Hoaloha Park User Profile Survey Results

County of Maui Department of Parks and Recreation

Prepared for
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ACRONYMS AND ABBREVIATIONS

ACS	American Community Survey
COM	County of Maui
DPR	Department of Parks and Recreation
PAC	Project Advisory Committee
UH	University of Hawai‘i
MCPNA	Maui County Parks Needs Assessment Survey Findings, Anthology Research, November 2023

EXECUTIVE SUMMARY

The park user profile has been prepared SSFM International and Integral Consulting. It characterizes responses to an online survey developed by Integral and SSFM for online distribution. This survey was launched via a press release on May 30, 2024, and promoted via emails from the County of Maui (COM) Department of Parks and Recreation (DPR), Project Advisory Committee (PAC), community meetings, the project website, and via social media.[1] The survey remained open until June 30, 2024. Additional promotion occurred via the project website, the first project community meeting, and with the assistance of members of the Project Advisory Committee (PAC).

A total of 141 survey responses were recorded. This report summarizes demographics and visit characteristics of survey respondents, and provides comparisons against key secondary resources:

- American Community Survey (ACS) census data
- Maui County Parks Needs Assessment Survey Findings, Anthology Research, November 2023 (hereafter, MCPNA)
- Sentell et al. Outrigger Canoe Paddling on Maui. The Public Health Resonance Project. Policy Brief. Published June 9, 2024 (hereafter, UH Report).

About two-thirds of these responses consisted of wingfoil and canoe club user groups, with some respondents stating that they were members of both of those groups. The remaining users consisted of surf, sailing, and water safety coaches, local business owners, and cultural representatives. Only five respondents said they did not identify with any of the groups represented on the PAC, which indicates that the PAC membership selection process was effective at identifying key user groups. There may exist user groups that were not recruited by this method or were insufficiently motivated to complete the survey.

Due to the relatively small sample size, inferences drawn from information collected via this survey should be treated with caution when attempting to extrapolate to the general population of Maui, or current and potential future users of Hoaloha Park. Responses to this survey represent a subsample of the adults who currently use the park and were sufficiently motivated to respond to the County emails, emails from PAC members, or to find out about the project via the website or community meetings.

Of relevance to climate adaptation planning activities, the survey does not include responses from any park users under the age of 18, so is lacking responses from the age group most likely to be impacted by the projected climate change impacts identified in the Coastal Hazard Exposure and Park Assessment, and also lacking responses from a relatively large section of the known users of the park, given the use of Kahului Harbor for school paddling and coaching activities. It should be noted that many respondents to the survey indicated that when visiting the park they were accompanied by people aged under 18, so some of the usage of the park by younger users is captured in the information summarized in this report. Additionally, only one respondent indicated that they were not a current user of the park, so it is only possible to discuss site and facility changes that would improve the visitor experience of those who

[1] County of Maui, Community invited to online County meeting June 13 on Hoaloha Park adaptation plan, May 30 2024.

already use the park, not to draw conclusions about what would motivate people who do not currently use the park to do so in the future, or any barriers to park usage. Those topics are covered at the County level by the MCPNA report.

Limited information exists about the non-market value of non-powered boating (canoe paddling, kayaking, paddleboarding) or wingfoiling. This user profile provides some initial information about vehicle trip costs and travel time costs associated with use of Hoaloha Park by survey respondents. Due to the small sample size and the absence of reliable visitation figures, it is not possible to estimate the full economic value of recreation activities within the park.

This report also provides information on community preferences relating to management of Hoaloha Park, and in relation to climate change. This information will guide selection, prioritization and design of adaptation options for the future management of climate impacts on the park.

1 VISIT CHARACTERISTICS

This section summarizes characteristics of visits by survey respondents to Hoaloha Park, including the respondents home location or location from which they most recently visited the park, visitation frequency, travel mode, and characteristics of the trip and visitor group composition.

1.1 Trip Origin

Survey respondents were mostly from central Maui (see Figure 1). The uniqueness of the site and regional importance of the recreational opportunities it provides is highlighted by the distribution of survey respondents (see Table 1).

Table 1 Survey responses by driving distance

Distance from Hoaloha Park	% of responses	Cumulative % of responses (from park to greatest distance in range, e.g. for 1-5 miles, includes responses for previous category)
Under 1 mile	9	9
1-5 miles	28	37
5-10 miles	14	51
10-15 miles	45	96
Over 15 miles	4	100

While more than one third of respondents (37%) live within 5 miles of the park, almost half (49%) of responses to the survey come from those that live more than 10 miles from the park.

Almost 90% of respondents left from their own homes when visiting the park, which is not surprising given that the survey was promoted via DPR press releases, onsite recruitment and promotion via the PAC members. These recruitment methods are likely to be of greatest interest to avid users of the park, who in turn are likely to live within a short distance of the park. Of those who left from a place other than their own home when visiting the park, almost three quarters (73%) said that their trip did not involve an overnight stay.

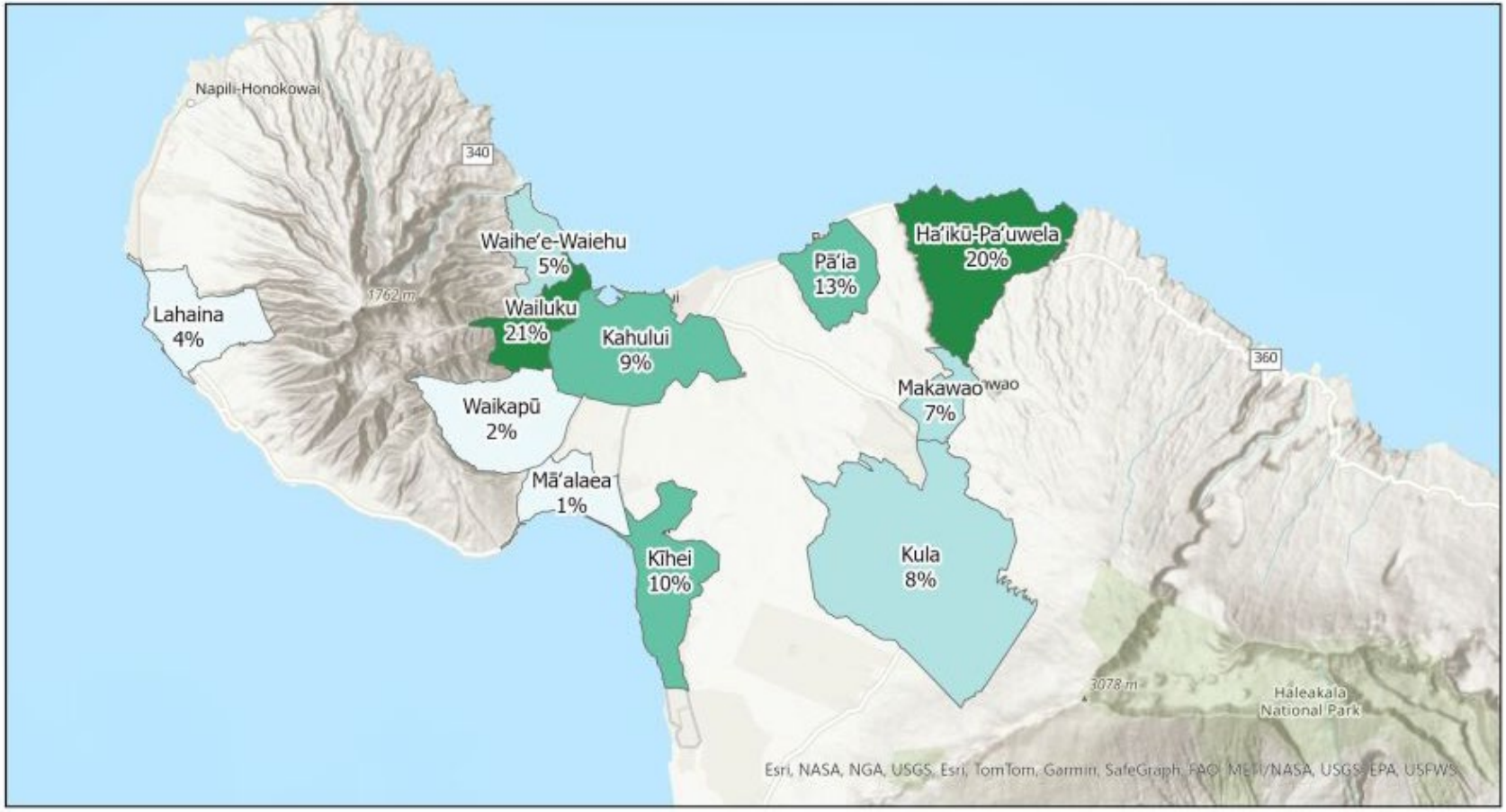

Figure 1 Home location of survey respondents

Most respondents were from central Maui. Relative to distance from the park, there was a high response rate from those in Ha'ikū-Pauwela and a lower response rate from people in Kahului. This pattern is reflective of ocean recreation patterns found in a County-wide survey of park users.

Residents of Wailuku and Haʻikū-Pauwela accounted for over 40% of responses. The patterns of visitation in the current survey reflect both distance from the site, and the level of participation in ocean recreation, as estimated by the MCPNA survey (see Table 2). This is consistent with the findings of the MCPNA survey in relation to participation in ocean-based activities, which showed the highest levels of participation for residents of Haʻikū (92%) and Pāʻia (94%), and lower levels of participation for Kahului and Wailuku (76% and 83%, respectively) (MCPNA 2023, p 11).

Table 2 Home location of park visitors

Neighborhood	**Percentage of Responses, current survey**	**MCPNA survey participation in ocean-based activities**
Wailuku	21%	83%
Haʻikū-Paʻuwela	20%	92%
Pāʻia	13%	94%
Kīhei	10%	89%
Kahului	9%	76%
Kula	8%	86%
Makawao	7%	86%
Waiheʻe-Waiehu	5%	Not reported separately
Lahaina	4%	90%
Waikapū	2%	Not reported separately
Māʻalaea	1%	Not reported separately

1.2 Visitation Frequency

Survey respondents are avid park visitors, with most visiting the park at least twice per week (see Figure 2). There is limited seasonality in the visitation rate, with slightly higher rates in Summer and slightly lower rates in Winter and Fall. As the weather on Maui is relatively consistent and conducive to water-based recreation year-round, it is likely that visitation patterns identified in this survey reflect the scheduling of regattas and holidays in the spring and summer months.

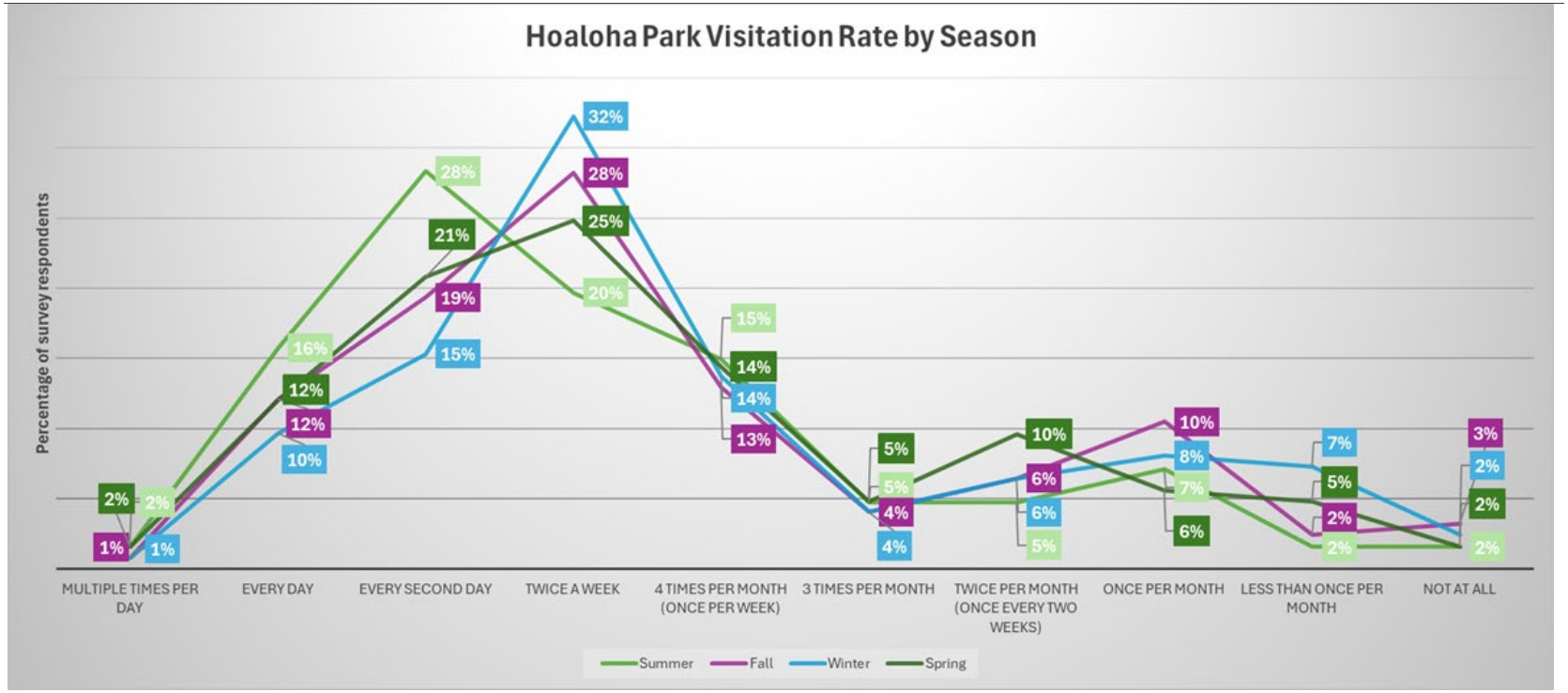

Figure 2 Visitation frequency by season

Visitation is highest to the left of the figure, and in the summer months. There is a somewhat bimodal pattern in visitation, with around one third of visitors visiting every 2-3 days, and one quarter visiting every 1-2 weeks.

1.3 Mode Of Transport

The majority of respondents (91%) visited the park using their own car. Carpooling (5%), walking (1%), motorcycle (1%) and 'bicycle, scooter, or skateboard' (2%) were the other travel modes identified by respondents. Most personal vehicles used for visiting the park (83%) have gas engines, while hybrid vehicles comprise 10% and electric vehicles accounted for another 7% of cars. As evidenced in the traffic study, the prevalence of private vehicle use does cause some parking issues, primarily associated with canoe regattas.

The travel modes reported by park visitors are not surprising, given the location and use patterns of the site. Many of the activities undertaken in Kahului Harbor require transporting watersports equipment that is long or bulky, making it difficult to travel via public transport. There are also limited public transport options from the key neighborhoods identified in the survey, and these modes can substantially lengthen the trip to reach the park.

1.4 Travel Time and Time Spent Onsite

Table 3 summarizes the self-reported estimates of time taken to travel to the park (one-way), and the amount of time spent onsite.

Table 3 One way travel time for trips to Hoaloha Park

Travel and Recreation Times		
	Reach the Park (minutes)	How long spent at the park
Min	**5.00**	**10.00**
25th Percentile	**13.00**	**93.00**
Median	**19.00**	**129.00**
Average	**21.25**	**149.41**
75th Percentile	**28.00**	**181.00**
Max	**64.00**	**360.00**

Consistent with the home location of respondents, reported travel times were relatively low, with a median travel time of 19 minutes. The maximum travel time was 64 minutes. Park visitors spent a significant amount of time at the park and in Kahului Harbor, with median visit duration of more than two hours (129 minutes), with some respondents indicating they spent six hours onsite (n=4). This was the maximum duration that could be entered in the survey, and likely represents participants in canoe regattas or coaching clinics.

1.5 Economic Components of Visitation

Travel distances were calculated using the driving route function of Google Maps, from the midpoint of the town or neighborhood to the center of Hoaloha Park. Results are presented in Table 4.

Table 4 Estimated travel distance and driving time

Origin	Travel time (minutes)	Distance (miles)	Percent of sample
Kahului	9	0.4	9%
Wailuku	7	2.5	21%
Waiheʻe-Waiehu	8	3	5%
Waikapū	11	4.4	2%
Pāʻia	14	8	13%
Maʻalaea	14	8.2	1%
Kīhei	21	11.7	10%
Makawao	20	12.3	7%
Haʻikū-Pauwela	25	13.8	20%
Kula	22	13.9	8%
Lahaina	40	24.9	4%

Source: Estimated via GoogleMaps driving directions, weekday morning, before 8am.

Reported travel times in Table 5 are slightly greater than those estimated in Google Maps for early morning visits. The weighted average driving time using Google Maps is 17 minutes. This may represent inaccuracies in the Google Maps origin locations, or it could mean that actual travel times are higher than the estimated driving times due to traffic delays.

1.5.1 Travel costs

Estimated travel distances were converted to travel costs using per-mile estimates in the American Automobile Association (AAA) Vehicle Ownership Cost Calculator, with adjustments for vehicle type, and using figures for Hawaiʻi, assuming 15,000 miles were driven annually and this was a combination of 55% 'City' and 45% 'Highway' driving. For gas engine vehicles, a 2024 Toyota Camry was used. For hybrid engines, a 2024 Toyota Prius was used. For electric engines, a 2024 Tesla Model 3 was used. The base FWD model was chosen for all vehicles. If no vehicle type was included, the gas engine was used as a default for calculations.

Average driving costs were $5.24 per park visit, with a median of $4.88. For the average visitor, visiting 2-3 times per week, this equates to $545-$818 per annum in travel expenditure associated with park visits. These costs are distributed across the group (see section 1.6), so this represents a relatively low cost per person-trip for the sampled population. It should be noted that more frequent visitors are more likely to

complete the survey, and also more likely to live within a short distance of the park. A broader sample, including cruise ship passengers and those traveling from west Maui for canoe regattas, may result in a substantially higher per-trip travel cost estimates. Without a good estimate of annual visitation, this cannot be used to estimate total recreation-related travel expenses.

1.5.2 Travel time costs

In recreation economics, it is typical to consider the opportunity cost of time, both for travel time and time spent onsite. Travel costs are considered a negative factor when deciding to take a trip, whilst time spent onsite is a positive part of the experience, and hence not a cost. The underlying theory is that time spent visiting a recreational area could otherwise have been used in earning money, at their average wage rate. It is standard practice to include travel time costs at a fraction of the wage rate, using a factor of 25-50%. For this project, a wage rate of 25% was used in the calculation. Travel time costs were calculated from reported income data, using the midpoint of the income range selected by the respondents. Where the respondent did not provide income data, the median of the income sample was applied. To derive an estimate of hourly income, the annual household income was divided by 2080, the total number of hours worked in a year by a person working 40 hours per week. The hourly wage rate was multiplied by the estimated travel time provided by the respondent. If no estimate was provided, the time estimate from Google Maps was used in the calculation.

The average travel time cost was $5.11, with median travel time cost of $4.28. The same limitations apply in terms of scaling up to a County-level estimate. It should also be noted that these are non-market values, with no actual exchange of funds associated with the decision to 'spend' this time traveling to the park.

1.6 Group Size and Composition

Respondents to the survey demonstrated the communal aspects of participation. Respondents were more likely than not to travel with another person (See Table 5).

Table 5 Visitor group characteristics

	Number of people in each group		
	Accompanying children (<18)	Accompanying adults (18-54)	Accompanying seniors (55+)
Min	**0.00**	**0.00**	**0.00**
25th Percentile	**0.00**	**0.00**	**0.00**
Median	**0.00**	**1.00**	**1.00**
Average	**0.61**	**0.77**	**0.68**
75th Percentile	**1.00**	**1.00**	**1.00**
Max	**4.00**	**4.00**	**2.00**

The median group size was 3 persons, with one adult and one senior accompanying the driver or respondent. Around two thirds of respondents typically visit the park with a child or youth (under 18) or

a senior (aged 55+), and over three quarters typically visit with another adult (aged 18-54). This is consistent with UH research into canoe paddling, which showed participation across all age groups.[2]

1.7 Demographics

This section summarizes demographics of the survey respondents, and provides comparisons to Census data collected via the American Community Survey in 2022.

1.7.1 Gender Identity (n= 103)

The distribution of survey respondents who provided a gender identify response identified as female is 49.5% while those who identify as male is 50.5% (see Figure 3). In addition to these respondents, 1.9% of respondents preferred not to answer this question. None of the respondents identified as non-binary or transgender. These statistics are within 1% of those recorded in the 2017 US Census State and County estimates.[3] More recent statistics for gender identity are not readily available at the county level. Although the gender of survey respondents was evenly balanced and reflective of the recent research from UH showed that female participation in canoe paddling on Maui (18% of the population) is at levels around 2/3 of that of male paddlers (27%). This suggests that females were more likely to respond to the survey than males and is consistent with the findings of Anthology Research in a recent survey of Maui County Parks (MCPNA), which found that 62% of respondents were female, while 37% were male and 1% did not identify with either of these categories (MCPNA 2023, p 60).

1.7.2 Age Information (n = 101)

The age distribution of survey respondents is illustrated in Figure 3. Note that the Census data summary in Figure 3 does not show responses for those aged over 85 or under 18, as no survey responses in the current survey were from those age classes. The youngest age bracket shown for Census data is 20-24 years, as single age year class data was not available at the county level.

[2] Sentell et al. Outrigger Canoe Paddling on Maui. The Public Health Resonance Project. Policy Brief. Published June 9, 2024
[3] Hawai'i Population Characteristics 2017. Hawai'i State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division.

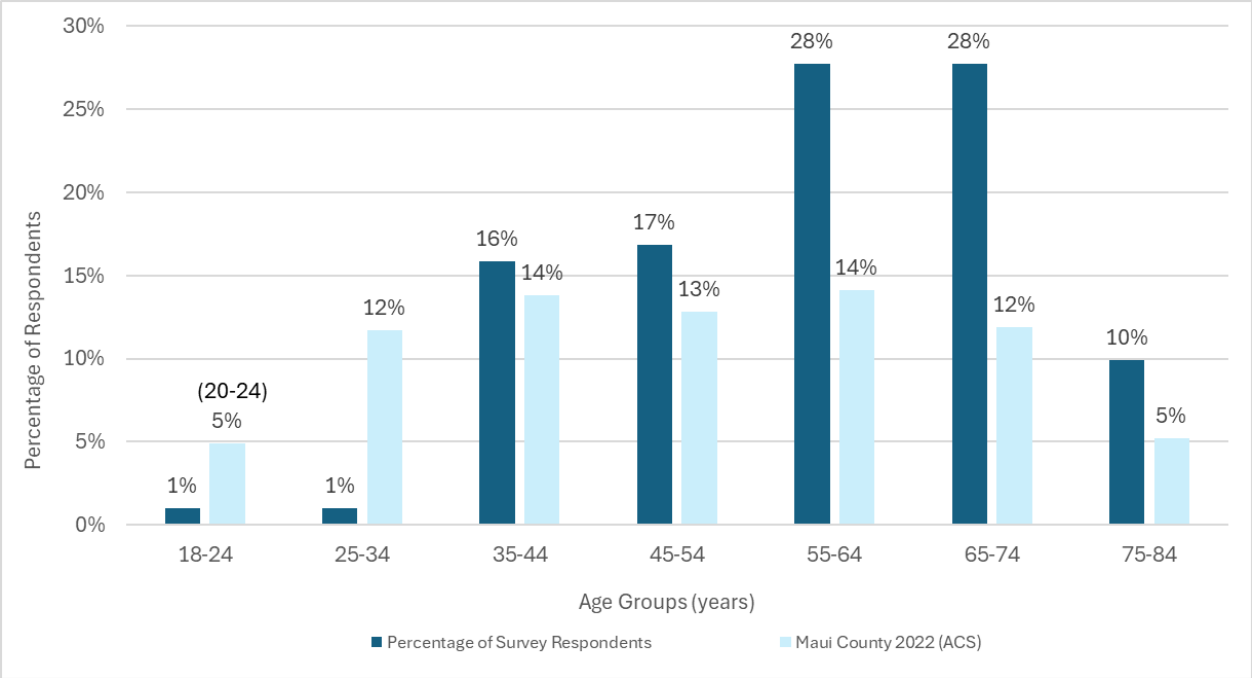

Figure 3 Age distribution

The majority of respondents were over the age of 55. Survey responses do not represent responses from the many youth participants in ocean recreation.

Approximately one third (35%) of responses were received from those between 18 and 34 years old, while 56% were aged between the ages of 55 and 74 years old. In total, 66% of respondents were aged over 55. This is consistent with the MCPNA results, where respondents aged over 50 accounted for 73% of responses (MCPNA 2023, p 60).

The absence of responses from those in these younger age groups is especially relevant given that climate threats will be impacted directly to a greater extent than their older counterparts. This may indicate a need for more targeted outreach to younger Hoaloha Park users, once the adaptation plans and options are more fully developed.

Watersports participation is proportionally higher in older age groups, perhaps reflecting the low-impact nature of these sports.[4] Previous studies on the demographics of surfers have identified that surfers in Hawai'i tend to be older than the national average, with a median age of 38.[5]

[4] Sentell et al. Outrigger Canoe Paddling on Maui. The Public Health Resonance Project. Policy Brief. Published June 9, 2024
[5] G.S. Wagner, C. Nelsen & M Walker. (2011) A Socioeconomic and Recreational Profile of Surfers in the United States, A report by Surf-First and the Surfrider Foundation, p 3.

1.7.3 Race and Ethnicity (n=95)

Respondents were asked to best describe their racial or ethnic background and had the option to select all categories that applied to them. Figure 4 illustrates how this sample compares to the general population of the County of Maui census data.

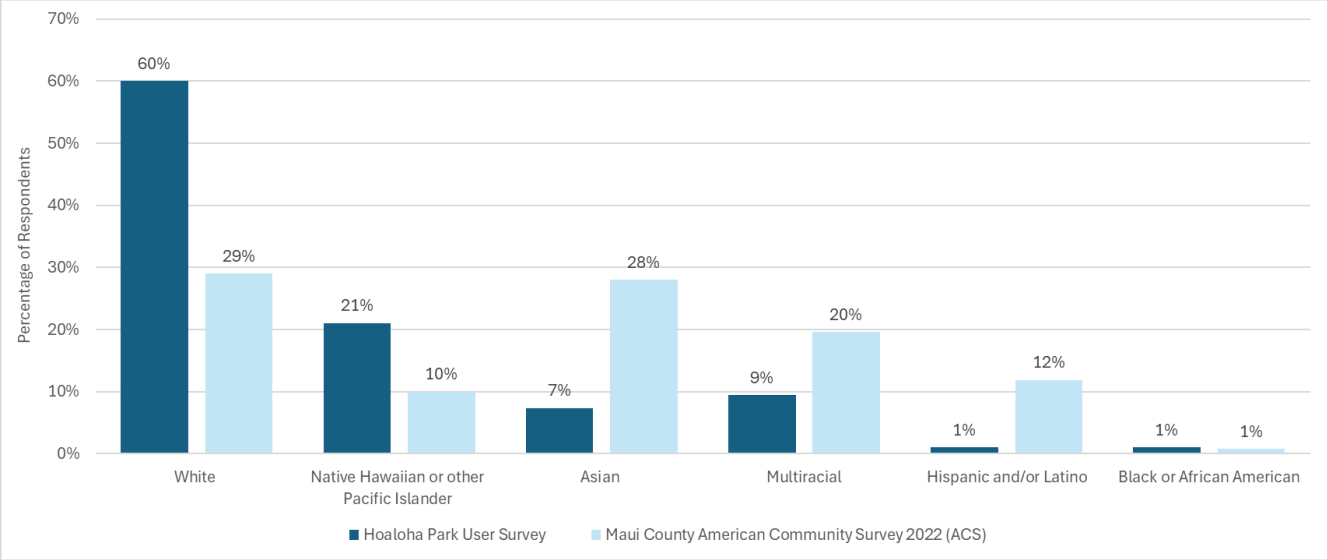

Figure 4 Race and Ethnicity of Survey Respondents

A majority of survey respondents (60%) identified as White, 21% as Native Hawaiian or other Pacific Islander, 11% as Asian, 3.5% as Hispanic and/or Latino, and 0.9% as Black or African American. Relative to Census data about the population of Maui County, there was overrepresentation of White and Native Hawaiian or Pacific Islander populations, and underrepresentation of other groups.

The higher proportion of responses from people who identify as White, relative to the broader population, is consistent with responses collected via the MCPNA survey. Around 43% of respondents to that survey were 43% Caucasian, 18% Hawaiian, and 13% Japanese, 9% mixed race, and 7% Filipino, with 10% classified as 'Other' (MCPNA 2023, p 60).

The number of respondents who identified as Native Hawaiian or other Pacific Islander is about 11% higher than the county population average. This may reflect the importance of the park for canoe paddling to Native Hawaiians. According to a recent UH Study on participation in canoe paddling, "Outrigger canoe paddling is an important physical activity for those on Maui, especially among Native Hawaiian and Pacific Islander communities." In fact, "on Maui, more than forty percent of who identified as Native Hawaiian or Pacific Islander had paddled in their lifetime, higher than the state average."[6]

[6] Sentell et al. Outrigger Canoe Paddling on Maui. The Public Health Resonance Project. Policy Brief. Published June 9, 2024

1.7.4 Education Level (n=89)

The survey respondents had a relatively high level of education, when compared with the general population (see Figure 5). Figure 5 omits one respondent that had completed a trade certificate, and two who preferred not to answer the question.

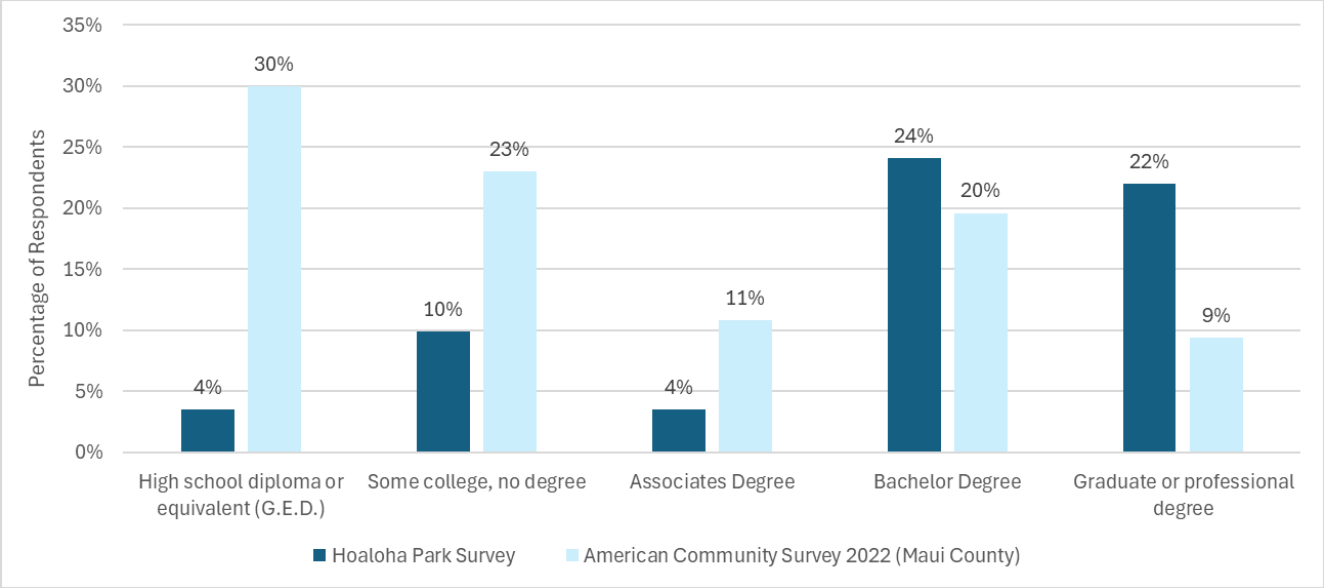

Figure 5 Education level of survey respondents

Survey respondents were relatively well educated, compared to the average for Maui County.

Within our sample, 46% of respondents had at least a bachelor's degree, while those who had achieved a high school diploma, some college, or an associate's degree came out to 17.7% of respondents. This sample differs significantly from Maui County's ACS data from 2022, which estimates that only 29% of the broader Maui population have at least a bachelor's degree.

1.7.5 Income Level (n=69)

Respondents were asked to indicate their household income by selecting the appropriate income range (see Figure 6). Ranges are typically used when asking income questions to reduce non-response bias, however only 49% of respondents answered this question.

Note that Figure 6 omits income categories for those who reported household incomes of under $25,000 per annum in the census, as the current survey respondents did not include any responses in those categories. Approximately 11% of Maui County residents had incomes of under $25,000 per annum in 2022.

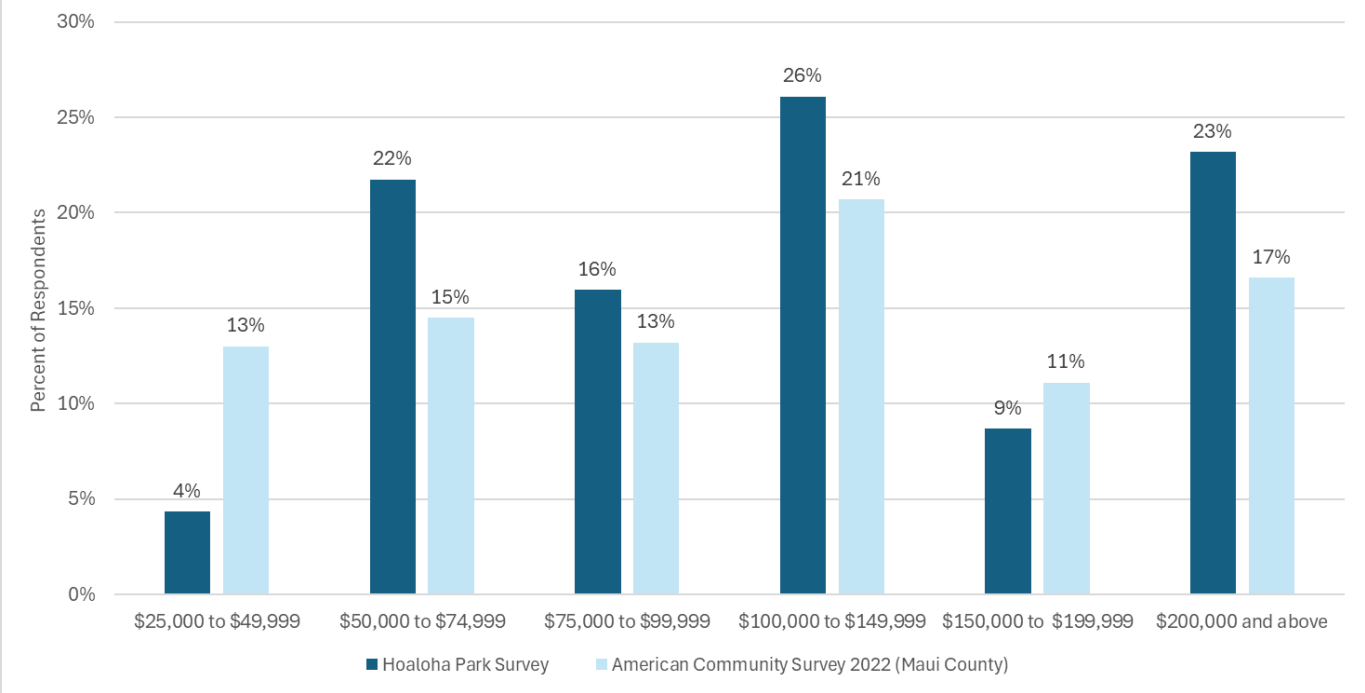

Figure 6 Income of survey respondents and Maui residents

Survey respondents reported higher median incomes than the general population of Maui County. This is consistent with previous surveys of ocean recreation participants in Hawai'i and elsewhere in the US.

Survey respondents reported higher household incomes, relative to the population of Maui Using the midpoints of the income ranges provided, the median household income of respondents was $112,500. The median household income for Maui County in 2022 was $94,760.[7]

This is consistent with MCPNA survey data for Maui park users, which summarized the pattern of income distribution involved in ocean recreation:

> *Ocean-based activity participation increases as household income increases with each activity tested receiving statistically higher participations among households earning $50,000 or more annually. Conversely, less affluent households earning less than $50,000 annually had the lowest participation for each activity tested. (MCPNA 2023, p 15)*

[7] Maui County 2022 American Community Survey 1-Year Estimates

1.7.6 Employment Status (n=108)

Table 6 shows the survey sample employment status over the past 12 months. This question allowed respondents to select multiple options (i.e., if a respondent is a student, as well as works part-time, they may select both).

Table 6 Employment status

	Survey Respondents	Maui ACS 2022
Employed	61%	62%
Employed (Full-Time)	48%	
Employed (Part-Time)	13%	
Not in the Labor Force	1%	35.5% (includes retired)
Retired	36%	
Student	2%	
Unemployed	0%	2%

This survey defines full-time employment as working more than 20 hours per week, while part-time employment is defined as working 20 hours or less per week. Additionally, this survey distinguishes those who are not actively participating in the labor force ('Not in the labor force') and those who are actively looking for work ('Unemployed'). In this survey, most respondents were employed and/or retired. No respondents were unemployed (actively looking for work), even though the civilian unemployment rate in the County of Maui in 2022 was 2.2% (ACS 2022). Note that the current survey did not include a category for disability, which may have contributed to a higher proportion of non-responses.

2 PARK CHOICE AND VISITOR EXPERIENCE

2.1 SITE CHOICE (553 RESPONSES, 103 RESPONDENTS)

The importance of Hoaloha Park and Kahului Harbor as a location for learning and developing skills in watersports is highlighted in responses to the reasons given for visiting (Figure 7). Respondents were able to select multiple reasons for their visit, so the total number of recorded responses to this question is 553, from 103 respondents (average of five to six reasons given per survey response).

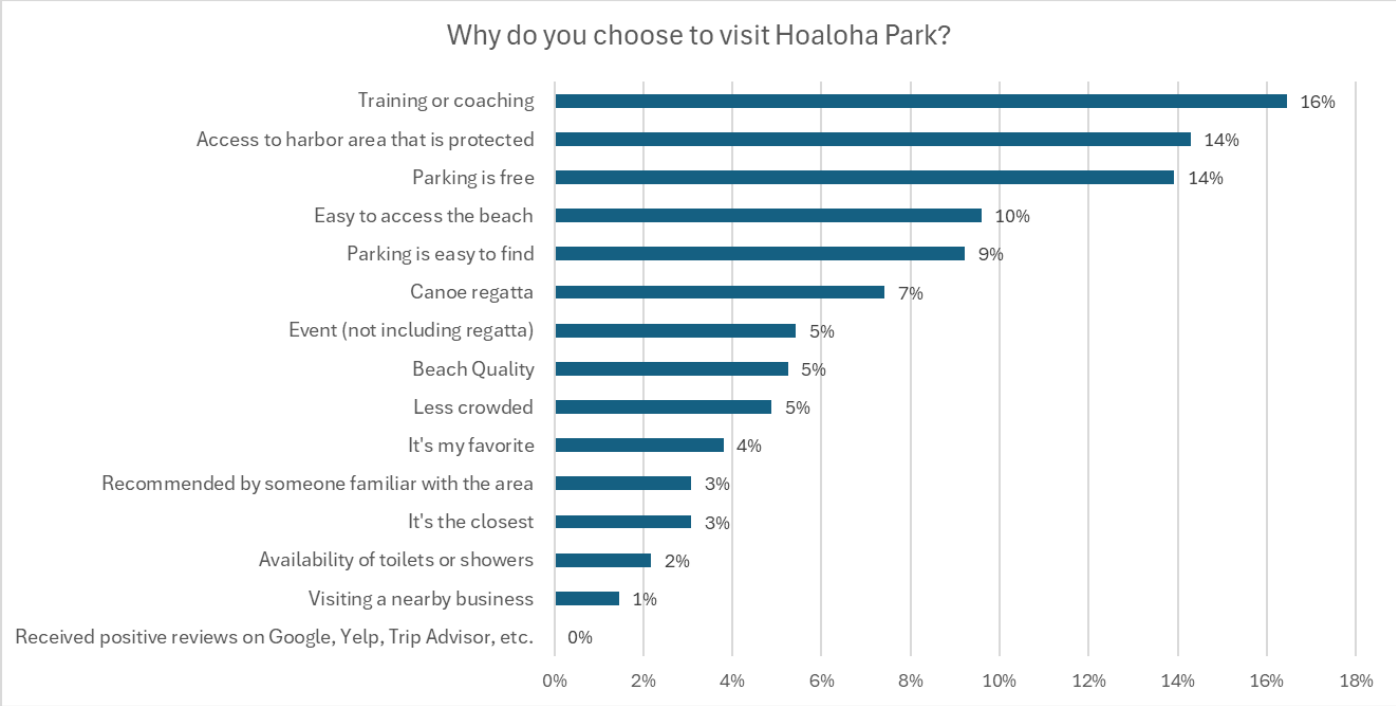

Figure 7 Reasons for selecting Hoaloha Park

The unique features of the park make it suitable for coaching and training, and were key drivers of site choice for park visitors. Ease and availability of parking was also highlighted by many users. Importantly, only 3% of people chose the park because it was the closest, indicating that people are willing to travel to utilize the park's unique characteristics.

Approximately 16% of responses highlighted that training or coaching was a reason for their visit. Around 90% of those who said they visited the park for training or coaching were there for either outrigger canoe paddling (43%) or wingfoiling (43%). Other factors that are linked to use of the site for coaching are the importance of access to the protected waters of the harbor (14% of responses), and ease of access to the beach (10% of responses).

Free and easy parking is also a significant factor with 23% of responses related to some aspect of parking availability as a key factor for their decision to visit Hoaloha Park. Though a highly visible aspect of park

usage, canoe regattas were not the dominant reason for visiting the park. Around 7% of responses indicated that canoe regattas were a motivating factor in their decision to visit the park.

2.2 VISIT MOTIVATION (107 RESPONSES, 102 RESPONDENTS)

Almost three-quarters of respondents (72%) of visitors to the park indicated that their main motivation was to participate in either wingfoiling or canoe paddling (see Figure 8).

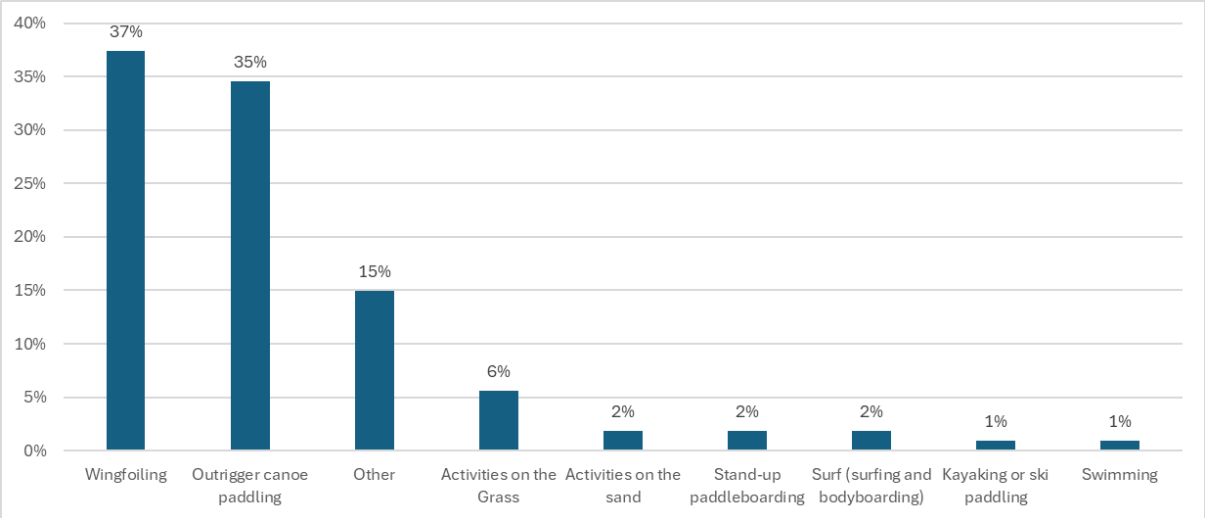

Figure 8 Motivation for visiting Hoaloha Park

Further examination of the text answers for the 'Activities on the Grass' and 'Activities on the Sand' categories noted that the grass and sand were areas for setting up and organizing canoe and wingfoil equipment, or for watching participants in those two primary activities. Text responses included in the 'Other' category referenced sailing, fishing, dog walking, shell collection and people watching. Responses in this category also included comments on an initial issue with the survey software that was preventing selection of more than one category. Approximately 5% of respondents noted that they engaged in multiple activities, which were typically some combination of standup paddling, canoe paddling, surfing and wingfoiling.

2.3 User Group Membership (124 Responses, 104 Respondents)

The majority of respondents to the survey were members of one of the user groups represented on the PAC. Figure 9 shows the proportion of respondents who indicated that they were part of one of the user groups listed in the survey.

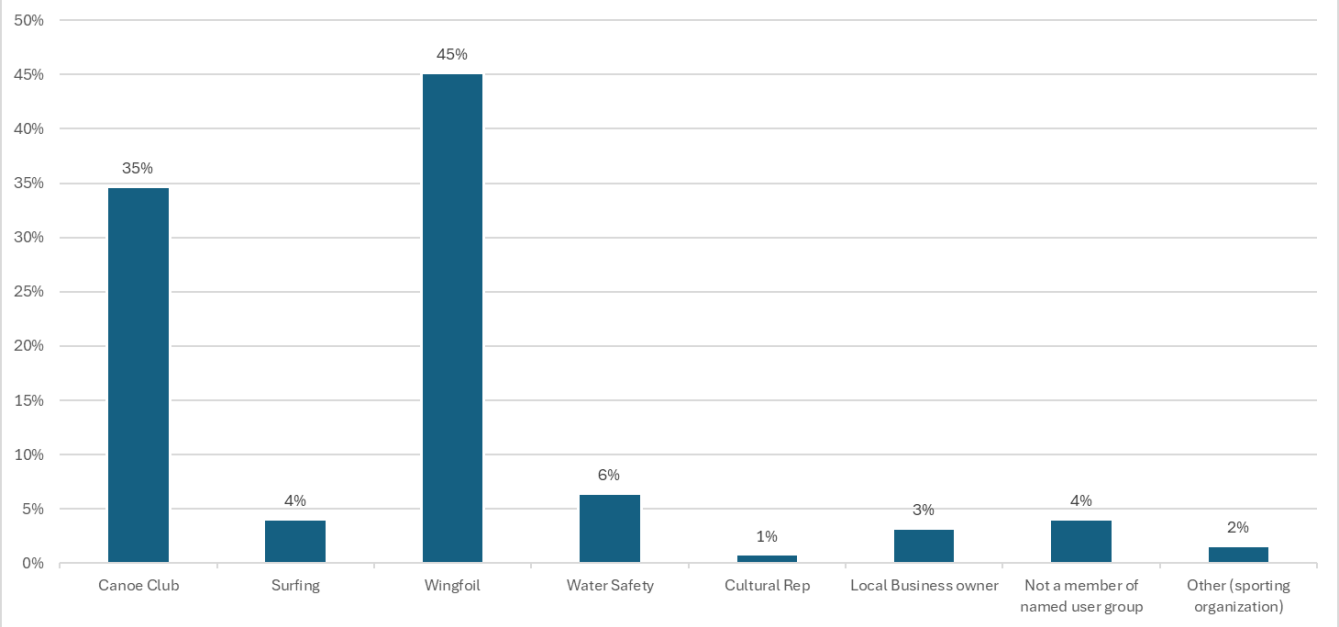

Figure 9 User group membership

Note that respondents could indicate membership of multiple groups, and the percentages shown in Figure 10 represent the proportion of responses that indicated membership of that group, i.e. the figures do not add to 100%. Almost one in 7 (14%) of the respondents indicated that they were members of more than one of the listed user groups. Only 6% of respondents were not a member of one of the groups listed in the survey.

2.4 Visit Experience (124 Responses)

Park users were asked to rate their experience on their most recent visit to Hoaloha Park on a five-point scale ranging from Pleasant to Unpleasant. They were then asked an open-ended question about factors that lead to that rating. Overall, two-thirds of respondents (67%) indicated that they had a positive experience at Hoaloha Park on their most recent visit. Around 15% of respondents rated the experience as neutral, while 18% respondents rated the experience as negative. Factors contributing to the overall enjoyment of the park visit are shown in Table 7.

Note that the column headings represent the overall rating of their entire park visit, not the rating of the thematic category. For example, if a person rated the overall experience as 'Neither unpleasant nor pleasant' and highlighted both positive factors and negative factors (e.g., good access and poor amenities), that is counted as one mention of 'Access' and one mention of 'Bathrooms', and contributes to the total mentions for both rows, recorded in the 'Neither unpleasant nor unpleasant' category.

Themes shown in Table 7 were based on categorization by the survey analysts. A brief explanation of each is provided below:

- *Access* – response mentioned ease of access, or the need to maintain or improve access for all user groups.
- *Bathrooms* – mention of the need for new amenities or greater cleanliness of existing porta-potties.
- *Cleanliness* – response mentioned need for trash receptacles or cleaning of the park itself (not the toilet facilities).
- *Community* – noted the benefits of communal use of the park, such as participation in club or group activities.
- *Canoe Clubs* – noted that membership of the canoe club contributed to their experience at the park.
- *Homeless Population* – noted that the presence of an unhoused population contributed to their rating. This was typically linked to comments about bathrooms, cleanliness or safety.
- *Paddling* – noted that paddling was part of their experience, but did not specifically mention membership of the canoe clubs.
- *Parking* – noted ease of or challenges associated with parking. Negative ratings were typically associated with mentioning that they did not wish to park near the east side of or the park where the unhoused population is located.
- *Safety* - typically associated with mentions of the unhoused population.
- *Showers* – noted the need for showers, or to allow general access to showers or water at the canoe clubs.
- *Weather Conditions* – highlighted the wave and wind conditions at the park as contributing to the overall experience.
- *Wingfoiling* – noted that the site is ideal for wingfoiling, particularly for learning.

Table 7 Key factors influencing the visitor experience

Response theme	Pleasant	2	Neither unpleasant nor pleasant	4	Unpleasant	% of responses
Access	6	2	1	1	0	5%
Bathrooms	3	7	8	5	7	15%
Cleanliness	6	2	3	3	4	9%
Community	15	0	0	4	0	10%
Canoe Clubs	13	3	0	1	0	9%
Homeless Population	4	5	2	3	1	8%
Paddling	5	1	0	0	0	3%
Parking	9	4	2	3	0	9%
Safety	4	2	1	1	0	4%
Showers	6	2	3	2	3	8%
Weather Conditions	20	0	1	0	1	11%
Wing Foiling	13	2	0	1	0	8%

Figure 10 shows the number of mentions and overall visit rating score by category. The themes used in this figure are the same as in Table 7.

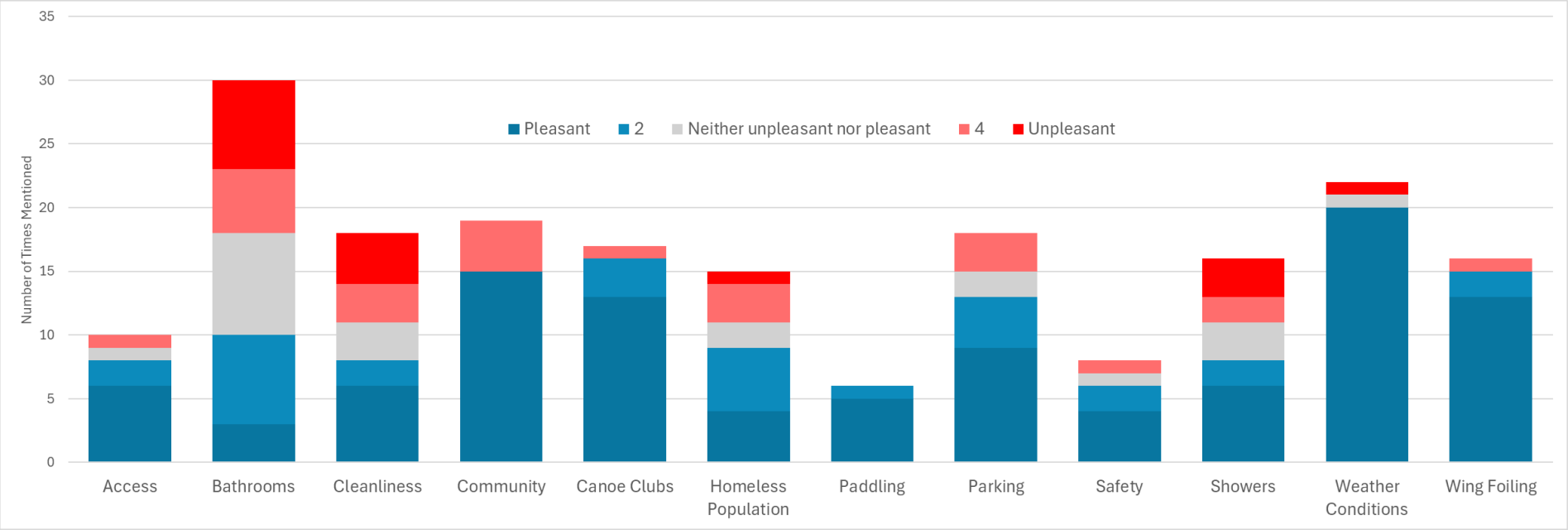

Figure 10 Factors influencing visitor experience, by topic and trip rating

Overall, the need for improved bathrooms was the greatest contributor to negative ratings for visits to the park. The suitability of the park for wingfoiling and paddling were the strongest contributors to positive ratings, as well as the strong sense of community generated by participation in group activities and knowledge of the historical cultural importance of the park. ***Please refer to the previous section for explanation of the categories shown in Figure 10.***

Negative ratings were largely connected to the lack of amenities or the condition of those facilities, particularly the condition of the portable toilet. Overall, 15% of responses raised bathrooms in their reasons for the rating, and the overall rating was more likely to be negative. The same was true for mentions of cleanliness (9% of responses), the local unhoused population (8% of responses) and safety (4%). Weather conditions (11%), a sense of community (10%), canoe club activities (9%), wind and wave conditions (11%), and opportunities for wingfoiling (8%) were all associated with positive overall ratings.

2.5 KEY PARK AREAS (140 RESPONSES)

A heatmap question format was used to identify key areas of the park, and asked respondents to click on the areas of the park where they spent the most time. Note that much of the recreation activity occurs in Kahului Harbor, which is accessed via the park but is not part of the park itself. The heatmap process identifies the park areas that experience the most intensive user pressure and are the key areas to be considered in any adaptation plan. Results collected from this question are shown in Figure 11. Red areas are identified as most important across all user groups, and also represent some of the areas of potential conflict between user groups.

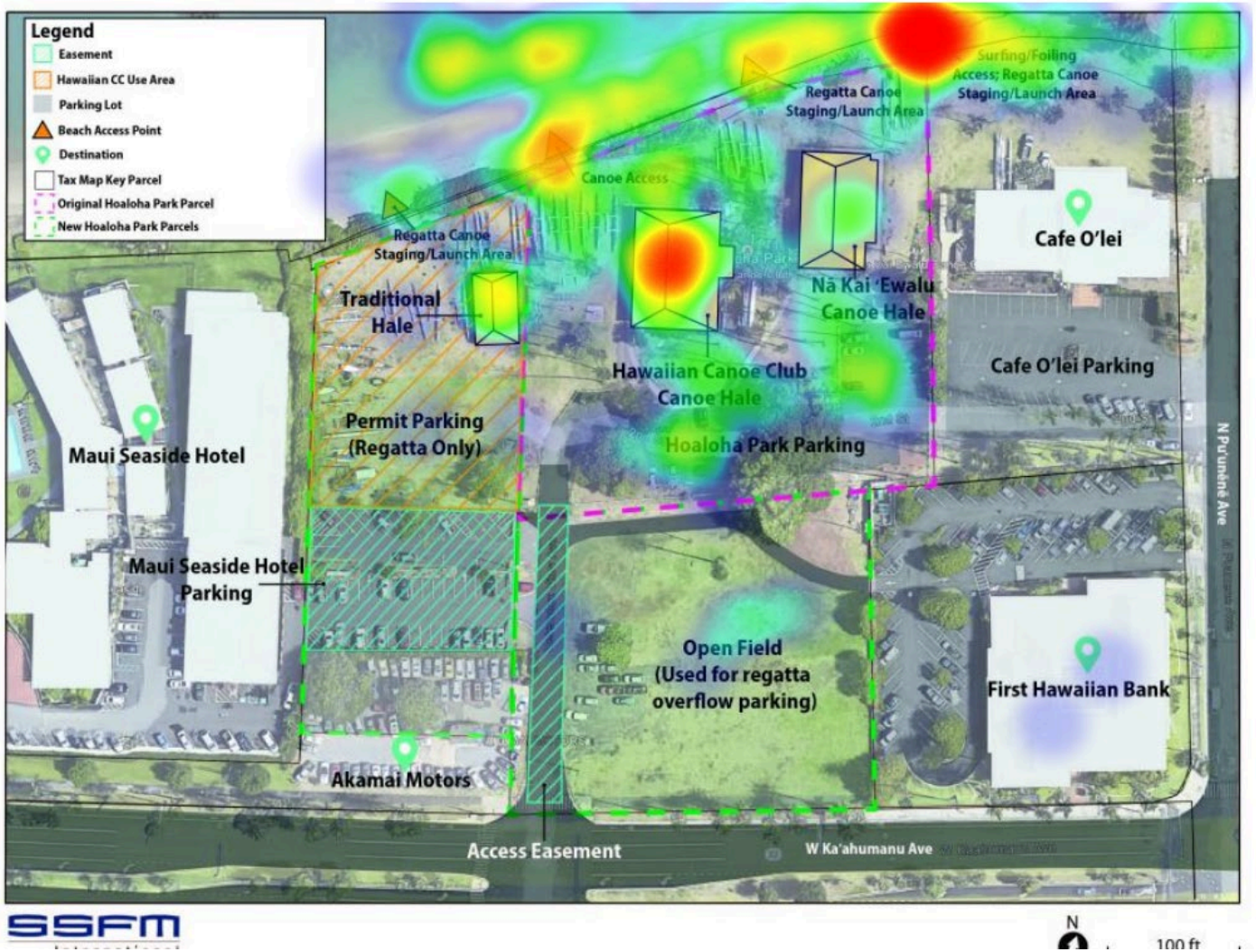

Figure 11 Hoaloha Park Key Areas - Combined responses of all user groups.

Key areas for park users are centered on the canoe clubs, the beach access points, and the grassy areas both behind the canoe clubs and in front of Café O'lei.

2.5.1 Key areas by user group

Separating the key areas by user group provides further information relevant to park management and selection of adaptation options for the future. Figure 12 shows the key areas identified by respondents who stated that they were members of a canoe club. Note that this includes those who considered themselves part of multiple user groups. This map indicates the importance of the canoe hales, particularly that of the Hawaiian Canoe Club. This is consistent with the desire expressed by PAC representatives, community members and survey respondents to maintain traditional uses of the park. Figure 13 shows the key areas for those who stated that they were members of the wingfoil user group. It highlights the importance of grassy areas on the east of the park, both mauka and makai of the canoe hales. It also highlights the importance of the grassy areas between the Nā Kai ‘Ewalu Canoe Hale and the newly installed fence at Cafe O’lei. Figure 14 shows the key park areas for those who did not identify themselves as either canoe paddlers or wingfoilers. It highlights the importance of beach access points to the west of the canoe hales, which are not key areas for the other user groups.

This information highlights focal areas for selection of adaptation options and design characteristics, and for improvement of existing recreational opportunities. It is also important to note that part of the hotspot in this location lies outside the park boundaries, highlighting the need for a collaborative approach to management of the shoreline of Kahului Harbor, and also opportunities to provide additional opportunities in partnership with adjacent landowners.

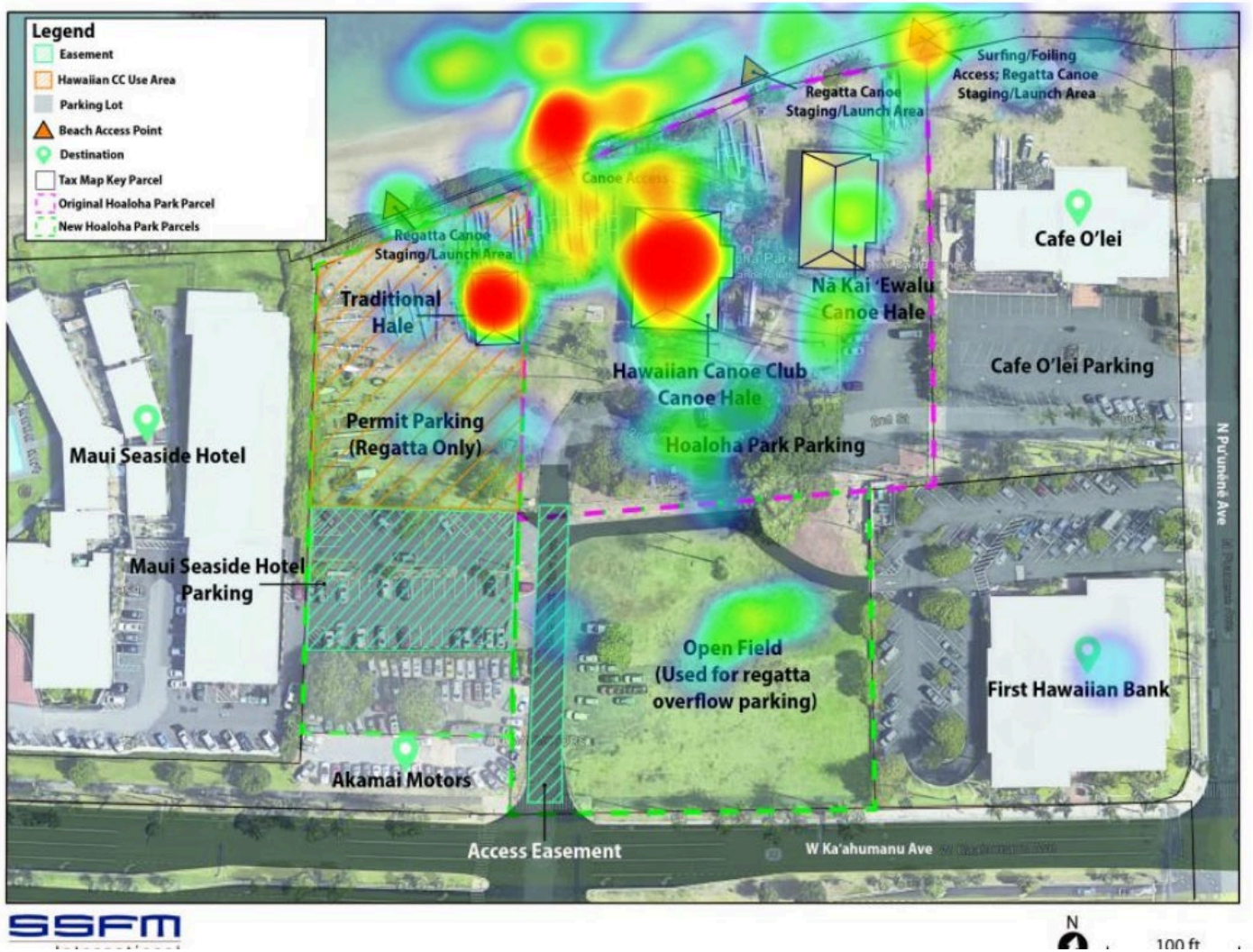

Figure 12 Hoaloha Park Key Areas - Canoe Club Members **(N=43)**

This figure shows the areas where people spend most of their time, for people who stated that they were part of the canoe clubs. This includes those who said they were members of multiple user groups. It highlights the importance of the Hawaiian Canoe Club, and also the open field used for overflow parking, which is subject to potential inundation.

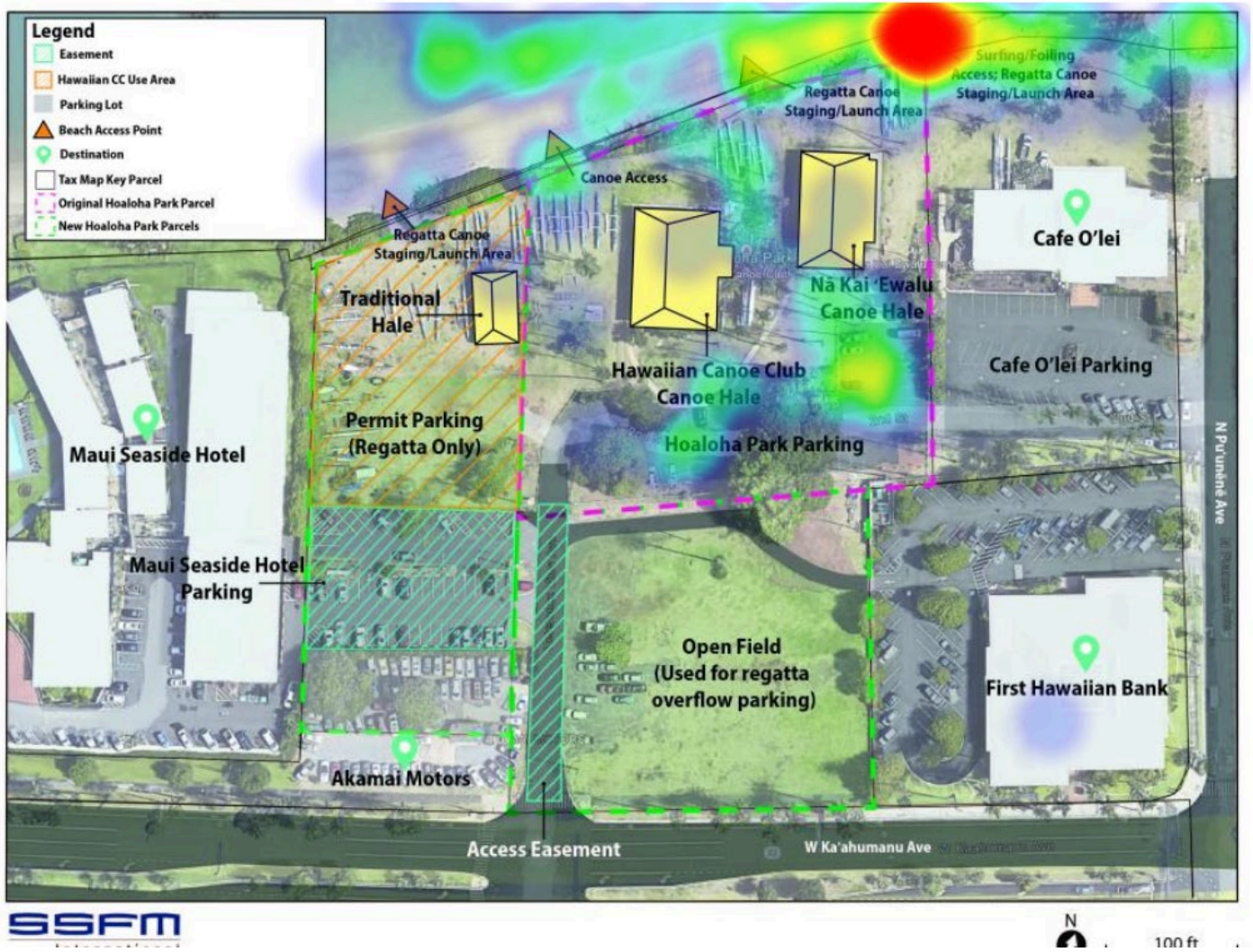

Figure 13 Hoaloha Park Key Areas – Wingfoilers **(N=56)**

This figure shows the areas where people spend most of their time, for people who stated that they were part of the wingfoil user group. This includes those who said they were members of multiple user groups. It highlights the importance of grassy areas mauka of the canoe clubs, and to the far eastern edge of the park, in front of Café O'lei.

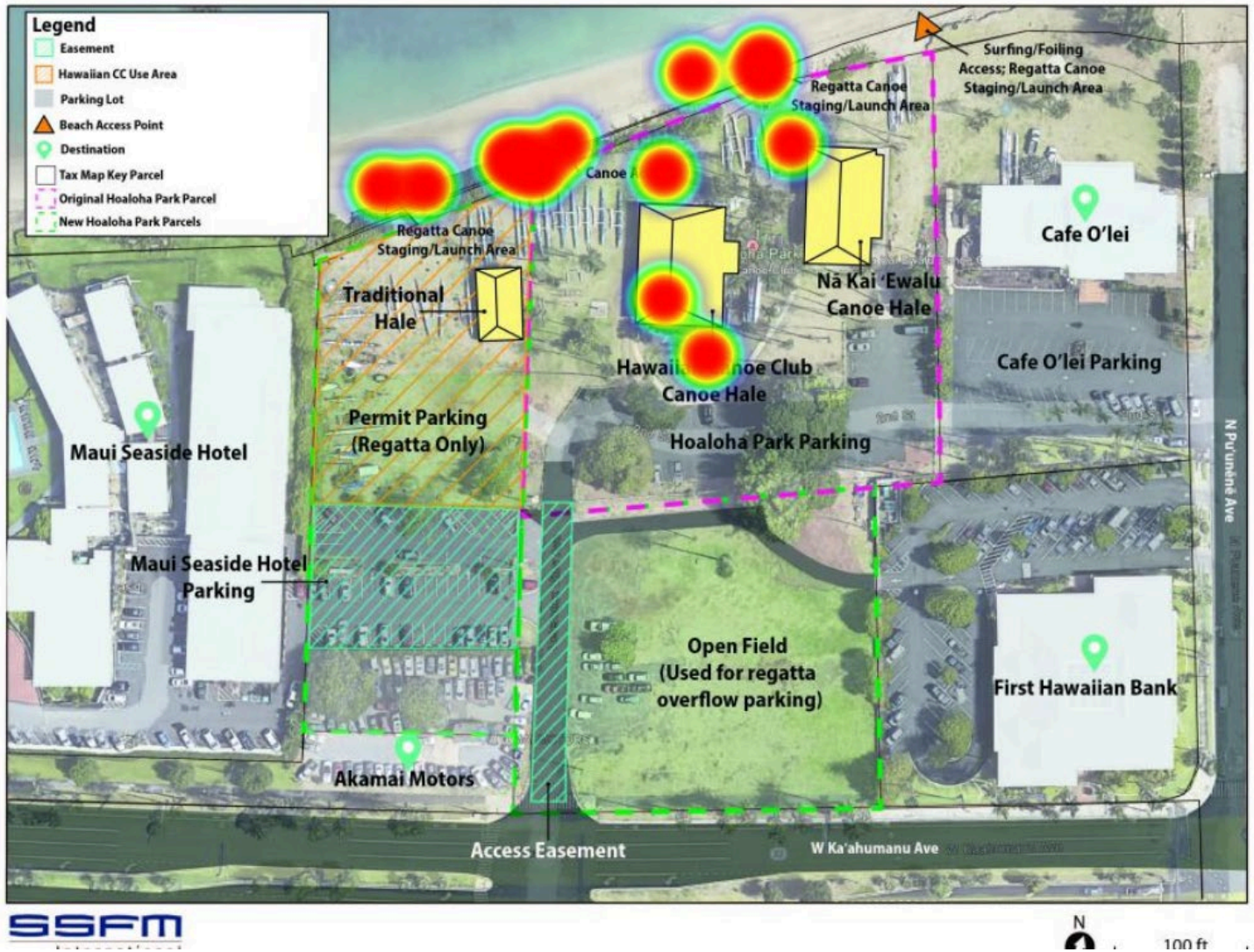

Figure 14 Hoaloha Park Key Areas - General Users **(N=46)**

This figure shows the areas where people spend most of their time, for people who were not members of either the canoe club or wingfoil user groups. It highlights the importance of beach access points further west than for the other user groups.

3 CLIMATE CHANGE AND ADAPTIVE MANAGEMENT

Two open-ended questions were included at the end of the survey to gather community concerns around climate change and coastal management, and more general comments on the future management of the park. This section summarizes the key themes expressed in the responses to those questions.

3.1 CLIMATE CHANGE AND COASTAL MANAGEMENT (93 RESPONSES)

There was a high degree of concern among survey respondents around climate change, which is unsurprising given the topic of the survey. A total of 61 responses (66%) indicated concern for climate change, with a further 9 responses (10%) indicating that while they did not consider climate change to be a big risk at Hoaloha Park itself due to the protection provided by the harbor breakwaters, they did consider climate change to be a concern for Maui in a broader geographic sense.

A small number of responses (3 of 93) were received advocating for proactive coastal adaptation interventions (including nature-based solutions). A further 6 responses were received that highlighted the need for any adaptation options to be nature-based, and sensitive to historical and cultural uses of the area. One response specifically advocated managed retreat as an adaptation option, while another response specifically stated that managed retreat is not normally appropriate, and that alternative measures to preserve the beach should be considered first, including sediment management, nourishment and wave mitigation strategies. It should be noted that approximately two thirds of responses were received prior to the community meeting, so respondents that were not members of the PAC may not have had significant knowledge about the potential range of adaptation strategies.

Around 7.5% of respondents indicated that they were not concerned about climate change. Other open-ended comments in this section noted that cleanliness, safety, the presence of a homeless population, crowding, traffic and pollution were more pressing issues. These responses constituted a small number of responses to this question, totaling 5 of 93 responses, and these topics are discussed in greater detail in the next section.

3.2 PARK MANAGEMENT (179 RESPONSES)

Respondents were able to list multiple concerns, so the total number of responses is greater than the number of respondents. The most commonly cited request for improvements was for improvement of the bathroom facilities, either through provision of an amenities block or by increasing the number and maintenance of the portable toilets provided at the park. This issue was raised 48 times, representing 27% of responses to this question. Other commonly mentioned facility improvements were requests to install showers and access to water for rinsing equipment (17 and 8 responses, respectively), and to improve cleanliness of the park through providing trash collection and cleaning the toilet facilities (16 responses). Concerns about safety were raised in 4 responses, and safety concerns were linked to the presence of an unhoused population in 12 responses (note that these two categories overlap).

Opportunities to improve the park facilities were raised in a number of categories, including development of a cultural or community center (5 responses), providing more vegetation or shade (7 and 5 responses, respectively), expanding the open space area (5 responses), and installing signage to inform people of the rules of harbor usage to reduce potential conflict between user groups (2 responses).

Importantly, while there was a desire for improvement of the existing facilities, this did not reflect a desire to increase the level of development within the park. Only one response suggested a desire for installation of exercise equipment, and responses indicated a desire to maintain and improve access to all existing users (22 responses), and to ensure that the level of development in the park does not increase but remains true to current and historical uses (13 responses).

4 CONCLUSIONS

The user profile survey identified the cultural value of Hoaloha Park as a regionally important location for multiple activities, and as a place of learning and connection. Survey respondents were avid park users, visiting on average twice per week in all seasons. Respondents were approximately evenly distributed across canoe paddlers, wingfoilers, and general park users who did not participate in either of those two activities. Hoaloha Park is a preferred location for training and coaching, due to the protected waters of Kahului Harbor, ease of parking, and central location.

The park and Kahului Harbor provide low-cost recreation opportunities, which still translate to a substantial annual recreation value. Average driving costs for survey respondents were $5.24 per park visit, with a median of $4.88. For the average visitor, visiting 2-3 times per week, this equates to $545-$818 per annum in travel expenditure associated with park visits, though these costs are spread across an average group size of 2-3 persons. Travel time costs for the driver are similar, with an average travel time cost of $5.11, and median travel time cost of $4.28. These time costs are additive for all passengers, rather than divided by the number of visitors, meaning an average time cost of more than $10 per visit. Due to the small sample size and non-random selection of respondents it is not possible to calculate the value to the broader community.

Notwithstanding the limitations outlined above, community preferences identified in this survey provide guidance both for park operations and for selection of adaptive management options in response to projected climate change impacts. Of particular importance is the identification of critical activity areas for different user groups, both through the heatmap questions and through analysis of the qualitative responses to the survey and through the community and project advisory committee meetings.