

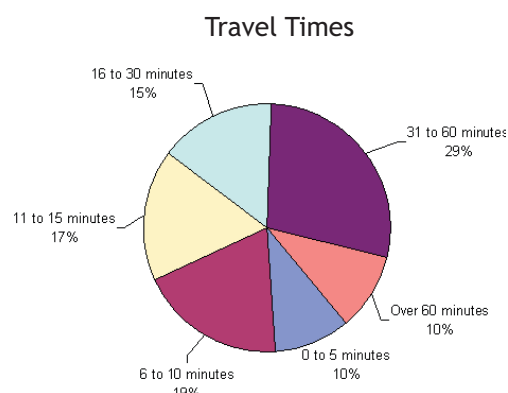
## Important Facts from the Employee Survey

- 1 71% of employees drive alone to work.  
*Significance: Commute trips are good candidates for alternative modes of travel.*
- 2 Of those that arrived to work between 7:00am and 7:30am, 12% took the bus, 26% carpooled and only 57% drove alone.  
*Significance: Carpooling and transit can represent a significant mode share.*
- 3 35% of employees travel 25 miles or more each way to work.  
*Significance: Long distance trips are good candidates for carpooling and vanpooling. Passenger pick up and drop off times become a smaller portion of the commute time, and savings on gas become greater.*
- 4 25% of employees are required to make off-site trips using their own transportation.  
*Significance: Efforts to have company vehicles for meetings and errands would allow these employees to consider alternatives to driving alone.*
- 5 48% of employees work in Ka'anapali.  
*Significance: Alternative mode efforts should focus on this concentration of employees.*
- 6 28% of employees have second jobs.  
*Significance: Commuting for second jobs generally occurs outside of the primary peak period.*
- 7 76% of employees who drive, park for free.  
*Significance: Establishing a parking management program could encourage employees to take alternative modes. Parking management is generally highly effective at encouraging commuters to take alternative modes.*
- 8 Only 35% of those who take the bus, drive and park to access the bus. The others walk, bike or get dropped off.  
*Significance: Transit may be able to succeed without building new park and ride facilities. Utilization rates at existing park and ride facilities need to be analyzed.*
- 9 53% of employees don't know where the nearest bus stop is from their house.  
*Significance: Many employees haven't fully considered using transit. Increased marketing could improve this.*
- 10 Housekeepers were four times more likely than all others to ride the bus.  
*Significance: Alternative mode efforts should consider particular needs of specific job types.*

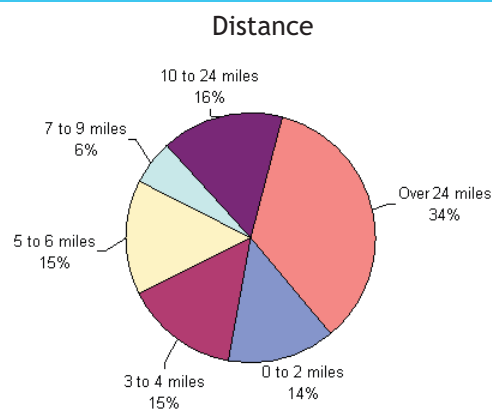
## Survey Statistics

- 151 companies were sampled across West Maui
- 54 companies participated (returned surveys)
- 7,000 surveys were distributed
- 2,400 surveys were completed and returned
- 34% employee response rate
- Results are statistically accurate to +/- 2%
- \$100 gift certificates were randomly awarded to ten survey participants

## Travel Time and Distance of Commute

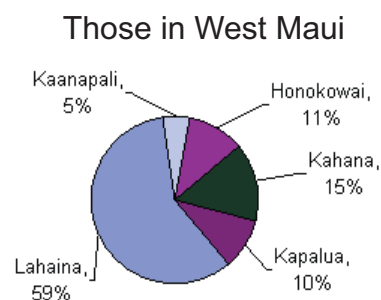
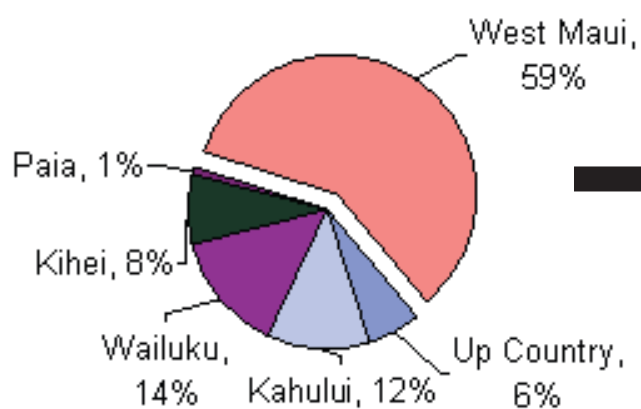


Mean Travel Time: 31.3 minutes

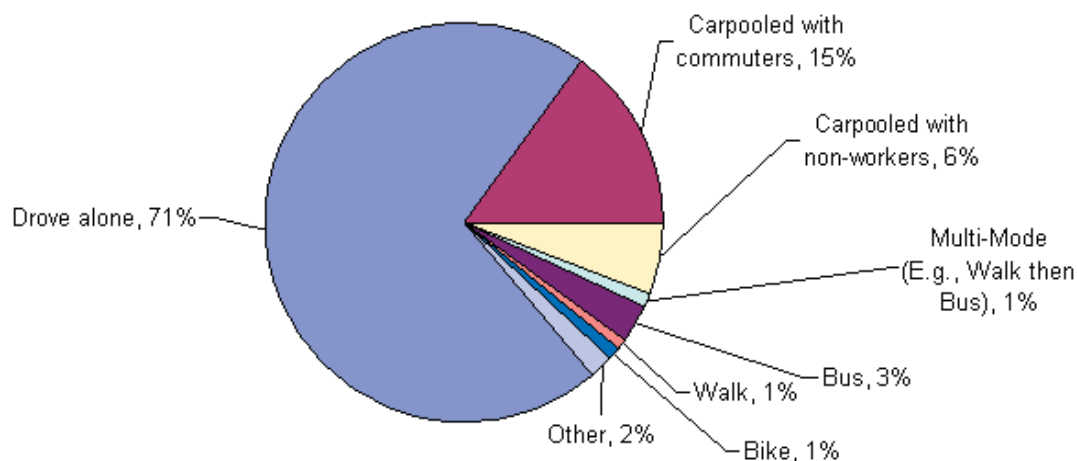


Mean Distance: 16.1 miles

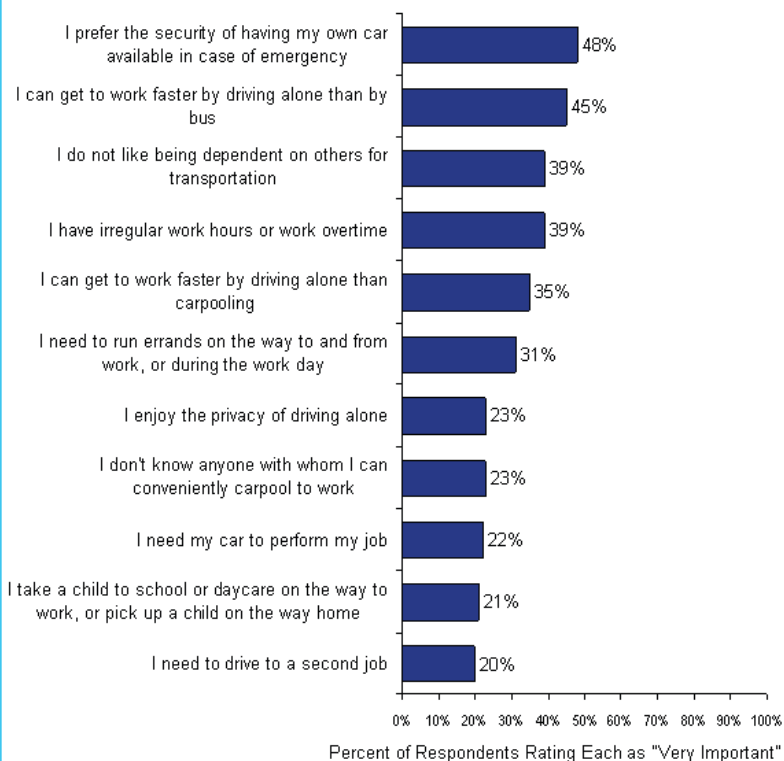
## Employee Home Location



## Commute Mode

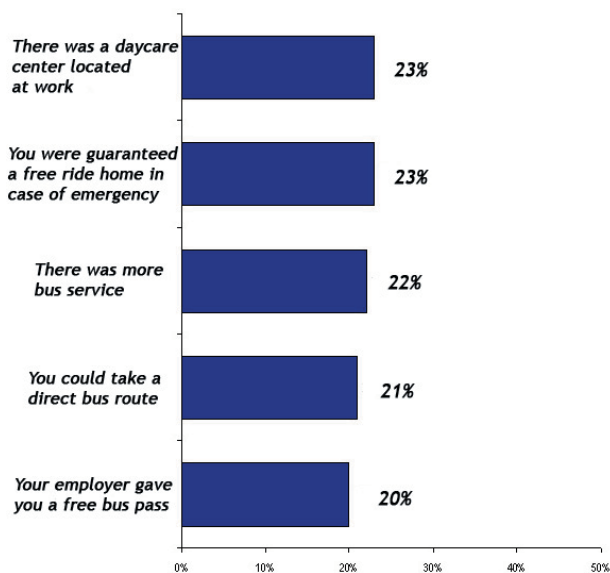


## Reasons for Driving Alone



## Propensity for Riding the Bus

Percent of respondents that would be "Very Likely" to ride the bus if these conditions existed:



## Cost of the Commute

Of those that drove alone:

The average cost for gas was

**\$130/ month**

**33%** Pay more than \$150 each month

Of those that drove alone

and earn less than \$15 an hour:

**25%** Pay more than \$300 each month

### Next Steps Using the Survey Results

- 1 Identify groups of employees that currently have significant use of alternative modes.
- 2 Identify groups of employees that have disproportionate commute times, commute distances and commute costs.
- 3 Stratify employee survey results by home location and work location to find geographical trends and opportunities.
- 4 Begin coordination with Maui County Transit regarding specific transit data.
- 5 Create a preliminary transportation demand management plan for West Maui employees.

### Range of Potential Products of a Transportation Plan

- 1 Develop an employer-based carpool program to encourage employee carpooling. Elements could include preferential parking, monthly gas coupons and employee recognition.
- 2 Working with Maui County Transit, use survey results to identify new routes that more directly serve the needs of West Maui Commuters.
- 3 Develop more affordable housing in West Maui to provide employees with realistic housing options that shorten commutes.
- 4 Create an employee-based 'transportation allowance' where employees can choose between free on-site parking, free bus passes, carpool gas coupons or cash (for those who walk or bike).
- 5 Develop a 'guaranteed ride home' program for those who carpool and ride the bus to use in times of emergency.