



# MEMORANDUM

**To:** County of Kauai Office of Economic Development  
**From:** Nelson\Nygaard Project Team  
**Date:** March 20, 2025  
**Subject:** CMMH Plan - Parking Demand Summary

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The following memo documents the observed data on parking demand at Coconut Marketplace across a combined eight days. The data reveals the following:

- The highest number of parked cars at Coconut Marketplace was observed at noon on Tuesday, June 18, in which 205 parking spaces, approximately 63% of the total supply, were occupied.
- During overnight hours, when residences and accommodations are presumably at peak capacity, there were never more than 22 parked cars at Coconut Marketplace, representing less than 7% occupancy.
- Across all observed overnight and morning hours, fewer than half of the spaces at Coconut Marketplace are occupied.

There is so much unconstrained supply at Coconut Marketplace that there is no immediately apparent need for active parking management.

## Methodology

To gain a better understanding of how the supply of 324 parking spaces at the Coconut Marketplace shopping center is used, staff from the County of Kaua'i, along with Coconut Marketplace property management and security staff, counted the number of vehicles parked in the facility during two seasons and over several days of the week and times of day. Parked vehicles were first counted on Friday, November 3, 2023. Another round of counts occurred from Monday, June 17 to Sunday June 23, 2024 to capture parking use patterns during a typical week in the high visitor season, unaffected by holidays, special events, or disruptive construction nearby.

The November 2023 counts were conducted at 7:00 AM, 10:00 AM, 12:30 PM, 7:00 PM and 2:30 AM.

Based on the initial data collection, which indicated very little parking activity at 7:00 AM, and the most significant demand in the afternoon, the June 2024 counts were conducted at five specific times each day over a full week to identify variations in demand:

- 2:30 AM, representing overnight parking
- 12:00 p.m., representing typical midday parking
- 4:30 p.m., representing typical late afternoon parking

- 7:00 p.m., representing typical evening parking

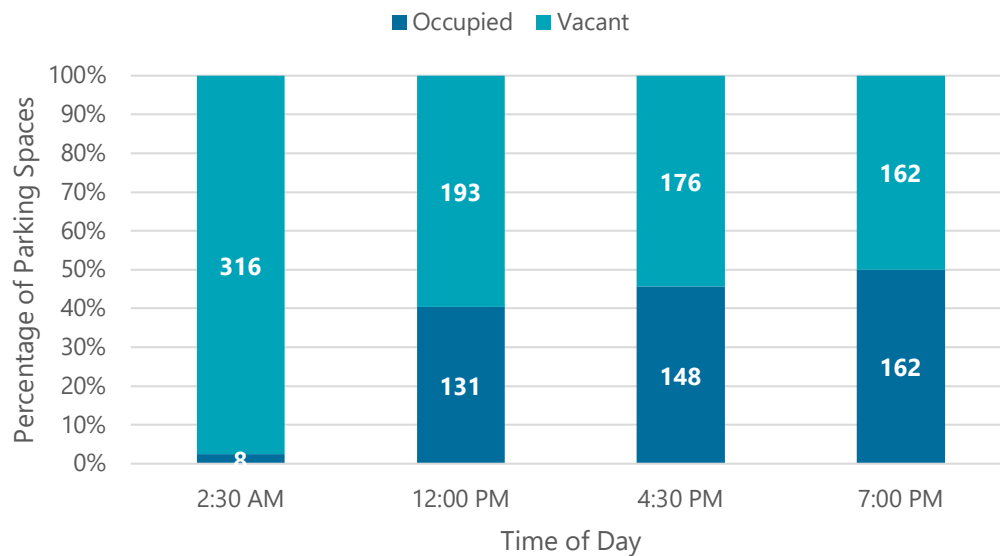
## Parking Demand Counts

The following section summarizes all parking occupancy data, organized by day of the week to illustrate variances in parking occupancy and vacancy. The number of occupied and vacant spaces are labeled on each chart column.

### Monday

On June 17<sup>th</sup> (Figure 1) peak occupancy occurred at 7:00 in the evening, when half of the spaces at Coconut Marketplace were occupied.

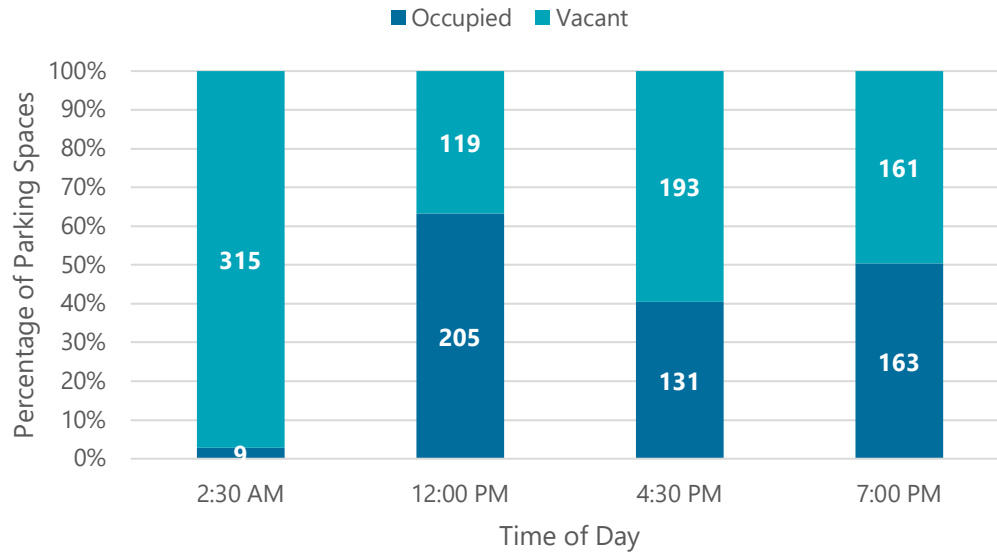
**Figure 1 Parking utilization by time of day on Monday, June 17, 2024**



## Tuesday

The highest number of parked cars at Coconut Marketplace was observed midday on Tuesday, June 18 (Figure 2). Peak occupancy was observed at 12:00 PM, with 63% of spaces occupied.

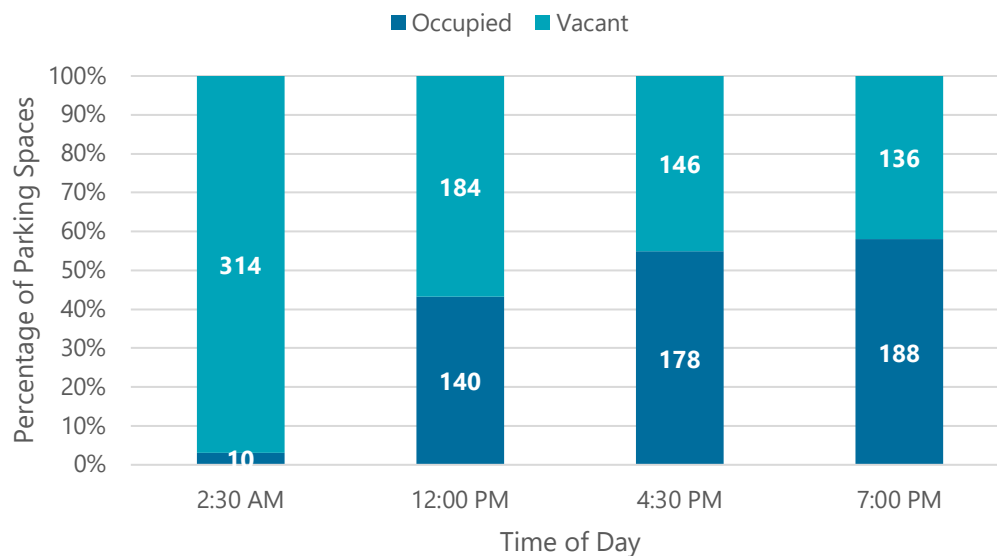
**Figure 2 Parking utilization by time of day on Tuesday, June 18, 2024**



## Wednesday

At 7:00 PM on Wednesday, June 19 (Figure 3), 188 cars were parked at Coconut Marketplace. This represents 58% occupancy and is the second highest observed number of parked cars for this study.

**Figure 3 Parking utilization by time of day on Wednesday, June 19, 2024**



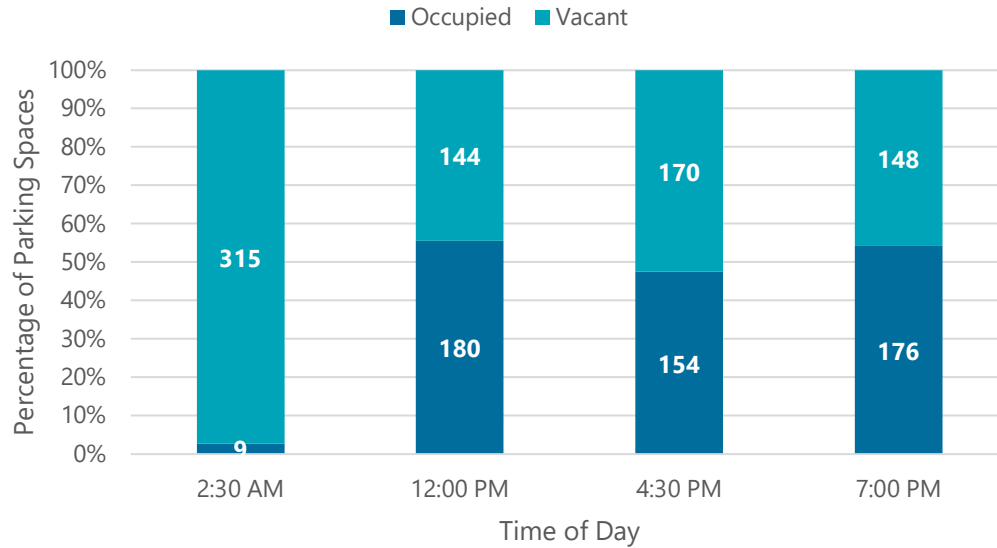
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### Thursday

On Thursday, June 20 (Figure 4) peak occupancy occurred at 12:00 PM, with 55% of spaces occupied.

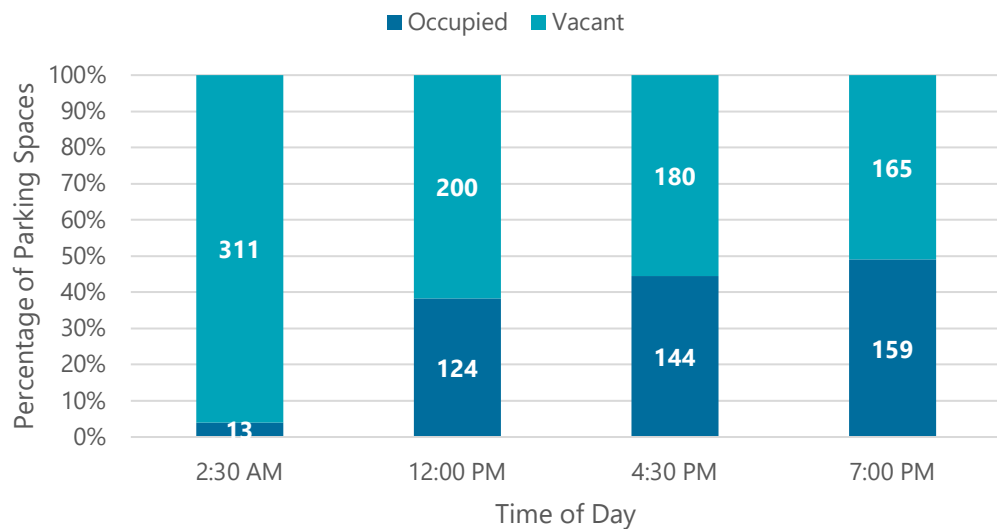
Figure 4 Parking utilization by time of day on Thursday, June 20, 2024



### Friday

On Friday, June 21<sup>st</sup> (Figure 5) parking utilization incrementally increased as the day progressed, peaking at 7:00 pm in the evening, with just under 50% of spaced occupied.

Figure 5 Parking utilization by time of day on Friday, June 21, 2024

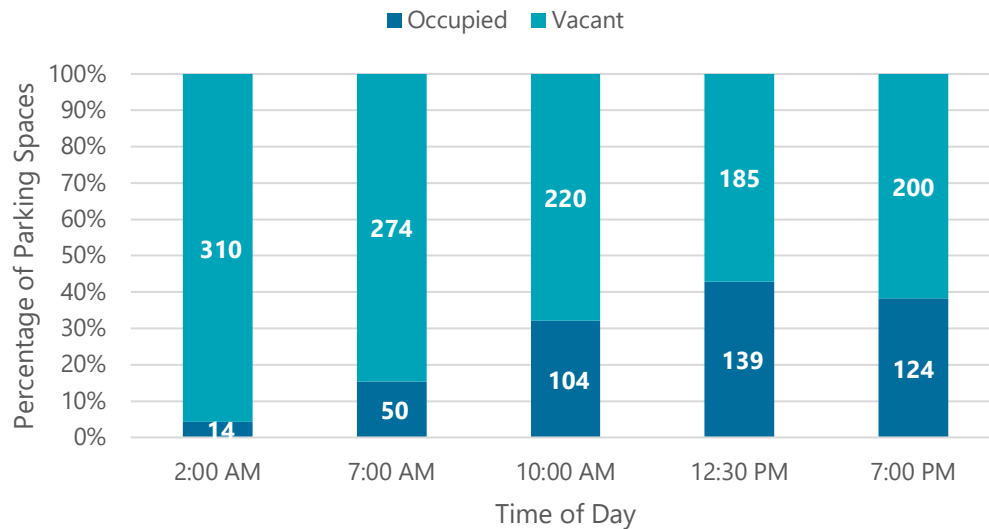


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The November 2023 counts were conducted on a Friday (Figure 6). Similar to the June season, the majority of parking spaces are vacant across all times of day, but with peaks in the midday and evening hours, peaking at just under 43% at 12:30 PM.

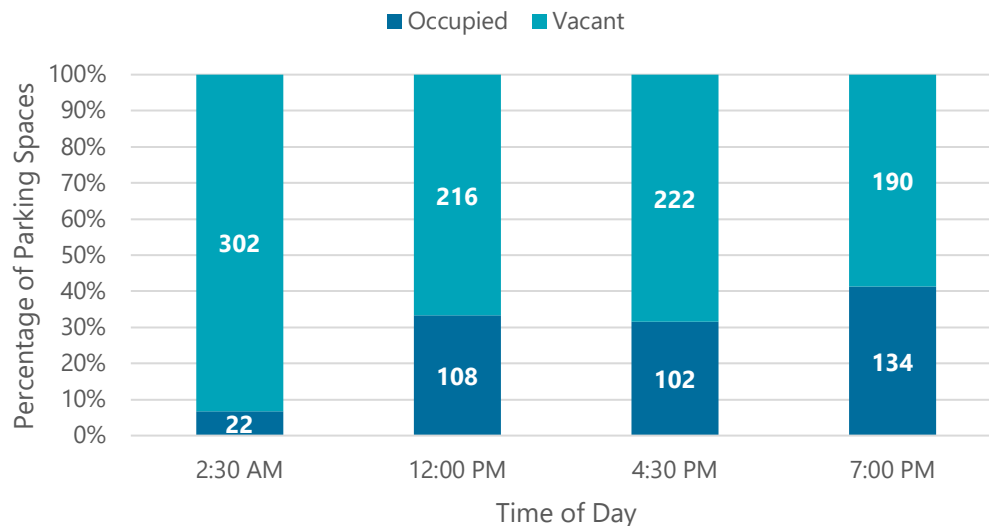
**Figure 6 Parking utilization by time of day on Friday November 1, 2023**



## Saturday

During the overnight hours during Saturday, June 22<sup>nd</sup> (Figure 7), 22 cars were parked in Coconut Marketplace, more than overnight hours on any other observed date. Despite this slight increase in demand, over 90% of the Coconut Marketplace parking lot remains vacant during that time. Parking utilization on Saturday peaks at 7:00 PM in the evening with 41% occupancy.

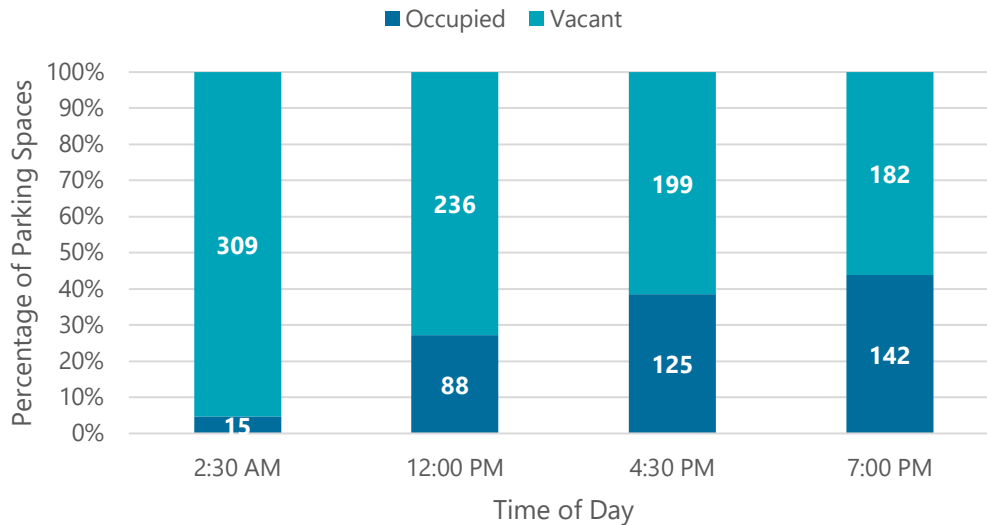
**Figure 7 Parking utilization by time of day on Saturday, June 22, 2024**



## Sunday

On Sunday, June 23 (Figure 8) peak occupancy occurred at 7:00 PM, with 44% of spaces occupied. Of all days of the week, Sunday has the lowest midday parking utilization.

**Figure 8 Parking utilization by time of day on Sunday, June 23, 2024**



## Conclusion

As detailed above, the Coconut Marketplace parking supply exceeds demand, even without pricing or significant restrictions. Parking can continue to be monitored as demand shifts over time, and active management may be useful if parking counts indicate significant demand and constrained available parking.

Given low existing demand, there is no need to introduce new parking management strategies at Coconut Marketplace at this time. However, parking supply and demand may change as activity levels and access needs change in the future. Additional demand could be related to mobility hub investments, new shuttle service, hotel development, and the use of existing parking spaces for other purposes. Depending on the scenario, a variety of parking management tools (Figure 9) could be considered.

**Figure 9 Possible Parking Management Tools and Applications**

Parking Management Tool	Definition	Scenario in Which Tool is Most Applicable
<b>Shared Parking Agreements</b>	An agreement between two properties to allow the sharing of parking supplies. This can be for all users and times of day, or it can be tailored for specific times and user groups.	A property is experiencing regularly low parking availability during a specific time in which a neighboring property has regularly high availability. For example, a shared parking agreement could be used for hotel employees parking off-site to help maximize the on-site parking supply availability for guests.

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Parking Management Tool	Definition	Scenario in Which Tool is Most Applicable
<b>Unbundling</b>	The clear separation of all parking user fees from hotel room rates, resort fees, lease agreements, which would help people parking at or near Coconut Marketplace make a more informed decision about the cost of parking when deciding how to travel.	Hotels want to reward guests for opting out of parking. This may be easier to implement if local legislation calls for a clear breakdown of resort fees for paying hotel guests, so hotel managers are all required to make this change together.
<b>Pricing</b>	The institution of user fees (e.g., meters and permits) for parking during a specified time period, which could include hourly, daily, weekly and monthly increments and/or during specified time periods (e.g., during business operating hours or overnight).	Parking demand is high and supply is constrained, so it would be useful to encourage shorter stays and more frequent turnover in the most convenient parking spaces. Understanding that there is no parking pricing in place on the Coconut Marketplace property (along with the majority of commercial districts throughout the island), this may be introduced at the highest demand locations while free or lower-priced parking may still be available in less convenient locations. This is most effective when implemented across a district where all neighboring properties institute similar competitive prices, to avoid incentivizing spillover demand in nearby lots that are “free” for the user.
<b>Transportation demand management (TDM) programming</b>	Incentives and programming to help people access Coconut Marketplace by walking, biking, carpooling, riding transit, or being dropped off at Coconut Marketplace. Solutions would be tailored to meet the needs of each user group.	All parties would agree to fulfill certain roles in the implementation of TDM programming (as laid out in the “Mobility Hub Recommendations” chapter of the report).