

South Maui Community Plan

Public Engagement Program

Section 1 | Introduction

The Public Engagement Program (PEP) for the South Maui Community Plan update is a vital component of the update process. This plan identifies:

- The purpose of the Community Plan update;
- The role the public plays in that update; and
- The public engagement schedule prior to the seating of the Community Plan Advisory Committee (CPAC).

It is important to note that, as of this writing, we are all in the midst of a global pandemic: COVID-19. We do not know how long the pandemic will last, or what the “new normal” will look like. This plan incorporates a variety of public engagement approaches in an effort to plan for a variety of future possibilities, but it cannot predict every possibility. As such, we may have to deviate from this plan as conditions change. If that happens, the Planning Department will ensure plenty of public notice will accompany any changes to the schedule within this plan and a revised plan will be posted.

What is the South Maui Community Plan update?

The South Maui Community Plan (the Community Plan) is a community-specific land use plan that provides guidance on future development and preservation of South Maui over a 20-year period. With a focus on land use and development, the updated Community Plan will help bring to life the community’s vision for the future of South Maui. The Community Plan will guide what future development within the Community Plan area should look like and provide recommendations for future land use; vehicular, bus, bike, and pedestrian circulation; parks and greenways; and infrastructure expansion and development. A South Maui Community Plan Map will be developed with community input that will assign generalized land use designations to each area. The Community Plan Map will guide the desired types of uses that are envisioned within each area and future zoning that will implement the uses. The Community Plan Map will also guide development in terms of function, scale and form of the built environment.

How does the County define "South Maui" for the purposes of this update?

South Maui includes an area along the southwest side of Maui Island from Mā‘alaea to Kanaio as shown in Figure 1. To help tailor the plan to the needs of the community and focus community engagement, South Maui is divided into six subareas:

- Subarea 1: Mā‘alaea/Keālia
- Subarea 2: North Kīhei
- Subarea 3: South Kīhei
- Subarea 4: Wailea
- Subarea 5: Mākena
- Subarea 6: ‘Āhihi-Kīna‘u/Kanaio.

The South Maui Community Plan area was established with the adoption of the Maui County General Plan in 1980. The boundaries include portions of four moku (a traditional Hawaiian land division) including portions of Lāhainā, Wailuku, Kula, and Honua‘ula.

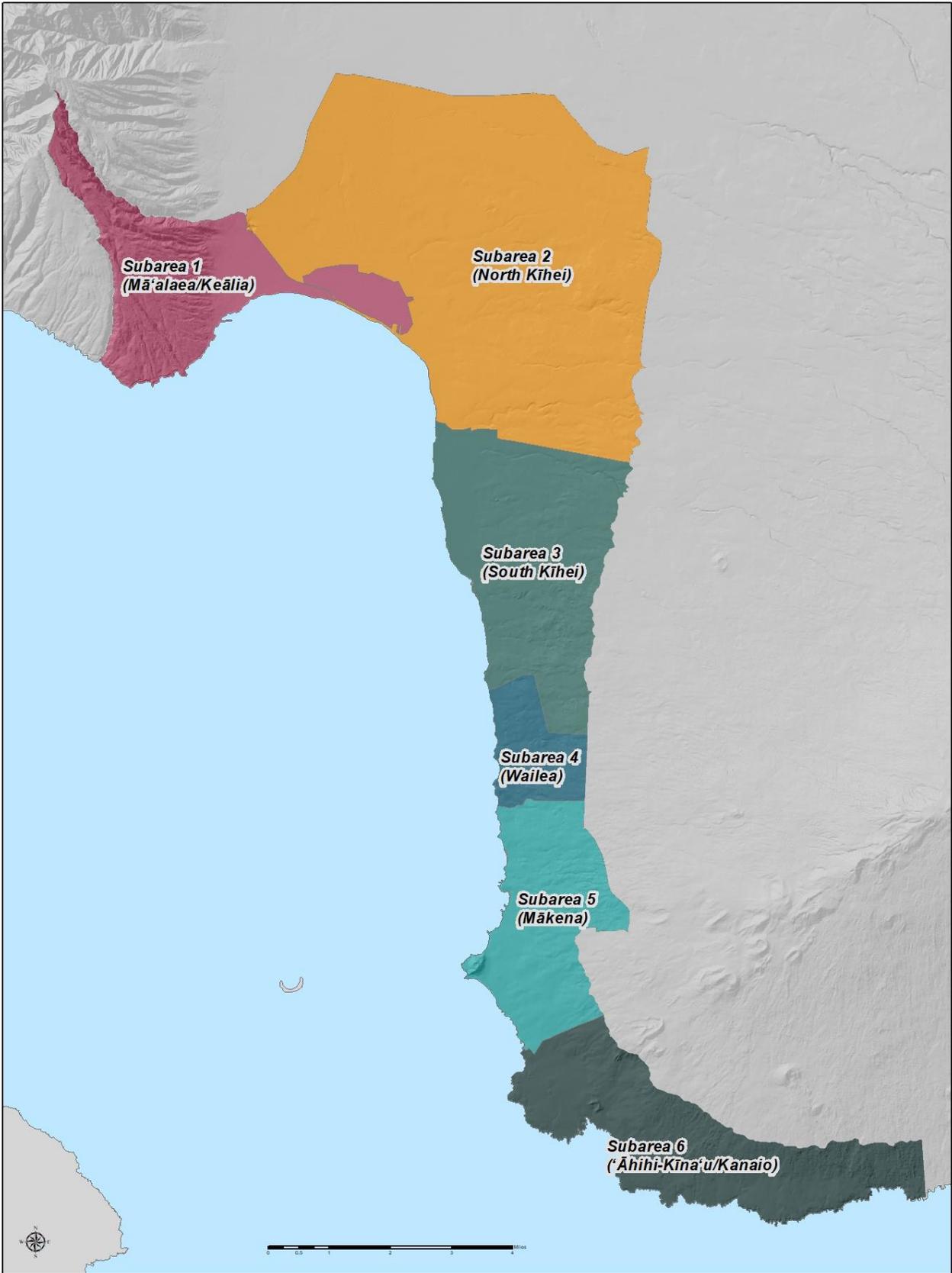


Figure 1 | South Maui Community Plan Subareas

Why does the community need to be engaged in the Community Plan update?

The Community Plan is for people who live, work and play in South Maui. It describes the future the community wishes to see. In order for that vision to be complete, the community must engage in the update process so their hopes for their community are reflected in the vision, goals, policies and actions that make up the Community Plan. This PEP is written to provide maximum opportunities for public input. Whether someone can only participate from their home or prefers to go to an in-person public meeting, there are plenty of opportunities for each South Maui stakeholder to participate.

How can the public safely engage in the Community Plan update during the pandemic?

Even before COVID-19 began, the Planning Department used multiple methods of public engagement to reach the widest range of participants possible. For this update, that will not change. While right now we are all doing our part to slow the spread, we hope that in-person meetings will again be possible soon. If this is not to be, each public engagement activity will be switched to a virtual environment. We have written this plan to be nimble as circumstances change.

Why not wait to do public engagement until the pandemic is over?

The current South Maui Community Plan was written in 1998. Community Plans are meant to be updated every 10 years, so this Community Plan is 12 years overdue for its update. Public engagement is much more than public meetings and, with new technology combined with old-school methods, this plan ensures that public engagement in the update will be meaningful and robust. The County commits to never putting the public in harm's way to move this process along. We will adjust our approaches and expectations throughout the process, working with community stakeholders to ensure the Community Plan at the end of this process reflects the needs and vision of the South Maui community.

Section 2 | Stakeholders

This section covers the types of stakeholders the County intends to engage in the Community Plan update and how we intend to engage them.

Who is a South Maui stakeholder?

For the purposes of this Community Plan update, a South Maui stakeholder is anyone who lives, works or plays in South Maui. This definition includes:

- Residents;
- Property owners;
- Native Hawaiians and Native Hawaiian groups;
- Interest groups and clubs;
- Community associations; and
- Business owners and workers.

Each type of stakeholder will have multiple opportunities to engage in this update throughout the process, as described later in this section. Additionally, special effort will be made to identify and engage historically underrepresented groups of people in South Maui including Native Hawaiians, youth and people who cannot participate in traditional public outreach activities.

In what types of activities will stakeholders be asked to participate?

The following are descriptions of each of the types of public engagement activities the County will host during the Community Plan update process. Since we are uncertain about the future and requirements for social distancing, each of these activities may be conducted virtually if needed.

Interviews

South Maui has several subject-matter experts that the County will reach out to during the course of the Community Plan update. These interviews are a way for the County to learn more about very specific issues in South Maui so we can propose policies and actions that will lead to positive outcomes for the community.

Focused Group Meetings

At first it may look like a typo, but “focused group” meetings are not your typical focus groups. These meetings will be small groups of people who share a common interest and will focus exclusively on that topic during the course of that meeting. Some groups that may be asked to participate in a focused group meeting include canoe clubs, bicycle clubs, environmental restoration groups, youth groups, kūpuna groups and others. The purpose of these meetings is to identify issues that are important within the group’s subject matter and talk about ways to address those issues through the Community Plan update.

Open Houses

One or more open houses will occur at the beginning of the process to get a sense of the issues that South Mauians care about most. A second set of open houses will happen at the end of the process so the public can see the results of their hard work. These meetings are less structured, and participants can engage in a number of activities if they choose to provide feedback to the County.

Online Learning Sessions

These learning sessions are primarily designed to help the public understand the complexities of their community such as traffic flow and transportation issues, housing, and stormwater management. The County and the consultant will prepare resource papers and other materials for the public to review. If resources and time are available to make videos and info-graphics to help break down the material, those will be provided as well. The public will be able to ask questions and share their opinions about the material through online questionnaires. Questions will be collected and a summary FAQ will be provided at the close of each learning session engagement period.

Workshops

These meetings will be an opportunity for the public to work together, and put pen to paper (or pointer to pixels) to tell the County exactly what and where they want things to occur in their community. Workshops will come in two varieties. The first will be a Vision Workshop to define what stakeholders want their community to look and feel like in 20 years. The second will be a Design Workshop which will engage participants in planning for the future with maps and suggestions for policies or actions that help the community achieve its vision. Workshops are hands-on and encourage people to work together in groups, to the extent possible, to plan for the future.

Alaka'i

For the Community Plan update process, the County will coordinate with a group of South Maui leaders or, in the Hawaiian language, alaka'i. It is not a County committee, but rather a group of people who are a sounding board for the County during the public engagement process.

The Alaka'i serve as a focus group to help the County ensure we are in touch with the pulse of the community and that our methods of engaging the public are working. We may make changes to our outreach approaches, timing and materials based on feedback received. Alaka'i also use their social media, email lists and other methods to amplify the County's outreach efforts and they will be called on to facilitate some public engagement activities as appropriate. This group will be diverse in its representation of South Maui geography, age, interests, political affiliation, gender, race, and experience, and they are expected to remain engaged in the Community Plan update process until it is adopted by the County Council (approximately three years in total).

This group is not the South Maui Community Plan Advisory Committee (CPAC) required by Chapter 2.80B, Maui County Code that will forward a recommended Community Plan to the Maui Planning Commission later in the process. Members of the South Maui Alaka‘i, however, may apply and be selected to serve on the CPAC during that phase of the Community Plan update process.

Pop-up Events

This category covers a range of online and in-person activities that the County will host throughout the Community Plan update process. These are typically “what-do-you-think?” engagement activities that could be in the form of online polls, questionnaires, engagement by text message, an essay-writing or photo contest, or an informational table at the Kīhei Town parties. These events will be opportunities for the public to engage with planners in an informal way and they help planners gather information that will help build the Community Plan.

How will stakeholders know about an event or activity?

Since everyone gets their news from a different source, the County will notify the public of engagement events using many different methods described below.

South Maui Community Plan Update Website

The County will post all information about upcoming public engagement activities on southmaui.wearemaui.org. The website will also have all the event recaps and meeting summaries, along with information about future meetings and activities.

Email List

Regular announcements about South Maui activities, postings and updates will be sent through our email list. People who want to join, may do so through the southmaui.wearemaui.org website or by sending an email to wearesouthmaui@mauicounty.gov.

News Sources

For upcoming large meetings or online activities, the County will send press releases to both The Maui News and Maui Now. We will also send press releases to community groups, like community associations, who have listservs or newsletters with broad audiences within South Maui.

Social Media

The County will maintain both a Facebook and an Instagram page for the Community Plan update to keep the public notified about events and engage followers in activities as appropriate. Alaka‘i will also be asked to share meeting and activity information with their social media followers.

Section 3 | Public Engagement Schedule

The following schedule is the general timeline for public engagement during the Community Plan update process. This schedule only includes public engagement activities scheduled prior to the CPAC process. These pre-CPAC activities are primarily intended to help the County write the first draft of the updated Community Plan. The public will have many more opportunities to engage with the CPAC, Maui Planning Commission and County Council after the draft Community Plan is written.

Table 1 below includes each engagement activity and the month(s) those activities are planned to occur. For a detailed definition of each activity, please see Section 2 of the PEP. All activities identified in this schedule are subject to change as needed to accommodate the County’s response to the pandemic. Notice for these activities will be provided through the southmaui.wearemaui.org site and the project’s email list.

Table 1 | South Maui Community Plan Public Engagement Schedule (Pre-CPAC)

	2020					2021					
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Interviews and Focused Group Meetings	Orange	Grey	Grey	Grey	Grey						
Open Houses	Grey	Grey	Orange	Orange	Grey	Grey	Grey	Grey	Orange	Orange	Grey
Online Learning Sessions	Grey	Grey	Grey	Orange	Orange	Orange	Orange	Grey	Grey	Grey	Grey
Workshops	Grey	Grey	Grey	Grey	Grey	Orange	Grey	Orange	Grey	Grey	Grey
Alaka'i	Grey	Grey	Orange	Orange	Grey	Orange	Orange	Orange	Orange	Orange	Orange
Pop Up Events	Grey	Grey	Orange	Orange	Grey	Orange	Orange	Orange	Orange	Orange	Orange

Section 4 | Conclusion

Public engagement activities occurring prior to CPAC will form the foundation for the draft Community Plan that the CPAC will review. As such, it is vital that the County seek out as many South Maui voices and ideas as possible during the initial public engagement phase of the Community Plan update. The goal of all of these engagement activities is a draft Community Plan for the CPAC that reflects South Maui's needs, values and vision.

We believe this PEP will help us achieve that goal, and we intend to implement this plan as written. Unfortunately, these are uncertain times and we do not know how COVID-19 will affect this process going forward. If adjustments are required to meet the needs of the community, the County will revise this plan to reflect those adjustments and post the revised plan to the wearemaui.org website as soon as possible.

If you have questions or comments about the PEP, please contact the Long-Range Division of the Maui County Planning Department at 808.270.7214 or email us at wearesouthmaui@mauicounty.gov.