PARK MAUI

PARK MAUI
WAI Committee

August 4, 2025

Maui County Council

WHAT IS PARK MAUI?

PARK MAUI is the County of Maui's parking management program that strives to implement data-driven solutions for parking at beach parks, in business districts, and on streets throughout our island's most heavily utilized areas.

PROGRAM OBJECTIVES

Positive

Parking is often the first and last experience at a destination.

Community-Oriented

Minimize congestion at popular destinations and protect sensitive resources.

Sustainable

Revenue invested into County improvements.

Adaptable

Data-driven decisions to adjust and expand over time.

PROGRESS TO DATE

- Maui County Code Ordinance Changes
  - 10.48.107 Parking Ambassador Program - October 17, 2022
  - 3.31 Parking Revenue Fund- September 28, 2022
- Opening of Wailuku Garage - January 2024
- Stakeholder engagement in Lahaina, Wailuku, and South Maui Beaches and Parks - 2021 - present
- Ongoing data collection in Wailuku and South Maui
- Development of PARK MAUI mobile app
- MPD designation of Diamond Parking Services as Parking Ambassadors – April 4, 2025
- Parking Ambassador Program launch in Wailuku - July 14, 2025

PILOT LOCATIONS

Wailuku Town

New Wailuku Garage
Employee & Neighborhood Parking

Kihei Beaches

Kamaole Beach I, II, III

WAILUKU TOWN OVERVIEW

- **Wailuku Garage**
  - Residents get first 2 hours free (with valid Hawaii driver's license)
  - Employee Parking Permit
  - Neighborhood Parking Permit
- **Time-Limited Parking**
  - On-street and ʻIao Theater Lot
- **Parking Ambassador Program**
- **Wayfinding and Parking Guidance**

WAILUKU GARAGE
PAID PARKING ZONE

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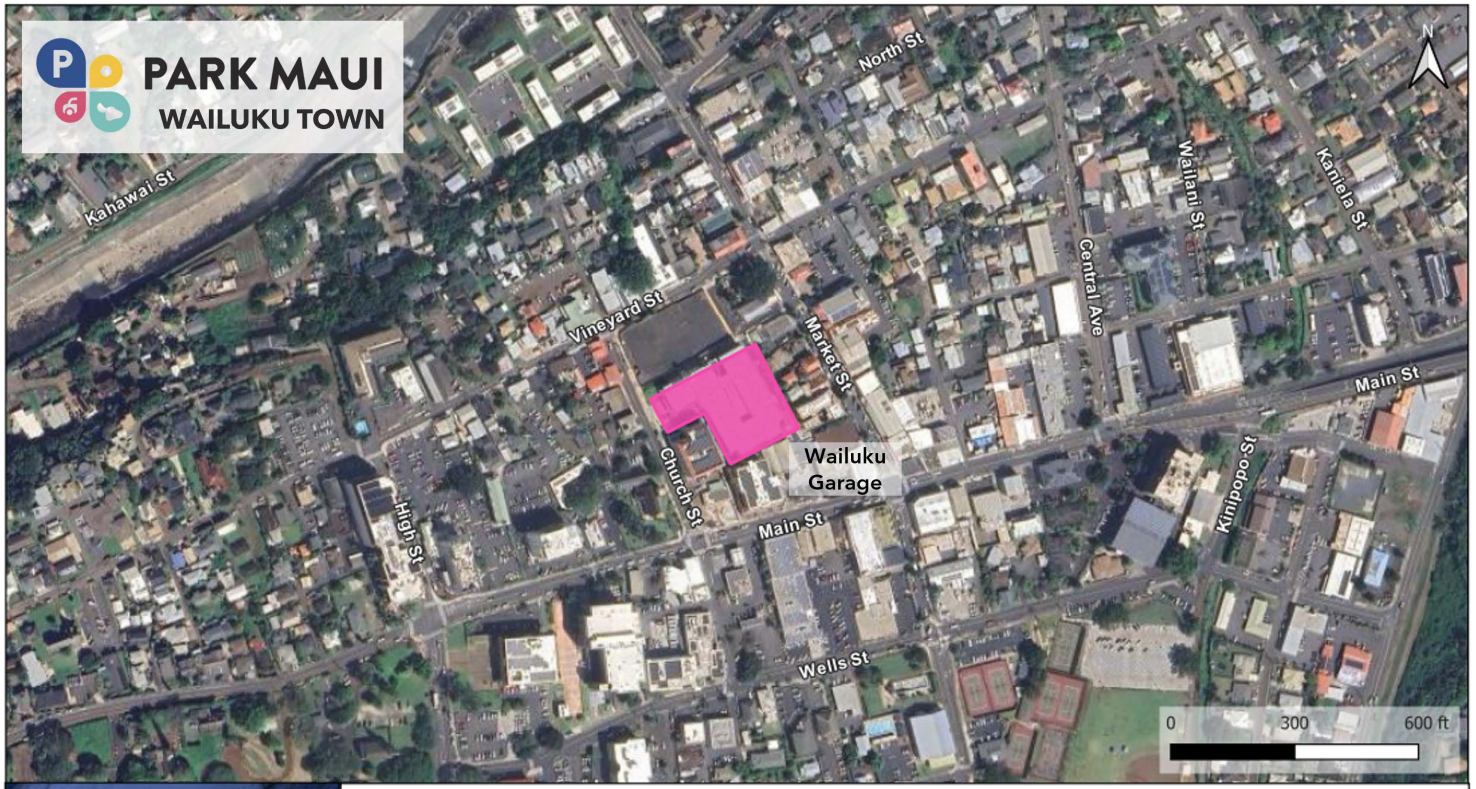

Exhibit W-1

PARK MAUI
WAILUKU TOWN

Paid Parking Zone

Off-Street Paid Parking Zone

Section 10.77.010(D)(1), Maui County Code

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WAILUKU GARAGE
PERMIT PARKING ZONE

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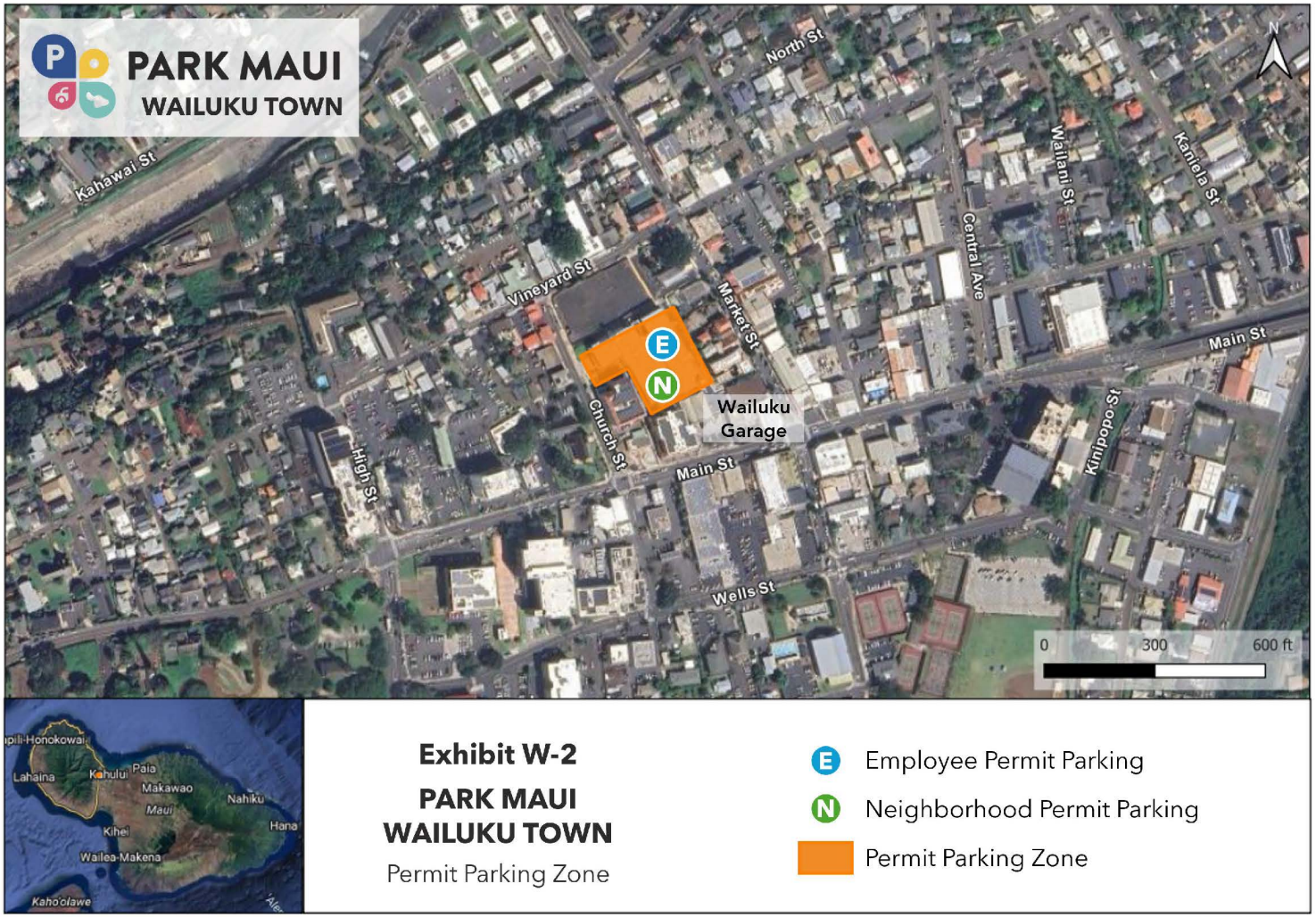

Section 10.78.010(E)(1), Maui County Code

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KIHEI INITIATIVES

- **Paid parking at Kamaole Beach Parks**
  - Park Maui mobile app
  - Pay station installation
  - Resident Beach Benefit

- **Parking Ambassador Program**

SOUTH MAUI COUNTY BEACHES

PHASE 1

Kamaole 1
Kamaole 2
Kamaole 3

*PHASE 2

Kalama Park
Ulua Beach
Wailea Beach
Polo Beach
Keawakapu I

*Subject to Change

KAMAOLE PAID PARKING AREAS

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Section 10.77.010(D)(2), Maui County Code

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BEACH PARKING RATES

Hawaii Residents:

- **FREE PARKING at all County beaches and parks**
- **Drivers license will be scanned at pay station or on PARK MAUI mobile app** to verify residency and to initiate parking session
- **Kamaole Beach Parks: Resident parking only before 10 AM on weekends and holidays**

BEACH PARKING RATES

Part-Time & Non-Residents:

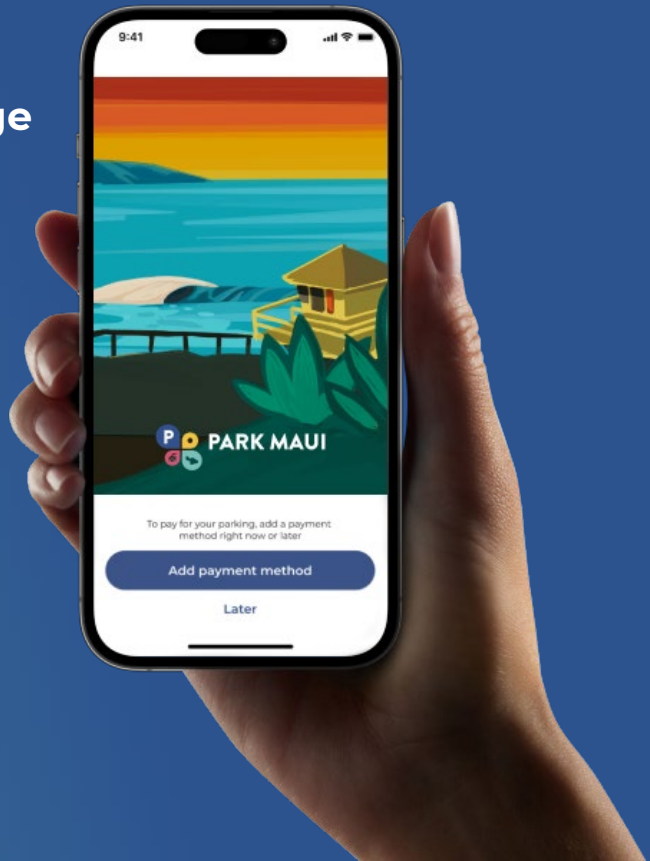
- FLAT DAILY RATE at each County beach and park lot
- Violators will be subject to citations, impoundment, or both

PAID PARKING TECHNOLOGY

- PARK MAUI mobile app
- Pay stations with custom designs

WHAT'S NEXT?

- Maui County Code Paid Parking Ordinance Change
- Parking Ambassador Program launch in Kihei
- PARK MAUI mobile app launch
- Implementation at pilot sites
- Evaluation using data technology
- Further stakeholder engagement
- Expansion to new sites



QUESTIONS?

Check out the PARK MAUI website for future updates www.parkmaui.com

VISIT WEBSITE: REGISTER FOR UPDATES

FOLLOW US @PARKMAUIHAWAII

WAI Committee

From: Cora-Lyn Dumlao <Coralyn.Dumlao@co.maui.hi.us>
Sent: Thursday, July 31, 2025 3:22 PM
To: WAI Committee
Cc: Keone J. Hurdle; Jarret P. Pascual
Subject: MDOT WAI Committee Aug. 4th Presentation
Attachments: WAI Committe Presentation (2025 Aug 04).pdf

Some people who received this message don't often get email from coralyn.dumlao@co.maui.hi.us. Learn why this is important

Aloha WAI Committee,

Please find the attached presentation from the Department of Transportation for Agenda item WAI -10.

Please confirm the receipt of this message.

Mahalo,
Cora-Lyn Dumlao

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