



# Coconut Marketplace Mobility Hub Plan

**February 2025 Lookbook**



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# Introduction

## About this project

Coconut Marketplace Mobility Hub (CMMH) is envisioned as a major transportation center that makes it easier for people who live, work, and visit the eastern side of the Island of Kauaʻi to get around.



## About this document

The CMMH Plan serves as a guide for expanding multimodal transportation access to Coconut Marketplace and other nearby destinations. This Lookbook presents recommendations for improving transportation access to the Coconut Marketplace area, with an eye on innovative concepts being used in practice today, and identifies next steps to implement these concepts and build a coalition of support among community members and local business leaders.





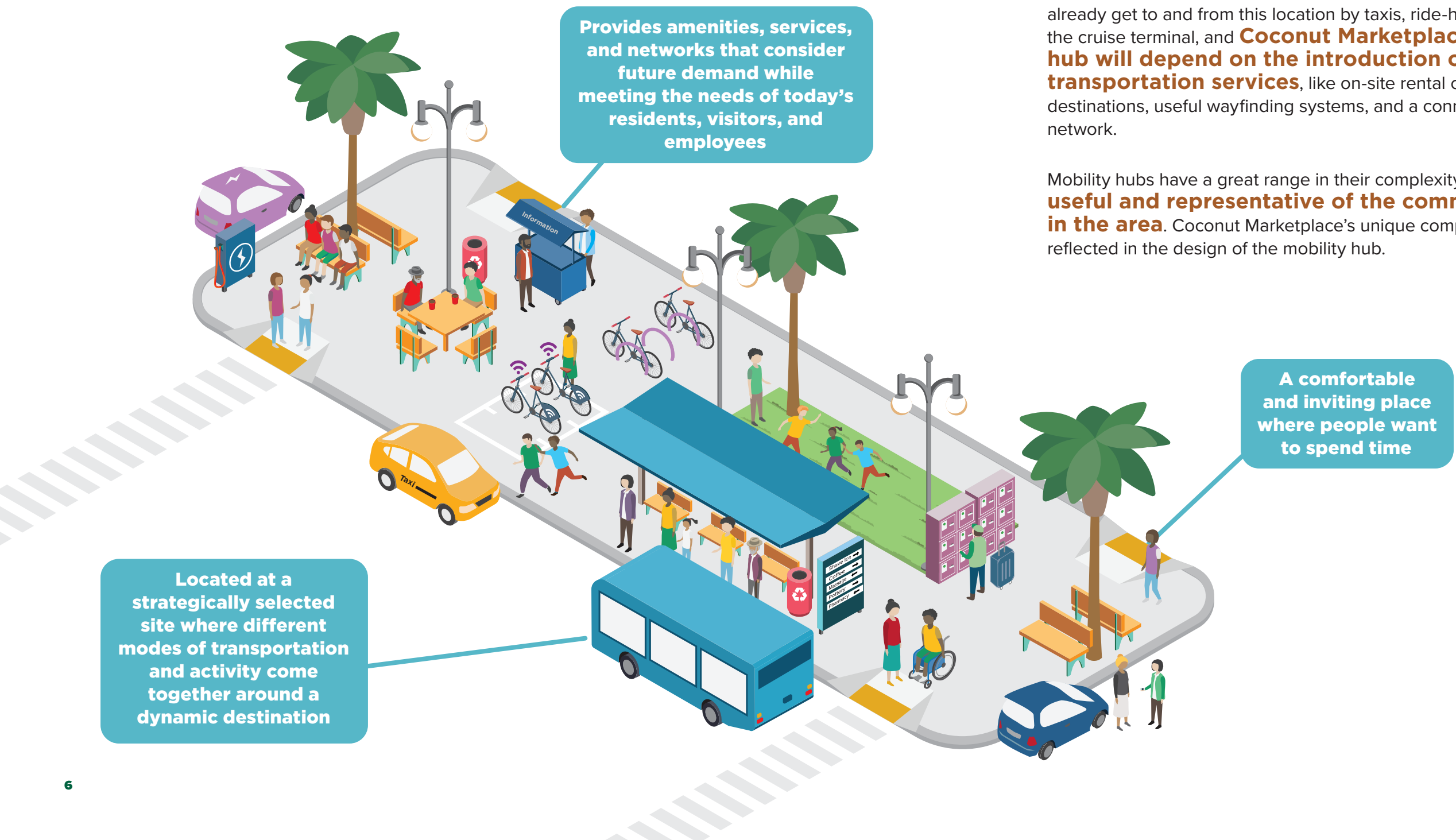
# What is a mobility hub?

A mobility hub is a centrally located place in which multiple transportation services are brought together to support easy and seamless travel experienced by people of all ages, abilities, and backgrounds. More than just a transportation center, it is a quality place where people gather for all sorts of activities and services. Each mobility hub will have a unique design that responds to the specific context of its location, and all will share some common characteristics:

Mobility hub amenities support transportation options that allow people to get around by a variety of modes. The node of multimodal access can activate the area and bring an additional layer of visibility and comfort to people using the hub or passing through the space.

Today, Coconut Marketplace is a quality place with a distinct location where people can drive and walk to access accommodations, meals, shopping, and work. Visitors can already get to and from this location by taxis, ride-hailing vehicles, and shuttles from the cruise terminal, and **Coconut Marketplace’s success as a mobility hub will depend on the introduction of additional high-quality transportation services**, like on-site rental cars, shuttles to other essential destinations, useful wayfinding systems, and a connected bike and pedestrian path network.

Mobility hubs have a great range in their complexity because **they need to be useful and representative of the communities who live and work in the area**. Coconut Marketplace’s unique composition and context would be reflected in the design of the mobility hub.





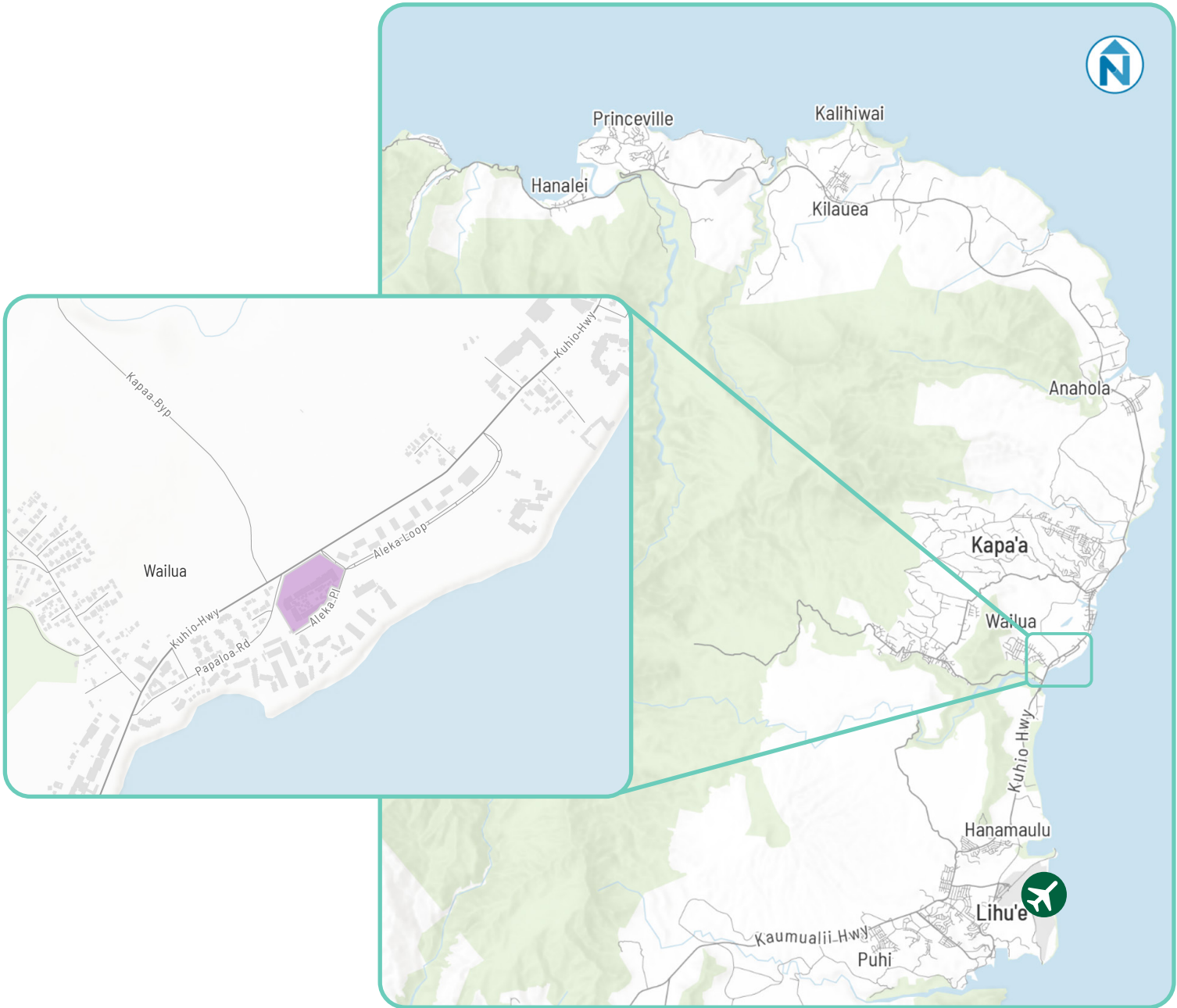
# Why Coconut Marketplace?

Coconut Marketplace presents a unique opportunity to build momentum for more multimodal travel across the island. This location was selected because:

- ✓ This stretch of Kuhio Highway is consistently among the most congested roadways on the island and is the site of contra flow traffic lanes and future proposed roadway improvements.
- ✓ Coconut Marketplace is conveniently located in relation to the airport and presents a potential gateway for people travelling north from Līhu'e Airport to nearby lodgings in Wailua, the bustling center of Kapa'a which has a large residential population, and points beyond, including Anahola, Kīlauea, Princeville, and Hanalei.
- ✓ There is an opportunity to develop long-term solutions to record high visitor numbers and rental car shortages with investments at this location with so many visitors – approximately 15% of all Kaua'i visitor lodging units are located in the Wailua-Kapa'a area, which could potentially serve 210,000 of the 1.4 million annual visitors.
- ✓ It is visible and easy to access from many nearby points - You can see the Marketplace on the makai side of Kuhio Highway, in a clearing between the commercial centers of Wailua and Kapa'a, and you can easily walk to it from a variety of nearby hotels, condominiums, and homes within Wailua.
- ✓ The presence of a mobility hub may expand awareness of local destinations and resources - Visitors who are staying nearby may find the Marketplace to be a pleasant discovery. It is a dynamic and compact complex of single-story buildings, full of places to eat, grab a coffee or a keepsake, learn jiu jitsu, and sign up for outdoor adventures. Unlike most of the other shopping centers in nearby communities, Coconut Marketplace's store fronts are oriented around a pleasant and shaded park. The walkable appeal in the center of Coconut Marketplace is a contrast to the roads, parking lots, and blank walls surrounding its structures on the outside. Sometimes, part of the surface lot is converted into a farmers' market that is regularly full of people buying and selling produce and value-added products.
- ✓ There is a convergence of funding opportunities, political support and business interest – County and State Representatives are actively looking for multimodal solutions to expand mobility choices for residents and visitors.

## Why NOW? Strong partnerships and thoughtful planning demonstrate readiness:

1. Community plans emphasize the need for increased walking, biking, and transit or shuttles.
2. The Infrastructure Investment and Jobs Act presents an historic opportunity to direct federal funding to local mobility hub investments.
3. Local property owners and visitor industry representatives have expressed interest in the possibilities presented by coordinated public private partnership.





# Why should you care about a mobility hub?

Given all this appeal and prominence, safety and access improvements could have a big impact on local travel patterns and mobility choices:



### Connected Networks for Easier Travel

A mobility hub at Coconut Marketplace presents opportunities for visitors and residents to connect directly to the shopping center without driving by expanding active transportation choices, linking shuttle service, pedestrian paths, the growing bicycle network, and short-term options for flexible vehicle use.



### Fewer Vehicle Trips

As hotel guests, other visitors, employees, and shopping center customers take advantage of a wider variety of modal options, there will be fewer vehicle trips between the airport and Coconut Marketplace, less dependence on driving for short local trips in the Wailua and Kapa'a communities, and a lower demand for overnight car storage in hotel parking lots.



### Better and More Controlled Access

Mobility hub investments could lead to better access for residents, employees and visitors alike, and could present new opportunities for the local community to take ownership of growth and access to destinations and resources on the east side of the island.



Coconut Marketplace's current designated pick-up and drop-off spot for taxis, Ubers, and Lyfts has the potential to be a starting point for a variety of journeys from short walks to nearby properties to a LIH airport shuttle.



### Investing in the Future of the Community

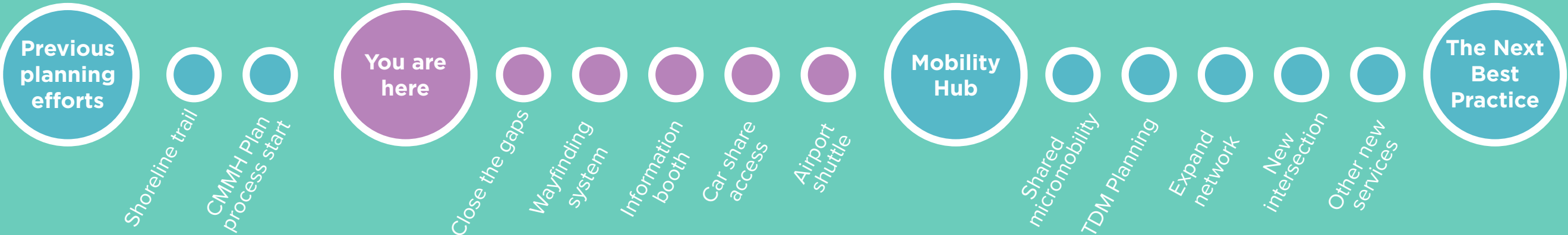
The presence of mobility hubs can contribute to increased activity and opportunities to generate funding that can be invested back into the community.



### Reduced Traffic Congestion

In the long-term, a network of mobility hubs and multimodal transportation infrastructure improvements around the island will continue to expand choices and make it easier for people to get around without driving, which could help reduce traffic congestion over time.

## How do we get there?





# What are the main issues with getting to, from, and around Coconut Marketplace?

**Traffic congestion** along the Highway, particularly at these high-demand areas between Kapa'a and Līhu'e makes it hard for everyone – residents and visitors alike – to get around.

**Long waits at the airport car rental counters** extends visitors' arrival travel time and erodes the initial satisfaction of visitors staying in Wailua and points beyond.

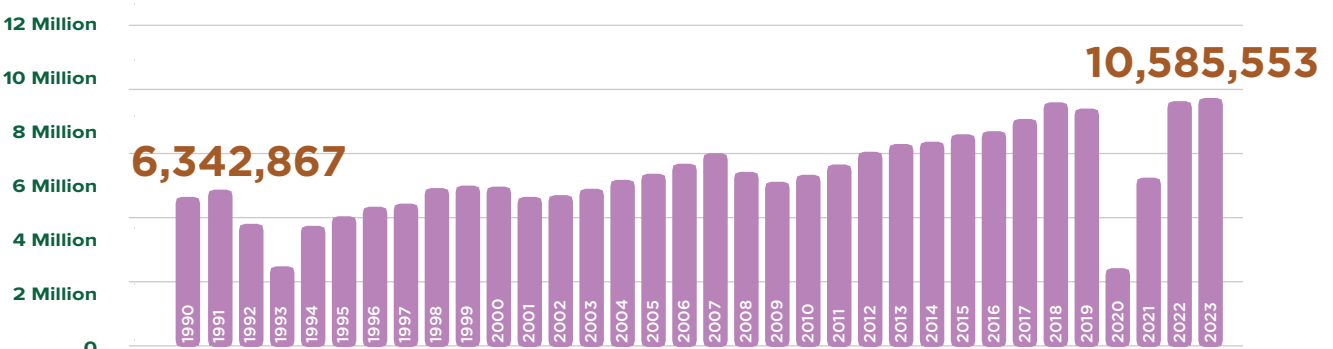
**Indirect, missing, and unpaved connections** for people walking between hotels and Coconut Marketplace to the award-winning Coastal Path Ke Ala Hele Makālae make this treasured recreational path invisible or hard to access. In parallel, the current status of Kuhio Highway is not pedestrian-friendly.

**Limited and distant transit service** via the Kaua'i Bus mean visitors, residents and employees cannot conveniently rely on the existing transit system to access Coconut Marketplace.

**Limited travel choices** at Līhu'e Airport and immediately around Coconut Marketplace contribute to car dependency, which strains the local highway and road networks and hotel parking lots.



## Kaua'i's annual visitor numbers continue to grow and recently peaked for the first time since 2018



Visitor days by island: 1990 - 2023 (arrivals by air)



When confronted with unmarked and unpaved trails, visitors suddenly lose confidence they are going in the right direction.



It's busy, fares are a lot higher than usual.

**UberXL \$69.17**

19:53 - 3 min away

**UberX \$40.98**

19:55 - 5 min away

**Choose UberXL**



Few well-known rental car options exist outside of Līhu'e Airport.

Ride Share services between Coconut Marketplace and Līhu'e Airport will vary dramatically in price and availability.



# What transportation improvements are recommended for the Coconut Marketplace area?

The following recommendations should be implemented in the near-term to establish a functional mobility hub that expands travel choices for getting to, from, and around Coconut Marketplace:

**Establish a shuttle connecting Coconut Marketplace with LIH Airport.** The initial rollout should feature targeted marketing campaigns designed to raise awareness among visitors about the convenient option of traveling to Kaua'i and reaching their hotel via shuttle. Additionally, the campaign should highlight the benefits for residents, offering an alternative to airport rides and the costs of long-term parking. Service should be designed to align with airport arrival and departure times, with easy access to schedule information and fare payment systems.

**Bring back on-site car share and/or other car rental services** to provide visitors with short-term access to cars so they can visit destinations beyond the Wailua-Kapa'a area. This service should be clearly marketed to visitors so they are confident that they can enjoy flexible travel throughout their stay even if they don't pick up a rental immediately upon arrival at the airport. Residents who live in the area and don't have access to a vehicle will also be able to utilize this service for day-trips.

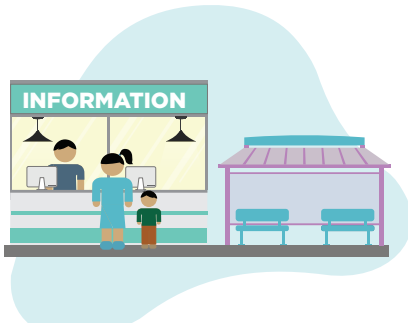


**Close the gaps in Ke Ala Hele Makālae with visual cues, clear wayfinding and consistent path labeling.** Use surface treatments along with signage and thermoplastic pavement markings to lead pedestrians and cyclists from Coconut Marketplace to the closest path links, and to make on-street connections easier to navigate.

**Add wayfinding for hotels and other nearby destinations** so visitors can easily make their way from the shuttle to their accommodations, and can find their way around the shopping center and to nearby destinations throughout their stay.

**Provide a dynamic information booth,** which can serve as a visible core of the mobility hub, offer shelter and access to other site amenities and comforts, and make the arrival and departure experience seamless and easy while providing curated information about other nearby destinations and modes of travel.

These recommendations are the starting foundation to ensure that Coconut Marketplace can truly become a transportation center for the Wailua area.

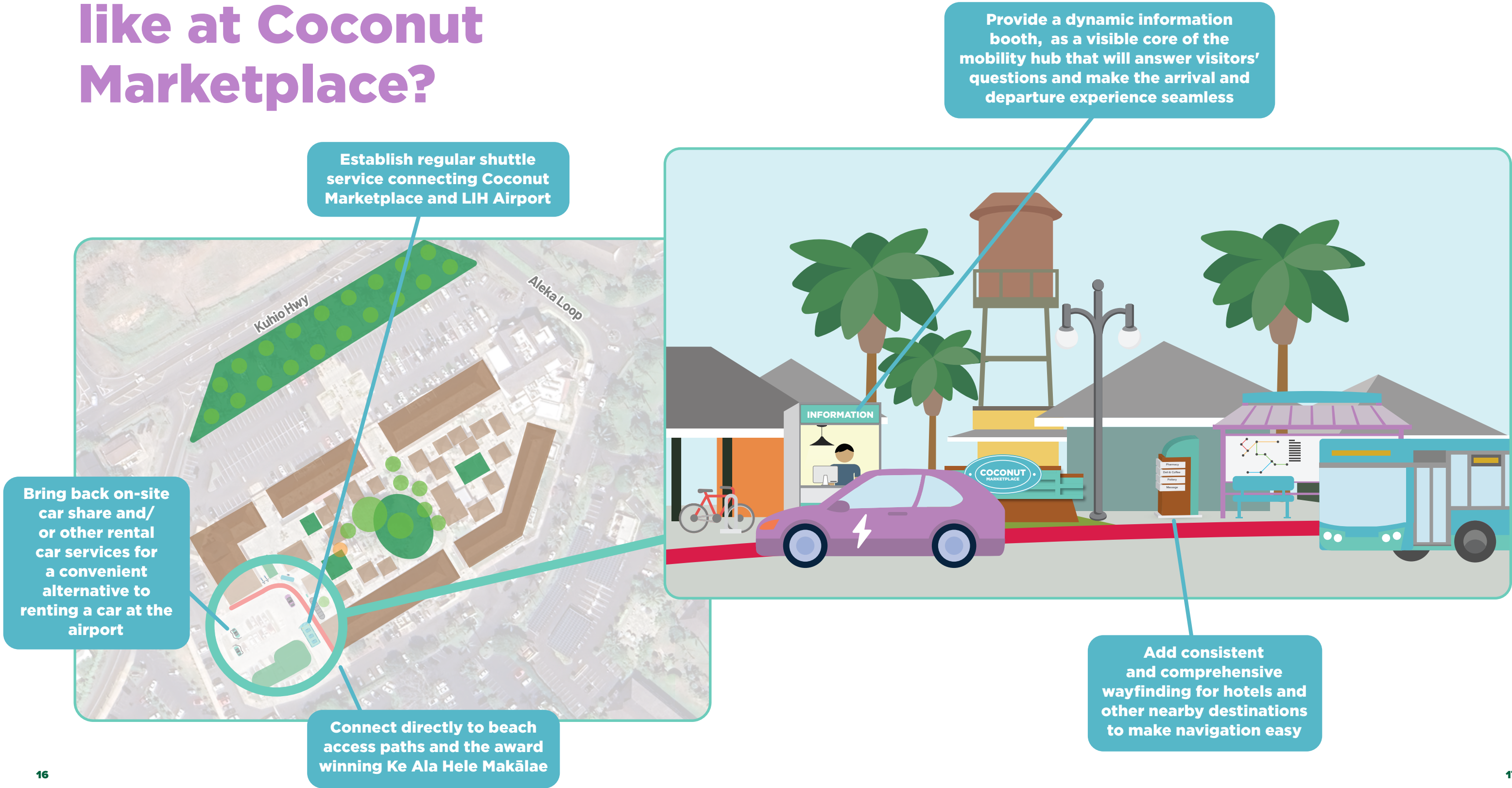


**After the essential mobility hub elements are in place, several additional medium-term strategies may be considered to continue expanding the function and multimodal access at the Coconut Marketplace Mobility Hub:**

- Future intersection signalization / roundabout at Kapa'a Bypass, Kuhio Highway, and Papaloa Road.
- New stops for The Kaua'i Bus along Kuhio Highway with pedestrian access to the Marketplace.
- A coalition of non-profit leadership implementing transportation demand management for the area.
- Expansion of marketing, branding, and wayfinding.
- Initial rollout of a Kapa'a area shuttle.
- Construct planned extensions of Ke Ala Hele Makālae to Līhu'e.



# What do transportation improvements look like at Coconut Marketplace?





Recommended Project

# Closing the gaps in the sidewalk and bicycle networks



WHAT does this include?

- ✓ Closing the unpaved gap in Ke Ala Hele Makālae between the Kaua'i Coast Resort at the Beachboy and the Sheraton Kaua'i Coconut Beach Resort
- ✓ Colorful paint or markings on the pavement that follow the most direct bicycle routes between Coconut Marketplace and Ke Ala Hele Makālae.
- ✓ Changing – and raising – the pavement denoting crosswalks surrounding the Coconut Marketplace property on the makai side, to increase the visibility of direct routes and the people walking there.
- ✓ Additional pedestrian-scaled lighting in the same style as Coconut Marketplaces' walkways along the new paths.
- ✓ In the long run, if the Kaua'i Bus were to re-introduce a "Coconut Marketplace" stop but along the highway, construct wide, well-lit walkways and a signalized crosswalk connecting both sides of Kuhio Highway stops to the Marketplace.

HOW does this get done?

- ✓ **Private Properties** along Aleka Place and Aleka Loop work together and agree to easements to create improved pathways with upgraded pedestrian-scaled lighting fixtures.
- ✓ **Property owners** and **County** consider pathways to closing gap in Ke Ala Hele Makālae, and to extend the pathway south to Līhu'e as described in the original plan.
- ✓ Continued stakeholder coordination with **HDOT** and the design team during Highway improvements, to ensure that pedestrian facilities are substantially upgraded.
- ✓ **Property owner** of land between Beachboy and Sheraton and **County** explore solutions to closing unpaved gap on Ke Ala Hele Makālae, and **County** completes construction of path to Līhu'e.

WHY does this matter?

- ✓ A successful mobility hub and transportation center depends on the ease of connecting people to multiple services, options, and facilities. An incomplete network of pathways and bikeways will continue to limit the local use and value of anything called a mobility hub.

HOW MUCH does it cost?

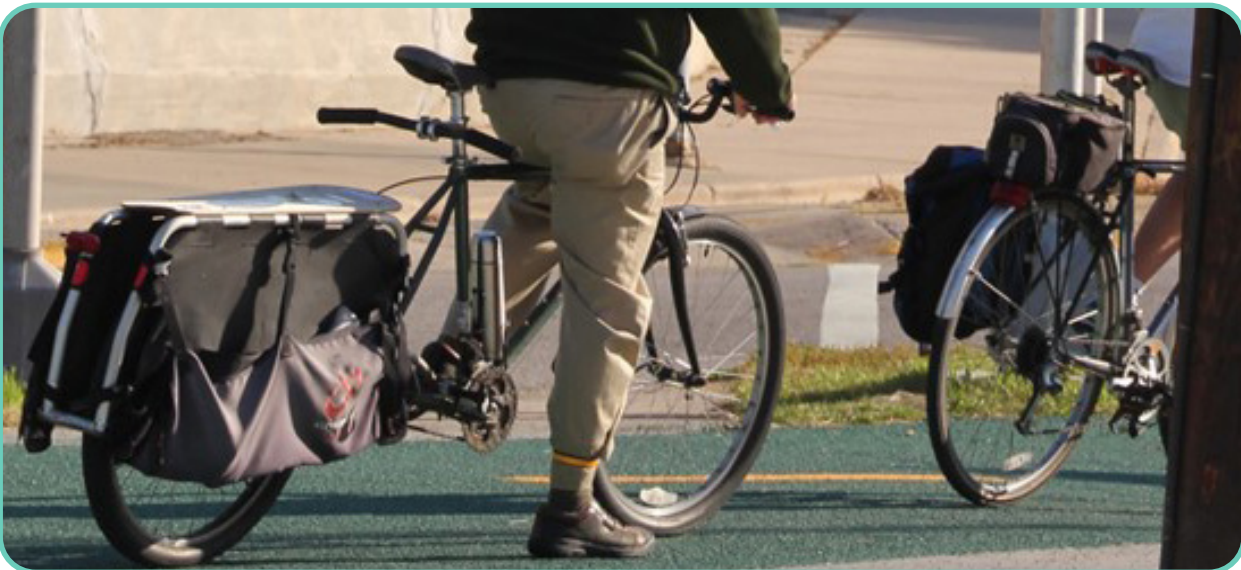
\$ \$  
\$500k - \$1M



Located just south of the Sheraton Resort, a large unmarked pavement gap along Ke Ala Hele Makālae may confuse guests and discourage regular usage of the facility.



Wide, paved, well-lit, and shaded pathways connecting private properties to Ke Ala Hele Makālae are regularly used.



Expanding the use of distinct colors, markings, and textures will help direct people biking and walking to and from Coconut Marketplace.



Recommended Project

# Additions to the wayfinding system



## WHAT does this include?

- ✓ Additional directional signage pointing towards Coconut Marketplace at path intersections and access points, including approximate walking and biking times.
- ✓ Consistent wayfinding system and branding including icons of people walking and biking, approximate distances, approximate times, and arrows to Ke Ala Hele Makālae, shuttle stop, bus stops, hotels, restrooms, and Coconut Marketplace.

## WHY does this matter?

- ✓ A legible and easily navigable system of sidewalks and paths helps to overcome other current obstacles, like the condition of pavement, limited lighting, and currently unclear direction to destinations to and from Coconut Marketplace.
- ✓ People need guidance and assurance that they are correctly making connections to their destinations and understanding how to utilize the mobility hub and surrounding network, as well as setting expectations for what the journey will look like and how long it will take.
- ✓ Presents a consistent shared identity around Coconut Marketplace, the mobility hub, and multi-modal infrastructure to the general public.

## HOW does this get done?

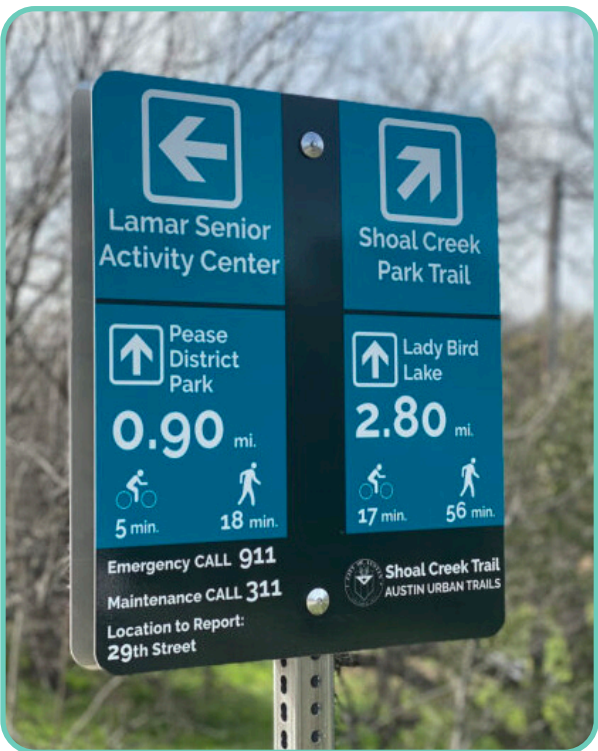
- ✓ **Community stakeholders, Properties, and County** agree on consistent place naming and styles.
- ✓ **Property owners** install customized and consistent directional signage on their properties.

## HOW MUCH does it cost?

Less than \$500K



The existing signage at Coconut Marketplace could be expanded to point to shuttle stops, specific hotels and Ke Ala Hele Makālae.



Signage can include the amount of time and distance it takes to walk and bike to a nearby destination.



Using icons to represent essential and recreational destinations transcends the multiple languages spoken by Kaua'i visitors.



Recommended Project

# Bring back on-site car share



WHAT does this include?

- ✓ Marked and signed parking spaces at Coconut Marketplace – and visible from the pick-up and drop-off curb – that are reserved for car share users 24/7.
- ✓ Incorporation of an easy link to join and download a car share app in all hotel and shuttle marketing.

WHY does this matter?

- ✓ Access to a short-term rental car at Coconut Marketplace makes it easier to limit overall rental car use and encourages visitors to choose other modes of transportation, limiting traffic in the long-run.
- ✓ Visitors can spend less time waiting at the airport for car rental pickup.
- ✓ Visitors need to be assured they can rent a car somewhere other than the airport if they are going to consider taking a shuttle.
- ✓ Use of short-term rental car reduces demand for overnight parking at hotel lots.

HOW does this get done?

- ✓ **Coconut Marketplace Property and car share vendors or electric vehicle (EV) charger providers** coordinate provisions for additional EV charging stations at these car share spaces as an incentive to car share providers.
- ✓ **Property** coordinates with **car share vendors** to establish program.
- ✓ **Hotel properties** regularly promote this program and instruct guests on how to make a reservation.

HOW MUCH does it cost?

Less than \$500K - \$1M



Car share appeals to users when the spaces are convenient and visible.



Enterprise Rental Car previously operated a branch at Coconut Marketplace so cars could be rented and picked up on-site.



Recommended Project

# Initial roll-out of a shuttle to and from LIH Airport



WHAT does this include?

- ✓ An operating shuttle, stopping at Coconut Marketplace every 20 to 30 minutes during daytime hours.
- ✓ Promotional opportunities for the shuttle, including links in all area hotel bookings and information at the airport.

WHY does this matter?

- ✓ A convenient, frequent, and dependable shuttle service for arriving visitors will make it easier to skip the line and hassle of getting and parking a rental car on days when they don't need to travel by private vehicle, thereby reducing rental car usage.
- ✓ A shuttle provides the option for residents to skip coordinating airport drop-offs and paying for multi-day airport parking.
- ✓ The journey from the Coconut Marketplace shuttle stop to nearby accommodations must be a seamless combination of easy navigation and customer-friendly attention.

HOW does this get done?

- ✓ Establish **entity**, such as a non-profit or dedicated business improvement district, to manage a shuttle, which may include contracting an operator.
- ✓ **Entity** ensures online booking system for ease of pre-arrival planning and post-arrival reservations.
- ✓ **Entity** coordinates with **credit card companies** to establish easy on-board payment methods and technologies.
- ✓ **Entity** coordinates with properties to promote the shuttle and receive commissions for promotion.
- ✓ **Entity** coordinates with **HDOT** to provide shuttle information at airport and secure a prominent visible stop and layover area. **HDOT** updates signage to include all transportation modes that are available.

HOW MUCH does it cost?

Greater than \$1M



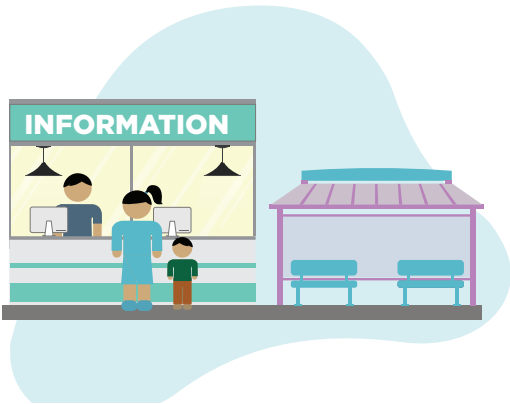
The many shops and restaurants at Coconut Marketplace can be a relaxing space for visitors to grab a souvenir or meal after checking out of the hotel but before finally departing for the airport.

Additional detail about shuttle implementation recommendations is provided in the Shuttle Plan document.



Recommended Project

The core of the mobility hub is a friendly, clean, shaded and well-staffed information booth right next to the shuttle stop



WHY does this matter?

- ✓ People arriving need to feel confident and secure the moment they step off the shuttle – this will be their first experience on Kaua'i outside of the airport!

HOW MUCH does it cost?

\$500K - \$1M



WHAT does this include?

- ✓ An appealing shelter from the sun and rain, placed alongside attractive signage and prominent bike parking meeting industry standards.
- ✓ A staffed booth for visitor-targeted education, information, and potential mobility hub vendor booking, and a kiosk for purchasing transportation tickets or making reservations.
- ✓ A routinely cleaned and monitored set of restroom facilities for the usage of hub users and drivers.
- ✓ Cooling stations, shade, and seating will reduce user discomfort from the consistent heat.

HOW does this get done?

- ✓ **Coconut Marketplace property manager and hub vendors** can pool resources for mobility hub maintenance and re-stocking of restroom facilities. Marketplace tenant rent may provide additional funding as hub increases foot traffic and revenue for existing shops and restaurants.
- ✓ **Coconut Marketplace property manager, local community organizations, visitor industry organizations** may all have a role in establishing, identifying funding for, and/or staffing an information booth and kiosk for booking tickets and reservations.
- ✓ **Local community organizations** work with the **visitor industry** to develop content to educate visitors about culturally appropriate information, dos-and-don'ts, safe and encouraged places to visit, and more at this site.



A prominent and accessible map, a place to sit, and a contact link are the starting pieces of what an information booth should include.



At this outdoor transportation center, guests and locals have opportunities to ask questions at the information booth, contact people remotely, and easily spot how to get to their next destination.



# Who will benefit from these improvements?

Consolidating practical and user-friendly transportation options around Coconut Marketplace can improve the quality of life for **everybody!**



## Visitors will have an improved arrival experience on island.

- They can bypass the long wait at the rental car center and get whisked to their destination.
- If they are staying at one of the Wailua properties, they will be pleasantly surprised to find so many activity options within walking distance of their room.
- When they are ready for an adventure beyond Kapaa, they'll be able save time and money with access to a short-term car share rental or future area shuttles, rather than a multi-day traditional car rental.
- By travelling around East Kaua'i more intimately on foot, bike, bus, and shuttle, visitors have the potential to closely understand, appreciate, and respect the surrounding areas' environment and communities.
- These alternative modes of transportation may be more convenient, cost-effective, assessable, and optimal as opposed to reserving and paying for a rental car for every day of their trip.



## Local accommodations, properties and businesses will have opportunities to grow with greater flexibility.

- Fewer long-term and overnight rental cars will reduce demand for vehicle storage at hotels and condominiums.
- Easier access to and management of hotel and condominium parking will reduce incidence of overflow parking at Coconut Marketplace, thereby maintaining a more flexible and easier to manage parking supply at the shopping center.
- Customers and visitors will be more satisfied when their experience is easier and they have more choices for getting around.
- There will be a greater concentration of activity and commerce immediately within the Coconut Marketplace area and the broader East Side.
- More flexible mobility choices and the new amenities that come along with those will attract more visitors and residents to the island without additional strain on the existing roads and transportation networks.



## Residents will also have access to more services, amenities and opportunities.

- With fewer vehicle trips between the airport and Wailua and fewer cars parking on properties for several consecutive days, there is long-term potential for reduced traffic congestion and fewer vehicular crashes.
- The build-out of multi-modal transportation infrastructure gives residents the option to make more trips and recreate without a car.
- More visitor educational material developed by residents means visitors get their information directly from local residents.
- A hub provides a space for future resident employment and business ventures, as the private sector can expand transportation-related services filling in pukas where visitor demand exists, such as more activities and guided tours that depart from the Marketplace.



# What will guide the success of these recommendations?

## Great experience

In the short-term, it is crucial for any new services to work harmoniously and effectively. A bad experience, like a long wait time without an update or getting lost trying to find Ke Ala Hele Makālae, could discourage people from using the mobility hub and relying on services. Positive word-of-mouth recommendations are an important tool for communications, and success. Essential near-term investments must:

- ✓ Support a coordinated transition toward more reliance on the shuttle for airport access and short-term rental cars for other occasional trips that require driving.
- ✓ Make it easier to navigate and connect to destinations near and around Coconut Marketplace without a car.
- ✓ Close the gaps on Ke Ala Hele Makālae so visitors can confidently enjoy this unique local gem.

In the long-term, there are additional transportation infrastructure and policy recommendations to consider. The exact shape of longer-term recommendations will depend on the success of short-term investments outlined above, input from ongoing conversations about community priorities, and emerging changes in mobility patterns and demands for multimodal access as developments and other factors continue to change over time.



Hotel properties have benefited from both offering bicycles to guests and offering an easy respite for people passing by.

## Coordinated effort

Improving multimodal connectivity and access throughout the Coconut Marketplace area will require collaboration between property owners and management, non profits, visitor industry, business associations, and State and County representatives and agencies. To initiate early investments and continue these efforts to support full mobility hub build out, this coordinated effort calls for:

- ✓ A coalition of support and shared responsibility for implementing mobility hub build infrastructure, path improvements, expanded bike network, wayfinding, shuttle and shuttle stop.
- ✓ An entity that will operate shuttle service, starting with convenient service to and from Līhu'e Airport.
- ✓ Local leadership or dedicated staff (this could be a person within an existing or newly established new non profit) who can find grant opportunities, or work with Federal, State, and County funding sources to gather resources; this person and/or organization could also set timelines for improvements and implementation, engage stakeholders, hold collaborators accountable, involve other community and island leaders, and ensure clear and effective communication for forward progress.

## Evolution over time

The exact shape of longer-term recommendations will respond to specific needs and use patterns that develop as mobility hub recommendations are implemented. The design, maintenance and additional future investments will depend on:

- ✓ The success of short-term investments outlined above.
- ✓ Input from ongoing conversations about community priorities.
- ✓ Changes in mobility patterns and demands for multimodal access as developments come online and other factors continue to adjust.
- ✓ New and emerging transportation infrastructure, funding and policy opportunities.



There are many community stakeholders who are interested and invested in improving transportation access to the Coconut Marketplace area.



# What comes next?



These recommendations should be implemented in partnership with local stakeholders to ensure that investments reflect community priorities and strengthen the local multimodal system.



The CMMH Plan final report will include additional supportive details of these recommendations, informed by field observations, conversations with project partners, and on-site data collected. Additional focus will be given to medium- and long-range recommendations.



These recommendations were developed iteratively with input from many stakeholder conversations in collaboration with representatives from a wide range of industries and interests. This ambitious and complex effort to establish a mobility hub will require partnership with public and private entities and presents unique challenges, but many community plans validate the need for expanding multi-modal transportation choices for residents and visitors alike.



The investments and tools to establish a functional mobility hub will require cooperation and will be more effective when implemented together, and we hope this document supports the variety of efforts necessary to make progress at Coconut Marketplace. The work done to date, and the future implementation efforts to build out a fully functioning an dynamic mobility hub at Coconut Market place can serve as a model for future mobility hub planning, and support ongoing efforts to establish a future mobility hub network that connects communities around the island.



*Ke Ala Hele Makālae, Kauaʻi's award winning multiuse trail connects beaches and towns throughout the Eastside community.*

