

West Maui Commuter Needs Survey: Transportation Demand Management Opportunities



January 2007

Lahaina **Bypass.com**
Now

This page left intentionally blank

Table of Contents

THE SURVEY

Motivation_____	1
Sample Selection _____	1
Survey Administration _____	1
Response Rate_____	1

TRANSPORTATION DEMAND MANAGEMENT

Transportation Demand Management Opportunities_____	2
---	---

TRANSIT

Introduction_____	3
Transit Ridership Based on Profession and Residential Location_____	4
Ridership of Various Routes_____	5
Significant Findings_____	5
Measures to Increase Ridership_____	7
Recommendations _____	8
Cost of New Services_____	8
Appendix_____	9

CARPOOLING

Introduction_____	13
Carpooling by community, work location and profession_____	13
Benefits to Employees and Employers_____	15
Recommendations_____	16
Employer-Based Strategies_____	16

TRANSPORTATION ALLOWANCE

Introduction_____	19
Cost of Parking_____	19
How the Transportation Allowance Works_____	19
Employer Benefits_____	21

TRANSPORTATION MANAGEMENT ASSOCIATION

Introduction_____	23
Transportation Management Association_____	23
Vanpools_____	24
EcoPass_____	26
Guaranteed Ride Home_____	26

APPENDIX

West Maui Commuter Needs Fact Sheet_____	27
West Maui Commuter Needs Survey Results_____	32

This page left intentionally blank

The Survey

MOTIVATION

The West Maui Commuter Needs Survey was an outgrowth of an initiative by human resource managers at West Maui resorts who were concerned about the effects of daily commuting on their employees. To improve travel conditions for workers, it is essential to understand current travel patterns and needs. Previously, large transportation planning decisions were made simply using anecdotal evidence. This survey was designed to provide information about origins and destinations of work commute trips, the duration and distance of the work commute, vehicle occupancy rates, and the financial burden commuting imposes on West Maui employees. The results of this survey will be used to formulate short and long term solutions to address the challenges these employees face. Opportunities for new transit routes, carpooling and vanpooling will be highlighted. The data collected for this report will also be invaluable for Hawaii State DOT, Maui County transportation planners, and the Public Works Department. The survey was administered by Lahaina Bypass Now (LBN), and was made possible through contributions from Starwood Vacation Ownership, Maui Land & Pineapple Company and through significant in-kind contributions from the numerous participating companies including distribution, oversight and collection of the survey.

SAMPLE SELECTION

Employees were targeted for inclusion in the study through a two-step process: First, a group of employers was chosen; then employees from within the selected organization were asked to participate. The list of potential employers to be targeted was generated from several sources but the largest was a list of employers from infoUSA, a marketing company with a proprietary database of US businesses. This list was supplemented with members of the Transportation Hui, members of the Chamber of Commerce, public agency/governmental entities, and other contacts of Lahaina Bypass Now (LBN).

The background and purpose of the study were explained to each participating employer individually. Participating organizations were instructed that each employee should be given the chance to complete the survey. Sampling instructions were provided if it was too cumbersome for organizations to survey every employee.

SURVEY ADMINISTRATION

The employee-survey packet included survey implementation instructions, a survey tracking form, and instructions for sending completed questionnaires to the consulting firm responsible for data analysis. Participating employees could enter a random prize drawing for one of ten \$100 gift certificates to a local grocery store. The packet instructed participants to submit the entry card with their contact information at the same time they submitted a completed survey. Surveys were distributed beginning September 13, 2006 and due by October 11, 2006.

RESPONSE RATE

Of the 151 employers selected to participate, 55 employers turned in at least one completed questionnaire for an overall employer response rate of 36%. Based on estimates from the database (which included broad categorizations of organization size) or survey tracking forms, about 7,045 employees work for these 55 companies. A total of 2,433 completed questionnaires were received, yielding a response rate of about 35%. It was estimated that just over 10,000 employees work for the 151 organizations that were originally sampled for the study. Thus, the overall employee response rate was approximately 24%. Due to the relatively large sample size (2,400 surveys), the margin of error is about 2% and the data should be regarded as highly accurate.

Transportation Demand Management

TRANSPORTATION DEMAND MANAGEMENT OPPORTUNITIES

As mentioned above, the primary motivation for this survey was to better understand employee commuting patterns and to recommend programs that provide these employees with alternatives to driving alone to work.

In this regard, the data from the survey is promising. Several key components of West Maui commutes suggest a strong latent demand for additional transportation demand management (TDM) programs, including:

- **35% of employees commute over 25 miles one way to work.** TDM measures are most effective when commute distances are long. Employees with long commutes can save more money taking transit or carpooling than those with shorter commutes. Further, accessing the bus stops from home and work, waiting for the bus, and picking up carpoolers all take time. As trips become longer, these segments of delay compose a shorter percentage of the total trip, making transit and carpooling more attractive.
- **82% of all workers come straight to work.** For obvious reasons, transit and carpooling works best when employees do not need to make stops on the way to work.
- **65% find the amount of traffic congestion on their commute either annoying or intolerable.** Many employees are likely ready to try alternatives to driving (86% at the time of survey).
- **72% do not need transportation during the day.** One reason people drive is the need for a personal vehicle for errands and work-related purposes during the day.

This report is split into four chapters based on TDM options: transit, carpooling, vanpooling, and a unique program called a transportation allowance. The first part of the transit and carpooling sections highlights current employee groups that use these two modes to get to work. The data is stratified by home location, work location, type of profession and other relevant measures. Then, using data from the survey, opportunities for additional services and programs are presented. Finally, each section details specific program recommendations, including benefits, barriers, and rough cost estimates.

Transit

INTRODUCTION

The purpose of this section of the TDM report is to identify existing transit use and identify future opportunities. Data gathered in the travel survey has been used to quantify employee benefits, including travel time reductions, personal transportation cost reductions, increased travel options, and program participation. Based on this data, transit specific recommendations have been made and are located at the end of this chapter.

This chapter is organized into four sections:

- **Current Transit Use** - Analyzing current trends in transit use is an excellent way to estimate where additional opportunities for transit use exist. This section stratifies bus ridership by profession, home location, work location, bus route, and access mode.
- **Market Opportunities** - This section expands on the significance of the data collected and creates the foundation for specific recommendations.
- **Specific Recommendations** - In this section, specific recommendations are made based on the issues raised in the travel survey.
- **Appendix** - The appendix contains existing bus routes and schedules.



Transit

TRANSIT RIDERSHIP BASED ON PROFESSION

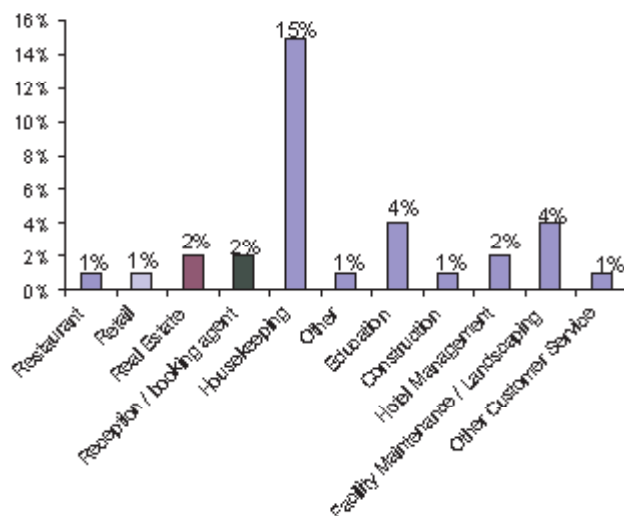
Transit data from the survey was stratified based on profession. Housekeepers had the highest transit mode split of any job type, with 15% of these employees taking the bus. This percentage is almost four times as high as that of the next job type. In terms of absolute numbers, housekeepers represented the largest share of transit riders. Of all bus riders, 44% were housekeepers.

The survey revealed some important data about housekeepers:

- 49% left home before 6:30am to get to work
- The average commute distance was higher than any other group except for those in the construction industry
- 85% came straight to work, making no stops
- 56% left work between 4:00 and 5:00pm
- 48% work in Ka'anapali
- 26% live in Kahului and 18% live in Wailuku

This data suggests there is a strong demand for transit between Kahului and Ka'anapali before 6:30am.

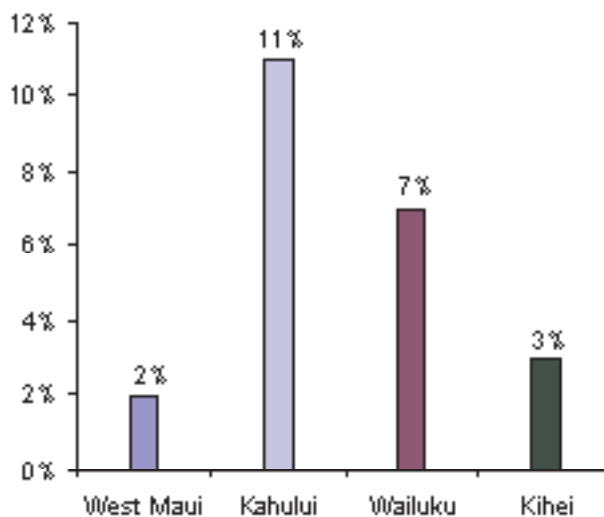
Bus Ridership in Various Professions



TRANSIT RIDERSHIP BASED ON RESIDENTIAL LOCATION

There are several noteworthy trends related to the home location of West Maui employees and bus ridership. Kahului and Wailuku showed impressive transit mode splits. Kahului, where 12% of West Maui employees live, showed an 11% transit mode share. Wailuku, where 14% of West Maui employees live, showed a 7% transit mode share. Said another way, of those who took the bus, 35% live in Kahului, and 25% live in Wailuku.

Bus Ridership from Various Residential Locations

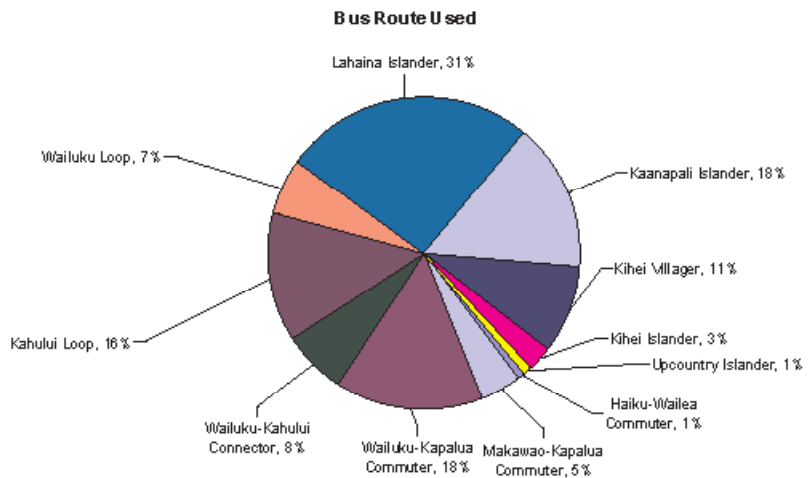


Current Transit Use

Transit

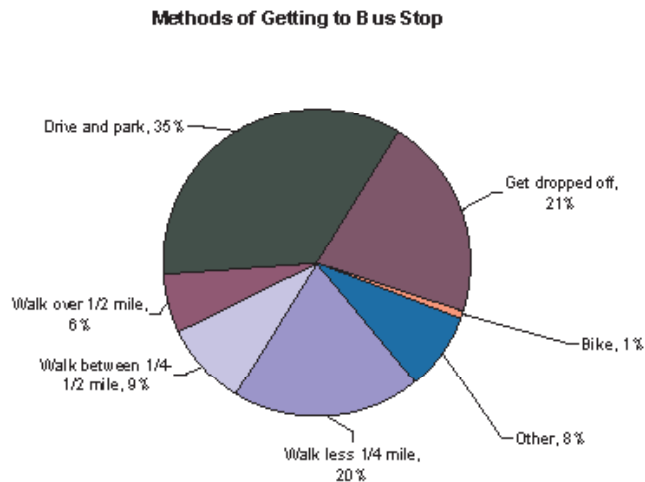
RIDERSHIP OF VARIOUS ROUTES

The Lahaina Islander accounted for 31% of all transit trips while the Ka'anapali Islander and Wailuku - Kapalua Commuter served 36% of all transit trips. The Kahului Loop made up 16% of all transit trips. In combination, these four routes handled over 80% of the employee transit ridership.



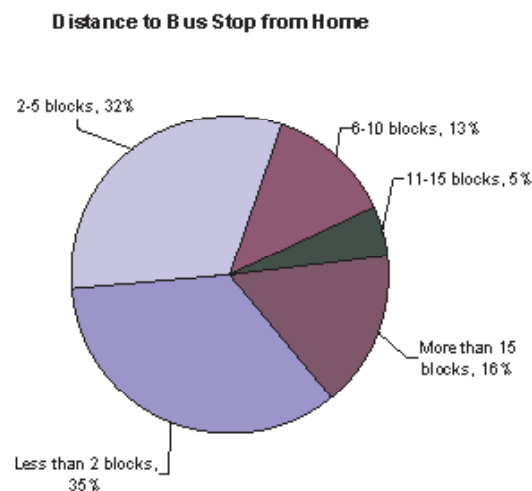
ACCESSING BUS STOPS

About 35% of bus riders walk to access a bus stop, 35% drive and park and 21% are dropped off by a third party.



BUS STOP LOCATIONS

Fifty-three percent of employees do not know where the bus stop nearest to their home is located. Of those employees who do know where the nearest bus stop to their home is located, over two-thirds have a bus stop within five blocks, or under half a mile. Only 21% of survey respondents have a bus stop that is more than 10 blocks, or about one mile away.



Transit

SIGNIFICANT FINDINGS

Significant findings from the survey are summarized below:

- **Creating new routes and modifying existing ones to better meet the needs of housekeepers could increase transit ridership.** Specifically, additional early morning routes from Kahului to Lahaina, or a direct route from Kahului to Ka'anapali could have significant ridership.
- **The highest demand for transit to West Maui appears to originate from the Wailuku-Kahului area.**
- **Although there is only one bus each day, the Wailuku- Kapalua Commuter served 18% of total transit trips for West Maui employees.** There is likely latent transit demand for this corridor that could be captured with additional buses.
- **The fact that 53% of employees do not know where the nearest bus stop is located suggests that many employees have not considered taking transit to work.** Many people who live within walking distance of a stop are not taking the bus. Only 11% of those who both know the location of the nearest stop and have a stop located within 5 blocks of their home take the bus.
- **Creating new routes or redesigning existing routes to create better access to bus stops is unlikely to increase ridership considerably.** A marketing program that increases awareness of transit routes, hours of operation and destinations will likely be more effective at increasing ridership.
- **Proximity to bus stops.** As noted above, over half of employees who know the location of a bus stop live within walking distance of it.
- **43% of those who ride the bus ride five times or less each month.** The large pool of employees who ride the bus infrequently are prime candidates for increased ridership. These are employees who know the schedules and the routes, are at least somewhat compatible with the bus schedules. The next section describes measures to encourage employees to increase bus ridership.



Market Opportunities

Transit

MEASURES TO INCREASE RIDERSHIP

Measures beyond offering increased transit service can be used to encourage employees to take the bus. Several questions on the West Maui Commuter Needs Survey were asked to determine if specific transportation measures would attract new transit riders. Many other communities have found that adding a guaranteed ride home program and/or free transit passes increased ridership. In this survey, employees were asked if the following measures were “very likely,” “somewhat likely” or “not at all likely” to get them to consider taking transit.

- Your employer gave you a free bus pass
- You could take a direct bus route (you would not have to transfer between buses)
- There was more bus service (buses came more often)
- You were guaranteed a free ride home in case of an emergency
- There was a daycare center located at your work
- If all of the conditions above existed

The results of these questions varied depending upon home location of the survey respondents. In Kahului and Wailuku 39% of employees said a direct bus (no transfers) would make it very likely for them to consider taking transit to work. Responses were similar in these two communities for additional bus service. It should not be expected, however, that with increased transit service, close to 40% of employees would take the bus. Often in stated preference surveys propensity to take transit is higher than what is witnessed in practice. Still, 39% of employees suggesting they would be very likely to consider taking transit with a direct bus is encouraging.

Guaranteeing a ride home in case of emergency also had positive response in Kahului, Wailuku and Kihei. Respectively, 38%, 43% and 41% of employees living in these communities indicated that they would be very likely to consider taking transit if a guaranteed ride home program existed. Conversely, almost half of all employees said that having their own car available in case of emergencies was a very important consideration in driving to work. The data show that under all measures, employees in West Maui were much less likely to consider transit than the other communities.

**PERCENTAGE OF EMPLOYEES BY HOME LOCATION “VERY LIKELY” TO CONSIDER
TRANSIT UNDER EACH MEASURE**

	Free Bus Pass	No Transfers	More Frequent Service	Guaranteed Ride Home	Daycare at Work	All Conditions Exist
West Maui	22%	25%	27%	27%	14%	28%
Kahului	37%	39%	37%	38%	20%	43%
Wailuku	37%	39%	41%	43%	20%	46%
Kihei	36%	45%	45%	41%	15%	46%
Up Country	21%	35%	36%	40%	13%	37%

Transit

RECOMMENDATIONS

The survey indicates that increased direct bus service between Central Maui and West Maui would be well used by employees. Specifically, the commute from Kahului and Wailuku to Lahaina and Ka'anapali appears to currently be underserved.

1. Increase the frequency of the Makawao-Kapalua Commuter There is currently only one scheduled direct bus each day between Kahului and Ka'anapali. This is the Makawao-Kapalua Commuter which leaves Pakaula Street in Kahului at 6:10AM. The survey data warrants an increase in service of this route to four departures from Pakaula Street in the morning and four returning buses in the afternoon. A bus should leave Pakaula Street every 20 minutes from 5:50am to 6:50am.

2. Increase the frequency of the Wailuku-Kapalua Commuter There is only one scheduled direct bus each day between Wailuku and Kapalua. The survey data warrants an increase in service of this route to three departures leaving the War Memorial in the morning, and three returning in the afternoon. A bus should leave Wailuku for Kapalua every 30 minutes between 5:55am and 7:25am.

3. Introduce a direct service between Kihei and Ka'anapali Eight percent of West Maui employees live in Kihei, but no direct service between these locations exists. The survey data warrants implementation of one new route with direct service from Kihei to Ka'anapali. This initial route should leave Kihei at 6:00am. Additional service should be added if and when this route becomes well used.

4. Maintain the monthly pass program The survey data suggests that more employees would consider taking transit if their employers offered a subsidized pass. It is important that Maui County Transit continue this monthly pass option and facilitate purchasing of this pass by West Maui employers.

COST OF NEW SERVICES

At the time of this report, Maui County Transit reported that the cost for one hour of bus service for a 25 passenger Maui County Transit vehicle was \$62 per hour. If a motor coach, seating 65 persons, is needed for a particular route, then this must be leased from Roberts Hawaii for \$92 per hour. Given the round trip travel time, layover time and the time it takes for a transit vehicle to access the first stop along the route, the total additional daily costs for the above services would be \$1300 to \$1900 a day, depending on which transit vehicle is selected. This is equivalent to \$340,000 to \$500,000 annually.

There may be some opportunity to reroute some existing local services to commuter services. The Kihei Villager, which runs 32 routes per day between Kihei and Ma'alaea is currently underutilized. Between August 2006 and October 2006, the average number of boardings per route was only 1.3. These buses could be rerouted to serve the Kihei to Ka'anapali corridor to avoid new capital expenses of buying new busses.

Even with some schedule adjustment, the above recommendations will require additional funding. Maui County Transit has done a commendable job implementing commuter services with their current budget. Additional funding would be needed to continue this success.

Transit

APPENDIX

<http://www.mauicounty.gov/departments/Transportation/commuterbus.pdf>

HAIKU-WAILEA COMMUTER: ONE-WAY FARE \$1.00

LOCATION	TIME
HAIKU COMMUNITY CENTER	5:40 AM
PAIA COMMUNITY CENTER	5:55 AM
PAKAULA ST (NEAR HOME DEPOT)	6:10 AM
PI'ILANI VILLAGE SHOPPING CENTER	6:30 AM
WAILEA HOTELS	6:50 AM
WAILEA HOTELS	4:30 PM
PI'ILANI VILLAGE SHOPPING CENTER	5:00 PM
PAKAULA ST (NEAR HOME DEPOT)	5:25 PM
PAIA COMMUNITY CENTER	5:45 PM
HAIKU COMMUNITY CENTER	6:00 PM

MAKAWAO-KAPALUA COMMUTER: ONE-WAY FARE \$1.00

LOCATION	TIME
EDDIE TAM GYM (TENNIS COURT LOT)	5:40 AM
PUKALANI COMMUNITY CENTER (BELOW POOL)	5:50 AM
PAKAULA ST (NEAR HOME DEPOT)	6:10 AM
LAHAINA CANNERY MALL	6:45 AM
KA'ANAPALI HOTELS	7:00 AM
NAPILI	7:10 AM
RITZ CARLTON	7:20 AM
RITZ CARLTON	4:00 PM
NAPILI	4:10 PM
KA'ANAPALI HOTELS	4:30 PM
LAHAINA CANNERY MALL	4:40 PM
PAKAULA ST (NEAR HOME DEPOT)	5:25 PM
PUKALANI COMMUNITY CENTER (BELOW POOL)	5:50 PM
EDDIE TAM GYM (TENNIS COURT LOT)	6:00 PM

Operated By

 (808) 871-4838

RESERVATIONS ARE REQUIRED

CALL 871-4838

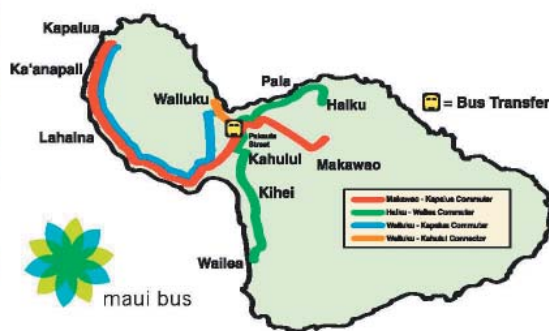
No later than 3:00 p.m.
for next day service

MONTHLY PASS \$25.00

WAILUKU-KAPALUA COMMUTER: ONE-WAY FARE \$1.00

LOCATION	TIME
WAR MEMORIAL	6:15 AM
WAIKAPU	6:30 AM
KA'ANAPALI HOTELS	7:05 AM
NAPILI	7:25 AM
RITZ CARLTON	7:45 AM
RITZ CARLTON	4:15 PM
NAPILI	4:25 PM
KA'ANAPALI HOTELS	4:45 PM
WAIKAPU	5:30 PM
WAR MEMORIAL	5:45 PM

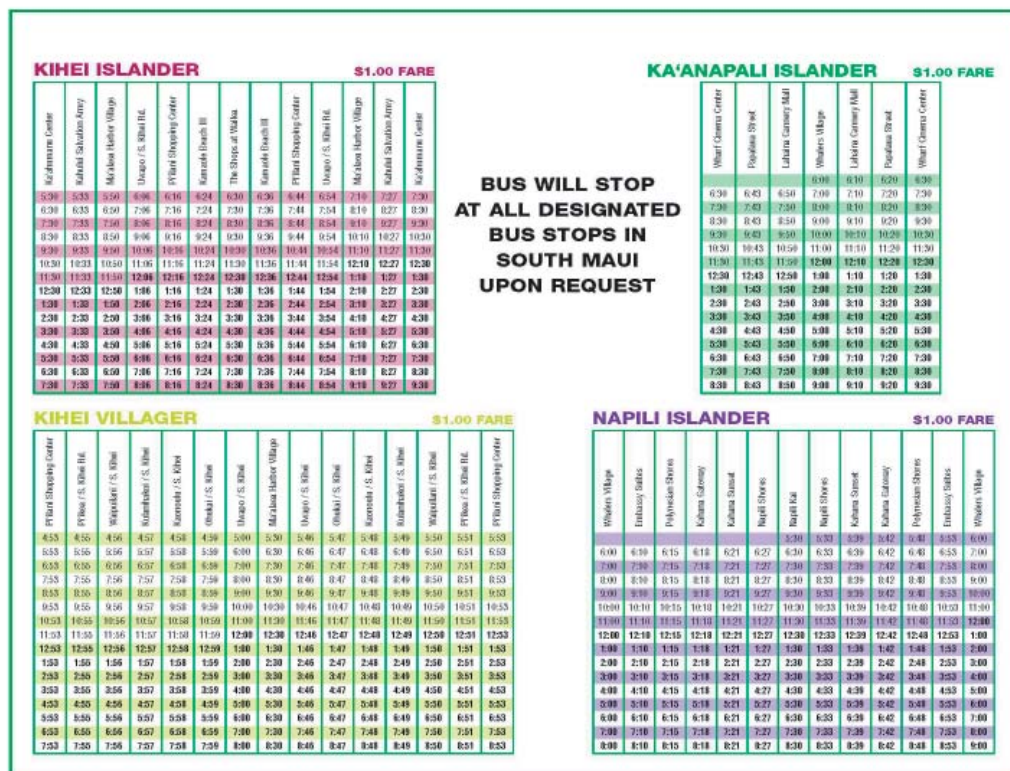
**SERVICE SEVEN DAYS A WEEK
INCLUDING ALL HOLIDAYS**



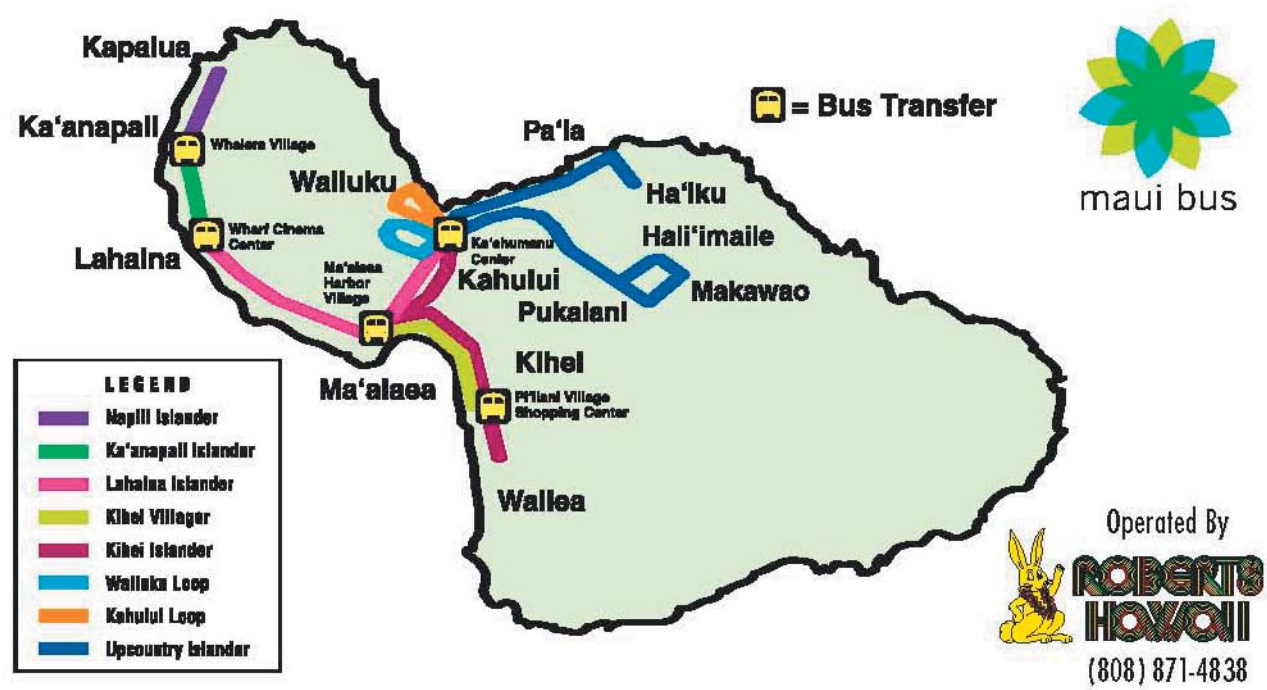
WAILUKU-KAHULUI CONNECTOR: ONE-WAY FARE \$1.00

LOCATION	TIME
SACK N SAVE	5:30 AM
WAILUKU COMMUNITY CENTER	5:40 AM
WAR MEMORIAL	5:50 AM
QUEEN KA'AHUMANU CENTER	5:55 AM
PAKAULA ST (NEAR HOME DEPOT)	6:10 AM
KAISER CLINIC	6:25 AM
MAUI MEMORIAL MEDICAL CENTER	6:30 AM
STATE BUILDING	6:40 AM
HARBOR LIGHTS	6:50 AM
SACK N SAVE	6:54 AM
HAWAIIAN HOMES	6:59 AM
HALE MAHAOLU EKOLU	7:01 AM
PI'IHANA TERRACE	7:06 AM
KAHEKILI TERRACE	7:08 AM
WAILUKU POST OFFICE	7:22 AM
OOKA SUPERMARKET	7:25 AM
KA HALE AKE OLA	7:30 AM
STATE OFFICE BUILDING	7:35 AM
MAUI LANI CLINIC	7:40 AM
MAUI MEMORIAL MEDICAL CENTER	7:43 AM
KAISER CLINIC	7:45 AM
STATE BUILDING	4:40 PM
MAUI MEMORIAL MEDICAL CENTER	4:55 PM
KAISER CLINIC	5:00 PM
QUEEN KA'AHUMANU CENTER	5:10 PM
PAKAULA ST (NEAR HOME DEPOT)	5:25 PM
WAR MEMORIAL	5:40 PM
WAILUKU COMMUNITY CENTER	5:50 PM
SACK N SAVE	6:00 PM

<http://www.county.maui.net/bus/busschedule.pdf>



Transit



This page left intentionally blank

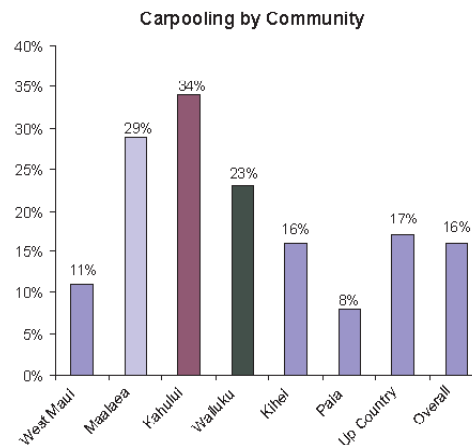
Carpooling

INTRODUCTION

Carpooling is the second most used option for getting to work on West Maui behind driving alone. Employees who carpool may live and/or work in separate locations, but they choose to travel together. The carpooling data from the travel survey have been graphically depicted and summarized on the following pages.

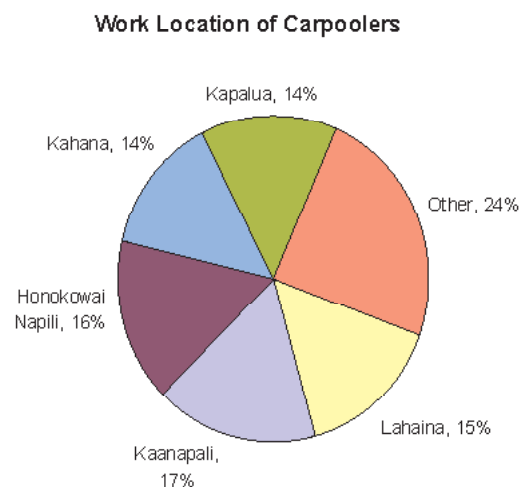
CARPOOLING BY COMMUNITY

The percentage of carpoolers in a community varied widely. Kahului and Maalaea are the strongest carpooling communities with 34% and 29%, respectively.



WORK LOCATIONS OF CARPOOLERS

The work locations of carpoolers were evenly distributed throughout West Maui. The highest concentration of carpoolers was in Ka'anapali.



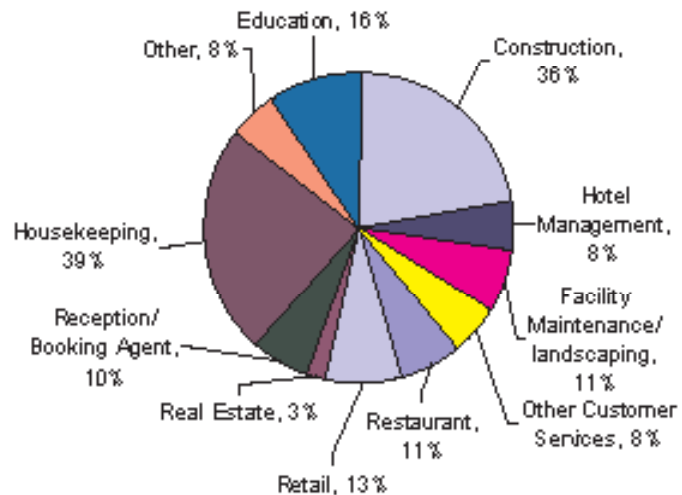
Carpooling

Number of Times Employees Carpooled		How many times a month did you carpool?					
		1-2 Times	3-5 Times	6-10 Times	11-15 Times	16-20 Times	>20 Times
What place do you live in or closest to?	West Maui	22%	31%	6%	6%	27%	8%
	Kahului	10%	23%	15%	4%	38%	10%
	Wailuku	20%	17%	14%	10%	26%	13%
	Kihei	30%	16%	12%	12%	20%	10%
	Up Country	22%	16%	16%	11%	27%	8%
	Other	20%	40%	20%	0%	20%	0%

Profession of Carpoolers

PROFESSIONS OF CARPOOLERS

As with transit use, housekeepers had the highest mode split of any job type, with 39% of housekeepers carpooling. The construction industry was a close second with 36% of workers choosing to carpool.



Percent that Carpooled		Where is your work location?				
		Lahaina	Ka'anapali	Honokowai / Napili	Kahana	Kapalua
What place do you live in or closest to?	West Maui	9%	11%	7%	12%	10%
	Kahului	31%	35%	18%	14%	56%
	Wailuku	19%	26%	17%	29%	17%
	Kihei	15%	19%	44%	0%	10%
	Up Country	17%	18%	40%	0%	0%

Carpooling

The graphs and charts on the previous pages demonstrate strong carpool use by West Maui employees. In fact, two and a half times as many employees carpool as the combination of those that bus, bike and walk.

Carpooling is currently working for many people. Results from the survey, however, show that certain markets have high propensity for additional carpooling.

- 28% of Kahului residents said they would be “very likely” to carpool if there was a guaranteed ride home program in case of emergencies (33% of Wailuku said this)
- 31% of Kahului residents said they would be “very likely” to carpool if there were free gas coupons available to carpoolers (34% of Wailuku residents said this)
- 48% of those who carpool from Kahului do so 10 times or less each month (51% from Wailuku)
- 48% of Kahului residents have less than one car per driver (37% in Wailuku)

BENEFITS TO EMPLOYEES

Carpooling has substantial benefits to West Maui employees. Direct cost savings include less ‘wear and tear’ on personal vehicles (oil changes, tires, and depreciation), large reductions in weekly gas costs, and in some cases a reduction of parking costs (19% either pay to park or have a permit). In some cases financial benefits can be substantial if carpooling allows a household to own one fewer car. Other benefits to carpooling include social interaction while riding with someone to work, an alternative way to get to work when one person’s car is unavailable, a reduction of stress due to less ‘behind the wheel’ time, and the ability to read or listen to music as a passenger.

BENEFITS TO EMPLOYERS

Employee carpooling also benefits employers. First, there is reduced demand for parking spaces at the work location. Free employee parking is often the largest untaxed benefit a company gives their employees. In urbanized areas or where land costs are high, the total cost of a surface parking space is between \$800 and \$1000 a year. This figure includes land costs, taxes, amortized construction costs, and operation and maintenance costs. Structured parking is even more expensive due to high construction costs. A company with a lower parking demand resulting from employees carpooling can substantially reduce facility overhead. Companies building new facilities would require fewer parking spaces. Other companies with existing facilities can add more employees without adding additional parking. Still others that may have leased parking from a third party could reduce the number of spaces being leased. A reduction in parking demand has additional value to retail establishments that depend upon plentiful parking for customers and visitors.

The other benefit to employers of employees carpooling is that the primary transportation costs are still borne by the employees. Although parking is expensive, vehicle ownership, operation, and maintenance costs are even more expensive. Employee shuttles, vanpools, and even some fixed-route transit vehicles are usually paid for by employers. Carpooling has all of the alternative transportation advantages with very little cost to the employer.

Carpooling

RECOMMENDATIONS

Unlike recommendations for additional transit routes, carpool recommendations cannot target employees with a specific home location, time of departure, or work schedule. Instead, strategies to increase carpool use must be more general in application. Further, carpool strategies must be employer-based. This means that the responsibility for implementing carpool programs falls more heavily on employers than the public sector.

This has two ramifications:

1. Before employers will voluntarily participate, they must fully understand the financial benefits they stand to gain.
2. Public sector budgeting, financing and spending may not be necessary.

EMPLOYER-BASED STRATEGIES

The following is a list of recommended employer-based strategies that should be implemented to increase carpooling by West Maui employees.

1. Preferential parking spots for carpoolers

This is an easy, low cost, low risk incentive employers can implement in their parking facilities. Generally, it requires little more than erecting signs or painting parking space text. These spots benefit the carpooler by eliminating the time spent circulating the parking facility searching for an open space and giving carpoolers a shorter walk to the building entrance. This strategy works particularly well in large parking facilities where searching for an open space and accessing the front door is time consuming. In any size lot, however, preferential parking sends a message to employees that their carpooling efforts are recognized and appreciated. Routine enforcement for this strategy is generally not necessary.

2. Allow for some flexibility in schedules

One barrier to carpooling is that the daily work schedules of potential carpool partners may be incompatible. Employers should allow a reasonable degree of flexibility in the starting and ending work times to increase the potential for new carpool matches. Reasonable start times should vary between 7:00am and 9:00am, and 3:00pm to 7:00pm. Flexible work hours also allows employees to commute to work on the shoulders of peak travel periods, which creates a less stressful commute for the employee and makes more efficient use of the transportation infrastructure.

3. Provide employee recognition

If using alternative modes to work is valued by the employer, public recognition should be given to those employees who carpool. This recognition is an easy, low cost strategy that has long been used in TDM programs with positive results. Recognizing carpoolers through staff email announcements, company newsletters or during staff meetings reinforces and demonstrates to all employees that carpooling is appreciated and encouraged. Logistically, those who are recognized for carpooling could be the same employees who receive a preferential parking space. This strategy costs virtually nothing to implement.

Carpooling

EMPLOYER-BASED STRATEGIES (CONTINUED)

4. Participate in a Transportation Allowance

The transportation allowance gives commuters discretion over employer transportation benefits. To increase the carpool mode share, it is important that employers participate fully in this program, and thus it will be described in depth in a following chapter.

Carpool matching services are sometimes used to help employees find a carpooling partner. Although these services may seem attractive, extensive research by the Transportation Research Board (TRB) demonstrates that the relationship between carpool matching services and observed carpooling is weak.¹ The correlation between a matching service and carpooling, while positive, is usually much smaller than the correlation between carpooling and the recommendations listed above.

The employee survey results reinforce TRB's research. Seventy-four percent of survey respondents said that an internet matching service would be "not likely at all" to get them to consider carpooling to work. (Only 8% said it would be "very likely" to get them to consider carpooling) People may not feel comfortable entering into a carpooling relationship with someone about whom they know very little. Informal 'word of mouth' and 'friend of a friend' tend to be a more trustworthy, and thus successful format for arranging carpools.

REFERENCES:

1. *TCRP Report 107: Analyzing the Effectiveness of Commuter Benefits Programs* Prepared for: Transit Cooperative Research Program Submitted by:
ICF Consulting
Fairfax, Virginia
Center for Urban Transportation Research
Tampa, Florida
October 2005

This page left intentionally blank

Transportation Allowance

INTRODUCTION

The previous two chapters have discussed TDM program strategies for transit and carpooling. Improvements to these systems will attract many new users and help West Maui employees reduce the time and money they currently spend commuting to work by private automobile. While these program strategies can stand alone, they derive more momentum if an employer-based transportation allowance is put in place.

The point of a transportation allowance is not to make driving to work more difficult. Instead, it allows all employees to benefit from employer-based transportation perks, not just those who drive alone to work and park in a free parking space. A transportation allowance encourages those who drive alone to consider other options, thereby strengthening these alternatives and providing additional justification for funding these programs.

COST OF PARKING

A free parking space is likely the largest untaxed benefit an employer can give their employees. The cost of parking includes land cost, taxes, amortized construction costs and operation and maintenance. A 1995 study by Richard Wilson found that the average monthly subsidy paid by employers for one parking space in Southern California was \$48 per month (1992 dollars).¹ In urban areas, or areas where land costs are especially high, parking spaces can cost between \$800 and \$1000 a year. Every employee who does not require his or her own parking space saves their employer hundreds of dollars a year.

Unfortunately, most companies do not pass on the savings to those employees who chose not to drive. An employee who takes the bus to work simply passes up the work benefit of a free parking space. Further, extensive transportation research shows that free parking spaces encourage employees to drive to work. Instead of providing every employee with a free parking space, it is recommended that employers provide their employees with a Transportation Allowance and let the employees decide how to spend it.

HOW THE TRANSPORTATION ALLOWANCE WORKS

A transportation allowance transforms the transportation benefit that companies offer (usually a free parking space) into a package where employees can choose the modal benefit that works best for them. Instead of assuming every employee wants a free parking space, the employer offers each employee a choice of the following:

1. **A parking permit** good for free or subsidized parking in the existing facilities
2. **A free or subsidized transit pass** good for the Maui County Bus System
3. **Preferential spaces** for carpoolers
4. **Parking cash out** for those who walk, bike or are passengers of carpools (value equal to monthly transit pass)

Transportation Allowance

Parking Permit

A parking permit is a free parking pass, either in the form of a tag that hangs from the rear view mirror or a decal placed on the rear bumper of the employee's personal vehicle. All vehicles parked in an employee lot require a parking pass. Temporary visitors can either park in designated visitor parking spaces or receive a free temporary visitor parking pass, depending on the duration of their stay. The benefit of a hang tag is that carpool groups can rotate personal vehicles. Also, those who drive alone and have more than one car at home still only need one parking pass. If employees currently receive free parking, charging for the parking permit is not recommended.

Costs

A basic hang tag pass system will cost the employer approximately \$50 per year per vehicle. This cost covers cost of design, printing and administration of the permits as well as erecting signs in the parking areas where a parking permit is necessary. ² The additional administration responsibilities of parking permit programs are generally covered by human resources.

Free or Subsidized Transit Pass

Maui County Transit currently offers unlimited ride monthly transit passes. The employer should offer these passes free in lieu of a parking pass.

Costs

For most companies, the cost of offering a free transit pass is minimal. At the time of this report, Maui County Transit offered monthly transit passes for \$25 per person. Current transit use revealed by the survey would suggest that a company with 200 employees would pay between \$200 and \$500 a month for transit passes.

Preferential Spaces

Those who pledge to carpool should be given unique carpool parking passes allowing them to park in spaces that are covered or closer to the front entrance of the building.

Costs

The cost of creating preferential parking spaces is minimal and limited to the redesign of some parking spaces. Enforcement of this strategy is generally unnecessary.

PROS OF A TRANSPORTATION ALLOWANCE

- **Better equity-** Creates an even playing field for employees to make financially unbiased choices about how to get to work
- **Benefits to low income-** Allows those who cannot afford to drive to work a similar benefit of a free parking space
- **Alternative mode support-** Encourages employees to consider alternatives to driving alone, which in turn garners support for these systems

CONS OF A TRANSPORTATION ALLOWANCE

- **Additional costs-** Creates additional administration and enforcement costs (These costs are often off-set by decreased parking needs)
- **Spillover impacts-** May encourage drivers to park off-site, causing problems on adjacent parcels
- **Uncertainty-** Possibility for uncertainty during the transition period

Transportation Allowance

Parking Cash Out

Parking cash out gives employees the option of receiving cash instead of a parking permit or a transit pass. The amount of cash should be equal to the cost of a monthly transit pass.

Costs

The costs of this program clearly depend on the number of people who choose this option. Typically, cash-out programs reduce automobile travel by 10 to 30%, with most of these people switching to carpooling. ²

The cost of this program will also depend on the cost of a monthly transit pass (if the monthly cash out amount is set to the cost of a monthly transit pass as recommended).

CASE STUDY

When CH2M Hill relocated their offices to a suburb near Seattle, they offered their employees either a free parking pass or \$40 a month cash for carpooling, walking biking or taking transit. The percent of employees that drove to work alone fell from 89% to 54%. The company's parking shortage disappeared and transportation related expenses disappeared.

EMPLOYER BENEFITS

The best part about a transportation allowance is that it is a win-win situation for both the employees and the employers. At the very least, a transportation allowance will create happy employees. In the best case environments, a transportation allowance program will save a company tens of thousands of dollars a year. The following are some employer specific benefits of a transportation allowance.

- **Less congestion at work** Fewer vehicle trips means less vehicle congestion in parking lots and internal roads, which benefits large companies that suffer from peak period congestion.
- **More parking for visitors** Parking spaces previously occupied by employees' cars can be converted into visitor parking spaces. This particularly benefits retail based employment.
- **Employee growth potential** In areas where parking is scarce, companies are able to hire more people with the same number of parking spaces.
- **Save money** Employers who lease parking or have plans to build new parking spaces can save tens of thousands of dollars by reducing the demand for parking.
- **Tax incentives** In 1998, the federal tax code changed to create financial benefits to employers who provide alternative transportation options. Employees can receive up to \$115 of tax free transportation benefits. Employers save money because this money is not subject to payroll taxes. ³
- **Regional impact reduction** Companies looking to grow can demonstrate that the transportation allowance reduces the transportation impacts of development onto the regional network. Impact reduction is particularly relevant as transportation allowances target employees who generally travel during peak periods.
- **Happy employees** The West Maui Commuter Needs Survey demonstrated that traveling to and from work costs employees substantial time and money. Company based incentives to driving alone will reduce the burden the commute has on the employees.

Transportation Allowance

REFERENCES:

1. Willson, Richard W. Winter 1995. "Suburban Parking Requirements: A Tacit Policy for Automobile Use and Sprawl." *Journal of the American Planning Association* 61(1).
2. Litman, Todd. Parking Management Best Practices. The American Planning Association. Chicago, IL. (2006)
3. Transportation Demand Management Toolkit. UrbanTrans, Inc. Denver CO. (2002)

Transportation Management Association

INTRODUCTION

This report has focused on transportation improvements that can be implemented by either the transit district or the employer. In particular, the Transit chapter describes transportation enhancements that should be implemented by Maui County Transit Authority and the Carpool and Transportation Allowance chapters describe programs enhancements that should be implemented by employers. Many TDM programs, however, can only be implemented by larger regional organizations. These regional organizations have resources to leverage TDM efforts from multiple employers and provide services that individual companies could not.

TRANSPORTATION MANAGEMENT ASSOCIATION

Transportation Management Associations (TMAs) are organizations responsible for implementing TDM programs across a region. There are currently over 125 TMAs in the United States with every major city having at least one. The following are services traditionally provided by a TMA:

- 1. Combine employer-based efforts.** Many companies are too small to provide TDM programs to their employees. Collectively, however, these companies can participate in TMA run TDM programs strengthening these programs. Also, many TDM strategies, such as Guaranteed Ride Home, are realistic only by combining regional employer efforts.
- 2. Coordinate vanpools riders.** Staff members of a TMA can help organize, schedule and facilitate vanpools for either one or multiple employers. Vanpool program options will be discussed in more detail below.
- 3. Work with transit districts to distribute transit passes.** TMAs can help facilitate purchasing of monthly and yearly transit passes.
- 4. Employee marketing.** TMAs can work with employers to market the TDM programs offered to employees.
- 5. Help employers create a transportation allowance.** TMAs can work with employers to tailor a transportation allowance for their specific needs.

West Maui is an excellent location for a TMA. The West Maui Commuter Needs Survey revealed that West Maui employees are looking to find alternatives to driving alone to work. Many of these employees have long commute distances, making these trips ideal for ridesharing. Also, employer based strategies cannot reasonably facilitate TDM programs that require regional participation. Specifically, there are three TDM strategies that a West Maui TMA could successfully implemented that employers and transit districts could not. These are a regional vanpool program, an EcoPass program and a Guaranteed Ride Home. The next sections will provide more detail on these three important TDM strategies.

Transportation Management Association

VANPOOLS

A vanpool is “a group of seven to fifteen commuters who choose to ride to and from work together in a van including a volunteer driver-member” ¹ Similar to transit, vanpools have specific routes, pick-up locations and pick-up times that change infrequently. Unlike transit, however, these service characteristics are adopted to cater to a small group of individuals with similar origins, destinations and work schedules.

Due to the number of passengers, picking riders up at their homes is generally too time consuming to be effective (The first person to be picked up out of 8 persons would have a substantial drive time). Instead, vanpool pick-up locations are often transit park and rides, religious facility parking lots, or large, underused commercial parking lots where multiple persons can assemble and board at one time. Thus, vanpool riders must first access the vanpool pick-up location before boarding the vanpool.

There are two funding and operation structures that are possible for West Maui vanpool services.

Non-profit vanpools

Also called “public interest” vanpools, these programs are administered by Metropolitan Planning Organizations (MPO), Council of Governments, regional governments, Transportation Management Associations or other non-profit organizations. Often federal or state money, typically in the form of CMAQ grants (Congestion Mitigation Air Quality) is available to fund capital costs for vans, as well as for operation and maintenance. User fees are set to cover other administrative costs.

One opportunity for vanpool service in West Maui is for a TMA to purchase vans through federal grants. The TMA would be responsible for the development of vanpool pick-up points, routes and program marketing. The TMA would also coordinate employee scheduling amongst all regional businesses to ensure adequate participation.

Private vanpool companies

Private, third-party companies offer contract vanpool services between suburban park and ride facilities and areas of concentrated employment. These services are found most often where MPO or other non-profit services are not available. The rider fees must cover all capital, operation and administrative costs. Often employers will subsidize employees’ rider fees. Private vanpool companies are a useful service for TMAs beginning a vanpool program as they avoid the risk of purchasing a private fleet.

Maui has one private vanpool operator, Vanpool Hawaii. This company offers a monthly seat fee of \$55 regardless of round trip commute distance.

Transportation Management Association

Where Vanpools Work Best

Organizing a vanpool takes considerably more effort than a carpool due to the increased number of people and the complexity of schedules. Finding vanpool riders, coordinating work schedules, and designating departure locations and times are all hurdles to organizing successful vanpools. Due to these inherent logistical challenges, vanpools in West Maui will have the most opportunity for success if the following environmental factors exist.

- **One-way trip lengths exceed 20 miles** Similar to transit, employees with relatively long commutes stand to save more money using a vanpool than do those with shorter commutes. As trips become longer, the time it takes to access a vanpool pick-up location becomes a smaller percentage of the total trip, making this alternative more attractive.
- **Work schedules are flexible** Employees with highly variable schedules are difficult to accommodate through vanpools.
- **Large employer size** The number of employees must be large enough to match 8 to 12 people with similar work schedules and similar residential locations.
- **Public transit is incomplete** Vanpools can fill in gaps left by the public transit system. Often vanpools provide more direct routing and faster travel times because the vanpool has fewer pick-up locations.
- **Ridesharing benefits exist** Vanpools benefit from the same preferential parking spots as carpools.

Recommendations for Vanpools in West Maui

At this time it is not recommended that individual employers attempt to organize and administer vanpools. Recent vanpool efforts by West Maui employers have been unsuccessful primarily due to scheduling difficulties. Instead, employer-based efforts for TDM programs should focus on transit allowances and carpool programs.

A Transportation Management Association has more resources and can access a larger number of potential vanpool riders than individual employers. Once a West Maui TMA is established, efforts should be taken to develop several vanpool routes from central Maui to Lahaina and Ka'anapali. This TMA should use employer-specific data acquired from the West Maui Commuter Needs Survey to evaluate where initial vanpools would succeed. Vanpool Hawaii can help employers create a service that starts with a small number of employees and builds to larger ridership.

Transportation Management Association

EcoPASS

Research has shown that those who have a free transit pass in their possession are seven times more likely to use transit than those who do not. A free transit pass is often the catalyst to get those who drive alone to consider using transit for the first time. One of the first responsibilities of the West Maui TMA should be to work with Maui County Transit to develop an EcoPass program.

EcoPass programs provide employers an opportunity to purchase annual employee transit passes at a discounted price if a pass is purchased for every employee at the company. Common with major transit operators throughout North America, EcoPass programs provide a win-win situation for employers, employees and regional transit districts. Employers have less on-site employee traffic and reduced parking demands, employees increase their transportation options, and transit districts have a dependable, up-front revenue source. Currently, Maui County Transit offers passes for \$25 per month, or \$300 per year. The price for each EcoPass is much cheaper than the individually priced pass since employers must purchase a pass for every employee at the company. The price for this pass is set by the transit agency to cover costs of the expected ridership. The TMA is the primary agency for distributing EcoPasses to employees.

GUARANTEE RIDE HOME

Alternatives to driving alone such as carpooling, vanpooling and transit require that commuters adhere to schedules. Many commuters considering alternatives to driving alone to work are concerned that situations may arise during their work day that would require transportation that deviates from these schedules. The West Maui Commuter Needs Survey revealed that 48% of West Maui employees indicate that having a vehicle in case of emergencies is “very important” in their decision to drive to work. Additionally, 39% indicated it was “very important” for them to not be dependent upon others for transportation.

In many cities in the United States, Transportation Management Associations offer a Guaranteed Ride Home (GRH) to employees holding an EcoPass. The GRH provides door-to-door transportation for employees experiencing a personal emergency and who are registered in the GRH program. In most GRH programs the TMA has a contract service with local taxi companies to provide services free of charge to employees registered in the GRH program. An employee who needs a ride outside of normal transit operating hours simply calls for a taxi and shows the driver his or her EcoPass to cover the fare (gratuity is not included). Practice has shown that this service is used most often for employees unexpectedly needing to stay late at night, or needing to pick up children during the day when commuter transit service isn’t available.

REFERENCES:

1. VPSI, Inc., .Vanpools: Making it Easy to Get to Work. The VPSI Story. *VPSI Commuter Vanpools*, Undated Web Page <http://www.vpsiinc.com/>, Troy, MI (November 17, 1999).

Appendix

West Maui Commuter Needs Fact Sheet

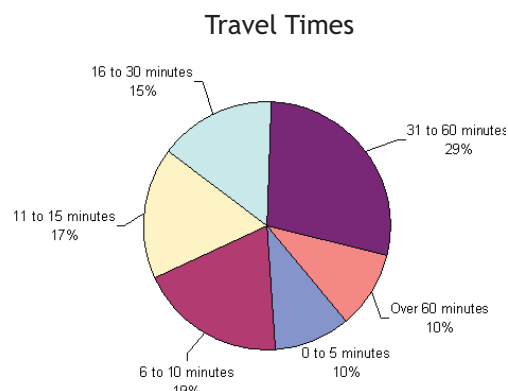
Important Facts from the Employee Survey

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

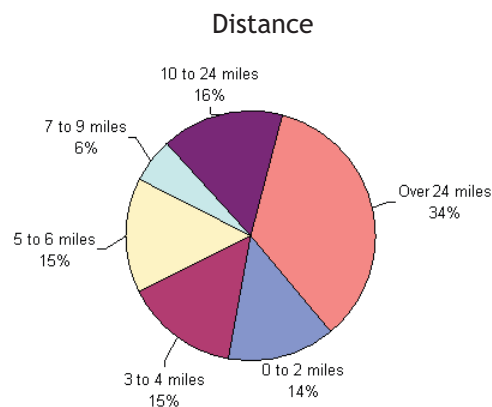
Survey Statistics

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

Travel Time and Distance of Commute

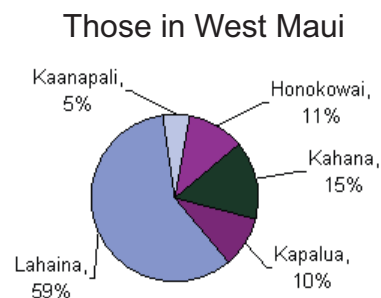
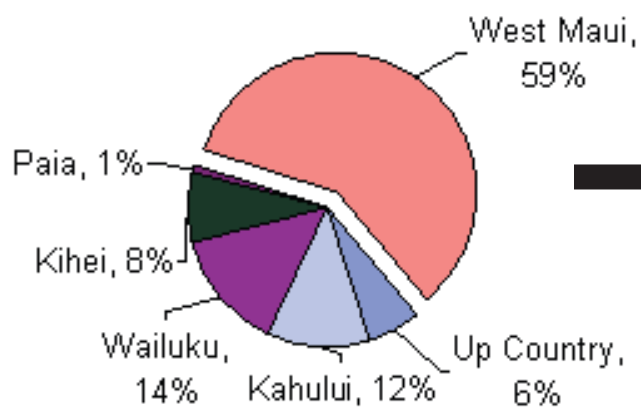


Mean Travel Time: 31.3 minutes

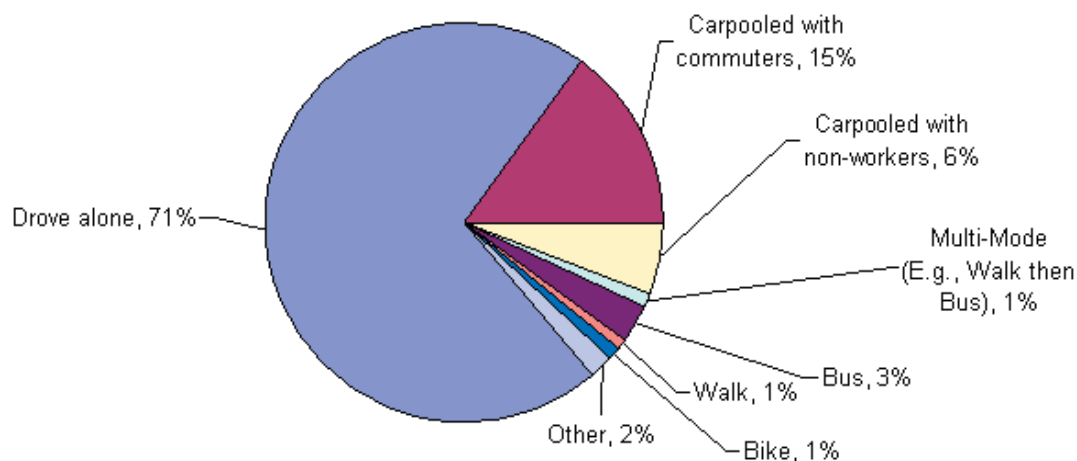


Mean Distance: 16.1 miles

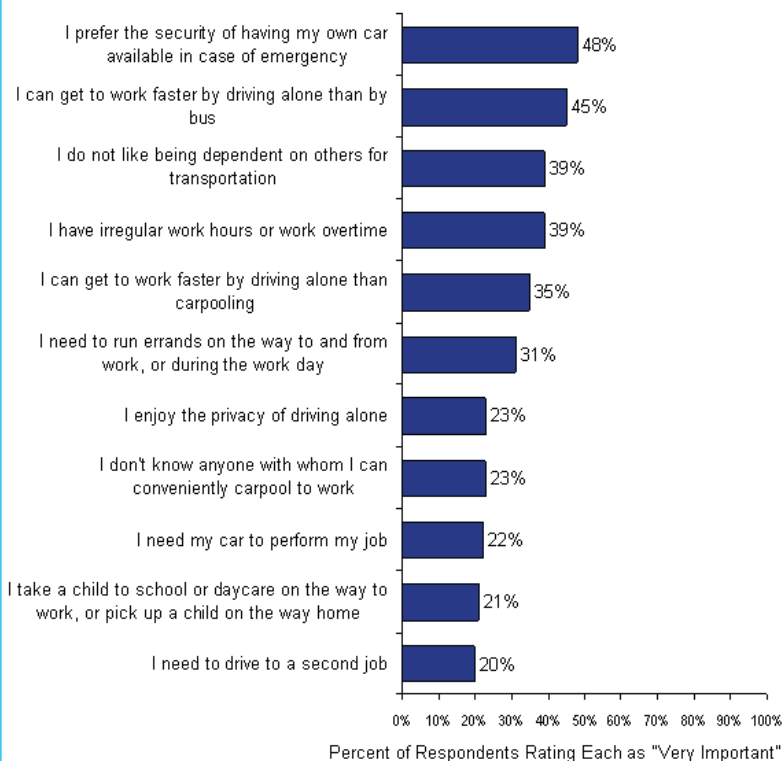
Employee Home Location



Commute Mode

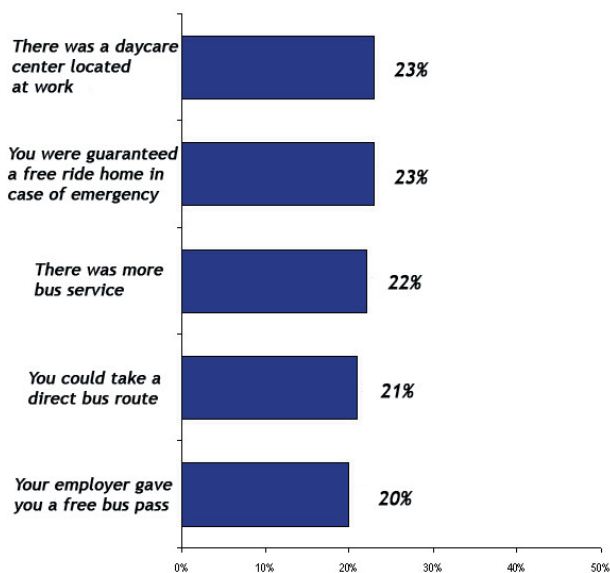


Reasons for Driving Alone



Propensity for Riding the Bus

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



Cost of the Commute

Of those that drove alone:

The average cost for gas was

\$130/ month

33% Pay more than \$150 each month

Of those that drove alone

and earn less than \$15 an hour:

25% Pay more than \$300 each month

Next Steps Using the Survey Results

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

Range of Potential Products of a Transportation Plan

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

Appendix

West Maui Commuter Needs Survey Results

Results from the West Maui Commuter Needs Survey

Modal Split of the Work Commute

How Respondent Got to Work on the Survey Day

Q2. How did you get to work today? (2392 responses)	Percent of Respondents*
I drove alone	72%
I carpooled (drove or rode) with other adult workers	16%
I drove or rode with other adults or children who needed to be taken to places other than work	5%
I rode a bus or buses	4%
I walked	2%
I biked	1%
Other	4%

*Percents may total to more than 100 as respondents were allowed more than one response.

Driver or Rider in Carpool

Q2a Were you the driver?* (324 responses)	Percent of Respondents Who Carpooled
Yes	44%
No	56%
Total	100%

*This question only asked of those who carpooled

How Respondents Get to Work During a Typical Week

Q11. During a typical week, how many days do you commute to work in each of the ways listed below? (2333 responses)	Percent of all Trips
Drive alone	71%
Carpool (drive or ride) with at least one other adult worker	15%
Driver or ride with other adults or children who need to be dropped off for reasons other than work	6%
Multi-mode (e.g. car then bus, bike then bus, etc.)	1%
Ride a bus(es)	3%
Walk	1%
Bike	1%
Other	2%

Work Commute Characteristics

Distance of Work Commute (One-Way, in Miles)

Q3. About how far do you travel from your home to work?	Average Miles	Median Miles
Mean and Median Distance in Miles (2262 responses)	16.1	10.0

Distance of Work Commute (One-Way)

Q3. About how far do you travel from your home to work? (2262 responses)	Percent of Respondents
0 to 2 miles	14%
3 to 4 miles	15%
5 to 6 miles	15%
7 to 9 miles	6%
10 to 24 miles	16%
25 miles or more	35%
Total	100%

Start Time of Work Commute (Hour intervals)

Q4. About what time did you leave home for work today? (2342 responses)	Percent of Respondents
3:00am-3:59am	1%
4:00am-4:59am	6%
5:00am-5:59am	14%
6:00am-6:59am	28%
7:00am-7:59am	22%
8:00am-8:59am	7%
9:00am-9:59am	3%
10:00am-10:59am	1%
11:00am-11:59am	2%
12:00noon-12:59pm	2%
1:00pm-1:59pm	4%
2:00pm-2:59pm	2%
3:00pm-3:59pm	3%
4:00pm-4:59pm	1%
5:00pm-5:59pm	1%
6:00pm-6:59pm	0%
7:00pm-7:59pm	0%
8:00pm-8:59pm	0%
9:00pm-9:59pm	0%
10:00pm-10:59pm	1%
11:00pm-11:59pm	0%
Total	100%

Start Time of Work Commute (15-minute intervals)

About what time did you leave home for work today? (2342 responses)	Percent of Respondents
3:00am-3:14am	0%
3:15am-3:29am	0%
3:30am-3:44am	1%
3:45am-3:59am	0%
4:00am-4:14am	1%
4:15am-4:29am	1%
4:30am-4:44am	2%
4:45am-4:59am	1%
5:00am-5:14am	4%
5:15am-5:29am	1%
5:30am-5:44am	5%
5:45am-5:59am	4%
6:00am-6:14am	10%
6:15am-6:29am	5%
6:30am-6:44am	9%
6:45am-6:59am	4%
7:00am-7:14am	8%
7:15am-7:29am	5%
7:30am-7:44am	6%
7:45am-7:59am	3%
8:00am-8:14am	3%
8:15am-8:29am	1%
8:30am-8:44am	2%
8:45am-8:59am	1%
9:00am-9:14am	1%
9:15am-9:29am	0%
9:30am-9:44am	1%
9:45am-9:59am	0%
10:00am-10:14am	1%
10:15am-10:29am	0%
10:30am-10:44am	1%
10:45am-10:59am	0%
11:00am-11:14am	0%
11:15am-11:29am	0%
11:30am-11:44am	1%
11:45am-11:59am	0%
12:00noon-12:14pm	1%
12:15pm-12:29pm	0%
12:30pm-12:44pm	1%
12:45pm-12:59pm	1%
1:00pm-1:14pm	1%
1:15pm-1:29pm	1%
1:30pm-1:44pm	1%
1:45pm-1:59pm	1%
2:00pm-2:14pm	1%

About what time did you leave home for work today? (2342 responses)	Percent of Respondents
2:15pm-2:29pm	0%
2:30pm-2:44pm	1%
2:45pm-2:59pm	1%
3:00pm-3:14pm	1%
3:15pm-3:29pm	1%
Total	100%

Work Arrival Time (Hour intervals)

Q5. About what time do you usually arrive at work? (2328 responses)	Percent of Respondents
2:00am-2:59am	1%
3:00am-3:59am	1%
4:00am-4:59am	4%
5:00am-5:59am	7%
6:00am-6:59am	16%
7:00am-7:59am	33%
8:00am-8:59am	14%
9:00am-9:59am	4%
10:00am-10:59am	2%
11:00am-11:59am	2%
12:00noon-12:59pm	2%
1:00pm-1:59pm	3%
2:00pm-2:59pm	3%
3:00pm-3:59pm	3%
4:00pm-4:59pm	2%
5:00pm-5:59pm	2%
6:00pm-6:59pm	0%
7:00pm-7:59pm	0%
8:00pm-8:59pm	0%
9:00pm-9:59pm	0%
10:00pm-10:59pm	1%
11:00pm-11:59pm	0%
Total	100%

Work Arrival Time (15-minute intervals)

About what time do you usually arrive at work? (2328 responses)	Percent of Respondents
3:30am-3:44am	1%
3:45am-3:59am	0%
4:00am-4:14am	0%
4:15am-4:29am	1%
4:30am-4:44am	1%
4:45am-4:59am	2%
5:00am-5:14am	1%
5:15am-5:29am	1%
5:30am-5:44am	2%

About what time do you usually arrive at work? (2328 responses)	Percent of Respondents
5:45am-5:59am	3%
6:00am-6:14am	3%
6:15am-6:29am	3%
6:30am-6:44am	4%
6:45am-6:59am	6%
7:00am-7:14am	9%
7:15am-7:29am	7%
7:30am-7:44am	9%
7:45am-7:59am	7%
8:00am-8:14am	6%
8:15am-8:29am	3%
8:30am-8:44am	3%
8:45am-8:59am	2%
9:00am-9:14am	2%
9:15am-9:29am	1%
9:30am-9:44am	1%
9:45am-9:59am	1%
10:00am-10:14am	1%
10:15am-10:29am	0%
10:30am-10:44am	0%
10:45am-10:59am	0%
11:00am-11:14am	0%
11:15am-11:29am	0%
11:30am-11:44am	0%
11:45am-11:59am	1%
12:00noon-12:14pm	0%
12:15pm-12:29pm	0%
12:30pm-12:44pm	0%
12:45pm-12:59pm	1%
1:00pm-1:14pm	0%
1:15pm-1:29pm	0%
1:30pm-1:44pm	1%
1:45pm-1:59pm	1%
2:00pm-2:14pm	1%
2:15pm-2:29pm	0%
2:30pm-2:44pm	1%
2:45pm-2:59pm	1%
3:00pm-3:14pm	1%
3:15pm-3:29pm	0%
3:30pm-3:44pm	1%
3:45pm-3:59pm	1%
4:00pm-4:14pm	0%
4:15pm-4:29pm	0%
4:30pm-4:44pm	0%
4:45pm-4:59pm	0%
5:00pm-5:14pm	1%
Total	100%

Stops on Commute to Work

Q6. Did you come straight to work from home today, or did you make stops to run errands, drop-off or pick-up family members, etc.? (2375 responses)	Percent of Respondents
Came straight to work	82%
Made stops	18%
Total	100%

Stops on Commute to Work

Q6b. How many stops did you make on your way to work?* (407 responses)	Average Number of Stops	Median Number of Stops
Mean and Median Number of Stops Made on Way to Work	2.0	1.0

** Question only asked of those making at least one stop on the way to work.*

Stops on Commute to Work

Q6b. How many stops did you make on your way to work?* (407 responses)	Percent of Respondents
1 stop	63%
2 stops	21%
3 stops	6%
4 or more stops	10%
Total	100%

** Question only asked of those making at least one stop on the way to work.*

Duration of Work Commute (One-Way, in Minutes)

Q6a. About how many minutes did it take?* (1968 responses)	Average Minutes	Median Minutes
Mean and Mediation Duration in Minutes	31.3	20.0

*Question only asked of those who went straight from home to work without making stops.

Duration of Work Commute (One-Way, in Minutes)

Q6a. About how many minutes did it take?* (1968 responses)	Percent of Respondents
0 to 5 minutes	10%
6 to 10 minutes	19%
11 to 15 minutes	17%
16 to 20 minutes	8%
21 to 25 minutes	2%
26 to 30 minutes	5%
31 to 60 minutes	28%
more than 60 minutes	10%
Total	100%

*Question only asked of those who went straight from home to work without making stops.

Stops on Commute Home from Work

Q7. Yesterday, or on the last day you worked, how many stops did you make on your way home from work? (2161 responses)	Percent of Respondents
No stops	51%
1 stop	24%
2 stops	12%
3 stops	4%
4 or more stops	9%
Total	100%

Q7. Yesterday, or on the last day you worked, how many stops did you make on your way home from work? (2161 responses)	Average Number of Stops	Median Number of Stops
	1.4	.0

End Time of Work Day (Hour Intervals)

Q8. About what time do you usually leave work? (2196 responses)	Percent of Respondents
12:00midnight-12:59am	1%
1:00am-1:59am	0%
2:00am-2:59am	0%
3:00am-3:59am	0%
4:00am-4:59am	1%
5:00am-5:59am	1%
6:00am-6:59am	2%
7:00am-7:59am	3%
8:00am-8:59am	1%
9:00am-9:59am	0%
10:00am-10:59am	0%
11:00am-11:59am	0%
12:00noon-12:59pm	2%
1:00pm-1:59pm	4%
2:00pm-2:59pm	6%
3:00pm-3:59pm	14%
4:00pm-4:59pm	23%
5:00pm-5:59pm	16%
6:00pm-6:59pm	7%
7:00pm-7:59pm	3%
8:00pm-8:59pm	2%
9:00pm-9:59pm	4%
10:00pm-10:59pm	5%
11:00pm-11:59pm	3%
Total	100%

End Time of Work Day (15-minute Intervals)

About what time do you usually leave work? (2196 responses)	Percent of Respondents
12:00midnight-12:14am	1%
12:15am-12:29am	0%
1:00am-1:14am	0%
2:00am-2:14am	0%
2:30am-2:44am	0%
3:00am-3:14am	0%
3:15am-3:29am	0%
3:30am-3:44am	0%
3:45am-3:59am	0%
4:00am-4:14am	1%
4:15am-4:29am	0%
4:30am-4:44am	0%
4:45am-4:59am	0%
5:00am-5:14am	0%
5:15am-5:29am	0%
5:30am-5:44am	0%
5:45am-5:59am	0%
6:00am-6:14am	1%
6:15am-6:29am	0%
6:30am-6:44am	1%
6:45am-6:59am	0%
7:00am-7:14am	1%
7:15am-7:29am	0%
7:30am-7:44am	1%
7:45am-7:59am	1%
8:00am-8:14am	0%
8:15am-8:29am	0%
8:30am-8:44am	0%
8:45am-8:59am	0%
9:00am-9:14am	0%
9:30am-9:44am	0%
10:00am-10:14am	0%
10:30am-10:44am	0%
11:00am-11:14am	0%
11:15am-11:29am	0%
11:30am-11:44am	0%
11:45am-11:59am	0%
12:00noon-12:14pm	2%
12:15pm-12:29pm	0%
12:30pm-12:44pm	0%
12:45pm-12:59pm	0%
1:00pm-1:14pm	2%
1:15pm-1:29pm	0%
1:30pm-1:44pm	1%
1:45pm-1:59pm	1%
2:00pm-2:14pm	3%
2:15pm-2:29pm	0%

About what time do you usually leave work? (2196 responses)	Percent of Respondents
2:30pm-2:44pm	2%
2:45pm-2:59pm	1%
3:00pm-3:14pm	6%
3:15pm-3:29pm	1%
3:30pm-3:44pm	6%
3:45pm-3:59pm	1%
4:00pm-4:14pm	13%
4:15pm-4:29pm	2%
4:30pm-4:44pm	7%
4:45pm-4:59pm	1%
5:00pm-5:14pm	11%
5:15pm-5:29pm	1%
5:30pm-5:44pm	3%
5:45pm-5:59pm	0%
6:00pm-6:14pm	5%
6:15pm-6:29pm	0%
6:30pm-6:44pm	2%
6:45pm-6:59pm	0%
7:00pm-7:14pm	2%
7:15pm-7:29pm	0%
7:30pm-7:44pm	1%
7:45pm-7:59pm	0%
8:00pm-8:14pm	1%
8:15pm-8:29pm	0%
8:30pm-8:44pm	1%
8:45pm-8:59pm	0%
9:00pm-9:14pm	2%
9:15pm-9:29pm	0%
9:30pm-9:44pm	1%
9:45pm-9:59pm	1%
10:00pm-10:14pm	2%
10:15pm-10:29pm	1%
10:30pm-10:44pm	2%
11:00pm-11:14pm	2%
11:15pm-11:29pm	0%
11:30pm-11:44pm	0%
11:45pm-11:59pm	0%
Total	100%

Work Location

Q9. Where is your work location? (2403 responses)	Percent of Respondents
Lahaina	30%
Kaanapali	48%
Honokowai Napili	5%
Kahana	6%
Kapalua	10%
Total	100%

Work Commute Routes

Q10. Which routes do you use to get to and from work? (2292 responses)	Percent of Respondents*
Honoapiilani Highway	97%
N. Kihei Road	5%
Piilani Highway	6%
Kuihelani Highway	9%
Hana Highway	5%
Haleakala Highway	6%

**Percents may total more than 100 as respondents were allowed more than one response.*

Work Commute Bus Routes

Q12. If you ride a bus for your work commute in a typical week, which routes do you use?* (604 responses)	Percent of Respondents Who ride a bus in a typical week**
Haiku-Wailea Commuter	1%
Makawao-Kapalua Commuter	5%
Wailuku-Kapalua Commuter	18%
Wailuku-Kahului Connector	8%
Kahului Loop	16%
Wailuku Loop	7%
Lahaina Islander	31%
Ka'anapali Islander	18%
Kihei Villager	11%
Kihei Islander	3%
Upcountry Islander	1%

**This question was only asked of those who ride a bus in a typical week.*

***Percents may total more than 100 as respondents were allowed more than one response.*

Cost of the Work Commute

Self-Reported Cost of the Work Commute for Drivers

Q14a. If you drive to work, about how much do you pay for gas to drive to and from work each month? (If you drive in a carpool, subtract the amount of money those who ride with you pay you for gas.) (2345 responses)	Average Cost	Median Cost
Mean and Median Gas Cost	\$130.20	\$100.00

Self-Reported Cost of the Work Commute for Drivers

Q14a. If you drive to work, about how much do you pay for gas to drive to and from work each month? (2345 responses)	Percent of Respondents
\$1 to \$80	43%
\$81 to \$150	24%
\$151 to \$200	17%
\$201 to \$300	11%
more than \$300	5%
Total	100%

Self-Reported Cost of the Work Commute for Riders

Q15a. If you ride to and from work in a carpool, about how much do you pay the driver each month? (366 responses)	Average Cost	Median Cost
I pay about:	\$91.97	\$90.00

Self-Reported Cost of the Work Commute for Riders

Q15a. If you ride to and from work, about how much do you pay the driver each month? (366 responses)	Percent of Respondents
\$1 to \$20	16%
\$21 to \$50	22%
\$51 to \$100	38%
\$101 to \$200	19%
more than \$200	5%
Total	100%

Pay for Parking at Work

Q22. Do you pay to park at work? (2045 responses)	Percent of Respondents
Yes	24%
I don't pay to park	76%
Total	100%

Self-Reported Cost of Parking for Work*

Q22a. About how much do you pay out-of-pocket (your own money) to park at work each month? (482 responses)	Average Cost	Median Cost
Mean and Median Parking Costs (of those who pay to park)	\$28.19	\$23.50

**Only for those who pay to park.*

Self-Reported Cost of Parking for Work*

Q22a. About how much do you pay out-of-pocket (your own money) to park at work each month? (482 responses)	Percent of Respondents Who Pay to Park
\$1 to \$20	49%
\$21 to \$30	32%
more than \$30	19%
Total	100%

**Only for those who pay to park.*

Work Day Trips

Number of Non-Commute Work Day Trips

Q16. How many one-way trips did you make during your workday yesterday (or on the last day you worked), not including your work commute. (2047 responses)	Percent of Respondents
No workday trips	46%
1 or 2 trips	36%
3 or 4 trips	11%
5 or 6 trips	5%
More than 6 trips during the workday	3%
Total	100%

How Respondents Made Non-Commute Work Day Trips

Q17. What method(s) of travel was used for these non-commute workday trips during your workday yesterday? (972 responses)	Average Percent of Days
Drove alone	74%
Drove or rode with others	20%
Walked	2%
Biked	0%
Rode a bus(es)	3%
Other	1%

Work-Required Off-site Trips

Q18. Does your job require you to run errands or attend meetings away from the work site? (2202 responses)	Percent of Respondents
Yes	28%
No	72%
Total	100%

Frequency of Work-Required Off-site Trips

Q19. About how often are you usually required to run errands for work or attend off-site work meetings? (627 responses)	Percent of Respondents
Daily	21%
Several times a week	19%
About once a week	17%
About once every two weeks	11%
About once a month	19%
Less than once a month	13%
Total	100%

Mode Use for Work-Required Off-site Trips

Q20. When you run work errands or attend off-site meetings, are you ever. . . (620 responses)	Yes	No	Total
Required to provide your own transportation	88%	12%	100%
Able to use an employer-provided vehicle	59%	41%	100%
Able to use an employer-provided bicycle	7%	93%	100%
Other	21%	79%	100%

Employee Parking

At Work Parking

Q21. When you drive to work, what type of parking space do you usually park in? (2264 responses)	Percent of Respondents
Free on-site employee lot	62%
An on-site employee lot where you have to pay to park or have a parking permit	16%
Free off-site location, on the street, or in a parking lot or parking garage, where you do not have to pay	11%
An off-site location where you have to pay to park or have to have a parking permit	3%
I don't usually drive to work	8%
Total	100%

Child Transportation Responsibilities

Transportation of a Child(ren) During Work Commute

Q23. Are you responsible at least some of the time for transporting your child(ren) to and/or from school or child care on your way to or from work? (2125 responses)	Percent of Respondents
No	74%
Yes	26%
Total	100%

Transportation of a Child(ren) During Work Commute on Survey Day

Q24. Did you take your child(ren) to school or child care on your way to work today?* (605 responses)	Percent of Respondents Who Transport Children
No	50%
Yes	50%
Total	100%

**Question only asked of those with child transportation responsibilities.*

Effect of Transportation of a Child(ren) During Work Commute

Q25. How does the need to take drop-off or pick-up your children on your way to or from work affect how you choose to get to and from work?* (537 responses)	Percent of Respondents Who Transport Children
It doesn't affect how I choose to get to and from work	75%
I might take the bus or carpool if I did not have to transport my child(ren)	14%
I would likely take the bus or carpool if I did not have to transport my child(ren)	11%
Total	100%

**Question only asked of those with child transportation responsibilities.*

If you have children, are you responsible at least some of the time for transporting your child(ren) to and/or from school or child care on your way to or from work? (898 responses)	Percent of Respondents Who Transport Children
No	52%
Yes	48%
Total	100%

Carpooling for the Work Commute

Percent of Respondents Who Ever Carpool

Q26. Have you ever tried carpooling to or from work? (2253 responses)	Percent of Respondents
No	78%
Yes	22%
Total	100%

Frequency of Carpooling for the Work Commute

Q26a. About how many times a month do you carpool? (407 responses)	Monthly Average	Monthly Median
Mean and Median Times Carpool During a Typical Month	11.3	8.0

**Question only asked of those who ever carpool.*

Frequency of Carpooling for the Work Commute

Q26a. About how many times a month do you carpool? (407 responses)	Percent of Respondents Who Carpool*
1 to 2 times	21%
3 to 5 times	24%
6 to 10 times	11%
11 to 15 times	7%
16 to 20 times	28%
more than 20 times	10%
Total	100%

**Question only asked of those who ever carpool.*

Use of the Bus for the Work Commute

Percent of Respondents Who Ever Ride the Bus

Q27. Do you ever ride a bus to or from work? (2249 responses)	Percent of Respondents
No	92%
Yes	8%
Total	100%

Frequency of Bus Use for the Work Commute

Q27a. About how many times a month do you use the bus?* (148 responses)	Monthly Average	Monthly Median
About how many times a month do you use the bus?	13.3	8.0

*Question only asked of those who ever ride the bus.

Frequency of Bus Use for the Work Commute

Q27a. About how many times a month do you ride the bus?* (148 responses)	Percent of Respondents Who Ever Ride the Bus
1 to 2 times	14%
3 to 5 times	29%
6 to 10 times	17%
11 to 20 times	22%
more than 20 times	19%
Total	100%

*Question only asked of those who ever ride the bus.

Distance from Home to Nearest Bus Stop with Don't Knows

Q28. How far from your home is the nearest bus stop that you would use to ride to work? (2068 responses)	Percent of Respondents*
Less than 2 blocks	16%
2 – 5 blocks	15%
6 - 10 blocks	6%
11 - 15 blocks	2%
More than 15 blocks	7%
Don't know	53%
Total	100%

*Note: Don't know responses have been included.

Distance from Home to Nearest Bus Stop without Don't Knows

Q28. How far from your home is the nearest bus stop that you would use to ride to work? (972 responses)	Percent of Respondents*
Less than 2 blocks	35%
2 – 5 blocks	32%
6 - 10 blocks	13%
11 - 15 blocks	5%
More than 15 blocks	16%
Total	100%

*Note: Don't know responses have NOT been included.

Travel Mode to Bus Stop with those that Never Ride a Bus

Q29. If you ever ride a bus to work, how do you usually get to the bus stop? <i>(1884 responses)</i>	Percent of Respondents*
I never ride a bus to work	76%
Walk less ¼ mile	5%
Walk between ¼ and ½ mile	2%
Walk over ½ mile	1%
Drive and park	8%
Get dropped off	5%
Bike	0%
Other	2%
Total	100%

**Note: "I never ride a bus to work" responses have been included.*

Travel Mode to Bus Stop without those that Never Ride a Bus

Q29. If you ever ride a bus to work, how do you usually get to the bus stop? <i>(452 responses)</i>	Percent of Respondents Who Ever Ride a Bus*
Walk less ¼ mile	20%
Walk between ¼ and ½ mile	9%
Walk over ½ mile	6%
Drive and park	35%
Get dropped off	21%
Bike	1%
Other	8%
Total	100%

**Note: "I never ride a bus to work" responses have NOT been included.*

Perceptions of Congestion

Perceptions of Work Commute Traffic Congestion

Q13. Which of the following best describes your feelings about the amount of traffic congestion you encounter during your commute to and from work? (2258 responses)	Percent of Respondents
Pleasant - I enjoy my commute	13%
Acceptable - It doesn't bother me	22%
Annoying - I don't like it, but I tolerate it	38%
Intolerable - I dread facing traffic each day	27%
Total	100%

Willingness to Relocate to Shorten Work Commute

Satisfaction with Distance of Work Commute

Q48. Do you wish that you lived closer to work so your work commute would be shorter? (2239 responses)	Percent of Respondents
Yes	48%
No	52%
Total	100%

Reason for Not Living Closer to Work with those Already Living on West Maui

Q49. Why don't you live closer to work? (2275 responses)	Percent of Respondents*
I already live on West Maui	47%
It is too expensive	24%
I don't like the housing closer to work	6%
I like where I live now	37%
I live close to my family and friends	14%
Other family members who live with me are close to work where we live	6%
None of the above	7%

**Percents may add to more than 100% as respondents could give more than one answer.*

Reason for Not Living Closer to Work without those Already Living on West Maui

Q49. Why don't you live closer to work? (1206 responses)	Percent of Respondents Who Do Not Live in West Maui*
It is too expensive	38%
I don't like the housing closer to work	9%
I like where I live now	58%
I live close to my family and friends	23%
Other family members who live with me are close to work where we live	10%
None of the above	10%

**Percents may add to more than 100% as respondents could give more than one answer.*

Likelihood of Moving to West Maui

Q50. If you could find an acceptable place to live on West Maui for the same amount you pay now for housing, how likely would be to move to be closer to work? (2203 responses)	Percent of Respondents*
Not at all likely	25%
Somewhat likely	15%
Very likely	20%
I already live on West Maui	41%
Total	100%

**Note: "I already live on West Maui" responses have been included.*

Likelihood of Moving to West Maui

Q50. If you could find an acceptable place to live on West Maui for the same amount you pay now for housing, how likely would be to move to be closer to work? (1302 responses)	Percent of Respondents Who Do Not Live in West Maui*
Not at all likely	42%
Somewhat likely	25%
Very likely	33%
Total	100%

**Note: "I already live on West Maui" responses have NOT been included.*

Stated Preferences for the Work Commute

Reasons for Driving Alone to Work

Q30. There are a number of reasons people prefer to drive alone to work. How important to you are the following reasons for driving to work alone? (2170 responses)	Not at all important	Somewhat important	Very important	Total
I need to run errands on the way to and from work, or during the work day	36%	33%	31%	100%
I need to drive to a second job	70%	10%	20%	100%
I enjoy the privacy of driving alone	48%	29%	23%	100%
I need my car to perform my job	64%	15%	22%	100%
I do not like being dependent on others for transportation	33%	28%	39%	100%
I have irregular work hours or work overtime	39%	22%	39%	100%
I prefer the security of having my own car available in case of emergency	29%	23%	48%	100%
I can get to work faster by driving alone than by bus	34%	21%	45%	100%
I can get to work faster by driving alone than carpooling	41%	24%	35%	100%
I don't know anyone with whom I can conveniently carpool to work	52%	25%	23%	100%
I take a child to school or daycare on the way to work, or pick up a child on the way home	68%	11%	21%	100%

Likelihood of Carpooling for the Work Commute

Q31. How likely would you be to get to and from work by carpooling with at least one other adult worker if . . . (1984 responses)	Not at all likely	Somewhat likely	Very likely	Total
Reserved close-in parking spaces were given for carpoolers	61%	24%	15%	100%
You could use an Internet website to find good carpool partners	74%	18%	8%	100%
You were guaranteed a free ride home in case of an emergency	52%	24%	24%	100%
Monthly gas coupons were given to carpoolers	46%	24%	29%	100%
There was a daycare center located at your work	74%	13%	12%	100%
If all of the conditions above existed	45%	30%	25%	100%

Likelihood of Using the Bus for the Work Commute

Q32. How likely would you be to get to and from work by bus if . . . (2067 responses)	Not at all likely	Somewhat likely	Very likely	Total
Your employer gave you a free bus pass	51%	21%	27%	100%
You could take a direct bus route (you would not have to transfer between buses)	48%	21%	31%	100%
There was more bus service (buses came more often)	46%	21%	32%	100%
You were guaranteed a free ride home in case of an emergency	47%	20%	33%	100%
There was a daycare center located at your work	71%	13%	15%	100%
If all of the conditions above existed	42%	23%	34%	100%

Respondent Characteristics

Employment Status

Q33. Are you a full or part-time employee at this job? (2098 responses)	Percent of Respondents
Full-time	92%
Part-time	8%
Total	100%

Hours Worked Per Week

Q34. About how many hours per week do you usually work at this job? (2067 responses)	Weekly Average	Weekly Median
Mean and Median Hours Worked per Week	41.1	40.0

Hours Per Week Worked

Q34. About how many hours per week do you usually work at this job? (2067 responses)	Percent of Respondents
less than 40 hours	19%
40 hours	58%
more than 40 hours	23%
Total	100%

Typical Work Schedule

Q35. What days and times of the week do you usually work for this job?* (2103 responses)	Days	Evenings	Nights
Monday	67%	15%	8%
Tuesday	70%	16%	8%
Wednesday	71%	17%	8%
Thursday	70%	17%	8%
Friday	70%	17%	8%
Saturday	46%	15%	7%
Sunday	38%	13%	7%

**Percents represent percent of all respondents who work each category.*

Typical Schedule Worked

Q35. What days of the week do you usually work for this job?* (2103 responses)	Percent of Respondents*
(Any) Weekday Days	86%
(Any) Weekday Evenings	24%
(Any) Weekday Nights	12%
(Any) Weekend Days	54%
(Any) Weekend Evenings	18%
(Any) Weekend Nights	9%

**Percents may add to more than 100% as respondents could choose more than one answer.*

Typical Days Worked

Q35. What days of the week do you usually work for this job?* (2103 responses)	Percent of Respondents*
Monday	78%
Tuesday	82%
Wednesday	84%
Thursday	83%
Friday	83%
Saturday	58%
Sunday	50%

**Percents may add to more than 100% as respondents could choose more than one answer.*

Industry of Employment

Q36. What category best describes your job? (2264 responses)	Percent of Respondents
Restaurant	15%
Retail	7%
Real Estate	3%
Reception/booking agent	4%
Housekeeping	18%
Other	15%
Education	2%
Construction	4%
Hotel management	12%
Facility maintenance/landscaping	7%
Other customer services	13%
Total	100%

Hourly Pay Rate

Q37. What is your hourly pay rate at this job? (2179 responses)	Percent of Respondents
\$10.00 per hour or less	10%
\$10.01 to \$15.00 per hour	34%
\$15.01 to \$25.00 per hour	40%
\$25.01 to \$50.00 per hour	12%
Over \$50.00 per hour	4%
Total	100%

Employed at Additional Jobs

Q38. Are you employed at another job? (2233 responses)	Percent of Respondents
yes, an additional full-time job	9%
yes, one or more additional part-time jobs	19%
no, I am not employed at any other jobs	73%
Total	100%

Motorized Vehicles in Household

Q39. At present, how many motorized vehicles - cars, vans, or light trucks - does your household have the use of? (2253 responses)	Average	Median
Mean and Median Number of Motorized Vehicles	2.3	2.0

Motorized Vehicles in Household

Q39. At present, how many motorized vehicles - cars, vans, or light trucks -- does your household have the use of? (2253 responses)	Percent of Respondents
None	1%
1 vehicle	25%
2 vehicles	41%
3 vehicles	18%
4 or more vehicles	15%
Total	100%

Motor Vehicle Availability for Work Commute

Q40. Is a car or other motor vehicle usually available to you for commuting to work? (2272 responses)	Percent of Respondents
Yes	81%
No	19%
Total	100%

Type of Vehicle Used for Work Commute

Q41. What type of vehicle do you normally use when you drive to work? (2206 responses)	Percent of Respondents
Subcompact (for example, Hyundai Accent)	7%
Compact (for example, Chevrolet Cavalier)	16%
Mid-size (for example, Toyota Camry)	19%
Full-size (for example, Toyota Avalon)	5%
Minivan (for example, Toyota Sienna)	7%
Small SUV (Sport Utility Vehicle, for example Honda CR-V)	8%
Mid-size SUV (for example, Jeep Grand Cherokee)	11%
Full-size SUV (for example, Cadillac Escalade)	4%
Small Pickup (for example, Ford Ranger or Toyota Tacoma)	14%
Large Pickup (for example, Dodge Ram or Toyota Tundra)	7%
Motorcycle or Motorscooter	2%
Total	100%

Type of Fuel Used for Work Commute

Q42. What type of fuel is used in the vehicle you normally take when you drive to work? (2259 responses)	Percent of Respondents
Gasoline	97%
Diesel	1%
Biodiesel	0%
Hybrid gas/electric	0%
Other	1%
Total	100%

Age of Vehicle Used for Work Commute

Q43. How old is the vehicle you normally use when you drive to work? (2229 responses)	Percent of Respondents
Less than 2 years old	25%
2 to 10 years old	56%
more than 10 years old	18%
Total	100%

Bicycle Availability for Work Commute

Q44. Is a bicycle usually available to you for commuting to work? (2236 responses)	Percent of Respondents
Yes	18%
No	82%
Total	100%

Access to the Internet

Q45. Do you have Internet access at home and/or work? (2262 responses)	Percent of Respondents
Yes	73%
No	27%
Total	100%

Employee's Home Zip Code

Q46. What is your home zip code? (2205 responses)	Percent of Respondents
96232	0%
96706	0%
96708	1%
96729	0%
96732	12%
96733	0%
96748	0%
96750	0%
96752	0%
96753	8%
96754	0%
96757	0%
96760	0%
96761	57%
96763	0%
96767	1%
96768	4%
96779	0%
96783	0%
96784	0%
96788	0%
96789	0%
96790	1%
96793	13%
96814	0%
96893	0%
97632	0%
97653	0%
97671	0%
97691	0%
97693	0%
Total	100%

Location of Employee's Residence

Q47. What place do you live in or closest to? (2337 responses)	Percent of Respondents
West Maui	59%
Maalaea	0%
Kahalui	12%
Wailuku	14%
Kihei	8%
Wailea	0%
Makena	0%
Sprecklesville	0%
Paia	1%
Up Country	6%
East Side	0%
Total	100%

West Maui Location of Employee's Residence

Q47a. Where in West Maui?* (1328 responses)	Percent of Respondents Who Live in West Maui
Lahaina	59%
Kaanapali	5%
Honokowai	11%
Kahana	15%
Kapalua	10%
Total	100%

*Question only asked of those who live in West Maui.

Up Country Location of Employee's Residence

Q47b. Where in Up Country? (142 responses)	Percent of Respondents Who Live Up Country
Pukalani	35%
Makawao	30%
Haliimaile	9%
Other Up Country	26%
Total	100%

*Question only asked of those who live in Up Country.

Live/ work relationship

Where do you live AND work? (2337 responses)					
Q47. What place do you live in or closest to?	Q9. Where is your work location?				
	Lahaina	Kaanapali	Honokowai Napili	Kahana	Kapalua
West Maui	17%	28%	3%	5%	7%
Kahalui	4%	6%	0%	0%	1%
Wailuku	5%	8%	1%	0%	1%
Kihei	3%	4%	0%	0%	1%
Up Country	2%	3%	0%	0%	1%
Other	0%	0%	0%	0%	0%

Employee's Tenure

Q51. Do you or your family rent or own the home you live in? (2257 responses)	Percent of Respondents
Rent	49%
Own	51%
Total	100%

Employee's Annual Household Income

Q52. About how much was your household's total income before taxes in 2005? (2133 responses)	Percent of Respondents
Less than \$10,000	4%
\$10,000 to \$19,999	4%
\$20,000 to \$29,999	11%
\$30,000 to \$39,999	12%
\$40,000 to \$49,999	11%
\$50,000 to \$64,999	16%
\$65,000 to \$79,999	13%
\$80,000 to \$94,999	9%
\$95,000 to \$104,999	6%
\$105,000 to \$134,999	6%
\$135,000 or more	9%
Total	100%

Employee's Household Size

	Average	Median
Q53a. How many total people currently live in your household? (2299 responses)	3.8	3.0
Q53b. How many people under 16 live your household? (2299 responses)	.9	.0

Employee's Total Household Size

Q53a. How many total people currently live in your household (including you)? (2299 responses)	Percent of Respondents
1 person	10%
2 people	25%
3 people	19%
4 people	18%
5 people	11%
6 people	8%
7 or more people	10%
Total	100%

Number of People in Household Under Age 16

Q53b. How many people under 16 currently live in your household? (2299 responses)	Percent of Respondents
None	56%
1 person	19%
2 people	15%
3 or more people	10%
Total	100%

Employee's Age

Q54. In which category is your age? (2335 responses)	Percent of Respondents
Under 18	1%
18 to 24 years	10%
25 to 34 years	23%
35 to 44 years	25%
45-54 years	27%
55 to 64 years	13%
65 years or older	2%
Total	100%

Employee's Gender

Q55. What is your gender? (2328 responses)	Percent of Respondents
Female	55%
Male	45%
Total	100%