

1. POPULATION AND DEMOGRAPHICS

BACKGROUND INFORMATION



Maui County commissioned a Socio-Economic forecast in 2002 to assist in the update of the General Plan. The report forecasts residential, visitor, and employment growth by region for the County as whole. This forecast is intended to be a planning tool which can be used to predict future growth scenarios and their potential implications. The projected future is neither automatically desirable nor inevitable. However, absent policy intervention, these forecasts indicate the most probable future conditions and establish a basis for preparing a meaningful and realistic land use plan.

HISTORIC POPULATION TRENDS

To put population increase into perspective, it is appropriate to compare Maui Island’s population increase to the other major islands in the Hawaiian chain throughout the recent past. It is evident from the tables below that while Oahu experienced the most dramatic population increase from 1950-1960, the outer islands, including Maui, were impacted by the steepest increases in population between 1970 and 1990.

Table 1 - 1: State and Island Population 1960-2000

Island	1960	1970	1980	1990	2000
State of Hawaii	632,772	769,913	964,691	1,108,229	1,211,537
Oahu	500,409	630,528	762,565	836,231	876,156
Hawaii	61,332	63,468	92,053	120,317	148,677
Maui Island	35,717	38,691	62,823	91,361	117,644
Kauai	27,922	29,524	38,856	50,947	58,303

Table 1 - 2: State and Island Population Change 1950-2000

Island	1950-1960 % change	1960-1970 % change	1970-1980 % change	1980-1990 % change	1990-2000 % change
State of Hawaii	26.6	21.7	25.3	14.9	9.3
Oahu	41.8	26.0	20.9	9.7	4.8
Hawaii	-10.3	3.5	45.0	30.7	23.6
Maui Island	-10.9	8.3	62.4	45.4	28.8
Kauai	-5.9	5.7	31.6	31.1	14.4

PROJECTIONS AND BASELINE POPULATION

The model developed for the Maui County Socio-Economic Forecast provides estimates of long-term trends. It estimates the future number of residents, visitors, jobs and housing at five-year intervals. It incorporates expected changes over time in the rate of increase of these factors. As a long-term projection, the model estimates the impact over time of long-range demographic and economic trends on Maui and in its Community Plan regions.



Between 2000 and 2005, the U.S. Census estimates that Maui’s resident population grew by another 11,827 people; a 10% gain. Maui Island’s resident population is expected to grow from 129,471 in 2005 to 186,254 in 2030. This is a 1.68% annual growth rate, for a total of approximately 42% increase in population over the 25 year period. These projections indicate a population increase of 16% between 2010 and 2020, and an increase of 14.2% between 2020 and 2030.

Table 1 - 3: Community Plan Population 2000 – 2030

	2000	2005	2010	2015	2020	2025	2030
Lahaina	17,967	19,852	21,577	23,286	25,096	26,979	28,903
Kihei-Makena	22,870	25,609	28,114	30,597	33,227	35,962	38,757
Wailuku-Kahului	41,503	46,626	51,312	55,957	60,877	65,995	71,223
Makawao-Pukalani-Kula	21,571	23,176	24,644	26,098	27,640	29,243	30,880
Paia-Haiku	11,866	12,210	12,525	12,837	13,168	13,512	13,863
Hana	1,867	1,998	2,118	2,236	2,362	2,493	2,626
Total Maui Island	117,644	129,471	140,290	151,011	162,370	174,184	186,252

Table 1-3 illustrates the Socio-Economic Forecast’s findings that population is not expected to increase equally throughout the island, but that there will particular regions where population growth is more likely to occur. For example, while Hana is expected to grow by less than a hundred people, Wailuku-Kahului projections suggest a several thousand person increase.

POPULATION & DEVELOPMENT

Maui's population includes both residents and non-residents (vacation homeowners). The non-resident is not defined in population projections, and yet, like the year-round resident, the non-resident population still requires housing, roads, water and a variety of other infrastructure considerations. Some of this is taken into account in the development of resort destination areas; however, other non-residents chose to purchase housing units that would otherwise be made available to the resident market.

There is no legal mechanism to ensure housing built for the local resident is purchased and occupied by local residents, although (as Chapter 4. Housing, indicates) it is the resident homebuyer and renter that need to be ensured a supply of affordable housing is available. Therefore some of the trends of the off-shore housing market were studied to determine if any policy actions could reduce the amount of housing consumed by non-residents. The *Socio-Economic Forecast* reports that 37% of all Maui Island housing sales in 2004 were to buyers residing outside Maui County. Proportions were highest in the Kihei-Makena and Lahaina areas, lowest in Wailuku-Kahului.

The Planning Department feels that through policy, taxation and the placement of new housing, the demand for non-resident housing may be reduced by twenty-five percent during the planning horizon. The growth boundaries in this plan are based upon the 25% reduction in the non-resident housing demand.

POPULATION AND IMPACTS ON RESOURCES

Population, in and of itself, is not bad or good. The strain increased population places on resources, such as land, water, transportation systems, recreation areas and the natural environment can affect the health of the island's ecosystems and the quality of human life. In the development of this plan it is essential to recognize that it is not necessarily the number of people utilizing the resource, but how they are utilizing the resources. As an example, one household that is



careless or wasteful with its use of water can have the same impact as ten households that use water conservatively. Therefore, the way in which population growth is addressed and the way we define our expectations for the future, can be far more important than the population increase itself. Many of these expectations have already been outlined in the Countywide Policy Plan, and there are others that are specific to Maui alone.

The next Section of this Plan will describe the resources we share collectively and define the threats and opportunities to the sustainable use of those resources.



SUMMARY OF ISSUES

- The age distribution projections forecast an aging population that will require targeted housing and transportation options for the elderly.
- The visitor data suggest that the resident/visitor ratio has increased from 1:20 in 1970 to 1:3 in 2005. The ability to manage the impacts of increased tourism demand will need to be balanced with both the quality of life as well as the secondary economic and social impacts to existing residents.
- One fifth of all properties on Maui are owned by out-of-state residents. The transient behaviors within island neighborhoods can have a negative impact on the communities' social structure.
- Nearly half of Maui's residents were born out of state, and bring with them a different and sometimes conflicting system of values.

GOAL & POLICIES

1.1 Goal: Maui will have ensured strong, healthy, and vibrant communities that nurture the island's people, their values and their lifestyle.

- 1.1.1** Seek to minimize the impact of visitors on resident lifestyles.
- 1.1.2** Limit and define the Resort Destination Areas of Wailea, Makena, Kapalua, and Kaanapali and prohibit major resort development outside of Resort Destination Areas.
- 1.1.3** Cultivate the active participation of people of all ethnicities, origins and backgrounds in the practices of the Hawaiian culture.
- 1.1.4** Expand opportunities for housing, transportation and employment in Maui's urban areas to ensure senior citizens are able to comfortably age within their communities.



ACTION PLAN

Perpetuating the island lifestyle and values will be up to all of us as individuals. The County can take the following steps to provide regulatory support:

- 1.1-Action-1** Adopt a Directed Growth Plan that clearly delineates Resort Destination Areas.
- 1.1-Action-2** Work with the non-profit sector to expand cultural education for residents, visitors and the general public.