MICHAEL P. VICTORINO
Mayor

MICHELE CHOUTEAU MCLEAN, AICP
Director

JORDAN E. HART
Deputy Director

DEPARTMENT OF PLANNING
COUNTY OF MAUI
ONE MAIN PLAZA
2200 MAIN STREET, SUITE 315
WAILUKU, MAUI, HAWAII 96793

January 12, 2022

Honorable Michael P. Victorino
Mayor, County of Maui
200 South High Street
Wailuku, Hawaii 96793

APPROVED FOR TRANSMITTAL

Michael P Vict   1/19/22
Mayor   Date

For Transmittal to:

Tasha Kama, Chair
Human Concerns and Parks Committee
County Council
200 South High Street
Wailuku, Hawaii 96793

Dear Chair Tasha Kama:

SUBJECT: PUBLIC SHORELINE ACCESS FOR RECREATIONAL PURPOSES (HCP-38)

Thank you for your December 28, 2021 letter requesting information on the above subject. Your questions are copied below, each followed by the Department's response.

1.   What is the current process by which information on the Maui Shoreline Access website is updated, with what frequency, and from what source? Could the website be updated to reflect that lifeguards have returned to Makena Beach, and could the hours when lifeguard service is provided at that beach be included?

Response: Occasionally the Department will receive a Request for Service or information related to the website and will request that a small update to the site's content or function be made by the Information Technology Services Division (ITSD) within the Department of Management which hosts the website. An update such as the example of lifeguards having returned to Makena Beach, or the hours when lifeguards are present, is not within the normal scope of past updates and the Department would be concerned about possible legal exposures and/or other expectations which might result from that particular type of update.

2.   May I please ask you to provide a fiscal-year budget estimate for site redesign to:

a)   Provide greater visibility for links to "Stewardship," "Aha Moku," and "Public Access Rights," so the visibility is similar to that given to "Report a Concern," "Surf Report," "Weather Report," and "Water Quality."

Response: ITSD can accomplish such minor redesigns within their existing budget and personnel resources, and as appropriate to best practices in web design and for this site.

b)   Make it a "living" website with regularly scheduled updates.

Response: The Department has not identified a need for regularly scheduled updates, but may do so for periodic updates at some time in the future. At such time, the Department would develop budget estimates for the desired scope of such possible updates.

c)   Make it a "hub" with links to other sites of interest or relation to shoreline activities, such as Maui Emergency Management Agency alerts or advisories for shoreline conditions; Department of Land and Natural Resources rules and regulations for fishing and gathering activities; and the State of Hawaii Sea Level Rise Viewer (http://www.pacioos.hawaii.edu/shoreline/slr-hawaii/).

Response: After discussion between the Department and ITSD, it is not considered advisable to make the subject website into a "hub" of some kind for the examples listed above. You may wish to contact the Managing Director to discuss identifying a manager for and forming a multi-agency hub website.

3.   May I also ask you to provide usage statistics for this website for each quarter in the past two years? If information is not readily available, any recent measure of usage indicating usage trends would be appreciated.

Response: Please see the report enclosed with this letter. The County's webmaster also commented that the website is among the most highly visited of all County websites and that the great majority of people who visit the website's landing page stay there for around two minutes or less and then open the map viewer.

Please feel free to contact me or Deputy Director Jordan Hart if you have further questions.
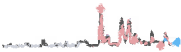
Sincerely,

MICHELE MCLEAN, AICP
Planning Director

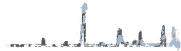Attachment: Maui Shoreline Access Webstats
xc: Mayor Michael P. Victorino (PDF w/Attachment)
     Justine Nihipali, Office of Planning and Sustainable Development (PDF w/Attachment)
     Tara Owens, University of Hawaii Sea Grant Program (PDF w/Attachment)
     Sandy Baz, Managing Director (PDF)
     Susan Underwood, Information Technology Services Division (PDF)
     Charles Barrett, Information Technology Services Division (PDF)
     Peter Ghering, Information Technology Services Division (PDF)
     Jordan Hart, PlanningDeputy Director (PDF)
     Jeff Dack, Current Planning Supervisor (PDF)
     Project File
S:\ALL\JEFFREY D\CZM & SeaGrant\ShorelineAccessInventoryUpdate2017-8\ResponseToKama.doc

Visits Overview

298 visits

1 min 42s average visit duration

77% visits have bounced (left the website after one page)

1.5 actions (page views, downloads, outlinks and internal site searches) per visit

0.71s average generation time

400 pageviews, **343** unique pageviews

0 total searches on your website, **0** unique keywords

0 downloads, **0** unique downloads

53 outlinks, **47** unique outlinks

11 max actions in one visit

Device type

TYPE	▼ VISITS
Desktop	257
Smartphone	35
Tablet	4
Unknown	2
Camera	-
Car browser	-
Console	-
Feature phone	-
Phablet	-
Portable media player	-
Smart display	-
Tv	-

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Visits Overview

246 visits

1 min 14s average visit duration

87% visits have bounced (left the website after one page)

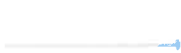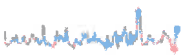**1.2** actions (page views, downloads, outlinks and internal site searches) per visit

0.56s average generation time

287 pageviews, **257** unique pageviews

1 total searches on your website, **1** unique keywords

0 downloads, **0** unique downloads

14 outlinks, **13** unique outlinks

8 max actions in one visit

Device type

TYPE	▼ VISITS
Desktop	174
Smartphone	71
Tablet	1
Camera	-
Car browser	-
Console	-
Feature phone	-
Phablet	-
Portable media player	-
Smart display	-
Tv	-

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Visitor Browser

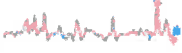## Visits Overview   ⟳ _ ⤢ ✕

9,699 visits

1 min 28s average visit duration

68% visits have bounced (left the website after one page)

1.6 actions (page views, downloads, outlinks and internal site searches) per visit

0.76s average generation time

11,997 pageviews, **9,950** unique pageviews

106 total searches on your website, **72** unique keywords

1 downloads, **1** unique downloads

3,023 outlinks, **2,704** unique outlinks

28 max actions in one visit

Device type

TYPE	▼ VISITS
📱 Smartphone	6,061
🖱 Desktop	2,579
▯ Tablet	961
Unknown	78
Phablet	18
Portable media player	2
📷 Camera	-
🚗 Car browser	-
Console	-
Feature phone	-
Smart display	-
🖥 Tv	-

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Visits Overview

2,167 visits

1 min 7s average visit duration

75% visits have bounced (left the website after one page)

1.5 actions (page views, downloads, outlinks and internal site searches) per visit

0.78s average generation time

2,592 pageviews, **2,284** unique pageviews

50 total searches on your website, **22** unique keywords

48 downloads, **42** unique downloads

488 outlinks, **455** unique outlinks

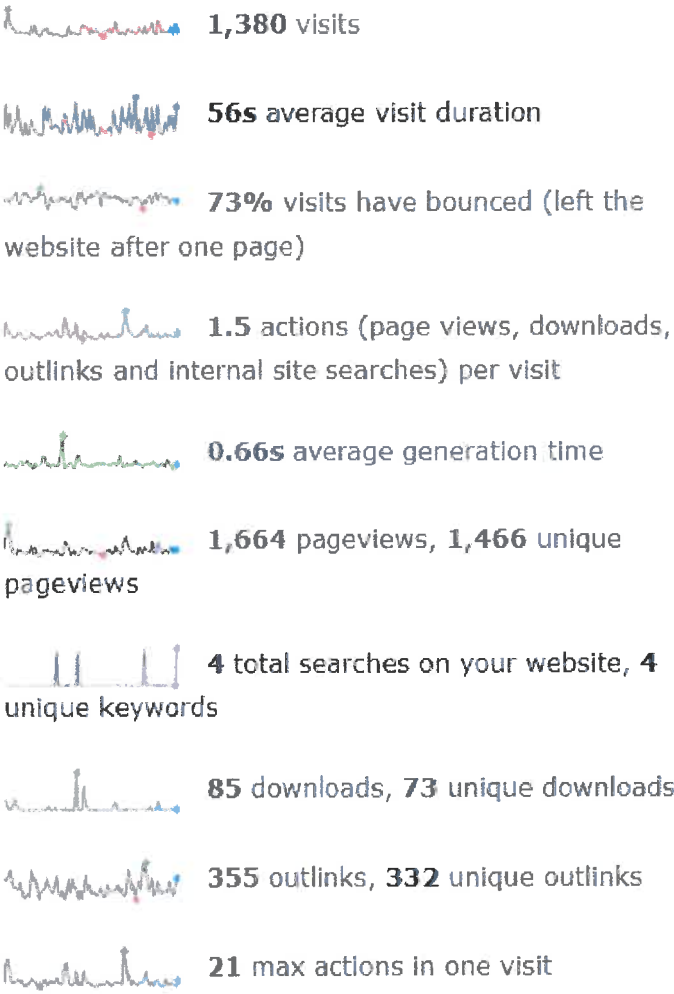**23** max actions in one visit

Device type

TYPE	▼ VISITS
📱 Smartphone	1,038
🖱 Desktop	1,013
📱 Tablet	75
Portable media player	25
Phablet	8
Unknown	8
📷 Camera	-
🚗 Car browser	-
🎮 Console	-
📱 Feature phone	-
Smart display	-
🖥 Tv	-

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Visits Overview

1,380 visits

56s average visit duration

73% visits have bounced (left the website after one page)

1.5 actions (page views, downloads, outlinks and internal site searches) per visit

0.66s average generation time

1,664 pageviews, **1,466** unique pageviews

4 total searches on your website, **4** unique keywords

85 downloads, **73** unique downloads

355 outlinks, **332** unique outlinks

21 max actions in one visit

Device type

TYPE	▼ VISITS
Desktop	689
Smartphone	632
Tablet	54
Unknown	5
Camera	-
Car browser	-
Console	-
Feature phone	-
Phablet	-
Portable media player	-
Smart display	-
Tv	-

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Visits Overview

1,431 visits

1 min 8s average visit duration

77% visits have bounced (left the website after one page)

1.5 actions (page views, downloads, outlinks and internal site searches) per visit

0.66s average generation time

1,777 pageviews, **1,550** unique pageviews

10 total searches on your website, **8** unique keywords

50 downloads, **42** unique downloads

326 outlinks, **272** unique outlinks

24 max actions in one visit

Device type

TYPE	▼ VISITS
Desktop	742
Smartphone	646
Tablet	30
Unknown	13
Camera	-
Car browser	-
Console	-
Feature phone	-
Phablet	-
Portable media player	-
Smart display	-
Tv	-

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Visits Overview

1,294 visits

1 min 10s average visit duration

73% visits have bounced (left the website after one page)

1.6 actions (page views, downloads, outlinks and internal site searches) per visit

0.62s average generation time

1,672 pageviews, **1,444** unique pageviews

10 total searches on your website, **8** unique keywords

98 downloads, **80** unique downloads

285 outlinks, **258** unique outlinks

32 max actions in one visit

Device type

TYPE	▼ VISITS
Desktop	719
Smartphone	507
Tablet	48
Unknown	20
Camera	-
Car browser	-
Console	-
Feature phone	-
Phablet	-
Portable media player	-
Smart display	-
Tv	-

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Visits Overview

1,593 visits

1 min 6s average visit duration

67% visits have bounced (left the website after one page)

1.6 actions (page views, downloads, outlinks and internal site searches) per visit

0.67s average generation time

2,000 pageviews, **1,740** unique pageviews

4 total searches on your website, **4** unique keywords

88 downloads, **79** unique downloads

453 outlinks, **423** unique outlinks

29 max actions in one visit

Device type

TYPE	▼ VISITS
🖥 Desktop	817
📱 Smartphone	721
▯ Tablet	49
Unknown	6
📷 Camera	-
🚗 Car browser	-
▯ Console	-
▮ Feature phone	-
Phablet	-
Portable media player	-
Smart display	-
🖥 Tv	-

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Visits Overview

5,698 visits

1 min 5s average visit duration

72% visits have bounced (left the website after one page)

1.6 actions (page views, downloads, outlinks and internal site searches) per visit

0.65s average generation time

7,113 pageviews, **6,200** unique pageviews

28 total searches on your website, **21** unique keywords

321 downloads, **274** unique downloads

1,419 outlinks, **1,285** unique outlinks

32 max actions in one visit

Device type

TYPE	▼ VISITS
Desktop	2,967
Smartphone	2,506
Tablet	181
Unknown	44
Camera	-
Car browser	-
Console	-
Feature phone	-
Phablet	-
Portable media player	-
Smart display	-
Tv	-

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