
WAILUKU TOWN SURVEY RESULTS

As part of the proposed Wailuku Town Parking and Events Facility planning and design process, Maui County and Progressive Urban Management Associates (P.U.M.A.) launched an online survey in April of 2017 to collect stakeholder input on priorities for the proposed facility and what brings people to Wailuku Town. As of May 8, 2017, 1,196 responses were received. The following analysis presents the survey's key findings and results and compares responses to a similar 2010 survey results, where applicable.

KEY FINDINGS

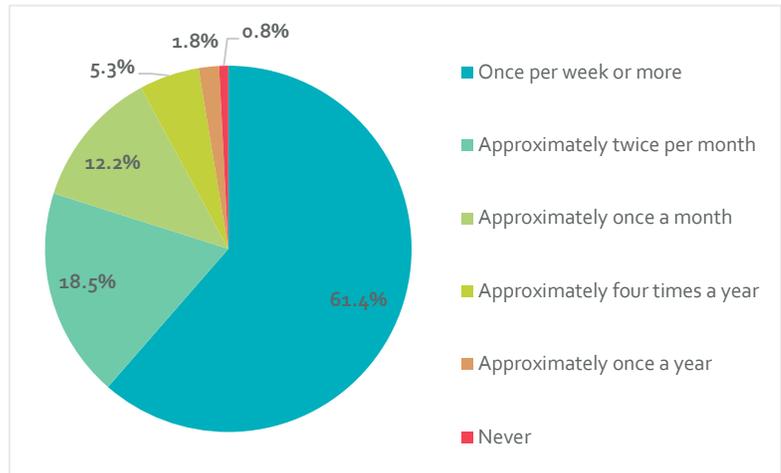
- The typical respondent was female, between ages 50-69, an island resident, with an income between \$50,000 and \$99,000, and visits Wailuku Town once per week or more, by car, for personal business and spends 1-2 hours there.
- Preferences and use patterns for existing and future facilities were largely consistent among age groups, gender, income levels and interest(s) in Wailuku Town.
- The top three responses for the most desired amenity to add in Wailuku Town are food trucks or outdoor market; plaza, park, or green space; and a children's museum or discovery center.
- The performance types respondents are most interested in are plays and musicals; pop or acoustic music; cultural programs; and children's/educational programs.
- The top three reasons respondents visit Wailuku Town are personal business; County/government business; and arts and cultural activities.
- Difficulty finding parking; lack of diverse retail; and traffic/congestion were the biggest reasons respondents did not visit Wailuku Town more often.
- Compared to 2010, survey respondents more likely to use a personal vehicle to get to Wailuku Town, and stay for less time once they are there. Other responses remained consistent, including frequency of travel to Wailuku Town, what amenities are used by respondents while in the study area, and how far respondents are willing to walk from where they parked to their destination. More respondents in 2017 indicated they drive, and since more respondents only stay in Wailuku Town for 1-2 hours, management strategies recommended in the 2010 plan and deployed since 2010, including 2-hour parking limits, have served the needs of people that want to visit for the short term very well.

SURVEY RESULTS

QUESTION 1: APPROXIMATELY HOW OFTEN DO YOU VISIT WAILUKU TOWN?

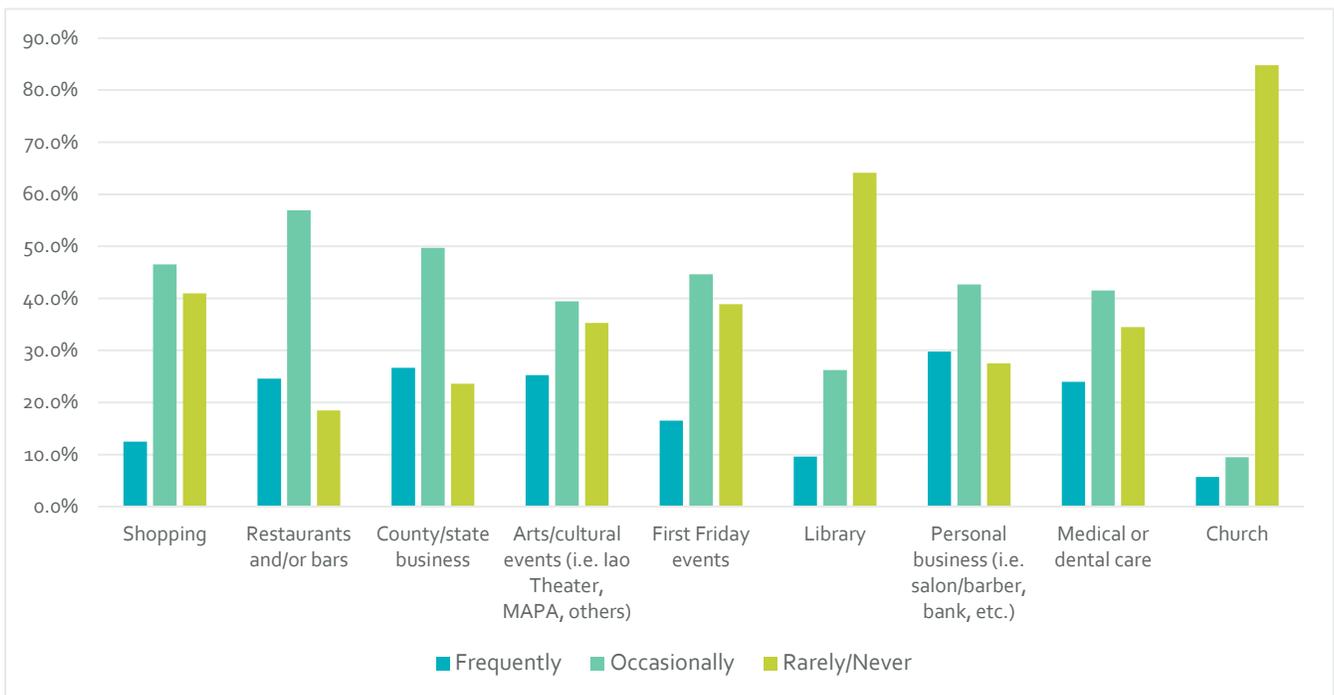
Respondents were asked how often they visit Wailuku Town in addition to visits for work. The majority of respondents answered once per week or more, 18.5% answered approximately twice per month, while 12.2% visit once per month.

These numbers are consistent with the results of the 2010 survey, in which 62.3% of respondents visited Wailuku Town once per week or more, 16.9% visited approximately twice per month, and 11.3% visited approximately once per month.



QUESTION 2: HOW OFTEN DO YOU VISIT WAILUKU TOWN FOR THE FOLLOWING ACTIVITIES?

Survey respondents were given nine activity options and were asked if they went to Wailuku Town for each activity 'Frequently', 'Occasionally', or 'Rarely/Never'. The graph below illustrates respondents' answers. Personal business (i.e. salon/barber, bank, etc.), 29.8%, had the most respondents select 'Frequently', followed by County/State business, 26.7%, and Arts/cultural events, 25.3%.

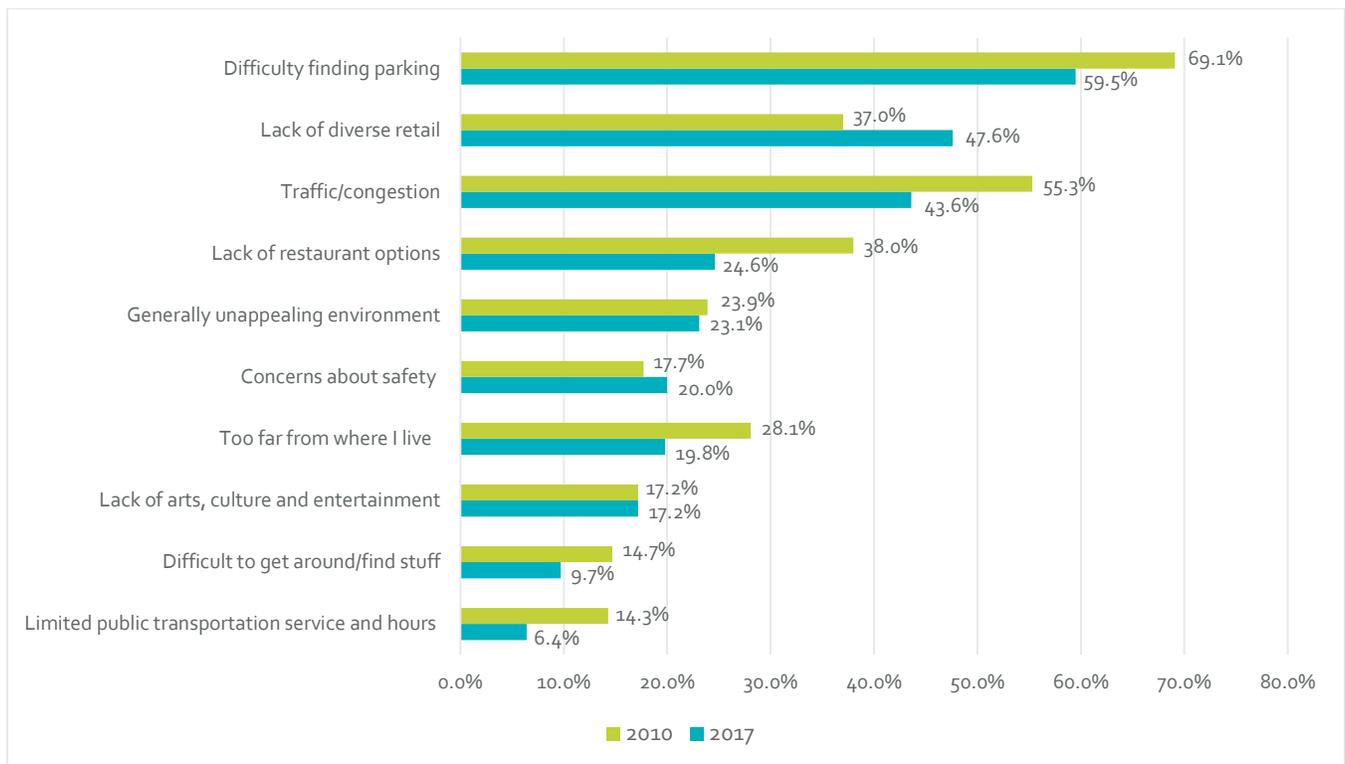


The activity that was selected by the most respondents as a reason to 'Occasionally' travel to Wailuku Town was restaurants and/or bars, followed by County/State business and shopping. The most respondents answered that they 'Rarely/Never' go to Wailuku Town for church, the library or shopping.

Since 2010, survey respondents' reasons for 'Frequently' visiting Wailuku Town have remained consistent, with the two most common reasons to go to Wailuku Town being personal business, followed by County/State business and medical or dental care. The most common reasons for 2010 respondents to 'Occasionally' go to Wailuku Town were restaurants, special events, and shopping. Similar to 2017, the most respondents selected church and library as a reason to 'Rarely or Never' go to Wailuku Town.

QUESTION 3: WHY DON'T YOU VISIT WAILUKU TOWN MORE OFTEN?

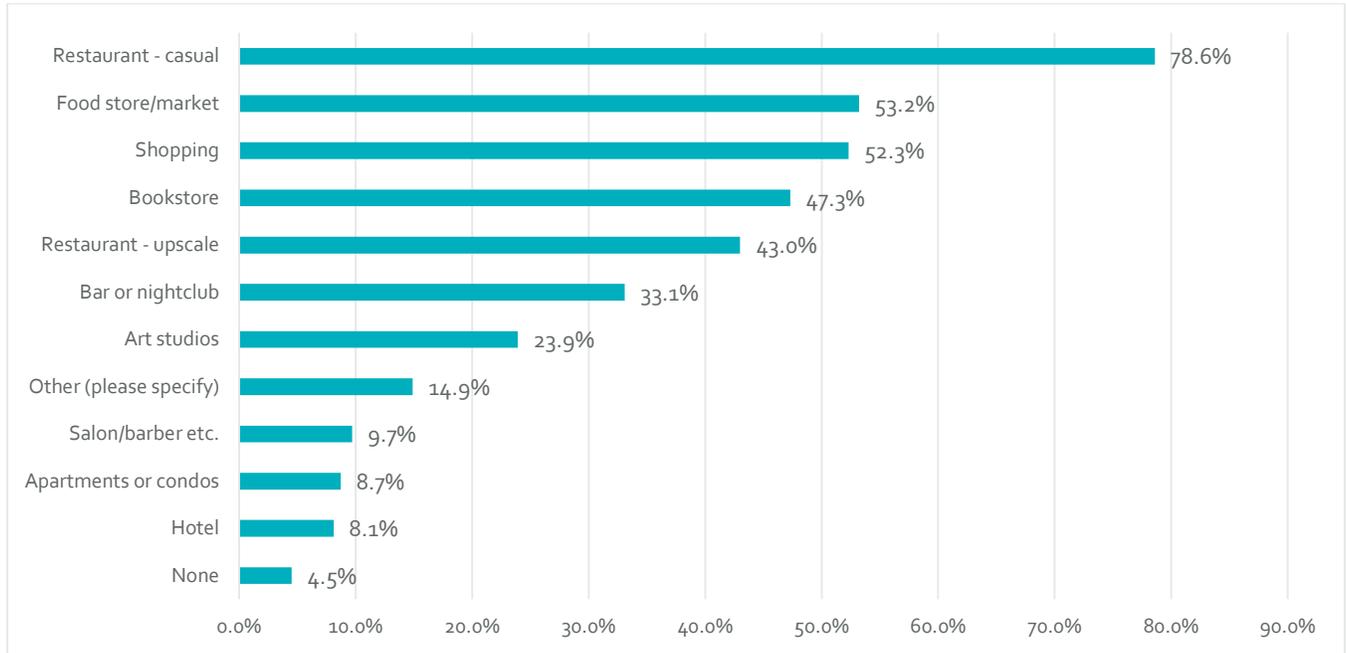
Respondents were asked what inhibits them from visiting Wailuku Town more often, and asked to select all options that apply. The most common response was difficulty finding parking, followed by a lack of restaurant options and lack of diverse retail. This is consistent with 2010 survey results, where respondents said difficulty finding parking, lack of diverse retail and traffic/congestion were the biggest reasons they did not visit Wailuku Town more often.



Recurring concerns entered in the 'other' response category include a lack of pedestrian infrastructure, limited hours of operation of businesses, the abundance of pawn shops in Wailuku Town, the cost of goods and services, and the presence of transient people. These concerns were voiced in the 2010 survey as well, particularly businesses' limited hours of operation and the presence of pawn shops.

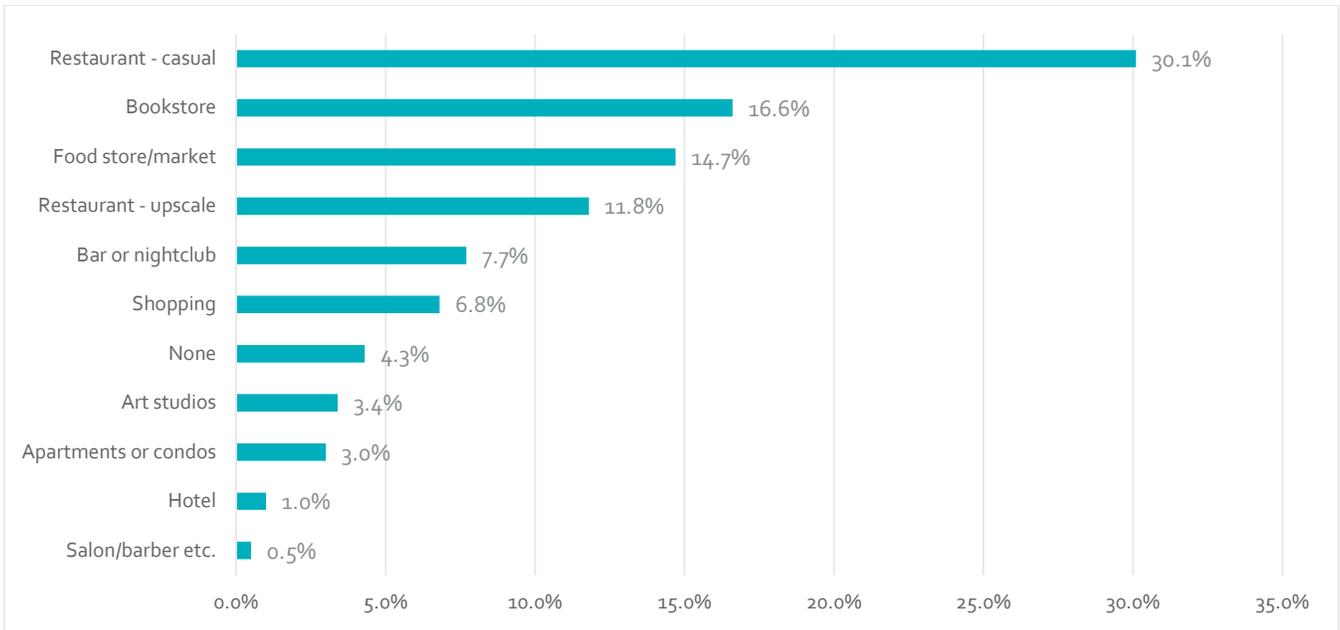
QUESTION 4: WHICH OF THE FOLLOWING WOULD BRING YOU TO WAILUKU TOWN ON NIGHTS OR WEEKENDS?

Respondents were asked to identify which amenities would bring them to Wailuku Town on nights and weekends, and to select all responses that apply. The most popular responses were casual restaurants, food store or market, and shopping. Responses in the 'other' category include activities for children, entertainment, activated public spaces, arts, theatre and cultural activities, and improved cleanliness and safety.



QUESTION 5: FROM THE USES IN QUESTION 4, WHICH ONE WOULD YOU MOST LIKE TO SEE ADDED IN WAILUKU TOWN?

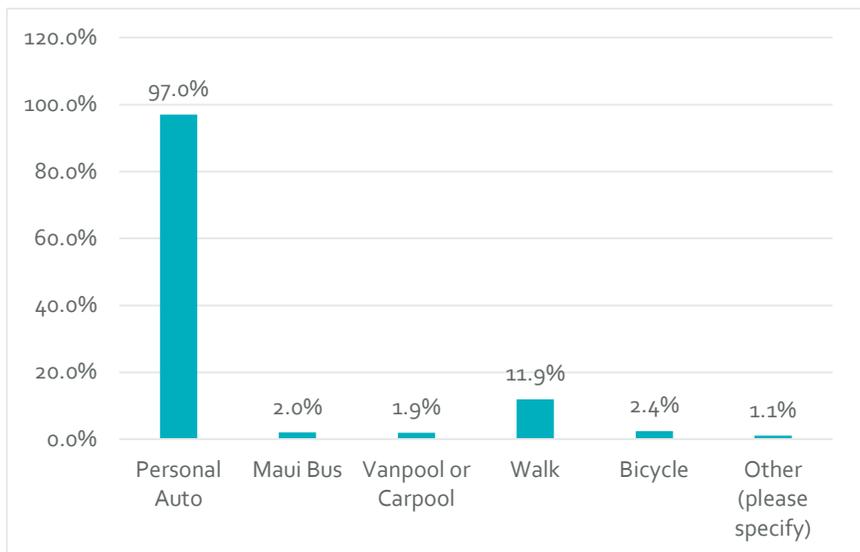
When respondents were asked to select what one use would bring them to Wailuku Town on nights and weekends, 30.1% of people selected casual restaurants. The next most popular use was a bookstore at 16.6%, followed by a food store/market at 14.7% and an upscale restaurant at 11.8%. Answers in the 'other' response category include a theatre or music and arts venue, public green spaces, and family-friendly gathering places, such as a bowling alley.



QUESTION 6: HOW DO YOU MOST OFTEN GET TO WAILUKU TOWN?

When asked to select up to two methods used to get to Wailuku Town, 97% answered that they use a personal vehicle.

This is a significant majority, and an increase from 2010, when 84.3% of survey respondents said they used a personal vehicle to get to Wailuku Town. All other methods of transportation to Wailuku Town have decreased since 2010, including walking which decreased from 15.4% in 2010 to 11.9% in 2017 and the Maui Bus which has decreased from 4.5% to 2.0%.



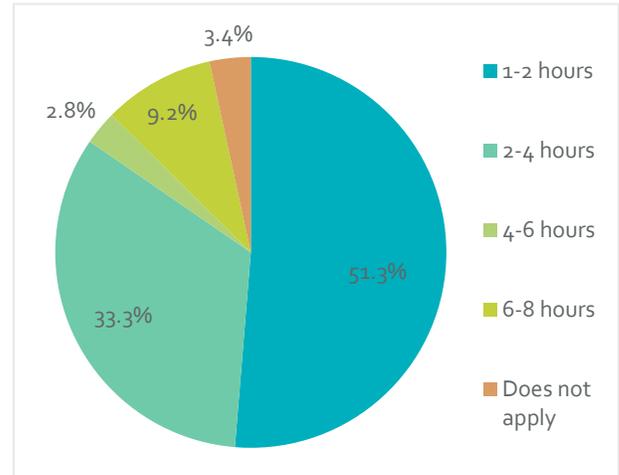
QUESTION 7: HOW DO YOU MOST OFTEN GET AROUND ONCE YOU ARE IN WAILUKU TOWN?

While few respondents use methods other than a personal vehicle to get to Wailuku Town, 72.9% of respondents use only walking to get around once they are in Wailuku Town. Use of a personal vehicle was the next most common response at 26.1%.

QUESTION 8: WHAT IS THE AVERAGE LENGTH OF TIME THAT YOU PARK IN WAILUKU TOWN?

When asked the average length of time they park in Wailuku Town, just over 50% answered 1-2 hours.

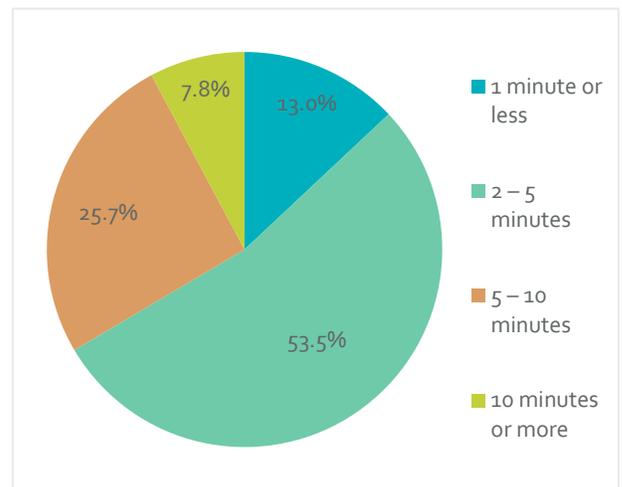
In 2010, 38.7% of survey respondents answered that they parked for 1-2 hours. A significantly higher proportion of respondents indicated they spent 6-8 hours parked in 2010 in Wailuku Town at 22.1%, compared to only 9.2% in 2017.



QUESTION 9: HOW FAR ARE YOU WILLING TO WALK FROM PARKING TO YOUR DESTINATION?

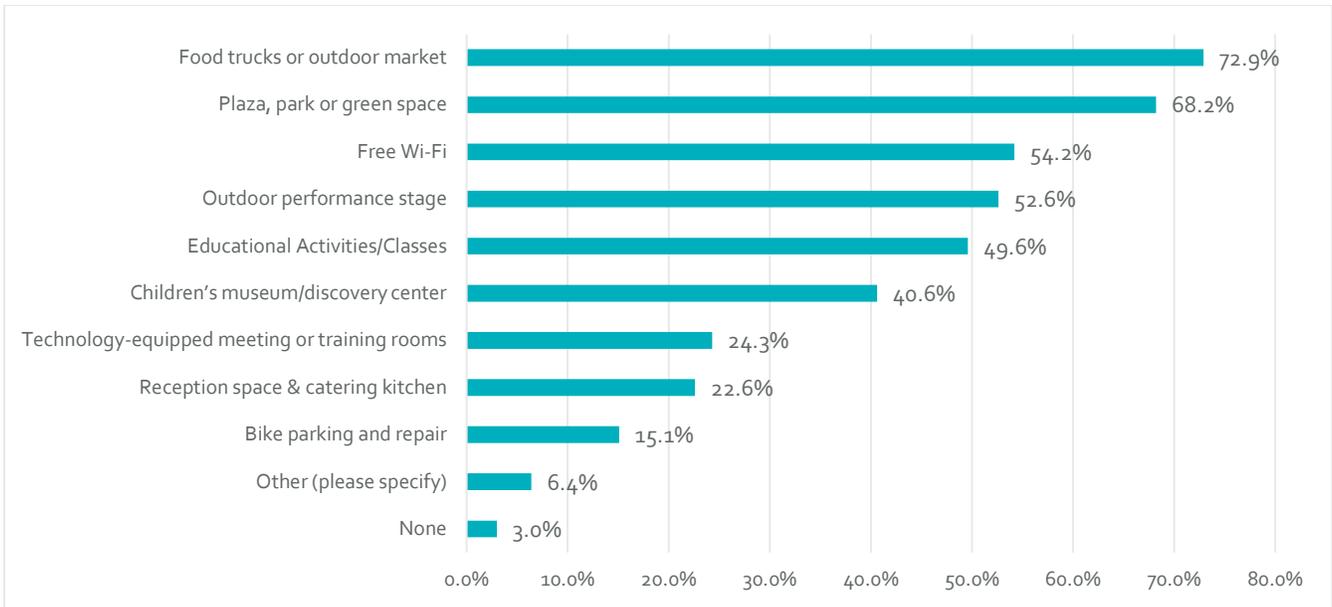
Survey respondents were asked to select one answer for how far they are willing to walk from where their car is parked to their destination. The majority answered they would walk 2-to-5 minutes, followed by 25.7% who would walk 5-to-10 minutes.

These responses are similar to those collected in 2010, when 55.5% of respondents indicated they would walk 2-to-5 minutes from their car to their destination, 24.1% answered 5-10 minutes, 15.3% answered 1 minute or less, and 5.2% answered 10 minutes or more.



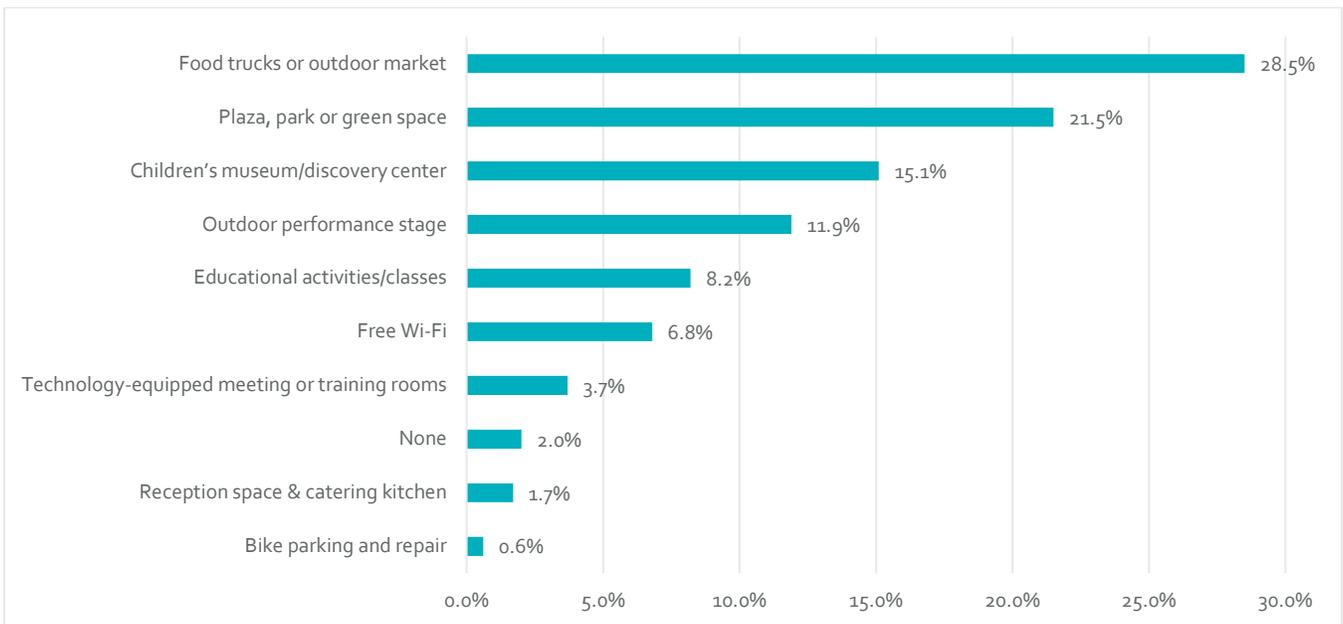
QUESTION 10: WHICH OF THESE WOULD YOU BE LIKELY TO USE IF THEY ARE PART OF THE PARKING & EVENTS FACILITY?

Respondents were asked to select all amenities they would be likely to use if included in the proposed Wailuku Parking & Events Facility. The most popular responses were food trucks or outdoor market, 72.9%, plaza, park or green space, 68.2%, and free Wi-Fi, 54.2%. Repeated responses in the 'Other' category include space for events and/or recreation and public restrooms.



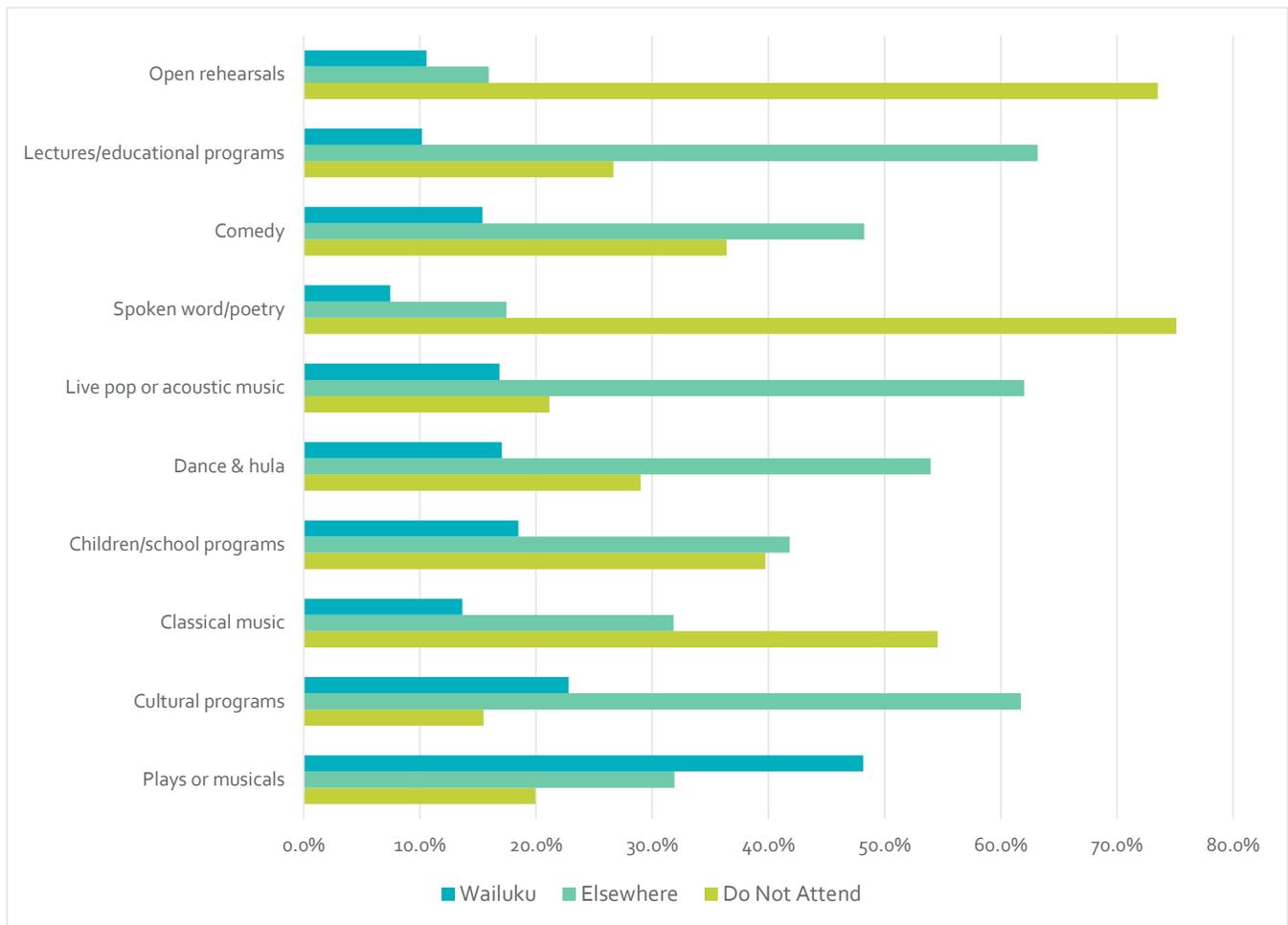
QUESTION 11: FROM THE ITEMS IN QUESTION 10, WHICH ONE WOULD YOU USE THE MOST?

Respondents were asked to select one amenity they would most likely use if included in the proposed Wailuku Parking & Events Facility. Food trucks or outdoor market had the most responses at 28.5%, 21.5% selected plaza, park, or green space, and 15.1% chose children’s museum or discovery center. Interestingly, when asked to select all uses respondents would like to see included, the children’s museum /discovery center was not in the top three responses, but when asked to choose one amenity, this use became more of a priority. Repeated responses in the ‘other’ category include Wi-Fi, a bookstore, additional parking, and recreational facilities.



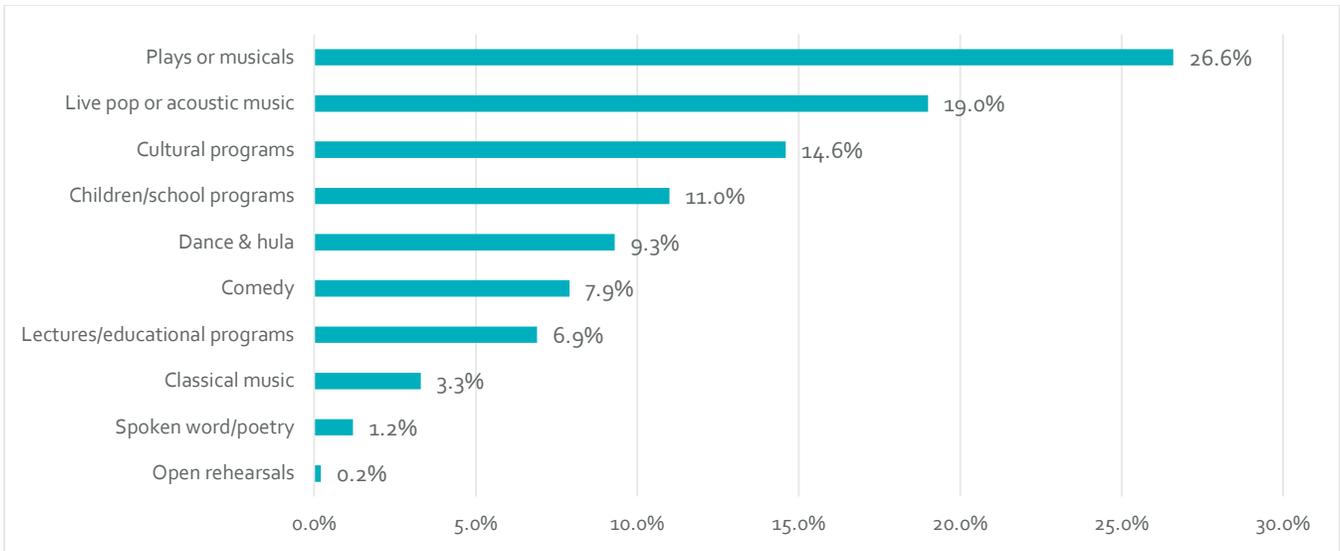
QUESTION 12: WHAT TYPES OF LOCAL PERFORMANCES DO YOU ATTEND, AND WHERE?

Respondents were asked to select whether they attend certain kinds of events and performances in Wailuku, elsewhere, or not at all. Plays or musicals are the most highly attended local performance, 48.2% of respondents attend in Wailuku, compared to 31.9% who attend elsewhere. The majority of respondents answered that they either attend local performances elsewhere or not at all, as can be seen in the chart below. In the 'other' category, however, many respondents indicated that they attend local performances both in Wailuku and elsewhere.



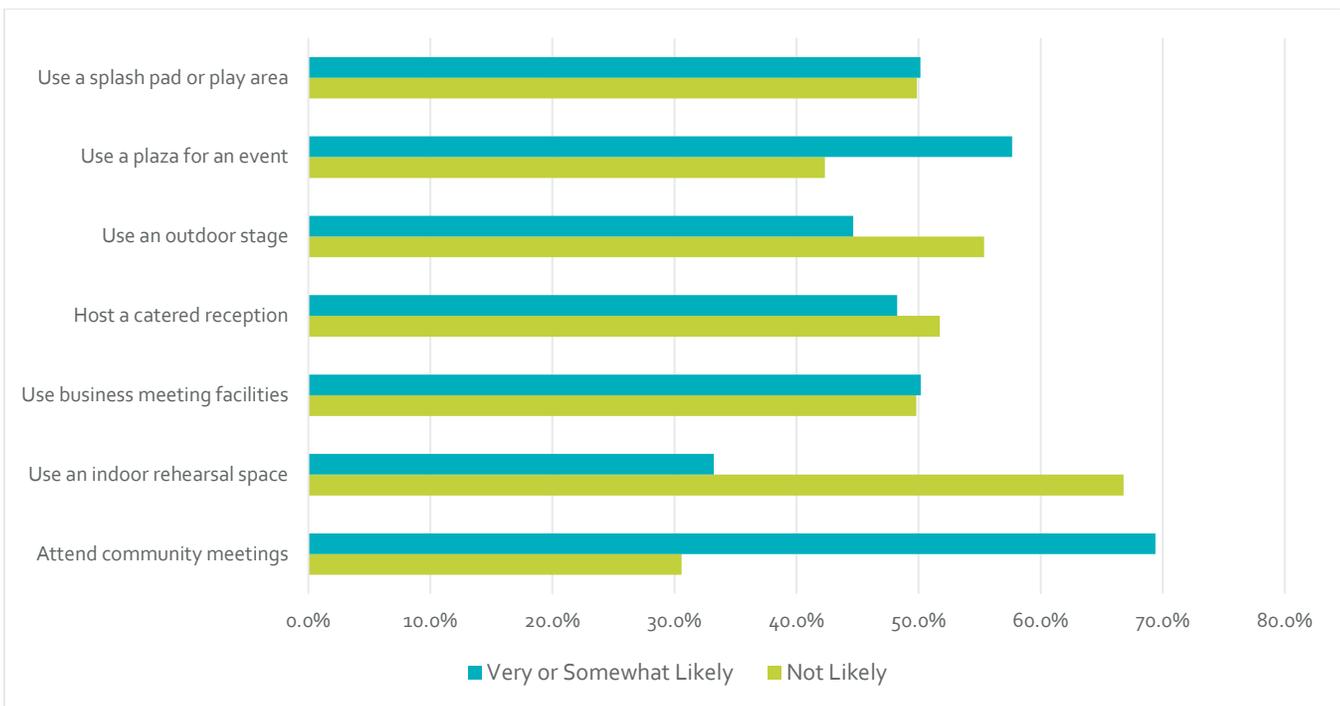
QUESTION 13: WHAT ONE PERFORMANCE TYPE FROM QUESTION 12 IS OF MOST INTEREST TO YOU?

When asked what one performance type is of most interest to respondents, the most popular response was plays or musicals, with 26.6%. The next most popular types of performances were live pop or acoustic music at 19%, cultural programs at 14.6%, and children/school programs at 11%.



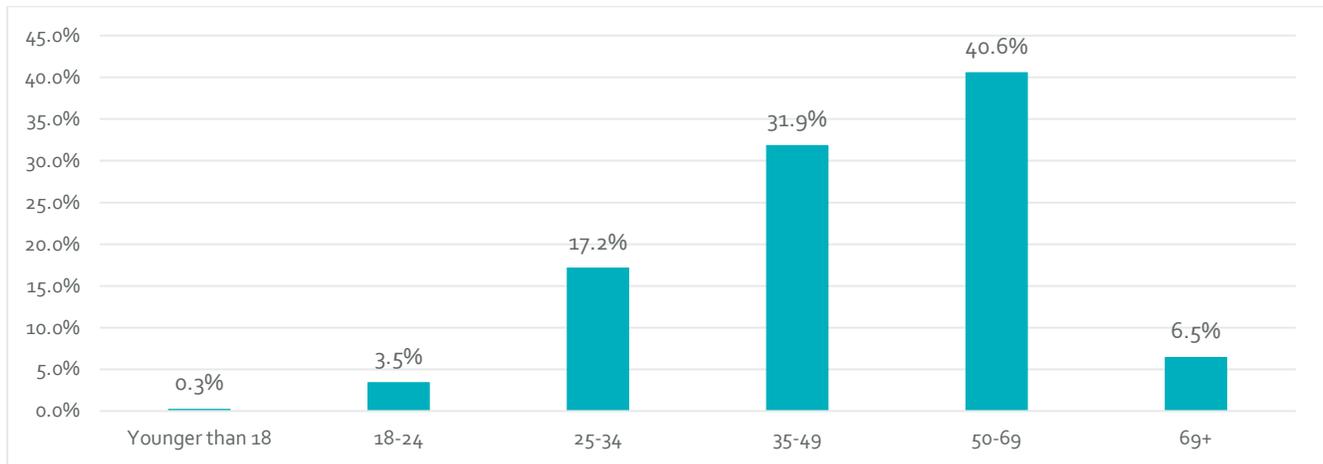
QUESTION 14: NEW FACILITIES ARE BEING CONTEMPLATED IN THE PROJECT. HOW LIKELY WOULD YOU BE TO DO THE FOLLOWING?

Respondents were asked to rate how likely they would be to participate in a selection of activities. Attend community meetings had the most responses; 22.6% of respondents selected “very likely” and 46.7% selected “somewhat likely”. The use of a plaza for an event was next, 22.1% of respondents said they were “very likely” to participate, and 35.6% selected “somewhat likely”. The activities with the most respondents that selected “not likely” were the use of an indoor rehearsal space, 66.8%, use of an outdoor stage, 55.4%, and host a catered reception, 51.7%.



RESPONDENT CHARACTERISTICS

AGE



Respondents were prevalent between ages 35-60. About 20% of respondents were under 35 years old.

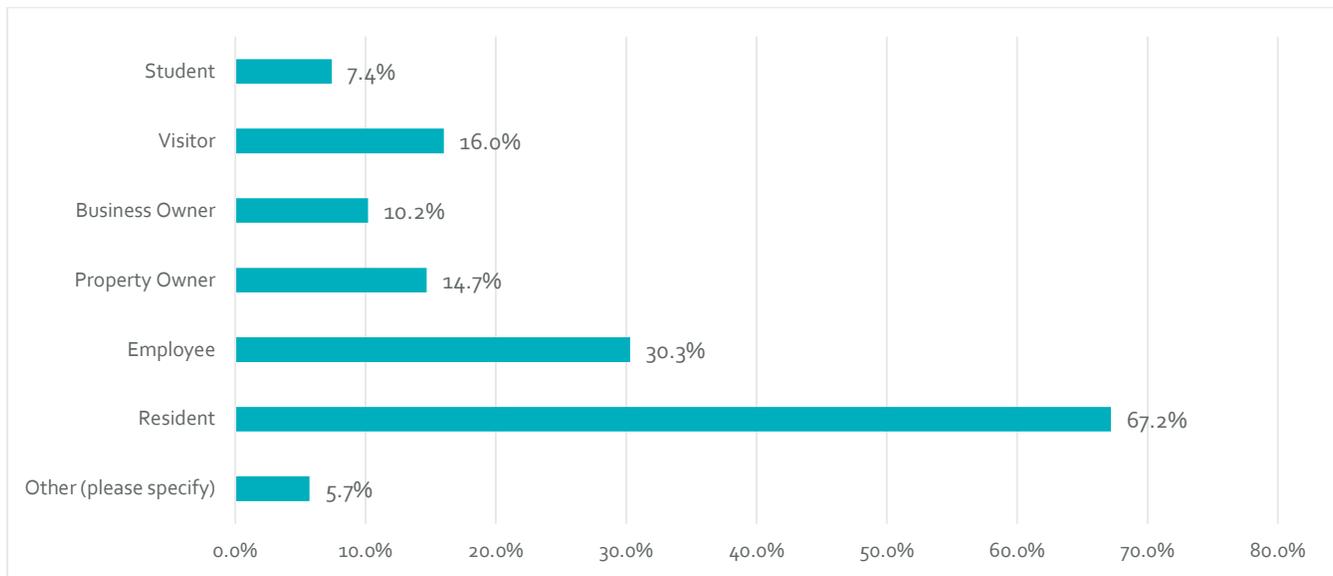
GENDER

Of the 1,091 individuals who answered this question, 66% selected female, and 34% selected male.

INCOME



INTEREST(S) IN WAILUKU TOWN



Respondents represent a variety of interests and were allowed to select more than one response about their interest in Wailuku Town. Two-thirds indicate that they are a resident. Given that the resident population of Wailuku Town (the core area) is about 250, this group likely includes many residents who live in elsewhere in Wailuku and not just residents who live in the core.

CROSS-TABULATIONS

Survey results were cross-tabulated by age, gender, income and interest(s) in Wailuku in order to determine how much variation exists between various respondent groups. Overall, there was a great deal of consistency in the priorities and preferences across various groups. Data presented in the following sections highlights differences that were found.

CROSS TABULATION BY AGE

The following bullet points highlight differing preferences and values based on survey respondents' age. The survey included six age groups: younger than 18*; 18 to 24; 25 to 34; 35 to 49; 50 to 69; and 69 or older.

- Respondents ages 18-to-24 were more likely than any other age group to select free Wi-Fi as the *one* thing they would use the most if it was included in the Wailuku Parking and Events Facility; 26% of respondents 18-to-24 selected free Wi-Fi, compared to just 7% of respondents overall.
- Out of all age groups, respondents ages 69+ were the most likely to say they would use an outdoor performance stage as part of the Wailuku Parking and Events Facility; 27% of respondents 69+ selected an outdoor stage as the one thing they would use the most, compared to 12% of respondents overall.
- Respondents ages 25-to-34 and 35-to-49 were much more likely than other age groups to say that they would use a children's museum/discovery center the most if it was part of the Wailuku Parking and Events

Facility. Approximately 25% of respondents ages 25-to-49 selected this option compared to less of 5% of respondents in other age groups.

- When asked what uses they would most like to see added to Wailuku Town, the greatest response among all age groups was casual restaurants, however respondents over 50-to-69 and 69+, tended to desire this amenity even more with 33% and 36% respectively selecting this as the one amenity they would most like to see, compared to 30% of respondents overall.
- Shopping was the second most popular choice among 18-to-24 year olds for the one thing they most wanted to see in Wailuku Town; 18% of respondents 18-to-24 selected this as their answer choice, compared to just 7% of respondents overall.
- The facility that the most respondents said they would be “very likely” to use was a splash pad or play area. This response was skewed heavily toward a younger audience with 28% of 18-to-24 year olds and 43% of 25-to-34 year olds saying they would be “very likely” to use this option. Less than 9% of respondents in other age groups selected this option.

CROSS TABULATION BY GENDER

Though male and female respondents generally replied with similar answers, there were some notable areas with diverging preferences and values.

- When asked what one amenity they would likely use, the top two amenities were the same for women and men -- food trucks or outdoor market; and plaza, park or green space. The third selection for women was a children’s museum or discovery center while for men was outdoor performance stage.
- Women were twice as likely to select a children’s museum or discovery center as the one amenity they would use most in the proposed Wailuku Parking & Events facility, as 19.3% of females selected this option compared to 7.7% of males.
- Males and females had the same top three performance types, in slightly different order, with males preferring live pop or acoustic music, 26.1%, followed by plays or musicals, 24.3%, and cultural programs, 14.1%. When asked the same question, 28.1% of females answered plays or musicals, while 15.3% answered live pop or acoustic music, and 14.9% prefer cultural programs.

PERFORMANCE TYPE	FEMALE	MALE
Plays or musicals	28.1%	24.3%
Cultural programs	14.9%	14.1%
Classical music	2.5%	5.3%
Children/school programs	12.2%	7.6%
Dance & hula	10.6%	6.5%
Live pop or acoustic music	15.3%	26.1%
Spoken word/poetry	1.3%	1.2%
Comedy	8.3%	7.0%
Lectures/educational programs	6.4%	7.9%
Open rehearsals	0.3%	0.0%

- Both male and female respondents answered similarly when asked how likely it is they would use amenities. The biggest difference was concerning the use of a splash pad or play area, where twice as many women (30%) answered they would 'very likely' use this amenity compared to men (14.1%).

CROSS TABULATION BY INCOME

The following bullet points highlight differing preferences and values based on annual household income. Annual income brackets in the survey included those earning: less than \$50,000; between \$50,000 and \$99,999; between \$100,000 and \$149,000; and \$150,000 or more.

- Respondents in all four income categories answered that the use they would most like to see added is casual restaurants. For income brackets below \$100,000, the next most popular answer choice was a bookstore, while respondents in income brackets over \$100,000 chose upscale restaurants.
- Close to 50% of all income groups are 'somewhat likely' to attend community meetings if included in the Wailuku Parking & Events Facility. The four income groups differed when asked what they would be 'very likely' to use; 27.8% of respondents with a household income less than \$50,000 said they were 'very likely' to use a plaza for an event, compared to 22.1% of total respondents. 26.6% of respondents with a household income between \$50,000 and \$99,000 said they would 'very likely' utilize a splash pad or play area, compared to 24.8% of all respondents. Respondents with a household income of \$100,000 to \$149,000 and \$150,000 or more answered they would 'very likely' attend community meetings if included in the proposed project.

CROSS TABULATION BY INTEREST(S) IN WAILUKU

The following data highlights respondents' differing preferences and priorities for the proposed Wailuku Parking & Events Facility based on each respondent's primary interest(s) in Wailuku. Interests listed in the survey included: resident, employee, property owner, business owner, visitor, and student.

- Business and property owners were much more likely to say they would attend community meetings if facilities were added to the Wailuku Parking and Events Facility. 36% of business owners and 32% of property owners said they were "very likely" to attend community meetings compared to just 22% of respondents overall.
- Employees were slightly more likely to select food store/market as the *one* thing they would most like to see added to Wailuku Town; 19% compared to 14% of respondents overall.
- Business owners and students were the most likely groups to say they would use a plaza for an event if it was part of the Wailuku Parking and Events Facility; 46% of business owners and 31% of students said they would be "very likely" to use a plaza compared to just 22% of respondents overall.
- Students were the most likely group to select free Wi-Fi as the *one* thing they would use the most if it was added to the Wailuku Parking and Events Facility; 15% of students selected this option compared to just 7% of respondents overall.
- Visitors and students were somewhat more likely than the other groups to select bookstore as the *one* thing they would most like to see added to Wailuku Town. 24% and 22% respectively selected this choice compared to 17% of respondents overall.

- Visitors were slightly more likely than other groups to select children’s museum/discovery center as the *one* thing they would use the most if it was added to the Wailuku Parking and Events Facility; 21% of visitors selected this as their one choice compared to 15% of respondents overall.