

Measuring What Matters for Kauaʻi

Community Indicators Report 2012

EXECUTIVE SUMMARY

CULTURES & ARTS



CIVIC ENGAGEMENT



EDUCATION



NATURAL ENVIRONMENT



LAND USE & RURAL CHARACTER



COMMUNITY HEALTH & WELL-BEING



ECONOMIC & BUSINESS CLIMATE



KAUAʻI PLANNING & ACTION ALLIANCE

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Executive Summary

Don't be afraid to take a big step when one is indicated. You can't cross a chasm in two small steps.

— David Lloyd George, British politician and statesman (1863-1945)

Introduction

This report, *Measuring What Matters for Kaua'i 2012*, is the fourth study of Kaua'i community indicators. Reports were also published for 2010, 2008 and 2006. Kaua'i Planning & Action Alliance (KPAA) has created this biennial report for those who make decisions that affect the lives of residents, the economy and the 'aina. It includes qualitative and quantitative information on significant aspects of Kaua'i to assess the current status and to identify trends over time.

Many of the impacts of the recession that started on Kaua'i in 2008 are behind us, but not all. In 2011 and 2012, to name just a few indicators, Kaua'i's economy rebounded, visitor arrivals increased, the incomes of some grew and home sales rose. At the same time, the poverty rate rose, homelessness increased, child abuse jumped, and those without medical insurance increased. The mixed results of the last two years have to be considered carefully within the context of all that takes place on Kaua'i when planning for the future.

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

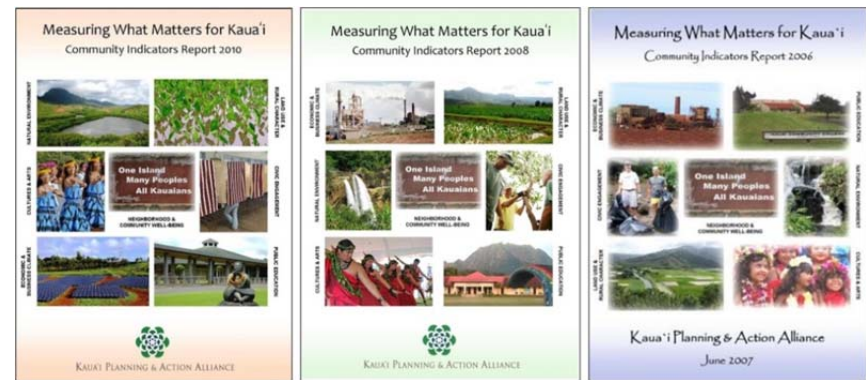
The Community Indicators Advisory Committee and many individuals, agencies and organizations assisted with the development of this report. It was truly a collaborative effort for which KPAA is grateful. Appreciation is also extended to Ken Stokes for his unique ability to translate complex data into easily understandable tables, charts and text; to John Knox & Associates for creating the telephone survey; and to FAQ Hawaii for conducting the survey so that the voice of residents could be heard. The methodology used ensured that input was received from a diversity of residents from all areas of the island.

Kaua'i Planning & Action Alliance is grateful for the financial support of the County of Kaua'i Office of the Mayor, Hau'oli Mau Loa Foundation, Kaua'i Visitor's Bureau, Grove Farm Company, Inc., and Kaua'i Island Utility Cooperative. These donors recognize the value of tracking and reporting information to improve government and community decision-making.

Why Track Indicators?

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?" Indicators are 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 desired directions. And if not, the indicators help to suggest where changes in policies, programs or resource allocations are needed to correct the course. In short, they can be tools to assess Kaua'i's social, economic and environmental vitality and sustainability.

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. This led to a community-based effort to form a neutral 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 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, with 2008 and 2010 editions. This 2012 report is the fourth edition.



Project Purpose

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 also do not adversely impact the community as a whole? These are key questions this report attempts to answer by focusing on 49 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 resource allocation 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 widely distributed to leaders and groups and is intended as a useful reference and decision-support document for the island.

The complete report contains the Kaua`i County Profile that provide a broader overview of the island and additional information not necessarily tracked annually covering: land area and geography; local government finance; representation to state and national government; population and density; population mobility; gender, age and ethnicity; average household size, housing units and occupancy status; economy; education; health and social issues; and cultural festivals.

Recent Events Impacting Indicator Data

Kaua`i felt the full impacts of the global recession from 2008-2010 and although a rebound began in 2011, not all aspects of the community have fully recovered. For example, in 2011 and 2012 visitor arrivals increased, incomes grew and home sales rose. At the same time, the poverty rate rose, homelessness increased, child abuse jumped, and those without medical insurance increased. In January 2014, as this report goes to print, the economic recovery continues, with unemployment down to 5.5% and the visitor industry thriving.

Indicator Selection and Data Gathering

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

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

To plan and prepare for its first report (2006), 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 2010 reports, some indicators were deleted when information was unreliable or not available. A few indicators were added. This 2012 report covers 49 indicators.

For this report, 18 government departments and nonprofit organizations provided data or offered guidance to understand key issues. Wherever possible, data for 2000 through 2012 are shown so that trends over the decade can be identified. In November 2013, a telephone survey of 400 Kaua'i residents over age 18 was conducted to gather qualitative information for 11 indicators. Ken Stokes served once again as the consultant to analyze data and prepare user-friendly text, tables and charts. Kaua'i Planning & Action Alliance staff prepared the final report.







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















2012 Indicator Trends

The following list shows the 49 indicators selected for Kaua'i along with the trend and recommended response for each. It should be noted that the trend arrow is based on the change from the 2010 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 (green Go sign), should be monitored because the trend is mixed or inconclusive (yellow Caution sign) or requires action at the earliest opportunity to change to a more desired direction (red Stop sign). Indicators with an asterisk (*) next to the number denote that the data were gathered in November 2013 through a telephone survey of 400 Kaua'i residents over 18, sponsored by KPAA and conducted by the research firm FAQ Hawaii.





The report contains tables, charts and a narrative for each indicator, offering specific data, visual representations of trends and a discussion of the relevance of the indicator and data. A summary of those trends follows.







Economic and Business Climate

<u>NO.</u>	<u>INDICATOR</u>	<u>TREND STATEMENT</u>	<u>TREND</u>	<u>RESPONSE</u>
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 but lags behind inflation		















4	Employment sectors	Total job count increases as tourism recovers		
5	Unemployment	Unemployment recovering from recession high		
6 *	Workers with multiple jobs	Multiple jobs remain important to Kua'i families		
7	Visitors and spending	Visitor count and daily spending jump		
8	Visitor accommodations	Traditional lodging losing share as total units decline		
9	Home sales	Home sales at all price levels bounce back from recessionary lows		
10	Affordability of home purchase	Housing affordability improves as home values stay low		
11	Affordability of home rental	Median rent falls slightly as affordability improves		















Public Education

<u>NO.</u>	<u>INDICATOR</u>	<u>TREND STATEMENT</u>	<u>TREND</u>	<u>RESPONSE</u>
12	Kindergarten readiness	Kindergartners rate well as preschool attendance declines		
13	Student proficiency	Signs of improvement at Grade 10 while Grade 3 slips slightly		









14	Graduation rate	On-time graduation rate steady, and still above State rate		
15	Graduates enrolled in college	Share of 2-year and 4-year college-bound graduates rising		
16	College readiness	Need for remedial and developmental math and English drops, as college readiness is steady in math and decreases in English		

Community Health and Well-Being











<u>NO.</u>	<u>INDICATOR</u>	<u>TREND STATEMENT</u>	<u>TREND</u>	<u>RESPONSE</u>
17	Emergency food requests	Emergency food requests jump dramatically, then fall slightly		
18	Homelessness	Homelessness increases as share of those sheltered decreases		
19 *	Perception of neighborhood safety	Four of five residents feel safe walking in their neighborhood at night		
20	Violent and property crime	Violent and property-related crime index rates stay high and arrest rate increases		
21	Drug and alcohol arrests	Drug arrests rise as alcohol arrests fall		
22	Child abuse and neglect	Child abuse and neglect cases increase sharply		
23	Medical insurance coverage	Number of medically uninsured jumps		

24	Leading infectious diseases	Three of five reportable leading infectious diseases increase		
25	Leading causes of death	Death rate drops since 2009, yet cancer rate increases		
26	Physical activity and body weight	Rate falls for those not exercising, overweight or obese		
27	Tobacco use	Share of smokers stays steady as those who never smoked increases		
28	Drownings	Number of drowning victims plummets as does visitor share		
29 *	Home internet access	Internet goes to all but 14% of homes and most have high-speed access		
30 *	Aloha spirit	More say the aloha spirit is stronger than previous years		









Civic Engagement





<u>NO.</u>	<u>INDICATOR</u>	<u>TREND STATEMENT</u>	<u>TREND</u>	<u>RESPONSE</u>
31 *	County government services	Satisfaction high for County services, while parks and police lag		
32 *	Community volunteerism	Two-thirds of residents volunteer time and rate stays high		
33 *	Community philanthropy	Fewer residents donated to church and community groups		
34	Voting participation	Registered voters and voter turnout increase		

Natural Environment









<u>NO.</u>	<u>INDICATOR</u>	<u>TREND STATEMENT</u>	<u>TREND</u>	<u>RESPONSE</u>
35	Water quality at public beaches	More beach water samples not meeting State quality standards		
36	Water service	Water connections climb as consumption falls		
37	Energy use and diversification	Electricity usage per residence and sales decline, as renewable share increases		
38 *	Renewable energy production	One-third of residents report using solar hot water and 12% report PV for electricity		
39	Solid waste disposition	Waste diversion rate jumps as landfill disposal rate is nearly steady		

Land Use and Rural Character

<u>NO.</u>	<u>INDICATOR</u>	<u>TREND STATEMENT</u>	<u>TREND</u>	<u>RESPONSE</u>
40	Registered vehicles	Vehicle counts jump as vehicles per capita stays high		
41	Vehicle miles traveled	Vehicle miles and gas demand increase, as miles per vehicle decreases		
42	Bus ridership	Bus ridership still climbing as growth rate slows		
43 *	Alternative transport	Few commuters use bus or carpool, yet many say it is practical		

44	Planning approvals	Zoning amendments increase as subdivision approvals and zoning permits drop		
45	Residential building type	Residential construction stays low as costs stay high		

Cultures and Arts

NO.	INDICATOR	TREND STATEMENT	TREND	RESPONSE
46	Hawaiian language students	Enrollment in Hawaiian language and culture classes still rising		
47 *	Subsistence food sources	Large share of families gather or grow their own food		
48	Canoe paddlers	Total canoe paddlers nearly steady		
49 *	Cultural dance and song	Native Hawaiian hula and other cultural dance and song attract broad participation		

Opportunities for Action – What You Can Do

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 opportunity and responsibility 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 set 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 or resource allocations. Consider where you can make a difference – and then take action.

Economic and Business Climate

- Promote greater economic resilience through expanded agriculture and food production, energy efficiencies, renewable energy generation, and other clean technologies.
- Address social equity issues by supporting programs to transition people from poverty to living wage jobs.
- Strategically pursue economic diversification that creates new employment opportunities with living wages.
- 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.
- Encourage marketing Kaua`i-made products globally.
- Promote creation of mixed use, smart growth 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.
- Support the Keiki to Career Kaua`i initiative that focuses on nurturing and developing young people 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 attend college or other training, graduate and begin a career.
- Offer career and technical education programs for all youth, along with internship and mentoring opportunities.
- Strengthen the middle school and high school curriculum that covers interpersonal communications, financial literacy and family management to provide needed life skills.

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

Community Health and Well-Being

- Encourage individuals and families to establish home or community gardens to grow their own nutritious foods and become more self-sufficient.



- Support programs that provide emergency food and promote food security.
- Develop temporary housing or shelter options to serve those needing assistance.
- Support efforts to strengthen and promote public safety, and continue support for expanded funding and staffing for the Kaua'i Police Department.
- Expand awareness of and support for programs aimed at reducing domestic violence and child abuse.
- Continue to encourage neighborhood watch programs.
- Expand public awareness related to the prevention of infectious diseases such as gonorrhea and Chlamydia.
- Support community education and activities, such as Get Fit Kaua'i and Ho'ola Lahui, that promote a healthy lifestyle, good nutrition and livable communities.
- Continue to 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 use a variety of means to regularly solicit diverse citizen input to clearly understand community needs. Ensure that actions pursued provide broad public benefit.
- Convene stakeholders with divergent views at the same table for respectful discussion, increased understanding and to establish areas of agreement.
- Continue to use technology, such as webcasts, social media, and downloadable documents to improve government transparency and better serve the community in sharing and gathering 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

- Measure and track the island's carbon footprint and initiate public and private efforts to minimize and mitigate carbon emissions.
- Encourage preparation of 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. Set strategic targets of desired outcomes and report progress toward achieving outcomes.
- Direct sufficient funds and effort toward protecting rivers and coastal waters by enforcing current best management practices (BMPs) and updating and strengthening those regulations for agricultural, construction and other projects that might result in discharge or runoff.



- With private, County and State cooperation, prepare a comprehensive water study for agricultural lands, including irrigation ditches and water reservoirs, to determine sources, capacity, current distribution and distribution problems. Then establish the methods needed to protect, restore, distribute and/or develop water sources to support expanded food 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 to reduce electricity use.
- Support and expedite efforts by KIUC and local energy producers to generate safe, clean, affordable 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.
- Vigorously promote resource conservation programs for residents, businesses and government in areas such as water, energy and solid waste management to reduce per capita use and encourage the reuse or recycling of resources whenever possible.



- Initiate a public education campaign designed to minimize unnecessary consumption and maximize the 3 R's (reduce, reuse, recycle).
- 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.
- Determine causes of impaired coastal water quality and initiate efforts to mitigate causes.

Land Use and Rural Character

- Support and strengthen efforts to increase Kaua'i Bus ridership among residents and visitors through expanded marketing and by making the system more user-friendly, such as expanding routes, increasing frequency, making route maps available, increasing 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 transfers of development rights to assure that an adequate number of farmable acres are preserved for food security.
- Prepare a food self-sufficiency and food security plan for the island.
- Develop integrated, self-contained, closed loop food systems that utilize sustainable practices, maximize available resources and increase food self-sufficiency.
- Define the meaning of "farm" to establish parameters for county enforcement.
- For farming and biomass crops, develop and promote methods to replenish agricultural soils. This might include composting, use of sustainable methods and technologies, and use of alternative fertilizers, pesticides and herbicides.
- Improve State Department of Agriculture data collection related to acres in food production, yields and the value of the yields.
- 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 zoned lands to CPRs in order to prevent non-farm “gentlemen’s estates”.
- Define town boundaries then support development that utilizes land within these boundaries through in-fill or redevelopment; limit expansion beyond town boundaries.

Cultures and Arts

- Encourage the use of historic Hawaiian place names rather than nicknames to promote and perpetuate a sense of place.
- Continue to support Hawaiian language and bi-lingual programs that help perpetuate Hawaiian culture.
- Ensure continued access to traditional food gathering, fishing and hunting sites to support self-sufficiency and food security; ensure that sustainable practices are used by all those engaged in these activities.
- Ensure that mauka to makai access for traditional cultural practices is protected and enforced.



Final Note

The complete *Measuring What Matters for Kauaʻi – Community Indicators Report 2012* may be viewed or downloaded from KPAA’s website at <http://www.kauainetwork.org/publications/kpaa-reports-and-publications/>. Readers are encouraged to freely use the report’s data and text provided that credit is given to Kauai Planning & Action Alliance for any citation from the report. Comments or questions may be addressed to:

Kauaʻi Planning & Action Alliance
2959 Umi Street, Suite 201
Lihuʻe, HI 96766
Telephone: 808.632.2005
Fax: 808.632.2018
Email: kpaa@kauainetwork.org

While KPAA makes every effort to present accurate information, mistakes are possible. If the reader notes any inaccuracies in this report, it would be greatly appreciated if these could be brought to the attention of KPAA, along with the correct information and data source.



KAUAI PLANNING & ACTION ALLIANCE

2959 Umi Street, Suite 201, Lihu'e, HI 96766
Telephone: 808.632.2005 Fax: 808.632.2018
kpaa@kauainetwork.org
www.kauainetwork.org