

# Measuring What Matters for Kaua'i

## Community Indicators Report 2010

NATURAL ENVIRONMENT



LAND USE &  
RURAL CHARACTER

CULTURES & ARTS



NEIGHBORHOOD &  
COMMUNITY WELL-BEING



CIVIC ENGAGEMENT

ECONOMIC &  
BUSINESS CLIMATE



PUBLIC EDUCATION



KAUA'I PLANNING & ACTION ALLIANCE

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### *Supported by*

County of Kauaʻi  
Ulupono Initiative through the Hawaiʻi Community Foundation  
S.W. Wilcox Foundation  
First Hawaiian Bank  
Kauaʻi Island Utility Cooperative  
Grove Farm Company, Inc.

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## Foreword

*Responsibility does not only lie with the leaders of our countries or with those who have been appointed or elected to do a particular job. It lies with each of us individually.*

- His Holiness the Dalai Lama

This report, *Measuring What Matters for Kauaʻi 2010*, is the third study of Kauaʻi community indicators. Reports were also published for 2006 and 2008. We have created this report to provide important qualitative and quantitative information on important facets of Kauaʻi and help identify trends for those who make decisions that affect the lives of residents and the ʻāina.

The past two years have been challenging. In 2009 and 2010, Kauaʻi suffered the impacts of the nation's economic recession. As you will see, this resulted in undesirable trends for several indicators, evidence of dramatic increases in unemployment and the tight money market. Recovery continues to be slow. Yet residents have demonstrated their resilience and efforts toward greater self-sufficiency. It is important to consider the context for the indicators when making decisions to craft a new direction.

Kauaʻi Planning & Action Alliance (KPAA) and its Community Indicators Advisory Committee created and tracked indicators for seven areas that reflect the community vision of our *Kauaʻi General Plan 2000*<sup>1</sup>, the guiding policy document for the county. The responsibility of making decisions in order to achieve that vision falls not only to our government leaders but also to businesses, nonprofits, families and individuals to assure that Kauaʻi's future meets the needs of its citizens and provides a quality of life that perpetuates the spirit of aloha so valued by all.

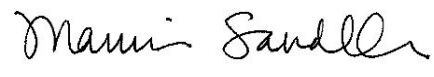
We will continue to update this report every two years so that trends are identified and decision-makers can consider the need for changes in government, business and nonprofit policy, programs and investments based on the information.

Readers are encouraged to freely use the data and text provided. The report may be copied mechanically or downloaded from the Internet (go to Publications section of KPAA website [www.kauainetwork.org](http://www.kauainetwork.org)), provided that credit is given to Kauaʻi Planning & Action Alliance for any citation from the report.

Caring for Kauaʻi's future,  
Kauaʻi Planning & Action Alliance



Diane Zachary  
President & CEO



Marissa Sandblom, Chair  
Board of Directors

<sup>1</sup> To view the *Kauaʻi General Plan 2000*, go to: [www.kauai.gov/Government/Departments/PlanningDepartment/TheKauaiGeneralPlan/tabid/130/Default.aspx](http://www.kauai.gov/Government/Departments/PlanningDepartment/TheKauaiGeneralPlan/tabid/130/Default.aspx).



# Acknowledgements

Kauaʻi Planning & Action Alliance greatly appreciates the many individuals, agencies and organizations that assisted with the development of this report. It truly has been a collaborative effort.

## Community Advisory Committee – 2010 Report

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Guidance for this project and assistance in reviewing the report were provided by the Community Indicators Advisory, which included:

Pam Burrell, Chair, Apollo Kauaʻi  
 Kauʻi Castillo, Unit Manager, Queen Liliʻuokalani Children's Center  
 George Costa, Director, Office of Economic Development, County of Kauaʻi  
 Anne Dimock, Development Director, Kauaʻi Habitat for Humanity  
 Roger Jacobs, Owner, DataSpace Industries  
 Sue Kanoho, Executive Director, Kauaʻi Visitors Bureau  
 Jan Miyamoto, Workforce Investment Act Administrator, Office of Economic Development, County of Kauaʻi  
 Owen Moe, President, Garden Island Resource Conservation & Development  
 Ed Nakaya, Key Account Executive, Kauaʻi Island Utility Cooperative

Kauaʻi Planning & Action Alliance staff Diane Zachary, President/CEO, and Rayne Regush, Administrative Coordinator, and Ken Stokes, Executive Director of The Kauaian Institute, were responsible for the overall development and preparation of this report.

Additional reviewers and advisers:

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 Gary Ueunten, Environmental Health Specialist-Kauaʻi District, State Department of Health



## Cooperating Agencies

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KPAA was fortunate to receive information and data from many agencies and departments. Sincere appreciation is extended to:

- County of Kauaʻi Department of Planning
- County of Kauaʻi Department of Public Works, Solid Waste Division and Transportation Agency
- County of Kauaʻi Finance Department, IT Division
- County of Kauaʻi Fire Department
- County of Kauaʻi Housing Agency
- County of Kauaʻi Police Department
- County of Kauaʻi Office of Economic Development
- County of Kauaʻi Department of Water
- Garden Island Canoe Racing Association
- Kauaʻi Community College Performing Arts Center
- Kauaʻi Economic Opportunity, Inc. (KEO)
- Kauaʻi Independent Food Bank
- Kauaʻi Island Utility Cooperative (KIUC)
- Kauaʻi Visitors Bureau
- State of Hawaiʻi Department of Education, Kauaʻi District
- The Kauaian Institute

In addition, KPAA is grateful to the county, state and national agencies and organizations that post their data on the Internet, providing all citizens with ready access to useful information.

## Data Analysis

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A warm mahalo to Ken Stokes of The Kauaian Institute for his unique ability to translate complex data into easily understandable tables, charts and text.

Many thanks to John Knox & Associates for creating the telephone survey, and to FAQ Hawaii for conducting the survey so that we could hear from residents around the island. The methodology used ensured that input was received from a diversity of residents from all areas of the island.

## Sponsors and Supporters

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Kauaʻi Planning & Action Alliance is grateful for the financial support of the County of Kauaʻi Office of the Mayor, Ulupono Initiative through the Hawaii Community Foundation, S.W. Wilcox Foundation, First Hawaiian Bank, Kauaʻi Island Utility Cooperative and Grove Farm Company, Inc. These donors recognize the value of tracking and reporting information to improve government and community decision-making.



# Measuring What Matters for Kaua'i

## Community Indicators Report 2010

### Executive Summary

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## Executive Summary

### Why Track Indicators?

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Community indicators measure and track information important to a community on a variety of issues that, when considered as a whole, reflect the community's quality of life, progress and resilience. Basically, they answer the question, "How are we doing?" They can be tracked over time to identify trends as an area develops, grows and changes. For Kauaʻi, they can be helpful in determining if the island is moving in a desired direction. And if not, the indicators help to suggest where changes in policies, strategies or programs are needed to correct the course. In short, they can be tools to assess Kauaʻi's social, economic and environmental sustainability.

The *Kauaʻi General Plan 2000* included an implementing action directing County government to "Collaborate with community organizations in developing indicators and benchmarks to measure progress" on issues included in the plan. This led to a community-based effort to form an organization that would undertake a community indicators project to determine progress toward the General Plan's community vision for the island's future. The nonprofit Kauaʻi Planning & Action Alliance (KPAA) is the result of that effort. *Measuring What Matters for Kauaʻi – Community Indicators 2006* was KPAA's first report, published in 2007. The report is updated biannually; the second report (2008) was published in 2009 and this document (2010) represents the third report.

### Project Purpose

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Are the policies, programs and activities of government, business and nonprofits meeting the needs of the community? Are citizens making choices that benefit themselves and that do not adversely affect the community as a whole? These are key questions this report attempts to answer by focusing on 50 aspects of life on Kauaʻi that residents have said are important to them. This community indicators report is designed to:

1. Track areas important to the community, drawing on the values and community vision in the *Kauaʻi General Plan 2000*, to determine Kauaʻi's trends.
2. Provide tracked information to government, businesses, nonprofits and citizens to assist in planning, policy-setting and budget decisions.
3. Identify and promote opportunities for action that will move Kauaʻi toward the vision and directions the community has established.

The Kauaʻi County Profile in this report is intended to provide a broader overview of the island and information not necessarily tracked annually.

This report is widely distributed to leaders and groups and is intended as a useful reference and decision-support document for the island. The report may be viewed or downloaded from KPAA's website [www.kauainetwork.org](http://www.kauainetwork.org) (see Publications section).

### **Events Impacting Recent Indicator Data**

A global recession began affecting Kaua'i in 2008, with more serious impacts in 2009 and 2010. Unemployment, increased poverty, foreclosures, loss of medical insurance – these are among the economic and social impacts of the recession. This report reflects the pain caused by this economic downturn as well as some of the more positive outcomes, such as reduction in energy use and vehicle miles traveled, increased bus ridership and an increase in home food production. In August 2011, as this report goes to print, the economic recovery continues to be slow, unemployment is over 9% and there is speculation nationally about a second recession.

### **Indicator Selection and Data Gathering**

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The indicators in this report represent seven areas important to Kaua'i:

- ♦ Economic and Business Climate
- ♦ Public Education
- ♦ Neighborhood and Community Health and Well-Being
- ♦ Civic Engagement
- ♦ Natural Environment
- ♦ Land Use and Rural Character
- ♦ Cultures and Arts

For the 2006 report, Kaua'i Planning & Action Alliance formed a Community Indicators Advisory Committee that developed criteria to review and select possible indicators. Those indicators were discussed at a series of public meetings and revised based on input, resulting in 55 indicators. In the subsequent 2008 and this 2010 report, some indicators were deleted when information was unreliable or not available. A few indicators were added. This report covers a total of 50 indicators.

Indicators included are limited by the availability of data. For example, measurements for carbon emissions and carbon footprint are desirable indicators but data gathering is still in the early stages of development locally.





















For this report, 29 government departments and nonprofit organizations provided data or offered guidance to understand key issues. Wherever possible, data for 2000 through 2010 are shown so that trends over the decade can be identified. In March 2011, a telephone survey of 400 Kaua'i residents over age 18 was conducted to gather qualitative information for 11 indicators. Ken Stokes of The Kauaian Institute was again contracted to analyze data and prepare understandable text, tables and charts. Kaua'i Planning & Action Alliance staff prepared the final report.





## 2010 Indicator Trends











The following shows the 50 indicators selected for Kaua'i and the trend and recommended response for each. It should be noted that the trend arrow is based on the change from the 2008 report. Trends may be up, down, unchanged or both up and down if the indicator has two elements. The response symbols indicate whether the trend is in a desired direction (Go sign), should be monitored because the trend is mixed or inconclusive (Caution sign) or requires action at the earliest opportunity to change to a more desired direction (Stop sign). Indicators with an asterisk (\*) next to the number denote that the data were gathered in March 2011 through a telephone survey of 400 Kaua'i residents over 18, sponsored by KPAA and conducted by a research firm.

Tables, charts and a narrative are available within the body of this report for each indicator, offering specific data, visual representations of trends and a discussion of the relevance of the indicator and data.

<u>NO.</u>	<u>INDICATOR</u>	<u>TREND STATEMENT</u>	<u>TREND</u>	<u>RESPONSE</u>
<b><i>Economic and Business Climate</i></b>				
1	Poverty rate	Poverty rate is rising and more children are living in poverty		
2	Cost of living	Island prices are rising faster than the national inflation rate		
3	Median family income	Family income increases recently but lags behind inflation		
4	Employment sectors	Total job count declines as tourism begins recovery		
5	Unemployment	Unemployment continues to remain high after setting record lows		
6 *	Workers with multiple jobs	Multiple jobs remain important to Kaua'i families		
7	Visitors and spending	Visitor counts and daily spending remain flat in 2010		
8	Visitor accommodations	Traditional lodging losing share as total units decline		
9	Home sales	Home sales are bouncing back from recessionary lows		
10	Affordability of home purchase	Housing affordability improves as home values stay low		

11	Affordability of home rental	Median rents rise sharply as affordability declines		
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**Public Education**

12	Kindergarten readiness	Kindergartners rate well as preschool attendance declines		
13	Student achievement	Signs of improvement at Grade 3 while Grade 10 slips further		
14	Graduation rate	On-time graduation rates slipping, yet still above State rates		
15	Post-high school education and training	Share of 4-year college-bound graduates still climbing		
16	College readiness	Need for remedial or developmental math and English decreases slightly among recent grads		

**Neighborhood and Community Health and Well-Being**

17	Emergency food	Emergency food requests skyrocket as low month doubles		
18	Homelessness	Homelessness fell slightly in 2010, still less than half are sheltered		
19 *	Perception of neighborhood safety	Four of five residents feel safe walking in their neighborhood at night		
20	Violent and property crime	Violent crime rates and arrests inch up while property-related arrests fall slightly		
21	Drug and alcohol arrests	Adult drug and alcohol arrests rise as youth arrests decline		
22	Child abuse and neglect	Child abuse and neglect cases fall slightly		
23	Medical insurance coverage	Number of medically uninsured jumps sharply in 2009		
24	Leading infectious diseases	Four of five reportable leading infectious diseases decrease in 2010		



25	Leading causes of death	Death rate continues to climb as heart disease rate drops		
26	Physical activity and body weight	More than half stay active at recommended levels, yet more than half weigh too much		
27	Tobacco use	Share of smokers continues to decline		
28	Drownings	Number of drowning victims declines in 2010 as does visitor share		
29 *	Internet access	Internet goes to all but 17% of homes and most have high-speed access		
30 *	Aloha spirit	Two-thirds say the aloha spirit is the same or stronger		
<b>Civic Engagement</b>				
31 *	County government services	Satisfaction high for County services, while bus and parks lag		
32 *	Community volunteerism	Residents contributing volunteer time falls slightly, yet more than 60% volunteer		
33 *	Community philanthropy	Fewer residents donated to church and community groups		
34	Voting participation	Fewer voters turned out as registered voters declined		
<b>Natural Environment</b>				
35	Coastal water quality	Monitoring standards loosen, as sub-standard beaches decrease		
36	Water service	Connections and water main miles climb as daily consumption falls		
37	Energy use and diversification	Electricity sales still falling as usage per residence declines		
38 *	Renewable energy production	One-third of residents have solar hot water, 3% have PV for electricity		

39 Solid waste disposition Waste stream and diversion rate drop as per capita waste trends down



### **Land Use and Rural Character**

40 Vehicle miles traveled Vehicle miles and gas demand still falling as traffic counts turn down



41 Registered vehicles Vehicle counts still falling as vehicles per capita drop further



42 Bus ridership Bus ridership still climbing yet growth rate slows



43 \* Alternative transport Few commuters use bus or carpool yet many more say it is practical



44 Planning approvals General Plan and zoning amendments stay low as subdivision approvals and zoning permits drop



45 Residential building permits Residential building permits fall sharply outside towns while share inside towns rises



46 Residential building type Multi-family share drops sharply as residential construction hits bottom



### **Cultures and Arts**

47 Hawaiian language students Enrollment in Hawaiian language classes still rising



48 \* Subsistence food gathering Large share of families gather or grow their own food



49 Canoe paddling Total canoe paddlers dips slightly



50 \* Cultural dance and songs Native Hawaiian hula and other cultural dance and songs attract broad participation



## Opportunities for Action – What You Can Do

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The data from each of the indicators provide guidance on topics important to Kaua'i. Where trends are a cause for concern, everyone – government, business, nonprofits, community groups and individuals – has the responsibility and opportunity to take action for change toward an outcome that better meets the present and long-term needs of the island and its people.

Suggested actions for each group of indicators are listed below. These “opportunities for action” are designed to move the trend in a more desirable direction. Some of these opportunities focus on what individuals and families can do. Others focus on needed improvements in policies, initiatives, programs and investments. Consider where you can make a difference.

### ***Economic and Business Climate***

- Promote greater economic resilience through expanded agriculture and food production, energy efficiencies, renewable energy generation, and other clean technologies.
- Support/create government policies and programs that provide encouragement, training and incentives to make farming a viable economic sector, such as continued support for marketing and branding programs like Kaua'i Made and Kaua'i Grown, strengthening processing and distribution capability, promoting agritourism, and fostering “agriculture in the classroom” activities to encourage a new generation of farmers.
- Encourage large stores on the island to regularly sell Kaua'i grown and Kaua'i made produce and products.
- Continue to pursue economic diversification that creates new employment opportunities with living wages.
- Promote creation of mixed use developments in urban areas that offer a variety of housing types for rental and for purchase, including affordable housing and multi-family units, to serve a range of income and age levels.
- Support home ownership preparation and education programs.

### ***Public Education***

- Encourage the Hawai'i Department of Education to analyze and explain data and trends related to student achievement, school performance and graduation rates so it is easier for the public to assess how well each school and our education system are preparing students for careers and life – and identify ways the community can provide support or assist.
- Identify and support collective approaches that focus on nurturing and developing young people from cradle to career, so they: have strong role models in their life; are prepared for school; are supported in and out of school; have the skills and character to succeed academically; graduate from high school; and are encouraged to attend college or other training, graduate and then begin a career.
- Offer vocational education programs for interested youth.
- Strengthen the middle school and high school curriculum that covers interpersonal communications, financial literacy and family management to provide needed life skills.

- Develop activities to encourage and support student academic achievement, comparable to the community's strong support for sports achievement.

### ***Neighborhood and Community Health and Well-Being***

- Support programs that provide emergency food and temporary housing or shelter options for those needing assistance.
- Encourage individuals and families to establish home or community gardens to grow their own nutritious foods and become more self-sufficient.
- Support efforts to strengthen and promote public safety, and continue support for expanded funding and staffing for the Kauaʻi Police Department.
- Continue to encourage neighborhood watch programs.
- Support programs aimed at reducing domestic violence and child abuse.
- Identify and promote options for those without medical insurance coverage.
- Expand public awareness related to the prevention of infectious diseases such as influenza and Chlamydia.
- Support community education and activities, such as Get Fit Kauaʻi, that promote a healthy lifestyle, good nutrition and livable communities.
- Strengthen water safety education for visitors and residents to prevent drowning in streams, rivers and ocean waters.

### ***Civic Engagement***

- Encourage County and State government to regularly solicit and consider diverse citizen input to clearly understand community needs and ensure that actions pursued provide public benefit. Convene stakeholders with divergent views at the same table for discussion and to establish areas of agreement.
- Expand use of technology such as webcasts and social media to better reach the community to share and gather information.
- Undertake activities that promote, recognize and celebrate community volunteerism and philanthropy among all age groups.
- Promote greater voter participation in elections through activities to increase public understanding of the electoral process, candidates and complex ballot issues.

### ***Natural Environment***

- Prepare a comprehensive assessment of the island's sustainability systems (such as ground and surface water, energy, transportation, lands, food, solid waste, wastewater, building stock, impacts of climate change, etc.), to serve as a baseline for future analysis and decision making.
- Measure and track the island's carbon footprint and initiate public and private efforts to minimize and mitigate carbon emissions.

- Direct sufficient funds and effort toward protecting rivers and coastal waters by requiring use of best practices and enforcing such practices for any development project that might result in discharge or runoff.
- With private, County and State cooperation, prepare a comprehensive water study for agricultural lands to determine sources, capacity, current distribution and distribution problems, including irrigation ditches and water reservoirs, then establish the cost and methods needed to restore, distribute and/or develop water sources to support expanded agricultural production.
- Strengthen the watershed management within each ahupua`a by encouraging partnerships, collaboration and cooperation among users and landowners, such as through watershed councils.
- Support the Department of Water in its efforts to invest in infrastructure improvements to increase drinking water reliability and capacity, especially in areas designated for development.
- Expedite the installation of energy-efficient technologies at Department of Water facilities.
- Support and expedite efforts by KIUC and local energy producers to generate safe, clean renewable energy as alternatives to fossil fuel in order to increase our self-sufficiency and reduce carbon emissions.
- Continue to update building codes to encourage more energy-efficient building materials and practices, along with more sustainable designs for homes, commercial buildings and communities; encourage practices that yield the highest levels of efficiency.
- Initiate a public education campaign designed to minimize unnecessary consumption and maximize the 3 R's (reduce, reuse, recycle) to conserve resources.
- Vigorously promote resource conservation programs for residents and businesses in areas such as water, energy and solid waste to reduce per capita use and encourage the reuse or recycling of resources whenever possible.
- Develop the infrastructure and support needed to sort and manage recycled resources, including a Materials Recovery Facility, and explore new economic opportunities from the recycled resources.

### ***Land Use and Rural Character***

- Support and strengthen efforts to increase Kaua'i Bus ridership among residents and visitors by making the system more user-friendly through expanded routes, increased frequency, availability of route maps, more bike racks, adding luggage and surfboard racks, installing GPS on buses so people can track bus arrivals, creating more park and ride sites and building bus shelters at all stops.
- Determine the need for additional transportation alternatives, such as a shuttle feeder system and carpools, to augment the Kaua'i Bus in order to save energy and reduce the number of vehicles on the road.
- Utilize land protection tools such as conservation easements and transfer of development rights to assure that an adequate number of acres are preserved for the island's food security.

- Develop integrated, self-contained, closed loop food systems that utilize sustainable practices, maximize available resources and increase food self-sufficiency.
- Develop and promote methods to replenish agricultural soils for farming and biomass production, such as composting and use of sustainable methods and technologies for alternative fertilizers, pesticides and herbicides.
- Centralize and improve data collection and analysis related to the subdivision of all lands, including condominium property regimes (CPRs), and development of land in all zoning categories, to provide comprehensive information for forecasting, analysis, planning and decision making.
- Strengthen local controls to curb the conversion of agricultural lands to CPRs in order to prevent non-farm “gentlemen’s estates”.
- Define town boundaries then support development that utilizes land within these boundaries; limit expansion beyond town boundaries to maintain rural character.

### **Cultures and Arts**

- ♦ Continue to support Hawaiian language and bi-lingual programs that help perpetuate Hawaiian culture.
- ♦ Ensure continued access to traditional food gathering and hunting sites to support self-sufficiency and food security.

### **Sponsors and Supporters**

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Kaua'i Planning & Action Alliance is grateful for the financial support of the County of Kaua'i Office of the Mayor, Ulupono Initiative through the Hawaii Community Foundation, S.W. Wilcox Foundation, Kaua'i Island Utility Cooperative and First Hawaiian Bank. These donors recognize the value of tracking and reporting information to improve government and community decision-making.

### **Final Note**

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An electronic version of *Measuring What Matters for Kaua'i – Community Indicators Report 2010* may be downloaded from the Kaua'i Planning & Action Alliance website [www.kauainetwork.org](http://www.kauainetwork.org) (see Publications section). Comments or questions about the report may be addressed to:

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If the reader notes any inaccuracies in this report, it would be greatly appreciated if these could be brought to the attention of KPAA and if the correct information and data source could be provided.





# Introduction

## Purpose of This Community Indicators Report

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Are the policies, programs and activities of government, business and nonprofits meeting the needs of the community? Are citizens making choices that benefit the community as a whole?

These are key questions this report attempts to answer by focusing on 50 aspects of life on Kaua'i that residents have said are important to them. This community indicators report is designed to:

1. Track areas important to the community, drawing on the values and community vision in the *Kaua'i General Plan 2000*, to determine Kaua'i's trends.
2. Provide tracked information to government, businesses, nonprofits and citizens to assist in planning, policy-setting and budget decisions.
3. Identify and promote opportunities for action that will move Kaua'i toward the vision and directions the community has established.

This report is provided to elected officials, government agencies, schools, nonprofits, businesses and community groups. It is available in public libraries and may be viewed or downloaded from the Internet ([www.kauainetwork.org](http://www.kauainetwork.org), see Publications section). It is intended not only as a useful reference document but also to serve as the foundation for decision-making and actions that benefit the island and its residents.

Also included is a current Profile of Kaua'i County to provide additional context for this report.

## What are Community Indicators?

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Community indicators measure and track information important to a community on a variety of issues that, when considered as a whole, reflect the community's quality of life, progress and sustainability. Basically, they answer the question, "How are we doing?" They can be tracked over time to identify trends as an area develops, grows and changes. For Kaua'i, they can be helpful in determining if the island is moving in a desired direction. And if not, the indicators help to suggest where changes in policies, strategies or programs are needed to correct the course.

In short, they can be tools to assess Kaua'i's social, economic and environmental sustainability.

Communities across the United States and around the world have initiated community indicator projects to assess their progress and sustainability and help them make better decisions. National research shows that well-chosen indicators are those that provide a spectrum of information in which everyone has an interest or a stake. They can provide insight into the overall direction of a community in relation to its values and priorities – whether it is improving, declining, or staying the same – or a mix of all three.

## Background on Kaua'i's Community Indicators Project

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The *Kaua'i General Plan 2000* included an implementing action directing county government to “Collaborate with community organizations in developing indicators and benchmarks to measure progress” on issues included in the plan. The 2001 report *Shaping Kaua'i's Future Together*, prepared by consultants Nadine Nakamura and Roxanne MacDougall, recommended that the indicator project be led by a community organization rather than government in order to ensure more neutral, non-political findings. This led to a community-based effort to form an organization that would undertake a community indicators project. The nonprofit Kaua'i Planning & Action Alliance (KPAA) is the result of that effort.

*Measuring What Matters for Kaua'i – Community Indicators 2006* was KPAA's first report, published in 2007. The report is updated biannually; the second report was published in 2009 and this document represents the third report.

## Report Development Process

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The first report (2006) included 55 indicators, which were selected after an extensive review of possible indicators, then discussed at a series of public meetings. Some revisions were made based on public comments. It was acknowledged that many more indicators could have been included, but a decision was made to utilize those that could be predictors of trends and that would inform decision-making.

### *Criteria for Selecting Indicators*

The following criteria were used – and continue to be used – in selecting indicators.

- An indicator should reflect something fundamental to our specific priorities and objectives, i.e., the indicator should ***matter***. It should address an aspect of the community's quality of life that is ***important*** and threatened or problematic.
- An indicator should be ***relevant*** to public policy-making. The indicator should be useful for informing and/or influencing public decision-making related to the problems that the indicator is meant to expose.
- An indicator should be capable of ***motivating the public to action and engaging the media*** to increase public awareness.
- An indicator should make use of information that is ***obtainable***: existing information, *objective* data that can realistically (in terms of cost and effort) be measured over time, or *subjective* data (such as public *perceptions* that can be measured over time through public surveys).
- An indicator should be ***measurable, understandable*** to the public, ***reliable, capable of showing change*** over time, and ***timely*** (that is, be useful for providing information while there is still time for decision-makers to respond).

For the 2008 report, six of the original indicators were deleted,<sup>2</sup> as it was found that either data were not available on a consistent or reliable basis or that change was not likely to be evident in a two-year period. Eight new indicators were added, for a new total of 57 indicators.

In January 2011, KPAA invited representatives from diverse agencies and organizations to participate on the Community Indicators Advisory Committee for the 2010 report. Many of these members served on the original 2005-2006 committee that contributed to the first report. A list of Advisory Committee members for this report is included in the Acknowledgements. The Advisory Committee met five times between February 2011 and June 2011.

The recession had an impact on this 2010 report, as shrinking state budgets led to the elimination of agricultural data reporting. Other data were either unavailable, not reliable or not informative as a useful measure. For this 2010 report, the Advisory Committee combined two indicators, deleted six and added one indicator<sup>3</sup> for a new total of 50 indicators which cover seven key areas important to Kaua'i:

- ♦ Economic and Business Climate
- ♦ Public Education
- ♦ Neighborhood and Community Health and Well-Being
- ♦ Civic Engagement
- ♦ Natural Environment
- ♦ Land Use and Rural Character
- ♦ Cultures and Arts

### *Data Gathering & Analysis*

Dozens of agencies and organizations assisted in the development of this report by providing Kaua'i Planning & Action Alliance quantitative data on the indicators. Ken Stokes of The Kauaian Institute was hired as a consultant to analyze the data and prepare graphical displays. To secure qualitative data, KPAA contracted with John Knox & Associates to develop a telephone survey and the survey was conducted by FAQ Hawaii. In March 2011, four hundred (400) residents from all areas of the island responded to the telephone survey. Details on the telephone survey methodology can be found in the Appendices.

### **Disclaimer**

Although Kaua'i Planning & Action Alliance has made every effort to secure and present complete and accurate data, information not known to KPAA may have been omitted or information provided may not have been incomplete. If the reader notes inaccuracies, it would be greatly appreciated if these could be brought to the attention of KPAA and if the correct information and data source could be provided.

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<sup>2</sup> 2008 - Deleted indicators: air quality, biological diversity, parks for recreation, shoreline development, watershed health and pending development.

<sup>3</sup> 2010 - Combined indicators: Hawaiian hula and songs and other cultures dance and songs. Deleted indicators: living wage on Kaua'i, active agricultural lands, creation of new lots, taro grown and sold, cultural festivals and performing arts events. Added indicator: kindergarten readiness.

## Kaua'i Community Indicators List

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<b><u>SECTION</u></b>	<b><u>NO.</u></b>	<b><u>INDICATOR</u></b>
<b>Economic and Business Climate</b>	1	Poverty rate
	2	Cost of living
	3	Median family income
	4	Employment sectors
	5	Unemployment
	6 *	Workers with multiple jobs
	7	Visitors and spending
	8	Visitor accommodations
	9	Home sales
	10	Affordability of home purchase
	11	Affordability of home rental
<b>Public Education</b>	12	Kindergarten readiness
	13	Student achievement
	14	Graduation rate
	15	Post-high school education and training
	16	College readiness
<b>Neighborhood and Community Health and Well-Being</b>	17	Emergency food
	18	Homelessness
	19 *	Perception of neighborhood safety
	20	Violent and property crime
	21	Drug and alcohol arrests
	22	Child abuse and neglect
	23	Medical insurance coverage
	24	Leading infectious diseases
	25	Leading causes of death
	26	Physical activity and body weight
	27	Tobacco use
	28	Drownings
	29 *	Internet access
	30 *	Aloha spirit
<b>Civic Engagement</b>	31 *	County government services
	32 *	Community volunteerism
	33 *	Community philanthropy
	34	Voting participation
<b>Natural Environment</b>	35	Coastal water quality
	36	Water service
	37	Energy use and diversification
	38 *	Renewable energy production
	39	Solid waste disposition

<b>Land Use and Rural Character</b>	40	Vehicle miles traveled
	41	Registered vehicles
	42	Bus ridership
	43 *	Alternative transport
	44	Planning approvals
	45	Residential building permits
	46	Residential building type
<b>Cultures and Arts</b>	47	Hawaiian language students
	48 *	Subsistence food gathering
	49	Canoe paddling
	50 *	Cultural dance and songs

\* Data gathered through a March 2011 KPAA telephone survey.

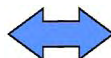
### Explanation of Trend Symbols

Each indicator includes a very brief trend summary based on the data and two symbols, one that shows the direction of the trend based on the change from the 2008 report and one that suggests a response. Trends may be up, down, unchanged or both up and down if the indicator has more than one element. The response symbols indicate whether the trend is in a desired direction (Go sign), should be monitored because the trend is mixed or inconclusive (Caution sign) or requires action at the earliest opportunity to change to a more desired direction (Stop sign).

#### *Trend Symbols – Showing change since the 2008 report*



Trend is going up



Slight or no change in trend



Trend is going down



Indicator has two elements and one is going up, while one is going down

#### *Response Symbols - What we should do about the trend*



What we're doing seems to be working



Watch this carefully and be prepared to change direction if needed



Action is needed to change direction, as current strategies are not producing desired results

#### *Example*

**1**

**Poverty rate is rising again and more children are living in poverty**

**Trend**



**Response**

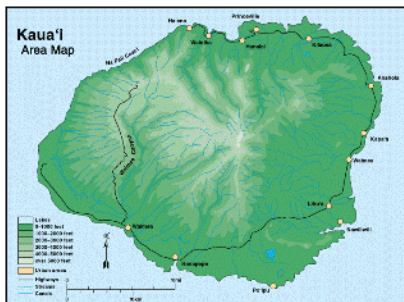




## Profile of Kauaʻi County (August 2011)

The community indicators data focus on 50 aspects of life in Kauaʻi. The following profile of the county provides a context for the data and trends in this report.

### Land Area and Geography



- ♦ Kauaʻi County is composed of two populated islands. The island of Kauaʻi has a land area of 552.3 square miles, with 113 miles of coastline including 52 miles of sandy beaches. It is the fourth largest island in the state. Less than 20 miles away is the privately-owned island of Niʻihau with 69.5 square miles (44,480 acres) and 90 miles of coastline.
- ♦ 35% of Kauaʻi is at or below an elevation of 500 feet, and 66% is land with a slope of more than 10%.
- ♦ As of December 2006, only 4.5% of land (15,811 acres or 24.7 square miles) on Kauaʻi is in the Urban and Rural land use districts, with 39% (139,320 acres or 217.7 square miles) designated Agricultural district and 56% (198,769 acres) in the Conservation district, for a total of 353,900 acres.<sup>4</sup>
- ♦ In 2008, 20,565 acres of land on Kauaʻi were administered by the Department of Hawaiian Home Lands.<sup>5</sup>

### Form of Local Government

- ♦ The County of Kauaʻi was incorporated January 1904.
- ♦ The first county charter was adopted January 1969.
- ♦ Kauaʻi County has a mayor/council form of municipal government.
- ♦ Executive authority is vested in the Mayor of the County of Kauaʻi, currently Bernard P. Carvalho, Jr., who was elected in November 2010 on a non-partisan basis to a four-year term and sworn in December 1, 2010.
- ♦ Legislative authority is vested in the seven-member County Council. All members of the County Council are elected on a non-partisan, at-large basis to two-year terms. Members of the County Council sworn in on December 1, 2010 include Tim Bynum, Dickie Chang, Jay Furfaro, Derek S. Kawakami, Nadine Nakamura, Mel Rapozo and JoAnn Yukimura. Derek



<sup>4</sup> Hawaiʻi Databook 2009, <http://hawaii.gov/dbedt/info/economic/databook/2009-individual/06/>, Table 6.04.

<sup>5</sup> Hawaiʻi Databook 2009, <http://hawaii.gov/dbedt/info/economic/databook/2009-individual/06/060909.pdf>, Table 6.09.



Kawakami left the County Council upon his appointment to the State Legislature on April 1, 2011. Kipukai Kualii was appointed by the Council to replace him on April 11, 2011.

### Local Government Finances<sup>6</sup>

- ♦ Inter-governmental revenues from State and Federal governments provided approximately 26% and 23.2%, respectively, of the County's total FY 2009 and FY 2010 budget.

The following chart provides an overview of funding levels and sources for Kauaʻi County government for Fiscal Year 2006 through 2010.

**COUNTY GOVERNMENT REVENUES BY SOURCE**

	<b>FY 2006</b>	<b>FY 2007</b>	<b>FY 2008</b>	<b>FY 2009</b>	<b>FY 2010</b>
Tax Revenues	\$ 78.7 M	\$ 91.0 M	\$ 98.6 M	\$ 105.1 M	\$ 102.4 M
Inter-Governmental Revenues	41.4 M	49.5 M	41.3 M	44.8 M	37.2 M
Other	16.9 M	19.7 M	21.8 M	17.4 M	20.7 M
<b>Total Revenues</b>	<b>\$137.0 M</b>	<b>\$160.2 M</b>	<b>\$161.7 M</b>	<b>\$167.3 M</b>	<b>\$160.3 M</b>

(M = Million)

- ♦ Tax revenues, which include property taxes, public service company taxes, franchise taxes and fuel taxes, funded 64% of the County budget in FY 2010, up from 61% in FY 2008.
- ♦ General government expenditures declined from 22% to 16% of the total between FY 2009 and FY 2010.

The following chart provides an overview of County government expenditures for Fiscal Year 2006 through 2010.

**COUNTY OF KAUAʻI GOVERNMENT EXPENDITURES BY FUNCTION**

	<b>FY2006</b>	<b>FY2007</b>	<b>FY2008</b>	<b>FY2009</b>	<b>FY2010</b>
General Government	\$30.9 M	\$35.4 M	\$33.5 M	\$37.4 M	\$26.7 M
Public Safety ( <i>Police &amp; Fire</i> )	\$25.0 M	\$27.1 M	\$32.9 M	\$35.6 M	\$43.6 M
Public Works, Roads & Sanitation	\$29.5 M	\$29.5 M	\$30.5 M	\$33.9 M	\$33.6 M
Culture, Recreation & Public Welfare	\$18.4 M	\$20.8 M	\$23.5 M	\$30.6 M	\$29.7 M
Capital Outlay & Debt Service	\$20.3 M	\$28.8 M	\$24.5 M	\$29.7 M	\$33.3 M
<b>Total Expenditures</b>	<b>\$124.1 M</b>	<b>\$141.6 M</b>	<b>\$144.9 M</b>	<b>\$167.2 M</b>	<b>\$166.9 M</b>

(M = Million)

<sup>6</sup> County of Kauaʻi, "Comprehensive Annual Financial Report" for 2006, 2007, 2008, 2009, 2010, <http://www.kauai.gov/Government/Departments/Finance/Reports/tabid/162/Default.aspx>.

## Representation to State and National Government



- ♦ Kauaʻi currently has one state senator, Ronald D. Kouchi, and three State Representatives: District 14 - Derek S. Kawakami (who replaced Hermina M. Morita April 1, 2011 following her resignation to accept an appointed position with the State of Hawaiʻi Public Utilities Commission); District 15 - James Kunane Tokioka; and District 16 - Daynette (“Dee”) Morikawa.
- ♦ Congresswoman Mazie Hirono represents Kauaʻi (2<sup>nd</sup> District) in the U.S. Congress. Hawaiʻi’s U.S. senators include Senator Daniel K. Inouye and Senator Daniel K. Akaka.
- ♦ State and federal representatives serve two-year terms. State senators serve four-year terms, while federal senators serve six-year terms.

## Population & Density

- ♦ Kauaʻi has a resident population of 67,091 as of 2010<sup>7</sup>, up from 58,463 in April 2000, an increase of 14.8% (compared to a 12.3% increase for the state of Hawaiʻi.)<sup>8</sup>

STATE AND COUNTY POPULATION 1960-2010<sup>9</sup>

	1960	1970	1980	1990	2000	2010
STATE	632,772	769,913	964,691	1,108,229	1,211,537	1,360,301
% Change from Prior Decade	26.6%	21.7%	25.3%	14.9%	9.3%	12.3%
KAUAʻI COUNTY	28,176	29,761	39,082	51,177	58,463	67,091
% Change from Prior Decade	-5.8%	5.6%	31.3%	30.0%	14.2%	14.8%

- ♦ Kauaʻi has a 4.9% share of the state’s 1,360,301 total population.<sup>10</sup>
- ♦ There are 311 more males than females,<sup>11</sup> according to 2010 Census population estimates.
- ♦ The daily visitor population increases the resident population by 30.2%. In 2010, the average daily visitor count was 19,682, a decrease of 1.7% from the previous year.<sup>12</sup> The de facto population (total of residents and average daily visitor count) was 84,797 in 2010.

<sup>7</sup> U.S. Census 2010 Redistricting Data Summary, [http://www.2010.census.gov/news/xls/cb11cn41\\_hi\\_2010redistr.xls](http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls).

<sup>8</sup> U.S. Census 2010 Redistricting Data Summary, [http://www.2010.census.gov/news/xls/cb11cn41\\_hi\\_2010redistr.xls](http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls).

<sup>9</sup> Hawaiʻi State Data Center Reports and Tables, [http://hawaii.gov/dbedt/info/census/Census\\_2010/PL94-171/index.html](http://hawaii.gov/dbedt/info/census/Census_2010/PL94-171/index.html), Table 1a and 1b.

<sup>10</sup> Hawaiʻi State Data Center Reports and Tables, [http://hawaii.gov/dbedt/info/census/Census\\_2010/PL94-171/index.html](http://hawaii.gov/dbedt/info/census/Census_2010/PL94-171/index.html), Table 1a and 1b.

<sup>11</sup> U.S. Census 2010, Demographic Profile Data, <http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmlk>.

- ♦ Of the resident population increase of 6,576 from 2000 to 2010, there were 3,639 (55%) more births than deaths.<sup>13</sup> Immigration from other islands, states and countries account for the balance.
- ♦ Resident population in Kauaʻi towns ranges from 10,699 residents in Kapaʻa to 478 residents in Hanalei (2010).<sup>14</sup>
- ♦ Population density is calculated by dividing the de facto population of 84,797 (total of residents and daily average visitor count) by the total of rural, urban and agricultural-zoned land<sup>15</sup> (242.4 square miles) to equal 354 people per square mile.



### Population Mobility (Migration and Immigration)

- ♦ 58% of Kauaʻi's population were born in Hawaiʻi, while 29% were born in a different state, and 13% were born in a different country, according to 2009 Census estimates.<sup>16</sup>
- ♦ To provide a measure of the mobility and migration and immigration of people to and from Kauaʻi, the following chart shows where residents in the year 2009 lived one year earlier.<sup>17</sup>

#### POPULATION MOBILITY 2009 AND ONE YEAR EARLIER

	Kauaʻi	State
Same house	86%	84%
Same county	9%	10%
Different island	1%	1%
Different state	3%	5%
Different country	1%	1%

### Gender, Age and Ethnicity

- ♦ Gender (2010)<sup>18</sup>

	Kauaʻi	State
Male	50.2%	50.1%
Female	49.8%	49.9%

<sup>12</sup> Hawaiʻi DBEDT, Monthly Visitor Statistics, <http://hawaii.gov/dbedt/info/visitor-stats/tourism/2010/Dec10.pdf>.

<sup>13</sup> Hawaiʻi Databook Update, <http://hawaii.gov/dbedt/info/economic/databook/2009-individual/01/>, Table 1.62.

<sup>14</sup> U.S. Census 2010 Redistricting Data, [http://hawaii.gov/dbedt/info/census/Census\\_2010/PL94-171/census\\_2010\\_PL\\_CDP\\_table.xls](http://hawaii.gov/dbedt/info/census/Census_2010/PL94-171/census_2010_PL_CDP_table.xls).

<sup>15</sup> Hawaiʻi Databook 2009, <http://hawaii.gov/dbedt/info/economic/databook/2009-individual/06/>, Table 6.04.

<sup>16</sup> U.S. Census 2009, <http://www.factfinder.census.gov/>.

<sup>17</sup> U.S. Census Bureau, American Community Survey, page 2, [http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009\\_5\\_Year/acs\\_hi\\_2009\\_geographic\\_5\\_yr/acs09nar\\_kauaicuty\\_5yr.pdf](http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009_5_Year/acs_hi_2009_geographic_5_yr/acs09nar_kauaicuty_5yr.pdf).

<sup>18</sup> U.S. Census, <http://quickfacts.census.gov/qfd/states/15/15007.html>.

♦ Age (2010)<sup>19</sup>

	Kauaʻi	State
Under 5 years	6.4%	6.9%
6 to 17 years	16.3%	15.5%
18 to 64 years	62.4%	63.3%
65 and older	14.9%	14.3%



## ♦ Ethnicity – All Ages

ETHNICITY COMPARISON OF 2000 AND 2010, RACE ALONE OR IN COMBINATION<sup>20</sup>

	Kauaʻi	State	Kauaʻi	State	Kauaʻi	State
Ethnicity	2000 Share	2000 Share	2010 Share	2010 Share	Change	Change
White	36%	32%	39%	32%	24%	16%
Filipino	24%	18%	24%	19%	16%	25%
Japanese	16%	20%	15%	18%	1%	5%
Hawaiian/PI	19%	18%	20%	20%	22%	22%
Other	5%	12%	3%	11%	-26%	3%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>15%</b>	<b>12%</b>
<b>Population</b>	<b>58,463</b>	<b>1,211,538</b>	<b>67,091</b>	<b>1,360,301</b>	<b>+8,628</b>	<b>+148,763</b>

♦ Language other than English spoken at home: 18.6% (2009).<sup>21</sup>**Average Household Size, Housing Units and Occupancy Status**

- ♦ There are 23,240 households (2010).<sup>22</sup>
- ♦ The average size of each household is 2.84 people (2010).<sup>23</sup>
- ♦ 7.5% of households are considered to be “crowded” (an average of more than 1 person per room) (2005-2007).<sup>24</sup>
- ♦ 50.1% of households are married couple families and 22.6% of householders live alone (38.5% of these are kupuna, ages 65 and older).<sup>25</sup>

<sup>19</sup> U.S. Census 2010 Redistricting Data Summary, [http://hawaii.gov/dbedt/info/census/Census\\_2010/PL94-171/census\\_2010\\_PL\\_CDP\\_table.xls](http://hawaii.gov/dbedt/info/census/Census_2010/PL94-171/census_2010_PL_CDP_table.xls).

<sup>20</sup> U.S. Census 2010 Redistricting Data Summary, [http://www.2010.census.gov/news/xls/cb11cn41\\_hi\\_2010redistr.xls](http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls).

<sup>21</sup> U.S. Census, 2007-2009 3-Year Estimates, Kauaʻi County, Hawaiʻi, [http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009\\_3\\_Year/acs\\_hi\\_2009\\_profiles\\_3\\_yr\\_estimate](http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009_3_Year/acs_hi_2009_profiles_3_yr_estimate).

<sup>22</sup> U.S. Census 2010 Redistricting Data Summary, [http://www.2010.census.gov/news/xls/cb11cn41\\_hi\\_2010redistr.xls](http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls).

<sup>23</sup> U.S. Census 2010 Redistricting Data Summary, [http://www.2010.census.gov/news/xls/cb11cn41\\_hi\\_2010redistr.xls](http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls).

<sup>24</sup> State of Hawaiʻi DBEDT and UH Center on the Family, Quality of Life in Hawaiʻi 2009 Report, page 76, [http://uhfamily.hawaii.edu/publications/brochures/QOLInHawaii2009\\_FullReport.pdf](http://uhfamily.hawaii.edu/publications/brochures/QOLInHawaii2009_FullReport.pdf).

<sup>25</sup> U.S. Census 2010 Redistricting Data Summary, [http://www.2010.census.gov/news/xls/cb11cn41\\_hi\\_2010redistr.xls](http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls).

- ♦ There are 29,793 housing units (2010).<sup>26</sup> Of these, 78% (23,240) are occupied, while 22% are vacant.
- ♦ In 2005-2009, of the total housing units, 75% were single-unit structures, 25% were multi-unit structures, and less than 0.5% were mobile homes. Twenty-nine percent (29%) of the housing units were built after 1990.<sup>27</sup>
- ♦ In 2010, the homeownership rate on Kauaʻi was 60.1%, higher than the State average of 57.8%.<sup>28</sup>

### Foreclosures

- ♦ Starting in 2008, the impact of the recession was evidenced by a substantial increase in the number of foreclosures on Kauaʻi and in the State. There were judicial and non-judicial foreclosures; non-judicial filings were much more common.
- ♦ There were 12 judicial foreclosures on Kauaʻi in 2005; by 2008 it was up to 84 and in 2010 it reached 182.
- ♦ Kauaʻi has had 957 total foreclosure filings in 2010; of these, only 182 were judicial foreclosures.<sup>29</sup>
- ♦ In May 2011, there was a total of 71 foreclosure filings. In that same month, 1 in 424 Kauaʻi housing units received foreclosure filings, compared to 1 in 573 in Hawaiʻi and 1 in 605 in the U.S.<sup>30</sup>



### Economy

In the first six years of this century, Kauaʻi, like much of the country, experienced a period of economic prosperity and growth. The economic recession that began at the national level in late 2006 did not seriously impact Kauaʻi until 2008. From 2000 to 2008, Kauaʻi's unemployment rate ranged from 2.4% to 5.0%. That number jumped to 9.3 % in 2009. Job counts increased steadily between 2000 and May 2008 when they hit a high of 30,950, then fell to 28,100 in 2010.

During the recession on Kauaʻi, there were decreases in or losses of investments, decreases in the number of visitors and loss of jobs, reduced hours and reduced benefits. Property values also decreased significantly as a result of the recession, which hit its lowest point in 2009. Effects were still being experienced on Kauaʻi through 2010. As this report goes to print, the unemployment rate for June 2011 was 9.2%.

<sup>26</sup> U.S. Census 2010 Redistricting Data Summary, [http://www.2010.census.gov/news/xls/cb11cn41\\_hi\\_2010redistr.xls](http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls).

<sup>27</sup> U.S. Census Bureau, American Community Survey, page 4, [http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009\\_5\\_Year/acs\\_hi\\_2009\\_geographic\\_5\\_yr/acs09nar\\_kauaicity\\_5yr.pdf](http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009_5_Year/acs_hi_2009_geographic_5_yr/acs09nar_kauaicity_5yr.pdf).

<sup>28</sup> U.S. Census 2010 Redistricting Data Summary, [http://www.2010.census.gov/news/xls/cb11cn41\\_hi\\_2010redistr.xls](http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls).

<sup>29</sup> RealtyTrac, Non-Judicial Foreclosures, <http://www.realtytrac.com/trendcenter/hi-trend.html>.

<sup>30</sup> RealtyTrac, Hawaiʻi Real Estate Trends, <http://www.realtytrac.com/trendcenter/hi-trend.html>.



**Revenue by Sector**<sup>31</sup>

The following table provides an overview and five-year comparisons of the contribution of various industries to Kauaʻi's economy in millions of dollars. Retail trade (\$1 billion) plus accommodation and food services (\$591 million) made up more than half of the \$2.7 billion in revenues flowing through the Kauaʻi economy in 2007.

**BUSINESS REVENUE BY SECTOR**

<b>Business Sector</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>
Retail trade	\$511 M	\$715 M	\$1,053 M
Accommodation and food services	\$294 M	\$467 M	\$591 M
Health care and social assistance	\$51 M	\$170 M	\$266 M
Real estate	\$132 M	\$175 M	\$246 M
Wholesale trade	\$177 M	\$239 M	\$209 M
Administrative, support, waste management and remediation services	\$26 M	\$46 M	\$151 M
Professional, scientific, and technical services	\$25 M	\$42 M	\$76 M
Other services (except public administration)	\$18 M	\$45 M	\$66 M
Arts, entertainment, and recreation	\$24 M	\$43 M	\$46 M
Agriculture	\$45 M	\$42 M	\$57 M
Military	NA	\$57 M	\$106 M
<b>TOTAL</b>	<b>\$1,258 M</b>	<b>\$1,944 M</b>	<b>\$2,707 M</b>

(M = Million)

**Visitor Industry**

The visitor industry is the largest economic sector on the island. After experiencing a significant drop in visitors following the September 11, 2001 terrorist attacks, the industry experienced several years of recovery before the impact of the economic recession began in 2008. As indicated in the following table, visitor numbers began to rise in 2010.



<sup>31</sup> U.S. Economic Census, 1997-2007, <http://factfinder.census.gov/>.

KAUAʻI VISITOR STATISTICS<sup>32 33 34</sup>

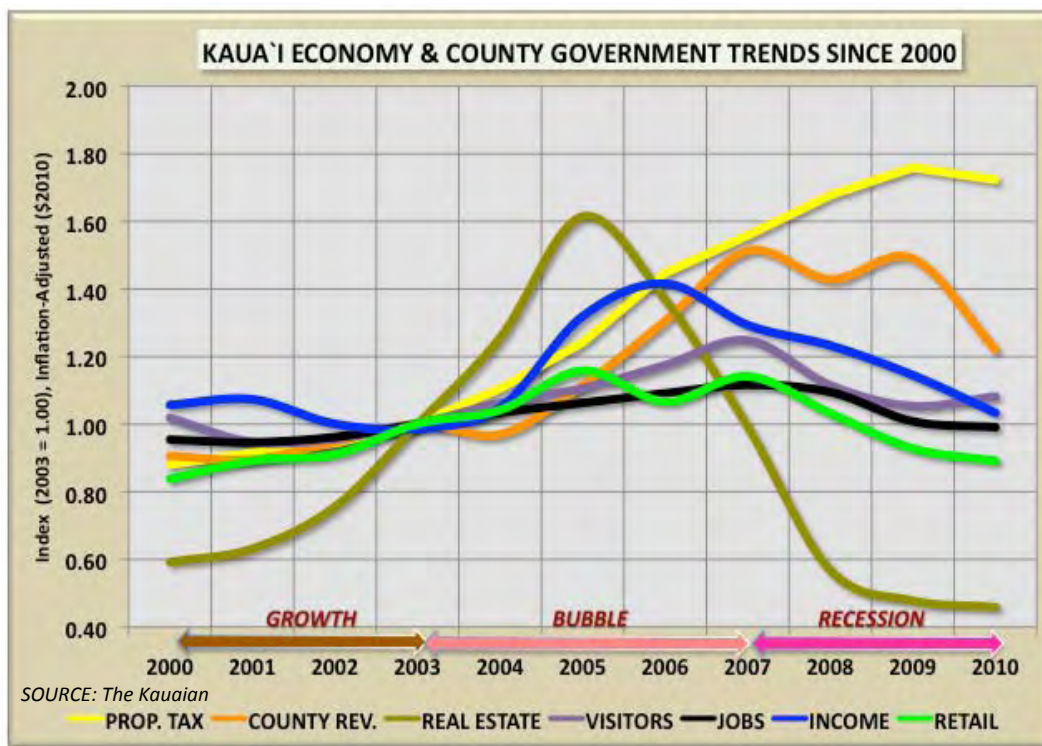
	2005	2006	2007	2008	2009	2010-P
Visitor Arrivals	1,090,147	1,203,264	1,299,045	1,030,647	928,112	963,523
Cruise Ship Passengers	311,705	371,376	445,069	225,582	189,641	196,503
Commercial Air Seats	336,131	416,818	359,529	437,076	426,841	452,293
Charter Air Seats	19,760	19,000	18,620	NA	NA	NA
Average Visitors Per Day	19,682	20,903	22,207	19,855	18,690	19,682
Visitor Expenditures Per Day	\$160	\$161	\$167	\$169	\$149	\$156

P = Preliminary Count

NA = Not Available

**Summary of Kauaʻi Major Indicator Trends**

As shown in the following trend chart of major indicators, real estate sales, visitors, jobs, income and retail sales all climbed significantly from 2003 to 2007, and have now fallen back to roughly 2003 levels. County revenues and property taxes climbed later and have fallen later and less sharply.



<sup>32</sup> HTA: Annual Visitor Research Report (2005-2009) Annual Visitor Research, <http://www.hawaiiitourismauthority.org/research-reports/reports/annual-visitor-research/>.

<sup>33</sup> HTA: Annual Visitor Research Report (2005-2009) Visitor Highlights, <http://www.hawaiiitourismauthority.org/research-reports/research/visitor-highlights/>.

<sup>34</sup> Kauaʻi Tourism Strategic Plan 2006-2015, <http://www.kauai.gov/LinkClick.aspx?fileticket=6DZHN1tuZMA%3d&tabid=59&mid=1903>.



**Gross Valuation of Property**<sup>35</sup>

More than half of Kauaʻi's tax base is in land, with \$12.3 billion valuation in 2010, while buildings add another \$8.3 billion. The net taxable property values have nearly quadrupled since 2001, climbing from \$5.2 billion to \$19.3 billion over this period.

**COUNTY OF KAUAI ASSESSED AND ESTIMATED ACTUAL VALUE OF TAXABLE PROPERTY  
LAST TEN FISCAL YEARS (value in thousands – unaudited)**

<b>FY</b>	<b>Land</b>	<b>Buildings</b>	<b>Total</b>	<b>Exemptions</b>	<b>Net Taxable</b>	<b>Ratio (%) of Net Taxable to Estimated Actual Value</b>
2001	\$3,125,280	\$2,993,369	\$6,118,649	\$959,554	\$5,159,095	84.3
2002	\$3,253,250	\$3,090,767	\$6,344,017	\$904,293	\$5,439,724	85.7
2003	\$3,318,945	\$3,447,559	\$6,766,504	\$896,115	\$5,870,389	86.8
2004	\$3,921,582	\$3,538,013	\$7,459,595	\$939,555	\$6,520,040	87.4
2005	\$4,477,591	\$4,013,219	\$8,490,810	\$1,109,793	\$7,381,017	86.9
2006	\$5,592,330	\$4,826,028	\$10,418,358	\$1,217,165	\$9,201,193	88.3
2007	\$9,131,641	\$6,247,984	\$15,379,625	\$1,625,247	\$13,754,378	89.4
2008	\$10,982,938	\$7,426,225	\$18,409,163	\$1,571,487	\$16,837,676	91.5
2009	\$12,604,914	\$8,412,021	\$21,016,935	\$1,725,331	\$19,291,604	91.8
2010	\$12,277,191	\$8,330,593	\$20,607,784	\$1,672,707	\$18,935,077	91.9

**Living Wage on Kauaʻi**<sup>36</sup>

A 2008 study by Pennsylvania State University estimated the cost of living for low-wage families in each county in the country and provided a Living Wage Calculator online. For Kauaʻi, the following table shows calculations for the wages needed to meet minimum standards of living, taking into account the island's geographic differences in costs and conditions. This has been termed a "living wage" for Kauaʻi. The figure for Kauaʻi's average wage was provided in 2009 by the State of Hawaiʻi Department of Labor Workforce Development Division, Kauaʻi office.

**LIVING WAGE ON KAUAI**

<b>Household Size</b>	<b>Kauaʻi Living Wage</b>	<b>Hawaiʻi Poverty Wage</b>	<b>Kauaʻi Average Wage</b>	<b>Average Wage as % of Living Wage</b>
1 Adult	\$9.82	\$5.04	\$17.00	173%
1 Adult, 1 Child	\$17.92	\$6.68	\$17.00	95%
2 Adults	\$13.98	\$6.49	\$17.00	122%
2 Adults, 1 Child	\$22.08	\$7.81	\$17.00	77%
2 Adults, 2 Children	\$27.74	\$9.83	\$17.00	61%

<sup>35</sup> County of Kauaʻi, Consolidated Annual Financial Reports, <http://kauai.gov>.

<sup>36</sup> Poverty in America, Living Wage Calculator, [www.livingwage.geog.psu.edu/counties/15007](http://www.livingwage.geog.psu.edu/counties/15007).

## Cost of Food

Consumer prices on groceries are rising at a rapid pace. The Garden Island newspaper reported that 35 grocery items purchased at a Lihue supermarket in October 2010 cost \$155.07. The same items purchased at the same store in April 2011 cost \$182.80, representing an 18% increase in six months.<sup>37</sup>

## Oil and Electricity Prices

- U.S. Crude oil prices hit a record \$147 per barrel in the summer of 2008.<sup>38</sup> As of December 31, 2010, crude oil was at \$91.38 per barrel.<sup>39</sup> As this report prepares to go to print, in June 2011 the crude oil price is \$99.29 per barrel.<sup>40</sup>
- Gasoline prices in Lihue (averaging regular and plus) had been steadily rising but dropped in 2010.<sup>41</sup> Prices rose again during the first five months of 2011, then dropped in June 2011.<sup>42</sup>

Year (June)	2000	2005	2008	2010	2011
Cost per gallon	\$2.49	\$3.58	\$4.56	\$3.95	\$4.25

- The member-owned Kauaʻi Island Utility Cooperative (KIUC) operates the electricity system on Kauaʻi. Residential electricity prices per kilowatt hour in 2008 averaged \$0.408, up from \$0.236 in 2000. August 2008 saw the highest rate in KIUC's history at \$0.492 per kilowatt hour.<sup>43</sup> The June 14, 2011 rate was \$0.44, up from \$0.363 in December 2010.<sup>44</sup> [Note: KIUC calculates the cost per kilowatt hour (kWh) as the residential cost billed per month less the customer charge of \$12.00 divided by the number of kilowatt hours used.]



Year (June)	2000	2005	2008	2010	2011
Cost per kWh <sup>45</sup>	\$0.210	\$0.291	\$0.439	\$0.353	\$0.440

<sup>37</sup> "Double-digit Inflation Hits Kauaʻi," The Garden Island, April 3, 2011, page C1.

<sup>38</sup> U.S. Energy Information Administration, "Short-Term Energy Outlook," [www.eia.doe.gov/steo](http://www.eia.doe.gov/steo).

<sup>39</sup> Crude Oil Price History, [www.nyse.tv/crude-oil-price-history.htm](http://www.nyse.tv/crude-oil-price-history.htm).

<sup>40</sup> Crude Oil Price History, [www.nyse.tv/crude-oil-price-history.htm](http://www.nyse.tv/crude-oil-price-history.htm), (June 16, 2011).

<sup>41</sup> Internet Auto Guide, [www.internetautoguide.com/gas-prices/87-int/hawaii/lihue/index.html](http://www.internetautoguide.com/gas-prices/87-int/hawaii/lihue/index.html).

<sup>42</sup> Internet Auto Guide, [www.internetautoguide.com/gas-prices/87-int/hawaii/lihue/index.html](http://www.internetautoguide.com/gas-prices/87-int/hawaii/lihue/index.html), (June 14, 2011).

<sup>43</sup> "KIUC rates drop with oil prices," The Garden Island Newspaper, December 8, 2008  
[www.kauaiworld.com/articles/2008/12/08/news/kauai\\_news/doc493cd20b9bdd5141793823.txt](http://www.kauaiworld.com/articles/2008/12/08/news/kauai_news/doc493cd20b9bdd5141793823.txt)

<sup>44</sup> Kauaʻi Island Utility Cooperative Rate Data Sheet, accessed June 14, 2011,  
[www.kiuc.coop/pdf/energy/ratedata\\_2011.pdf](http://www.kiuc.coop/pdf/energy/ratedata_2011.pdf).

<sup>45</sup> Kauaʻi Island Utility Cooperative

**Bankruptcy Filings****HAWAII BANKRUPTCY FILINGS** <sup>46</sup>

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Total Filings	1,381	2,078	3,104	3,959
Filings per capita (1,000 people)	1.07	1.62	2.41	3.06
State rank based on per capita filings	50	48	45	40

**Education**

- ♦ In 2005-2009, 88% of people 25 years and over had at least graduated from high school and 24% had a bachelor's degree or higher. Twelve percent (12%) were dropouts; they were not enrolled in school and had not graduated from high school.
- ♦ The total annual school enrollment in Kauaʻi County was 14,000 in 2005-2009. Preschool and kindergarten enrollment was 1,400 and elementary or high school enrollment was 10,000 children. College or graduate school enrollment was 2,600.<sup>47</sup>

**EDUCATIONAL ATTAINMENT OF PEOPLE IN KAUAI COUNTY AND HAWAII IN 2005-2009**

	<b>Kauaʻi – Percent of People Age 25 and over<sup>48</sup></b>	<b>Hawaiʻi – Percent of People Age 25 and over<sup>49</sup></b>	<b>U.S. – Percent of People Age 25 and over<sup>50</sup></b>
Graduate or professional degree	7%	9.7%	10.1%
Bachelor's degree	16%	19.5%	17.4%
Associate's degree	11%	9.8%	7.4%
Some college, no degree	22%	21.2%	20.3%
High school diploma or equivalency	31%	29.3%	29.3%
Less than high school diploma	12%	10.6%	15.5%

NOTE: Totals may not add up to 100% due to rounding.

<sup>46</sup> CreditCards.com, [www.creditcards.com/credit-card-news/state-bankruptcy-filings-statistics-1276.php](http://www.creditcards.com/credit-card-news/state-bankruptcy-filings-statistics-1276.php).

<sup>47</sup> U.S. Census Bureau, American Community Survey, page 2, [http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009 5 Year/acs hi 2009 geographic 5 yr/acs09nar kauaicuty 5yr.pdf](http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009%205%20Year/acs%20hi%202009%20geographic%205%20yr/acs09nar%20kauaicuty%205yr.pdf).

<sup>48</sup> U.S. Census Bureau, American Community Survey, page 2, [http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009 5 Year/acs hi 2009 geographic 5 yr/acs09nar kauaicuty 5yr.pdf](http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009%205%20Year/acs%20hi%202009%20geographic%205%20yr/acs09nar%20kauaicuty%205yr.pdf).

<sup>49</sup> U.S. Census Bureau, American Factfinder, [http://fastfacts.census.gov/servlet/STTable?\\_bm=y&-context=st&-qr\\_name=ACS 2009 5YR G00 S1501&-ds\\_name=ACS 2009 5YR G00 &-tree\\_id=5309&-redoLog=false&-caller=geoselect&-geo\\_id=04000US15&-format=&-lang=en](http://fastfacts.census.gov/servlet/STTable?_bm=y&-context=st&-qr_name=ACS%202009%205YR%20G00%20S1501&-ds_name=ACS%202009%205YR%20G00%20&-tree_id=5309&-redoLog=false&-caller=geoselect&-geo_id=04000US15&-format=&-lang=en).

<sup>50</sup> U.S. Census Bureau, American Factfinder, [http://fastfacts.census.gov/servlet/STTable?\\_bm=y&-qr\\_name=ACS 2009 5YR G00 S1501&-geo\\_id=01000US&-ds\\_name=ACS 2009 5YR G00 &-lang=en&-caller=geoselect&-redoLog=false&-format](http://fastfacts.census.gov/servlet/STTable?_bm=y&-qr_name=ACS%202009%205YR%20G00%20S1501&-geo_id=01000US&-ds_name=ACS%202009%205YR%20G00%20&-lang=en&-caller=geoselect&-redoLog=false&-format).

## Health and Social Issues

On Kauaʻi, births to resident teens ages 15-19 have been decreasing after reaching the highest rate in 2007. It should be noted that from 2004-2007 Kauaʻi's teen birth rate exceeded the State's rate. Since 2007, Kauaʻi's rate has declined and the 2010 rate of 40.0 teen births per one thousand women is lower than the State rate of 41.0. The following chart shows the most recent data compiled from two sources – Kids Count Data Center<sup>51</sup> and, for the year 2010, from the County Health Rankings.<sup>52</sup>

### RESIDENT TEEN BIRTHS, AGES 15-19 (Rate per 1,000 women)

	Kauaʻi	State	U.S.
<b>2003</b>	34.3	39.2	42
<b>2004</b>	38.0	37.8	41
<b>2005</b>	41.3	38.3	40
<b>2006</b>	43.1	41.4	42
<b>2007</b>	50.3	41.4	43
<b>2008</b>	NA	42.0	41
<b>2009</b>	NA	NA	39
<b>2010</b>	40.0	41.0	NA

## Cultural Festivals

In recent years, County of Kauaʻi government has augmented State government funding of cultural festivals. The number of events has increased and attendance at events is strong.<sup>53</sup>



### ATTENDANCE AND FUNDING FOR CULTURAL FESTIVALS

	Attendance	Events	County Funding	State Funding	Mixed Funding	Total Funding
<b>2002</b>	NA	5	NA	NA	NA	NA
<b>2003</b>	NA	13	NA	NA	NA	NA
<b>2004</b>	NA	15	NA	NA	NA	NA
<b>2005</b>	74,011	15	NA	NA	\$206,500	\$206,500
<b>2006</b>	55,040	14	NA	NA	\$236,500	\$236,500
<b>2007</b>	58,027	13	NA	NA	\$259,000	\$259,000
<b>2008</b>	39,181	10	NA	\$15,000	\$252,650	\$267,650
<b>2009</b>	75,128	30	\$329,500	\$80,000	NA	\$409,500
<b>2010</b>	88,795	31	\$270,000	\$117,000	NA	\$387,000

<sup>51</sup> Kids Count Data Center, <http://datacenter.kidscount.org/data/bystate/stateprofile.aspx?state=HI&loc=7268>.

<sup>52</sup> County Health Rankings, <http://www.countyhealthrankings.org/hawaii/kauai/14/archived-data/2010>.

<sup>53</sup> County of Kauaʻi, Office of Economic Development

## Indicators and Findings

# Economic and Business Climate

## INDICATORS

- 1 Poverty rate
- 2 Cost of living
- 3 Median family income
- 4 Employment sectors
- 5 Unemployment
- 6 Workers with multiple jobs
- 7 Visitors and spending
- 8 Visitor accommodations
- 9 Home sales
- 10 Affordability of home purchase
- 11 Affordability of home rental



**ECONOMIC AND BUSINESS CLIMATE**

### Purpose of this Section

The *Kaua'i General Plan 2000* and the *Kaua'i Economic Development Plan 2010-2015* each includes a vision for a strong, stable and diversified economy for the island. These plans state the need for numerous job opportunities paying wages that allow people to comfortably support their families. The indicators in this section are designed to reflect how our residents are faring economically, from the perspective of the individual, the family and the diversity of the economy.



# 1 Poverty Rate

**Poverty rate is rising and more children are living in poverty**

Trend



Response



## Description and Relevance

The poverty rate is one measure of how well Kaua'i residents are doing.

The poverty rate shows the percent of residents whose household income is less than the estimated poverty level for the island. The poverty rate for children under 18 shows the percentage who live in households with income below the poverty level.

Poverty statistics are provided by the U.S. Census Bureau as a basis for determining eligibility for federal, state and local programs.

## How is Kaua'i doing?

Since 2007, the number of Kauaians living below the poverty level increased by over 1,000, from 5,632 to 6,672, and the poverty rate rose from 9% to 10.4% in 2009.

The poverty level for a family of four on Kaua'i rose from \$23,750 in 2005 to \$25,360 in 2009.

The number of Kaua'i children living in poverty-level households increased from 1,758 in 2007 to 1,957 in 2009, as the percent of children in poverty increased from 12.5% to 13.5% in 2009.

## DATA TABLE

Indicator 1: Poverty

	Poverty Rate			
	Residents	Kaua'i Total	Kaua'i Children	State Children
2000	6,031	10.3%	14.4%	14.3%
2001	6,578	11.1%	15.0%	14.8%
2002	6,713	11.1%	13.8%	14.6%
2003	6,436	10.5%	14.7%	11.0%
2004	6,740	10.9%	10.4%	10.8%
2005	7,078	11.3%	15.7%	12.5%
2006	5,888	9.4%	12.6%	11.8%
2007	5,632	9.0%	12.5%	10.8%
2008	6,239	9.9%	12.1%	10.9%
2009	6,672	10.4%	13.5%	13.7%

SOURCES: US Census, Small Area Income & Poverty Estimates

<http://www.census.gov/hhes/www/saie/index.html>

\* Poverty Level 2010: \$25,360, Kaua'i family of four and US SSA, Social Welfare and the Economy

<http://www.ssa.gov/policy/docs/statcomps/supplement/2010/3e.html>

CHART 1

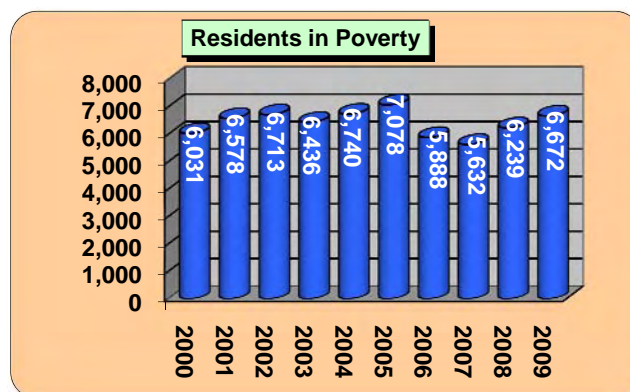
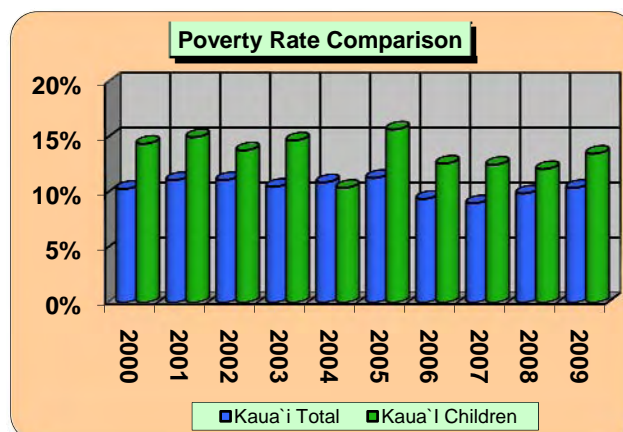


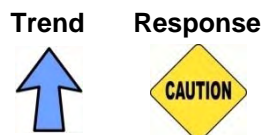
CHART 2





## 2 Cost of Living

**Island prices are rising faster than the national inflation rate**



### Description and Relevance

The cost of living is one measure of how well Kaua'ian households are faring in the local economy.

The consumer price index (CPI) is tracked by the U.S. Bureau of Labor Statistics and expresses the current prices in major metropolitan areas of a basket of goods and services, including housing, electricity, food, and transportation. It looks at the prices during the same period in a previous year, to show the effects of inflation on purchasing power. For the state of Hawai'i, data is available only for Honolulu.

### How is Kaua'i doing?

Since 2007, the Honolulu price index rose by more than 15 points from 219.5 to 234.9, while the U.S. price index rose by nearly 11 points from 207.3 to 218.1.

Because Kaua'i incomes grew more rapidly than the U.S. average at the same time as U.S. prices increased more rapidly than in Hawai'i, the ratio of real Kaua'i family income to the U.S. rose from 1.06 in 2007 to 1.08 in 2010. This resulted in a ratio of real Kaua'i to U.S. family income of 1.08 in 2010, up slightly from 1.06 in 2008.

DATA TABLE

Indicator 2: Cost of Living*			
	Honolulu	U.S.	Ratio HI/US
2000	176.3	172.2	1.02
2001	178.4	177.1	1.01
2002	180.3	179.9	1.00
2003	184.5	184.0	1.00
2004	190.6	188.9	1.01
2005	197.8	195.3	1.01
2006	209.4	201.6	1.04
2007	219.5	207.3	1.06
2008	228.9	215.3	1.06
2009	230.0	214.5	1.07
2010	234.9	218.1	1.08

\* Consumer Price Index, 1982-84=100  
 SOURCE: Bureau of Labor Statistics, Consumer Price Index  
<http://www.bls.gov/data/#prices>

CHART 1

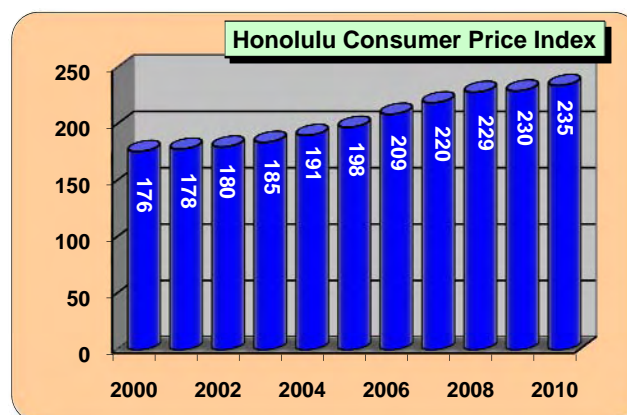
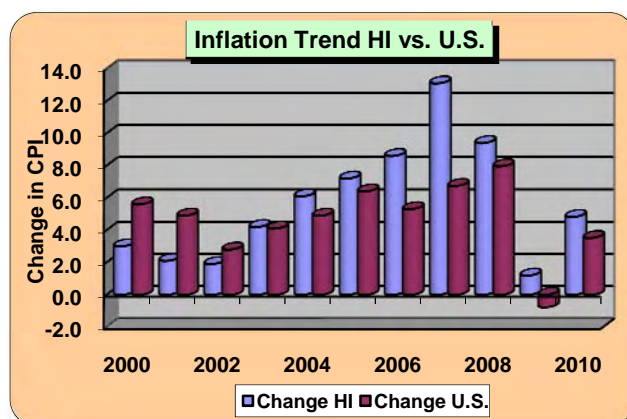
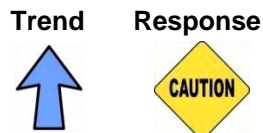


CHART 2



# 3 Median Family Income

**Family income increases recently but lags behind inflation**



## Description and Relevance

Family income is one measure of how well Kaua'i residents are doing.

Median income data show the income of families in the middle of the island's income distribution (*i.e.*, 50 percent earn more, and 50 percent earn less than this amount).

The federal government provides annual estimates of median family income for each geographic area as a basis for determining eligibility for federal housing programs.

## How is Kaua'i doing?

Since 2008, Kaua'i median family income rose by \$3,700 from \$66,800 to \$70,500, or +5.6% in current dollars, yet income rose by only 2.8% in constant (*deflated*) terms, which takes inflation into account.

Note that Kaua'i real incomes were actually 5.3% lower in 2010 than they were in 2000. Real incomes in the U.S. were up by only 1.3% over the same period.

The ratio of real Kaua'i family income to the U.S. median family income remained the same at 1.02 in 2008 and 2010.

DATA TABLE

Indicator 3: Median Family Income				
	In Actual Dollars		In Real Dollars*	
	Kaua'i	U.S.	Kaua'i	U.S.
2000	\$55,900	\$50,200	\$31,707	\$29,152
2001	\$55,900	\$52,500	\$31,334	\$29,644
2002	\$56,300	\$54,400	\$31,226	\$30,239
2003	\$56,100	\$56,500	\$30,407	\$30,707
2004	\$56,300	\$57,500	\$29,538	\$30,439
2005	\$57,900	\$58,000	\$29,272	\$29,698
2006	\$60,900	\$59,600	\$29,083	\$29,711
2007	\$63,300	\$59,000	\$28,838	\$28,455
2008	\$66,800	\$61,500	\$29,188	\$28,564
2009	\$70,600	\$64,000	\$30,689	\$29,832
2010	\$70,500	\$64,400	\$30,017	\$29,534

SOURCE: US HUD, User Data Sets  
<http://www.huduser.org/datasets/il.html>  
 \* Deflated using the Honolulu and U.S. Consumer Price Index

CHART 1

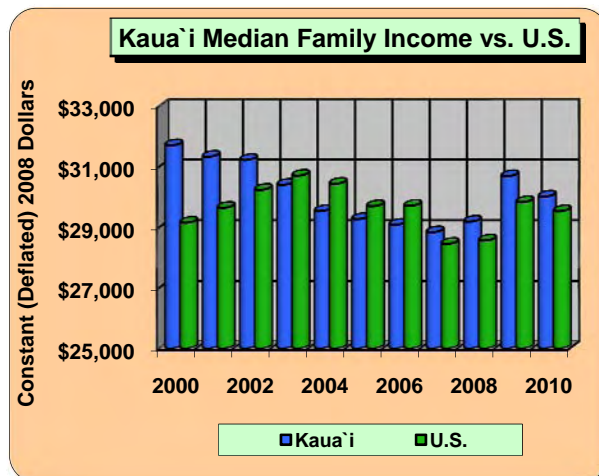
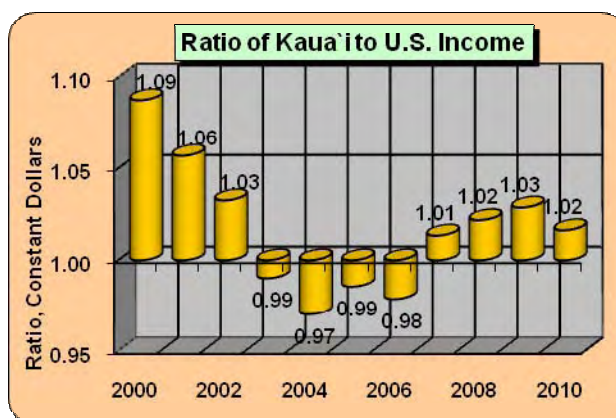


CHART 2



# 4 Employment Sectors

**Total job count declines as tourism begins recovery**



## Description and Relevance

The composition of Kaua'i's job base is one measure of how well Kauaians are doing in their work life.

The State of Hawai'i provides estimates of job counts for each sector of the Kaua'i economy to support more informed decisions by employers and employees.

## How is Kaua'i doing?

After employment peaked in 2008, the only sector to stay near boom levels was government, which increased by 50 jobs from 2008 to 2010.

The sector that was previously growing fastest, "Other Services", also decreased slowest, falling from 7,900 to 7,700 jobs between 2008 and 2010. This job sector includes business and professional services.

After peaking in 2008, the leisure and hospitality sector had decreased by 900 jobs in 2010, ending the decade where began in 2003, before Kaua'i's economic boom.

Since 2000, the Other Services sector increased its share of total jobs from 22.2% to 24.7%, while leisure and hospitality lost share from 30.4% to 28.4%.

Since 2008, retail trade lost 400 jobs and another 850 jobs were cut across all other sectors.

DATA TABLE

Indicator 4: Job Count by Sector

	Leisure/Hospitality	Government	Retail Trade	Other Services	All Other	Total
2000	7,800	4,100	3,800	5,700	4,200	25,600
2001	7,650	4,100	3,800	6,200	3,900	25,650
2002	7,550	4,200	3,700	6,250	4,300	26,000
2003	8,000	4,200	3,850	6,500	4,500	27,050
2004	8,400	4,200	4,050	6,950	4,450	28,050
2005	8,550	4,200	4,050	7,450	4,650	28,900
2006	8,650	4,250	4,050	7,650	5,050	29,650
2007	8,850	4,300	4,200	7,850	5,100	30,300
2008	8,900	4,400	4,150	7,900	5,050	30,400
2009	7,800	4,450	3,800	7,750	4,350	28,150
2010	8,000	4,450	3,750	7,700	4,200	28,100

Source: HI DLIR, Workforce Informer, Job Count by Industry  
[http://www.hiwi.org/analyzer/session/session.asp?cat=HST\\_EMP\\_WAGE\\_IND](http://www.hiwi.org/analyzer/session/session.asp?cat=HST_EMP_WAGE_IND)

CHART 1

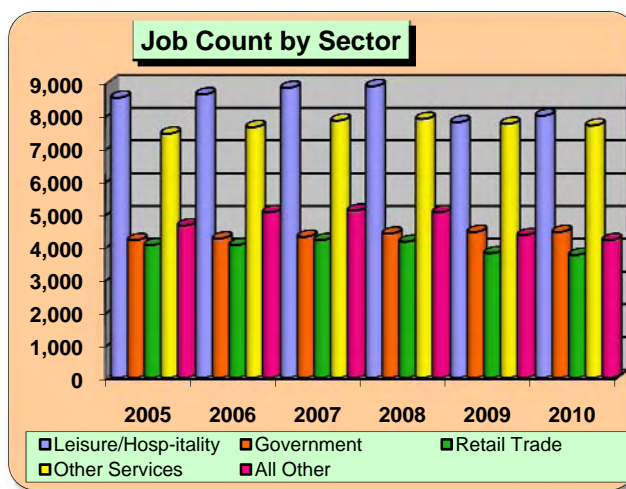
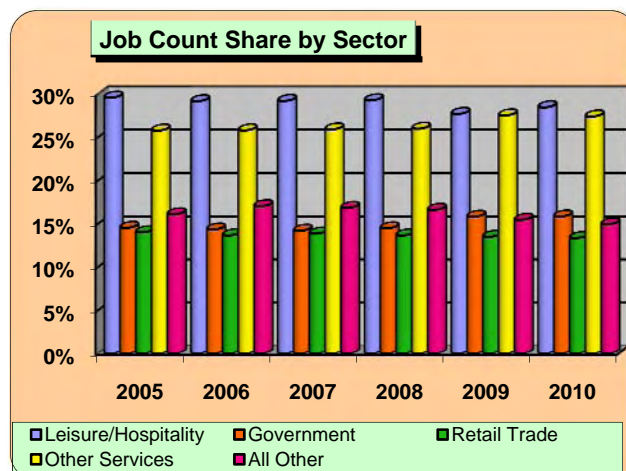


CHART 2





# 5 Unemployment

**Unemployment continues to remain high after setting record lows**



## Description and Relevance

Unemployment is one measure of how well Kaua'i's job market is meeting the needs of local workers.

The State provides statistics on the number and rate of unemployment as a basis for assessing the health of the island labor market.

## How is Kaua'i doing?

The number of unemployed more than tripled since 2007, increasing from 850 to 2,780 in 2010.

The unemployment rate climbed from 2.5% in 2007 to 9.3% in 2009, before easing back to 8.7% in 2010.

At the same time, the number of jobs decreased by 3,550, while the local labor force decreased by 1,330 due to falling participation rates.

The official unemployment index, based on a monthly survey of sample households, counts only people who reported looking for work in the past four weeks. It doesn't account for part-time workers who want to work more hours but cannot, due to the tight job market, nor does it include those who have given up trying to find work.

The Kaua'i Workforce Development Division estimates the unemployment number is likely at least 2% higher and possibly considerably more when taking into account the number of people whose benefits expired before they found a job or who were not eligible for unemployment benefits at all.

DATA TABLE

	Employment	Unemployment	Unemployment rate
2000	29,000	1,350	4.5%
2001	28,950	1,550	5.0%
2002	29,100	1,350	4.4%
2003	30,000	1,250	4.0%
2004	30,550	1,050	3.4%
2005	31,450	900	2.7%
2006	32,150	800	2.4%
2007	32,400	850	2.5%
2008	32,600	1,550	4.5%
2009	29,175	2,980	9.3%
2010	29,050	2,780	8.7%

Source: HI DLIR, Workforce Informer

[http://hawaii.gov/labor/rs/UI\\_STATS.htm](http://hawaii.gov/labor/rs/UI_STATS.htm)

CHART 1

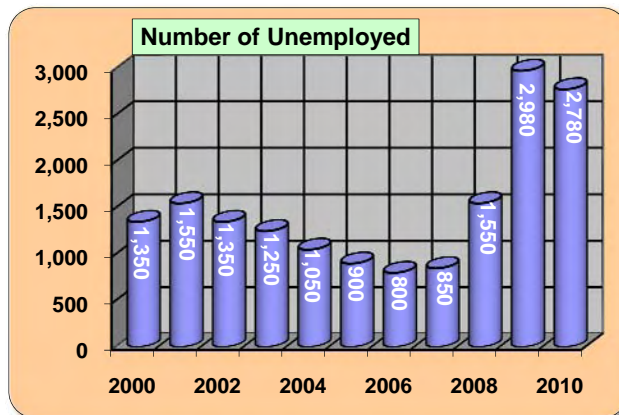
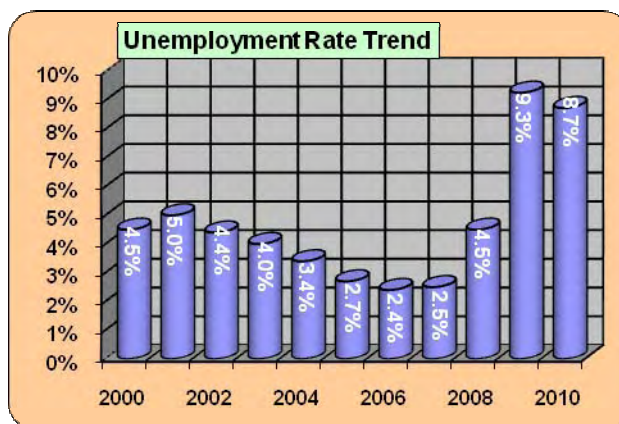


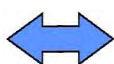
CHART 2



## 6 Workers With Multiple Jobs

**Multiple jobs remain important to Kaua'i families**

Trend



Response



### Description and Relevance

The number of Kaua'i workers holding multiple jobs is one measure of well-being.

Official statistics on multiple jobholders are derived from data regarding the number of workers and the number of jobs.

### How is Kaua'i doing?

Using figures reported to the Hawai'i Department of Labor, the number of multiple jobholders rose to 1,450 in 2010 from 1,300 in 2008.

This represented 4.6% of all Kaua'i workers in 2010, up from 4.0% in 2008. The comparable rate for the State was 5.7% in 2010.

It should be noted that these figures do not include people working for cash or other unreported income.

NOTE: The 2011 KPAA telephone survey of 400 Kaua'i households found that while 38% of households have more than one paid worker, fully 26% have workers with multiple jobs.

This represents 17% of workers who have more than one job. At the same time, 24% of workers work more than 40 hours a week.

DATA TABLE

Indicator 6: Multiple Jobholders

	Job Count	Employment	Multiple Jobholders	Percent of Workers	State Percent
2000	25,600	29,000	3,400	11.2%	8.2%
2001	25,650	28,950	3,300	10.8%	8.6%
2002	26,000	29,050	3,050	10.0%	7.4%
2003	27,050	30,050	3,000	9.6%	6.7%
2004	28,050	30,500	2,450	7.8%	4.4%
2005	28,800	31,050	2,250	7.1%	2.9%
2006	29,650	31,450	1,800	5.6%	1.5%
2007	30,350	31,650	1,300	4.0%	0.5%
2008	29,850	31,150	1,300	4.0%	2.2%
2009	27,500	28,950	1,450	4.5%	5.4%
2010	27,600	29,050	1,450	4.6%	5.7%

Source: HI DLIR, Workforce Informer

<http://www.hiwi.org/gsipub/index.asp?docid=421>

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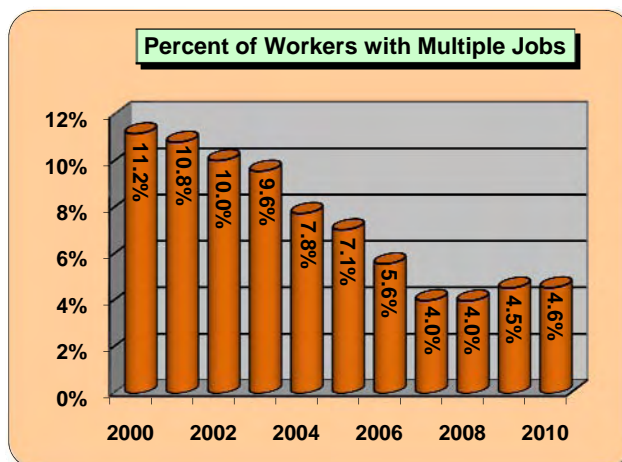
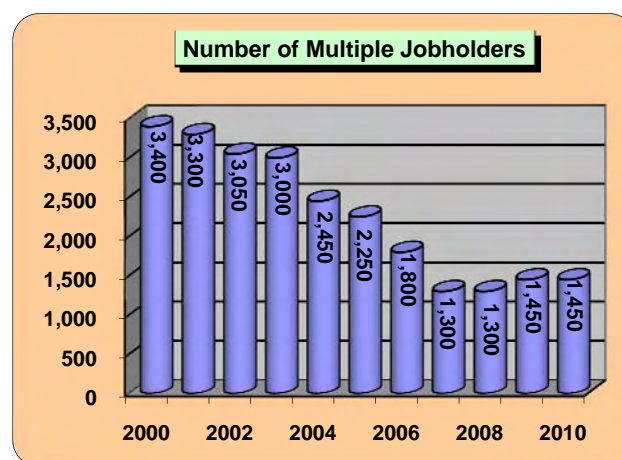


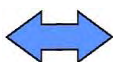
CHART 2



# 7 Visitors and Spending

**Visitor counts and daily spending remain flat**

Trend



Response



## Description and Relevance

The volume of visitor traffic and spending is one measure of how well Kaua'i's leading industry is doing.

The State collects statistics on the visitor industry as a basis for assessing this leading driver of the island's economy.

## How is Kaua'i doing?

After peaking in 2007, the average number of visitors on Kaua'i fell from 22,207 to 19,682 in 2010, which was up from the low point of 18,639 in 2009.

The total number of visitors each year remained above 1 million in all years except 2003 and 2009, and total spending exceeded \$1 billion except in these two years.

Spending per person per day fell from a high of \$168 in 2006 to \$146 in 2009 before rebounding to \$156 in 2010.

Total visitor days moved back over the 7 million mark in 2010 after slipping to 6.8 million days in 2009.

DATA TABLE

Indicator 7: Visitors and Spending					
	Visitor Days (M)	Visitors (M)	Visitor Spending (\$M)	Average Daily Visitors	\$ Per Person Per Day
2000	6.6	1.1	NA	18,136	NA
2001	6.1	1.0	NA	16,873	NA
2002	6.2	1.0	\$971.2	17,431	\$149.24
2003	6.5	1.0	\$1,009.2	18,138	\$155.09
2004	6.9	1.0	\$1,104.6	19,046	\$163.20
2005	7.2	1.1	\$1,173.0	19,326	\$163.12
2006	7.6	1.2	\$1,247.7	20,903	\$168.14
2007	8.1	1.3	\$1,372.7	22,207	\$165.96
2008	7.3	1.0	\$1,169.9	19,956	\$157.40
2009	6.8	0.9	\$983.7	18,639	\$145.83
2010	7.2	1.0	\$1,122.9	19,682	\$156.30

Source: HI DBEDT, Monthly Visitor Statistics  
<http://www.hawaii.gov/dbedt/info/visitor-stats/tourism>

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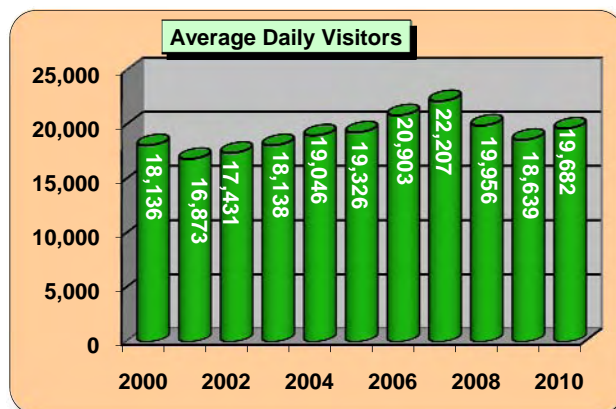
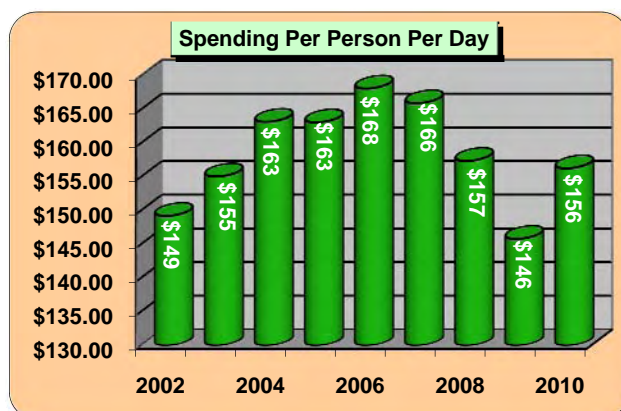


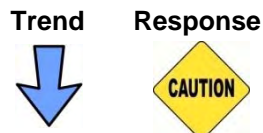
CHART 2





# 8 Visitor Accommodations

*Traditional lodging losing share as total units decline*



## Description and Relevance

The inventory of visitor accommodations is one measure of Kaua'i's capacity to support tourism.

The State compiles accommodation statistics, including the recent trend toward visitors choosing timeshare instead of hotel and condo units.

All Kaua'i hotels, condos and timeshare units are located in resort complexes (on-resort), while other accommodations (including second homes) are located off-resort.

## How is Kaua'i doing?

Total visitor accommodations continued to climb throughout much of the recession to total 9,345 in 2010 from 9,203 in 2008.

While hotel and condo units slipped from 5,131 in 2008 to 4,836 in 2010, and the number of timeshare units remained virtually unchanged, the number of other visitor units increased from 1,795 to 1,883 over this period.

The share of visitors staying only On Resort jumped from 49% in 2008 to 60% in 2009, while the number staying only Off Resort slumped from 21% to 11% over the same period.

Some properties, such as the St. Regis Princeville, Grand Hyatt Kauai and Marriott Kauai, closed for remodeling during 2009 and 2010, reducing the visitor accommodation inventory during their closure.

DATA TABLE

	Hotel/Condo	Time-share	Other	Total Units	Rate of Change
2000	5,042	1,521	596	7,159	NA
2001	5,076	1,599	527	7,202	0.6%
2002	4,793	1,641	603	7,037	-2.3%
2003	4,799	1,657	801	7,257	3.1%
2004	5,200	2,034	871	8,105	11.7%
2005	4,987	2,115	979	8,081	-0.3%
2006	5,378	1,994	894	8,266	2.3%
2007	5,062	2,035	1,595	8,692	5.2%
2008	5,131	2,276	1,796	9,203	5.9%
2009	5,282	2,679	1,508	9,469	2.9%
2010	4,836	2,626	1,883	9,345	-1.3%

Source: DBEDT, Visitor Plant Inventory  
<http://www.hawaii.gov/dbedt/info/visitor-stats/visitor-plant/>

CHART 1

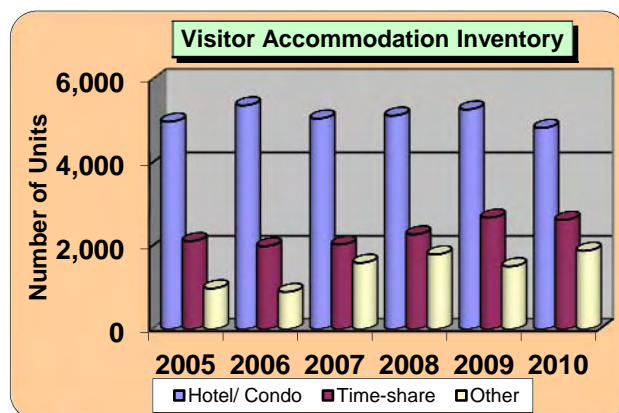
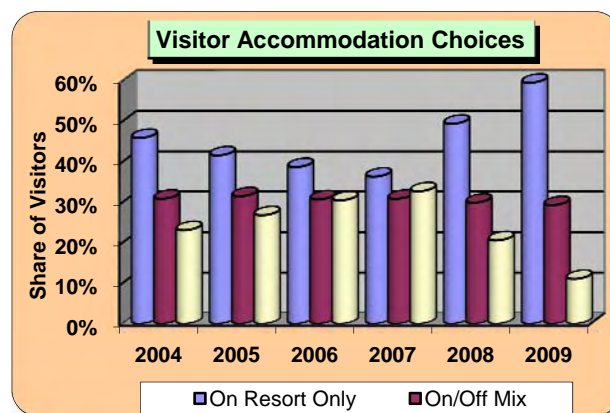


CHART 2





# 9 Home Sales

*Home sales are bouncing back from recessionary lows*



## Description and Relevance

The number of homes sold is one measure of how well the Kaua'i real estate market is doing.

The rate of home sales shows the number of homes and condos sold on Kaua'i each year. The trend in housing prices shows the number of homes sold in three price groups, including under \$500,000, up to and over \$1 million.

Real estate statistics are provided by the Kaua'i Board of Realtors.

## How is Kaua'i doing?

Since 2005, the number of homes sold has fallen each year until 2010, when sales rebounded from a low of 262 units in 2009 to 362 units in 2010.

The number of condos sold likewise declined dramatically from 670 in 2005 to 161 in 2009, before climbing back to 239 in 2010.

Most home sales have been in the \$500,000-\$1 million price group during this period, although the under \$500,000 group saw the greatest number of sales in the last two years.

The sale of million dollar homes dropped from 127 in 2005 to 38 in 2009, and then rose slightly to 50 units in 2010.

DATA TABLE

Indicator 9: Home Sales					
	Condos Sold	Homes Sold	Homes Sold by Price		
			<\$500k	\$5-999k	>\$1M
2005	670	674	202	345	127
2006	698	476	107	253	116
2007	295	408	106	204	98
2008	169	284	104	122	58
2009	161	262	136	88	38
2010	239	362	179	133	50

Source: Kauai Board of Realtors, June 2011

CHART 1

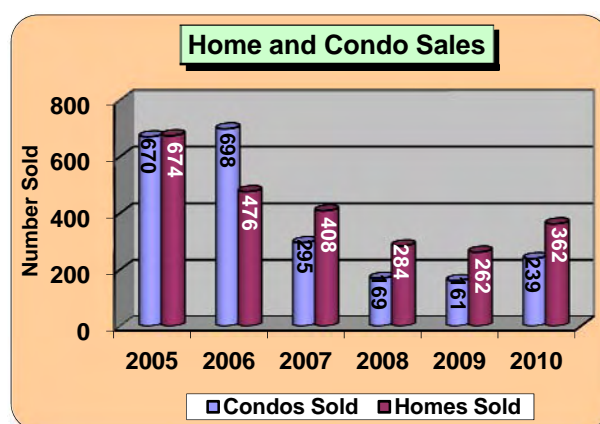
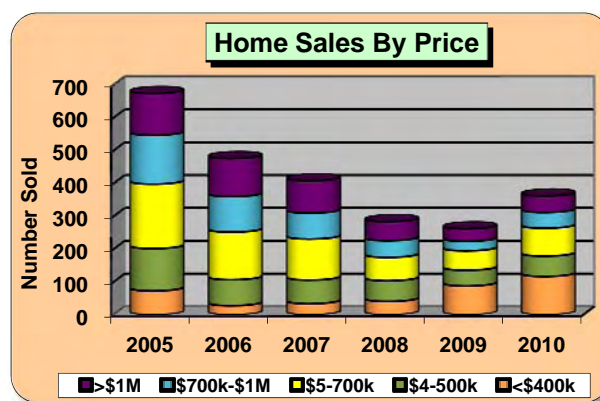
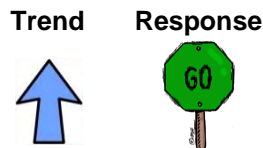


CHART 2



# 10 Affordability of Home Purchases

**Housing affordability improves as home values stay low**



## Description and Relevance

The affordability of home buying is one measure of how well Kaua'i's housing market is meeting local needs.

The National Association of Realtors provides statistics and a consistent methodology for determining the affordability of housing in different locations on a comparable basis.

The housing affordability index compares the cost of housing with the level of income in each location.

## How is Kaua'i doing?

The housing affordability index climbed back to 77% in 2010, which is where it was in 2000.

This means that a family with the median income in 2010 had only 77% of the necessary income to afford the median-priced home sold.

The index improved significantly from a low of 38% in 2006, as housing prices fell and incomes rose.

Based on this, the median-priced home in 2010 was affordable only to those with incomes of at least \$91,800.

## DATA TABLE

	Median Value	Median Family Income	Monthly Payment	HAI
2000	\$255,000	\$55,900	\$1,511	77%
2001	\$287,000	\$55,900	\$1,528	76%
2002	\$327,750	\$56,300	\$1,657	71%
2003	\$366,375	\$56,100	\$1,720	68%
2004	\$499,000	\$56,300	\$2,342	50%
2005	\$639,000	\$57,900	\$3,037	40%
2006	\$675,000	\$60,900	\$3,381	38%
2007	\$650,000	\$63,300	\$3,232	41%
2008	\$615,000	\$66,800	\$2,997	46%
2009	\$469,400	\$70,600	\$1,911	77%
2010	\$493,600	\$70,500	\$1,912	77%

Source: National Association of Realtors, Housing Affordability Index  
<http://www.realtor.org/Research.nsf/Pages/HousingInx>

CHART 1

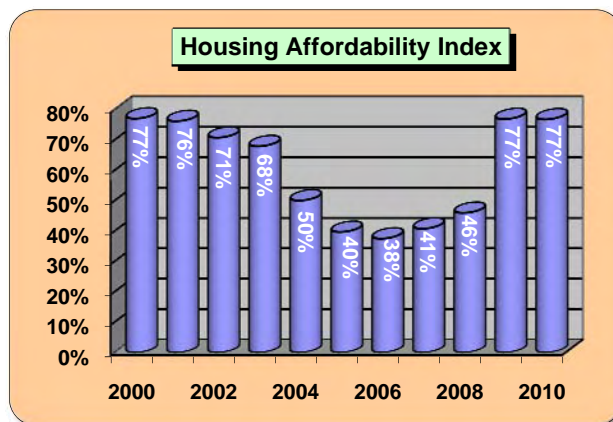
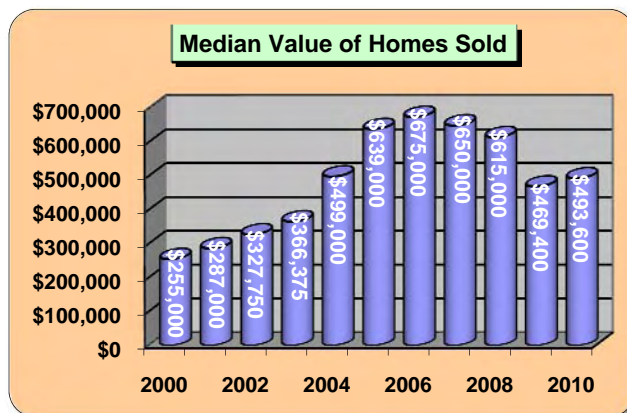


CHART 2



# 11 Affordability of Home Rental

**Median rents rise sharply as affordability declines**



## Description and Relevance

The affordability of rental housing is one measure of how well Kaua'i's housing market is meeting local needs.

The U.S. Department of Housing and Urban Development (HUD) provides statistics on "fair market rents," which is defined as the dollar amount below which 40 percent of the standard-quality rental housing units are rented. The rental affordability index compares the "fair market rent" for a 2 or 3-bedroom unit with the rent that could be paid with 30% of median family income.

## How is Kaua'i doing?

The monthly cost of home rentals jumped sharply during the recession from \$1,183 for a 2-bedroom unit in 2008 to \$1,399 in 2010. Rents for a 3-bedroom unit also jumped from \$1,485 to \$1,756 during the same period.

The gross income available for rent payments increased from just under \$1,670 in 2008 to just under \$1,763 in 2010.

The ratio between rent money available and rental costs for a 3-bedroom unit fell back to 100% last year from 112% in 2008, which means that the median family income had sufficient rent money available in 2010.

DATA TABLE

	Monthly 2BR Rents	Monthly 3BR Rents	30% of Gross Income	Income to 3BR Rent
2000	\$1,092	\$1,445	\$1,398	97%
2001	\$1,076	\$1,424	\$1,398	98%
2002	\$1,077	\$1,426	\$1,408	99%
2003	\$1,084	\$1,434	\$1,403	98%
2004	\$1,102	\$1,458	\$1,408	97%
2005	\$1,061	\$1,332	\$1,448	109%
2006	\$1,096	\$1,375	\$1,523	111%
2007	\$1,134	\$1,423	\$1,583	111%
2008	\$1,183	\$1,485	\$1,670	112%
2009	\$1,318	\$1,654	\$1,765	107%
2010	\$1,399	\$1,756	\$1,763	100%

Source: U.S. HUD, Fair Market Rent History  
<http://www.huduser.org/datasets/fmr/>

CHART 1

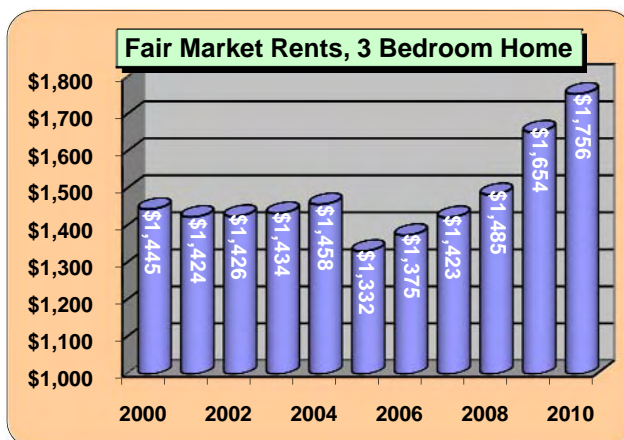
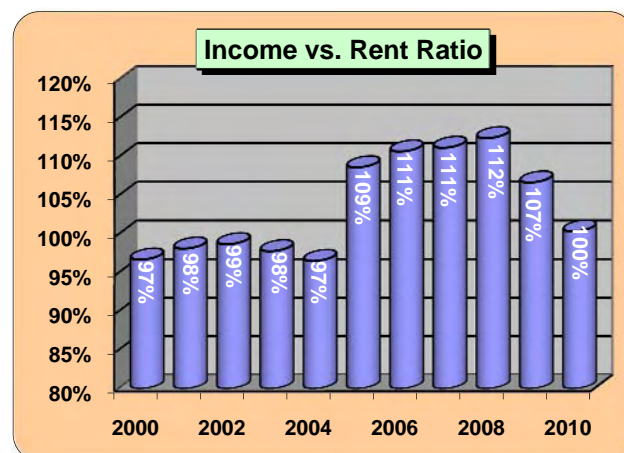
























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**ECONOMIC AND BUSINESS CLIMATE**

<b>NO.</b>	<b>INDICATOR</b>	<b>TREND STATEMENT</b>	<b>TREND</b>	<b>RESPONSE</b>
1	Poverty rate	Poverty rate is rising and more children are living in poverty		
2	Cost of living	Island prices are rising faster than the national inflation rate		
3	Median family income	Family income increases recently but lags behind inflation		
4	Employment sectors	Total job counts decline as tourism begins recovery		
5	Unemployment	Unemployment continues to remain high after setting record lows		
6 *	Workers with multiple jobs	Multiple jobs remain important to Kaua'i families		
7	Visitors and spending	Visitor counts and daily spending remain flat in 2010		
8	Visitor accommodations	Traditional lodging losing share as total units decline		
9	Home sales	Home sales are bouncing back from recessionary lows		
10	Affordability of home purchase	Housing affordability improves as home values stay low		
11	Affordability of home rental	Median rents rise sharply as affordability declines		

**Opportunities for Action – What You Can Do**

Suggested actions for this group of indicators are listed below. These “opportunities for action” are designed to move the trend in a more desirable direction. Some of these opportunities focus on what individuals and families can do. Others focus on needed improvements in policies, initiatives, programs and investments by government, business or nonprofits. Consider where you can make a difference.

- Promote greater economic resilience through expanded agriculture and food production, energy efficiencies, renewable energy generation, and other clean technologies.

- Support/create government policies and programs that provide encouragement, training and incentives to make farming a viable economic sector, such as continued support for marketing and branding programs like Kaua'i Made and Kaua'i Grown, strengthening processing and distribution capability, promoting agritourism, and fostering "agriculture in the classroom" activities to encourage a new generation of farmers.
- Encourage large stores on the island to regularly sell Kaua'i grown and Kaua'i made produce and products.
- Continue to pursue economic diversification that creates new employment opportunities with living wages.
- Promote creation of mixed use developments in urban areas that offer a variety of housing types for rental and for purchase, including affordable housing and multi-family units, to serve a range of income and age levels.
- Support home ownership preparation and education programs.



# Public Education

## INDICATORS

- 12 Kindergarten readiness
- 13 Student achievement
- 14 Graduation rates
- 15 Post-high school education and training
- 16 College readiness



Public Education

### Purpose of this Section

The resilience of a community to meet its economic needs relies in large part on the preparation, skills and abilities of its workforce, along with workforce innovation, flexibility and productivity. The education system is designed to prepare students to take an active role in the workforce and in the community by providing them with skills needed to secure meaningful employment and a good quality of life.

# 12 Kindergarten Readiness

**Kindergarteners rate well as pre-school attendance declines**

Trend



Response



## Description and Relevance

Preschool attendance and scores on readiness assessments are measures of how well kindergarteners at Kaua'i public schools are prepared for their educational experience.

The State provides statistics from the "School Readiness Assessment" for kindergarten attendees.

These data are used to determine the portion of entering kindergarten children who consistently display key characteristics and skills considered important to successful early learning experiences.

## How is Kaua'i doing?

The number of preschoolers attending public kindergarten increased from 739 in 2006 to 826 in 2010.

At the same time, the average (mean) readiness rating climbed from 3.6 to 3.7 based on teacher evaluations.

Virtually all skill and behavior ratings have been steady or increasing slightly, with the exception of preschooler's physical well-being, which is down slightly in 2010.

DATA TABLE

Indicator 12: Kindergarten Readiness					
	2006	2007	2008	2009	2010
Kindergarten Students	739	733	796	828	826
% Attended Preschool	74%	66%	63%	50%	53%
Kindergarten Class Profile - Mean Rating					
Learning Approach*	3.5	3.7	3.6	3.7	3.9
Literacy Concepts & Skills	3.1	3.3	3.2	3.3	3.3
Math Concepts & Skills	3.3	3.4	3.3	3.2	3.4
School Behaviors & Skills	3.5	3.7	3.7	3.7	3.7
Social-Emotional Behaviors	3.8	3.9	4.0	4.0	4.0
Physical Well-Being	4.1	4.2	4.0	4.2	4.0
Overall Mean	3.6	3.7	3.6	3.7	3.7

Source: DOE, School Readiness Assessment, Kindergarten Class Profile  
 \*Scale of 1 to 5 (higher is better)  
<http://arch.k12.hi.us/PDFs/hssra/2011/Kauai/>

CHART 1

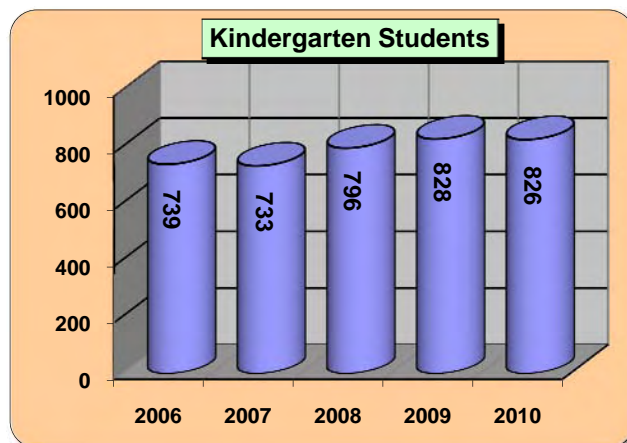
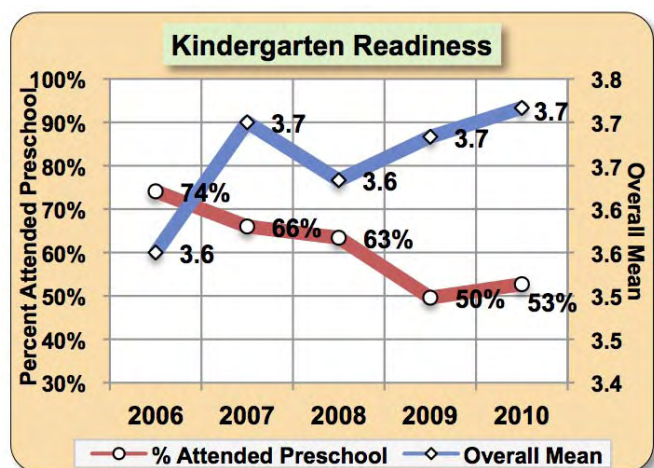


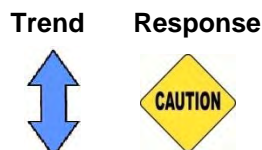
CHART 2





# 13 Student Achievement

**Signs of improvement at Grade 3 while Grade 10 slips further**



## Description and Relevance

Public school student test scores are one measure of how well Kaua'i students are doing.

The State provides statistics from two different testing programs for grades 3 and 10 for each school each year.

These data are used to determine the share of students who score "average or above" on the Terra Nova (formerly the SAT), or who "meet or exceed" the Hawai'i State Assessment (HSA) levels (formerly the HCPS).

## How is Kaua'i doing?

Terra Nova (TN) scores for Kaua'i 10th graders fell from 81% in 2008 to 76% in 2010, while scores for 3rd graders rose from 71% to 78%.

The corresponding statewide TN scores in 2010 were 77% for 10th graders and 76% for 3rd graders.

HCPS/HSA scores for Kaua'i 10th graders fell from 75% in 2008 to 51% in 2010, while 3rd graders have increased from nearly 52% to 61%.

The corresponding statewide HCPS/HSA scores in 2010 were 70% for 10th graders and 69% for 3rd graders.

DATA TABLE

	Grade 10		Grade 3	
	SAT/ TN	HCPS-HSA	SAT/ TN	HCPS-HSA
2002	73%	30%	82%	32%
2003	72%	27%	85%	32%
2004	66%	33%	85%	36%
2005	68%	29%	84%	44%
2006	61%	63%	87%	37%
2007	83%	77%	78%	55%
2008	81%	75%	71%	52%
2009	78%	55%	77%	55%
2010	76%	51%	78%	61%

Source: HI DOE  
 Compiled from <http://arch.k12.hi.us/school/trends/trends.html>  
 SAT changed to Terra Nova (TN) in 2006  
 HCPS changed to HI State Assessment (HSA) in 2006

CHART 1

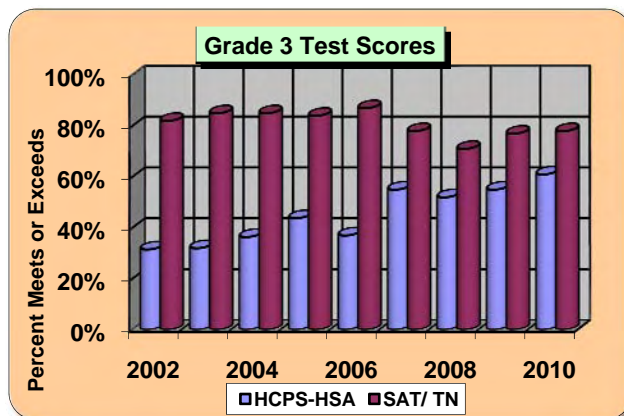
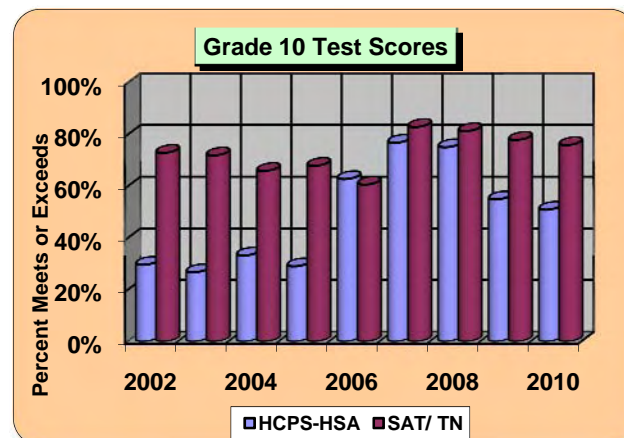


CHART 2



# 14 Graduation Rate

***On-time graduation rates slipping, yet still above State rates***



## Description and Relevance

Public high school graduation rates are one measure of how well Kaua'i students are doing.

The State provides statistics for seniors graduating on time (in four years), seniors completing their final year after more than four years, and freshmen who drop out of their class before graduating.

These data are calculated differently and are not comparable with national graduation rates.

## How is Kaua'i doing?

The share of students who graduate on time has fallen from 86% in 2008 to 85% in 2009 and to 83% in 2010.

The share of seniors completing their high school education and graduating in four or more years climbed from 92% to 97% between 2008 and 2010.

The share of freshmen who drop from their class before graduating climbed from 11% in 2008 to 13% in 2010. There are a variety of reasons they may drop, including leaving school, being home schooled, transferring to a private school or moving out of state.

The Kaua'i graduation rate has consistently been between 3% and 9% above the reported State graduation rate.

DATA TABLE

Indicator 14: Public High School Graduates

	Seniors	Senior Completers	Freshmen Dropped	Grad on Time *	State Rate**
2001	722	98%	15%	85%	79%
2002	718	97%	11%	89%	80%
2003	668	96%	15%	85%	80%
2004	703	95%	14%	86%	80%
2005	730	94%	13%	87%	80%
2006	717	97%	12%	88%	79%
2007	674	93%	16%	84%	80%
2008	708	92%	11%	86%	N.A.
2009	700	94%	12%	85%	80%
2010	604	97%	13%	83%	80%

\* 4-year students graduating on schedule

\*\* Not comparable with national calculations

Source: HI DOE, School Status and Improvement Reports

[http://doe.k12.hi.us/myschool/map\\_kauai.htm](http://doe.k12.hi.us/myschool/map_kauai.htm)

CHART 1

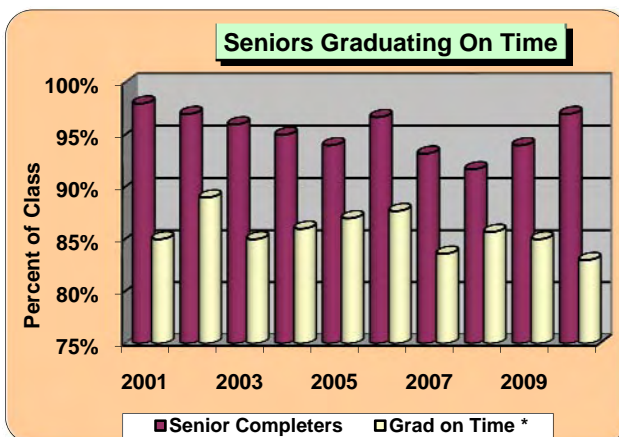
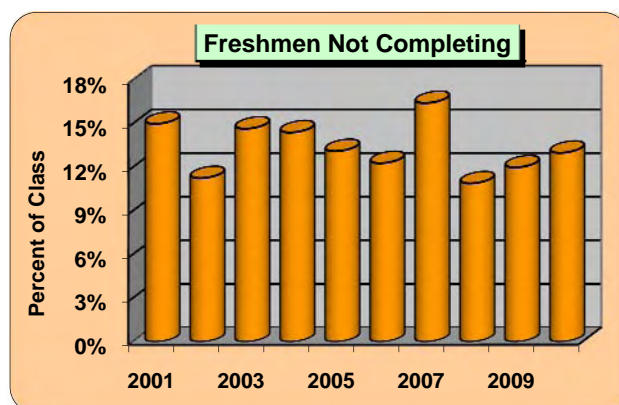


CHART 2



# 15 Post-High School Education and Training

*Share of 4-year college-bound graduates still climbing*



## Description and Relevance

The plans of public high school graduates for continued schooling provides one measure of how well Kaua'i students are preparing to enter the workforce.

The State provides results from a senior exit survey each year that show how many intend to attend a 4-year college in Hawai'i or in another state, and who plan some other postsecondary schooling.

## How is Kaua'i doing?

In 2010, fully 72% of Kaua'i high school graduates planned to attend some form of college or other schooling, and this is up from 70% in 2008.

The share of these going to a 4-year college climbed significantly from 35% in 2008 to 41% in 2010.

At the same time, the share of graduates who planned some other form of schooling such as community college or vocational training, fell from 35% in 2008 to 31% in 2010.

DATA TABLE

	4-Yr. College	Other School	Total Grads	% 4-Yr College	% Other School
2001	200	259	708	28%	37%
2002	196	368	696	28%	53%
2003	143	334	641	22%	52%
2004	186	331	668	28%	50%
2005	162	362	686	24%	53%
2006	221	347	693	32%	50%
2007	230	259	628	37%	41%
2008	226	223	641	35%	35%
2009	275	216	688	40%	31%
2010	236	183	582	41%	31%

Source: HI DOE, P-20 Reports  
<http://www.p20hawaii.org/node/122>

CHART 1

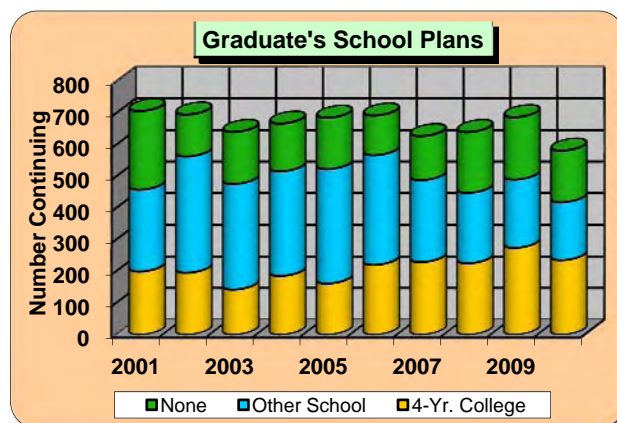
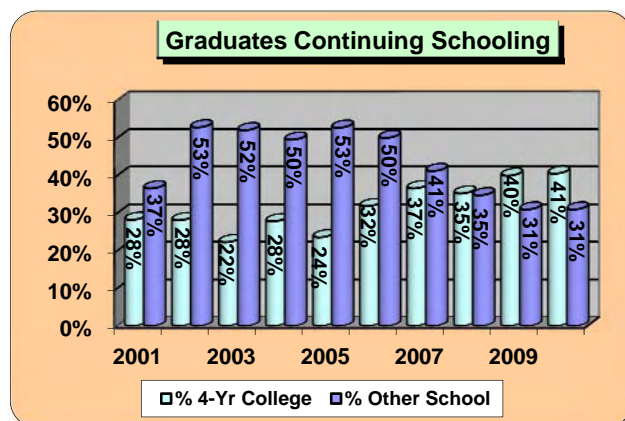


CHART 2





# 16 College Readiness

***Need for remedial or developmental math and English decreases slightly among recent grads***



## Description and Relevance

The skill level of college entrants provides one measure of how well Kaua'i students are doing academically and the effectiveness of the educational system to prepare them for college.

The Hawai'i P-20 program provides results from tests of recent high school graduates entering any campus of the University of Hawai'i (UH) system. The purpose of the tests is to assess their skill level in math and English.

## How is Kaua'i doing?

Tests from 2010 show that for Kaua'i college entrants enrolled in math or English, 39% needed developmental or remedial assistance in math, down from 42% in 2009, while 41% needed further assistance in English, down from 44% in 2009.

In 2010, 17% of Kaua'i students performed at college transfer level in math and 36% in English, compared to 19% and 33% respectively in 2009. In general, based on these reports, the level of readiness has risen slightly in the past year.

Not all students enroll in math or English during their freshman year, so the numbers do not add to 100%. It should be noted that the higher percentages for 2008 are due to reporting only for UH community colleges.

Kaua'i Community College, which administers a different test to incoming students, reported that in Fall 2010, of the Kaua'i high school graduates tested, 86% placed below college transfer level in math, 46% placed below in reading and 62% placed below in writing.

DATA TABLE

Indicator 16: College Readiness\*

	Math		English	
	Develop-mental/ Remedial*	Transfer- Level**	Develop-mental/ Remedial*	Transfer- Level**
2008	65.0%	NA	55.2%	NA
2009	41.6%	18.5%	43.8%	33.1%
2010	39.0%	16.7%	41.4%	35.7%

Source: Hawaii P-20 College & Career Readiness Indicators

<http://www.p20hawaii.org/node/114>

\* Percent of students enrolled in remedial or developmental math or English (2009 & 2010-enrollees in UH System; 2008-only at UHCCs)

\*\* Percent of students enrolled in college-level math or English

CHART 1

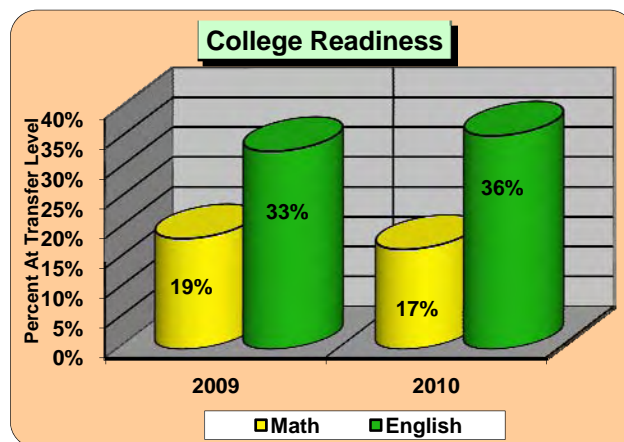
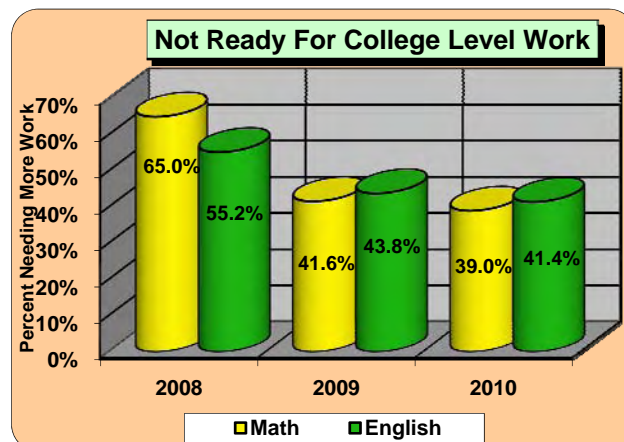












CHART 2



**PUBLIC EDUCATION**

<b>NO.</b>	<b>INDICATOR</b>	<b>TREND STATEMENT</b>	<b>TREND</b>	<b>RESPONSE</b>
12	Kindergarten readiness	Kindergartners rate well as preschool attendance declines		
13	Student achievement	Signs of improvement at Grade 3 while Grade 10 slips further		
14	Graduation rate	On-time graduation rates slipping, yet still above State rates		
15	Post-high school education and training	Share of 4-year college-bound graduates still climbing		
16	College readiness	Need for remedial or developmental math and English decreases slightly among recent grads		

**Opportunities for Action – What You Can Do**

Suggested actions for this group of indicators are listed below. These “opportunities for action” are designed to move the trend in a more desirable direction. Some of these opportunities focus on what individuals and families can do. Others focus on needed improvements in policies, initiatives, programs and investments by government, business or nonprofits. Consider where you can make a difference.

- Encourage the Hawai'i Department of Education to analyze and explain data and trends related to student achievement, school performance and graduation rates so it is easier for the public to assess how well each school and our education system are preparing students for careers and life – and identify ways the community can provide support.
- Identify and support collective approaches that focus on nurturing and developing young people from cradle to career, so they: have strong role models in their life; are prepared for school; are supported in and out of school; have the skills and character to succeed academically; graduate from high school; and are encouraged to attend college or other training, graduate and begin a career.
- Offer vocational education programs for interested youth.
- Strengthen the middle school and high school curriculum that covers interpersonal communications, financial literacy and family management to provide needed life skills.
- Develop activities to encourage and support student academic achievement, comparable to the community's strong support for sports achievement.