



# **SOUTH SHORE RESORT WORKERS**

## **Analysis**

**April 2016**



# KAUA‘I TRANSIT FEASIBILITY STUDY

## North Shore • South Shore • East Side

### Table of Contents

	<b>Page</b>
<b>South Shore Resort Workers</b> .....	<b>1</b>
Workers Residences per ZIP Code .....	1
Density of Worker Residences per ZIP Code .....	1
Shift Times .....	2

### Table of Figures

	<b>Page</b>
Figure 1 Home Locations of South Po‘ipū Resort Employees by ZIP Code .....	3
Figure 2 Population Density of South Po‘ipū Employees by ZIP Code (Longitudinal Household-Dynamics Data from U.S. Census Bureau) .....	4
Figure 3 Shift Start Time by Resort Employer (Table) .....	5
Figure 4 Shift Start Time by Resort Employer (Chart) .....	7
Figure 5 Shift End Time by Resort Employer (Table) .....	8
Figure 6 Shift End Time by Resort Employer (Chart) .....	10



# KAUA'I TRANSIT FEASIBILITY STUDY

## North Shore • South Shore • East Side

## SOUTH SHORE RESORT WORKERS

To better understand the commute patterns of South Shore resort workers, the project team collected employer home location data (by ZIP code) from major resorts in Po'ipū, including: Marriott's Waiohai Beach Club, Kōloa Landing Resort, Grand Hyatt Kaua'i Resort and Spa, Sheraton Kaua'i Resort, Lawai Beach Resort, The Club at Kukui'ula, and Whalers Cove Resort. In total, resort representatives provided home location data for 1,660 employees. The findings from this study will be incorporated into the Market Analysis of the Existing Conditions Report in the Kaua'i Transit Feasibility Study.

### WORKERS RESIDENCES PER ZIP CODE

Figure 1 below shows that most workers reside in the South Shore and Līhu'e ZIP codes, with substantial representation from West Side ZIP codes as well. The highest number of workers (368) live in 96756 (Kōloa and Po'ipū), followed by 364 workers in 96766 (Līhu'e). There is also a high number of workers commuting from ZIP codes west of Kōloa and Po'ipū, including 96741 (Kalāheo) with 163 workers, and 96705 and 96716 (Ele'ele and Hanapēpē) with 192 and 138 workers, respectively. ZIP codes west of Hanapēpē are home to 208 workers who commute to Po'ipū resorts. ZIP codes north of Hanamā'ulu account for 139, with the majority (121) living in Wailuā or Kapa'a.

Broken down by area, the highest number of workers commute from West Side and South Shore ZIP codes (excluding Kōloa and Po'ipū), with a total of 789 employees. Workers coming from Līhu'e and all points north account for a total of 503.

### DENSITY OF WORKER RESIDENCES PER ZIP CODE

For comparative purposes, this study also analyzed the home locations of south Po'ipū employee residences using Longitudinal Employer-Household Dynamics (LEHD) data, provided by the U.S. Census Bureau. Figure 2 shows the density of home locations for all worker types (hospitality, education, retail, etc.) according to this dataset. Being that the data accounted for a much smaller number of workers employed in the study area (142 compared to the 1,660 provided by resort employers), the analysis is based on overall density compared to the raw numbers shown in Figure 1. The trends, however, largely remain the same, with the highest densities on the South Shore and West Side.



# KAUA‘I TRANSIT FEASIBILITY STUDY

## North Shore • South Shore • East Side

### SHIFT TIMES

Resorts contacted were also asked to supply the number of workers per shift start and end time. Five resort representatives supplied their shift breakdowns, accounting for 416 total workers.

As can be seen in Figure 3 and Figure 4, approximately 67% of shift start times (279) begin at or before 8 a.m. Among resorts who supplied data, the largest number of workers commute to The Club at Kukui‘ula (179 total), with the highest portion of these beginning work at 6 a.m. (75) and 7 a.m. (41). Lawai Beach Resort and Marriott’s Waiohai Beach Club accounted for 77 and 75 total workers, respectively, with the highest proportion beginning work at 8 a.m. Kōloa Landing Resort supplied data for 73 shift times, of which the highest proportion (24) begin at 8:30 a.m.

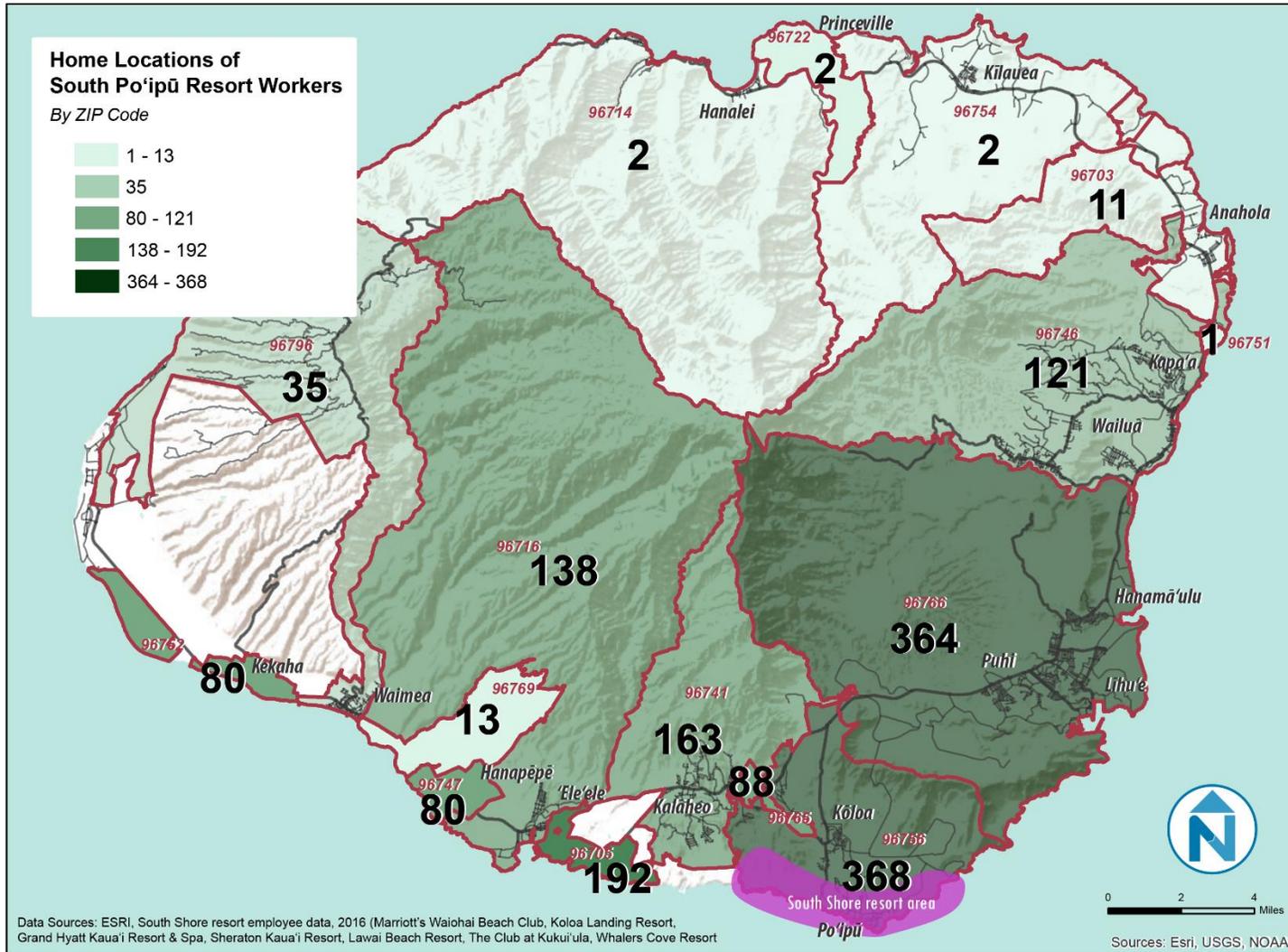
Figure 5 and Figure 6 show the end times among worker shifts, the highest proportion of which (58%) occurring between 3:30 p.m. and 5 p.m. The Club at Kukui‘ula has the highest number of workers ending their shift at the same time (63 workers at 3:30 p.m.). Around 11% of workers end their shifts before 3:30 p.m., with most of these occurring in the early afternoon. Thirty-two percent of workers end their shifts after 5 p.m., with the largest group of workers finishing at 8 p.m.



# KAUA'I TRANSIT FEASIBILITY STUDY

North Shore • South Shore • East Side

Figure 1 Home Locations of South Po'ipū Resort Employees by ZIP Code







# KAUA‘I TRANSIT FEASIBILITY STUDY

North Shore • South Shore • East Side

Figure 3 Shift Start Time by Resort Employer (Table)

Start Time	Kōloa Landing	Kukui‘ula	Lawai	Marriott	Whaler's Cove	Total
4:00 AM	3					3
5:00 AM		6	1	4		11
5:30 AM	1	3				4
6:00 AM	5	75	3		1	84
6:30 AM	1		1			2
6:45 AM	3					3
7:00 AM	2	41	13	4	2	62
7:30 AM	9	5				14
8:00 AM		21	44	30	1	96
8:30 AM	24	2		20		46
9:00 AM	2	2	1	5	4	14
9:30 AM	3	5				8
10:00 AM		2	1			3
11:00 AM	2	2	1		2	7
12:00 PM	6	1				7
12:30 PM		6				6
1:00 PM		5	5			10
1:30 PM	4					4
2:00 PM	1	1	5		2	9
2:30 PM	1					1
2:45 PM	3					3
3:00 PM			0	12		12
3:30 PM		2				2



# KAUA‘I TRANSIT FEASIBILITY STUDY

North Shore • South Shore • East Side

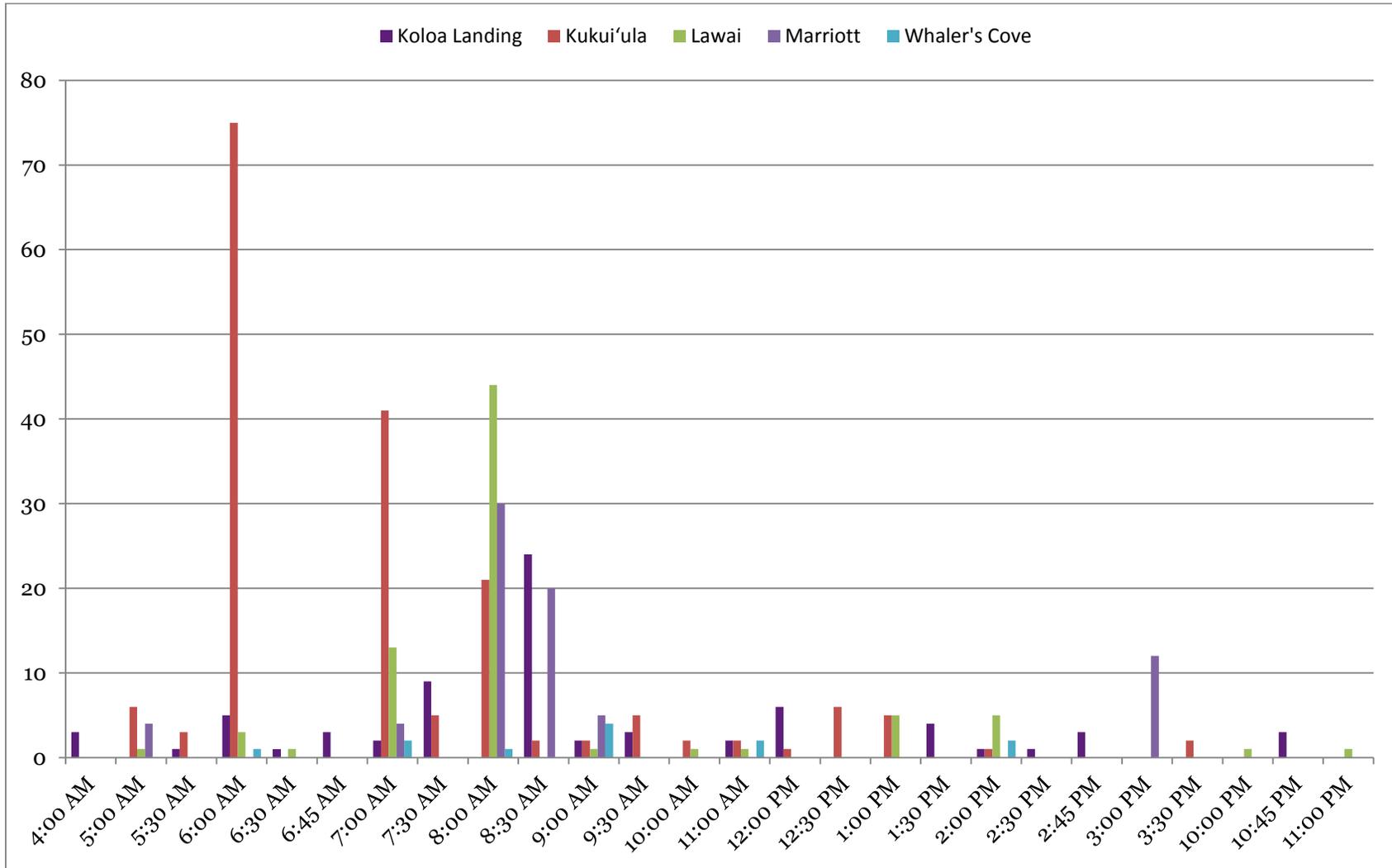
Start Time	Kōloa Landing	Kukui‘ula	Lawai	Marriott	Whaler's Cove	Total
10:00 PM			1			1
10:45 PM	3					3
11:00 PM			1			1
<b>Total</b>	<b>73</b>	<b>179</b>	<b>77</b>	<b>75</b>	<b>12</b>	<b>416</b>



# KAUAI TRANSIT FEASIBILITY STUDY

North Shore • South Shore • East Side

Figure 4 Shift Start Time by Resort Employer (Chart)





# KAUA‘I TRANSIT FEASIBILITY STUDY

North Shore • South Shore • East Side

Figure 5 Shift End Time by Resort Employer (Table)

Start Time	Kōloa Landing	Kukui‘ula	Lawai	Marriott	Whaler's Cove	Total
6:00 AM			1			1
6:45 AM	3					3
7:00 AM			1			1
12:30 PM	3					3
1:00 PM	1			4		5
1:30 PM		2	1			3
2:00 PM		4				4
2:30 PM	5	4	3			12
3:00 PM	3	4	1	4		12
3:30 PM		63	13			76
4:00 PM	10	2		30	4	46
4:30 PM		6	44	20		70
5:00 PM	27	12		5	4	48
5:30 PM	2		1			3
6:00 PM	3	8			2	13
6:30 PM		1	1			2
7:00 PM	2	15				17
7:30 PM	1	7	1			9
8:00 PM		30			2	32
8:30 PM	5	5				10
9:00 PM		12				12
9:30 PM		3	5			8



# KAUA‘I TRANSIT FEASIBILITY STUDY

North Shore • South Shore • East Side

Start Time	Kōloa Landing	Kukui‘ula	Lawai	Marriott	Whaler's Cove	Total
10:00 PM	5	1	5			11
11:00 PM	3		0	12		15
<b>Total</b>	<b>73</b>	<b>179</b>	<b>77</b>	<b>75</b>	<b>12</b>	<b>416</b>



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North Shore • South Shore • East Side

Figure 6 Shift End Time by Resort Employer (Chart)

