

WALKSTORY PLANSTORY

A Report on the Responses of Participants



*“If you want to walk fast, walk alone;
if you want to walk far, walk together.”*

- African Proverb

December 2006

FERN TIGER
ASSOCIATES

WALKSTORY

PLANSTORY

JUNE 24, 2006

AUGUST 21 AND 22, 2006

OCTOBER 21, 2006

A REPORT ON THE RESPONSES OF PARTICIPANTS

BACKGROUND

General Plan 2030 – a document that will significantly influence the future of the county and its residents in the coming decades – and will include a comprehensive look at social, economic, environmental, and physical aspects of the county. It will serve as a framework for decisionmakers and for the development of subsequent Community Plans.

In early 2006, as work on the Maui County General Plan Update got underway, county planners were considering ways to ensure that community values would drive the development of the plan. Realizing that the groundwork for this critical component of the planning process had been laid three years earlier through the Focus Maui Nui community engagement process, the County approached the Maui Economic Development Board (MEDB) – where Focus Maui Nui was developed – to help gather critical community input.

Focus Maui Nui (FMN) is an ongoing effort supported by Maui Economic Development Board to engage the residents of Maui in shaping a long term vision for the county. Focus Maui Nui began in 2002 with a comprehensive outreach that brought more than 1,700 residents into small group, facilitated discussions (held in more than 200 different locations with groups of 10-15 in each session) to determine the vision and values that should drive the future of the islands that comprise Maui County. The results of this effort have been embraced by County government and many other organizations.¹

Overall, Focus Maui Nui participants embraced the desire to see Maui County emerge as an innovative model of sustainable island living and a place where every child can grow to reach his or her potential. They clarified that the needs of each individual, the needs of the county's natural and cultural assets, and the needs of the whole community should be brought into balance to reflect the high value placed on both the land and its people. Further, it was clearly stated that the education and well-being of young people should be supported to ensure that those born on the islands can, if they choose, spend their whole lives in Maui County – raising children, owning homes, enjoying rewarding jobs, and taking advantage of opportunities to contribute to the community and to be good stewards of the treasures residents hold dear.

Maui County was seen by Focus Maui Nui as having the potential to be a leader in the creation of responsible, self-sufficient communities and environmentally sound economic development. Participants overwhelmingly supported the notion that what makes Maui Nui unique in the world should be preserved, celebrated, and protected for generations to come.

It was these concepts and the style in which Focus Maui Nui reached out to the community that the County wanted to replicate and preserve, as it sought public input at the onset of the development of General Plan 2030.

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FOCUS MAUI NUI - STATEMENT OF VISION

Maui Nui will be an innovative model of sustainable island living and a place where every child can grow to reach his or her potential.

The needs of each individual, the needs of our natural and cultural assets, and the needs of the whole community will be brought into balance to reflect the extremely high value we place on both the land and its people.

The education and well-being of young people will be fostered to ensure that those born on these islands can, if they choose, spend their whole lives here – raising children, owning homes, enjoying rewarding jobs, and taking advantage of opportunities to contribute to this community and to be good stewards of our local treasures.

Maui Nui will be a leader in the creation of responsible, self-sufficient communities and environmentally sound economic development.

That which makes Maui Nui unique in the world will be preserved, celebrated, and protected for generations to come.

FOCUS MAUI NUI - CORE VALUES

*To accomplish our vision
our islands must foster and respect the spirit of aloha,
consider the generations of Maui Nui, yet-to-be,
and be true to our core values:*

- Stewardship of natural and cultural resources
- Compassion and understanding
- Respect for diversity
- Engagement and empowerment of local people
- Honoring cultural traditions and history
- Consideration of the needs of future generations
- Commitment to local self-sufficiency
- Wisdom and balance in decisionmaking
- Thoughtful, island-appropriate innovation

FOCUS MAUI NUI - KEY STRATEGIES FOR ACTION

Maui Nui must embrace a number of integrated strategies to shape the future we envision.

- To foster the development of young people, to create more economic options down the road, and to strengthen the ability of local residents to take control over the islands' future, the first priority is to ***improve education***. Maui Nui must ensure its schools are performing and that young people are being well prepared for the challenges ahead. While the creation of the infrastructure and innovation to bring about K-12 reform is of utmost importance, it is also essential to have a public university with strong academic programs, particularly in areas logical for research and job creation in Maui.
- To ensure that precious resources exist for future generations, to preserve the beauty that brings visitors to our islands, and to maintain the distinct rural identity and tradition of Maui Nui, the second priority is to ***protect the natural environment*** through carefully managed, thoughtful development and other means, including special attention to ***addressing water needs***. Residents, industry, and visitors must be educated about their role in preserving resources and, as necessary, provided with laws or incentives that will help them to conserve water and the land, as well as other natural resources. By rewarding environmentally conscious practices by businesses and individuals, Maui Nui can support efforts to move toward a sustainable water supply, as well as efforts to adopt alternative energy resources, to expand and diversify locally grown food, to protect native species, and to promote responsible transportation alternatives.
- To maintain the quality of life on the islands and to ensure local residents have the chance to own their own homes and to travel safely, the next priority is to ***address infrastructure challenges, particularly housing and transportation***. Efforts to tackle these challenges should take into account the realities of local people's needs and should maintain a sensitivity to the natural environment. Maui Nui should adhere to community planning principles that are forward-thinking and that put the needs of residents first.
- To supply rewarding and quality jobs for local people, to broaden the tax base, and to provide Maui Nui with financial resources to accomplish its other goals, the next priority is to ***adopt targeted economic development strategies***. We believe Maui Nui can create jobs and strengthen the economy in ways that limit harm to our delicate ecosystem and that capitalize on our local assets and the world's growing interest in ecology and sustainability. Cultural and ecological tourism; research and development around alternative energy; support for small and locally owned businesses; oceanic research; agriculture (particularly diversified and organic agriculture); aquaculture; high tech; and other environmentally clean areas of focus are recommended, as is the creation of learning and research institutes that can support the community's interest in sustainability and cultural traditions.
- To pass on our history and culture to future generations and to ensure a healthy community in years ahead, Maui Nui must take steps to ***preserve local culture and traditions*** and to ***address human needs***, particularly the epidemic of substance abuse that threatens too many of our young people. Our communities must adhere to native traditions of respect, community, and aloha and must care for their people, working to ensure all residents have opportunities to succeed and to recognize alternatives to drugs and alcohol. Substance abuse treatment and rehabilitation, job creation, youth development, law enforcement, population control, and health care are all factors in the quality of life in local communities and in whether we will be able to maintain our distinctive identity as residents of Maui Nui. All residents will play a role in addressing these issues and in protecting our culture and people from harm.

WALKSTORY/PLANSTORY: PURPOSE

Recognizing the success of *Focus Maui Nui* and the importance of bringing a broad community voice to *General Plan 2030*, the County engaged *FMN* (through Maui Economic Development Board - MEDB, and the consultant firm that had worked with MEDB to conceive, develop, and analyze *FMN*²) to create a series of activities and events that would engage the community in thinking about priorities for the General Plan Update.

The first of these events, *WalkStory*,³ was designed to encourage participants to consider how the vision and strategies that resulted from the *FMN* sessions could be considered when thinking about land use. The subsequent event, *PlanStory*,⁴ looked more closely at the appropriateness of settlement patterns, infrastructure needs, and protected lands. Community responses to facilitated activities at *WalkStory* and *PlanStory* form the basis for this report. The broad purposes of *WalkStory* and *PlanStory* were to engage the community in the General Plan process and to solicit input that could help shape the plan.

The analysis included in this document charts the results of three sessions of *WalkStory* and two sessions of *PlanStory* held during the summer and fall of 2006.

Both *WalkStory* and *PlanStory* utilized participatory tools and facilitated activities. Unlike *FMN*, where trained facilitators “brought” the process to small groups of residents gathered at homes, clubs, work sites, libraries, and other venues selected by participants, *WalkStory* and *PlanStory* were held in school cafeterias as single-site, single-day events. Participants did, however, work in small groups to discuss particular issues facing Maui and the impact those issues would have on the physical forces that need to be considered when creating the General Plan.

With the help of *Focus Maui Nui*, the County publicized the events and was steadfast in attempting to reach the broadest audience possible and to maximize participation. The exercises were designed to solicit as many ideas and opinions as possible, within a structured and facilitated format that could provide data-driven information to help county planners who are tasked to produce the final plan for the county. *WalkStory* and *PlanStory* were focused on issues impacting Maui Island, but it is expected that similar events will take place on Molokai and Lanai.

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Fern Tiger Associates(FTA), a consulting firm with more than two decades of award-winning work with a wide range of nonprofit organizations and public agencies, had worked with Maui Economic Development Board since 1996. Over these years the firm’s involvement with Maui County intensified and in 2002 was asked to conceive a plan to gather information about resident perspectives and to guide the community through a process to create a vision and set of values that would be embraced by the diverse population of the county. This process was launched as *Focus Maui Nui*.

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June 24, 2006 - Central Maui; August 20, 2006 - Upcountry; August 21, 2006 - West Maui

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October 21, 2006

ROLE OF FOCUS MAUI NUI, WALKSTORY, AND PLANSTORY IN THE DEVELOPMENT OF THE MAUI COUNTY GENERAL PLAN UPDATE

Following the 2002 MEDB- and County of Maui-sponsored Economic Futures Conference, Maui Economic Development Board realized that – despite the fact that there had been numerous efforts to gauge residents’ concerns about the values of the community – there had been little effort to sustain these ideas and that none had impacted the decisionmaking and direction of the County and its institutions, organizations, plans, and communities.

Focus Maui Nui is the response to this community-wide concern that Maui County lacked a defined vision for the future. Frustrated with the often contentious results of development and planning processes, residents appeared to agree that the islands and people that comprise Maui Nui needed a plan that would provide a vision for all communities and a creative set of actions to tackle over the coming years.

From May through August 2003, the people of Maui Nui engaged in a groundbreaking process to define a vision for their future. Focus Maui Nui brought approximately 1,700 residents into an intensive participatory process, emphasizing the importance of local needs and priorities. Representing all planning districts and the islands’ broad range of demographic groups, participants articulated the values they believed should guide Maui County; the challenges the islands face; strategies for addressing these challenges; and broad and diverse actions involving participation by all residents, businesses, and government.

During the two-hour Focus Maui Nui sessions, small groups of 10-15 participants were asked to identify and group together areas of need. Seven distinct categories emerged: economic, environmental, human service-related, educational, cultural, political, and infrastructure-related. Because some of these areas of need competed with others for resources and attention, participants recommended planning and decisionmaking with a balanced approach. Participants recommended that everyone – residents, government, businesses, educators, the media, and youth – needed to play a role in building a productive future for Maui. The importance of ongoing dialogue, civic engagement, and shared commitment to Maui’s future was stressed.

A number of key strategies for action were identified to shape the future that participants envisioned:

1. To foster the development of young people, to create more economic options down the road, and to strengthen the ability of local residents to direct the islands’ future, the first priority is to improve education. Recommendations range from K-12 reform to the establishment of a public university.
2. To ensure that precious resources exist for future generations, to preserve the beauty of the islands, and to maintain the distinct rural identity and tradition of Maui Nui, the second priority is to protect the natural environment, including addressing water needs.
3. To maintain the quality of life on the islands and to ensure local residents have the chance to own their own homes and to move easily throughout the islands, infrastructure challenges, particularly housing and transportation, must be addressed.
4. To supply quality jobs for local residents, broaden the tax base, and provide Maui Nui with financial resources to accomplish its other goals, another priority is to adopt targeted economic development strategies that support and enhance the needs and desires of residents.
5. To pass history and culture to future generations and to ensure a healthy community in years ahead, Maui Nui must take steps to preserve local culture and traditions and to address human needs, particularly the epidemic of substance abuse among young people.

Overwhelmingly, Focus Maui Nui participants expressed a sense of optimism that the islands could become a model for clean, sustainable living and a place where every child could grow to lead a successful and productive life amongst

family on the islands. By bringing into balance the needs of the land and its people, and involving the entire community in the achievement of a shared vision, participants believed the opportunity exists to protect treasured natural and cultural assets, while also investing in the best potential of the county.

Beginning in 2004, Focus Maui Nui moved into a new phase of outreach and implementation – encouraging residents, business, government, nonprofits – youth and seniors – to become involved in building Maui County in a way that reflects the values and concerns expressed through this process, and encouraging decisionmakers to heed the priorities set by Focus Maui Nui – most critically, to put the interests of residents first.

One way that Focus Maui Nui reached out to ensure that the community’s vision was understood was to present the findings of FMN to elected officials and appointed boards and commissions. From the onset, several County agencies and departments embraced the findings and the process through which they came about, and sought to incorporate the results into County activities and decisionmaking. The Planning Department’s Long Range Division recognized that its own effort to craft the General Plan Update and General Plan 2030 would benefit from the learnings of FMN, and asked its sponsor, Maui Economic Development Board to work with the County in the design and outreach of a process that could garner community interest in discussions about key planning issues. *WalkStory* and *PlanStory* are the results of this collaboration, and this report includes information on the findings of both activities.

WALKSTORY

On June 24th (in Wailuku) and again on August 21st and 22nd (in Upcountry and Lahaina) the County Planning Department, Long Range Planning Division with Focus Maui Nui (MEDB) hosted a unique series of opportunities for residents of Maui to participate in thinking about the components of General Plan 2030. The design of the event(s) was focused on creating a value-driven plan for the County’s future. Thus, the activities for “*WalkStory*” were guided by the results of Focus Maui Nui whose more than 1,700 participants produced a set of values and strategies for the County that would :

- Improve education
- Protect and preserve the natural environment
- Address infrastructure challenges, especially transportation and housing
- Strengthen the economy
- Preserve local culture and traditions and address human needs

Specifically, participants at *WalkStory* rotated between five “stations”⁵ where one of the five core values established through the Focus Maui Nui was the focus of discussion.⁶ Participants spent 20 minutes at each station and then moved

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While the five stations described in this document formed the core of *WalkStory*, a sixth station was offered at the Central Maui session (June 24, 2006). This station was developed by the County of Maui Planning Department, Long Range Division and was available as a summation station for participants who completed the five “official” stations that comprised *WalkStory*. This sixth station focused on land use issues – with participants deciding on the placement of 20,000 units of housing based on density and location on the island of Maui. About 50% of the *WalkStory* participants remained to take part in this station, so the results of this activity reflect a much smaller universe than the other activities. In this activity, participants worked on a map of the island and indicated where they would place housing and at what densities. They also responded to a series of questions that focused on key infrastructure issues. The questions asked about challenges and possible solutions rooted in key issues such as housing, environment, economic development, urban form, and historic and cultural preservation.

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See Facilitator’s Guide in Appendix, for full explanation of participant process.

to the next station, in sequence. More than 90% of *WalkStory* participants completed the full set of activities at the five stations. Each station presented a different and creative format to gain information about participant concerns. Additionally, the exercises at each station were designed to solicit as many ideas and opinions as possible, within a structured and facilitated format that could provide data-driven information to help the County develop the final plan. The results noted in this report reflect only the activities held on Maui Island.

PLANSTORY

Based on the success of *WalkStory*, the Planning Department engaged Fern Tiger Associates⁷ to design a follow-up event: *PlanStory*, a second unique opportunity for residents of Maui County to take part in a discussion of more specific issues that would be addressed in the General Plan Update. The Planning Department also engaged MEDB to handle logistics and outreach. The Department itself took on the task of publicity.

While it was hoped that many who participated in *WalkStory* would attend this event, *PlanStory* was designed and billed as a “stand alone” session, so that all residents could participate fully – regardless of whether or not they had attended *WalkStory*. For the Planning Department, both *WalkStory* and *PlanStory* offered a unique way to reach out to residents, ensuring inclusion of their ideas and the community’s values in the final plan. For Focus Maui Nui the sessions offered a way to continue the discussion of how community values should shape the future of the county.

Like *WalkStory*, *PlanStory* provided residents a chance to better understand the potential of the General Plan to impact the growth and development of the county. Also like *WalkStory*, it was structured as a participatory engagement process facilitated by volunteers through *Focus Maui Nui*, and supported and funded by the Maui County Planning Department’s Long Range Division. The community members who participated in *PlanStory* were offered the opportunity to:

- Understand the potential of the General Plan Update as a means to reflect community values
- Provide input into key issues facing Maui Island with regard to growth and related impacts
- Discuss options for development, settlement patterns, infrastructure, and protected lands
- Better understand the implications of developing housing at different densities
- Share ideas and opinions with other residents of Maui.

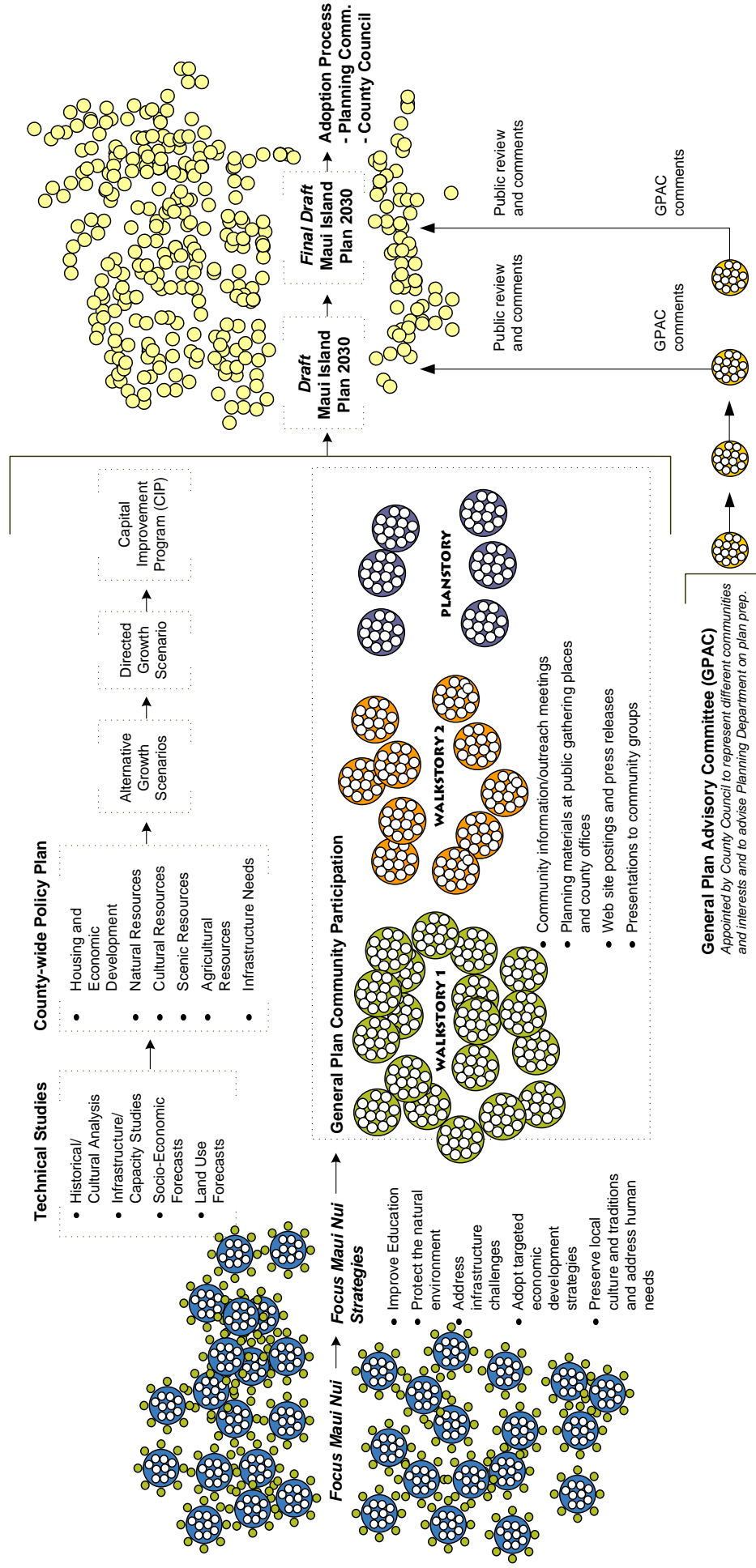
At *PlanStory*, participants – working in groups of four and eight – focused on a large format (36 x 60") map of Maui Island, which depicted topography, protected lands, existing roads, and developed areas. Throughout the two-hour session, participants concentrated on the sequential development of the island, including decisions about areas to protect (and to remain totally restricted from development); siting 16,000 units of new housing (with decisions about density and settlement areas); and need and placement of roads and infrastructure.⁸

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Fern Tiger Associates (FTA) was contracted through MEDB/Focus Maui Nui to design and facilitate training for *WalkStory*, and to analyze the results of the three *WalkStory* events. Following the completion of work on *WalkStory*, the county contracted directly with FTA to design and develop *PlanStory*. This ensured continuity and the potential to analyze the results of both events.

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See Facilitator Guide in Appendix for complete explanation of activities included in *PlanStory*.



SUMMARY OF KEY FINDINGS

While the format of the events prompted much discussion and presentation of alternate views, the following list summarizes the main views of participants. More detailed (and nuanced) information is reflected in the full set of findings that follow this summary.

WALKSTORY

Education and the well-being of youth

- Wherever possible, community facilities should be located in close proximity to schools.
- Schools should be sited in or near communities and towns where the population warrants the need for schools.
- It is critical to create safe, walkable, bike-able routes for children and parents to be able to easily access schools and to participate in school activities.
- To some degree, developers should be held responsible (financially) for the creation (construction) of schools in areas where their development significantly increases the population of a community.

Housing

- Residents of Maui, (most especially those with families) would choose to own rather than rent, but that option is not currently seen as feasible for young families with modest incomes.
- While many participants would prefer not to reside in towns, ownership 'in town' is preferable to renting, regardless of the location.
- Nearly all participants felt Maui needed more town-house style housing (higher density) and that safety, good design, backyards, gardens and proximity to parks were more important than density.

Environment

- Participants supported development of alternative sources of energy; the creation of island-wide public transportation; the preservation and protection of agricultural land and shoreline; and stream restoration.
- Participants were most opposed to: importing alien species; expanding tourist areas and increasing hotel rooms; opening new outdoor areas for non-residents; any insensitive or non-purposeful development of Haleakala; and the creation of any additional agricultural subdivisions.

Economic Development

- While the creation of high paying jobs for residents was deemed important, housing residents was seen as more critical at this moment in time.
- Diversification of the economy of Maui was seen as important to Maui's future and to the creation of jobs that would enable Maui residents to live in Maui.
- Participants stressed the importance of the County holding developers accountable to promises made and to careful reviews of any special rights given to developers. Participants felt developers should be required to complete all promised community benefits before being awarded permission to proceed with projects.

Culture and Preservation

- Participants were fairly unanimous in their desire to preserve remaining "open space," which they feel has already been "taken." Thus, preservation of remaining open space and beaches is critical.
- Creating affordable housing is seen as essential.
- Too many places have become "accessible" to tourists, leaving little that is special for residents.
- Participants recommend the County perform a "capacity study" indicating what measures can be taken to limit accessibility to non-Maui residents.
- Residents encouraged and stressed the importance of having the County find ways to preserve, protect, and increase a sense of identity; save the culture, the people, the language, the heritage, and the traditions of the land and the people of Maui.
- Maintaining green space and setting community boundaries were important ways to avoid sprawl.

PLANSTORY

- Initial discussion within many groups began with the notion of preserving the entire island, such that no new development could be accommodated.
- Nearly all participants (90%) chose to preserve all or part of East Maui, including specific references to the coastline.
- Nearly 80% of participants felt strongly that all or parts of West Maui (including the coast) should be protected from development.
- There was some sentiment that the entire coastline and all ag land should be preserved.
- All groups were able to preserve areas they believed critical to the future of Maui and still create 16,000 units of new housing, although many did not feel that the number of additional units was reasonable and/or supported by carrying capacity of the island.
- When considering new development, participants were nearly unanimous in their opinion that all new development should be affordable and designed to reflect the housing needs of current, full-time Maui residents and their families (children, grandchildren, etc.). There was strong concern that new development would ultimately be purchased by mainlanders and used as second homes and/or vacation rentals.
- The vast majority of housing developed through the exercises was five and ten units to the acre; just four percent was developed at rural density.
- Most participants clustered new housing either to expand existing communities and towns or to create new communities.
- Almost all new housing was sited close to existing or approved roads, based on the understanding that roads are expensive and transportation is critical to Maui's infrastructure.
- The majority of new development was located two general planning areas: Wailuku-Kahului and Kihei-Makena. Upcountry was also seen as the location for additional development, mostly as expansion to existing towns (Makawao, Pukilani, Kula). West Maui was also seen as having the potential to add housing units, mostly in close proximity to Lahaina.
- When assessing the aggregate decisions as to housing placement, an equal number of new units were sited in Wailuku-Kahului and in Kihei-Makena (66%). Less than half as many units were placed in West Maui and Makawao-Pukalani-Kula (25%). Only a very small percent of housing units were placed in Paia-Haiku (6%) and an even smaller number in Hana (2%).
- When considering the location for new public facilities, participants focused primarily on current population distribution, and existing facilities, rather than on the impact of new households.
- Participants felt strongly that both the wastewater treatment facility and the landfill should be expanded in place rather than creating new locations.
- Participants unanimously agreed that a new public school should be placed in Kihei.
- No public facilities were placed in Paia-Haiku or Hana.
- Discussion about the placement of a new hospital generated mixed responses with half of the groups selecting West Maui and the other half divided between expanding the existing facility in Wailuku and building a new facility in Kihei. Two groups creatively determined that there should be two new, but smaller facilities – one in Kihei and the other in West Maui.

WALKSTORY PARTICIPATION AND DEMOGRAPHICS⁹

Approximately 235 people participated in one of the three WalkStory events, with the largest number at the Central Maui (Wailuku) activity. The information about demographics from entry and exit profiles represent responses from 72% of participants of whom 53 were female and 47% male. Ages of participants ranged from teens to seniors with the largest proportion being in the 35-54 year-old group (44%). Eighteen to 24-year-olds comprised only 9% of the total participants and more than one third were aged 55 or older. While the age and gender proportions were similar at all three events, Lahaina's event included twice as many participants over 65 years of age than the aggregate and more than two thirds of Lahaina participants were over the age of 45.

In comparison to overall demographic data for the County, the age representation at WalkStory reflected census data closely with regard to persons over the age of 65. With regard to gender, a larger percent of women attended WalkStory than is reflected in census data.

Ethnic representation (self-defined) at WalkStory included 62% Caucasian compared with 37% county-wide according to census data; 17% Hawaiian or part-Hawaiian as compared to 9% Hawaiian noted in census, and 12% of participants at WalkStory describing themselves as Asian compared with 32% in the census. Six percent of participants described themselves as multi-ethnic.

Seventy two percent of participants said they were employed which matches census data.

Thirty six percent of participants have lived in Maui for more than 20 years with about 25% living in Maui all their lives. Well over 50% of all participants have lived in Maui for more than 11 years. With regard to place of residence, about one third live in Central Maui and 39% live in UpCountry. Kihei residents represented about 11% of the participants; 14% were from West Maui; and 2% were from Hana. The large participation of residents from Central Maui and UpCountry reflect the fact that two of the three sessions were held in locations convenient for these residents.

While 58% of residents of Maui County live in owner-occupied housing, 72% of participants at WalkStory indicated they owned versus 28% who rented.

Household size of participants reflected the same wide variety of the general population with the majority of participants living in households of three or less persons. 16% of participants lived in four-person households (with only 4% of Lahaina participants living in four-person households.) Eight percent of participants lived in households with five or more, but none of the Lahaina participants lived in households of more than five persons. According to census data, the average household size in Maui County is 2.91.

Fifty six percent of participants were born on the Mainland; 37% were born in Hawaii; 7% were foreign-born. Twenty one percent of participants were born in Maui.

Fourteen percent of participants resided in homes they described as bilingual with the majority speaking Hawaiian and English.

Fifty-one percent of participants reported having a college degree or other advanced training. This is twice as high as Maui overall. An additional 31% said they had "some college."

The 2005 median household income in Maui County is \$57,573. The household incomes of participants were: 14% less than \$25,000; 19% \$25,000 to \$49,999; 14% \$50,000 to \$74,999; 22% \$75,000 to \$99,999; and 31% over \$100,000. Thus approximately 35% of the households of participants at WalkStory were under the median household income for the County.

Twenty-five percent of participants of WalkStory had attended a Focus Maui Nui session in 2003, but 81% of

participants had heard of Focus Maui Nui.

Perhaps most interesting, the issues noted as “important” by participants reflect closely to the issues noted by Focus Maui Nui, nearly three years earlier: infrastructure and transportation; affordable housing; development and over-development of the islands; education; and environment and sustainability. Regional differences include Lahaina participants citing “infrastructure and transportation” twice as frequently as UpCountry participants and UpCountry participants noting “environment and sustainability” twice as often as Central Maui participants and five times more than Lahaina participants. Central Maui participants cited “affordable housing twice as frequently as other participants. While only two percent overall mentioned healthcare and hospitals as a key issue, all of those were Lahaina participants.

When asked how they would like to be able to describe Maui in 2030, the responses were overwhelmingly noted as: well planned, well governed, sustainable with natural resources protected; and having addressed growth responsibly to maintain a good quality of life for residents. Participants were very divided in how they described Maui today with responses ranging from “in great need of planning” and “overcrowded” to “beautiful” and “aloha friendly.”

Finally, when asked to list the three most important things to consider when planning the future of Maui County:

- The most frequent response was “traffic/ transportation/ highways” with nearly 40% of participants listing this as a top priority concern. (While traffic and transportation were mentioned more frequently at both location, 60% of Lahaina participants cited this as the key priority)
- Following transportation, Lahaina participants cited infrastructure (40% of participants); and affordable housing (36 % of participants)) as priorities for the plan. Lahaina participants were most consistent in their responses to this question. After these three topics (transportation, housing, and infrastructure, responses were scattered with only four or fewer people mentioning “alternative access to Maui,” “better planned development,” “medical care,” “open space,” and “water.”
- In Upcountry nearly 30% of the participants mentioned “local people and culture,” “transportation/traffic,” or “preservation of open space.” Other high ranking issues for Upcountry participants included affordable housing (18%), education (19%), sustainability (18%), and water (18%). Other topics mentioned in Upcountry (by at least 10% of participants) were economy/jobs, environment, and future generations.
- After combining issues that had many similar qualities into larger topical issues the combined results are as follows:
 - Infrastructure [largest number of responses from both locations (1 out of every 2 participants)]
 - Consider “local” people, culture, future generations, etc. was mentioned by more than 2/3 of participants in UpCountry, but just one participant in Lahaina.
 - Environmental (and environmentally-related issues) are mentioned by close to 40% of participants with nearly twice as many Upcountry participants citing environmental issues than participants in Lahaina.
 - Growth, planning itself (including relation to county budget, setting priorities), and education are also mentioned by numerous participants (approximately 15% each)
 - If infrastructure and traffic are combined the number of participants citing this as a core issue for the plan rises to 93%.

PLANSTORY PARTICIPATION AND DEMOGRAPHICS ¹⁰

On October 21, 2006 the County Planning Department, Long Range Planning Division and Focus Maui Nui (MEDB) hosted *PlanStory* – an opportunity for residents of Maui to participate in thinking about the land use issues critical to General Plan 2030.

More than 100 people participated in PlanStory. Demographic information about the participants was gathered from entry and exit profiles. Approximately 85% of participants completed the surveys. Fifty-eight percent were female; 42% male. A higher percent of female residents turned out for PlanStory than the overall percentage of women living in Maui (50% according to the 2004 Census data). Nearly a third of PlanStory participants were under the age of 35; a significantly larger percent (53%) were between the ages of 45 and 54. Four percent of the participants were 65 years or older (compared to 11% in this age group countywide). Roughly the same percentage of Caucasians (self-described) participated in PlanStory (37%) as is represented county-wide (38%) according to 2004 Census data. A higher percentage of individuals describing themselves as Hawaiian or part-Hawaiian (34%) were at PlanStory than are recorded in Census data for the County (11%). Nineteen percent of the participants described themselves as Asian, as compared with 30% in the Census (2004 data). Seven percent of participants described themselves as multi-ethnic.

Seventy-one percent of respondents indicated they were employed; 57% of the employed respondents said they spent 15 minutes or less commuting to work. This commute time is less than the mean travel time county residents spend getting to work according to the 2000 Census. About one third of respondents reported their occupations as business-related or management (32%). Thirteen percent work in the service industry while both government and education occupations were at 10%.

Thirty-eight percent of participants reported living in Wailuku-Kahului, while an additional 31% live in Makawao-Pukalani-Kula, and 18% live in Kihei/Makena. More than 65% have lived in Maui for more than 11 years; more than half have lived in Maui for more than 20 years. Most participants, 72%, own their homes which is much higher than the 58% reported by the Census (2000 data). The majority of PlanStory participants lived in households of between 2 and 3 people (55%), which reflects Census data (the average household size in Maui County is 2.91). Over a third (37%) reported living in a household of 4 or more people.

Forty-six percent of participants were born in Hawaii; 51% were born on the mainland; 3% were foreign-born. Eleven percent reported that their homes were bi-lingual, with Hawaiian being the predominant language in addition to English.

PlanStory participants were twice as likely to have a college or graduate school degree (57%) than Maui residents over the age of 24 (22%), according to Census data. Overall, 86% of participants had a high school diploma or higher, which is comparable to the 83% of persons 25+ the Census reports having earned a high school degree in Maui County (2000 data). With regard to household income, 5% reported less than \$25,000; 43% reported \$25,000 to \$74,999; 18% reported \$75,000 to 99,999; and 34% reported \$100,000+. The 2005 median household income in Maui County was \$57,573.

Twenty-six percent of PlanStory participants had attended a Focus Maui Nui session in 2003, yet 80% had heard of it. A smaller percentage reported hearing about WalkStory (63%) but a third, 32%, reported attending a session.

The issues noted as “important” by PlanStory participants are similar to those first revealed in 2003 through Focus Maui Nui: affordable housing (26%); infrastructure and transportation (18%); development and over-development of the islands (17%); the environment and sustainability (15%); and education (8%).

When asked to describe Maui today, participants chose adjectives and phrases that expressed frustration with

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Information gathered from questionnaires distributed at entry area and collected by volunteers and from exit surveys distributed as participants completed the PlanStory activities.

the current state of the County as unaffordable, in need of planning/ leadership, and becoming too large too fast. In the midst of those negatives, many residents still expressed their appreciation for the island's beauty, culture, and atmosphere. Looking ahead, all participants hoped to build on/ keep those things they felt were positive and minimize the negative. This includes good planning to preserve land and create a clean more sustainable environment; creating affordable housing and better infrastructure in a responsible way that maintains/ respects both community involvement and the environment; and maintaining the culture.

AGGREGATE PARTICIPATION AND DEMOGRAPHICS: WALKSTORY AND PLANSTORY¹¹

Approximately 340 people participated in WalkStory and/or PlanStory, of whom 76% (259) turned in surveys. The participants were fairly evenly distributed between men and women – 140 were female (54%) and 115 were male (47%). More women participated in these planning activities than men, but at only a slightly higher percent than their representation on the island itself (Maui County is approximately 50% female, 2004 Census data).

Participants included teenagers as well as seniors. In both WalkStory and PlanStory most participants were over the age of 45 (61%). A larger percent of participants at PlanStory were teens as compared to participation by teens in WalkStory. More participants in WalkStory were 65 years and older (12% as compared to 4% for PlanStory). In total, the percentage of persons 65+ who participated in the events (10%) closely parallels 2004 Census data.

Comparing the self-identified ethnicities of participants at both WalkStory and PlanStory to those of the Census data for the County (2004), a much higher percentage of participants were Caucasian (53% at the planning events, compared with 38% county-wide). There was also a much higher percentage of those identifying themselves as Hawaiian or part-Hawaiian (23%) as compared to the Census (11%, 2004 data). A much lower percentage of PlanStory and Walkstory participants described themselves as Asian (14%), compared with 30% in the Census (2004 data).

Seventy one percent of participants in both WalkStory and PlanStory reported being employed. Most participants for both events spend 15 minutes or less commuting to work (49% of WalkStory, and 57% of PlanStory respondents) which is lower than the 20 minutes mean travel time to work reported in the Census (2000 data).

Most of the participants in both WalkStory and PlanStory have lived in Maui for more than 11 years (60%), and more than one third (37%) have lived in Maui more than 20 years. WalkStory and PlanStory attracted a higher percentage of home owners – 72% of participants compared with x% according to the Census.

Approximately 22% of Maui County residents, 25 or older report having earned a bachelor's degree or higher (2000 Census data). More than half of WalkStory/ PlanStory participants reported having completed college.

Thirty-two percent of PlanStory participants had attended WalkStory.

The issues noted as "important" by participants at both WalkStory and PlanStory closely reflect the Focus Maui Nui conclusions of nearly three years ago: infrastructure and transportation; affordable housing; development and over-development of the islands; education; and environment and sustainability. Affordable housing is the issue most mentioned as important to consider when developing the General Plan, with infrastructure concerns mentioned almost

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Information gathered from questionnaires distributed at entry area and collected by volunteers and from exit surveys distributed as participants completed the PlanStory activities.

as frequently.

In describing Maui today, participants of both events had several common phrases and adjectives:

- Beautiful
- Friendly
- Needs good planning
- Fast/ uncontrolled growth
- Overcrowded

In describing how they hoped Maui would look in 2030, participants stressed:

- Beautiful/paradise
- Good government that respects community
- Protected resources
- Sustainable
- Well planned
- Good quality of life

The results that follow relate directly to the five (six in Central Maui session) exercises that formed the context of WalkStory. Each exercise was related to one of the five Focus Maui Nui values.

ANALYSIS OF FINDINGS: WALKSTORY

Analysis: Station 1 - Education and the Well-Being of Youth

At Station 1, participants reviewed maps of two school site situations on Maui Island: Paia Elementary and Lihikai School. They also saw a map of the county that indicated where all schools are located (public and private) and where public facilities and towns are located in relation to schools. Facilitators led discussions that focused on the advantages and disadvantages of school locations and of what if any impact the location of a school has on building community to support education.

At each of the WalkStory sessions held in June and August, 2006, the location of community facilities near (or in) schools was seen as critical. In the Central Maui and Upcountry sessions, having schools accessible by safe walk- and bike-ways emerged as an important issue for participants. Overwhelmingly, people wanted schools near or in dense areas, as close as possible to where people lived and also in close proximity to parks, libraries, and community centers. Yet, participants also stated over and over again that parental involvement is key to successful education for children.

Participants also focused on the importance of being able to walk to schools safely, with special pedestrian corridors, bypassing busy streets and/or highways. Community patrols should be established to ensure safe neighborhoods for children. Access to parks, beach and community centers were mentioned as important concerns. Additionally, transportation for students who live a distance from schools was also a topic of conversation, noting the importance of enabling young people to participate in after-school activities and to be able to be transported home.

When planning for and managing growth, participants felt schools should be planned and funded first, then approvals for residential developments and/or businesses should be given. In other words, the general sense was “put children and education first – ahead of developer needs.” This was a common theme – stressing that impact fees paid by developers should be for infrastructure (including schools, but not limited to schools) and that no permits should be granted until the infrastructure was in place and/or the monies were in a fund out of the control of the developer, with assurances by the county that the infrastructure would be developed and that enough funding was available to complete the infrastructure plan.

There was consistent support and desire for increased local/county involvement and/or control over schools and education matters. This discussion was difficult to control, despite the fact that facilitators continued to stress that the session was not focused on issues out of the control of the county and focused on how these issues impact physical planning.

Participants felt schools should be augmented with programs such that schools would remain open longer hours such that they become support centers for learning, tutoring, mentoring, etc.

Central Maui / June 24

- Two topic areas generated the greatest sense of agreement, as assessed through the number of similar comments (for each, more than 30 comments noted throughout the course of the day):
 1. Facilities located near schools; and
 2. Schools that are walking distance to students' homes.
- Many participants felt other community facilities (beyond schools) should be co-located or located in close proximity to schools, noting that schools can act as “collecting places” or “community sites.” Many ideas were generated as to activities and facilities that would be well-placed if located near (or co-located at or near) schools:
 - parks
 - pools, gyms
 - libraries (often noted as a facility that could be a shared space)

- community centers/ recreation centers (also potentially shared space)
 - community services
 - safe places for teens to congregate (before and after school)
 - hospitals/ clinics/ health-related services
 - senior care (and inter-generational programs) – “Kapuna care”
 - after-school care/ including special programs (e.g., arts)
 - shelters for emergencies
- Safe, walkable, bike-able routes to school were mentioned often as being critically important. People noted the value of knowing neighbors in compact communities, which they felt added to safety. Proximity of schools to communities would make it easier for parents to participate in schools, which is seen as valuable. It was also noted that children can more easily participate in sports programs when transportation is not a difficult issue. Finally, many believed it was most important for younger children to be in schools close to their homes. However, it was also stated by at least one participant that “everyone drives, so it doesn’t matter.”
- The next two topic areas generated more than 10 comments:
 1. Developer responsibilities re: schools and
 2. Locating schools in high density communities.
 - Many participants felt schools should be required to be constructed in conjunction with any new housing, based on the existing and projected resident population. Some felt that a “special school fund” should be established and that developers should be required to contribute to this fund, regardless of the specific impact of their own development on the existing capacity of schools (as the impact is cumulative), and that perhaps the fees should be based on the nature of the development (i.e., “high end” development should result in more extensive contributions). The contributions to this fund might not be allocated to schools closest to the new development, as the fund should be used island-wide, as needed. As one participant noted, “School planning is community planning,” including private, preschool, and post-secondary education.
 - Many felt that schools should be located in those areas with high populations of school-age children. It was felt that such neighborhoods are more likely to generate a “sense of community” and a spirit of community involvement, including involvement with the local school.

However, there were some dissenting opinions: “tight does not mean support, by definition,” “too tight is bad... kids need room to roam” and that “it’s really the parents that make a school strong, not the broader neighborhood.”
- The next two topic areas generated more than 6 comments:
 1. School size and
 2. “Home rule”
 - The appropriate size of schools generated a good deal of discussion, although not necessarily consensus re: what “appropriate” means. Opinions ranged from the need for schools of “reasonable size” to “small schools in small communities are the best” to “schools need to be sited in such a way that they can expand.” In general large schools were viewed negatively, with someone summing up: “the bigger the school, the smaller you feel.”
 - In general, participants felt that the DOE should not control Maui’s schools.

- Miscellaneous comments throughout the session included:
 - Schools should be located away from high traffic areas
 - There is a need for transportation to school and after care in rural communities (and that busing allows for children to network)
 - Design for learning environments should include open space, air conditioning, etc.

Upcounty/ August 21

The topic area that generated by far the greatest sense of agreement, as assessed through the number of similar comments (more than 20 comments were noted over the course of the session) was:

- Facilities located near schools.
Many participants expressed the sentiment that community facilities should be co-located or be in close proximity to (or within) schools, noting that schools can create a “sense of community.” Many ideas were generated as to activities and facilities that would be well-placed if located near (or co-located with) schools:
 - parks (more, smaller), pools, gyms
 - libraries (noted as a facility that could be a shared space)
 - adult activities in the evening (at the school site), events
 - community centers/ recreation centers (also potentially shared space)
 - youth center, after school care/ programs (e.g., arts, music, sports)
 - community gardens
 - commercial (e.g., corner store, barber shop)
 - “town center” or plaza

The topic area that generated the next greatest sense of agreement (more than 10 comments) was:

- Safe, walk-able, bike-able routes to school, mentioned often as being critically important. The need for narrower roads with slower traffic (near schools) was noted.
- The next two topic areas generated more than 6 comments:
 - Taxes earmarked for education and for the development of schools where students currently live (or where they are anticipated to be as a result of new development).
 - Participants noted that taxes should be earmarked for local education; and that property taxes and/or visitor taxes might need to be raised to support education.
 - Many felt that schools should be developed where students are and where student populations are anticipated to grow enough to create demand to reduce the length of commute.
- The next two topic areas generated more than 6 comments:
 - School size and
 - “Home rule”
 - Like the participants at the Central Maui event, Upcountry participants also spent a good deal of time focused on the appropriate size of schools, although not necessarily coming to consensus re: what “appropriate” means. And, similar to Central, those Upcountry participants who got involved in

discussions about DOE felt local control would be better for Maui.

Lahaina/ August 22

The topic areas that generated the greatest sense of agreement, as assessed through the number of similar comments were:

1. Facilities located near schools,
 2. Locating schools near students,
 3. Creating a “sense of place” around and through schools,
 4. Developer contributions for schools and for education and
 5. Raising taxes to support education.
- Comments related to having community facilities co-located with or in close proximity to schools, were very similar to comments Upcountry and in the sessions in Central Maui. Similarly participants shared the sentiments of the other sessions regarding locating schools where families are living and that neighbors can create community around schools. There was also agreement about raising taxes if necessary to focus on school enrichment and that multi-million dollar properties should be taxed for schools.

Station 2 - Housing

At Station 2, participants were each given cards that described a household in Maui (number of residents, relationships, employment, ages, and incomes). The information on the card was based on actual data on employment and salaries. Each participant got a different “household.” Participants then were shown a “game board” that delineated three types of locations: urban, suburban, and rural. Participants were shown examples of how much space and location they could afford to own or rent, based on their income. Participants then “purchased” or “rented” colored squares that reflected their choices and placed them in the appropriate color coded areas of the game board.

If at all possible, participants would prefer to own rather than rent (about 9 out of every 10 participants), with the exception being some who thought singles might like to live in more urban settings. That said, many participants were realistic about what they could actually afford and if money is tight they would opt for more living space even if it meant being in the urban core over tighter quarters (smaller space) in the more suburban or rural areas (green zone). And numerous participants appeared willing to consider more “urban” lifestyles if they believed the housing would be well designed and include open space, and if they felt the neighborhoods would be safe and attractive. Making the urban core interesting, attractive, safe, and user-friendly were key factors.

Some participants would choose living as far from the urban core as possible even if it was cost prohibitive and if it meant sacrificing space. Their attitude was that they would begin with a very small unit and build on to that over time. Since the activity involved “role-playing” where participants were given descriptions of the household unit (size, ages, professions, incomes which were keyed to typical Maui households) all focused on living within their means and began to select more urban and suburban housing locations. When asked if people were happy with the selections they made the majority said “yes”, but they were happy based on the “role” they were playing, not necessarily for themselves in real life.

On the whole the following observations are worth noting:

Central Maui Event

- While most participants choosing to live “in town” (red area) did so because of income restrictions and costs (based on information provided), those who were most content with this decision were ‘single, professionals’ who felt that minimizing driving was a positive thing, and hoped that towns would offer more “to do” than suburban or rural locations.
- Nearly all participants would prefer to own rather than rent, but those with families were especially adamant about owning over renting, regardless of cost, even if they had to sacrifice size (and sometimes location.)
- Nearly all participants with families preferred country or suburban “lifestyle” to more urban option.
- Participants continued to state that more “urban” housing was needed in Maui.
- Those who did choose in town living always said they chose it to be close to services.
- City/urban development was likened to “lower quality of life” by some participants who also felt that “developments” created “cookie-cutter” housing where people lose their individuality.
- Participants who were given “single” household designations tended to be most flexible with regard to location and to size of units.
- Comments about in-town housing focused a good deal on ensuring that ample green space and parks were available and that housing would be “well-built”. Other comments about in-town housing highlighted the fact that this was not the kind of housing people in Maui were accustomed to. Assurance of “yard” space was important to participants as was commitment to minimize density.
- A few people cited concerns about cost of gas and the importance of having options to live close to town to minimize driving time and gas consumption.

- When forced because of income to live in more populated zone (blue) many participants noted that they would want to live on the edge of the blue zone to be closer to the green zone which they found to be the most preferable location on the grid.
- Blue and green zones were seen as “safe”, “better for kids”,
- One participant in household with senior parent chose ownership in red zone because of senior parent who would need access to services.
- Transportation access was noted as potentially better in red or blue zones (or rather that to get people to live in blue and red zones transportation would need to be improved greatly (or developed)).
- A few comments noted that certain kind of in-town housing would be desirable with loft-living cited most frequently as a particularly desirable urban space type.
- Consideration of increasing (or developing) ohana units was seen as a solution to adding housing stock; zoning to create mixed use in urban areas, purposeful design of housing for sharing, and zoning to all home businesses in suburban areas were also suggested. (Creating housing that enables residents to supplement income was a common thread as were comments encouraging redevelopment and restoration.)

Upcountry (comments similar to above regarding choices, especially related to ownership over rental) Additional comments by participants:

- People shouldn’t need to compromise Maui lifestyle (rural).
- Redevelopment is preferred over new development
- Creation of transitional zoning between red and blue areas
- Red is considered “convenient”; size is a factor, especially with children;
- Important to consider safety when designing and family needs should be utmost when thinking about housing
- Affordable housing should be built by developer before they build the luxury component of developments
- Infill housing should be a high priority in communities like Wailuku; townhouses in Makawao would make sense
- Very important to maintain small town and small scale development.

Lahaina (generally comments mimicked Central event) additional comments:

- People would work extra jobs to be able to afford to live in green zone
- Positive factors about living in red zone: proximity to child care, schools, services, affordability, being part of a community.

Station 3 - Environment

At Station 3, participants were asked to prioritize from a long list of actions that impact the environment. Participants worked in pairs to determine their selections and then posted different colored dots on actions they wanted to encourage, and ones they hoped the county would discourage, through the use of incentives or legislation.

One key point made at several sessions was the fact that in Hawaiian culture, preservation of cultural sites automatically protects the natural environment, since the culture is interconnected to the environment – creating a seamless connection between the land and culture.

The development of alternative energy sources received a high level of support at each of the three sessions, as did the creation of an island-wide transportation system, preservation of agricultural land, and shoreline protection program.

The importing of alien species received was perceived negatively at each of the three sessions, as were expanding the number of hotel rooms, the establishment of a county-owned eco-tourism hotel, and increasing the number of bed and breakfast inns.

In general the categories that received the most support were: alternative energy, island-wide transportation system, preservation of ag land, recycling, shoreline and habitat protection, and stream restoration. Participants wanted the county to be vigilant in protecting the development of Haleakala, ensuring no importation of alien species, controlling or even eliminating any growth of tourist facilities, including hotels, not opening any new tourist areas, controlling any development on ag lands (no more ag subdivisions),

Upcountry participants wanted promotion of locally developed products and were interested in green building design, and stewardship education programs. Upcountry participants were adamant about controlling the number of hotel rooms on the island.

Following is a list of the top items noted (positive and negative), by session. All those items receiving 5% or more “dots” are noted

Wailuku/ June 24

The ideas that generated the most support¹² included

- *Alternative energy* received most positive input: 10% of dots
- *Island-wide public transportation system:* 8%
- *Preservation of agricultural land:* 7%
- *Weekly pick-up of recycling:* 6%
- *Shoreline protection program:* 6%
- *Habitat protection corridors:* 5%
- *Stream restoration:* 5%

Participants wanted the county to focus on negating the following

- *Importing of alien species* 13%
- *Opening new outdoor areas for tourists:* 8%
- *Continued development of Haleakala:* 7%

¹²

Percentages are low because each team of two people were given eight dots to indicate support and eight dots of a different color to indicate actions they hoped would be dissuaded. Thus, the percentages noted here reflect the percent of dots not the percent of participants who selected these actions. If analyzed by percent of participants, the percentages would be significantly higher.

- *Expanding the number of hotel rooms:* 7%
- *Agricultural subdivisions:* 7%
- *Parking lots facing streets:* 7%
- *County-owned eco-tourism hotel:* 7%
- *New towns:* 6%
- *Increased number of bed and breakfast inns:* 5%
- *Expansion of existing towns:* 5%

Upcounty/ August 21

- *Alternative energy* received most positive input: 8% of dots
- *Preservation of agricultural land:* 7%
- *Stream restoration:* 6%
- *Opening new outdoor areas for tourists:* 6%
- *Shoreline protection program:* 6%
- *Island-wide transportation system:* 6%
- *“Green” building construction:* 6%
- *Buying/selling locally-produced products:* 5%
- *Environmental stewardship education:* 5%
- *Protection of endangered species:* 5%
- *Recycling grey water:* 5%
- *Water conservation policies:* 5%
- *Insensitive development of Haleakala* received the most negative input:
18% of dots
- *Importing alien species:* 17%
- *Expanding the number of hotel rooms:* 15%

Following a big gap,

- *County-owned eco-tourism hotel* received 6%
- *Detached single family homes:* 6%
- *New towns:* 6%
- *Increased number of bed and breakfast inns:* 5%
- *Single bus to drop-off at rental cars* 5%

Lahaina/ August 22

- *Island-wide public transportation system* received most positive input:
11% of dots
- *Shoreline protection program:* 10%
- *Alternative energy:* 9%
- *Moratorium of time shares:* 7%
- *Habitat protection corridors:* 6%
- *Weekly home pick-up of recycling:* 6%
- *Preservation of agricultural land:* 5%

- *Importing alien species and Expanding the number of hotel rooms* received the most negative input:
13% of dots
- *Opening new outdoor space for tourists* 9%
- *Agricultural subdivisions:* 8%
- *County-owned eco-tourism hotel:* 8%
- *Increased number of bed and breakfast inns:* 8%
- *Parking lots facing streets:* 7%
- *Carpool lanes on major roads:* 6%
- *Expansion of existing towns:* 6%
- *Detached single family homes:* 5%

Station 4 - Economic Development

At Station 4, participants were split into two teams to debate the merits of two different proposed development for the same urban site. One proposal focused on mixed-use, multi-family housing with set-asides for affordable units; the other proposal was for a high tech company. Each proposal required some county support in the form of financial incentives.

Overall, while participants generally saw benefits to both potential developments, along with challenges to each, considerations included concern that mixed use and housing for mixed incomes could make sales difficult for the market rate units. Concerns about the proposed high tech development focused on whether or not the county and the community was really and truly committed to developing this sector as the “third leg”. If so, participants felt the county and the state needed to be in sync to work with companies to help them through the traditional growing pains of entrepreneurship. In some sessions participants began to discuss collaborations between both developments, resulting in a taller building, which appeared to be acceptable to many.

Diversification of the economy appeared to be an important goal for nearly all participants, along with the creation or maintenance of clean industries with good paying jobs. Participants felt it was important to address the needs of local residents (affordable housing, especially for low and median income level working families; employment opportunities for youth and training to ensure they can be skilled for new jobs; transportation to and from employment areas)

Most significantly, participants were concerned and adamant about developing mechanisms to hold developers to the promises they make (quantity of affordable housing, employment of local residents)

Some sessions talked about agri-tourism and bed and breakfast businesses as potential economic drivers.

Perhaps most significantly, many participants and many of the groups coalesced on the notion that what was most critical at this moment for Maui was affordable housing and that while new jobs are important, the housing crisis is at a level that cannot be ignored.

Upcountry participants appeared to stress the need for both affordability of housing and also the importance of targeting locals for the new units.

Station 5 - Culture and Preservation

At Station 5, participants were shown a blank outline map of Maui Island. They discussed what unique elements characterized Maui, and were asked to work in pairs to note up to ten “places” or “concepts” that make Maui special and which need to be preserved. The results are very varied.

Nearly all three sessions (Central, Upcountry, and Lahaina) shared most positions and opinions about the preservation and cultural significance of Maui Island. In general, limiting development was a key factor that participants wanted the county to respect. Residents feel a good deal of “open space” has already been “taken” and thus preservation of remaining open space and beaches is critical. Creating affordable housing is seen as essential (mentioned in all sessions, even though the topic was not focused on this issue at this station) as is the improvement of roads and access, especially to and from Lahaina. Residents believe that some form of mass transit could be developed and used.

Participants stressed that too many places on the island have become “accessible to tourists, leaving little that is special for residents. They focus on the belief that the “real Maui” is being overtaken.

There is strong sentiment for some kind of “capacity study” indicating what measures can be taken to limit accessibility (e.g. leaving areas unpaved so that tourists and buses would not venture to these locations.) Participants accentuated the importance of protecting cultural places and native plant species, watersheds, and forestry areas. Over and over again, participants stressed the importance of “keeping Maui, Maui” although the defining aspects of this sentiment were not necessarily the same to all. If any one comment was consistent it was finding ways to preserve, protect, and increase a sense of identity, of saving the culture, the people, the language, the heritage, and the traditions of the land and the people of Maui. People seem confused as to what could keep the rural nature intact, such as town center development as opposed to strip malls. Infrastructure was seen as critical to be dealt with prior to development and Lahaina participants were vocal about medical care (hospital) and traffic.

Maintaining green space and setting community boundaries were seen as important ways to avoid sprawl, and planned community-oriented neighborhoods that can minimize driving (emphasizing bikes and walking paths and ways to be “separate” from the highway). There was an overarching sense that new developments were not really needed and that by sticking to what was in the “original plan” the community would benefit. Participants encouraged the county to be very stringent on any re-zoning.

More specifically participants noted the importance of:

- local culture, people, language, heritage (and places such as Haleakala and Kahoolawe) , protecting ancient Hawaiian sites, reopening Kings Trail, an oral history program
- preservation of shoreline and beaches
- tourism *as long as it does not encroach on local needs* although many noted the importance of limiting hotel development
- expansion of social services so that residents can receive the kind of care they deserve
- maintaining a sense of community that includes support for families, healthy environments, access to the ocean, and preservation of ‘aloha’ and aina
- preservation of natural habitats, including the use of native plants in public places; documentation of the use of native species, and keeping open space from mauka to makai (including creating incentives for the non-development of coastal lands and mountain access)
- maintaining a flavor of agriculture and plantation
- minimizing signage and creating walking trails that connect communities
- development of a trust for the future of the island and programs to encourage cultural awareness

- maintaining rural quality (learn from the mistakes made by Oahu) and preserving the distinct nature of separate communities
- preserve the festival of canoes, taro patches, traditions
- support for self-sufficient agriculture and farming - of taro, sugar, pineapple
- rethinking current ag zoning (to provide mechanisms to stop “abusing ag land designations”)

Some specific “sites” noted as important to the island include:

- | | |
|--|--|
| • Bailey House Museum | • Rodeo |
| • South Maui beaches | • Baldwin Beach |
| • Iao Valley | • Manawainui Valley |
| • Hana, Maalea, Upper Paia, Oluwalu, Kula | • Nahilev |
| • Kahului harbor area | • Seven Sacred Pools |
| • Lahaina wharf | • Black Rock |
| • Lahainaluna campus | • Circle of Life |
| • MACC | • Cliff House |
| • Sam Soto’s local foods | • Honolua Bay |
| • Keawakapu Beach | • Kanaha Pond |
| • Open space in West Maui | • Pi’iholo |
| • Ahihi Kinau | • Pu’u Kukui Watershed |
| • Historic towns of Lahaina, Paia, Wailuku | • Thompson Ranch |
| • Waihei ridge and trails | • Haiku vegetation |
| • archaeological sites, burial sites | • Haleakala views |
| • Camp Maluhia | • Fish pond project |
| • Hookipa, Kepaniwai, Wainapanapa Parks | • KahakaLoa |
| • Ulupalakua | • preservation of mountain land and watersheds |
| • Makena hike to La Perouse | • oceanfront from Lahaina to Maalea |
| • Views to Molokai | • Ranger stations |
| • Kauula | • Pristine quality of Haleakala |
| • McOregon Point | • marine mammal protection |
| • Pali Trail | • Hale Makua |
| • Puu Kub | |
| • West Maui watershed | |
| • Lahaina’s Buddhist Temple | |

Participants think there is currently a disconnect between people and government, a lack of balance and understanding of sustainability, and that aloha is under “siege.”

Station 6: Envision the Future

It should be noted that this exercise was only offered at the Central Maui event and the responses below reflect comments from only 17 participants (who completed a questionnaire). This activity was facilitated and designed by the Maui County Planning Department. Participants answered questions related to challenges and possible actions for housing, environment, culture, urban form, and the economy. Most of these responses relate closely to the results at the other five stations, where larger numbers of people participated and whose data is more substantial.

Their responses are summarized below:

Housing Challenges

- The majority of respondents believe that the biggest challenge is creating more affordable housing, including greater options (apartments, single family, etc.) for those with low and moderate incomes.
- One third of the respondents focused on the infrastructure to meet housing demands.
- One third of respondents believe that limiting urban sprawl is a challenge and a similar number suggested that infrastructure development needed to take place prior to any construction of housing
- About 1/4 of the respondents noted addressing environmental impacts of housing
- Others noted the importance of making more housing available for residents.

Housing Actions

- Numerous responses focused on the need for the County to work with, or impose additional rules on, developers.
- A few comments honed in on requiring different building methods and materials which are more “sustainable.”
- Many respondents felt that “better planning” was needed for the island, including the development of infrastructure prior to the construction of housing.

Environment Challenges

- About one half of the respondents suggested that the biggest environmental challenge was to protect natural resources and monitor protection programs. Ocean and water were mentioned specifically.
- Several respondents stated that controlling over-development was a challenge.
- Recycling was noted as a challenge by several.
- Other themes mentioned include: controlling invasive species, banning the super ferry, and minimizing the growth of tourism

Environment Actions

- Slightly less than one third of the respondents suggested that development be curbed , with some suggesting the imposition of tax incentives and new laws.
- Curbside recycling was suggested by more than 15% of respondents and a similar percentage felt it was important to eradicate alien/invasive species including monitoring ports and stricter laws.
- Protect lands through land trusts and/or county purchase of lands were also mentioned.

Culture and History Challenges

- About 40% of respondents stated that the biggest challenge to the County is the loss of its culture(s) and the need to actively maintain its history/culture while educating residents. A similar percent felt that the County needs to identify, maintain, and preserve cultural sites; specifically to save these sites from (over)development.

- The influx of newcomers and tourism were cited as challenges to preserving the culture.

Culture and History Actions

- Nearly 50% suggested that the County improve culture/history education and host events for native and non-native residents, as well as tourists. The use of government grants was specifically mentioned as a means to accomplish this.
- About one third of the participants suggested that the County pass laws and/or zoning to preserve cultural sites through both incentives and restrictions.

Urban Form Challenges

- About two thirds of participants stated the importance of a collective vision for the urban core – specifically: clear design guidelines that encourage/require specific styles of housing (density, etc.) and green space; provide incentives (grants, loans, tax breaks) and/ or create enforcement mechanisms for developers to follow vision/guidelines, encouragement for unique architecture, promotion of density and mixed-use, renovation/refurbishment of older buildings, etc.
- About 25% felt that the County was challenged in providing more/ better greenways and open space - and integrating this goal with growth.
- Several respondents focused on over-development/urban sprawl as key challenges.

Urban Form Actions

- About 20% of respondents suggested that the County slow down the development process and/or limit growth.
- About 60% of respondents said that the county should create design guidelines to encourage specific styles of housing and green space.
- Other suggestions include: slowing down or limiting growth, developing better parking options, planning appropriately for infrastructure.

Economy challenges:

- About 60% of respondents noted that the economy is not diversified enough – too service-industry oriented, with low wages, challenging residents to afford housing and meet other budget needs.
- One third of respondents said that “outsiders” create a number of challenges, by providing incentives to developers to create high-end and second homes, dissuading developers to build affordable units that can be purchased with local wages.
- About 25% of respondents felt that young people leave Maui for better paying jobs and yet Maui needs an educated workforce to be able to be attractive to diversified industries. A similar number felt that economic development needs to take into account the environmental impact and preserve, as much as possible, limited natural resources (open space, marine/ocean) and quality of life.

Economy actions:

- More than one third focused on the need to expand educational opportunities on Maui. A similar number noted the importance of diversifying the economy by promoting technology, film, enterprise zones, and alternative energy.
- One third of respondents suggested new taxes and/or tax credits to support appropriate economic development (e.g. taxes for second home buyers, tourists, (to be paid at the airport), hotels (to be used for affordable housing). New tax credits or lower taxes for: new industries; agriculture (new products, “real” use); those who keep green-ways and open spaces.
- Other comments focused on creation and/or enforcement of laws related to land use (agricultural districts); and promoting environment and environmentally friendly businesses: local, organic food; green housing construction

and materials; alternative energy.

Infrastructure challenges:

- Water, transportation and roads were the three infrastructure challenges most noted by respondents.
- Other issues noted included harbors and overdevelopment.

Infrastructure actions:

- Respondents had many different ideas for actions by the county, including promoting alternate transportation, limiting the number of, or discouraging the use of cars, taking control of infrastructure from the State, creating a moratorium on all development until infrastructure issues are worked out, increasing funds for water resources and conservation, promoting gray water usage, expanding existing and creating smaller harbor(s), and developing plans to build and repair roads, including: alternate routes, more roads, more lanes.

ANALYSIS OF FINDINGS: PLANSTORY ANALYSIS

Participants in PlanStory were seated at tables of eight. Each table had two large maps of Maui Island (36 x 60"). (See sample map included in Appendix.) The maps depicted the topography of the island and included areas protected from development, roads, developed areas (red), and the names of towns. Additionally, the maps noted agricultural lands, areas where projects have been approved for development (red stripes) and areas where projects have been considered in the existing community plans, but do not have full approvals (yellow).

Participants split into two groups at each table, such that four worked on each map.

The first exercise asked each group (of four) to designate three areas on the map that should be protected from development (beyond the areas where development is already prohibited). These areas were outlined with a marker using a dashed line. Participants were encouraged to write notes explaining any particular rationale they felt would be important to understand in the analysis.

Following this, participants were asked to site locations for 8,000 new units of housing. It was explained that Maui Island needed to add at least 16,000 units in the coming years if it was to house its residents, based on current trends (including births, residents aging in place, life expectancy, and newcomers relocating to Maui full time for employment). For the most part, these 16,000 units were not intended for part time residents and second home families. Participants were given a bag of "housing units." Each colored shape was proportioned to equal 800 units of housing at three different densities, such that each took up the space on the map scaled for that density: orange, the smallest of the three shapes represented 800 units at ten to the acre (urban); the purple shape was twice as large as the orange shape and represented 800 units at a suburban scale (five to the acre); the green shape was much larger than the other two shapes, reflecting the amount of land that 800 units of housing would require at rural densities (.25/acre). (See chart in the appendix for additional information related to housing pieces and scale.) Participants (as a group of four) were required to place 10 pieces (10 pieces x 800 units per piece = 8,000 units of housing) on the map in areas they felt would be best suited for housing and at the density desired. For example, a group could place six orange (urban/ 10/acre housing) pieces in close proximity to an existing town, thereby expanding the size and population of a town, or place the same six pieces in an undeveloped area, creating a small new town or settlement of 4,800 households (6 x 800 = 4,800). The same group could then use four more pieces (all purple representing suburban scale, or all green, representing rural density, or a combination of green and purple; or the group could decide to use more orange pieces) which would complete the siting of 8,000 units of housing.

The four participants needed to discuss all options and come to consensus about density, location, the creation of new towns or the expansion of existing towns. Obviously no housing could be placed in areas that the group had determined should be protected from development. No housing could be placed in areas previously designated as undevelopable.

Following this exercise the two groups of four at the tables traded maps and each group of four (working with the new map) was asked to add another 8,000 units of housing just as they had done previously. Now, however, the maps already had the 8,000 units of housing sited by the first group of four participants and also areas designated as undevelopable by the first group of four. These decisions needed to be "respected." The rules for siting the housing were the same as the first time, with the same shapes and same colors.

Once the groups completed the housing (which on each map would now include 16,000 units), they determined whether or not any new roads would be needed to handle the decisions about housing locations. At this time, each group of four was asked to hang up their maps on display panels and the group of eight worked together on the next task.

The group was asked to determine the best location for three public facilities (selected from a group of seven facilities including a hospital, jail, regional park, school, wastewater treatment facility, sports complex and landfill.) The group needed to place the same three facilities on each of the two maps worked on by their group.

Twenty-eight maps were produced by the collective participants (100+). The maps and the analysis are presented here and in the appendix.

AREAS TO PROTECT FROM DEVELOPMENT

In analyzing the decisions made by participants at the PlanStory event on October 21, 2006, numerous consistencies are reflected in decisions related to the conclusions as to what areas should be protected from development. Most notably almost all participants (90% of the maps) determined that no development should occur in at least a portion of East Maui, with special notations cited about preserving the coast. Twenty-two of the 28 maps indicated preserving a portion of West Maui. About one third of the maps protected ag lands located between Upcountry towns and Central Maui and an equal number of maps indicated the importance of preserving and not developing the Makena area.

The coast was so important to participants that 11% of the maps marked the entire coast of the island as areas not to be developed.

Summary	Percent of Maps
East Maui (including specific references to coast)	90%
West Maui (including specific references to coast and particular areas)	79%
Area between Central Maui-Kihei-Makena and Upcountry	32%
Makena area	29%
Central Maui	18%
Upcountry	11%
Haleakala	11%
Entire coast	11%
All ag land	11%
All historical and cultural sites	3%

See appendix for complete description of areas designated as not-to-be-developed by participants on each of the 28 maps. Also see appendix for actual map developed by each group.

HOUSING

The table below summarizes the decisions made by the participants as to their recommendations regarding density and locations for the siting of 16,000 units of housing (in blocks of 800 households per “playing piece.”)

When reviewing all 28 maps produced by participants, the overwhelming majority of decisions (96%) focused on the creation of housing units at either five or ten units to the acre, with many solutions “clustering” these units as either extensions of existing towns or in very close proximity to existing towns (primarily in Central Maui and in the Kihei areas). Only 4% of the available household units were designated as “rural,” with strong sentiment that “to preserve open space, ag lands, and the coast, and to keep Maui special, it is essential to build more compactly and to rethink development.” While participants engaged in the exercises there was a distinct belief from many that adding 16,000 units (beyond the already approved but unbuilt development) was greater than either what they wanted for Maui or for Maui’s carrying capacity (infrastructure, water, waste, etc.) Additionally, there was tremendous fear that any new development would not be affordable or preserved for local, long-term residents. Thus, the results of this exercise should be considered as where development should go, if needed, but not necessarily an endorsement of its need.

There was also strong sentiment by many participants that developers needed to be “held in check;” should be held responsible for the funding of necessary infrastructure which should be paid and created in advance of any permitting; and that the Planning Department should be forward thinking and pro-active about appropriate development that preserves agriculture, beaches, open space, historic and cultural sites, and the character of Maui. (See appendix for details related to each map and for diagrams of maps.)

Summary of All Maps	Green .25 units/acre	Purple 5 units/acre	Orange 10 units/acre	Community Plan Area
Total (28 maps)	22.25 (4%)	226 (41%)	301 (55%)	549.25 pieces (not all groups placed exactly 20 pieces on their map)
Total broken down by individual housing pieces	3 (13.5% of green)	19 (8.4% of purple)	48 (15.9% of orange)	West Maui
	0.75 (3.5% of green)	68 (30.1% of purple)	111 (36.9% of orange)	Wailuku-Kahului
	1.5 (6.8% of green)	77 (34.1% of purple)	105 (34.9% of orange)	Kihei-Makena
	7.75 (34.8% of green)	34 (15.0% of purple)	27 (9.0% of orange)	Makawao-Pukalani-Kula
	3 (13.5% of green)	21 (9.3% of purple)	10 (3.3% of orange)	Pa’ia-Haiku
	6.25 (28.1% of green)	7 (3.1% of purple)	—	Hana

PLACEMENT OF PUBLIC FACILITIES

As a full group (of 8), one representative of each table selected three “cards” from a “deck” of seven cards. Each card in the deck included information about a public facility that would be needed (and/or is wanted) on the island over the coming years. The facilities included: wastewater treatment facility, school, regional park, hospital, jail, landfill, and a sports complex. The group worked together as a unit to determine the best placement for each of the three facilities they “selected blindly” from the pack. Participants needed to come to consensus about location and also whether or not to expand a currently existing facility or to create a new one. They placed the same facilities on each of their two maps, although the placement could vary based on the configuration of development on each map. (See appendix for map of facilities location.)

The decisions about siting the facilities are summarized as follows:

Facility	Total Placed (random selection)	Community Plan Area	Number at Each Location	Notes
Hospital	12	West Maui	5 2 split location	(½ Kihei-Makena)
		Wailuku-Kahului	2	expansion of existing hospital
		Kihei-Makena	3 2 split location	(½ West Maui)
Sports Complex	9	Wailuku-Kahului	7	
		Kihei-Makena	2	
Regional Park	11	Wailuku-Kahului	2	
		Kihei-Makena	7	
		Makawao-Pukalani-Kula	2	
Waste Water Treatment Facility	15	Wailuku-Kahului	9	including upgrading and expansion of existing facility
		Kihei-Makena	6	including upgrading and expansion of existing facility
Landfill	8	Wailuku-Kahului	8 (unanimous)	expansion of existing landfill preference for “trash to energy” facility
Public School	8	Kihei-Makena	8 (unanimous)	
Jail	7	Wailuku-Kahului	4	includes expansion of existing facility
		Kihei-Makena	3	

EXIT QUESTIONNAIRE ANALYSIS: WALKSTORY

With regard to participants' opinions of the WalkStory event(s), there was strong appreciation for the location decisions with more than 85% saying that the location was a "very good choice." The only negative comments focused on the acoustics problems with so many people working in small groups in one large space.

The exhibits were described as "very well done" by nearly 90% of attendees, with just 4% saying the exhibit was difficult to understand and about 7% saying they didn't have time to view the exhibit. Some participants suggested having "docents" walk attendees through the exhibit to answer questions and explain the information and some felt the history photos should be matched with comparable current views of the same site. Additionally, some would have liked to see future development plans shown.

About three-quarters of participants felt the station exercises were "interesting" or "enjoyable" and 20% felt they needed more time to address the topics. There were nearly no negative comments about the event although a handful said that they felt the discussions were too hypothetical. Different people preferred different stations, but most people commented on the overall event as being worthwhile.

The handouts were seen as well done and useful by more than 80%; 18% said they would be reviewing the materials later at home. People also commented positively on "the look" of the materials and the exhibit.

When asked about what they thought the "best part" of WalkStory was, more than 50% stated that the best part of the event was "being able to share ideas with others"; "to see that other people are interested in these issues"; and "to better understand what other people thought." About 30% of the responses focused on the opportunity itself, being able to give input for the General Plan; the community-focused process; being able to discuss issues openly. A few comments focused on whether or not the county would actually listen to what was said at the event.

More than 90% said they would encourage friends and family to attend a similar event; 9% said they "might" encourage family and friends to attend; and only 2 people (less than 1%) said they would *not* encourage others to attend.

EXIT QUESTIONNAIRE ANALYSIS: PLANSTORY

A total of 90 exit surveys were submitted. Most participants (72%) felt that PlanStory was held in a convenient location, though there were several suggestions to hold the event in alternate spaces and at alternate times to enable more participation. All complaints about the location focused on physical comfort issues such as acoustics and the lack of air conditioning.

Most respondents (93%) stated that the exhibits in the entry area were very well done - none felt that they were difficult to understand and only a very few (7%) commented that they either did not see, or did not have enough time to take in the exhibit. A number of positive suggestions were made about the exhibit including one that it should be distributed to other locations for display. Negative suggestions asked for more information and more pictures of undeveloped Maui.

A majority felt that the station exercises and activities were interesting and/or enjoyable (77%) – in fact, 17% of respondents commented that the group exercises were the “Best Part of PlanStory.” Participants commented that the facilitation of the exercises and activities were good, although some would have liked more information, more structure, and more exercises. Only one respondent stated that the exercise was biased towards particular outcomes (development). The majority of participants (77%) said the exercises and activities were easy to follow and that there was enough time to do an adequate job.

As many as 84% said that the handouts were well done and/or useful. Fifteen percent said they had not reviewed the materials yet and would do so at home.

Overwhelmingly participants stated that the best parts of PlanStory were the discussions in small groups, hearing the opinions of others, and having the opportunity to share their own views. Most participants (89%) said they would encourage friends and family to attend an event like this if it were repeated.

APPENDIX

APPENDIX CONTENTS

- *PlanStory Exercise One*
Areas Participants Want to Protect from Development1.2
- *PlanStory Exercise Two*
Adding 16,000 Units of Housing on Maui Island1.5
(Explanation of decisions about development by each
participating group: charts and recreated map for each team)
- *PlanStory Exercise Three*
Determining the Location of New Public Facilities1.34
(Summary Map)
- *Facilitator Training Manual - WalkStory*
- *Facilitator Briefing Book - PlanStory.*
- *Focus Maui Nui - Executive Summary*

PLANSTORY: EX. 1: AREAS PARTICIPANTS WANT TO PROTECT FROM DEVELOPMENT¹

Map #	Description
1	Eastern portion of island (from a line drawn from Makena and going just east of Keokea, Kula, Pukalani, Makawao, and Haiku and ending at coast) with exception of area around Hana
	Western portion of island (from a line drawn roughly from Ma'alea and going just west of Waikapu and Wailuku to Kahakuloa) with exception of Lahaina, Ka'anapali, Kahana and surrounding areas
2	Makena area
	Kaupo area
	Hana area
3	Coastline (with exception of area from just southeast of Kahukuloa to Pa'ia)
	Central portion of island bounded (roughly) by Ma'alea, Waikapu, Pu'unene, Pa'ia, Hali'imaile, and proposed new road from Hali'imaile to Kihei
	Central portion of island bounded (roughly) by Kula, Haleakala, Ulupalakua, Makena, and Wailea
4	Eastern portion of island (from a line drawn roughly from coastline south of Makena, through Ulupalakua, east of Keokea, Kula, Pukalani, Makawao to coast)
	Area just east of Makena-Wailea-Kihei
	Western portion of island bounded (roughly) by Ma'alea, Waikapu, Wailuku, Waiehu, and Kahauloa
5	All Ag land
	All beaches
	All historical and cultural sites
6	Hana
	Area just east of Kula
	Area in central/ south portion of island bound roughly by line from Spreckelsville, to the east of Pu'unene, Kihei, Wailea and Makena, following the coastline to Kaupo, then running just south of Keokea and back to Spreckelsville.
	Coastal area from Kahakuloa to Waiehu
	Western portion of island from just south of Olowalu to northern coastline, with the exception of coastline from Lahaina to a point north of Kahana
7	Eastern coastline from Keanae to Makena
	Northwestern coastline from Waiehu to just north of Kahana
	Prime ag land
8	Eastern portion of island, to Haleakala
	West Maui
	Central Maui between Waikapu to western edge of upcountry towns, allowing for eastward expansion of Kihei-Wailea

Map #	Description
9	East coastline from just south of Hana to Kaupo
	Wailea-Makena-Ulupalakua area
	Northwestern coast
10	Makena area
	West Maui coast from just south of Olowalu to Lahaina
	All ag lands
11	East coastal area from Keanae to Ulupalakua
	Makena area
	West Maui from just south of Lahaina to Ma'alaea, and swath of land from Ma'alaea north to Waikapu
12	East coastline from just east of Keanae to Kaupo
	Central Maui and upcountry , except for areas around existing towns
	West Maui areas, including a portion of northernmost coast (between Kahakuloa and Kahana and watersheds), area just east of Kahana-Ka'anapali-Lahaina, and Olowalu and area just north.
13	Area surrounded by Wailea, Makena, Ulupalakua, and Keokea
	Western slope of Haleakala
	Area between upcountry towns and a line east of Kihei-Pu'unene-Spreckelsville
14	East coastline from Makena to Haiku
	Upcountry from Makawao to Kula
	West Maui areas around Waiehu (and to the west) and between Kahana and Kahakuloa
15	East coastline from Keanea to just south of Makena, and around to Keokea
	Olowalu area
	Area between central Maui and upcountry
16	East coastline from Keanae to Hana
	Central Maui between Kihei and Pu'unene, east of Waikapu and west of upcountry towns
	West Maui , slopes facing western edge of island (not shoreline)
17	East coastline from Hana to Makena
	West Maui coastline from Ma'alaea to Lahaina
	West Maui coastline from north of Kahana to Waiehu
18	All East Maui including Haleakala
	Area just west of upcountry towns
19	East Maui coastline from Hana to Kaupo, but allowing for limited development
	Central area bounded roughly by Ma'alaea, Waikapu, Pu'unene, and Sprecklesville.

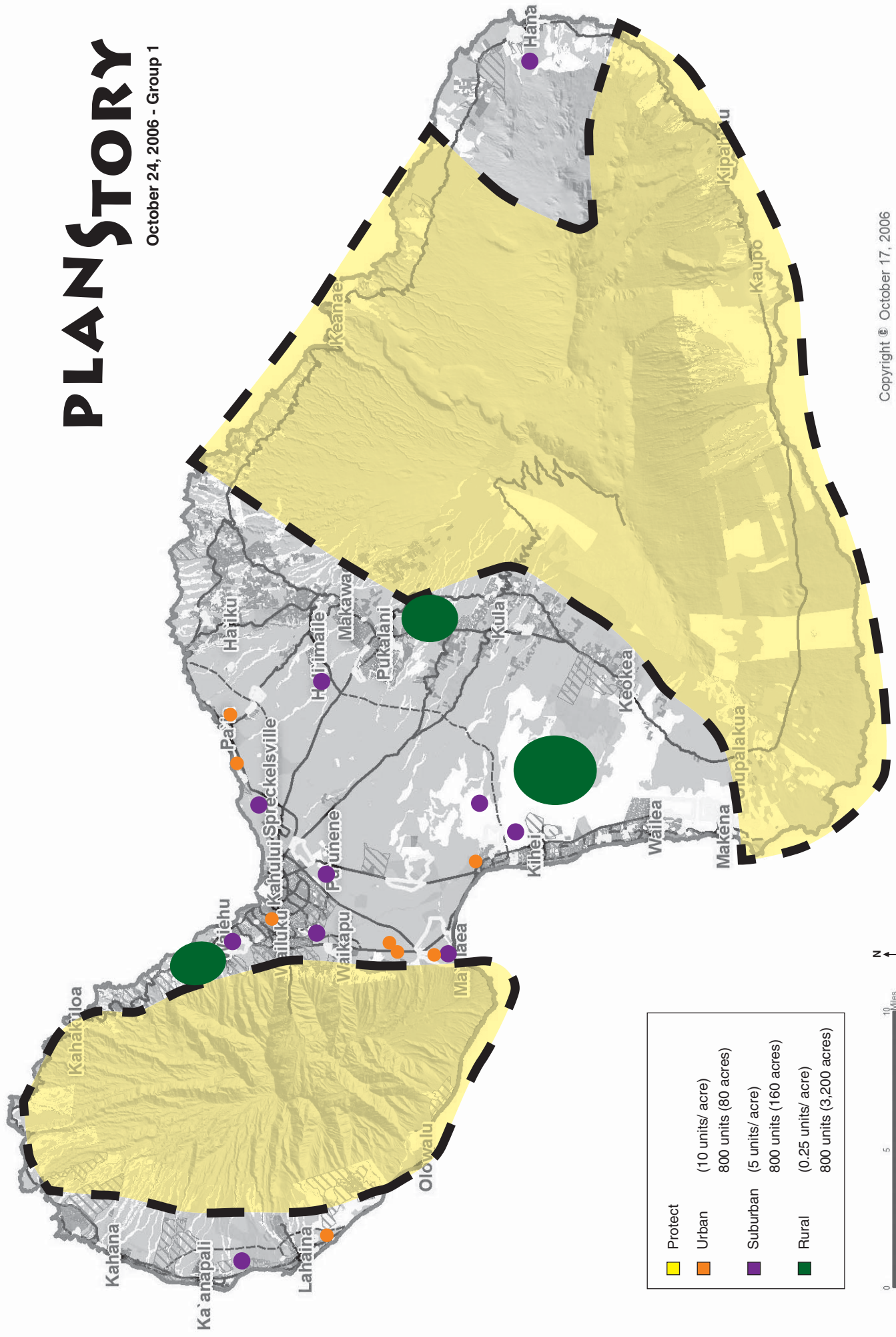
Map #	Description
20	East Maui coastline from Keanea to Kaupo, but allowing for limited development
	East Maui coastline just west of Keanae
	West Maui coastline from north of Kahana to Kahakuloa
21	Entire coastline
	Haleakala
	Summit area of West Maui peak
22	East Maui coastline from Keanae to Kipahulu
	Upcountry
	Slopes above Wailuku
23	East Maui
	Area south of Makena
	Most of central Maui with exception of existing towns and areas around them
24	Makena area
	Area between Pa'ia, Haiku, and Hali'imaile
	West Maui coastline from north of Waiehu to Kahakuloa
25	East Maui coastline from Keanae to just north of Kipahulu
	Western slope of Haleakala
	Area between upcountry and Kihei-Makena
26	East Maui coastline from Haiku to just north of Kipahulu
	Makena area
	West Maui coastline from Ma'alaea to just west of Olowalu
27	All of East Maui
	West Maui between line just east of existing towns and proposed developments to line west of central Maui towns
28	East Maui
	Makena area
	Olowalu area

PLANSTORY: EX 2 - ADDING 16,000 UNITS OF HOUSING²

Map #	Green	Purple	Orange	Community Plan Area	Details
Map 1:	Half of the housing is suburban density, with the remainder being most suburban. Housing is scattered throughout the approximately one half of the island that is not “protected.” In many instances, housing is adjacent to existing towns (e.g., Ka’anapali, Lahaina, Na’akaea, Waiehu, Wailuku, Kahului, Pu’unene, Spreckelsville, Pa’ia, Hali’imaile, and Hana,); in other instances, new developments are created (e.g., on the proposed road from Kihei to Hali’imaile, between Waikapu and Ma’alaea, northwest of Waiehu).				
1 total	2	10	8	20 pieces	
1 broken down by individual housing pieces	0.5			Wailuku-Kahului	just west of Waiehu
	1.5			Makawao-Pukalani-Kula	1 just east of Kihei ½ just east of Pukalani
		1		West Maui	south of Kanapali
		4		Wailuku-Kahului	1 in and around Waiehu 1 in and around Wailuku 1 in and around Pu’unene 1 in and around Spreckelsville
		3		Kihei-Makena	2 near proposed road from Kihei to Hali’imaile 1 in and around Ma’alaea
		1		Makawao-Pukalani-Kula	in and around Hali’imaile
		1		Hana	in and around Hana
			1	West Maui	in and around Lahaina
			4	Wailuku-Kahului	1 in and around Wailuku 1 in and around Pa’ia 2 south of Waikapu
			2	Kihei-Makena	1 in and around Ma’alaea 1 near proposed road from Kihei to Hali’imaile
			1	Pa’ia-Haiku	in and around Pa’ia

PLANSTORY

October 24, 2006 - Group 1



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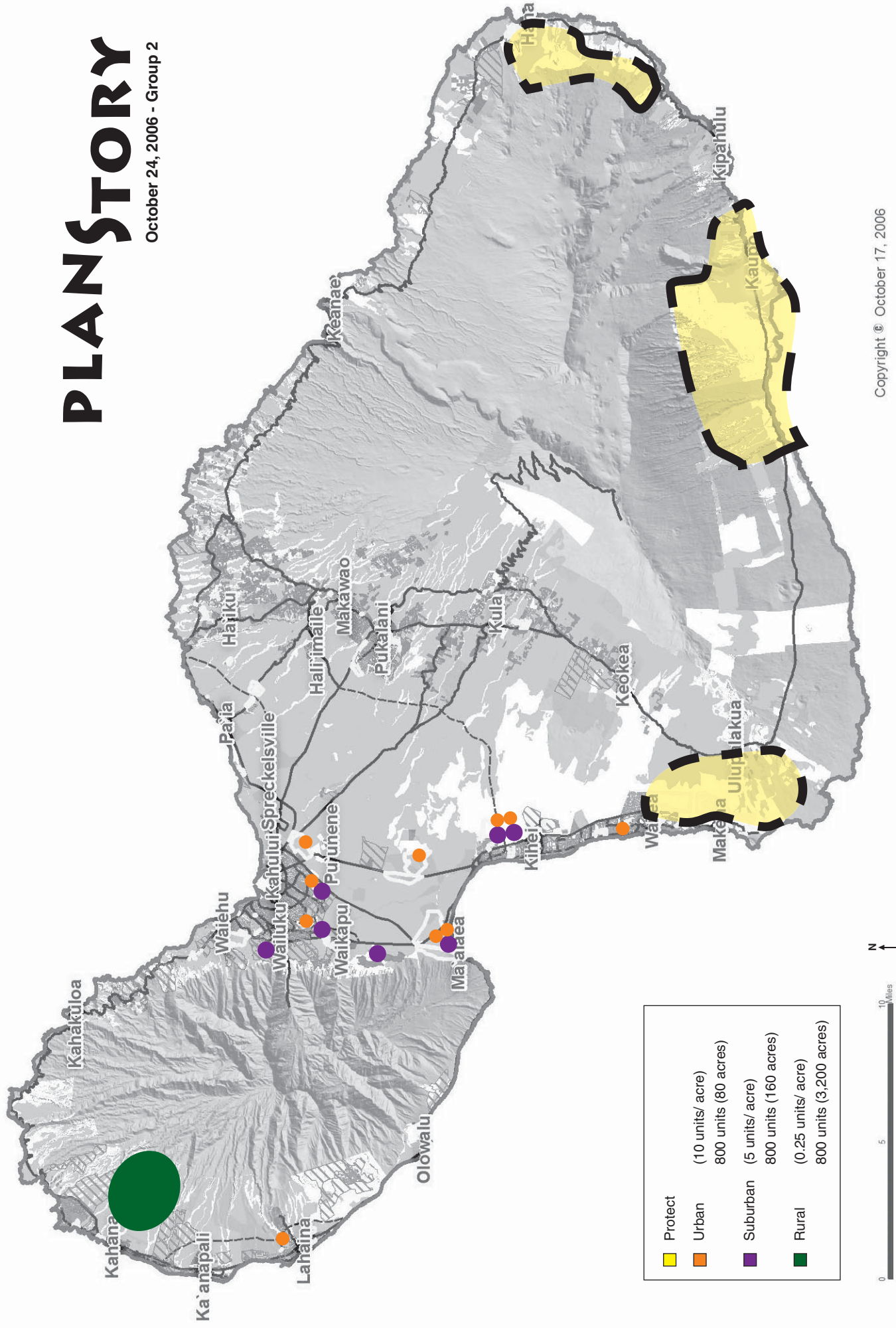
Funded and supported by County of Maui Planning Department/Long Range Division; facilitated by Focus Maui Nui, a project of Maui Economic Development Board (MEDB)



Map #	Green	Purple	Orange	Community Plan Area	Details
Map 2:	More than half of the housing is urban density, with the remainder almost all suburban. The rural development is in West Maui, east of Kahana. Most of the development is divided between the Wailuku-Kahului area and Kihei-Makena. Some of the development is in or adjacent to existing towns and some is in new locations (e.g., on the proposed road between Kihei and Hali'imaile).				
2 total	1	7	10	18 pieces	
2 broken down by individual housing pieces	1			West Maui	east of Kahana
		4		Wailuku-Kahului	1 in and around Wailuku 1 in and around Kahului 1 in and around Waikapu 1 south of Waikapu
		3		Kihei-Makena	1 in and around Ma'alaea 2 near proposed road from Kihei to Hali'maile
			1	West Maui	in and around Lahaina
			3	Wailuku-Kahului	1 in and around Wailuku 1 in and around Kahului 1 north of Pu'unene
			6	Kihei-Makena	2 in and around Ma'alaea 2 near proposed road from Kihei to Hali'maile 1 in and around Wailea 1 between Kihei and Pu'unene

PLANSTORY

October 24, 2006 - Group 2



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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 3: About half of the housing is suburban density and half urban, with the remainder rural. The rural housing is distributed between up country and the Makena area. The majority of the housing is located east of Kihei, followed by pockets in central Maui. About half of the housing is located in or adjacent to existing towns.					
3 total	1	8	8	17 pieces	
3 broken down by individual housing pieces	1/4			Pa'ia-Haiku	north of Hali'imaile
	1/4			Makawao-Pukalani-Kula	near Makawao
	1/2			Kihei-Makena	east of Wailea and Makena
		1		West Maui	east of Lahaina
		2		Wailuku-Kahului	1 in and around Waiehu 1 between Kahulua and Pu'unene
		5		Kihei-Makena	east of Kihei
			1	West Maui	east of Lahaina
			3	Wailuku-Kahului	1 south of Wailuku 1 in and around Kahului 1 south of Pu'unene
			3	Kihei-Makena	east of Kihei
			1	Makawao-Pukalani-Kula	in and around Hali'imaile

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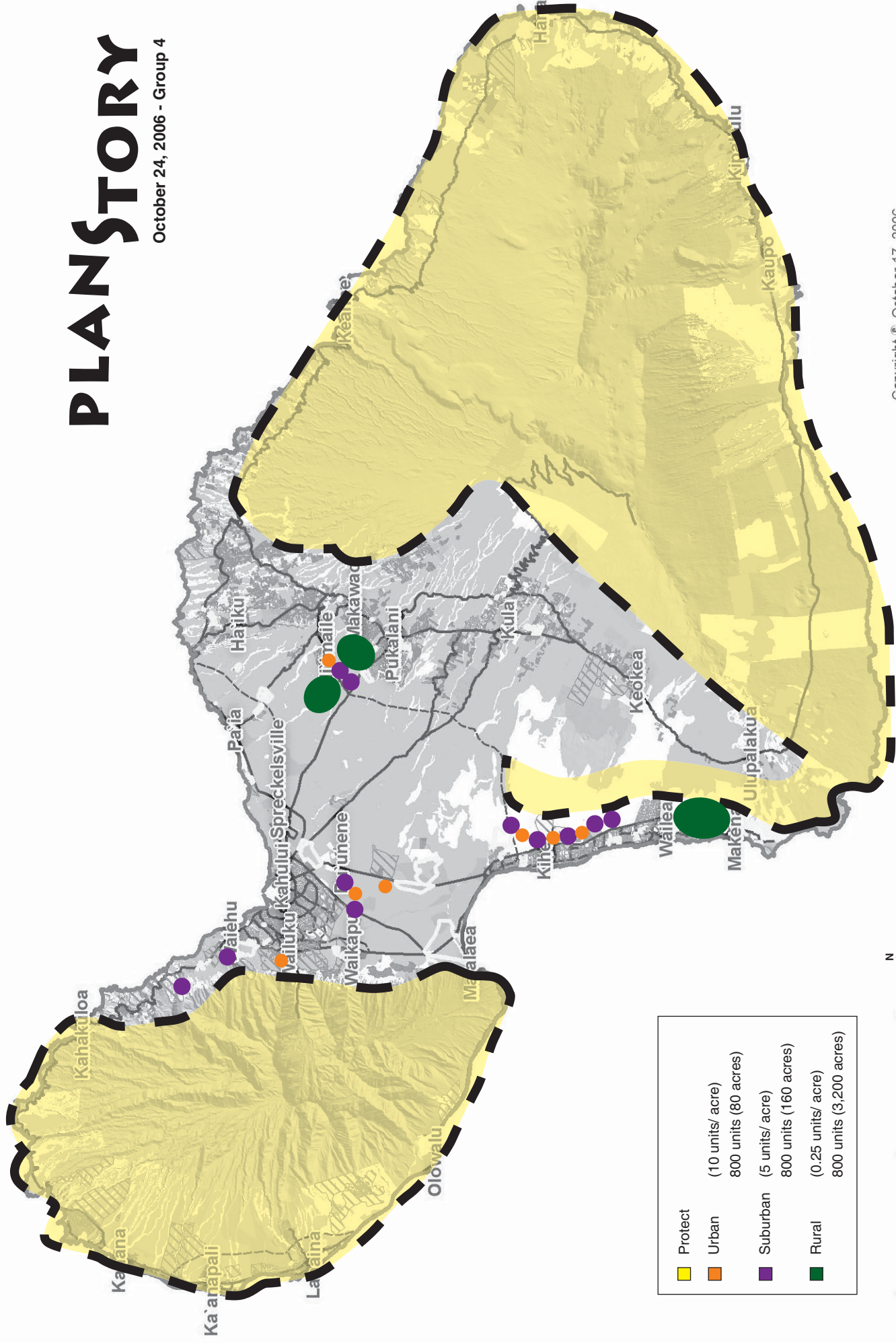


Product Code: M-DMH_20061017a

Map #	Green	Purple	Orange	Community Plan Area	Details
Map 4:	The majority of the housing is suburban density, with the remainder primarily suburban. In this scenario, all of West Maui and Hana are “protected” so development takes place in the three central planning areas, primarily east of Kihei and in central Maui.				
4 total	1	11	8	20 pieces total	
4 broken down by individual housing pieces	½			Kihei-Makena	east of Wailea and Makena
	½			Makawao-Pukalani-Kula	near Hali’imaile, Makawao, and Pukalani
		4		Wailuku-Kahului	1 north of Waiehu 1 near Waiehu 2 south of Wailuku and Kahului
		5		Kihei-Makena	east of Kihei
		2		Makawao-Pukalani-Kula	near Hali’imaile, Makawao, and Pukalani
			2	Wailuku-Kahului	1 in and around Wailuku 1 south of Wailuku and Kahului
			5	Kihei-Makena	2 south of Pu’unene 3 east of Kihei
			1	Makawao-Pukalani-Kula	near Hali’imaile, Makawao, and Pukalani

PLAN\$TORY

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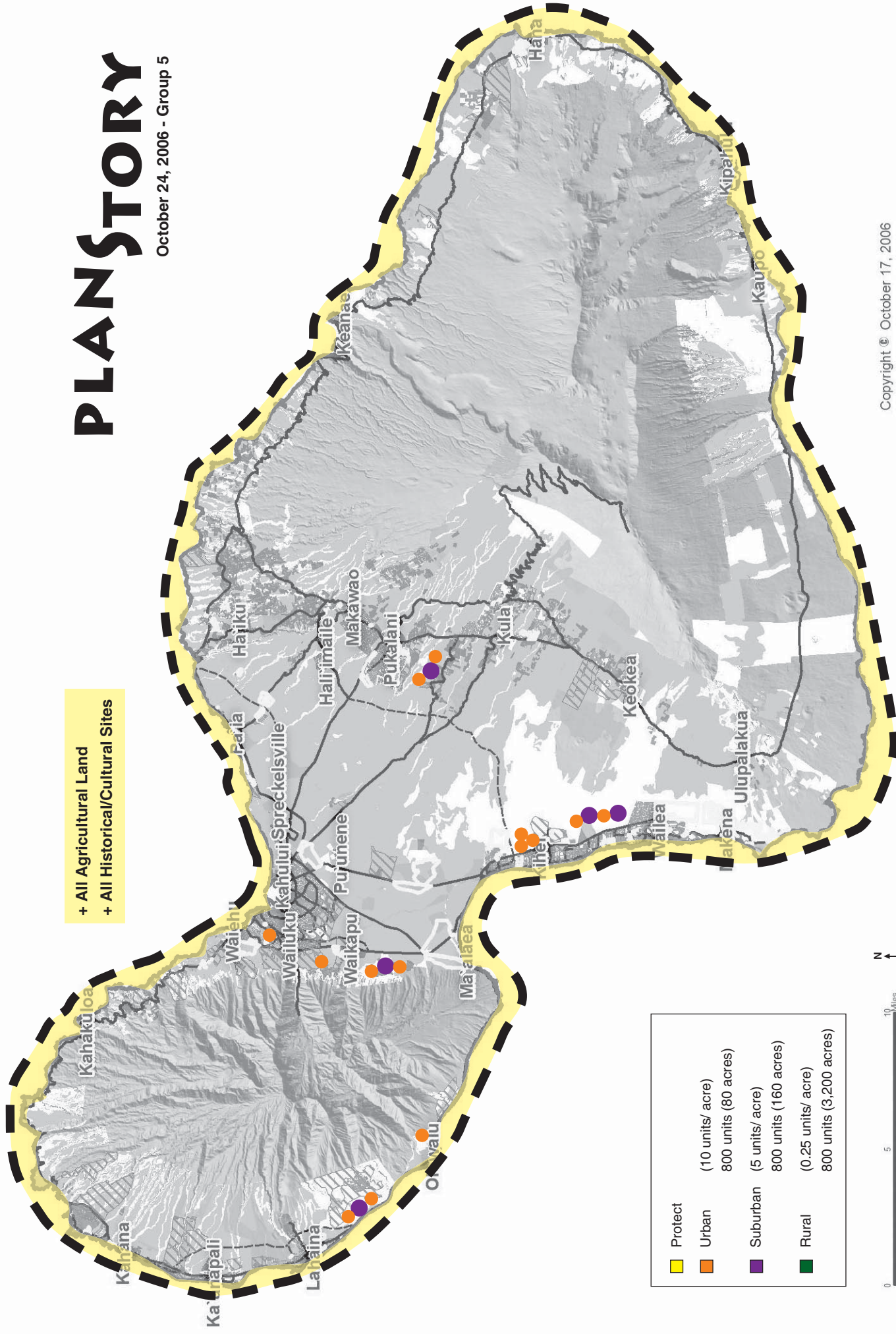
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 5:	About 75% of the housing is urban density, with the remainder being suburban. Housing is distributed across four planning areas, with the majority in the Kihea-Makena area, east of Kihei (accounting for more than 1/3 of the total housing).				
5 total	–	5	14	19 pieces total	
5 broken down by individual housing pieces		1		West Maui	between Lahaina and Olowalu
		1		Wailuku-Kahului	south of Waikapu
		2		Kihei-Makena	east of Kihei
		1		Makawao-Pukalani-Kula	south of Pukalani
			3	West Maui	2 between Lahaina and Olowalu 1 at Olowalu
			4	Wailuku-Kahului	2 in Wailuku 2 south of Wailuku
			5	Kihei-Makena	3 near proposed road from Kihei to Hali'maile 2 east of Kihei
			2	Makawao-Pukalani-Kula	south of Pukalani

PLAN\$TORY

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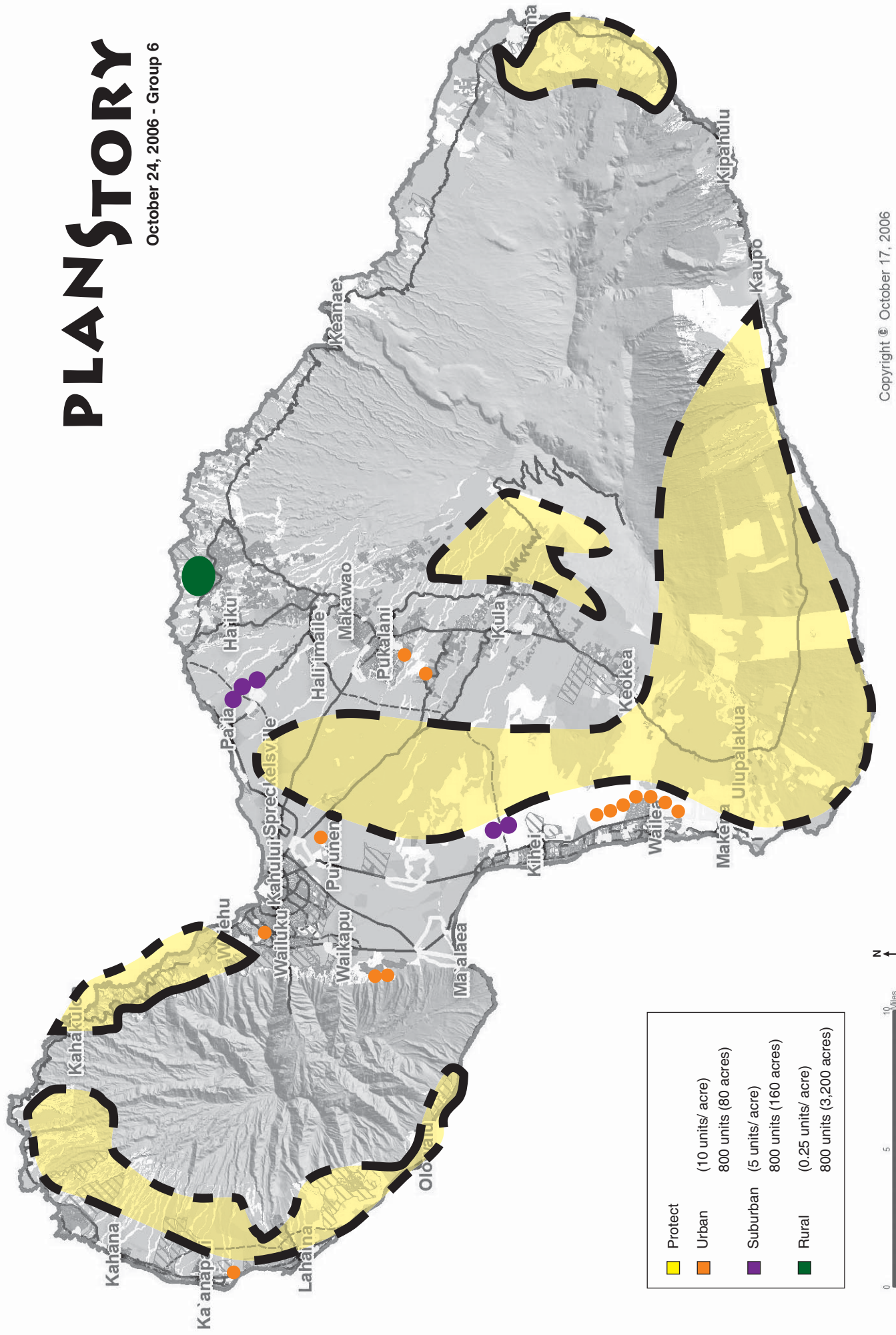
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 6:	About 75% of the housing is urban density, with the remainder being primarily suburban. The small bit of rural density housing is located just north of Haiku, near the coast. Almost half of the total housing is located just east of Kihei, some along the proposed road to Hali'imaile. There is also a proposed new development between Pa'ia and Hali'imaile.				
6 total	0.25	5	14	19.25 pieces total	
6 broken down by individual housing pieces	0.25			Pa'ia-Haiku	north of Haiku
		2		Kihei-Makena	near proposed road from Kihei to Hali'imaile
		3		Pa'ia-Haiku	between Pa'ia and Hali'imaile
			1	West Maui	south of Kanapali
			4	Wailuku-Kahului	1 in and around Wailuku 2 south of Waikapu 1 in and around Pu'unene
			7	Kihei-Makena	east of Kihei and Wailea
			2	Makawao-Pukalani-Kula	1 in and around Pukalani 1 south of Pukalani

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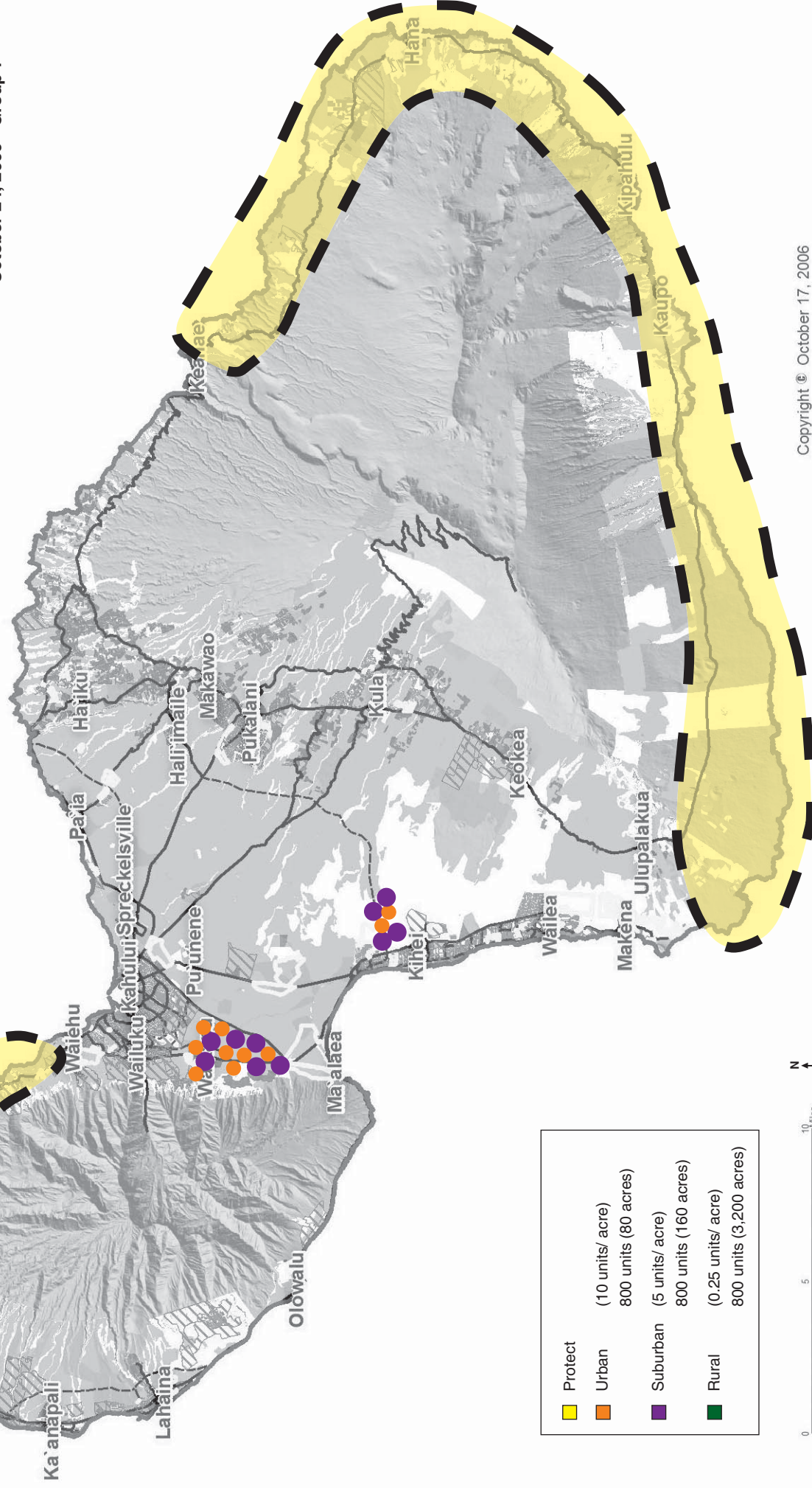
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 7:	Half of the housing is suburban and half urban density. It is divided between two areas: in and around Waikapu and moving south along the road to Ma'alaea and east of Kihei along the proposed road to Hali'imaile. Each of these settlements combines the two densities.				
7 total	–	10	10	20 pieces total	
7 broken down by individual housing pieces		6		Wailuku-Kahului	in and around Waikapu and south
		4		Kihei-Makena	near proposed road from Kihei to Hali'maile
			8	Wailuku-Kahului	in and around Waikapu and south
			2	Kihei-Makena	near proposed road from Kihei to Hali'maile

PLANSTORY

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+ Prime Agriculture



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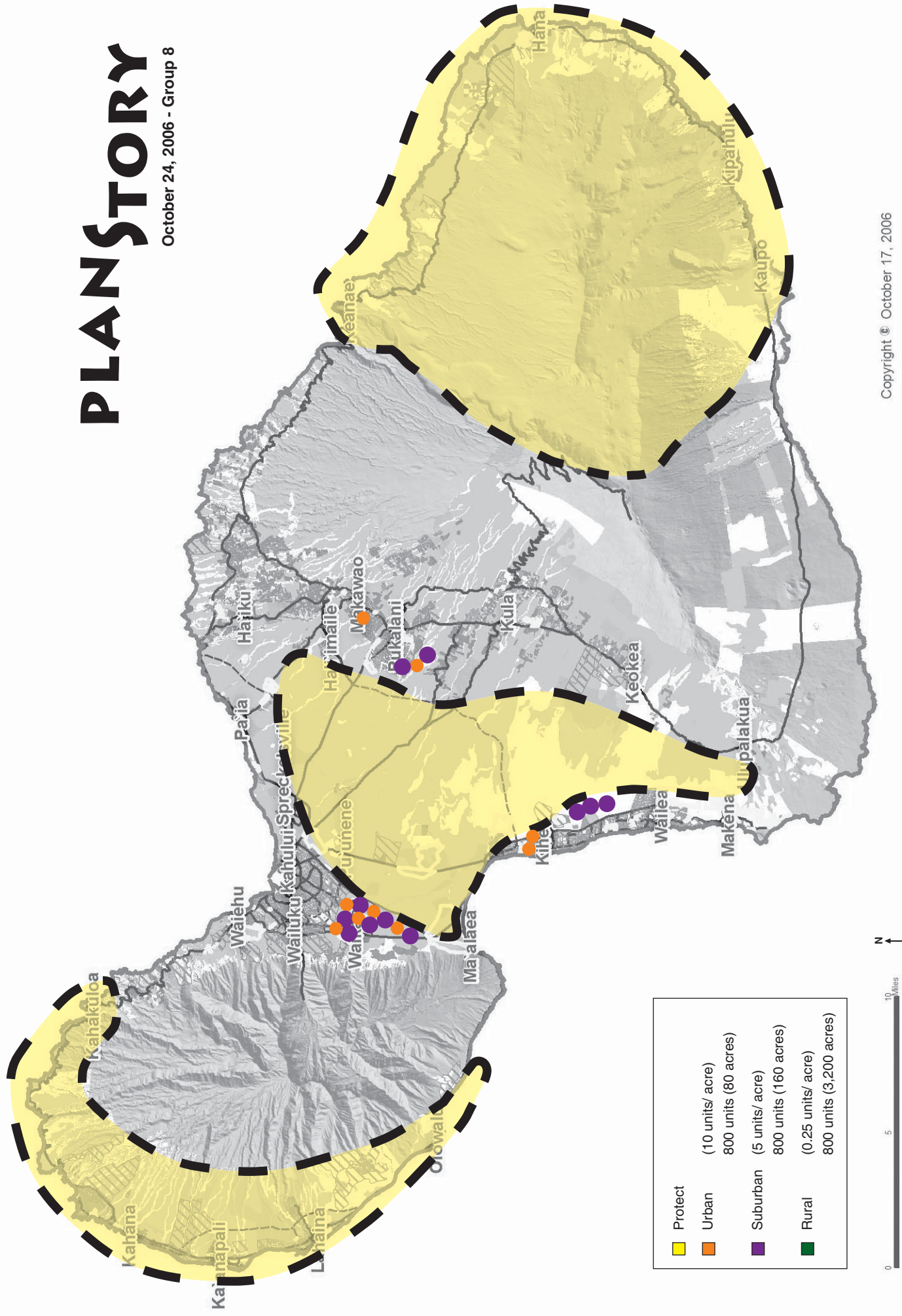
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 8: The majority of the housing is suburban density, with the remainder being urban density. The majority of the housing is located in and around Waikapu and to the south.					
8 total	–	11	9	20 pieces total	
8 broken down by individual housing pieces		6		Wailuku-Kahului	in and around Waikapu and south
		3		Kihei-Makena	east of Kihei
		2		Makawao-Pukalani-Kula	in and around Pukalani
			5	Wailuku-Kahului	in and around Waikapu and south
			2	Kihei-Makena	in and around Kihei
			2	Makawao-Pukalani-Kula	1 in and around Pukalani 1 in and around Makawao

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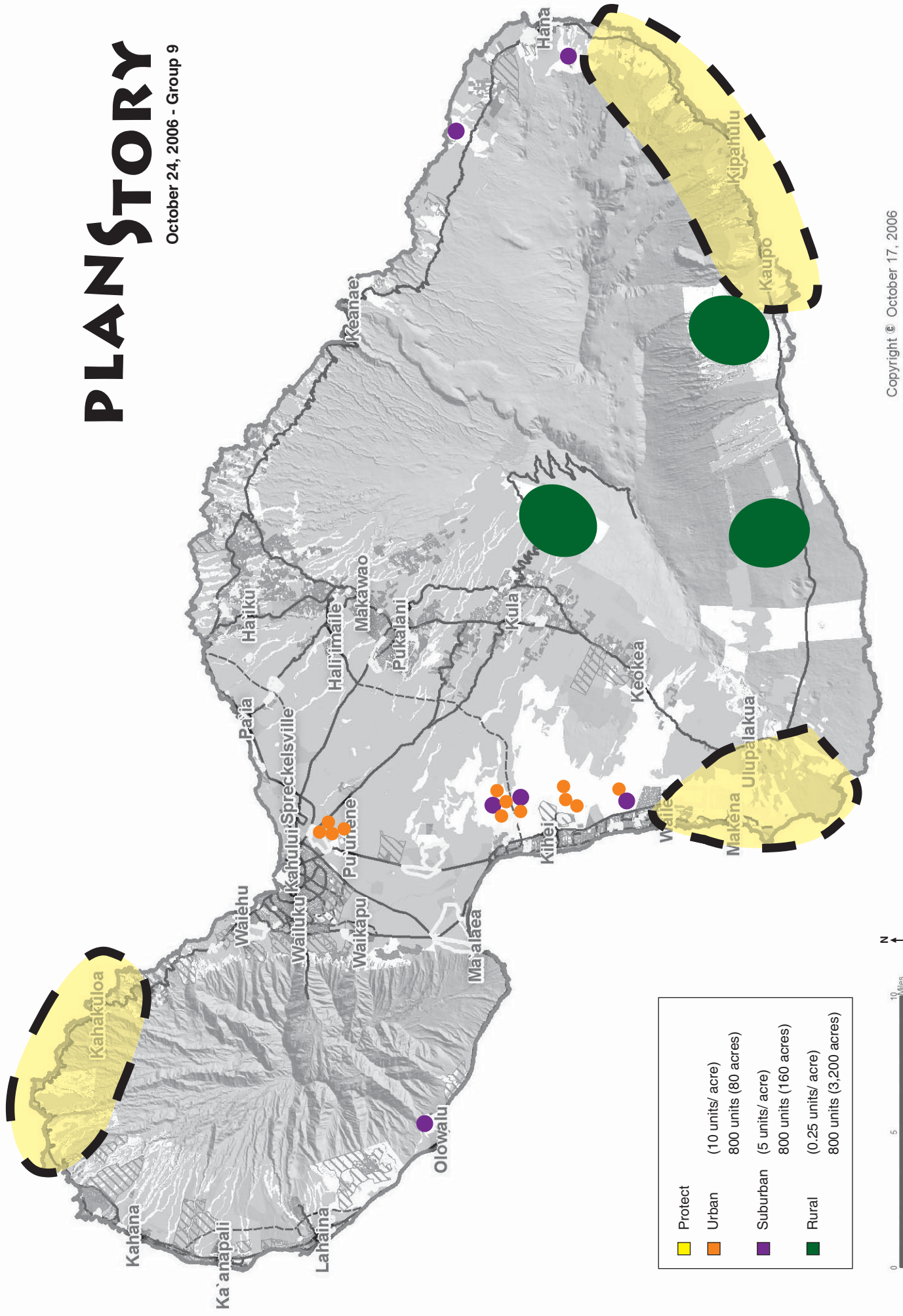
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 9: The majority of the housing is urban density. Most of the housing is located in the Kihei-Makena planning area, east of Kihei in three areas (including a significant development on the proposed road to Hali'imaile).					
9 total	3	6	12	21 pieces total	
9 broken down by individual housing pieces	1			Makawao-Pukalani-Kula	east of Kula
	2			Hana	west of Kaupo
		1		West Maui	at Olowalu
		3		Kihei-Makena	east of Kihei and near proposed road from Kihei to Hali'maile
		2		Hana	near Hana
			4	Wailuku-Kahului	in and around Pu'unene
			8	Kihei-Makena	east of Kihei and near proposed road from Kihei to Hali'maile

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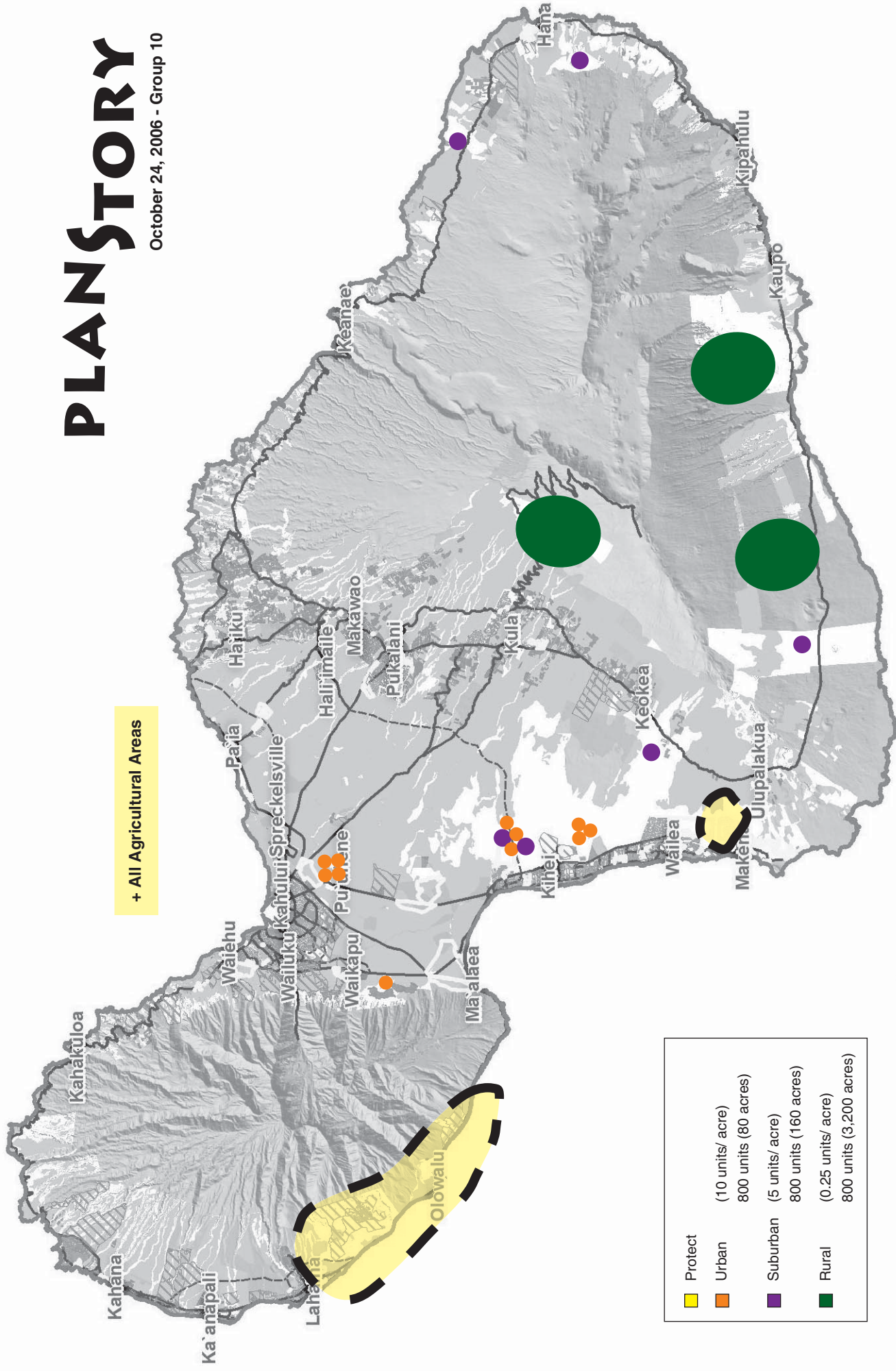


Map #	Green	Purple	Orange	Community Plan Area	Details
Map10: The majority of the housing is urban density. A significant portion of housing is located in the Kihei-Makena planning area, with more than half of that housing located in a new development along the proposed road to Hali'imaile.					
10 total	3	6	11	20 pieces total	
10 broken down by individual housing pieces	1			Makawao-Pukalani-Kula	east of Kula
	2			Hana	west of Kaupo
		2		Kihei-Makena	near proposed road from Kihei to Hali'maile
		1		Makawao-Pukalani-Kula	west of Keokea
		3		Hana	1 west of Kaupo 1 northwest of Hana 1 southwest of Hana
			5	Wailuki-Kahului	1 south of Waikapu 4 in and around Pu'unene
			6	Kihei-Makena	3 near proposed road from Kihei to Hali'maile 3 east of Kihei

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+ All Agricultural Areas



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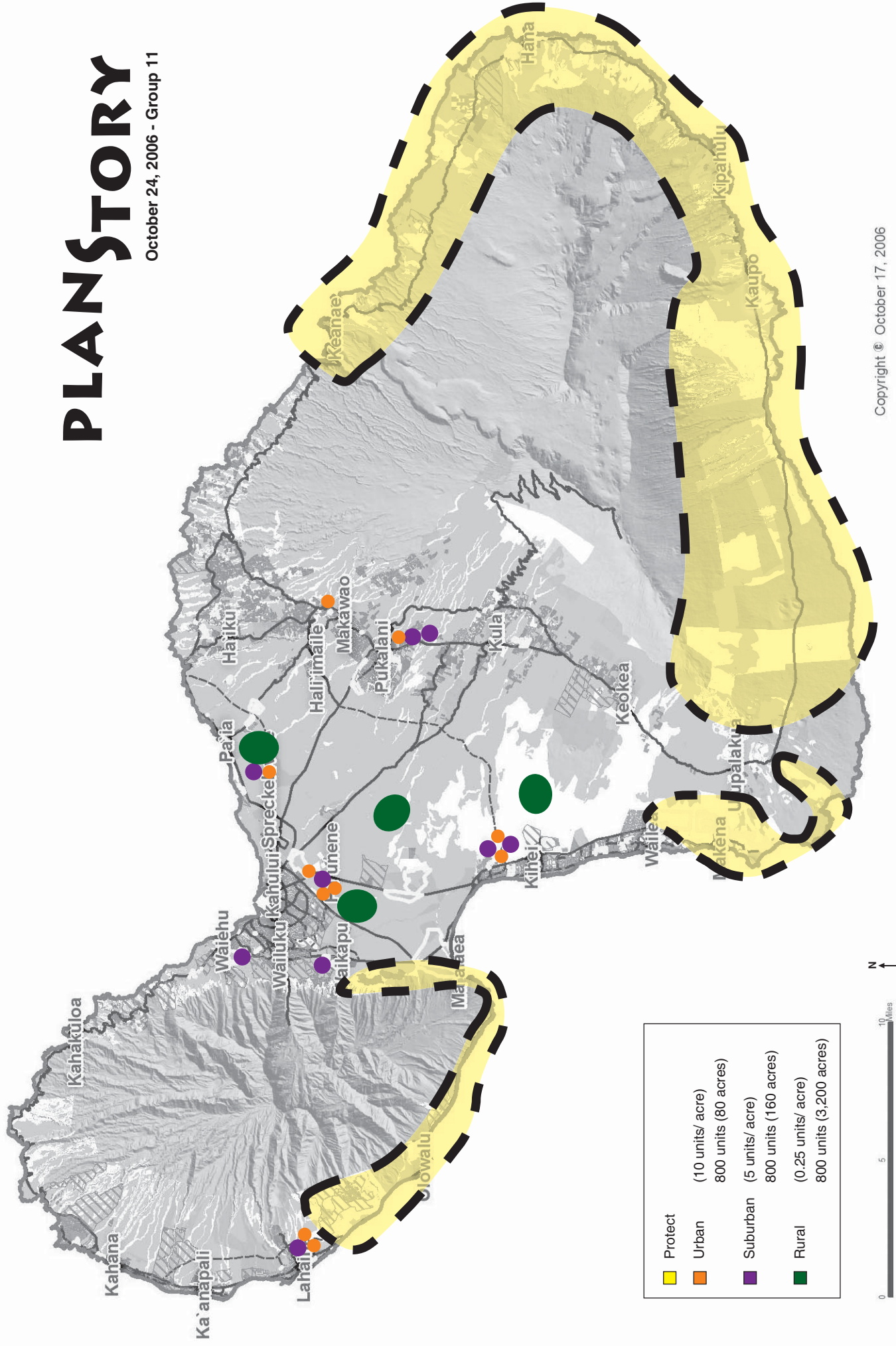
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 11:	Half of the housing is urban density, with the remainder being primarily suburban. The housing is relatively dispersed, with some new developments and some expansion of existing towns.				
11 total	1	9	10	20 pieces total	
11 broken down by individual housing pieces	0.25			Wailuki-Kahului	between Sprecklesville and Pa'ia
	0.5			Kihei-Makena	0.25 between Pu'unene and Pukalani 0.25 south of Pu'unene
	0.25			Makawao-Pukalani-Kula	east of Kihei
		1		West Maui	in and around Lahaina
		4		Wailuki-Kahului	1 near Waiehu 1 near Wailuku and Waikapu 1 near Pu'unene 1 between Sprecklesville and Pa'ia
		2		Kihei-Makena	near proposed road from Kihei to Hali'maile
		2		Makawao-Pukalani-Kula	in and around Pukalani
			2	West Maui	in and around Lahaina
			4	Wailuki-Kahului	3 near Pu'unene 1 between Sprecklesville and Pa'ia
			2	Kihei-Makena	near proposed road from Kihei to Hali'maile
			2	Makawao-Pukalani-Kula	in and around Pukalani

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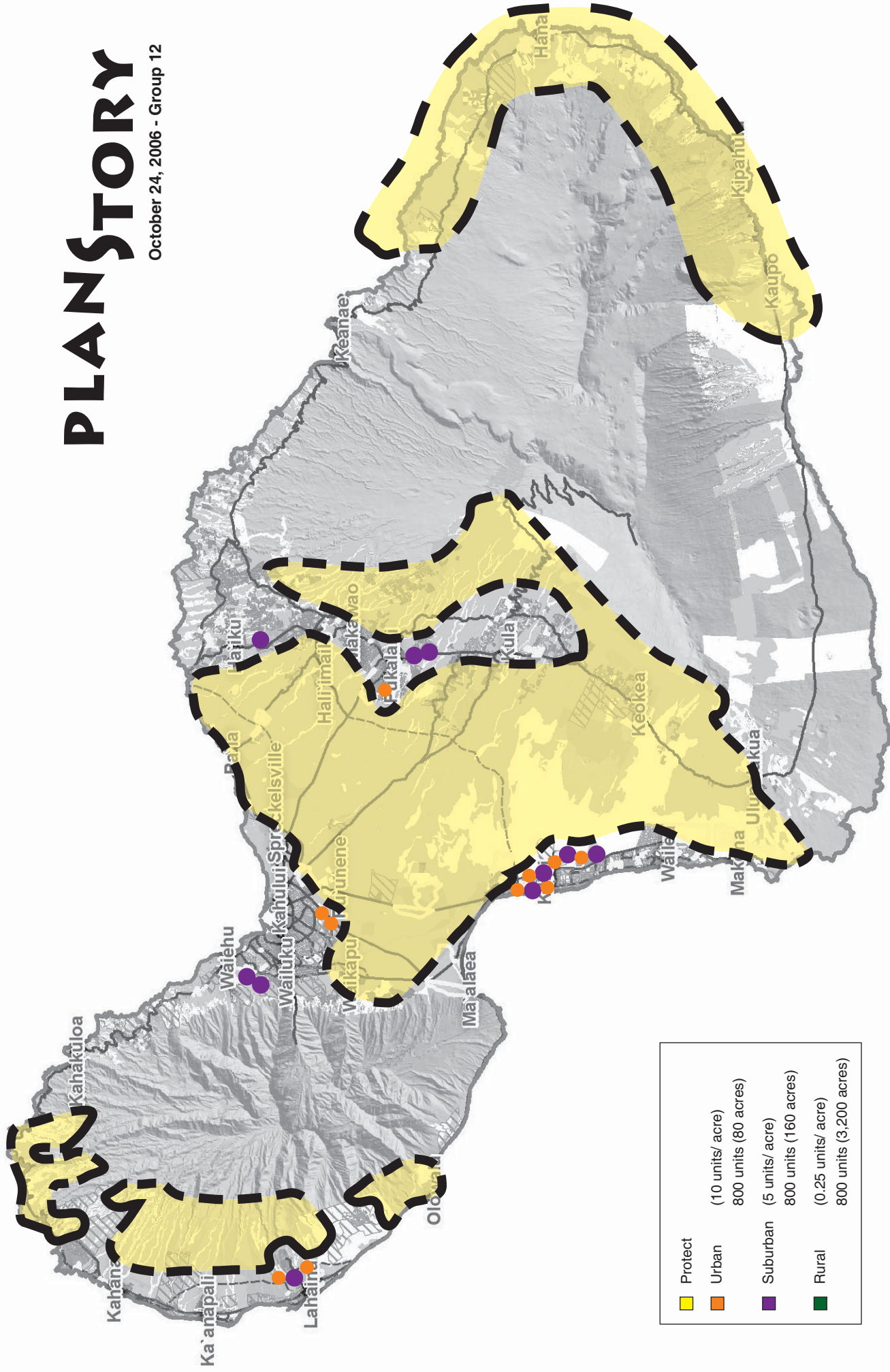
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 12:	Housing is half urban and half suburban density. It is distributed throughout five planning areas (all but Hana). Almost half of the development is located in and around Kihei, with the rest distributed between Lahaina, central Maui, and upcounty.				
12 total	–	10	10	20 pieces total	
12 broken down by individual housing pieces		1		West Maui	in and around Lahaina
		2		Wailuku-Kahului	near Wailuku
		4		Kihei-Makena	in and around Kihei
		1		Pa'ia-Haiku	in and around Haiku
		2		Makawao-Pukalani-Kula	in and around Pukalani
			2	West Maui	in and around Lahaina
			2	Wailuku-Kahului	near Wailuku and Kahului
			5	Kihei-Makena	in and around Kihei
			1	Makawao-Pukalani-Kula	in and around Pukalani

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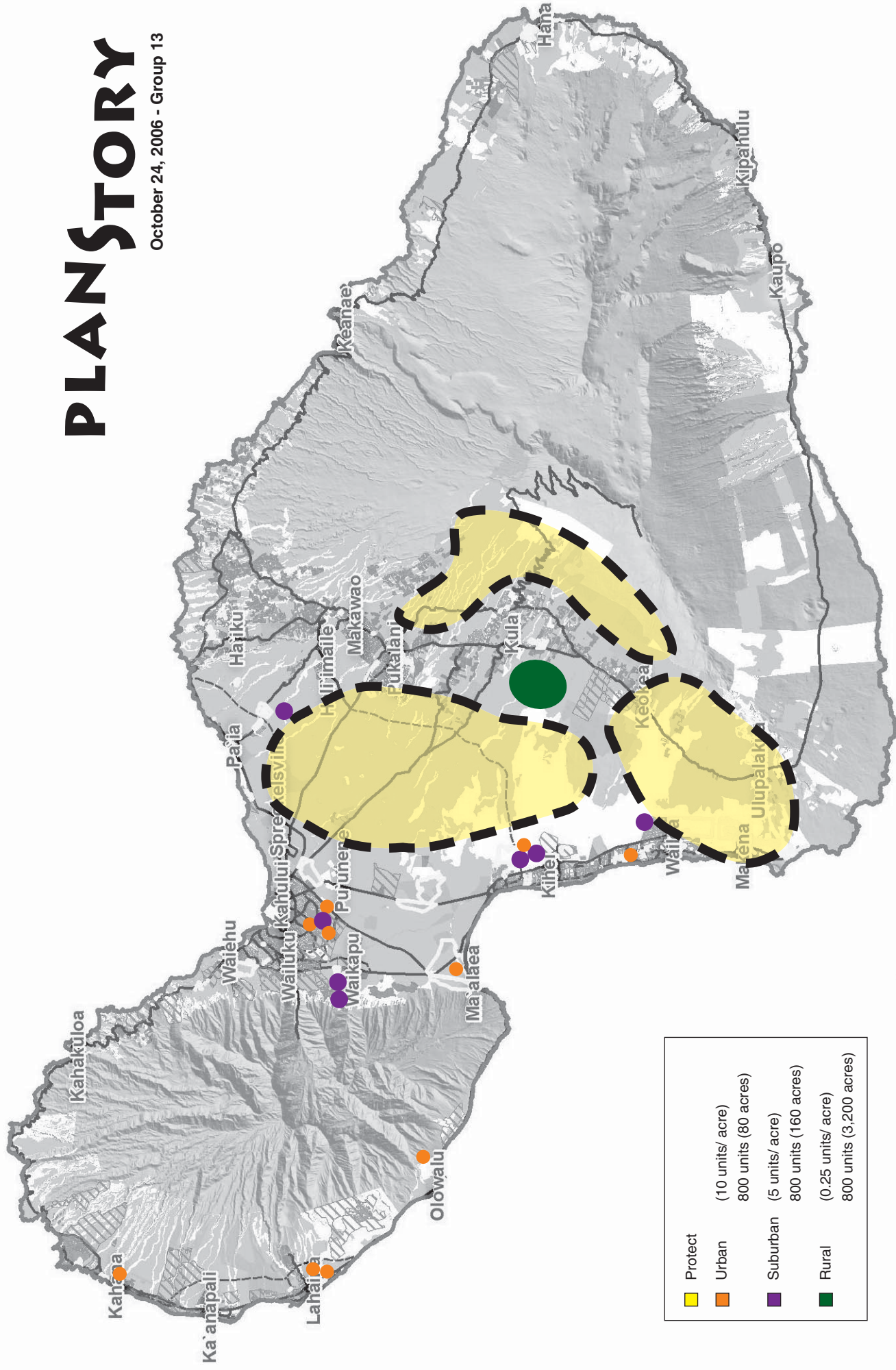


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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 13:	Housing is predominantly suburban or urban density, with a small amount of rural located just west of Kula. The suburban and urban housing is primarily located in or near existing towns.				
13 total	0.5	7	10	17.5 pieces total	
13 broken down by individual housing pieces	0.5			Makawao-Pukalani-Kula	west of Kula
		3		Wailuku-Kahului	2 in and around Waikapu 1 in and around Wailuku and Kahului
		3		Kihei-Makena	2 east of Kihei 1 east of Wailea
		1		Pa'ia-Haiku	southeast of Pa'ia
			4	West Maui	1 in and around Kahana 2 in and around Lahaina 1 at Olowalu
			3	Wailuku-Kahului	in and around Wailuku and Kahului
			3	Kihei-Makena	1 at Ma'alaea 1 near proposed road from Kihei to Hali'maile 1 between Kihei and Wailea

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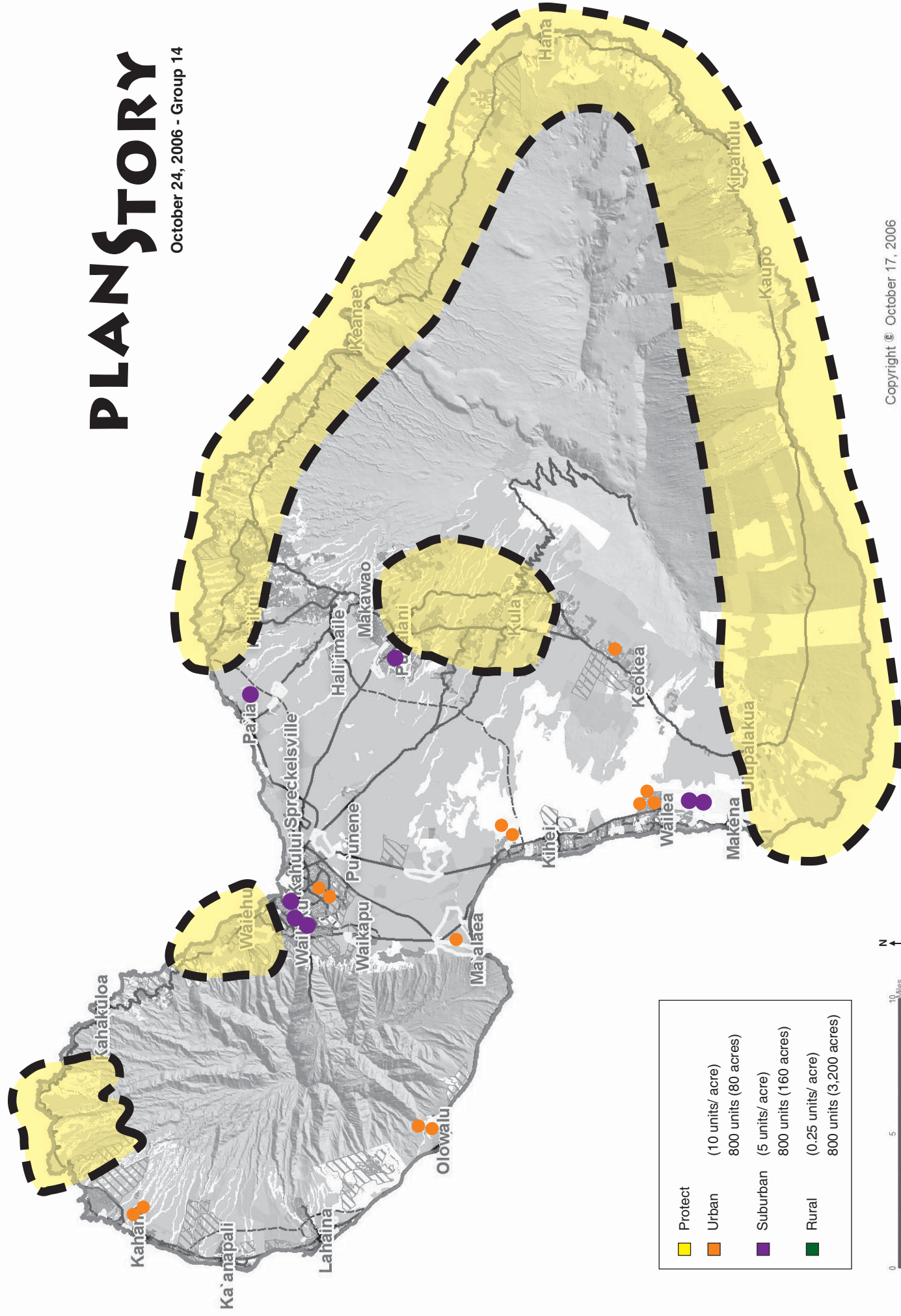


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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 14:	Most of the housing is located in or near existing settlements, with more than half in the Kihei-Makena planning area.				
14 total	–	7	13	20 pieces total	
14 broken down by individual housing pieces		3		Wailuku-Kahului	in and around Wailuku
		2		Kihei-Makena	southeast of Wailea
		1		Makawao-Pukalani-Kula	in and around Pukalani
		1		Pa'ia-Haiku	near Pa'ia
			4	West Maui	2 at Kahana 2 at Olowalu
			2	Wailuku-Kahului	in and around Kahului
			6	Kihei-Makena	1 at Ma'alaea 2 near proposed road from Kihei to Hali'maile 3 in and around Wailea and Kihei
			1	Makawao-Pukalani-Kula	in and around Keokea

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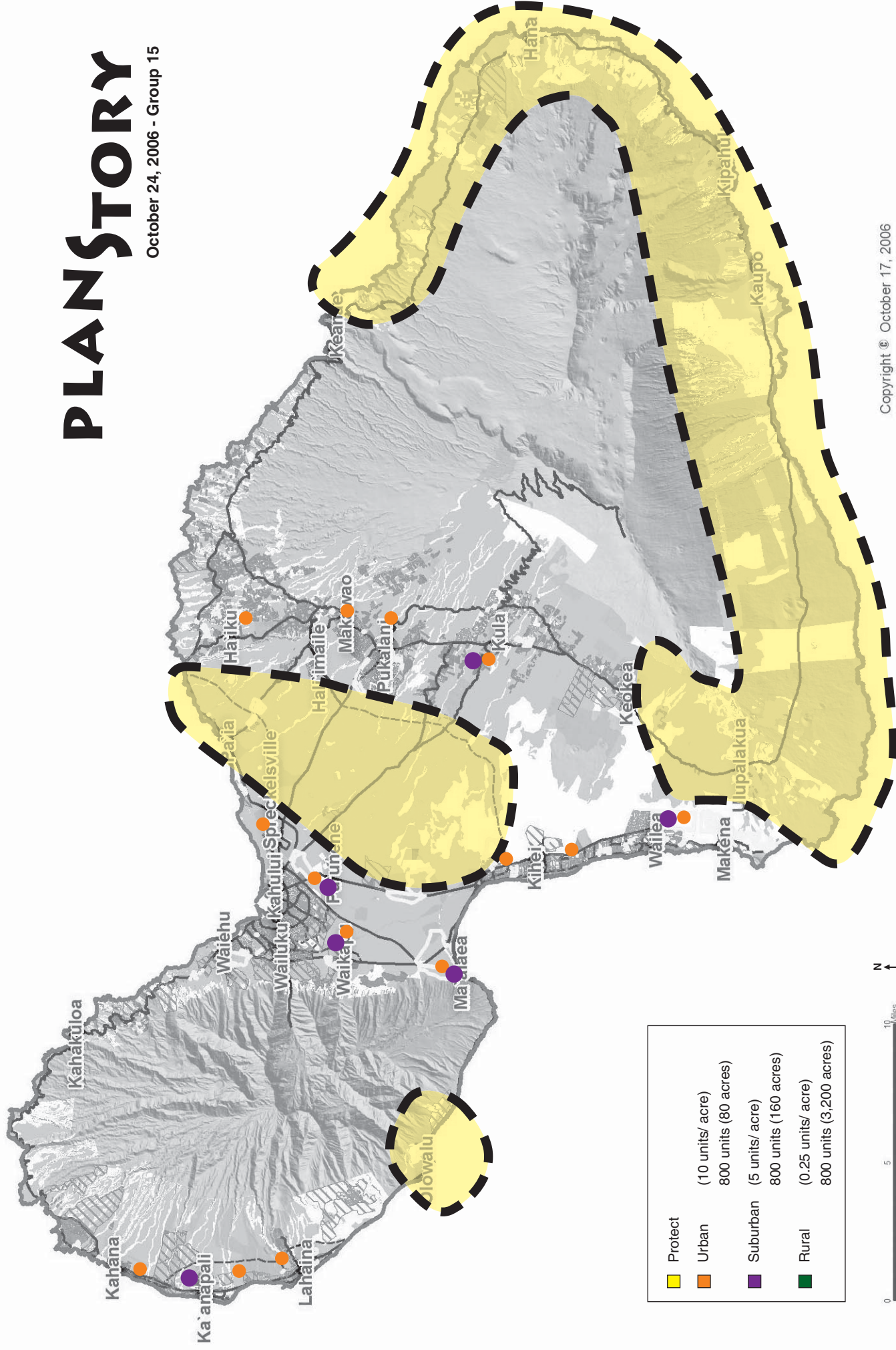
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 15:	The housing is approximately 1/3 suburban density and 2/3 urban density. It is spread in pockets, about 1/3 of the time in areas that mix the two densities. Most of the housing is located in or near to existing towns.				
15 total	–	6	14	20 pieces total	
15 broken down by individual housing pieces		1		West Maui	near Kanapali
		2		Kihei-Makena	1 in and around Ma’alaea 1 east of Wailea
		2		Wailuku-Kahului	1 in and around Waikapu 1 in and around Kahului
		1		Makawao-Pukalani-Kula	in and around Kula
			3	West Maui	1 near Kahana 1 near Ka’anapali 1 near Lahaina
			3	Wailuku-Kahului	2 near Wailuku and Kahului 1 in and around Spreckelsville
			4	Kihei-Makena	1 in and around Ma’alaea 1 near proposed road from Kihei to Hali’maile 1 in and around Kihei 1 east of Wailea
			1	Pa’ia-Haiku	in and around Haiku
			3	Makawao-Pukalani-Kula	1 in and around Makawao 1 in and around Pukalani 1 in and around Kula

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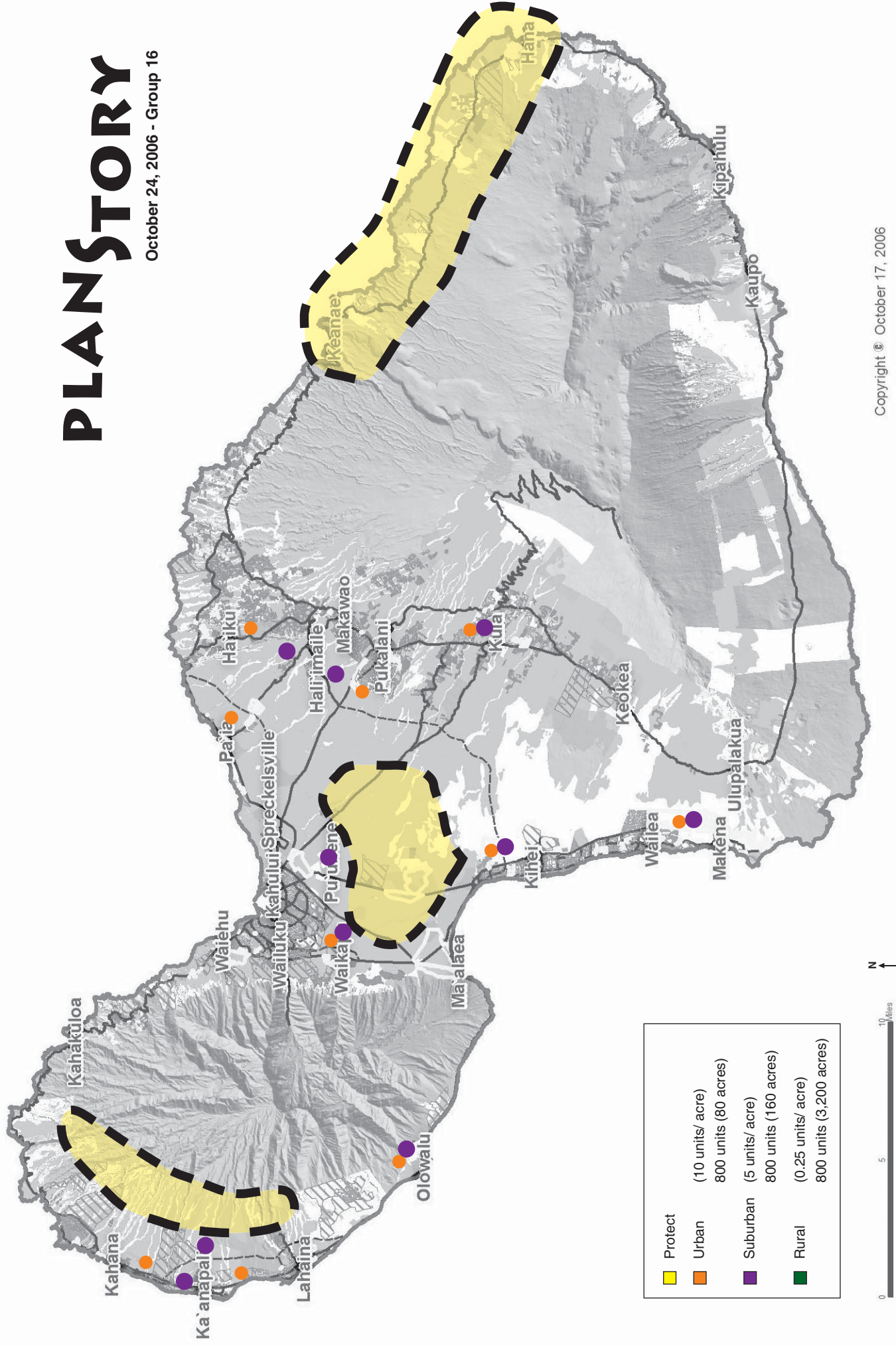
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 16:	The housing is ½ suburban density and 2/3 urban density. It is spread in pockets, about 1/3 of the time in areas that mix the two densities. Most of the housing is located in or near to existing towns.				
16	–	10	10	20 pieces total	
16 broken down by individual housing pieces		3		West Maui	2 near Ka'anapali 1 at Olowalu
		2		Wailuku-Kahului	1 in and around Waikapu 1 in and around Pu'unene
		2		Kihei-Makena	1 near proposed road from Kihei to Hali'maile 1 near Wailea
		3		Makawao-Pukalani-Kula	1 between Haiku and Hali'imaile 1 near Makawao 1 in and around Kula
			3	West Maui	1 between Kahana and Ka'anapali 1 between Ka'anapali and Lahaina 1 at Olowalu
			1	Wailuku-Kahului	in and around Waikapu
			2	Kihei-Makena	1 near proposed road from Kihei to Hali'maile 1 near Wailea
			2	Pa'ia-Haiku	1 in and around Pa'ia 1 in and around Haiku
			2	Makawao-Pukalani-Kula	1 in and around Pukalani 1 in and around Kula

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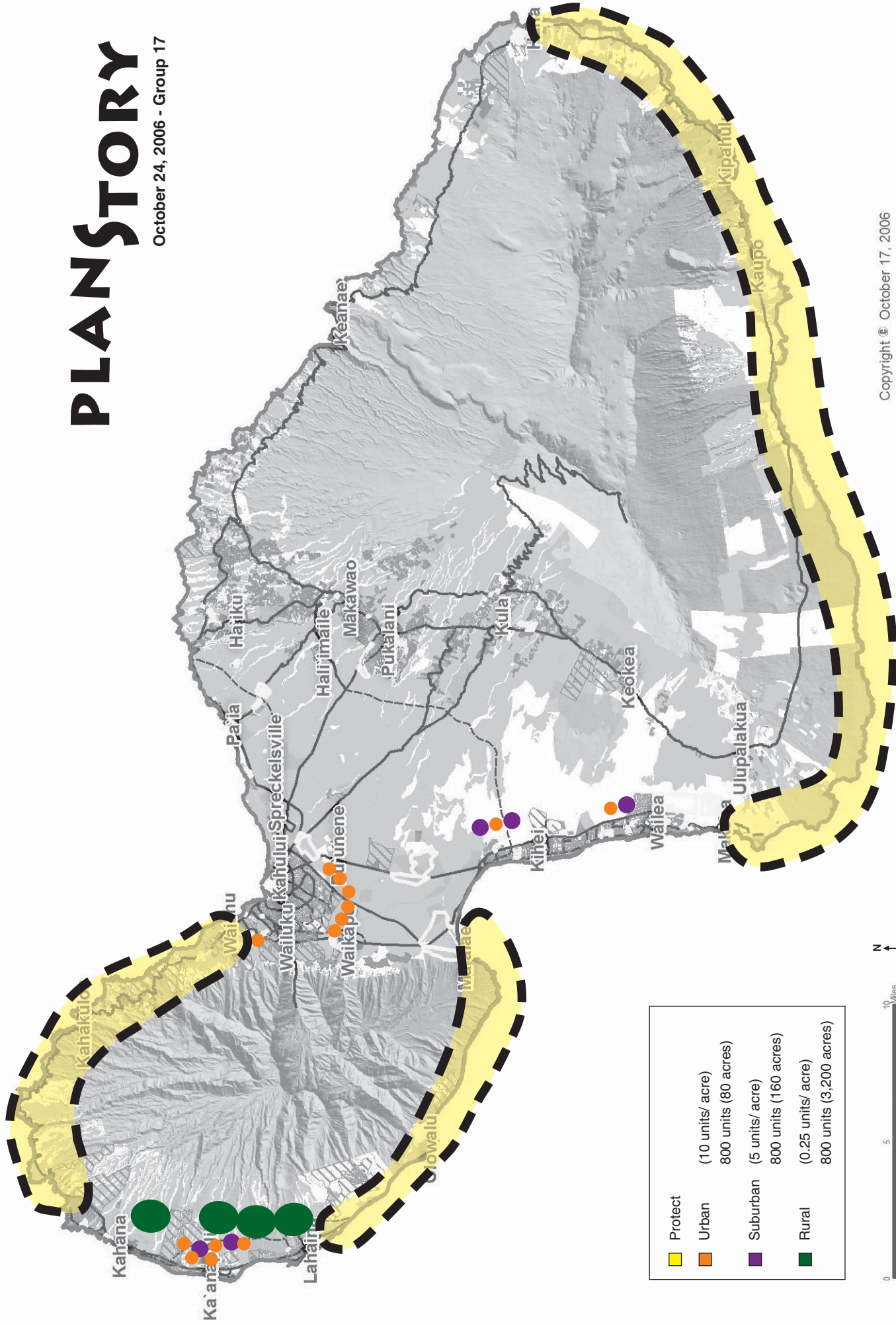
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 17:	The housing is approximately 2/3 urban density, with the remainder primarily suburban. Almost half of the urban housing is located in and around Wailuku and Kahului, with another significant development located near Ka'anapali. Forty percent of the housing is located in West Maui, between Lahaina and Kahana; 35% (all urban) is located in central Maui; and 25% is located in the Kihei-Makena planning area.				
17 total	1	5	14	20 pieces total	
17 broken down by individual housing pieces	1			West Maui	between Lahaina and Kahana
		2		West Maui	in and around Ka'anapali
		3		Kihei-Makena	2 near proposed road from Kihei to Hali'maile 1 just east of Kihei-Makena
			5	West Maui	in and around Ka'anapali
			7	Wailuku-Kahului	6 in and around Wailuku and Kahului 1 in and around Waiehu
			2	Kihei-Makena	1 near proposed road from Kihei to Hali'maile 1 just east of Kihei-Makena

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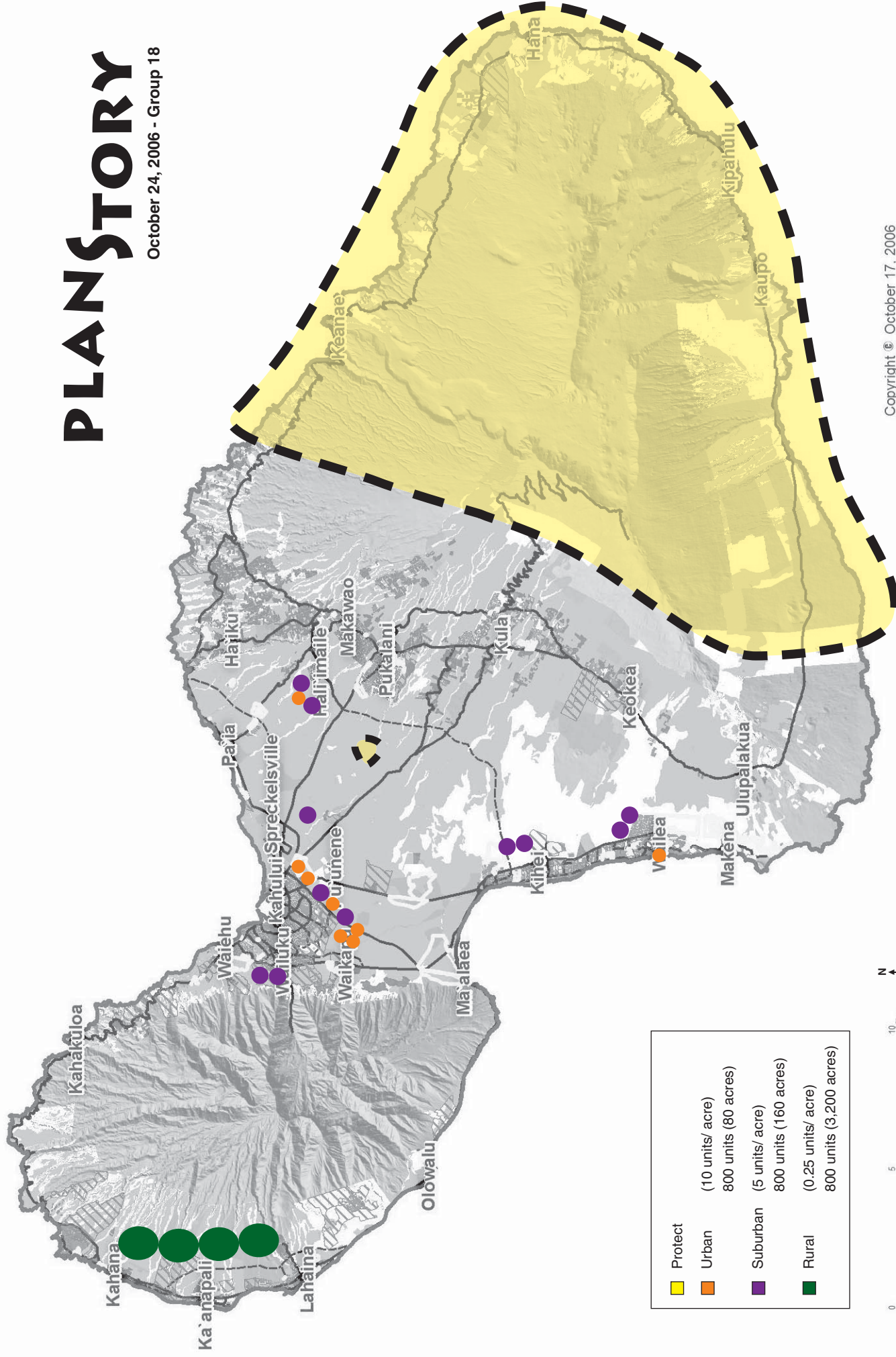
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 18:	More than half the housing is suburban density, with the remainder primarily suburban. Seventy-five percent of the urban housing is located in and around Wailuku and Kahului. More than half of the housing is located in central Maui, primarily in and around Wailuku and Kahului.				
18 total	1	11	8	20 pieces total	
18 broken down by individual housing pieces	1			West Maui	between Lahaina and Kahana
		5		Wailuku-Kahului	4 in and around Wailuku and Kahului 1 south of Spreckelsville
		4		Kihei-Makena	east of Kihei, in two locations (one on the northern end, one on the southern end)
		2		Pa'ia-Haiku	near Hali'imaile
			6	Wailuku-Kahului	in and around Wailuku and Kahului
			1	Kihei-Makena	in and around Wailea
			1	Pa'ia-Haiku	near Hali'imaile

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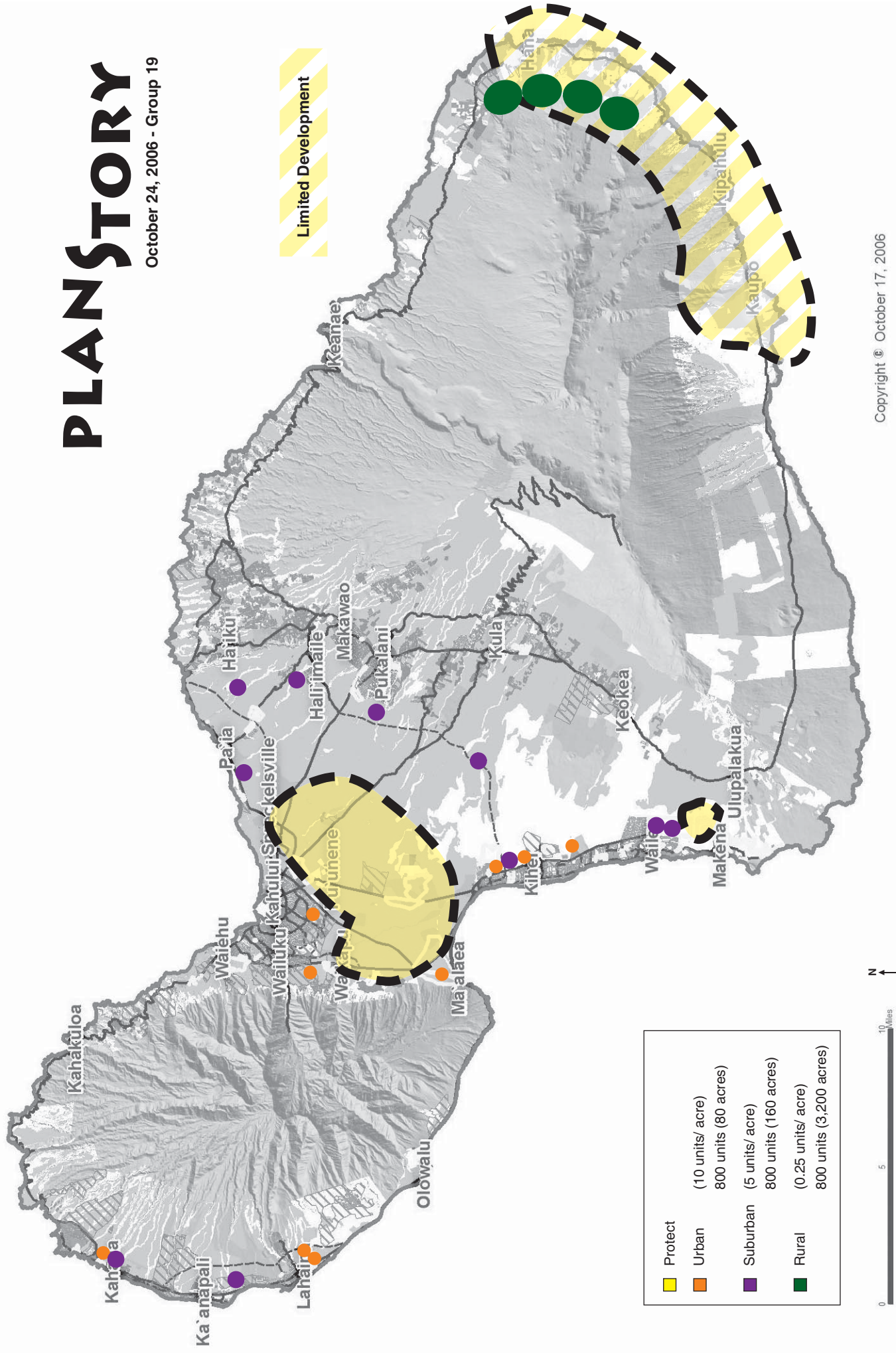


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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 19:	Half of the housing is suburban density, with the rest being primarily urban. Almost half of the housing is located in the Kihei-Makena area.				
19 total	1	10	9	20 pieces total	
19 broken down by individual housing pieces	1			Hana	from Hana to Kipahulu
		2		West Maui	1 in and around Kahana 1 in and around Ka'anapali
		1		Wailuku-Kahului	between Spreckelsville and Pa'ia
		3		Kihei-Makena	1 near proposed road from Kihei to Hali'maile 2 in and around Wailea
		3		Makawao-Pukalani-Kula	1 near proposed road from Kihei to Hali'maile 1 in and around Pukalani 1 near Hali'imaile
		1		Pa'ia-Haiku	1 between Haiku and Spreckelsville
			3	West Maui	1 in and around Kahana 2 in and around Lahaina
			2	Wailuku-Kahului	in and around Wailuku and Kahului
			4	Kihei-Makena	1 in and around Ma'alaea 2 near proposed road from Kihei to Hali'maile 1 in and around Kihei

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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 20:	More than half of the housing is suburban density, with the rest being primarily urban. It is spread throughout each of the planning areas in small pockets of development.				
20 total	1	11	8	20 pieces total	
20 broken down by individual housing pieces	1			Hana	south of Hana
		1		West Maui	in and around Kahana
		2		Wailuku-Kahului	near Spreckelsville
		2		Kihei-Makena	in and around Wailea
		3		Makawao-Pukalani-Kula	1 near proposed road from Kihei to Hali'imaile 1 near Pukalani 1 near Hali'imaile
		2		Pa'ia-Haiku	west of Haiku
		1		Hana	near Hana
			3	West Maui	1 in and around Kahana 2 between Ka'anapali and Lahaina
			2	Wailuku-Kahului	in Wailuku and Kahului
			2	Kihei-Makena	1 in and around Kihei 1 east of Kihei
			1	Makawao-Pukalani-Kula	near Kula

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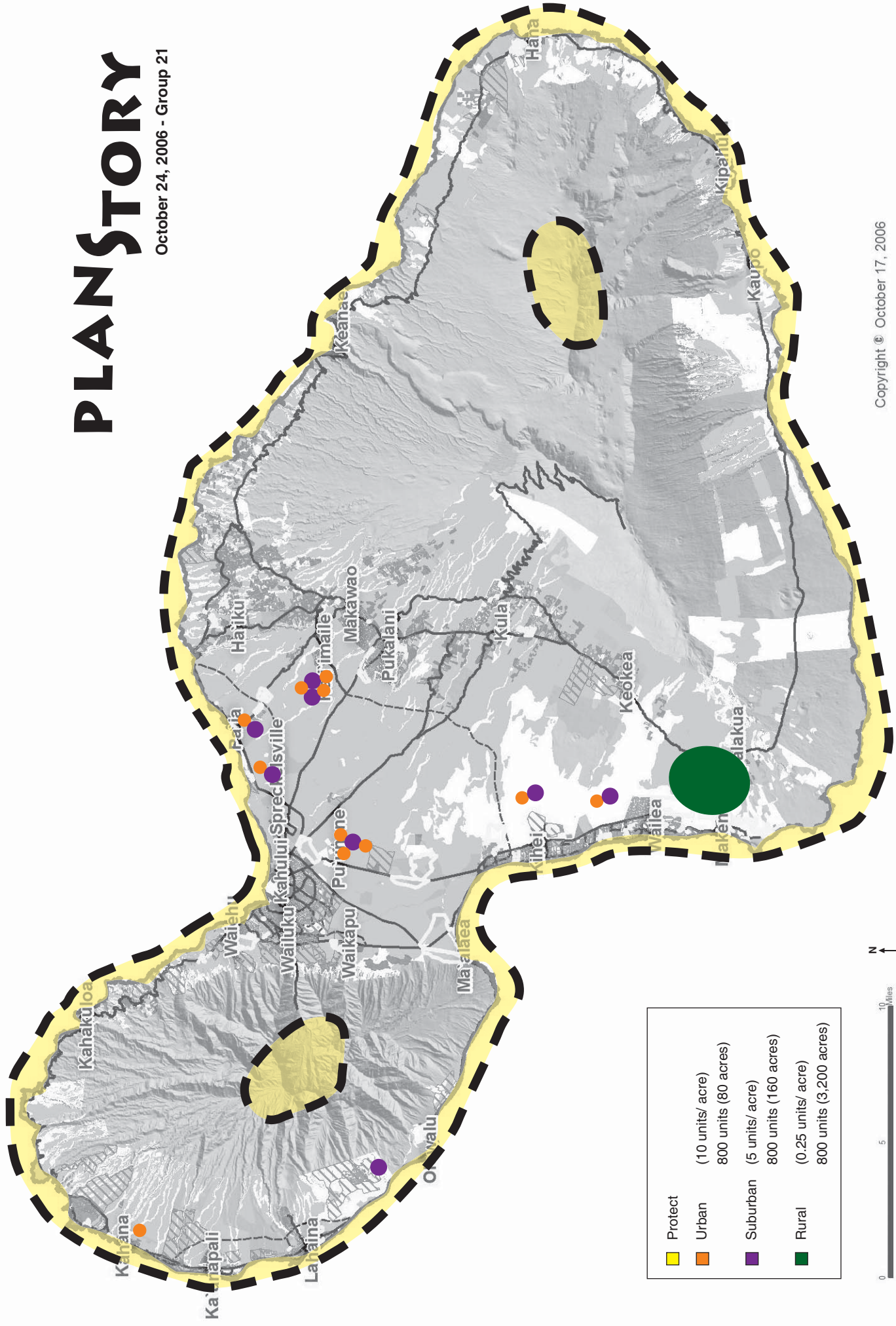
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 21:	Housing is distributed throughout all planning areas except Hana, although just 10% is located in West Maui. While much of the housing is clustered near existing towns, some is located in new settlements (e.g., east of Kihei).				
21 total	1	8	11	20 pieces total	
21 broken down by individual housing pieces	1			Makawao-Pukalani-Kula	near Ulupalakua
		1		West Maui	between Lahaina and Olowalu
		2		Wailuku-Kahului	1 in and around Pu'unene 1 in and around Spreckelsville
		2		Kihei-Makena	east of Kihei
		1		Makawao-Pukalani-Kula	in and around Hali'imaile
		2		Pa'ia-Haiku	1 in and around Hali'imaile 1 in and around Pa'ia
			1	West Maui	in and around Kahana
			4	Wailuku-Kahului	3 in and around Pu'unene 1 near Spreckelsville
			2	Kihei-Makena	east of Kihei
			2	Makawao-Pukalani-Kula	in and around Hali'imaile
			2	Pa'ia-Haiku	1 in and around Hali'imaile 1 in and around Pa'ia

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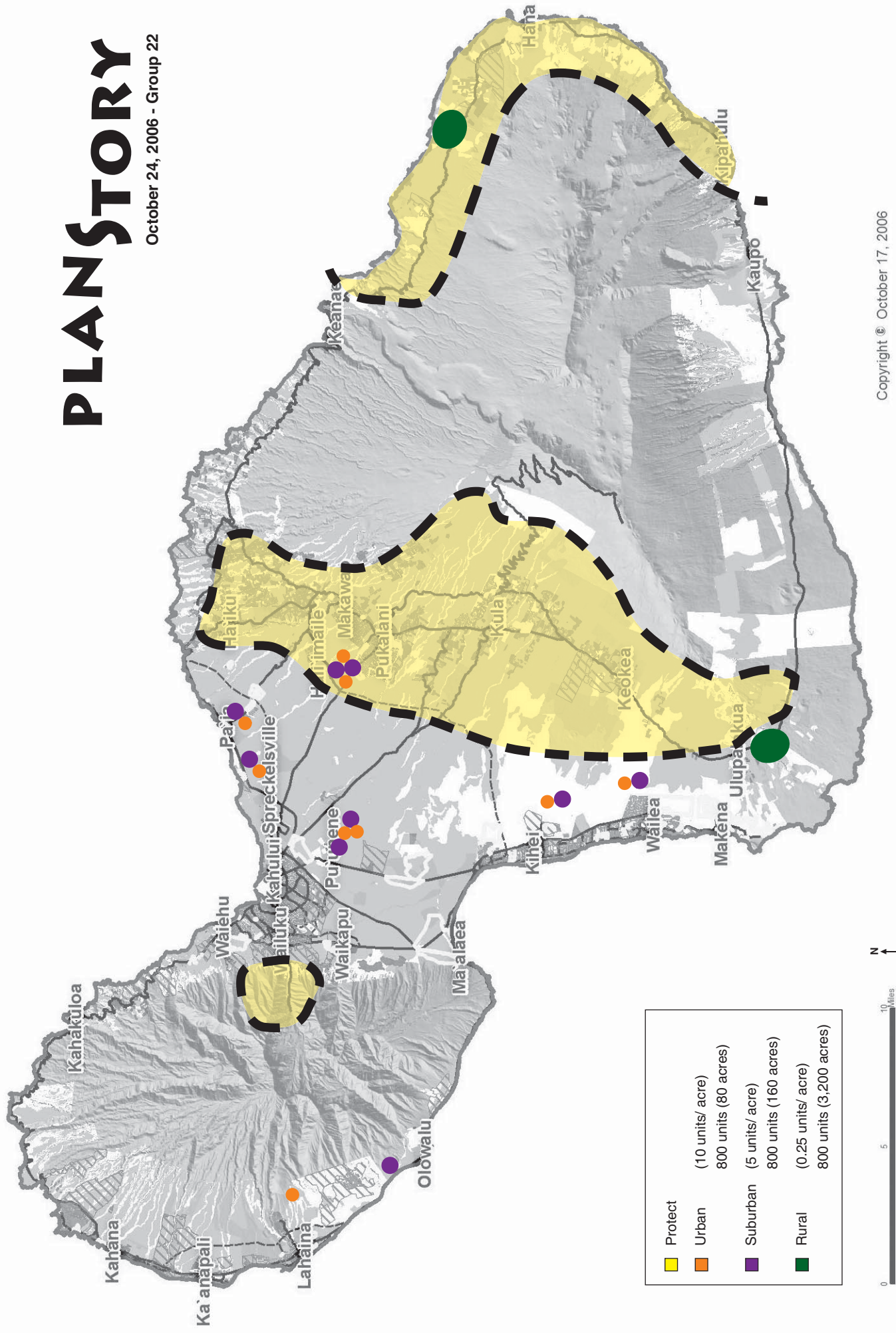
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 22:	Housing is located in each of the six planning districts, typically in areas that are not adjacent to existing towns.				
22 total	0.5	9	9	18.5 pieces total	
22 broken down by individual housing pieces	0.25			Makawao-Pukalani-Kula	at Ulupalakua
	0.25			Hana	northwest of Hana, near coast
		1		West Maui	between Lahaina and Olowalu
		3		Wailuku-Kahului	2 in and around Pu'unene 1 between Pa'ia and Spreckelsville
		1		Kihei-Makena	east of Kihei
		3		Makawao-Pukalani-Kula	1 northeast of Wailea 2 between Hali'imaile, Makawao, and Pukalani
		1		Pa'ia-Haiku	in and around Pa'ia
			1	West Maui	east of Lahaina
			3	Wailuku-Kahului	2 in and around Pu'unene 1 between Pa'ia and Spreckelsville
			1	Kihei-Makena	east of Kihei
			3	Makawao-Pukalani-Kula	1 northeast of Wailea 2 between Hali'imaile, Makawao, and Pukalani

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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 23:	Half of the housing is suburban density, with the rest almost all urban. The rural housing is located up country, with the urban and suburban located in each of the six planning districts except Hana. Most of the housing is located near existing towns, with the exception of two developments outside of Kihei (one along the road to Kahului and one on the proposed road to Hali'imaile.				
23 total	1	10	9	20 pieces total	
23 broken down by individual housing pieces	0.5			Makawao-Pukalani-Kula	near Pukalani, Makawao, and Hali'imaile
	0.5			Pa'ia-Haiku	near Haiku
		1		Wailuku-Kahului	in and around Waiehu
		5		Kihei-Makena	3 north of Kihei, on road to Kahului 2 near proposed road from Kihei to Hali'imaile
		2		Makawao-Pukalani-Kula	1 near Pukalani 1 between Kula and Keokea
		2		Pa'ia-Haiku	in and around Haiku
			2	West Maui	1 in and around Ka'anapali 1 in and around Lahaina
			3	Wailuku-Kahului	in and around Wailuku and Kahului
			4	Kihei-Makena	1 north of Kihei, on road to Kahului 2 near proposed road from Kihei to Hali'imaile 1 in and around Wailea

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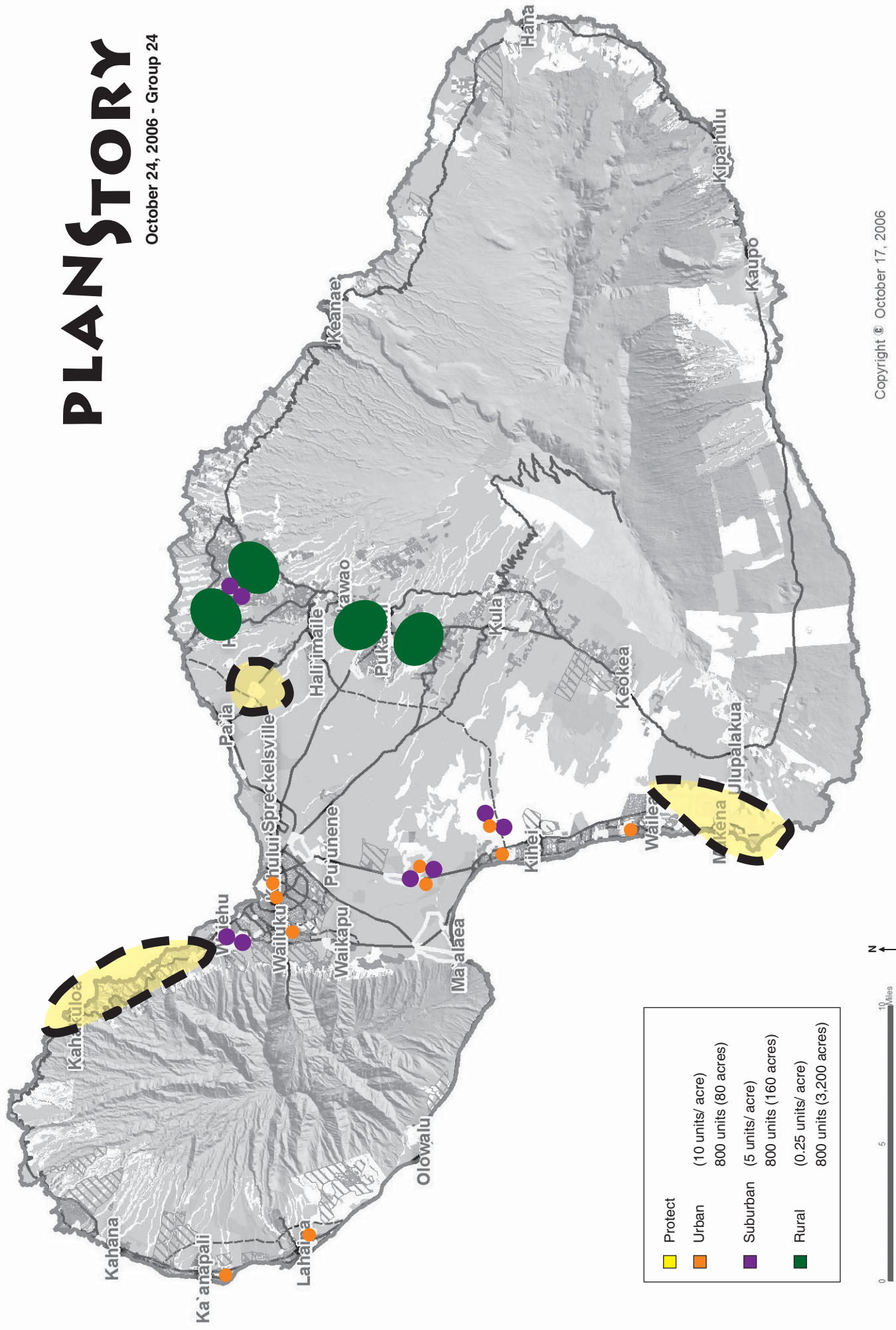
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 24:	Almost half of the housing is located in the Kihei-Makena planning area, with about 25% located in the Wailuku-Kahului area. Most of the housing is located near existing towns, with the exception of two developments outside of Kihei (one along the road to Kahului and one on the proposed road to Hali'imaile).				
24 total	2	8	10	20 pieces total	
24 broken down by individual housing pieces	1			Makawao-Pukalani-Kula	near Pukalani, Makawao, and Hali'imaile
	1			Pa'ia-Haiku	near Haiku
		2		Wailuku-Kahului	in and around Waiehu
		4		Kihei-Makena	2 north of Kihei, on road to Kahului 2 near proposed road from Kihei to Hali'imaile
		2		Pa'ia-Haiku	in and around Haiku
			2	West Maui	1 in and around Ka'anapali 1 in and around Lahaina
			3	Wailuku-Kahului	in and around Wailuku and Kahului
			5	Kihei-Makena	2 north of Kihei, on road to Kahului 1 near proposed road from Kihei to Hali'imaile 1 in and around Kihei 1 in and around Wailea

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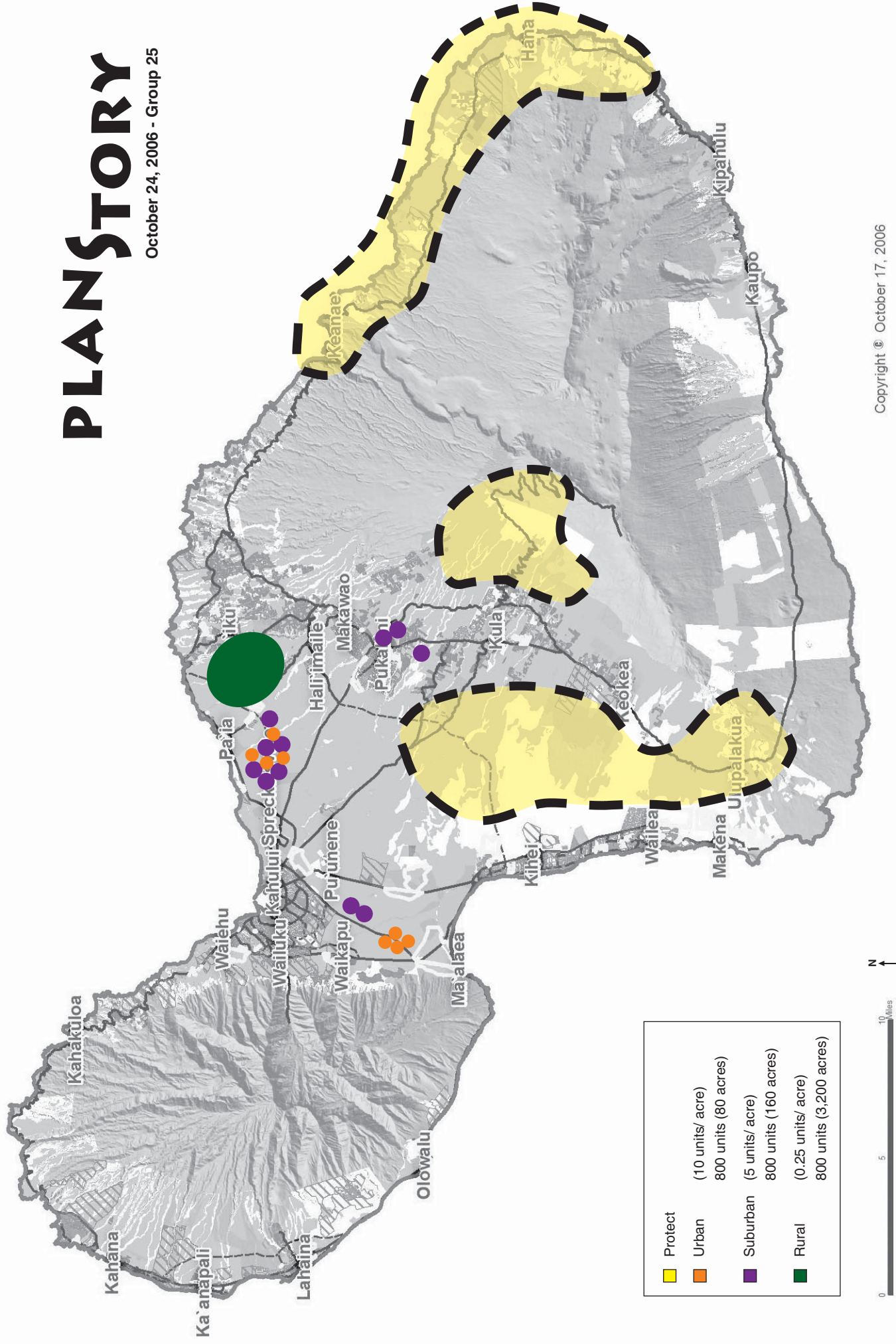


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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 25: More than half of the housing is suburban density, with the remainder primarily urban. Seventy-five percent of the development is in the Wailuku-Kahului planning area, almost all in areas that are not currently settled.					
25 total	1	11	8	20 pieces total	
25 broken down by individual housing pieces	1			Pa'ia-Haiku	between Pa'ia and Haiku
		7		Wailuku-Kahului	2 south of Kahului, on road to Kihei 5 south of Pa'ia
		1		Pa'ia-Haiku	south of Pa'ia
		3		Makawao-Pukalani-Kula	near Pukalani
			8	Wailuku-Kahului	4 south of Kahului, on road to Kihei 4 south of Pa'ia

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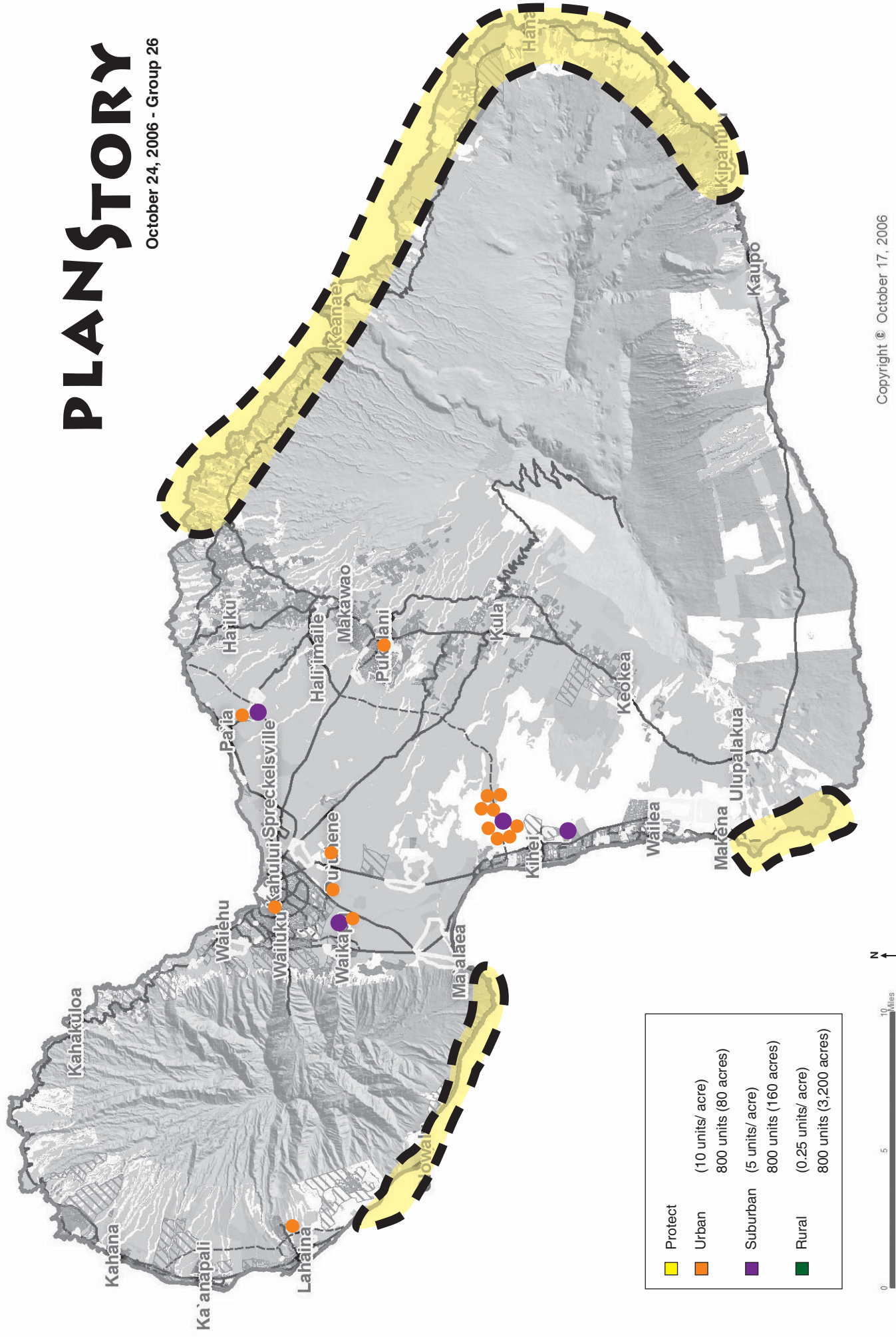
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 26:	About 75% of the housing is urban density, with more than half of that being located in a new settlement, east of Kihei on the proposed road to Hali'imaile.				
26 total	—	4	15	19 pieces total	
26 broken down by individual housing pieces		1		Wailuku-Kahului	near Waikapu
		2		Kihei-Makena	1 east of Kihei 1 near proposed road from Kihei to Hali'imaile
		1		Pa'ia-Haiku	in and around Pa'ia
			1	West Maui	east of Lahaina
			4	Wailuku-Kahului	2 near Kahului and Waikapu 2 near Pu'unene
			8	Kihei-Makena	near proposed road from Kihei to Hali'imaile
			1	Makawao-Pukalani-Kula	in and around Pukalani
			1	Pa'ia-Haiku	

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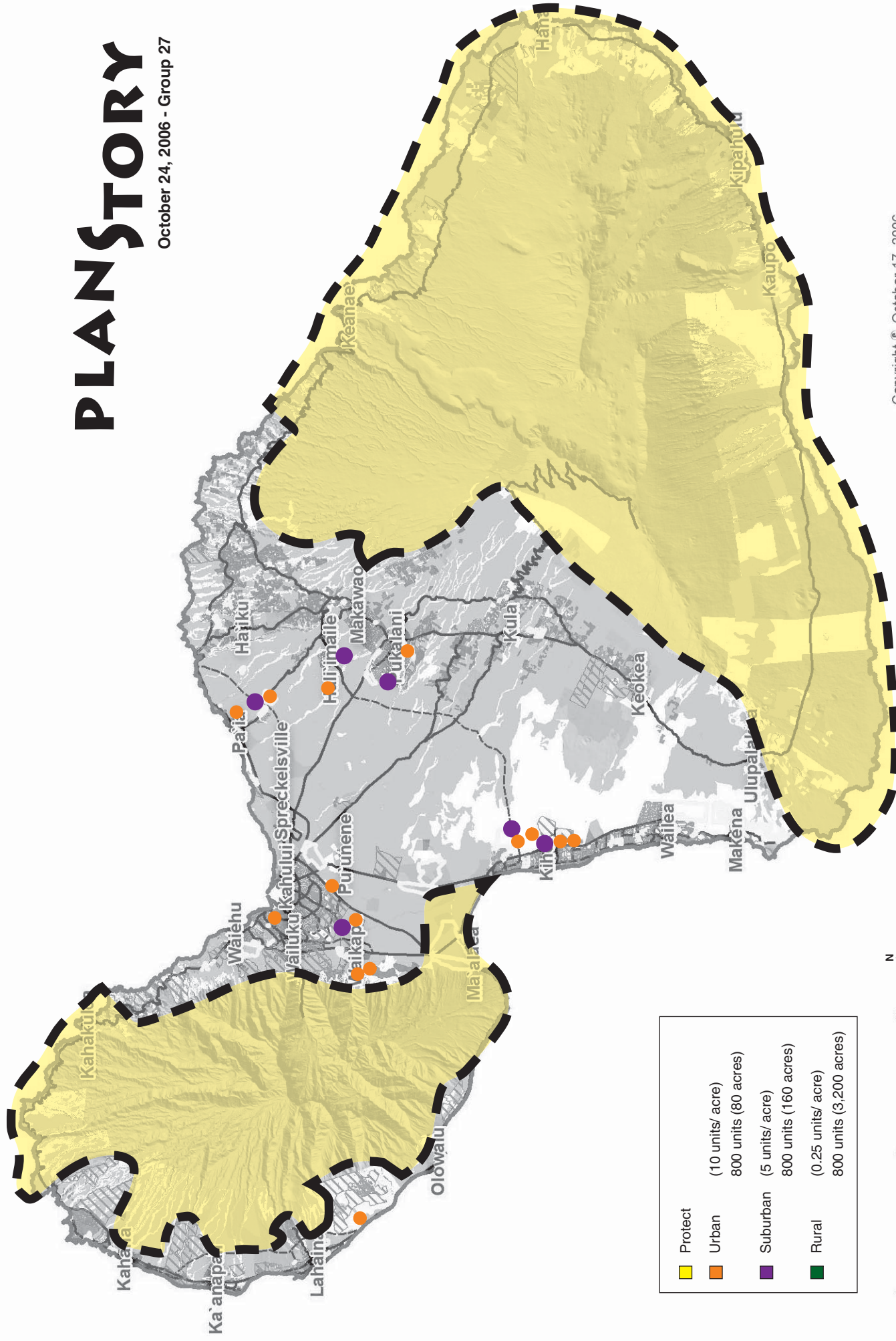
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 27:	More than two thirds of the housing is urban density, with the remainder being suburban. It is distributed throughout each planning area except Hana, with some located within and adjacent to existing towns and some in new settlement areas.				
27 total	—	6	14	20 pieces total	
27 broken down by individual housing pieces		1		Wailuku-Kahului	near Kahului
		2		Kihei-Makena	in and around Kihei, including along the road to Hali'imaile
		2		Makawao-Pukalani-Kula	near Hali'imaile, Makawao, and PUKalani
		1		Pa'ia-Haiku	south of Pa'ia, along proposed new road
			1	West Maui	between Lahaina and Olowalu
			5	Wailuku-Kahului	2 in and around Kahului and Wailuku 3 near Waikapu
			4	Kihei-Makena	in and around Kihei, including along the road to Hali'imaile
			2	Makawao-Pukalani-Kula	1 in and around Hali'imaile 1 in and around Pukalani
			2	Pa'ia-Haiku	in Pa'ia and to the south, along proposed new road

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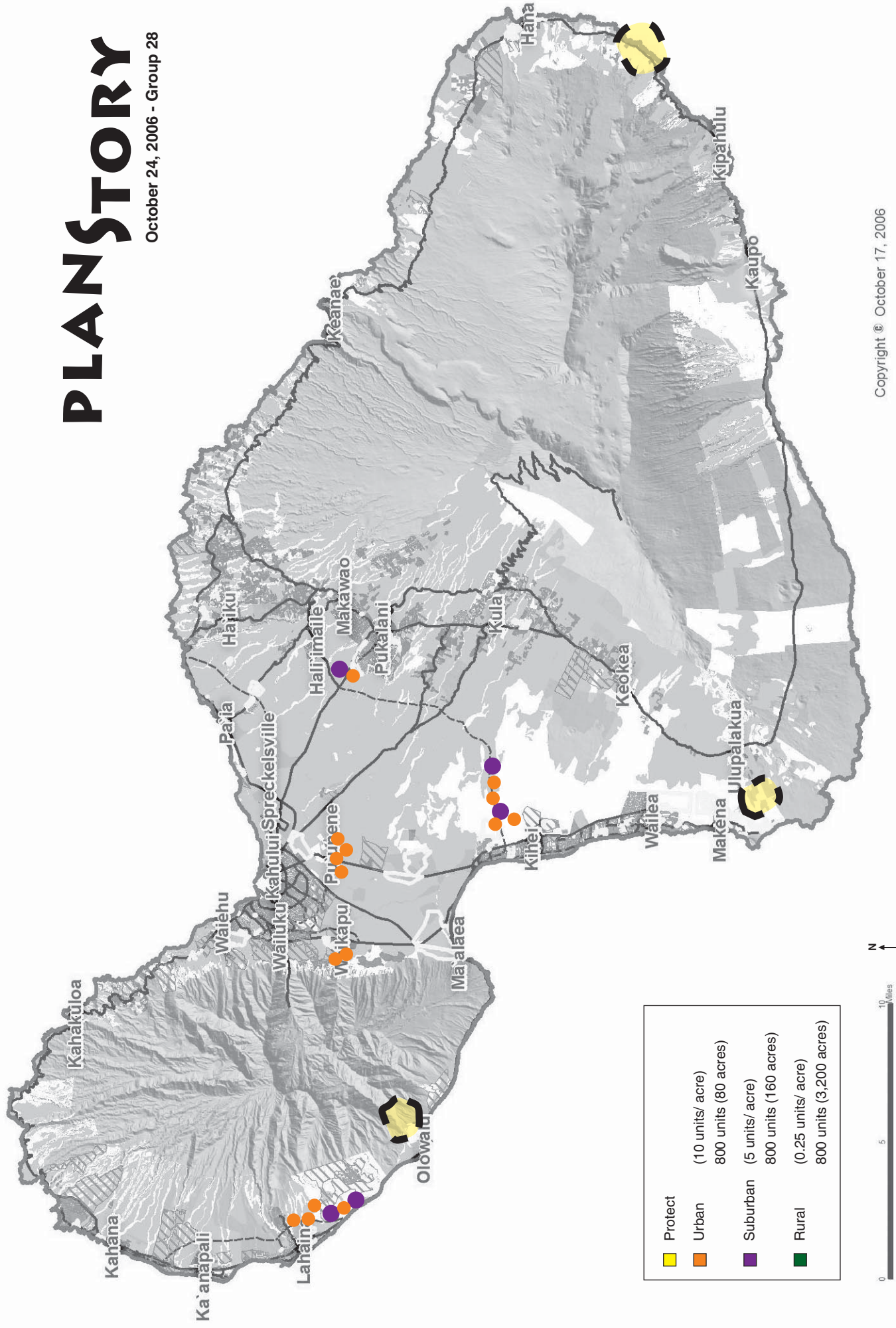
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Map #	Green	Purple	Orange	Community Plan Area	Details
Map 28:	Seventy-five percent of the housing is urban density, with the remainder being suburban. The bulk of the housing is distributed between West Maui (Lahaina), Kihei-Makena (just east of Kihei along the proposed road from Kihei to Hali'imaile) and in the Wailuku-Kahului area (near Waikapu and Pu'unene).				
28 total	—	5	15	20 pieces total	
28 broken down by individual housing pieces		2		West Maui	in and around Lahaina
		2		Kihei-Makena	east of Kihei, along the proposed road to Hali'imaile
		1		Makawao-Pukalani-Kula	between Hali'imaile, Makawao, and Pukalani
			6	Wailuku-Kahului	2 in and around Waikapu 4 in and around Pu'unene
			4	West Maui	in and around Lahaina
			4	Kihei-Makena	east of Kihei, along the proposed road to Hali'imaile
			1	Makawao-Pukalani-Kula	between Hali'imaile, Makawao, and Pukalani

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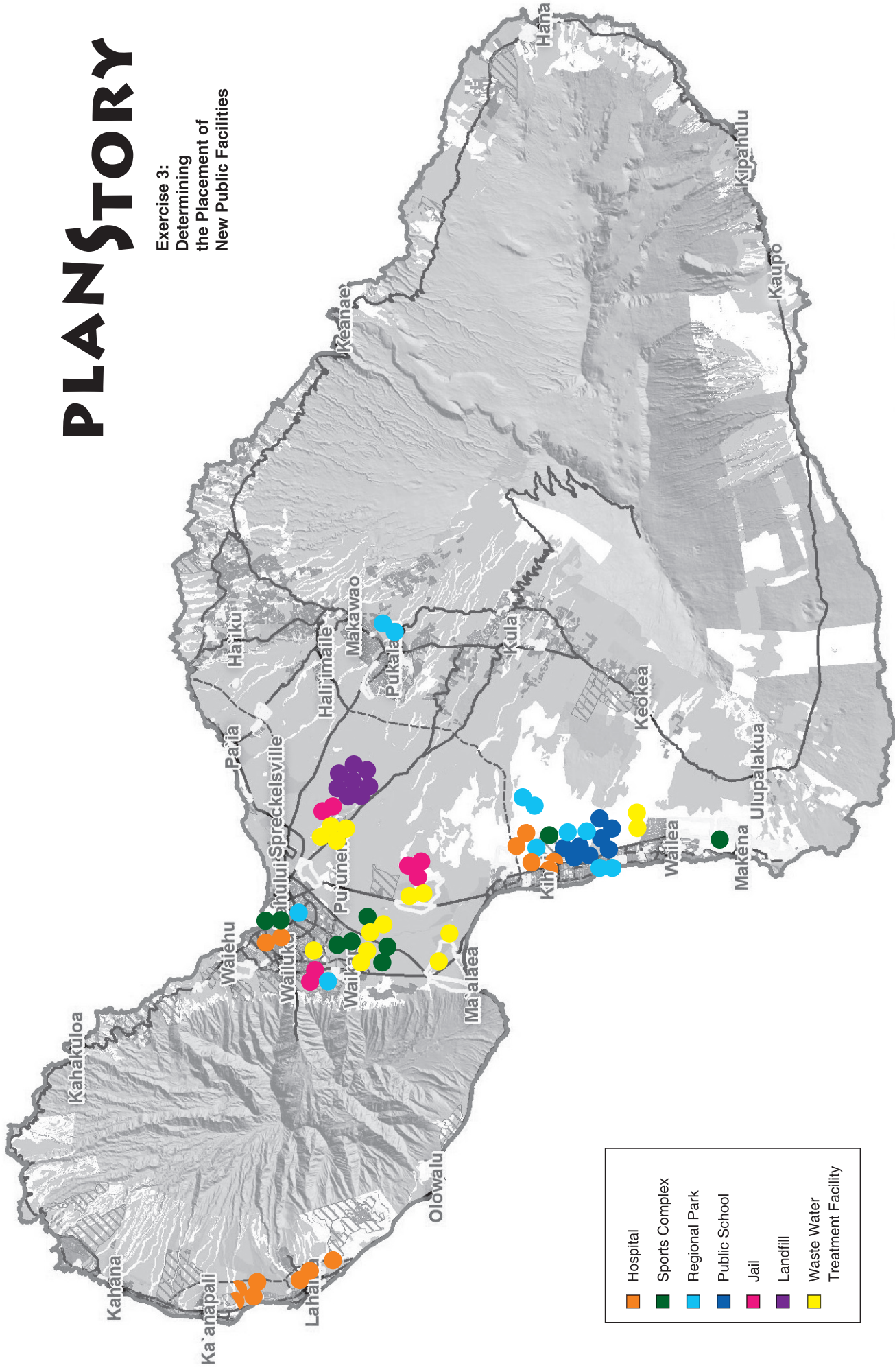


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EXERCISE 3 - DETERMINING THE PLACEMENT OF NEW PUBLIC FACILITIES

PLANSTORY

Exercise 3: Determining the Placement of New Public Facilities



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FACILITATOR TRAINING

Developed by Focus Maui Nui; funded and supported by Maui County Planning Department/Long Range Division



WALKSTORY

June 24, 2006

Facilitator Briefing Book

Training

June 22, 2006

WALKSTORY

and General Plan 2030

WalkStory is a unique opportunity for residents of Maui County to take part in the start-up of *General Plan 2030* -- the document that will significantly influence the future of the county and its residents in the coming decades. The General Plan takes a comprehensive look at social, economic, environmental, and physical aspects of the county. It serves as a framework for decisionmakers and for the development of subsequent Community Plans.

The County has committed to a community-driven process that will build on the values and vision defined through the participation of more than 1,700 residents in *Focus Maui Nui*.¹ Recognizing the success of *Focus Maui Nui* and the importance of bringing a broad community voice to *General Plan 2030*,² the County engaged Focus Maui Nui to create WalkStory. For the county this offered a unique way to reach out to residents, ensuring inclusion of the community's values in the plan. For *Focus Maui Nui* it offered a way to continue the discussion of how community values should shape the future of Maui County.

WalkStory is the first of many events that will provide residents a chance to better understand the potential of the General Plan to impact the growth and development of the county. It is a participatory engagement process designed and facilitated by *Focus Maui Nui*, and is supported and funded by the Maui County Planning Department's Long Range Division.

The island plans will include island-wide directed growth strategies, maps of urban and rural development areas, priorities for development of regional facilities and services (Capital Improvement Program/ CIP), and a financially-sound implementation program.

1

In 2003, Focus Maui Nui (FMN) brought together more than 1,700 residents throughout Maui County to discuss their values and priorities for the community. FMN continues to bring individuals, organizations, and communities together to talk about shared values, as well as differences, and to send clear messages to local leaders about what Maui residents want for their islands, their communities, and their future. Focus Maui Nui is a voice, a vision, and a plan of action created by and for the people who live here.

2

General Plan 2030 is an overall vision for Maui County that looks ahead to the year 2030. It will provide a comprehensive look at social, economic, environmental, and physical aspects of the county and create a framework for both decisionmakers and for the development of specific community plans for each of the county's islands and planning districts.

WALKSTORY Specifics

WalkStory was designed as a set of five independent activities that participants would move through over the course of a one hour and forty minute period, after which participants could partake in a wrap-up session. The entire process has been designed to inform participants and also to gather information, opinions, and ideas from participants through structured experiences at each station.

WalkStory was designed to begin with the community values expressed through *Focus Maui Nui* – providing a value-driven overlay to thinking about physical planning and development.

Concept

- *Eighteen (18) minute activity at each of five (5) stations and up to 40 minutes at the wrap-up (6th) station*
- *Each station features distinct exercises, discussions, and/or “games” designed for specific, time-based participation; each station focuses on one issue of importance, based on Focus Maui Nui themes and priorities*
- *1-2 minute “musical interlude” between each session to draw participants to center and to announce time to move on to next “station;”*
- *6th station - Wrap-Up: “Chips” game/ prepared and facilitated by County Planning Department*

Flow

- The event will last approximately 4 hours, with the expectation that each participant is involved for about 2 hours (starting at 10:00 a.m. and ending at noon; starting at 11:00 a.m. and ending at 1:00 p.m.; starting at noon and ending at 2:00 – all times approximate.)
- A brief performance (halau) will take place at approximately noon.
- Participants were encouraged to pre-register, and to note a preferred start time: 10:00, 11:00, or noon.
- People will be encouraged to begin their involvement in *Focus Maui Nui* at the next “interval” following completion of their surveys and after viewing the exhibits at the entry area (15 minutes +/-).

Arrival/ Entry Area

Upon arrival, participants will sign in (see sign in sheets, to be copied and placed on clip-boards) at tables with “greeters” from MEDB.

At the sign up station, participants will receive (see attached):

- White pocket folder with WalkStory label affixed to cover
- “Passport” (with note as to “starting station”)

In order to maintain approximately the same number of participants at each station, *passports* will indicate the first station (1, 2, 3, 4, or 5) the participant should attend. Then participants will proceed to the next station in numerical order (i.e., if the participant starts at Station 2, he/she will then go to 3, 4, 5, and 1; if the participant starts at Station 4, he/she will then go to Stations 5, 1, 2, 3). All participants will be encouraged to go to the Wrap Up station after they complete all five stations in the main area. (Participants cannot go to the Wrap Up unless they have completed all 5 stations as indicated on the passport.)

- Glossary
- Brochure about the General Plan and WalkStory
- Assorted other information

Entry Area/ Sign Up

Exhibit/ Questionnaire/ Index Card

Participants will be given a questionnaire to fill out (while sitting on the lanai of Iao School) as they wait for the process to begin. They can either view the exhibit and then fill out the questionnaire or fill out the questionnaire and then view the exhibit. Participants will also be given an “Instruction Sheet” that explains the flow of the two hours.

Following sign up, participants will then have time to view the “exhibit” panels situated on the lanai and also time to talk with other participants.

The exhibit will include:

- 9 historical photographic panels
- 4 historical maps of Maui
- 4 panels explaining the General Plan, including the process
- Blow up of the “instructions” for WalkStory and the names of the 6 stations
- Focus Maui Vision and Goals

Additionally, participants will be asked to fill out an index card to indicate what the participant views as the most important issues (up to three) that need to be addressed in the plan. These index cards will be given to one of the “greeters” who will tack (or tape) it to the “graffiti board” that will be hanging inside. (Note: These cards will eventually be part of the “time capsule” of the event – which will be opened at the start of the next planning process in a decade or so.)

FACILITATORS TO COLLECT INDEX CARDS

FACILITATORS TO COLLECT QUESTIONNAIRES

The Lanai

Each table on the lanai will be adorned with a stanchion containing a double-sided “factoid” to help spark discussion and curiosity. A list of all factoids will be included in the folder (as a single page sheet.)

Start- Up/ Flow/ Entertainment

When the music starts, participants on the lanai will be directed through the doors into the main event space.

Once inside, participants will go to the station noted on their passport and spend approximately 20 minutes at that station, after which time new music will signify the time to move to the next station. That process will continue every 20 minutes.

At noon, when the first group (the 10 a.m. arrivals) has completed five stations (and possibly the wrap up), there will be a short performance by children, after which the activities will continue. Participants who began at 11:00 will be half through and will take a break watching the performance.

Facilitators need to make sure that participants who began at 11 (and who would therefore only be half done with WalkStory) understand that this is merely a brief break in the process.

After completing all 5 stations, and having the passport indicating this accomplishment, participants can take part in the “wrap-up” session which will be facilitated in a classroom. (Direction signage will indicate the location of the wrap up session and state that only participants who complete the 5 sessions can participate in the wrap up.)

After completing the Wrap Up Session, participants will be directed to the exit area to fill out an evaluation form, to write another message for the “time capsule,” and receive a button (“I Planned Maui’s Future/ WalkStory 2006”) and refreshments.

Event Flow

Time	Group #1	Group #2	Group #3
10:00	Sign-in		
10:15	Station (A)		
10:33	Switch		
10:35	Station (B)		
10:53	Switch		
10:55	Station ©	Sign-in (11:00-11:15)	
11:13	Switch		
11:15	Station (D)	Station (A)	
11:33	Switch	Switch	
11:35	Station (E)	Station (B)	
11:53	Switch	Switch	
11:55	Final Station	Station (C)	Sign-in (12:00-12:15)
12:15	Continue Final Station <i>or</i> Entertainment	Entertainment	
12:30		Station (D)	Station (A)
12:48		Switch	Switch
12:50		Station (E)	Station (B)
1:08	Final Station closes	Switch	Switch
1:10	Sign-out (those who stay to end)	Final Station	Station ©
1:28			Switch
1:30			Station (D)
1:48			Switch
1:50			Station (E)
2:08		Final Station closes	Switch
2:10		Sign-out (those who stay to end)	Final Station
3:00			Final Station closes
3:00			Sign-out (those who stay to end)

Welcome to **WALKSTORY!**

Step #1 Entry Tables

- Sign in
- Get *Information Folder, Questionnaire, and Time Capsule Card*
- Get *WalkStory Passport*
- See WalkStory staff if you need child care.

Step #2 Enjoy the Exhibit

- Historic maps and photos of Maui
- Information on General Plan 2030
- Focus Maui Nui Vision and Goals

Step #3 Prior to Entering WalkStory

- Fill out *Questionnaire*
- Fill out *Time Capsule Card*

These cards will be collected for the *Time Capsule*, which will be opened in 2030, when we can see how our ideas today match the reality of the future! (For today, these cards will be posted inside the main WalkStory room)

- Hand your *Questionnaire* and the *Card* to WalkStory volunteers at the door

Step #4 Listen for the Music

- That's your cue to go inside to your first station.

Step #5 Begin **WALKSTORY**

- Find *your* first station on your passport. (Follow station by station – If you begin at Station 2, move on to 3, 4, 5, and then 1. If you begin at Station 4, move on to 5, 1, 2, 3) Once you have completed all five stations, you can participate in the wrap-up station. You switch stations when the **music** plays (about 20 minutes per station). Remember to get your *Passport* stamped before going to your next station.

Step #6 Wrap-Up Station

- Once you've participated in stations #1, 2, 3, 4, 5 (regardless of the order) you can participate in the Wrap Up Station, located in the *classroom adjacent to the WalkStory room*.

Step #7 Exit

- Fill out an Evaluation Form

Special Treat: At about 12:15 there will be a short (15 minute) entertainment break featuring Ka Pā Hula o ka Ulu Koa Halau. Stations 1 through 5 will not operate during the performance.

Please enjoy WalkStory. It was designed to encourage thoughtful participation by the entire community in General Plan 2030.

You may wish you had more time to spend on the topics discussed today. Remember this is just the first of many opportunities to participate in the General Plan process. Today was designed to touch on many key issues, while recognizing that Maui residents have busy and competing weekend schedules.

Welcome to **WALKSTORY!**

Step #1 Entry Tables:

- Sign in;
- Get *Information Folder*, *Questionnaire*, and *Time Capsule Card*
- Get *WalkStory Passport*

Step #2 Enjoy the Exhibit

- Historic maps and photos of Maui
- Information on General Plan 2030
- Focus Maui Nui Vision and Goals

Step #3 Prior to Entering WalkStory:

- Fill out *Questionnaire*
- Fill out *Time Capsule Card*

These cards will be collected for the *Time Capsule*, which will be opened in 2030, when we can see how our ideas today match the reality of the future! (For today, these cards will be posted inside the Main WalkStory Room.)

- Hand your *Questionnaire* and the *card* to WalkStory volunteers at the door

Step #4 Listen for the Music

- That's your cue to go inside to your first station.

Step #5 Begin **WALKSTORY**

- Find *your* first station on your passport.
(Follow station by station – If you begin at Station 2, move on to 3, 4, 5, and then 1. If you begin at Station 4, move on to 5, 1, 2, 3, 4) Once you have completed all five stations, you can participate in the wrap-up station. When the **music** plays again (after you've been at your first station for about 20 minutes), get your *Passport* stamped and go to your next station.

Step #6 Wrap-Up Session

- Once you've participated in stations #1, 2, 3, 4, 5 (regardless of the order) you can participate in the Wrap Up Station, located in the *classroom adjacent to the WalkStory room*.

Step #7 Completion

- Fill out an Evaluation Form

Special Treat: At about 12:15 there will be a short (15 minute) entertainment break featuring Ka Pā Hula o ka Ulu Koa Halau. Stations 1 through 5 will not operate during the performance.

Please enjoy WalkStory. It was designed to encourage thoughtful participation by the entire community in General Plan 2030.

You may wish you had more time to spend on the topics discussed today. Remember this is just the first of many opportunities to participate in the General Plan process. Today was designed to touch on many key issues, while recognizing that Maui residents have busy and competing weekend schedules.

See WalkStory staff if you need child care.

Layout

Entry Area

(outdoor/ covered)

See floor plan

Arrivals

- Sign-in and pick up “passport” with sticker indicating first station
- Survey (demographics, top 3 issues, etc.)
- Folder and handouts (tri-fold brochure/ folder with enclosures)
- Index card on which to answer key opening question

Exhibit

- Maps, photos, demographics, synthesis of key issues (each map/ photo with 1-2 sentence captions), history of Maui in photos
- Large Panels/ Exhibit/ General Plan topics/ Why do we have a General Plan/ etc.
- Tables with factoids

Child Care

- KidZone (child care) with kids doing maps of their neighborhoods, etc.
Children will be in one of the classrooms

Event Exit Area

- Event evaluation
- Pick up button
- Snack

Main Space
(see floor plan)

Five activity stations with four facilitators at each station – designed to accommodate 28+/- people at each station at any one time; each station will be comprised of two sets of three round tables placed together (with each set of three tables forming a “cluster” to accommodate approximately 14 participants (assume that 2 co-facilitators will run each group of 14). Each cluster will have a stanchion indicating the number and name of the session.

<i>Station One:</i>	Planning to improve education and to meet the needs of young people
<i>Station Two:</i>	Planning to address infrastructure challenges, particularly housing
<i>Station Three</i>	Planning to protect the natural environment
<i>Station Four</i>	Planning to create targeted economic development strategies
<i>Station Five</i>	Planning to preserve local culture and traditions and address human needs
<i>Wrap-up:</i>	Planning effectively for Maui’s future

Station 1

Planning to improve education and to meet the needs of young people

Overview Question

How can the General and Community Plans...

which deal with issues such as Land Use, Population, Environment, Cultural Resources, Economic Activity, Housing, Urban Design, Physical Infrastructure, Social Infrastructure, Government, and Indigenous Architecture

...be shaped to

foster education and the well-being of young people, to ensure that those born on Maui can, if they choose, spend their whole lives here – raising children, owning homes, enjoying rewarding jobs, and taking advantage of opportunities to contribute to the Maui community and to be good stewards of Maui's local resources?

(From Focus Maui Nui vision)

Set-up

2 sets of 3 tables; each set of three tables creates one “cluster” seating approximately 12 people (24 total +/- at the two clusters combined); two (2) facilitators for each cluster

- 1 easel with pad and markers at each cluster (for note taking and recording, and for listing any questions raised during the session that need to get responses following the event)
- 2 easels at each cluster displaying maps
- ***(6 easels total for this station)***
- stanchion with sign indicating the focus of the station and the number

“Education Questions” and Facilitated Discussion
(with large-scale maps as visual aids)

Participants arrive at station and are welcomed by facilitators:

Welcome to Station 1. Here we will – hopefully – begin to think about how the general plan can support the community’s big goal of fostering and improving education and the well-being of young people. Specifically the goal adds: ensuring that those young people can take advantage of opportunities to contribute to the Maui community and to be good stewards of Maui’s local resources.

This is an ambitious goal... It is from Focus Maui Nui. How many of you have heard of Focus Maui Nui.?

Here, in our very limited time frame at this station, we will be thinking about and discussing schools in Maui and how the general plan might impact the community’s goal of improving education.

Hand out question sheet.

Just to get the juices flowing, why don’t you answer these questions and hold onto your responses, until the end, and then please hand them to me as you leave.

After 3 minutes, facilitators pass out “answer sheets” and begin discussion:

Facilitator asks: *Any surprises?*

Facilitator then shows the maps pointing to the difference between Lihikai and Paia schools...

Let’s look at 2 elementary schools... located in different parts of Maui... These maps show Paia and Lihikai elementary schools... Notice the different densities around these two schools.

Look at the schools now in relation to some nearby services: libraries, police, etc.....”

These maps have been created to focus attention on how the location of schools and their surroundings... including the density of development... and nearby resources (cultural, social, etc.)... might impact the education and well-being of children...

“So let’s consider a few questions: – Open discussion with co-facilitator taking notes

Discussion Questions

(Note to Facilitator: Raise each question and let the discussion flow. Move to subsequent questions when it appears the dialogue is waning. It is not necessary to get through all of the questions. These are merely “ideas” to get dialogue started and moving.)

1. Does the physical layout of towns support strong communities (that in turn support children to learn)?”
2. Do you think tight, compact neighborhoods create more opportunities for communities to support youth? Why? What can be done to support youth when development is spread out?
3. Do the “mix,” number, and location of social, economic, and recreational resources support youth? What kind of facilities should be priorities in the new plan for Maui? How should the county prioritize the facilities that are needed to support youth? Is there any way the county can increase the resources needed for youth, given limited funds?
4. What about schools – Are they more likely to help children succeed if they are located closer to community resources? Are there advantages in locating schools in particular parts of the county?

CO-FACILITATOR TO LIST RESPONSES/ CREATE GRID FOR PROS AND CONS ON PAD

Maui Schools



WALKSTORY

This page is a design for the Maui County Planning Department. It is not a final map and should not be used for any other purpose.

School District Density & Facilities Map



WALKSTORY

This page is a design for the Maui County Planning Department. It is not a final map and should not be used for any other purpose.

1

School District Density Map

Lihikai Elementary



WALKSTORY

This page is a design for the Maui County Planning Department. It is not a final map and should not be used for any other purpose.

1

School District Density Map

Lihikai Elementary



WALKSTORY

This page is a design for the Maui County Planning Department. It is not a final map and should not be used for any other purpose.





Planning to improve education and meet the needs of young people.

What Do You Think?

1. How many school-aged children do you think live on Maui?

How many school aged children do you think are projected to live on Maui in 2030?

2. What do you think is the *oldest* public school building still in use in Maui?

What do you think is the *newest* public school?

3. How many libraries in Maui do you think are within walking distance of a public school? how many community centers?



Answers

1. Approximately 24,450 children, ages 5–19, were living on Maui in 2000.
[ages 5–9: 8,230 ages 10–14: 8,370 ages 15–19: 7,850]

It is anticipated that in 2030 the total number of school age children in Maui will increase by approximately 50% to a total of 36,760. [ages 5–9: 12, 400; 10–14: 12, 350; 15–19: 12,000)

2. Lahainaluna High School (1831) is the oldest public school in Maui.
Kamali'i is the newest school.

3. All 6 public libraries in Maui, are within one mile of at least one school. Of the 17 community centers in Maui, 6 are within one mile of at least one school. Additionally, 15 schools are within one mile of a police station; 12 are within one mile of a fire station; 12 are within one mile of an ambulance station.

Station 2

Planning to address infrastructure challenges, particularly housing

Overview Question

How can the General and Community Plans...

which deal with issues such as Land Use, Population, Environment, Cultural Resources, Economic Activity, Housing, Urban Design, Physical Infrastructure (including Transportation), Social Infrastructure, Government, and Indigenous Architecture

...be shaped to

ensure that Maui will be an innovative model of sustainable island living and a place where every child can grow to reach his or her full potential?

(from Focus Maui Nui vision)

Setup

2 sets of 3 tables, seating approximately 12 people each (24 total)
with 2 facilitators at each table

1 easel with pad and markers at each set of tables
(2 easels total)

Handouts

“Housing Maui’s Workforce – An Exercise in Tradeoffs”

This exercise is perhaps the most complex of the five stations. Facilitators are encouraged to get participants to focus quickly in order to ensure that the activity can be completed in the time allotted. Facilitators should distribute handouts quickly and move directly to the activity without discussing the handouts at this time. Explain to participants that the handouts are quite interesting and they should probably review them later, but that you will be starting the activity quickly in order to keep to the time allotted.

In this “game” participants will play the role of particularly defined “households” that will be described on cards that will be handed out. Explain that the activity includes “household cards,” “a fictitious, but not totally unrealistic “chart of housing costs,” a “game board,” and “housing squares that represent a particular size of housing that can be rented or purchased in different parts of the town.”

Place the game board on the table. Deal the household cards – one to each person. Explain: *Each of you now has a card that describes a “household” in Maui. It might have only one single person; it might be a young family; it could be some other configuration. Your card tells you whose mindset you will be thinking of when you participate in this next activity. Your card tells you how much you can spend on housing based on your income and the federal guidelines that say that a household should spend no more than 30% of its income on housing (in order to be able to afford other needed expenses.)*

The game board is an abstraction of a town. The “town” has a “center” which is the most urban part, having housing, commercial, retail, etc. The housing here is often multi-story, infill. The largest units available in the section (red) are 1,200 sq ft (3 bedrooms/2 baths). The center portion of town has a ring around it which is more residential with some small element of commercial. Housing here is mostly townhouse-style (1 and 2 story attached homes) with the largest unit also being 1,200 sq ft (3 bedrooms/2 baths). The green area is the more suburban fringe of the town that has grown up in more recent years. Houses here are more likely to be single-family detached and larger. There are some ohana units built into these homes which are predominantly used by family members but some are available for rent. Living in the green zone requires driving to shopping, school, work, etc.

The goal of this exercise is to think about different households and the need for housing, as well as the tradeoffs families make in order to locate and keep housing.

Okay.. Now we’re going to begin.. You’ll have about 5 minutes to think about who you are, based on the description you’ve been given, to think about what kind of housing you need and want – the size, the location – and to look at the “housing cost chart” to see what housing you can actually afford based on your income. So first, think about location; then think about size; then look at chart and see what your selection would cost... Then look at your income and see if this choice is affordable for you.

The co-facilitator should be walking around “selling” and/or “renting” the “housing parts.” Explain that each housing part (colored square) is equal to 300 sq ft in the zone that matches its color. (Rental units are squares with the corners cut. Ownership houses have full squares). Once you decide on your purchase or rental option, put your squares on the board.

Five minutes before the end of the session, you need to bring everyone together to discuss what and how they made their decisions..

Questions from facilitator:

- What housing did you think your family needed versus what they could afford?
- How did you make your decision? What did you have to give up (location? Size? Why?
- Are there ways to help families get into the housing they really want How? Who should pay for this?
- Does Maui need more of particular kinds of housing? (More in the urban core?)
- If everyone wants to be in green zone, what are the implications?

Facilitator: *I know this has been very intense and that you probably have a lot of questions. Please try to write any questions on the evaluation form that you will get at the end of today’s event. We will collect all the questions and they will be answered by the Planning Department over the coming months.*

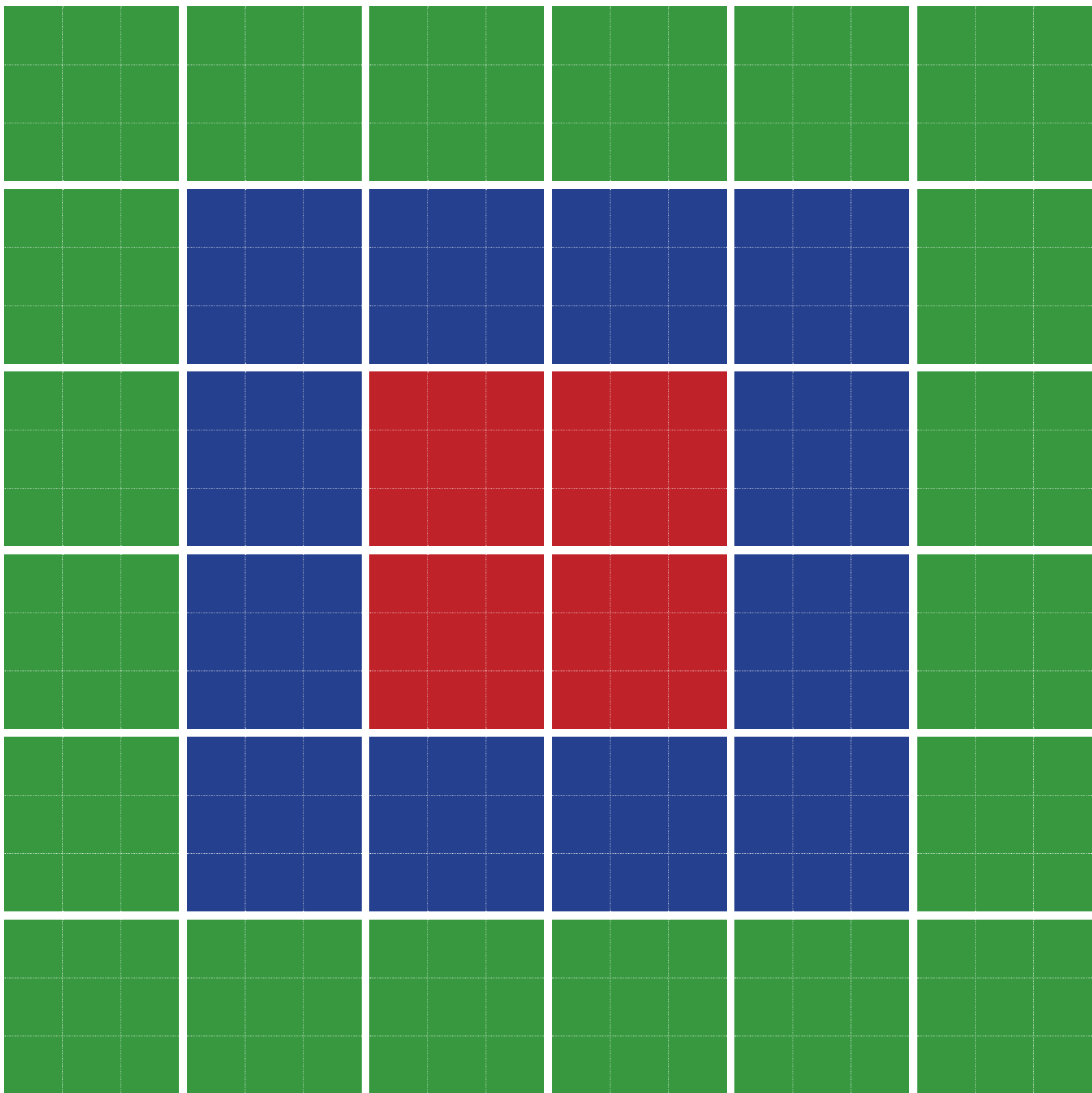
FACILITATOR: COLLECT CARDS

CO-FACILITATOR SHOULD HAVE TAKEN NOTES ON CHOICES AS WELL AS COMMENTS.

Housing Maui's Workforce - an Exercise in Tradeoffs

Own					
	1 square 300 sq ft studio	2 squares 600 sq ft 1 bedroom 1 bathroom	3 squares 900 sq. ft. 2 bedrooms 2 bathrooms	4 squares 1,200 sq.ft 3 bedrooms 2 bathrooms	5 squares 1,600 sq.ft: 4 bedrooms 2 bathrooms
Red	\$400	\$800	\$1,200	\$1,600	n/a
Blue	\$500	\$1,000	\$1,500	\$2,000	n/a
Green	n/a	\$1,800	\$2,700	\$3,600	\$4,500

Rent					
	1 square 300 sq ft studio	2 squares 600 sq ft 1 bedroom 1 bathroom	3 squares 900 sq. ft. 2 bedrooms 2 bathrooms	4 squares 1,200 sq.ft 3 bedrooms 2 bathrooms	5 squares 1,600 sq.ft: 4 bedrooms 2 bathrooms
Red	\$300	\$600	\$900	\$1,200	n/a
Blue	\$400	\$800	\$1,200	\$1,600	n/a
Green	\$700	\$1,400	\$2,100	\$2,800	\$3,500



Station 3

Planning to protect the natural environment

Overview Question

How can the General and Community Plans...

which deal with issues such as Land Use, Population, Environment, Cultural Resources, Economic Activity, Housing, Urban Design, Physical Infrastructure (including Transportation), Social Infrastructure, Government, and Indigenous Architecture

...be shaped to

bring into balance the needs of each individual, the needs of Maui's natural and cultural assets, and the needs of the whole community to reflect the extremely high value placed on both the land and its people?

(From Focus Maui Nui vision)

Set-up

2 sets of 3 tables; each set of three tables creates one “cluster” seating approximately 12 people (24 total +/- at the two clusters combined); two (2) facilitators for each cluster

- 1 easel with pad and markers at each cluster (for note taking and recording, and for listing any questions raised during the session that need to get responses following the event)
- Need large (3/4") green/ red/ blue/ and orange stick on dots

Presentation and “Top Picks and Tradeoffs” Exercise

Facilitator welcomes participants to the station and explains what will be happening at this work session.

Welcome to Station #3. Here we are going to – in the very short time frame allocated – begin to think about and discuss those actions that we feel should be encouraged in order to protect and preserve the environment.. And those we hope to discourage or maybe even penalize.

You’re going to work with your neighbor, so look to your left and that will be your partner. To start, I’m going to give each partner group 10 green dots and 10 red dots.

Look at the chart here (point to board on easel) and you’ll see a lot of ideas of things that you might want to see instituted in Maui.. And probably some that you hope get eliminated. (You have copies of this chart at your seat.

Talk with your partner and think about which should get the “green - go-ahead” and which should get the red “stop”... Make your list... You’ve got about 5 minutes to think this through and then I’m going to ask you to place your dots on the chart.

If you think of something that is not on this list but you believe is another action that you’d like to see encouraged or discouraged, write it down and when you come up to the board in a few minutes write it down and put your dot there. It will be included in our analysis.

Wait 5 minutes.. Take questions if necessary.

OK. Time is up... Now you should go up to the panel and put your green dots on activities/ ideas you would want promoted in Maui. Please remember to use all 10 green dots. You can put more than one dot on any idea you think is exceptionally important. And place all your red dots on the actions you want to see discouraged.

After everyone places their 20 dots, begin a short discussion:

Let’s see how much agreement there is. (Make comment re: lots of agreement; not much agreement; etc.)

How might you encourage the implementation of the actions you put green dots on? in Maui?

CO-FACILITATOR SHOULD NOTE COMMENTS AND QUESTIONS.

How might you encourage the elimination or reduction of the activities you noted

with the red dots?

List responses.

Facilitator: *Now I'm going to give you 5 orange dots and 5 blue dots. Please place the blue dots on ideas that you would be willing to see implemented through the kind of measures you suggested (tax credits, subsidies, etc.)... and put the orange dots on actions you'd be willing to see implemented such as penalties, additional taxation, etc. Again you can use all your dots to promote one idea or you can distribute them. The idea here is to prioritize which of these are most important to tackle. If you've heard something from the discussion that changed your mind you can put your orange or blue dots on actions that you might not have addressed in the first round.*

If time: (most likely will not get to this.)

Finally, I have some gold stars.... Let's look at the items that you have placed green and blue dots on... those things that you are interested in promoting... And let's talk about which of these add cost to residents.... For example, pick up of recycling at houses might be more costly, but would probably mean that more people would recycle... Then on each one of these that adds cost to residents, we'll give a show of hands for how many of you think these are still worth promoting even though they add cost to residents... and we'll put up gold stars to reflect your vote....



Planning to protect the natural environment

- Environmental stewardship education
- Alternative energy
- Alternative energy business center
- Staggered work days and hours
- Agricultural subdivisions
- Importing of alien species
- Continued development of Haleakalā
- Habitat protection corridors
- Marine sanctuaries
- Protection of endangered species
- Weekly home pick up of recycling
- Car-share program
- Carpool Lane on major roads
- Parking behind businesses
- Parking lots facing streets
- Housing above offices and above retail
- Compact building development
- Preservation of agricultural land
- Recycling grey water
- “Green” building construction
- Promotion of cottage industries
- Buying/selling locally-produced products
- Scheduled shuttle services
- Limitation on number of rental cars
- County-owned eco-tourism hotel
- Increased number of bed and breakfast inns
- Increase in technology sector
- Limit hotel rooms in Maui
- Moratorium on time-shares
- Restriction on number 4,000+ sq. ft. homes
- Detached single family homes
- New towns
- Expansion of existing towns
- Restoration of towns with infill housing
- Expansion of number of hotel rooms
- Single bus to drop off at rental cars
- Abandoned car removal program
- Stream restoration
- Water conservation policies
- Open new outdoor areas for tourists
- Shoreline protection program
- Island-wide public transportation system
- Other ideas



Planning to protect the natural environment

- Public education programs to promote environmental stewardship
- Alternative energy development (biomass, wind, solar, hydro)
- Development of an alternative energy business support center
- Staggered work days and hours
- Agricultural subdivisions
- Importing of alien species
- Continued development of Science City (top of Haleakala)
- Establish habitat protection corridors/greenways
- Create marine sanctuaries
- Protect endangered species
- Weekly home pick up of recycling
- Car-share program
- High Occupancy Vehicle Lane on major roads (3 or more occupants)
- Parking behind businesses (commercial and retail)
- Parking lots facing streets
- Housing above offices and above retail
- Building more compactly through the development of tighter streets
- Preserving agricultural land
- Recycling grey water
- Green Building Construction (recycled materials and sustainable construction)
- Promotion of cottage industries (zoning to include home-based businesses)
- Buying/selling locally-produced products (food, crafts, etc.)
- Scheduled shuttle services from hotels to tourist attractions, shopping, recreation



- Limiting number of rental cars
- County-owned eco-tourism hotel
- Increased number of bed and breakfast inns (in existing homes)
- Increase in technology sector
- Caps on number of hotel rooms in Maui County
- Moratorium on time-shares
- Restriction on number of single family homes larger than 4,000 sq. ft.
- Housing developments with only single family detached homes on cul de sacs
- New town development
- Expansion of existing towns
- Restoration of existing towns to include infill housing and commercial growth
- Expansion of number of hotel rooms
- Collaboration between rental car companies to use single bus to drop off tourists
- Abandoned car removal program
- Stream restoration and standards for minimum flow
- Water conservation policies
- Open new outdoor areas for tourists
- Shoreline protection program
- Island-wide public transportation system
- Other

Station 4

Planning to create targeted economic development

Overview Question

How can the General and Community Plans...

which deal with issues such as Land Use, Population, Environment, Cultural Resources, Economic Activity, Housing, Urban Design, Physical Infrastructure (including Transportation), Social Infrastructure, Government, and Indigenous Architecture

...be shaped to

make Maui a leader in the creation of responsible, self-sufficient communities and environmentally- sound economic development?

(From Focus Maui Nui vision)

Setup

2 sets of 3 tables; each set of three tables creates one “cluster” seating approximately 12 people (24 total +/- at the two clusters combined); two (2) facilitators for each cluster

- 1 easel with pad and markers at each cluster (for note taking and recording, and for listing any questions raised during the session that need to get responses following the event)
- stanchion with sign indicating the focus of the station and the number

Presentation and “Debate”

Facilitator explains:

The focus at this station is economic development. We realize that we have just a very short time to discuss this very important topic and we encourage you to participate in future discussions related to this topic and to the general plan. Today’s activities are intended just to get you to start thinking about these issues.

The idea at this station is to work in a group. There will be two teams. Everyone on my right will be in Team A; everyone to my left will be in Team B. Both teams will be competing for public and County Council support and approval of a zoning permit to develop a piece of land in an urban area of Maui. Both options might be very good for Maui, but we hope the discussion will enable you to see the process of economic development on Maui in new ways, by taking on new roles. At the end we will ask you where your sympathies lie. There are many different projects that come to the county for approval and many are valuable, but decisionmakers always have to choose.

You should review the fact sheet I’m about to give you and then work with your team to make your case.. You can bring as many other ideas as you can think of.. We’ve just given you a few thoughts to get things going. Keep in mind that your presentation will not necessarily reflect how you actually feel about these projects! This is a debate.. At the end we’ll discuss your true thoughts on issues like this – the idea now is to think through all the pros and cons of your option, and present them as clearly and convincingly as you can.

Participants in each group (approximately 6 per group) are given a description of the business they “want” to open in Maui. They get 3-4 minutes to think about this and to decide who will make the case.. Strategize.. Then debate... 3 minute presentations each.. 1 minute rebuttal; 5 minute group discussion..

Facilitator leads presentations (acts as “Chair of Planning Commission or Council”) and then group discussions re: issues.... get sense of peoples’ real opinions on which should be developed.

CO-FACILITATOR TAKES NOTES



Planning to preserve Maui's culture and traditions and to address human needs

INFORMATION

Location:

Urban site; infill piece of property

The Project:

Developer plans to create a mixed use complex with retail on the ground level and mixed-income housing above. The build-out will include a three-story building. Twenty-five percent of the housing will be affordable for families earning less than Maui's median income. An additional ten percent of the housing will be rental, also set aside for families at median and below. The developer also promises to target the local market for the sale of the units prior to publicly announcing these new units.

Additional:

The Developer is requesting approval of the project and a subsidy from the county to maintain the full scale of affordable housing currently in the project.

FACTS

- County residents are in desperate need of housing they can afford.
- New housing is in increasing demand by off-shore buyers who see Maui as a second home or retirement location.
- The development of affordable housing and the sustainability of existing towns are core to the values of Focus Maui Nui
- Mixed use development provides residents the possibility of walking to work and shopping, and of creating a vibrant town center.



Planning to preserve Maui's culture and traditions and to address human needs

INFORMATION

Location:

Urban site; infill piece of property

The Project:

Developer is a mainland-owned company whose CEO has been a part time resident in Maui for many years. The president is now considering retiring in Maui and wants to move one division of his film animation company to the island. The building will not have any street level activity, but the company likes the in-town atmosphere. Approximately 40 people will work in the building which will be three stories high. At minimum 15-20 professionally trained animation technicians will come from the mainland to work at the company. The owner says she will work with MCC to design summer internships for five students.

Additional:

The Developer is requesting approval of the project and a tax credit to help write down the cost of developing the site.

FACTS

- The film business (especially animation post-production) is a booming industry with high paying jobs.
- Jobs in the animation film industry require very specialized training, not currently available in Maui.
- The highly paid jobs will go to the technicians being brought from the mainland.
- Maui's young people could benefit from the internships and from the potential created by jobs in future years.
- Bringing a high salary industry to an urban area in Maui could boost commercial and retail opportunities in the community.

Station 5

Planning to preserve local culture and traditions and address human needs

(preserving local culture and traditions/ addressing human needs)

Overview Question

How can the General and Community Plans...

which deal with issues such as Land Use, Population, Environment, Cultural Resources, Economic Activity, Housing, Urban Design, Physical Infrastructure (including Transportation), Social Infrastructure, Government, and Indigenous Architecture

...be shaped to

ensure that those things which make Maui unique in the world are preserved, celebrated, and protected for generations to come?

(From *Focus Maui Nui* vision)

Setup

2 sets of 3 tables; each set of three tables creates one “cluster” seating approximately 12 people (24 total +/- at the two clusters combined); two (2) facilitators for each cluster

- 1 easel with pad and markers at each cluster (for note taking and recording, and for listing any questions raised during the session that need to get responses following the event)
- 1 easel for map (Maui 2006)

“The Real Maui” – a discussion

Facilitator gives out 10 index cards:

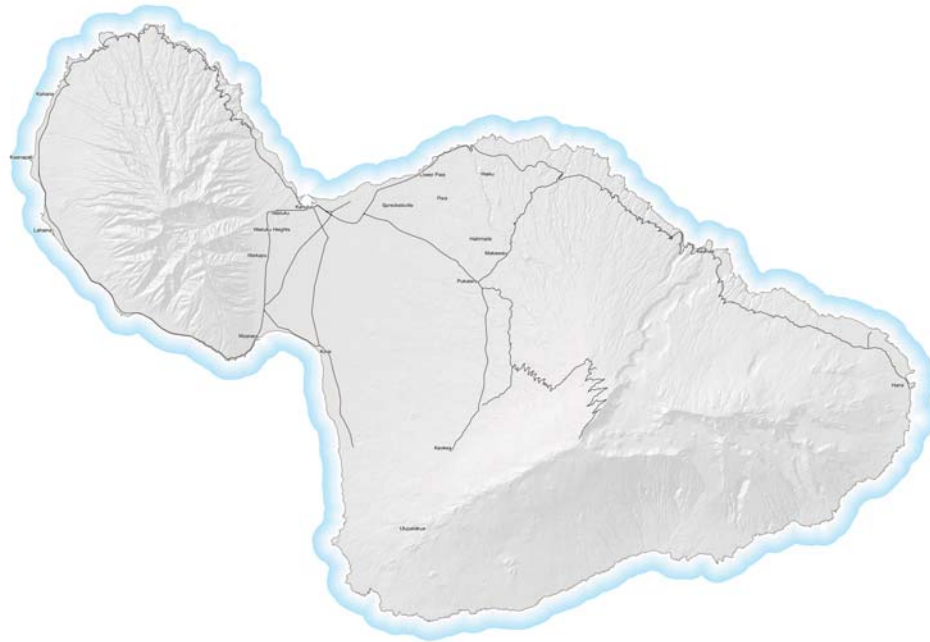
Welcome to Station #5. Here we are going to create an unusual map that helps us move toward the vision of ensuring that those things which make Maui unique in the world are preserved, celebrated, and protected for generations to come. You’re going to create a very special tourist map that doesn’t focus on sights or tours... rather your charge is to create a map that illustrates how Maui has preserved (and is preserving) its culture and how it takes care of its people – the “real” Maui...

So think of 10 places that would show this... Work in pairs with the person sitting to your right..

If what you want to note on the map wouldn’t be known to most people in Maui, then include a very short (one sentence) description on the card.

You’ll have about 10 minutes to think of up to 10 places and to write one on each of the cards. Then we’ll “map” your important places on this map of Maui. (It’s ok if some of these places are the very places that are on most maps, but we do hope you’ll think of others as well.)

Participants put dots on locations they think worthy... **Co-facilitator collects cards to identify what each dot represents.** After the “places” are “mapped”.. Have the group look at their collective map of the real Maui and see if the same places came up repeatedly. *Are there some things missing? Is Maui doing a good job of protecting the culture of its people? Is Maui doing a good job of taking care of its people?*



**What are the three most important things to consider
when planning the future of Maui County?**

1.

2.

3.

**The most important things to consider
when planning the future of Maui County...**

Welcome to **WALKSTORY!**

Please fill out this short confidential questionnaire to let us know more about you and your ideas for Maui's future.

About Maui

What are the two most important issues facing Maui County?

1) _____

2) _____

What words do you use to describe Maui County? _____

How would you like to be able to describe Maui County in 2030? _____

About You

Male/Female _____ Age: _____ Ethnicity (race): _____

Occupation: _____

How long have you lived in Maui County? _____

Where do you live in Maui County? _____

Do you rent/own (circle one)? Number of persons in your household? _____

Place of birth: _____

Languages spoken at home? _____

Highest level of education completed? _____

Annual household income (circle one):

Less than \$25,000	\$75,000 - \$99,999
\$25,000 - \$49,999	\$100,000 - \$200,000
\$50,000 - \$74,999	More than \$200,000

Are you currently employed? Yes/No Time it takes you to get to work: _____

How did you hear about **WALKSTORY**? _____

Did you attend a Focus Maui Nui session in 2003? _____

Have you ever heard of Focus Maui Nui? _____

Mahalo.



June 24, 2006

[illegible]

What is Maui County General Plan 2030?

- The overall vision for Maui County that looks ahead to 2030
- A comprehensive look at social, economic, environmental, and physical aspects of the county
- A framework for decisionmakers
- A framework for the development of Community Plans for Lānā, Molokāi, Hana, Pt'a-Haiku, Makawao Pukalani, Kihei-Mākena, Wailuku-Kahului, Kahoolawe, and West Maui

What does Bill 84 do?

- Defines legal status, content, and Maui County's process for developing the General Plan and Community Plans
- Restructures the General Plan to emphasize regional (island-wide) planning
- Calls for a directed growth strategy and priorities for Capital Improvement Program (CIP) budgeting and implementation
- Sets up General Plan Advisory Committees (GPACs) on Maui, Molokāi, and Lānā to represent different communities and interests, to build consensus, and to respect differing viewpoints

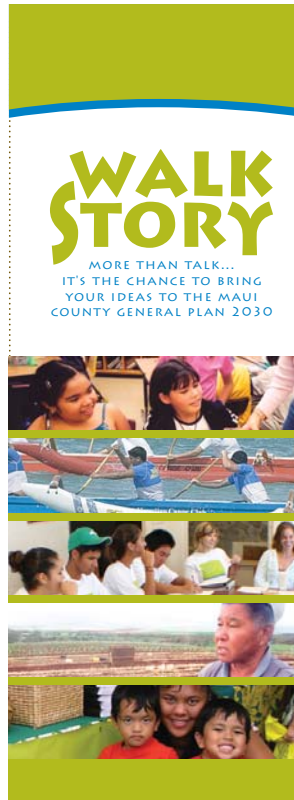
What will the Maui Island Plan include?

- An island-wide directed growth strategy
- Maps of urban and rural development areas
- Priorities for developing regional facilities and services (Capital Improvement Program - CIP)
- A financially-sound implementation program

Focus Maui Nui Vision

- Maui Nui will be an innovative model of sustainable island living and a place where every child can grow to meet his/her potential.
- The needs of each individual, the needs of our natural and cultural assets, and the needs of the whole community will be brought into balance to reflect the extremely high value we place on both the land and its people.
- The education and well-being of young people will be fostered to ensure that those born on these islands can, if they choose, spend their whole lives here — raising children, owning homes, enjoying rewarding jobs, and taking advantage of opportunities to contribute to this community, and to be good stewards of our local treasures.
- Maui Nui will be a leader in the creation of responsible, self-sufficient communities, and environmentally-sound economic development.
- That which makes Maui Nui unique in the world will be preserved, celebrated, and protected for generations to come.

WALKSTORY | Funded and supported by County of Maui Planning Department/Long Range Division; developed and facilitated by Focus Maui Nui, a project of Maui Economic Development Board (MEDB)



What is WALKSTORY?

- An opportunity for Maui County residents to be part of the General Plan 2030 process and to ensure their values are core to the new plan
- The first of many events that will provide residents with a chance to better understand the potential of the General Plan to impact the growth and development of the county
- An engagement process designed and facilitated by Focus Maui Nui; funded and supported by Maui County Planning Department/ Long Range Division

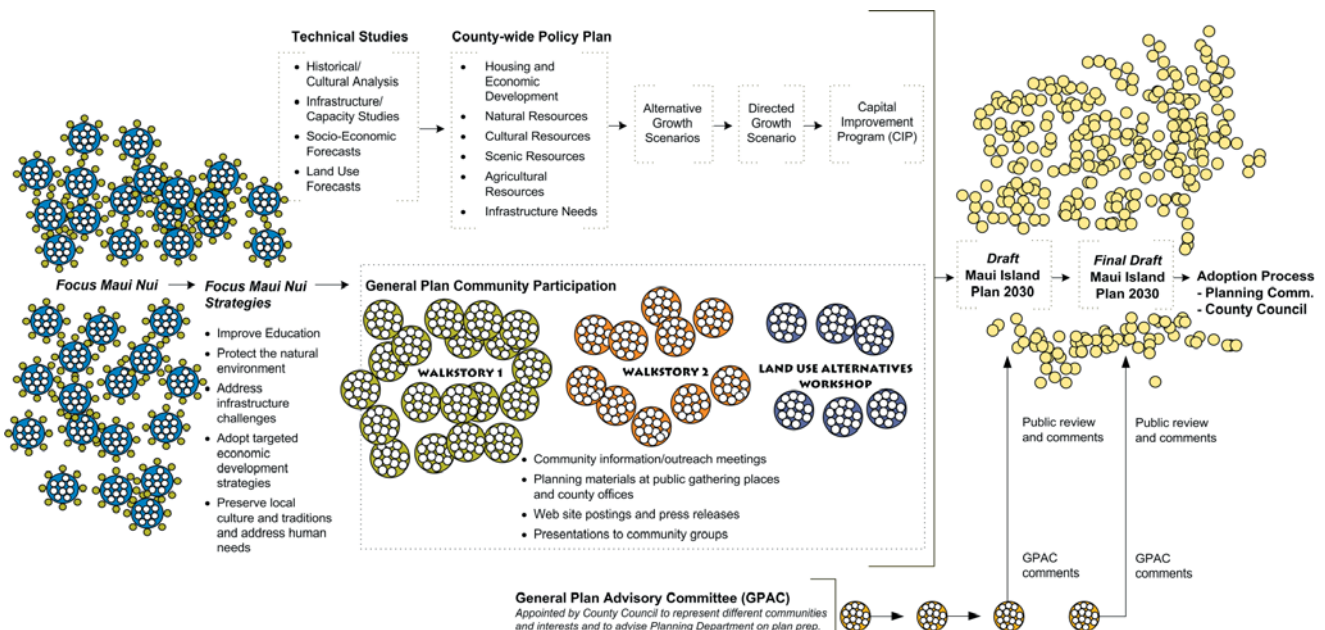
What is Focus Maui Nui (FMN)?

In 2003 Focus Maui Nui brought together more than 1,700 residents to discuss their values and priorities for the community. FMN continues to bring individuals, organizations, and communities together to talk about shared values, as well as differences, and to send clear messages to local leaders about what we want for our islands, our communities, and our future. It is a voice, a vision, and a plan of action created by and for the people who live here.

What are the benefits of FMN and the county working together?

Recognizing the success of Focus Maui Nui and the importance of bringing a broad community voice to *General Plan 2030*, the Maui County Planning Department engaged FMN to create **WALKSTORY**. For the County, this offered a unique way to reach out to residents — ensuring inclusion of the community's values in the plan. For FMN it offered a way to continue the discussion of how community values should shape the future of Maui County.

Maui County General Plan 2030: Maui Island Planning Process



What is Maui County General Plan 2030?

- Overall vision for Maui County that looks ahead to 2030
- Comprehensive look at social, economic, environmental, and physical aspects of the county
- A framework for decision makers
- A framework for the development of the Community Plans for Lāna'i, Moloka'i, Hana, Pā'ia-Haiku, Makawao Pukalani, Kihei-Makena, Wailuku-Kahului, Kaho'olawe, and West Maui

WALKSTORY

Maui County Department of Planning and Economic Development | 1000 W. Main Street, Suite 200, Wailuku, HI 96793 | www.mauicounty.gov

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WALKSTORY

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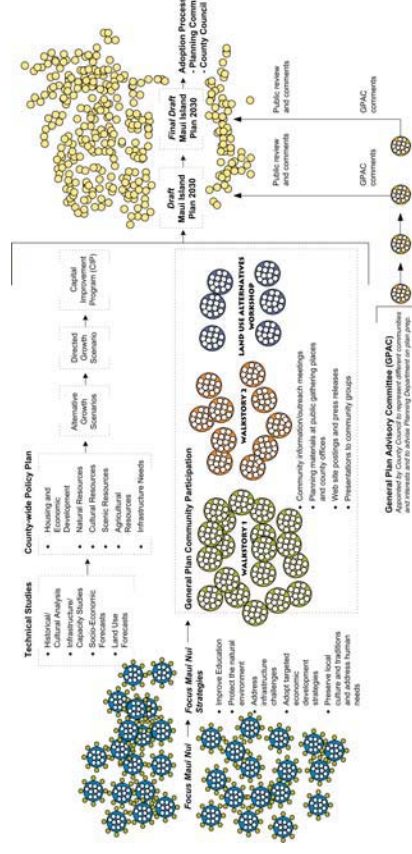
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WALKSTORY

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What is the County's Process for Maui Island Plan 2030?



WALKSTORY

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Maui 1838

By the early 1600s Maui, Lanai, Molokai, and Kahoolawe were divided into 12 districts (*moku*), which functioned as the basic land-holding unit. Each *moku* was divided into smaller parcels (*ahupuaʻa*), which were generally self-sufficient wedge-shaped pieces of land running from the mountains to the ocean. The first map showing the *ahupuaʻa* in Maui was drawn in 1838 by Kalama.



WALKSTORY

Maui 1853

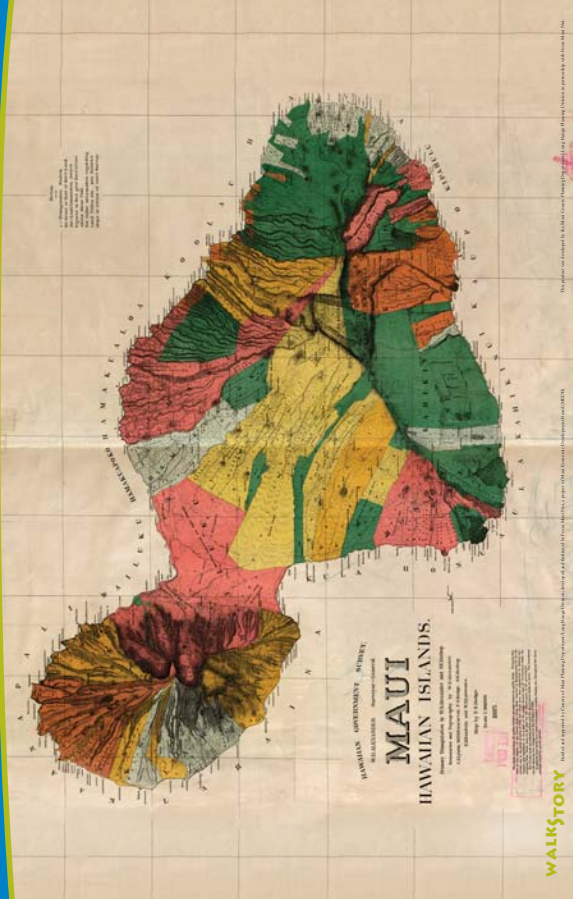
Native Hawaiians had a refined system of land management, and were managing the resources of their watershed areas long before either the Soil and Conservation Service or the Environmental Protection Agency (EPA) existed. In 1853, the island of Maui was home to almost 300 villages on 141 *ahupuaʻa* and 12 *moku*.



WALKSTORY

Maui 1885

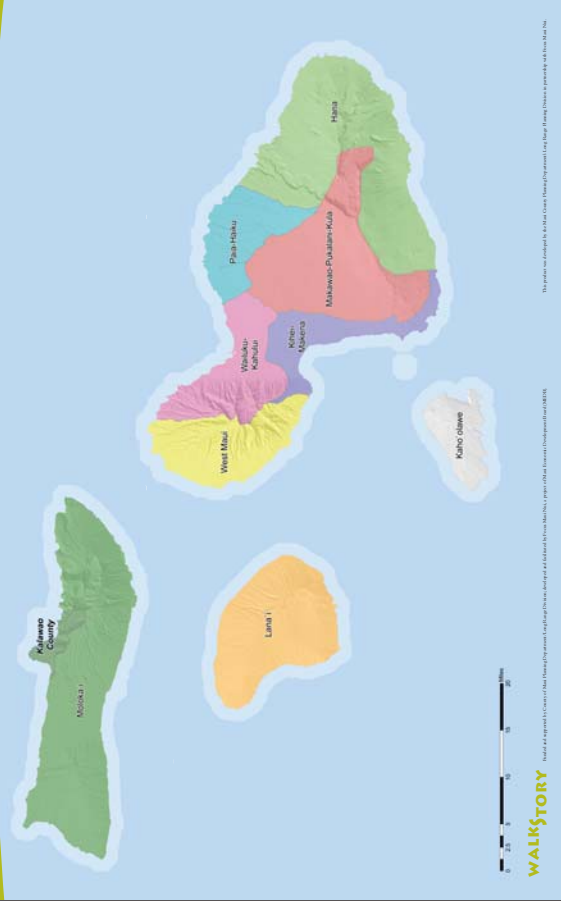
In 1885, land owned by the Monarchy were known as Crown Lands (gold). Land owned by the nobility and their representatives were known as Government Lands (green). These are now referred to as *Ceded Lands*, although they were never officially transferred from the Hawaiian government to the U.S. government.



WALKSTORY

Maui 2006

Maui Island is divided into six planning districts: West Maui, Kihikihi-Makama, Waikapu-Kahului, Makawao-Pukalani-Kula, Pi'i-in-Hale, and Hama. Molokai and Lanai are separate planning districts. The County will prepare community plans for each planning district following the adoption of the County-wide Policy Plan and Maui, Molokai and Lanai Island Plans.



Maui 2006

Character and context of Maui Island.



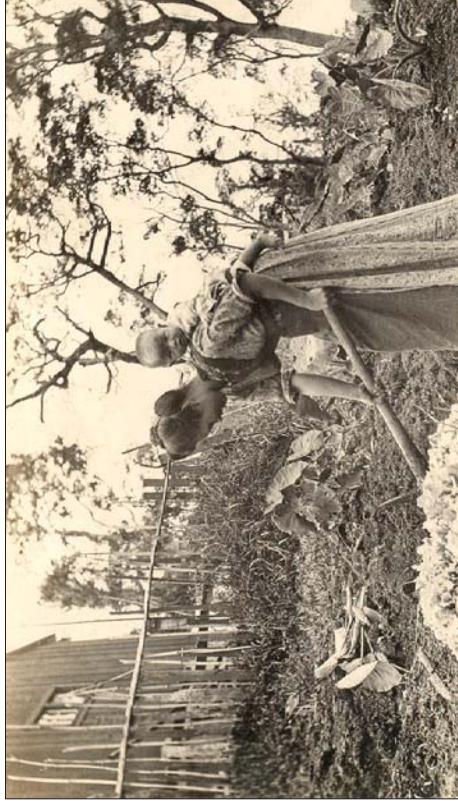
Cutting Algarobo Trees in Kihei (1922-1933)



WALKSTORY

Photo and caption by Grace, Office of Hawaiian Affairs, Long Term Planning and Development, Honolulu, Hawaii. Source: The Center of Hawaiian Studies, Honolulu, Hawaii. 1922-1933.

Cultivating Japanese Taro in Kahului, Maui (1922-1933)



WALKSTORY

Photo and caption by Grace, Office of Hawaiian Affairs, Long Term Planning and Development, Honolulu, Hawaii. Source: The Center of Hawaiian Studies, Honolulu, Hawaii. 1922-1933.

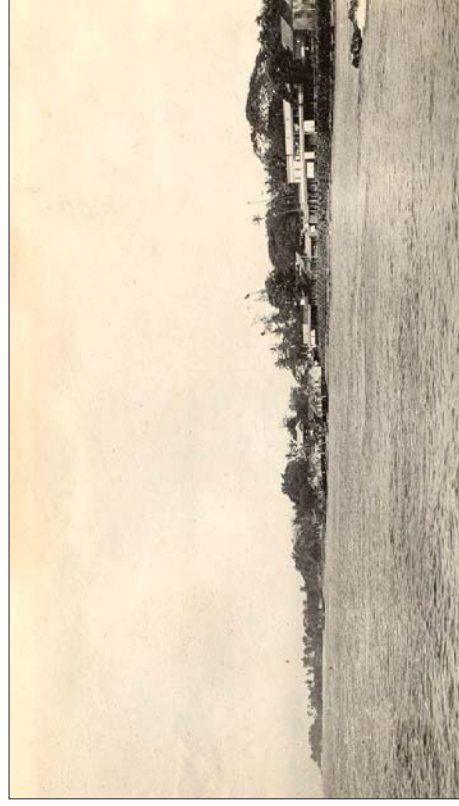
View down Iao Valley from Table Land, Wailuku (1922-1933)



WALKSTORY

Photo and caption by Grace, Office of Hawaiian Affairs, Long Term Planning and Development, Honolulu, Hawaii. Source: The Center of Hawaiian Studies, Honolulu, Hawaii. 1922-1933.

Town of Lahaina, Maui from Wharf (1922-1933)



WALKSTORY

Photo and caption by Grace, Office of Hawaiian Affairs, Long Term Planning and Development, Honolulu, Hawaii. Source: The Center of Hawaiian Studies, Honolulu, Hawaii. 1922-1933.

Ukumehame Gulch near Olowalu, Maui (1922-1933)



WALKSTORY

Head and shoulders of a man in a hat, looking down at a map, with a woman standing behind him. The image is a sepia-toned photograph, likely from the early 20th century.

Ukumehame Gulch near Olowalu, Maui (1922-1933)

Keanae, Maui Showing Taro Cultivation (September 15, 1933)



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Keanae, Maui Showing Taro Cultivation (September 15, 1933)

Hana Village from Hana Lighthouse, Maui (1922-1933)



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Hana Village from Hana Lighthouse, Maui (1922-1933)

Koolau Gap, Maui from Point on Road to Kailua Camp (September 19, 1922)



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Koolau Gap, Maui from Point on Road to Kailua Camp (September 19, 1922)

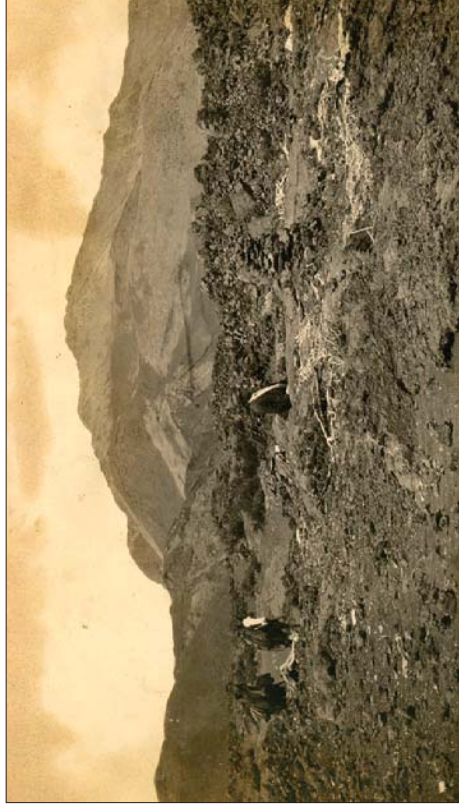
Haleakalā Crater, Cinder Cones, Kaupo Gap, Maui (1922-1933)



WALKSTORY

© 2019 University of Hawaii

Haleakalā Crater, Anamakawai Cave Entrance of Kaupo Gap (1922-1933)



WALKSTORY

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Focus Maui Nui Vision

- **MAUI NUI WILL BE** an innovative model of sustainable island living and a place where every child can grow to meet his/her potential.
- **THE NEEDS OF EACH INDIVIDUAL**, the needs of our natural and cultural assets, and the needs of the whole community will be brought into balance to reflect the extremely high value we place on both the land and its people.
- **THE EDUCATION AND WELL-BEING OF YOUNG PEOPLE** will be fostered to ensure that those born on these islands can, if they choose, spend their whole lives here — raising children, owning homes, enjoying rewarding jobs, and taking advantage of opportunities to contribute to this community, and to be good stewards of our local treasures.
- **MAUI NUI WILL BE A LEADER** in the creation of responsible, self-sufficient communities, and environmentally-sound economic development.
- **THAT WHICH MAKES MAUI NUI UNIQUE** in the world will be preserved, celebrated, and protected for generations to come.

WALKSTORY Facilitated and supported by County of Maui Planning Department/Long Range Division, developed and facilitated by Focus Maui Nui, a project of Maui Economic Development Board (MEDB).

Focus Maui Nui Strategies

- **IMPROVE EDUCATION** by ensuring that Maui Nui's schools are performing and that young people are being well prepared for the challenges ahead.
- **PROTECT THE NATURAL ENVIRONMENT** through carefully managed, thoughtful development and other means, including special attention to addressing water needs.
- **ADDRESS INFRASTRUCTURE CHALLENGES**, particularly housing, and adhere to community planning principles that are forward-thinking and that put the needs of residents first.
- **ADOPT TARGETED ECONOMIC DEVELOPMENT STRATEGIES** by creating jobs and strengthening the economy in ways that limit harm to the ecosystem and that capitalize on local assets.
- **PRESERVE LOCAL CULTURE AND TRADITIONS** and address human needs.

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Between 1990 and 2000, the 50-54 year-old age group was the fastest growing in Maui County.

WALK\$TORY

In the 33 years between 1970 and 2003, Maui County's population increased by 196% — outpacing the population growth of the state and the nation.

WALK\$TORY

17% of Maui County households that pay rent spend more than half of their household income on rent + utilities.

WALK\$TORY

Maui County's largest industry - leisure and hospitality - employs 31% of the working population.

WALK\$TORY

88% of Maui County residents live in urban areas.

WALK\$TORY

**Less than 30% of Maui County residents reside in the town where they work.
71% of those commuting to work, drive alone.**

WALK\$TORY

54% of Maui County residents were born in the state of Hawai'i.
26% of current residents moved to the County from another county or state.

WALK\$TORY

In 2006, 44% of Maui was designated conservation land; 51% agricultural; 4% urban; 1% rural.
Moloka'i: 67% agricultural; 31% conservation.
Lāna'i: 50% agricultural; 45% conservation.
Kaho'olawe: 100% conservation.

WALK\$TORY

The first library in the state of Hawai'i, Seaman's Chapel and Reading Room, was built in Lahaina in 1834.

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Maui was home to the first and last railroad in the state of Hawai'i, running trains from 1879 to 1966, Wailuku to Pā'ia.

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The first newspaper in the state, *Ka Lama Hawai'i*, was published on Maui in 1834.

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The island of Maui was home to the first great irrigation project in the state - the Hāmākua Ditch - completed in 1878, paving the way for the expansion of the sugar industry.

WALK\$TORY



- Between 1990 and 2000, the 50–54 year-old age group was the fastest growing in Maui County.
- In the 33 years between 1970 and 2003, Maui County’s population increased by 196% — outpacing the population growth of the state and the nation.
- 17% of Maui County households that pay rent spend more than half of their household income on rent + utilities.
- Maui County’s largest industry – leisure and hospitality – employs 31% of the working population.
- 88% of Maui County residents live in urban areas.
- Less than 30% of Maui County residents reside in the town where they work. 71% of those commuting to work, drive alone.
- 54% of Maui County residents were born in the state of Hawai'i. 26% of current residents moved to the County from another county or state.
- 47% of the State of Hawai'i is designated agricultural land; 48% conservation land; 5% urban; and less than 1% rural. Maui: 51% agricultural land; 44% conservation land; 4% urban; and 1% rural. Moloka'i: 67% agricultural land; 31% conservation land. Lāna'i: 50% agricultural land; 45% conservation land. Kaho'olawe: 100% conservation land.
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Glossary

Terms used in discussions about planning in Maui County

Affordable Housing. Homes and apartments that households earning incomes within defined percentages of the area median income can afford. Housing that sells or rents under market rates. Sometimes referred to as “workforce housing” because the focus of affordable housing is generally families earning modest incomes. To maintain affordability, jurisdictions often apply deed restrictions and resale caps to units.

Agricultural District. Land used for cultivation, crops, livestock, and other support activities.

Brownfield. Property that may have pollutants or contaminants. These properties can result from changing patterns of industry, development, or growth, and are sometimes abandoned or underused. Often these properties can be cleaned and brought to new use for communities.

Buffer. An area of land designed or managed for the purpose of separating and insulating two or more land areas whose uses conflict or are incompatible (e.g. trees separating homes from a highway).

Capital Improvement Program (CIP). A comprehensive statement of the objectives of capital programs with cost estimates and proposed construction schedules for specific projects.

Compact Development and Building Design. Communities that are designed in ways to permit more open space and more efficient use of land and resources. Generally encourages buildings to grow more vertically than horizontally. The more compact the design, the less land and resources required for development, resulting in savings in infrastructure costs.

Comprehensive Planning. A process that helps governments assess the impacts of their decisions about future development and growth on all aspects of the community. It seeks to combine transportation and land use planning to coordinate the specific aspects of each to create a plan that encompasses the needs of the community more completely.

Concurrent Planning. A requirement that infrastructure (e.g. roads) that supports development be planned and funded before development can be approved and/ or built.

Conservation District. Lands in existing forest and water reserve zones, including areas necessary for the protection of watersheds, scenic and historic areas, important habitat, and lands subject to flooding and soil erosion.

Conservation Easement. A designation for land to restrict the ways it may be developed in an effort to preserve natural resources for future use.

Cultural Resources. Parts of the natural or built physical environment that have value to a community (historic, archeological, and/or sacred sites, objects, or structures).

Density. Number of dwelling units or persons per acre.

Easement. A contractual agreement to gain temporary or permanent use of, and/or access through, a property, usually for public facilities and access ways.

Environmental Assessment. A systematic analysis to determine if proposed actions would result in a significant effect on the quality of the environment.

Environmental Constraints. Natural parts of the physical environment that restrict growth and construction.

Focus Maui Nui. A community engagement process developed and facilitated by Maui Economic Development Board (MEDB) that included more than 160 small group sessions involving more than 1,700 community participants from throughout Maui County. Focus Maui Nui encouraged the community to articulate priorities, to balance competing needs, and to provide recommendations for action to support the community's vision. The key strategies for action identified through Focus Maui Nui include: improving education; protecting the natural environment; addressing infrastructure challenges, particularly transportation and housing; and preserving local culture and traditions. These community goals are the basis for the County's General Plan 2030 and the vision for the County's next decade.

General Plan. A set of four documents County-wide Policy Plan, Maui Island Plan, Moloka'i Island Plan, and Lāna'i Island Plan) providing long-range guidance for the future growth of the county, including areas to encourage and to discourage growth. Plans generally create goals for different geographic areas and make recommendations about infrastructure.

Geographic Information System (GIS). An organized collection of geographic data that can be accessed electronically, allowing users to easily capture, store, update and analyze geographically referenced information.

General Plan Advisory Committee (GPAC). A committee made up of representatives from different communities and interests to advise the Planning Department during the preparation of the General Plan before it is submitted for adoption by the Council.

Green Building. Practices that consider the impacts of building and construction on the local, regional, and global environment, energy and water efficiency, reduction of operation and maintenance costs, minimization of construction waste and harmful building materials.

Growth Management. A process by which local governments attempt to minimize the negative effects of rapid development by controlling the timing, location, amount, and density of new commercial buildings, residences, and public services.

Infill. Development on vacant or underutilized parcels within an area that is already characterized by urban development and has access to urban services.

Infrastructure. Built facilities, generally publicly-funded (including roads, water, and sewer systems), that are required in order to serve a community's developmental and operational needs.

Jobs/Housing Balance. An analysis of the relationship of jobs to housing, enabling planners to determine the extent of sprawl, the impact of housing costs and the availability of housing for workers needed by the community.

Land Use. Types of buildings and activities in an area or on a specific site. Land use is to be distinguished from zoning, which regulates existing and future land uses.

Land Use Forecasting. A process that determines future land needs necessary to accommodate future growth.

Livable Communities. Often associated with concepts such as smart growth.

Mixed Use Zoning. Areas where a combination of uses within a single development are permitted. Might include combinations of residential and office/commercial uses. Sometimes applied to major developments which contain offices, retail, hotels, apartments, and related uses.

Off-Shore Housing Demand. Housing responding to non-Maui resident market; often second homes.

Open Space. Areas of land not covered by structures, driveways, or parking lots; sometimes includes homeowner common areas, parks, lakes, streams, etc.

Pedestrian-Oriented Design. Land use activities that are designed and arranged to emphasize and support walking rather than driving. Pedestrian-friendly environments can be created by locating buildings close to sidewalks, by lining streets with trees, and by buffering walkways with planting strips, small shops, public art, etc.

Rural Districts. Low density lots and farming areas where permitted uses include those related to or compatible with agricultural and low density residential use

Smart Growth. A philosophy and strategy to create more dense urban areas to reduce suburban-style sprawl; generally promotes mixed use, compact building design, and a range of housing choices, creating walkable neighborhoods that create a strong sense of “place.”

State Land Use Law. Provides an overall framework for land use management, in which all lands in the state are classified as agricultural, conservation, rural, or urban.

Sustainability. The ability to provide for the needs of Maui's population without damaging the ability of future generations to provide for themselves. When a process is sustainable, it can be carried out over and again without negative environmental effects or impossibly high costs.

Trade-off. A balancing or exchange of factors or conditions, not all of which are attainable; used in decisionmaking situations when complete satisfaction for all parties is not possible. Trade-offs involve sacrifice of one good for the attainment of another.

Transportation Demand Management (TDM). Techniques used to increase the efficiency of the existing transportation system through lower cost programs like ride sharing, bus fare subsidy, parking management, flextime, etc.

Urban Districts. Characterized by high concentrations of people, structures, and services.

Viewshed Analysis. A GIS term for the study of visibility between two points.

Watershed. The land area that collects and drains water into a stream or stream system.

Zoning. The classification of land by types of uses permitted and prohibited in a district and by densities and types of uses permitted and prohibited.



Planning to improve education and meet the needs of young people

WALKSTORY



Planning to address infrastructure challenges, particularly housing

WALKSTORY



Planning to protect the natural environment

WALKSTORY



Planning to create targeted economic development

WALKSTORY



Planning to preserve local culture and traditions, and to address human needs

WALKSTORY



Planning effectively for Maui County's future

WALKSTORY

WALK STORY

PASSPORT

WALKSTORY was funded and supported by County of Maui Planning Department/Long Range Division, and developed and facilitated by Focus Maui Nui, a project of Maui Economic Development Board (MEDB).

IMPORTANT INFORMATION

In 2003 the people of Maui County engaged in a groundbreaking process to define a vision for their islands. *Focus Maui Nui* brought more than 1,700 residents into an intensive participatory process to plan for the future of the county. The process emphasized the importance of local needs and the priorities of residents.

Representative of all nine planning districts and a range of demographic groups as broad as the population of the islands, these participants carefully articulated what they viewed as core values to guide Maui Nui, the key challenges the islands face, the suggested strategies for addressing these challenges, and the parties responsible for carrying out these recommended actions.

Recognizing the success of Focus Maui Nui and the importance of bringing a community voice to *General Plan 2030*, the Maui County Planning Department engaged Focus Maui Nui to create an event that would encourage meaningful participation by residents in the planning process.

The event **WALKSTORY** uses the vision developed by Focus Maui Nui as a framework for considering the issues that will be impacted by the General Plan. **WALKSTORY** was designed as an introduction to the kind of planning issues that the community will need to consider over the coming months.

Thank you for helping to plan Maui County's future.

STATION 1
Planning to improve education and meet the needs of young people.

STATION 2
Planning to address infrastructure challenges, particularly housing.

STATION 3
Planning to protect the natural environment.

STATION 4
Planning to create targeted economic development.

STATION 5
Planning to preserve local culture and traditions, and to address human needs.

Wrap-Up
Planning effectively for Maui County's future.

County of Maui Planning Department and Focus Maui Nui hereby request all whom it may concern to permit the resident of Maui County named herein to pass without delay or hindrance so that he or she might provide important information and ideas to the development of General Plan 2030.

SIGNATURE OF WALKSTORY PARTICIPANT

NOT VALID UNTIL SIGNED

WALKSTORY
MORE THAN TALK...
IT'S THE CHANCE TO BRING
YOUR IDEAS TO THE MAUI COUNTY GENERAL PLAN 2030

Name

Date

WALKSTORY

Funded and supported by County of Maui Planning Department/Long Range Division.
Developed and facilitated by Focus Maui Nui, a project of Maui Economic Development Board (MEDB).













STATION 2

Addressing Infrastructure Challenges

STATION 1

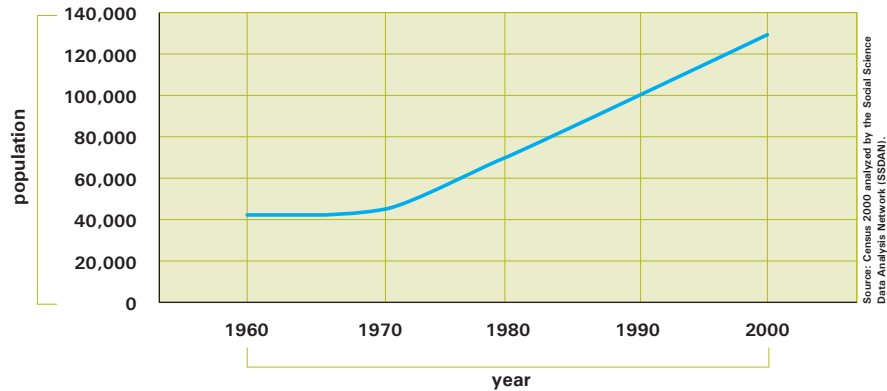
Improving Education

[illegible]

<div style="text-align: center;">  <p>STATION 5</p> </div> <h2 style="text-align: center;">Preserving Local Culture and Addressing Human Needs</h2>	<div style="text-align: center;">  <p>WALK\$TORY</p> <p>ADAPT THINk TALK... IT'S THE CHANGE TO BEING YOUR IDEAS TO THE MAUI COUNTY GENERAL PLAN 2030</p> </div>	<div style="text-align: center;">  <p>WALK\$TORY</p> <p>ADAPT THINk TALK... IT'S THE CHANGE TO BEING YOUR IDEAS TO THE MAUI COUNTY GENERAL PLAN 2030</p> </div>	<div style="text-align: center;">  <p>WALK\$TORY</p> <p>ADAPT THINk TALK... IT'S THE CHANGE TO BEING YOUR IDEAS TO THE MAUI COUNTY GENERAL PLAN 2030</p> </div>
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<div style="text-align: center;">  <p>STATION 5</p> </div> <h2 style="text-align: center;">Planning Effectively for Maui County's Future</h2>	<div style="text-align: center;">  <p>WALK\$TORY</p> <p>ADAPT THINk TALK... IT'S THE CHANGE TO BEING YOUR IDEAS TO THE MAUI COUNTY GENERAL PLAN 2030</p> </div>	<div style="text-align: center;">  <p>WALK\$TORY</p> <p>ADAPT THINk TALK... IT'S THE CHANGE TO BEING YOUR IDEAS TO THE MAUI COUNTY GENERAL PLAN 2030</p> </div>	<div style="text-align: center;">  <p>WALK\$TORY</p> <p>ADAPT THINk TALK... IT'S THE CHANGE TO BEING YOUR IDEAS TO THE MAUI COUNTY GENERAL PLAN 2030</p> </div>



Maui County Population 1960–2000



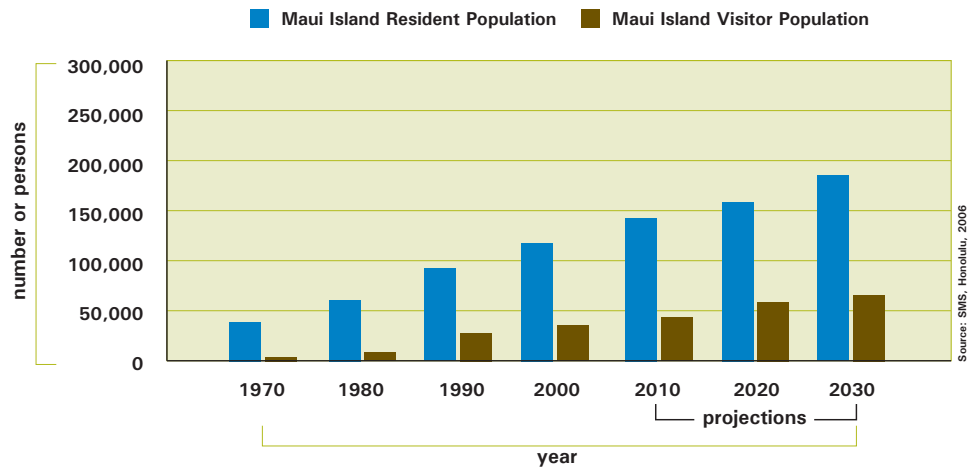
Population, 1960-2000

	1960	1970	1980	1990	2000
Total	42,576	45,984	70,847	100,374	128,094
Change		3,408	24,863	29,527	27,720
Percent Change		8.00%	54.07%	41.68%	27.62%

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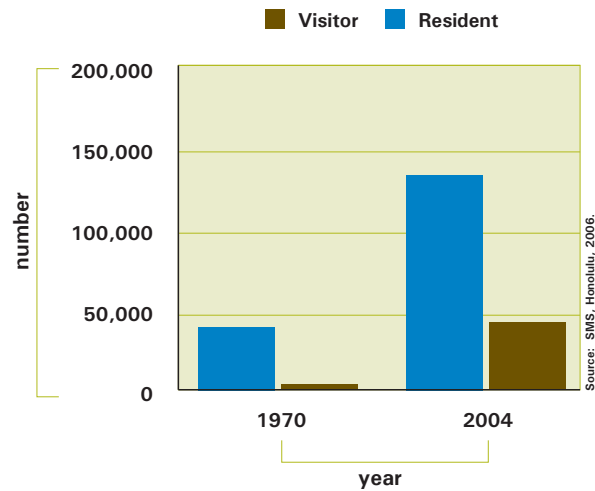
Growth Projections



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Maui County Visitor and Resident Population

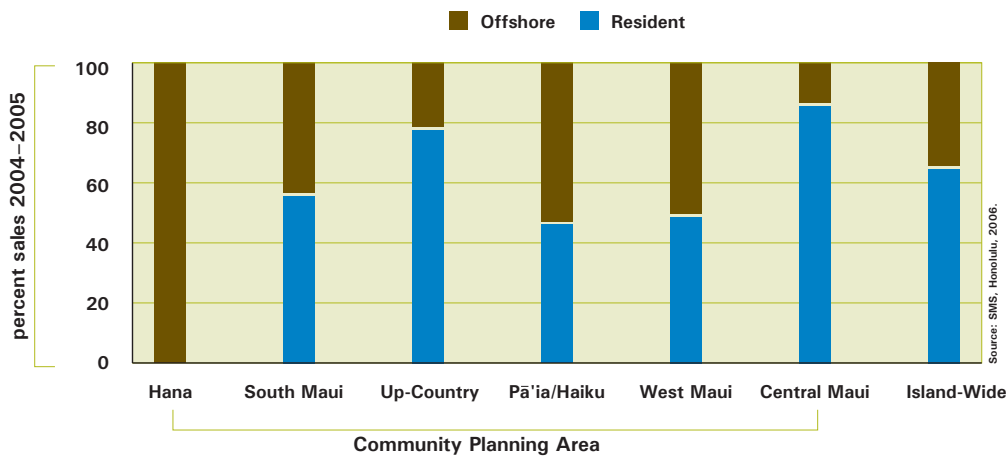


In 1970, for every 20 residents Maui had 1 visitor.
In 2004, for every 3 residents Maui had 1 visitor.

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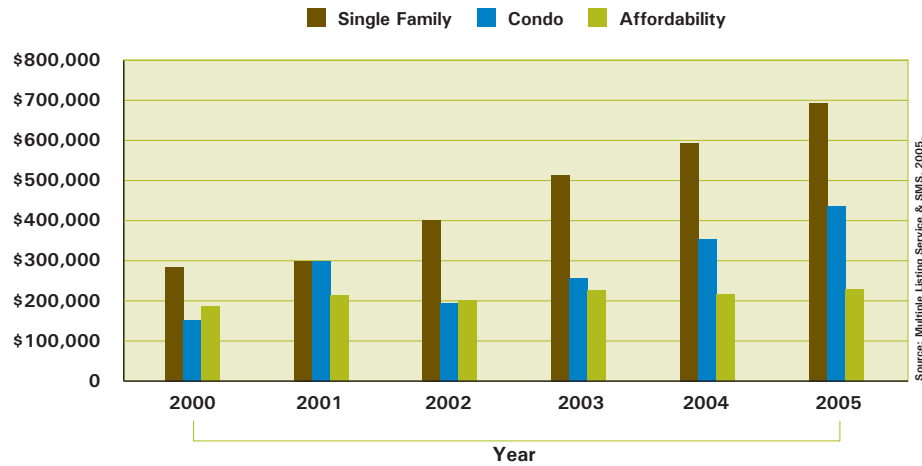
Offshore Housing Demand



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Median Housing Price Affordability Trend Maui County 2000 - 2005



"Affordability" is based on HUD median family income estimates and assumptions about the share of family income devoted to housing costs (Housing Policy Study for the State of Hawaii – 2003).

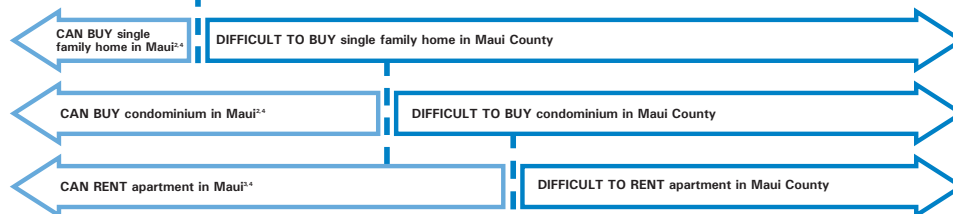
WALKSTORY | Funded and supported by County of Maui Planning Department/Long Range Division; developed and facilitated by Focus Maui Nui, a project of Maui Economic Development Board (MEDB)



Working and Living in Maui

Who can afford a median priced home/condo in Maui County?
Only households with incomes of \$95,000 or more.²

Annual Income ¹	\$140,000 plus	\$95,000 to 140,000	\$40,000 to \$95,000	\$20,000 to \$40,000	Up to \$20,000
	<ul style="list-style-type: none"> President, University of Hawaii Physician Surgeon United States Senator United States Representative 	<ul style="list-style-type: none"> Chief Executives Chief Justice, Supreme Court (Hawaii) Mayor of Maui Governor of Hawaii 	<ul style="list-style-type: none"> Computer Software Engineer Operations Manager Computer Systems Analyst Pharmacist Architect Construction Manager Engineering Manager High school teacher Retail supervisor 	<ul style="list-style-type: none"> Elementary school teacher Maintenance worker Bookkeeper Secretary Restaurant cook Bartender Groundskeeper Housekeeper Retail clerk Restaurant waiter/waitress 	<ul style="list-style-type: none"> Food prep worker Minimum wage worker Fast food cook Cashier Bartender helper Restaurant host Fast food counterperson
Monthly housing payment ³	\$3499 plus	\$2374 – \$3499	\$999 – \$2374	\$499 – \$999	up to \$499



¹ Maui County Profile, Hawaii Dept. of Labor and Industrial Relations and Maui County Data Book 2005.

² 2006 Maui County median price: single family home: \$698,250; condo: \$470,000 (MLS Sales Data: Realtors Association of Maui)

³ Median price apartment rental in Maui County (2006): \$788. Socio Economic Profile, Maui County, HI, County of Maui Planning Department data.

⁴ Assumes 30% of gross income available for housing. Ownership assumes downpayment of 20%; 30 yr mortgage at 6.75%; assumes 30% of gross income available for payment of rental costs.

WALKSTORY | Funded and supported by County of Maui Planning Department/Long Range Division; developed and facilitated by Focus Maui Nui, a project of Maui Economic Development Board (MEDB)

Thank You for coming to **WALKSTORY!**

Please fill out this short confidential questionnaire to let us know
your thoughts about WalkStory and General Plan 2030.

**How would you rate the components of WalkStory? Please circle as many
responses as you'd like and make comments and suggestions.**

Iao School as a location for WalkStory event

A very good choice

Could be better

Suggestions/Comments _____

Exhibits at Entry Area

Very well done

Difficult to understand

Suggestions/Comments _____

Station Exercises and Activities

Interesting

Enjoyable

Difficult to follow

Needed more time

Handouts (folder, passports, brochure, information sheets at stations, etc.)

Well done

Useful

Difficult to understand

Will review at home

The best part of WalkStory was _____

**I would encourage friends and family to attend the next community event about the
General Plan** Yes No Maybe

Suggestions for getting more people to attend General Plan events _____

*Please use the back side of this page for any questions you have
or for additional comments. We will get back to you as soon as possible.*

PLANSTORY
Facilitator Briefing Book

Training
October 20, 2006

FERN TIGER
ASSOCIATES

PLANSTORY and *General Plan 2030*

PlanStory is the second unique opportunity for residents of Maui County to take part in discussing the issues that will be addressed prominently in General Plan 2030 – a document that will significantly influence the future of the county and its residents in the coming decades. General Plan 2030 takes a comprehensive look at social, economic, environmental, and physical aspects of the county. It serves as a framework for decisionmakers and for the development of subsequent Community Plans.

The County of Maui is committed to a community-driven process that will build on the values and vision defined through the participation of more than 1,700 residents in *Focus Maui Nui (FMN)*.¹ Recognizing the success of *Focus Maui Nui* and the importance of bringing a broad community voice to *General Plan 2030*,² the County engaged FMN (through Maui Economic Development Board - MEDB) to create a series of events that would engage the community in the development of the General Plan Update. MEDB worked with Fern Tiger Associates (FTA), a firm that focuses on expanding civic engagement and creating social change³, on the design and development of *WalkStory*. *WalkStory* took place in June (Wailuku) and in August (Lahaina and Upcountry). More than 200 community members participated in *WalkStory*, bringing a diversity of views and information to the planning process. Based on the success of *WalkStory*, the Planning Department engaged FTA and FMN to design a follow-up event: *PlanStory*.

While it is hoped that many who participated in *WalkStory* come to *PlanStory*, it is a “stand alone” session, so that everyone can participate fully. For the Planning Department, these sessions offer a unique way to reach out to residents, ensuring inclusion of the community’s values in the plan. For *Focus Maui Nui* they offer a way to continue the discussion of how community values should shape the future of the county.

Like *WalkStory*, *PlanStory* will provide residents a chance to better understand the potential of the General Plan to impact the growth and development of the county. It is a participatory engagement process facilitated by volunteers through *Focus Maui Nui*, and supported and funded by the Maui County Planning Department’s Long Range Division. These events are currently focused on the island of Maui but it is expected that similar events will take place on Molokai and Lanai.

The island plans will address island-wide growth strategies, and will include maps of urban and rural development areas, priorities for development of regional facilities and services (Capital Improvement Projects/CIP), and a financially-sound implementation program.

1

In 2003, Focus Maui Nui (FMN) brought together more than 1,700 residents throughout Maui County to discuss their values and priorities for the community. FMN continues to bring individuals, organizations, and communities together to talk about shared values, as well as differences, and to send clear messages to local leaders about what Maui residents want for their islands, their communities, and their future. Focus Maui Nui is a voice, a vision, and a plan of action created by and for the people who live here. Focus Maui Nui was developed and facilitated by MEDB.

2

General Plan 2030 is an overall vision for Maui County that looks ahead to the year 2030. It will provide a comprehensive look at social, economic, environmental, and physical aspects of the county and create a framework for both decisionmakers and for the development of specific community plans for each of the county’s islands and planning districts.

3

FTA had worked closely with MEDB in the design and development of Focus Maui Nui.

PLANSTORY Specifics

PlanStory was designed as an interactive activity which includes a series of participatory exercises taking approximately 1 hour and 40 minutes. The process has been designed to inform participants and also to gather information, opinions, and ideas from participants through structured experiences related to topics important to the development of General Plan 2030.

PlanStory was designed as a “next step” to the exercises of *WalkStory*; however, it is conceived as a “stand alone” event, such that all attendees can participate fully, regardless of whether or not they attended *WalkStory* (which took place in June and August, 2006).

Concept

Welcome	County Planning Department and Maui Economic Development Board/ <i>Focus Maui Nui</i> 5-8 minutes⁴
Participatory Exercises	1 hr. 40 minutes <ul style="list-style-type: none">• <i>Participants work at tables of approximately 8-12; about 90 minutes</i>• <i>Distinct exercises, discussions, and/or “games” designed for specific, time-based participation; focusing on siting 16,000 new housing units on the island of Maui. Additionally, participants will determine what land areas are too valuable to ever develop; site new public facilities and other infrastructure.</i>• <i>All tables will be doing the same set of exercises at the same time</i>• <i>In the first part of the exercise participants will work in groups of 4 - 6, and as a full group of 8 - 12</i>• <i>In the second part, participants will work in teams of 2 or 3, and as a full group of 8-12</i> <p>“Viewing” : participants “walk the room” to see results from other tables (facilitators act as “hosts”) 8-10 minutes</p> <p>Wrap-Up: County Planning Department 3-5 minutes</p> <p>Refreshments To follow morning event and to precede afternoon event</p>

Logistics

- Lihikai School Cafeteria, Kahului
- October 21, 2006
- Two identical events (one starts at 10:00 a.m. and ends around noon; one starts at 2:00 p.m. and ends around 4:00 p.m.)
- Pre-registration was encouraged
- Sign in, entry surveys before the Welcome remarks
- Exit surveys included in packets to be turned in at end of sessions

Arrival/ Entry Area

Upon arrival, participants will sign in (see sign-in sheets, to be copied and placed on clip-boards) at tables with “greeters” from MEDB.

At the sign-in station, participants will receive:

- White pocket folder (with *PlanStory* label affixed to cover), which will include:
 - Focus Maui Nui Vision and Strategies
 - “Future Facts” (2005/2030: population; households; visitors; employment)
 - Glossary
 - Base map of island with legend
 - Brochure about the General Plan and *PlanStory*
 - Focus Maui Nui *Stepping Forward Report*

Entry Area/ Sign-in

Exhibit/ Questionnaire

Participants will answer a questionnaire⁵ (while sitting on the lanai of Lihikai School) as they wait for the event to begin. They can either view the exhibit and then fill out the questionnaire or fill out the questionnaire and then view the exhibit.

Following sign in, participants will then have time to view the exhibit panels situated on the lanai and also time to talk with other participants.

The exhibit will include:

- 9 historical photographic panels
- 5 historical maps of Maui
- 1 panel with Community Planning Areas and State Land Use Districts
- 1 panel with Densities
- 4 panels explaining the General Plan, including the process
- Focus Maui Vision and Goals

MEDB TO COLLECT QUESTIONNAIRES

5

Almost identical to WalkStory Questionnaire to enable comparison demographics

Main Space

Once inside Lihikai Cafeteria, participants will be seated at one of 12 tables – each set up identically. There will be two facilitators at each table. All tables will be doing the same exercises at the same time. Each table will accommodate 8 – 12 participants (depending on turnout).

Between 10:05 and 10:15 (and repeated again between 2:05 and 2:15), the group will be welcomed (while sitting at their small group location within the large room) by a representative of the Planning Department, who will present the goals of the day and an overview of both the General Plan Update process and how this event (as well as WalkStory) fits into the development of the plan. The Planning Department will then introduce Jeanne Skog, who will tie this event to both WalkStory and Focus Maui Nui. Jeanne will note that during *PlanStory*, the group will hear some of the participant results of *WalkStory*.

Jeanne will then announce the start of the activity (at about 10:20/2:20).

Set-up

12 tables, each seating approximately 8-12 people; two (2) co-facilitators for each table (one will take notes)

- one easel with pad and markers at each cluster (for note taking and recording, and for listing any questions raised during the session that need to get responses following the event)
- two base maps (one map for every 4-6 people) laid out on table
- handouts (“expanded legend;” examples of well-designed affordable housing at densities of 5 and 10 to the acre; housing density configuration chart for 8,000 units; examples of Maui housing at different densities)
- housing pieces (4 sets of 10 each – 10, 5, 0.25 units per acre)
- markers to draw roads and to mark up map
- preservation places (red dots)
- lift-off tape (2) and permanent tape (1)
- tape for hanging base maps to walls (1)
- facilities stickers (blue dots)
- facilities “deck”
- scissors

Exercises and Facilitated Discussion

Facilitator presentation should take less than 5 minutes:

Facilitators should welcome the group, introduce themselves, and have everyone introduce themselves:

Welcome to Part One of PlanStory. We'll be spending about an hour and a half together. We have a lot to do, so let's get started.

You heard that the County projects needing 16,000 units of new housing beyond what is currently approved and/or built. We'll be considering how and where to add those units – but we'll be thinking incrementally and also looking at other related issues.

When I say "how" – what I mean is: We'll be considering areas that we do not want to see anything built on, no matter what; we'll be thinking about creating housing in different densities; and we'll also consider what if any roads and infrastructure would need to be developed to support these additional units; we'll also think about some new and/or expansion of existing public facilities.

You'll be working in two teams on a series of exercises that all use this base map (point to maps on table). I'll explain as we go.

Let's start by looking at this map and also this handout that I'm giving you which helps to explain the map colors.

Hand out "expanded legend" handout.

You'll see that ag land is noted in light green; the tan areas comprise protected and un-buildable lands; solid red areas are existing development. That's sort of the "what is."

The areas noted with red cross hatches are specific projects already approved for development, but not yet built. The yellow areas represent projects that have partial approval. But before we think about that, we want to look at areas on Maui that you want to see protected...

10 minute exercise:

The first thing I'd like you to do is to work with your group and come to agreement on three areas of Maui you do not want to see touched (over and above the land that is already "untouchable" – the tan-colored areas on the map) – and by that I mean what you don't want to see "developed" – no matter what.

Hand out 3 red dots to each group and a marker.

When you've come to consensus, place the three dots at those locations on the map. Please also use the marker to explain exactly what you are protecting as the dot alone may not be enough to convey your thinking on this.

After 10+/- minutes (or less if it seems the groups are ready to move on), facilitators begin next exercise: Density and Settlement Patterns

One of the co-facilitators will need to pass out the following while the facilitator is talking:

- **“Affordable Housing Densities” and “Maui Housing Densities”**
- **“Housing Configurations Chart”**
- **“housing pieces” and lift-off tape**

Facilitator explanation will take about 5-10 minutes, with questions

Facilitator then begins discussion...

As we start this activity, you'll need to consider the kinds of density you think would be best for Maui – Urban, Suburban, or Rural. When we say “urban” we mean 10 units to the acre; there are some examples in your handout that show that kind of density both on Maui and on the mainland. When we say “housing” it includes condominiums, town houses, apartments, as well as single family houses. When we use the term “suburban” we are referring to five units to the acre. There are examples in the handout. Again it could mean single family housing, but it can also mean town homes, condominiums, apartments. When we say “rural” it means only one house for every four acres.

Your task will be to add 8,000 or half of the units mentioned needed by the planning department,

Let's take a look at the “housing configurations” handout.

You can see that it's possible to create 8,000 new units in many different ways. You can propose some urban, some rural, some suburban.

You can make them all urban. If you make them all rural it will be difficult because you will be taking up a great deal of ag land.

You'll be placing 10 housing pieces on the map. Each piece is scaled to the size of the area that would be taken up by 800 units in the different densities.

You can see (on the handout) that 800 units of suburban housing takes up twice the amount of land that is needed for urban housing. 800 units of rural housing takes up a huge amount of land – about 3,200 acres.

Your job is to be the planner... to decide which kind of density is most appropriate for Maui and where new units should be located.

Keep in mind that in a while you'll be adding still another 8,000 units to get to the total of 16,000 units that we said was needed by 2030.... You might think of this task as Phase One... The total number has been determined by the Planning Dept. to be the best estimate of what the island of Maui will need. Remember the red areas on the map indicate existing development and the red-hatched areas are approved projects.. So you can place your new units in the areas that are either white or yellow or in green areas.

Show base maps with all urban.

You can see that if you create 8,000 units – all of them urban, at 10 units per acre – you might have a map that looks something like this...

Show with all suburban

If you use all suburban, it could look like this...

Show with all rural.

Or all rural... in which case, you'd have very little land left.

But remember it's not all or nothing.. You can and should think about mixing up the development.. How much urban, how much suburban, how much rural – is in your hands.

Most important... You will need to place 10 pieces on the map, which will take up the space of 8,000 units because each piece represents 800 units. (Explain about cutting the rural squares.)

First, talk with your group about which combination of densities you'd like to try... Then work together to lay it out on your map... by using 10 "housing pieces" of any combination. Your baggie has 30 pieces. .. 10 rural, 10 suburban, 10 urban.. But you are only going to use 10 total... The orange pieces are urban densities – so they're the smallest because you can fit the most units on the smallest amount of land. The purple pieces represent suburban densities... and the dark green pieces represent rural densities.

Exercise will take 15-20 minutes

Once you agree in your small groups about both density and the areas to develop, go ahead and tape down the squares.... Using the lift-off tape.. You can move them around. You'll have about 15-20 minutes... I'm here to help along with my co-facilitator...

We realize that the pieces are small and may be hard to manipulate.. If the pieces were bigger either the map would have to be much larger or you would have to be placing much larger chunks of housing units and therefore wouldn't have much flexibility.

It's time now for you to be the planners and to decide how to designate areas of Maui island with regard to density and development. You've got about 20 minutes to think about this and discuss it with your team and to place any combination of 10 pieces on the map and to tape them down. OK.. Go.. I'll tell you when you've got about 3 minutes left..

After 15 minutes...

In just a few minutes, we're going to get together to look at each of your maps.

After 3-5 minutes...

OK.. Time is up

This next exercise will last about 15-20 minutes, including facilitator explanation:

Groups of 4-6 will now be working on the map that they did not create in the first part of the exercise.

Now you're going to trade maps...

Look at your new map... How similar and dissimilar are they? Do you want to ask a question of the other group?

*You will now work on your new map to add another 8,000 housing units. Just like you did in the first round, you'll need to decide on a configuration of densities... which combination of **10 housing pieces you're going to use... and then work with your team to place these other 8,000 units.***

Fifteen minutes later...

Roads...

Okay... based on where you've placed new development are there any considerations such as roads that need to be addressed... ??? If so draw them on map. If no new roads are needed, move on to the next part of the exercise.

Tape maps on wall.

Someone from each group presents map. - 5 minutes

10 minute discussion/ group exercise follows

Then...

Facilitator shows deck of major facilities.

Now we need to add some public facilities, such as sports complex, waste water treatment facility, etc. We know that there are numerous facilities that will be needed but we're just going to focus on three. Here is a deck that includes some of the public facilities that we'll need to have here on Maui... Let's pick 3 at random, and decide together where to place them on each of the maps... based on where the development is... existing and new... The facilities might go in different places on each map. ... The facilities could also be an expansion of existing facilities. If you added major roads to your map in order to accommodate new residential facilities, you'll only be able to have 2 of the facilities on your map, since you've spent your public money on the roads...

Let three people pick one card each and read to the group.

Group discusses and decides where the same (two or) three facilities should go on each map.

Facilitator places blue dots (and notes what each dot stands for) on map.

5-10 minutes of concluding, guided discussion

- **Based on the work you've done today, and what you know about the island, what advice do you want to give to the planners? Is it possible for us as a group to agree on three recommendations or suggestions to tell the planning department.**

Facilitator Closing comments...

I know this has been very intense and that you probably have a lot of questions. Please try to write any questions on the back of the evaluation form that is in your packet. We will collect all the questions and they will be answered by the Planning Department over the coming weeks.

Thank you so much for participating today... Now it's time for closing remarks by the County Planning Department.

MEDB to Collect Exit Surveys

THE
FUTURE OF
MAUI COUNTY
RESTS
WITH
US

FOCUS MAUI NUI

OUR
ISLANDS
OUR FUTURE



FINAL REPORT
DECEMBER 2003

ACKNOWLEDGEMENTS

Focus Maui Nui is made possible by funding from:

Alexander & Baldwin Foundation, County of Maui, Fred Baldwin Memorial Foundation, Gerbode Foundation, Harold K.L. Castle Foundation, Hawaii Community Foundation, HEI Charitable Foundation, McNerny Foundation, Maui Economic Development Board, Inc., Steve Case Foundation, Verizon Foundation, Young Brothers Limited, State of Hawaii Department of Business, Economic Development and Tourism.

We are grateful for these partnerships.

If you are interested in investing in the vision of Focus Maui Nui, please contact the Maui Economic Development Board, Inc. at 808.875.2336.

EXECUTIVE SUMMARY

From May through August, 2003, the people of Maui County engaged in a groundbreaking process to begin to define a vision for Maui County. In just three months, Focus Maui Nui brought approximately 1,700 participants into an intensive, participatory process to plan for the future of the county as a whole. Focus Maui Nui emphasized the importance of local needs and the priorities of everyday residents. Representative of all planning districts and a range of demographic groups as broad as the population of the islands, these participants carefully articulated what they viewed as the core values to guide Maui Nui, the key challenges the islands face, the suggested strategies for addressing these challenges, and the parties responsible for carrying out the recommended actions. This report summarizes the results of this process.

BACKGROUND

Focus Maui Nui was the response to a community-wide concern, expressed frequently at public meetings and gatherings in Maui County: that the islands lacked a vision and sense of clear direction for the future. Frustrated with the often contentious results of development and planning processes, residents repeatedly voiced a consensus that the county needed a plan that would provide a vision for all communities and a creative set of actions to tackle over the coming years.

In summer 2002, MEDB and Maui County hosted the conference on Maui's Economic Future which brought together about 175 participants for two days to discuss economic issues and to understand economic development in the context of social issues. Despite the fact that many of the participants at the summit were active and vocal in community and countywide initiatives, they emphasized a frustration about a lack of a clear and shared vision for the future of Maui. Over an again they expressed concern that one could not plan and could not make viable decisions without a consensus about the future. Participants at these sessions challenged themselves and the greater community to work to define a vision for the islands, and to conceive a process that would both engage a broad cross section of residents (including those not traditionally engaged in civic discussions) and have a plan for accountability and succession.

With the impetus of both a new General Plan and Comprehensive Economic Development Strategy before the county, the time was ripe for such a vision. Responding to this demand, the Maui Economic Development Board joined with the county to lead such an effort. A diverse advisory committee of 23 community-based leaders representing a range of geographic, ethnic, and interest communities as well as the specific concerns of Molokaʻi and Lānaʻi was convened to guide the development, design and implementation of a visioning process.

Advisory committee members determined that, while efforts to plan for the future of Maui County had been attempted many times before, opportunities existed for a new process that would build on the findings of prior efforts and would address areas overlooked in the past. And due to the historically low rates of voting and civic participation on the islands, committee members also believed it was essential to reach beyond the typical outreach efforts to truly engage residents, particularly those who rarely participated in public dialogues, in ways more meaningful than a cursory survey or poll.

Thus emerged Focus Maui Nui: a unique, participatory process built on a small-group model, involving everyday community members in discussions of issues raised in the past, as well as those lying ahead in the future. Within these Focus Maui Nui groups, residents would tackle the distinct challenge of articulating a guiding vision, identifying strategies for action and prioritized needs, and formulating thoughtful solutions to the challenges facing residents and the community as a whole.

To ensure a representative group of residents would participate in the process, Focus Maui Nui led a concerted outreach effort. More than 50 volunteers, including elected state and local leaders, conducted a *countywide door-to-door canvassing campaign*, disseminating information about the project. Fliers were inserted in 30,000 water bills, and extensive news media coverage in print and broadcast outlets helped to position the process in the public eye.

Focus Maui Nui trained 15 *community-based volunteer facilitators* to lead the group sessions around the county. Additionally, 64 leaders of churches, schools, youth groups, clinics, and other nonprofit agencies were trained as co-facilitators to help run sessions with their constituents.

A total of 167 *participatory small group sessions* were held countywide, involving at least 1,639 participants (each of whom filled out a survey at the end of the session enabling us to gather demographic data about participants). Within Focus Maui Nui sessions, residents participated in discussions and activities related to Maui Nui's priorities, challenges, and shared values – all within an engaging visual and verbal format. Meetings occurred on beaches, in backyards, at residents' homes, at workplaces, in fire stations and in many other venues in each planning district and on each of our county's three populated islands. The process successfully engaged *populations representative of all of Maui Nui*, with 17% of the total number of sessions being held in Lāna'i, Moloka'i and Hāna.

To give voice to those who are rarely heard from in public formats, the process recruited the *participation of under-represented groups and those not traditionally engaged in civic decisionmaking*. This active outreach ensured the participation and engagement of the homeless, at-risk youth, seniors, Head Start parents, and ethnic and language minorities such as Tongans and Hispanics.

Because of the focus on the future, Focus Maui Nui ensured the involvement of more than 120 youth in 16 youth-focused sessions (or 10% of the total sessions). The *opinions of young people* were gathered from all communities, including Lāna'i, Moloka'i, and Hāna.

Group sessions and the individual surveys yielded tens of thousands of data points, which were compiled and sent to an outside research consultant for analysis. The final results have been prepared for dissemination to the community as a collective documentation of the community's values, priorities, and recommendations for a "vision" of Maui Nui. These findings are intended to be shared with the larger community, including the media, government, businesses, and residents and to be incorporated into the county's General Plan and Comprehensive Economic Development Strategy.

OVERVIEW OF DEMOGRAPHICS OF PARTICIPANTS

Survey data reveals a cross-section of demographic groups participated in Focus Maui Nui. Participants spanned a range of ages from teenagers to senior citizens. More than half of participants were female (56% female and 44% male).

In self-reporting their ethnicity, 11.5% of participants described themselves with more than one racial or ethnic group. About 40% of participants said they were Caucasian or part Caucasian, 29.7% identified themselves as at least part Asian and almost a quarter (23.4%) identified themselves as at least part Hawaiian/Pacific Islander. [This appears to be roughly proportionate to U.S. Census findings, which show racial identification as “alone or in combination”: 48.9% of county residents are Caucasian, 47.7% are Asian, and 25.7% are Hawaiian/Pacific Islander.]

About 87% of participants lived on the island of Maui, and nearly 8% were from Molokaʻi and 6% from Lānaʻi. [This reflects a higher percentage from Molokaʻi and Lānaʻi than the U.S. Census 2000 shows. Census data: 92% of county residents live on Maui; 6% on Molokaʻi; 2% on Lānaʻi.] Almost one quarter of Focus Maui Nui participants (24%) were residents of Wailuku-Kahului, compared to 18% from Makawao-Pukalani-Kula and 18% from Kihei-Wailea-Makena. Ten percent of participants were from Haiku-Paia, 9% were from Napili-Kaanapali-Lahaina, 8% from Molokaʻi, 7% from Hāna, and 6% from Lānaʻi. More than half of all participants had lived in Maui County for more than 20 years, including 16% of all participants who identified themselves as lifetime residents.

Focus Maui Nui participation included a significant portion of residents (36%) who do not regularly participate in public forums or attend public meetings and nearly a third (30%) who admitted to not voting in recent elections.

Nine out of 10 participants said they believed that participation in Focus Maui Nui and its results could make a difference for the future of the county.

IDENTIFICATION OF COUNTY ASSETS AND CHALLENGES

When asked in the survey, which concluded each session, what makes Maui County unique, participants identified a number of local assets. Among the most popular answers were *Maui's natural beauty, aloha spirit, great people, cultural and ethnic diversity, climate (quality and mix), community (friendly, safe), small town rural feel, and love of 'āina*. Other assets mentioned by participants included *Maui's relaxed pace and lifestyle, worldwide appeal, unique biological diversity, and Maui nō ka 'oi*.

Some participants were more detailed in their comments:

- *"Advantage of hindsight in observing other Hawaiian counties' and islands' development as we chart and navigate the best course for Maui's growth."*
- *"Maui County is so innovative in some areas but archaic in others."*
- *"We have a lot of 'transplants' that adopt the aloha spirit & want to keep Hawai'i the Aloha State"*
- *"Great potential for being the renewable energy capital of the world."*

When asked to note the greatest challenges facing Maui County, the most frequently identified issues revolved around growth: *over population, over development and rampant growth*. Many described in detail problems related to growth pressures: *infrastructure problems (water, energy, traffic, transit), social services, health services, education and political will* necessary to control growth. Over and over again participants described the challenge and also the need to address these issues with a sense of *balance*, specifically the need to find balance between permitted growth and the preservation of natural environment, culture, local identity and quality of life.

Other challenges identified by participants were *recycling* (the need to develop and support it), *taxes* (the need to increase and the desire to decrease), *providing services for seniors* and *protecting native species*. Some detailed specific challenges included:

- *"Political voices are often loud, which is not the Hawaiian way. The Hawaiian voice is softer and speaks for the good and fairness for all, not for only some."*
- *"Imbalance... we swing from extremes rather than pursuing a steady consistent path."*

- *“Parents are forced to work three jobs just to survive. The disparity between the wealthy and the poor is greater now than ever.”*
- *“Honoring the past and preserving the past while facing the dynamics of the future.”*

There was no recognizable pattern of differences between what participants on Lānaʻi and Molokaʻi identified as Maui’s unique qualities and what participants on Maui identified. But the challenges described by participants on Lānaʻi and Molokaʻi that contrasted the most from those articulated on Maui focused on a sense of not having a *political voice*. These participants displayed a strong notion of living on the periphery from the decisionmakers and not having their unique needs taken into consideration in county decisionmaking.

PRIORITIES

Participants were provided with a series of 21 issues identified in past planning efforts as areas of need in Maui County. To arrive at this list, Focus Maui Nui presented the issues that surfaced during six prior efforts over the past decade including:

- *Decisions Maui* (and *Decisions Lānaʻi* and *Decisions Molokaʻi*), a community-wide planning effort embarked upon in 1990, which arrived at seven core community values and ten priorities for action;
- *Maui County’s 1990 General Plan*, which arrived at five major themes to guide the county;
- *County of Maui Benchmark Study* in 2002, a household survey of residents countywide which arrived at seven top concerns for the county and local families;
- *Maui County Vision for Smart Growth*, conducted by the Smart Growth Advisory Committee in 2001, which arrived at twelve guiding principles to help achieve the smart growth vision;
- *Maui Tomorrow’s 2020 Vision*, formulated by members of Maui Tomorrow for input from Maui residents in 2003; it included four bullet points with multiple strategies for action;
- *Youth Vision*, a future plan by young people countywide in 2001, which presented the four most important issues facing each community in Maui County.

Asked to prioritize these 21 needs that had been identified in earlier processes or to identify additional issues to be addressed, Focus Maui Nui participants validated that many of the themes

mentioned in the past as needing improvement continue to be of concern to local residents. Some areas – such as water security – had grown more pressing since the planning processes of the past (such as 1990's Decisions Maui) and some – such as education – had not been included in more specific processes (such as the smart growth vision).

On all three islands, the issue identified, during this first Focus Maui Nui exercise, by the largest number of participants as a top priority to be addressed in the county was the need to *strengthen and improve education, kindergarten through college, for all students*.

The second priority countywide and on Moloka'i (though not on Lāna'i) was to *preserve the islands' natural environment – open space, coastal reefs, parks, and other resources by managing growth and planning effectively*.

After these top two priorities, significant numbers of residents countywide also mentioned the following issues as priorities for the county (listed in order of frequency):

- *Make housing accessible by providing affordable alternatives to all families.*
- *Take action to assure an adequate water supply to provide quality fresh water for our population today and in the future.*
- *Improve transportation by working to reduce traffic, improve roads, and/or adopt public transportation.*
- *Strengthen the economy by diversifying the economic base and taking steps to address the high cost of living.*
- *Preserve and promote local cultures, traditions, and the arts to share Maui County's history and innovations.*

In Moloka'i, the top priorities, after improving education and preserving the environment, were:

- *Create jobs to provide more and better career options for local residents.*
- *Address substance abuse and ensure safety through programs that reduce drug use and alcoholism and promote strong communities.*
- *Preserve and promote local cultures, traditions, and the arts to share Maui County's history and innovations.*
- *Strengthen the economy by diversifying our economic base and taking steps to address the high cost of living.*

In Lānaʻi, the top priorities, after improving education, were:

- *Provide better services for youth and children, such as after-school programs, early education, and teen pregnancy prevention.*
- *Address substance abuse and ensure safety through programs that reduce drug use and alcoholism and promote strong communities.*
- *Promote residents' health and take steps to ensure all have access to healthcare.*
- *Preserve the islands' natural environment – open space, coastal reefs, parks, and other resources by managing growth and planning effectively.*
- *Take action to assure an adequate water supply to provide quality fresh water for our population today and in the future.*

On all islands participants wrote in additional suggestions for countywide priorities. Among the most commonly identified write-in issues were *adopting recycling programs* and *making Maui a “model” of sustainable living*.

While Focus Maui Nui began its sessions with an exercise that asked participants to prioritize concerns and issues, the purpose of the sessions was to get beyond priorities into both values and tradeoffs – to understand what the community thought about what was possible and to encourage the sharing and development of new and innovative thoughts about how to proceed to accomplish the goals being conceived.

BALANCING COMPETING NEEDS

Recognizing areas of overlap between some of the priorities they identified, participants were asked to note areas of need that could be grouped together. In general six distinct categories emerged: *economic, environmental, human service-related, educational, cultural, political, and infrastructure-related*. All islands found these to be broad categories of need in their communities.

While validating each of these categories as important, participants also noted that some of these areas of need competed with others for resources and attention. In such cases, the participants recommended planning and decisionmaking with a balanced approach that takes as many categories as possible into consideration without forsaking other needs. Participants also were able to identify what they saw as the boundaries not to be crossed in pursuit of a solitary goal in any one area.

For example, participants said that if they must choose between areas of need or make “tradeoffs,” the majority believed that preservation of natural resources, the islands’ local identity, and cultural assets must be considered before improvements to the infrastructure or even steps to strengthen the economy. (There was some limited dissent among some groups that efforts to protect the environment should not stall the reverse: economic development and improvements to infrastructure.)

Most participants expressed a sense that the local quality of life and Maui Nui’s cultural traditions and identity are more closely tied to the islands’ environmental assets than to their economic conditions. Many affirmed a belief that there are not necessarily conflicts between preserving local quality of life and identity and preserving the environment or addressing other human needs. Among many participants there was the perception that there could be potential conflicts between building the economy and these goals, however, participants also acknowledged that economic development could be a priority that supported both environmental preservation and the local culture.

While a handful of participants felt that education and preserving the environment were worth improving “at any cost,” the vast majority continued to state that despite the paramount importance of these two goals, these needs must be balanced with other competing needs. They articulated a hope that more balance could exist in decisionmaking, and they supported the notion

that many issues could be addressed simultaneously by developing strategies that take into consideration competing needs.

Residents' feelings about taxation to address any of their identified concerns is unclear from the data, though some expressed reluctance to see taxes increased as a trade-off for having any specific needs addressed.

In general, the priorities identified as “essential” were the same among residents of Maui, Molokaʻi and Lānaʻi, but differences emerged with regard to perceived needs on each island. Molokaʻi and Lānaʻi participants felt that preserving the environment as well as local quality of life, rural identity and culture should not be sacrificed for efforts to strengthen the economy. However, both Molokaʻi and Lānaʻi displayed less openness toward potential tax increases than Maui Nui in the aggregate in their action to meeting their goals. More frequently than not, sessions on Molokaʻi and Lānaʻi indicated that though improving education was essential, it should not require raising taxes. Needs in the area of health and social services were highlighted more frequently in Molokaʻi sessions than in those on Lānaʻi or Maui. Lānaʻi sessions voiced greater need for infrastructure improvement, specifically inter-island transportation, than Focus Maui Nui sessions elsewhere.

RECOMMENDED STRATEGIES FOR ACTION

1. Improving Education

Most participants recommended that Maui Nui take immediate steps to ensure its schools are performing well and that young people are being prepared for the challenges ahead. Some groups suggested that these changes may best be facilitated by local control over the schools. Concrete suggestions for improving education included building more schools, increasing teachers' pay, and improving school facilities. Many sessions encouraged more community involvement in the schools from families and businesses. The suggestion was made many times that there should be more opportunities for youth to do internships and apprenticeships with local businesses. Some sessions specified needed curriculum: local culture and traditions, fine arts, environmental science. In a variety of ways, some sessions addressed the issue of funding education: increasing property tax, creating a lottery, and legalizing gambling. Some sessions recommended ways of encouraging local residents to become teachers by offering scholarships and by providing the opportunity to earn university degrees in the county. While K-12 reform was of utmost importance when discussing education, participants noted it is also essential to have a public university with strong academic programs, particularly in areas logical for research and job creation in Maui Nui. Many sessions advocated areas of specialized research that would align with targeted economic development strategies, such as: alternative energy, organic farming, oceanic studies, health sciences.

2. Protecting the Natural Environment

An overwhelming majority of Focus Maui Nui participants expressed their concern for preserving what they see as Maui's greatest asset: its natural beauty. Many participants believed that residents, industry, and visitors need to be educated about their specific role in preserving resources and, as necessary, provided with laws and incentives that will help conserve water, the land, and other natural resources. Many participants felt environmentally conscious practices by businesses and individuals should be rewarded to encourage the use of alternative energy resources; the expansion and diversification of agriculture to allow for more locally grown food; the protection of native species; and responsible transportation alternatives.

3. Addressing Infrastructure Challenges, especially Transportation and Housing

Nearly all participants felt the need for new roads and other transportation infrastructure efforts should be sensitive to the natural environment. In lieu of the construction of large highways or sprawl, participants recommended that the county adhere to community planning principles that are forward-thinking and aligned with the reality of how local people live. Many sessions suggested development of public transportation modes that encompassed the needs of both visitors and locals. Several groups expressed interest in neighborhood planning to enable people to live near work places. Establishing a recycling program was cited by many sessions as an urgent need and some proposed it be considered a possible economic stimulus for the county. While a small number of groups wanted to halt all development and growth on the islands, and a distinct few wanted to eliminate all regulation of development, the vast majority of participants saw a need to work with developers to ensure that what is being built is both sensitive to environmental needs and well aligned with the unmet needs of people living on the islands. There was a widely held opinion that greater compromise was possible between government and developers, so that development processes could be simplified for projects that construct affordable housing, schools, clinics, and parks on sites identified by local communities as appropriate. Many sessions recommended new building regulations, such as requiring solar power, that reduce the environmental impact of new development. There was strong support for development incentives for projects that meet the needs of local people and disincentives for planning projects focused on attracting wealthy (part-time) newcomers to the islands. There was a sense of frustration among many sessions participants that existing laws pertaining to responsible development were not being adhered to by developers or enforced by government authorities.

4. Strengthening the Economy

Many groups felt Maui Nui should position itself as a model for “sustainable” living, in terms of both economic development and environmental decisionmaking. Several groups recommended opportunities to invite “clean” businesses to make a historic mark by helping to create jobs and build the economy in ways that limit harm to Maui’s delicate ecosystem and align with local values. Such a move would capitalize on local natural assets and on the world’s growing interest in ecology and native cultures. Most suggestions focused on cultural and ecological tourism; health tourism; research and development around alternative energy; support for small and locally owned businesses; oceanic research; agriculture (particularly diversified and organic agriculture); aquaculture; high tech; and other environmentally clean

areas of focus as areas for both economic and academic focus.

5. Preserving Local Culture and Traditions; Addressing Human Needs

Focus Maui Nui participants displayed a strongly felt value for community and cultural heritage. Sessions offered a wide array of actions aimed at nurturing the quality of community stressing inclusivity, community involvement, fairness (equality under law, share of tax burden), accountability (among leaders, residents, developers) and family support. A great number of participants made recommendations that local culture and traditions be infused into the society, from schools to workplaces. Communities were advised to adhere to native traditions of respect, community, and *aloha*, as doing so was perceived to be a factor in helping the county meet the needs of residents. Education about traditional values was widely recommended. Many participants recommended the continuation and expansion of programs for substance abuse treatment and rehabilitation, job creation, youth development, law enforcement, population control, and health care – all seen as factors related to the local quality of life. Several groups acknowledged the role of groups (nonprofit organizations, churches, and community-based organizations) in meeting social service programming needs. Some sessions voiced the need to ensure recreational opportunities for both locals and visitors by providing public access to beaches, annual sports and recreation attractions and others suggested making Maui a “recreation destination.” A great many sessions called for increased community involvement to address local issues, believing that local involvement and a close look at the existing tax structure, schools, healthcare, and human services could be improved without significantly increasing the tax burden of local residents.

Recommended Actions specifically related to Molokaʻi and Lānaʻi

Both Molokaʻi and Lānaʻi participants proposed more vocational training opportunities for youth and greater support for local teachers. Regarding economic development, Lānaʻi residents wanted to encourage small business while Molokaʻi sessions more frequently stressed the need to connect economic development with environmental preservation. Lānaʻi stressed need for youth services and inter-island transportation while Molokaʻi stressed the need for better health and substance abuse services. Molokaʻi sessions repeatedly expressed concern for maintaining cultural values. Lānaʻi and Molokaʻi participants suggested action on the part of individuals to be kinder and more tolerant with one another in order to better their communities.

DELINEATION OF RESPONSIBILITIES

Participants overwhelmingly recommended that everyone – residents, government, businesses, educators, the media, etc. – needed to play a role in building a better future for Maui Nui. The importance of ongoing dialogue, civic engagement, and shared commitment to Maui’s future were mentioned repeatedly by participants.

Participants identified that *government (and public officials)* should enact a vision that would respond to the needs of the whole community (rather than to special interests). Also government should communicate openly and continually with residents and strive for immediate action in a balanced, logical way to advance the Focus Maui Nui vision.

The *role of residents* themselves, as identified by participants, would be to become educated about local needs and involved in the community. Residents were urged to vote; to conserve natural resources; to look out for the interest of children and young people; and to be part of local solutions by volunteering time and resources to help advance this vision.

Participants noted that *businesses* should engage with the community, communicating with residents and working to create mutually agreeable, sustainable economic development.

Participants identified the *media* as playing a critical part in disseminating messages about the community’s hopes for the future and then monitoring emerging needs and the progress on the Focus Maui Nui vision on an ongoing basis.

Educators were seen as playing a critical role because of their ability to articulate what local schools and students need. They also could help the larger community reach young people with key messages about what is needed in the future, teaching civics, promoting cultural values and passing on core messages to youth. Positive examples and role models in schools were seen as contributing to alternatives to substance abuse for youth.

The *role of nonprofit organizations* was described as finding opportunities to collaborate to ensure a streamlined and concerted effort to meet community needs.

Developers were seen as playing a critical role in conceiving projects that match local needs (better than some projects in the past have) and asked to bring balance to their projects: to work to build what's needed most: affordable housing. In addition to housing, developers could help the community address challenges in schools, hospitals, parks, and other community needs.

Participants felt that *visitors* needed to be made aware of local goals in order to respect precious resources and traditions, ensuring that future visitors can continue to enjoy the islands.

Finally, participants passionately stated that *children and youth* are the future of the county, responsible for carrying forward local traditions, protecting and honoring natural assets, taking action to help their communities, and passing core values on to future generations.

Both Lānaʻi and Molokaʻi asked decisionmakers to hear their unique needs. Messages from Lānaʻi called for government, business and community members to support school sports. Molokaʻi's messages stressed commitment to environmental and cultural preservation and called for concerted effort by all to form common ground in addressing community needs.

DECISIONS MAUI AND FOCUS MAUI NUI: AN OVERVIEW OF SIMILARITIES AND DIFFERENCES

In 1988, a group of residents convened to lead a countywide visioning process called Decisions Maui. The process involved a series of grassroots community meetings throughout the county over several years to develop a set of prioritized issues and key strategies for dealing with them. The effort also came up with a set of guiding principles – “core community values” – that every “good” Maui citizen should care about. Complementary processes were carried out on Lānaʻi and Molokaʻi. The parallels between this process and Focus Maui Nui are evident.

In the more than decade since Decisions Maui, many of the core community values remain relevant to modern residents. Focus Maui Nui participants repeatedly expressed sentiments closely parallel to the following Decisions Maui core community values (indicated in italics):

- *Preserving, enhancing, and maintaining the physical and natural environment of these islands as an open place, a place of spirituality, beauty, sustenance, and nurturance.* This value is closely aligned with much of the language participants in Focus Maui Nui used to describe their interest in protecting the environment, however Focus Maui Nui groups were more likely to add specific concerns about conserving water and energy.
- *Fostering and expressing a common concern for each other and a shared respect for the different cultural values that are present here.* This idea was closely mirrored in the Focus Maui Nui discussions of the importance of meeting human needs and maintaining local traditions, culture, and *aloha*. Focus Maui Nui groups specified the importance especially of helping and guiding children and youth.
- *Establishing and maintaining broad and equal opportunities for meaningful political participation, so that Maui citizens can effectively control the future through a trustworthy political process.* This value was mentioned repeatedly by Focus Maui Nui participants who specified that better communication was needed between government and residents and frequently added that Maui Nui residents themselves should rise to the challenge of participating in their communities more fully than in the past.

- *Properly balancing future development, population, and infrastructure (roads, social services, schools, recreational facilities, sewage treatment facilities, healthcare resources, etc.)* “Balance” was another key value emphasized by Focus Maui Nui participants, who pointed to the importance of trying to do as much as possible to reach reasoned compromises between needs.
- *Promoting stable, enduring economic development, providing a diversity of satisfying jobs, and a quality standard of living.* These issues remained central to participants in Focus Maui Nui, who provided a number of tangible suggestions for how this may be achieved while balancing competing demands.
- *Strengthening our families and providing a safe and rich environment for our children.* Focus Maui Nui participants talked not only about strong families but about the importance of strong communities. They specified the importance of educational opportunities, in particular, for children and, in terms of safety, most frequently pointed to the need to address what they perceive to be a growing substance abuse epidemic.
- *Maintaining a connection to the rest of the world through education, cultural activities, and openness.* This value appears to be less obviously reflected in the data from Focus Maui Nui than were the prior values, though many participants noted the importance of celebrating local cultural differences and embracing diversity as an asset of the community.

CONCLUSIONS

Overwhelmingly, participants in Focus Maui Nui expressed a sense of optimism that the islands could become a model for clean, sustainable living and a place where every child could grow to lead a successful and productive life amongst family on the islands.

By bringing into balance the needs of the land and its people and involving the entire community in the achievement of a shared vision, participants believed the opportunity exists to protect treasured natural and cultural assets, while also investing in the best potential of Maui Nui.

Participants felt these goals would require a countywide commitment to strong communities where people help one another; to being good stewards of the environment; to continued respect for diversity; to empowering local people; to honoring cultural traditions; to working toward local self-sufficiency; to making wise and balanced decisions; to attempting thoughtful, island-appropriate innovation; and to being consistently conscious of future generations.

A VISION FOR MAUI NUI

Maui Nui will be an innovative model of sustainable island living and a place where every child can grow to reach his or her potential.

The needs of each individual, the needs of our natural and cultural assets, and the needs of the whole community will be brought into balance to reflect the extremely high value we place on both the land and its people.

The education and well-being of young people will be fostered to ensure that those born on these islands can, if they choose, spend their whole lives here – raising children, owning homes, enjoying rewarding jobs, and taking advantage of opportunities to contribute to this community and to be good stewards of our local treasures.

Maui Nui will be a leader in the creation of responsible, self-sufficient communities and environmentally sound economic development.

That which makes Maui Nui unique in the world will be preserved, celebrated, and protected for generations to come.

CORE VALUES

To accomplish our vision our islands must foster and respect the spirit of *aloha*, consider the generations of Maui Nui, yet-to-be, and be true to our core values:

- Stewardship of natural and cultural resources
- Compassion and understanding
- Respect for diversity
- Engagement and empowerment of local people
- Honoring cultural traditions and history
- Consideration of the needs of future generations
- Commitment to local self-sufficiency
- Wisdom and balance in decision-making
- Thoughtful, island-appropriate innovation

KEY STRATEGIES FOR ACTION


Focus Maui Nui participants were thoughtful and innovative in how they formulated **strategies for action...** resulting in a series of integrated strategies that can shape the future we envision.

- 1** To foster the development of young people, to create more economic options down the road, and to strengthen the ability of local residents to take control over the islands' future, the first priority is to **improve education**. Maui Nui must ensure its schools are performing and that young people are being well prepared for the challenges ahead. While the creation of the infrastructure and innovation to bring about K-12 reform is of the utmost importance, it is also essential to have a public university with strong academic programs, particularly in areas logical for research and job creation in Maui Nui.
- 2** To ensure that precious resources exist for future generations, to preserve the beauty that brings visitors to our islands, and to maintain the distinct rural identity and traditions of Maui Nui, the second priority is to **protect the natural environment** through carefully managed, thoughtful development and other means, including special attention to **addressing water needs**. Residents, industry, and visitors – all of us – must be educated about their role in preserving resources and, as necessary, provided with laws and incentives that will help them conserve water and the land, as well as other natural resources. By rewarding environmentally conscious practices by businesses and individuals, Maui Nui can support efforts to move toward a sustainable water supply, as well as efforts to adopt alternative energy resources, to expand and diversify locally grown food, to protect native species, and to promote responsible transportation alternatives.
- 3** To maintain the quality of life on our islands and to ensure local residents have the chance to own their own homes and to travel safely, the next priority is to **address infrastructure challenges, particularly housing and transportation**. Efforts to tackle these challenges should take into account the realities of local people's needs and should maintain a sensitivity to the natural environment. Maui Nui should adhere to community planning principles that are forward-thinking and that put the needs of residents first.
- 4** To supply rewarding and quality jobs for local people, to broaden the tax base, and to provide Maui Nui with financial resources to accomplish its other goals, a fourth priority is to **adopt targeted economic development strategies**. We believe Maui Nui can create jobs and strengthen the economy in ways that limit harm to our delicate ecosystem and that capitalize on our local assets and the world's growing interest in ecology and sustainability. Cultural and ecological tourism; research and development around alternative energy; support for small and locally-owned businesses; oceanic research; agriculture (particularly diversified and organic agriculture); aquaculture; high tech; and other environmentally clean areas of focus are recommended are recommended, as is the creation of learning and research institutes that can support the community's interest in sustainability and cultural traditions.
- 5** To pass on our history and culture to future generations and to ensure a healthy community in years ahead, Maui Nui must take steps to **preserve local culture and traditions** and to **address human needs**, particularly the epidemic of substance abuse that threatens too many of our young people. Our communities must adhere to native traditions of respect, community, and *aloha* and must care for their people, working to ensure all residents have opportunities to succeed and to recognize alternatives to drugs and alcohol. Substance abuse treatment and rehabilitation, job creation, youth development, law enforcement, population control, and health care are all factors in the quality of life in local communities and in whether we will be able to maintain our distinctive identity as residents of Maui Nui. All residents will play a role in addressing these issues and in protecting our culture and people from harm.


MESSAGES AND EXPECTATIONS

Recognizing the challenges that lie ahead, we affirm the roles of all parties in our community in helping realize our vision, in upholding our core values, and in implementing the identified strategies for action. Embracing our unique cultural and natural assets, everyone in Maui Nui must be empowered to be stewards of our precious islands – to create neighborhoods, jobs, laws, and services in the local tradition of shared responsibility to those now living and to those yet to be.


All sessions chose to create messages to government and public officials; almost all sessions developed messages for residents (the community) and business. A large number of sessions drafted messages for the media and educators. Frequently, sessions sent messages to nonprofit organizations, developers, land owners, and visitors, and finally, numerous groups wrote messages to upcoming generations.




Messages to **government and public officials** focus on responding to the needs of the whole community (rather than a select vocal few); communicating openly and continually with the people; and taking action in a balanced, logical way to advance this vision without delay.




Messages for **residents** concentrate on becoming educated about and involved in the community; voting; conserving natural resources; looking out for the interest of children; and being part of the solution – volunteering time and resources to help advance this vision.



Messages for **businesses** centered on being involved in the future of the community and communicating and being engaged with the community and seeking opportunities to contribute to the islands' sustainable economic development.



Messages for **the media** focused on disseminating messages about the community's vision and monitoring continually emerging needs and the efforts of the community to create positive change.



Messages for **educators** revolve around making known the needs of local schools; helping to pass core values on to the next generation; continually seeking solutions to help young people achieve their full potential; and creating opportunities for youth to see options for their future and alternatives to substance abuse.



Messages for ***nonprofit organizations*** included being able to work with one another to ensure a streamlined and concerted effort to meet needs in the community.



Messages for ***developers*** focused on recognizing and respecting local limits and working to make projects better match local needs for housing, schools, health facilities, and open space.



Messages for ***landowners*** expressed appreciation for responsible stewardship of the land, giving back to the community, and concern about converting large parcels of land for non-agricultural use.



Messages for ***visitors*** emphasized respecting precious local resources and cultural values, so they may be there for future visitors.



It is expected that ***young people*** will carry forward local traditions, protect and honor their land, become involved, and pass on this sense of responsibility to the next generation.