

HOALOHA PARK USER PROFILE SURVEY REPORT

A voluntary park user survey was conducted to better understand current and potential future users of Hoaloaha park, characteristics of typical park visits, and the value of the park as a regionally important location for recreational, educational, and cultural activities. The survey was distributed online and shared via Maui County Press Release and social media accounts, through members of the Hoaloaha Park Adaptation Plan Project Advisory Committee (PAC), and through a flyer handed out at summer canoe regatta events at the park.

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 Hoaloaha Park.



KEY FINDINGS

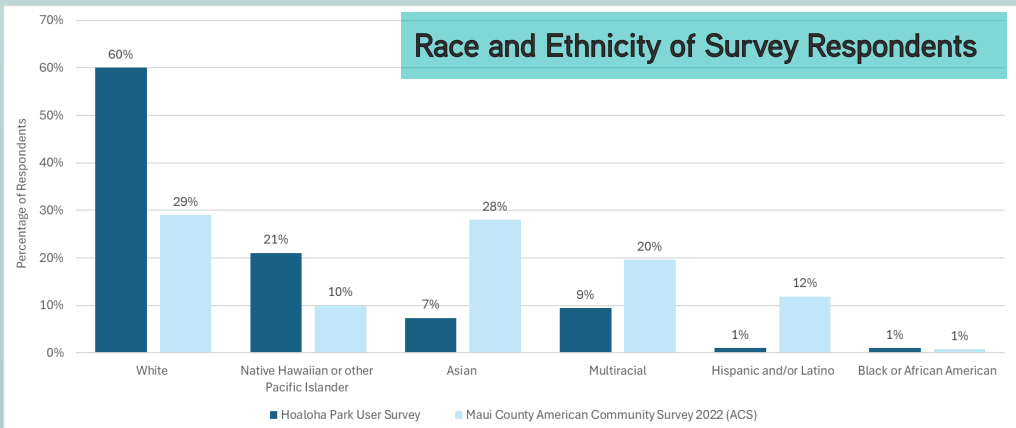
- Respondents indicated a need for public bathrooms and showers at the park as well as support for increasing native vegetation for erosion control and shade.
- Cultural importance of the site for canoe paddling and the traditional hale stem from Native Hawaiian and Pacific Islander (21% of respondents) park use.

OF TOTAL RESPONDENTS:

- 66%** use the park for canoe paddling or wingfoiling.
- 90%** are Maui residents who travel to the park from their home.
- 91%** drive to the park, with 40% visting from Central Maui.
- 66%** were over 55 years old, with none under 18
- 97%** utilize Hoaloaha Park because of its unique characteristics, not because it's close to home.

WHO VISITS HOALOHA PARK?

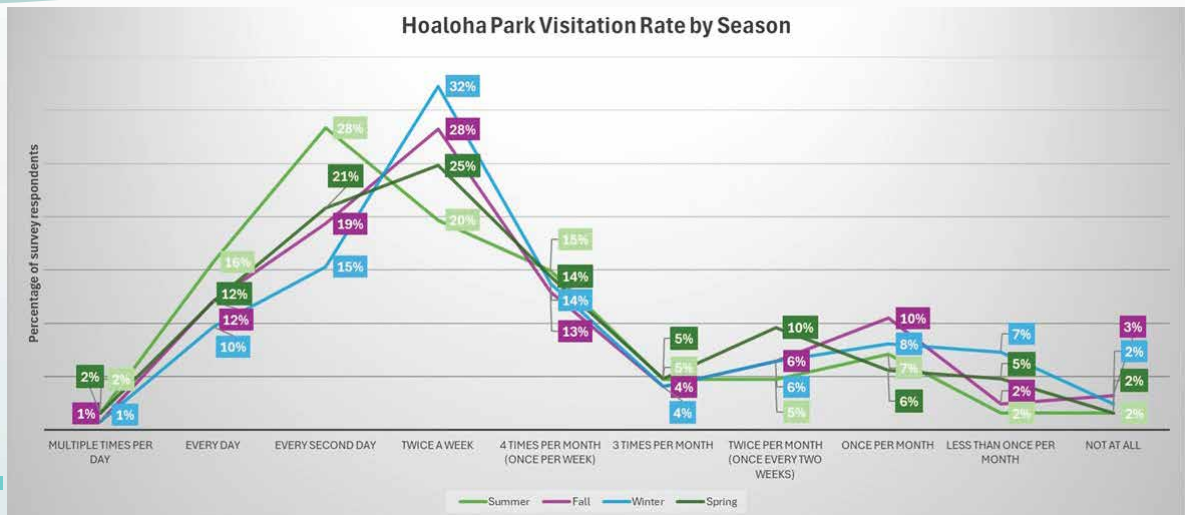
- Men and women were equally likely to visit the park.
- 35% of respondents were between 18-34 years old and 66% were over 55.
- 60% of survey respondents identified as White, 21% as Native Hawaiian or other Pacific Islander and 11% as Asian.
- Most respondents to the survey were members of one of the user groups represented on the Project Advisory Committee (PAC) [canoe club paddlers, surfers, wingfoilers, water safety personnel, cultural representatives, local businesses].



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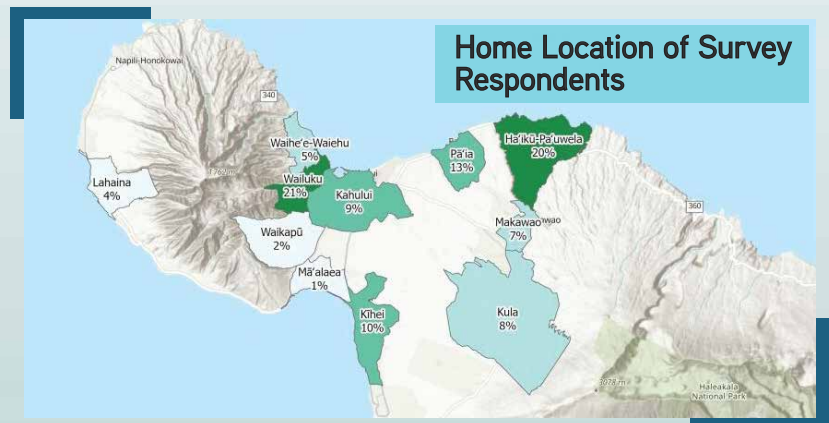
SEASONAL VISITATION

Park 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.



HOW DO PEOPLE GET TO HOALOHA PARK?

- > The majority of respondents (91%) visited the park using their own car.
- > Most visitors visit the park from central Maui.
- > Respondents indicated that they visited slightly more in the summer, however, most visitors indicated that they attend the park year round.

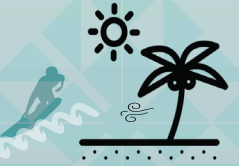


WHY DO PEOPLE VISIT HOALOHA PARK?

72% of park visitors indicated that their main motivation was to participate in either wingfoiling or canoe paddling within the harbor.



- > Some participants indicated that they use the grass lawn and sandy beach areas for setting up and organizing canoe and wingfoil equipment, or for watching participants in those two primary activities.



- > Other activities that respondents mentioned conducting in the park included sailing, fishing, dog walking, shell collection and people watching.
- > Approximately 5% of respondents noted that they engaged in multiple activities, which were typically some combination of standup paddling, canoe paddling, surfing and wingfoiling.

VULNERABILITY CONSIDERATIONS



The majority of survey respondents (66%) expressed a concern for climate change. A further 10% felt that climate change was a concern for Maui more broadly but less so for Hoaloaha Park due to the protected nature of the harbor.

ADAPTATION CONSIDERATIONS



Respondents advocated for nature based solutions in response to climate change. These included increasing vegetation, shade, giving consideration to sediment management and beach nourishment, and being sensitive to historical and cultural uses of the area. Respondents highlighted a desire to ensure that the level of development of the park does not increase.



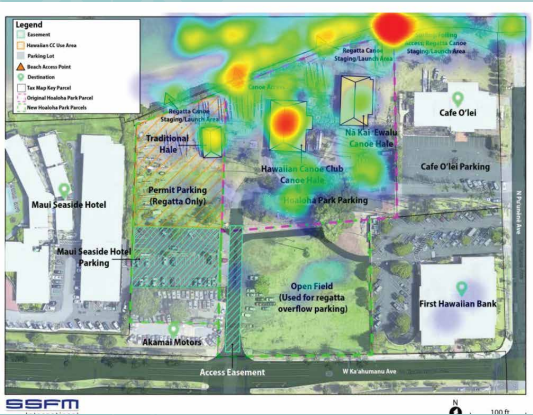
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WHAT PARTS OF HOALOHA PARK ARE USED MOST?

KEY AREAS BY USER GROUP

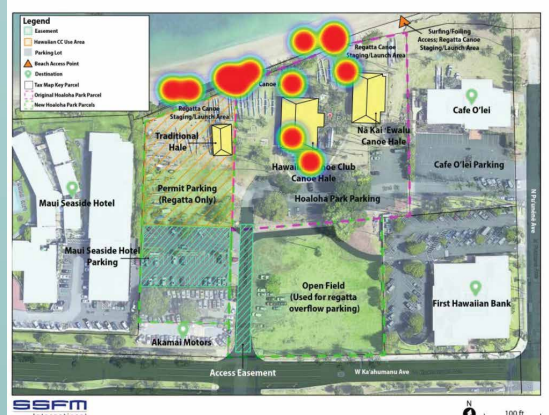
As part of the survey, respondents selected high use areas of the park by identifying locations on virtual maps. The results provide an overview on how the park is used and utilized by denoted groups. These maps indicate that the Canoe Club generally stays adjacent to the Canoe Hales and the mauka parking lot. Wing foilers stage on the grassy area between the Na Kai 'Ewalu Canoe Hale and Cafe O'Lei, while additional beach recreation goers use the western beach access point.

ALL USER GROUPS COMBINED



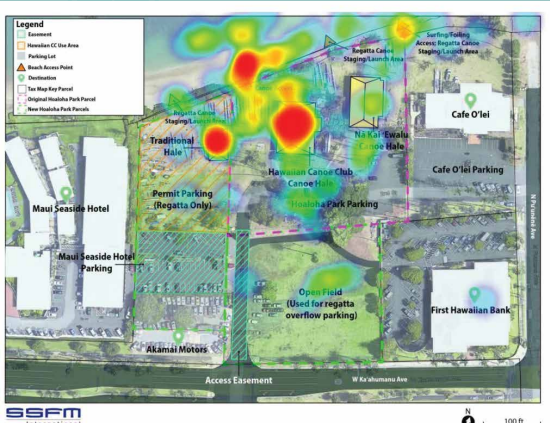
Key areas include canoe clubs, beach access points, and the eastern beach access point.

GENERAL USERS n=46



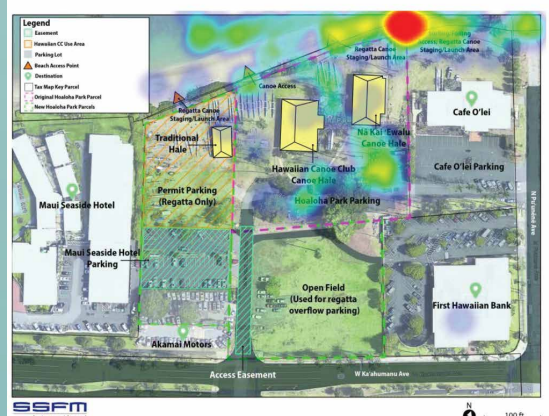
Areas used most by non canoe or wingfoiler group members.

CANOE CLUB MEMBERS n=43



Areas where people part of the canoe clubs spend most of their time.

WINGFOILERS n=56



Areas where people part of the wingfoiler user group spend most of their time.

HOW TO GET INVOLVED

Community input will be critical to shape the vision and adaptation plan for Hoaloaha Park. There will be a variety of ways to get involved and make your voice heard.



Visit the Project Website

Visit www.mauicounty.gov/2787/Hoaloaha-Park-Adaptation-Plan to learn more about the project and sign up for emails.



Attend Community Events

Share your mana'o at an upcoming public event or online open house.

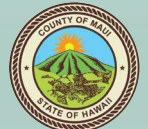


Send Us Your Comments

Submit your comments on the draft plan or email us directly.

For more information, please contact

County of Maui Department of Parks & Recreation



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