

# PARK MAUI Master Plan

## Plan Overview

### Purpose of the Plan

PARK MAUI is a parking management program that strives to implement forward-thinking solutions for parking at beach parks, in business districts, and on streets throughout our island's most heavily utilized areas.

Parking management refers to the strategies that optimize the utilization of parking resources while making parking easy, convenient, and accessible. Parking management strategies are successful when they are implemented incrementally and adjusted over time based on data. When parking demand clusters in certain areas, parking policies can mitigate congestion and improve access. Strategic investments in technology will streamline parking management and transform parking into a customer-friendly component of the overall transportation system.

The County is designing a parking operation that can be expanded over time. Initial strategies will be demonstrated in select pilot locations in preparation for further expansion.

### Program Objectives

The PARK MAUI program seeks to achieve the following core objectives:

- **Positive:** Parking is often the first and last experience that someone has when visiting a destination. A positive experience will be achieved by focusing on ease of use and customer service.
- **Community-oriented:** The parking experience will be streamlined, especially for Maui residents. Parking policies will minimize congestion and overcrowding at popular destinations, while also protecting sensitive resources.
- **Sustainable:** The program will become self-sustaining, and the revenue generated will be reinvested into various County resources and programs. Parking strategies will improve access for locals while supporting economic vitality.
- **Adaptable:** The County will make data-driven decisions to adjust and expand the program over time.

## Asset Inventory

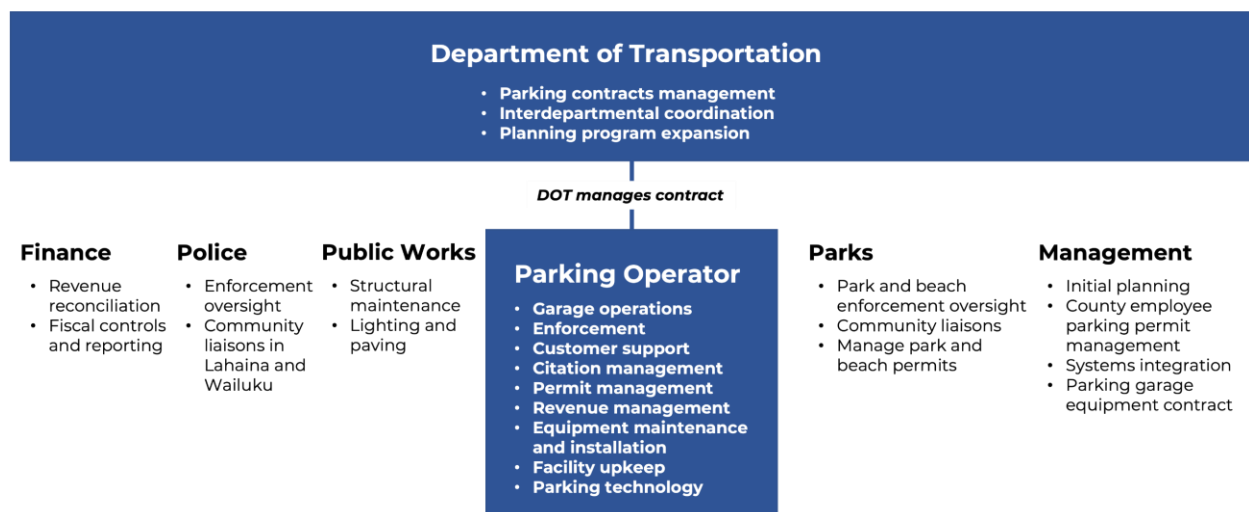
The County of Maui has hundreds of parking stalls on County-owned property in parks, small towns, government facilities and on County rights-of-way. While all are County owned, the user groups, amenities, and community preferences are unique to every area. Therefore, rather than apply a single approach to every parking asset in the County's inventory, it is the intention of the County to utilize PARK MAUI to create a highly individualized approach to each facility while providing a universal platform or "one-stop-shop" to get information about parking, buy passes, and find transportation options.

## Roles & Responsibilities

Parking is a key element of the overall transportation system, so parking management will primarily be the responsibility of the Maui Department of Transportation (MDOT). As with most MDOT programs, the Department will contract with experienced vendors to provide the hardware, software, staffing, and services.

A Parking Operator will essentially serve as the County's "Parking Department" to provide a comprehensive set of services including customer support, parking compliance monitoring, revenue collections and counting, installation and maintenance, and other related services. The Parking Operator also has the responsibility of providing the hardware and software systems for managing citations and permits, and for supporting the other paid parking vendor systems that the County selects. MDOT will oversee the Parking Operator contract, and other roles and responsibilities are spread out amongst various County departments as summarized below in Figure 1. Interdepartmental coordination will be essential for an effective parking operation.

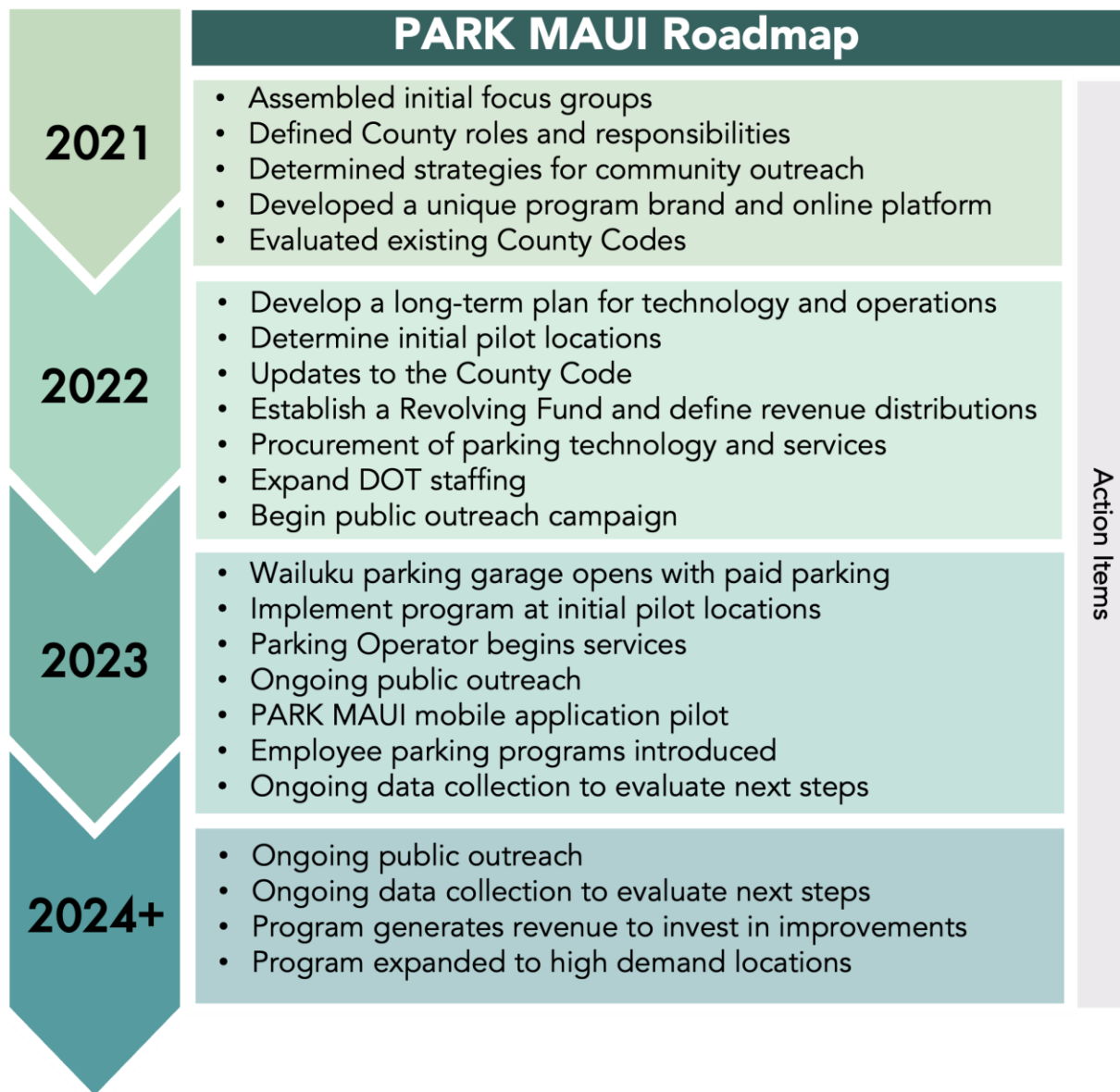
**Figure 1. Roles and Responsibilities**



## Schedule

The below schedule in Figure 2 outlines the work completed to date and the estimated timing for future steps. Regular updates will be posted to the PARK MAUI website so that the public can easily find up-to-date parking information and news.

**Figure 2. Anticipated Schedule**



## Steps to Managing Parking

### 1) Code Changes

Updating the Maui County Code is instrumental for parking management. Initial update are summarized below:

#### Initial Updates

- Enable paid parking management
- Futureproof for use of technology
- Streamline adjustments and improve adaptability
- Define departmental responsibilities
- Establish a Parking Ambassador Pilot Program
- Create a Revolving Fund for parking revenue

**Flexibility is key.** Periodic policy updates will be useful for effectively managing parking demand. Time limits, rates, and operating times will be adjusted based on performance data. To streamline the process for policy updates, the specific policies for each location will be defined by posted signage. This method is efficient, increases operational flexibility, and provides a visual understanding of the policy.

**Changes will be made incrementally.** The County Code updates define the range of acceptable hourly rates, frequency of updates, and allowable increments for parking rate changes. The rates may be adjusted in increments of \$0.25 at a time, not more than once per month, and no more than \$2.00 per f year. Exceptions will be applied during special events.

Updates will be made with the goal of achieving a target parking occupancy rate of 85 percent. This occupancy target is based upon the parking industry standard, since it seeks to optimize utilization of parking assets without making it challenging to find available parking.

**Time limits are strengthened.** After the expiration of a time limit, drivers will be required to move their vehicle out of the block face, garage, or surface lot and may not return until three hours later. This will improve availability and access for more drivers. There will be options for both short-term and long-term parking, so drivers can park in the areas that work best for them.

**Consistent enforcement improves compliance.** A Parking Ambassador Pilot Program allows the Chief of Police to authorize the Parking Operator staff to issue parking citations. The additional staffing provided by the Parking Operator will be important for consistently monitoring regulated areas to

encourage drivers to comply with the rules. The effectiveness of parking management strategies depends on compliance.

While the goal is to encourage compliance, there will naturally be an increase in the volume of parking citations due to the increase in coverage. In anticipation, County staff are evaluating the opportunity to convert parking citation appeals into an administrative process—this is commonplace in other states—which would reduce the burden on the court system and provide convenient ways to pay or contest citations online through the County’s selected citation management system vendor.

## **2) Establish a Parking Coordinator position**

The PARK MAUI program will need a County personnel position designated to oversee and coordinate the implementation process, including the upcoming parking service and technology contracts. This position has been allocated within the MDOT along with support staff.

## **3) Hiring A Parking Operator**

Under the direction of MDOT, a Parking Operator will essentially act as the County’s “Parking Department.” The use of a Parking Operator is a cost-effective, flexible approach, and performance standards will be mandated. Parking staff in Maui will be a positive and customer-friendly representation of the County.

The Parking Operator will be the Prime Contractor and provide other vendor systems to support parking citation and permit management. Additionally, the Parking Operator will support the other vendor systems selected by the County for parking management.

The Parking Operator will provide a range of services including customer support, parking enforcement, revenue reconciliation, maintenance, and other related parking management elements. These are described in more detail in the sections below.

### **Compliance**

The Parking Operator will provide Parking Ambassador staff to enforce parking regulations at all PARK MAUI locations. Importantly, this will be a customer service-based program that prioritizes education and compliance.

Parking Ambassadors will be customer service agents and will proactively assist patrons with following the rules. This includes reminding patrons to pay for parking when required, explaining policies, and also providing any other general guidance that might be helpful including maps and information

about nearby businesses, walking routes, or transit stops. Whenever new rules are introduced, the Parking Operator will assist with proactive public education and outreach efforts. This includes issuing warning notices as an opportunity to educate patrons about the rules especially in the early stages of the program.

The management and oversight of parking compliance efforts, since they relate closely to public safety, will be coordinated amongst departments. As the contract manager, MDOT will oversee the overall operation and monitor Parking Operator performance. In Lahaina Town and Wailuku Town specifically, the Maui Police Department (MPD) will provide direction and oversight of parking compliance operations with existing staff. Similarly, the Department of Parks and Recreation (DPR) will oversee operations for the parks and beaches.

Parking Ambassadors will use handheld devices to issue warning notices and parking citations. Additionally, their vehicles will be equipped with license plate recognition (LPR) technology to maximize efficiency and collect ongoing parking data.

### **Operations and Maintenance**

The Parking Operator will manage the day-to-day operations of the new Wailuku parking garage, which includes equipment maintenance, cleaning, customer service, revenue collections, security, and compliance monitoring.

Parking Operator staff will also be responsible for ongoing maintenance, repairs, cleaning, and installation of all paid parking equipment. This includes the following:

- Parking Access Revenue Control System (PARCS) equipment in the Wailuku parking garage;
- Paid parking equipment on-street and in surface lots; and
- Security equipment including cameras, alarms, doors, and locks at paid parking locations.

Additionally, the Parking Operator will support all parking management tasks associated with citation and permit management. This includes supplying all software, processing, and customer services.

### **Revenue Collections and Reconciliation**

The Parking Operator will manage all paid parking revenue collections, including full reporting and auditing, with complete reconciliation of the funds deposited. The County Finance Department will oversee financial reporting, and all funds will be deposited into a Revolving Fund.

## Website Updates

The County's PARK MAUI website has a wealth of information about the parking program, which will require consistent updates. The Parking Operator will help maintain the website content and keep it up-to-date as the program grows.

## 4) Selecting Technology

### Priorities

The County aims to select parking technology that:

- **User-friendly:** Is easy to use and simple to understand, even for those that are not familiar with parking technology.
- **Adaptable:** Has the ability to accommodate a range of policies and technology integrations to allow for future program adjustments.
- **Efficient:** Streamlines the parking experience and County operations.

The County selected the SKIDATA Parking Access Revenue Control System (PARCS) for the Wailuku parking garage through a competitive procurement process. This includes the gate arms, entry and exit stations, and pay-on-foot machines for the garage.

The County will also select a variety of technology solutions to support other PARK MAUI program locations. These are described below, along with key considerations.

### Pay Stations

Pay stations will be utilized for all on-street and surface lot paid parking locations. Compared with single-space parking meters, pay stations have the following benefits:

- Each machine supports multiple parking spaces, so this minimizes the amount of infrastructure required. Only one or two pay stations will be needed per block or parking lot. This will help preserve the community aesthetic and streamline maintenance and revenue collections.
- Pay stations have larger screens which can promote additional information and offer unique customer service features.
- Patrons can pay for parking using their license plate number, which will allow the County to offer free and reduced parking to Maui residents. This also allows for efficient enforcement using license plate recognition cameras.

The pay stations will wirelessly communicate usage, payment status, meter access, and maintenance alert data in real-time and will be managed



through a web-based meter maintenance system that provides robust monitoring and reporting features.

The County will be looking for pay stations that allow various departments to communicate important messaging to visitors. For example, the pay stations at beaches may have a home screen that alerts visitors to high surf warnings, rules relating to protected wildlife or information about the importance or reef safe sunscreens. This dual functionality will assist in educating visitors about community expectations around their visit.

The County expects to require the vendor to provide on site demonstrations of the pay equipment to fully assess the functionality and durability of the machines. Member of the public may be invited to interact with the pay stations during the evaluation period.

### **Mobile Payment Application**

In addition to the pay stations, a mobile payment application will also be offered as a payment option at all PARK MAUI locations. A mobile payment application improves customer convenience since it allows patrons to pay for parking sessions using their cellphone. A smart device is not required since there will be the option of calling a phone number to complete their payment. In locations where parking sessions may be extended, the mobile application can provide the option to extend the session remotely.

### **Citation Management System**

An automated citation management system will include citation issuance handheld devices for Parking Ambassador staff, along with the online web portal for processing citations including features for noticing, adjudication, reporting, and customer support. A system designed specifically for parking citations and warning notices will enable an efficient operation compared with handwritten citations and manual processing. An online web portal will also provide the public with a convenient way to view their parking citation details and images and submit payment.

Currently, parking citations are managed within the court system, but there could be an opportunity to convert to an administrative process. Most agencies throughout the country have removed parking citations from the court system, thereby alleviating the administrative burden imposed upon traditionally overloaded systems. Typically, the court would only become engaged in rare cases that are escalated beyond the initial review phases. Rather than treating parking citations as a misdemeanor, parking citations could possibly be converted to a civil process. With this approach, this would mean that rather than making payments and submitting appeals to the court, the process could be handled within the citation management system.



This simplifies the process, making it easier for people to pay their citations, and it gives staff more insight and control over the adjudication process.

### **Permit Management System**

An automated parking permit management system will offer a convenient way for customers to purchase parking permits and manage their permit details. The Parking Operator will administer the permit programs, review and approve applications, and provide customer support. The same permit management system will be utilized to offer, monitor, and manage a variety of parking permit types.

An online portal will be provided with self-managed accounts to login, create an account, apply for a permit, upload supporting documentation, purchase, and make edits. The County will define the policies, and the Parking Operator will review pending applications, review supporting documentation, approve/deny applications, send notifications and alerts, and run reports.

The use of parking permits will allow the County to offer special parking privileges to qualifying user groups. Employee parking permits will be an important option as parking policies are introduced in commercial areas to ensure that employees have convenient and affordable parking options. In addition the creation of a residential permit system may be needed to prevent spill over into residential neighborhoods. This is described more on page 17.

## **5) Set Parking Rate by User and Location**

Below, Figure 3 outlines where paid parking will be required by user group and how paid parking rates will be structured for each location:

### **Maui Resident Program**

PARK MAUI will offer a Maui Resident Program so that residents with a Maui address on their driver's license can register to qualify for free and discounted parking. There will be an easy application process for residents to register. Eligible Maui residents that register for the Maui Resident Program will receive free parking at *all* County park and beach parking lots at all times. Within small towns, the Maui Resident Program will offer benefits like 1 to 2-hours of free parking and/or discounted parking rates consistent with currently allowed parking time limits by area.

### **Non-resident Program**

Those who are not Maui residents will be required to pay for parking at all PARK MAUI paid parking locations, but the paid parking experience will still be easy and convenient. Non-residents will have the option to pre-purchase a

bulk parking pass online or upon arrival to the island. Alternatively, they could pay for parking à la carte at a pay station or with the PARK MAUI mobile application.

There will be two tiers for non-resident parking passes: A **Premium Pass** and a **Standard Pass**. The purchase of a Premium Pass will provide non-residents access to *all* PARK MAUI paid parking locations. The Standard Pass will only include access to a limited number of locations. To access the premium locations, passholders with the Standard Pass will still need to pay for that parking à la carte. Passholders will still be subject to any posted time limits.

There will be pay stations and a PARK MAUI mobile application in order to pay for parking à la carte. Premium passholders will *not* be required to pay an additional fee at any locations since they are all included within the price of the pass.

Below, Figure 4 summarizes how payments work with and without a pass.

**Figure 3. Premium vs. Standard Locations**

Passholder	Premium Location	Standard Location
Premium Pass	Included	Included
Standard Pass	Fee Required	Included
No Pass	Fee Required	Fee Required

### **Paid Parking Rates**

À la carte paid parking rates may vary by location and by time of year based on demand. Furthermore, destinations with limited access or sensitive resources will be priced at a premium to mitigate overuse. Through this process, locals can rest easier knowing that guest use of the most precious locations comes at a higher price – which is then reinvested into the maintenance and stewardship of the beloved sites. Certain destinations experience overcrowding, and sensitive resources are at risk of overuse, so tiered pricing will also help distribute demand to alleviate congestion.

The rate structure at County park and beach locations will differ from the commercial areas since there are different parking management challenges:

### **County Parks and Beaches**

A flat daily parking rate will be offered at parks and beaches<sup>1</sup>. A flat rate refers to a single upfront payment that does not vary based on length of stay. Rates

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<sup>1</sup> Maui residents that register for the Maui Resident Program will not have to pay for parking at County Parks and Beaches. There is also the option for non-residents to pre-pay for this parking by purchasing a parking pass.

at premium locations will be highest. Overnight parking is not allowed at County beach and park lots.

### **Small Town Areas**

Within the small town areas, drivers will be charged an hourly parking rate in order to encourage turnover. In some cases, there could also be time limits.

Within the Towns, the parking management solution will balance the diverse needs of various user groups including customers, visitors, employees, business owners, and residents. A balanced parking approach prioritizes turnover in the most convenient on-street parking spaces in order to maximize access for customers. Time limits and loading zones will enable quick food, merchandise, and passenger pick-up and drop-off. Meanwhile, longer-term parking will primarily be located off-street where turnover is less important. This is because it is less impactful for someone visiting a Town for the entire day, or for an employee's shift, to spend a few minutes parking further away, compared with someone seeking a shopping or dining experience.

All drivers will be subject to posted time limits and parking policies. For paid parking locations, there will be the option to pay at either at a pay station or through a mobile application. Hourly rates may vary by location, and periodic adjustments to the rates will be made based on parking utilization data.

### **Employee Permit**

The PARK MAUI program will include plans for employee parking to ensure that employees have convenient, accessible, and affordable parking options. An employee parking permit program will be offered in paid parking locations, and employee parking permit areas will be identified. Typically, the most convenient on-street parking should be prioritized for customers for ease of access, so employee parking will be encouraged in perimeter and off-street locations when possible. The employee parking permit rates will be affordable, and further discounts will be offered to qualifying low-income employees.

## **6) Outreach, Marketing & Public Relations Program**

### **Open Houses and Public Meetings**

The County has begun scheduling stakeholder focus groups to better understand the needs and expectations of the user groups at each pilot facility. Later this summer (2022) the County will be hosting a series of public open houses to discuss PARK MAUI program-wide updates, area specific

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workshops and online surveys. There will be a series of open houses in Lahaina, Wailuku and South Maui in September 2022 to prepare for the launch of the program, and then quarterly open houses will occur in 2023 during the first year of paid parking to keep the community informed of progress and potential next steps.

The County will also schedule location-based public meetings. Before launching each new PARK MAUI location, a public meeting will occur in a nearby location to solicit feedback from the surrounding community and stakeholders.

Specific dates and meeting locations will all be advertised on the PARK MAUI website, and the County will collaborate with local community groups to get the word out.

### Webpage

On the PARK MAUI website under the Plan With Us page, the site breaks out six different districts of the island of Maui and lists locations being planned in the first phase of implementation and suggested sites for future phases. Each location page will act as a collection space for any feedback our suggestions received about that location, top priorities and community expectations.

The PARK MAUI webpage will be treated as a repository for all PARK MAUI related information, and it will include customer service details such as a summary of frequently asked questions that cover parking, policies, procedures, and other information that is beneficial for those using PARK MAUI services. The website will provide a guide to parking for both residents and non-residents, along with links to purchase non-resident parking passes. The website will also include periodic reports with data collection results. This will enhance transparency and inform future policy changes based on data.

### Partnerships

As the PARK MAUI program evolves beyond the initial pilot phase, it will become important to build partnerships with other land owners, government entities and user groups. Some key partnerships include:

- Collaborate with the State Department of Land and Natural Resources to provide platforms as consistent as possible to take the guess work out of parking for the user by making the user experience as uniform throughout the island as possible.
- Work with private land owners to better manage parking areas that adjoin County facilities. More on this partnership type below under Shared Parking Agreements.

- Create clear messaging and get maximum exposure to the visitor industry to ensure people renting a car when they get to Maui know how to pay for their public parking experience.
- Coordinate with the other County to focus on Statewide policy change.

## 7) Launch Pilot Sites

County staff anticipate launching the initial phase of the PARK MAUI program at the following locations outlined in Figure 5:

**Figure 4. Initial Pilot Locations**

Location	Description
<b>Ulua Beach</b>	County Parks & Recreation surface parking lot
<b>Kamaole Parks</b>	County Parks & Recreation surface parking lot
<b>Lahaina Town</b>	On-street parking spaces and surface parking lots
<b>Wailuku Town</b>	County parking structure (under construction) and surrounding on-street parking spaces and off street parking lot

### Criteria for Site Selection

There are different parking challenges within commercial areas compared with County park and beach lots. The initial pilot locations were selected to evaluate the PARK MAUI program in both types of environments. Both Lahaina Town and Wailuku Town were evaluated previously as part of the 2018 Parking Action Plan, and both locations face parking management challenges that will be alleviated by the PARK MAUI program.

### South Maui: Ulua/Mokapu & Kamaole Parks

The parking lot configuration at both Ulua Beach and Kamaole Parks are optimal for a streamlined implementation process. Ulua Beach is primarily utilized by tourists, while Kamaole is a popular destination for Maui residents. This will allow the County to evaluate strategies for both user groups.

### Lahaina Town

Within Lahaina Town, paid on-street parking will improve access and availability by encouraging turnover and longer-term parking in the nearby surface parking lots.

Employees will have affordable and reliable parking and transportation alternatives that do not require re-parking during the workday.

### Wailuku Town

The Wailuku Civic Center Garage is currently under construction and will be the County's first multi-level paid parking facility. Paid parking in surrounding on-street locations will minimize spillover and maintain convenient parking availability for customers. Customers will include, but are not limited to, County employees, visitors, jurors, residents, art district patrons, and event attendees.

The upper level(s) of the garage will be allocated for permit parking to ensure that the convenient lower levels are prioritized for customers and visitors. The County will offer affordable employee parking permits to County employees and employees of businesses located within Wailuku.

The rate in the garage will be lower than the surrounding on-street locations so it will be a desirable location to park throughout the day. It is important to encourage long-term parking off-street and prioritize the most convenient on-street parking for quicker visits. By directing drivers to the garage, this will minimize congestion from drivers searching for parking on-street.

## **8) Program Evaluation**

### **Data-Driven Decisions**

Adaptability is an important aspect of parking management. Parking management staff will continue to evaluate community feedback and ongoing parking data to inform future program and policy development. Rather than reacting to perceptions, parking demand management strategies are most effective when changes are made incrementally, based on data.

Strategic investments in parking technology will take place throughout the implementation of the PARK MAUI program. These investments will also be utilized for ongoing data collection. In the past, municipal agencies have collected data through formal parking studies. The use of modern parking technology bypasses the need to spend extra funds on data collection. Parking data can be collected from a variety of sources, including the license plate recognition cameras that will also be used for parking enforcement. Additionally, the pay stations and mobile payment application will provide ongoing data in the form of transaction data that can be extrapolated to estimate occupancy and utilization.

Parking occupancy and utilization data will be monitored over time to understand trends and tailor parking policies. As described earlier, paid parking rates will be adjusted with the intent of reaching an 85 percent occupancy rate target. These adjustments may be made only in increments

of \$0.25 at a time, not more than once per month, and no more than \$2.00 per calendar year.

If certain areas are underutilized, reduced paid parking rates will encourage use of those locations. Operating hours will also be adjusted as needed to adequately address the days and times when parking management is most needed.

PARK MAUI staff will also monitor operational metrics including parking citation and warning notice issuance trends, parking enforcement coverage, maintenance, and revenue data. Automated parking systems for citation and permit management provide helpful metrics and include reporting tools for ongoing analysis.

## **9) Expand Program**

### **Future Sites**

The PARK MAUI program will be implemented incrementally. It is anticipated that the program will be expanded to other high demand South Maui and West Maui beach parking lots, the County-owned parking lot across from Kepaniwai Park, and Pa'ia Town following the initial pilot locations.

Each location will be evaluated by the parking team and location specific advisory groups to determine appropriate policies, assess equipment type, quantities and placement, and identify site-specific considerations. This process will involve stakeholder outreach to ensure that the solutions address the needs of the community. The process is summarized below:

### **Shared Parking Agreements**

The County will proactively pursue potential shared parking agreements, especially in areas with limited public parking supply. Shared parking is more cost effective than building additional supply.

Shared parking agreements refer to mutually beneficial partnerships between the County and a private property owner. Shared parking agreements will be designed to provide additional public or permit parking options by leveraging existing parking supply.

There could be private parking lots that are underutilized during certain times of the day or year. For instance, a bank parking lot may sit empty after it closes, during a time when there is parking demand for nearby restaurants. These types of scenarios may offer opportunities to leverage underutilized parking supply for shared uses.



### **Deployment Process Summary:**

1. The parking team will conduct a site assessment to evaluate parking conditions and needs.
2. The parking team will meet with County leadership and community stakeholders to understand site specific uses, user groups and priorities.
3. Proposed parking rates and policies will be presented to County leadership and community stakeholders for feedback. For County beach and park lots, this will include the potential designation as a premium parking site if it is found to be a location with limited access or sensitive resources.
4. Proposed parking rates and policies will be presented to County Council for final approval.
5. Parking policies will be reviewed and updated periodically based on ongoing data collection.
6. Depending upon the site, the DOT will submit for permits and authorization to install parking equipment and any additional lighting, signage or supporting facilities to optimize the parking experience.
7. Following entitlement and permit approvals, the DOT will schedule the equipment installation and incorporation of the site in the Park Maui parking application. Simultaneously the DOT communications team will be promoting public service announcements and community information about using the parking and the PARK MAUI website.
8. Celebrate a GO LIVE date.

### **Residential Permits as Needed**

It is possible that parking management strategies at PARK MAUI locations may lead to spillover parking demand in surrounding, unregulated residential areas. This can happen when drivers seek out free parking and are willing to park a further distance away. Sometimes this spillover parking behavior can lead to excess congestion on residential streets, which may make on-street parking challenging for residents and their guests. Residential permits can help safeguard parking availability.

In preparation, the County Codes will be updated to establish an *optional* Residential Parking Permit Program. To enact a permit program there will be an application and evaluation process with the County, and in no cases will a permit program be introduced in a neighborhood where it is not desired by a majority of residents. Permits will be affordable, but residents and their guests will be required to comply with the permit program rules.

### **Citation Revenue Sharing**

As described earlier, the County is seeking to streamline the citation management process. Currently, all citation revenue is retained by the State of Hawaii. With the potential future transition to an administrative process for

citation management, it is possible that a portion of the revenue could be retained by the County to help fund the citation management system and ongoing Parking Operator services. Citation penalties will also be reviewed and updated as needed to encourage compliance.

### **Shuttles**

Building a shuttle or micro-route component to the existing transit system will be an important addition to support ease of access through high demand areas. The County is currently operating a pilot program called Da Bee in Wailuku Town to provide shuttle service between an outlying parking area and the heart of the neighborhood. Providing clean and convenient shuttles can improve the user experience by saving them from having to circle the block repeatedly looking for parking, while also saving the County from having to build more parking to meet demand.

### **State Roads**

As the program progresses, the County is also working to acquire permission from the Hawaii Department of Transportation to manage parking on State roads.

### **Statewide Consistency**

The program seeks to maintain a dialog with other counties around the State to maintain consistency and platform recognition.

## **Coming soon.....**

### **Financial Analysis**

Once there is agreement upon the concepts and approaches listed in the earlier sections of this plan document, a Financial Analysis will be developed to evaluate rates and fees and project the cost of operations and anticipated revenue. The Financial Analysis will be used to identify the appropriate rates and fees for recommendation to the County Council in the form of a budget amendment during FY23.

### **Public Communications Plan**

Following the clear direction from the County Council on the program operations, a Public Communications Plan will be developed and implemented to ensure residents and visitors understand the program, know what is expected of them, and have the resources and information they need to interface with the PARK MAUI system easily and conveniently.

## IT Committee

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**From:** Erin Wade <Erin.Wade@co.maui.hi.us>  
**Sent:** Friday, August 26, 2022 10:57 AM  
**To:** IT Committee  
**Subject:** PARK MAUI Master Plan (Draft)  
**Attachments:** PARK MAUI WebsiteDraft080422.pdf

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

Aloha! Please find a draft of the PARK MAUI Master Plan attached for the Monday 8/29 IT Committee meeting. Thank you! ekw