KA'AHUMANU AVE
COMMUNITY CORRIDOR

Community Profile

March 2021

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1 WELCOME TO THE KA‘AHUMANU AVE COMMUNITY CORRIDOR

This is a pivotal time for Maui. By 2040, nearly 33,000 more people will call our island home. This growth is both a challenge and an opportunity. The cost of living on Maui is high, driven by housing costs that are unaffordable for many residents and a transportation network that makes driving an imperative for most. Growth will put even more pressure on our resources, requiring thoughtful solutions to serve the community.

Adding to these challenges, the COVID-19 pandemic has profoundly impacted island residents. Even before the pandemic, Maui ranked as one of the most expensive places to live in the United States. And with COVID, 45% of Maui residents have seen their household income decline. Recovery will take time, and we will need new ideas to diversify Maui’s economy, to support local businesses and families, and to better connect people to jobs, services, and schools. The Ka‘ahumanu Ave Community Corridor can be part of that recovery.

Central Maui and the Ka‘ahumanu Ave Community Corridor reflect what a special place Maui is, with important cultural resources, access to the ocean, views of the ‘Iao Valley, and well-established local businesses. This area is also home to 22% of Maui residents. This study provides an opportunity to reimagine the corridor in ways that maintain what is great while introducing enhanced bus service, providing more affordable housing options, fostering new job opportunities, and building infrastructure to help people travel safely through the corridor.

WHAT IS A COMMUNITY CORRIDOR?

Ka‘ahumanu Avenue links two of Maui’s largest towns—Wailuku and Kahului—and connects thousands of residents to jobs and services. As we grow, the way the land use and transportation systems respond to that growth matters. A “community corridor” is a place that makes it easy for people to take the bus and to walk, bike, and roll. It is also a place that has many different types of affordable housing options, and provides connections to schools, services, and jobs—and great community spaces that are welcoming and fun.

A community corridor includes a mix of land uses, safe places to walk and bike, community spaces, and high-quality bus connections to jobs, services, and important destinations.

The Ka‘ahumanu Ave Community Corridor study focuses on Ka‘ahumanu Avenue and Main Street, as transportation routes and community connectors, and on the neighborhoods that surround this corridor. The result of our 18-month study will be a community-supported plan that responds to the needs of Maui residents.

This Community Profile documents the geographic information, market understanding, and demographic data the planning team will use to develop strategies for the Ka‘ahumanu Ave Community Corridor. It includes six chapters:

- **Welcome to the Ka‘ahumanu Ave Community Corridor** provides an overview of the study and the contents of the Community Profile.
- **A Uniquely Maui Context** describes past planning efforts and key initiatives that have shaped this area and will be important for the study.
- **People and Places Along Ka‘ahumanu Ave** includes an overview of the people who call this area home and introduces equity considerations for the study.
- **Experiencing the Community Corridor** describes the ways the built environment impacts the places we live, work, and play and looks closely at living and working in the study area today.
- **Moving Along Ka‘ahumanu Ave Today** describes the walking, biking, rolling, busing, and driving networks in the study area to understand how people move to and through the Community Corridor.
- **Looking to the Future** brings together feedback from the community and the project team’s observations to identity key opportunities for this study to address moving forward.

WHO IS LEADING THIS WORK?

The challenges of limited affordable housing options, high costs of development, and auto-focused transportation networks are felt on Maui and across Hawai‘i. To help tackle these challenges, the State of Hawai‘i adopted a Strategic Plan for Transit-Oriented Development. With

this plan and dedicated funds, the State Office of Planning works with local agencies to develop plans for transit-oriented development.

Maui County received a grant to develop a TOD Master Plan for Kahului and Wailuku to address transportation and housing needs. This is the Ka‘ahumanu Ave Community Corridor study. The study is led by the Maui County Department of Planning in partnership with the Departments of Housing and Human Concerns, Parks and Recreation, Transportation, and Public Works as well as the Maui Metropolitan Planning Organization and the Hawai‘i Department of Transportation.

What is TOD?

Transit-Oriented Development (TOD) is housing, jobs, and services that are supported by high-quality transit services. TOD allows people to live, work, and play in the same area, without having to rely on a car for every trip. A TOD program is one way to create walkable, mixed-use communities centered around bus routes and hubs and to provide affordable and workforce housing that is more accessible to jobs and services.

Typically, TOD is focused near rail or bus rapid transit (bus service in dedicated lanes that runs at least every 15 minutes). But TOD on Maui will look different and will focus on faster and more frequent bus service and multimodal connections with affordable housing. In planning TOD for the Ka‘ahumanu Ave Community Corridor, Maui can use the principles of creating compact communities that provide amenities, affordable housing, and mobility options for residents to thrive. Bringing together housing options, destinations, and new ways of getting around reduces household costs for housing and transportation, which are a heavy burden for Maui residents.

Maui is a special place that requires creative solutions. Bringing TOD to our island can help create a more connected, affordable, and sustainable community for the people that live here today and those who will call Maui home tomorrow.

WHAT IS INCLUDED IN THIS STUDY?

The Ka‘ahumanu Ave Community Corridor study will respond to the needs and desires of Maui residents to guide future development and new transportation solutions. Our work must reflect you and your priorities. We will be asking for your feedback as we develop a shared vision for the future of land use and transportation for the Community Corridor.

Figure 1 Ka‘ahumanu Ave Community Corridor Study Timeline

- **Project Launch** – Our work began in June 2020 as we developed a project website, held community briefings, and gathered data to inform the study.
- **Background & Opportunities** – We held community focus groups and took a virtual tour of the study area to learn more about the challenges and to begin to identify opportunities. We also reviewed past plans and studies to understand the work that has already been done.
- **Existing Conditions Analysis** – This Community Profile compiles the work we've done to understand how the Ka'ahumanu Ave Community Corridor fits into Maui, the destinations and people that make the study area special, the built environment, and how people move around. We have also launched a big community engagement effort to get your input on current conditions and future opportunities for the Community Corridor.
- **Community Profile Findings** – Data only tells us so much. When we've finished the profile, we will share it with the whole community to see how it matches your experiences and whether there is anything we've missed.
- **Study Area Visioning** – With a clear understanding of current conditions and opportunities, we will start looking to the future. We will work closely with you to shape a vision for what the Community Corridor should be.
- **Land Use & Connectivity Planning** – Once we agree on the vision, it will be time to get into the details. We'll develop strategies to improve housing options, create new job opportunities, and make better connections to all the places you want to go.
- **Implementation & Funding Strategy** – A plan is only useful if it moves us to action. Once we all agree on the land uses and transportation options that will be needed to create a great Community Corridor, we will develop a strategy to make the vision a reality. This will include prioritizing solutions, identifying funding options, and fostering the right partnerships.

HOW CAN YOU GET INVOLVED?

You are critical to the success of the Ka'ahumanu Ave Community Corridor. We will be asking for your input as we go, and we hope to hear from as many people as possible. Complete a survey, join a virtual meeting, participate in a workshop, and more! Check the calendar and sign up to participate at www.kaahumanucommunitycorridor.org.

2 A UNIQUELY MAUI CONTEXT

Maui has a strong culture of planning to guide growth and change in a way that protects the environment, manages resources effectively, and makes life better for all residents. Over the last two decades, there have been more than 20 plans and studies that are relevant to the Ka‘ahumanu Ave Community Corridor. This section identifies common themes and key initiatives in the study area to guide our understanding of the community’s values, challenges, and opportunities.

BUILDING ON AN ESTABLISHED VISION

Maui is a place of constant movement. From the daily turn of the trade winds to the growing population to the pressing need to create new jobs and support economic recovery, there is always change afoot. The island has a rich tradition of planning to prepare for and address the community’s needs, whether for accessible housing options, flexible land uses, climate change and resiliency, social equity, community health enhancements, or safe and connected ways to travel.

Past plans and studies have tackled these challenges at a statewide and very local level. The Ka‘ahumanu Ave Community Corridor study builds on these past efforts to envision a new future for Ka‘ahumanu Avenue, Main Street, and the surrounding neighborhoods.

Rooted in Community Values

We reviewed all types of plans, including the Hele Mai Maui 2040 Long-Range Transportation Plan, Maui Bus’ Short-Range Transit Plan, the State’s Affordable Housing Policy and Implementation Plan, and the Wailuku-Kahului Community Plan. The plans express our community’s values, and these six values will guide the Ka‘ahumanu Ave Community Corridor:

Increase Housing Affordability and Equity – Housing has been a focus of many plans, in which Maui residents have expressed the challenges of living on Maui today, including housing affordability and supply. Too few housing options contributes to limited availability and a higher cost of living. When combined with the cost of transportation, living on Maui is unaffordable for many people. And those with the lowest incomes bear the greatest burden.

Improve Connectivity and Enhance Multimodal Transportation – Today, most people travel the study area in a vehicle, which often feels like the safest and most reliable option. Past plans have identified the need for more transportation options to help people reach important community destinations. Maui residents have expressed a need for complete neighborhoods and town centers that connect to jobs, services, and amenities. The ability to make these trips by walking or rolling, biking, and taking the bus enhances quality of life and fosters stronger relationships. Multimodal improvements can help to create safe and comfortable connections for everyone, no matter how they are traveling.

Prioritize Sustainability and Resiliency to Address Climate Change and Preserve Open Space – Protecting the island's open spaces—such as 'Iao Valley and the sweeping vistas that can be seen through the former sugarcane and pineapple fields—with thoughtful growth and development is a cornerstone of Maui's past plans. The Wailuku-Kahului Community Plan and the Maui Island Plan focused on concentrating development in urbanized areas and constructing compact, mixed-use development to make it easier to move without a car while also reducing emissions. Planning for sustainability also means preparing for the impacts of sea level rise on Maui's shores and designing new infrastructure that is resilient in the face of flooding caused by storm events. While we can grow more sustainably to reduce our environmental impacts, we must also be proactive in our resiliency planning to protect our people and infrastructure.

Respect and Enhance Cultural Resources – Kahului and Wailuku have a rich cultural heritage that must be respected, protected, and incorporated into plans for the Ka'ahumanu Ave Community Corridor. Home to the burial sites of Hawaiian Alii, the Hawaiian monarchy, and historic buildings that tell a story of Maui's more recent past, the study area offers much to learn from and to celebrate. Past plans identified many improvements to benefit the community, including enhancements to the Kahului Community Center Park as described in the recent Health Impact Assessment report. The Ka'ahumanu Ave Community Corridor Study provides an opportunity to enhance Maui's cultural resources and keep the future grounded in the community's history and values.

Build on Existing Assets to Create Jobs and Boost Economic Vitality – The study area is home to Kahului Harbor, Kahului Airport, healthcare facilities, government offices, schools, and retail centers. Leveraging these assets to diversify the economy and create jobs is a value expressed in past plans. To support economic vitality, the Kaʻahumanu Ave Community Corridor must also maintain and improve existing infrastructure and services. Residents have expressed an interest in balancing investments in high-cost projects with those that are more affordable and more quickly completed.

Improve Safety and Promote Health – Through past and current planning efforts, including Maui Vision Zero, residents have shared the importance of a safe and comfortable transportation system. The Kaʻahumanu Ave Community Corridor presents an opportunity to keep people safe on streets and sidewalks, help to eliminate crashes, and encourage people to walk and bike to improve their health. Traffic collisions claim the lives of 11 Maui residents each year—including people walking, biking, and driving—and these collisions are preventable. Maui residents have also asked for community places and transportation connections that allow them to be more active, providing more options for walking and biking to increase physical activity and improve health.

KEY INITIATIVES

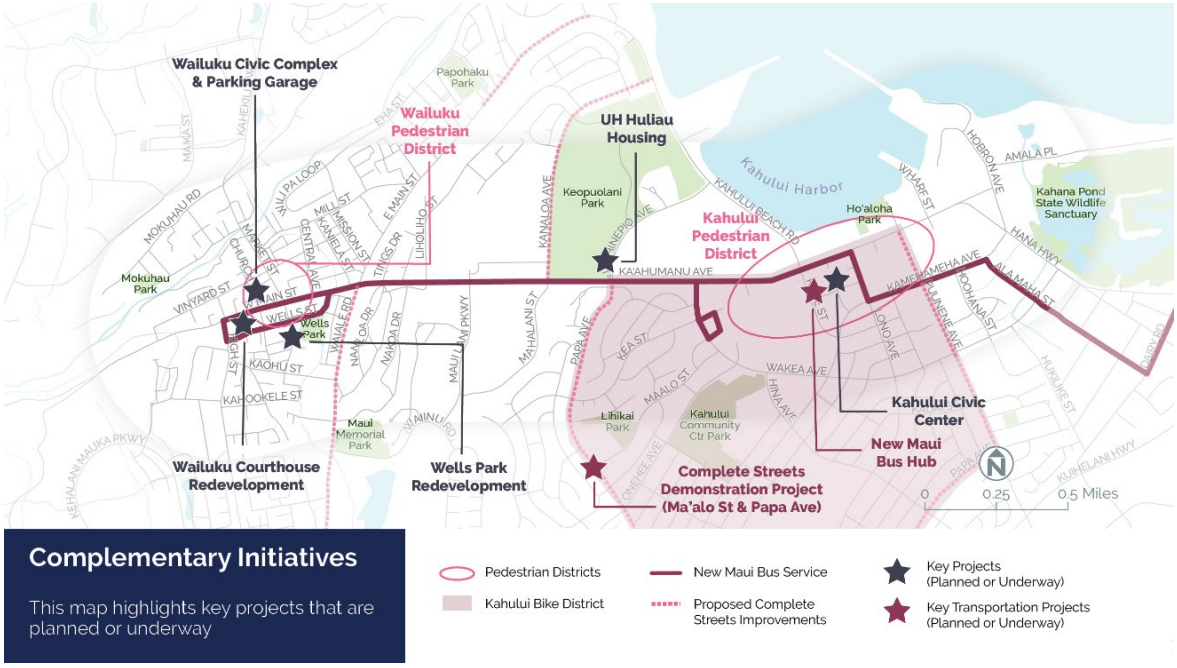
Maui's past planning efforts have paved the way for transformational projects in the Kaʻahumanu Ave Community Corridor study area. The work we do as part of this study will complement current improvements underway, including efforts to add housing, improve bus service, and create better connections for people walking, biking, or rolling. Figure 2 highlights many of the most important initiatives in the study area, which are described in detail below.

- **Kahului Civic Center –** Located across from the Queen Kaʻahumanu Center, the civic center will include a new transit center for Maui Bus and a mixed-use development, including affordable housing. While the Central Maui Transit Hub will open in early 2022, the Hawaiʻi Housing Finance and Development Corporation (HHFDC) is still in the early planning stages for the mixed-use development.
- **Wailuku Courthouse Redevelopment –** To expand and modernize the existing courthouse, the State of Hawaiʻi and Maui County are exploring a project that would add office and courtroom space. The State is also investigating the possibility of incorporating transit-oriented development that could include new housing options in the heart of Wailuku. The State is exploring several concepts to determine a path forward in the coming years.
- **Wailuku Civic Complex and Parking Garage –** As part of the reWailuku visioning project, Maui County heard from the community that Wailuku Town needed more parking and a space for the community to gather and hold events. To meet these needs, the Wailuku Municipal Parking Lot is being transformed into a 428-space parking garage and

civic complex. Phase 1, which involves construction of the parking garage, started in September 2020 and is expected to be complete in March 2022.

- **UH – Maui College Huliau Housing –** HHFDC awarded $4.7 million to Maui County to renovate three former University of Hawai‘i – Maui College dormitories, which were decommissioned in 2008. The dorms will be converted into housing units to support Maui’s unhoused residents as they transition into permanent housing. Maui County is exploring whether additional homes can be added to the site in the future.
- **Wells Park Redevelopment –** Wells Park is a historic park in Wailuku that has been serving the community since the 1920s. Over time, it has evolved into the multi-use facility it is today. In 2017, the County developed a master plan for improvements to playing fields and surfaces, as well as plans to create a community pool and splash pad. The County has improved the tennis courts and is currently developing detailed designs for the first phase of the master plan.
- **Vision Zero Maui –** Led by the Maui Metropolitan Planning Organization (MPO), Vision Zero Maui is identifying safety projects and programs to eliminate roadway fatalities. Guided by data analysis and community outreach, Vision Zero focuses on making travel safer for everyone, whether they are driving, walking or rolling, biking, or taking the bus. With a high concentration of crashes in Central Maui, understanding the factors that lead to crashes will help guide improvements to make streets safer.
- **Quick Build Complete Streets Demonstration Project –** A complete streets demonstration project is coming to the intersection of Ma‘alo Street and Papa Avenue, near Lihikai Elementary School. The Maui MPO, Maui County Department of Public Works, and the Healthy Eating Active Living Coalition are working together to complete this project by March 2021. It includes protected bicycle lanes with physical barriers, reverse angle parking spaces, curb bulb-outs and public art to improve safety for all travelers.
- **Pedestrian Districts in Kahului and Wailuku –** The Central Maui Pedestrian and Bicycle Master Plan defined two pedestrian districts, one in Kahului and one in Wailuku. Planned improvements include new sidewalks, crosswalks, and benches, street trees, trash cans, and pedestrian lighting.
- **Bicycle District in Kahului –** The Central Maui Pedestrian and Bicycle Master Plan also defined a bicycle district for Kahului and proposes new bike lanes along Kamehameha Avenue, Papa Avenue, and Wakea Avenue.
- **Bus Service on Ka‘ahumanu Avenue –** The Maui Short Range Transit Plan identified two new Maui Bus services to provide local service on Ka‘ahumanu Avenue. Today, there are two Maui Bus routes running on Ka‘ahumanu Avenue; however, there are no stops on the corridor. The first route would connect Wailuku Town to Queen Ka‘ahumanu Center via Ka‘ahumanu Ave, and a second route would extend service to Maui Mall and Kahului Airport.
- **Update of MS4 Program –** The Maui Municipal Separate Storm Sewer System (MS4) Program manages stormwater runoff according to the County’s permit from the State Department of Health. A responsibility of Maui County Department of Public Works, the current agreement expired in 2016 but has been extended, pending an update. The program plays a critical role in Maui’s resilience efforts, ensuring the community is prepared for the increased frequency of storms.

Figure 2 Complementary Initiatives



Hele Mai Maui

Hele Mai Maui, Maui's 2040 long-range transportation plan, identified multimodal improvements in the Ka'ahumanu Ave Community Corridor study area to increase mobility choices and provide safe travel options. Projects included in the near-term (2020-2025) priority list include:

- New Central Maui transit center to relocate Maui Bus operations from the Queen Ka'ahumanu Center
- Complete street improvements to Kanaloa Avenue, Papa Avenue, Lower Main Street, Pu'unene Avenue, and Wai'ale Road that could include new sidewalks, sidewalk maintenance, bicycle facilities, and crosswalks
- Roadway reconstruction on Mill Street (from N Market Street to E Main Street), Kea Street (Papa Avenue to Wakea Avenue), and Onehe'e Avenue (Papa Avenue to Wakea Avenue), including upgrades to sidewalks and curb ramps
- New sidewalks on Kamehameha Avenue (from Lono Avenue to Wakea Avenue) and Kinipopo Street (Oihana Street to Wells Park)
- Traffic signal upgrades at nine intersections, along with curb ramp upgrades and high-visibility crosswalks to make travel safer for people walking, rolling, bicycling, and driving

3 PEOPLE AND PLACES ALONG KA‘AHUMANU AVE

Maui’s communities are unique, thanks to the people who live there, the natural beauty, and special places that give each part of the island its own identity. Running through the heart of Central Maui, Ka‘ahumanu Avenue is the island’s main artery, connecting people in all directions. This section explores the many destinations that bring people to the Ka‘ahumanu Ave Community Corridor study area, and the residents who call this area home.

Murals in Wailuku contribute to its unique sense of character.

GETTING TO KNOW THE COMMUNITY CORRIDOR

Ka‘ahumanu Avenue and Main Street are key connectors for Maui—the corridor provides access to jobs, schools, healthcare, shopping, recreational activities, and more for all of Maui’s residents. Unlike other parts of the island that cater to visitors or are more rural, the study area includes denser neighborhoods and most of Maui’s non-resort jobs. It is also home to services that are not found anywhere else on the island, bringing people from all parts of the community to this area on a regular basis.

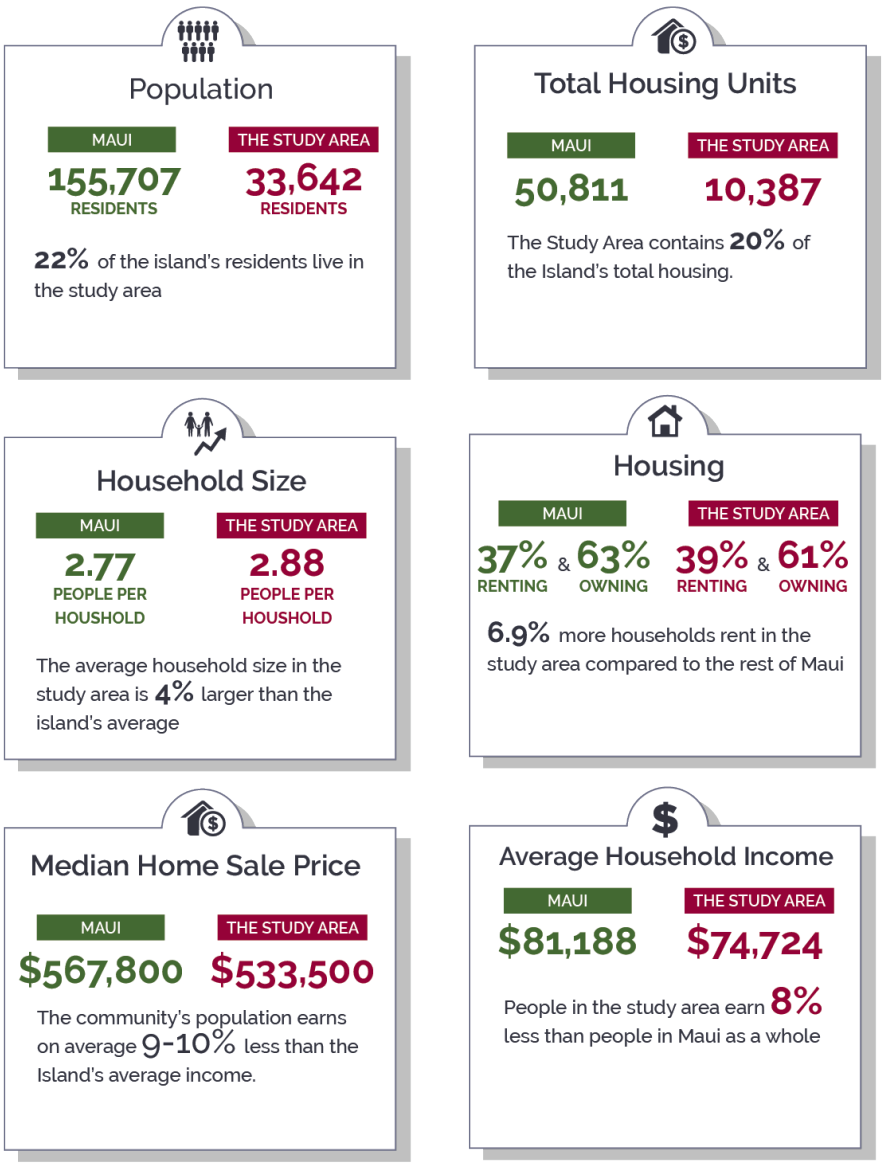
Our study area connects Wailuku and Kahului, each with its own character. Wailuku is the historic center of Maui and is home to county, state, and federal government offices. Kahului has a more suburban feel, with large malls and big-box stores for shopping and planned residential developments. Kahului is also home to Kahului Harbor and Kahului Airport, two major gateways to Maui.

With so many regional destinations and employment centers, and as the home to more than a fifth of Maui’s residents, the Ka‘ahumanu Ave Community Corridor will need to focus the area’s potential in ways that best meet the needs of the people living and working here. The Ka‘ahumanu Ave Community Corridor will create a vision that shapes housing opportunities, drives economic investment, and fosters safe connections for everyone who travels this important corridor.

Ka‘ahumanu Ave Community Corridor by the Numbers

In many ways, the neighborhoods in the study area reflect the characteristics of Maui as a whole. Home to over 33,000 people—or about a fifth of the island’s households and residents—the study area is denser than other parts of Maui, creating a strong sense of community. Perhaps due to the distance from the island’s largest visitor destinations, home prices are lower than across the rest of the island. However, household incomes are lower as well, which suggests a need for local investment in affordable and workforce housing and more economic opportunities.

Figure 3 Population and Housing Statistics in Study Area vs. Island Wide



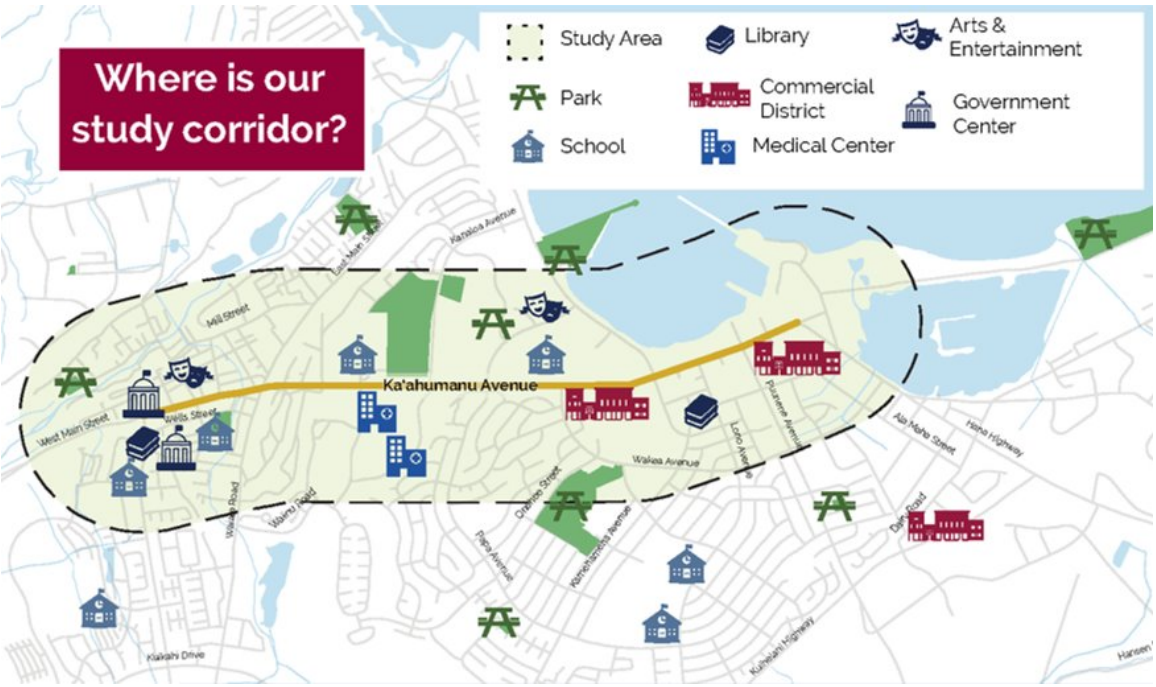
Source: US Census Bureau 2018 ACS, 5-year data

Regional and Local Destinations

Whether you are traveling from Makawao to Lahaina or from Kihei to Waiehu, chances are good that you will roll through Ka‘ahumanu Avenue or Main Street occasionally, if not every day. As a connector to the rest of the island and home to regional destinations, the study area links people across Maui to important resources. Ka‘ahumanu Avenue and Main Street provide our community with access to:

- **Jobs, services, and housing:** The study area contains high concentrations of jobs and residents, creating the opportunity to live and work in the same community. Major employers in the study area include UH Maui College, Maui Memorial Medical Center, County of Maui offices, and State government buildings.
- **Education:** UH Maui College, Baldwin High School, and several elementary and middle schools serve the neighborhoods in the study area and students from across Maui. About a quarter of the study area’s population are children who could benefit from safer walking, bicycling, and bus connections to and from school—especially for those who are not old enough to drive.
- **Medical services:** Maui Memorial Medical Center, Kaiser Permanente, and Maui Medical Group are three major medical facilities in the study area. Safe and reliable access to and from these facilities is important for employees, emergency responders, patients, and visitors.
- **Ports of entry:** Visitors arriving on cruise ships at Kahului Harbor or by air to Kahului Airport usually experience Ka‘ahumanu Avenue as part of their “welcome” to the island. Cruise ship passengers often walk across the street to visit Maui Mall, and longer-term visitors stop for groceries at Costco before heading to destinations across the island. Freight and goods also come through these ports of entry and move along Ka‘ahumanu Avenue and Main Street before arriving at businesses and on shelves.
- **Recreation:** Green spaces such as Keopuolani Park, Wells Park, War Memorial Stadium, and open areas on the UH Maui College campus provide places for the community to play and exercise. Sporting events at Baldwin High School and the annual County Fair draw thousands of people to Ka‘ahumanu Avenue. And ‘Iao Valley, on the edge of the study area, is a major attraction for visitors and residents alike. Most people drive to these destinations, as there are few safe or comfortable options for people walking, rolling, biking, or riding the bus.
- **Shopping:** With Kahului Shopping Center, Maui Mall, and Queen Ka‘ahumanu Center, the eastern end of the study area has a high concentration of shopping destinations that serve Maui. These big-box stores and malls are most easily accessible by car; however, the Queen Ka‘ahumanu Center currently serves as the Maui Bus hub, making it an important transfer point for people from across the island.

Figure 4 Community Destinations in the Study Area



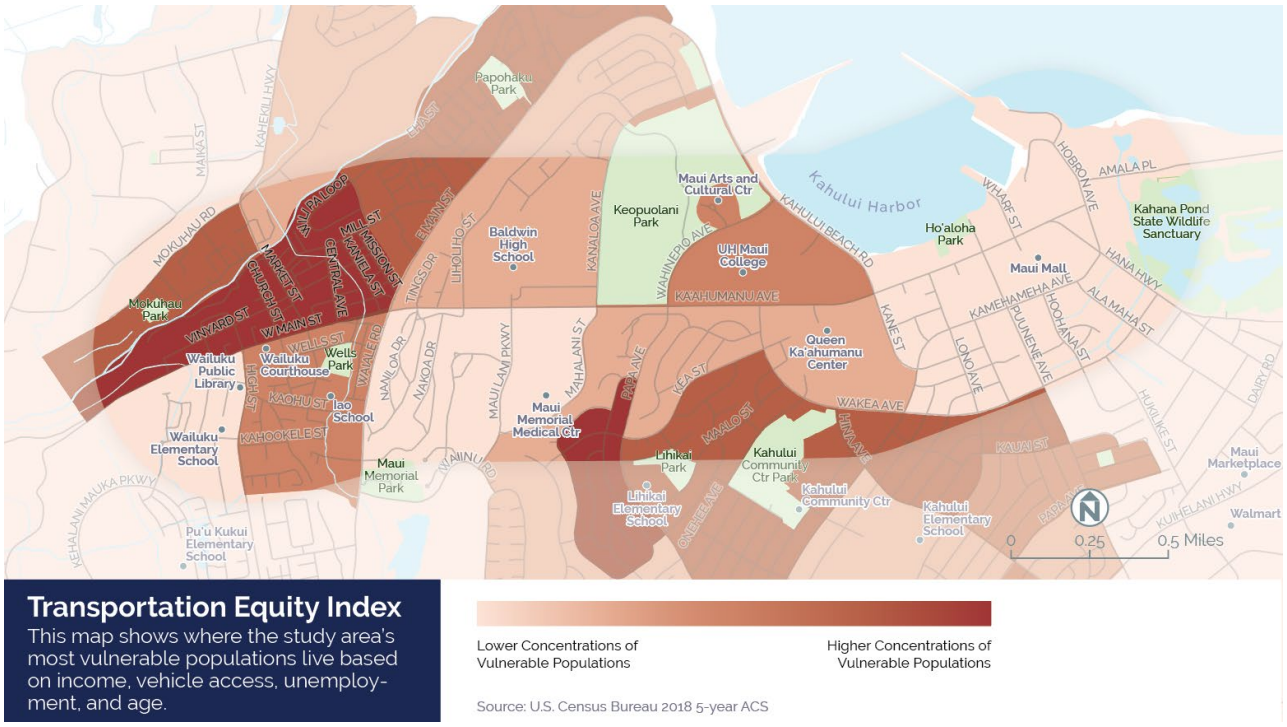
EQUITY ALONG THE CORRIDOR

To understand how the future Ka‘ahumanu Ave Community Corridor can best meet the needs of Maui’s residents, we analyzed people’s access to transportation and key demographic factors to develop an equity index. Using equity as a lens to understand needs and to frame decisions will ensure that investments are made where they are most needed, benefitting communities that have been historically underrepresented in planning processes.

The transportation equity index identifies where there are greater concentrations of people with characteristics that often point to a need for more community investment: households with incomes below the poverty line, households that rely on food stamps, adults aged 65 and older, youth between the ages of 10 and 17, households without access to a vehicle, people with limited English proficiency, people that are unemployed, people with disabilities, and people of color.

The darker shaded areas on the map in Figure 5 have higher equity scores and greater concentrations of people who may have a need for more resources. This analysis will inform the Ka‘ahumanu Ave Community Corridor, helping to ensure the future vision and our recommendations benefit vulnerable residents, such as those in Wailuku or south of the Queen Ka‘ahumanu Center.

Figure 5 Transportation Equity Index



Who's ALICE? (Callout Box)

The annual ALICE Report identifies households that are **A**sset **L**imited, **I**ncome **C**onstrained, and **E**mployed. Simply put, these are families that are above the poverty line, but struggle to earn enough to cover the basic costs of survival, including housing, food, transportation, health care, childcare, and smartphone access. In Hawai'i a family of four needs an annual income of about $90,828 to cover these basic expenses.

In Maui County, about 36% of households are above the poverty line but make less than needed to cover basic expenses. Considering the poverty rates in the study area are higher than the rest of Maui, it is possible that a higher share of Ka'ahumanu Ave Community Corridor households above the poverty line are burdened financially.

Source: United for ALICE. "ALICE IN Hawai'i: A Financial Hardship Study." (2020)

More households within the study area live below the poverty line, rely on food stamps, and do not have access to a vehicle compared with the rest of the island:

- 26% of Maui's households that live below the poverty line are within the study area;
- 31% of the island's households on food stamps are within the study area; and
- 36% of households on Maui that don't have access to a vehicle are in the study area.

Unemployment levels and the population of older adults and youth are comparable between the study area and the rest of Maui.

Figure 6 Equity Factors in Study Area vs. Island Wide

Factor	Study Area	Island Wide
Household Income Below Poverty Line	11%	9%
Household Relying on Food Stamps	16%	10%
Household Vehicle Access	9%	5%
Unemployed Residents*	4.5%	4.5%
% Population over 60	23%	23%
% Population under 17	24%	22%

Source: US Census Bureau 2018 ACS, 5-year data

* Unemployment data is from 2018, prior to the COVID-19 pandemic. The impacts of COVID-19 on Maui are described below.

COVID-19's Impact on Jobs

The COVID-19 pandemic has significantly impacted Maui's economy. Within the Kahului-Wailuku-Lahaina area, unemployment spiked from 2.2% in March 2020 to 34.6% in April as Maui's Stay At Home order went into effect. The number of employees in the leisure and hospitality sector supporting tourism declined by more than half (57%) from March to April 2020. Leisure and hospitality workers are often low-wage earners and have been among the most affected by drastic reductions in visitors to the island. Unemployment rates decreased to 20.7% in August 2020, and visitor numbers began to increase in mid-October 2020 with changes to the quarantine policies for trans-Pacific travelers.

Source: Hawai'i Bureau of Labor Statistics

The population in the study area largely mirrors the rest of Maui, although the study area is home to more people of Asian descent and fewer people who identify as white.

Figure 7 Race/Ethnicity of Residents in Study Area vs. Island Wide

Race	Study Area	Island Wide
White	19%	37%
Native Hawai'ian or Other Pacific Islander	10%	10%
Asian	45%	29%
Black or African American	1%	1%
American Indian or Alaska Native	0.2%	0.1%
Two or More Races	1%	1%
Other	24%	22%

INVESTING IN OUR FUTURE

The Ka‘ahumanu Ave Community Corridor study area has the challenge of balancing about a fifth of Maui’s population as well as destinations that attract visitors and residents from all over Maui. Understanding where people live and where they want to go will help inform recommendations that serve the needs of the local community and Maui as a whole. Applying an equity lens to this work will ensure that investments are made to improve conditions for those who need it most.

4 EXPERIENCING THE COMMUNITY CORRIDOR

Central Maui is a special place, steeped in culture and history. From the first Polynesian settlers to the growth of the sugar plantations in the 1800s to the rise of the tourist industry in the 1980s, Central Maui, and particularly the communities of Wailuku and Kahului—connected by Ka‘ahumanu Avenue—have a rich history that has shaped the communities’ built environments and the transportation network that connects them.

This chapter explores land use, urban design, housing availability and affordability, jobs and employment, and environmental resilience in the Ka‘ahumanu Ave Community Corridor study area.

UNDERSTANDING OUR BUILT ENVIRONMENT

Many of the decisions we make each day are influenced by our environment, particularly the land use patterns and the travel routes that connect us to the places we want to go. This “built environment” influences decisions such as:

- How do I travel?
- Where do I live?
- Are there any places to go within a short walk, roll, or bike ride?
- Do I feel safe and comfortable in my neighborhood?

Beyond informing daily decisions and habits, our built environment impacts our health and access to jobs, schools, and services.

It’s human nature to assume that whatever surrounds us had to be and must stay the way it is. However, almost everything in our built environment is that way because someone designed it to be. How we design the places we live, work, play, and travel makes a big difference in supporting our community, honoring our past, providing opportunities, keeping us safe, making us happy, and creating a more equitable Maui. As a community, we also have a remarkable capacity to plan ahead, shape our future, and adapt to new situations.

One of the oldest settlements on the island, Wailuku’s character is the result of design. The town was developed in the pattern common in the late 1800s and early 1900s—streets are narrow, and buildings face those streets and are close to sidewalks.

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What is the built environment?

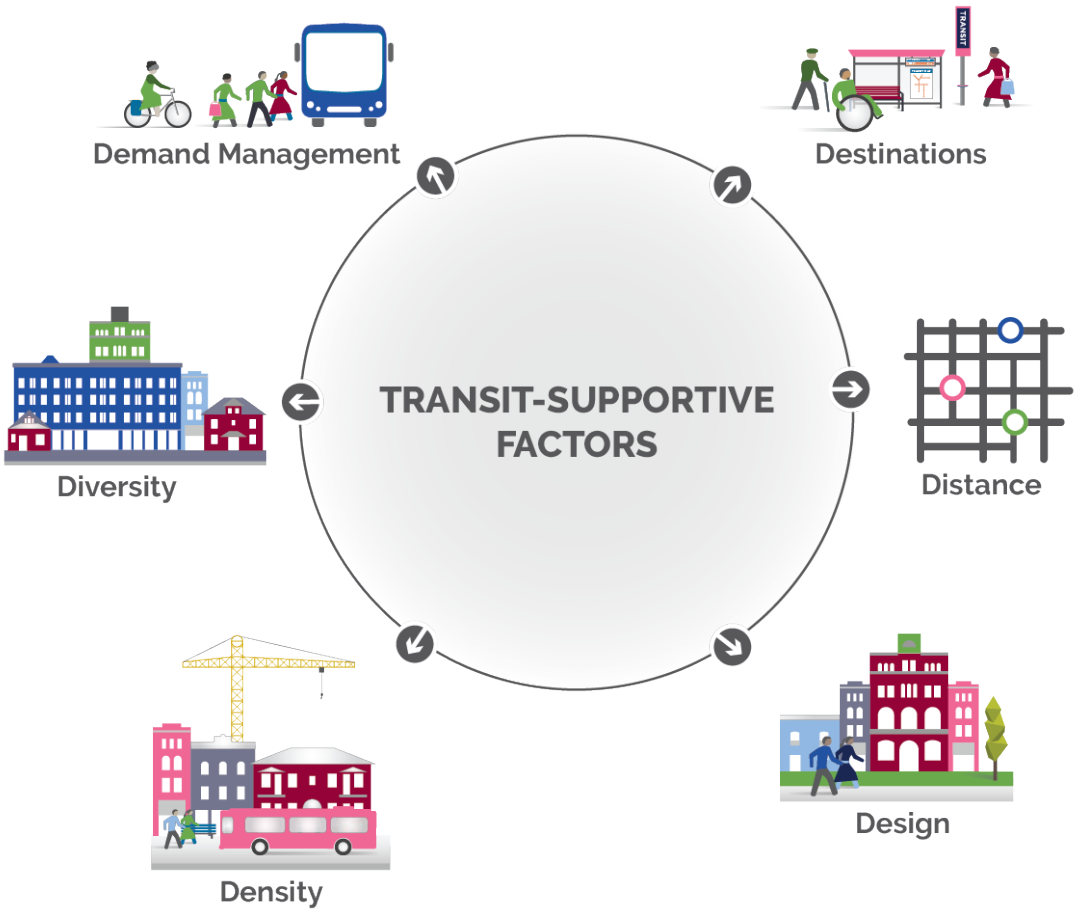
The built environment is where we walk, shop, work, live—everything that was built for you and your community is the built environment. Thinking about how we feel in different places, such as Wailuku Town or Queen Ka‘ahumanu Center, helps us understand what we like about them and how we can make them better.

Elements of the Built Environment

Whether walking, rolling, biking, taking the bus, or driving, the built environment shapes how we experience different parts of Ka‘ahumanu Avenue and Main Street today. The built environment includes six distinct elements, which are often called “the 6 Ds:”

1. **Diversity** – How is the area used? Supporting different land uses—like residential, commercial, and institutional—in the same area creates activity throughout the day.
2. **Destinations** – Where are we going? A mix of destinations, such as grocery stores, parks, and schools, makes it easy to enjoy your community and puts the places people need to go within a short walk or bike ride.
3. **Density** – How many people and jobs are here? The concentration of people living and working in the community means that an area can support even more businesses and people, especially if there are choices in how you get around.
4. **Design** – What do we see? And what is the quality of the area? Design includes everything from bicycle lanes to sidewalks and from buildings to parks. The way a place is designed contributes to how it functions, whether it feels safe, and how comfortable it is for the people using the area.
5. **Distance** – How far do you have to go? The options for how you travel to the places you want to go and the connections between streets and neighborhoods shape how we choose to get around.
6. **(Transportation) Demand Management** – What options do you have for traveling in the area? Demand management means having safe, comfortable, and reliable choices beyond driving, whether that is taking the bus, walking, or riding a bike.

Figure 8 Elements of the Built Environment



THE COMMUNITY CORRIDOR'S 6DS

The following sections look at the 6Ds in the Ka'ahumanu Ave Community Corridor study area to understand how they present themselves in Wailuku and Kahului. Thinking about how we experience the study area today will help us reimagine how it can be improved to serve the community.

Diversity and Destinations

Diversity and Destinations go hand in hand. By allowing for a diverse mix of land uses, communities can welcome many different destinations close to home, including jobs, schools, shops, and parks. Having many types of places close together means people can spend less time in a car and more time doing the things they enjoy with the people they love.

Today, Downtown Wailuku is an example of an area with diverse land uses, where you can go to work, walk to lunch, and buy a new aloha shirt on the same block. Residents of Wailuku and people who work here benefit from having this mix of destinations within a short walk.

Downtown Wailuku (Source: Erik Tollefsrud)

Unlike Wailuku, many of Kahului's destinations are concentrated and separated from the neighborhoods around them. The Queen Kaʻahumanu Center has a good mix of shops and jobs, for example, but it is removed from the bigger residential areas just off Kaʻahumanu Avenue. This makes it challenging for most people to walk or bike to the mall—generally, it is much easier and feels safer to drive than walk in most of Kahului.

Land Use Diversity in the Kaʻahumanu Ave Community Corridor

The map in Figure 9 and the graphic in Figure 10 show the mix of land uses in the study area. In Wailuku, the map has several colors (representing different land uses) close to one another, indicating a mix of destinations. Most of the Kahului end of the study area is shown in large block of similar colors, meaning that different types of destinations are more separated from one another and are further apart.

Figure 9 Study Area Land Uses

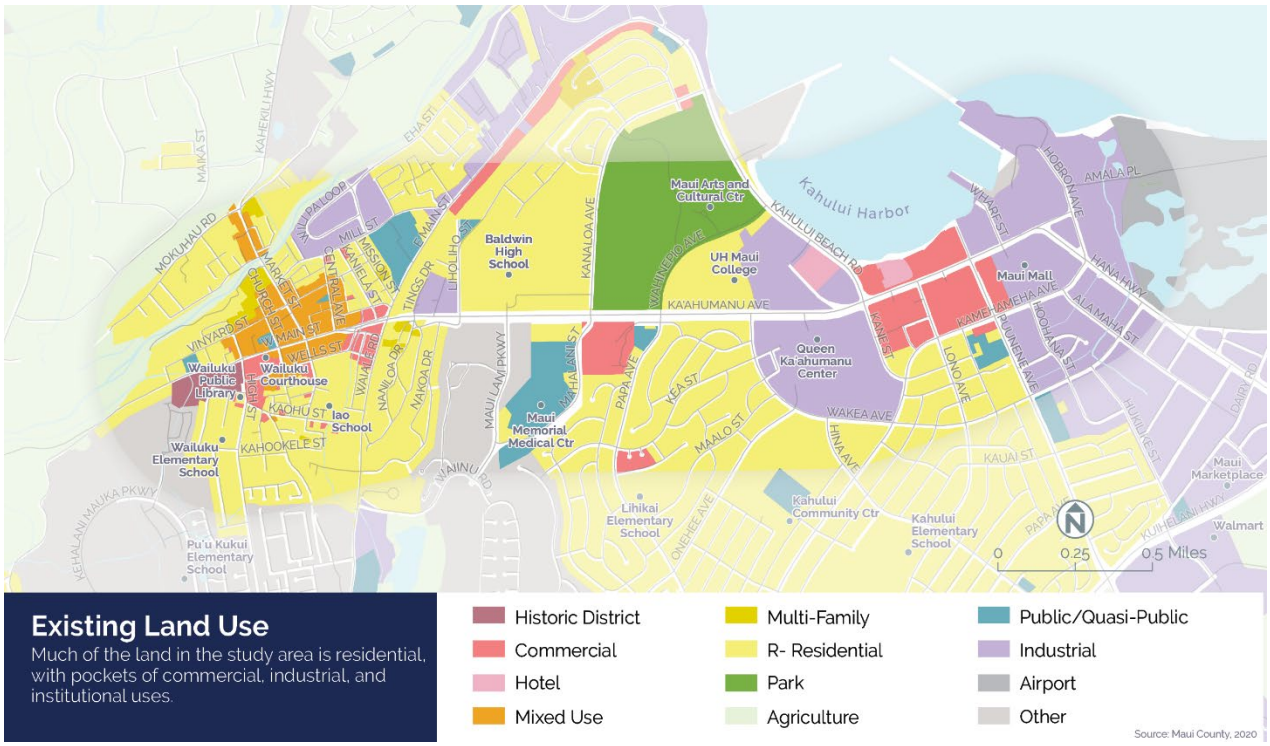
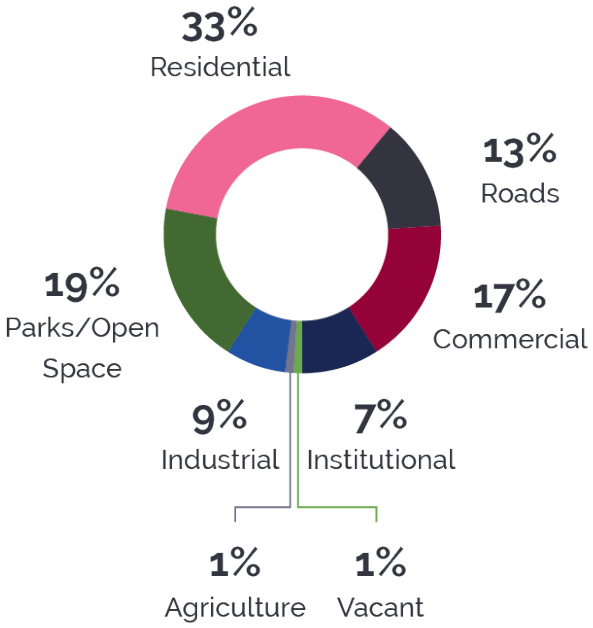


Figure 10 Mix of Uses by Acreage



Density

Density is a way to describe the number of people who live and work in a certain area. Together, the people living and working in the Ka‘ahumanu Ave Community Corridor study area shape the built environment. With more jobs and residents comes more activity to support local businesses, and that’s a good thing for everyone.

But to work well, density can’t be one-size-fits-all. It needs to be balanced to include different housing options and a mix of jobs to meet the community’s needs and maintain the identity of the neighborhood. A healthy mix of homes and jobs helps to create a vibrant and lively environment.

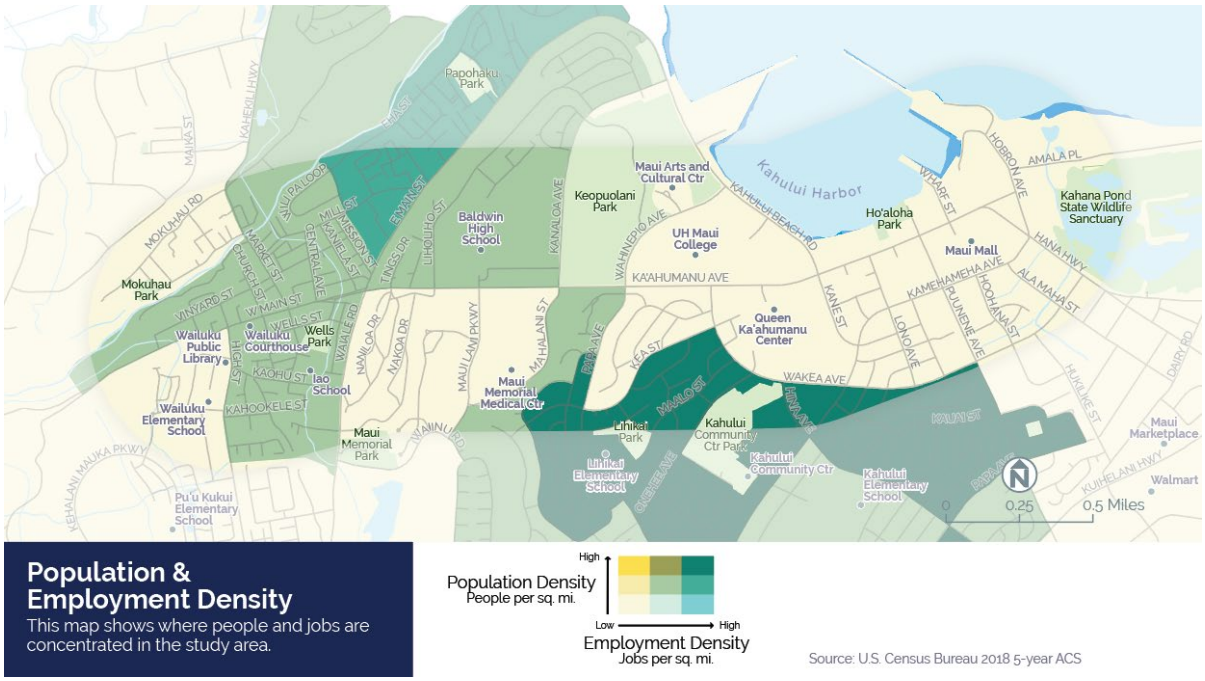
On Maui, density comes in many flavors. Many single-family neighborhoods around Wailuku are nearly as dense as the tallest apartment buildings along the corridor.

Density in the Community Corridor

The densest parts of the study area—those with the most housing and jobs—are in Wailuku’s center and the surrounding residential neighborhoods. Kahului has more separation between residential and other land uses, which makes that part of the study area less dense.

The darker areas on the map in Figure 11 show where there are more households and jobs in the study area, with the darkest green areas having the greatest number of residents and employees. The concentration of jobs and residents in the study area means that Ka‘ahumanu Avenue and Main Street must support a mix of regional and local trips. Today, the streets in the study area—and Ka‘ahumanu Avenue, in particular—are effective at moving vehicles making regional trips but provide few opportunities for local trips that could be made on foot or by using a mobility device, by bike, or on Maui Bus.

Figure 11 Population and Employment Density



Design and Distance

Design is something most of us notice, but it's often hard to explain why one area feels different or better than another. Our senses are constantly taking note of what is around us, such as the shade trees in front of Queen Ka'ahumanu Center on a hot day, or the shelter an awning on Market Street provides during a rainstorm. We also notice how wide a road is or how close a building is to the sidewalk. These are all part of how we design places that are comfortable, interesting, and livable. Good design helps create places that bring people back time and time again.

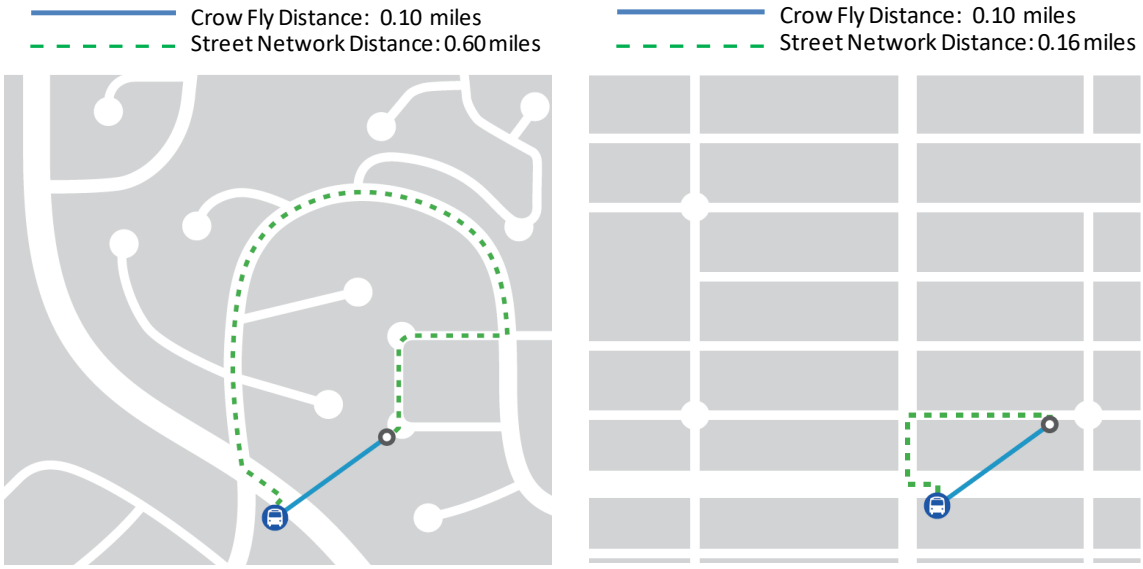
The design of Market Street in Wailuku includes a mix of buildings with doors on the sidewalk, narrow streets, trees, and lights. These features create a place that invites people to walk, shop, and linger. Near Queen Ka'ahumanu Center, landscaping and a shaded walkway provides a respite from the heat for people walking along Ka'ahumanu Avenue.
(Left Source: PRIDEOFMAUI.COM)

An important part of how we design our towns and neighborhoods is how we design our streets. Well-connected street networks help people make more direct and shorter trips and improve accessibility. Shorter distances make it possible to reach more places by walking, rolling, or

bicycling and make it easier to connect to bus stops. Connected street networks also reduce delay for people driving and lessen traffic congestion by creating more paths for travel, spreading traffic across a larger street network when demand gets too high on one route. Design and distance complement one another by creating a network that helps people move between places safely, comfortably, and in whatever way they choose.

Figure 12 shows the differences in travel distance when streets are designed in a grid compared to a curving and disconnected pattern. The grid makes it faster and easier to reach the destination by providing a more direct path compared to a more suburban roadway design.

Figure 12 Roadway Design and Travel Distance



Source: TransLink Transit Oriented Communities (2011)

Along with making it easier for people to move around their community, a more connected street network supports the economy. It makes local businesses like shops and restaurants more visible and easier to reach by walking or biking.

Wailuku's concentration of intersections reflects a connected and walkable town center, like the graphic on the right in Figure 12. Kahului has a less connected network, creating longer travel distances to many parts of the study area. However, some residential areas in Kahului have networks like that of Wailuku; these could become even more walkable areas. The walkability and economic growth of the Ka'ahumanu Ave Community Corridor go hand in hand.

What is Intersection Density?

Intersection density is a measurement of how many street intersections there are within an area. A higher number of intersections means that the street network has more streets, more intersections, and more routes to connect between destinations. Lower intersection density forces traffic onto a few streets with limited options to get between destinations, which is typical of suburban streets. Lower intersection density often results in more congested roadways and presents challenges for people who are not driving. In areas with low intersection density, the best routes are typically designed for driving and may be less direct than needed when walking, rolling, or biking.

Demand Management

When the built environment is designed in ways that make it comfortable, safe, and efficient for people to walk, roll, bicycle, or take the bus, transportation demand management strategies can encourage people to use those options rather than driving alone. Demand management strategies include providing people with free or reduced fares to ride the bus, charging for parking, and offering rewards when people leave their cars at home. Maui County is currently exploring several types of demand management, including offering flexible work options for employees to reduce rush-hour traffic and moving forward with the Wailuku Town Parking Action Plan.

Da Bee Shuttle

In September 2020, Maui County launched Da Bee to provide free rides to people traveling to and around Wailuku. Two routes connect people to Wailuku's Civic Center: Route A runs down Kaahumanu Avenue from the Maui Lani Safeway to Wells Street and Main Street, and Route B loops south of Wailuku to Kehalani and passes near Foodland. Both routes operate every weekday from 6 a.m. to 6 p.m. This service is part of Maui County's efforts to manage the impacts of ongoing improvement projects in Wailuku and provides an option for County employees to park and ride to work. It's a great example of how shuttle or circulator services can meet the need for short trips, reducing congestion and providing fun and safe alternatives to driving.

Buzzing along Main Street in Wailuku, Da Bee is easy to identify and convenient to use. . (Source: The Maui News\Matthew Thayer).

A Toolbox for the Built Environment

How can we change the built environment of the Ka'ahumanu Ave Community Corridor study area? It didn't come about overnight, and it won't change that quickly either. But we do have tools to work with the environment that exists today and reshape it to better to serve Maui's current and future needs.

Zoning, which guides how land can be used, is one of the most helpful tools because it sets expectations for land use diversity, a mix of destinations, and the density of jobs and housing. Another important tool is design standards for streets, which impact travel distances and connectivity, the "feel" of our corridor, and opportunities to manage travel demand.

The ways we put the 6Ds into practice for the study area will be guided by past plans and current projects, including Hele Mai Maui, our long-range transportation plan, and the newly updated community plan land use designations. The new land use designations are intended to help shape the built environment by encouraging complete communities that provide a mix of uses and housing choices. These new designations support transit-oriented development and community corridors, moving away from more auto-focused land use development patterns.

In the Zone

Zoning helps regulate how land can be used to best serve the community. Maui's zoning regulations, documented in Title 19 of Maui's Code of Ordinances, were adopted in 1960. Much has changed since 1960, and the County is currently updating Title 19. The Ka'ahumanu Ave Community Corridor will document opportunities to meet community needs by identifying future areas for housing and introducing guidelines to support people traveling by bus, by walking or rolling, or riding a bike.

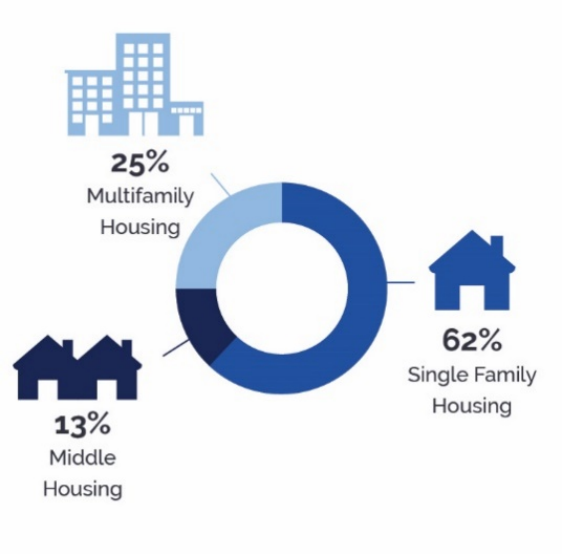
LIVING AND WORKING ON KA'AHUMANU AVE

Both Wailuku and Kahului are home to jobs, shopping, schools, and services. These many destinations are part of what makes Central Maui one of the island's primary business and institutional destinations. Most government services, including Social Security, the Internal Revenue Service, and Department of Housing, are in this area and do not have satellite offices elsewhere on Maui. The residences and buildings in the study area are home to about 20% of Maui's population and 21% of Maui's jobs. Each neighborhood in the study area has its own unique characteristics and environment.

Living in the Community Corridor

Maui faces the challenges of a growing community, constrained geography, rising housing costs, and a limited supply of affordably priced housing. We need more housing options for our current residents and those who will call Maui home in the future. This section describes the current housing mix in the study area and the challenges people that live here face.

Housing Mix Today



- **Single Family** (62%) houses make up most of the homes in the neighborhoods along the corridor. They are usually located on their own lot in areas with similar homes.
- **Middle Housing** (13%) buildings are those that have two to four units, like a townhome where neighbors share a wall. This type of housing can be more affordable than a single-family home, providing an opportunity for someone to buy their first home and making Maui more affordable.
- **Multifamily Housing** (25%) includes a wide range of buildings, such as apartment buildings and condos, that have at least five units but sometimes well over 20 units. The number of units in a multifamily building, such as a condominium, depends on the lot size and the needs of the community.

Housing for a Range of Incomes

The cost of housing is a big challenge on Maui. While the neighborhoods in the study area are home to nearly half of Maui's regulated affordable housing, there is a pressing need for hundreds more units of affordable housing.

- Only about 45 units of government-assisted affordable housing were built each year between 2014 and 2018 in Maui County.[1]
- In the study area, 45% of renters spend more than 30% of their income on housing, and 23% spend more than 50% of their income on housing. When housing costs are more than 30% of a household's income, the household is considered "rent burdened," meaning they may not have enough income remaining for necessities like food and services.
- Though only 24% of households in Maui County are within the study area, 73% of rental assistance vouchers in the county are used within this area.
- Over the next 5 years, Maui County needs just over 2,000 new housing units each year to accommodate the growing number of residents—about 41% of those units should be for families earning $82,000 (or 80% of the Area Median Income) or less.
- While the exact number of housing units needed in the study area is not currently known, an estimate based on the county's existing growth forecasts and the study area's share of existing housing indicates a need for approximately 330 new units per year in the study area. (The need by income level has not been established through prior studies.)

[1] Hawai'i Housing Planning Study (2019), Hawai'i Housing Finance and Development Corporation. This includes all housing units that received public funding, land, or incentives and are income- and/or rent-restricted to be affordable to households at a specific income level.

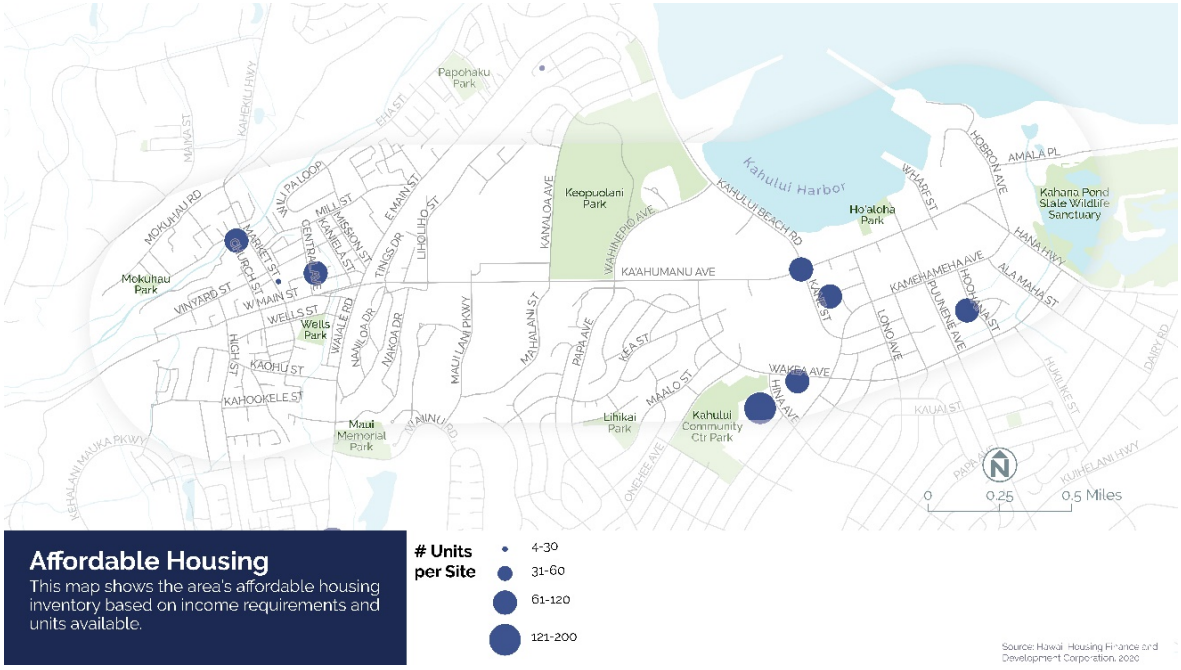
What do AMI, Government-Assisted Affordable Housing, and Workforce Housing mean?

Area Median Income (AMI): AMI refers to the median (midpoint) annual income of all families in Maui County. In 2020, Maui's AMI was about $97,500 for a family of four. (AMI is adjusted for different family sizes.) AMI is used to help identify who qualifies for affordable and workforce housing units. For example, 30% AMI means that home prices are set to make it possible for a household earning 30% of the median income on Maui to afford the unit.

Government-Assisted Affordable Housing: Most government subsidies support housing that is affordable to households earning 60% of the AMI or less, as there is usually little other housing that is affordable to these households. Government assistance can be in the form of funding for construction, funding for land acquisition or infrastructure, or market-rate units that are part of a mixed-income development.

Workforce Housing: Workforce housing on Maui is affordable to households earning up to 140% of AMI. While housing for those earning more than 60% of AMI typically does not receive subsidies, Maui County has policies to support workforce housing development. These policies are in place as a response to Maui's high housing costs, which limit options for households earning 60% to 140% of AMI.

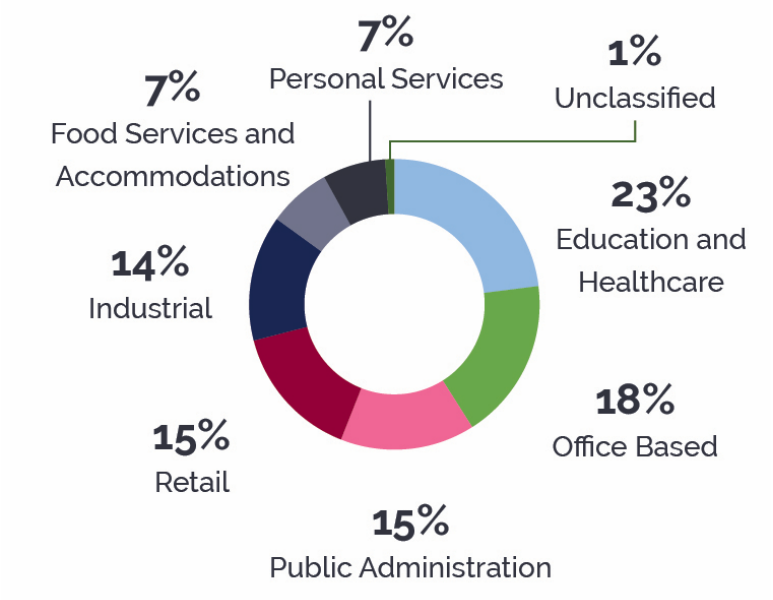
Figure 13 Affordable Housing (up to 60% AMI) in the Study Area Today



Working in the Community Corridor

As the main non-tourism job center on Maui, the study area is home to a diverse mix of businesses and employees. Wailuku Town has a high concentration of office-based jobs due to the many government offices and supportive professional services. In Kahului, healthcare jobs are concentrated at and around the Maui Memorial Medical Center. Kahului's multiple shopping destinations feature retail and other services.

Figure 14 Employment by Industry in the Study Area



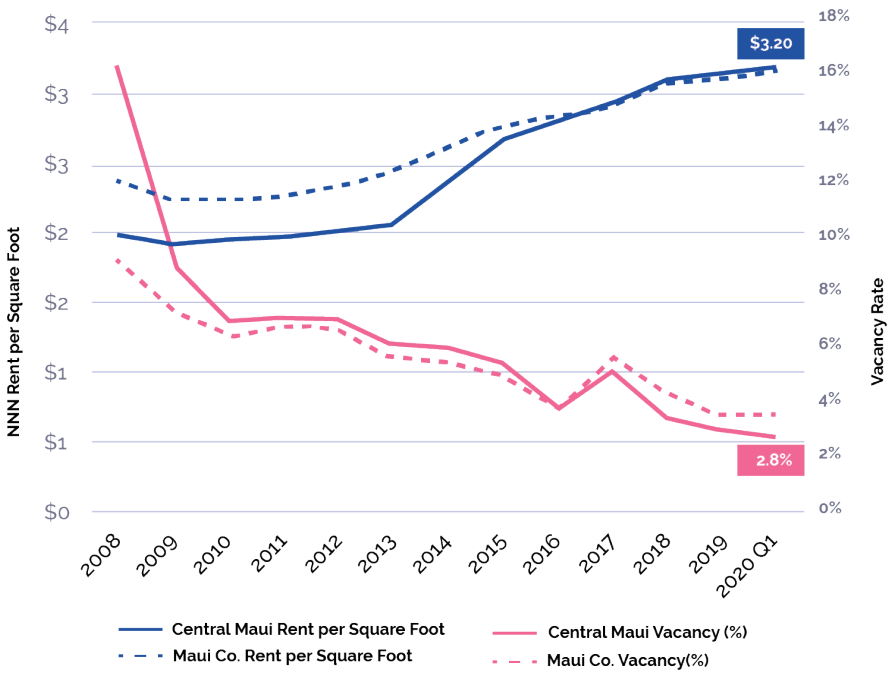
Source: ESRI Business Analyst, 2020

Meeting Community Needs

Maui faces the challenges of a growing community, constrained geography, rising housing costs, and shifting retail patterns. We need more housing options and job opportunities for our current residents and those who will call Maui home in the future. This section describes the current housing, retail, and office mix in the study area and identifies opportunities to grow.

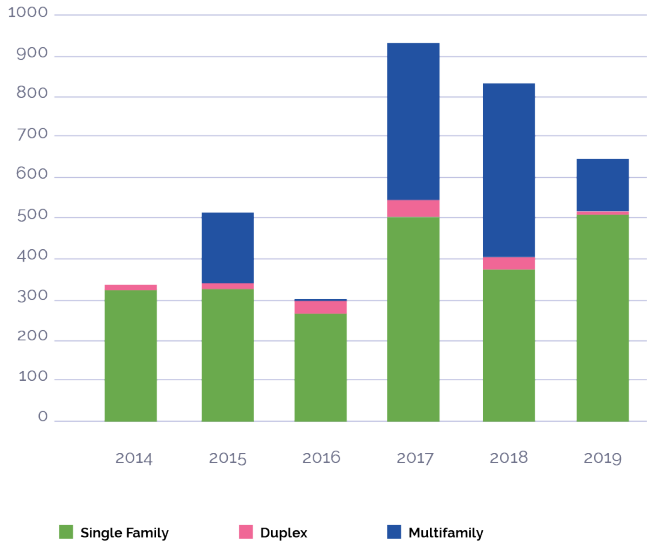
- **Housing Costs:** Since 2008, market rents for apartments in Central Maui have increased **60%.** Though rents are higher than ever, there are few apartments available because construction has not kept up with demand. More housing—and more affordable housing—is a critical part of the study area's future.

Figure 15 Apartment Rent per Square Foot and Vacancy Rate in Central Maui, 2008-2020



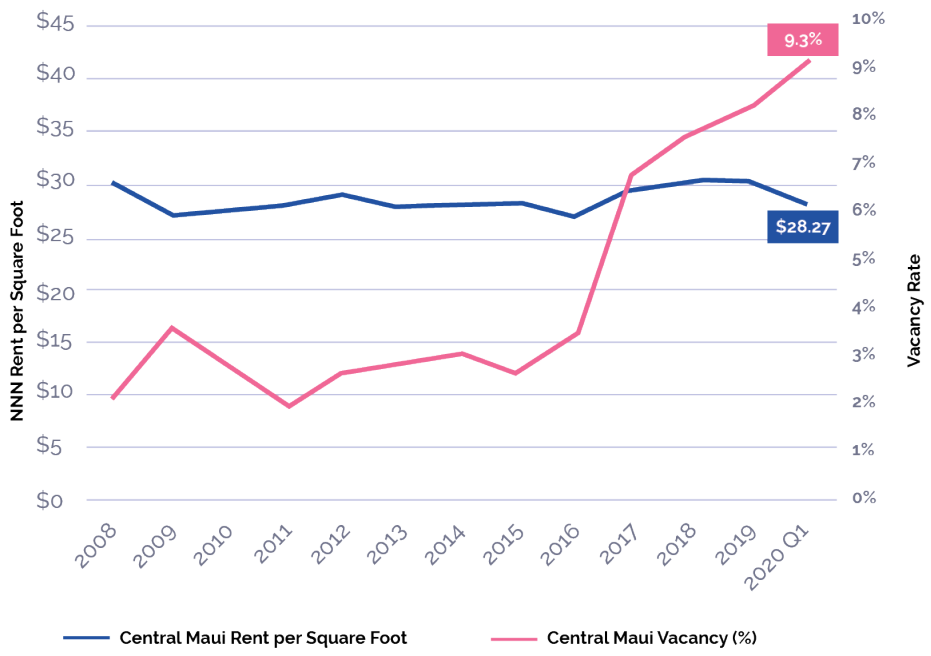
- **Keeping up with Demand:** Maui County permitted approximately 600 housing units each year between 2014 and 2019 in Wailuku and Kahului. Most of these are single-family homes and are outside the Ka‘ahumanu Ave Community Corridor study area. While the permits are a sign of new housing to come, it often takes several years to finish construction.

Figure 16 Maui County Housing Production (Units Authorized by Building Permits) 2014-2019



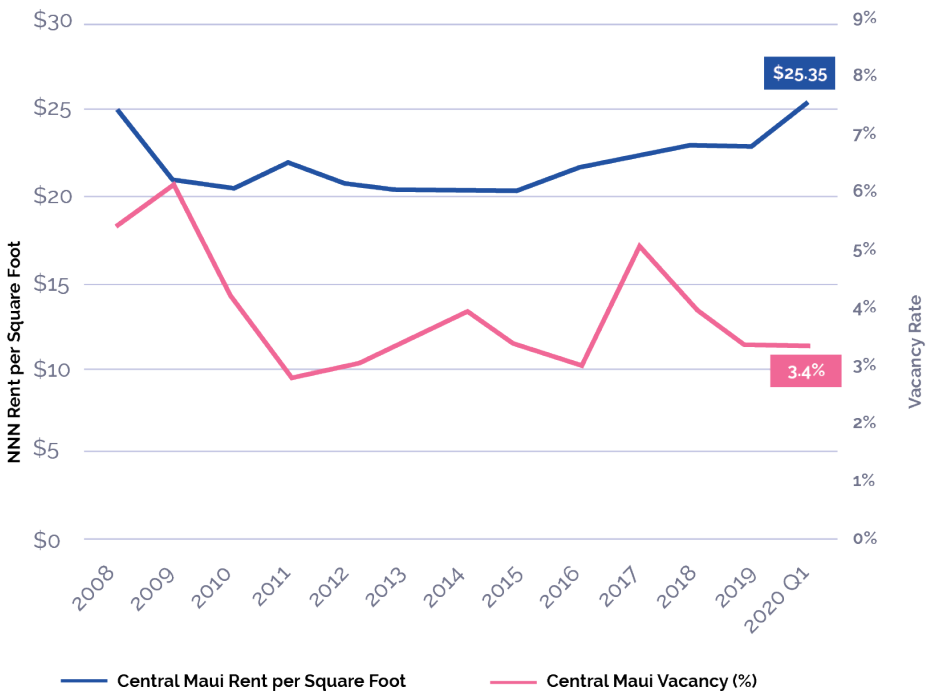
- **Building a Mix:** While there has been new regulated affordable housing development in Maui County since 2014, there have been no new market-rate apartments built in Central Maui since the Waterfront Apartments were constructed in 2008. It is especially challenging to build apartments on Maui without public dollars due to high construction costs that require higher rents than the market can support.
- **Storefronts to be Filled:** Central Maui has seen many large retail developments added to the area in the last decade, yet these spaces have been slow to fill with businesses. As a result, retail vacancies have increased from 3% in 2016 to 9.3% at the start of 2020, while rents have remained stagnant. Identifying opportunities to redevelop or modify existing retail spaces—including smaller spaces that front pedestrian-oriented areas—could draw a different type of tenant and support a mix of smaller businesses.

Figure 17 Retail Rent per Square Foot and Vacancy Rate in Central Maui, 2008-2020



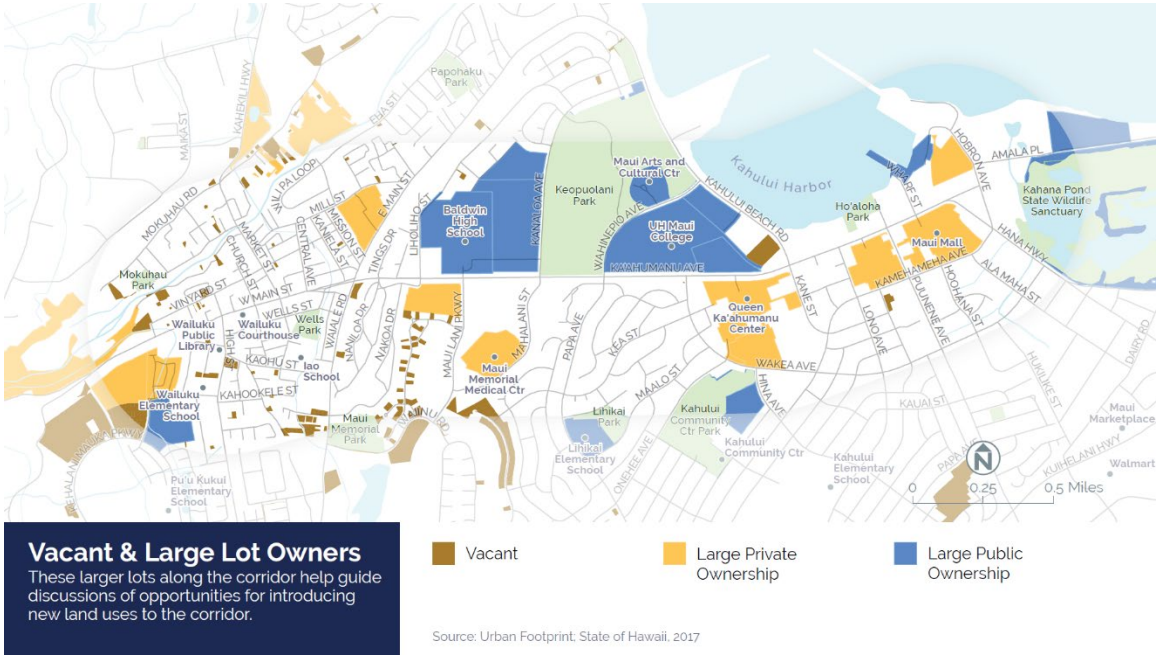
- **Office Space:** Rents for office space in Central Maui dropped in 2009 but have recently recovered; however, rents in the rest of Maui have not yet rebounded to pre-recession levels. Vacancies in Central Maui office space dropped from 5.5% to 3.4% in 2020. These trends suggest there may be demand for additional office space in Central Maui.

Figure 18 Office Rent per Square Foot and Vacancy Rate in Central Maui, 2008-2020



- **Supporting Economic Development:** The COVID-19 pandemic and the hard-hit tourism industry have highlighted the need to diversify the economy and available jobs on Maui. Growing in a way that invites other industries to Maui can help attract new businesses and provide more ways for Maui residents to earn a living and thrive.
- **Where to Grow:** Central Maui is geographically constrained by water, topography, important natural and cultural resources, and established neighborhoods. Between Wailuku and Kahului there are many large and/or currently vacant parcels. A portion of this land is anticipated to redevelop over time, although not all. In the next phase of the Ka‘ahumanu Ave Community Corridor study, input from the community and additional technical analysis will inform recommendations for future growth.

Figure 19 Vacant and Large Lot Owners



Accommodating Growth

Maui has a special relationship with water—the ocean provides our community with resources, a gentle breeze, and opportunities for respite throughout our day. We also need water for our day-to-day activities at home and across the island, making water utilities one of our most important infrastructure systems. With effective planning, design, and engineering, we can ensure that the Community Corridor can support basic needs while fostering growth and opportunities for our communities to thrive.

- **Keeping Clean:** Maui's sewer system within the study area can serve a growing community. Some pipes are older and may require maintenance and replacement, but there is capacity to support more residents and businesses.
- **Getting Thirsty:** The water supply is a significant challenge in some parts of the island. The Ka'ahumanu Ave Community Corridor study area has enough capacity today, but changes to the water supply system will likely be needed to provide effective storage and distribution as the area grows.

Addressing Climate Change

Climate change is expected to lead to 3.2 feet of sea level rise near Kahului by 2100. Parts of Kahului are also in the evacuation zone in the event of a tsunami. Understanding how climate change will impact our built environment helps us prepare to be more resilient and create new infrastructure that can adapt to shifting conditions.

- **Shifting Shorelines:** In response to climate change, the shoreline along Kahului Harbor and Kanaha Pond is anticipated to move inland by 2100, limiting access to Kahului Beach Road.

- **Tsunami Safety:** Much of the study area is within the tsunami evacuation zone, meaning that in the case of a tsunami disaster, the area is a safe place for evacuation. Clear evacuation routes for different modes of travel can help to create a more resilient community.
- **Staying Dry:** The study area is outside the flood plain, which means that Ka'ahumanu Avenue only has a 0.2% chance of flooding, maybe once every 500 years.

Figure 20 Sea Level Rise

Becoming More Resilient

To become a more resilient community, Maui must prepare to address the impacts of climate change and guide growth and infrastructure investments to meet demands without negative impact. Maui County should:

- Coordinate with County and State departments and agencies to implement anti-erosion measures and slow the impacts of sea level rise
- Develop adaptation plans for transportation and utilities to prepare for storm events and sea level rise
- Partner with landowners to implement creative solutions to stormwater management using landscaping and other capture strategies that also make the corridor beautiful and more sustainable
- Maximize the benefit of redevelopment opportunities by updating aging infrastructure at the same time
- Support the transition to renewable energy sources by including electric vehicle charging stations in new development

GROWING INTO THE FUTURE

Creating a strong community and great neighborhoods requires time and energy, visionary leadership, strong partnerships, and creativity. There are points in every community's history that are especially important, where smart planning and bold decisions play a critical role in the community's future success. Now is that time for the Ka'ahumanu Ave Community Corridor.

Maui residents—those who live and work in the study area—have expressed a desire for expanded housing choices, a diverse and strong economy, and more ways to get around. But the community also wants to celebrate what is already working, building on a rich history, protecting scenic views, and enhancing our existing neighborhoods.

5 MOVING ALONG KA‘AHUMANU AVE TODAY

The Ka‘ahumanu Ave Community Corridor study area is shaped by active neighborhoods, vibrant businesses, and important destinations. But the way Maui residents and visitors experience the corridor and the larger study area is defined by limited mobility options. Understanding how it feels to walk, roll, bike, drive, and take the bus in the area today helps point to opportunities to make it easier, safer, and more comfortable to travel, no matter what mode you are using. This chapter describes what it’s like to move along and around Ka‘ahumanu Avenue and Main Street, exploring how the transportation system meets the needs of residents and the island as a whole.

TRAVELING THE CORRIDOR

More than half (58%) the residents of the study area can get to work in under 20 minutes. And like Maui as a whole, most residents of the study area drive alone to work...

- 70% of people drive to work alone
- 89% of commute trips are made by car

But…

- Residents in the study area are 33% more likely to carpool than Maui residents generally
- And they are almost 70% more likely to ride the bus
- But they are 48% less likely to work from home

Figure 21 Commute Modes in Study Area vs Island Wide

Commute Mode	Study Area	Island Wide
Drive alone	70.1%	72.7%
Carpool and vanpool	18.6%	14.0%
Bus	4.4%	2.7%
Motorcycle	0.3%	0.5%
Bike	0.4%	0.6%
Walk	2.6%	2.2%
Other	0.6%	1.2%
Work from home	3.1%	6.0%

Source: US Census Bureau 2018 ACS, 5-year data

DRIVING THE CORRIDOR

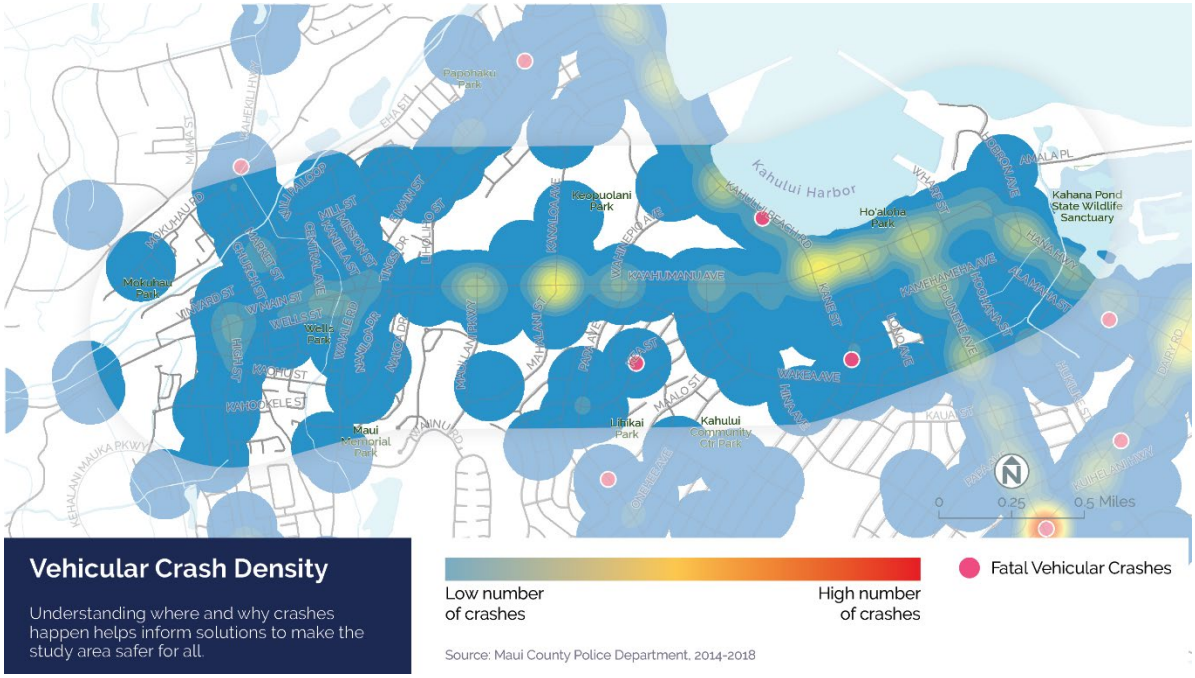
People from all over Maui drive to and through the Community Corridor to get to jobs, schools, shops, and other important destinations—and they reach places across the island with connections to Hana Highway, Honoapiʻilani Highway, and Kūihelani Highway.

Today, Kaʻahumanu Avenue is one of the most important roads on Maui. It is a state route that is designed to meet the needs of people driving cars and moving freight, both between Kahului and Wailuku and across Maui. However, it is also a congested corridor that has growing maintenance needs and provides limited options for residents making short, local trips. Reimagining Kaʻahumanu Avenue to balance the needs for different types of movement can create safer, more accessible, and more sustainable ways of getting around.

- Kaʻahumanu Avenue is one of the busiest roads on Maui, connecting people to all parts of the island. The corridor's highest traffic volumes are in Kahului, especially between Kahului Beach Road and Hana Highway. This stretch of Kaʻahumanu Avenue connects people to East Maui and Upcountry via Hana Highway, to South and West Maui via Puʻunene Avenue and Piʻilani Highway or Kūihelani Highway, and to Waiheʻe-Waiehu via Kahului Beach Road.
- Kaʻahumanu Avenue is an important freight route, connecting goods that arrive by air or water to businesses and homes across the island. Freight vehicles are often large and require special consideration in street design to ensure they can operate safely and efficiently.
- In Kahului, the roadway network in the study area favors people driving. There is limited connectivity to the neighborhoods and destinations around the corridor, and the curving roads that intersect Kaʻahumanu Avenue can make walking and biking trips much slower than driving.

Figure 22 Annual Average Daily Traffic

Figure 23 Vehicular Crash Density (2014-2018)



Large freight trucks rely on Ka'ahumanu Avenue to move goods across the island, highlighting the need to create safe spaces for different types of travelers.

Serving the Economy

Kahului Harbor is Maui's main harbor for commercial freight and the main port for cruise ships. Nearly everything and everyone entering Maui passes through Kahului Harbor and travels on Ka'ahumanu Avenue to get to their destination. Material goods eventually make their way to various commercial areas such as Queen Ka'ahumanu Center, Maui Mall, Maui Lani Shopping Center, and beyond.

Source: Royal Hawaiian Movers

A Tale of Two Corridors

Main Street and Ka'ahumanu Avenue provide very different experiences for people moving along the corridor, reflecting Wailuku's small-town character and Kahului's more suburban layout. What are some of the key differences between the two ends of the corridor?

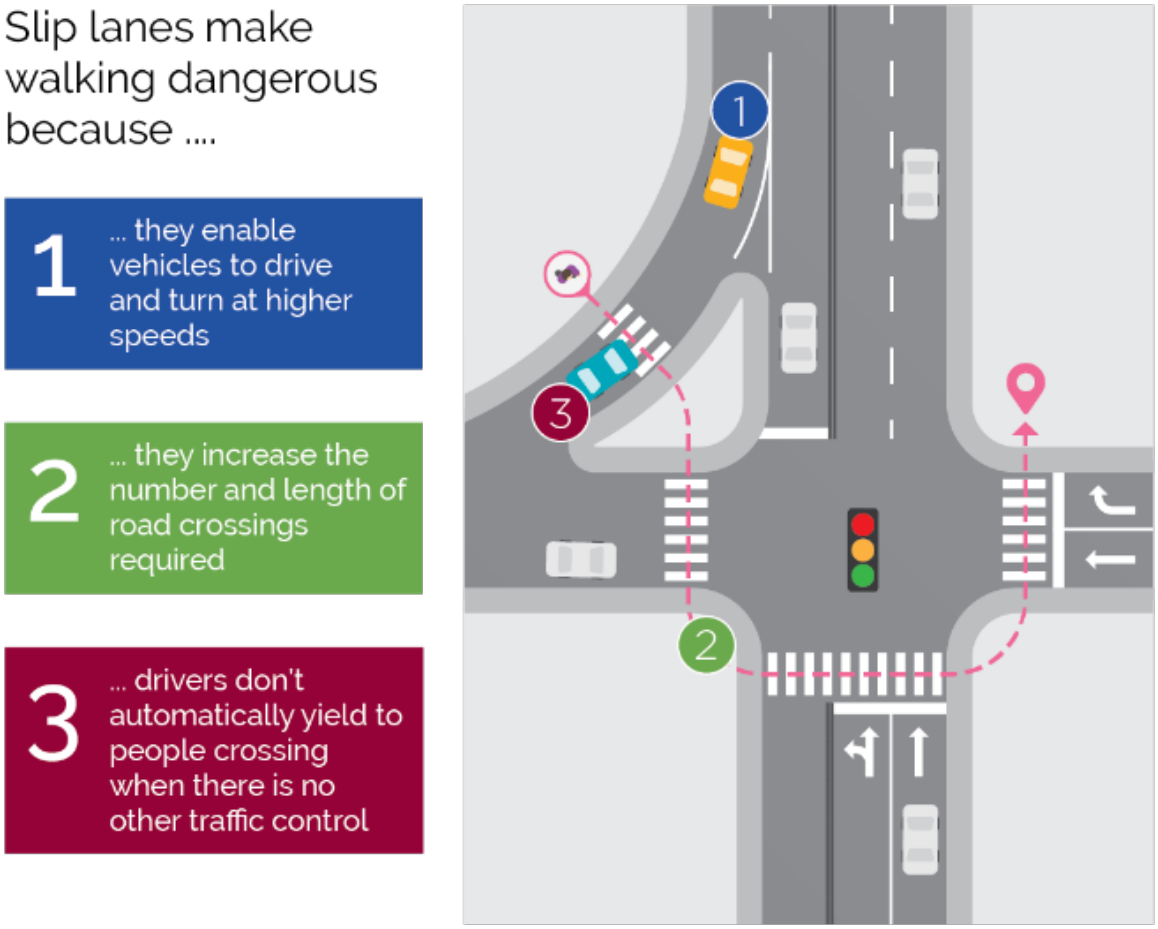
- **Width:** Main Street is relatively narrow, with one lane in each direction and a left-turn lane at some intersections. The narrow width means crossing distances are short—intersections are generally 35 to 40 feet wide—making it easy for people walking or rolling to get across the street. Ka'ahumanu Avenue is much wider, with four to six lanes of traffic and a left-turn lane at most intersections. People trying to cross the street on foot or with a mobility device have a lot more roadway to cross—Ka'ahumanu Avenue is up to three times the width of Main Street, with intersections that are 110 to 120 feet wide.

Ka‘ahumanu Avenue is designed to serve large numbers of vehicles, making people walking or rolling across the street feel exposed when crossing the wide street (top photo). Main Street is much narrower, which makes it easier for people walking and rolling to cross and to be seen by people driving (bottom photo).

- **Speed** – Fast-moving vehicles create a louder, less pleasant, and more dangerous street for people walking, rolling, or bicycling. Ka‘ahumanu Avenue is a state highway with a posted speed limit ranging from 30 to 45 mph in Kahului, which reflects the corridor’s priority for moving large numbers of people driving. Within Wailuku, Main Street (also owned and maintained by the state) has a posted speed limit of 20 mph, and vehicles are generally slower moving, creating a more pleasant walking environment.
- **Volumes** – The number of vehicles that travel along a corridor is measured in annual average daily traffic, or AADT. In Wailuku Town, traffic volumes range between 3,200 and 11,000 AADT, which means calmer streets that are comfortable for people who are not in a vehicle. In Kahului, Ka‘ahumanu Avenue has traffic volumes between 26,000 and 31,600 west of Kahului Beach Road, and peaks at 50,000 AADT to the east. That is around five times the traffic on Main Street.
- **Intersections** – Not only do intersections along the corridor vary in width, but they also vary in how they accommodate different types of travelers. In Wailuku, Main Street has “square” or tight intersections with high-visibility crosswalks and one left-turn lane. Along Ka‘ahumanu Avenue, intersections feel less safe because of their design. While they do have high-visibility crosswalks, most intersections have up to two left-turn lanes and free-right turns supported by “slip lanes.” Slip lanes make it easy for vehicles to make right turns without

coming to a stop, adding another uncontrolled area for people to cross and increasing the chances of a collision.

Figure 24 Intersection Design Impacts Pedestrian Safety



Parking Along the Corridor

The parking available in Wailuku and Kahului reflects the character of both communities. Main Street in Wailuku has a small amount of curbside parking, which helps manage traffic speeds and serves the small-town storefronts. Many of the side streets in Wailuku also have on-street parking to provide access to local businesses. While there are only a few smaller paid parking lots today, the County is building a large parking structure with space for over 400 vehicles as part of the Wailuku Civic Complex. Additionally, the County developed a Parking Action Plan to help manage Wailuku's parking supply.

Along Kaʻahumanu Avenue in Kahului, there is no on-street parking. However, the large institutions, hospitals, and shopping centers all have parking lots to accommodate their customers. These lots make it challenging for people moving without a car to access destinations conveniently. Because parking lots take so much space and are rarely filled, the land they sit on is underused. These sites could be considered for redevelopment to serve the community more effectively.

Beyond Kaʻahumanu Avenue, many of the streets in the residential neighborhoods of Kahului have cars parked on the street. Vehicles often are parked along the shoulder or the grass against the property line, forcing people walking into the street. Providing clear spaces for parking cars and for walking could help improve safety.

TAKING THE BUS ON THE CORRIDOR

As the heart of Central Maui, most Maui Bus routes travel to, through, or near Kaʻahumanu Avenue and the Community Corridor study area. Queen Kaʻahumanu Center is the current hub for Maui Bus—it's where most routes start and end, and where people can transfer between buses to travel across Maui. In 2022, the hub will move to the corner of School Street and Vevau Street, serving the community as the first piece of the Kahului Civic Center.

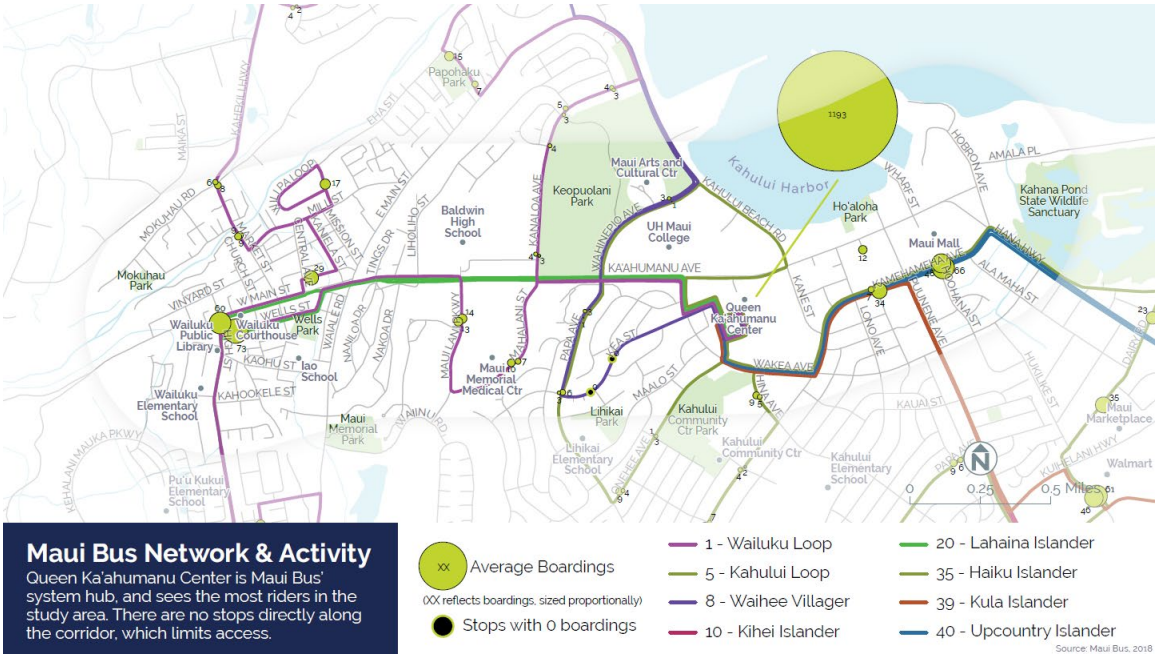
Despite two bus routes traveling along Kaʻahumanu Avenue, there are no bus stops on the corridor today. The routes on streets that connect to the corridor—such as Papa Avenue, Puʻunene Avenue, and Kanaloa Avenue—provide service to hubs rather than stopping along Kaʻahumanu Avenue. This means that Maui Bus is not an option for short trips to destinations along the corridor and in the study area.

- 8 of 12 Maui Bus routes travel to or through the study area, providing access to Kahului and Wailuku and connecting to other routes that serve Upcountry, South Maui, and West Maui
  - 4 routes run hourly, including the Wailuku Loop, Kahului Loop, Kihei Islander, and Lahaina Islander
  - 4 routes have very infrequent service, which makes taking the bus less convenient than driving for many people
    - The Haʻikū Islander and Upcountry Islander routes run every 90 minutes
    - The Waiheʻe Villager and Kula Islander run every 3 hours
- 3 of the 4 commuter bus services operated by Roberts Hawaiʻi pick up and drop off employees at War Memorial Stadium, connecting people from Upcountry and Central Maui to Wailea, Kaanapali, and Kapalua

- Before COVID-19, nearly 1,200 people got on board a Maui Bus at Queen Ka‘ahumanu Center each day
  - Other stops in the study area that have higher numbers of riders include Maui Mall, Kahului Shopping Center, and the Wailuku Courthouse, places where people travel to work, for services, and to shop
  - Island-wide, bus ridership declined by 69% during the first three months of the COVID-19 pandemic (March-June 2020); in late summer, ridership began to increase but remained nearly 60% less than before COVID

Queen Ka‘ahumanu Center serves as the Maui Bus hub, where people can hop on their route, transfer, or wait in the shade.

Figure 25 Maui Bus Network and Activity



Central Maui Transit Hub

Currently, Maui Bus uses Queen Ka‘ahumanu Center as a hub for transfers between routes. With their lease ending, Maui Bus will move to the corner of School Street and Vevau Street, sharing space with the future Kahului Civic Center. Construction on the transit hub is expected to start before the end of 2020 and be complete in early 2022. When the new hub is ready, Maui Bus will move all operations to the new site and make minor adjustments to today’s schedules.

Creating a Comfortable Bus Experience

To provide more ways for people to travel—and to encourage more people to try Maui Bus—riding the bus must be safe, reliable, and comfortable. This bus stop on Kamehameha Avenue by the Kahului Shopping Center is a great example of the amenities that make it easier to take the bus. Along with a shelter to provide shade and seats to wait for the bus, the stop has a trash receptacle and bike racks for people who bike to and from the bus stop. Shelters and amenities at stops also make it easier for people to see where bus stops are located, and they can raise awareness about Maui Bus services.

Technology is another important way to make the bus feel more familiar and comfortable for people. By giving passengers real-time information about when the next bus arrives, Maui's Bus App further enhances the accessibility of bus services.

WALKING AND ROLLING ALONG THE CORRIDOR

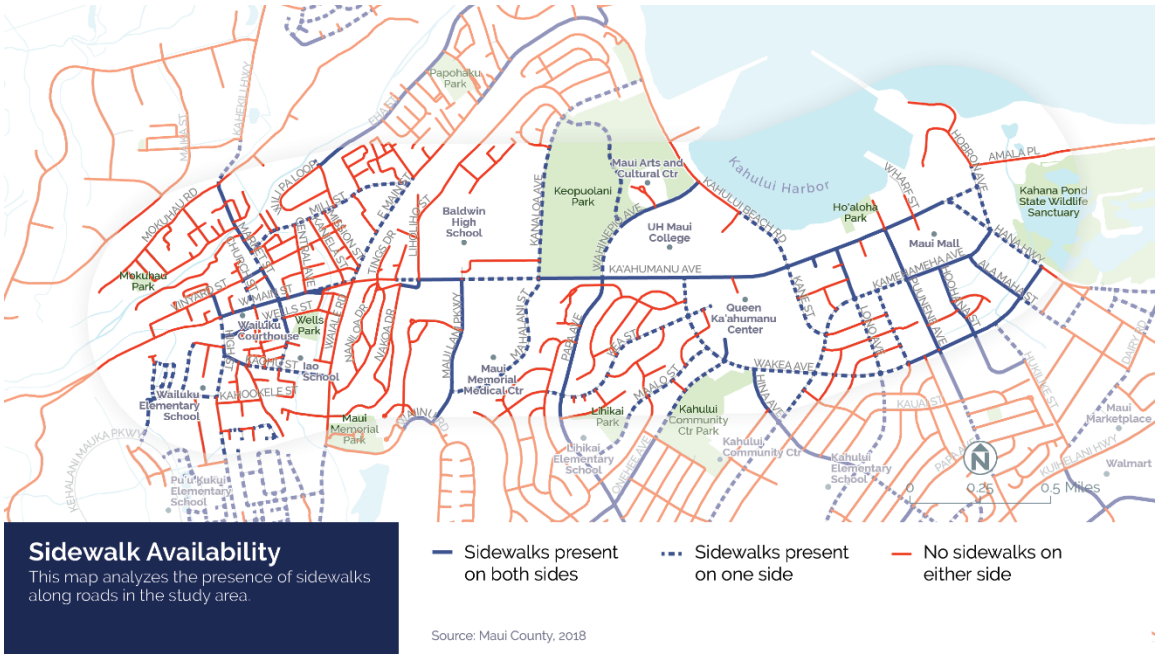
Walking, rolling, and using mobility devices like wheelchairs are part of our daily travel, whether that is walking to work or moving between our car and the store. To make walking and rolling a great option for more types of trips, people must have facilities that make them feel safe and shade to keep them comfortable traveling without a car on sunny days. Today, Kaʻahumanu Avenue is designed with a focus on moving through the corridor as fast as possible. Prioritizing vehicles has made the corridor less friendly for people walking and rolling, missing an opportunity to connect area residents to destinations along the corridor within a short walk or roll.

While most of Kaʻahumanu Avenue and Main Street have sidewalks, most streets in the study area do not. Sidewalks are especially rare in the residential neighborhoods, which means people have no dedicated space to walk from their homes to destinations along the corridor. Similarly, trees are few and far between, exposing people walking to the sun and making the corridor less inviting. Identifying opportunities to create connections and make walking more comfortable for people is

important. Understanding where there are gaps in the pedestrian network can help us identify where connections are most needed.

- 59% of streets in the corridor have no sidewalks, forcing people to walk in the street or on the road shoulder
- One-quarter (25%) of streets have sidewalks on only one side of the street, making crossings and connections challenging, especially for older and younger people and those who use a mobility device
- For people walking or rolling between Kahului and Wailuku, it is especially difficult to travel between Naniloa Drive and Lower Main Street where there is no sidewalk and there are high traffic volumes

Figure 26 Sidewalk Availability



Bridging the Corridor Communities

The Naniloa Bridge is the transition between the quaint, small-town feel of Main Street in Wailuku and the wide and fast Kaʻahumanu Avenue in Kahului. People walking along Kaʻahumanu Avenue must navigate getting up and over the bridge to avoid the narrow shoulders under it. While crossing the bridge gives you a magnificent view of the ʻIao Valley, it can be challenging to find your way and is impossible for people using a mobility device.

Making it over the bridge is not the only obstacle to get to Wailuku. Moving down the west side of the bridge forces you onto a narrow shoulder with limited visibility, and then ushers you along the bridge over Lower Main Street. With fast-moving traffic heading into Wailuku and narrow sidewalks, this walk is hard to navigate. Reimagining how our bridges connect our communities can help people move through Central Maui with ease.

People walking have a great view of the valley when crossing over Waiale Road on the way into Wailuku, but the narrow sidewalks create an uncomfortable environment.

Walking and Rolling Conditions Today

High-visibility crosswalks and center medians can make it easier for drivers to see people walking and rolling. Medians are important on wide streets where a person may be unable to cross the full distance in one light cycle, but they can also indicate that a crossing is challenging for anyone not in a car.

Our roadway network—and Kaʻahumanu Avenue, in particular—is designed to get people where they need to go quickly. But sometimes that means we only provide space for vehicles, forcing people walking and rolling to find alternatives that are less safe and comfortable.

Most residential neighborhoods in the study area lack sidewalks, forcing people to walk in the street. To keep our keiki and kupuna safe, we need to provide dedicated space to walk and roll while supporting the character of communities in the study area.

Just because there are sidewalks doesn’t mean they work for people walking and rolling. Obstructions, such as utility poles or boxes, can limit space for people, especially for those in a wheelchair or pushing a stroller.

Universal Accessibility

The Americans with Disabilities Act (ADA) provides guidance for designing infrastructure, like sidewalks and bus stops, to ensure accessibility for people with disabilities. The ADA requires that accessibility barriers must be removed if possible and that all new facilities comply with clear guidelines. Any time an existing facility is touched as part of a construction project, ADA-compliant sidewalks and curb ramps must be added. The *Proposed Accessibility Guidelines for Pedestrian Facilities in the Public Right-of-Way (PROWAG)*, developed by the United States Access Board, provides instructions for meeting ADA requirements.

Applied thoughtfully, design guidelines help to make streets comfortable and accessible for all people. Features like tactile and audible signals, curb ramps that direct people onto crosswalks instead of into a traffic lane, and signal timing that allows people to safely cross streets can all make our community truly accessible. Maui County's *Street Design Manual* informs the design of all roadways in the County and lists the ADA and PROWAG as resources for designing accessible pedestrian signals at crosswalks and adequate bus stops, among other features.

BIKING ALONG THE CORRIDOR

Riding a bike can be a great way to get around, whether you are going to work, exploring the neighborhood with your family, or checking some errands off your list. Today, the Community Corridor study area has limited bike facilities, and those that exist are generally along the busiest streets that carry thousands of cars each day. This means that the study area lacks facilities that would be considered comfortable and safe for most people biking.

Less than 21% of streets have bike facilities and only 40% of streets have sidewalks in the study area, making travel by biking or walking a challenge. The map below shows that sidewalks are concentrated in Wailuku, while bike facilities are on streets with the heaviest vehicle volumes. The lack of connected facilities makes it difficult for people to get around without a car.

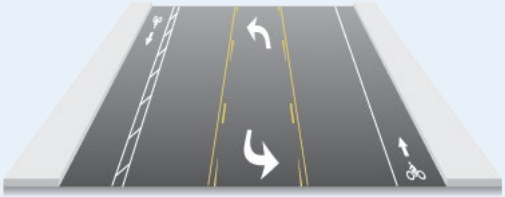
- Of 10.7 miles of bicycle facilities in the study area, 2.2 miles are bicycle lanes along Kaʻahumanu Avenue. Today, Kaʻahumanu Avenue is not a comfortable place to ride for most people due to high volumes of cars traveling at high speeds.
- Not far from the study area, the North Shore Greenway is a separated bicycle facility that connects Kanaha State Beach to Alakapa Place in Spreckelsville. Creating more separated facilities is one way to make biking more comfortable for people of all ages and abilities.

How are bicycle facilities different? There are three primary types of bike facilities on Maui: greenways, bicycle lanes, and bicycle routes. They are described below and shown on the map in Figure 26.

GREENWAYS

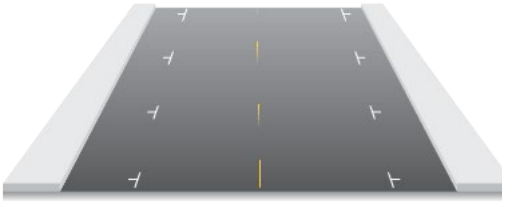
Greenways provide a space to ride that is completely separated from the street, making them comfortable for people of all ages and abilities. Keopuolani Park and Kahului Community Center Park have greenways that are heavily used.

BICYCLE LANES



Bicycle lanes create dedicated space on the street for people biking and sometimes include physical separation like bollards. While marking space for biking can help improve visibility, bike lanes aren't always comfortable for all types of riders. Simply striping a lane on a street with high traffic volumes or speeds, such as Ka'ahumanu Avenue, isn't enough to encourage most people to ride a bike.

BICYCLE ROUTES



Bicycle routes are usually found on streets with lower traffic volumes and speeds. They are marked with signs only and don't include dedicated space for riding or other improvements. Bike routes can help to create a network of lower-speed routes, but special treatments are needed at intersections to attract people other than very confident bicyclists.

Figure 27 Existing Bicycle Network and Pedestrian Facilities

Biking Conditions Today

Most streets within the study area lack bicycle facilities that are safe for people of all ages and abilities. Bicycle lanes like the one on Ka‘ahumanu Avenue are generally not comfortable for most people, due to the narrow lane, the gutter edge, and traffic passing at high speeds. Few people biking ride in these lanes, pointing to a need for safer and more comfortable facilities.

Wide streets may have space for people to ride bicycles, but they also encourage drivers to travel at high speeds. High speeds and volumes create an uncomfortable environment for most people riding a bike.

Streets that are designed to prioritize moving traffic can be especially challenging for people biking. This traffic lane merges into the bicycle lane, which forces both a person driving and a person biking to navigate around one another.

Bike lanes without a physical buffer or separation can be intimidating for many bicyclists, particularly on roads like Ka‘ahumanu Avenue where vehicles travel at high speeds.

Stressful Streets

Bicycle Level of Traffic Stress (LTS) is a measure that helps explain how comfortable most people would be biking on a specific street. It is based on factors like speed, roadway width, bicycle facilities, and traffic volumes. Streets with LTS 3 or 4 are generally only comfortable for and used by the strongest of bicyclists, while streets with LTS 1 or 2 are more comfortable for people of all ages and abilities. In the study area, the residential streets are currently the least stressful, mostly due to lower speed limits and fewer cars on the road.

Figure 28 Bicycle Level of Traffic Stress

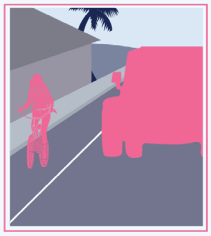
Designing for Comfort

Different types of bike facilities attract different types of riders. While a standard bicycle lane on a busy road may work for people who are very comfortable on a bike, it doesn't work for everyone. To create a network of safe bike facilities, we must consider the speed and volume of traffic on a street and focus on making it comfortable for all people to bike. On streets like Ka'ahumanu Avenue, a painted bike lane alone isn't welcoming—people need to be physically separated from cars to feel safe. On slower streets like Main Street, standard bicycle lanes are likely to be comfortable for many more people. Understanding the Level of Traffic Stress helps us plan for the future.

LTS 4

Strong and fearless

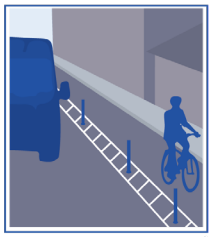
Level 4 is the highest level of stress. It is suitable only for adults who can tolerate bicycling in traffic.



LTS 3

Enthused and confident

Level 3 requires attention and is suitable for adults who have confidence on a bicycle. These streets work for the "enthused and confident" riders who still prefer dedicated space.



LTS 2

Interested but concerned

Level 2 has a low level of stress. However, attention is required. Most adults will tolerate this level. The "interested but concerned" population will feel safe on these streets.

LTS 1

Ages 8-80

Level 1 is the lowest level of stress. These segments are suitable for all ages and abilities, including children.

MOVING SAFELY

Maui County is working toward the goal of eliminating all traffic fatalities by 2040 through the adoption of Vision Zero, identifying actions that Maui can take to make our streets safer for everyone. To make Ka'ahumanu Avenue and the Community Corridor safer, we must first understand where, why, and how collisions happen.

This section describes "safety hot spots," or areas with high rates of crashes. Because people experience traffic safety differently depending on how they are traveling, it is helpful to separate crashes that involve people walking or bicycling from all other crashes. From 2010 to 2017, there were 158 crashes involving people walking or bicycling in the study area, which is approximately 19% of all crashes involving people walking or bicycling on Maui.

Reimagining Our Streets for Safety

The Vision Zero Maui Action Plan is identifying strategies to make our streets safer and friendlier for people of all ages and abilities. On October 26, 2019, Maui Healthy Communities Initiative created a buffered bike lane, back-in angled parking, and painted bulb-outs to create a safer street. Projects like the Onehe‘e Avenue Vision Zero Launch provided temporary improvements to let community members experience safety-focused design firsthand.

Painted bulb-outs at the intersection of Onehe‘e Avenue and Uhu Street help create a friendly environment for people walking, while increasing visibility and safety.

People Driving

The data available for crashes involving only vehicles is limited to the number of fatalities rather than all types of collisions. Unfortunately, four people lost their lives in vehicle crashes within the study area between 2012 and 2017, although none of the crashes were along Ka‘ahumanu Avenue. Three crashes were due to people driving under the influence (DUI), and the fourth crash was due to driver inattention.

With limited data, it is not possible to identify safety hot spots for vehicle-only collisions. However, the Vision Zero Strategic Safety Plan will be complete in January 2020 and will include more data and a detailed analysis of crash factors. This information will be used to guide the Ka‘ahumanu Ave Community Corridor safety recommendations.

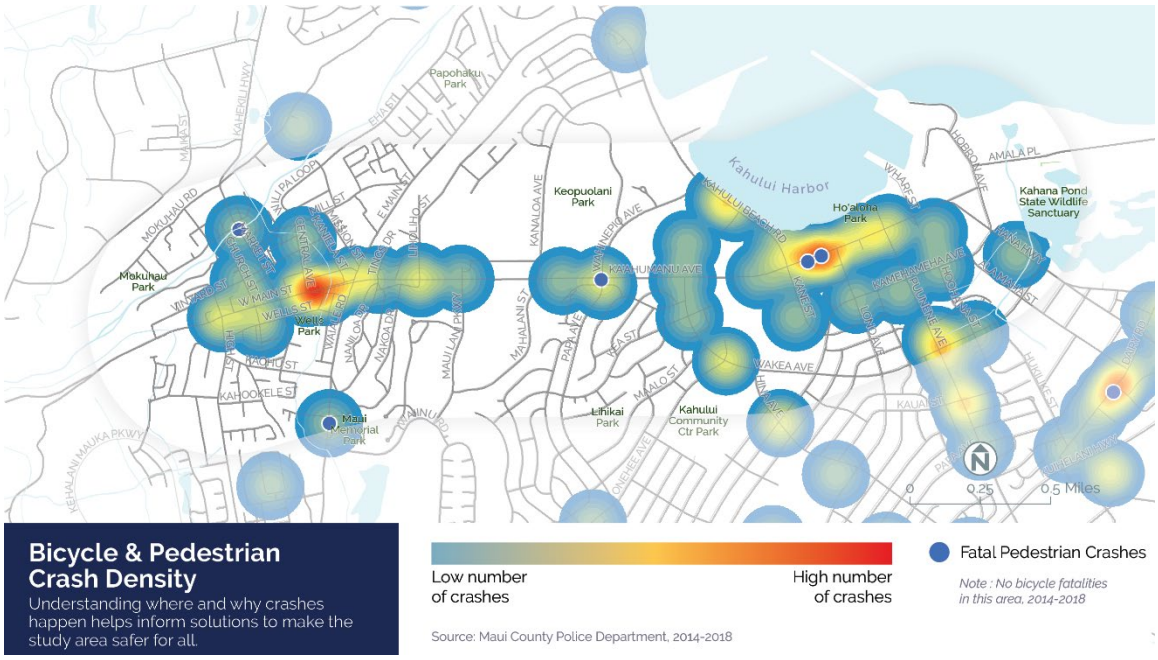
People Walking and Biking

People walking and biking are the most vulnerable travelers in our transportation network, especially when our streets are designed to prioritize vehicles. Large intersections with slip lanes allow drivers to make fast right turns, and wide streets with long crossings expose people to more opportunities for collisions. The study area has several collision hot spots with this type of intersection design,

including access points to UH Maui College, Maui Memorial Medical Center, and Ka‘ahumanu Avenue at Wakea Avenue near the Queen Ka‘ahumanu Center.

The east end of the corridor near the intersection with Hana Highway is another high-crash location, as vehicles are traveling at highway speeds while transitioning onto what should be more of an arterial street. Parking lots at many of the large shopping centers in Kahului also have high numbers of crashes between people walking and driving, likely due to driver distraction.

Figure 29 Bicycle and Pedestrian Crash Density (2014-2018)



Emergency Services

Several of Maui's most important medical facilities, including Kaiser Permanente, Maui Memorial Medical Center, and Maui Medical Group are located along Ka'ahumanu Avenue and Main Street. While these are important destinations due to the concentration of jobs and services, they require special design considerations to ensure emergency vehicles can move patients quickly.

Often, roadways designed to support emergency services have features that encourage high speeds for all vehicles, creating unsafe conditions for people walking and biking. As we work with the community to reimagine this corridor, we will consider features that support the needs of first responders and improve safety for all travelers, such as dedicated lanes for buses and carpools.

Source: Google

MORE OPTIONS FOR MOVING IN THE AREA

New technologies and app-based services are creating new mobility options to help people get around. While driving, walking and rolling, bicycling, and riding the bus may continue to be the most common ways of traveling to, from, and within the corridor, new options will help meet Maui's changing needs.

Options Today

- **Ride-hailing services and taxis** – Ride-hailing services, such as Lyft and Uber, and local taxis are available on Maui and in the study area. These options provide on-demand service that can be accessed through an app or phone call. Ride-hailing services provide flexibility and an alternative to owning a car, reduce the need for visitors to rent a vehicle during their stay, and help people connect to Maui Bus routes.
- **Rental cars** – Rental cars are most often used by visitors arriving at Kahului Airport. They add traffic to Ka'ahumanu Avenue and the surrounding neighborhoods. Several

organizations on Maui, including Maui County and Maui MPO, are exploring options to manage visitor travel demand. Strategies include shuttles and satellite rental car locations, both of which could help reduce traffic congestion on Kaʻahumanu Avenue.

Options for the Future

- **Shared micromobility** – Shared micromobility services provide access to shared bicycles and electric scooters, typically accessible with an app. These services provide options for short trips and can encourage people to leave their car at home. There's also no need to worry about where to park your bicycle or scooter securely! While there is not yet a bike-share or scooter-share program on Maui, a public or private service could be an option to support local trips in the Kaʻahumanu Ave Community Corridor.
- **Car share** – Similar to shared micromobility devices, car share programs provide access to a fleet of cars that are accessible with an app or membership card. Car share is a great option for trips as short as an hour and as long as a day and can be an affordable and sustainable alternative to traditional car rental services.

Bikeshare services, like Biki on Oahu, help residents and visitors move around Waikiki without needing a car.

Source: flashpackingamerica.com

Miocar is a California-based car share service with a fleet of electric vehicles for residents who need a car for short trips.

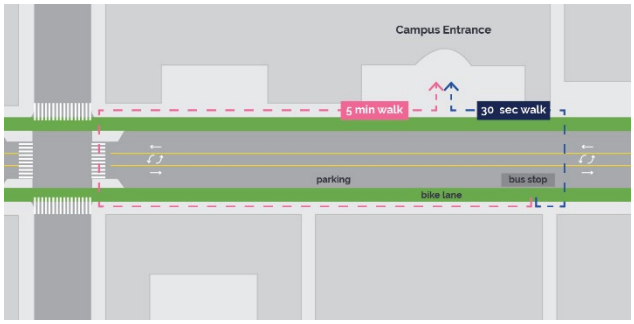
Source: Miocar

RETHINKING MOBILITY

In our early conversations about the Kaʻahumanu Ave Community Corridor, we've heard a desire to make walking, rolling, biking, and taking the bus better options for more trips. By creating more ways for people to travel, we can better connect people to the places they want to go and make their experience safer and more pleasant. The following sections highlight some challenges we have identified, as well as just a few examples of what's already great about traveling in the study area.

Challenges in Connectivity

Moving around the Community Corridor can be tough if you're not driving. The area is challenged by wide roads that carry thousands of vehicles a day, high speeds, and limited connectivity between different modes of travel.



In some locations, people walking or biking have to travel out of their way to cross Ka‘ahumanu Avenue. Between Maui Lani Parkway and Kahului Beach Road, people can only cross the street every quarter mile. While that’s not far in a car, it’s a 5-minute walk or more, often in the wrong direction. Creating crossing opportunities connecting key destinations ensures that people walking and rolling have access that is as convenient as driving.

Maui’s year-round sunshine is lovely, but the heat can make walking, rolling, biking, or waiting for the bus unpleasant. Today, many sidewalks, bus stops, and streets in the study area lack shade trees that could help provide some relief from the sun.

The space between buildings and streets, or “setbacks,” is part of what makes it easy or difficult to get where you need to go. Along Ka‘ahumanu Avenue, destinations are set well far back from the street, with parking lots in front. That means anyone without a car has a ways to go to reach the front door, and that can be tough! Main Street has a different character, and you can often walk into stores right from the sidewalk.

Having easy and seamless connections between the different ways we travel is an important part of creating a Community Corridor. People riding Maui Bus deserve a safe and comfortable connection to and from their bus stop. People driving should have a pleasant walk to the front door of their office. And people walking and rolling should be able to connect to all types of destinations without going out of their way.

Finding Solutions for Maui

While there are challenges, there is a lot that's great about the Ka'ahumanu Ave Community Corridor today. We don't have to look far to find examples of actions we could take to make traveling in this area even better—just look around Maui and you'll see these solutions in action!

Murals make Wailuku special and create a sense of character and community. Using art and color, on streets, utility boxes, and blank walls, can help create an identity for the Ka'ahumanu Ave Community Corridor.

Source: Google

Busy streets can do more than move cars—they can become great places for people, too. It just takes a little space and creativity to make it happen. Adding benches, street trees, and outdoor seating at restaurants or coffee shops can invite people to linger and create spaces where people want to spend time.

Maui has beautiful trees that provide refuge from the sun. Including space for trees in the design of our streets can provide shade for those days when walking or rolling would be great…if you could just hide from the sun.

Creating separate and comfortable spaces for people to walk, roll, and bike between destinations helps build connections that work for people of all ages. Maui's existing greenways are good examples of the types of connections that can get more people out of their cars for some trips.

People and cars have different needs and move at very different speeds. Helping people connect to their destinations sometimes requires special treatments. Midblock crossings can put people walking and rolling closer to the places they need to go, without going out of their way to get to an intersection.

MOVING FORWARD

While about a fifth of Maui's population lives in the Kaʻahumanu Ave Community Corridor study area, many more residents and visitors to Maui use the corridor daily. Understanding where, why, and how people travel to the study area helps us identify current challenges for people trying to get where they need to go. This information will help us shape solutions that balance the needs of people living in the study area and those traveling through it.

6 LOOKING TO THE FUTURE

Through interviews, focus groups, study area tours, surveys, interactive mapping, and scavenger hunt participation, we gathered information about the opportunities and challenges people experience in the Ka‘ahumanu Ave Community Corridor study area. While this Community Profile focuses on existing conditions in the study area, our plan must look to the future. It will identify actions and strategies that have the greatest potential to transform the corridor into one that is more walkable, is better served by Maui Bus and other transportation options, has more affordable housing and community destinations, and better meets the needs of Maui residents.

The plan must be grounded in the understanding that many coordinated actions—both large and small—by government, businesses, community organizations, health care providers, Maui Bus, UH Maui College, cultural organizations, and neighbors will combine to support the future for Ka‘ahumanu Avenue that Maui residents desire. The plan will bring clarity to the community vision for the future of Ka‘ahumanu Avenue, and it will provide near-term, mid-term, and long-term action items for government staff while reducing ambiguity for private investors.

A VISION DEFINED BY THE COMMUNITY

The Ka‘ahumanu Ave Community Corridor will play a crucial role in shaping the future of Central Maui for decades to come. To ensure we create a vision by and for the community, the project team has worked hard to engage Maui residents in this effort. By gathering a wide range of input and ideas, we can best understand what is needed and create a plan that truly embodies the values of the community. Our goal is to reflect what we have learned from you throughout our work together and use your feedback to shape the right vision for the Community Corridor.

The Many Voices of Ka‘ahumanu Avenue

COVID-19 has reshaped most everything about our daily lives, including the tools and techniques for community engagement. Without the ability to host in-person gatherings, the project team shifted to virtual tools and developed activities to connect with you in your homes and businesses. We used online focus groups, community briefings, interviews, surveys, an interactive online map, a scavenger hunt and photo contest, Facebook and Instagram posts, corridor signs and banners, and direct in-person outreach to businesses.

Between August 2020 and January 2021, we connected with thousands of Maui residents (see Figure 30). Our goal was to let people know about the Ka‘ahumanu Ave Community Corridor study and to invite feedback on what’s working, what could be improved, and what people hope to see in the future:

- **Direct Conversations:** We hosted eight focus groups, with 65 participants; briefed six committees and community groups; and met with our 40-person Technical Advisory Committee twice.

- **Printed Materials:** We distributed materials, including flyers, yard signs, stickers, and surveys/scavenger hunts, to more than 40 study area businesses. We also posted signs at bus stops, in the Maui County buildings, and at UH Maui and Keopuolani Park.
- **Digital and Social Media:** We developed a robust project website, created Instagram and Facebook profiles, purchased promotional ads, published a video overview, and joined Mayor Mike Victorino for his weekly radio show.
- **Virtual Engagement:** We created an online survey, an interactive map, and a community scavenger hunt to engage hundreds of people in sharing opportunities, needs, and creative ideas for improving the study area. We awarded gift cards for local businesses as prizes and sparked a fun competition between Maui High and Baldwin High.

We worked hard to reach people in the study area and on Maui, and some of what we heard from people is described in the sections that follow. If we haven't connected with you yet, we look forward to doing so as the project moves forward.

Figure 30 Community Engagement by the Numbers

65 focus group participants	**24,000 Facebook ad impressions**	**535 survey respondents**
21 scavenger hunt participants	**200+ photos submitted**	**2,000 visits to the project website**
40+ businesses reached through door-to-door canvassing	**60 online map comments from more than 200 visitors**	**6 community briefings**

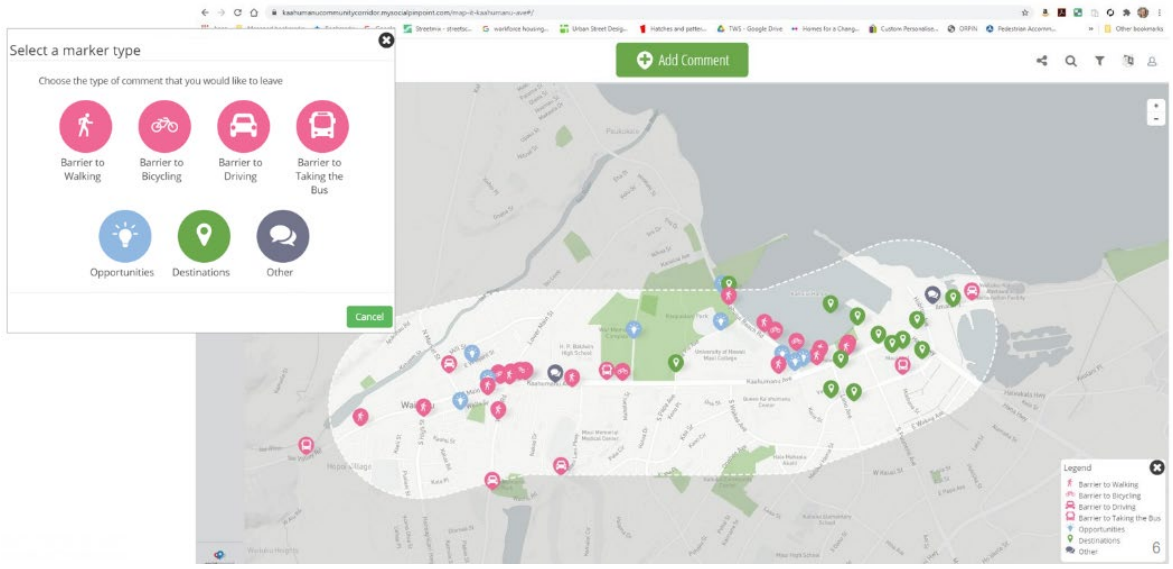
What We Learned: Interactive Map

Our interactive mapping exercise asked people to identify locations in the study area where they experience barriers to travel, places they go, or locations that provide an opportunity for improvement. We had over 200 people visit the interactive map, and more than 60 dropped pins and provided comments. Others "liked" existing comments or just explored.

About 25% of the total comments focused on barriers to walking. Figure 31 shows where pins were dropped, and it is easy to see clusters of comments in a few key locations. Many people identified walking and biking barriers at the transition between Kahului and Wailuku, focusing on the bridge and Lower Main, in particular. There is also a large concentration of both opportunities and barriers around Kahului Beach Road and the water. Many people identified important destinations on the far east end of the study area, near the older malls, shopping centers, and other major retail outlets.

The comments on the interactive map helped to shape the opportunity areas identified later in this chapter and will be an important part of developing plans for improving land use and connections in the study area as we move forward.

Figure 31 Interactive Map Snapshot



What We Learned: Scavenger Hunt

The scavenger hunt was a way to encourage Maui residents to explore the Community Corridor study area in a safe and socially distanced way. It was also intended to be fun and point out the great things about Ka‘ahumanu Avenue and Main Street while identifying areas for possible improvements. See Figure 32 to view some of our scavenger hunt participants in action. We provided people with a list of “items to find” (see Figure 33) that ranged from places that are difficult to walk, spots that would be good for a tree or a bench, fun signs and beautiful artwork, spaces for a new mural, and favorite shops, parks, signs, and views.

Most of our scavenger hunt participants were Baldwin High students, who were very motivated by the competition with Maui High. Three students received prizes, and the project team donated to the student activities fund at Baldwin. Figure 34 includes a few of the more than 200 photos we received, and you can find many more on the project website (www.kaahumanucommunitycorridor.org).

Scavenger hunt participants pointed to both opportunities and challenges at specific locations in the study area. We are using the input to consider near-term investments—such as new murals and benches—as well as longer-term elements of the study vision.

Figure 32 Scavenger Hunt Materials and Participants in Action

Figure 33 List of Scavenger Hunt "Items to Find"

Figure 34 Select Scavenger Hunt Photos

What We Learned: Online Survey

The following sections describe findings from the "Ka'ahumanu Ave: Today and Tomorrow" online survey, which asked people multiple choice questions about how they travel in the study area today, where they go, what specific opportunities they want to see, and what would encourage them to travel in a new way or come to the area more often.

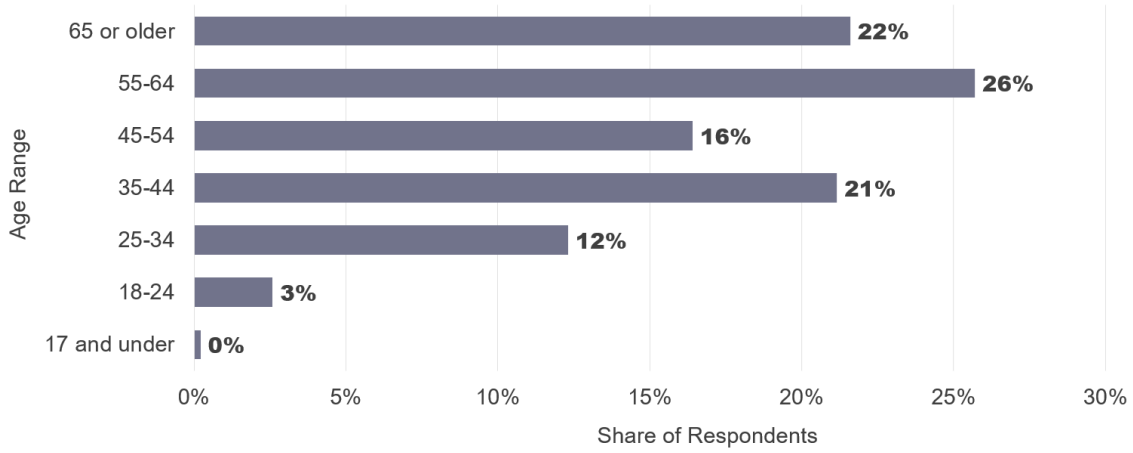
Who participated in the survey?

We received 534 volunteer responses to the survey between late October 2020 and mid-January 2021. About 18% of the people who responded live in the study area, and 52% of respondents visit the study area daily. Just under half of the respondents were 55 years of age or older, and only 3% were in the 18- to 24-year-old range, indicating a significant underrepresentation of the younger demographic with this outreach tool (see Figure 35). Over 60% of the respondents identified as female, which is typical for online surveys.

The race and ethnicity of respondents was about 25% Native Hawaiian, 30% Asian, and 45% White. Survey respondents represented a good mix of household sizes, with nearly 30% of respondents from households that have 4 or more people, 17% with 3 people, 25% with 2 people, and 16% with 1 person.

About 20% of people chose not to respond to a question about household income. Of those that did, nearly 25% of respondents had a household income of over $100K per year. About 32% were in the $50K to $99K range, and just under 20% reported making less than $50K per year. This indicates that higher-income people were more likely to respond to the survey than lower-income people, which is a common finding for online surveys.

Figure 35 Age of Online Survey Respondents

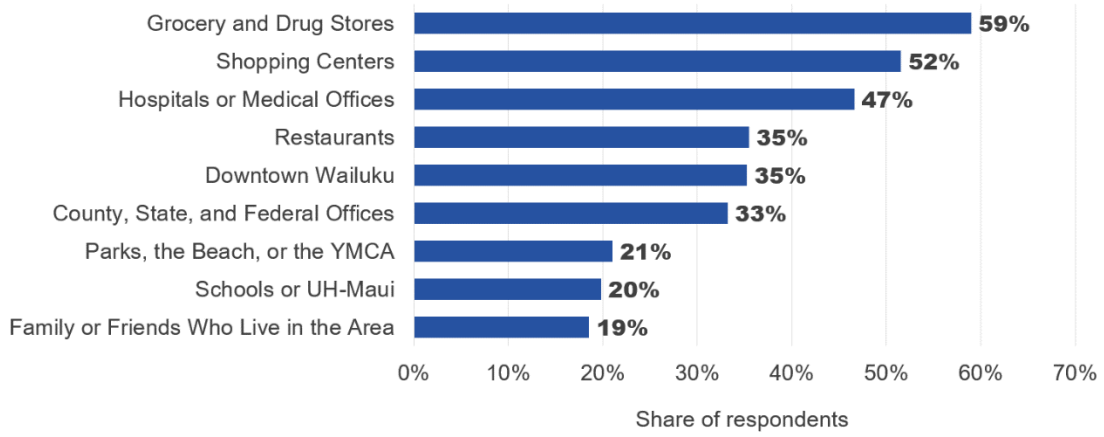


Where do you go most often within the study area?

We asked people to tell us the three locations in the study area they visit most often, and Figure 36 shows that responses were grouped into three major types of destinations. The most common destinations were retail—whether grocery/drug stores or shopping centers—and medical offices. The second grouping of destinations, with about a third of respondents choosing each, was

restaurants, Downtown Wailuku, and government offices. Restaurants were the most common destination for survey respondents under age 35. The final group of destinations was schools and recreational options, along with visiting family and friends; these options were selected by about one in five survey respondents.

Figure 36 Most Common Destinations in the Study Area

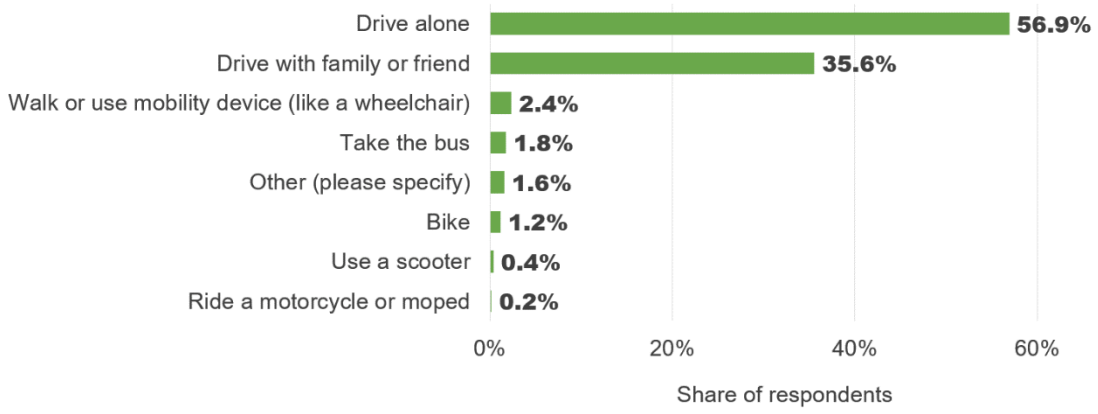


How do you travel on or around Kaʻahumanu Avenue and Main Street?

Through the Kaʻahumanu Ave Community Corridor study and the recommendations that are developed, Maui County and its partners have an opportunity to improve multimodal transportation in the study area and make it easier for people to walk or roll, bike, and take the bus. Having good non-driving transportation options is important for affordability, for accessibility, and for health and sustainability.

Most survey respondents who travel along Kaʻahumanu Avenue and Main Street today do so in a car, whether driving alone or riding with friends or family (see Figure 37). About 2.5% of respondents walk or use a mobility device, and less than 2% take the bus or ride a bike. Of the people who drive, nearly 60% said they would be willing to consider using another mode of transportation for at least some of their trips.

Figure 37 Mode of Travel on Kaʻahumanu Avenue and Main Street Today

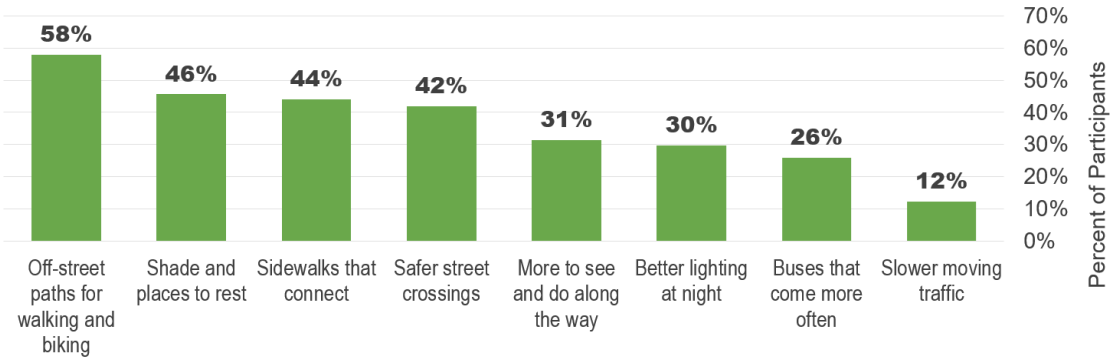


Through the online survey, we also wanted to understand what would encourage people to use non-driving modes of travel more often, even if just for a trip or two. As shown in Figure 38, nearly 60% of people said that off-street paths for walking and biking—having separation from traffic—would help them try another mode. That was the top response both for people who drive today and for people who already use another mode to travel.

The second grouping of responses, selected by 42% to 46% of respondents, touches on comfort and safety, with shade and places to rest, connected sidewalks, and safe street crossings cited as improvements that would encourage people to try a mode other than driving. People who already travel Ka‘ahumanu Avenue and Main Street by modes other than driving identified connected sidewalks as their second highest priority for improvement, behind off-street paths.

Destinations, safety, and better bus service are the third group of responses, with about a third of people saying they want more to see and do as they walk and bike, along with better lighting and more frequent bus service. Finally, about 12% of respondents indicated that slower moving traffic would encourage them to try another mode of travel.

Figure 38 Improvements to Encourage Non-Driving Travel in the Study Area

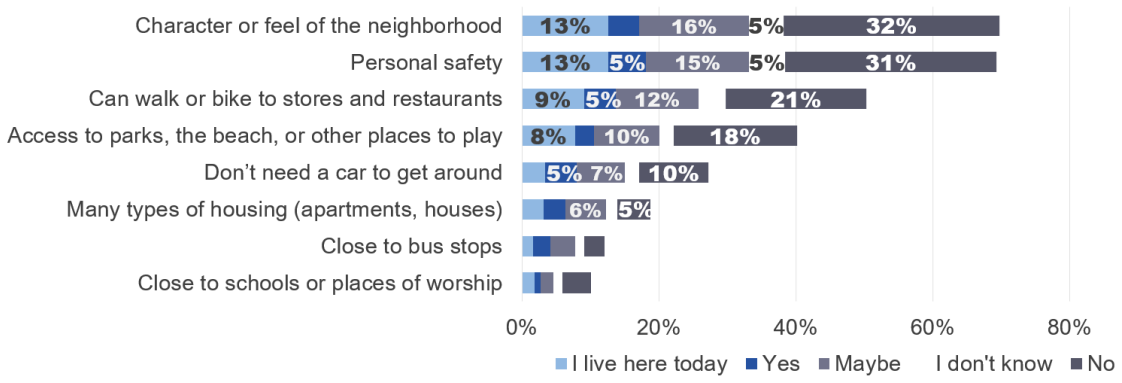


What would make you want to live in the study area in the future?

The Ka‘ahumanu Ave Community Corridor study area is home to nearly a fifth of Maui’s population. But with anticipated growth and a need for affordable housing across the island, there are opportunities to welcome more neighbors in the future. To understand what would draw people to live in the study area, we asked them to tell us what would make the area a more desirable place to rent or buy a home.

Among all respondents—including those who live in the study area today, might consider it in the future, or prefer to live elsewhere on Maui—the character or feel of the area and personal safety were the top responses (see Figure 39). Approximately a quarter of respondents who might consider living in the study area in the future chose those responses, and nearly a third of those who would not live in the study area cited those as reasons why they live elsewhere. People also indicated a desire to have stores and restaurants within walking and biking distance and to have access to parks, the beach, and other places to play as important considerations for where they might live.

Figure 39 Considerations for Living in the Study Area in the Future

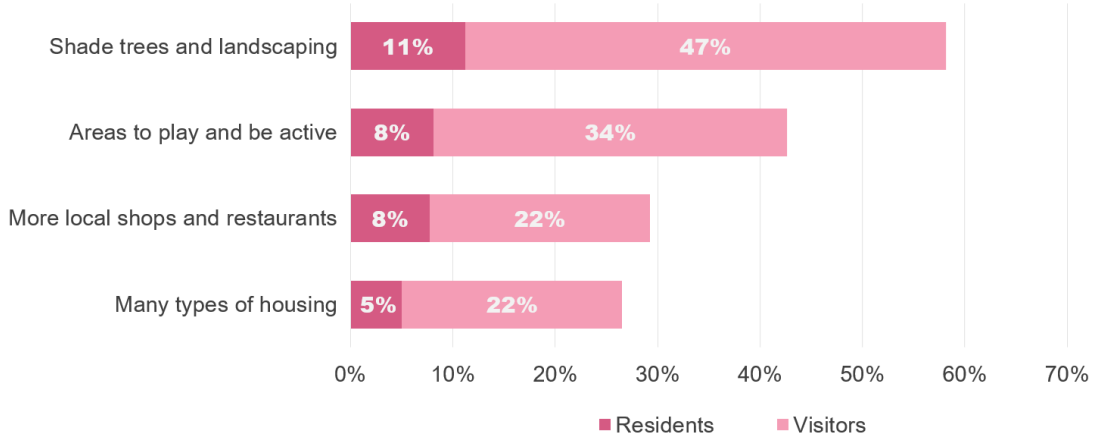


What improvements are most important for the Community Corridor?

To understand the types of improvements that are most important for people, we asked respondents to share what they would most like to see in the study area. As shown in Figure 40, the priority order of the results was the same across both residents of the study area and people who live elsewhere on Maui but work in or visit the study area.

Adding shade and landscaping to the corridor—softening it a bit—was the most popular response, with nearly 60% of people selecting it. There was also a great deal of support (42% of respondents) for more areas to play and be active, which was a bit surprising given the amount of park space in the area today. More local shops and restaurants and more types of housing were the third and fourth most popular responses, with a little over a quarter of respondents choosing each of those options.

Figure 40 Top Priorities for Creating a Community Corridor



WHAT IT ALL MEANS

Six themes emerged from the many voices of the community connected by the Ka‘ahumanu Ave Community Corridor study. These themes reflect input from across our many engagement platforms and will help to inform the vision and recommendations of the study.

Expand transportation options

Today, most people in the study area drive to get around. However, over half of the survey respondents indicated they would consider using other travel modes (walking, biking, or taking the bus) for some trips if it was convenient, reliable, comfortable, and safe to do so. In addition, nearly 60% said that the most needed improvement to support non-driving modes of travel is the addition of off-street paths for walking and biking.

People who participated in focus groups, identified barriers on the interactive map, and contributed scavenger hunt photos and ideas consistently indicated potential walking and rolling, biking, and transit improvements. Many people suggested accessibility improvements for older adults and people using mobility devices, including curb ramps and safer pedestrian crossings. Others asked for more shade and places to rest when traveling in the study area. By creating a safer and more connected corridor, this study can help to implement the priorities of Vision Zero Maui and encourage more people to travel in active and healthy ways.

Rebuild and diversify the island's economy

COVID-19 has devastated Maui's economy. In 2020, following the March onset of the global pandemic, Hawaiʻi experienced some of the highest unemployment rates in the country. The state experiences a loss of 64% of jobs in the food service and accommodation sectors in 2020. As of January 2021, Hawaiʻi's unemployment rate is the highest in the nation at just over 10%. Current estimates indicate it may take up to six years for tourism on Maui to return to pre-pandemic levels, which presents an opportunity to explore how the Kaʻahumanu Ave Community Corridor study can help to rebuild and diversify the economy.

Institutions such as UH Maui College and Kaiser Permanente Medical Offices, which have large footprints on the corridor, are key stakeholders who have the potential to contribute to Maui's economic recovery by diversifying their offerings and creating new training and jobs programs. Participants in our focus groups and members of the Community Corridor Technical Advisory Committee have identified the need for more economic and educational opportunities to support Maui residents.

There are also significant opportunities to promote mixed-use development along the corridor, which could incorporate housing, retail, and office space. Encouraging redevelopment of empty storefronts could support existing and new small businesses, serving as incubators for Maui residents to test ideas and explore new markets. Finally, the study area currently has a shortage of office space, and new developments could shift from traditional workplaces to more flexible or co-working locations to support new types of businesses and ways of working.

Preserve and protect natural and cultural resources

Maui is known for its stunning beauty and natural resources. It also has a rich cultural history that must be preserved. In our conversations with community members, people focused on the need to protect and enhance those resources, from the water supply to views of the ocean and the Iʻao Valley to the local businesses that have called this area home for decades.

The Kaʻahumanu Ave Community Corridor study presents opportunities to express Maui's history and culture and to prepare for a changing environment. The design of new infrastructure can include work by local artists and can be developed in ways that best respond to community needs. By creating adaptable infrastructure to respond to storm events and flooding, by implementing best

practices for low-impact development, and by better managing stormwater and wastewater, projects in the study area can help to build a more resilient Maui.

Increase housing affordability and access to opportunity

Housing affordability is a long-standing challenge on Maui. Nationally, households are considered cost burdened when spending more than 30% of their gross income on housing. Today, according to Harvard's Joint Center for Housing Studies, nearly 45% of Maui renters spend more than 50% of their income on housing. In addition to the high cost of housing on Maui, housing supply is also limited, and construction costs are also well above the national average.

Both Wailuku and Kahului have important opportunities to create additional housing near jobs. Wailuku benefits from a concentration of County and State government jobs, as well as small local businesses. Kahului supports many healthcare jobs at and around multiple large retail shopping destinations. Providing a mix of housing for households of all incomes near jobs creates a stronger community that fosters access to opportunities, offers shorter commute times, reduces demand for natural resources, and lowers overall household costs.

Support the needs of people of all ages and abilities

In the study area, nearly 60% of streets have no sidewalks, and another 25% of streets have sidewalks on only one side. Community members shared concerns about some sidewalks being too narrow or ending abruptly, which makes walking frustrating for everyone and particularly hazardous for people using mobility devices:

- ***Seniors.*** Maui's population is aging. People aged 65 and over are the fastest growing population group in the nation and the only group with a growing number of car-free households. Older adults can make more trips and enjoy better mobility for longer if safe walking, biking, bus, and ride-sharing options are available.
- ***School-age children.*** Currently, Maui's largest demographic group is school-age children between the ages of 5 and 17. Children face unique risks when walking and biking because they are smaller and often less visible to people driving. Creating safe places for kids to walk and bike, especially connections to the many schools and parks in the study area, can help them increase their active trips and create healthy habits.
- ***People with disabilities.*** People with mobility differences, limited vision, or other disabilities may use mobility devices or adaptive transportation supports. Today, the walking and biking environment along Ka'ahumanu Avenue is unsafe and disjointed due to the lack of a connected network, which presents particular challenges for people with disabilities.

In Kahului, there is an opportunity to expand the biking, walking, and rolling networks to improve connectivity and safety and reduce the need to drive for every trip. Investments would improve access to existing jobs and support connections to Maui Bus, including the new Central Maui Transit Hub. In Wailuku, there are opportunities to increase the visibility and comfort for pedestrians, especially for people crossing the street. There are also opportunities to improve older, narrow sidewalks to create adequate space for people walking and rolling.

Create better connections

People noted the lack of visual cohesion along the route that connects Wailuku and Kahului. Due to the width of Ka'ahumanu, lack of shade, vehicle travel speeds and the limited number of places to cross the street, the distance feels much longer than only two miles. The Ka'ahumanu Ave

Community Corridor study will identify specific strategies and actions to improve the design and character of the corridor, as well as recommendations to support the agencies that do that work of planning and building infrastructure to serve the county's transportation, housing, and water needs.

OUR KEY OPPORTUNITIES

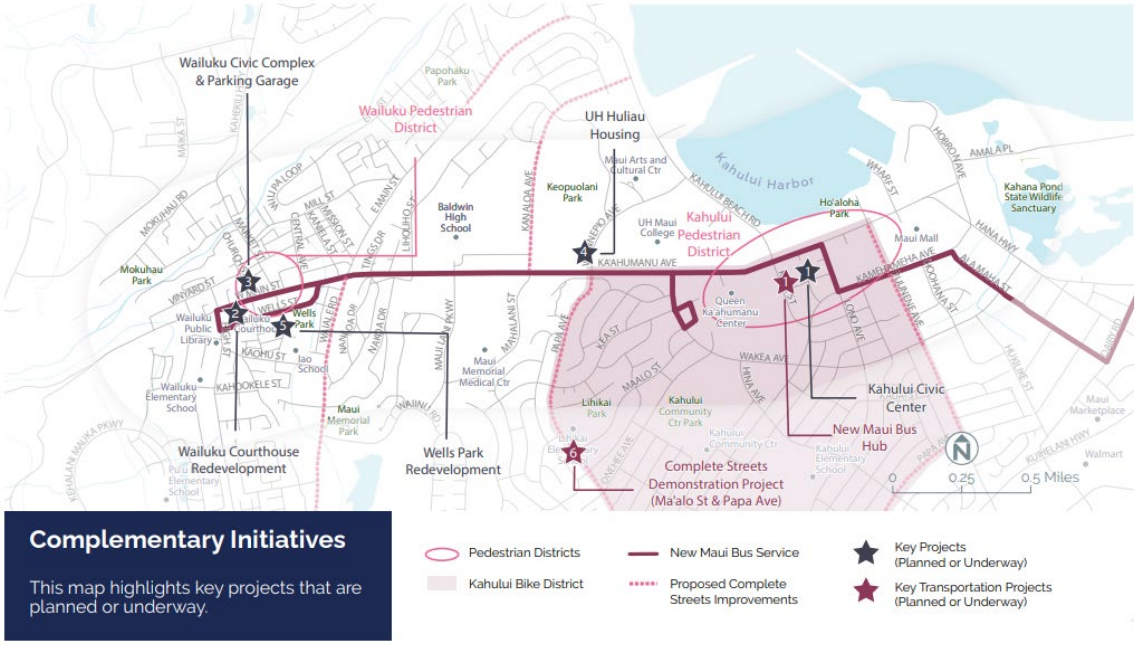
Past and current plans and projects have set the stage for improvements in the Ka'ahumanu Ave Community Corridor study area. Today, more than a dozen complementary efforts are underway, including projects that add affordable housing, improve bus service, and create better connections for people. The Ka'ahumanu Ave Community Corridor study will identify opportunities that support and amplify ongoing work and create meaningful, positive change for the community.

Building on a Strong Foundation

In Kahului, several important initiatives are already building a strong foundation of public investment, (see Figure 41). For example, the Kahului Civic Center will include a new transit center for Maui Bus, which will be completed in early 2022, and affordable housing as part of a mixed-use development. In Wailuku, construction is underway on the Wailuku Civic Complex and Parking Garage. At the same time, the County and State have proposed plans to renovate Wells Park and the Wailuku Courthouse in the coming years.

Throughout the study area, Vision Zero Maui is identifying opportunities to make our streets safer for all travelers, especially people walking, rolling, and biking. A near-term complete streets demonstration project will result in tangible improvements, including artist-painted curb bulb-outs and protected bicycle lanes, near Lihikai Elementary School. Plans for a potential road diet on Kanaloa Avenue are being developed to improve safety and connectivity. These investments and many more will enhance quality of life in the Ka'ahumanu Ave Community Corridor study area and help to generate future public and private investment.

Figure 41 Complementary Initiatives



Developing a Community-Supported Vision

As the project team launches the visioning phase for the Community Corridor, we see important opportunities to build on what is already working well, and to improve what is not. The sections below describe these opportunities, which are also depicted in Figure 42.

Improve Crossings and Connections

While Ka‘ahumanu Avenue is an active corridor today, it is also a barrier, both literally and figuratively. It is very difficult for people walking and rolling, biking, or taking the bus to cross from one side of the street, making connections between neighborhoods and to important destinations very challenging. The design of the corridor also makes Kahului and Wailuku feel further apart than they are. Knitting together the two sides of Ka‘ahumanu Avenue and seamlessly connecting people traveling between Kahului and Wailuku through improvements to both Ka‘ahumanu Avenue and Main Street will help to break down the barriers and help to create a truly walkable environment.

Focus on Existing Destinations

There are many great places in and much to celebrate about Wailuku Town and Kahului today. The Ka‘ahumanu Ave Community Corridor study will build from current successes and provide a roadmap for a more walkable and transit-oriented future by focusing on three districts:

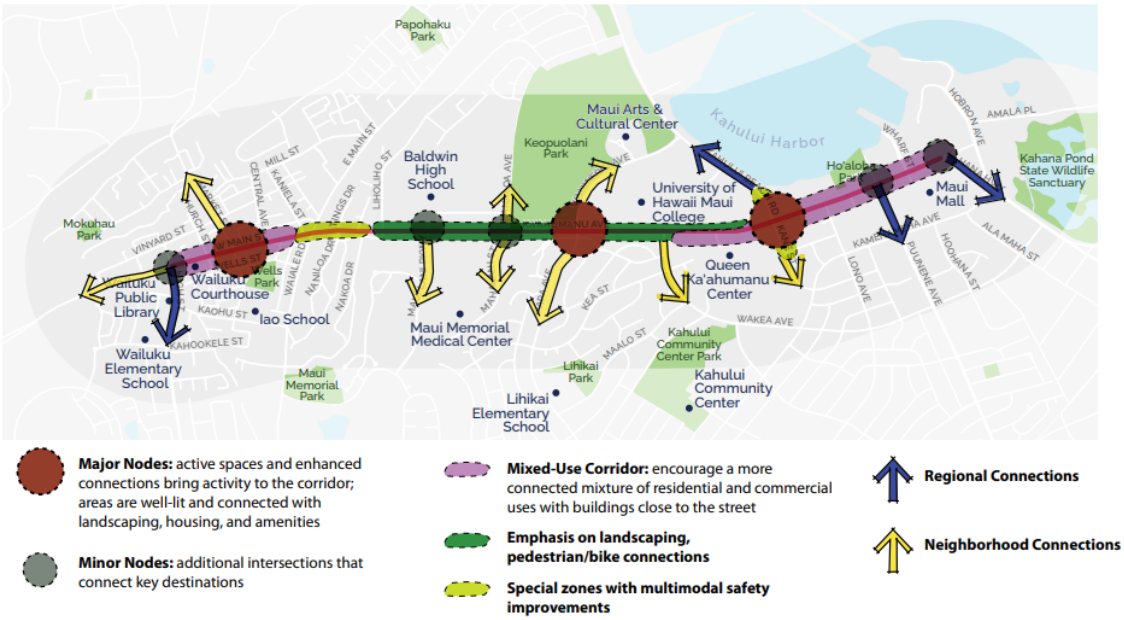
- **The Old Town:** Wailuku is home to many residents, County government buildings, and well-loved local businesses. Moving forward, the study will explore ways to provide more opportunities for housing in Wailuku Town, helping to make it a place that supports a diverse population with a range of incomes and ages. In turn, more residents can support more businesses, which will be critical for the success of revitalization efforts like reWailuku. The scale of existing development and the design of many streets already support a walkable environment—small investments will go a long way in creating a more active and thriving Wailuku Town.
- **The Campuses:** Maui Memorial, Baldwin High School, War Memorial Stadium, Keopuolani Park, and UH Maui College form the central core of the study area. These major institutions hold a significant amount of space on the corridor and create opportunities to activate and better connect their campuses. For example, UH Maui enrolls 4,500 students but has no on-campus housing. While many students likely will continue to drive to campus in the coming years, the Ka‘ahumanu Ave Community Corridor study can create high-quality pedestrian and bicycle infrastructure that connects UH – Maui to Wailuku and Kahului. This type of improvement could be transformative, providing students with safe and active travel options and better connecting all the campuses in this part of the study area.
- **The Retail District:** Kahului’s shopping, restaurants, harbor, and jobs make the east end of the study area a key destination for people across Maui. However, large blocks, disconnected sidewalks, free-right-turn lanes, and fast-moving vehicles create an environment that is inhospitable for people walking and biking. A growing number of retail vacancies also signals a need for Kahului to reinvent itself by exploring mixed-use development and flexible conversions of existing space. Kahului is a strong candidate for large public and private investment, as it should be a true gateway to Maui. A focus on character, comfort, safety, and more people-focused connectivity can create a community that is more inviting for people to get around.

Make it Easier to Create the Desired Future

Ka‘ahumanu Avenue is a crucial State route in the heart of Central Maui. But it is also very auto oriented, with wide lanes, few places to cross, and a design that encourages high vehicle speeds. The existing conditions are at odds with the community’s desire for safe walking and biking options to connect important destinations in Wailuku and Kahului. To reshape the corridor, County policies and development regulations must be better aligned with the desired future. And State requirements for moving vehicles along the corridor must shift to a focus on moving people, especially those traveling by walking and rolling, biking, and by bus. The Ka‘ahumanu Ave Community Corridor study will propose new ways to align requirements, simplify processes, and streamline decision making.

Past and current plans and projects have set the stage for improvements in the Ka‘ahumanu Ave Community Corridor study area. Today, more than a dozen complementary efforts are underway, including projects that add affordable housing, improve bus service, and create better connections for people. The Ka‘ahumanu Ave Community Corridor study will identify opportunities that support and amplify ongoing work and create meaningful, positive change for the community.

Figure 42 Opportunity Areas in the Ka‘ahumanu Ave Community Corridor Study Area



STAYING ENGAGED

A clear vision for the Ka‘ahumanu Ave Community Corridor study area will allow residents, business owners, stakeholders, and visitors to embrace the community’s shared goals. To take hold and endure, a vision for the Community Corridor must resonate in the hearts and minds of the community. It must embody the values and ideals shared by Maui residents.

If you have not yet been engaged, now is the time to share your thoughts and make your voice heard. We need your help to create the right vision for the Ka‘ahumanu Ave Community Corridor.

There are several ways to get involved:

- Join a virtual Town Hall this spring
- Participate in an online survey
- Stay informed through email updates
- Visit the project website at www.kaahumanucommunitycorridor.org
- Send us your thoughts directly at info@kaahumanucommunitycorridor.org

Throughout the spring and summer of 2021, the project team will use your feedback to finalize the vision and develop land use and connectivity plans for the Ka‘ahumanu Ave Community Corridor. Those plans will document the vision for improvements needed in the study area in the coming years. Later in the year, the team will create an implementation and funding strategy, which will identify near-term and long-term actions to realize the vision for the Community Corridor. Please join us to create a new future for Ka‘ahumanu Avenue and Main Street.