Building Bridges within the Community of Maunalua Bay: Lessons from Economic Analysis
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The economic value generated by Maunalua Bay is not well understood, but greatly needed. This basic monetary value is essential in understanding how the bay supports the livelihoods of business owners and their employees in the community and across the island. To better assess this figure, we developed a survey specifically for recreational, commercial businesses who operate within Maunalua Bay. However, the majority of businesses declined to participate due to survey approach, survey format, and/or existing tension with associated community conservation groups. As a result, we aim to develop a more appropriate approach for student engagement with and research for the Maunalua Bay community.