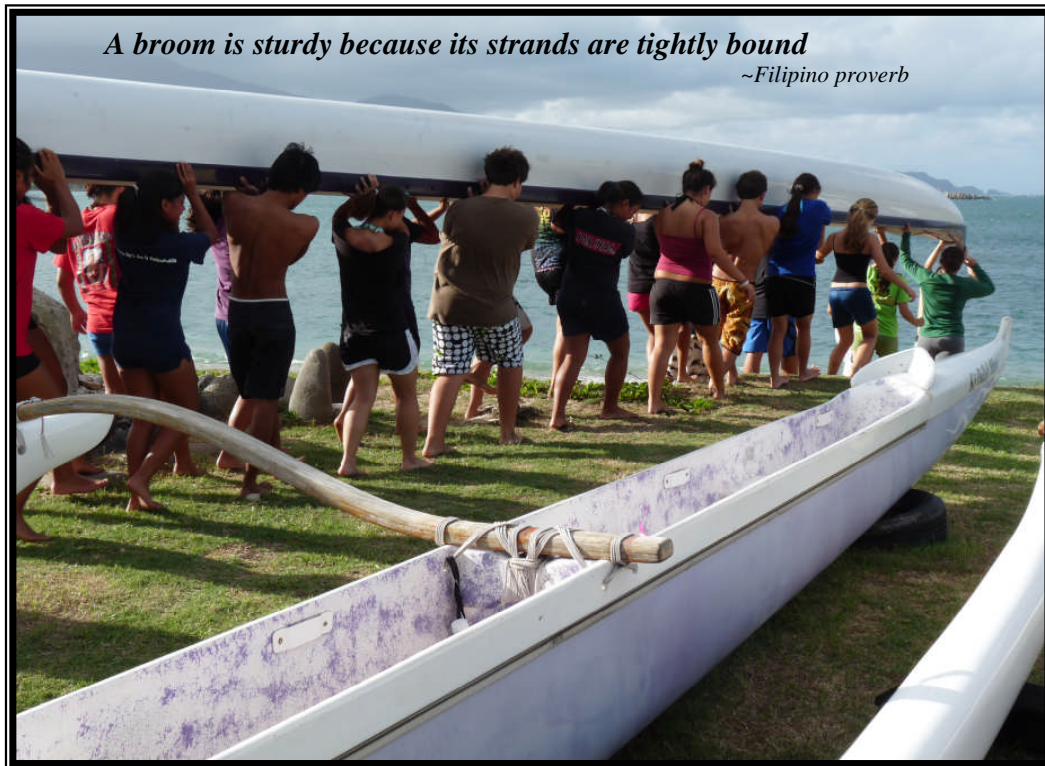


Chapter 1: Population



Canoe launch. Kahului.

Population change on the island is inevitable. In-migration and out-migration occur at different rates and for different reasons. Understanding that our overall population will likely follow recent upward trends, it is our responsibility to decide how we would like this growth to manifest itself. Population growth can have positive and negative impacts on the environment, the socio-economic and cultural composition of the island, and the visitor experience. Visitors and new residents may arrive to Maui with expectations and values that conflict with the local way of life, a lifestyle that has been rooted on Maui for generations.

Population

The policies that are adopted to address the impacts of population change will ultimately define our expectations for the future, and are far more important than the population change itself.

Background Information

The Countywide Policy Plan, at page 74, establishes the following policy:

“Maintain a sustainable balance between the resident, part-time resident, and visitor populations.”

In addition, the Countywide Policy Plan, at page 23, forecasted a *de facto* daily population for Maui in 2030 of more than 240,000, based on the following:

- Resident population: 176,686
- Visitor population: 64,690

The 2030 Socio-Economic Forecast is a planning tool; it identifies future options for the community to consider. The community may want to adopt policies to achieve a specific outcome that differs from the forecasted outcome, and to minimize the undesirable impacts of current trends. The population projections are based on trends and model assumptions that are absent of policy changes or directives. The forecast affects both ongoing planning (project review and approval) and the desired future articulated by Maui’s residents and political leaders (General Plan and Community Plans). Because a long-term forecast identifies long-term trends and omits short-term variation, there will be many surprises along the way, even if a forecast turns out to be highly accurate.

The forecast was based on projections developed by the State of Hawai‘i Department of Business, Economic Development and Tourism (DBEDT). The forecast allocates expected countywide change to local areas. The DBEDT long-term econometric model draws on historical data over two decades, plus projections from DBEDT and national sources. The DBEDT model (and accordingly, the allocation model) is economically driven: industries that attract capital are taken as crucial to economic growth, which in turn leads to new jobs and increased population.

Historic Population Trends

To put population increase into perspective, it is appropriate to compare Maui Island’s population increase to the other major islands in the Hawaiian chain throughout the recent past. It is evident from Tables 1-1 and 1-2 (below) that while O`ahu experienced the most dramatic population increase during the 1950s, the outer islands, including Maui, were impacted by the steepest increase in population between 1970 and 1990.

Population

Table 1 - 1: State and Island Population 1960 - 2010

Area	1960	1970	1980	1990	2000	2010
State of Hawai`i	632,772	769,913	964,691	1,108,229	1,211,537	1,360,301
Island of O`ahu	500,409	630,528	762,565	836,231	876,156	953,207
Island of Hawai`i	61,332	63,468	92,053	120,317	148,677	185,079
Island of Maui	35,717	38,691	62,823	91,361	117,644	144,444
Island of Kaua`i	27,922	29,524	38,856	50,947	58,303	66,921

United States Census.

According to the 2030 Socio-Economic Forecast, the total population is not expected to increase equally throughout the island; rather, there are specific regions where population growth is more likely to occur at a higher rate than others.

Table 1 - 2: Community Plan Area Population 2000 – 2030

Community Plan Area	2000	2005	2010	2015	2020	2025	2030
West Maui	17,967	19,852	20,892	22,627	24,326	25,904	27,419
Kihei-Mākena	22,870	25,609	27,222	29,731	32,208	34,528	36,767
Wailuku-Kahului	41,503	46,626	49,684	54,374	59,010	63,363	67,565
Makawao-Pukalani-Kula	21,571	23,176	23,862	25,360	26,792	28,077	29,292
Pā`ia-Ha`ikū	11,866	12,210	12,128	12,474	12,764	12,973	13,151
Hāna	1,867	1,998	2,050	2,173	2,290	2,393	2,492
Total Maui Island	117,644	129,471	135,838	146,739	157,390	167,238	176,686

NOTE: Highlighted columns to be updated prior to enactment of ordinance.

Demographic Conditions, Trends, and Projections

Some demographic trends embedded in the forecast are consistent with the current projections.

- The island’s resident population is expected to grow at nearly an identical rate as the *de facto* population.
- The population is aging; the median age increased from 34.1 to 36.2 years between 1990 and 2000.
- Households are becoming smaller over time; Maui’s household size is projected to decline from 2.94 persons per household in 2000 to 2.66 persons per household in 2030.

Economic Factors

- Wage and salary jobs are expected to increase by about 1.1 percent annually.
- *Per capita* income will increase very little (in constant dollars).
- Visitor counts will increase by about 1.4 percent annually.
- Because of high occupancy rates, construction of new units is expected to resume, and the supply of visitor units is expected to grow at 1 percent annually.
- The past rate of growth in resident population, housing, and jobs is higher than the rate of visitor growth. This indicates that Maui’s economy has diversified and is less driven by tourism than in the past.

Population

Community Plan Area Findings

To project future employment and housing needs for the island’s Community Plan Areas, the forecast model allocated households based on historic trends, availability of entitled lands for development or redevelopment, development constraints, and careful consideration of planned and proposed development projects. The forecast model recognized that relatively isolated areas – such as Hāna – depend much more on the success of one major employer than do others; therefore, an economic downturn can have a devastating impact. Map 1-1 depicts Maui’s major employment and population centers. For planning purposes, it is important to provide resident housing near employment.

Community Plan Area	Characteristics
West Maui	In the 1990s, this area saw significant population and job growth. Looking to the future, these trends are projected to continue through 2030. Local development potential to monitor includes timeshare, large master-planned communities, and Hawaiian Homelands. Timeshare and other transient vacation rentals are of particular interest for the impact they may have on island-wide job distribution. Timeshares have higher occupancies than hotels, but employ fewer workers at the lodging site.
Kīhei-Mākena	This area has seen growth in the visitor economy, the technology sector, and expanding residential areas. It has had the smallest average household size, and anecdotally, its workforce is more transient than other areas. The forecast extends all these trends. Based in part on recent development proposals, the forecast shows stronger growth in residential units than in visitor units.
Wailuku-Kahului	This area remains the economic and population center of the island. In the 1990s, this area saw significant increases in trade, transportation, communications and utilities, and government jobs. Kahului Harbor is the port through which most cruise ship visitors reach Maui. The 2030 Socio-Economic Forecast suggests the Wailuku-Kahului Community Plan Area will grow faster than other parts of Maui, as former sugar lands are developed into residential subdivisions. Wailuku-Kahului is expected to maintain its status as home to more than a third of Maui’s households.
Makawao-Pukalani-Kula	This area - Upcountry Maui - saw significant increases in population in the 1980s, but less growth subsequently. New development slowed because of water supply problems. Job growth occurred at a much faster rate, but the forecast calls for economic growth to continue at a slower pace. With only 1 job located Upcountry for every 2.5 households, most of the area’s residents commute outside the area for work. This will continue to be the case; by 2030, the forecast shows only 2.1 households per local job.
Pā`ia-Ha`ikū	Since windsurfing became popular in the 1980s, this area has taken on new importance as the home of this sport. In the 1990s, upland regions saw new development of homes on large agricultural lots, with the area population increasing by 52 percent. In light of limited availability of suitable land for new homes, the forecast calls for much slower growth in housing and population.
Hāna	In recent years, this area has seen job losses and a decrease of children and young adults. Slow growth is projected over the planning period, provided the visitor economy remains healthy. Hāna has experienced new population resulting from in-migration.

CHALLENGES AND OPPORTUNITIES

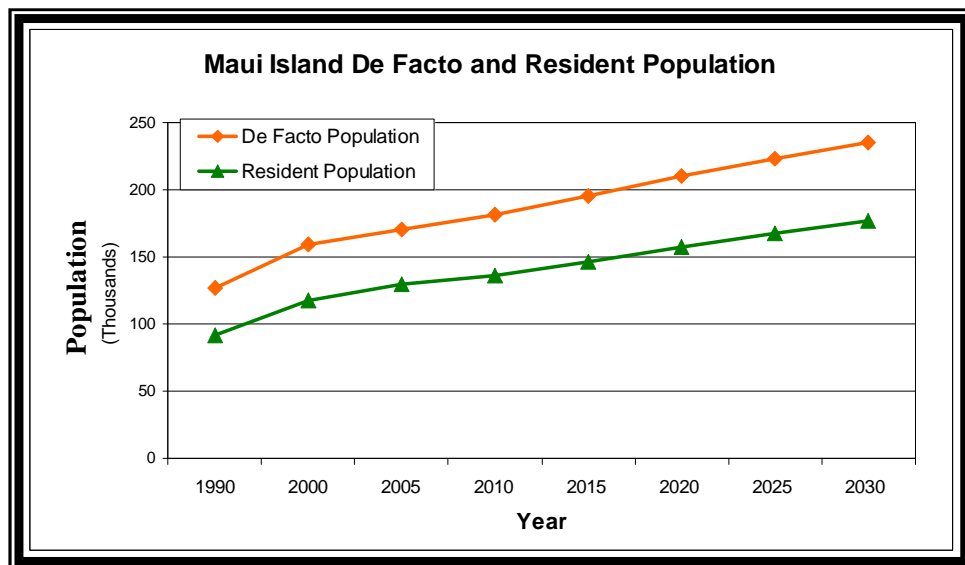
The growth of Maui’s resident and visitor population will pose both challenges and opportunities. Population growth can exacerbate existing infrastructure-capacity deficiencies, place additional demands on environmental resources, foster shifts in the cultural and ethnic makeup of the population, and change the landscape. In addition, the loss of cultural identity and diversity has created social tensions that have increased over at least the last 20 years. The cultural understanding and sensitivity of new residents to the host culture has been a constant point of discussion throughout the Maui Island Plan’s public-engagement process.

Population Growth

Population growth can also contribute to the health of the community. Population growth is often necessary to maintain a growing economy, an expanding tax base, and employment opportunities. A host of negative social and economic conditions, such as unemployment, crime, family disintegration, and substance abuse, can be found in communities with longstanding population loss. Policies and actions to address population growth on Maui can be found throughout the Maui Island Plan. Figure 1-1 depicts the projected growth in Maui’s resident and *de facto* population to 2030.

Maui’s population is aging; and recent data shows trends related to Maui’s aging population will be similar to the trends on the Mainland. Figure 1-2 portrays Maui’s age distribution over time. This demographic change has significant impacts to public services as they relate to the elderly, including housing, transportation, health care, and elder care services.

Figure 1 - 1. Maui Island Resident and De Facto Population Projections 1990 – 2030¹



Aging Population

In addition to the challenge of providing more senior services, the wage-earning population that typically supports children and seniors will be proportionally smaller. Policies and actions to address the aging population can be found in this element as well as the Housing, Economic Development, Land Use, and Infrastructure and Public Facilities elements.

¹ Department of Business, Economic Development and Tourism, State of Hawai‘i (2009). *Population and Economic Projections for the State of Hawaii to 2035*.

Population

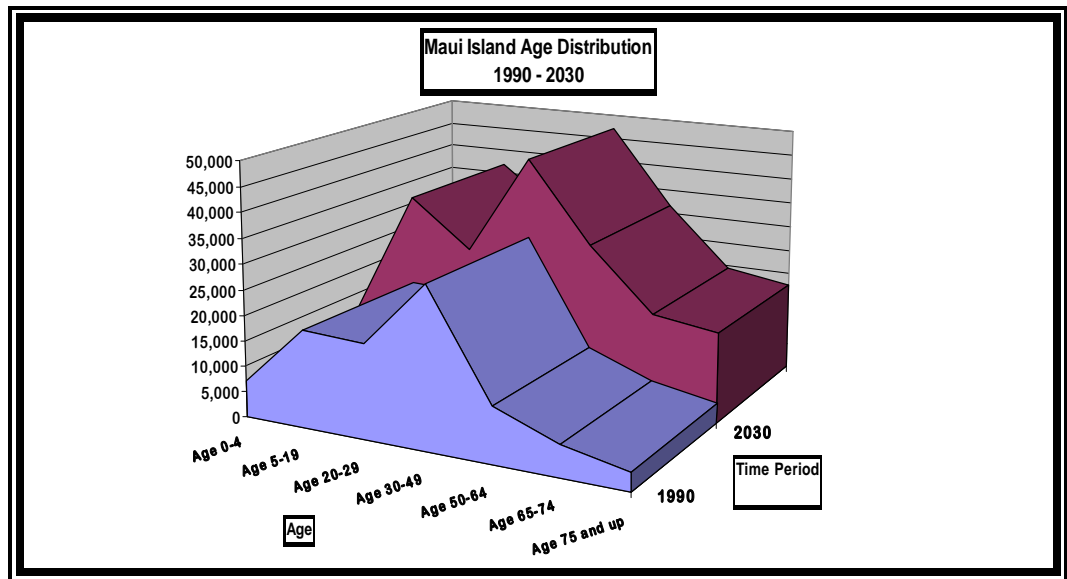


Figure 1 - 2. Maui Island Age Distribution 1990 – 2030.²

Figure 1-3 compares the percentage of Mauians born in Hawai'i to the percentage born elsewhere. The percentage of those born in Hawai'i has dropped from 67 percent in 1980 to 53 percent in 2000. The out-migration of island residents is a result of Maui's high cost of housing, limited employment and educational opportunities, and the desire of some Maui residents to experience life outside of Hawai'i. Policies and actions to help provide a choice for island residents to remain on Maui can be found throughout the Maui Island Plan.

Out-migration of Island Residents

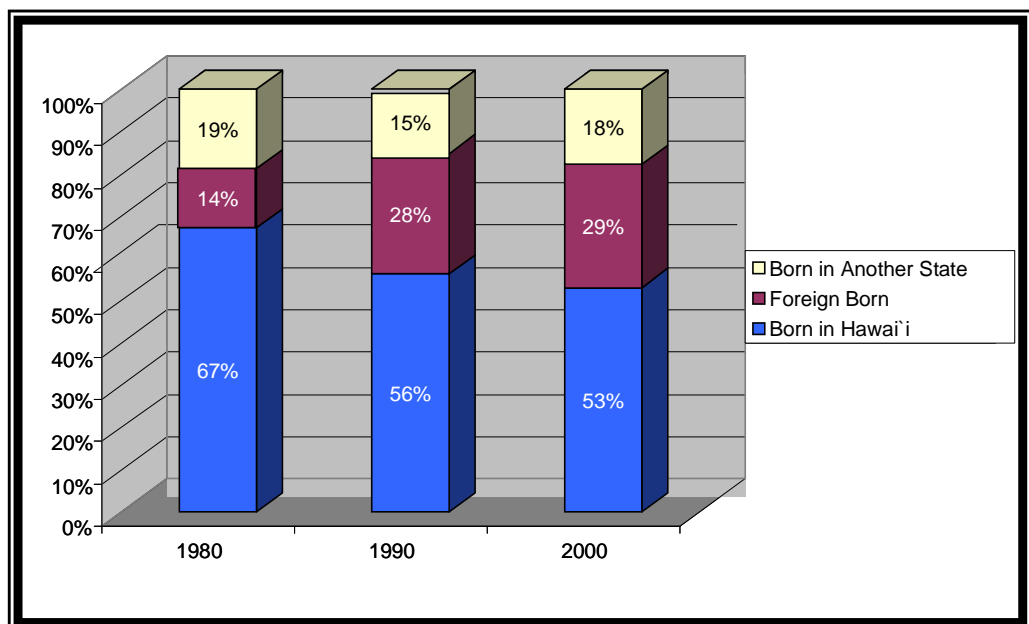


Figure 1 - 3. Maui Island Residents by Place of Birth 1980 – 2000.³

² Department of Planning, County of Maui, Hawai'i (2006). *Socio-Economic Forecast*.

³ United States Census.

Population

Ratio of Visitors to Residents

Figure 1-4 graphically depicts visitor/resident population trends from 1970 to the projection year of 2030. In 1970, ratio of tourists to residents was approximately 1 to 20. This number has risen dramatically; by 2000, the ratio grew to 1 to 3.

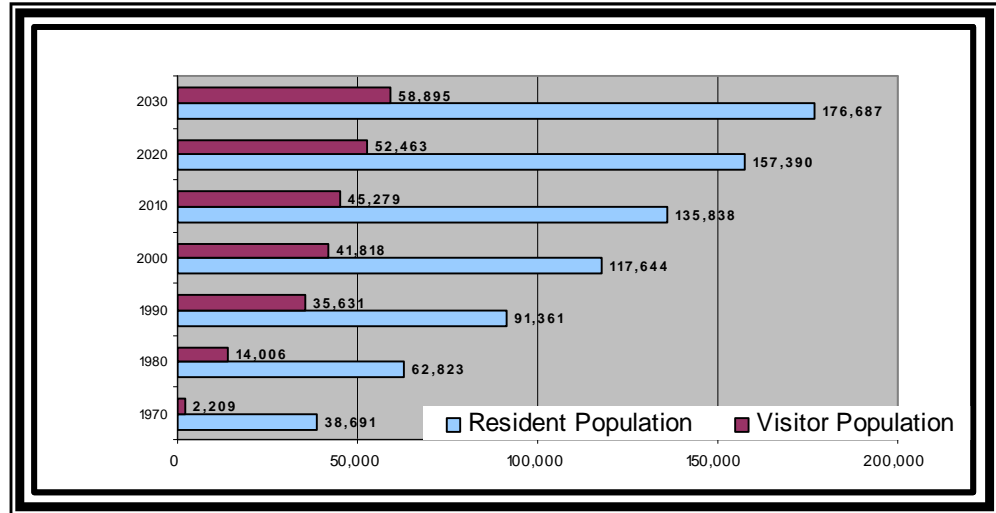


Figure 1 - 4. Maui Island Visitor/Resident Population 1970 – 2030.⁴

Tourism Dollar to Benefit Local Community

Note: Move to Chapter 4

GOAL, OBJECTIVES, AND POLICIES

Note: see matrix

⁴ Socio-Economic Forecast, Maui County Department of Planning, 2006 with 2009 Revised.