

# Measuring What Matters for Kauaʻi

## Community Indicators Report 2012

**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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## Community Indicators Report 2012

### *Supported by*

County of Kauaʻi  
Hauʻoli Mau Loa Foundation  
Kauaʻi Visitor's Bureau  
Grove Farm Company, Inc.  
Kauaʻi Island Utility Cooperative

### *Prepared by*



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**January 2014**



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## Foreword

*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)

This report, *Measuring What Matters for Kauaʻi 2012*, is the fourth study of Kauaʻi community indicators. Reports were also published for 2010, 2008 and 2006. We have created this report to provide qualitative and quantitative information on significant aspects of Kauaʻi and to help identify trends for those who make decisions that affect the lives of residents, the economy and the ʻāina.

Many of the impacts of the recession that started on Kauaʻi in 2008 are behind us, but not all. In 2011 and 2012, to name just a few indicators, Kauaʻi's economy rebounded, 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. The mixed results of the last two years have to be considered carefully and within the context of all that takes place on Kauaʻi when planning for the future.

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 intended to achieve that vision falls not only to our government leaders but also to businesses, nonprofits, families and individuals. Together we can 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 resource allocations based on the information. Readers are encouraged to freely use the data and text provided. The report may be copied or downloaded for free from the Internet (go to the Publications section of KPAA's website [www.kauainetwork.org](http://www.kauainetwork.org)), provided that credit is given to Kauaʻi Planning & Action Alliance for any citation from the report.



Diane Zachary  
KPAA President & CEO



Mark Hubbard, Chair  
KPAA Board of Directors

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<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 – 2012 Report

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

Jim Bray, Instructor, Island School  
Debra De Luis, Community Director-Kauaʻi, Catholic Charities Hawaiʻi  
Pat Gegen, Chair, Zero Waste Kauaʻi  
Ed Nakaya, Key Account Executive, Kauaʻi Island Utility Cooperative (KIUC)  
Carol Shikada, Complex Area Academic Officer, State Department of Education, Kauaʻi Complex Area  
Beth Tokioka, Communications Director, Office of the Mayor, County of Kauaʻi  
Kaʻeo Bradford, Workforce Investment Act Administrator, Office of Economic Development, County of Kauaʻi  
Kauʻi Castillo, Unit Manager, Queen Liliʻuokalani Children's Center  
Sue Kanoho, Executive Director, Kauaʻi Visitors Bureau

Kauaʻi Planning & Action Alliance staff Diane Zachary, President/CEO, and Rayne Regush, Administrative Coordinator, along with consultant Ken Stokes were responsible for the overall development and preparation of this report.

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Karen Ono, Executive Director, Kauaʻi Board of Realtors



Kirk Saiki, Acting Manager and Chief Engineer, Department of Water, County of Kauaʻi  
Toni Torres, Section Head, Kauaʻi Public Health Nursing, Kauaʻi District Health Office  
Marie Williams, Long-Range Planner, Planning Department, County of Kauaʻi

### Cooperating Agencies

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In addition to those listed above, KPAA was fortunate to receive information and data from many agencies and departments. Sincere appreciation is extended to:

County of Kauaʻi Department of Public Works, Solid Waste Division and Transportation Agency  
County of Kauaʻi Department of Water  
County of Kauaʻi Fire Department  
County of Kauaʻi Housing Agency  
County of Kauaʻi Office of Economic Development  
County of Kauaʻi Planning Department  
County of Kauaʻi Police Department  
Garden Island Canoe Racing Association  
Hawaiʻi Department of Education  
Hawaiʻi Department of Health, Office of Health Status Monitoring  
Hawaiʻi Food Bank-Kauaʻi Branch  
Hawaiʻi Information Service  
Ka Papahana Kaiapuni  
Kauaʻi Economic Opportunity, Inc. (KEO)  
Kauaʻi Independent Food Bank  
Kauaʻi Island Utility Cooperative (KIUC)  
Kauaʻi Visitors Bureau

In addition, KPAA is very grateful to the organizations and county, state and national agencies 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 goes to Ken Stokes for his unique ability to translate complex data into easily understandable tables, charts and text.

Our appreciation goes 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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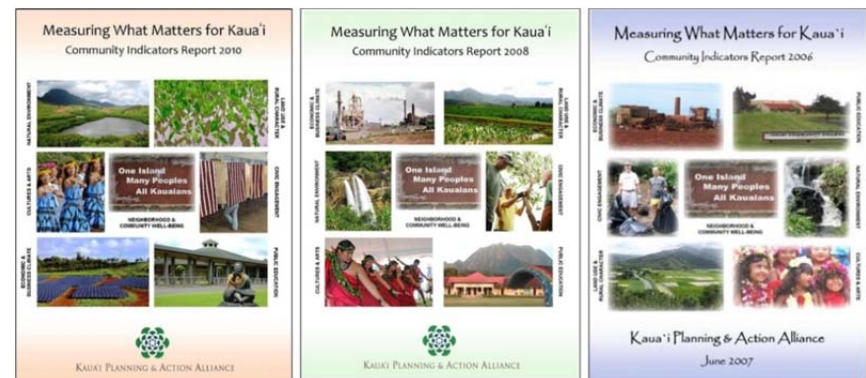
Kauaʻi Planning & Action Alliance is grateful for the financial support of the County of Kauaʻi Office of the Mayor, Hauʻoli Mau Loa Foundation, Kauaʻi Visitor's Bureau, Grove Farm Company, Inc., and Kauaʻi Island Utility Cooperative. Through their support, these donors recognize the value of tracking and reporting information to improve government and community decision-making.

## Executive Summary

### 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 Kauaʻi 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 full report and the executive summary may be viewed or downloaded from KPAA's website [www.kauainetwork.org](http://www.kauainetwork.org) (see Publications section).

### Recent Events Impacting Indicator Data

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Kauaʻi 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

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The indicators in this report represent seven areas important to Kauaʻi:

- 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), Kauaʻi 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.

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.









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.

## 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		





## Executive Summary

## Measuring What Matters for Kaua'i 2012

















5	Unemployment	Unemployment recovering from recession high		
6 *	Workers with multiple jobs	Multiple jobs remain important to Kaua'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**





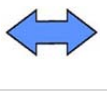



<b><u>NO.</u></b>	<b><u>INDICATOR</u></b>	<b><u>TREND STATEMENT</u></b>	<b><u>TREND</u></b>	<b><u>RESPONSE</u></b>
35	Water quality at public beaches	More beach water samples not meeting State quality standards		
36	Water service	Water connections climb as consumption falls		
37	Energy use and diversification	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**

<b><u>NO.</u></b>	<b><u>INDICATOR</u></b>	<b><u>TREND STATEMENT</u></b>	<b><u>TREND</u></b>	<b><u>RESPONSE</u></b>
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**

<u>NO.</u>	<u>INDICATOR</u>	<u>TREND STATEMENT</u>	<u>TREND</u>	<u>RESPONSE</u>
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-makai access for traditional cultural practices is protected and enforced.



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# 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 49 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.

This report is made available to elected officials, government agencies, schools, nonprofits, businesses and community groups. It is provided to public libraries and may be viewed or downloaded for free 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 Kauaʻi County with census data and other demographic information 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 a place 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 vitality and 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 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. They also must be actionable, offering an opportunity to make changes toward a more desirable outcome.

### **Background on Kauaʻi's Community Indicators Project**

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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. The 2001 report *Shaping Kauaʻi'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 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 with subsequent editions for 2008, 2010 and this current 2012 report.

### **Report Development Process**

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Kauaʻi Planning & Action Alliance's 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).

Six of the original indicators were deleted from the 2008 report<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 total of 57 indicators.

The recession had an impact on the 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 actionable measure. For the 2010 report, two indicators were combined, six were deleted and one indicator was added<sup>3</sup> for a total of 50 indicators.

In 2011 and 2012, the economy continued rebounding, as numbers in this 2012 report will show. As with previous editions, a Community Indicators Advisory Committee was formed. Some of the committee members had served as advisors for the previous reports; other new members were added. A list of the Advisory Committee is included in the Acknowledgements section of this report. With the guidance of the committee, one indicator was deleted for this 2012 report as reliable information was not available and one was replaced<sup>4</sup>, for a total of 49 indicators. The indicators cover seven key areas important to Kaua'i:

- Economic and Business Climate
- Public Education

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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.

<sup>4</sup> 2012 - Deleted indicator: residential building permits. Reworded: post-high school education and training changed to graduates enrolled in college.

- Community Health and Well-Being
- Civic Engagement
- Natural Environment
- Land Use and Rural Character
- Cultures and Arts

### ***Data Gathering & Analysis***

Nearly 20 agencies and organizations assisted in the development of this report by providing Kaua'i Planning & Action Alliance quantitative data on the indicators. Ken Stokes was hired again as the consultant to analyze the data and prepare graphical displays. To secure qualitative data, KPAA contracted with FAQ Hawaii to conduct a telephone survey in November 2013. The survey instrument was prepared by the research firm John Knox & Associates. Four hundred (400) residents from all areas of the island responded to the survey. For the first time, cell phone as well as landline numbers were included in the random calls. The methodology used for the telephone survey is included as Appendix B.

### **Disclaimers**

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 complete. 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.

The website links provided in this report were active and accurate at the time the information was downloaded. However, web URLs and websites change, and as a result, information may be moved or removed, beyond the control of KPAA.

### **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
<hr/>		
<b>Public Education</b>	12	Kindergarten readiness
	13	Student proficiency
	14	Graduation rate
	15	Graduates enrolled in college
	16	College readiness
<hr/>		
<b>Community Health and Well-Being</b>	17	Emergency food requests
	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 *	Home internet access
	30 *	Aloha spirit
<hr/>		
<b>Civic Engagement</b>	31 *	County government services
	32 *	Community volunteerism
	33 *	Community philanthropy
	34	Voting participation
<hr/>		

<b>Natural Environment</b>	35	Water quality at public beaches
	36	Water service
	37	Energy use and diversification
	38 *	Renewable energy production
	39	Solid waste disposition
<hr/>		
<b>Land Use and Rural Character</b>	40	Registered vehicles
	41	Vehicle miles traveled
	42	Bus ridership
	43 *	Alternative transport
	44	Planning approvals
	45	Residential building type
<hr/>		
<b>Cultures and Arts</b>	46	Hawaiian language students
	47 *	Subsistence food sources
	48	Canoe paddlers
	49 *	Cultural dance and song
<hr/>		

\* Data gathered through a November 2013 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 2010 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 (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).

#### ***Trend Symbols – Showing change since the 2010 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

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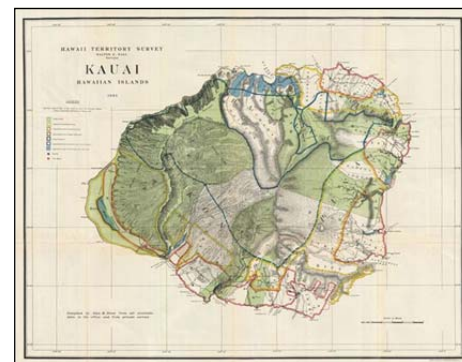
## Profile of Kauaʻi County (December 2013)

The community indicators data focus on aspects of life in Kauaʻi. The following profile of the county provides a context for the data and trends in this report. It is informative, but may not be actionable nor made available on an annual basis.

### 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 approximately 50 miles of coastline.
- ♦ 35% of Kauaʻi is at or below an elevation of 500 feet, and 66% is land with a slope greater than 10%.
- ♦ The following chart represents land use distribution as of December 2012.<sup>5</sup>

Classification by State Land Use Commission	Acres of Land	Percent of Land
Urban	14,573	4.1%
Conservation	198,769	56.2%
Agricultural	139,305	39.4%
Rural	1,253	0.4%
<b>TOTAL</b>	<b>353,900</b>	<b>100.0%</b>



- ♦ In 2011, the State of Hawaiʻi (excluding Department of Hawaiian Homelands) owned 136,159 acres of land on Kauaʻi while 19,515 acres were owned by the Department of Hawaiian Home Lands. The federal government owned 3,437 acres and the County of Kauaʻi owned 706.8 acres. Other major landowners included the Robinson Family (50,670.6 acres), Grove Farm Company (36,138.5 acres), Alexander & Baldwin, Inc. (20,239.7 acres), and Kamehameha Schools (10,876 acres).<sup>6</sup>

<sup>5</sup> Hawaiʻi Databook 2012, Table 6.04 Estimated Acreage of Land Use Districts, by Island: December 31, 2012, <http://dbedt.hawaii.gov/economic/databook/db2012/>

<sup>6</sup> *Ibid.*, Table 6.07 Major Landowners by Island, by Type: 2011

## 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 a 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 3, 2012 include Tim Bynum, Jay Furfaro, Gary L. Hooser, Ross Kagawa, Nadine K. Nakamura, Mel Rapozo and JoAnn A. Yukimura. Mason K. Chock Sr. replaced Nadine Nakamura on November 15, 2013 when Ms. Nakamura left the Council to become the County's Managing Director.



## Local Government Finances<sup>7</sup>

- Tax revenues, which include property taxes, public service company taxes, franchise taxes and fuel taxes, funded 59% of the County budget in FY 2012, down from 64% in FY 2010.
- Inter-governmental revenues from State and Federal governments provided approximately 27% and 28% respectively, of the County's total FY 2011 and FY 2012 budget.

The following chart provides an overview of funding levels and sources for Kauaʻi County government for Fiscal Years 2006 through 2012. The impact of the recession can be seen in the drop in total revenues each year from 2010 through 2012.

**COUNTY GOVERNMENT REVENUES BY SOURCE (in millions)**

	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012
Tax Revenues	\$ 78.7	\$ 91.0	\$ 98.6	\$ 105.1	\$ 102.4	\$ 98.0	\$ 93.5
Inter-Governmental Revenues	\$ 41.4	\$ 49.5	\$ 41.3	\$ 44.8	\$ 37.2	\$ 43.8	\$ 44.8
Other Revenues	\$ 16.9	\$ 19.7	\$ 21.8	\$ 17.4	\$ 20.7	\$ 17.6	\$ 19.2
<b>Total Revenues</b>	<b>\$ 137.0</b>	<b>\$ 160.2</b>	<b>\$ 161.7</b>	<b>\$ 167.3</b>	<b>\$ 160.3</b>	<b>\$ 159.4</b>	<b>\$ 157.5</b>

<sup>7</sup> County of Kauaʻi, "Comprehensive Annual Financial Report" for 2006, 2007, 2008, 2009, 2010, 2011, 2012, <http://www.kauai.gov/Government/Departments/Finance/Reports/tabid/162/Default.aspx>

- ♦ The Other Revenues category includes licenses and permits, rents and concessions, interest, charges for current services, bond subsidy and other miscellaneous revenues and provided approximately 11% and 8% respectively of the County's total FY 2011 and FY 2012 budget.

The following chart provides an overview of County government expenditures for Fiscal Year 2006 through 2012.

**COUNTY OF KAUAʻI PRIMARY GOVERNMENT EXPENDITURES BY FUNCTION (in millions)**

	<b>FY2007</b>	<b>FY2008</b>	<b>FY2009</b>	<b>FY2010</b>	<b>FY2011</b>	<b>FY2012</b>
General Government	\$35.2	\$ 40.0	\$ 38.3	\$ 24.4	\$ 28.6	\$ 32.8
Public Safety, Police & Fire	\$ 29.3	\$ 35.3	\$ 38.2	\$ 46.2	\$ 50.6	\$ 50.6
Public Works, Roads & Sanitation	\$ 37.9	\$ 39.0	\$ 43.0	\$ 42.9	\$ 42.6	\$ 52.4
Culture, Recreation & Public Welfare	\$ 21.8	\$ 31.8	\$ 31.8	\$ 29.4	\$ 27.8	\$ 30.8
Business-Type Activities & Debt Service	\$ 17.1	\$ 19.8	\$ 19.8	\$ 16.9	\$ 18.6	\$ 17.7
<b>Total Expenses</b>	<b>\$ 141.3</b>	<b>\$ 158.3</b>	<b>\$171.1</b>	<b>\$ 160.0</b>	<b>\$ 168.2</b>	<b>\$ 184.4</b>

- ♦ Total FY 2012 County primary government expenditures (not including the Department of Water, which is a semi-autonomous agency) increased by 15% from the FY 2010 level.

## Representation to State and National Government

- ♦ Kauaʻi currently has one state senator, Ronald D. Kouchi - Senate District 8, and three State Representatives: District 14 - Derek S. Kawakami; District 15 - James Kunane Tokioka; and District 16 - Daynette ("Dee") Morikawa.
- ♦ Elected in November 2012 were Congresswoman Tulsi Gabbard representing Kauaʻi (2<sup>nd</sup> District) in the U.S. Congress and U.S. Senator Mazie Hirono (former Congresswoman) to succeed retired Senator Daniel Akaka. Senator Brian Schatz (former Hawaiʻi Lt. Governor) was appointed by Governor Neil Abercrombie to succeed the late U.S. Senator Daniel K. Inouye, who died December 16, 2012. Senator Schatz will serve until an election is held in 2014.
- ♦ 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 68,434 as of 2012 and has a 4.9% share of the state's 1,392,313 total population.<sup>8</sup>
- Between April 2000 and April 2010 Kauaʻi's resident population increased 14.8% (compared to a 12.3% increase for the state of Hawaiʻi).<sup>9</sup>

### STATE AND COUNTY POPULATION 1960-2010

	1960	1970	1980	1990	2000	2010
<b>STATE</b>	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%
<b>KAUAʻI COUNTY</b>	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%

- The daily visitor population increases the resident population by 32.6%. In 2012, the average daily visitor count was 22,318, an increase of 13.4 % from the 2010 count of 19,682.<sup>10</sup> The de facto population (total of residents and average daily visitor count) was 87,044 in 2012.<sup>11</sup>
- The resident population increased 9,971 from 2000 to 2012, and increased an estimated 1,343 between 2010 and 2012. There were 817 more births than deaths between 2010 and 2012.<sup>12</sup> Immigration from other islands, states and countries accounts for the balance.
- An estimated 170 people live on Niʻihau<sup>13</sup>, though this number can reach 250 or more, as family members living for extended periods of time on Kauaʻi for work, school or medical treatment return to the island.
- Resident population in Kauaʻi towns ranges from 10,699 residents in Kapaʻa (the largest) to 450 residents in Hanalei and 431 in Haʻena (2010).<sup>14</sup>



<sup>8</sup> Hawaiʻi Data Book 2012, Tables 1.06 and 1.08 County Population as Share of the State Total: 2000 to 2012, <http://dbedt.hawaii.gov/economic/databook/databookupdate/>

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

<sup>10</sup> Hawaiʻi Data Book 2012, Table 7.06 Average Daily Visitor Census by County, <http://dbedt.hawaii.gov/economic/databook/db2012/>

<sup>11</sup> *Ibid.*, Table 1.09 De Facto Population, by County: 1990 to 2012

<sup>12</sup> Hawaiʻi Data Book 2012, <http://dbedt.hawaii.gov/economic/databook/db2012/>, Table 1.06 Resident Population, by County 2000 to 2012 and Table 1.59 Components of Change in the Resident Population by County: 2010 to 2012

<sup>13</sup> Hawaii Databook 2012, Table 1.05 Resident Population of Islands: 1960 to 2010

<sup>14</sup> *Ibid.*, Table 1.13 – Resident Population of Islands and Census Designated Places: 2010

- Population density is calculated by dividing the 2012 de facto population of 87, 044 (total of residents and daily average visitor count) by the total land area<sup>15</sup> (552.3 square miles) to equal 157.6 people per square mile. In reality, there is little density on the 309.4 sq. miles of Conservation District Land, most of which comprises existing forest and water reserve zones.

### Population Mobility (Migration and Immigration)

- 57% of Kauaʻi's population were born in Hawaiʻi, while 26% were born in a different state of the U.S., 1% were born outside the U.S. in Puerto Rico or U.S. Island areas, 1% were born of American parents abroad, and 15% were foreign born, according to the 2010 Census.<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 lived in the year 2009 and one year earlier, compared to the year 2011 and one year earlier.<sup>17</sup>

#### POPULATION MOBILITY

	2009 AND ONE YEAR EARLIER		2011 AND ONE YEAR EARLIER	
	Kauaʻi	State	Kauaʻi	State
Same house	86%	84%	88.9%	85.5%
Same county	9%	10%	4.8%	8.5%
Different island	1%	1%	0.2%	0.6%
Different state	3%	5%	3.1%	4.2%
Different country	1%	1%	3.0%	1.2%

### Gender, Age and Ethnicity

#### Gender (2012 estimate)<sup>18</sup>

	Kauaʻi	State
Male	50.3%	50.4%
Female	49.7%	49.6%

<sup>15</sup> *Ibid.*, Table 6.04 – Estimated Acreage of Land Use Districts by Island, 2012

<sup>16</sup> U.S. Census, American Fact Finder, [http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_12\\_1YR\\_B05002&prodType=table](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_12_1YR_B05002&prodType=table)

<sup>17</sup> Hawaiʻi Data Book 2012, *op. cit.*, Table 1.64 – Immigration Summary, By County: 2011

<sup>18</sup> U.S. Census Bureau, American FactFinder, Community Facts, Kauaʻi County, Hawaiʻi, [http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC\\_10\\_DP\\_DPDP1](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_DP_DPDP1)

- There are 344 more males than females,<sup>19</sup> according to 2012 census population estimates.

#### Age (2012 estimate)<sup>20</sup>

- In 2012, Kauaʻi County had the state’s highest percentage of population aged 65 and older at 16.1%. The mean age on Kauaʻi is 41.8 years.<sup>21</sup>

	Kauaʻi	State
Under 5 years	6.5%	6.4%
6 to 17 years	16.3%	15.5%
18 to 64 years	61.8%	63.1%
65 and older	16.1%	15.1%



#### Ethnicity – All Ages and Language

- In 2010, the U.S. Census Bureau changed the ethnicity categories. As a result, exact comparisons with previous data cannot be made.

#### ETHNICITY 2012<sup>22</sup>

Ethnicity	Kauaʻi	State
White alone, percent, 2012 (a)	33.3%	26.1%
Black or African American alone, percent, 2012 (a)	0.5%	2.1%
American Indian and Alaska Native alone, percent, 2012 (a)	0.5%	0.4%
Asian alone, percent, 2012 (a)	31.7%	38.3%
Native Hawaiian and Other Pacific Islander alone, percent, 2012 (a)	9.3%	10.1%
Two or More Races, percent, 2012	24.7%	23.0%
Hispanic or Latino, percent, 2012 (b)	9.9%	9.5%
White alone, not Hispanic or Latino, percent, 2012	30.1%	22.8%

(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

<sup>19</sup> Kauaʻi County QuickFacts from the U.S. Census Bureau, <http://quickfacts.census.gov/qfd/states/15/15007.html>

<sup>20</sup> *Ibid.*

<sup>21</sup> Hawaiʻi Data Book 2012, *op.cit.*, Table 1-35 Resident Population by Age, by County: 2012

<sup>22</sup> U.S. Census Bureau, American FactFinder, *op.cit.*



- ♦ Language other than English spoken at home: 21.4% (2008-2012).<sup>23</sup>

## Average Household Size, Housing Units and Occupancy Status

### Household Size<sup>24</sup>

	Households		Population in households		Population per household	
	2000	2010	2000	2010	2000	2010
Kauaʻi	20,147	23,213	57,671	65,760	2.86	2.83
Niʻihau	36	27	160	170	4.44	6.30
State	403,240	455,338	1,175,755	1,317,421	2.92	2.89



- ♦ The household size on Niʻihau is more than double the next highest rate in the State, 2.95 on Oʻahu.
- ♦ 69.5% of households are family households and 22.0% of householders live alone. Of those who live alone, 38.5% are kupuna, ages 65 and older.<sup>25</sup>
- ♦ There are 30,273 housing units (2011 estimate).<sup>26</sup> Of these, 75.6% (22,874) are occupied, while 24.4% are vacant.
- ♦ In 2007-2011, of the total housing units, 74% were single-unit structures, 26% were multi-unit structures, and less than 0.3% were mobile homes. Twenty-nine percent (29%) of the housing units were built after 2000.<sup>27</sup>
- ♦ Between 2008-2012, the homeownership rate on Kauaʻi was 62.9% while the State average was 58.2%.<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.

<sup>23</sup> *Ibid.*, Table 1.46 Language Spoken at Home, by County: 2007-2011

<sup>24</sup> *Ibid.*, Table 1.53 Households, Population in Households, and Population Per Household by County and Island: 2000 and 2010

<sup>25</sup> U.S. Census Bureau, American FactFinder, [http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC\\_10\\_DP\\_DPDP1](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_DP_DPDP1)

<sup>26</sup> *Ibid.*

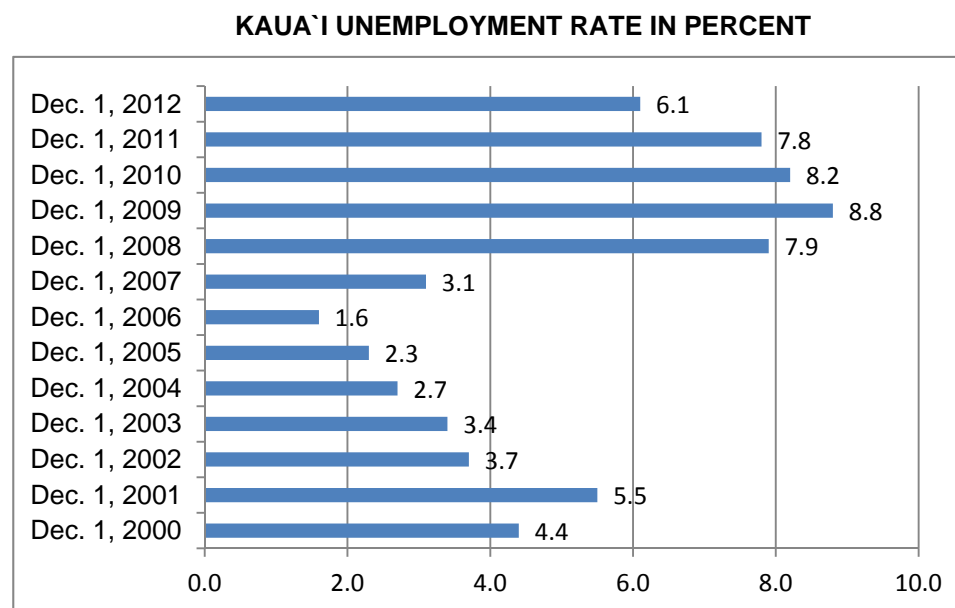
<sup>27</sup> *Ibid.*

<sup>28</sup> U.S. Census Bureau, <http://quickfacts.census.gov/qfd/states/15/15007.html>

- ♦ In November 2013, the foreclosure rate for Kauaʻi County was 1 in every 1,736 housing units. This compares with 1 in every 2,346 for the State. Kauaʻi County had the second highest foreclosure rate, behind Maui County.<sup>29</sup> In the same month, the rate in the U.S. was 1 in 1,155.<sup>30</sup>
- ♦ In November 2013, the number of properties in Kauaʻi County that received a foreclosure filing was 70% higher than the previous month and 21% higher than November 2012.

## 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, as shown by unemployment rates in the following chart.<sup>31</sup>



Job counts increased between 2000 and 2012 when they hit 34,900 (28,100 non-farm and 6,800 agriculture).<sup>32</sup>

<sup>29</sup> RealtyTrac, Foreclosure Rates for Hawaiʻi, <http://www.realtytrac.com/statsandtrends/foreclosureretrends/hi>

<sup>30</sup> RealtyTrac, National Real Estate Trends & Market Info, <http://www.realtytrac.com/statsandtrends/foreclosureretrends>

<sup>31</sup> Economic Research, Federal Reserve Bank of St. Louis, [http://research.stlouisfed.org/fred2/graph/?s\[1\]\[id\]=HIKAUA7URN](http://research.stlouisfed.org/fred2/graph/?s[1][id]=HIKAUA7URN)

<sup>32</sup> Hawaiʻi State Data Book 2012, *op. cit.*, Table 12.13, Jobcount by NAICS Industry, by County: Annual Average, 2012



As of November 2013, Kauaʻi's unemployment rate held steady at 5.5%.<sup>33</sup>

The median sales price of a single-family home in November 2013 was \$589,000, compared to \$522,500 in November 2012. The median sales price of a condo in November 2013 was \$301,000, compared to \$294,000 the same month the previous year.<sup>34</sup>

### **Revenue by Sector**<sup>35</sup>

The Economic Census is the U.S. Government's official five-year measure of American business and the economy. Conducted by the U.S. Census Bureau, the 2012 Economic Census was recently completed and the first statistics will not be released until March 2014, therefore the most recently completed census provides information for calendar year 2007. 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 (M = MILLION)**

Business Sector	1997	2002	2007
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>

While it does not show total business revenue, the following table offers useful information on Kauaʻi businesses by sector.

<sup>33</sup> The Garden Island, December 29, 2013

<sup>34</sup> Pacific Business News, December 5, 2013, <http://www.bizjournals.com/pacific/news/2013/12/05/single-family-home-prices-on-kauai.html>

<sup>35</sup> U.S. Economic Census, 1997-2007, <http://www.census.gov/econ/census07/>

2011 KAUAʻI COUNTY BUSINESS PATTERNS <sup>36</sup>

Meaning of 2007 NAICS code	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
Total for all sectors	1,905	23,784	185,490	789,250
Agriculture, forestry, fishing and hunting	1	a	D	D
Mining, quarrying, and oil and gas extraction	2	b	D	D
Utilities	10	c	D	D
Construction	212	1,162	12,482	54,057
Manufacturing	43	232	1,417	6,046
Wholesale trade	72	724	6,496	25,751
Retail trade	346	4,016	24,756	101,498
Transportation and warehousing	71	1,201	8,165	36,962
Information	21	212	2,396	9,035
Finance and insurance	64	363	4,001	14,870
Real estate and rental and leasing	145	1,232	11,970	50,008
Professional, scientific, and technical services	139	635	6,228	25,538
Management of companies and enterprises	14	c	D	D
Administrative and support and waste management and remediation services	120	1,702	11,088	46,980
Educational services	25	270	1,645	6,453
Healthcare and social assistance	174	2,693	30,499	131,527
Arts, entertainment, and recreation	42	701	4,190	19,265
Accommodation and food services	230	7,162	46,930	206,815
Other services (except public administration)	172	1,089	6,605	28,802
Industries not classified	2	a	D	D

a = 0 to 19 employees

b = 20 to 99 employees

c = 100 to 249 employees

D = Withheld to avoid disclosing data for individual companies; data are included in higher level totals

<sup>36</sup> U.S. Census American Factfinder, <http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t>

The following chart provides trend data for these sectors.

### ANNUAL PAYROLL (\$1,000)<sup>37</sup>

NAICS code description	2007	2008	2009	2010	2011
<b>Total for all sectors</b>	<b>\$811,371</b>	<b>\$797,196</b>	<b>\$758,863</b>	<b>\$742,031</b>	<b>\$789,250</b>
Utilities	\$15,677	\$14,560	D	D	\$0
Construction	\$70,338	\$75,043	\$63,596	\$55,857	\$54,057
Manufacturing	\$7,997	\$6,968	\$6,192	\$6,213	\$6,046
Wholesale trade	\$24,531	\$24,113	\$20,967	\$31,548	\$25,751
Retail trade	\$110,404	\$112,179	\$102,512	\$100,918	\$101,498
Transportation and warehousing	\$38,118	\$36,442	\$33,155	\$36,935	\$36,962
Information	D	\$12,271	\$9,495	\$9,999	\$9,035
Finance and insurance	\$27,783	\$16,801	\$17,164	\$17,002	\$14,870
Real estate and rental and leasing	\$49,437	\$44,676	\$58,653	\$57,978	\$50,008
Professional, scientific, and technical services	\$49,319	\$36,657	\$30,098	\$26,258	\$25,538
Administrative and support and waste management and remediation services	\$40,019	\$61,401	\$66,259	\$47,308	\$46,980
Educational services	\$4,991	\$6,322	\$6,553	\$6,794	\$6,453
Healthcare and social assistance	\$116,171	\$119,272	\$128,108	\$125,651	\$131,527
Arts, entertainment, and recreation	\$15,035	\$13,106	\$13,861	\$15,559	\$19,265
Accommodation and food services	\$174,418	\$183,016	\$157,271	\$155,392	\$206,815
Other services (except public administration)	\$23,518	\$25,611	\$25,416	\$27,153	\$28,802

D = Withheld to avoid disclosing data for individual companies; data are included in higher level totals.

<sup>37</sup> U.S. Census Bureau, 2011 County Business Patterns, <http://censtats.census.gov/cgi-bin/cbpnaic/cbpsect.pl>

**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 and continued to climb in 2011 and 2012.

**KAUAʻI VISITOR STATISTICS** <sup>38 39</sup>

	2006	2007	2008	2009	2010	2011	2012 - P
Visitor Arrivals	1,203,264	1,299,045	1,030,647	928,112	955,112	1,011,500	1,084,868
Cruise Ship Passengers	371,376	445,069	225,582	189,641	200,362	223,559	260,408
Commercial Air Seats	412,619	358,855	425,910	422,644	450,900	520,325	592,091
Charter Air Seats	19,000	18,620	NA	NA	NA	NA	NA
Average Visitors Per Day	20,903	22,207	19,855	18,690	19,874	20,816	22,325
Visitor Expenditures Per Day	\$161	\$167	\$169	\$147	\$149	\$155	\$173
Average Length of Stay (Days) <sup>40</sup>	6.35	6.24	7.05	8.28	8.40	7.51	7.53

P = Preliminary Count

NA = Not Available

**ANNUAL NUMBER OF VISITORS TO KAUAʻI** <sup>41</sup>

	2006	2007	2008	2009	2010	2011	2012
U.S. West	596,304	638,394	515,378	482,732	485,698	517,849	553,222
U.S. East	431,233	461,331	351,478	306,976	313,675	320,096	338,756
Canada	50,032	62,447	51,356	44,638	54,627	64,128	66,205
Europe	20,222	22,459	22,233	20,938	21,908	24,273	28,773
Japan	33,637	34,401	26,166	20,892	21,356	23,571	27,907
Oceania	16,008	20,655	14,605	12,142	14,789	19,304	22,807
Other Asia	4,738	7,776	6,046	4,781	4,873	7,552	7,134
Latin America	2,789	3,602	2,396	2,362	2,560	2,831	3,359

<sup>38</sup> HTA: Annual Visitor Research Report (2005-2011) Annual Visitor Research, <http://www.hawaiiourismauthority.org/research-reports/reports/annual-visitor-research/>

<sup>39</sup> HTA: Visitor Highlights (December 2012), <http://www.hawaiiourismauthority.org/research-reports/research/visitor-highlights/>

<sup>40</sup> Hawaiʻi Tourism Authority

<sup>41</sup> *Ibid.*

**Gross Valuation of Property**<sup>42</sup>

More than half of the County of Kauaʻi's tax base is in land, with a \$9.9 billion valuation in 2012, while buildings account for another \$7.8 billion. After peaking in 2009, net taxable property values dropped in 2011 and 2012, down nearly 18% from 2009 levels. The value of exemptions reached a high in 2012, nearly double the value of exemptions in 2001.

**COUNTY OF KAUAʻI ASSESSED AND ESTIMATED ACTUAL VALUE OF TAXABLE PROPERTY  
LAST TWELVE 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
2011	\$10,559,729	\$7,880,358	\$18,440,087	\$1,681,649	\$16,758,438	90.9
2012	\$9,864,222	\$7,783,351	\$17,647,573	\$1,800,878	\$15,846,695	89.8

**Living Wage on Kauaʻi**

In many communities, families working in low-wage jobs make insufficient income to meet their basic needs given the local cost of living. The Living Wage Calculator is an online tool developed by Massachusetts Institute of Technology (MIT) to estimate the wages required for various family sizes to afford essential monthly expenses (food, housing, medical care, transportation, etc.) in each county in the U.S, taking into account geographic differences in costs and conditions. For Kauaʻi County, the following table shows the wages needed to meet the "living wage" standard. The poverty wage (most often seen as a gross annual income but shown here as an hourly figure) and the state's minimum wage are shown for comparison.

<sup>42</sup> County of Kauaʻi, Comprehensive Annual Financial Reports, for 2006, 2007, 2008, 2009, 2010, 2011, 2012, <http://www.kauai.gov/Government/Departments/Finance/Reports/tabid/162/Default.aspx>

**LIVING WAGE ON KAUAʻI 2012**<sup>43</sup>

Household Size	Kauaʻi Living Wage	Kauaʻi Poverty Wage	Hawaiʻi Minimum Wage
1 Adult	\$11.08	\$6.05	\$7.25
1 Adult, 1 Child	\$23.57	\$8.00	\$7.25
1 Adult, 2 Children	\$29.88	\$11.00	\$7.25
2 Adults	\$16.90	\$8.00	\$7.25
2 Adults, 1 Child	\$21.21	\$11.00	\$7.25
2 Adults, 2 Children	\$22.56	\$13.25	\$7.25
2 Adults, 3 Children	\$26.66	\$15.50	\$7.25

**Cost of Food**

Consumer prices of groceries are rising steadily. Based on the price of food in Honolulu, the annual change in the food price index in 2011 was 3.7% and in 2012 was 2.6% - a total increase of 6.3% in two years. Similar increases are forecast for 2013 and 2014.<sup>44</sup>

**Oil and Electricity Prices**

U.S. crude oil prices hit a record high of \$145 per barrel on July 4, 2008. As of July 8, 2011, crude oil was \$96.20 a barrel; it dropped to \$84.45 on July 6, 2012 and the price rose to \$103.22 by July 5, 2013.<sup>45</sup>

- ♦ Gasoline prices in Lihuʻe (averaging the cost of regular and plus) dropped in 2010 then rose again.<sup>46</sup>

**PRICE OF GASOLINE ON KAUAʻI**

Year (June)	2000	2005	2008	2010	2011	2012	2013 (Dec.)
Cost per gallon	\$2.49	\$3.58	\$4.56	\$3.95	\$4.25	\$4.70 <sup>47</sup>	\$4.30

<sup>43</sup> Living Wage Calculator for Kauaʻi County, <http://livingwage.mit.edu/counties/15007>

<sup>44</sup> U.S. Department of Agriculture Economic Research Service, <http://www.ers.usda.gov/data-products/food-price-outlook.aspx#.UsINH7SQNRE>

<sup>45</sup> Crude Oil Price History, <http://www.fedprimerate.com/crude-oil-price-history.htm>

<sup>46</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>47</sup> "Gasoline Prices: Monthly Data Trumps Year-to-Year," The Garden Island, July 9, 2012



- ♦ 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>48</sup> The June 14, 2011 rate was \$0.44, up from \$0.363 in December 2010.<sup>49</sup> [Note: KIUC calculates the cost per kilowatt hour (kWh) as the residential cost billed per month less the monthly customer charge divided by the number of kilowatt hours used.]

#### PRICE OF ELECTRICITY PER KWH ON KAUAʻI

Year (June)	2000	2005	2008	2010	2011	2012	2013
Cost per kWh <sup>50</sup>	\$0.210	\$0.291	\$0.439	\$0.353	\$0.440	\$0.428	\$0.415



#### Bankruptcy Filings

In the U.S., by 2007 the recession pushed bankruptcy filings to more than 850,000, and they continued to rise until 2011. In Hawaiʻi, 2012 bankruptcy filings dropped off sharply and the state ranked 44<sup>th</sup> out of 50 in the number of filings.<sup>51</sup>

#### HAWAII BANKRUPTCY FILINGS (ALL CHAPTERS)<sup>52</sup>

	2007	2008	2009	2010	2011	2012
Total Filings	1,381	2,078	3,104	3,959	3,328	1,929
Filings per capita (1,000 people)	1.07	1.62	2.41	3.06	2.57	1.99
State rank based on per capita filings	50	48	45	40	39	44

#### Education

- ♦ In 2008-2012, 89% of people 25 years and over had at least graduated from high school and 24.5% had a bachelor's degree or higher.<sup>53</sup>

<sup>48</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>49</sup> Kauaʻi Island Utility Cooperative Rate Data Sheet, <http://website.kiuc.coop/content/rate-data-sheets-o>

<sup>50</sup> *Ibid.*

<sup>51</sup> CreditCards.com, <http://www.creditcards.com/credit-card-news/state-us-bankruptcy-filing-statistics-2-012-1276.php>

<sup>52</sup> *Ibid.*

EDUCATIONAL ATTAINMENT OF PEOPLE IN KAUAʻI COUNTY AND HAWAII IN 2007-2011 <sup>54</sup>

	Kauaʻi – Percent of People Age 25 and over	Hawaiʻi – Percent of People Age 25 and over	U.S. – Percent of People Age 25 and over
Graduate or professional degree	8.0%	10.0%	10.6%
Bachelor's degree	17.0%	19.6%	17.9%
Associate's degree	11.9%	9.8%	7.7%
Some college, no degree	23.9%	22.5%	21.3%
High school diploma or equivalency	28.3%	28.4%	28.2%
Less than high school diploma	11.0%	9.8%	14.2%

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

- The total annual school enrollment in Kauaʻi County was 14,714 in 2007-2011. Preschool and kindergarten enrollment was 1,754 and elementary and secondary enrollment was 9,997 children. College or graduate school enrollment was 2,963.<sup>55</sup>
- The following chart shows the types of schools attended by kindergarten to high school students.<sup>56</sup>

School Choice	2011-2012
K-12 Public School Students <sup>57</sup>	9,311
K-12 Charter School Students <sup>58</sup>	288
K-12 Private School Students <sup>59</sup>	894
K-12 Homeschooled Students	NA

- Kauaʻi Community College (KCC), the island's only higher education institution, had an unduplicated enrollment count of 1,865 students in the 2012-2013 school year. The unduplicated count is the most accurate number to indicate enrollment, as a student may be full-time one semester and part-time another.



<sup>53</sup> U.S. Census Bureau, <http://quickfacts.census.gov/qfd/states/15/15007.html>

<sup>54</sup> U.S. Census, American FactFinder, [http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_12\\_5YR\\_DP02](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_12_5YR_DP02)

<sup>55</sup> U.S. Census, <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>

<sup>56</sup> Hawaiʻi Department of Education-Kauaʻi Complex Area Staff

<sup>57</sup> *Ibid.*

<sup>58</sup> *Ibid.*

<sup>59</sup> Kauaʻi County Private Schools, [http://www.privateschoolreview.com/county\\_private\\_schools/stateid/HI/county/15007](http://www.privateschoolreview.com/county_private_schools/stateid/HI/county/15007)



**KAUAʻI COMMUNITY COLLEGE ENROLLMENT**<sup>60</sup>

	Full-time	Part-time	Unduplicated
2006-2007	789	1,435	1,399
2007-2008	738	1,410	1,355
2008-2009	864	1,459	1,445
2009-2010	1,051	1,721	1,770
2010-2011	981	1,870	1,804
2011-2012	986	1,864	1,756
2012-2013	996	1,994	1,865

**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 2004-2011, Kauaʻi's teen birth rate exceeded the State's rate. Since 2007, Kauaʻi's rate has declined each year through 2010 then increased in 2011.

The following chart shows the most recent available data compiled from three sources – Kids Count Data Center<sup>61</sup>, County Health Rankings<sup>62</sup> for the years 2010 and 2011, and the National Vital Statistics Report<sup>63</sup> for state and national data.

<sup>60</sup> Kauaʻi Community College Office of Institutional Research

<sup>61</sup> Kids Count Data Center, <http://datacenter.kidscount.org/data#HI/5/0>

<sup>62</sup> County Health Rankings, <http://www.countyhealthrankings.org/app/hawaii/2011/measure/factors/14/data/sort-o>

<sup>63</sup> National Vital Statistics Report, Volume 62, Number 1-Births: Final Data for 2011, Table A, page 7, [http://www.cdc.gov/nchs/data/nvsr/nvsr62/nvsr62\\_01.pdf#table02](http://www.cdc.gov/nchs/data/nvsr/nvsr62/nvsr62_01.pdf#table02)

**BIRTHS TO RESIDENT TEENS, 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>	49.7	42.0	41
<b>2009</b>	45.2	41.0	39
<b>2010</b>	40.0	32.5	34.2
<b>2011</b>	42.0	30.0	31.3
<b>2012</b>	39.0	NA	NA

**Cultural Festivals**

In recent years, County of Kauaʻi government has augmented State government funding of cultural festivals. The number of events has increased, while attendance waned in 2012.<sup>64</sup>

**ATTENDANCE AND FUNDING FOR CULTURAL FESTIVALS**

	Attendance	Events	Funding
<b>2002</b>	NA	5	NA
<b>2003</b>	NA	13	NA
<b>2004</b>	NA	15	NA
<b>2005</b>	74,011	15	\$126,500
<b>2006</b>	55,040	14	\$236,500
<b>2007</b>	58,027	13	\$249,000
<b>2008</b>	39,181	10	\$212,650
<b>2009</b>	75,128	30	\$452,500
<b>2010</b>	88,795	31	\$423,500
<b>2011</b>	86,638	32	\$476,700
<b>2012</b>	79,053	34	\$472,000



<sup>64</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* include 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

Trend



Response



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

## 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.

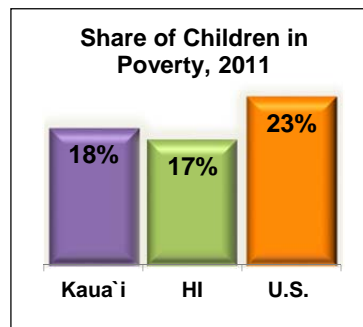
Poverty statistics are provided by the U.S. Census Bureau as a basis for determining eligibility for federal, state and local programs.

## How is Kaua'i doing?

Since 2009, the number of Kauaians living below the poverty level increased by almost 2,000, from 6,672 to 8,637, and the poverty rate rose from 10.4% to 12.9% in 2011.

The poverty level for a family of four on Kaua'i rose from \$25,360 in 2009 to \$25,705 in 2011.

The number of Kaua'i children living in poverty-level households increased from 1,957 in 2009 to 2,653 in 2011, as the percent of children in poverty increased from 13.5% to 18.3% in 2011. This number exceeds the Hawai'i state average of 16.8% in 2011 and is less than the U.S. average of 22.5%.



## DATA TABLE

Indicator 1: Poverty

	Residents	Poverty Rate			
		Kaua'i Total	Kaua'i Children	State Children	U.S. Children
2005	7,078	11.3%	15.7%	12.5%	18.5%
2006	5,888	9.4%	12.6%	11.8%	18.3%
2007	5,632	9.0%	12.5%	10.8%	18.0%
2008	6,239	9.9%	12.1%	10.9%	18.2%
2009	6,672	10.4%	13.5%	13.7%	20.0%
2010	8,012	12.1%	15.7%	14.7%	21.6%
2011	8,637	12.9%	18.3%	16.8%	22.5%

\* Poverty Level 2011: \$25,705, Kaua'i family of four

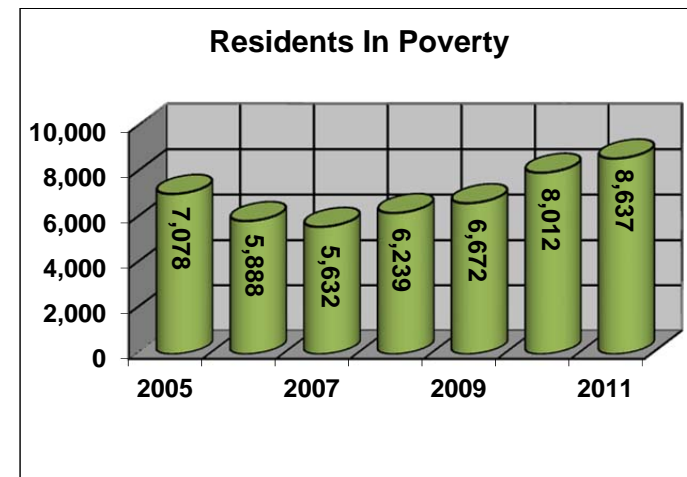
SOURCES: US Census, Small Area Income & Poverty

Estimates, <http://www.census.gov/hhes/www/saipe/index.html>

and US SSA, Social Welfare and the Economy,

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

CHART 1



## 2 Cost of Living

Trend



Response



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

### Description and Relevance

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

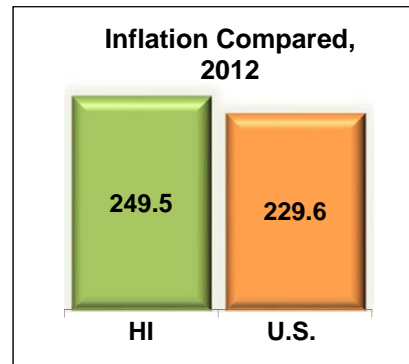
The consumer price index (CPI) is tracked by the U.S. Bureau of Labor Statistics and indicates the current prices in major metropolitan areas of a basket of goods and services, including housing, electricity, food, and transportation. It looks at the prices during the same period in a previous year, 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 2009, the Honolulu consumer price index rose by almost 15 points from 234.9 to 249.5, while the U.S. price index rose by over 11 points from 218.1 to 229.6.

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 1.07 in 2009 to 1.09 in 2012.

In other words, Kaua'i did slightly better than the U.S. after adjusting for inflation.



### DATA TABLE

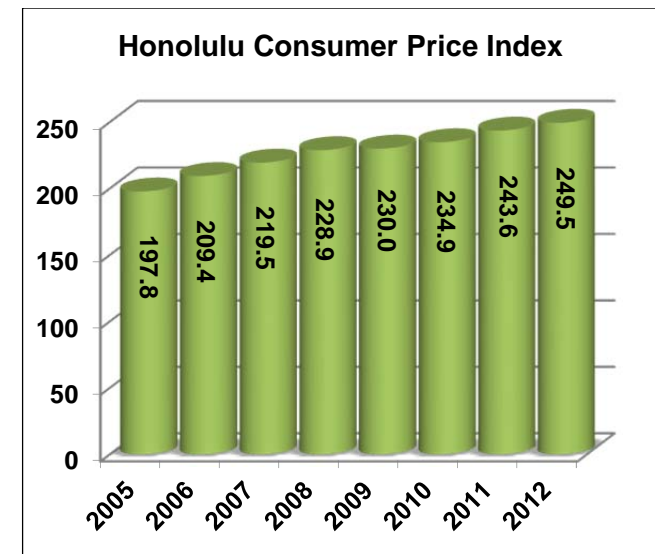
Indicator 2: Cost of Living \*

	Honolulu	U.S.	Ratio HI/US
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
2011	243.6	224.9	1.08
2012	249.5	229.6	1.09

\* Consumer Price Index, 1982-84=100

SOURCE: Bureau of Labor Statistics, Consumer Price Index  
<http://www.bls.gov/data/#prices>

### CHART 1



### 3 Median Family Income



*Family income increases 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).

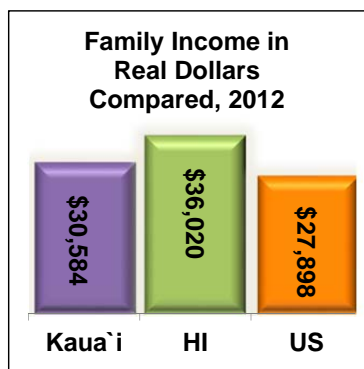
The federal government provides annual estimates of median family income for each geographic area as a basis for determining eligibility for federal housing programs.

#### How is Kaua'i doing?

Since 2009, Kaua'i median family income rose by almost \$6,000 from \$70,600 to \$76,300, or +8.1% in current dollars, yet income fell by 0.4% in constant (deflated) terms, which takes inflation into account.

Note that Kaua'i real incomes were actually 3.5% lower in 2012 than they were in 2000. Real incomes in the U.S. were down by 5.3% over the same period.

The ratio of real Kaua'i family income to the U.S. median family income increased from 1.09 to 1.10 from 2010 to 2012, which is slightly better than the U.S. rate after adjusting for inflation.



#### DATA TABLE

Indicator 3: Median Family Income

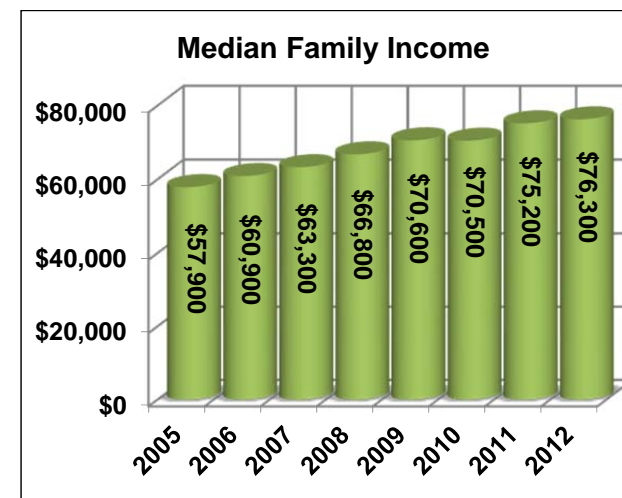
	In Actual Dollars		In Real Dollars*	
	Kaua'i	U.S.	Kaua'i	U.S.
2005	\$57,900	\$56,194	\$29,272	\$28,773
2006	\$60,900	\$58,407	\$29,083	\$28,972
2007	\$63,300	\$61,355	\$28,838	\$29,591
2008	\$66,800	\$61,521	\$29,188	\$28,574
2009	\$70,600	\$60,088	\$30,689	\$28,008
2010	\$70,500	\$60,236	\$30,017	\$27,624
2011	\$75,200	\$63,574	\$30,867	\$28,263
2012	\$76,300	\$64,053	\$30,584	\$27,898

SOURCE: US HUD, User Data Sets

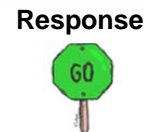
<http://www.huduser.org/datasets/il.html>

\* Deflated using the Honolulu and U.S. Consumer Price Indices

CHART 1



# 4 Employment Sectors



**Total job count increases as tourism recovers**

## 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 bottomed out in 2010, the only sector to recover significantly has been hospitality and leisure, which increased by 600 jobs from 2010 to 2012.

The sector that was previously growing fastest, "Other Services", also increased from 7,700 to 7,900 jobs between 2010 and 2012. This job sector includes business and professional services.

After peaking in 2007, the retail sector has decreased by 100 jobs since 2010 to end 500 jobs below the peak.

Since 2010, the government sector increased by 100 jobs, from 4,500 to 4,600, while all other sectors fell by 300 jobs.

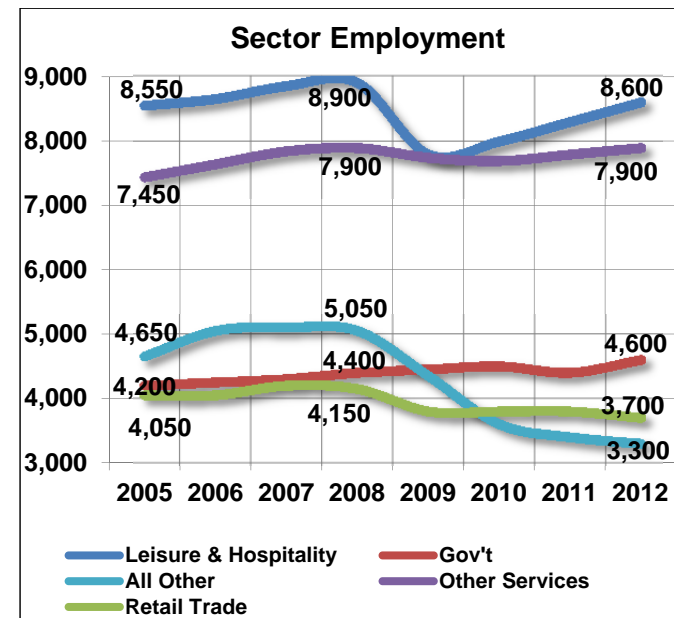
## DATA TABLE

Indicator 4: Employment by Sector

	Leisure & Hospitality	Gov't	Retail Trade	Other Svcs.	All Other	Total
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	4,500	3,800	7,700	3,600	27,600
2011	8,300	4,400	3,800	7,800	3,400	27,700
2012	8,600	4,600	3,700	7,900	3,300	28,100

Source: Hawai'i Workforce Infonet, Job Count by Industry  
<https://www.hiwi.org/gsipub/index.asp?docid=421>

CHART 1





# 5 Unemployment



*Unemployment recovering from recession high*

## 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 began to fall during 2012, decreasing from 2,900 in 2010 to 2,400 in 2012. The unemployment rate fell from 8.8% to 7.4% during that same period.

The local labor force increased by 300 between 2010 and 2012, which contributed to the fall in the unemployment rate.

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 does not 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 actual unemployment number may be higher 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.

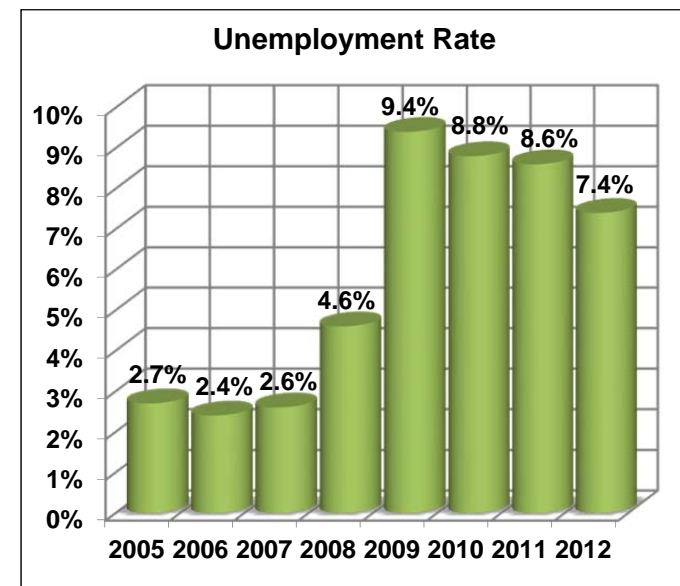
## DATA TABLE

Indicator 5: Unemployment

	Employment	Unemployment	Unemployment Rate
2005	31,050	850	2.7%
2006	31,450	800	2.4%
2007	31,650	850	2.6%
2008	31,350	1,500	4.6%
2009	29,200	3,000	9.4%
2010	30,000	2,900	8.8%
2011	30,500	2,900	8.6%
2012	30,300	2,400	7.4%

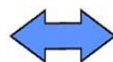
Source: Hawai'i Workforce Infonet, Unemployment Rates  
<https://www.hiwi.org/gsipub/index.asp?docid=417>

CHART 1



## 6 Workers With Multiple Jobs

Trend



Response



*Multiple jobs remain important to Kaua'i families*

### 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 2,200 in 2012 from 1,900 in 2010.

This represented 7.3% of all Kaua'i workers in 2012, up from 6.3% in 2010. The comparable rate for the State was 1.4% in 2012.

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

**NOTE:** The 2013 KPAA telephone survey of 400 Kaua'i households found that while 54% of households have more than one paid worker, 36% have workers with multiple jobs. At the same time, 35% of all jobholders work more than 40 hours a week. This unofficial rate is substantially higher than the rate reported by the Hawai'i Department of Labor.

### DATA TABLE

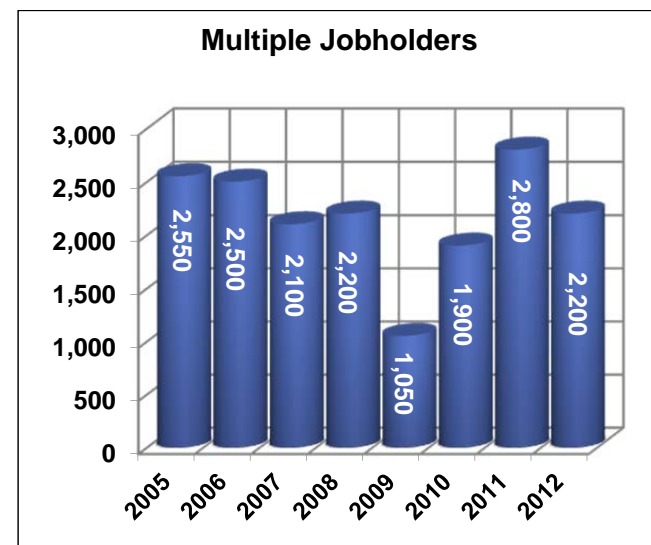
Indicator 6: Multiple Jobholders

	Job Count	Employment	Multiple Jobholders	Percent of Workers	State Percent
2005	28,900	31,050	2,550	8.1%	7.5%
2006	29,650	31,450	2,500	7.8%	7.2%
2007	30,300	31,650	2,100	6.5%	6.0%
2008	30,400	31,350	2,200	6.7%	6.2%
2009	28,150	29,200	1,050	3.6%	0.5%
2010	28,100	30,000	1,900	6.3%	2.8%
2011	27,700	30,500	2,800	9.2%	3.4%
2012	28,100	30,300	2,200	7.3%	1.4%

Source: Hawai'i Workforce Infonet

[www.hiwi.org](http://www.hiwi.org)

CHART 1



# 7 Visitors and Spending

Trend



Response



*Visitor count and daily spending jump*

## Description and Relevance

The volume of visitor arrivals 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.

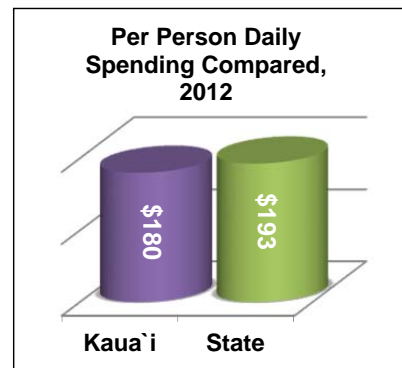
## How is Kaua'i doing?

After bottoming in 2009, the average daily number of visitors on Kaua'i rose from 19,682 in 2010 to 22,380 in 2012.

The total number of visitors each year has remained above 1 million since 2010, and total visitor spending climbed from \$1.1 billion to \$1.5 billion over these two years.

Spending per person per day surged from a low of \$146 in 2009 to \$180 in 2012.

Total visitor days once again moved over the 8 million mark in 2012, which was up from 7.1 million in 2010.



## DATA TABLE

Indicator 7: Visitors and Spending

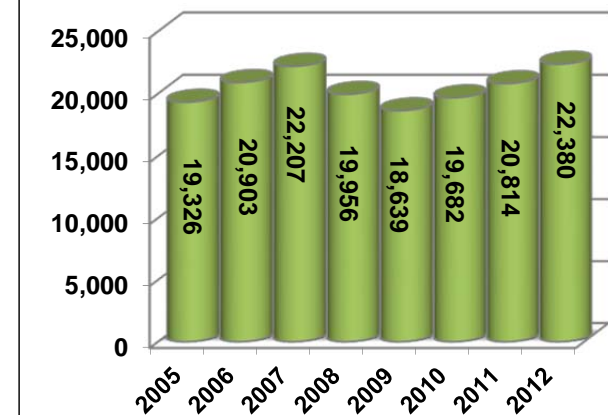
	Visitor Days (M)	Visitors (M)	Visitor Spending (\$M)	Average Daily Visitors	\$ Per Person Per Day
2005	7.2	1.1	\$1,173.0	19,326	\$163.12
2006	7.6	1.2	\$1,247.7	20,903	\$168.14
2007	8.1	1.3	\$1,372.7	22,207	\$165.96
2008	7.3	1.0	\$1,169.9	19,956	\$157.40
2009	6.8	0.9	\$983.7	18,639	\$145.83
2010	7.1	1.0	\$1,122.9	19,682	\$156.56
2011	7.6	1.0	\$1,315.1	20,814	\$173.11
2012	8.2	1.1	\$1,469.5	22,380	\$179.96

Source: HI DBEDT, Monthly Visitor Statistics

<http://www.hawaii.gov/dbedt/info/visitor-stats/tourism>

CHART 1

Average Daily Visitors



# 8 Visitor Accommodations

Trend



Response



***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 of Hawai'i compiles accommodation statistics, including the recent trend toward visitors choosing timeshare instead of hotel and condo units.

Most Kaua'i hotels, condos and timeshare units are located in General Plan designated Visitor Destination Areas (VDAs), while other visitor accommodations may be located outside the VDAs.

## How is Kaua'i doing?

Total visitor accommodations fell sharply to 8,289 units in 2012, down from 9,345 in 2010.

Hotel and condo units slipped from 4,836 in 2010 to 4,223 in 2012, and the number of timeshare units increased only slightly. For the same period, the number of other visitor units plunged from 1,883 to 1,335.

Perhaps not included in the numbers above are Transient Vacation Rentals (TVRs) existing in VDAs, where such units are permitted outright. Any TVR located outside the VDA now requires a non-conforming use certificate as a result of County Ordinances 864 and 876 passed in 2008 and 2009. According to a December 2013 County of Kaua'i Planning Department report, there were 391 active TVRs on Kaua'i and another 60 were awaiting appeal decisions.

## DATA TABLE

**Indicator 8: Visitor Accommodation Inventory**

	Hotel/Condo	Time-share	Other	Total Units	Rate of Change
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%
2011	4,238	2,797	2,837	9,872	5.6%
2012	4,223	2,731	1,335	8,289	-16.0%

Source: DBEDT, Visitor Plant Inventory

<http://www.hawaii.gov/dbedt/info/visitor-stats/visitor-plant/>

## CHART 1



# 9 Home Sales

Trend



Response



*Home sales at all price levels  
bounce 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, \$500,000-\$999,999, and over \$1 million.

Real estate statistics are provided by the Hawai'i Information Service through the Kaua'i Board of Realtors.

## How is Kaua'i doing?

Since 2009, the number of condos sold has risen each year, and reached 316 sold in 2012, which is less than half the volume of the boom years of 2005 and 2006.

The number of homes sold likewise increased from 262 in 2009 to 422 in 2012. Total sales also climbed from \$311 million in 2010 to \$427 million in 2012.

Most home sales have been in the under \$500,000 price group, although the over \$1 million group rebounded to its highest level since 2007.

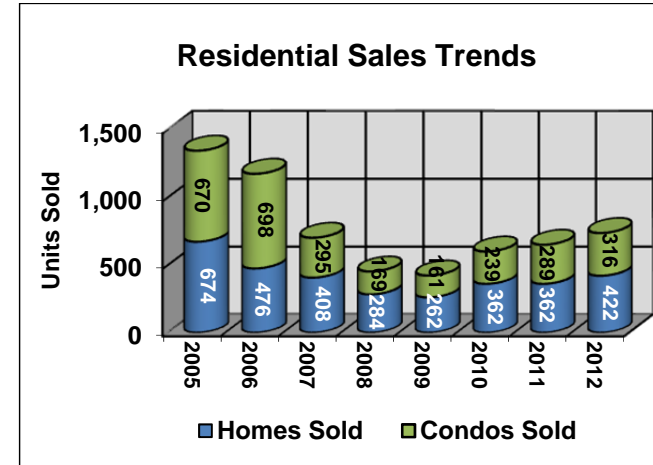
The sale of mid-market homes has remained fairly steady since 2010 with 122 and 128 sold in 2011 and 2012, respectively.

DATA TABLE

Indicator 9: Home Sales					
	Condos	Homes	Homes Sold by Price		
	Sold	Sold	<\$500k	\$500-999k	>\$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
2011	289	363	194	122	47
2012	316	422	226	128	68

Source: Hawai'i Information Service

CHART 1



# 10 Affordability of Home Purchase

Trend



Response



*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 (HAI) compares the cost of housing with the level of income in each location.

## How is Kaua'i doing?

The housing affordability index climbed to 94% in 2012, the highest level since 2006 when the HAI was just 37%.

This means that a family with a median income of \$76,300 in 2012 had only 94% of the necessary income to afford the median-priced home sold, valued at \$459,400.

The index improved significantly from 72% in 2010, as housing prices fell and incomes rose.

Based on this, the median-priced home in 2012 was affordable only to those with family incomes of at least \$80,800.

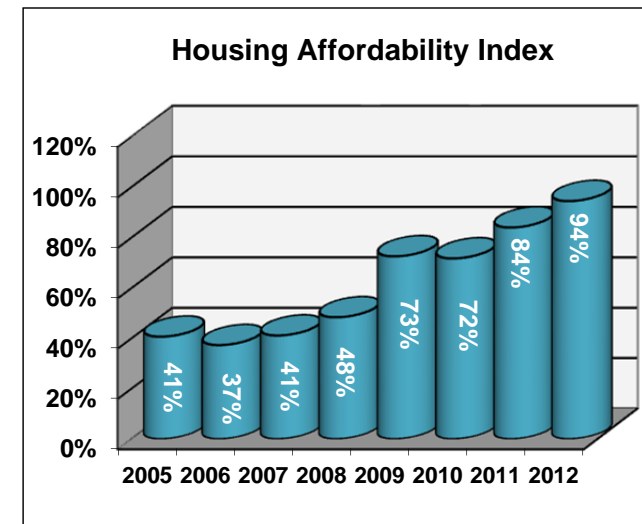
## DATA TABLE

Indicator 10: Housing Affordability Index (HAI)

	Median Value	Median Family Income	Monthly Payment	HAI
2005	\$626,900	\$57,900	\$3,037	41%
2006	\$678,000	\$60,900	\$3,381	37%
2007	\$644,000	\$63,300	\$3,232	41%
2008	\$596,600	\$66,800	\$2,997	48%
2009	\$469,400	\$70,600	\$1,911	73%
2010	\$493,600	\$70,500	\$2,093	72%
2011	\$462,300	\$75,200	\$1,911	84%
2012	\$459,400	\$76,300	\$1,719	94%

Source: National Association of Realtors, Housing Affordability Index  
<http://www.realtor.org/topics/housing-affordability-index/data>

CHART 1



# 11 Affordability of Home Rental

Trend



Response



*Median rent falls slightly as affordability improves*

## 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 rose slightly from \$1,399 for a 2-bedroom unit in 2010 to \$1,413 in 2012. Rents for a 3-bedroom unit also increased from \$1,763 to \$1,773 during the same period.

The gross income available for rent payments for families earning the median income increased from \$1,763 in 2010 to \$1,908 in 2012.

The ratio between rent money available and rental costs for a 3-bedroom unit rose again to 108% last year from 100% in 2010, which means that families earning the median income had more than sufficient rent money available in 2012.

## DATA TABLE

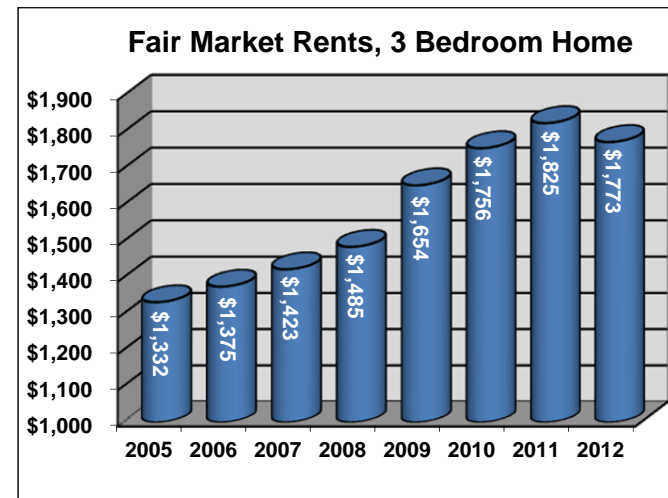
Indicator 11: Rental Home Affordability

	Monthly 2-Bdr Rents	Monthly 3-Bdr Rents	30% of Gross Income	Ratio of Income to 3-Bdr Rent
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%
2011	\$1,454	\$1,825	\$1,880	103%
2012	\$1,413	\$1,773	\$1,908	108%

Source: U.S. HUD, Fair Market Rent History























<http://www.huduser.org/datasets/fmr/>

## CHART 1





**ECONOMIC AND BUSINESS CLIMATE**

NO.	INDICATOR	TREND STATEMENT	TREND	RESPONSE
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 Kaua'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		



### 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.
- 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

### INDICATORS

- 12 Kindergarten readiness
- 13 Student proficiency
- 14 Graduation rate
- 15 Graduates enrolled in college
- 16 College readiness

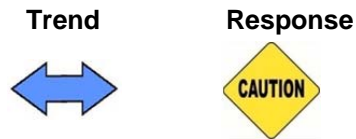


Public Education

#### 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 preschool attendance  
declines*

## 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.

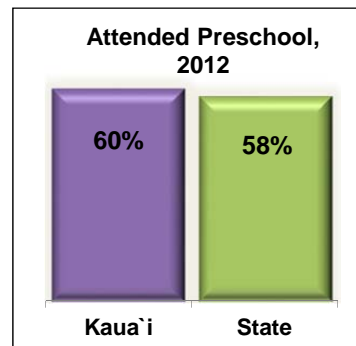
These data are used to determine the portion of entering kindergarten children who consistently display key characteristics and skills considered important to successful early learning experiences.

## How is Kaua'i doing?

The number of children attending public kindergarten increased from 826 in 2010 to 916 in 2012. Of these, 60% had attended preschool compared with 58% statewide. On Kaua'i, this was down from 66% in 2010.

At the same time, the average (mean) readiness rating has remained steady at 3.7 (on a scale of 1 to 5) based on teacher assessments.

In three of the five skill and behavior ratings scores are down slightly, while Math Concepts and School Behaviors held steady from 2010 to 2012.

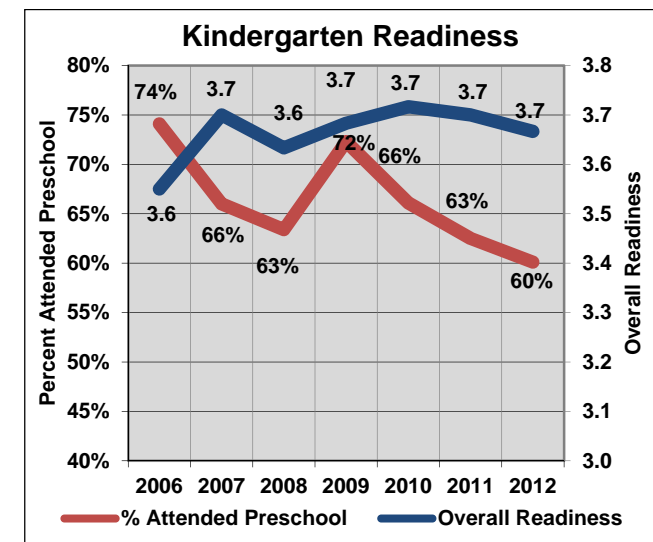


## DATA TABLE

Indicator 12: Kindergarten Readiness							
	2006	2007	2008	2009	2010	2011	2012
Kindergarten Students	739	733	796	828	826	847	916
% Attended Preschool	74	66	63	72	66	63	60
Kindergarten Class Profile - Mean Rating							
Learning Approach*	3.5	3.7	3.6	3.7	3.9	3.7	3.8
Literacy Concepts & Skills	3.1	3.3	3.2	3.3	3.3	3.4	3.3
Math Concepts & Skills	3.3	3.4	3.3	3.2	3.4	3.3	3.3
School Behaviors & Skills	3.5	3.7	3.7	3.7	3.7	3.7	3.7
Social-Emotional Behaviors	3.8	3.9	4.0	4.0	4.0	4.0	3.9
Physical Well-Being	4.1	4.2	4.0	4.2	4.0	4.1	4.0
Overall Mean Readiness (Scale of 1 to 5)	<b>3.6</b>	<b>3.7</b>	<b>3.6</b>	<b>3.7</b>	<b>3.7</b>	<b>3.7</b>	<b>3.7</b>

Source: Kapa'a-Kaua'i-Waimea Complex Area Results, Kindergarten Class Profile, Hawai'i State School Readiness Assessment  
<http://arch.k12.hi.us/school/hssra/hssra.html>

## CHART 1



# 13 Student Proficiency

Trend



Response



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

## Description and Relevance

Public school student test scores are one measure of how well Kaua'i students are doing and their proficiency in reading and math.

The State provides statistics from testing programs for grades 3 through 8 and grade 10 for each school each year.

These data are used to determine the share of students who "meet or exceed" the Hawai'i State Assessment (HSA) proficiency levels.

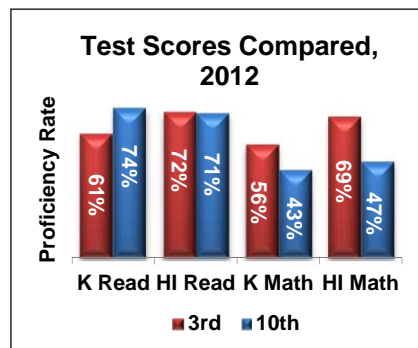
## How is Kaua'i doing?

The HSA scores for Kaua'i 3rd graders fell in Reading (from 66% to 61%) and rose in Math (from 55% to 56%) between 2010 and 2012.

Scores for 10th graders rose in Reading (from 69% to 74%) and Math (from 37% to 43%) over the same period.

In 2012, Kaua'i 3rd graders scored significantly lower than State averages, while Kaua'i 10th graders scored higher in Reading and lower in Math.

Renewed emphasis on proficiency has yielded substantial improvements since 2005, the first year reported in KPAA's community indicators series.



## DATA TABLE

Indicator 13: Student Proficiency

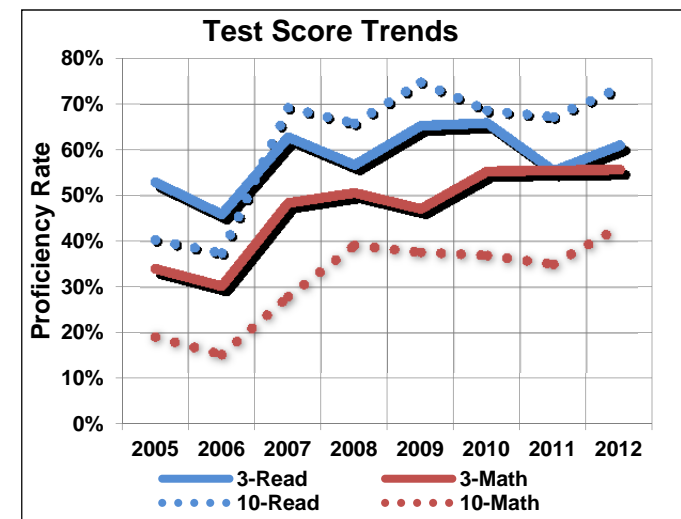
	Grade 3		Grade 10	
	HSA Reading	HSA Math	HSA Reading	HSA Math
2005	53%	34%	40%	19%
2006	46%	30%	38%	15%
2007	63%	49%	69%	28%
2008	57%	51%	66%	39%
2009	65%	47%	75%	38%
2010	66%	55%	69%	37%
2011	56%	56%	67%	35%
2012	61%	56%	74%	43%

Source: DOE, Accountability Resource Center Hawai'i

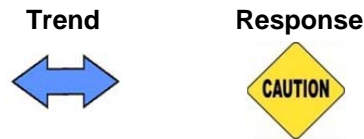
<http://arch.k12.hi.us/datacenter/adc.html>

Percent meeting or exceeding proficiency

## CHART 1



# 14 Graduation Rate



*On-time graduation rate steady, and still above State rate*

## Description and Relevance

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

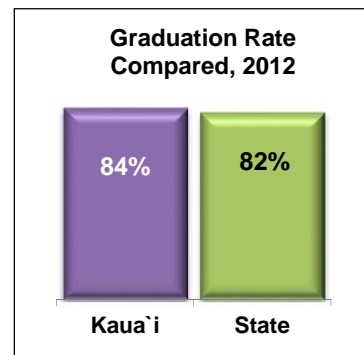
The Hawai'i P-20 Partnerships for Education provides statistics for seniors graduating on time (in four years).

In 2010-2011, the federal government required all states to adopt a common, more rigorous measurement for on-time graduation. Hawai'i has used the more rigorous measurement for some time.

## How is Kaua'i doing?

The share of seniors who graduate on time rose from 83% in 2010 to 84% in 2012.

The Kaua'i graduation rate has consistently been higher than the reported State graduation rate, as in 2012 when it was 84% versus the statewide average of 81%. However, the Kaua'i rate has declined from 2006 when 88% of students graduated on time.



DATA TABLE

Indicator 14: Public High School Graduates

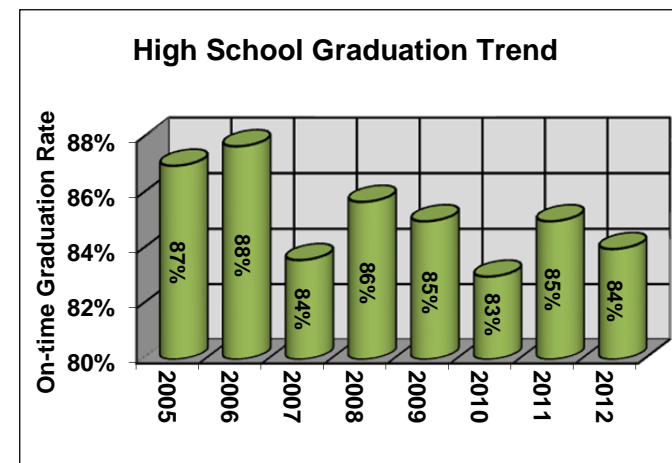
	Number of High School Completers	On-time Graduation Rate (Kaua'i)	On-time Graduation Rate (State)
2005	686	87%	80%
2006	693	88%	79%
2007	628	84%	80%
2008	649	86%	N.A.
2009	658	85%	80%
2010	582	83%	80%
2011	641	85%	80%
2012	630	84%	81%

\* 4-year students graduating on schedule

Source: Hawai'i P-20 Partnerships for Education College and Career Readiness Indicators

URL: <http://www.p20hawaii.org/resources/college-and-career-readiness-indicators-reports/2012-ccri-data/>

CHART 1



# 15 Graduates Enrolled in College



*Share of 2-year and 4-year college-bound graduates rising*

## Description and Relevance

The number of public high school graduates enrolling in two and four-year colleges for continued schooling provides one measure of how well Kaua'i students are preparing to enter the workforce and for their future.

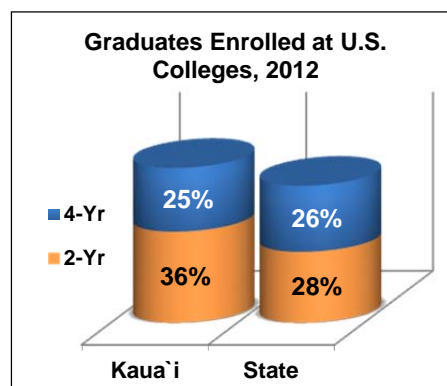
National Student Clearinghouse provides data on Kaua'i high school graduates who enroll in two and four-year colleges nationwide. Most, but not all, U.S. colleges are included in this clearinghouse data.

## How is Kaua'i doing?

In Fall 2012, 61% of Kaua'i public high school graduates enrolled at a two or four-year college in the U.S. This is up from 54% in 2010.

The share of those going to a 2-year college rose from 32% in 2010 to 36% in 2012. Those attending a 4-year college increased from 22% in 2010 to 25% in 2012.

In 2012, Kaua'i had 61% of graduates enrolled in 2-year or 4-year colleges, compared to 54% for the state.



## DATA TABLE

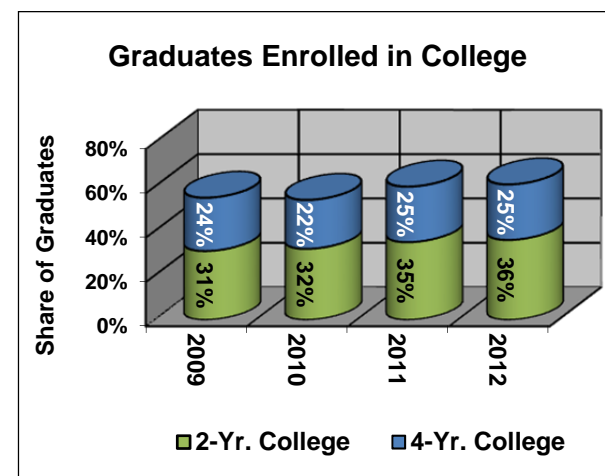
Indicator 15: Graduates Enrolled in College

	High School Completers (Kaua'i grads)	2-Yr. College in U.S. (Kaua'i grads)	4-Yr. College (Kaua'i grads)	Enrolled at UH System 2 & 4-yr (Kaua'i grads)	2-Yr. College (all Hawai'i grads)	4-Yr. College (all Hawai'i grads)
2009	668	31%	24%	41%	27%	23%
2010	582	32%	22%	39%	26%	24%
2011	641	35%	25%	41%	27%	26%
2012	630	36%	25%	38%	28%	26%

Percent of High School Completers enrolled in college nationwide, Fall  
Source: Hawai'i P-20 Partnerships for Education College and Career Readiness Indicators

<http://www.p20hawaii.org/resources/college-and-career-readiness-indicators-reports/2012-ccri-data/>

## CHART 1



# 16 College Readiness

Trend



Response



*Need for remedial and developmental math and English drops, as college readiness is steady in math and decreases in English*

## 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.

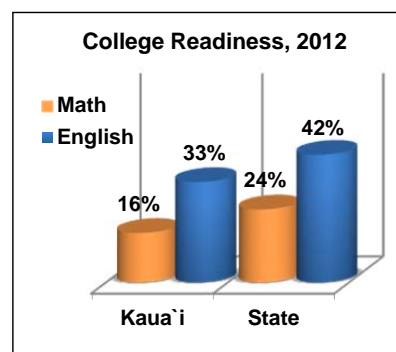
Hawai'i P-20 Partnerships for Education reports on test results of recent high school graduates entering college. The purpose of the test is to assess their skill levels in math and English.

## How is Kaua'i doing?

Tests from 2012 show that of college entrants from Kaua'i high schools who enrolled in math or English, 34% needed developmental or remedial assistance in math, down from 40% in 2010, while 38% needed further assistance in English, down from 46% in 2010.

In 2012, 16% of Kaua'i students performed at college transfer level in math and 33% in English, compared to 16% and 35% respectively in 2010. In general, based on these reports, the level of college readiness is unchanged in math and has decreased slightly since 2010.

Note that not all students enroll in math or English, so the totals do not add to 100%.



## DATA TABLE

Indicator 16: College Readiness

	Math		English	
	Developmental /Remedial*	College-Level**	Developmental /Remedial*	College-Level
2009	45%	NA	44%	NA
2010	40%	16%	46%	35%
2011	39%	13%	43%	31%
2012	34%	16%	38%	33%

Source: Hawaii P-20 Reports

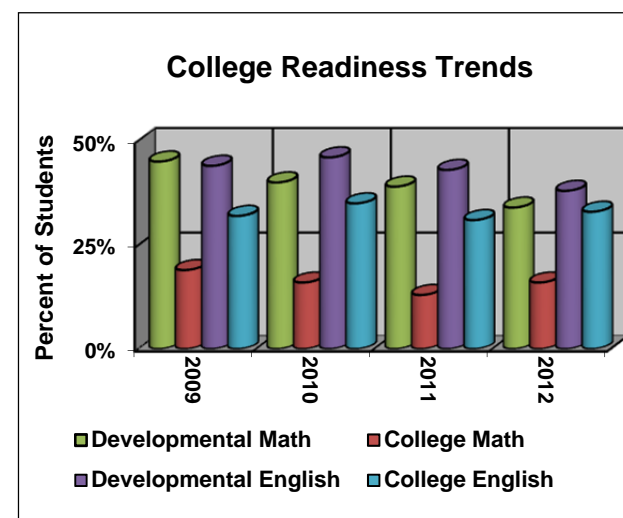
<http://www.p20hawaii.org/resources/college-and-career-readiness-indicators-reports/2012-ccri-data/>

\* Percent of Kaua'i grads taking remedial or developmental courses of those enrolled in UH.











\*\* Percent of students taking college/transfer-level courses

Note: Does not equal 100%, as students not taking math or English are not included

## CHART 1



## PUBLIC EDUCATION

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

## 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.
- 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

## INDICATORS

- 17 Emergency food requests
- 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 Home internet access
- 30 Aloha spirit



COMMUNITY HEALTH AND WELL-BEING

### Purpose of this Section

Quality of life is an elusive term that reflects a sense of neighborhood and community, general well-being, health and public safety. In Hawai'i, it also reflects a sense of place and the presence of the aloha spirit, which is based on the values and traditions of our host culture. The aloha spirit provides a foundation for interacting with one another and with our environment. This section focuses on indicators that reflect various aspects of our quality of life.

# 17 Emergency Food Requests

Trend



Response



*Emergency food requests jump dramatically, then fall slightly*

## Description and Relevance

The number of Kaua'i residents seeking emergency food assistance is one measure of the island's food security and how well our poorest residents are faring.

The Kaua'i Independent Food Bank and the Hawai'i Food Bank-Kaua'i Branch collect food and distribute it to those requesting food assistance through food pantries located around the island. The source of the food provided may be from either food bank. While both agencies collect statistics from the food pantries on the number of emergency food requests, the number reported here is from one agency only in order to avoid showing a duplicated count.

## How is Kaua'i doing?

The average monthly emergency food requests rose sharply in 2011 to 11,040 requests in an average month, then fell slightly in 2012 to 10,913.

The requests during 2012 ranged from a monthly high of 12,083 to a low of 9,745.

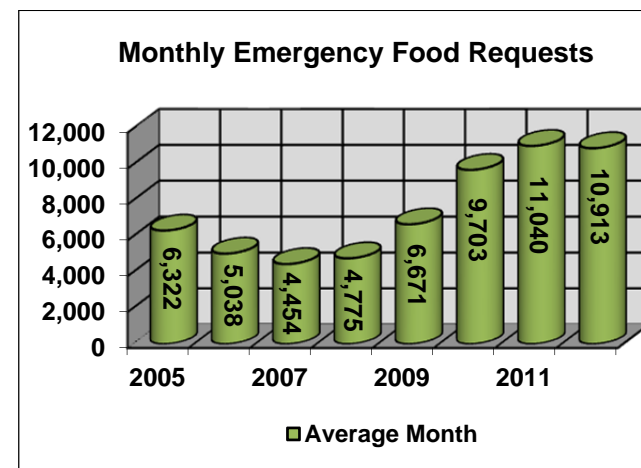
The rate of change in emergency food requests rose 13.8% from 2010 to 2011 before dropping by 1.2% in 2012, perhaps due to a slowly improving economy.

DATA TABLE

INDICATOR 17: Emergency Food Requests			
	Average Month	High Month	Low Month
2001	5,513	7,027	4,259
2002	7,301	9,990	5,531
2003	8,099	11,056	4,660
2004	6,471	9,346	4,838
2005	6,322	10,201	4,656
2006	5,038	6,623	3,385
2007	4,454	5,900	3,247
2008	4,775	7,112	3,465
2009	6,671	9,574	4,736
2010	9,703	12,935	8,360
2011	11,040	12,300	9,780
2012	10,913	12,083	9,745

Source: Kaua'i Independent Food Bank

CHART 1



# 18 Homelessness

Trend



Response



***Homelessness increases  
as share of those  
sheltered decreases***

## Description and Relevance

The number of Kaua'i residents who are homeless (at least temporarily) is one measure of how well our poorest residents are coping.

Kaua'i Economic Opportunity, Inc. (KEO) provides statistics on the number of homeless people based on counts of those registered each year with their Care-a-Van staff. The State of Hawai'i coordinates a point-in-time (PIT) count to provide a reliable accounting of persons and families who were experiencing homelessness during the day of the count. These counts are now done on an annual basis.

## How is Kaua'i doing?

As reported by KEO, the number of homeless individuals registered with the Care-a-Van peaked at 966 in 2007 and fell to 545 and 505 in 2011 and 2012, respectively.

A point-in-time (PIT) count has been conducted annually since 2009 (bi-annually in prior years), seeking homeless individuals on a given day in locations around the island. In 2012, 402 homeless individuals were identified, the highest level since 2003. Of these, in 2012 only 25% were sheltered in temporary or transitional housing, while 29% were sheltered in 2011 when the total number was 336.

The share of homeless individuals as a share of the population has increased in each of the last three years, reaching 0.59% in 2012.

These figures do not include the hidden homeless – those living with family or friends on a temporary basis.

## DATA TABLE

Indicator 18: Homelessness

	Annual Individuals	PIT Sheltered	PIT Unshel- tered	PIT Total	PIT Population Share
2002	526	NA	NA	NA	NA
2003	545	30	306	336	0.56%
2004	513	NA	NA	NA	NA
2005	695	55	193	248	0.40%
2006	743	NA	NA	NA	NA
2007	966	97	160	257	0.41%
2008	741	NA	NA	NA	NA
2009	561**	80	125	205	0.32%
2010	452**	60	213	273	0.41%
2011	545	97	239	336	0.50%
2012	505	101	301	402	0.59%

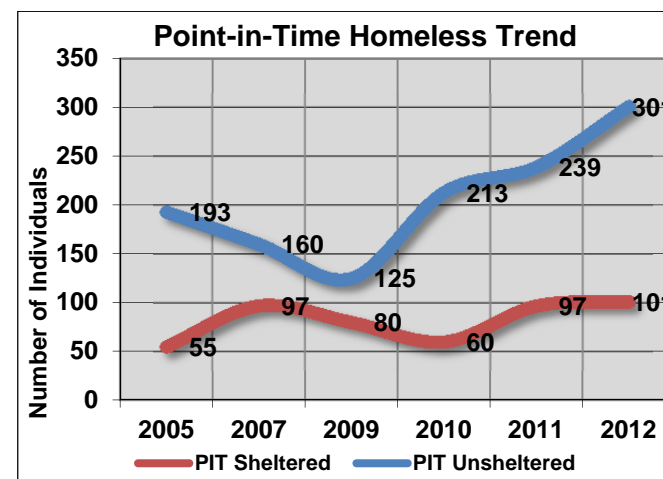
\* Source: KEO, Inc. (Registered at Care-a-van)

PIT = Homeless Point-In-Time

\*\* Corrected from previous report

Reports, 2003-10 by HI Public Housing Authority, SMS Research & HI Dept. of Human Svcs  
<http://files.hawaii.gov/dhs/main/reports/2012%20Statewide%20PIT%20report.pdf>

CHART 1



# 19 Perception of Neighborhood Safety



*Four of five residents feel safe walking in their neighborhood at night*

## Description and Relevance

Community perceptions of neighborhood safety are one measure of overall well-being.

The KPAA telephone survey asked respondents whether they feel safe walking in their own neighborhood at night.

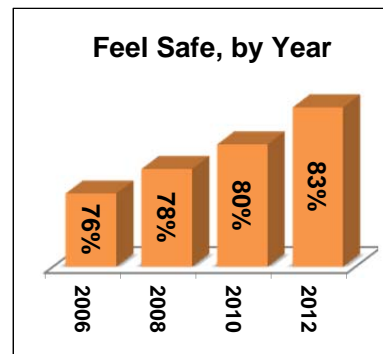
## How is Kaua'i doing?

Fully 83% of Kauaians feel safe walking at night in their neighborhoods, and this is up from 76% in 2006.

This measure is slightly lower for working age adults and households with less than \$25,000 income.

Residents in the South and West areas of the island feel less safe than elsewhere.

Among ethnic groups, Hawaiians and Caucasians tend to feel safer while Japanese tend to feel less safe.

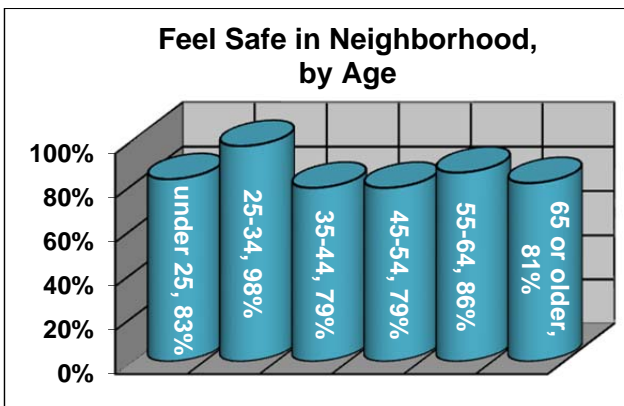


## DATA TABLE

### Indicator 19: Neighborhood Safety

	Feel Safe		Feel Safe
All	83%	Age:	
		under 25	83%
Ethnicity:		25-34	98%
Filipino	78%	35-44	79%
Japanese	60%	45-54	79%
Mixed/Other	71%	55-64	86%
Hawaiian	83%	65 or older	81%
Caucasian	89%	Income:	
		<\$25k	79%
Area:		\$25k < \$35k	84%
Central/North	86%	\$35k < \$50k	88%
East	88%	\$50k < \$75k	91%
South/West	76%	\$75k < \$100k	87%
		\$100k and over	91%
Source: KPAA survey, 2013			

## CHART 1



## 20 Violent and Property Crime

Trend



Response



***Violent and property-related crime index rates stay high and arrest rate increases***

### Description and Relevance

The incidence of major crimes is one measure of the level of security for Kaua'i residents and visitors.

The State provides annual statistics on the rate of violent crime (which includes murder, forcible rape, robbery, and aggravated assault) as well as the rate of property crime (which includes burglary, larceny-theft, motor vehicle theft, and arson).

These data are indexed to provide comparable measures for every 100,000 residents, and the number of arrests in each category is also provided. The data is a total of offenses committed by adults and juveniles.

### How is Kaua'i doing?

The index of violent crime has been rising since 2005, reaching 210 in 2012, although it dropped back from a high of 246 in 2010. Violent crime involved 94 arrests in 2012 versus 63 arrests in 2005.

The property crime index of 2,593 in 2012 was also up from 2,082 in 2005. Property crime involved a high of 532 arrests in 2012 compared to 261 arrests in 2005.

Compared with the State, in 2012 Kaua'i's violent crime index was slightly lower (210 vs. 243), and the property crime index was also lower 2,593 vs. 3,118). Yet according to a *Crime in Hawai'i 2012* report, "Kaua'i County's property, violent and total Index Crime rates were the highest in the State."

### DATA TABLE

Indicator 20: Crime Rate

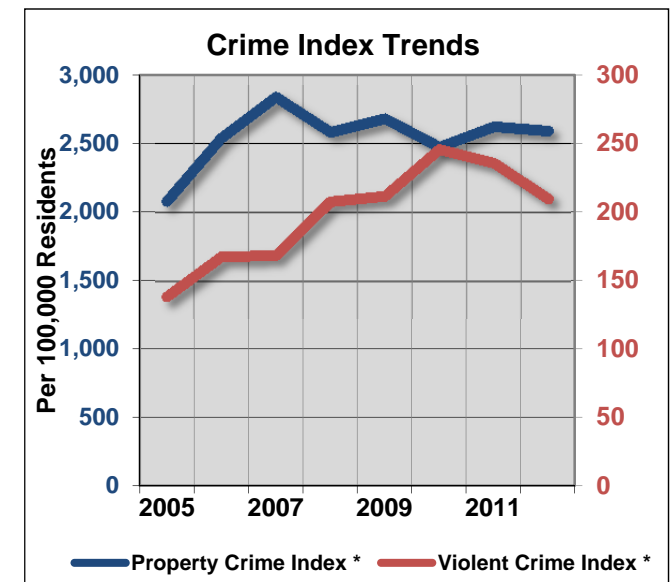
	Violent Crime Index *	Property Crime Index *	Violent Crime Arrests	Property Crime Arrests
2005	139	2,082	63	261
2006	168	2,543	63	360
2007	169	2,839	86	435
2008	208	2,584	85	434
2009	212	2,683	95	419
2010	246	2,476	84	344
2011	236	2,625	94	401
2012	210	2,593	94	532

Source: Crime in Hawai'i - Uniform Crime Report

<http://ag.hawaii.gov/cpja/rs/cih/>

\* Index = per 100,000 residents

### CHART 1



# 21 Drug and Alcohol Arrests

Trend



Response



*Drug arrests rise as alcohol arrests fall*

## Description and Relevance

The number of drug and alcohol-related arrests is one measure of the degree of drug and alcohol abuse on Kaua'i.

The State provides statistics on drug and alcohol-related crime each year for both adults and youth as part of the Uniform Crime Report, and these are helpful in tracking changes over time.

## How is Kaua'i doing?

The number of adult drug-related arrests climbed again from 117 in 2010 to 134 in 2012, while the number of adult alcohol-related arrests fell from 304 to 282 in the same period.

The number of youth drug-related arrests rose from 49 in 2010 to 63 in 2011 and then back to 49 in 2012, while the number of youth alcohol-related arrests fell from 46 to 36 in the same period.

As a percent of all arrests, youth drug and alcohol-related arrests remained at 12% in 2012, the same as it was in 2010. Adult drug and alcohol-related arrests decreased from 17% to 15% over the same period.

Total youth arrests in 2012 (687) were down 14% from 2010 (802).

Kaua'i's adult arrest rate in 2012 (607 per 100,000) is less than the state rate (813).

## DATA TABLE

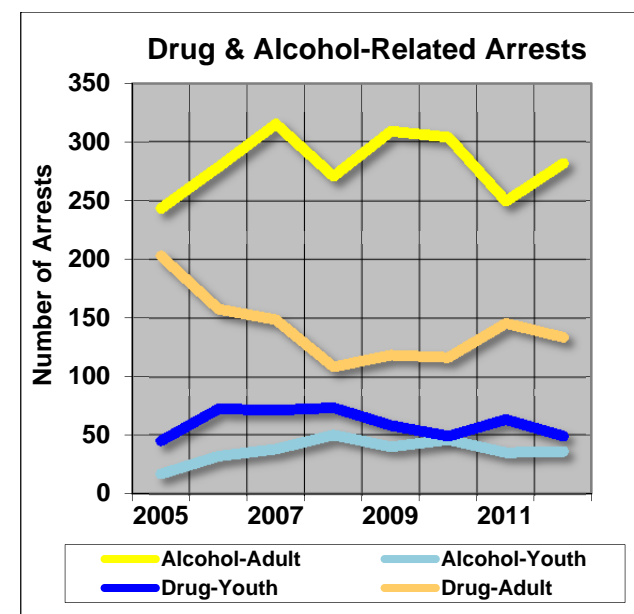
Indicator 21: Arrests for Drug and Alcohol Abuse

	Drug-Adult	Drug-Youth	Alcohol-Adult	Alcohol-Youth	All Adult Arrests	All Youth Arrests
2005	203	45	244	17	2,323	622
2006	158	72	279	32	2,032	983
2007	149	71	315	38	2,274	1,081
2008	109	73	271	50	2,623	1,083
2009	119	58	309	40	2,474	985
2010	117	49	304	46	2,533	802
2011	146	63	250	35	2,882	946
2012	134	49	282	36	2,699	687

Source: Crime in Hawai'i - Uniform Crime Report

<http://ag.hawaii.gov/cjpa/rs/cih/>

## CHART 1



## 22 Child Abuse and Neglect

Trend



Response



*Child abuse and neglect cases increase sharply*

### Description and Relevance

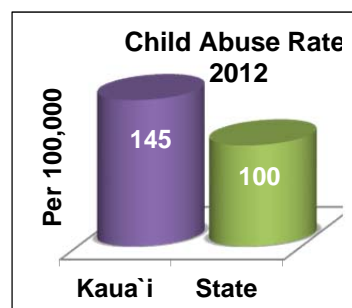
The number of cases of child abuse and neglect is one measure of how well Kaua'i households are coping. The State provides statistics on cases reported, investigated and confirmed in each year.

When a case of child abuse or neglect is reported, it is assessed to determine what action is needed. Since 2005, those that score low are referred to family strengthening services; on Kaua'i, the nonprofit Child & Family Services (CFS) is contracted to offer that assistance. Cases assessed as moderate are designated for voluntary case management; CFS also provides that service. Any case assessed moderately-high or high is assigned to the Intake category for follow up and investigation by the State's Child Welfare Services.

### How is Kaua'i doing?

In 2012, there were 285 reported cases of child abuse and neglect; of these, 187 (66%) were investigated and a high of 98 (34%) of these were confirmed. This represents an increase in all categories since 2005. Cases cover physical abuse, neglect, medical neglect, sexual abuse, psychological abuse, and threatened harm.

The share of investigated cases of child abuse and neglect that were confirmed has dropped from 62% in 2005 and 53% in 2009 to 52% in 2012.



### DATA TABLE

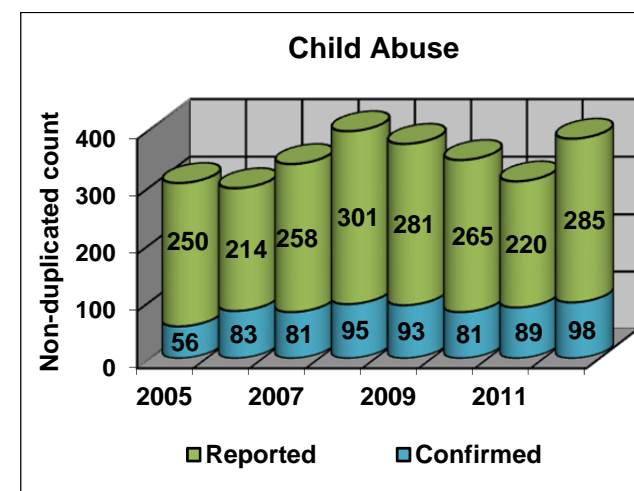
Indicator 22: Child Abuse and Neglect

	Reported	Investigated	Confirmed
2005	250	90	56
2006	214	135	83
2007	258	159	81
2008	301	190	95
2009	281	174	93
2010	265	184	81
2011	220	131	89
2012	285	187	98

Source: HI DHS, Child Welfare and Adult Protective Services

<http://humanservices.hawaii.gov/reports/child-abuse-and-neglect-reports/>

### CHART 1





# 23 Medical Insurance Coverage

Trend



Response



*Number of medically uninsured jumps*

## Description and Relevance

The extent of medical insurance coverage is one measure of how well residents are protected.

The State Department of Health provides statistics on medical coverage as part of its annual Health Survey.

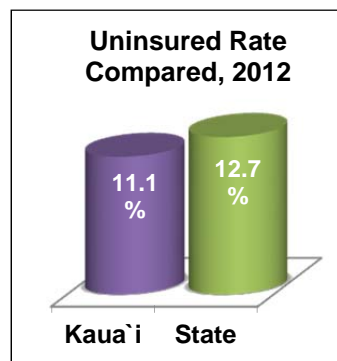
With the launch of the Patient Protection and Affordable Care Act in 2014, the number of medically uninsured should decrease significantly.

## How is Kaua'i doing?

The number of uninsured residents rose sharply from 6,386 in 2010 to 7,596 in 2012.

The percent of uninsured on Kaua'i climbed from 9.5% in 2010 to 11.1% in 2012.

The percent without medical insurance coverage is now lower on Kaua'i than the statewide average of 12.7%. This represents a ratio of 0.90, which is down from 1.4 in 2010.



## DATA TABLE

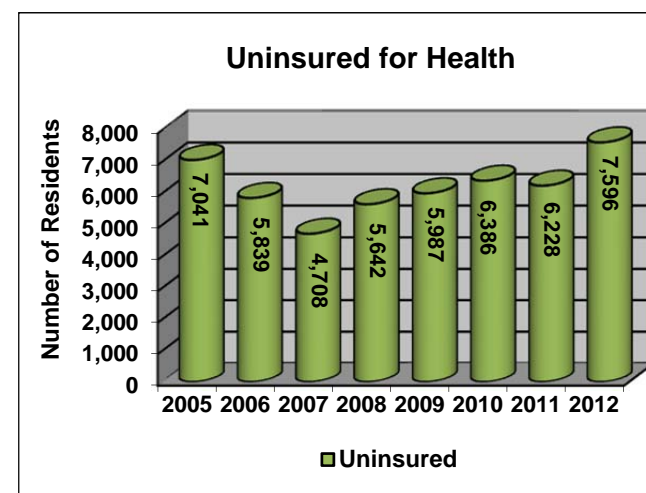
Indicator 23: Rate of Medically Uninsured

	Uninsured	% of Kaua'i	% of State
2005	7,041	11.2%	7.8%
2006	5,839	9.2%	8.3%
2007	4,708	7.3%	6.0%
2008	5,642	8.6%	6.3%
2009	5,987	9.0%	7.3%
2010	6,386	9.5%	6.8%
2011	6,228	9.2%	9.6%
2012	7,596	11.1%	12.7%

Source: HI DOH, Hawai'i Health Survey

<http://hawaii.gov/health/statistics/brfss/brfss/brfss/index.html>

## CHART 1



# 24 Leading Infectious Diseases

Trend



Response



*Three of five reportable leading infectious diseases increase*

## Description and Relevance

The number of cases of disease is one measure of the quality of life for Kaua'i residents. The State Department of Health provides data on resident disease from its monitoring of vital statistics, including leading diseases that must be reported.

## How is Kaua'i doing?

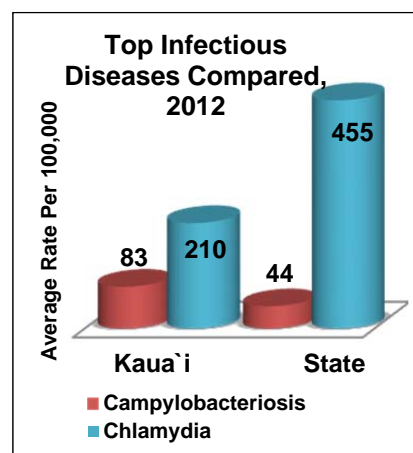
Chlamydia has been the perennial leading infectious disease and the rate has risen since 2010, when it was 198 per 100,000. In 2012, it reached a high of 210. Most commonly, Chlamydia is a sexually transmitted disease.

Influenza is another perennial leading infectious disease. In 2010 it hit a low rate of 23, yet it jumped back up to a rate of 121 in 2012.

Campylobacteriosis is a common bacterial infection in humans and is often a food-borne illness, typically infecting the bowels. Rates increased from 61 in 2010 to 83 in 2012.

Gonorrhea rates have increased since 2010, climbing slightly from 14 to 18 in 2012.

Kaua'i leading infectious disease rates have been lower than State rates for all except Campylobacteriosis in 2008 through 2010 and Influenza in 2008.



## DATA TABLE

Indicator 24: Leading Infectious Diseases

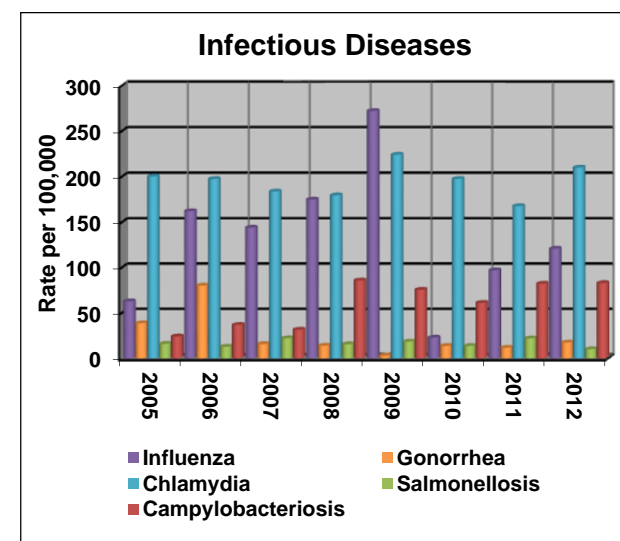
	Salmon-ellosis	Campy-lobacter-iosis	Gonor-rhea	Influ-enza	Chla-mydia
2005	16	24	39	63	201
2006	13	37	80	163	198
2007	22	32	16	145	184
2008	16	86	14	175	180
2009	19	76	3	273	225
2010	14	61	14	23	198
2011	22	83	12	97	168
2012	10	83	18	121	210

Source: HI Dept. of Health, Notifiable Diseases Surveillance System

<http://healthuser.hawaii.gov/health/about/pr/NETSS.html>

Numbers are rate per 100,000

## CHART 1



# 25 Leading Causes of Death

Trend



Response



*Death rate drops since 2009,  
yet cancer rate increases*

## Description and Relevance

The rate and cause of death is one measure of the quality of life for Kaua'i residents.

The State Department of Health provides data on resident disease and death from its monitoring of vital statistics.

## How is Kaua'i doing?

The number of deaths from all causes was 497 residents in 2012, down from 527 in 2010. This is a death rate of 7.3 per thousand, which is 2% lower than the State's death rate of 7.2 in 2012.

Cancer is the leading cause of death and increased from 120 deaths in 2010 to 130 in 2012.

Death caused by heart disease decreased in 2012 to 112 from 125 in 2010.

Other cardiovascular diseases caused another 120 deaths in 2012, and this was down from 127 in 2010.

These three leading causes accounted for nearly 75% of all deaths.

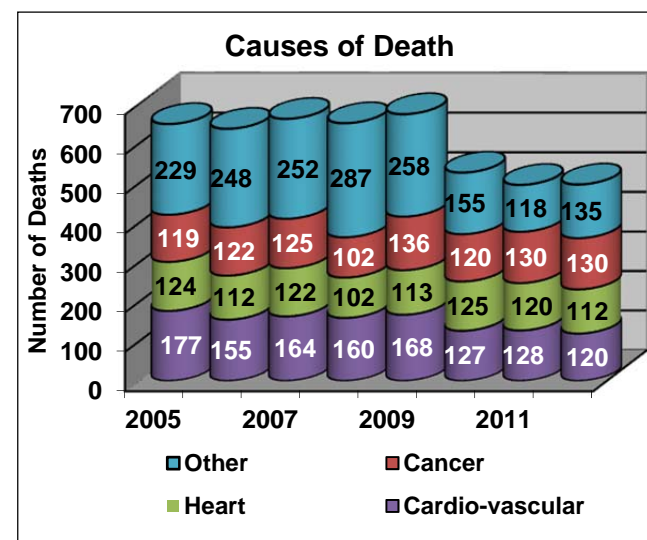
The category "Other" includes other diseases and external causes, such as motor vehicle and other accidents and has decreased from 155 in 2010 to 135 in 2012.

DATA TABLE

Indicator 25: Leading Causes of Death					
	Cardio-vascular	Heart	Cancer	Other	All Causes
2005	177	124	119	229	650
2006	155	112	122	248	637
2007	164	122	125	252	663
2008	160	102	102	287	652
2009	168	113	136	258	674
2010	127	125	120	155	527
2011	128	120	130	118	496
2012	120	112	130	135	497

Source: HI DOH, Vital Statistics  
<http://www.hawaii.gov/health/statistics/vital-statistics/index.html>

CHART 1



# 26 Physical Activity and Body Weight



Response



*Rate falls for those not exercising, overweight or obese*

## Description and Relevance

The amount of physical activity and body weight are also measures of community health.

The State Department of Health maintains the Behavioral Risk Factor Surveillance System (BRFSS), which monitors weight and activity, among many other behaviors. Data is gathered through a telephone survey. Due to changes made in survey methodology, results after 2010 cannot be compared to previous years.

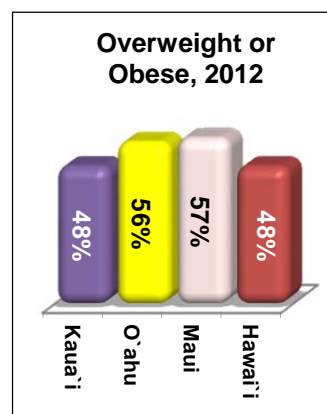
Physical activity is benchmarked against the recommended level for all adults. Body weight is compared with the recommended levels by gender and age.

## How is Kaua'i doing?

The share of residents reporting no exercise or physical activity has been falling slightly, from 17% in 2010 to 16% in 2012.

The share of residents at the recommended weight also improved from 43% in 2010 to 50% in 2012.

More than 48% of residents were above their recommended weight level in 2012, yet the share of those obese fell from 23% in 2010 to 21% in 2012.



## DATA TABLE

Indicator 26: Body Weight and Physical Activity

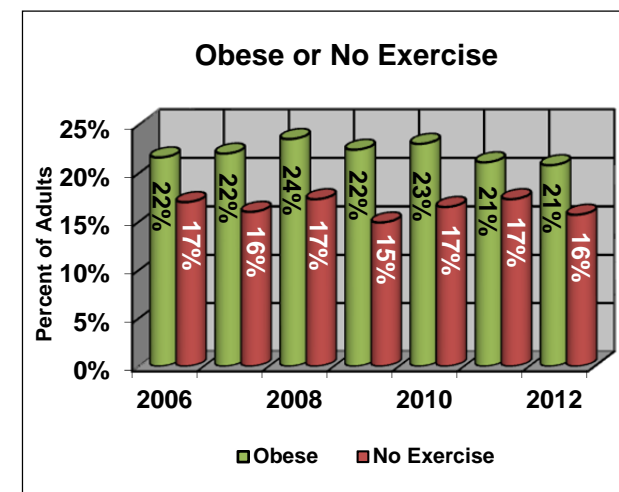
	Under Weight	Recom- mended Weight	Over Weight	Obese	No Exercise
2006	3%	40%	35%	22%	17%
2007	1%	41%	36%	22%	16%
2008	1%	44%	31%	24%	17%
2009	2%	39%	36%	22%	15%
2010	2%	43%	32%	23%	17%
2011	2%	44%	32%	21%	17%
2012	2%	50%	27%	21%	16%

Source: Hawai'i BRFSS – Kaua'i

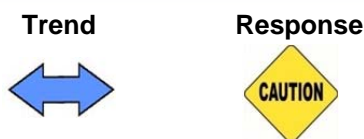
<http://health.hawaii.gov/brfss/>

Based on estimated body mass index (BMI) status and physical activity in past month.

## CHART 1



# 27 Tobacco Use



*Share of smokers stays steady as those who never smoked increases*

## Description and Relevance

The number of residents who smoke is one measure of community health.

The State Department of Health maintains the Behavioral Risk Factor Surveillance System (BRFSS), which monitors the number of smokers, among other behaviors.

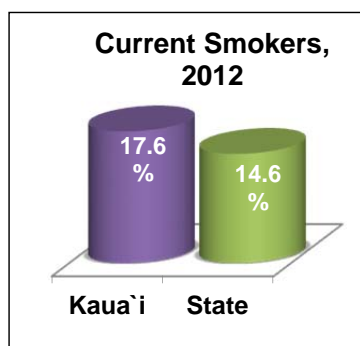
## How is Kaua'i doing?

The share of Kaua'i residents who smoke held steady at 18% in 2010 and 2012, with an increase to 20% in 2011. There has been a corresponding modest decrease in the share of former smokers, from 29% to 28% in the same period.

The share of residents who never smoked has increased from 53% to 57% over the same period.

The share of youth who smoke, which was dropping fast through 2008, has not been measured through the BRFSS in recent years.

Compared to statewide smoking rates, Kaua'i rates declined slower and ended higher in 2012, with 17.6% current smokers versus 14.6% for the State.



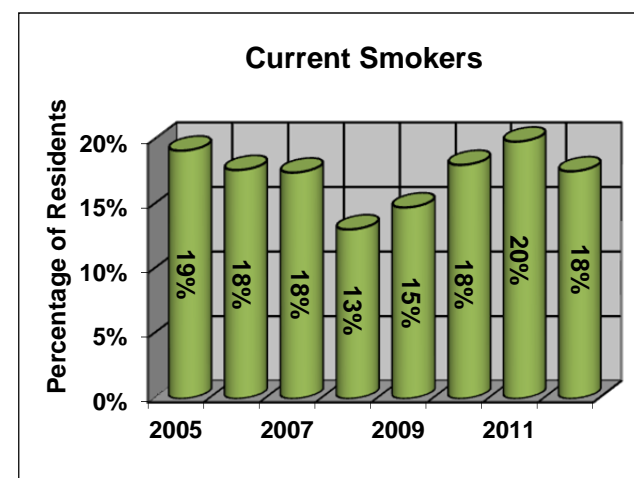
DATA TABLE

Indicator 27: Tobacco Use on Kaua'i

	Current Smoker	Former Smoker	Never Smoked	Youth Smokers
2005	19%	28%	53%	16%
2006	18%	29%	53%	10%
2007	18%	26%	56%	14%
2008	13%	32%	56%	9%
2009	15%	30%	55%	NA
2010	18%	29%	53%	NA
2011	20%	28%	53%	NA
2012	18%	28%	57%	NA

Source: Hawai'i BRFSS – Kaua'i  
<http://health.hawaii.gov/brfss/>

CHART 1



# 28 Drownings



Response



*Number of drowning victims  
plummets as does visitor  
share*

## Description and Relevance

The number of drownings in Kaua'i's streams and ocean waters is one measure of overall community health and safety.

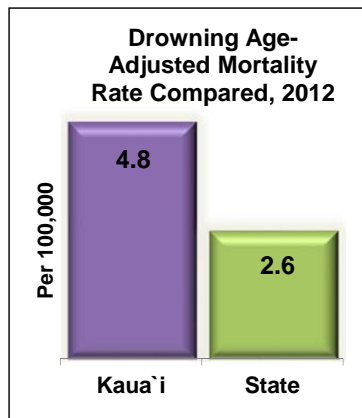
The County Fire Department began tracking drowning in 2004, and reports the number of victims by place of residence. It also tracks the number of ocean rescues.

## How is Kaua'i doing?

A total of 6 lives were lost by drowning in 2012, including 2 visitors and 4 Kaua'i residents. This was the lowest level since 2004. There were 146 rescues in 2012 compared to 196 rescues in 2011, however, the number of drowning victims in 2011 was 14, of which 10 were visitors and 4 were Kaua'i residents.

Since 2004, there have been 100 drownings in Kaua'i's waters, of which 32 were Kauaians and 68 were visitors or other Hawai'i residents.

For each drowning there were 24.3 rescues in 2012 and 14 in 2011. Total rescues since 2004 have been 1,974. Installation of rescue tubes contributed to the saved lives.



## DATA TABLE

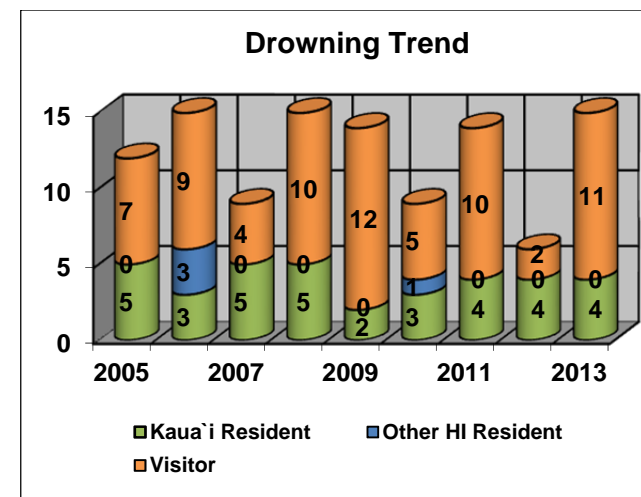
Indicator 28 : Drowning Victims

	Kaua'i Resident	Other HI Resident	Visitor	Total Drownings	Visitor Share	Total Rescues	Rescue-to-Drown Ratio
2004	1	0	11	12	92%	200	16.7
2005	5	0	7	12	58%	182	15.2
2006	3	3	9	15	60%	170	11.3
2007	5	0	4	9	44%	296	32.9
2008	5	0	10	15	67%	234	15.6
2009	2	0	12	14	86%	248	17.7
2010	3	1	5	9	56%	302	33.6
2011	4	0	10	14	71%	196	14
2012	4	0	2	6	33%	146	24.3

Source: Kaua'i Fire Dept. and Hawai'i Health Data Warehouse

[http://www.hhdw.org/cms/uploads/Data%20Source\\_%20Vitals/AAMR\\_Drowning\\_3AGG.pdf](http://www.hhdw.org/cms/uploads/Data%20Source_%20Vitals/AAMR_Drowning_3AGG.pdf)

CHART 1



## 29 Home Internet Access



Response



*Internet goes to all but 14% of homes and most have high-speed access*

### Description and Relevance

Community access to the Internet is one measure of overall well-being and access to information.

The KPAA telephone survey asked respondents whether they have access to the Internet at home, and whether access was by broadband (cable modem, DSL or other).

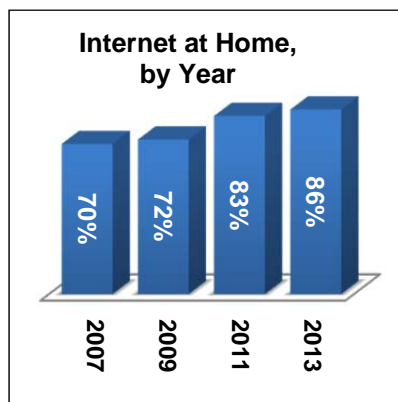
### How is Kaua'i doing?

Fully 86% of respondents have Internet access at home, which is up from 83% in 2011 and above the U.S. average (76%) for 2012.

Broadband access has grown to include 82% of Kaua'i households, with 65% using cable modems and 30% using DSL phone lines. Some households have both.

Smartphones and tablets are fairly new ways people are accessing the Internet at home and on the go.

Access is lowest (75%) among the oldest age group, and lowest (85%) in the South/West side of the island.



### DATA TABLE

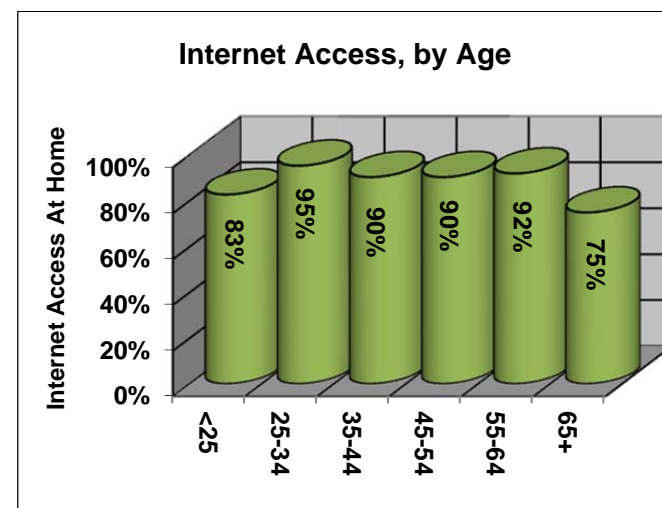
**Indicator 29: Internet Access at Home**

	Cable Modem	DSL	Other or D.K.*	None
All	65%	30%	6%	14%
under 25	43%	57%	0%	17%
25-34	71%	24%	6%	5%
35-44	78%	16%	6%	10%
45-54	60%	32%	8%	10%
55-64	61%	36%	3%	7%
65 or older	64%	29%	7%	25%
Central/North	60%	33%	7%	12%
East	61%	35%	4%	14%
South/West	71%	23%	6%	15%

\* D.K. = Don't Know.

Source: KPAA telephone survey, 2013

### CHART 1





# 30 Aloha Spirit



Response



*More say the aloha spirit is stronger than previous years*

## Description and Relevance

The community perception of Kaua'i's aloha spirit is one measure of overall well-being.

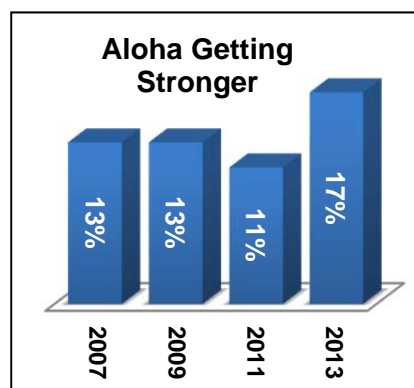
The KPAA telephone survey asked respondents whether they thought the aloha spirit is getting stronger, is about the same as it ever was, or is getting weaker.

## How is Kaua'i doing?

More than one-third of Kauaians (37%) see the aloha spirit the same as ever, while slightly more see it weakening (41%). Some see it strengthening (17%), and this is up from 11% in 2010.

More residents in the Central/North see it growing stronger, while more residents in the East and South/West see it growing weaker. More men (43%) than women (39%) see it growing weaker.

The greatest number of those who see Kaua'i's aloha spirit as strengthening were under 25 (30%). Paradoxically, 50% of this same group reported a weakening of the aloha spirit.



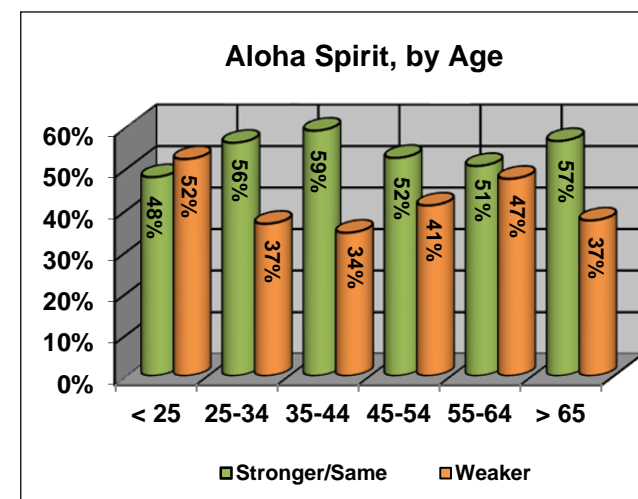
## DATA TABLE

Indicator 31: Perception of Aloha Spirit

	Stronger	Same	Weaker
All	17%	37%	41%
Under 25	30%	17%	52%
25-34	7%	49%	37%
35-44	18%	41%	34%
45-54	21%	31%	41%
55-64	15%	35%	47%
65 or older	17%	40%	37%
Male	13%	38%	43%
Female	21%	36%	39%
Central/North	21%	38%	38%
East	15%	38%	42%
South/West	15%	36%	42%























Source: KPAA telephone survey, 2013







## CHART 1





## COMMUNITY HEALTH AND WELL-BEING

NO.	INDICATOR	TREND STATEMENT	TREND	RESPONSE
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		

Community Health and Well-Being			Measuring What Matters for Kaua'i 2012	
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		

### 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.

- Support programs that provide emergency food and promote food security.
- Encourage individuals and families to establish home or community gardens to grow their own nutritious foods and become more self-sufficient.
- 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

## INDICATORS

- 31 County government services
- 32 Community volunteerism
- 33 Community philanthropy
- 34 Voting participation



**CIVIC ENGAGEMENT**

### Purpose of this Section

Indicators in this section look at state and local government responsiveness to the needs of the community and how Kaua'i residents participate in government and civic activities. Citizen engagement and support for community activities are indicative of strong, vibrant communities.

# 31 County Government Services



*Satisfaction high for County services, while parks and police lag*

## Description and Relevance

Community perception of government's responsiveness to community needs is one measure of overall well-being.

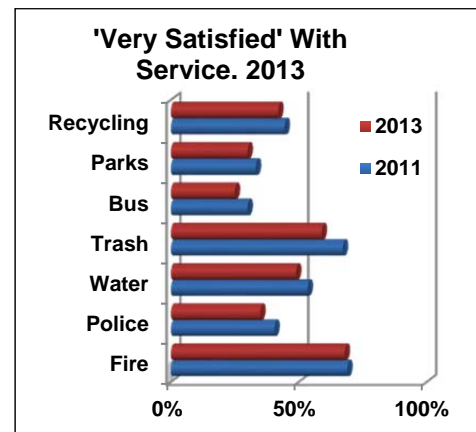
The KPAA telephone survey asked respondents how satisfied they were with specific services provided by the County of Kaua'i including police, fire, parks, water, trash, recycling, and bus.

## How is Kaua'i doing?

Fire services are perceived most favorably, with 68% and 25% Very or Somewhat Satisfied, followed by Trash Pickup with 59% and 30%, respectively. Police, Water (for drinking), Bus, Parks, and Recycling are also perceived favorably.

At the same time, Parks and Police received relatively more unfavorable responses, with 20% and 17% Somewhat or Very Dissatisfied, respectively.

Many may not be familiar with the Kaua'i Bus service, as 30% responded Don't Know or No Opinion, presumably because they have not ridden the bus.



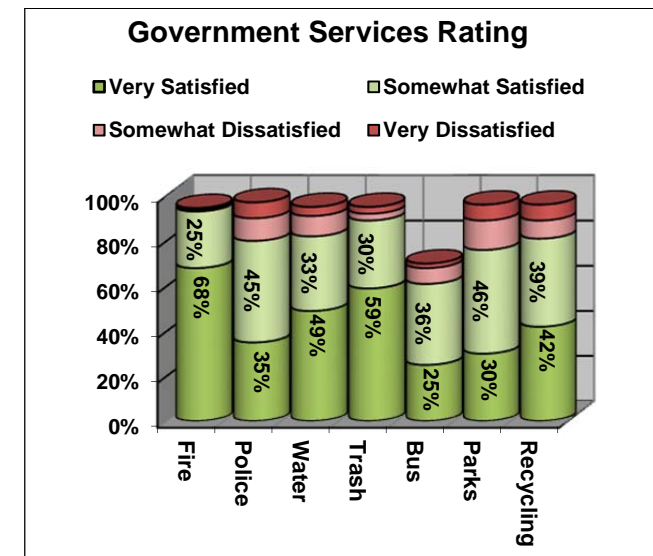
## DATA TABLE

Indicator 31: Government Services

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied
Fire	68%	25%	1%	1%
Police	35%	45%	10%	7%
Water	49%	33%	9%	4%
Trash	59%	30%	3%	3%
Bus	25%	36%	7%	2%
Parks	30%	46%	13%	7%
Recycling	42%	39%	8%	7%

Source: KPAA telephone survey, 2013

## CHART 1



# 32 Community Volunteerism



*Two-thirds of residents volunteer time and rate stays high*

## Description and Relevance

The level of community volunteerism is one measure of civic engagement.

The KPAA telephone survey asked respondents whether they volunteered time (without pay) to any charitable, religious, or community organization.

Respondents were also asked how much time they volunteered in a typical month.

## How is Kaua'i doing?

Overall, some 68% of residents report they volunteered with civic or nonprofit groups, and this is up from 62% in 2010.

The rate of volunteerism is fairly uniform geographically across the island. Native Hawaiians tend to volunteer more, while Mixed/Other ethnic groups tend to volunteer less.

The highest rates of volunteerism are among working-age adults and among those with the highest incomes.

Some 28% reported volunteering 3 hours per month or less, while 26% reported volunteering more than 16 hours each month.

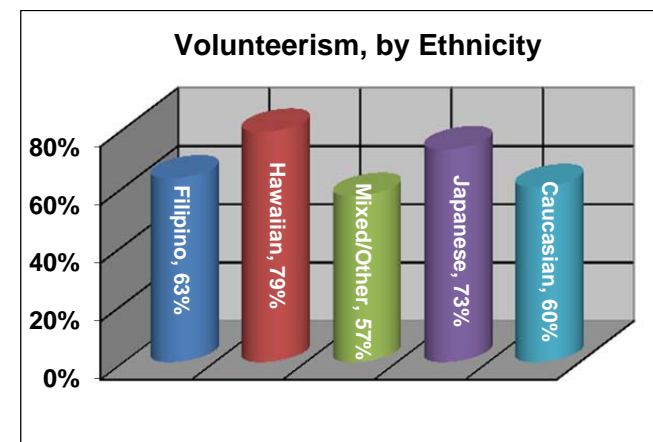
## DATA TABLE

### Indicator 32: Community Volunteerism

	Volunteer		Volunteer
All	68%	Age:	
		under 25	65%
Ethnicity:		25-34	73%
Filipino	63%	35-44	75%
Hawaiian	79%	45-54	72%
Mixed/Other	57%	55-64	69%
Japanese	73%	65 or older	60%
Caucasian	60%	Income:	
		<\$25k	56%
Area:		\$25k < \$35k	56%
Central/North	70%	\$35k < \$50k	64%
East	70%	\$50k < \$75k	74%
South/West	65%	\$75k < \$100k	78%
		\$100k and over	80%

Source: KPAA telephone survey, 2013

## CHART 1



# 33 Community Philanthropy



***Fewer residents donated to church and community groups***

## Description and Relevance

The level of giving to charitable causes is one measure of civic engagement.

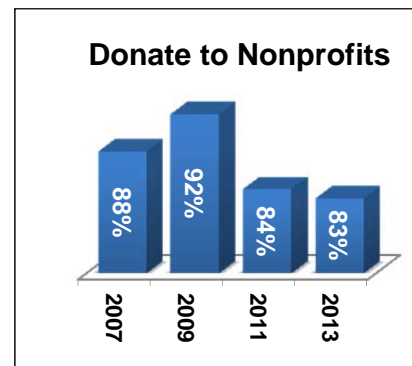
The KPAA telephone survey asked respondents whether they donated any cash or goods to a charitable or religious organization.

## How is Kaua'i doing?

Eighty-three percent (83%) of households reported donating to nonprofit causes, while 61% gave to churches, and both are down from 84% and 70%, respectively, in 2011.

Donations to nonprofits were uniformly high across all areas of the island and ethnic groups, and they tend to increase with age and income.

Likewise, donations to churches were highest among Filipinos (75%) and among the wealthiest (74%).



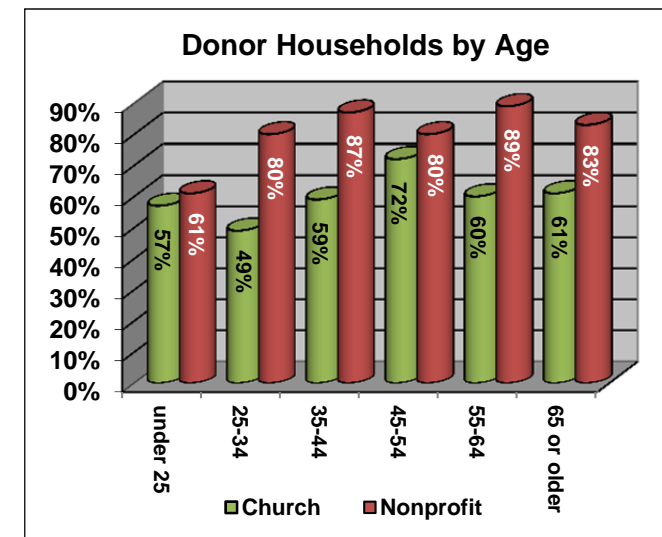
## DATA TABLE

### Indicator 34: Community Philanthropy

	Church	Non-profit		Church	Non-profit
All	61%	83%	Age:		
			under 25	57%	61%
Ethnicity:			25-34	49%	80%
Caucasian	50%	86%	35-44	59%	87%
Filipino	75%	80%	45-54	72%	80%
Hawaiian	70%	71%	55-64	60%	89%
Japanese	68%	88%	65 or older	61%	83%
Mixed/Other	71%	86%	Income:		
			<\$25k	49%	65%
Area:			\$25k < \$35k	62%	62%
Central/North	62%	88%	\$35k < \$50k	54%	80%
East	60%	85%	\$50k < \$75k	57%	94%
South/West	59%	78%	\$75k < \$100k	65%	91%
			\$100k & over	74%	97%

Source: KPAA telephone survey, 2013

## CHART 1



# 34 Voting Participation



**Registered voters and voter turnout increase**

## Description and Relevance

Voter turnout is one measure of citizen participation in government.

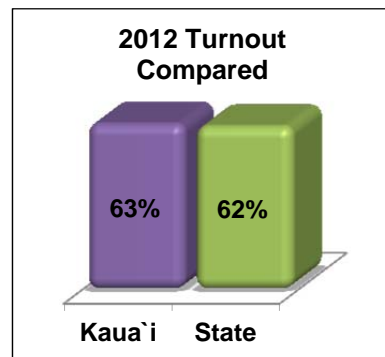
The State Office of Elections provides statistics for the number of residents who are registered to vote and who actually voted in each election.

## How is Kaua'i doing?

The number of registered voters rose slightly from 40,129 in 2010 to 40,738 in the 2012 general election, while the number who voted climbed from 23,009 to 25,614 over the same period.

This represents an uptick in the turnout rate from 57% in 2010 to 63% in 2012. The corresponding State voter turnout rates were 56% and 62%, respectively.

It should be noted that 2000, 2004, 2008 and 2012 were presidential election years and voting rates tend to be highest in these years.

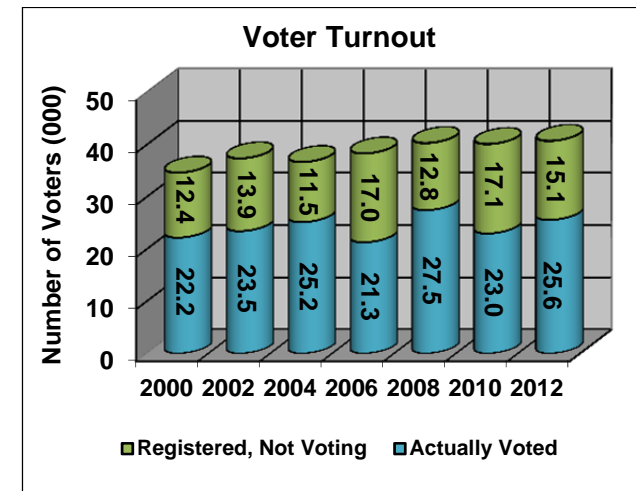


## DATA TABLE









Indicator 34: Voting Turnout				
	Registered Voters	Actually Voted	% Turnout	State Turnout
2000	34,652	22,217	64%	58%
2002	37,392	23,464	63%	57%
2004	36,685	25,187	69%	67%
2006	38,326	21,328	56%	53%
2008	40,323	27,487	68%	66%
2010	40,129	23,009	57%	56%
2012	40,738	25,614	63%	62%

Source: Hawai'i Office of Elections  
<http://www.hawaii.gov/elections/results/>

## CHART 1



**CIVIC ENGAGEMENT**

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

**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 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 and social media, to improve public access and 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

### INDICATORS

- 35 Water quality at public beaches
- 36 Water service
- 37 Energy use and diversification
- 38 Renewable energy production
- 39 Solid waste disposition



NATURAL ENVIRONMENT

#### Purpose of this Section

The sustainability of the island is reliant on the long-term overall health of our natural environment. The indicators included look at water, energy and waste issues as reflections of how resources are utilized and conserved on the island. Degradation of any one of these areas can lead to detrimental impacts on other areas and upset the fragility of the ecosystem.

# 35 Water Quality at Public Beaches



***More beach water samples not meeting state quality standards***



## Description and Relevance

The presence of contaminants in the ocean at Kaua'i beaches is one measure of the quality of the island's coastal waters.

State Department of Health (DOH), Clean Water Branch provides statistics on the presence of contaminants, with a focus on Enterococci, a human pathogen often found in sewage. Until mid-2009, State DOH considered a level of more than 7 colony forming units (cfu) of Enterococci per 100 ml. in coastal water as exceeding state standards. Hawai'i's standard changed in 2009 to conform to U.S. EPA standards. The new measure is a single sample maximum of 10<sup>4</sup> cfu per 100 ml. and a geometric mean of 35 cfu for beaches measured at least 5 times a month. This is a less stringent criterion than used previously.

Coastal water samples are collected throughout the year, and average values are reported annually.

## How is Kaua'i doing?

The mean rating for Kaua'i water quality at public beaches increased from 6.9 in 2010 to 17.6 in 2012, well below the State DOH acceptable standard of 35 cfu per 100 ml. Yet in 2012 there were 25 samples exceeding DOH standards, up from 4 in 2010.

Note that these ratings have climbed despite the State's use of the new, less stringent criteria.

In 2012, Kaua'i's mean rating of 17.6 was the highest in the state, compared with 12.2 on Maui and O'ahu and 11.7 for Kona and 13.2 for Hilo on Hawai'i Island.

## DATA TABLE

**Indicator 35: Public Beach Water Quality**

	Enterococci Density*			
	Lowest Reported Average Value	Highest Reported Average Value	Samples Exceeding State Standards **	Mean*** (# per 100 ml.)
2005	0.3	244	8	4.7
2006	0.6	145	7	6.5
2007	2.3	100	2	5.0
2008	2.3	700	16	4.6
2009	2.3	92	7	7.1
2010	2.3	2,005	4	6.9
2011	2.3	148	19	10.3
2012	10.0	123	25	17.6

Source: HI DOH, Clean Water Branch and HI State Databook

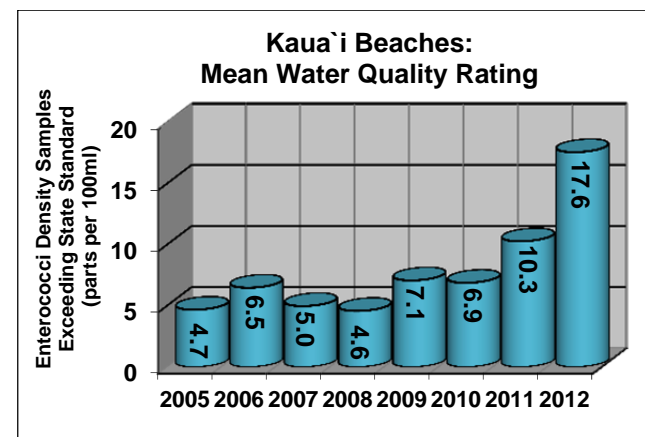
\*Geometric mean, number per 100 ml. Geometric mean standard for Enterococci density was 35 per 100 ml. in 2010-2012. In 2005-2009, the standard was 7 per 100 ml.

\*\*Number of samples over geometric mean standard. See \*.

\*\*\*Not weighted by number of samples.

<http://emdweb.doh.hawaii.gov/CleanWaterBranch/WaterQualityData/SpreadSheetQuery.aspx>

## CHART 1



# 36 Water Service

Trend



Response



*Water connections climb as  
consumption falls*

## Description and Relevance

The availability of water service is one measure of Kaua'i's infrastructure and growth.

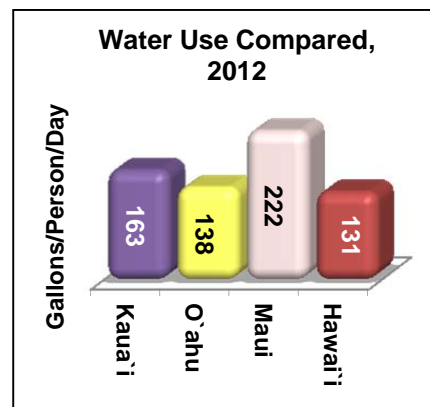
The County and the Board of Water Supply provide statistics on local consumption, service connections, and capacity.

## How is Kaua'i doing?

The number of service connections continues to rise, with 21,271 in 2012 versus 20,490 in 2010, and the miles of water mains increased to 443.4 miles in 2011 and 2012, an increase of 4 miles over 2010.

For 2012, total consumption decreased, falling from 4.2 billion gallons in 2010 to 4.1 billion gallons.

Maximum daily capacity dropped slightly from 27.4 million gallons in 2010 to 26.2 in 2012. Note that surplus capacity is needed to allow for equipment maintenance and meet peak day demand which, in Hawai'i, is 1.5 times the average daily demand or 46% of maximum daily capacity.



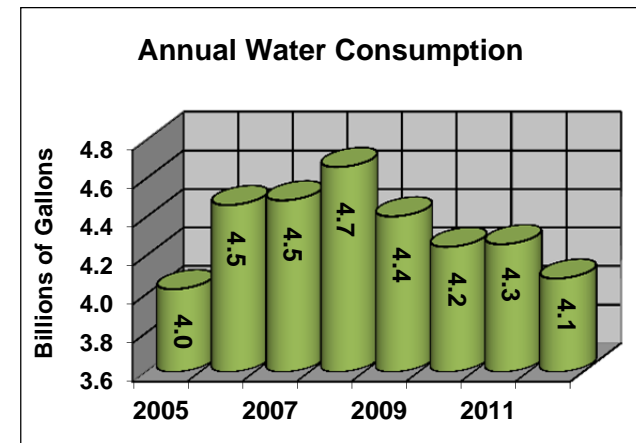
## DATA TABLE

Indicator 36: Water Service

	Water Main Miles	Service Connections	Fire Hydrants	Consumption (bil. gal.)	Max. Daily Capacity (mil. gal.)
2005	413.8	19,633	2,343	4.0	22.1
2006	416.9	20,580	2,406	4.5	22.1
2007	420.3	20,107	2,465	4.5	20.6
2008	422.0	19,531	2,492	4.7	26.1
2009	422.0	20,102	2,517	4.4	27.0
2010	439.4	20,490	2,586	4.2	27.4
2011	443.4	21,148	2,632	4.3	27.4
2012	443.4	21,271	2,654	4.1	26.2

Source: County of Kaua'i CAFR & Department of Water Consumption Report

## CHART 1



# 37 Energy Use and Diversification

Trend



Response



*Electricity usage per residence and sales decline, as renewables share increases*

## Description and Relevance

The amount of electricity used and its sources are measures of how well Kaua'i is doing in reducing vulnerabilities resulting from fossil fuel use.

The Kaua'i Island Utility Cooperative (KIUC) provides annual statistics on energy uses and sources.

## How is Kaua'i doing?

Energy use continues to decrease from nearly 435 gigawatt hours (gWh) sold in 2010 to just over 433 gWh in 2012.

Per capita electricity usage continues to decrease from 5,200 kilowatt hours (kWh) in 2010 to 5,000 kWh in 2012, a 4% drop.

The residential share, which has remained fairly stable at around 35% of electricity sold, compares favorably with the State, where the average residence uses 7,000 kWh versus 5,600 on Kaua'i.

The share of electricity produced by KIUC from renewable sources jumped from 8.1% in 2010 to 10.2% in 2012.

Most notably, solar photovoltaic generation rose sharply from 0.9 gWh in 2010 to 5.3 gWh in 2012. Solar now constitutes 12% of all Kaua'i renewables, with the remaining 88% coming from hydropower.

NOTE: Renewables generated 18% of the island's total electricity in 1998, before the Lihu'e Plantation sugar mill closed.

DATA TABLE

Indicator 37: Utility Electric Energy Use

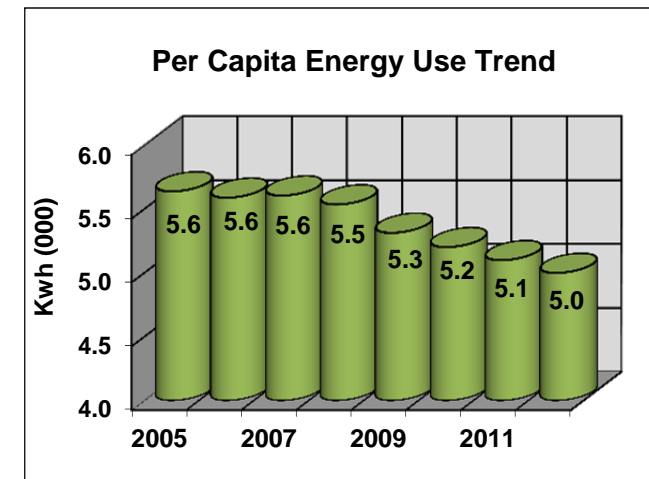
	Total Kwh Sold (million)	Percent Renewable	Kwh Per Capita*	Average kWh Per Residence
2005	448.6	8.3%	5.6	6.1
2006	452.1	8.2%	5.6	6.2
2007	466.9	5.7%	5.6	6.2
2008	453.8	7.9%	5.5	5.9
2009	436.3	8.6%	5.3	5.9
2010	434.5	8.1%	5.2	5.7
2011	434.7	9.7%	5.1	5.7
2012	433.2	10.2%	5.0	5.6

Source: KIUC

\* Residents + Visitors

<http://puc.hawaii.gov/wp-content/uploads/2013/07/Fuel-Mix-KIUC-2003-2012.pdf>

CHART 1



# 38 Renewable Energy Production

Trend



Response



*One-third of residents report using solar hot water and 12% report PV for electricity*

## Description and Relevance

The amount of renewable energy produced by households is one measure of the island's energy resilience and self-sufficiency.

The KPAA telephone survey asked respondents whether they have any way to produce electrical energy that they don't buy from the electric company, including alternate energy like solar, wind or hydropower.

## How is Kaua'i doing?

Telephone survey respondents indicate that some form of renewable energy is produced by 49% of households, and this is up from 37% in 2010. This includes more than one-third of homes with solar hot water, and now more than 12% with photovoltaic (PV) panels.

Much higher rates are found in Japanese households (53%), while much lower rates are found in the East (34%) versus elsewhere (41%).

The share of households producing some of their own energy tends to increase with income, rising from 23% for the under \$25,000 group to 50% for the over \$100,000 group.

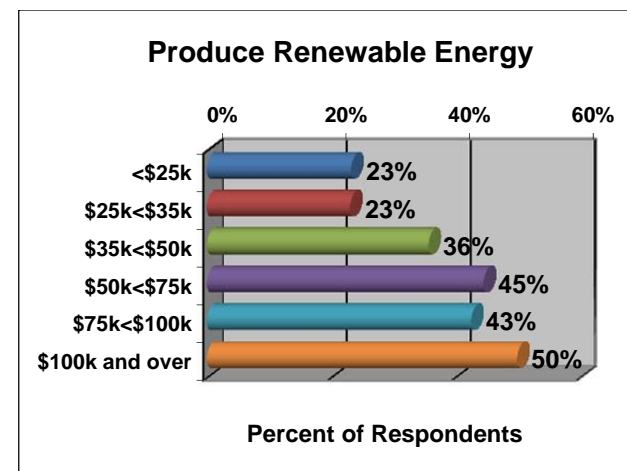
**DISCLAIMER:** KIUC reports for December 2013 a total of 1,681 households with PV connections, which translates to 5.9%, substantially lower than the number reported in the telephone survey, yet they also report an increasing trend.

DATA TABLE

Indicator 38: Renewable Energy Production			
	Hot Water	PV	Other
All	35%	12%	2%
Central/North	35%	8%	1%
East	35%	17%	3%
South/West	34%	13%	7%
<\$25k	28%	7%	7%
\$25k< \$35k	39%	13%	3%
\$35k< \$50k	37%	6%	2%
\$50k< \$75k	36%	13%	1%
\$75k< \$100k	27%	17%	2%
\$100k +	38%	14%	0%

Source: KPAA telephone survey, 2013

CHART 1



# 39 Solid Waste Disposition

Trend



Response



*Waste diversion rate jumps as landfill disposal rate nearly steady*

## Description and Relevance

The volume of solid waste generated is one measure of how well residents and visitors are managing their resources.

The County provides statistics for the amount of solid waste generated, including the share of waste disposed in the landfill and the share diverted, such as through composting and recycling. Diverted waste includes paper, plastics, glass, cardboard, green waste, metals and hazardous materials. The majority of diverted waste is recycled.

## How is Kaua'i doing?

The amount of solid waste disposed in the landfill has decreased by 10% since 2009, from over 78,000 tons in 2009 to 71,000 tons in 2012.

Per capita solid waste generated is estimated to have increased from 1.3 tons to 1.4 tons over the same period.

The share of waste that is diverted (i.e., not disposed in the landfill) has increased from 26% in 2009 to 40% in 2012.

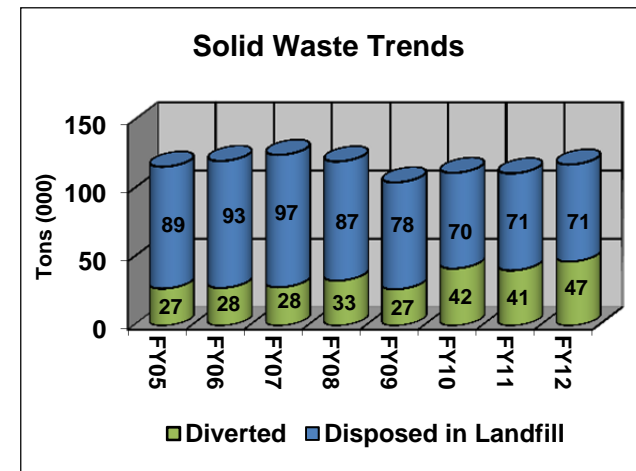
DATA TABLE

Indicator 39: Solid Waste Disposition











	Generated	Disposed in Landfill	Diverted	Diverted %	Tons Per Capita
FY05	116,389	89,156	27,233	23%	1.5
FY06	120,620	92,910	27,710	23%	1.5
FY07	125,050	96,870	28,180	23%	1.5
FY08	120,244	87,237	33,007	27%	1.5
FY09	104,925	78,222	26,703	26%	1.3
FY10	111,900	70,000	41,900	37%	1.3
FY11	111,500	71,000	40,500	36%	1.3
FY12	118,000	71,000	47,000	40%	1.4

Source: County of Kaua'i, Solid Waste Division and Kaua'i Integrated Solid Waste Management Plan

CHART 1



## NATURAL ENVIRONMENT

NO.	INDICATOR	TREND STATEMENT	TREND	RESPONSE
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 renewables 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 nearly steady		

## 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.

- 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

### INDICATORS

- 40 Registered Vehicles
- 41 Vehicle miles traveled
- 42 Bus ridership
- 43 Alternative transport
- 44 Planning approvals
- 45 Residential building type

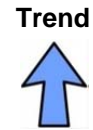


LAND USE AND RURAL CHARACTER

#### Purpose of this Section

The desire to maintain Kaua'i's rural character is a central theme in the *Kaua'i General Plan 2000*. Have we been successful? A frequent subject of community debate is the rate of growth and the capacity of the infrastructure to accommodate growth. Indicators are included to track several factors that impact land use, including the number of vehicles and use of alternative transportation and development trends and location.

# 40 Registered Vehicles



*Vehicle counts jump as vehicles per capita stays high*

## Description and Relevance

The number of registered vehicles is one measure of the demand on Kaua'i's infrastructure.

The State provides statistics on the number and type of vehicles registered on each island, including rental vehicles.

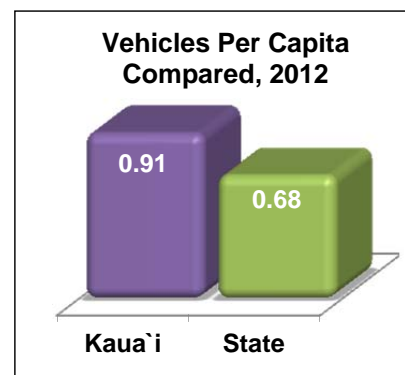
## How is Kaua'i doing?

The number of passenger cars and light trucks rose significantly since 2010, with cars climbing from 48,333 to 57,901 in 2012 and trucks from 19,629 to 21,441.

Cars and light trucks comprise 93% of all vehicles, and there were also over 3,887 heavy trucks (more than 6,500 pounds) and 2,036 motorcycles on island in 2012.

In 2012 there were 0.91 vehicles per person based on the island's de facto population (residents and visitors) versus 0.68 vehicles per person in the State.

The number of vehicles grew by 16% from 2010 to 2012, while the de facto population rose by only 4.2%.



## DATA TABLE

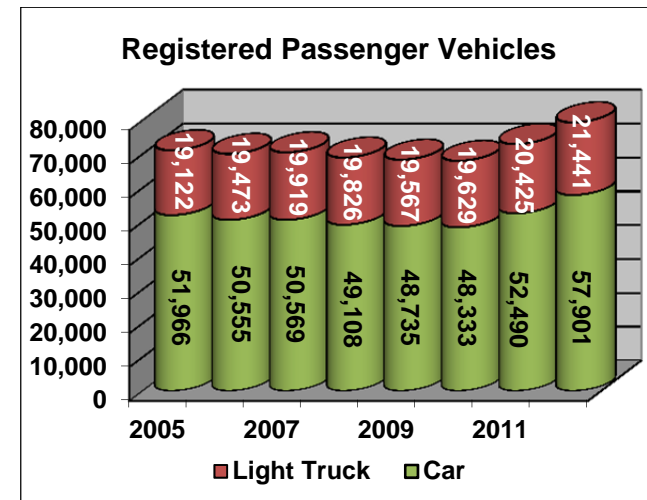
Indicator 40: Registered Motor Vehicles

	Car	Light Truck	Heavy Truck	Motor-cycle	Total
2005	51,966	19,122	2,983	1,490	75,561
2006	50,555	19,473	3,137	1,569	74,734
2007	50,569	19,919	3,405	1,701	75,594
2008	49,108	19,826	3,645	1,765	74,344
2009	48,735	19,567	3,759	1,786	73,847
2010	48,333	19,629	3,826	1,775	73,563
2011	52,490	20,425	3,544	1,914	78,373
2012	57,901	21,441	3,887	2,063	85,292

Source: HI DOT, Motor Vehicle Safety Office

<http://www.hawaii.gov/dbedt/info/economic/databook/>

## CHART 1



# 41 Vehicle Miles Traveled

Trend



Response



*Vehicle miles and gas demand increase, as miles per vehicle decreases*

## Description and Relevance

The amount of traffic is one measure of the demands placed on Kaua'i infrastructure.

The State Department of Transportation (DOT) provides statistics on the number of vehicles, miles traveled, and fuel consumed each year on each island, as well as daily vehicle counts for each highway segment.

## How is Kaua'i doing?

Total vehicle miles traveled (VMT) jumped sharply to 895 million in 2012 from the low of 772 million in 2010.

At the same time, the Kaua'i Multimodal Land Transportation Plan (adopted by the County Council on January 30, 2013) established a preferred goal to "prevent growth in island-wide vehicle miles of travel above the 2010 level despite an anticipated increase in the resident and visitor populations."

Highway fuel consumption rose from 24.1 million gallons to 27.4 million gallons over the same period. The average miles per gallon rose slightly from 32.0 in 2010 to 32.6 in 2012.

Miles per vehicle decreased from 10,487 in 2010 to 10,297 in 2012.

Compared with the other islands, Kaua'i's VMT per person is consistently high at more than 10,000, versus less than 7,000 on O'ahu.



## DATA TABLE

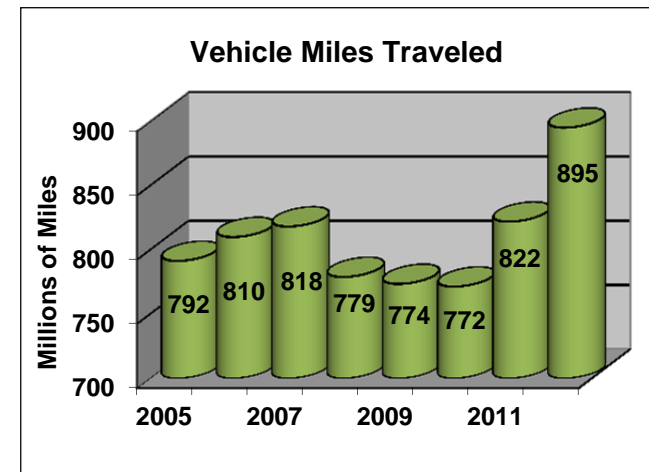
Indicator 41: Vehicle Miles Traveled

	Vehicle Miles Traveled (M)	Miles per Vehicle	Highway Fuel (M gallons)	Miles per Gallon
2005	792	10,066	27.7	28.6
2006	810	10,403	35.9	22.6
2007	818	10,825	35.7	22.9
2008	779	10,478	27.7	28.1
2009	774	10,269	27.1	28.5
2010	772	10,487	24.1	32.0
2011	822	10,490	28.3	29.0
2012	895	10,297	27.4	32.6

Source: HI DOT, Motor Vehicle Safety Office

<http://www.hawaii.gov/dbedt/info/economic/databook/>

CHART 1



# 42 Bus Ridership

Trend



Response



***Bus ridership still climbing as growth rate slows***

## Description and Relevance

The annual ridership on the public bus system (Kaua'i Bus) is one measure of how well-served residents are with alternative modes of transport.

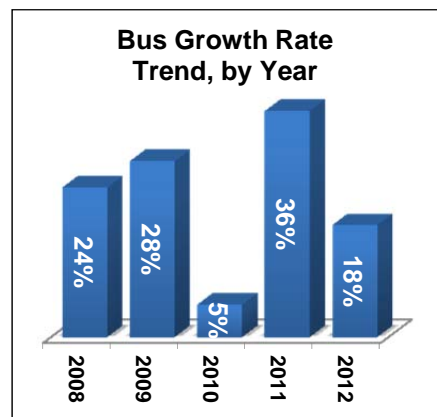
The County provides annual counts of the number of passenger trips for both the public and paratransit (door-to-door service for qualified individuals) system, and these are helpful in tracking the growth of bus ridership.

## How is Kaua'i doing?

The number of passenger trips on the Kaua'i Bus increased dramatically from 463,811 in 2010 to 776,026 in 2012.

During this same period, the number of paratransit trips increased from 66,148 to 76,245.

The rate of increase in bus ridership reached double digits in four of the last five years, and was up another 18% in 2012.



## DATA TABLE

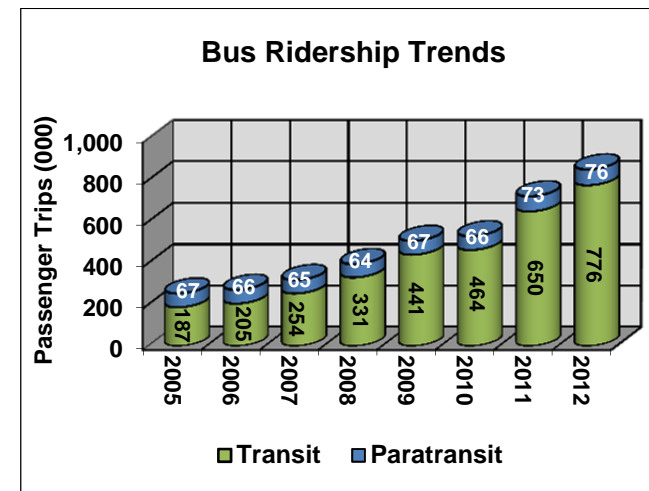
Indicator 42: Bus Ridership \*

	Transit	Paratransit	Total
2005	187,179	66,743	253,922
2006	205,127	66,490	271,617
2007	253,750	65,210	318,960
2008	331,259	64,344	395,603
2009	440,799	66,616	507,415
2010	463,811	66,148	529,959
2011	649,817	72,552	722,369
2012	776,026	76,245	852,271

Source: County of Kaua'i, Transportation Dept.

\* Ridership = passenger trips

## CHART 1



# 43 Alternative Transport



Response



*Few commuters use bus or carpool, yet many say it is practical*

## Description and Relevance

The perception of alternative transport options is one measure that influences island land use and rural character.

The KPAA telephone survey asked respondents who work outside their home whether they drove their own car to work and whether they would (under certain conditions) find it practical to rideshare, carpool or ride the bus instead of always driving themselves.

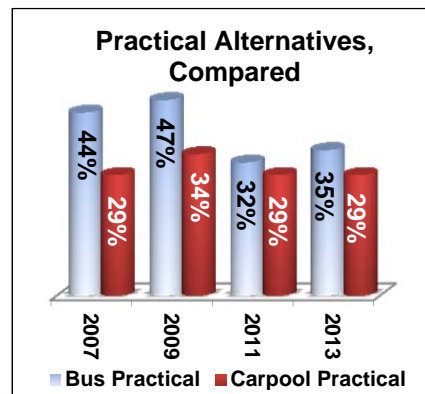
The conditions included someone else organizing the rideshare or carpool, or having a bus within a five-minute walk from their home and their workplace.

## How is Kaua'i doing?

Fully 87% of adult residents work outside their home, and 90% of these drive their own car to work, so that 78% of all households use their car to get to work. Of these, 29% would find carpooling practical, while 35% would find riding the bus practical.

Carpooling was perceived as the most practical in the East (32%), while riding the bus was perceived as most practical in the South/West (39%).

Among ethnic groups, Mixed/Other and Hawaiians are most likely to find carpooling practical, while Hawaiians and Filipinos are most likely to find the Bus practical.



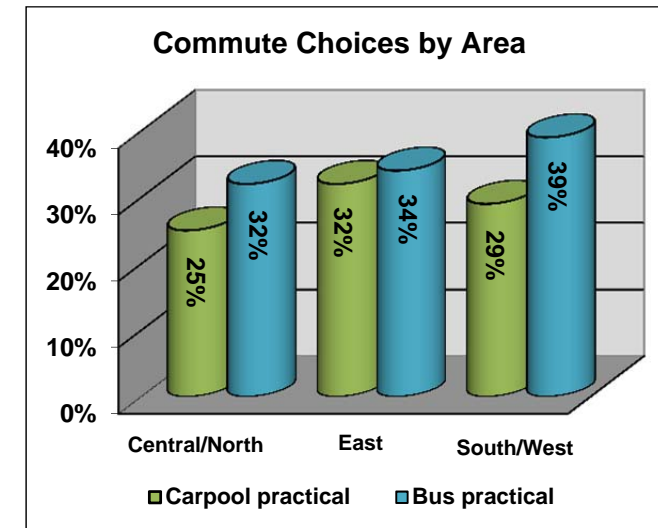
## DATA TABLE

Indicator 43: Alternative Transport Options

	Work outside of home	Drive own car to work	Carpool practical	Bus practical
All	87%	90%	29%	35%
<b>Ethnicity:</b>				
Caucasian	87%	90%	21%	28%
Filipino	88%	93%	25%	40%
Hawaiian	88%	86%	52%	55%
Japanese	86%	95%	21%	12%
Mixed/Other	80%	100%	50%	25%
<b>District:</b>				
Central/North	91%	88%	25%	32%
East	87%	93%	32%	34%
South/West	85%	89%	29%	39%

Source: KPAA telephone survey, 2013

CHART 1



# 44 Planning Approvals

Trend



Response



***Zoning amendments increase  
as subdivision approvals and  
zoning permits drop***

## Description and Relevance

The number of subdivision applications to create new lots for development, as well as zoning permits, zoning amendments, and General Plan amendments are measures of the island's land use and whether rural character is being preserved.

The County provides statistics each year on subdivision applications, zoning permits and amendments and General Plan amendments.

## How is Kaua'i doing?

After a sharp drop of subdivision applications in 2010 to only 12, the number increased to 21 each year in 2011 and 2012. Final approvals of the applications numbered 20 in 2011 and 16 in 2012.

Zoning permits remained at low levels in 2011 and 2012, with 736 and 763 granted, respectively in those years, almost a 50% decline from 2004 numbers.

There were no General Plan amendments granted in 2011 and 2012.

There was an increase in the number of zoning amendments approved, with four granted in 2011 and five granted in 2012.

Note that the County of Kaua'i Planning Department figures do not include variances and special use permits, which are sometimes used in place of zoning or General Plan amendments.

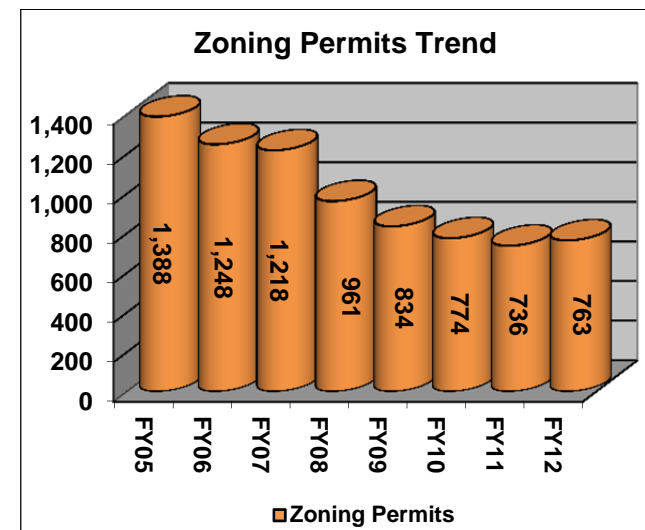
## DATA TABLE

**Indicator 44: Planning Approvals**

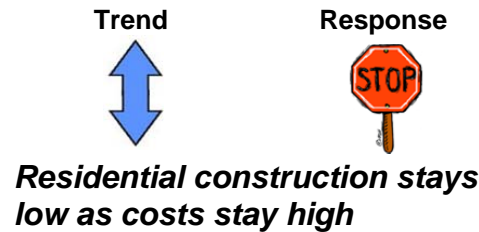
	Subdiv- ision Applica- tions	Final Approvals	Zoning Permits	General Plan Amend- ments	Zoning Amend- ments
FY01	43	31	1,146	0	3
FY02	44	32	1,188	1	3
FY03	55	33	1,200	0	5
FY04	49	37	1,443	0	2
FY05	52	35	1,388	1	6
FY06	53	31	1,248	2	9
FY07	44	25	1,218	0	7
FY08	24	31	961	0	3
FY09	24	25	834	0	3
FY10	12	16	774	0	0
FY11	21	20	736	0	4
FY12	21	16	763	0	5

Source: County of Kaua'i Planning Dept. Annual Reports

## CHART 1



# 45 Residential Building Type



## Description and Relevance

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

The U.S. Census provides statistics on "new residential building permits," which includes the dollar value of construction and the number of units for both single-family and multi-family housing. In recent years, multi-family construction has included visitor units as well as affordable housing projects.

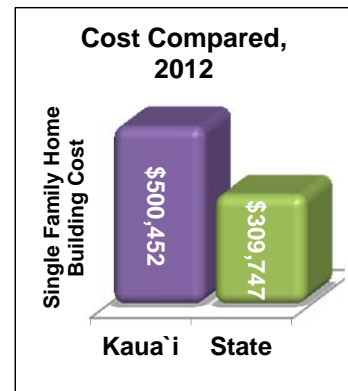
## How is Kaua'i doing?

The pace of new home construction slowed further since 2010, as the number of new single-family homes fell from a record high of 895 units in 2005 to 129 units in 2012, and the construction of multi-family units dropped to zero in 2011 and 2012 from a high of 366 in 2006.

The total cost of residential construction in 2012 was \$65 million, down from \$68 million in 2010.

The average construction cost of single-family units built has remained fairly high at over \$500,000 in 2012. This is up significantly from \$357,000 in 2009, and compares unfavorably with the State average of just over \$309,000.

It should be noted that the cost does not include the cost of land and any developer profit, and the average cost of construction is skewed upward by the inclusion of multi-million dollar homes.



## DATA TABLE

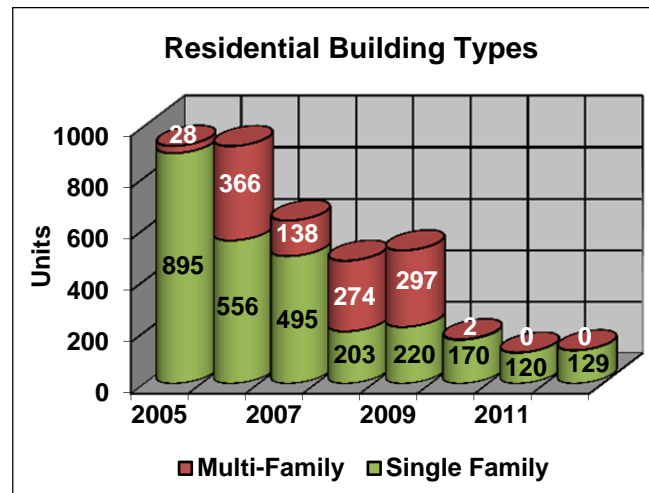
Indicator 45: Residential Building Types

	Single Family Units	Multi-Family Units	Construct. Cost (\$ mil)	Avg. Cost 1-Fam. (\$000)
2005	895	28	\$286	\$313
2006	556	366	\$288	\$387
2007	495	138	\$263	\$438
2008	203	274	\$271	\$387
2009	220	297	\$218	\$357
2010	170	2	\$68	\$400
2011	120	0	\$56	\$466
2012	129	0	\$65	\$500

Source: U.S. Census, New Residential Building Permits













<http://censtats.census.gov/cgi-bin/bldgprmt/bldgset.pl>

## CHART 1





## LAND USE AND RURAL CHARACTER

NO.	INDICATOR	TREND STATEMENT	TREND	RESPONSE
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		

## 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.

- 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

### INDICATORS

- 46 Hawaiian language students
- 47 Subsistence food sources
- 48 Canoe paddlers
- 49 Cultural dance and song participation



CULTURES AND ARTS

#### Purpose of this Section

Practices and traditions of the host culture and of the many other cultures that have migrated to Kaua'i more recently have contributed to the diversity and richness of island life. This uniqueness is highly valued by both residents and visitors. Indicators look at a few key aspects of island life that offer a glimpse into whether these practices and traditions are being preserved and perpetuated.

# 46 Hawaiian Language Students

Trend



Response



*Enrollment in Hawaiian language and culture classes still rising*

## Description and Relevance

The number of students learning Hawaiian language is one measure of the perpetuation of native culture.

The State Department of Education (DOE) provides statistics on the number of students enrolled in Hawaiian language programs from kindergarten to grade 12 in public and charter schools, and Kaua'i Community College (KCC) provides annual counts of their Hawaiian language students.

## How is Kaua'i doing?

The total number of students in Hawaiian language, immersion and bi-lingual programs has climbed from 316 in 2010 to 361 in 2012.

In 2012, 121 DOE students enrolled in bi-lingual programs and another 101 participated in immersion programs at charter schools. This compares with 137 and 87 students, respectively, in 2010. One (1) DOE student took Hawaiian as an elective in 2012, compared to 6 in 2010. The DOE had a total of 223 Hawaiian language and culture students in 2012, compared to 230 in 2010, a 3% decrease.

During the same time period, Kaua'i Community College Hawaiian language students jumped from 86 in 2010 to 138 in 2012, an increase of 61%.

The overall trend for Hawaiian language students is up 14% over 2010, and the growth rate has been 211% since 2003.

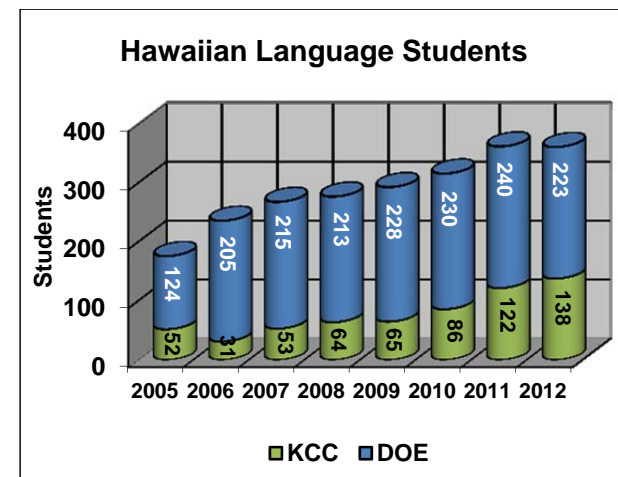
DATA TABLE

Indicator 46: Hawaiian Language Students

	DOE Public & Charter Bi-Lingual Programs	DOE Public & Charter Immersion Programs	Other DOE Hawaiian Language Programs	Kaua'i Community College	Total
2003	83	22	11	0	116
2004	103	78	7	79	267
2005	66	32	26	52	176
2006	106	79	20	31	236
2007	116	80	19	53	268
2008	119	83	11	64	277
2009	139	81	8	65	293
2010	137	87	6	86	316
2011	135	101	4	122	362
2012	121	101	1	138	361

Source: Hawai'i Department of Education and Kaua'i Community College

CHART 1



# 47 Subsistence Food Sources

Trend



Response



*Large share of families gather or grow their own food*

## Description and Relevance

The reliance on subsistence practices for food is one measure of the preservation of island culture and island self-sufficiency.

The KPAA telephone survey asked respondents whether they engage in hunting, fishing, gathering, or grow their own fruits or vegetables, or raise their own eggs, meat or dairy products to provide food for their 'ohana. The survey also asked what percentage of their household's food each month comes from these sources.

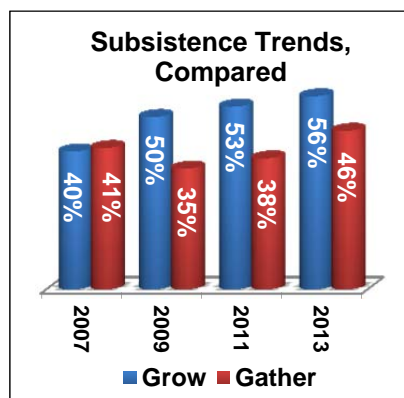
## How is Kaua'i doing?

Nearly one-half of households (46%) either hunt, fish or gather food, while more than half (56%) grow or raise food.

About one-third of these households get more than 10% of their food from gathering (33%) or growing (34%), respectively.

These practices are similar island-wide, although there are slightly more hunter/gatherers in the South/West, and slightly more growers in the Central/North.

Filipinos are more likely to grow or raise food (67%) than Hawaiians (43%), while Japanese are more likely to hunt or gather than Caucasians (75% versus 32% respectively).



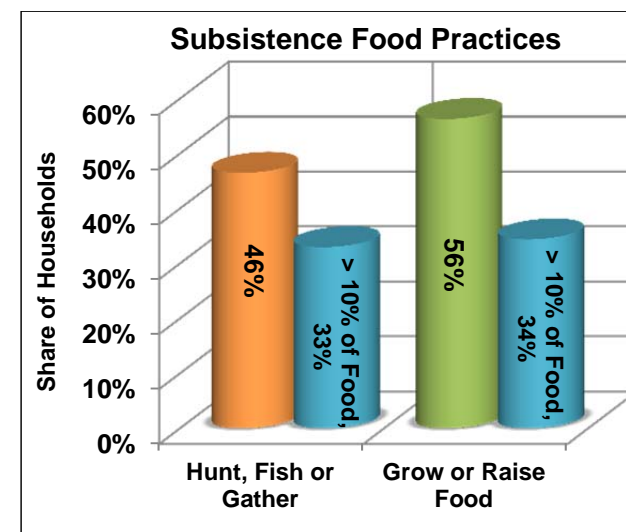
DATA TABLE

Indicator 47: Subsistence Food Gathering

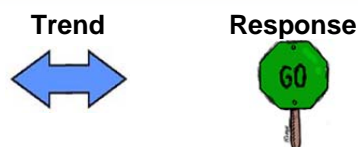
	Hunt, Fish or Gather	> 10% of Food	Grow or Raise Food	> 10% of Food
All	46%	33%	56%	34%
<b>Ethnicity:</b>				
Caucasian	32%	29%	60%	31%
Filipino	45%	26%	67%	32%
Japanese	75%	42%	55%	43%
Hawaiian	43%	35%	43%	35%
Mixed/Other	53%	32%	53%	34%
<b>District:</b>				
Central/North	48%	32%	59%	37%
East	42%	33%	54%	30%
South/West	49%	33%	56%	35%

Source: KPAA telephone survey, 2013

CHART 1



# 48 Canoe Paddlers



*Total canoe paddlers  
nearly steady*

## Description and Relevance

The number of paddlers in local canoe clubs is one measure of the vitality and preservation of island culture.

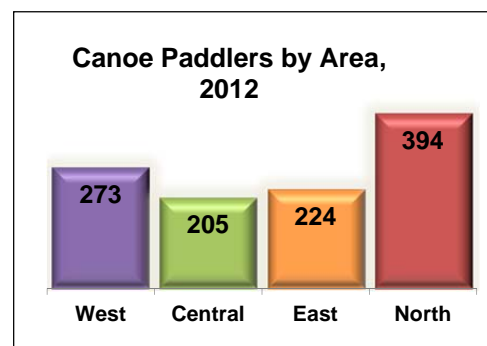
The Garden Island Canoe Racing Association provides statistics on the number of paddlers associated with each of the island's eleven canoe clubs.

## How is Kaua'i doing?

A total of 1,096 paddlers participated in one of 11 canoe clubs in 2012, an increase of 172 from 2011 but well below the 1,250 paddlers in 2008.

One new club was added in 2011, West Kaua'i Canoe Club.

In 2012, five clubs had more than 100 paddlers. These clubs include Hanalei (the largest club), Namolokama, Niumalu, Kukui'ula and Pu'uwai/Wailua.



## DATA TABLE

### Indicator 48: Canoe Paddlers

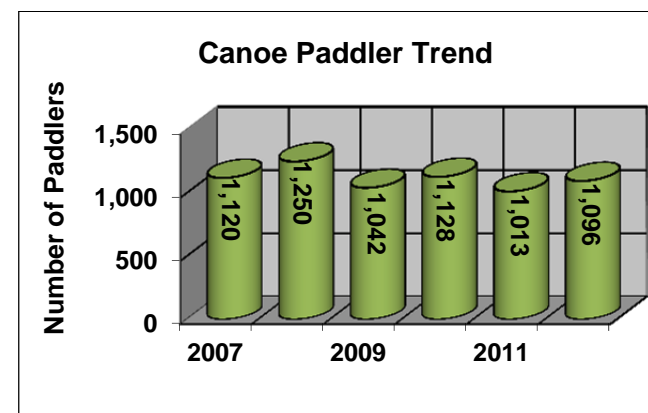
	2007	2008	2009	2010	2011	2012
Hanalei	298	338	245	239	190	270
Namolokama	110	125	235	185	150	124
Kaiola	225	245	154	177	159	92
Niumalu	140	133	74	125	119	113
Kukui'ula*	45	65	NA	121	96	120
Pu'uwai/Wailua	72	90	197	120	NA	212
Kilohana	105	115	66	90	71	51
Koloa	50	50	33	37	41	52
Kawaikini	75	89	38	34	44	12
West Kaua'i**	0	0	0	0	54	50
<b>Total Paddlers</b>	<b>1,120</b>	<b>1,250</b>	<b>1,042</b>	<b>1,128</b>	<b>924</b>	<b>1,096</b>

Source: Garden Island Canoe Racing Association

\* In 2010 Kukui'ula Outrigger & Sailing Club took the place of Puu'wai South

\*\* New club in 2011

## CHART 1



# 49 Cultural Dance and Song Participation



*Native Hawaiian hula and other cultural dance and song attract broad participation*

## Description and Relevance

The number of residents involved in learning or performing Native Hawaiian hula or other cultural dance and songs is one measure of the preservation of the island's indigenous and varied cultures.

The KPAA telephone survey asked respondents whether they participate, take lessons or often perform Native Hawaiian hula or songs or traditional dance or songs from cultures other than Native Hawaiian.

## How is Kaua'i doing?

Fully 21% of respondents reported participating in some form of Native Hawaiian hula or songs, and 14% participate in other cultural dance or songs.

Hawaiians reported the largest share (40%) and Filipinos reported the lowest (14%) in hula or Hawaiian songs, while Japanese reported the largest share (15%) in other cultural dance or songs.

In hula or Hawaiian songs, the under 25 group reported the largest share (30%), while the highest income group reported the lowest share (11%).

In other cultural dance or songs, the under 25 age group reported the largest share (17%), while the lowest income group reported the largest share (21%).

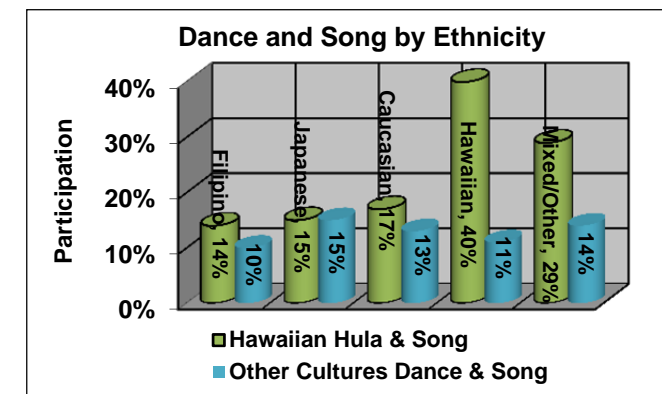
## DATA TABLE

Indicator 49: Cultural Dance and Songs









	Hawaiian	Other		Hawaiian	Other
All	21%	14%	Age:		
			under 25	30%	17%
Ethnicity:			25-34	29%	5%
Filipino	14%	10%	35-44	28%	10%
Japanese	15%	15%	45-54	23%	15%
Caucasian	17%	13%	55-64	18%	16%
Hawaiian	40%	11%	65 or older	14%	15%
Mixed/Other	29%	14%	Income:		
			<\$25k	19%	21%
Area:			\$25k<		
Central/North	21%	13%	\$35k	33%	12%
East	28%	13%	\$35k<		
South/West	14%	15%	\$50k	18%	13%
			\$50k<		
			\$75k	28%	8%
			\$75k<		
			\$100k	24%	13%
			\$100k & over	11%	13%

Source: KPAA telephone survey, 2013

CHART 1



**CULTURE 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 participation	Native Hawaiian hula and other cultural dance and song attract broad participation		

**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 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-makai access for traditional cultural practices is protected and enforced.

## Appendices

- A. Data Resources for Kauaʻi
- B. Telephone Survey Methodology
- C. Kauaʻi Planning & Action Alliance Overview



## Appendix A

### Data Resources for Kauaʻi

The Center on the Family Data Center

[http://uhfamily.hawaii.edu/cof\\_data/datacenter.asp](http://uhfamily.hawaii.edu/cof_data/datacenter.asp)

County Health Rankings & Roadmaps

<http://www.countyhealthrankings.org/app/hawaii/2013/kauai/county/outcomes/overall/snapshot/by-rank>

Hawaiʻi Health Matters

<http://www.hawaiihealthmatters.org/modules.php?op=modload&name=NS-Indicator&file=index&topic1=County&topic2=Kauai&group=>

Hawaiʻi Innovation Indicators

[http://dbedt.hawaii.gov/economic/reports\\_studies/innovation-indicators/](http://dbedt.hawaii.gov/economic/reports_studies/innovation-indicators/)

Hawaiʻi P-20 College and Career Readiness Indicators Reports

<http://www.p20hawaii.org/resources/>

Hawaiʻi Pacific Health Community Health Needs Assessments (CHNA) – Wilcox Memorial Hospital

<http://www.hawaiipacifichealth.org/healthassessment/>

Hawaiʻi State Department of Education School Reports

<http://www.hawaiipublicschools.org/VisionForSuccess/SchoolDataAndReports/SchoolReports/Pages/home.aspx>

Hawaiʻi Workforce Infonet

[www.hiwi.org](http://www.hiwi.org)

Kids Count Data Center (information by county, state and across states)

<http://datacenter.kidscount.org/data#HI/5/o>

State of Hawai'i Data Book

<http://dbedt.hawaii.gov/economic/databook/>

UHERO (University of Hawai'i Economic Research Organization)

<http://www.uhero.hawaii.edu/6/data>

## Appendix B

### Telephone Survey Methodology

*The following methodology was submitted to KPAA by FAQ Hawaii, Inc., a Honolulu research company.*

The telephone survey was designed by John Knox of John Knox and Associates for residents ages 18 and older. KPAA contracted FAQ Hawaii, Inc. (FAQ Hawaii) to field its telephone survey.

There were quotas for three districts (Central and North Kauai; East Kauai; and South and West Kauai). 128 surveys were completed for Central/North Kauai and East Kauai each and 144 surveys were completed for South/West Kauai.

The margin of error on a 400-sample survey for the entire island of Kauai is +/-4.88% on a 95% confidence level. The margin of error for each district is: Central/North Kauai: +/-8.65% on a 95% confidence level; East Kauai: +/-8.65% on a 95% confidence level; and South/West Kauai: +/-8.15% on a 95% confidence level.

What this means is that if the survey were asked of every qualified resident of Kauai, we can be certain that the results of the survey would not differ by +/-4.88 percentage points. The margin of error is greater when looking at individual areas because each area has a smaller number of residents.

FAQ Hawaii conducted the telephone survey starting from November 4, 2013 and concluded interviewing on November 10, 2013. There were 400 surveys completed during this timeframe. FAQ Hawaii used an RDD (random-digit-dialing) sample of both landlines and cellphones.

Once the surveys were completed, the data was processed using SPSS, a statistical software package. Data analysis was performed using basic cross tabulations.

The following is the disposition report of the calls made to complete the 400 surveys.

**Telephone Survey Call Disposition Results**

2,489	Answering Machine
466	Business/Government
201	Busy Signal
148	Call Back
400	Completed Survey
5,306	Disconnected
195	Fax/Computer Modem
31	Language Barrier
1,525	No Answer
222	Not Qualified (non-resident)
1,552	Refusal
<u>65</u>	Terminated Survey
12,600	TOTAL CALLS MADE

## Appendix C

### Kauaʻi Planning & Action Alliance Overview

Kauaʻi Planning & Action Alliance (KPAA) is a nonprofit membership organization that serves as a neutral convener, facilitator and catalyst for action on public issues. It fosters collaboration by bringing together residents, government agencies and community groups to find long-term solutions to some of the important challenges facing the island.

KPAA was formed in 2003 as a membership organization composed of nonprofits, government agencies, community groups, individuals and businesses. KPAA presently has a staff of three, an 11-member board of directors and volunteers working on seven committees.

Membership meetings are held at least three times a year, with speakers addressing a range of topics important to the island's future. Meetings are open to the public.

KPAA members determine the issues the organization undertakes – and these change over time as new issues arise.

**Community Indicators Report.** Every two years, KPAA gathers data on indicators related to the island's quality of life, economy, land use and environmental health to create a snapshot of whether we are moving in desired directions and to determine what changes may be needed. A report for decision makers is issued to provide guidance as they develop policies, budgets and programs.

**Public Education Improvements.** To support and improve our public schools, KPAA launched the Community Volunteers in the Classroom project in 2007, providing assistance to teachers to improve students' academic achievement.

In 2010, KPAA convened education, social service and community leaders to discuss innovative ways to improve school and career readiness for young people. The result has been **Keiki to Career Kauaʻi - Ready to Learn, Ready for Life**, a cross-sector initiative creating an integrated continuum of services and learning opportunities for our young people from birth through young adulthood. The vision of this multi-year collaboration is "a community where our keiki through young adults are healthy, competent, confident and caring."

**Park Improvements.** To improve county and state parks, KPAA successfully advocated for funding to update the County's 1978 Parks Master Plan, helped secure funding for a master plan at Haʻena State Park and to restore state park personnel. With funding from a State grant-in-aid, KPAA completed a two-year project in March 2011 that restored the first two miles of the Kalalau Trail in the Napali Coast Wilderness State Park and, with Hui O Laka, reconstructed three buildings in the CCC camp in Kokeʻe State Park.

In 2010, KPAA received a second State grant-in-aid through the Department of Land and Natural Resources State Parks Division to improve hiker safety and implement drainage and erosion control measures between miles 3 to 11 of the world-renowned Kalalau Trail. The work was completed in January 2014. Friends of the Kalalau Trail provide on-going volunteer trail maintenance.

**Supporting Economic Development.** KPAA has assisted the County with several projects to strengthen the economy, including determining the economic impact of sporting events that attract off-island participants, exploring the feasibility of a Waimea sports complex, determining interest in creating an arts and culture facility, and facilitating development of a sustainability plan for County operations.

**Kauaʻi's Sustainability.** KPAA has supported the island's growing interest in sustainability. Two conferences were hosted on "Greening Kauaʻi's Visitor Industry" as well as a "Win-Win Transportation Solutions for a Sustainable Kauaʻi" conference. KPAA served as the island's coordinator for community engagement on the *Hawaiʻi 2050 Sustainability Plan* and worked on the SENTECH Hawaiʻi team to prepare the *Kauaʻi Energy Sustainability Plan*, released in April 2010.

In August 2010, KPAA convened a group of sustainability "early adopters" to develop recommendations on the systems, policies and programs needed to advance sustainability on the island and increase our self-reliance.

**Traffic Mitigation and Transportation Alternatives.** Currently, KPAA is assisting CH2M Hill with community engagement on the *Kauaʻi Long-Range Land Transportation Plan*, scheduled for completion in January 2014.

**Substance Abuse Mitigation.** From 2003-2008, KPAA partnered with County administration and facilitated collaboration among government agencies, nonprofits and churches to reduce substance abuse on the island. Working with dozens of volunteers, KPAA wrote the direction-setting *Kauaʻi Community Response Drug Plan* in 2004, then prepared a 5-year plan update in 2008. These two reports helped guide implementing committees that were developing new programs and services to benefit the community.

**Building Capacity in Kauaʻi Nonprofits.** KPAA offers workshops and gatherings for nonprofit staff and board members to strengthen their organizations and programming.

For more information about the organization and its programs, visit [www.kauainetwork.org](http://www.kauainetwork.org) or contact KPAA.

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