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### *How will South Maui's population grow?*

Between 2010 and 2020, the total population of Maui County grew from approximately 154,834 residents to 164,754 (U.S. Census, 2010 and 2020). Population growth came from a net natural increase (local births minus local deaths) of 768 residents and an overall migration flow (combining domestic and international migration) of 617 people annually (Population & Employment Forecast, 2021). During that time, population growth was lower in South Maui than the rest of Maui County and the state.

The resident population of South Maui increased from around 27,000 in 2010 to 29,000 in 2020 (Population & Employment Forecast, 2021). Based on population forecasting for the Plan area, the population may increase between 3,700 and 6,100 new residents over the Plan timeframe.

### *How will South Maui ensure adequate services?*

South Maui's resident and visitor populations are anticipated to increase over the next 20 years, creating additional strains on the community's infrastructure. Demands on water, housing and other resources will continue to grow. South Maui's location on the arid leeward side of Maui Island will impact the future sustainability of its resources, especially water supply. The region is within the Central Aquifer Sector Area, which has one of the county's lowest annual groundwater recharge rates and lowest supply of potable water. This means that South Maui relies on imported potable water from other aquifer sectors within Maui and will continue to rely on imported water in the future. Planning to ensure sufficient water and other infrastructure services for existing and new development in South Maui will be a significant challenge. To support current needs and future growth in South Maui, measures to reduce potable water consumption, such as water conservation, increased use of recycled water for irrigation, finding new water sources, and comprehensive planning of water infrastructure, should be prioritized.

### *How will South Maui provide more affordable housing options?*

Housing affordability is a challenge in South Maui, as it is throughout the county and state. South Maui is home to a diverse mix of people, all of whom have different housing needs and preferences ~~and are competing for a limited housing supply. Balancing the needs of each group while providing for a full range of maintaining housing affordability is~~ one of the community's primary concerns.

Housing costs are rising. The median home price in Maui County rose 18.4 percent between January 2021 and January 2022 to over \$1.16 million, with South Maui included

as a rising housing market area (Maui News Now 2022).<sup>8</sup> The ability to purchase a home has important long-term equity considerations. As one of the largest sources of financial equity for low- and middle-income households, homeownership is often a key pathway for building financial security. Attainable housing is particularly critical to lower-income residents, who are most vulnerable to adverse living conditions and homelessness. Within South Maui, 59 percent of renters and 45 percent of homeowners pay over 30 percent of their household income on housing costs (Economic Conditions Resource Paper, 2021). Housing expenditures that exceed 30 percent of household income are an indicator of housing affordability problems.

The lack of balance between the supply of and demand for housing Excess demand contributes to high housing prices and various factors limit the production of new housing such as lack of adequate infrastructure. The effects of climate change and sea level rise could further contribute to housing demand in the future. Another limit on housing production is the high costs of of sitework in South Maui relative to other areas of the island due to the presence blue rock construction materials which can dissuade potential developers from building new affordable or workforce housinghas significant cost implications for both the construction of housing and infrastructure.

#### *How will South Maui manage traffic?*

South Maui's compact coastal development pattern forces all incoming and local traffic to rely on the same limited roadway infrastructure throughout the Plan area. Between 2014 and 2018, South Maui's traffic volume increased three percent per year. This is above the Maui Travel Demand Model of two percent per year, signifying traffic is getting worse faster than expected (Transportation and Mobility Resource Paper, 2021). Further adding to the congestion, South Maui has only two roads leading in and out of the Plan area: North Kihei Road which transitions into South Kihei Road, and Maui Veterans Highway which transitions into Pi'ilani Highway. North and South Kihei's dense commercial and residential development means these subareas are the epicenter of the region's congestion issues.

Of the inflow traffic entering South Maui, 57 percent is commuters coming from Central Maui and 31 percent is from those arriving off-island (Transportation and Mobility Resource Paper, 2021). The high number of daily visitors combined with the influx of commuters and goods from Central Maui causes significant congestion on North Kihei Road, South Kihei Road and Pi'ilani Highway (Transportation and Mobility Resource Paper, 2021). South Maui's compact development and strained roadways would benefit