IT Committee

From:	Erin Wade <Erin.Wade@co.maui.hi.us>
Sent:	Sunday, October 17, 2021 7:08 PM
To:	IT Committee
Subject:	Fwd: RE: Monday presentation
Attachments:	01_ParkMaui PPT 10-18-21pdf.pdf

Please see presentation for Monday attached. Thank you! ekw

>>> Erin Wade 10/15/21 4:56 PM >>>
See ppt attached. Have a great weekend! ekw

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   font-family: Calibri , sans-serif;
}
a:link, span.MsoHyperlink {
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}
span.groupwisereplyheader {
}
span.EmailStyle21 {
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   color: windowtext;
}
*.MsoChpDefault {
   font-size: 10.0pt;
}
div.WordSection1 {
   page: WordSection1;
}
```
>>> "Laksmi M. Abraham" <Laksmi.Abraham@mauicounty.us> 10/15/2021 10:43 AM >>>
Sounds great! Will anyone else be on the call with you?

From: Erin Wade <Erin.Wade@co.maui.hi.us>
Sent: Friday, October 15, 2021 10:18 AM
To: Laksmi M. Abraham <Laksmi.Abraham@mauicounty.us>
Subject: RE: Monday presentation

ok great - I just tried to run through it with Yuki in 20 minutes and I went over - needed at least another 10 mintues. Can we say 30 minute presentation, Council feedback and Q&A 30 minutes as well?
>>> "Laksmi M. Abraham" <Laksmi.Abraham@mauicounty.us> 10/15/2021 10:14 AM >>>
How much do you need? I think we have a lot of time. Just let me know.

From: Erin Wade <Erin.Wade@co.maui.hi.us>
Sent: Friday, October 15, 2021 10:14 AM
To: Laksmi M. Abraham <Laksmi.Abraham@mauicounty.us>
Subject: Monday presentation

Hi Laks,
How much time will we have on Monday to present?

Park Maui

Public Parking Management

Table Of Contents

What we will be talking about

ParkMaui is dedicated to supporting the vibrant community on Maui by adapting parking to the island's needs.

Coaching Team

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Project Background

Based on the findings of the 2018 Parking Action Plan

The Department of Management retained Dixon Resources Unlimited to assist the County of Maui with the development and implementation of a strategic parking management operations plan for Lahaina and Wailuku.

01 **Paid on- and off-street parking**

02 **Revenue management**

03 **Enforcement**

04 **Enhancements**

05 **Automated permit management**

06 **Alternative modes of transportation**

07 **Permit parking**

08 **Wayfinding**

Our Goals

Create a parking program that caters to diverse parking needs and prioritizes local communities

✓ Support vibrant local communities and economic vitality;

✓ Create more opportunities for locals to access congested areas;

✓ Reinvest monies for Town improvements;

✓ Minimize the impact for residents;

✓ Influence parking demand and maximize efficiencies; and

✓ Incorporate lessons learned from other operations.

Participating County Agencies

The following departments are actively participating in the ParkMaui project:

✓ **Department of Management**

✓ **Information Technology Services Division**

✓ **Department of Finance**

✓ **Department of Parks and Recreation**

✓ **Department of Public Works**

✓ **Department of Transportation**

✓ **Maui Police Department**

Tasks and Estimated Timeline

Focus Group Topics will focus on 8 key topics

Task	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Project Kickoff Meeting	▓												
Purchase ParkMaui Domain	▓												
Review Background Documentation	▓												
Project Background / Parking 101 Presentation		▓											
Bi-weekly Project Calls		▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Virtual Needs Assessment Meetings with Key Staff	▓	▓											
Vendor Demonstrations (CMS/PMS/LPR)		▓											
Iao Theater Lot Plan / No Re-Parking Policy		▓	▓										
County Employee Parking Plan		▓											
Wailuku Garage Procurement			▓	▓	▓	▓	▓						
Draft County Code Updates			▓	▓	▓	▓							
Organizational Structure / Management Plan			▓	▓	▓								
Enforcement Plan			▓	▓	▓	▓							
Branding Mock-ups			▓	▓									
CMS/PMS/LPR Procurement and Implementation			▓	▓	▓	▓	▓	▓					
Financial Projections and Policy Recommendations			▓	▓									
Technology Roadmap			▓										
Online Platform Development				▓	▓	▓	▓	▓					
Initial Round of Stakeholder Outreach				▓									
Paid Parking Technology Procurment / Pilot Prep						▓	▓	▓	▓	▓			
Enforcement / Operator Procurement(s)						▓	▓	▓	▓	▓			
Finalize Branding / Wayfinding Plan								▓					
Additional Stakeholder Outreach									▓	▓	▓		
Wayfinding Procurement(s)										▓	▓	▓	
Implementation Coaching and Oversight	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Ongoing Analysis / Evaluation of Initial Steps	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Ongoing Additional Support as Needed	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓

Focus Group Topics

Initial Focus Groups

Built with strong collaborations in mind

County Employee Parking

Policies, permit management, and integrations

Management

Parking program management & organizational structure

Wailuku Garage

Parking Access Revenue Control System (PARCS) and operations

Enforcement

Citation management, license plate recognition (LPR), and operations

County Code and Policies

Future proofing & paid parking ; County beach pilot preparation

Communications and Design

Branding, signage, and online platform

Department of Transportation in the driver's seat

- ✓ Oversee day-to-day operations
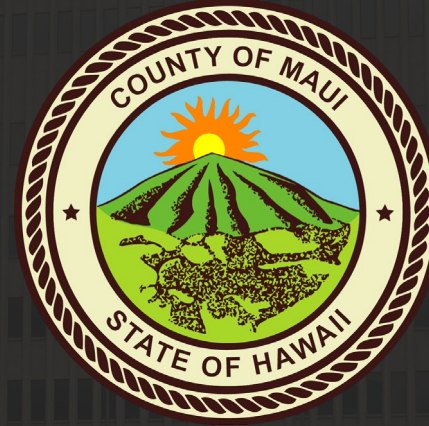- ✓ Coordinate ParkMaui program
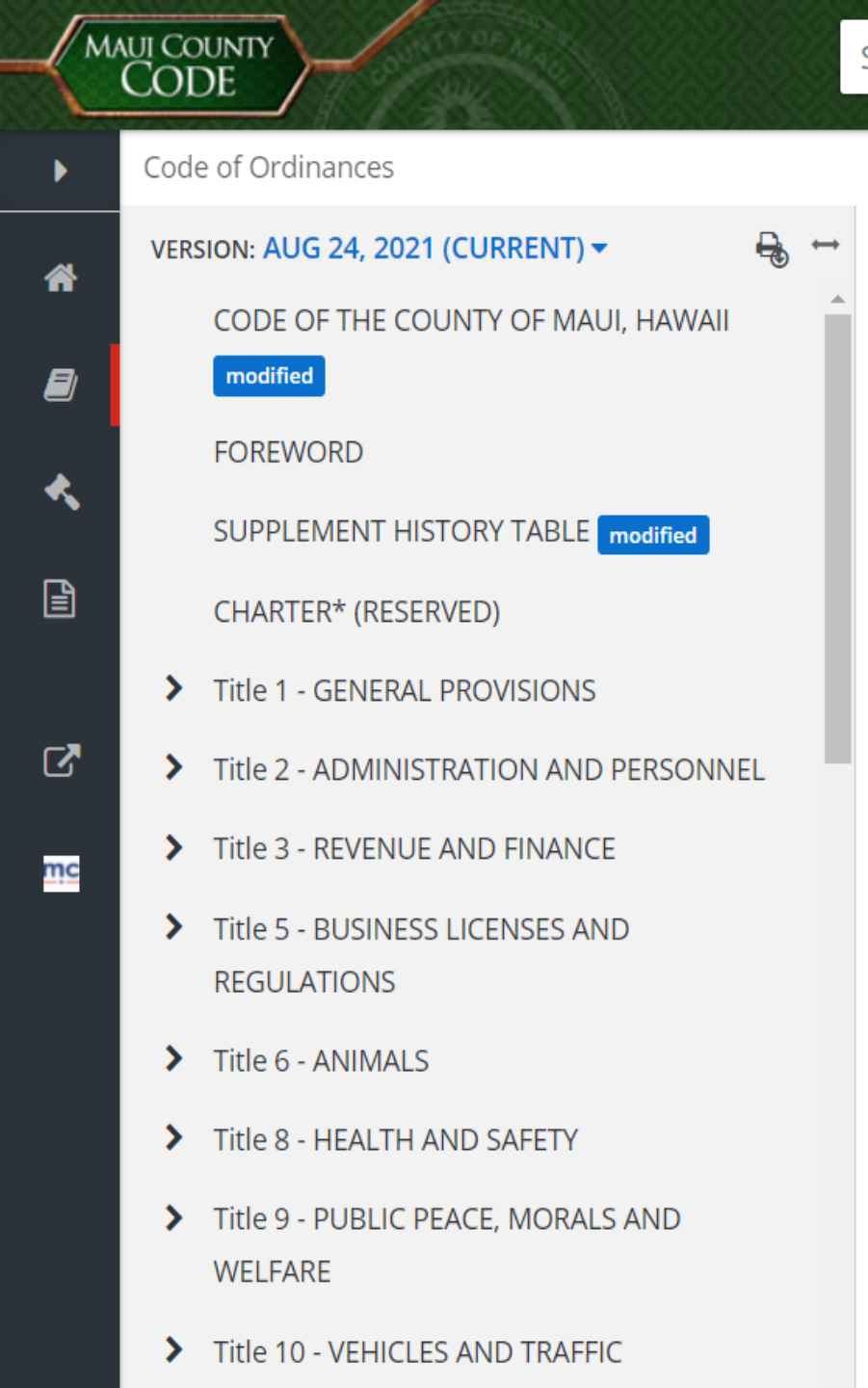- ✓ Contract Management
- ✓ Data Analytics

Park Maui Roadmap

Immediate	Within 12 months	5 years	10 years+

Action Items

Immediate

Assemble initial focus groups to work through roles and responsibilities

Determine strategies for community outreach

Coordinate with County agencies and businesses to understand the needs and lay the foundation for Park Maui

Develop a unique brand for Park Maui

Establish regulations that allow the County to charge for parking and enforce

Within 12 months

Develop a parking management roadmap built around the end user experience

Determine first phase of metered parking areas create a parking locations map

Incorporate a long-term plan and technology refresh

Establish incremental investments, phased approach

Launch official publicity campaign, website and social media

5 years

Implement metered parking program based on recommendations from County agencies and the general public

Monitor parking areas for usage, management issues and revenues

Adjust parking locations as needed

Maintain and repair meter equipment as needed

Continue to share programs updates and celebrate successes with the public

10 years+

Assess parking and management plan and metered parking locations

Continue to engage the community to secure feedback and share ideas regarding Maui's long-term parking plan

Municipal Code Revisions

1. Enable paid parking

- Allow the County to charge for parking
- Identify roles and responsibilities
- Parking enforcement pilot

2. Establish parking benefits fund

- Cover operational and management costs
- Opportunities to fund facility-related and other community projects

3. Individual facility management – timing & pricing

Time Limits

Define time limits and operating times based on posted signage

Based on posted signage rather than listing each location within the code,

Increase flexibility with signage

Wayfinding will be use to signal to parkers the parking limit while also allowing us flexibility to adjust where necessary.

Paid Parking

Enables flexibility for periodic updates

Build in a **flexible operating process** and system that allows for improvements.

Make data-driven policy decisions

Seek a **target occupancy rate of 85%** per the industry standard and define a range of rates.

Define parameters for price increments and frequency

Set **low and high pricing limits.**

Adjust operating times as needed

Able to **adjust pricing based on holidays and special events.**

No Re-parking Rules

Vehicles must move out of the block face, garage, or lot, and may not return sooner than three hours after expiration

- Important to define "Block Face" or specific distance

Benefit: Mitigates abuse of time limited parking

- Improves availability of time limit spaces for ease of access
- Encourages drivers to utilize parking that best fits their needs

Parking Ambassadors

Pursue a Parking ambassador model that prioritizes customer service & compliance

- Consistent enforcement is critical for effective parking management
- Educate and encourage compliance

Establish Parking Ambassador Pilot Program

- Enable civilian employees and/or contractors to enforce parking
- Designated by the Chief of Police

Parking Permits

Employee Permits

- Employee parking at County Campuses
- Employee permits in business districts
- Employee permits in neighborhoods with large workforce
- Provide affordable option based upon income

Residential Permits

- To protect neighborhoods from spill-over impacts of controlled lots
- Can be based upon community request

Parking Magic Wand

If you could
change, fix or improve
anything about parking in Maui
what would you do?

Next Steps

Gather feedback

Incorporate community feedback into program

Council Action

Introduce code updates and budget amendments

Vendor Solicitation

Seek bidders for equipment, permitting & citation systems, & management

Select Parking Sites

Business Districts & Pilot program at select beach parks