



HCPO 2024

BALANCING CHANGE IN
A DYNAMIC LANDSCAPE



HCPO 2024

BALANCING CHANGE IN
A DYNAMIC LANDSCAPE

Park it Right, Hawaii

Kathleen Rooney

Director of Transportation Policy & Programs
Ulupono Initiative

◦ Parking reform in Hawai 'i

- Why undertake?
- Who's done it?
- How to talk about it?



◦ Parking Game

◦ Discussion

A lot of parking on Hawai'i ...

TRANSPORTATION

1.23M cars with 3 -4 spaces/car = 4.5M spaces

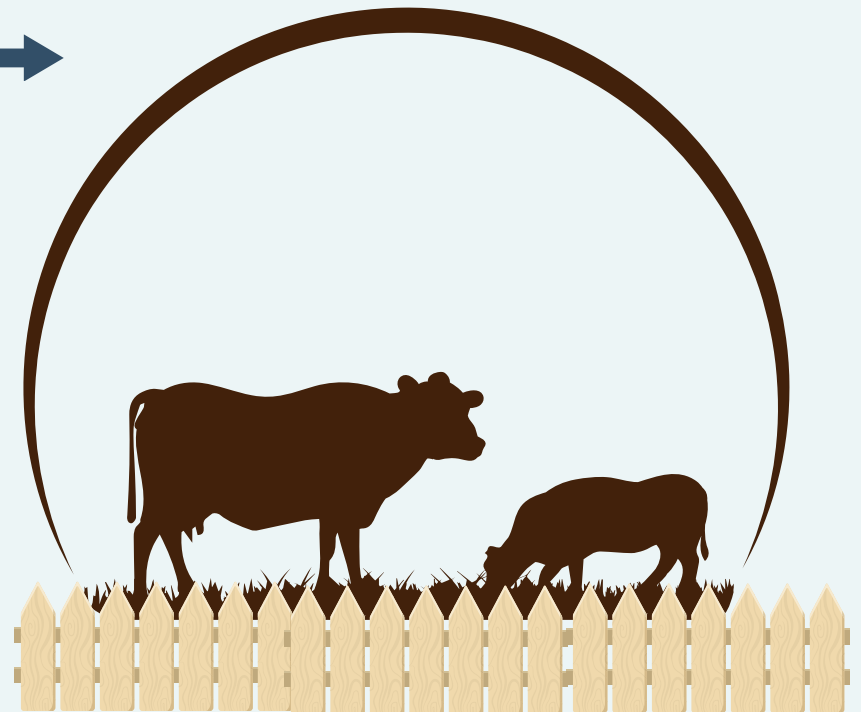
At an average 330 sq. ft. per space =

-1.498B sq. ft.
-34,000+ acres
-53 sq. miles

Parking spaces for state =

35 WAIKIKIS

Or the size of Kapāpala Ranch



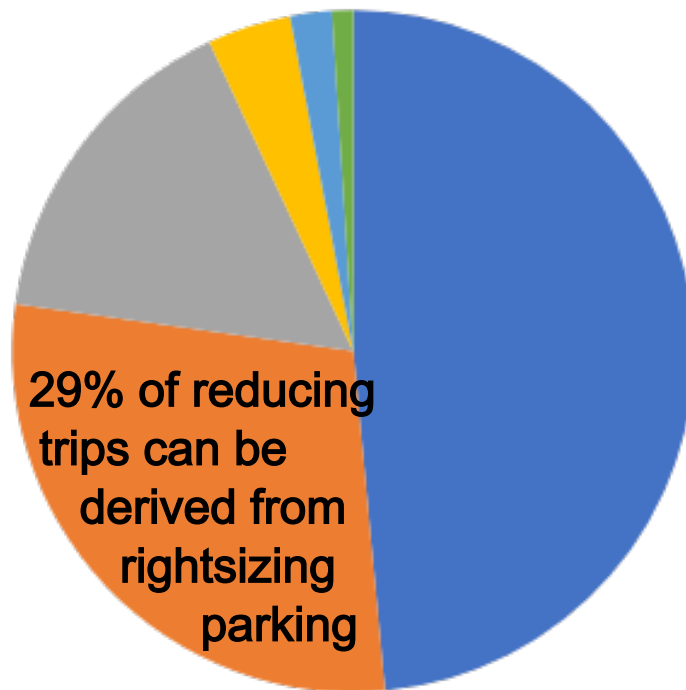
Kailua



Why rightsize parking?

TRANSPORTATION

- Local land & control
- Untapped potential for mode shift
- Expensive to build



“New report shows alarming hidden costs of parking in Hawai‘i” – KHON2

- *Up to \$60,000 per structured space*
- *\$180-\$410/unit added to monthly rent*
- *\$84,000 for someone looking to buy a 2 bedroom, or about 20% of the average condo purchase price in urban Honolulu*
- *1-2% of gross sales for the retail storeowner*

Success in Hawai'i to date

TRANSPORTATION

◦State

- Key destination parking management
- Climate Change Commission priority
- Delegation of parking authority to non-county actors
- Parking surcharges on state highways

◦ O'ahu

- Ordinance 20 -41
- Restricted Parking Zone passage

◦General - More people willing to pay than expected in surveys

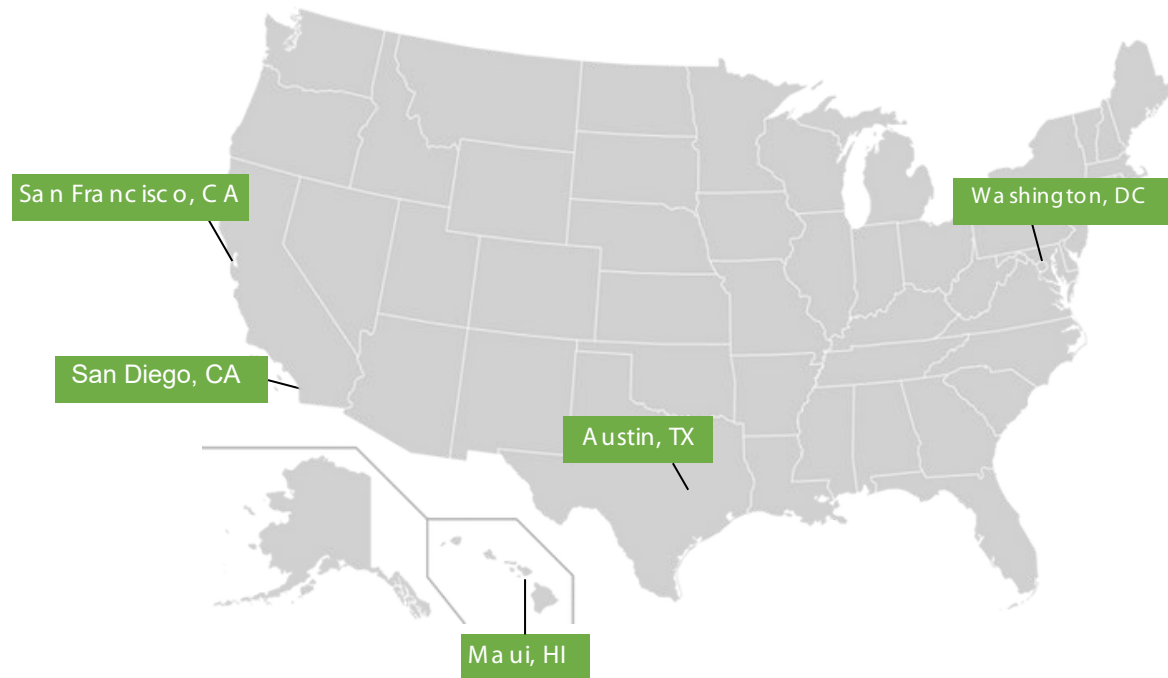
◦Maui – Park Maui



How we say it is as important as what we say

TRANSPORTATION

- Focus groups
- Annual surveys
- Case studies
- Lessons learned
- On-going communication/
outreach



◦ Listen and then guide

- How can I park legally?
- How do I benefit now?
- How does it improve public access?
- How does it benefit all of us, both now and in the future?



Strongest messages and methods

TRANSPORTATION

◦ Clear and crisp is best



◦ Compelling arguments

- Convenience of time and money
- Land utilization

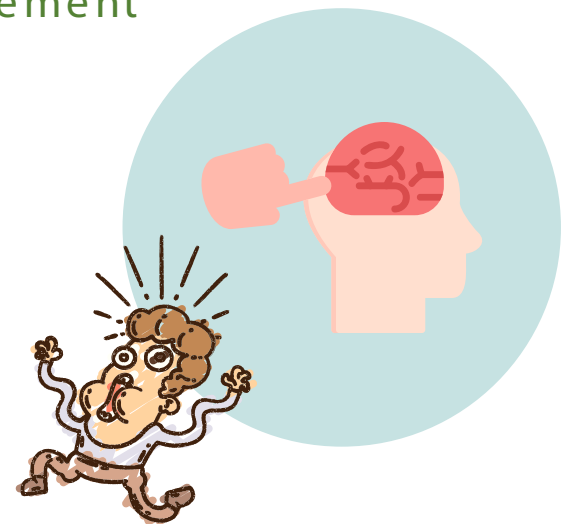
◦ Methods

- In-person for engagement
- Personal stories and data for persuasion
- Social to share practical updates



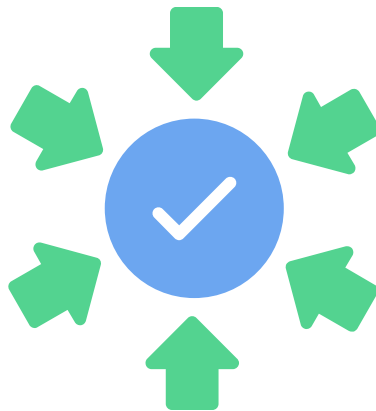
◦ Avoid triggering language

- Rates, not charge or price
- Benefits or amenities, not cost
- Costly mandates, not requirements or minimums
- Descriptive adjectives, not reform or management



Programmatic implications

- Cleaner, crisper programs are more persuasive
- Revenues need to be clearly reinvested
- Kama 'āina discount needed
- Address equity concerns proactively
- Leverage technology for convenience as much as possible



Gamefication ! “The Parking Game”

TRANSPORTATION



©2024, The UrbanWorks Institute, Paul Barter. [The Parking Game](#)

This work is licensed under a Creative Commons Attribution 4.0 International License: CC BY-SA 4.0 DEED: Attribution-ShareAlike 4.0 International.

Discussion

TRANSPORTATION



- Thoughts?
- Questions?
- Ideation?