

## IT Committee

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**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

You don't often get email from erin.wade@co.maui.hi.us. [Learn why this is important](#)

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

```
margin: 0.0in;  
font-size: 11.0pt;  
font-family: Calibri , sans-serif;  
}
```

```
a:link, span.MsoHyperlink {  
    color: rgb(5,99,193);  
    text-decoration: underline;  
}
```

```
span.groupwisereplyheader {  
}
```

```
span.EmailStyle21 {  
    font-family: Calibri , sans-serif;  
    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?

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**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](mailto: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.

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**From:** Erin Wade <[Erin.Wade@co.maui.hi.us](mailto:Erin.Wade@co.maui.hi.us)>  
**Sent:** Friday, October 15, 2021 10:14 AM  
**To:** Laksmi M. Abraham <[Laksmi.Abraham@mauicounty.us](mailto: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

- 01 ● Project Background
- 02 ● Tasks & Timeline
- 03 ● Focus Groups
- 04 ● Parking Magic Wand
- 05 ● Next Steps

**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

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**02** Revenue management

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**03** Enforcement

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**04** Enhancements

**05** Automated permit management

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**06** Alternative modes of transportation

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**07** Permit parking

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**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:





# Tasks and Estimated Timeline

Focus Group Topics will focus on 8 key topics

Focus Group 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													



# Initial Focus Groups

Built with strong collaborations in mind

8



## County Employee Parking

Policies, permit management, and integrations



## Wailuku Garage

Parking Access Revenue Control System (PARCS) and operations



## County Code and Policies

Future proofing & paid parking ; County beach pilot preparation



## Management

Parking program management & organizational structure



## Enforcement

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



## 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



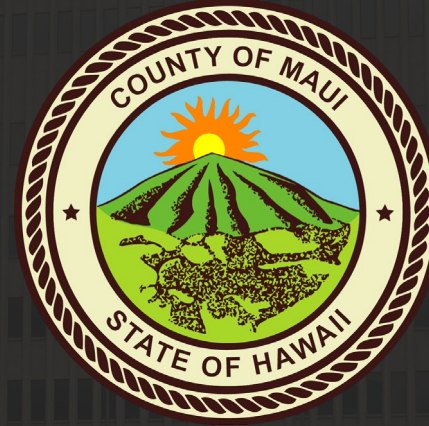
Data Analytics

# Park Maui Roadmap



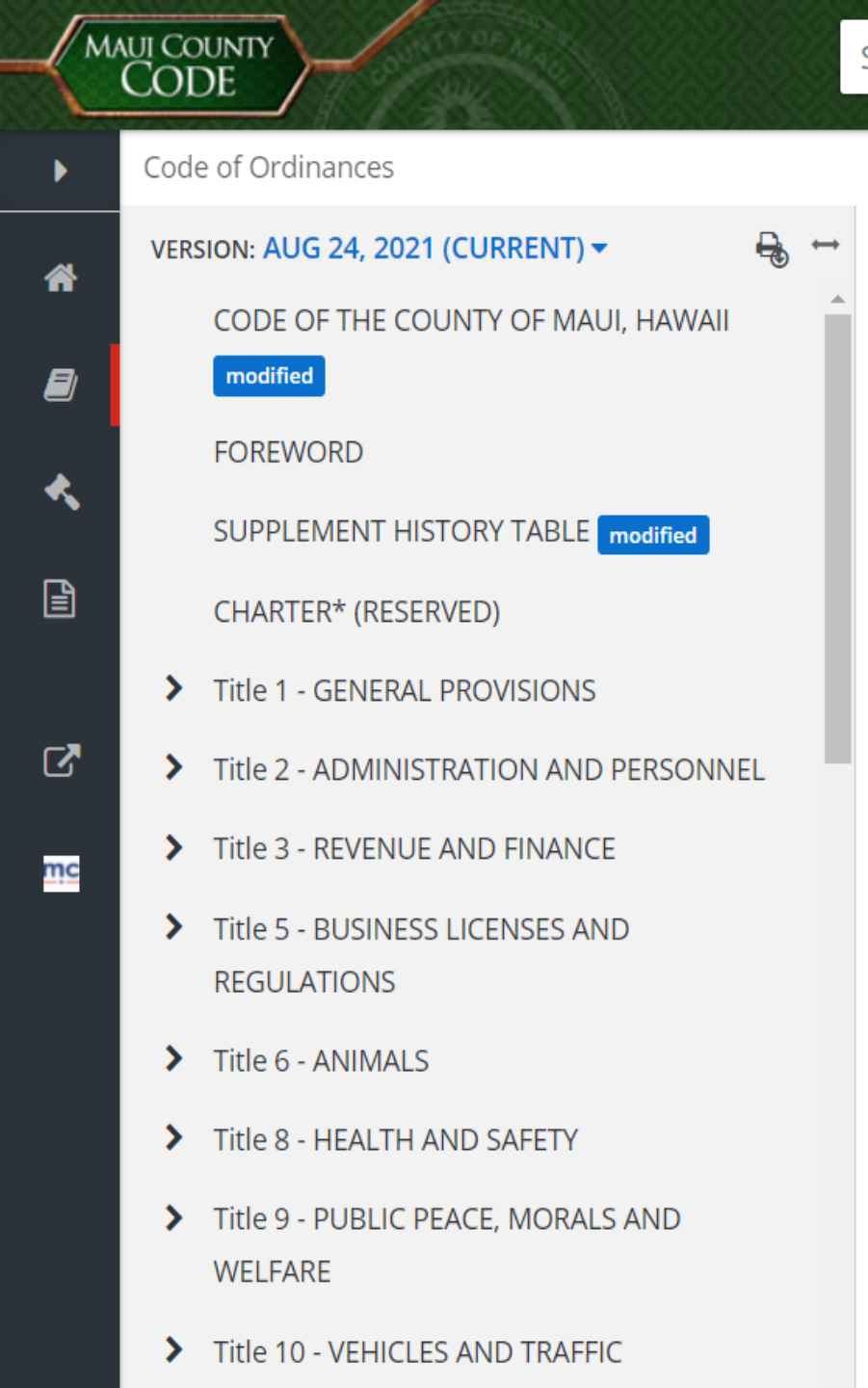
# RECOMMENDED COUNTY CODE UPDATES

*Fall of 2021*



**DIXON**  
RESOURCES UNLIMITED





# 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

## Define a range of acceptable hourly rates



### 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?

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# 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