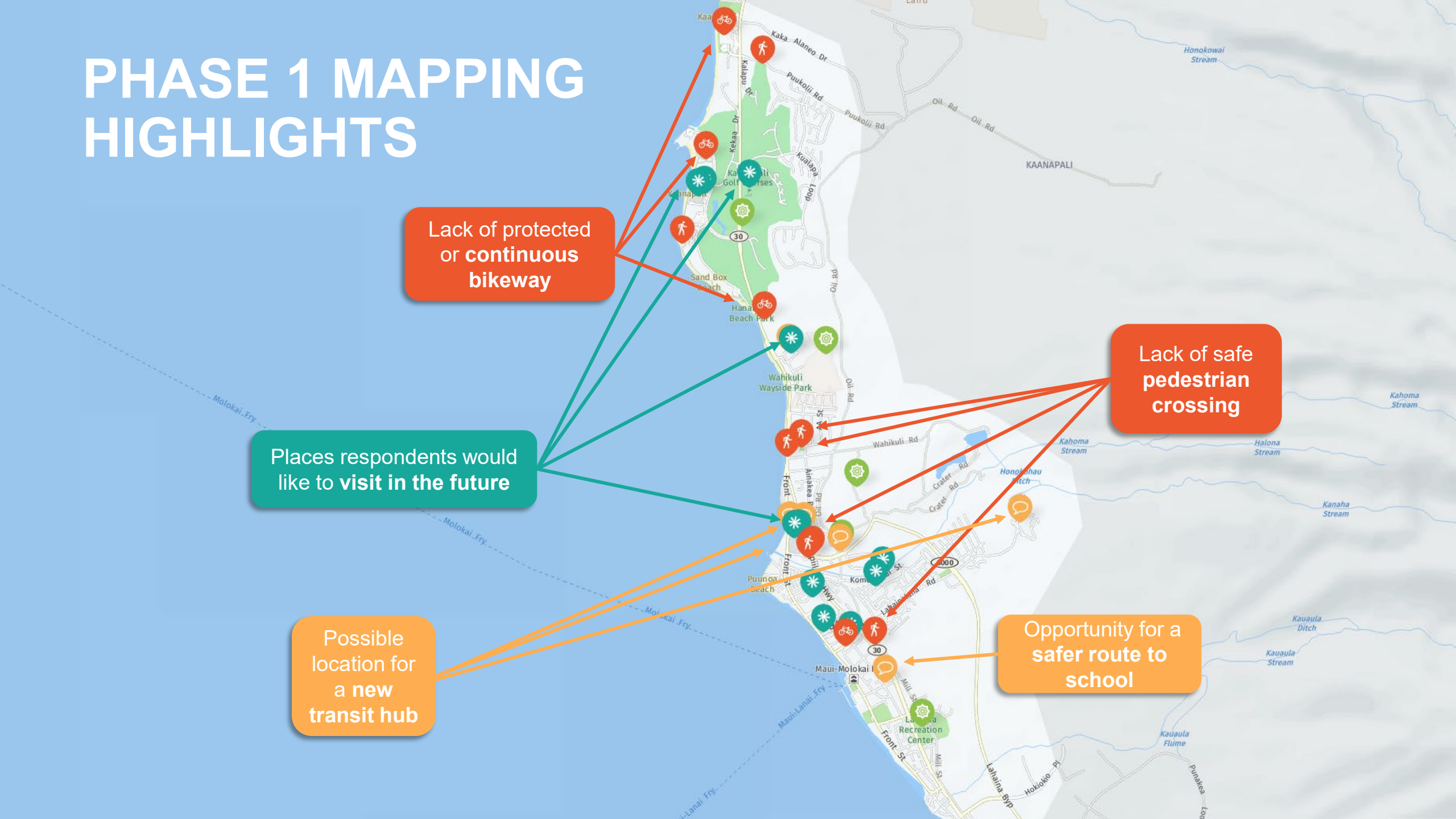
Lack of protected or continuous bikeway

Places respondents would like to visit in the future

Lack of safe pedestrian crossing

Possible location for a new transit hub

Opportunity for a safer route to school



# PHASE 1 MAPPING HIGHLIGHTS

## DIRECT QUOTES FROM RESPONDENTS

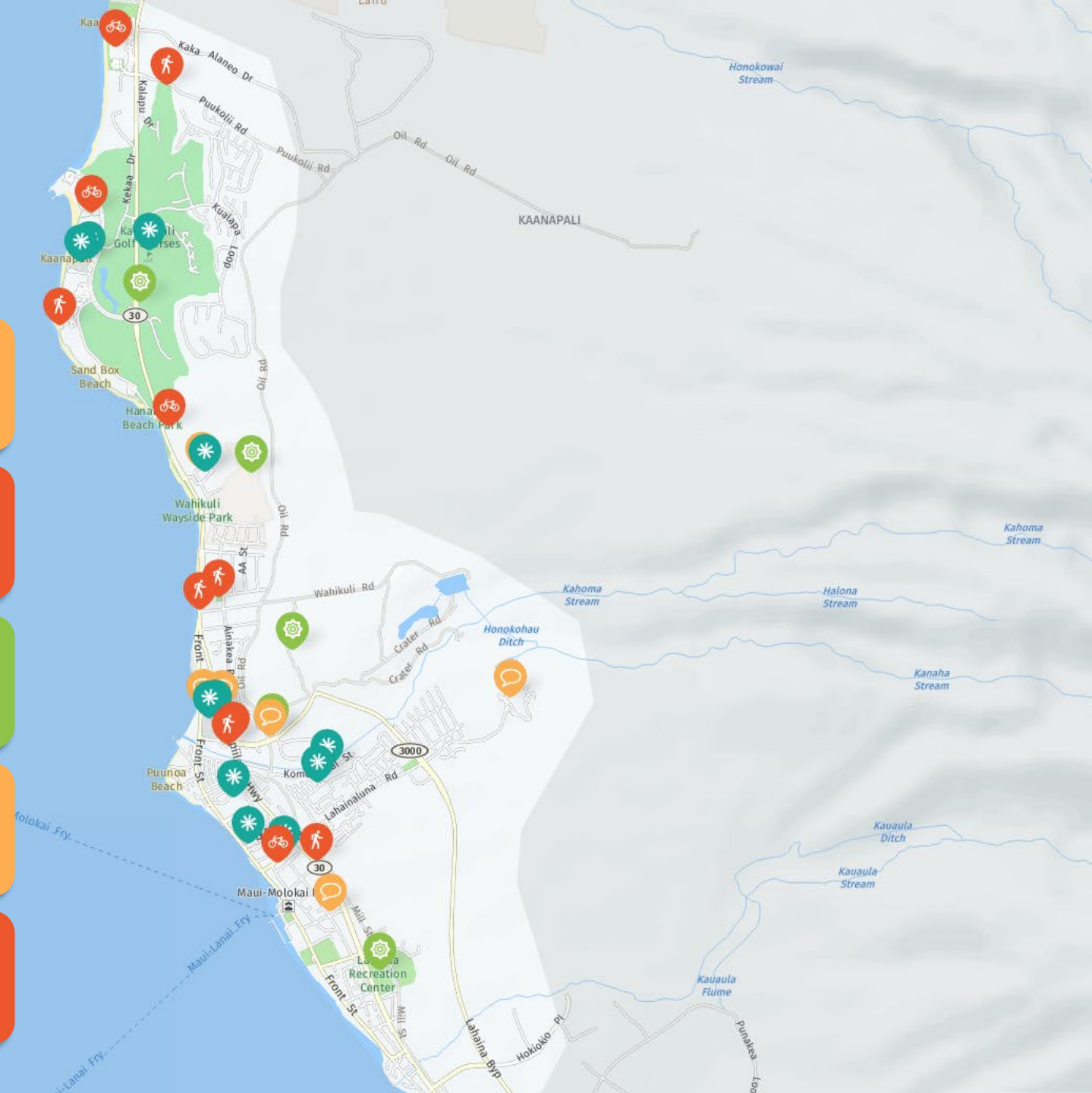
*"The new Transit Hub should be here!"*

*"No safe protected bike path to ride my bike."*

*"We should have a protected bike path from Lāhainā to Kā'anapali and beyond."*

*"Plan better traffic patterns so people can get to safety in the case of say a fire."*

*"I think a light with a crosswalk or a pedestrian bridge is needed here for school kids."*



# STAKEHOLDER INTERVIEWS + FOCUS GROUPS

- Tamara Paltin
- Kai Nishiki
- Ekolu Lindsey
- Joe Pluta
- Leilani Pulmano
- Saman Dias
- Lee Chamberlain
- Ravinder Bugga
- Hali McCloud
- Char Yamada
- Donna Clayton
- Housing & Transportation
- Arts, History, & Culture



# STAKEHOLDER INTERVIEW THEMES

## Multimodal Access

- Connections to jobs and schools
- Honoapiʻilani Highway intersections as barrier to walking and biking
- Balance between providing access and too much access
- Limited right-of-way

## Workforce and Affordable Housing

- Conservation vs. restoration vs. development
- Efficiency of mixed-use vs. what people want
- Opportunities for public-private partnerships



# STAKEHOLDER INTERVIEW THEMES

## Economy

- Value local businesses
- Support economic diversification (e.g., light industrial)
- Plan for needs of residents

## Resiliency

- Limited access in and out
- Managed retreat from sea level rise
- Water resource management



How well do these themes match what you've heard from residents?

What recommendations do you have for future outreach activities?



## EXISTING CONDITIONS FINDINGS

# STUDY AREA TOUR

## Our goals were to...

- Consider what **community uses** exist and identify future needs
- Identify potential locations for a new **West Maui transit hub**
- Investigate **housing, transportation, and utility** infrastructure
- Experience the corridor first-hand to understand **challenges, opportunities, and focus areas**





# STUDY AREA TOUR

## What we saw...

- Use throughout the day by visitors, residents, and workers
- Lack of pedestrian crossings, bicycle facilities, bus amenities, and shade
- Sites for future housing
- Potential transit hub locations at the Lāhāina Center Gateway, Pioneer Mill, Civic Center, and Aquatic Center



# COMMUNITY CORRIDOR RESIDENTS AND JOBS

## Total Population



## Median Annual Income



## Workers and Jobs

**14,000**

people work along  
the corridor



**52%**

of jobs are low-wage  
(less than \$40,000  
per year)



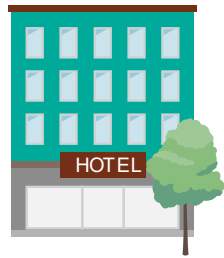
**51%**

of commuters travel  
less than 10 miles to  
their job



# COMMUNITY CORRIDOR RESIDENTS AND JOBS

## Workers by Industry in the Corridor



51%

Accommodations  
and Food Service

↓13%



19%

Office-Based, Public  
Administration, and  
Education/Healthcare

↓19%



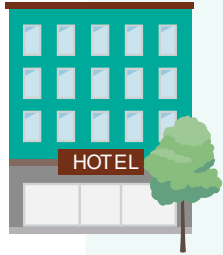
15%

Retail Trade

↓9%

**Job Loss**  
**Countywide**  
2019 to 2022

# COMMUNITY CORRIDOR VISITORS



West Maui  
Hotel Room Inventory

**11,929**



Average Monthly  
Cruise Passengers

**18,212**

Average Monthly  
Hotel Occupancy

**77.5%**  
2019

**70.7%**  
2022

Average Nightly  
Hotel Room Rate

**\$334.07**  
2019

**\$541.08**  
2022

% of Visitors  
Income > \$250,000

**15.9%**

Average Monthly  
Vacation Rental Occupancy

**79.0%**  
2019

**73.2%**  
2022

Average Nightly  
Vacation Rental Rate

**\$276.88**  
2019

**\$418.34**  
2022

Annual Visitors to  
West Maui Museums

**26,214**

# COMMUNITY CORRIDOR HOUSING NEED

## Existing Study Area Housing Units



**Multifamily**  
(5+ units)

2,700 units



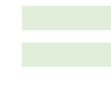
**Single Family**  
(detached)

2,100 units



**Middle Housing**  
(1 unit attached or 2-4 units)

1,400 units



6,200 units

## Estimated Demand for New Housing in Study Area by Preference (2020-2025)



**Multifamily**

Ownership Units

90 units

Rental Units

340 units



**Single Family**

Ownership Units

290 units

Rental Units

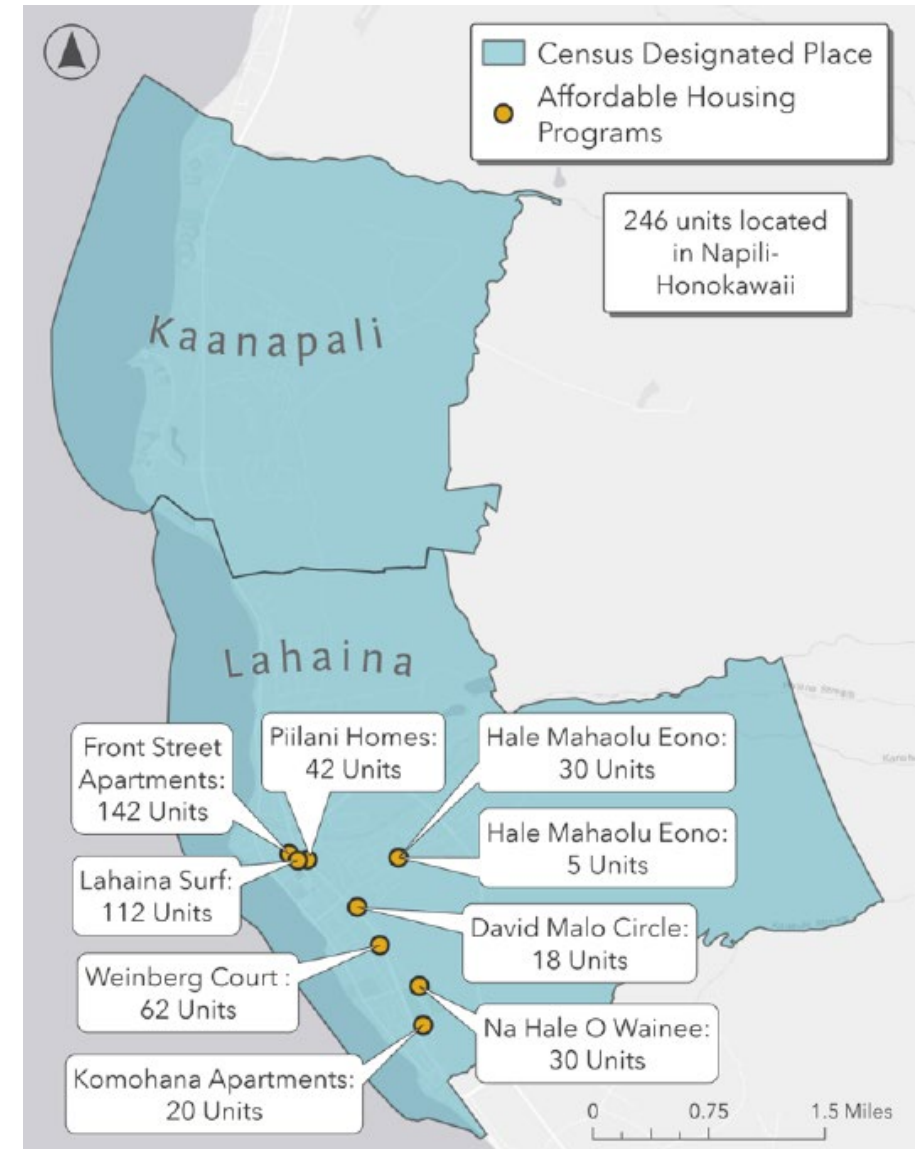
140 units



860 units  
(170/year)

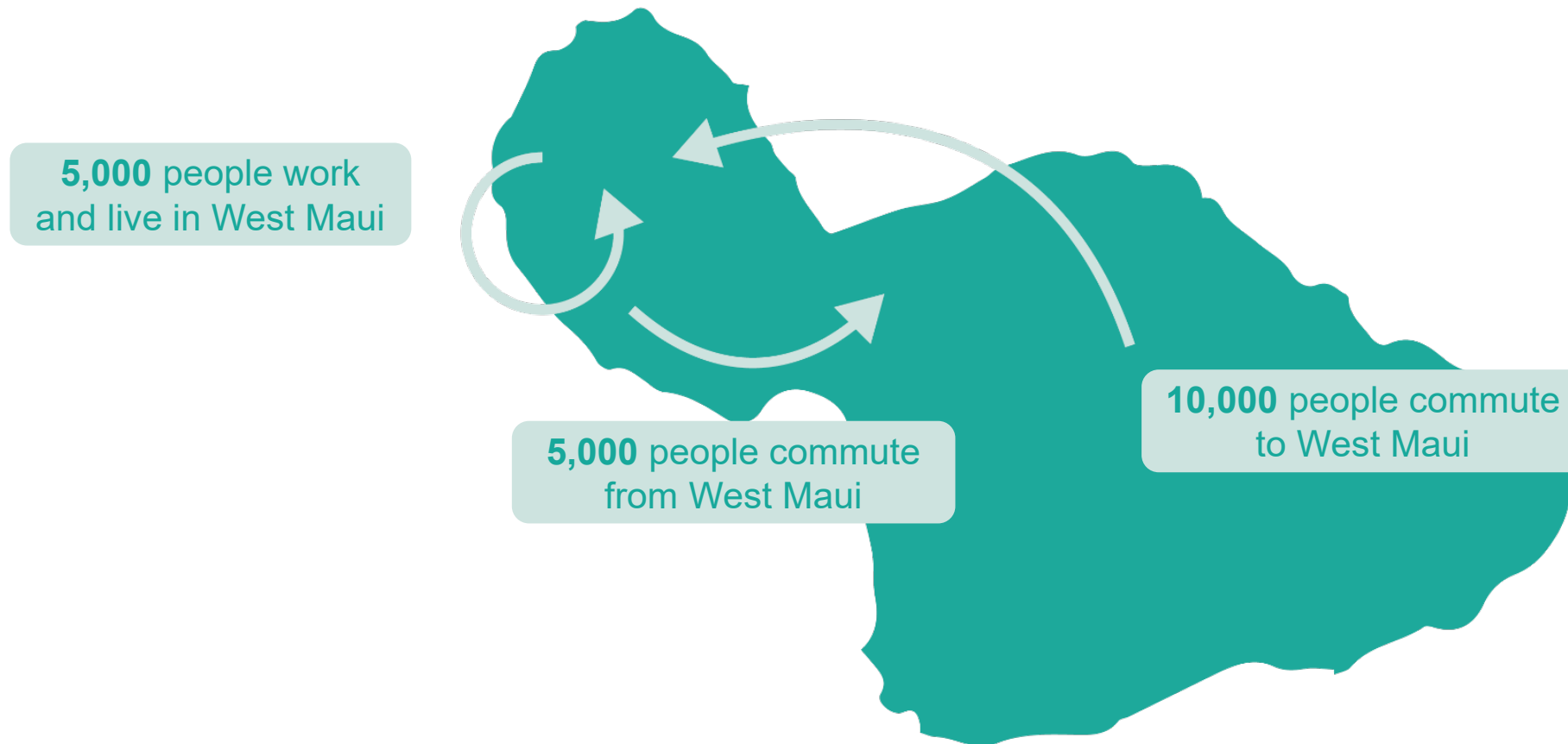
# COMMUNITY CORRIDOR AFFORDABLE HOUSING

- The median family income on Maui was \$101,100 in 2022
- A family would need to earn over \$188,000 to afford the average condo in Lāhainā
- A family would need to earn more than \$450,000 to afford a single detached unit in Lāhainā



# TRAVELING TO THE COMMUNITY CORRIDOR

*About 10,000 people commute to the corridor from other parts of the island.*



# MOVING ALONG THE COMMUNITY CORRIDOR

- Honoapiʻilani Highway through Lāhainā carries 24,000 vehicles per day on average
- Volumes increase to between 25,000-45,000 north of Keawe and Honoapiʻilani Highway
- There were 850 crashes (28 fatal) involving someone walking or biking between 2010-2017

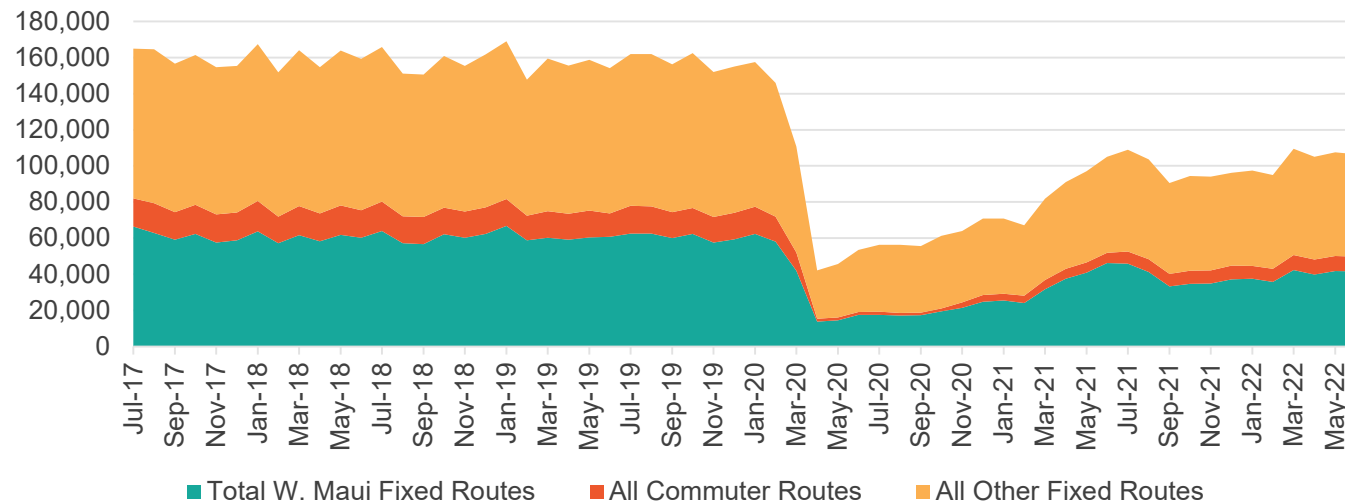




# MOVING ALONG THE COMMUNITY CORRIDOR

- West Maui Islander is the highest ridership route in the Maui Bus system
- Commuter bus service brings people from Upcountry, Central Maui, and Kihei
- Ridership is recovering since the beginning of the pandemic

Maui Bus Ridership (July 2017-June 2022)



# MOVING ALONG THE COMMUNITY CORRIDOR

The existing transit hub at Wharf Cinema Center is centrally located in Lāhainā, but there are challenges:

- Only accommodates 2 vehicles, limiting timed transfers between multiple routes
- Luakini St is a narrow, 1-way street, resulting in slow and constrained operations
- Adjacent streets are narrow and congested
- Poor lighting, limited passenger amenities, and not easily identified as a transit center
- Privately owned
- No park-and-ride capability
- Unable to store vehicles overnight
- Would be difficult to incorporate future electric charging infrastructure



What questions do you have about these findings and our initial work?

What additional information would be helpful background?



# DEVELOPING A VISION

# VISIONING WORKSHOPS: GOALS

- Engage the community, stakeholders, and County leaders in **developing a vision** for the corridor that includes land uses (housing, parks, and more), a future transit hub, and multimodal improvements
- Provide an **overview of existing conditions** and key opportunities
- Reintroduce locations and operational needs for a **future West Maui Transit Hub**
- Experience barriers and **opportunities related to safety, accessibility, and active modes** through “walking tours”
- Develop **draft framework** for the Land Use Plan and Connectivity Plan

**WE WANT TO HEAR FROM YOU!**

[WestMauiCommunityCorridor.org](http://WestMauiCommunityCorridor.org)

**Join us for a workshop and share your ideas!**

Corridor Wide Transportation & Land Use Workshop  
Wednesday, 3/1, 1:00 PM • Senior Center

TOC Sites Workshop  
Thursday, 3/2, 1:00 PM • Lāhainā Civic Center - Social Hall

# VISIONING WORKSHOPS: ENGAGEMENT

- Walking tours
- Survey
- Scavenger hunt
- Mapping activity
- Pop-up events
- Community briefings
- Stakeholder meetings
- Focus groups



## HOW CAN WE BETTER CONNECT LĀHAINĀ AND KĀ'ANAPALI?

**Join us for a community event!**

Mon 2/27	Tues 2/28	Thurs 3/2	Friday 3/3	
<b>Keawe St Walking Tour</b> 4:00-5:30 PM Cannery Mall Southern Entrance	<b>Community Meeting</b> 6:00-8:00 PM Senior Center 788 Pauoa St Lāhainā	<b>Pioneer Mill Walking Tour</b> 8:00-9:30 AM Outlets of Maui Parking Lot	<b>Keawe St Walking Tour</b> 8:00-9:30 AM Cannery Mall Southern Entrance	<b>Project Team Office Hours</b> 1:00-4:00 PM Lāhainā Art Show at Cannery Mall

**WestMauiCommunityCorridor.org**



SCAN ME



# VISIONING WORKSHOPS: PUBLIC OPEN HOUSE

- Provided opportunity to share project information with and gather feedback from West Maui community
- Focused on existing conditions and themes from engagement activities
- Included multiple ways to engage:
  - Overview presentation
  - Information boards
  - Targeted activities
  - Project team conversations



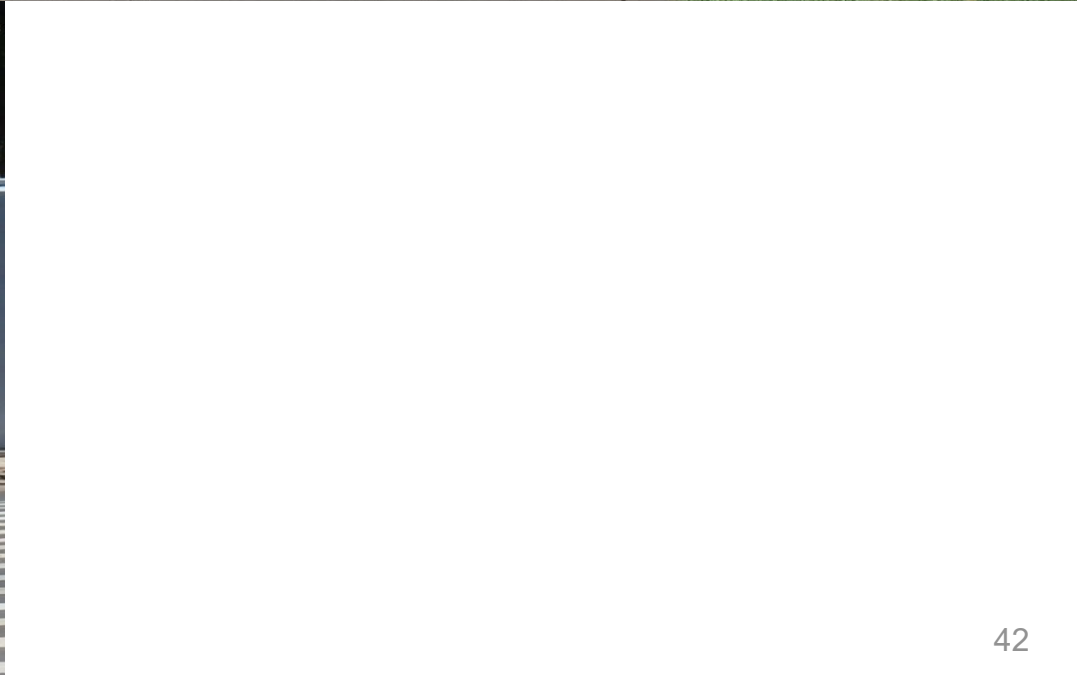
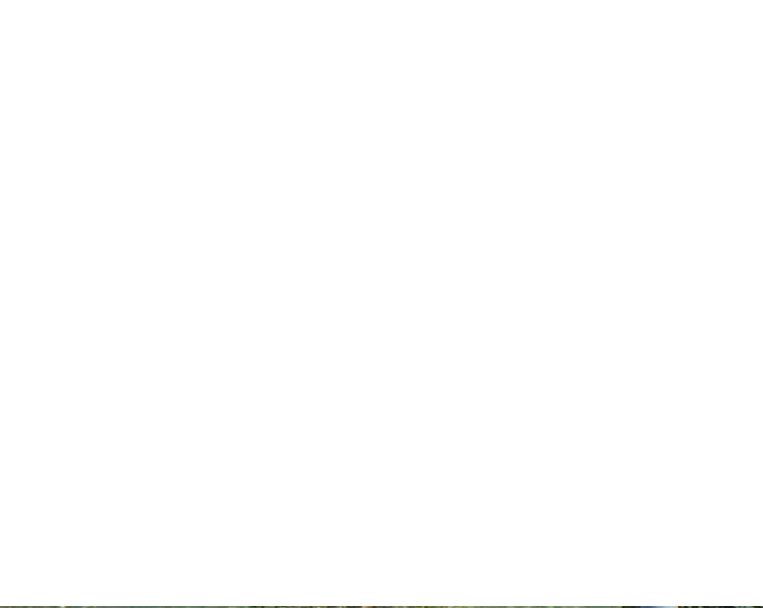
# VISIONING WORKSHOPS: WALKING TOURS

- Allowed direct engagement with community members and key stakeholders
- Covered approximately 1 mile
- Included four elements:
  - Introductions
  - Framing and teaching
  - The walk
  - Discussion and next steps
- Focused on **Program, Project, and Policy** opportunities to improve safety, accessibility, and travel by active modes















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MERIENDA

PARKY'S



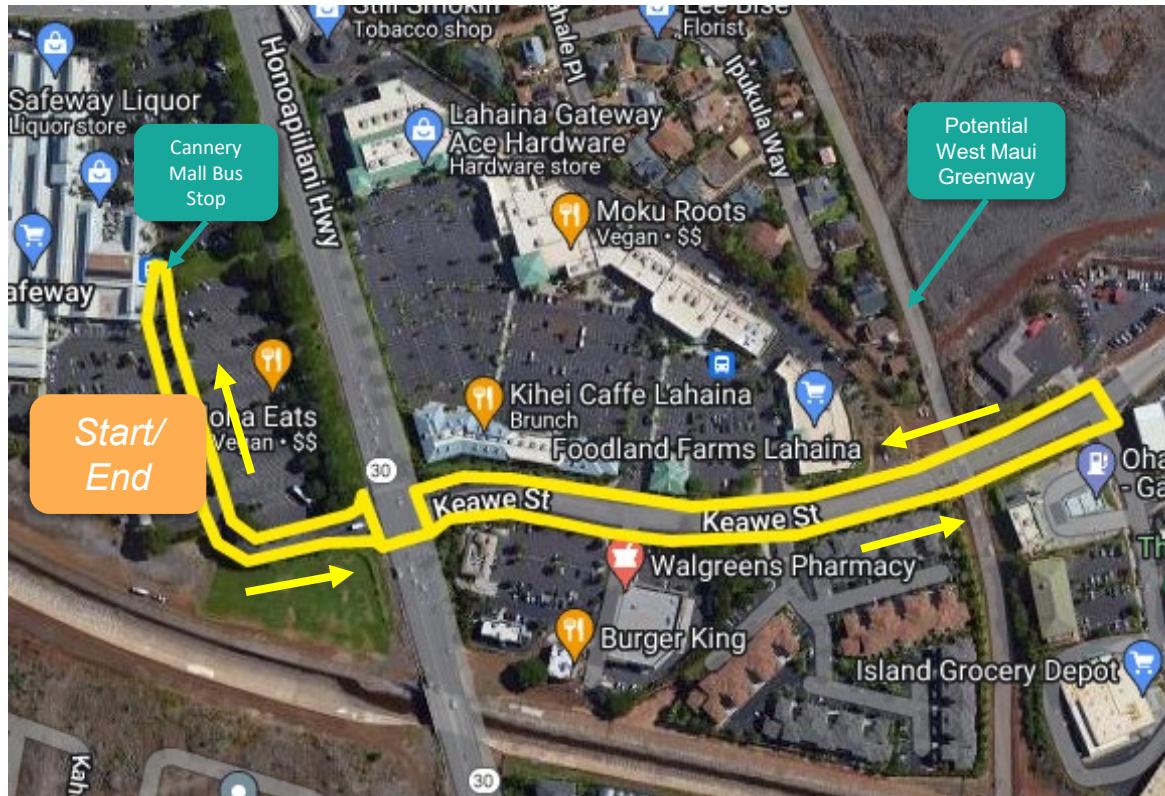


# VISIONING WORKSHOPS: LEADERSHIP WALK

## Keawe + Pioneer Mill Areas

- Provided overview and context for challenges and opportunities
- Focused on safety, future housing, and siting a new transit hub

### PART 1





# VISIONING WORKSHOPS: STAKEHOLDER SESSIONS

- Transportation & Land Use Workshop
  - Discussed opportunities for new housing, greater mixing of uses, and economic development
  - Identified short- and long-term strategies and projects to improve multimodal transportation
  - Considered needs and locations for new transit hub
- TOC Sites Walk Audits
  - Completed walk audits of three potential TOC sites
- TOC Sites Workshop
  - Developed goals and identified specific barriers and opportunities for each site
  - Created programs and supporting projects for TOCs



# STAKEHOLDER SESSIONS: VISION THEMES

- Place-Specific Design
- History, Culture, Art
- Sustainable and Eco-Conscious
- Multimodal and Multi-Purpose
- Active and Well Used
- Safe and Healthy
- Community Focused



# WORKSHOP TAKEAWAYS

- Ensure the plan is for **West Maui residents**, concentrating on local priorities
- Be focused and intentional about addressing **Native Hawaiian needs**
- Emphasize that **Honoapiʻilani Highway and Keawe Street** are barriers for everyone
- **Shift the culture** around transit, walking, and biking, normalizing them as real options
- Incorporate **regenerative design**
- Reflect the value of **open space** and **cultural or historic sites** and stories
- Bring the different pieces of the plan together and reinforce the **ACTION plan** focus
- Lean into short-term programs, projects, and policies, moving quickly to **show progress**



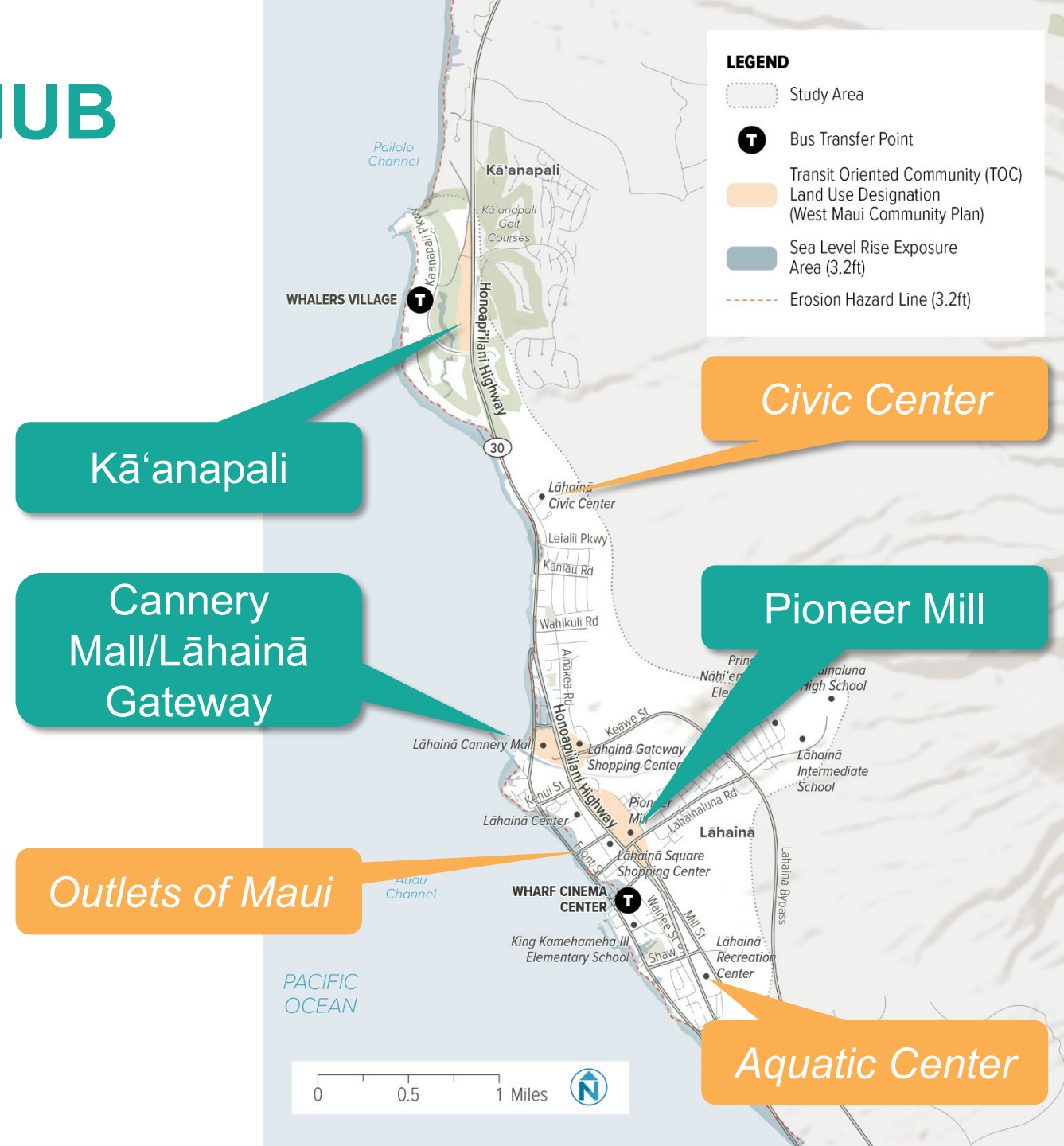
# POTENTIAL TRANSIT HUB LOCATIONS

Three TOC sites identified in the West Maui Community Plan:

- Kā'anapali
- Cannery Mall/Lāhainā Gateway
- Pioneer Mill

Additional sites emerged through early outreach and Visioning Workshops:

- Lāhainā Civic Center
- Outlets of Maui
- Aquatic Center



# TRANSIT HUB: MOST IMPORTANT FEATURES

- ✓ **Adequate size** to allow multiple routes to connect at the same time for future service needs
- ✓ Location allows for **similar travel time** from Central Maui
- ✓ **Centrally located** to places people want to go
- ✓ **Comfortable passenger amenities**, like benches, shelter, and lighting
- ✓ Easy to access for **people walking, rolling, and biking**



# TRANSIT HUB: IDEAL FEATURES

- ✓ **Enhanced amenities** like an information center, restrooms, larger shelters, wifi, and bike parking
- ✓ Opportunity for adjacent **park and ride**
- ✓ Dedicated, secure location for **overnight vehicle storage**
- ✓ Ability to accommodate **future electric charging infrastructure** for buses
- ✓ Access to a **signalized intersection** to allow for maximum operational flexibility



*Santa Clara Transit Center – Eugene, OR*

# PRELIMINARY SITE SELECTION CRITERIA

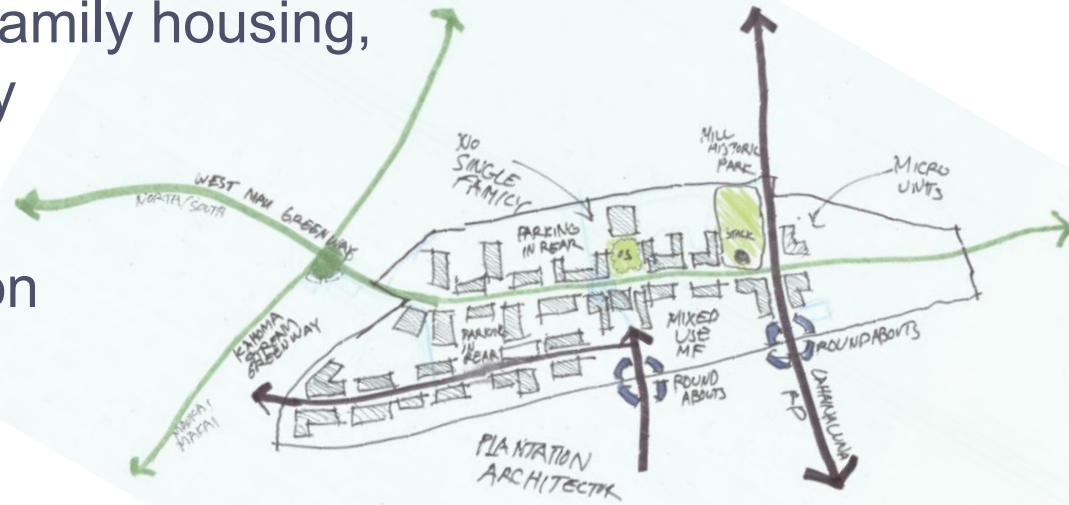
Selection Criteria		Kā'anapali TOC	Lāhainā Civic Center	Cannery Mall/Lāhainā Gateway TOC	Outlets of Maui	Pioneer Mill TOC	Aquatic Center
Important Features	Adequate size for future service needs	●	●	●	●	●	●
	Close to major destinations	●	●	●	●	●	●
	Similar travel time from Central Maui or for W. Maui Islander	●	●	●	●	●	●
	Can accommodate basic passenger amenities	●	●	●	●	●	●
	Good walking, rolling, biking access	●	●	●	●	●	●
Ideal Features	Can accommodate enhanced passenger amenities	●	●	●	●	●	●
	Opportunity for park and ride	●	●	●	●	●	●
	Ability to securely store vehicles over night	●	●	●	●	●	●
	Ability to accommodate electric bus charging infrastructure	●	●	●	●	●	●
	Access to a signalized intersection	●	●	●	●	●	●
<b>TOTAL SCORE:</b>		<b>2</b>	<b>0</b>	<b>2</b>	<b>7</b>	<b>8</b>	<b>3</b>

● = +1    ● = 0    ● = -1

# EARLY IDEAS: PIONEER MILL

## Group 1

- Greenway-oriented development
- Small-scale multifamily housing, fronting Greenway
- Mixed services
- Historic information
- Less parking



## Group 2

- Transition from mauka neighborhood
- Mixed-use commercial
- Connection throughout site

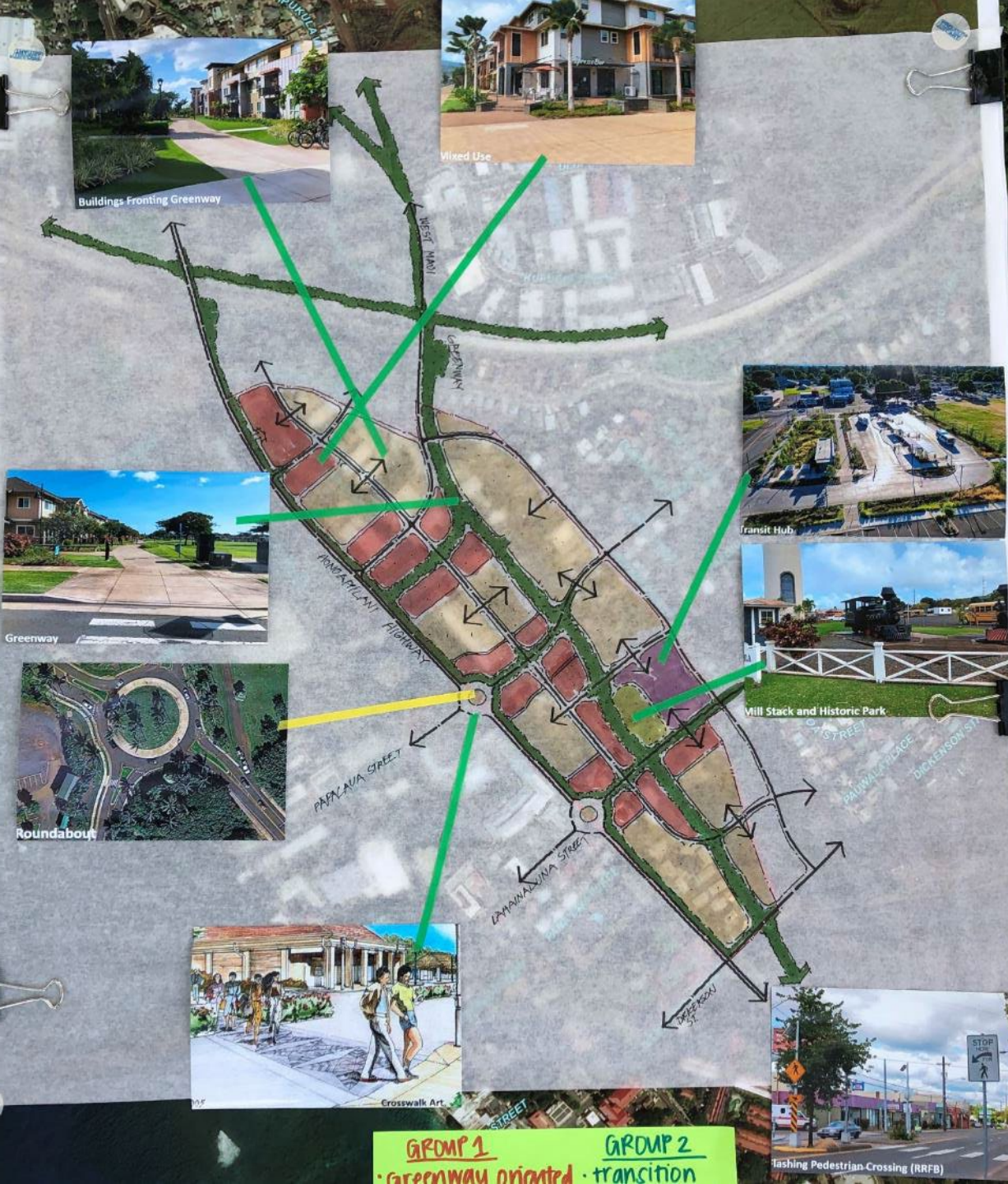
THE GOD  
Plan  
REDEVELOPMENT  
ROADWAY





# EARLY IDEAS: PIONEER MILL

- Greenway-Oriented Development means buildings fronting Greenway with easy access between facilities
- Connections throughout the site
- Mixed uses and services
- Transit hub
- Historic information about Mill Stack and Historic Park
- Flashing pedestrian beacons
- Crosswalk art
- Intersection improvements at Honoapi'ilani Highway and Papalaua Street and Lahainaluna Road



What are your reactions to the visioning process and outcomes?

What questions or comments do you have about Pioneer Mill as a future West Maui transit hub?



**NEXT STEPS**

# NEXT STEPS

- Continue engaging the West Maui community
- Share a draft vision and initial project and program ideas
- Develop land use and connectivity plans to support early implementation
- Outline specific projects with costs and Council Councilmember and department champions
- Identify potential partners and funding sources



# COUNTY COUNCIL'S ROLE

- As a County Councilmember, what idea will you be willing to champion?
- Each Councilmember has a vital role in something that's involved in this plan
- For the areas of Housing, Transit, Transportation, Parks & Recreation, and Land Use planning improvements and opportunities, what can your committee achieve?
- Council committees have a critical role in implementing the West Maui TOC Corridor vision



# MAHALO!



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What questions do you have about the team's work or our next steps?

What else should we do to ensure this plan can be implemented?

How would you like to be involved?