WEST MAUI
PLANNING FOR THE FUTURE

COUNTY OF MAUI
DEPARTMENT OF PLANNING

WEST MAUI COMMUNITY PLAN

COMMUNITY PROFILE

Revised August 9, 2019

Table of Contents

Introduction ……..4
West Maui Community Plan Area ……5
Community Demographics ……..9
Economy ……..19
Bus System …….. 25
Housing …….. 27

Figures:

Figure 1. Maui Community Plan Areas ……5
Figure 2. Aerial Photo of West Maui Community Plan Area ……6
Figure 3. Aerial Photo of West Maui Community Plan SubAreas ……..8
Figure 4. 2017 Total Population by Census Block Groups ……9
Figure 5. West Maui Population 2000, 2010, 2017 ……..10
Figure 6. Population Growth Rate from 2000 to 2010 and 2010 to 2017 ……10
Figure 7. 2017 West Maui Daytime Population ……11
Figure 8. 2017 Comparative Daytime Population ……11
Figure 9. Components of Change in Resident Population 2004 to 2016 ……...12
Figure 10. 2017 West Maui Race and Hispanic Origin ……...13
Figure 11. 2017 Minority Population & Diversity Index ……..14
Figure 12. 2017 Household Income ……15
Figure 13. 2017 Households Living Below the Poverty Level ……15
Figure 14. 2017 Household Net Worth Distribution ……16
Figure 15. 2017 Education Levels ……..17
Figure 16. 2017 Public Activity ……18
Figure 17. 2017 Public Outlook ……...18
Figure 18. 2017 Top 10 West Maui Occupations ……...19
Figure 19. 2017 Top 10 Business Categories by Sales & Number of Firms ……20
Figure 20. 2015 West Maui Labor Force ……..21
Figure 21. 2015 West Maui Employment ……22
Figure 22. 2015 West Maui Worker Inflow & Outflow ……...22

Figure 23. 2015 West Maui Daily Worker Inflow & Outflow Diagram ……23
Figure 24. 2011 to 2015 ACS Worker Commute Mode ……..23
Figure 25. 2011 to 2015 ACS Worker Commute Duration ..……..……..24
Figure 26. 2017 West Maui Bus Route Map ……..……..……26
Figure 27. 2017 Housing Units ……..……..……27
Figure 28. Comparative Number of Bedrooms ……..……..……28
Figure 29. Jobs to Housing Ratio ……..……..……..29
Figure 30. 2011 to 2015 Gross Rent Paid as a Percentage of Household Income ….30
Figure 31. 2011 to 2015 Median Contract Rent (Households Paying Cash Rent) ……30
Figure 32. 2011 to 2015 Housing Costs: Homeowners With Mortgages ……..……31
Figure 33. 2011 to 2015 Housing Costs: Homeowners Without Mortgages …..……31
Figure 34. 2017 Home Values ……..……..……..……32
Figure 35. 2017 Housing & Transportation Costs……..33

Tables:

Table 1. 2017 Key Facts ……..……..7
Table 2. Components of Change in Resident Population 2004 to 2016 ..……..12
Table 3. 2017 Top 10 Businesses by Employment Category ……..……19
Table 4. 2015 West Maui Resident Worker Commute Distance ……21
Table 5. 2014 West Maui Bus Route Data……..……..……25

Introduction

The West Maui Community Profile provides a snapshot of the economy, the residents and the workers in West Maui. It is intended to serve as a background document that will help identify major trends, key issues and opportunities to be considered as part of the update of the West Maui Community Plan. The Community Profile is a working document that will be updated as more information becomes available.

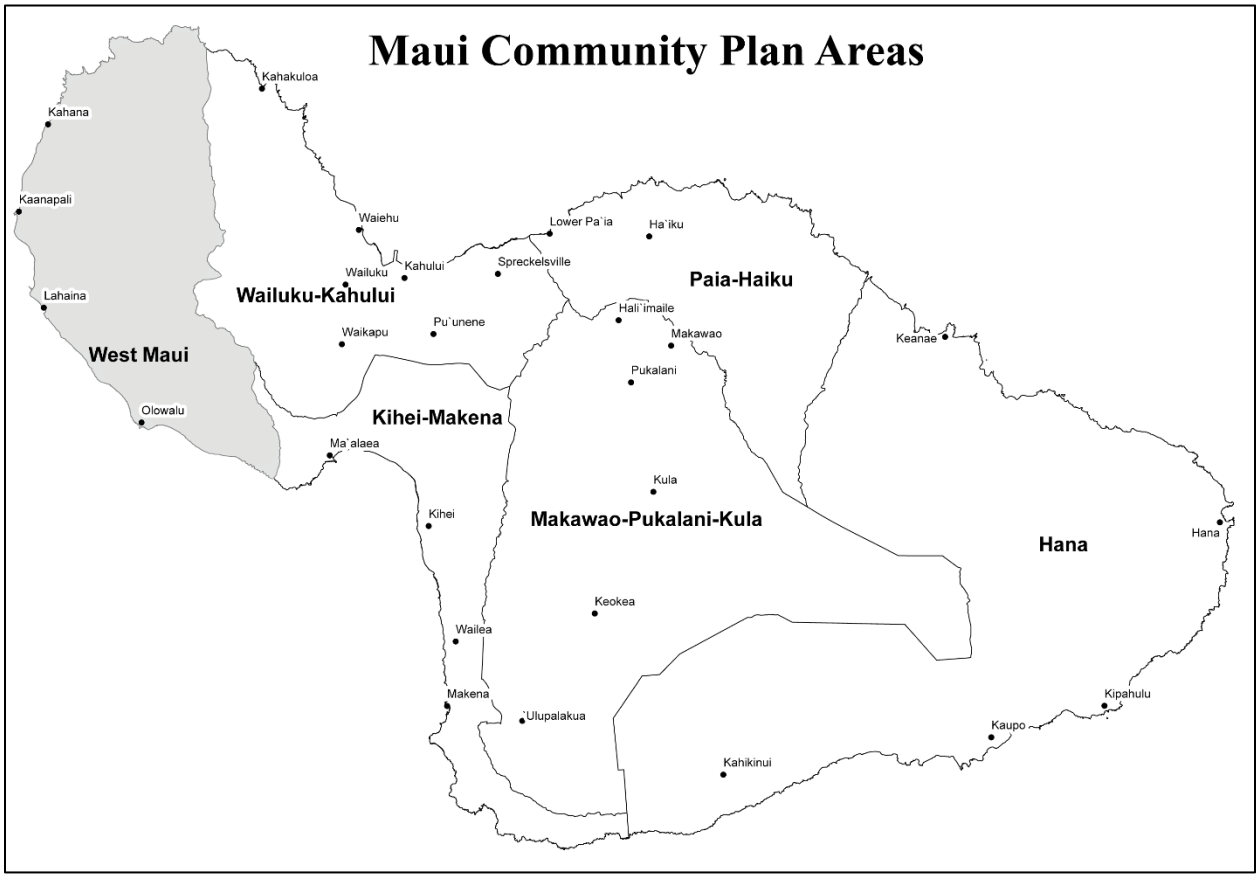
The profile currently focuses on demographic information including population, ethnicity, and education, economic data regarding West Maui businesses and employment, as well as data on transportation and housing. In the future the profile will be updated to include information on West Maui infrastructure, such as water and wastewater. Land use information will be added in the future showing such items as maps, current land uses, zoning, and parks.

Data sources include the U.S. Census Bureau, the American Community Survey (ACS), and ESRI U.S. Demographics. The most recent data available was used for this profile document however the time period that the data was gathered can vary by source. For example, the most recent U.S. Census Bureau decennial census was in 2010; the most recent ACS employment data is from 2014; whereas most of the ESRI data is from 2017.

West Maui Community Plan Area

The West Maui region has an abundance of exceptional community assets including natural beauty, world class beaches, popular resort areas, important cultural sites and historic Lahaina Town. These features draw thousands of visitors each year and also provide residents with abundant outdoor recreation, services, entertainment, employment opportunities, and connection with place and history.

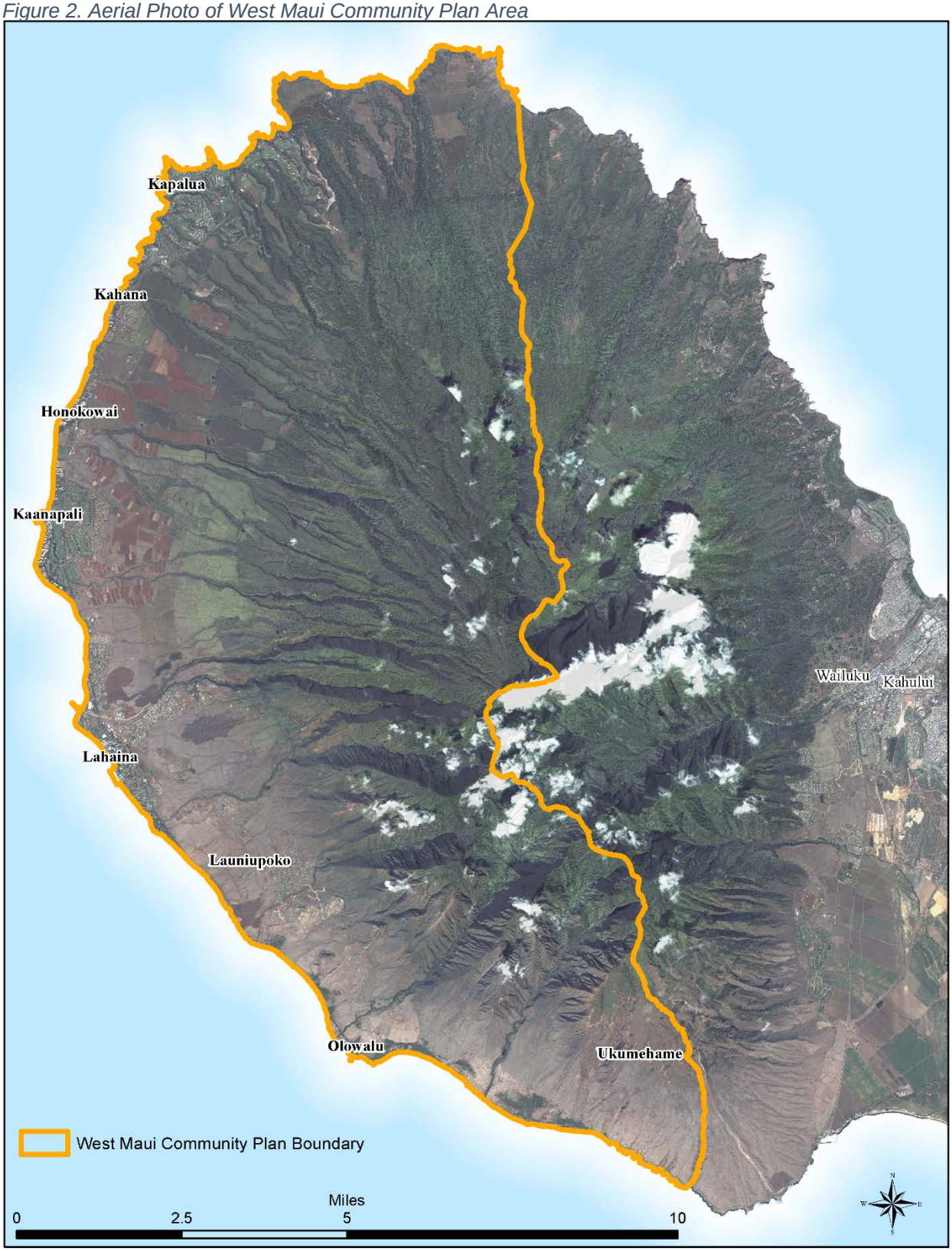
Figure 1. Maui Community Plan Areas



The West Maui community plan area extends 96 square miles covering nearly 9% of the island of Maui. Although the West Maui community plan region is somewhat isolated from the rest of the island due to steep topography and limited highway access, the region had nearly 25,000 residents in 2017. The West Maui region had the island's largest average daily visitor population of around 33,000 people in 2016 and the highest number of visitor units. West Maui has the island's second largest employment center[1].

[1] ESRI 2017; Hawai'i Tourism Authority 2017; Maui County Planning Department Socio-Economic Forecast 2014

Figure 2. Aerial Photo of West Maui Community Plan Area



For planning purposes, the region has been divided into four distinctive subareas:

The 18,680 acre **Kapalua** subarea (population 4,003) has a number of beautiful beaches, pristine bays, resort communities, and a small resident population in Nāpili. The area also contains nearly the entire 8,600 acre Puʻu Kukui Watershed Preserve, one of the largest privately-owned nature preserves in the state.

The **Kā`anapali** subarea (population 7,094) covers 13,174 acres that lie just north of Lahaina. The area contains the communities of Kā`anapali, Honokōwai, and Kahana. Kā`anapali - the state's first master planned resort community - is a popular tourist destination that includes hotels, retail shopping and condos. Honokōwai and Kahana are smaller resort areas that also have a limited amount of housing for residents. The subarea also contains the small privately owned Kapalua Airport.

The 10,376 acre **Lahaina** subarea (population 12,906) serves as the region's commercial, service, and residential center. The area is rich in history and culture. Lahaina has a unique character and charm that draws residents and visitors alike. Urban development in the subarea runs primarily along the coastline but also extends mauka along Lahainaluna Road.

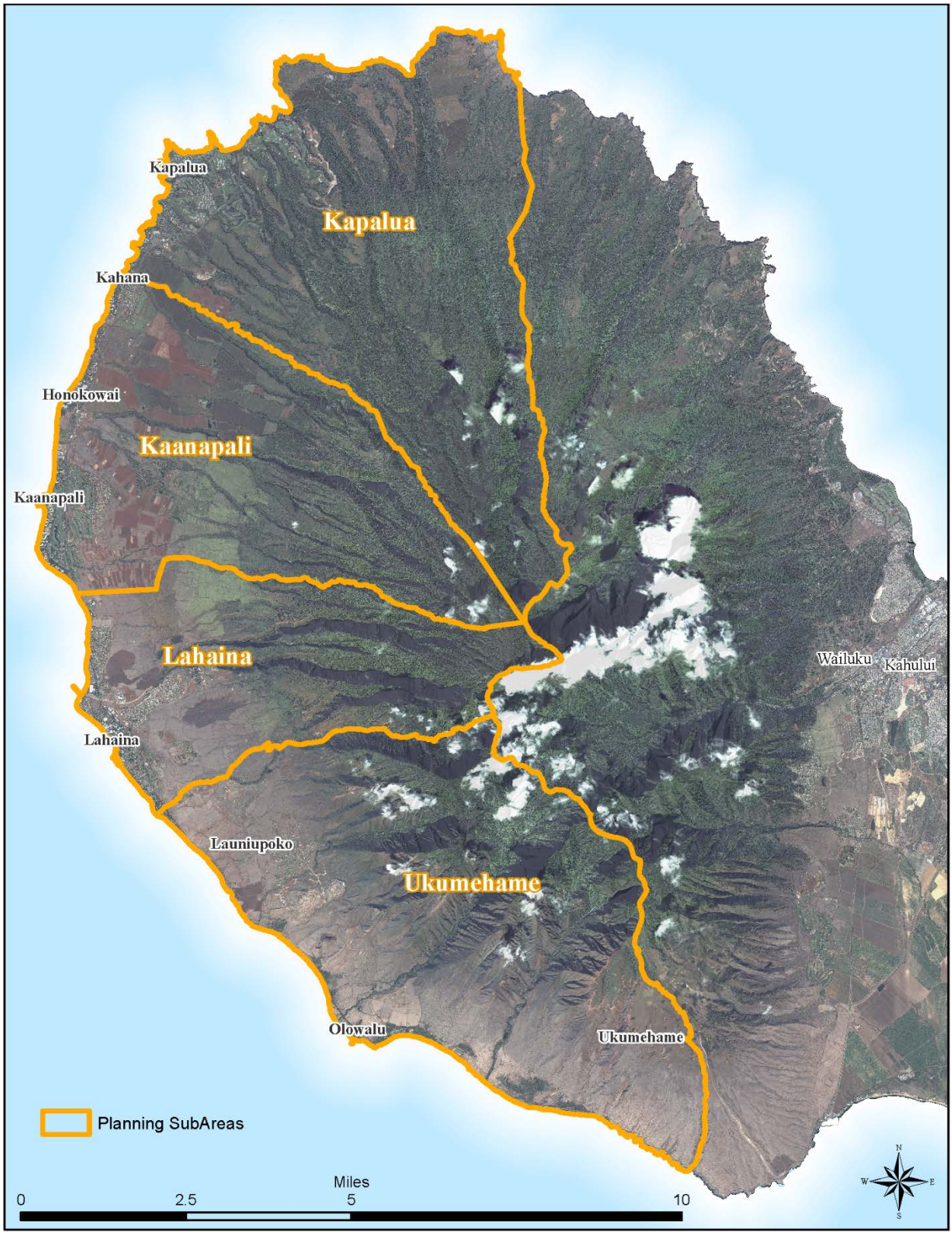
The **Ukumehame** subarea (population 982) covers 19,217 acres and has three distinct communites: Launiupoko, Olowalu, and Ukumehame. Launiupoko is a sparsely populated area characterized by recreational beaches and agricultural subdivisions. Olowalu is the site of an old Hawaiian settlement and the former Olowalu Sugar Company. The community is very small with limited commercial services and residential uses. Ukumehame is the southernmost settlement in the region. The community consists of small agricultural lots with residential and small scale agricultural uses surrounded by fallow sugarcane fields.

Table 1. 2017 Key Facts

2017 Key Facts (source: Esri)	Kapalua	Kaanapali	Lahaina	Ukumehame	West Maui Total
Total Population	4,003	7,094	12,906	982	24,985
Total Households	1,408	3,074	3,885	375	8,742
Average Household Size	2.84	2.31	3.26	2.61	2.83
Median Household Income	$92,892	$74,888	$69,408	$105,001	$76,817
Median Home Value	$667,665	$774,242	$735,352	$1,000,001	$754,808
Total Housing Units	2,711	5,709	4,304	594	13,318
% Owner Occupied Housing Units	31%	24%	39%	39%	31%
% Renter Occupied Housing Units	21%	30%	51%	24%	35%
% Vacant* Housing Units	48%	46%	10%	37%	34%

*Vacant housing units are made up of three components: a) vacant for-sale properties, b) vacant for-rent properties, and c) second and occasional use homes. Second homes include homes held for recreation or vacation, homes used for employment-related reasons, homes occupied temporarily by a household with a usual residence elsewhere, and second homes used for other purposes. (DBET, 2015)

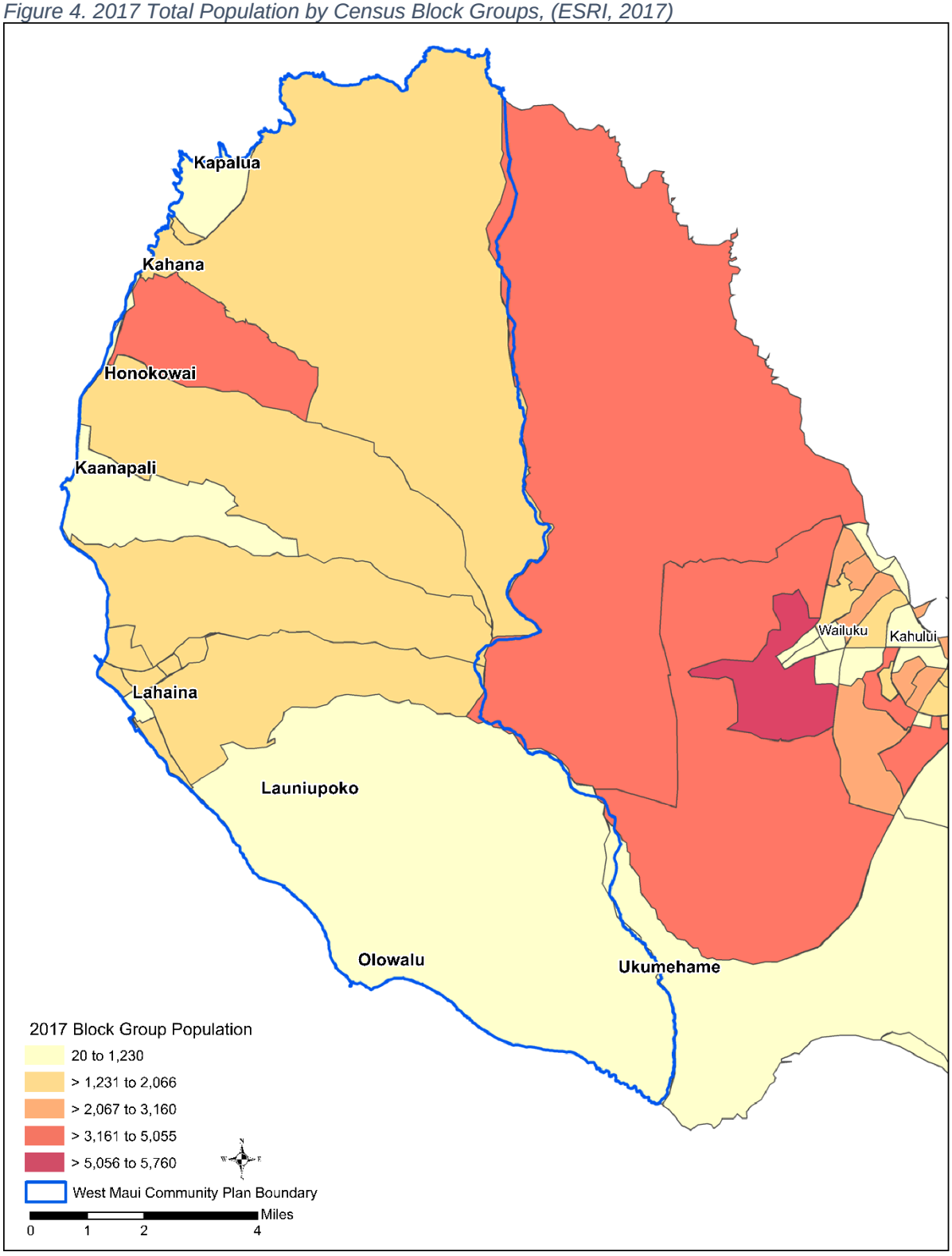
Figure 3. Aerial Photo of West Maui Community Plan SubAreas



West Maui Demographics

Population

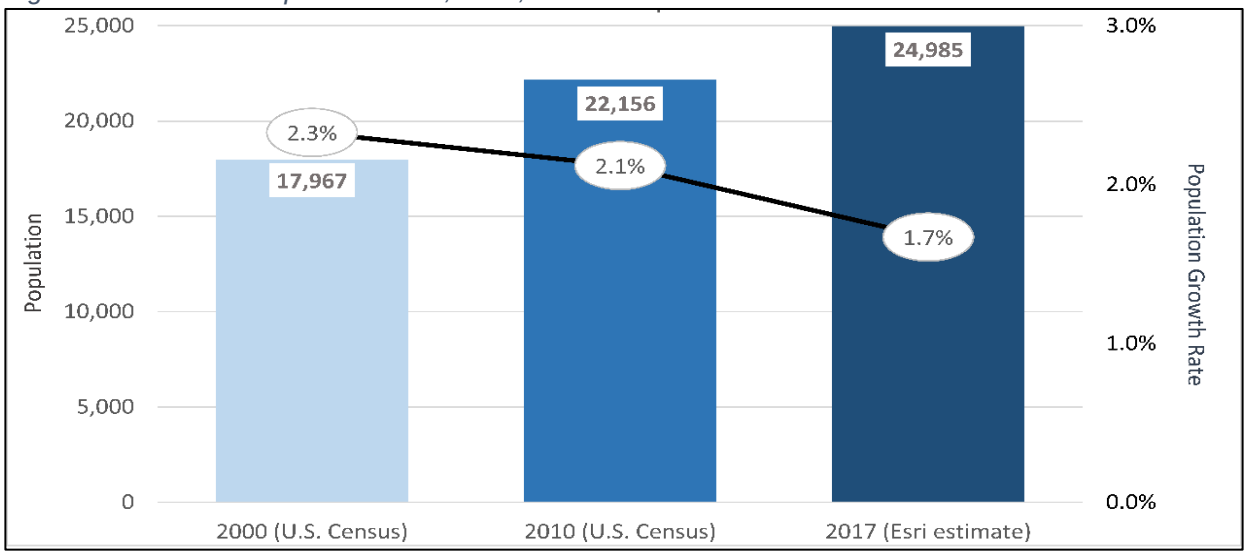
Figure 4. 2017 Total Population by Census Block Groups, (ESRI, 2017)



Population Growth

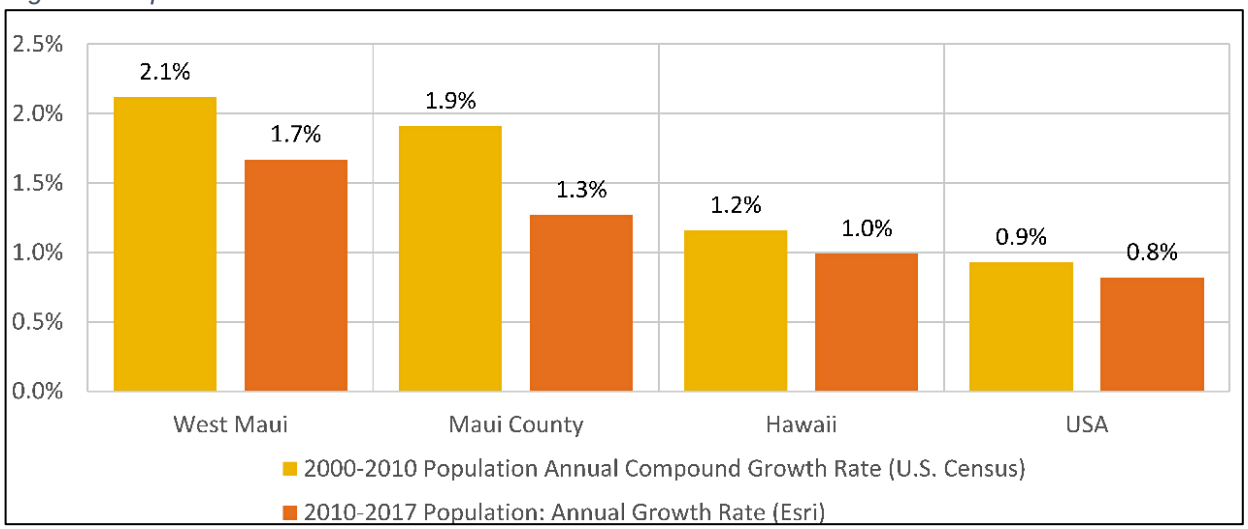
The population of West Maui increased from just over 22,000 in 2010 to nearly 25,000 in 2017. There were 8,742 West Maui households in 2017, a 1.7% increase over the 2010 number of 7,759 households. The 2017 average household size was 2.8 persons. The median age in West Maui was 40 years old versus the national average age of 38. Nearly 80% of West Maui residents were over the age of 18. (ESRI, 2017)

Figure 5. West Maui Population 2000, 2010, 2017



The annual population growth rate in West Maui between 2010 and 2017 was 1.7% versus 2.1% from 2000 and 2010. Population growth during these periods in West Maui occurred at a faster rate than the rest of Maui County and the state. (ESRI, 2017)

Figure 6. Population Growth Rate from 2000 to 2010 and 2010 to 2017



Daytime Population

In 2017, West Maui's estimated average daytime population of 63,706 persons included 10,287 non-working daytime residents, 19,868 daytime workers (includes resident workers), and 33,551 daytime visitors. (ESRI, 2017) (DBEDT, 2017)

Figure 7. 2017 West Maui Daytime Population

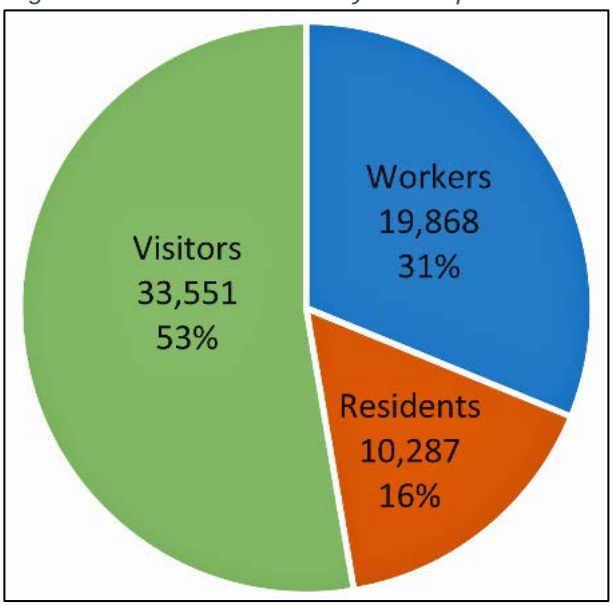
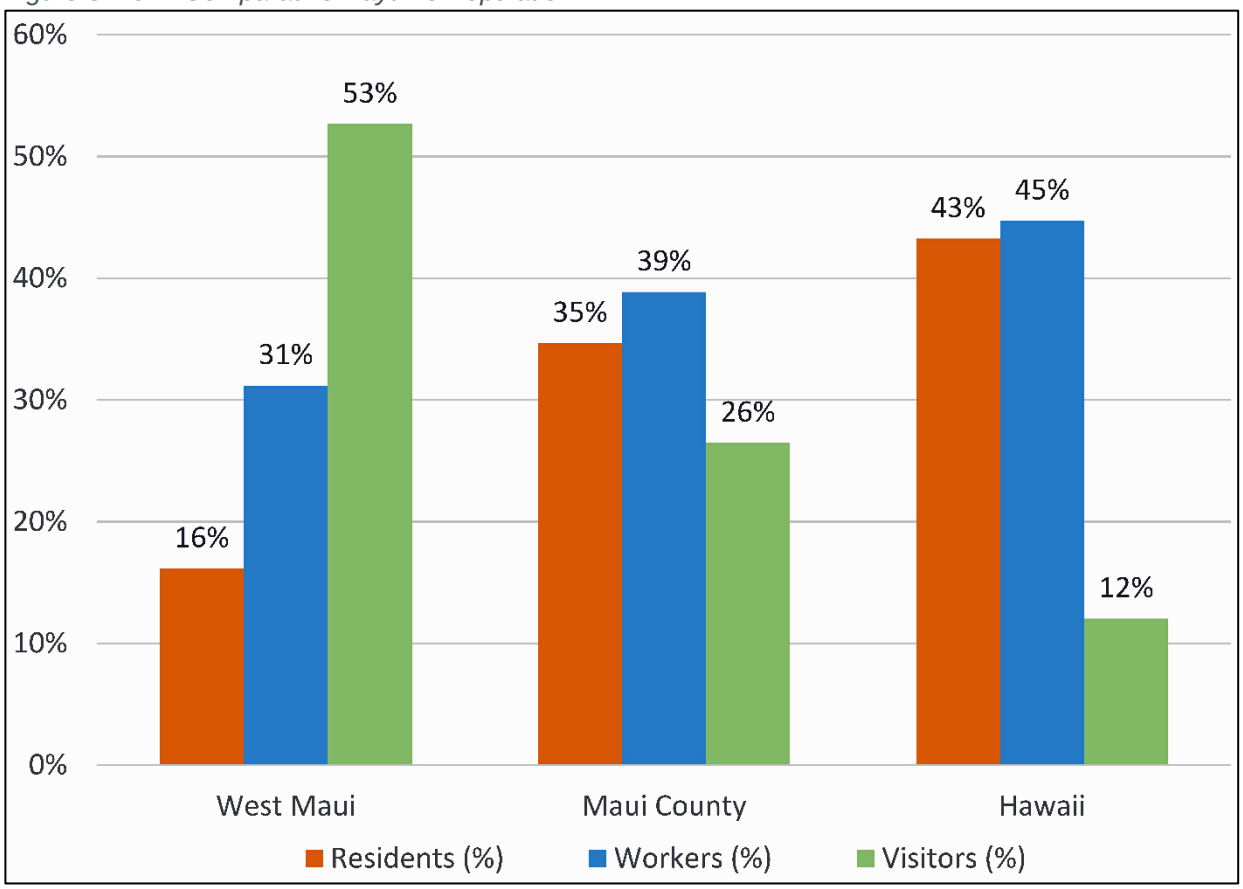


Figure 8. 2017 Comparative Daytime Population



Change in Resident Population

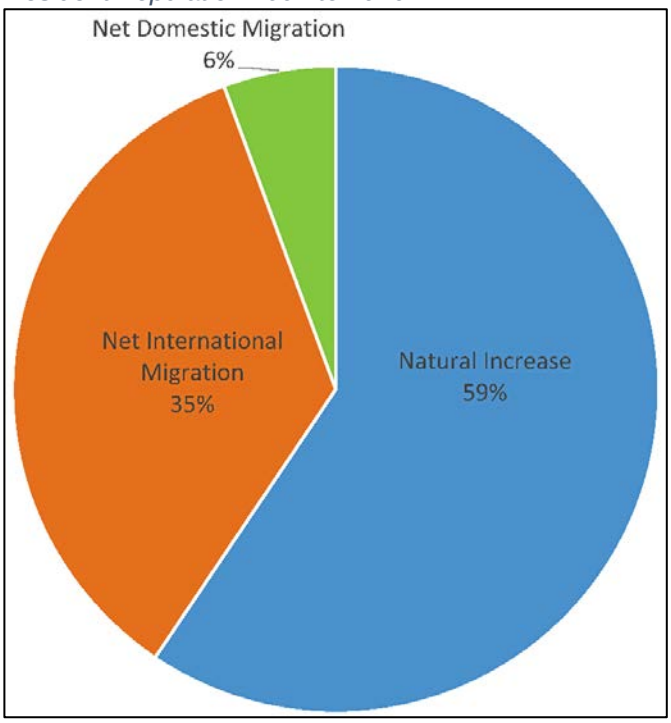
Over the 12 year period from July 2004 to July 2016, Maui County's population increased by over 19,000 persons. The natural increase due to local births less deaths was 11,588 (59%) persons, while international and domestic migration added 7,907 (41%) persons to the increase. (Hawai'i Small Business Development Center, 2016)

Table 2. Components of Change in the Maui County Resident Population 2004 to 2016

Period	Births	Deaths	Natural Increase	Net International Migration	Net Domestic Migration	Numeric Population Change
7/1/2004 to 7/1/2005	1,914	919	995	577	473	1,901
7/1/2005 to 7/1/2006	1,937	865	1,072	570	(111)	1,413
7/1/2006 to 7/1/2007	2,080	977	1,103	512	(107)	1,486
7/1/2007 to 7/1/2008	2,137	1,032	1,105	489	788	2,370
7/1/2008 to 7/1/2009	2,174	936	1,238	423	(579)	1,113
7/1/2009 to 7/1/2010	2,046	966	1,080	414	(387)	1,131
7/1/2010 to 7/1/2011	2,037	989	1,048	433	164	1,639
7/1/2011 to 7/1/2012	2,023	1,060	963	500	106	1,560
7/1/2012 to 7/1/2013	1,983	1,217	766	515	774	2,162
7/1/2013 to 7/1/2014	2,046	1,253	793	711	807	2,228
7/1/2014 to 7/1/2015	2,091	1,270	821	869	(570)	1,239
7/1/2015 to 7/1/2016	1,933	1,329	604	798	(262)	1,117
7/1/2004 to 7/1/2016	**24,401**	**12,813**	**11,588**	**6,811**	**1,096**	**19,359**

International migration was the second highest source of population increase at 35%, while migration from the mainland made up less than 6% of Maui County's population increase. (Center, 2016)

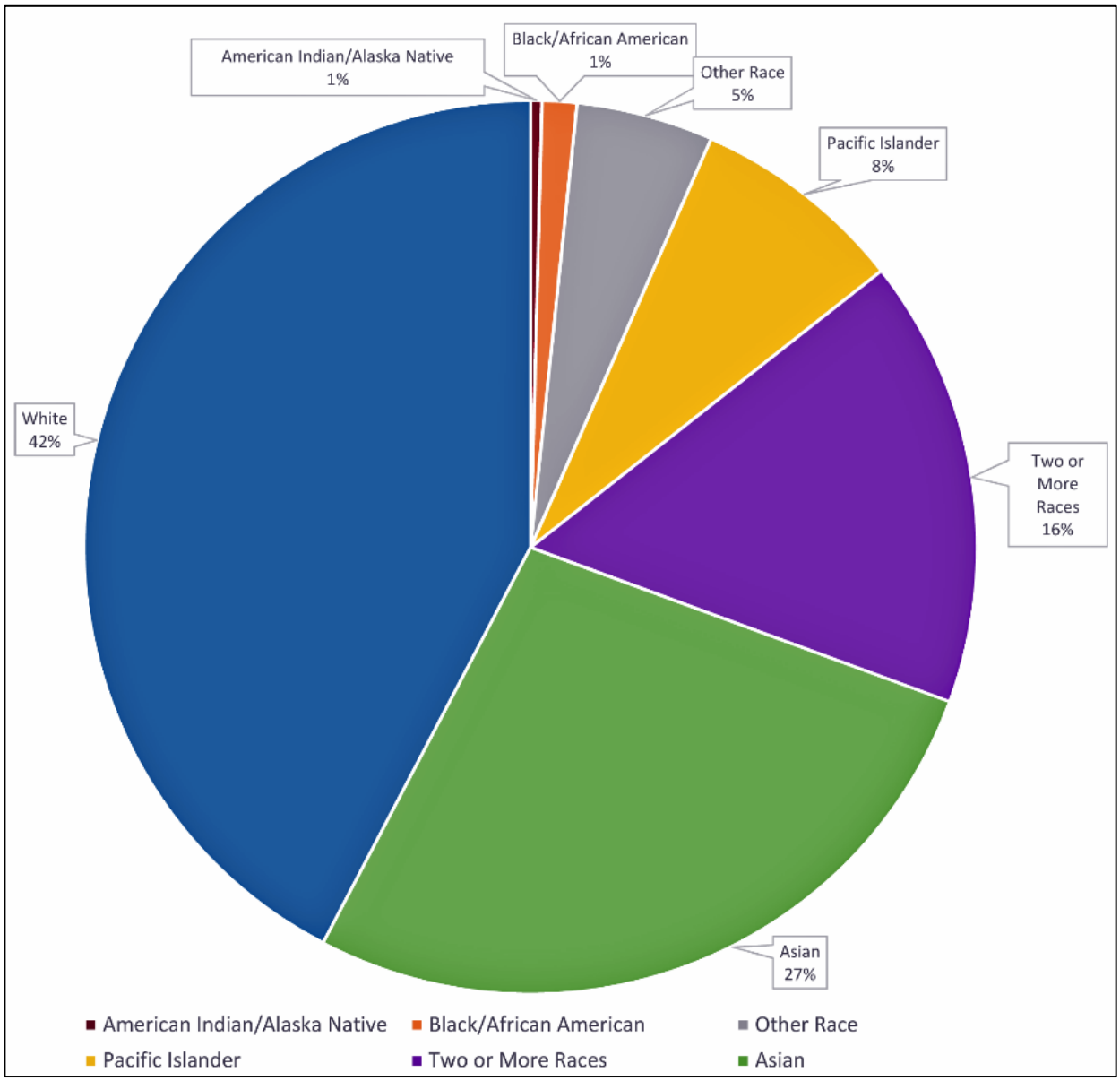
Figure 9. Components of Change in Maui County Resident Population 2004 to 2016



Population Diversity

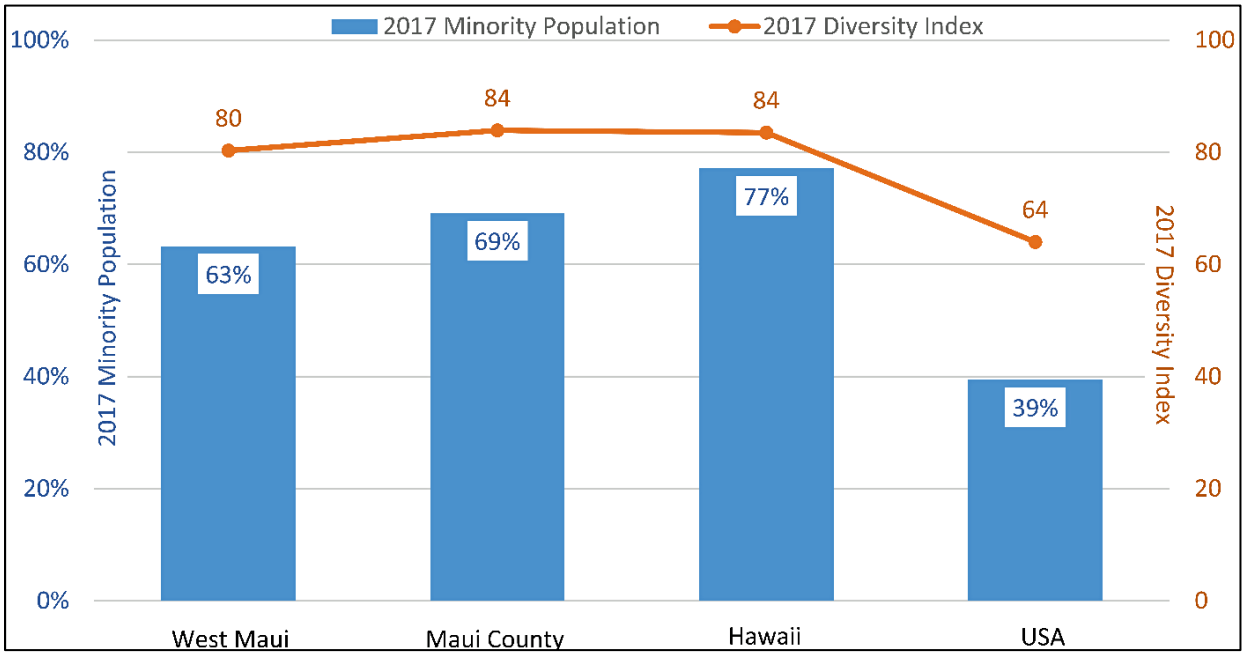
In 2017, the population of West Maui was quite diverse compared to the rest of the U.S. population, but less diverse than most of Maui County and the state of Hawaii. The primary racial makeup of West Maui residents in 2017 was 42% white, 27% Asian, 16% two or more races and 8% Pacific Islander. (ESRI, 2017)

Figure 10. 2017 West Maui Race and Hispanic Origin



West Maui had a minority population rate of 63%, which was less than the Maui County rate of 69% and the state's 77% rate. ESRI's Diversity Index measures the racial and ethnic diversity of a geographic area in a single number ranging from zero to 100; the higher the number, the greater the racial and ethnic diversity. West Maui's 2017 Diversity Index score was 80; less than the Maui County and state scores of 84, but higher than the national score of 64. (ESRI, 2017)

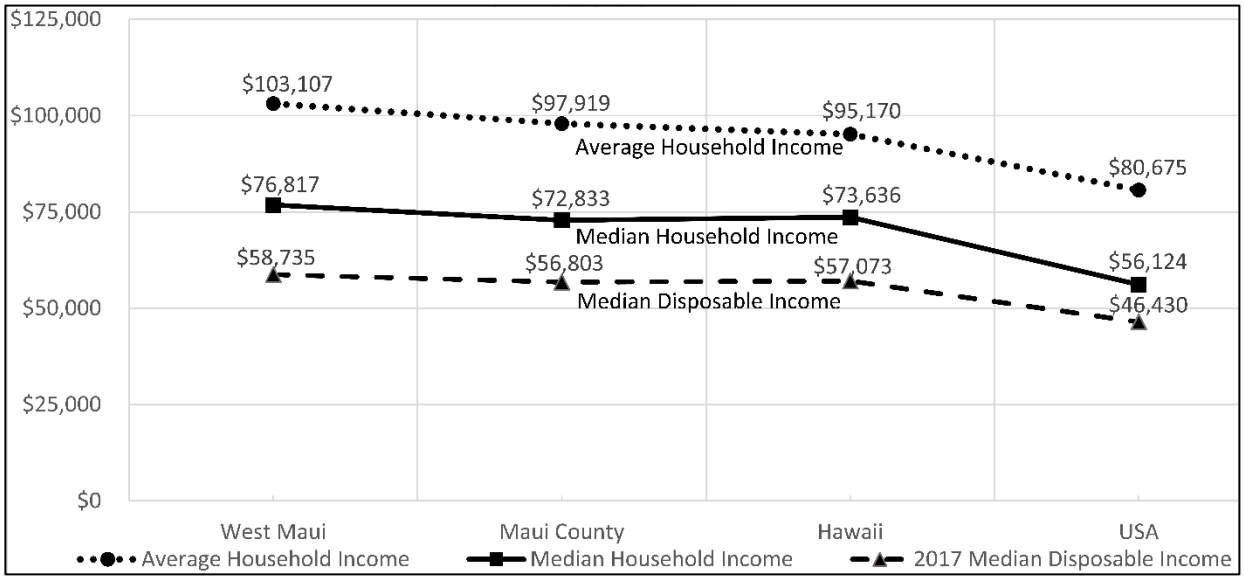
Figure 11. 2017 Minority Population & Diversity Index



Income

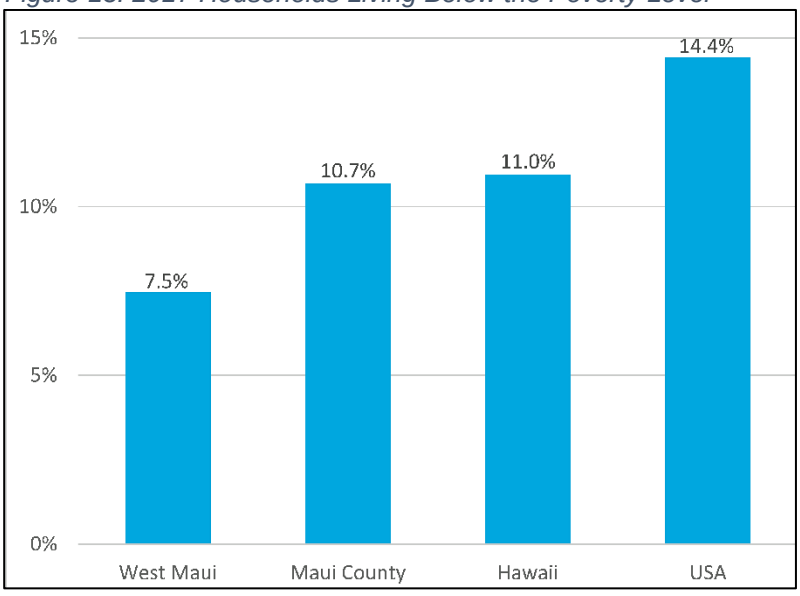
The West Maui median (the midpoint of the income range) household income in 2017 was $76,817, while the average household income was $103,107. Each of these figures were 5% higher than the median and average household incomes for Maui County. (ESRI, 2017) The 2017 median disposable income in West Maui was $58,735; about 3% higher than the state and county medians. Disposable income represents money income after taxes – an estimate of a household's purchasing power. (ESRI, 2017)

Figure 12. 2017 Household Income



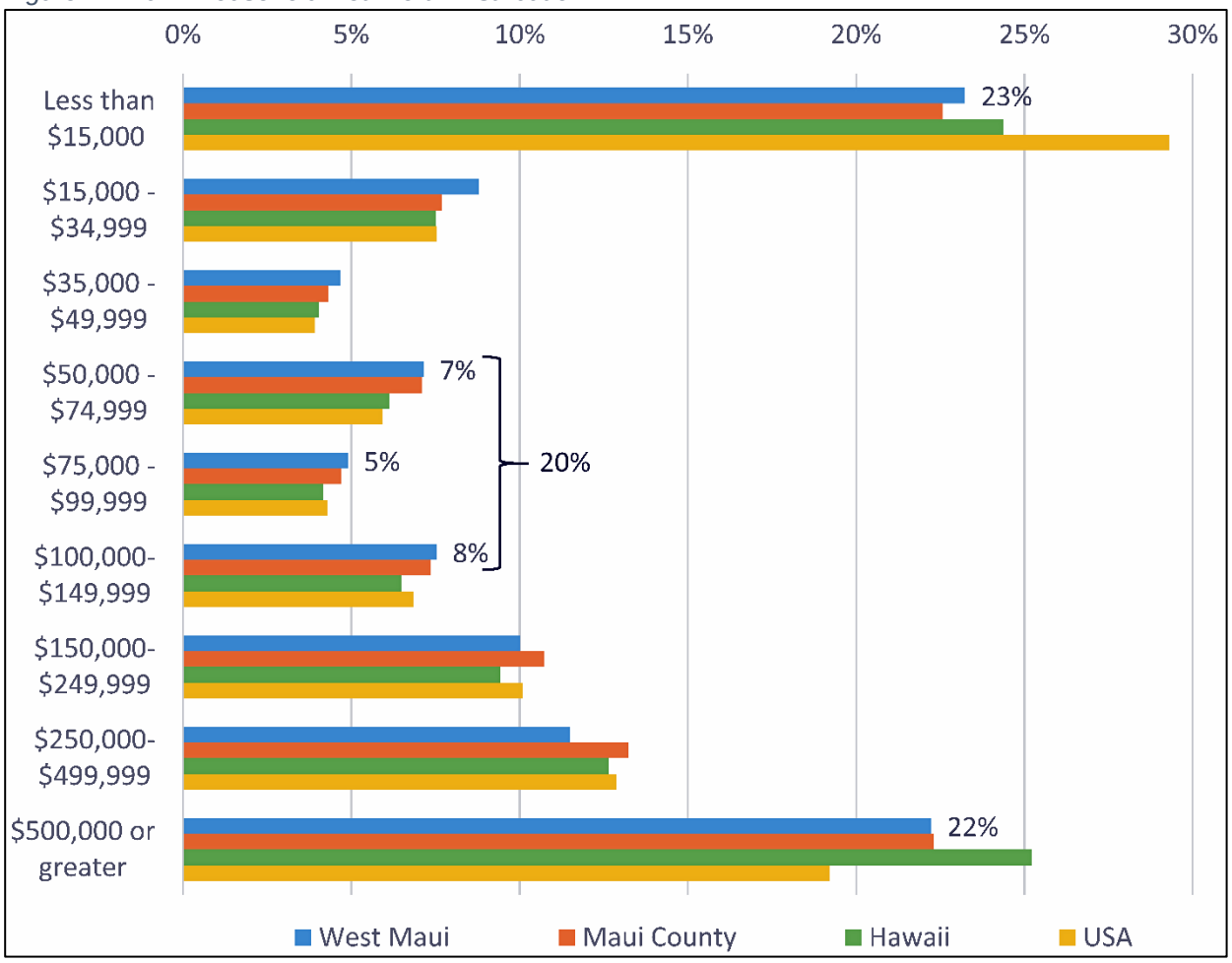
The 2017 percent of households living below the poverty line in West Maui was 7.5%, which was less than Maui County and state rates of approximately 11% and nearly half the national rate of 14.4%. (ESRI, 2017)

Figure 13. 2017 Households Living Below the Poverty Level



Household net worth was heavily distributed to the far ends of the scale with 23% of West Maui households having a net worth of less than $15,000 and 22% with a net worth of over half a million dollars. Only 20% of West Maui households fell within the combined three middle ranges that had a net worth between $50,000 and $149,999. (ESRI, 2017)

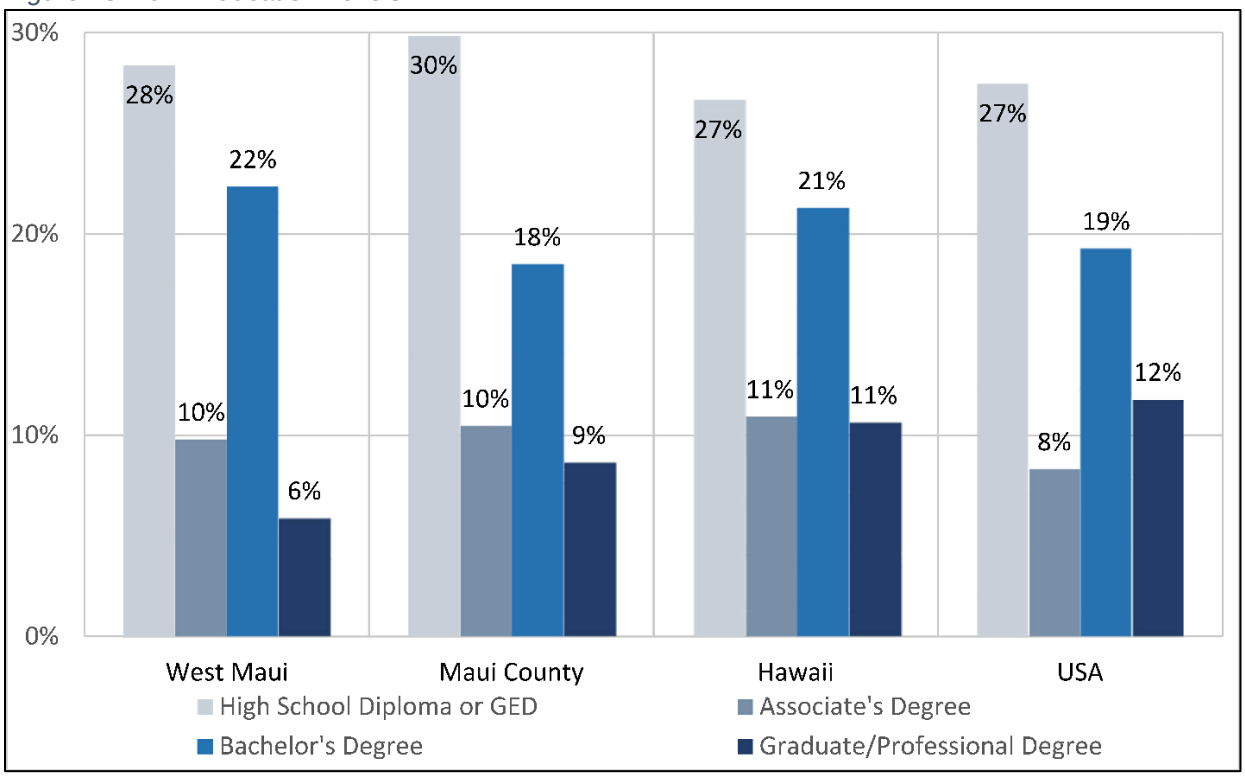
Figure 14. 2017 Household Net Worth Distribution



Education

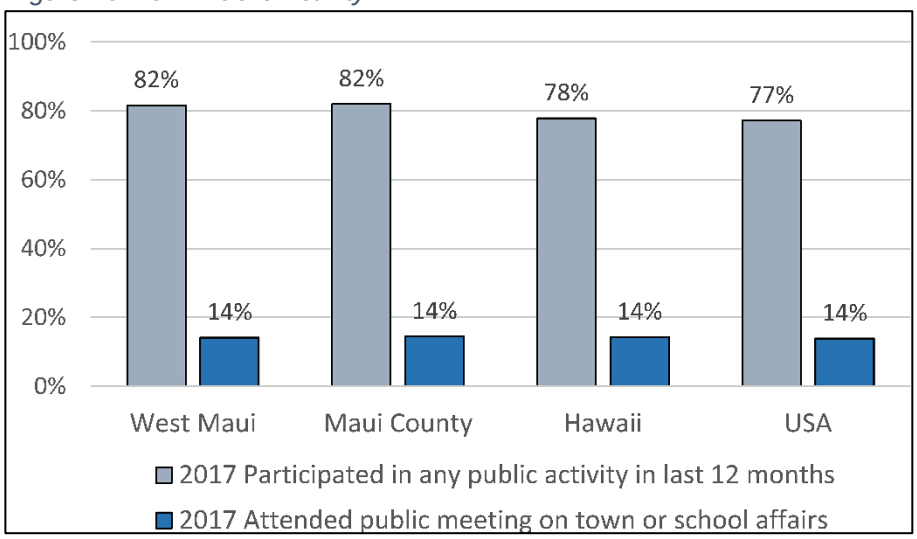
In 2017, 28% of West Maui residents over the age of 25 had a high school degree or GED, 10% had an associate's degree, 22% a bachelor's degree, and 6% had graduate degrees. (ESRI, 2017)

Figure 15. 2017 Education Levels



Civic Activities

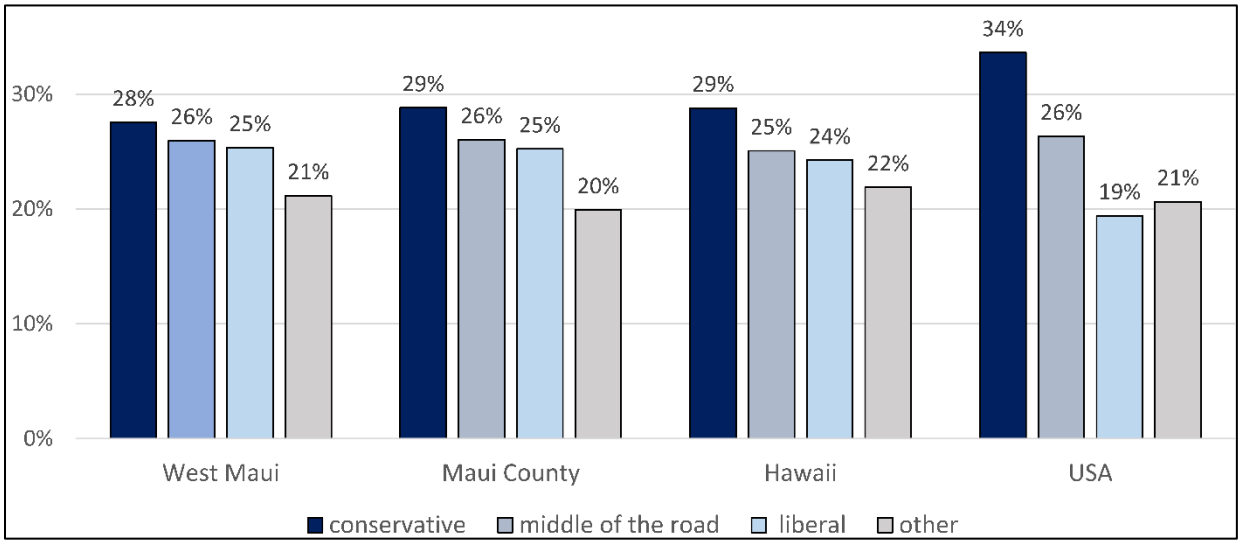
Figure 16. 2017 Public Activity



West Maui residents had an 82% public participation rate in 2017, which was equal to the county rate and slightly higher than the statewide rate of 78%. In addition, 14% of West Maui residents attended public meetings on town or school affairs. (ESRI, 2017)

In 2017, 28% of West Maui residents considered themselves to be politically conservative, which was slightly less conservative than the Maui County and state rates (29%), but much less than the rest of the U.S. (34%). Approximately 26% of West Maui residents considered themselves to have a "middle of the road" political outlook, which aligned closely with the state, county and national outlook. West Maui and Maui County residents were slightly more liberal (25%) than the rest of the state (24%), but more liberal than the rest of the U.S. (19%). (ESRI, 2017)

Figure 17. 2017 Political Outlook



Economy

In 2017, the majority of employment and sales in West Maui was attributed to the Accommodation and Food Services business category, where 206 firms employed nearly 9,000 people, accounting for about half of total West Maui employment. Sales were over $1 billion. The Retail Trade sector had the greatest number of businesses in West Maui with around 352, employing over 2,500 people which was 14% of total West Maui jobs. Total 2017 Retail sector sales in West Maui were around $575 million. (ESRI, 2017)

Figure 18. 2017 Top 10 West Maui Occupations

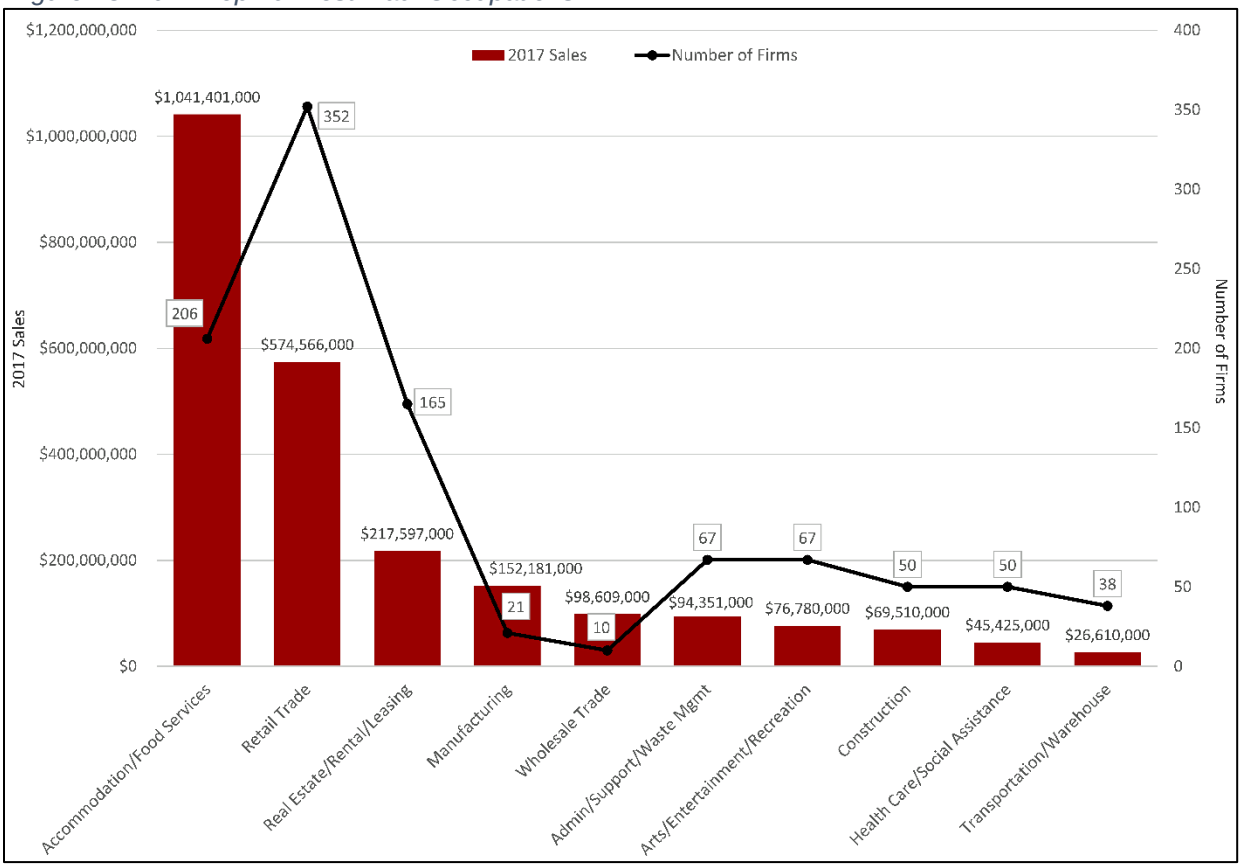
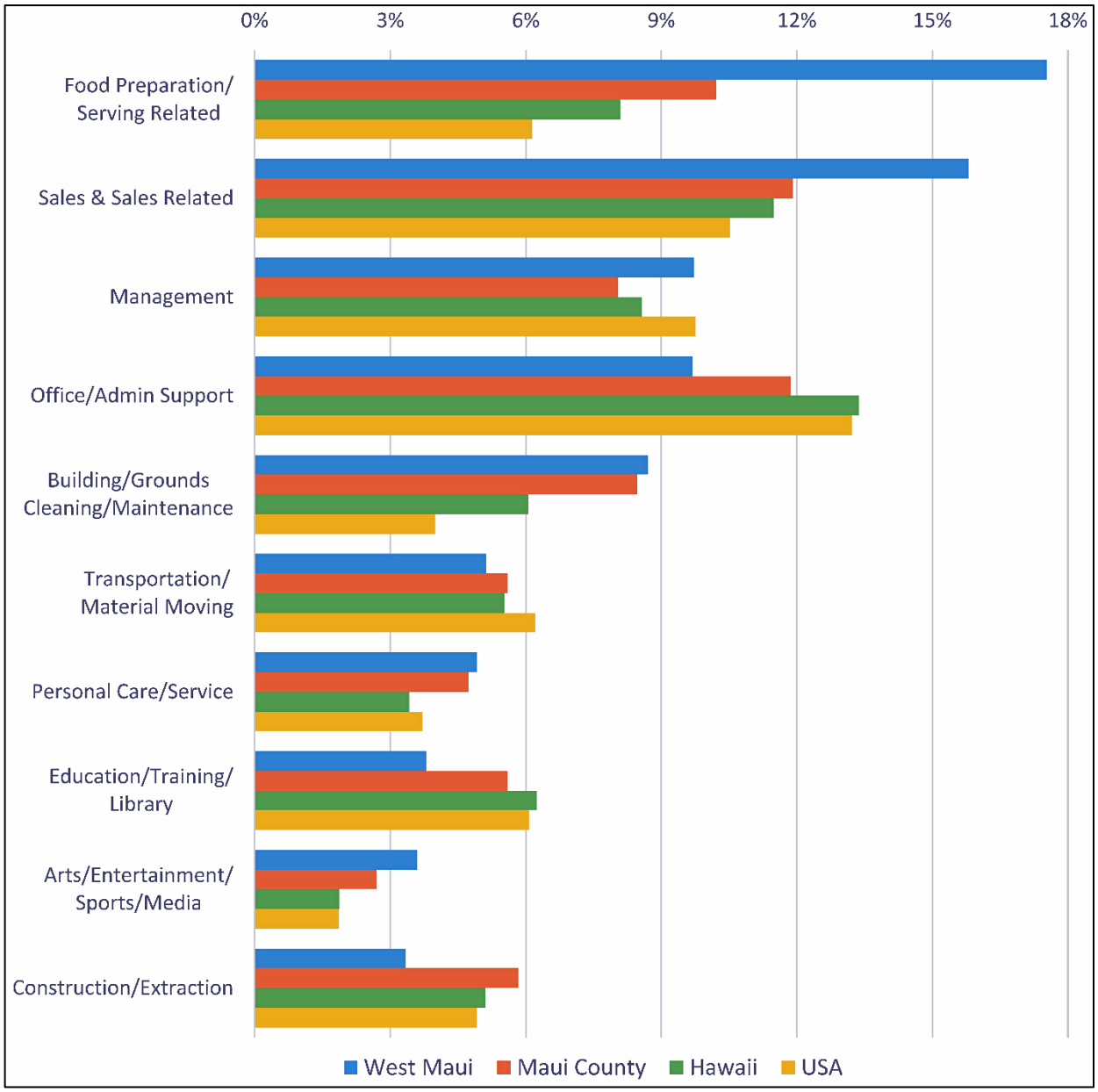


Table 3. 2017 Top 10 West Maui Businesses by Employment Category

Top 10 West Maui Businesses by Employment Category	West Maui Employees	% of Top 10 Total	Maui County Employees	% of Top 10 Total	Hawaii Employees	% of Top 10 Total
Accommodation/Food Services	8,949	53%	22,291	33%	111,745	25%
Retail Trade	2,541	15%	11,407	17%	83,138	18%
Real Estate/Rental/Leasing	1,412	8%	6,630	10%	25,897	6%
Admin/Support	1,239	7%	2,913	4%	21,066	5%
Other Service	721	4%	3,622	5%	32,636	7%
Arts/Entertainment/Recreation	637	4%	2,415	4%	14,322	3%
Educational Services	538	3%	4,444	7%	40,588	9%
Health Care/Social Assistance	349	2%	6,912	10%	69,964	16%
Transportation/Warehouse	307	2%	2,379	4%	22,366	5%
Construction	280	2%	3,632	5%	28,817	6%

In 2017 17.5% of the 18,000 primary jobs in West Maui were in the food preparer/server category, while the category made up 10.2% of jobs in Maui County, 8.1% of Hawaii jobs, and only 6.1% of jobs in the U.S. (ESRI, 2017)

Figure 19. 2017 Top 10 West Maui Business Categories by Sales & Number of Firms



West Maui Labor Force

In 2015, 13,599 residents of West Maui had jobs and 57% of those employed residents also worked within the West Maui area, while 43% worked outside of the area. These job counts do not include self-employed workers and jobs not recorded in state payroll tax records. In addition, the count only includes primary jobs, so it does not include any second jobs that may be held by workers. (U.S. Census Bureau, 2017)

Figure 20. 2015 West Maui Labor Force

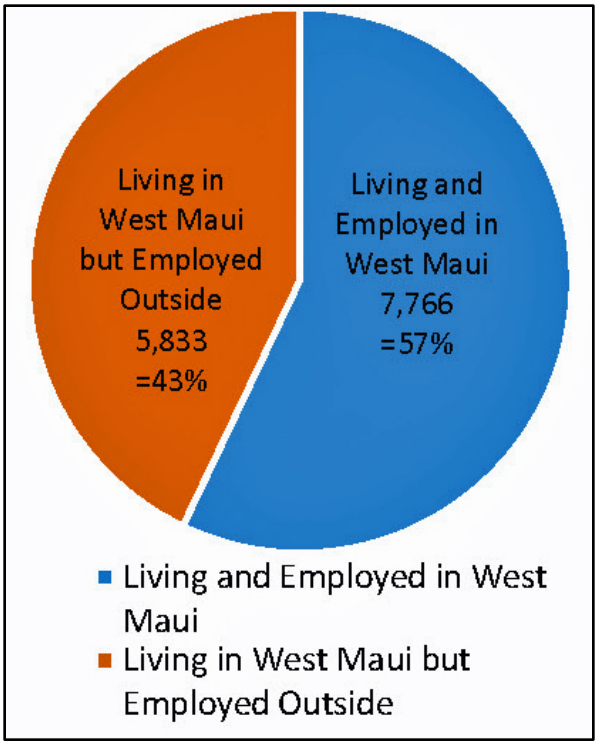


Table 4. 2015 West Maui Resident Worker Commute Distance

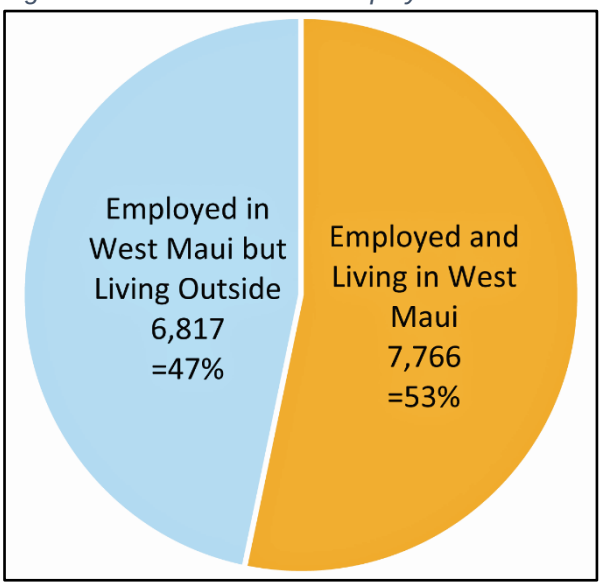
Workers Living in West Maui Home Census Block to Work Census Block		
2015 Commute Distance	**Job Count**	**% Share**
Less than 10 miles	7,791	57.3%
10 to 24 miles	1,485	10.9%
25 to 50 miles	139	1.0%
Greater than 50 miles	4,184	30.8%
Total All Jobs	**13,599**	**100.0%**

Note: Job count only includes primary jobs; second jobs are not included.

In 2015, 88% of West Maui residents commuted either less than 10 miles in one direction to work or more than 50 miles; 57% commuted less than 10 miles, while 31% traveled more than 50 miles. (U.S. Census Bureau, 2017)

West Maui Employment

Figure 21. 2015 West Maui Employment



In 2015, there were 14,583 primary jobs in West Maui; 53% (7,766) of them were filled by West Maui residents, while 47% (6,817) were filled by people living outside of the area. (U.S. Census Bureau, 2017)

Figure 21 shows that in 2015, most of the workers (7,766) in West Maui also lived in the area, while 6,817 people employed in West Maui lived outside of the area. In addition, 5,833 West Maui residents were working outside of the area. (U.S. Census Bureau, 2017)

Figure 22. 2015 West Maui Daily Worker Inflow & Outflow

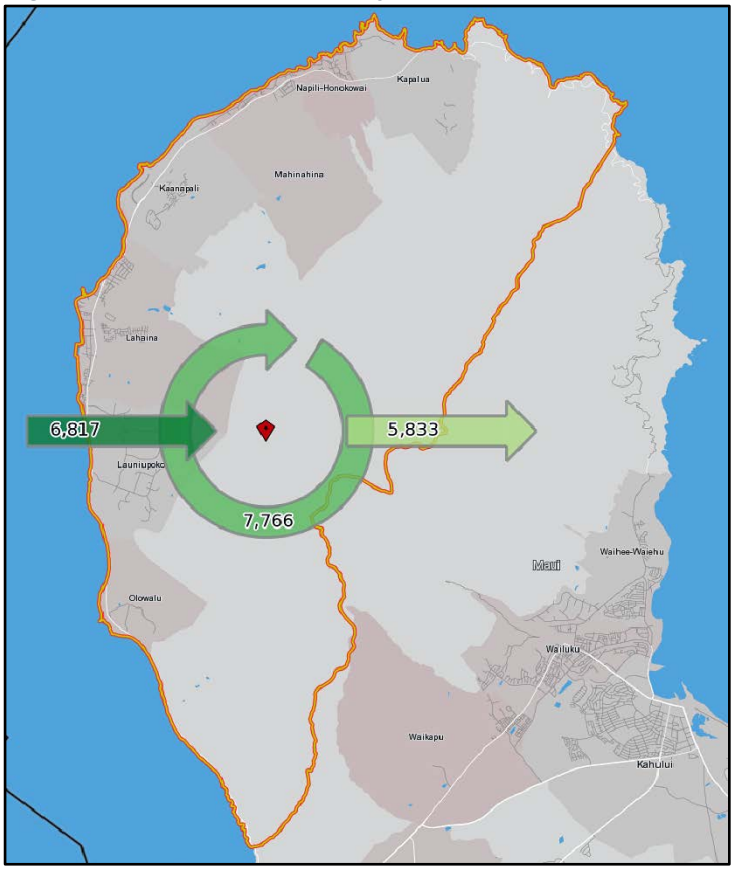


Figure 23. 2015 West Maui Daily Worker Inflow & Outflow Diagram

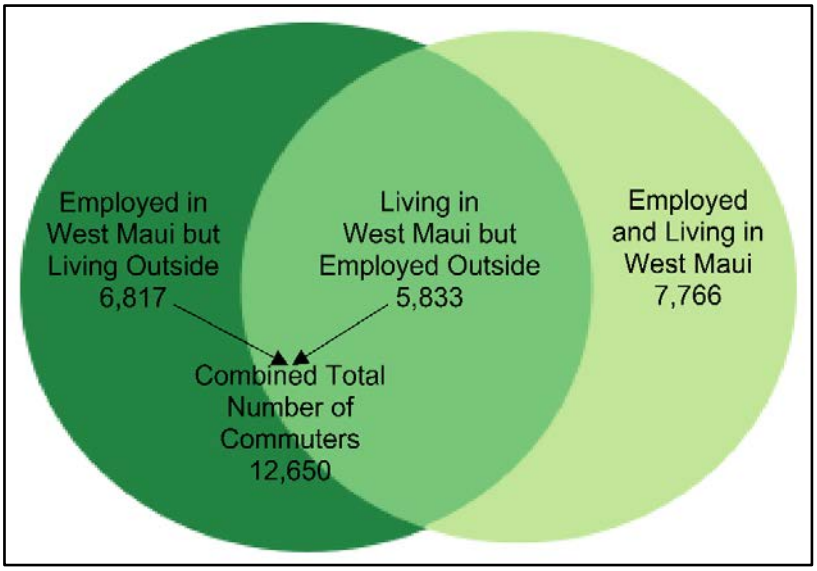


Figure 23 shows that, in 2015, 12,650 commuters flowed into and out of West Maui each day. Figure 24 (below) shows that, between 2011 and 2015, 69% of West Maui workers drove alone to work. Applying the 69% solo rate to the 12,650 West Maui commuters results in an estimated 8,707 workers driving *alone* into or out of West Maui daily, adding a lot of traffic to West Maui roads. (U.S. Census Bureau, 2017)

Figure 24 also shows that 14% of West Maui resident workers carpooled. Notably, 8% of West Maui employees walked to work, which was double the countywide rate of 4%. Furthermore, 3% biked to work, which was three times the countywide bike to work rate of 1%. (ESRI, 2017)

Figure 24. 2011 to 2015 American Community Survey (ACS) Worker Commute Mode

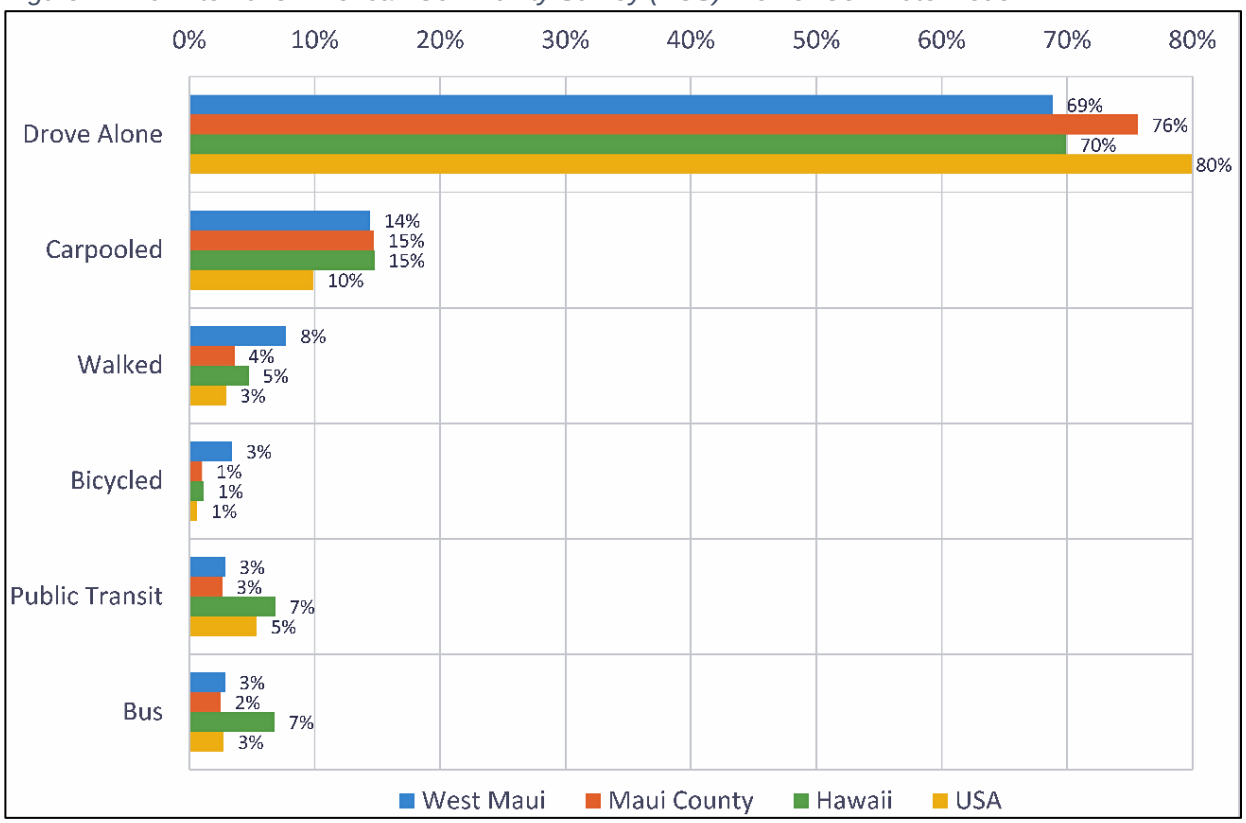
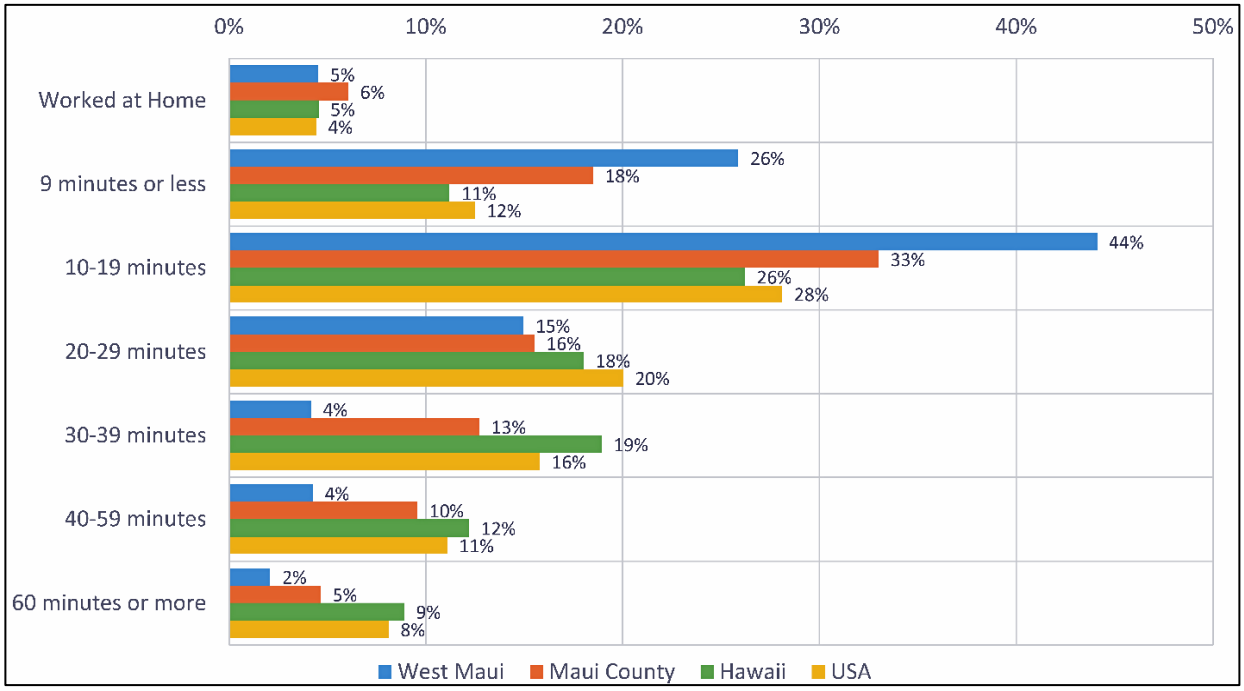


Figure 24 indicates that West Maui resident workers spent less time driving to work than workers located in other parts of the county. While 18% of countywide commuters drove less than 10 minutes to work, 26% of West Maui workers commuted less than 10 minutes. This is likely due to the fact that the majority (57%) of West Maui resident workers drove less than 10 miles to work as shown above in Table 4 above. Also, 75% of West Maui resident workers either worked at home or drove less than 20 minutes to work, compared to 58% of all of Maui County workers and only 42% for workers statewide.

Figure 25. 2011 to 2015 American Community Survey (ACS) Worker Commute Duration



Bus System

There are four fixed bus routes that serve West Maui: #20 Lahaina Islander, #25 Ka'anapali Islander, #28 West Maui Islander (formally known as #30 Napili Islander), and #23 Lahaina Villager. Daily boardings in 2014 averaged 2,799 for these routes. Please note that the Ka'anapali and Napili Islander routes were combined into one new route called the West Maui Islander Route #28 which started on April 19, 2017. This route interlines the two routes and travels the same route from the Wharf Cinema Center, to Ka'anapali, to Napili and then extends into Kapalua with a stop near the Honolua Store. This eliminates the need for transfers at Whalers Village. This route modification was proposed in the 2016 Maui Short Range Transit Plan (MSRTP).

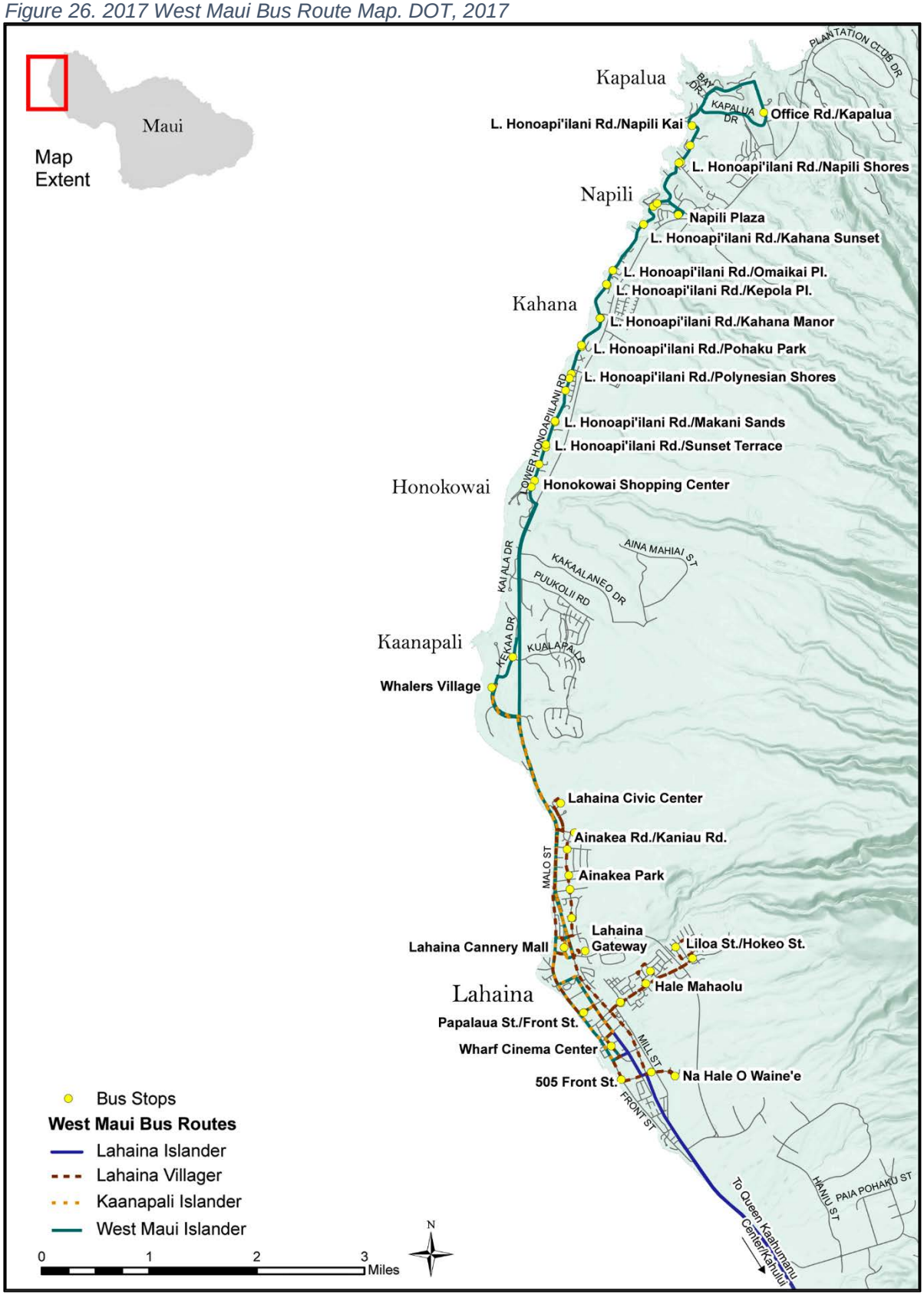
A shortened Ka'anapali route #25 still provides service from Ka'anapali to the Wharf Cinema Center from 2:30PM to 5:30PM daily. There are also three commuter peak hour daily bus routes that serve the major employment areas in West Maui: the Kihei-Kapalua, Makawao-Kapalua, and Wailuku-Kapalua routes. The three commuter routes had 474 average daily boardings in 2014, as shown in Table 5 below. (DOT, 2017)

Table 5. 2014 Maui Bus Route Data

West Maui Bus Routes			
Bus #	**Description**	**Avg Daily Boardings**	**Annual Boardings**
Islander Routes:			
20	Lahaina Islander	937	342,019
25	Ka'anapali Islander	968	353,295
30	Napili Islander	645	235,495
Villager Route:			
23	Lahaina Villager	249	90,886
Commuter Routes:			
-	Kihei-Kapalua	28	10,038
-	Makawao-Kapalua	102	37,210
-	Wailuku-Kapalua	344	125,449
West Maui Ridership Totals		**3,273**	**1,194,392**

The 2016 Maui Short Range Transit Plan (MSRTP) noted that the Ka'anapali Islander route was the best performing route in the system. The updated MSRTP called for a number of improvements to the bus service system in West Maui including improved route alignments, later evening service, and earlier starts and added bus stops.

Figure 26. 2017 West Maui Bus Route Map. DOT, 2017

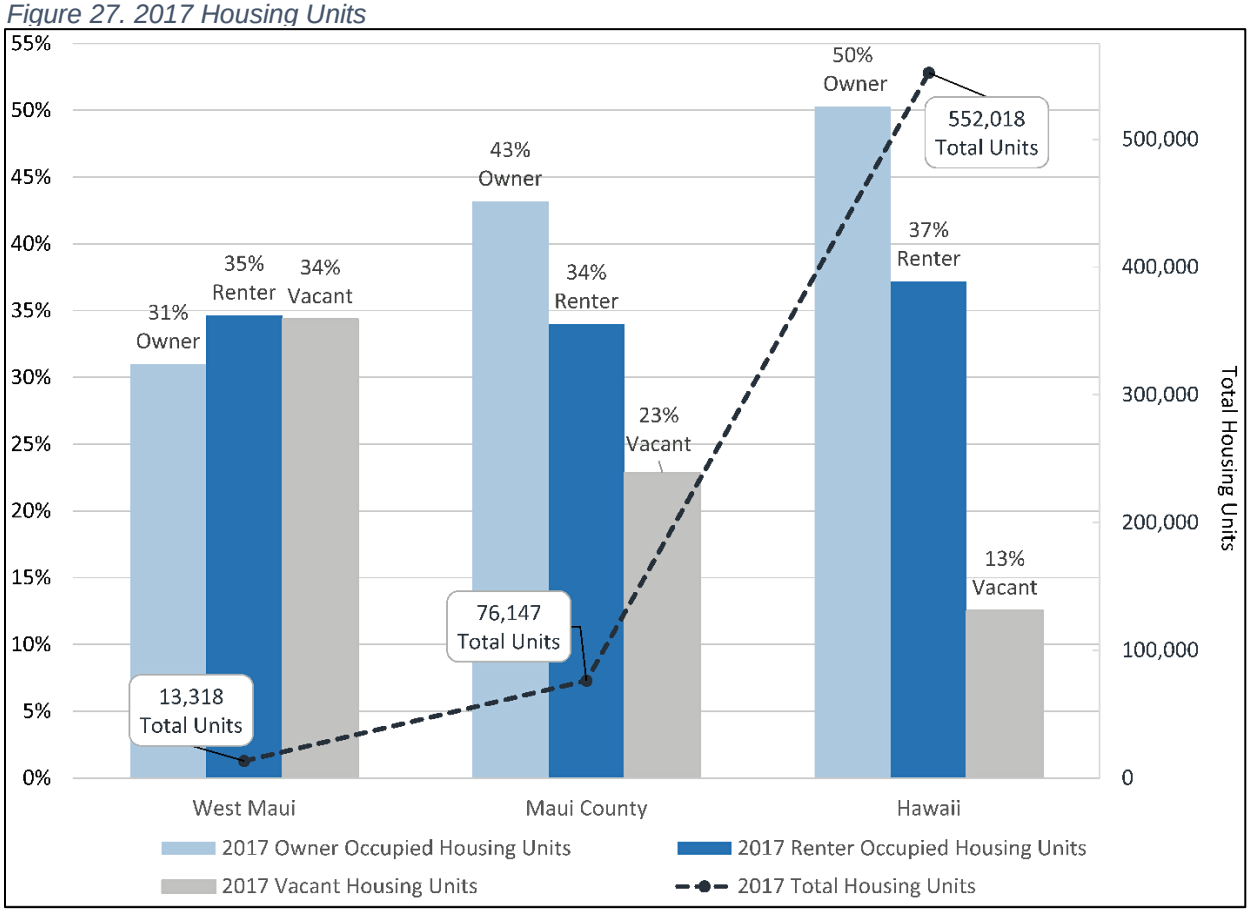


Housing

Housing Units

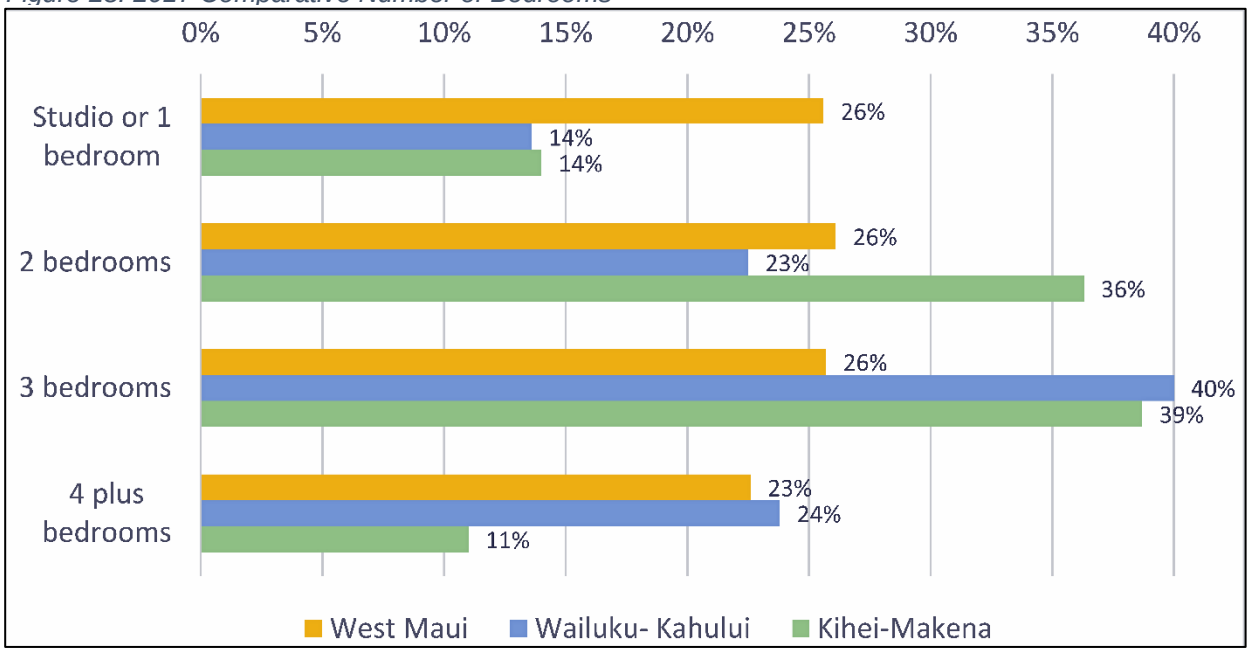
In 2017 there were 13,318 housing units in West Maui, which is a 12% increase from 2010. Only 31% of the housing units in West Maui were owner occupied; 35% were renter occupied; and the remaining 34% were vacant. (ESRI, 2017) Note that vacant units are made up of three components: a) vacant for-sale properties, b) vacant for-rent properties, and c) second and occasional use homes. Second homes include homes held for recreation or vacation, homes used for employment-related reasons, homes occupied temporarily by a household with a usual residence elsewhere, and second homes used for other purposes. (DBET, 2015)

Figure 27. 2017 Housing Units



West Maui has much less suburban type development and is less of a bedroom community than some of Maui's other community plan areas. As shown in Figure 28, West Maui has a high percentage of studio and 1 bedroom housing units as compared to Wailuku-Kahului and Kihei-Makena. The area also has a far lower percentage of 3 bedroom housing units compared to these two other community plan areas. West Maui also has the highest percentage (15%) of single person households as well as households with no children (78%) out of all the community plan areas on Maui. (SMS, 2016)

Figure 28. 2017 Comparative Number of Bedrooms



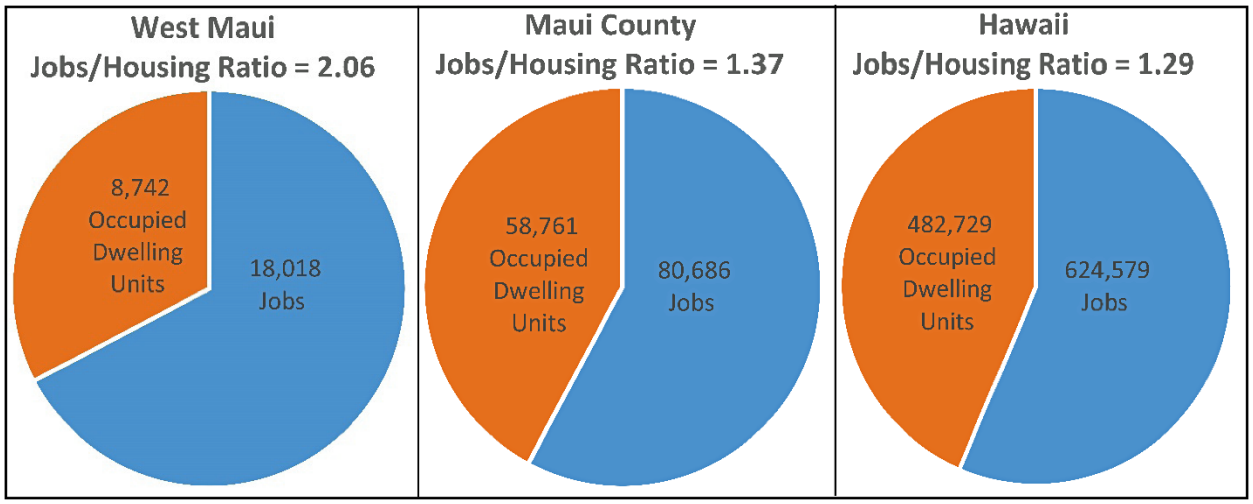
According to the 2016 Hawai'i Housing Planning Study, 34% of the 7,850 households in West Maui plan to relocate somewhere else within the state of Hawaii. The majority (52%) plan to rent, however, 90% of them would prefer to purchase their housing if it was something that they could afford to do. The vast majority (78%) would prefer to buy a single family home and most of them would like to have 3 bedrooms and 2 bathrooms. Renters would also prefer 3 bedrooms and 2 bathrooms. Most (58%) of those West Maui residents who plan to buy within Maui County would prefer to stay in West Maui, while only 46% of those who plan to rent want to remain in West Maui. (SMS, 2016)

Jobs to Housing Balance

> **Jobs to housing balance** is the ratio of available jobs to available housing in an area. It is used as one measure of the health of a local economy. A low jobs/housing ratio can indicate a housing-rich community with fewer jobs available for residents while a high jobs/housing ratio is an indicator of a job-rich area. In either case, an imbalance will create a mismatch between jobs and worker housing resulting in a need for workers to commute in order to get to their job location.

In 2017, West Maui had a high jobs/housing ratio of 1.35, compared to 1.06 for Maui County, 1.13 for Hawaii, and 1.10 for the entire U.S. However, due to the high percentage of "vacant" housing units in West Maui created by the large number of second and vacation homes, a more accurate measure for West Maui may be the ratio of jobs to occupied housing units.

Figure 29. 2017 Jobs to Housing Ratio



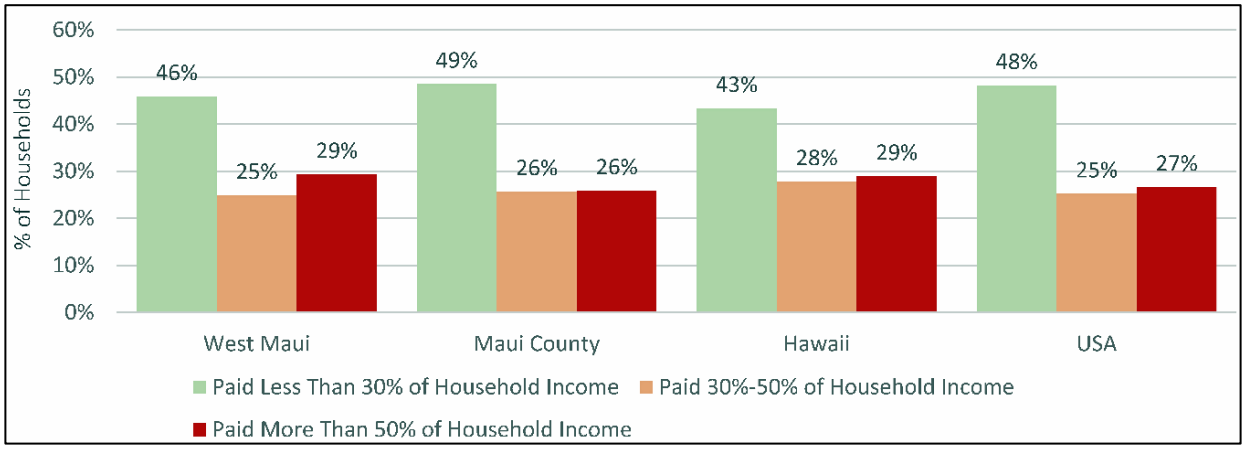
Using occupied housing units, the 2017 ratio in West Maui was 2.06 versus 1.37 for Maui County, 1.29 for Hawaii, and 1.24 for the U.S. The high level of traffic congestion in West Maui may be explained in part due to the fact that the area had over two jobs for every occupied housing unit, creating a need for many workers to commute into the area for work.

Housing Affordability

Housing expenditures that exceed 30% of household income have historically been viewed as an indicator of a housing affordability problem. Households paying 30% to 50% of household income are considered moderately housing-cost burdened, while households paying 50% or more are considered severely housing-cost burdened.

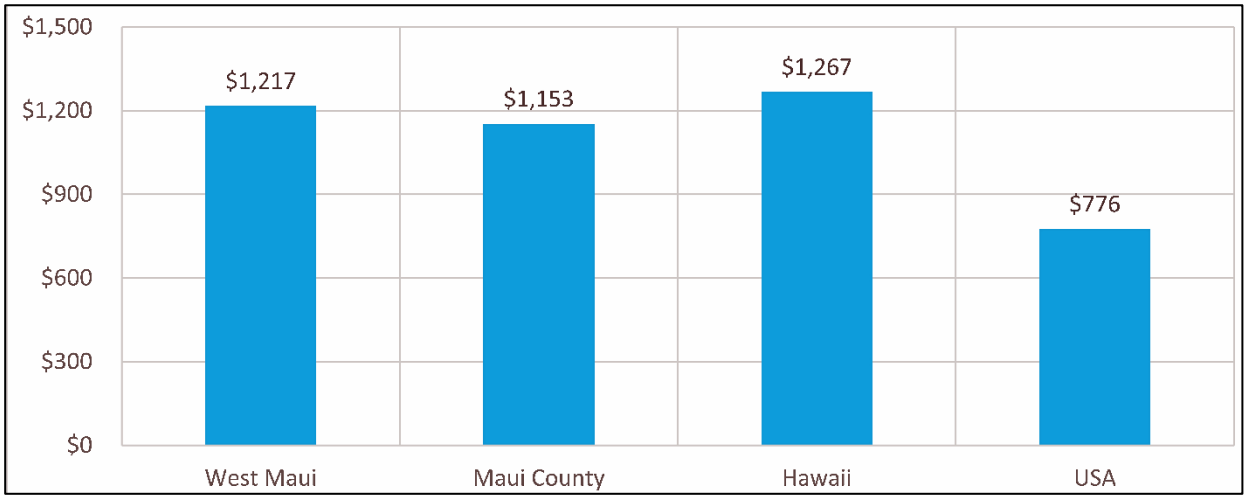
Renter Affordability

Figure 30. 2011 to 2015 Gross Rent Paid as a Percentage of Household Income



As shown in Figure 30, the 2011-2015 American Community Survey (ACS) found that 46% of West Maui renters paid less than 30% of their household income for gross rent, while 25% paid between 30% and 50%, and 29% paid more than 50% of household income for gross rent. Gross rent is the contract rent plus the estimated average monthly cost of utilities and fuels if these are paid by the renter or paid for the renter by someone else. (U.S. Census Bureau's 2011-2015 American Community Survey)

Figure 31. 2011 to 2015 ACS Median Contract Rent (Households Paying Cash Rent)



As shown in Figure 31 above, the 2011-2015 ACS found the median contract rent in West Maui was $1,217, which was 5% higher than the county median, 4% less than the state median, and 36% higher than the U.S. median. Contract rent is the monthly rent agreed to or contracted, regardless of included furnishings, utilities, fees, meals, or services.

Homeowner Affordability

As shown in Figure 32, the ACS found that 41% of West Maui homeowners with mortgages paid less than 30% of their household income for housing costs, while 28% paid between 30% and 50%, and 31% paid more than 50% of household income for their housing costs. Housing costs include expenses such as maintenance, utilities, and garbage collection. (U.S. Census Bureau's 2011-2015 American Community Survey)

Figure 32. 2011 to 2015 Housing Costs: Homeowners With Mortgages

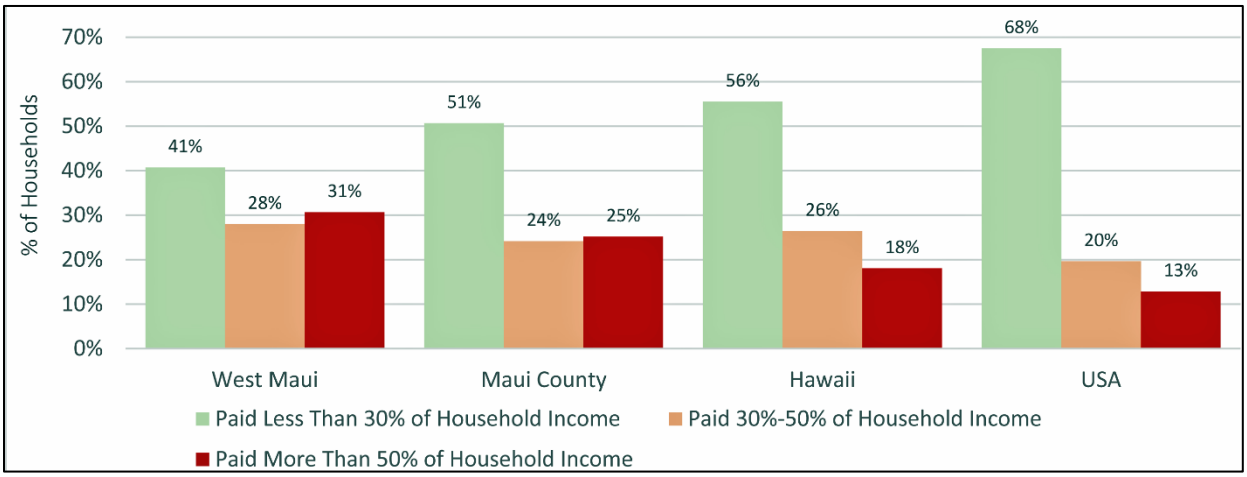
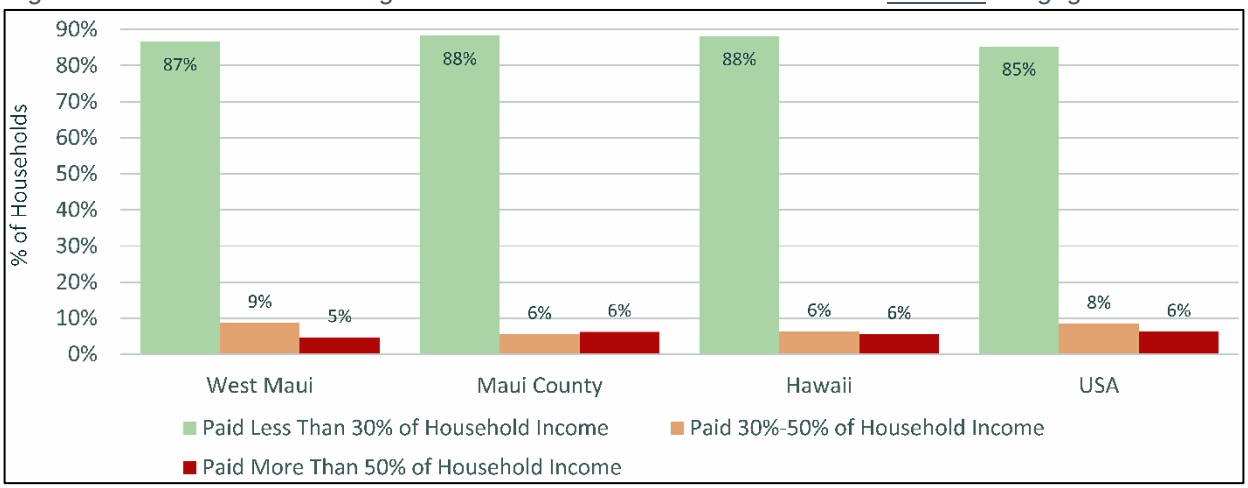


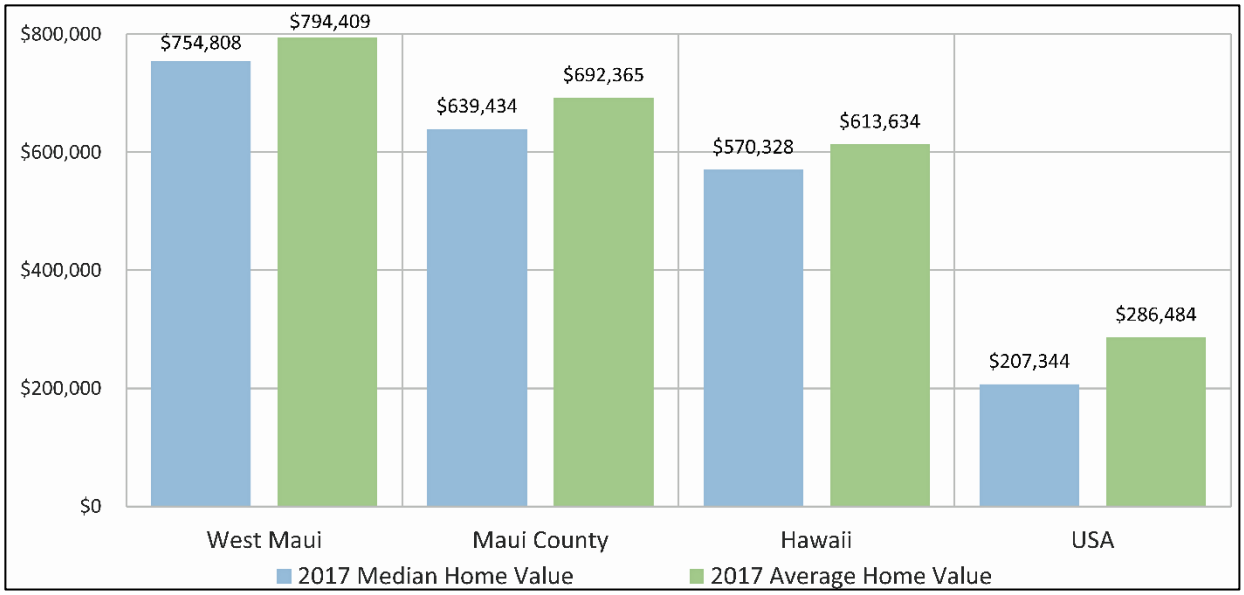
Figure 33. 2011 to 2015 Housing Costs: Household Income: Homeowners Without Mortgages



In addition, as shown in Figure 33, the 2011-2015 ACS found that 87% of West Maui homeowners without mortgages paid less than 30% of their household income for their housing costs, while 9% paid between 30% and 50% of household income, and 5% paid more than 50% of household income for their housing costs. (U.S. Census Bureau's 2011-2015 American Community Survey)

The median owner-occupied West Maui home value in 2017 was $754,808; only 29% were valued at less than $500,000 while over 33% were valued at more than $1 million.

Figure 34. 2017 Home Values

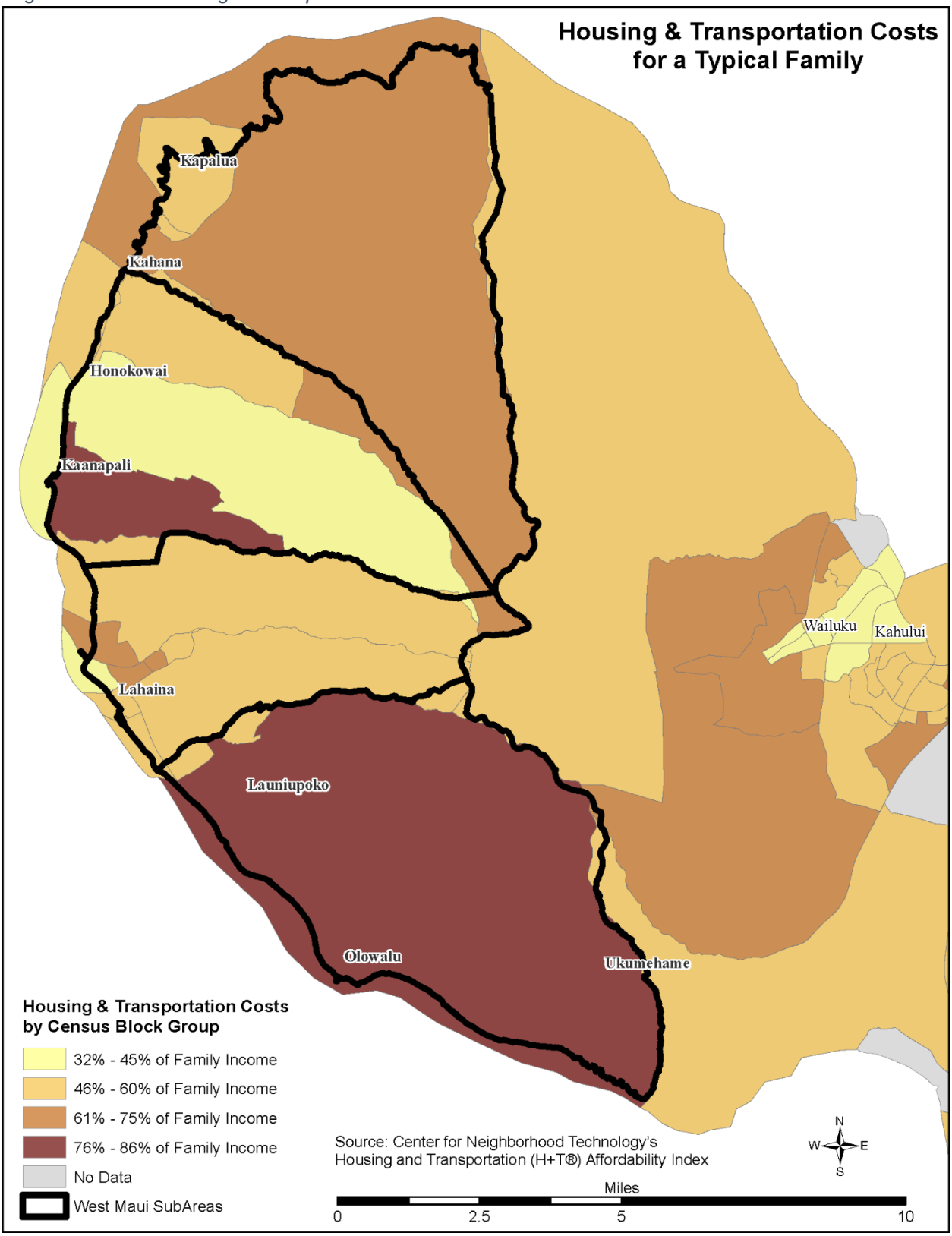


Housing + Transportation Affordability

> The traditional method of measuring housing affordability at 30% of household income ignores the transportation costs related to the decision of where we choose to live. Living close to services or work can greatly reduce transportation expenses. An alternative way to get a true measure of affordability is to combine both housing and transportation costs. The Center for Neighborhood Technology's (CNT) *Housing + Transportation Index* (https://htaindex.cnt.org) calculates transportation costs associated with a home's location in order to provide a more accurate measure of a community's affordability. The CNT recommends that 45% of Area Median Income (AMI) be established as the affordability target for combined housing and transportation costs in the U.S.

As shown in Figure 35, within West Maui only two census block groups, one in the Lahaina and one in the Kaanapali subareas achieve the target of combined housing and transportation costs of 45% or less of area median income for the typical family. In addition, one census block group within the Ukumehame and one in the Kaanapali subareas have housing and transportation costs in excess of 75% of area median income for the typical family. (Center for Neighborhood Technology, 2017)

Figure 35. 2017 Housing & Transportation Costs



County of Maui
Department of Planning
Long Range Division
2200 Main Street, Suite 601
Wailuku, HI 96793

Phone: (808) 270-7214
Web: www.co.maui.hi.us
Email: wearewestmaui@mauicounty.gov

Community Planning Web Page: www.wearemaui.org