



## KAUAI PLANNING & ACTION ALLIANCE

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### **Measuring What Matters - New Kaua'i Indicators Report Released**

*Lihu'e, Kaua'i, HI* – Kaua'i Planning & Action Alliance (KPAA) has announced that the just-published *Measuring What Matters for Kaua'i: Community Indicators Report 2008* is now available. This is the second edition of KPAA's study looking at 57 community indicators to identify trends that reflect the island's quality of life, sustainability and resiliency.

Among the many findings in the report, are the following:

- Indicator 2 – Cost of Living: Island prices are rising faster than the national inflation rate.
- Indicator 3 – Median Family Income: Kaua'i's median family income is increasing, yet since 2005 actually fell by 0.3% in constant (deflated) dollars, which takes inflation into account.
- Indicator 10- Affordability of Home Rental: Rental housing became more affordable as income rose faster than rental prices.
- Indicator 13 – Graduation Rates: 86% of students graduate on time from public high schools, above the state rate of 80%.
- Indicator 19 – Neighborhood Safety: One out of four residents does not feel safe walking in their own neighborhoods at night.
- Indicator 31- Perception of Aloha Spirit: More residents (51%) say the aloha spirit is the same as ever or getting stronger, while 43% say it is getting weaker.
- Indicator 38 - Energy Use and Diversification: Total kilowatt hours of electricity sold by KIUC dropped in 2008, along with per capita use. Renewable energy accounted for 8.6% of the electricity sold.
- Indicator 44 – Alternative Transport: About 56% of residents over 18 work outside the home and 93% of these drive to work. Of those who drive, 34% would find carpooling or ridesharing practical, while 47% would find taking the bus a practical alternative if it is convenient.

**BRINGING PEOPLE TOGETHER TO CREATE A BETTER FUTURE FOR KAUAI**

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- Indicator 46 – Creation of New Lots: Between 2005 and 2007, 39% of the new lots created were agricultural lots and agricultural CPR lots; the remainder was residential lots.

By drawing on the values and vision in the *Kaua`i General Plan 2000*, the purpose of this bi-annual report is to: 1) provide data on priority issues for the island and determine Kaua`i's trends; 2) provide tracked information to government, businesses and nonprofit organizations to assist in planning, policy-setting and budget decisions, and 3) identify and promote opportunities for action that will move Kaua`i toward the vision and directions the community has established.

A broad-based Community Advisory Committee (CAC) and other community input helped develop the indicators for the first report, issued in June 2007. The CAC was reconvened to help update the second publication.

The report is divided into seven inter-related areas that provide a snapshot of how the community is doing: 1) economic and business climate; 2) public education; 3) neighborhood and community health and well-being; 4) civic engagement; 5) natural environment; 6) land use and rural character; and 7) cultures and arts.

The project is the first of its kind for Kaua`i and the only indicators report in the state that looks at many aspects of island life.

"Kaua`i is one of about 130 communities around the country with indicator reports," states KPAA President and CEO Diane Zachary. "Communities use indicators to provide a snapshot of how a community is doing and its progress toward implementing a community vision," says Zachary. "The results can help identify trends and opportunities for action as an area grows, develops and changes."

Based on the indicator trend data, the report also identifies 36 "opportunities for action" that can be taken by government, business, nonprofits and individuals to move in directions aligned with the General Plan.

Data was gathered from government agencies, nonprofits, and from a telephone survey in March 2009 of 400 Kaua`i households. The survey was created and conducted by John Knox & Associates and FAQ Hawaii, making sure that input was secured from a diversity of residents from all areas of the island.

Ken Stokes, Executive Director of the Kauaian Institute, helped gather statistical information and translated complex data into easily understandable tables, charts and text.

Financial support for the report came from four donors who recognize the value of community indicators: County of Kaua`i, Gannett Foundation, Bank of Hawaii Charitable Foundation and First Hawaiian Bank.

To view or download free copies of the 100-page report, visit the Publications section of KPAA's website at: [www.kauainetwork.org](http://www.kauainetwork.org). Copies will also be available in local libraries. To purchase a printed color copy of the report, contact KPAA at 632-2005 or email [kpaa@kauainetwork.org](mailto:kpaa@kauainetwork.org).

KPAA is a non-profit organization that serves as a neutral convener, providing a forum to the community to discuss, develop and implement effective solutions to issues that matter to Kaua`i.

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