



*Maui Hotel & Lodging*  
ASSOCIATION

# West Maui Traffic Challenges and Discussions

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## What we know:

- Approximately 662,400 car rentals in 2016
- County DOT Maui Bus Commuter Service for West side employees averages 450 employee rides/day
- Lahaina Islander Bus averages 750 rides/day
- Highly qualified employees who commute to work in West Maui have quit due to stress from traffic
- Guests frustration upon arrival during day; sometimes missed flights upon departure
- Guests/employees missing ferry in Lahaina Harbor
- Deliveries of linens, food, etc. delayed
- Traffic accidents/Fires leave west side isolated for hours
- Poor programming of traffic lights causes unnecessary tie ups at the Launiupoko traffic light
- King tides slowing traffic due to proximity to the sea. Poorly designed highway causes seawater to flow across the highway rather than back toward the sea. Recent incident with seal on roadway



## What is already implemented:

The Westin Ka'anapali Ocean Resort Villas (North & South) as well as the Westin Nanea Ocean Resort are part of a Traffic Implementation Plan (TIP). The TIP was designed to mitigate the traffic impact on Maui's roadways once all (3) of our Westin Vacation Ownership properties were completed. In order to see this TIP through, Vistana Signature Experiences (WKOR/N & Nanea) agreed to provide viable alternatives to driving for both its employees and guests. The alternatives for driving are as follows:

For employees: provide travel allowances for alternative modes of transportation

- Discounted bus passes are available for all Westin KOR and Westin Nanea associates
- KOR and Nanea subsidize over half the cost of the monthly bus passes
- Associates can utilize the bus passes for daily transportation to KOR and back Kahului
- With Nanea fully coming online, we are looking into implementing the carpool program \* Date is TBA

The most impactful way that we are mitigating traffic is through our owner/guest use of the shuttles. The shuttles are taking countless automobiles off of Maui's roads. We had over 300,000 riders utilize the shuttle last year and this number will continue to rise with the Westin Nanea coming on line.

For Guests of our resorts: Complimentary Shuttles were to be provided into Lahaina, to West Maui airport and to Ka'anapali:

- Transportation shuttles are available between the Westin Vacation ownership resorts and Kapalua Airport
- Transportation shuttles are available daily from 10 AM – 10 PM to and from Lahaina
- Transportation shuttles are available daily from 9 AM – 10 PM to and from Ka'anapali Resort area

## Discussions:

- Traffic Lights: Change timer duration, switch to flashing at certain times of day
- Elevated pedestrian cross walks
- Intra-island Ferry Ma'alaea to Lahaina
- Increased bus service
- Deliveries mandated to certain hours of the day
- Bypass redesigned to flow Northbound and the existing Honoapi'ilani Highway to travel southbound.
- Greenways/Bike Paths: Providing bike rentals at key locations; promoting employee biking to work