

West Maui Commuter Needs Survey

Today

- Survey overview
- Key results
- Next steps



Survey Overview

Overview

- 4 page travel survey
- Administered through employers
- 54 employers participated
- 2,433 surveys returned
- Response rate of 34%
- Sampling error $\pm 2.0\%$

Participating Employers

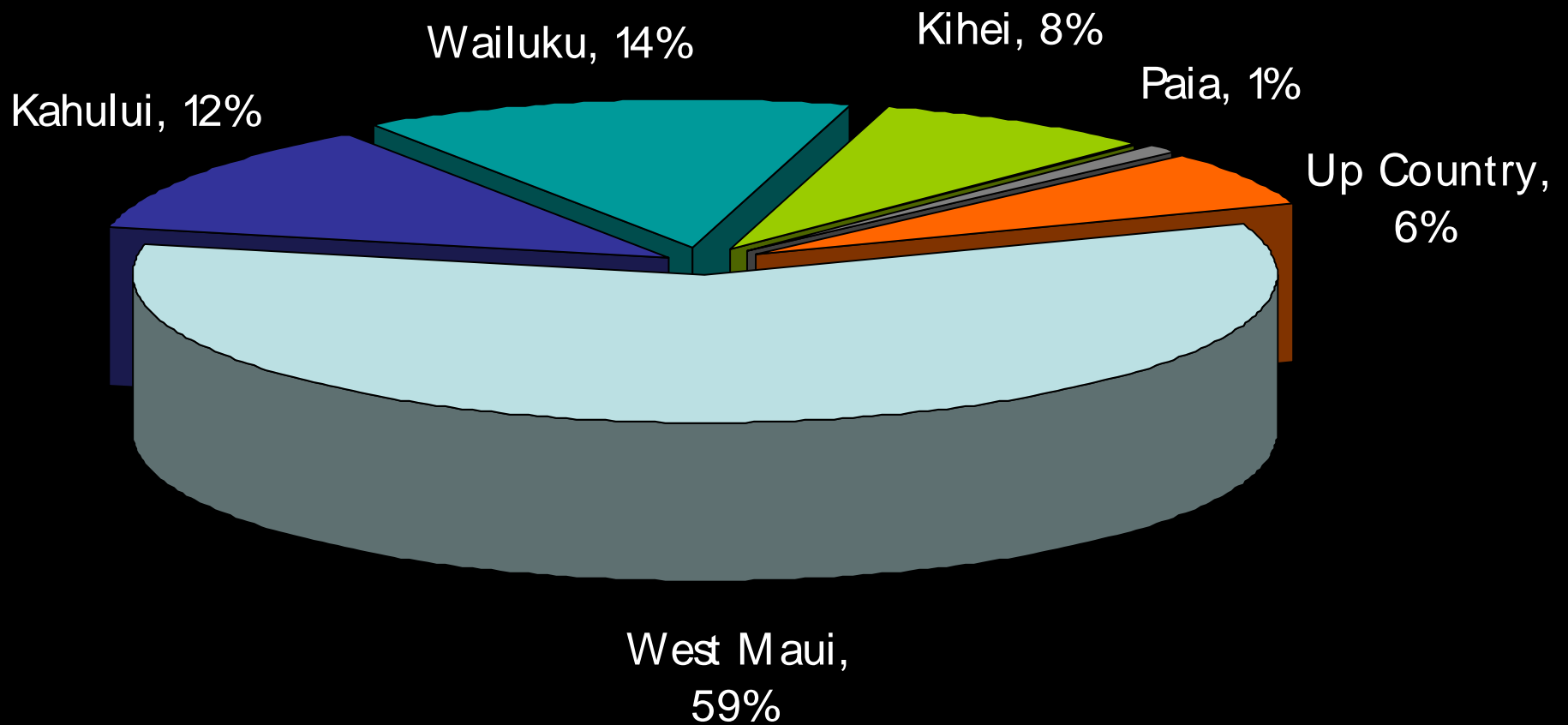
505 Front Street Shops	Kapalua Land Company	Nordic/PCL
Atlantis Submarines	Kapalua Resort Association	Old Lahaina Luau
Bank of Hawaii	Lahaina Galleries	Outback Steakhouse
C J's Deli & Diner	Lahaina Intermediate School	Paki Resort
Chase 'n Rainbows Real Estate	Latitudes & Adatudes	Prudential Maui Realtors, Inc.
Classic Resorts	Lowson & Associates	Resort Quest at the Mahana
Coldwell Banker	Management Consultants	Ritz-Carlton Kapalua
Embassy Vacation Resort	Marriott Maui Ocean Club	Sands Of Kahana
Expeditions	Maui Clothing Co., Inc	Sheraton Maui Resort
Fidelity National Title Insurance Co.	Maui Jim's Sunglasses	Starwood Vacations
County of Maui Fire Department	Maui Kai Condominiums	Starwood Vacations – Ka'anapali Ocean Resort
Hawaiian Dredging	Maui Kleen Team	Starwood Vacations - Westin Maui
Hyatt Regency Maui Resort & Spa	Maui Land & Pineapple Company, Inc.	Sugar Cane Train Sullivan Properties Inc
John Pierre's Studio	Maui Preparatory Academy	The Sultan Company
Ka'anapali Beach Hotel	Maui Theatre	Ufo Parasailing
Ka'anapali Beach Resort Association	Mauian Hotel-Napili Beach	Water Source LLC
Ka'anapali Golf Courses	Media Systems Inc	Westin Ka'anapali Ocean Resort
Kaiser Permanente Medical Care	Napili Kai Beach Resort	Westin Maui Resort & Spa
		The Wharf Cinema Center



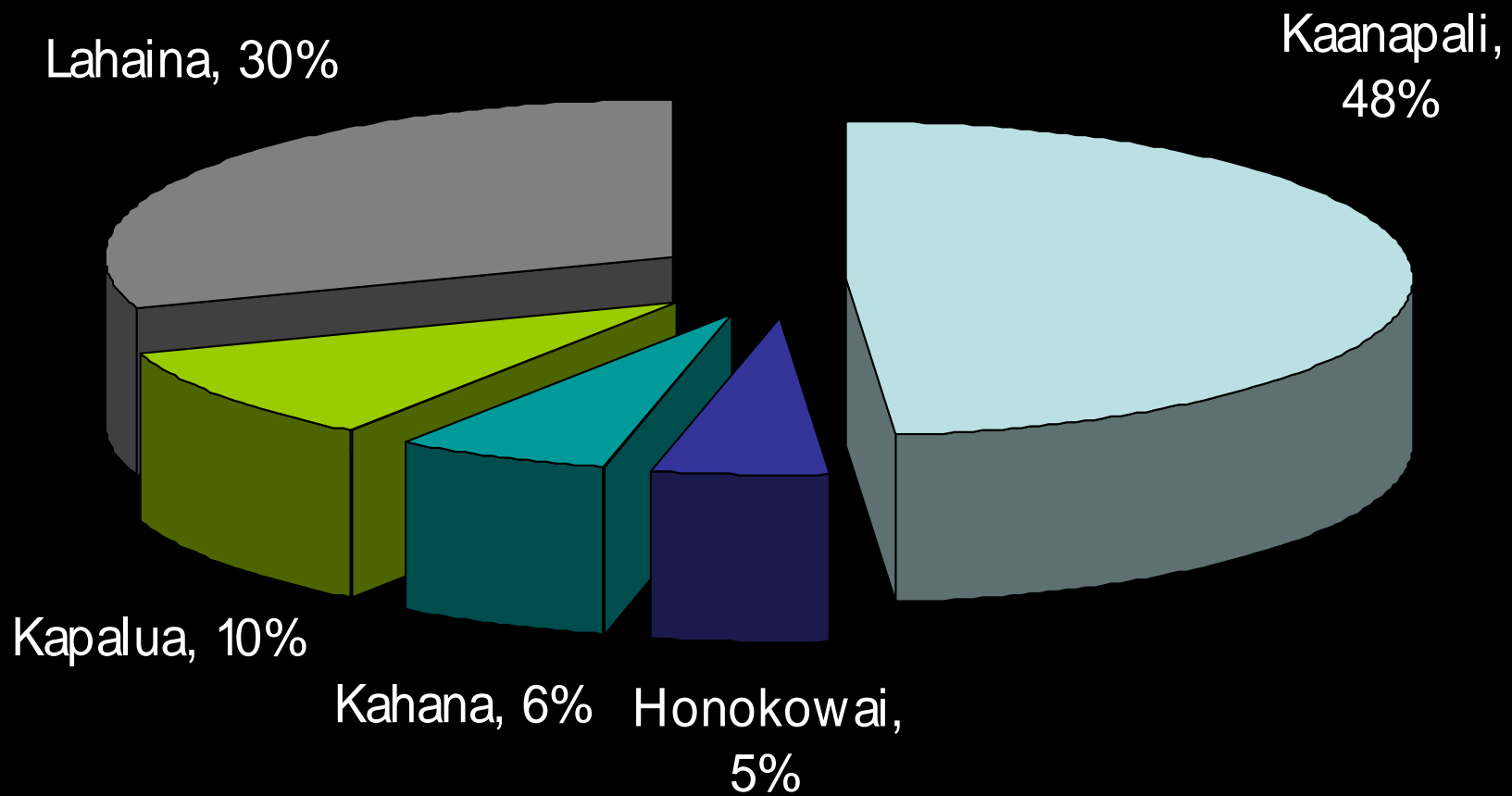
26 Employers (> 20 responses)

Key Results

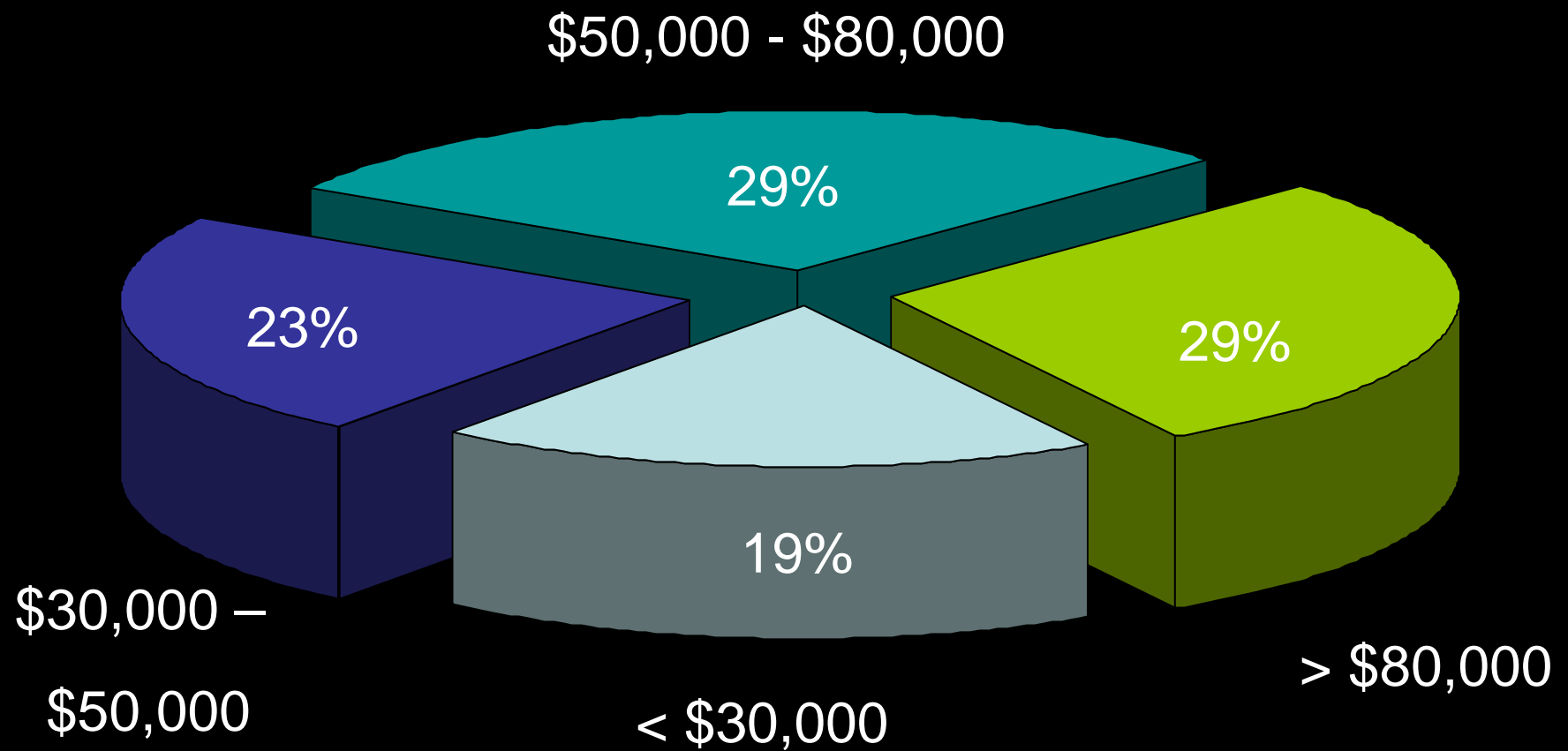
Where Our Employees Live



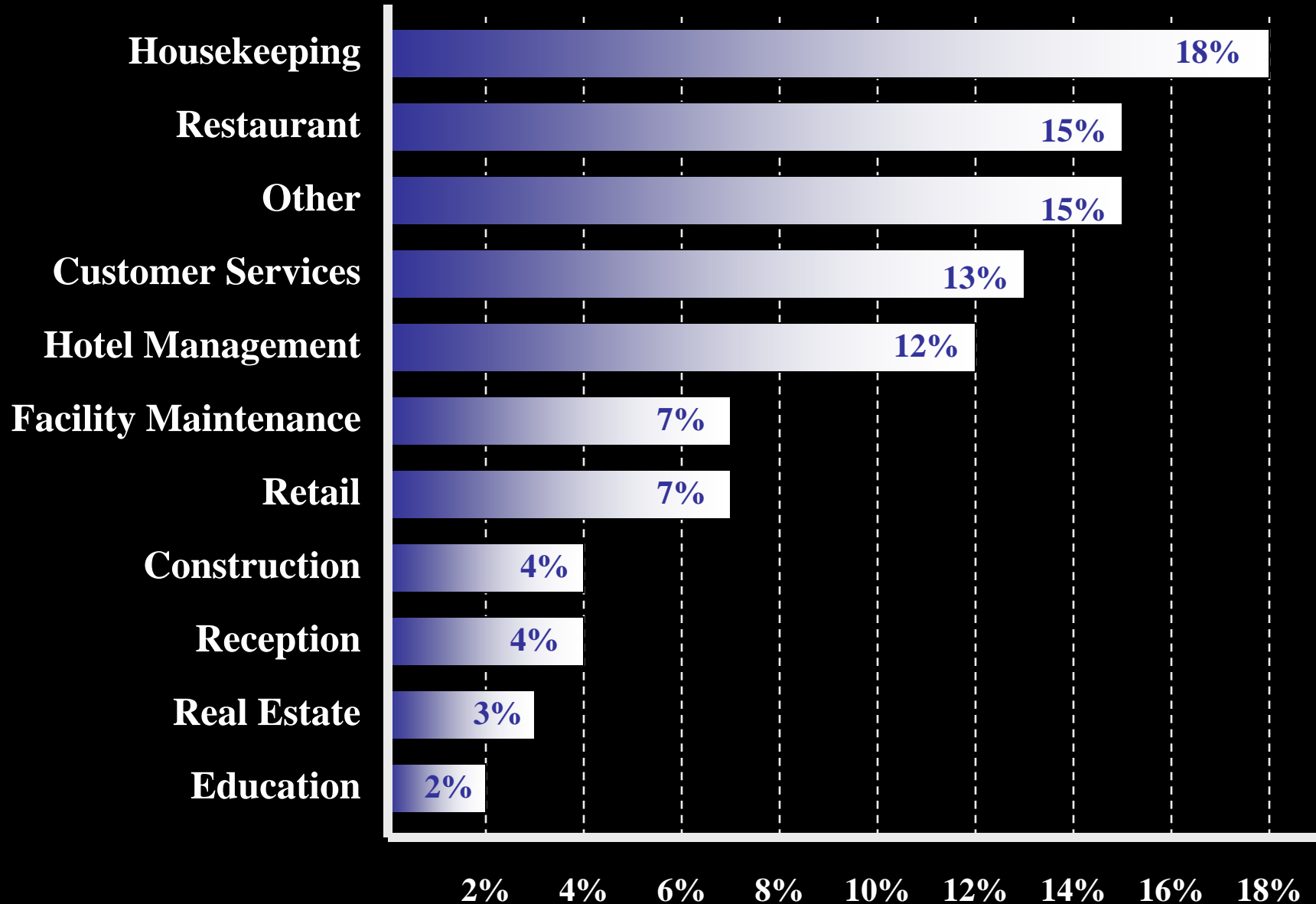
Where They Work



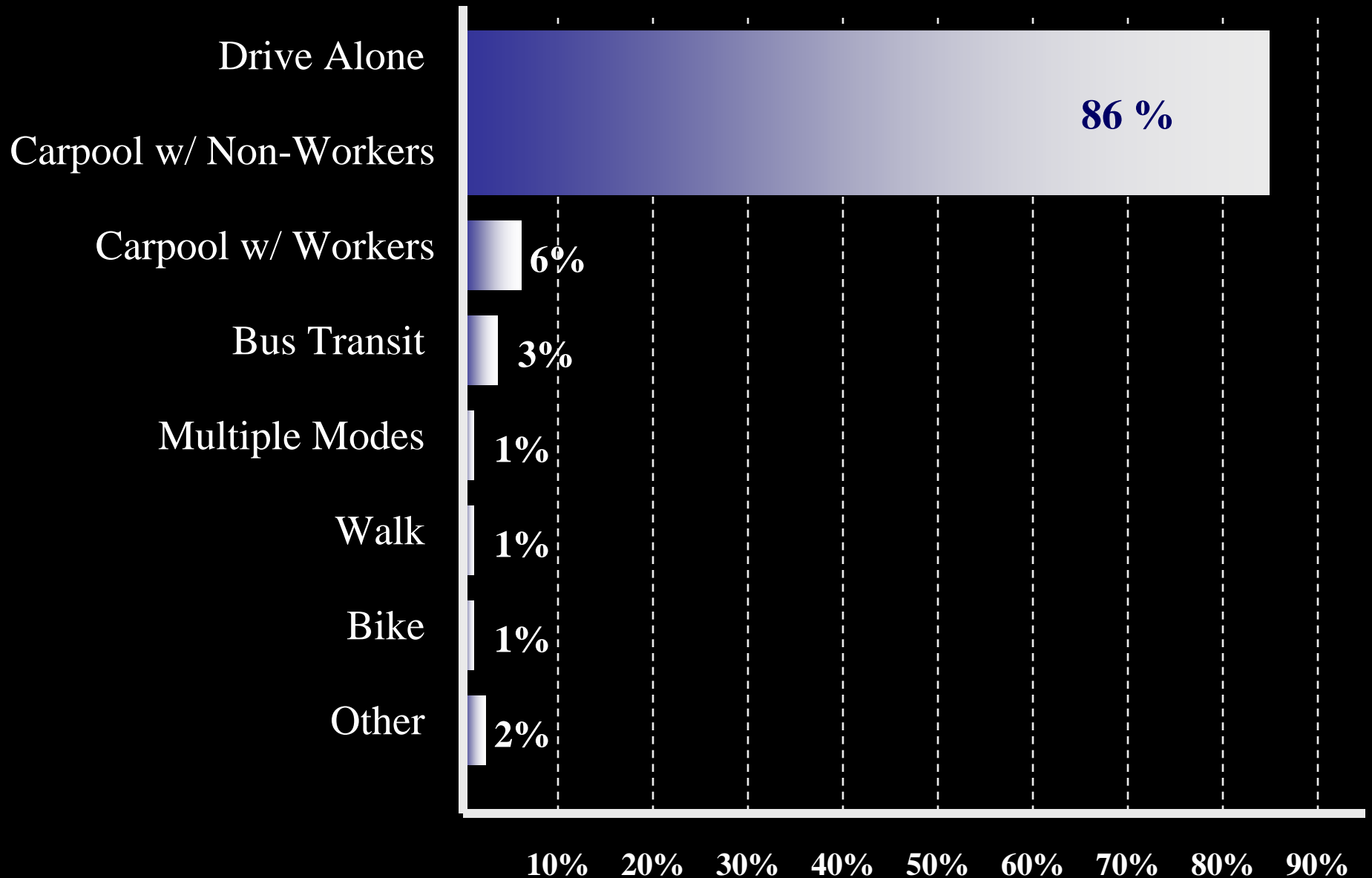
Household Income



What They Do



How They Get to Work



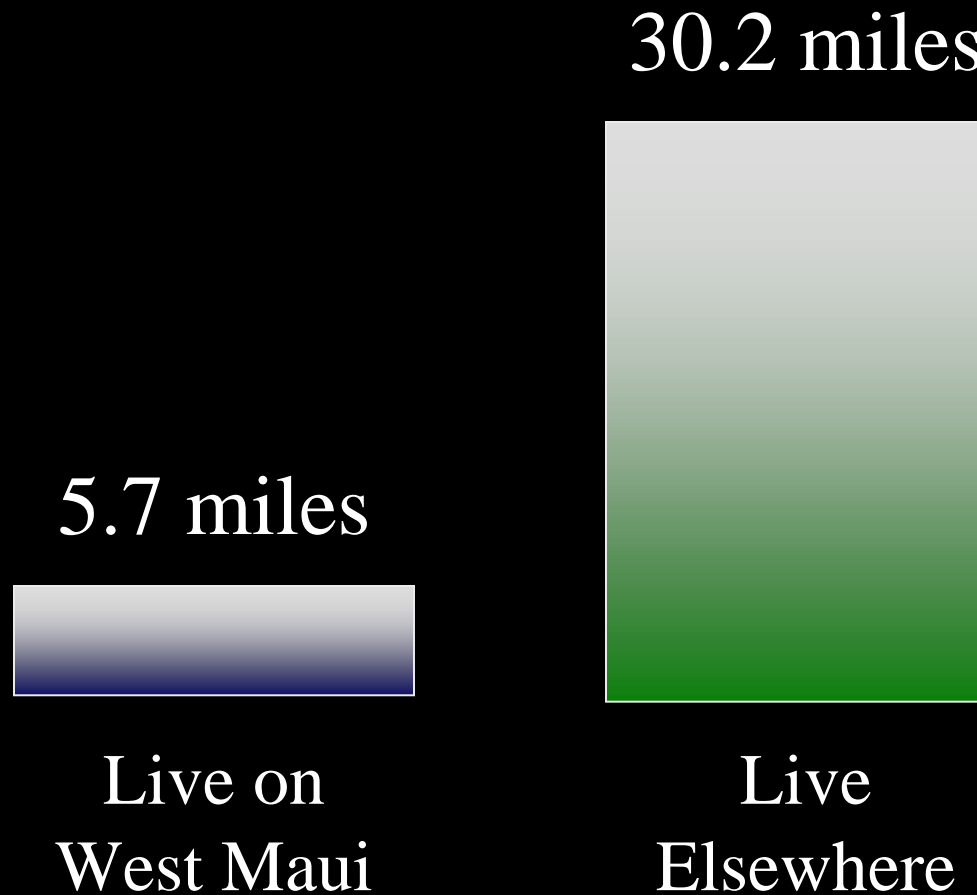
Commute Distance

- Average Commute = 16 miles
- 35% commute > 25 miles

Commute Characteristics

By Place of Residence

Length of Commute Trip



Commute Travel Time

15 minutes



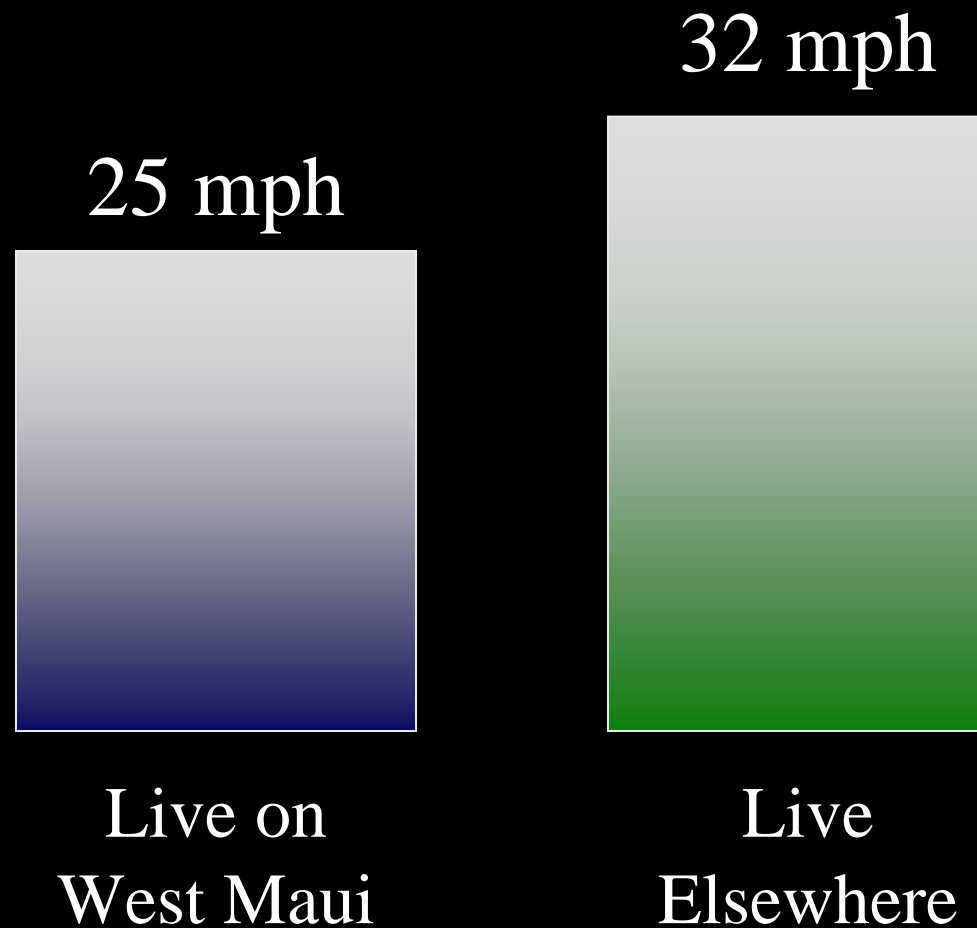
Live on
West Maui

56 minutes



Live
Elsewhere

Average Commute Speed



Drive Alone %

75%



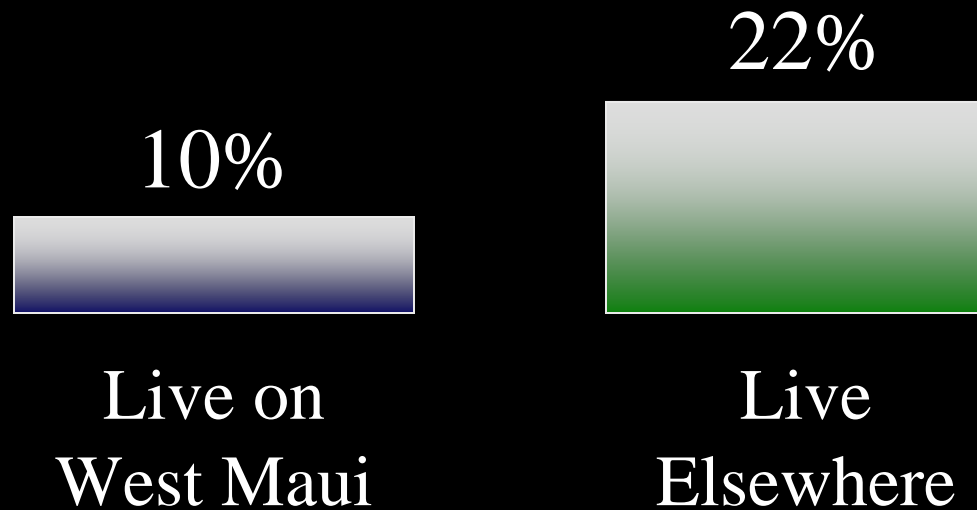
Live on
West Maui

68%



Live
Elsewhere

Carpool %



Ride the Bus %

1 %



Live on
West Maui

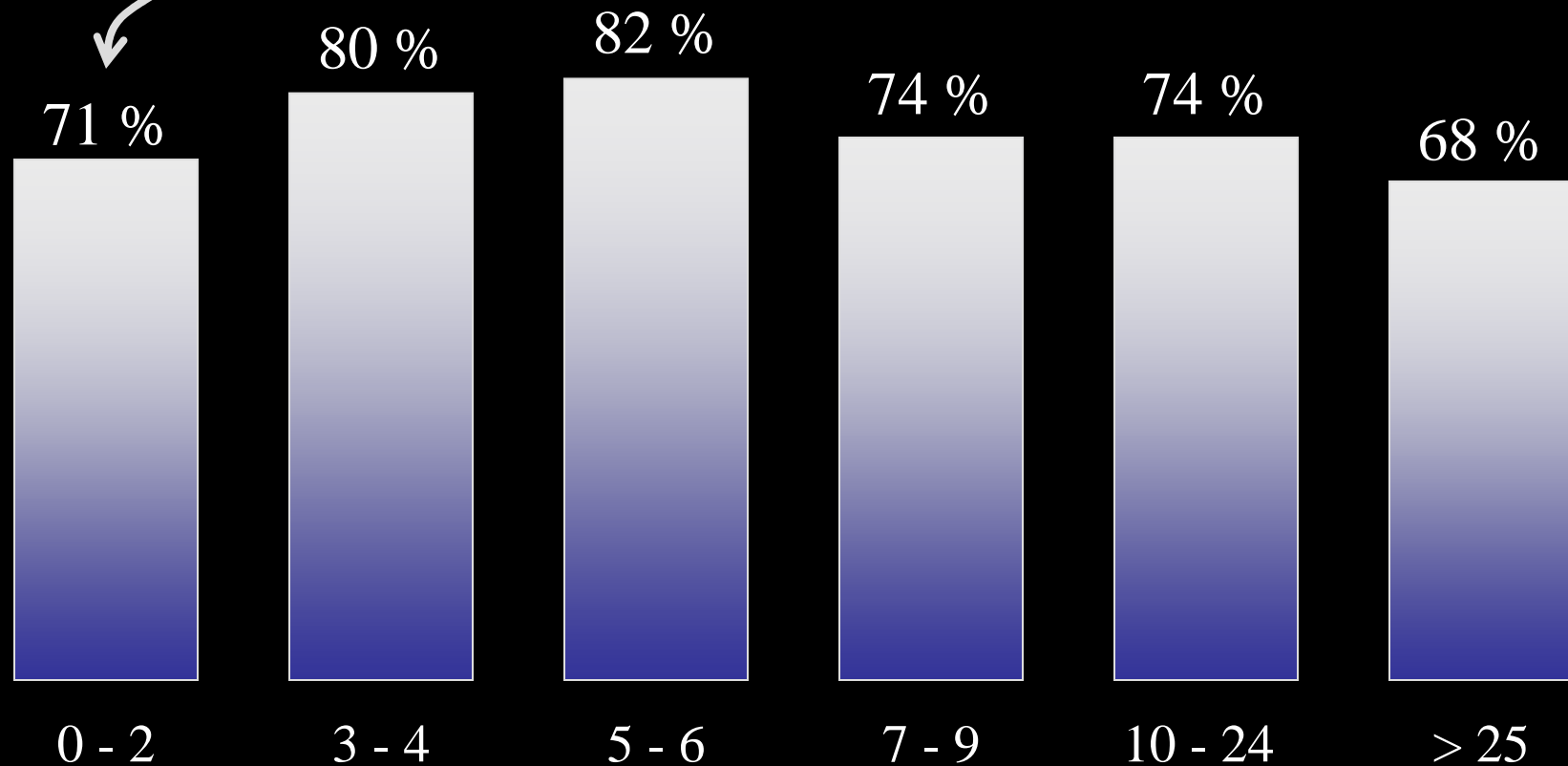
5 %



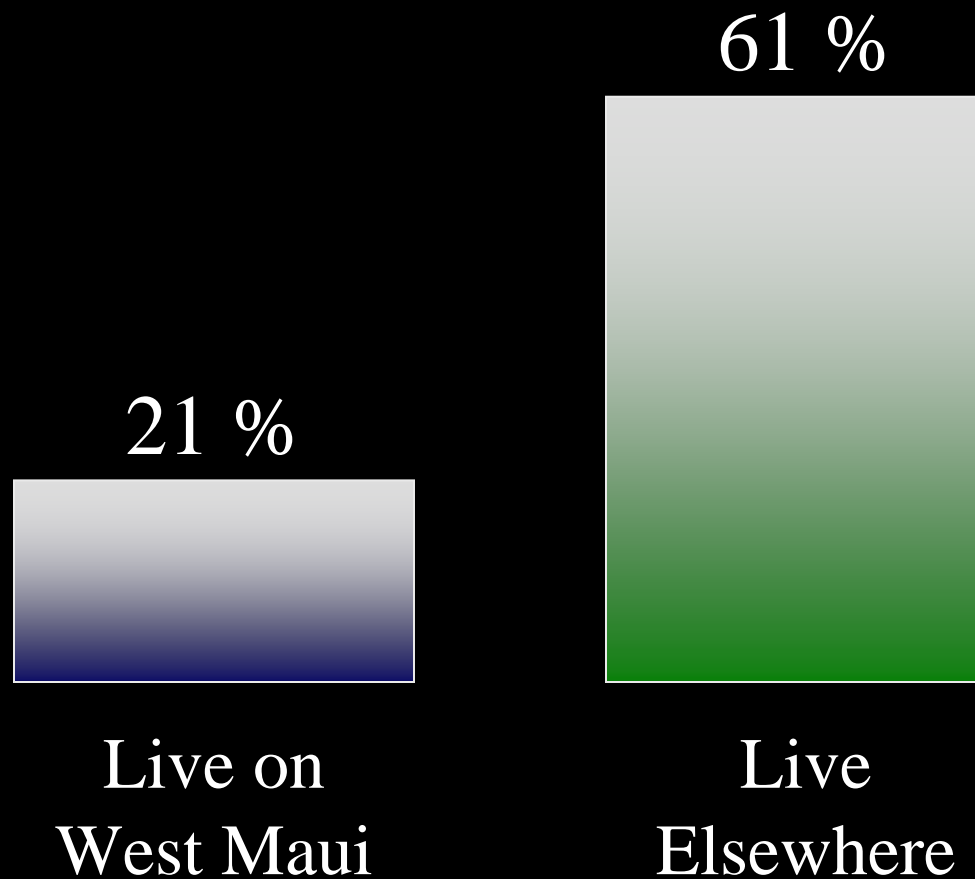
Live
Elsewhere

Distance to Work/Drive Alone

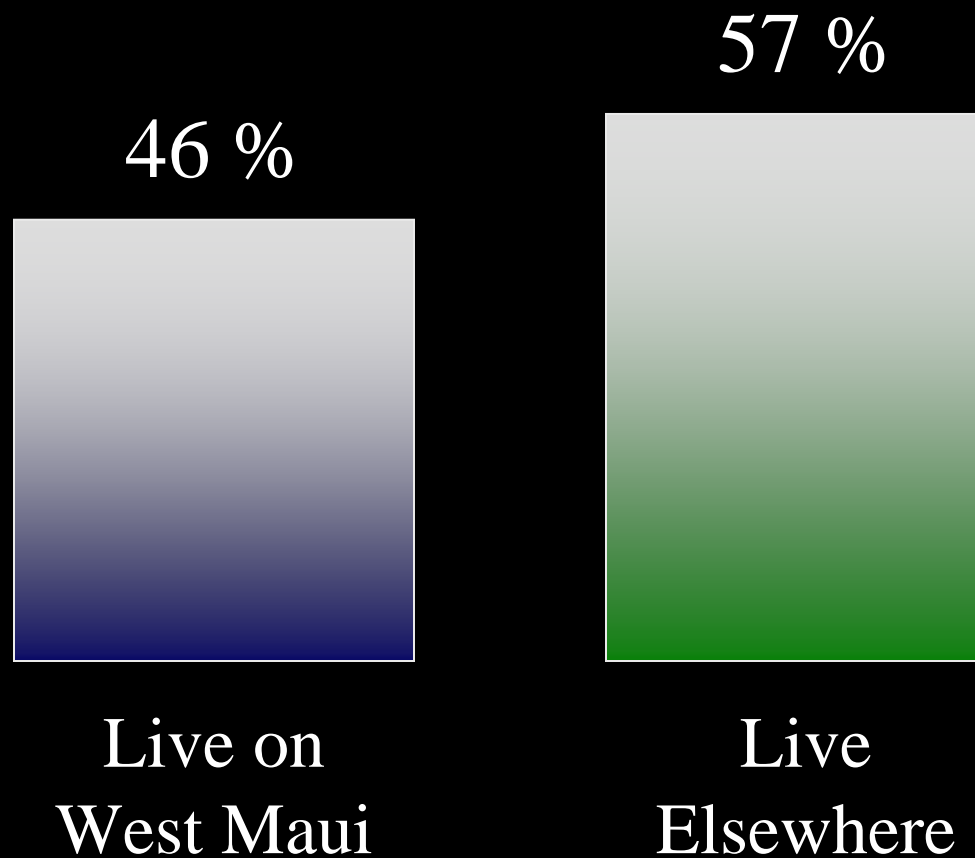
9 % walk to work



Begin Commute Before 6:30 AM



Own Their Homes

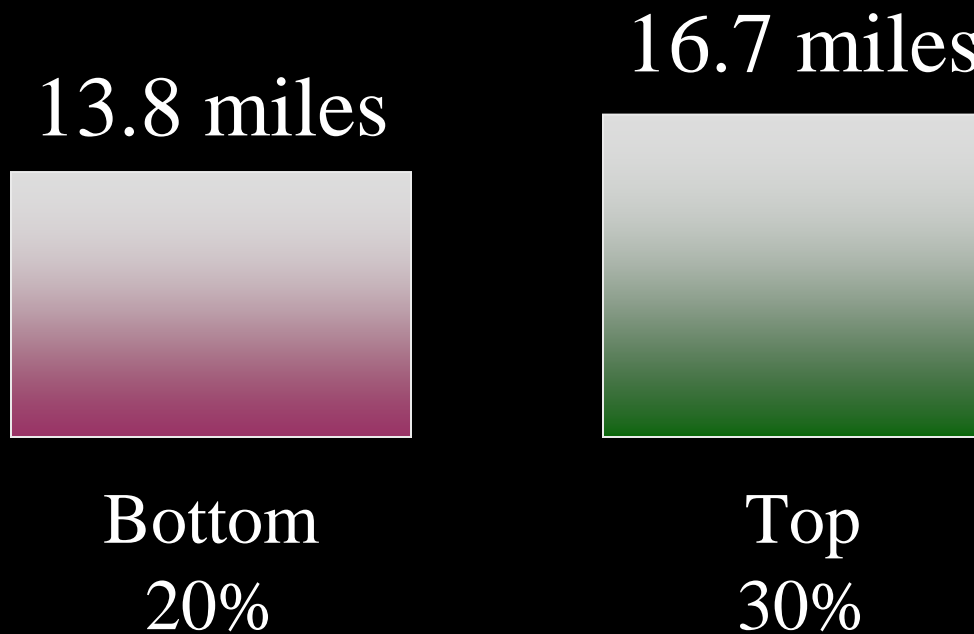


Safety

Commute Characteristics

By Household Income

Length of Commute Trip



Commute Travel Time

30 minutes



Bottom
20%

32 minutes



Top
30%

Average Commute Speed

28 mph



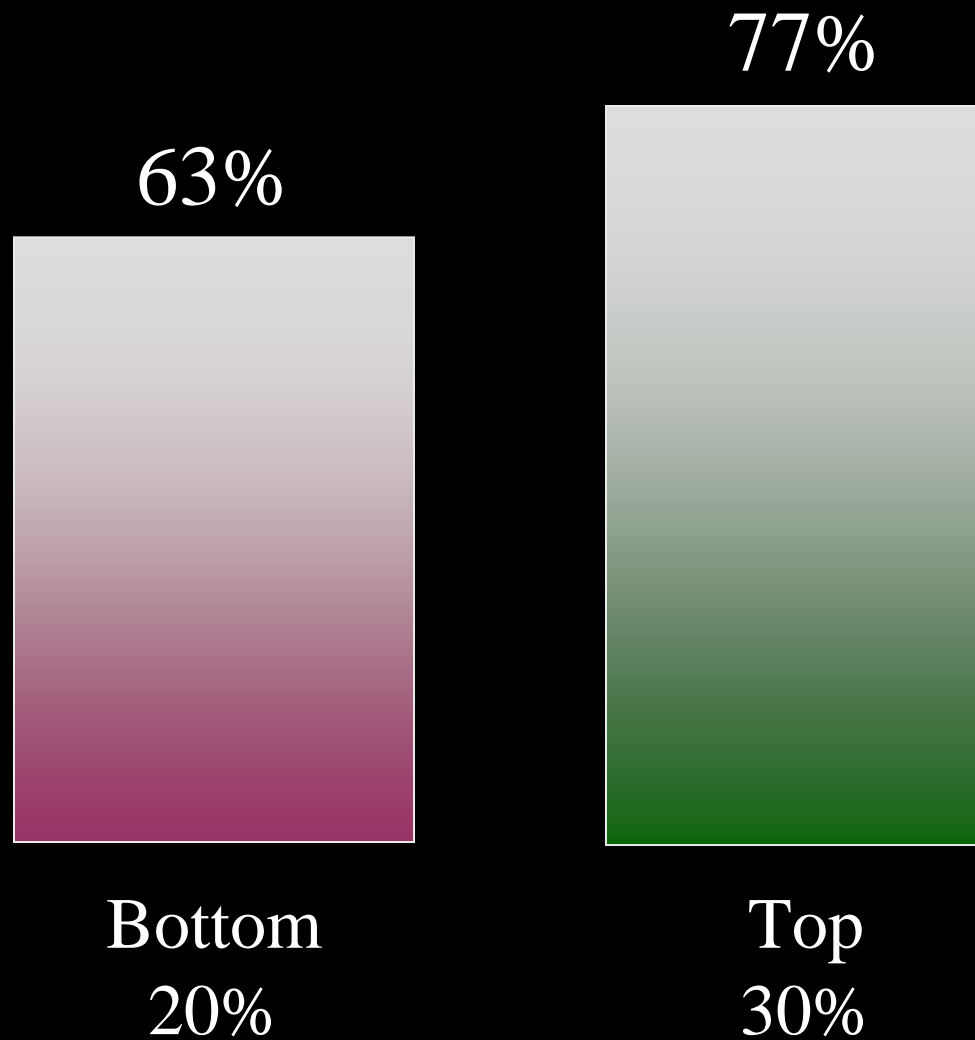
Bottom
20%

31 mph



Top
30%

Drive Alone %

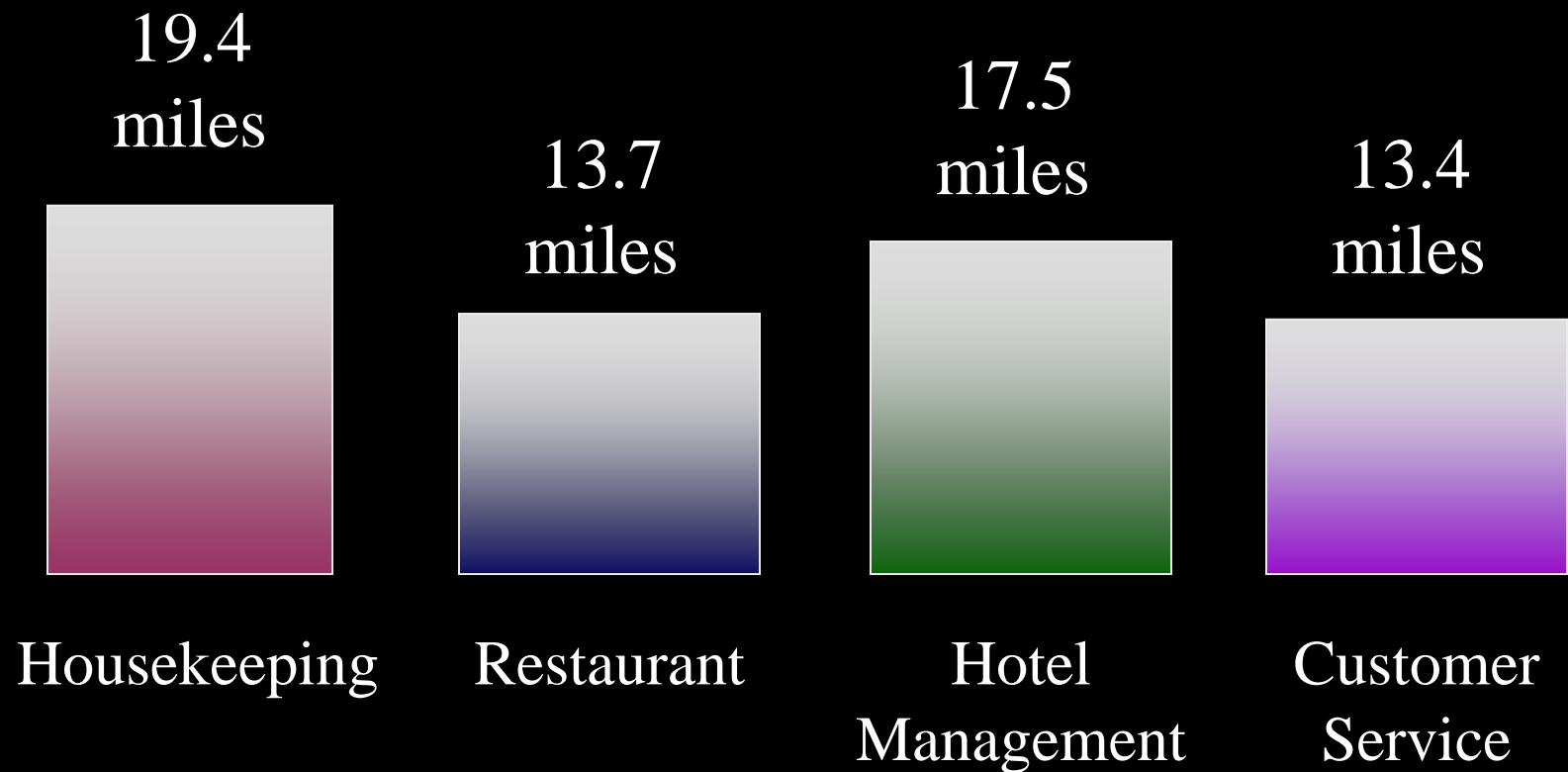


Support for Multi-Modal Transportation

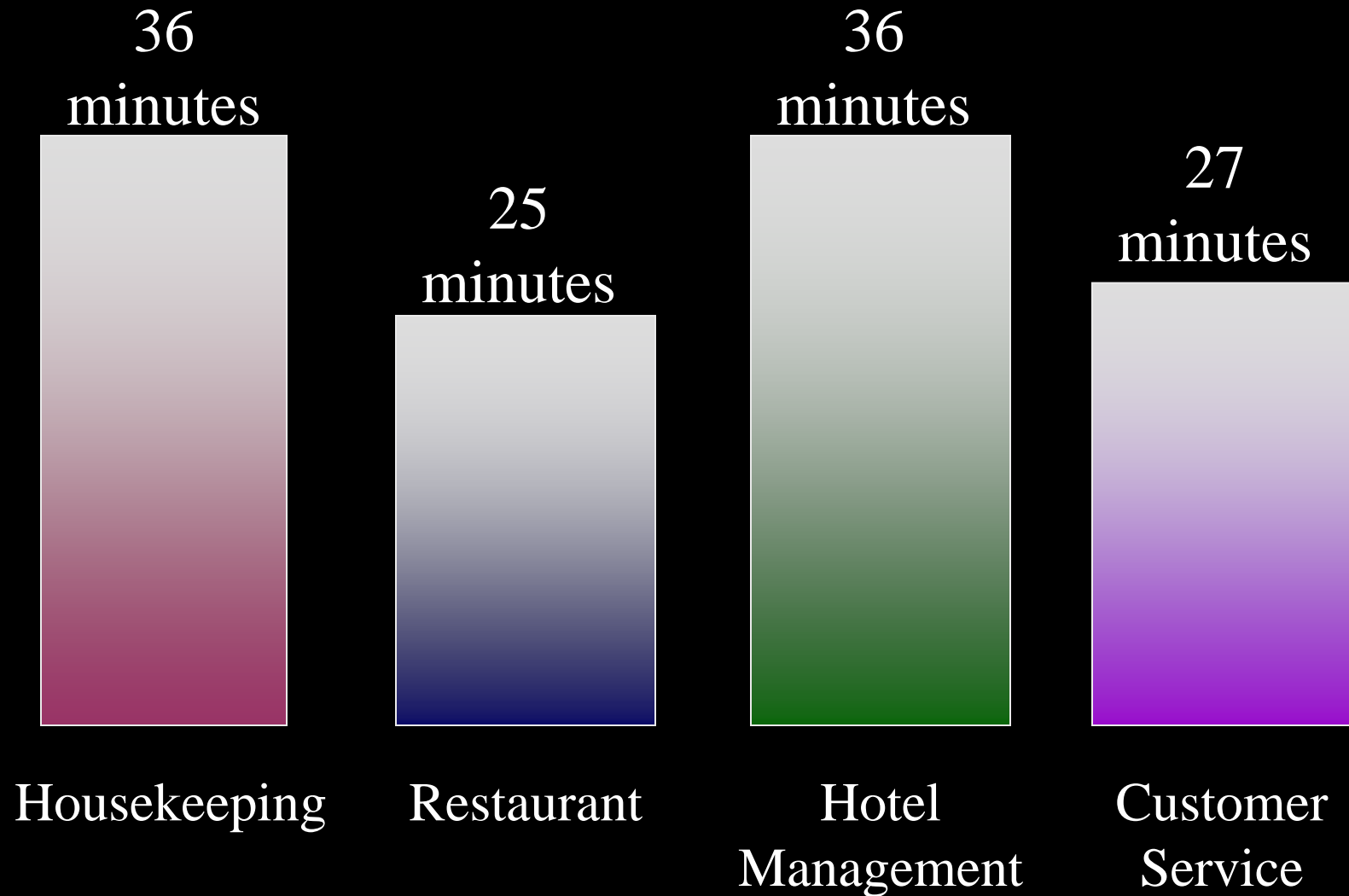
Commute Characteristics

By Job Type

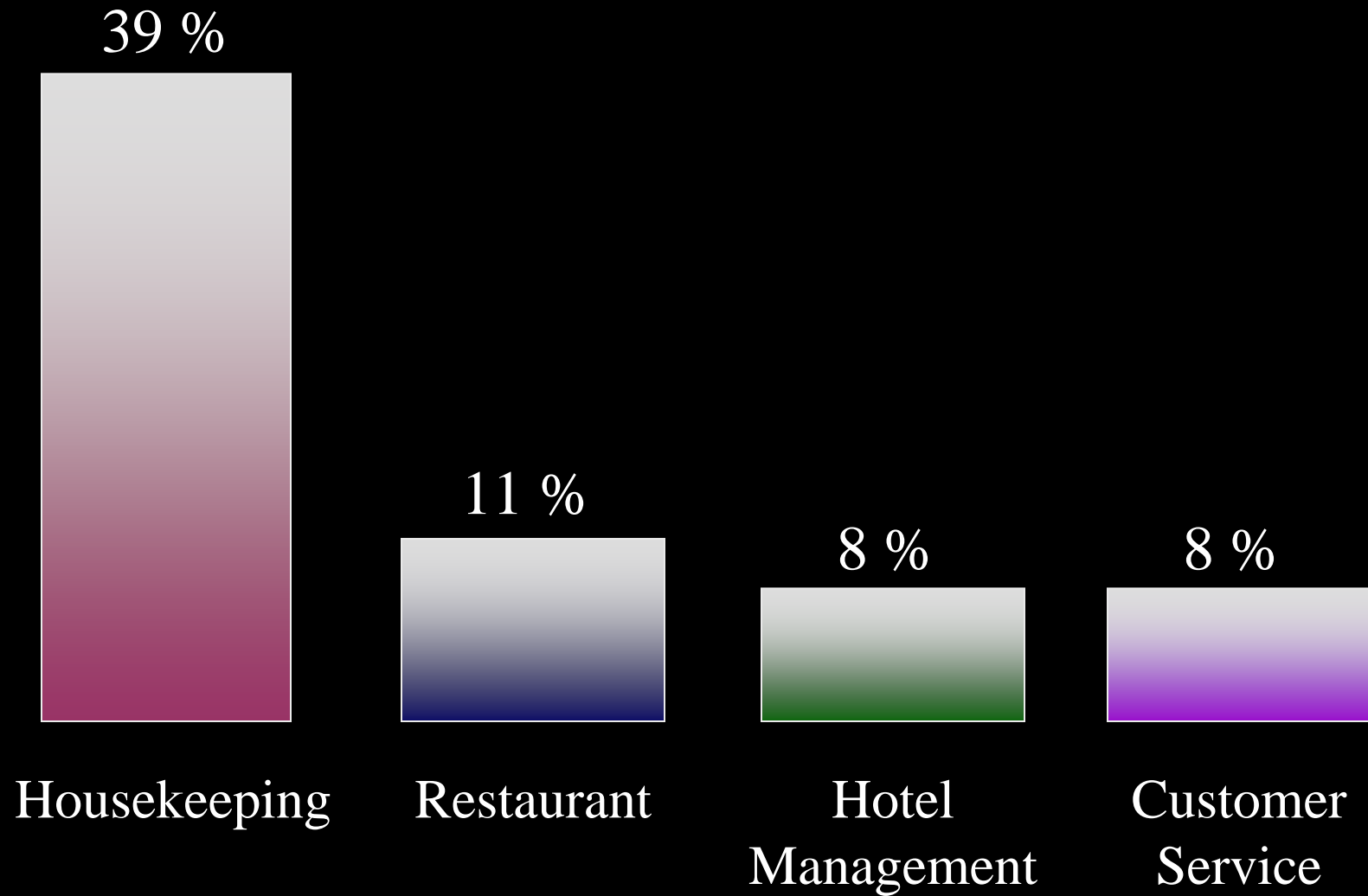
Length of Commute Trip



Commute Travel Time



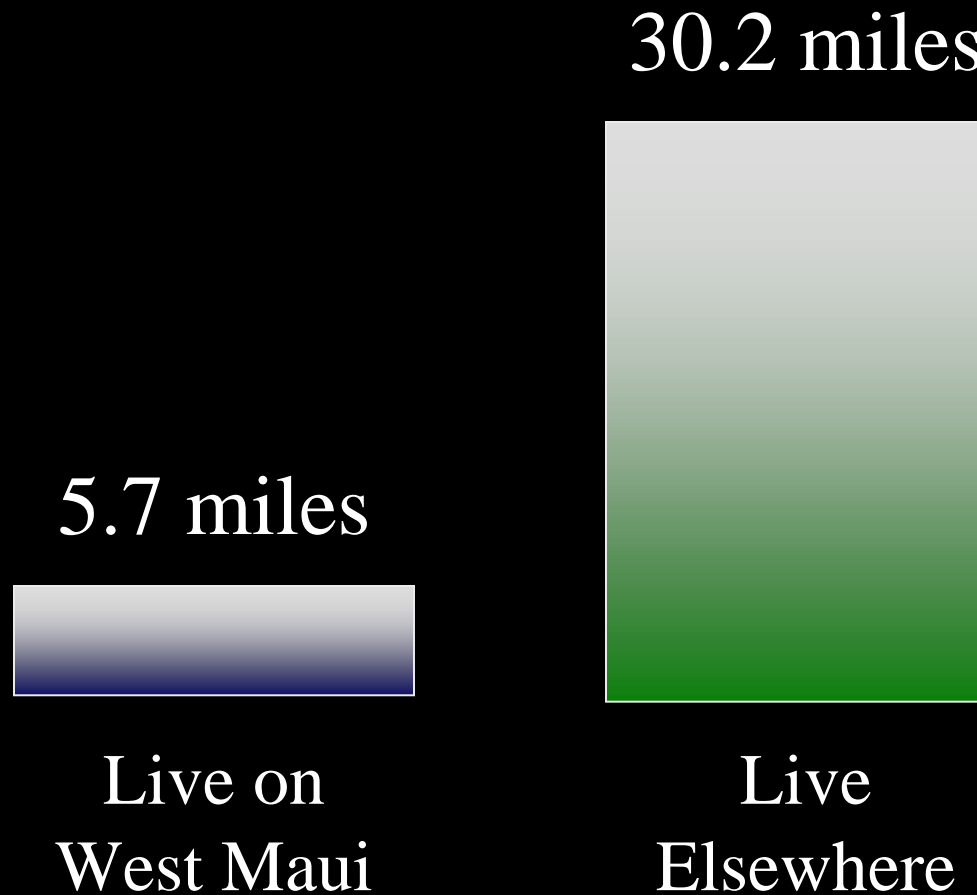
Carpool %



Cost of Commuting

By Place of Residence

Length of Commute Trip



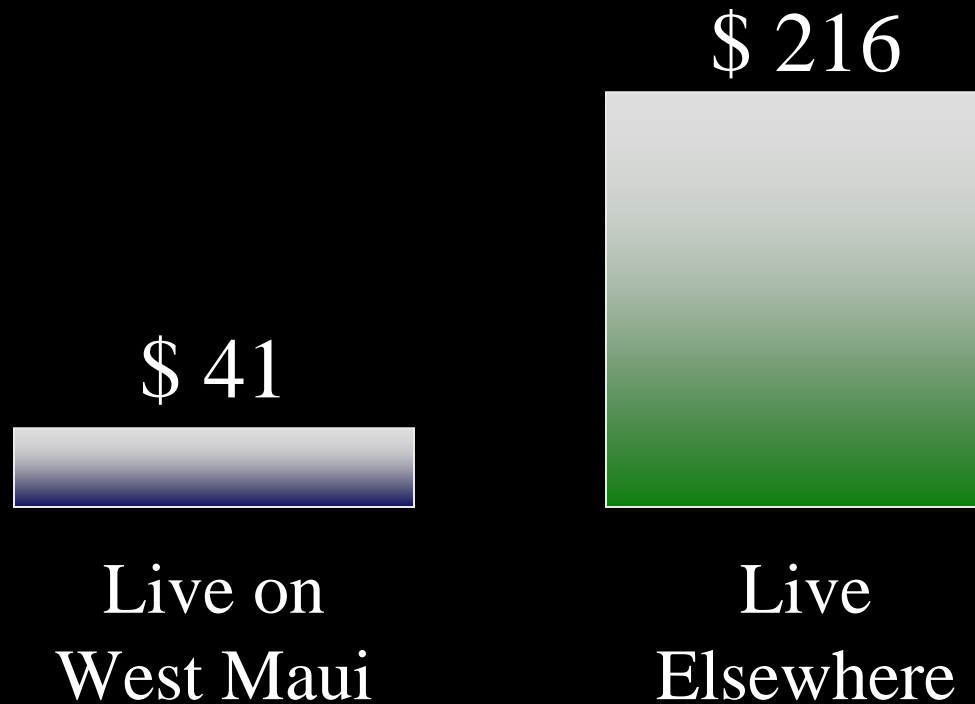
Cost of Commuting for Drivers

- Average self reported gas costs: \$130 per month*
- But 33% pay more than \$150 per month for gas*

*commute only

Monthly Cost of Gas

(Commute Only)



Driving Costs

2005 Chevrolet
TrailBlazer LS
6-cyl. (4.3-liter)
2WD 4-door sport utility

2005 Dodge
Caravan SXT
6-cyl. (3.3-liter)
passenger van

Operating Costs

	per mile	per mile
gas	10.8 cents	8.9 cents
maintenance	5.3 cents	5.7 cents
tires	0.9 cents	0.6 cents
cost per mile	17.0 cents	15.2 cents

Ownership Costs

	per year	per year
full-coverage insurance	\$1,398	\$1,130
license, registration, taxes	\$435	\$389
depreciation (15,000 miles annually)	\$4,300	\$3,755
finance charge (10% down; loan @ 6%/5 yrs.)	\$891	\$739
cost per year	\$7,024	\$6,013
cost per day	\$19.24	\$16.47

Total Cost Per Mile

10,000 miles a year	per year	per year
cost per mile x 10,000 miles	\$1,700	\$1,520
cost per day x 365 days	\$7,024	\$6,013
decreased depreciation***	-\$950	-\$925
total cost per year	\$7,774	\$6,608
total cost per mile*	77.7 cents	66.1 cents

Cost of Vehicle Ownership

Source: AAA, *Your Driving Costs*, 2005

Total Monthly Cost of Commuting

\$500 - \$700



Live on
West Maui

\$700 - \$900



Live
Elsewhere

Housing Preferences

Top 3 Reasons for Not Living Closer to Work

I like where I live
now

58 %

I live near family and
friends

23 %

West Maui is too
expensive

38 %

Propensity: Moving to West Maui

I wish I lived closer to work for a shorter commute



48 %

Statement	Percentage
I wish I lived closer to work for a shorter commute	48 %
I would be "very likely" to move to West Maui if I could find a place there for similar amount of money	50 %

I would be "very likely" to move to West Maui if I could find a place there for similar amount of money



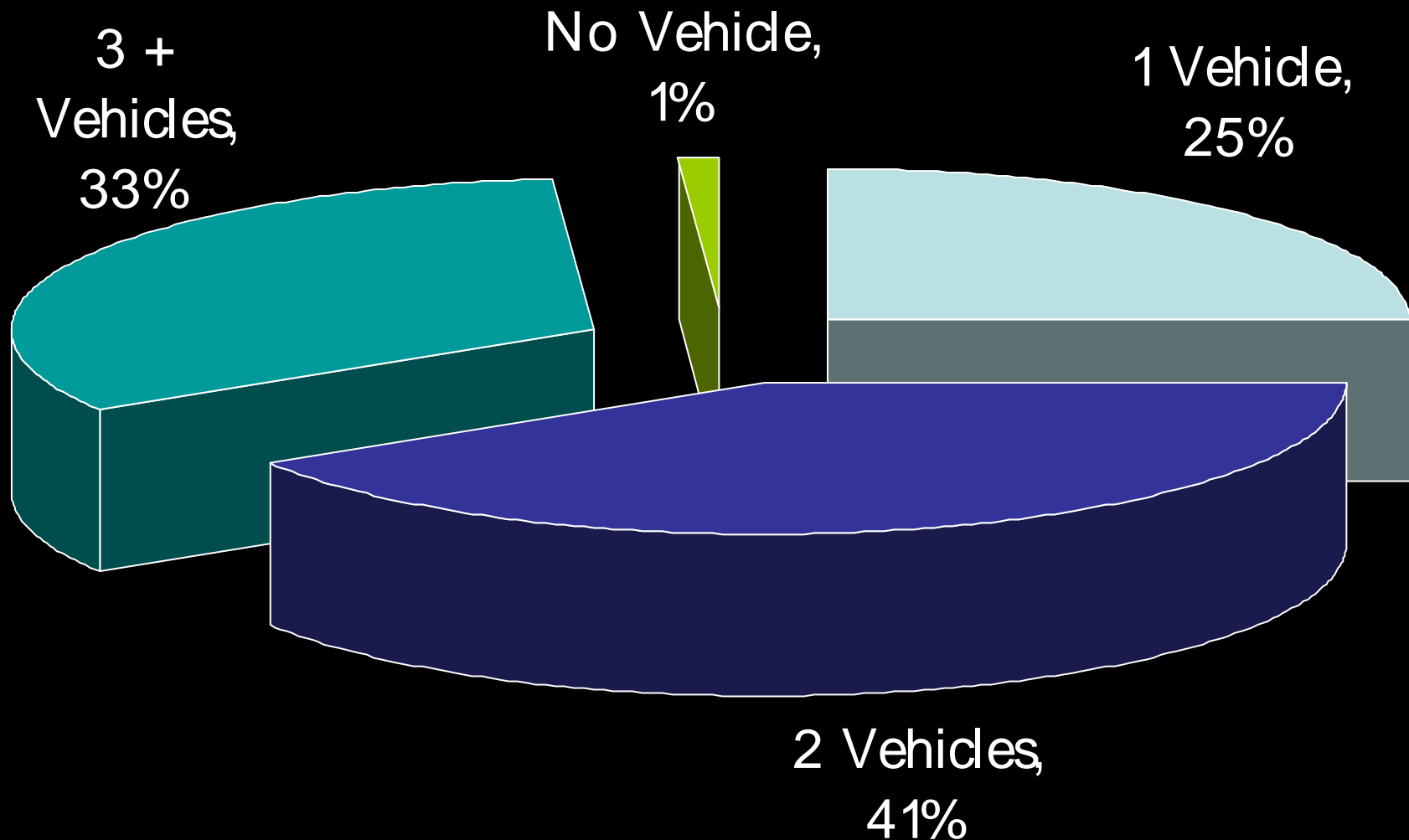
50 %

Household Vehicle Ownership

Household Vehicle Ownership

- 81 % of West Maui workers have a vehicle available for commuting
- Ratio of vehicles to persons in household: 0.91

Household Vehicle Ownership



Top 4 Reasons for Driving Alone

I prefer the security of having my own car available in case of emergency

48 %

I can get to work faster by driving alone than by bus

45 %

I do not like being dependent on others for transportation

39 %

I have irregular hours or work overtime

39 %

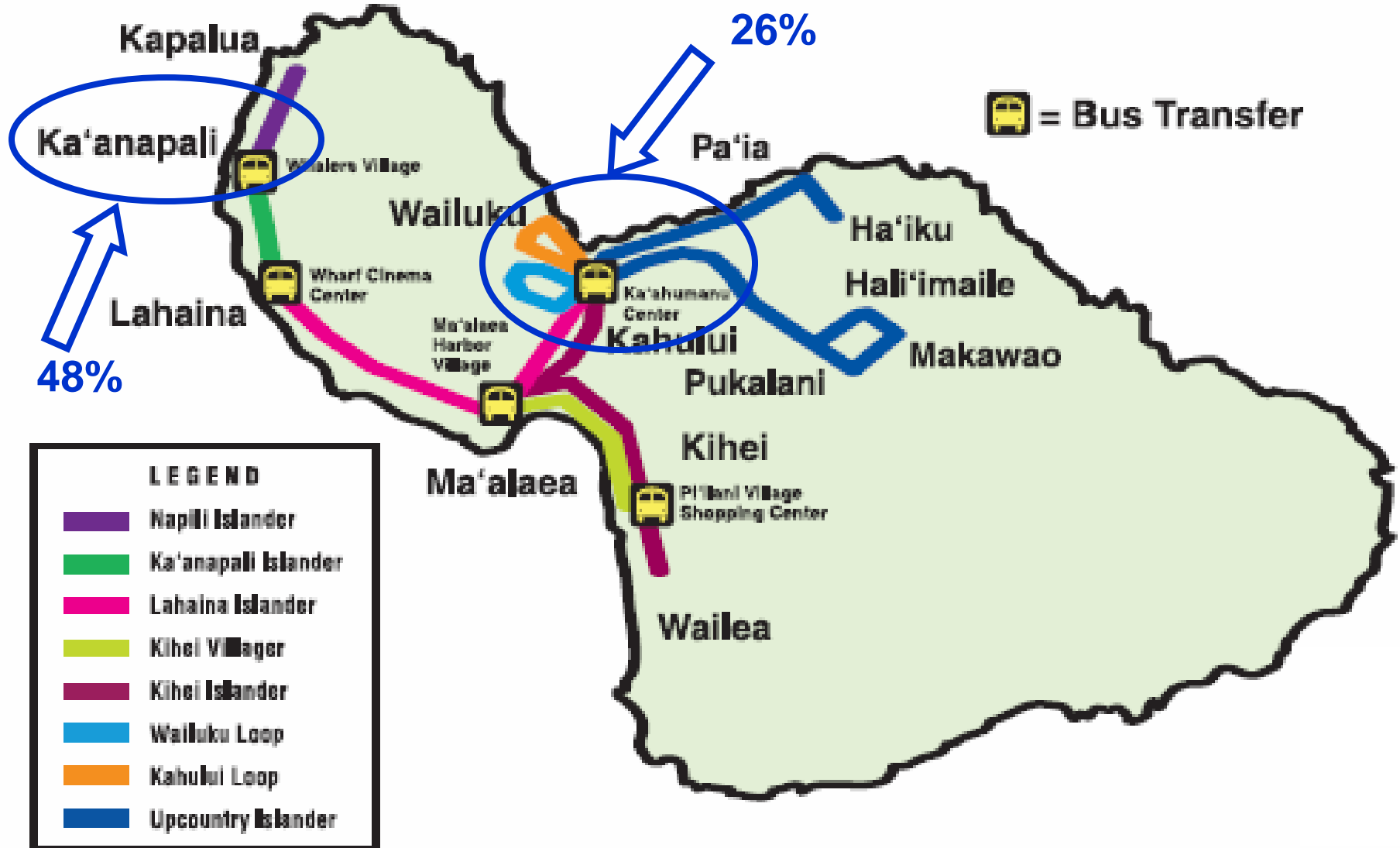
Fuel Efficient Vehicles

Analysis

Leading Opportunities



Bus Route Logistics



Transfer required from Lahaina Islander to Ka'anapali Islander

Wharf Cinema Transfer

LAHAINA ISLANDER \$1.00 FARE

Ka'anapali Center	High & Kaolu Street	Molokai Harbor Village	Wharf Cinema Center	Molokai Harbor Village	State Office Building	Ka'anapali Center
5:30	5:40	5:50	6:00	7:10	7:20	7:30
6:30	6:40	6:50	7:00	8:10	8:20	8:30
7:30	7:40	7:50	8:00	9:10	9:20	9:30
8:30	8:40	8:50	9:00	10:10	10:20	10:30
9:30	9:40	9:50	10:00	11:10	11:20	11:30
10:30	10:40	10:50	11:00	12:10	12:20	12:30
11:30	11:40	11:50	12:00	1:10	1:20	1:30
12:30	12:40	12:50	1:00	2:10	2:20	2:30
3:30	3:40	3:50	4:00	5:10	5:20	5:30
6:30	6:40	6:50	7:00	8:10	8:20	8:30
9:30	9:40	9:50	10:00	11:10	11:20	11:30
12:30	12:40	12:50	1:00	2:10	2:20	2:30

Buses arrives transfer point,

KA'ANAPALI ISLANDER \$1.00 FARE

Wharf Cinema Center	Papaloua Street	Lahaina Cannery Mall	Whalers Village	Lahaina Cannery Mall	Papaloua Street	Wharf Cinema Center
6:30	6:43	6:50	7:00	7:10	7:20	7:30
7:30	7:43	7:50	8:00	8:10	8:20	8:30
8:30	8:43	8:50	9:00	9:10	9:20	9:30
9:30	9:43	9:50	10:00	10:10	10:20	10:30
10:30	10:43	10:50	11:00	11:10	11:20	11:30
11:30	11:43	11:50	12:00	12:10	12:20	12:30
12:30	12:43	12:50	1:00	1:10	1:20	1:30
1:30	1:43	1:50	2:00	2:10	2:20	2:30
2:30	2:43	2:50	3:00	3:10	3:20	3:30
3:30	3:43	3:50	4:00	4:10	4:20	4:30
4:30	4:43	4:50	5:00	5:10	5:20	5:30
5:30	5:43	5:50	6:00	6:10	6:20	6:30
6:30	6:43	6:50	7:00	7:10	7:20	7:30
7:30	7:43	7:50	8:00	8:10	8:20	8:30
8:30	8:43	8:50	9:00	9:10	9:20	9:30

as second bus leaves

West Maui Transit Potential

- 59% live in West Maui
- 74% of these drive alone
- 72% of commute trips are < 6 mi

Carpooling Potential

- 39% of housekeepers already carpool
- Of those who carpool, the median number of carpool trips is 8/month
- 82% of employees came straight to work without making stops

Road Signs

Fact Sheet

Fact Sheet

1. 71% of employees drive alone to work
2. Of those who arrived to work between 7:00am and 7:30am, 12% took the bus, 26% carpooled and only 57% drove alone
3. 35% of employees travel 25 miles or more each way
4. 25% of employees are required to make off-site trips using their own transportation

Fact Sheet

5. 48% of employees work in Kaanapali.
6. 28% of employees have second jobs
7. 76% of drivers park for free
8. Only 35% of those who take the bus, drive and park to access the bus. The others walk, bike or get dropped off

Fact Sheet

9. 53% of employees don't know where the nearest bus stop is from their house
10. Housekeepers were 4X times more likely than others to ride the bus

Next Steps

Develop Program Recommendations

- Identify best prospects for commuter assistance
- Describe program implementation measures
- Develop cost estimates

Bottom Line: Suggested Priorities

- Implement employer-assisted ridesharing (carpool & vanpool)
- Work with County to improve transit service, especially commuter routes
- Implement “guaranteed ride home”
- Build workforce housing in West Maui
- Complete Lahaina Bypass
- Improve road connectivity in Lahaina

A scenic landscape photograph featuring a deep valley between two large, green, forested mountains. The sky is filled with white, fluffy clouds. In the foreground, there are lush green trees and foliage, with some palm trees visible on the right. The word "Mahalo" is written in a large, white, sans-serif font across the center of the image. The overall mood is peaceful and natural.

Mahalo