Measuring What Matters for Kaua'i

Community Indicators Report 2010

NATURAL ENVIRONMENT





LAND USE & RURAL CHARACTER

CULTURES & ARTS





NEIGHBORHOOD & COMMUNITY WELL-BEING



CIVIC ENGAGEMENT

ECONOMIC & BUSINESS CLIMATE





PUBLIC EDUCATION

KAUA'I PLANNING & ACTION ALLIANCE

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Community Indicators Report 2010

Supported by

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

Prepared by



KAUAʻI PLANNING & ACTION ALLIANCE

2959 Umi Street, Suite 201, Lihuʻe, HI 96766
Tel: 808.632.2005 Fax: 808.632.2018
kpaa@kauainetwork.org
www.kauainetwork.org

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Foreword

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

- His Holiness the Dalai Lama

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

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

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

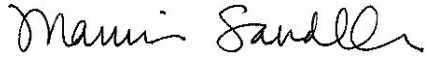
We will continue to update this report every two years so that trends are identified and decision-makers can consider the need for changes in government, business and nonprofit policy, programs and investments based on the information.

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

Caring for Kaua`i's future,
Kaua`i Planning & Action Alliance



Diane Zachary
President & CEO



Marissa Sandblom, Chair
Board of Directors

[1] To view the *Kaua`i General Plan 2000,* go to: www.kauai.gov/Government/Departments/PlanningDepartment/TheKauaiGeneralPlan/tabid/130/Default.aspx.

Acknowledgements

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

Community Advisory Committee – 2010 Report

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

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

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

Additional reviewers and advisers:

Bill Arakaki, Complex Area Superintendent, Kaua`i Complex, State Department of Education
Carl Berg, PhD, President, Surfrider Foundation, Kaua`i Chapter
David Craddick, Director, Department of Water, County of Kaua`i
Lucy Douthitt, Kaua`i Section Administrator, Child Welfare Services, State Department of Human Services
William Grier, Kaua`i Branch Manager, Workforce Development Division, State Department of Labor & Industrial Relations
Gerald Hasty, PhD, MS, Disease Investigation Branch-Kaua`i, State Department of Health
Leonora Kaiaokamalie, Long-Range Planner, Planning Department, County of Kaua`i
Jonathan Kalk, Institutional Researcher, Kaua`i Community College
Kaua`i Community Alliance Members
Celia Mahikoa, Director, Transportation Agency, County of Kaua`i
Melissa McFerrin, Kaua`i County Farm Bureau
Naomi Nishida, District Education Specialist, Kaua`i Complex Area, State Department of Education
Darryl Perry, Chief, Police Department, County of Kaua`i
Thomas Noyes, Communities Putting Prevention to Work, State Department of Health-Kaua`i District
Gary Ueunten, Environmental Health Specialist-Kaua`i District, State Department of Health

Cooperating Agencies

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

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

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

Data Analysis

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

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

Sponsors and Supporters

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

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Community Indicators Report 2010
Executive Summary

NATURAL ENVIRONMENT

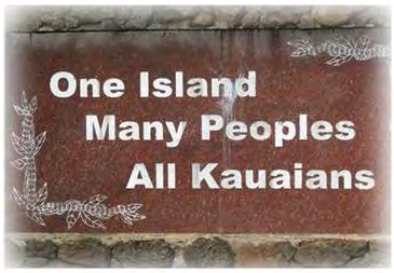




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KAUAʻI PLANNING & ACTION ALLIANCE

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?" They can be tracked over time to identify trends as an area develops, grows and changes. For Kaua`i, they can be helpful in determining if the island is moving in a desired direction. And if not, the indicators help to suggest where changes in policies, strategies or programs are needed to correct the course. In short, they can be tools to assess Kaua`i's social, economic and environmental sustainability.

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 an organization that would undertake a community indicators project to determine progress toward the General Plan's community vision for the island's future. The nonprofit Kaua`i Planning & Action Alliance (KPAA) is the result of that effort. *Measuring What Matters for Kaua`i – Community Indicators 2006* was KPAA's first report, published in 2007. The report is updated biannually; the second report (2008) was published in 2009 and this document (2010) represents the third report.

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 that do not adversely affect the community as a whole? These are key questions this report attempts to answer by focusing on 50 aspects of life on Kaua`i that residents have said are important to them. This community indicators report is designed to:

1. Track areas important to the community, drawing on the values and community vision in the *Kaua`i General Plan 2000,* to determine Kaua`i's trends.

2. Provide tracked information to government, businesses, nonprofits and citizens to assist in planning, policy-setting and budget decisions.

3. Identify and promote opportunities for action that will move Kaua`i toward the vision and directions the community has established.

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

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

Events Impacting Recent Indicator Data

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

Indicator Selection and Data Gathering

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

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

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

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

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

2010 Indicator Trends

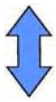
The following shows the 50 indicators selected for Kaua`i and the trend and recommended response for each. It should be noted that the trend arrow is based on the change from the 2008 report. Trends may be up, down, unchanged or both up and down if the indicator has two elements. The response symbols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

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

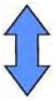
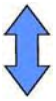
NO.	INDICATOR	TREND STATEMENT	TREND	RESPONSE
Economic and Business Climate				
1	Poverty rate	Poverty rate is rising and more children are living in poverty		
2	Cost of living	Island prices are rising faster than the national inflation rate		
3	Median family income	Family income increases recently but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

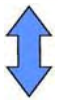
11	Affordability of home rental	Median rents rise sharply as affordability declines		

Public Education

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

Neighborhood and Community Health and Well-Being

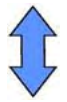
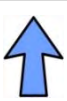
17	Emergency food	Emergency food requests skyrocket as low month doubles		
18	Homelessness	Homelessness fell slightly in 2010, still less than half are sheltered		
19 *	Perception of neighborhood safety	Four of five residents feel safe walking in their neighborhood at night		
20	Violent and property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

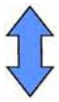
25	Leading causes of death	Death rate continues to climb as heart disease rate drops		
26	Physical activity and body weight	More than half stay active at recommended levels, yet more than half weigh too much		
27	Tobacco use	Share of smokers continues to decline		
28	Drownings	Number of drowning victims declines in 2010 as does visitor share		
29 *	Internet access	Internet goes to all but 17% of homes and most have high-speed access		
30 *	Aloha spirit	Two-thirds say the aloha spirit is the same or stronger		

Civic Engagement

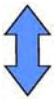
31 *	County government services	Satisfaction high for County services, while bus and parks lag		
32 *	Community volunteerism	Residents contributing volunteer time falls slightly, yet more than 60% volunteer		
33 *	Community philanthropy	Fewer residents donated to church and community groups		
34	Voting participation	Fewer voters turned out as registered voters declined		

Natural Environment

35	Coastal water quality	Monitoring standards loosen, as sub-standard beaches decrease		
36	Water service	Connections and water main miles climb as daily consumption falls		
37	Energy use and diversification	Electricity sales still falling as usage per residence declines		
38 *	Renewable energy production	One-third of residents have solar hot water, 3% have PV for electricity		

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

Land Use and Rural Character

40	Vehicle miles traveled	Vehicle miles and gas demand still falling as traffic counts turn down		
41	Registered vehicles	Vehicle counts still falling as vehicles per capita drop further		
42	Bus ridership	Bus ridership still climbing yet growth rate slows		
43 *	Alternative transport	Few commuters use bus or carpool yet many more say it is practical		
44	Planning approvals	General Plan and zoning amendments stay low as subdivision approvals and zoning permits drop		
45	Residential building permits	Residential building permits fall sharply outside towns while share inside towns rises		
46	Residential building type	Multi-family share drops sharply as residential construction hits bottom		

Cultures and Arts

47	Hawaiian language students	Enrollment in Hawaiian language classes still rising		
48 *	Subsistence food gathering	Large share of families gather or grow their own food		
49	Canoe paddling	Total canoe paddlers dips slightly		
50 *	Cultural dance and songs	Native Hawaiian hula and other cultural dance and songs attract broad participation		

Opportunities for Action – What You Can Do

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

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

Economic and Business Climate

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

Public Education

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

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

Neighborhood and Community Health and Well-Being

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

Civic Engagement

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

Natural Environment

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

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

Land Use and Rural Character

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

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

Cultures and Arts

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

Sponsors and Supporters

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

Final Note

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

Kaua`i Planning & Action Alliance
2959 Umi Street, Suite 201
Lihu`e, HI 96766
Telephone: 808.632.2005
Fax: 808.632.2018
Email: kpaa@kauainetwork.org

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

Introduction

Purpose of This Community Indicators Report

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

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

1. Track areas important to the community, drawing on the values and community vision in the *Kaua`i General Plan 2000,* to determine Kaua`i's trends.

2. Provide tracked information to government, businesses, nonprofits and citizens to assist in planning, policy-setting and budget decisions.

3. Identify and promote opportunities for action that will move Kaua`i toward the vision and directions the community has established.

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

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

What are Community Indicators?

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

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

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

Background on Kaua`i's Community Indicators Project

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

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

Report Development Process

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

Criteria for Selecting Indicators

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

- An indicator should reflect something fundamental to our specific priorities and objectives, i.e., the indicator should ***matter***. It should address an aspect of the community's quality of life that is ***important*** and threatened or problematic.

- An indicator should be ***relevant*** to public policy-making. The indicator should be useful for informing and/or influencing public decision-making related to the problems that the indicator is meant to expose.

- An indicator should be capable of ***motivating the public to action and engaging the media*** to increase public awareness.

- An indicator should make use of information that is ***obtainable***: existing information, *objective* data that can realistically (in terms of cost and effort) be measured over time, or *subjective* data (such as public *perceptions* that can be measured over time through public surveys).

- An indicator should be ***measurable, understandable*** to the public, ***reliable, capable of showing change*** over time, and ***timely*** (that is, be useful for providing information while there is still time for decision-makers to respond).

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

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

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

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

Data Gathering & Analysis

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

Disclaimer

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

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[2] 2008 - Deleted indicators: air quality, biological diversity, parks for recreation, shoreline development, watershed health and pending development.

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

Kaua`i Community Indicators List

SECTION	NO.	INDICATOR
Economic and Business Climate	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
Public Education	12	Kindergarten readiness
	13	Student achievement
	14	Graduation rate
	15	Post-high school education and training
	16	College readiness
Neighborhood and Community Health and Well-Being	17	Emergency food
	18	Homelessness
	19 *	Perception of neighborhood safety
	20	Violent and property crime
	21	Drug and alcohol arrests
	22	Child abuse and neglect
	23	Medical insurance coverage
	24	Leading infectious diseases
	25	Leading causes of death
	26	Physical activity and body weight
	27	Tobacco use
	28	Drownings
	29 *	Internet access
	30 *	Aloha spirit
Civic Engagement	31 *	County government services
	32 *	Community volunteerism
	33 *	Community philanthropy
	34	Voting participation
Natural Environment	35	Coastal water quality
	36	Water service
	37	Energy use and diversification
	38 *	Renewable energy production
	39	Solid waste disposition

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

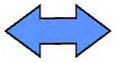
* Data gathered through a March 2011 KPAA telephone survey.

Explanation of Trend Symbols

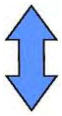
Each indicator includes a very brief trend summary based on the data and two symbols, one that shows the direction of the trend based on the change from the 2008 report and one that suggests a response. Trends may be up, down, unchanged or both up and down if the indicator has more than one element.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

Trend Symbols *– Showing change since the 2008 report*


Trend is going up


Slight or no change in trend


Trend is going down


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

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



What we're doing seems to be working



Watch this carefully and be prepared to change direction if needed



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

Example

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

Trend



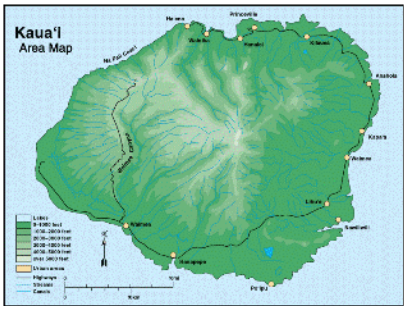
Response



Profile of Kaua`i County
(August 2011)

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

Land Area and Geography



- Kaua`i County is composed of two populated islands. The island of Kaua`i 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 Ni`ihau with 69.5 square miles (44,480 acres) and 90 miles of coastline.
- 35% of Kaua`i is at or below an elevation of 500 feet, and 66% is land with a slope of more than 10%.
- As of December 2006, only 4.5% of land (15,811 acres or 24.7 square miles) on Kaua`i is in the Urban and Rural land use districts, with 39% (139,320 acres or 217.7 square miles) designated Agricultural district and 56% (198,769 acres) in the Conservation district, for a total of 353,900 acres.[4]
- In 2008, 20,565 acres of land on Kaua`i were administered by the Department of Hawaiian Home Lands.[5]

Form of Local Government



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

[4] Hawai`i Databook 2009, http://hawaii.gov/dbedt/info/economic/databook/2009-individual/06/, Table 6.04.
[5] Hawai`i Databook 2009, http://hawaii.gov/dbedt/info/economic/databook/2009-individual/06/060909.pdf, Table 6.09.

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

Local Government Finances[6]

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

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

COUNTY GOVERNMENT REVENUES BY SOURCE

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

(M = Million)

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

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

COUNTY OF KAUA`I GOVERNMENT EXPENDITURES BY FUNCTION

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

(M = Million)

[6] County of Kaua`i, "Comprehensive Annual Financial Report" for 2006, 2007, 2008, 2009, 2010, http://www.kauai.gov/Government/Departments/Finance/Reports/tabid/162/Default.aspx.

Representation to State and National Government



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

Population & Density

- Kaua`i has a resident population of 67,091 as of 2010[7], up from 58,463 in April 2000, an increase of 14.8% (compared to a 12.3% increase for the state of Hawai`i.)[8]

STATE AND COUNTY POPULATION 1960-2010[9]

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

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

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7 U.S. Census 2010 Redistricting Data Summary, http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls.

8 U.S. Census 2010 Redistricting Data Summary, http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls.

9 Hawai`i State Data Center Reports and Tables, http://hawaii.gov/dbedt/info/census/Census_2010/PL94-171/index_html, Table 1a and 1b.

10 Hawai`i State Data Center Reports and Tables, http://hawaii.gov/dbedt/info/census/Census_2010/PL94-171/index_html, Table 1a and 1b.

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

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



Population Mobility (Migration and Immigration)

- 58% of Kaua`i's population were born in Hawai`i, while 29% were born in a different state, and 13% were born in a different country, according to 2009 Census estimates.[16]
- To provide a measure of the mobility and migration and immigration of people to and from Kaua`i, the following chart shows where residents in the year 2009 lived one year earlier.[17]

POPULATION MOBILITY 2009 AND ONE YEAR EARLIER

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

Gender, Age and Ethnicity

- Gender (2010)[18]

	Kaua`i	State
Male	50.2%	50.1%
Female	49.8%	49.9%

[12] Hawai`i DBEDT, Monthly Visitor Statistics, http://hawaii.gov/dbedt/info/visitor-stats/tourism/2010/Dec10.pdf.
[13] Hawai`i Databook Update, http://hawaii.gov/dbedt/info/economic/databook/2009-individual/01/, Table 1.62.
[14] U.S. Census 2010 Redistricting Data, http://hawaii.gov/dbedt/info/census/Census_2010/PL94-171/census_2010_PL_CDP_table.xls.
[15] Hawai`i Databook 2009, http://hawaii.gov/dbedt/info/economic/databook/2009-individual/06/, Table 6.04.
[16] U.S. Census 2009, http://www.factfinder.census.gov/.
[17] U.S. Census Bureau, American Community Survey, page 2, http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009_5_Year/acs_hi_2009_geographic_5_yr/acs09narkauaicnty_5yr.pdf.
[18] U.S. Census, http://quickfacts.census.gov/qfd/states/15/15007.html.

- Age (2010)[19]

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



- Ethnicity – All Ages

ETHNICITY COMPARISON OF 2000 AND 2010, RACE ALONE OR IN COMBINATION[20]

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

- Language other than English spoken at home: 18.6% (2009).[21]

Average Household Size, Housing Units and Occupancy Status

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

[19] U.S. Census 2010 Redistricting Data Summary, http://hawaii.gov/dbedt/info/census/Census_2010/PL94-171/census_2010_PL_CDP_table.xls.
[20] U.S. Census 2010 Redistricting Data Summary, http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls.
[21] U.S. Census, 2007-2009 3-Year Estimates, Kaua`i County, Hawai`i, http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009_3_Year/acs_hi_2009_profiles_3_yr_estimate.
[22] U.S. Census 2010 Redistricting Data Summary, http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls.
[23] U.S. Census 2010 Redistricting Data Summary, http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls.
[24] State of Hawai`i DBEDT and UH Center on the Family, Quality of Life in Hawai`i 2009 Report, page 76, http://uhfamily.hawaii.edu/publications/brochures/QOLInHawaii2009_FullReport.pdf.
[25] U.S. Census 2010 Redistricting Data Summary, http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls.

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

Foreclosures

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



Economy

In the first six years of this century, Kaua`i, 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 Kaua`i until 2008. From 2000 to 2008, Kaua`i's unemployment rate ranged from 2.4% to 5.0%. That number jumped to 9.3 % in 2009. Job counts increased steadily between 2000 and May 2008 when they hit a high of 30,950, then fell to 28,100 in 2010.

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

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[26] U.S. Census 2010 Redistricting Data Summary, http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls.
[27] U.S, Census Bureau, American Community Survey, page 4, http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009_5_Year/acs_hi_2009_geographic_5_yr/acs09nar_kauaicnty_5yr.pdf.
[28] U.S. Census 2010 Redistricting Data Summary, http://www.2010.census.gov/news/xls/cb11cn41_hi_2010redistr.xls.
[29] RealtyTrac, Non-Judicial Foreclosures, http://www.realtytrac.com/trendcenter/hi-trend.html.
[30] RealtyTrac, Hawai`i Real Estate Trends, http://www.realtytrac.com/trendcenter/hi-trend.html.

Revenue by Sector [31]

The following table provides an overview and five-year comparisons of the contribution of various industries to Kaua`i'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 Kaua`i economy in 2007.

BUSINESS REVENUE BY SECTOR

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
TOTAL	**$1,258 M**	**$1,944 M**	**$2,707 M**

(M = Million)

Visitor Industry



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

[31] U.S. Economic Census, 1997-2007, http://factfinder.census.gov/.

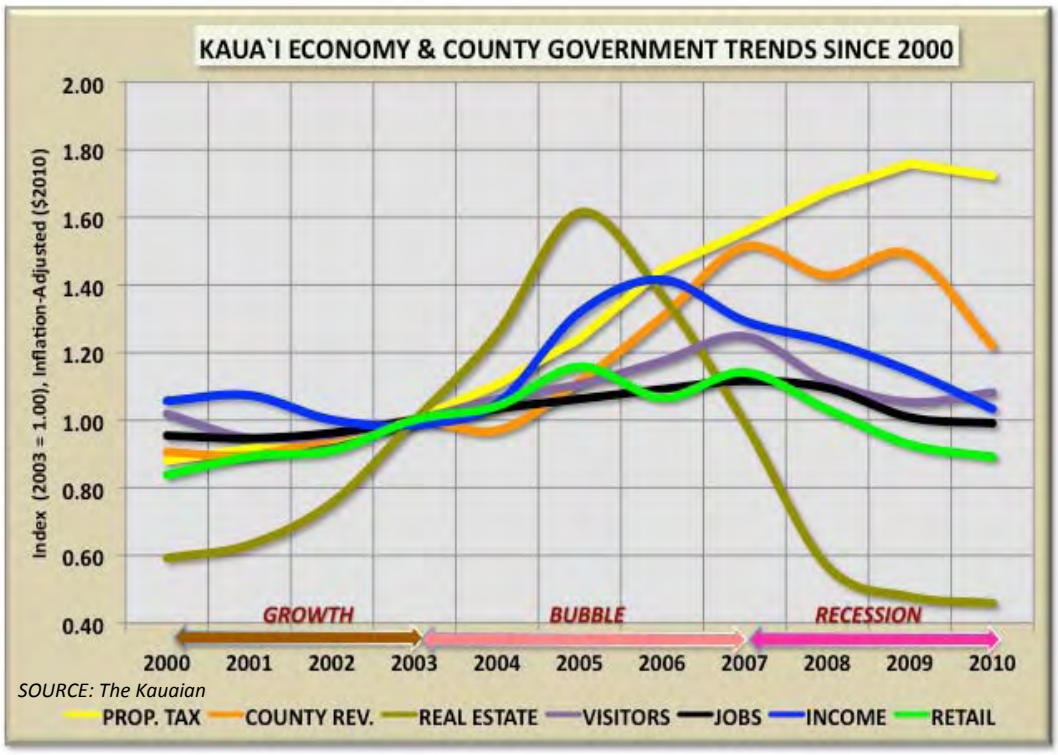
KAUA`I VISITOR STATISTICS [32] [33] [34]

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

P = Preliminary Count
NA = Not Available

Summary of Kaua`i Major Indicator Trends

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



[32] HTA: Annual Visitor Research Report (2005-2009) Annual Visitor Research, http://www.hawaiitourismauthority.org/research-reports/reports/annual-visitor-research/.
[33] HTA: Annual Visitor Research Report (2005-2009) Visitor Highlights, http://www.hawaiitourismauthority.org/research-reports/research/visitor-highlights/.
[34] Kaua`i Tourism Strategic Plan 2006-2015, http://www.kauai.gov/LinkClick.aspx?fileticket=6DZHN1tuZMA%3d&tabid=59&mid=1903.

Gross Valuation of Property [35]

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

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

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

Living Wage on Kaua`i [36]

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

LIVING WAGE ON KAUA`I

Household Size	Kaua`i Living Wage	Hawai`i Poverty Wage	Kaua`i Average Wage	Average Wage as % of Living Wage
1 Adult	$9.82	$5.04	$17.00	173%
1 Adult, 1 Child	$17.92	$6.68	$17.00	95%
2 Adults	$13.98	$6.49	$17.00	122%
2 Adults, 1 Child	$22.08	$7.81	$17.00	77%
2 Adults, 2 Children	$27.74	$9.83	$17.00	61%

[35] County of Kaua`i, Consolidated Annual Financial Reports, http://kauai.gov.
[36] Poverty in America, Living Wage Calculator, www.livingwage.geog.psu.edu/counties/15007.

Cost of Food

Consumer prices on groceries are rising at a rapid pace. The Garden Island newspaper reported that 35 grocery items purchased at a Lihu`e supermarket in October 2010 cost $155.07. The same items purchased at the same store in April 2011 cost $182.80, representing an 18% increase in six months.[37]

Oil and Electricity Prices

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

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

- The member-owned Kaua`i Island Utility Cooperative (KIUC) operates the electricity system on Kaua`i. 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.[43] The June 14, 2011 rate was $0.44, up from $0.363 in December 2010.[44] [Note: KIUC calculates the cost per kilowatt hour (kWh) as the residential cost billed per month less the customer charge of $12.00 divided by the number of kilowatt hours used.]



Year (June)	2000	2005	2008	2010	2011
Cost per kWh[45]	$0.210	$0.291	$0.439	$0.353	$0.440

[37] "Double-digit Inflation Hits Kaua`i," The Garden Island, April 3, 2011, page C1.
[38] U.S. Energy Information Administration, "Short-Term Energy Outlook," www.eia.doe.gov/steo.
[39] Crude Oil Price History, www.nyse.tv/crude-oil-price-history.htm.
[40] Crude Oil Price History, www.nyse.tv/crude-oil-price-history.htm, (June 16, 2011).
[41] Internet Auto Guide, www.internetautoguide.com/gas-prices/87-int/hawaii/lihue/index.html.
[42] Internet Auto Guide, www.internetautoguide.com/gas-prices/87-int/hawaii/lihue/index.html, (June 14, 2011).
[43] "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
[44] Kaua`i Island Utility Cooperative Rate Data Sheet, accessed June 14, 2011, www.kiuc.coop/pdf/energy/ratedata_2011.pdf.
[45] Kaua`i Island Utility Cooperative

Bankruptcy Filings

HAWAI`I BANKRUPTCY FILINGS [46]

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

Education

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



EDUCATIONAL ATTAINMENT OF PEOPLE IN KAUA`I COUNTY AND HAWAI`I IN 2005-2009

	Kaua`i – Percent of People Age 25 and over[48]	Hawai`i – Percent of People Age 25 and over[49]	U.S. – Percent of People Age 25 and over[50]
Graduate or professional degree	7%	9.7%	10.1%
Bachelor's degree	16%	19.5%	17.4%
Associate's degree	11%	9.8%	7.4%
Some college, no degree	22%	21.2%	20.3%
High school diploma or equivalency	31%	29.3%	29.3%
Less than high school diploma	12%	10.6%	15.5%

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

[46] CreditCards.com, www.creditcards.com/credit-card-news/state-bankruptcy-filings-statistics-1276.php.

[47] U.S. Census Bureau, American Community Survey, page 2, http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009_5_Year/acs_hi_2009_geographic_5_yr/acs09nar_kauaicnty_5yr.pdf.

[48] U.S. Census Bureau, American Community Survey, page 2, http://hawaii.gov/dbedt/info/census/acs/ACS2009/ACS2009_5_Year/acs_hi_2009_geographic_5_yr/acs09nar_kauaicnty_5yr.pdf.

[49] U.S. Census Bureau, American Factfinder, http://fastfacts.census.gov/servlet/STTable?_bm=y&-context=st&-qr_name=ACS_2009_5YR_G00_S1501&-ds_name=ACS_2009_5YR_G00_&-tree_id=5309&-redoLog=false&-_caller=geoselect&-geo_id=04000US15&-format=&-_lang=en.

[50] U.S. Census Bureau, American Factfinder, http://fastfacts.census.gov/servlet/STTable?_bm=y&-qr_name=ACS_2009_5YR_G00_S1501&-geo_id=01000US&-ds_name=ACS_2009_5YR_G00_&-_lang=en&-_caller=geoselect&-redoLog=false&-format.

Health and Social Issues

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

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

	Kaua`i	State	U.S.
2003	34.3	39.2	42
2004	38.0	37.8	41
2005	41.3	38.3	40
2006	43.1	41.4	42
2007	50.3	41.4	43
2008	*NA*	42.0	41
2009	*NA*	*NA*	39
2010	40.0	41.0	*NA*

Cultural Festivals

In recent years, County of Kaua`i government has augmented State government funding of cultural festivals. The number of events has increased and attendance at events is strong.[53]



ATTENDANCE AND FUNDING FOR CULTURAL FESTIVALS

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

[51] Kids Count Data Center, http://datacenter.kidscount.org/data/bystate/stateprofile.aspx?state=HI&loc=7268.
[52] County Health Rankings, http://www.countyhealthrankings.org/hawaii/kauai/14/archived-data/2010.
[53] County of Kaua`i, 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 *Kauaʻi General Plan 2000* and the *Kauaʻi Economic Development Plan 2010-2015* each includes a vision for a strong, stable and diversified economy for the island. These plans state the need for numerous job opportunities paying wages that allow people to comfortably support their families. The indicators in this section are designed to reflect how our residents are faring economically, from the perspective of the individual, the family and the diversity of the economy.

1 Poverty Rate

Poverty rate is rising and more children are living in poverty

Trend



Response



Description and Relevance

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

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

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

How is Kaua`i doing?

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

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

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

DATA TABLE

Indicator 1: Poverty

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

SOURCES: US Census, Small Area Income & Poverty Estimates
http://www.census.gov/hhes/www/saipe/index.html
* Poverty Level 2010: $25,360, Kaua`i family of four
and US SSA, Social Welfare and the Economy
http://www.ssa.gov/policy/docs/statcomps/supplement/2010/3e.html

CHART 1

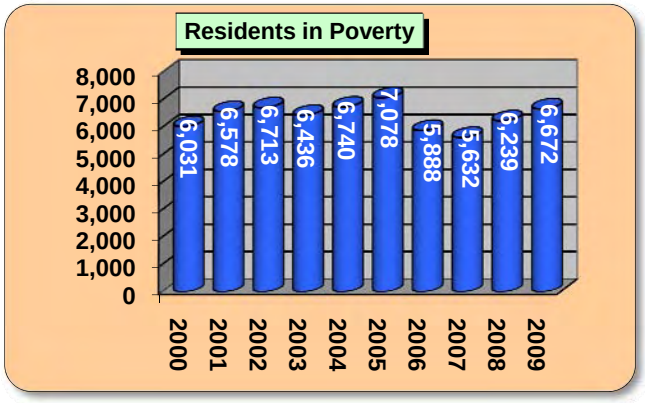
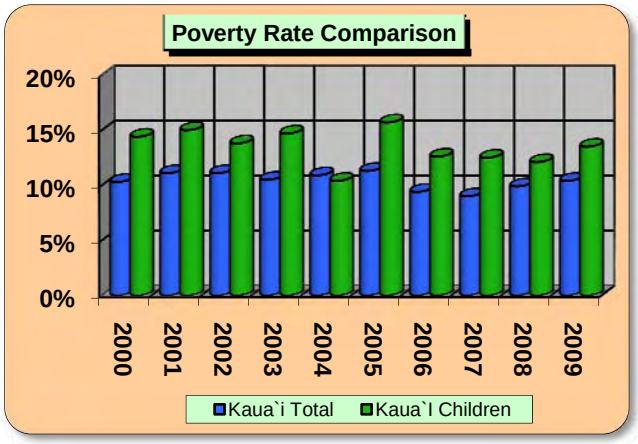


CHART 2



2 Cost of Living

Island prices are rising faster than the national inflation rate

Trend 

Response 

Description and Relevance

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

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

How is Kaua`i doing?

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

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

DATA TABLE

Indicator 2: Cost of Living*

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

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

CHART 1

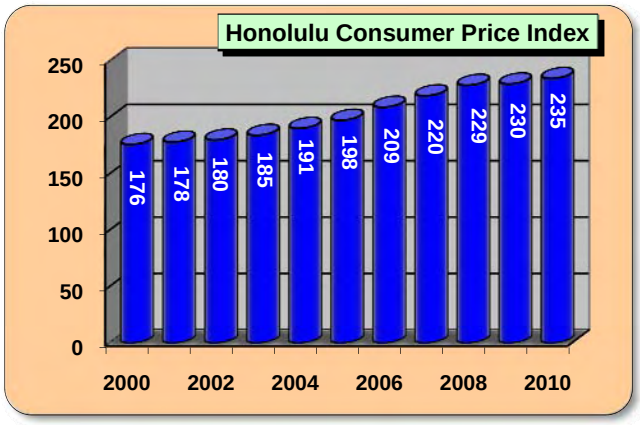
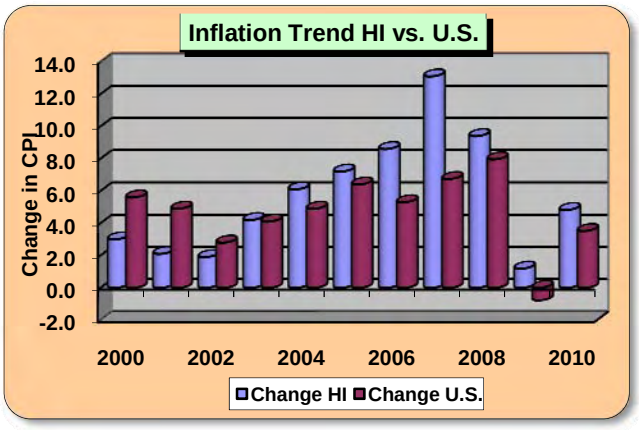


CHART 2



3 Median Family Income

Family income increases recently but lags behind inflation

Trend 

Response 

Description and Relevance

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

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

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

How is Kaua`i doing?

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

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

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

DATA TABLE

Indicator 3: Median Family Income

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

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

CHART 1

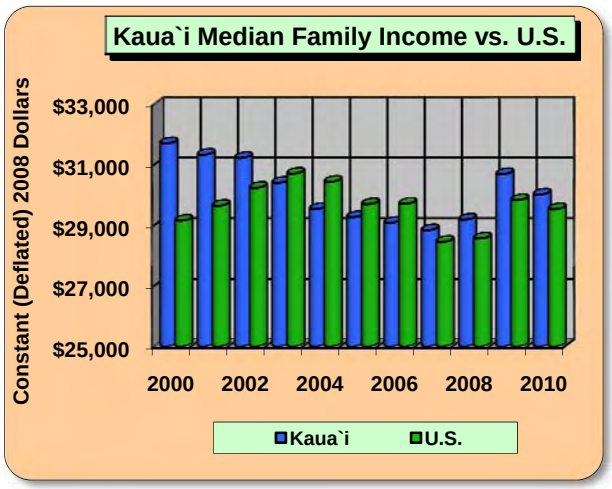
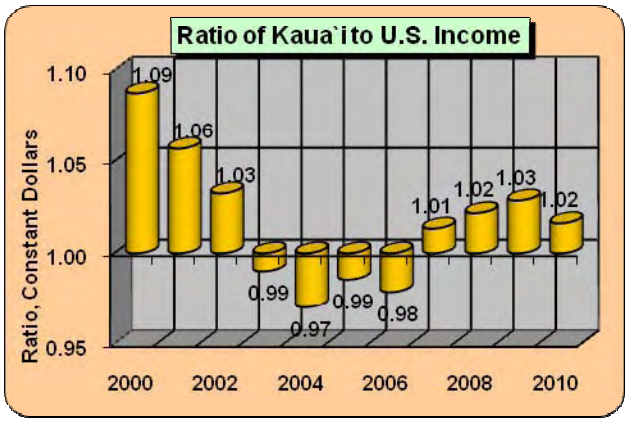


CHART 2



4 Employment Sectors

Total job count declines as tourism begins recovery

Trend



Response



Description and Relevance

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

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

How is Kaua`i doing?

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

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

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

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

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

DATA TABLE

Indicator 4: Job Count by Sector

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

Source: HI DLIR, Workforce Informer, Job Count by Industry
http://www.hiwi.org/analyzer/session/session.asp?cat=HST_EMP_WAGE_IND

CHART 1

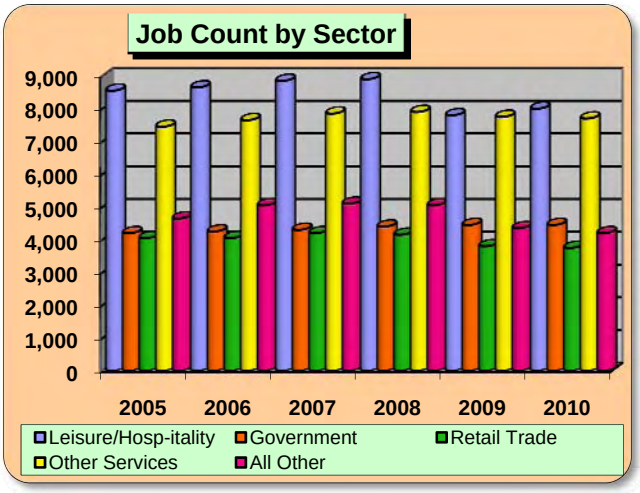
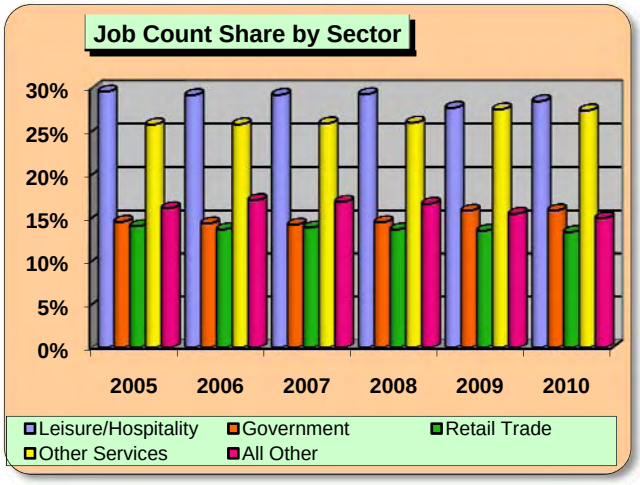


CHART 2



5 Unemployment

Unemployment continues to remain high after setting record lows

Trend



Response



Description and Relevance

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

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

How is Kaua`i doing?

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

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

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

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

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

DATA TABLE

Indicator 5: Unemployment

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

Source: HI DLIR, Workforce Informer
http://hawaii.gov/labor/rs/UI_STATS.htm

CHART 1

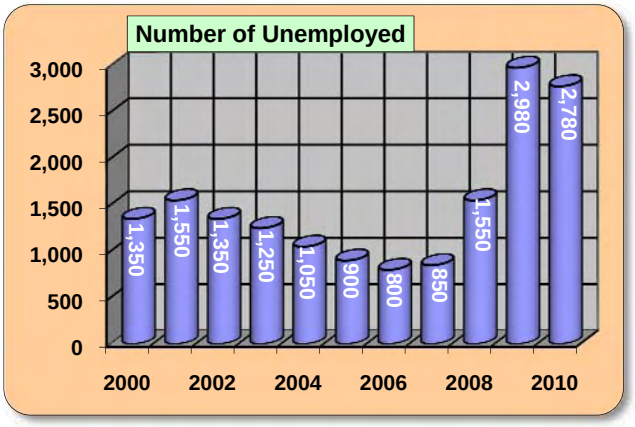
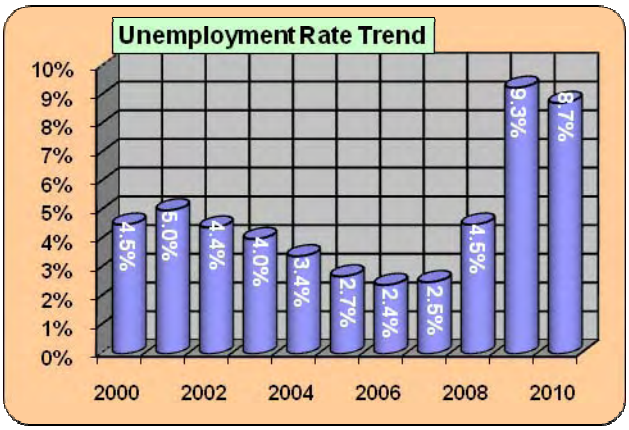


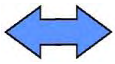
CHART 2



6 Workers With Multiple Jobs

Multiple jobs remain important to Kaua`i families

Trend



Response



Description and Relevance

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

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

How is Kaua`i doing?

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

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

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

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

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

DATA TABLE

Indicator 6: Multiple Jobholders

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

Source: HI DLIR, Workforce Informer
http://www.hiwi.org/gsipub/index.asp?docid=421

CHART 1

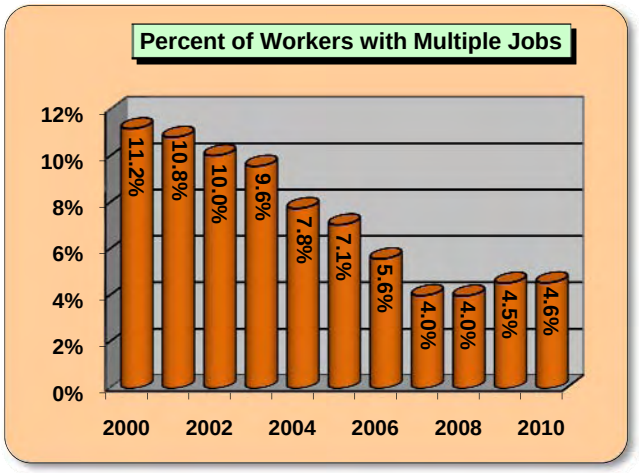
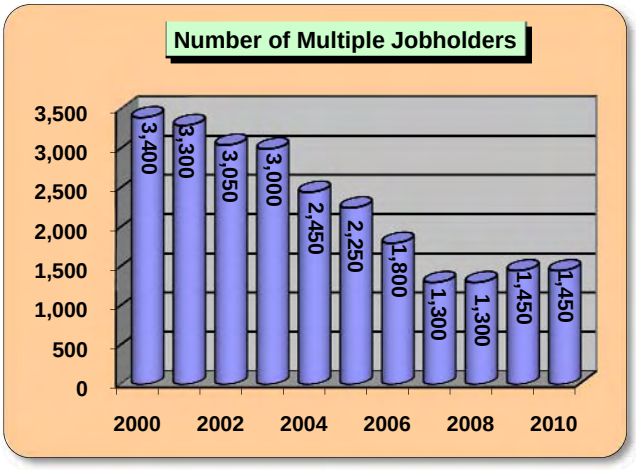


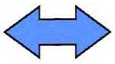
CHART 2



7 Visitors and Spending

Visitor counts and daily spending remain flat

Trend



Response



Description and Relevance

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

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

How is Kaua`i doing?

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

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

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

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

DATA TABLE

Indicator 7: Visitors and Spending

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

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

CHART 1

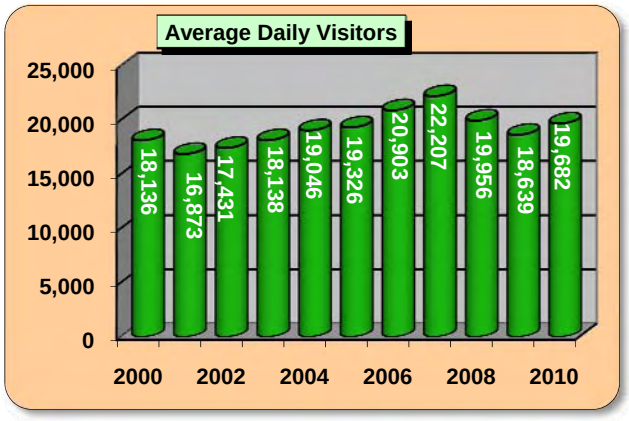
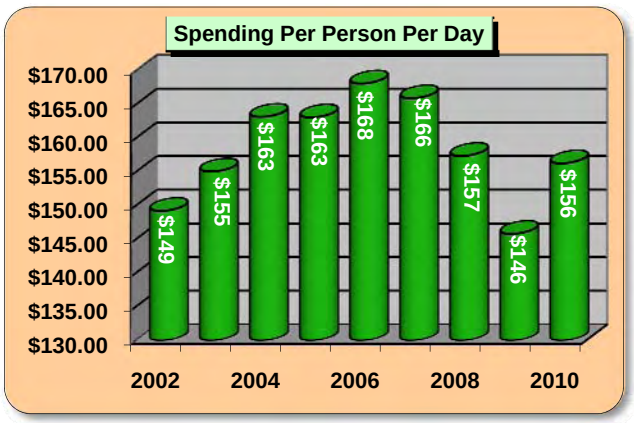


CHART 2



8 Visitor Accommodations

Traditional lodging losing share as total units decline

Trend



Response



Description and Relevance

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

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

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

How is Kaua`i doing?

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

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

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

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

DATA TABLE

Indicator 8: Visitor Accommodation Inventory

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

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

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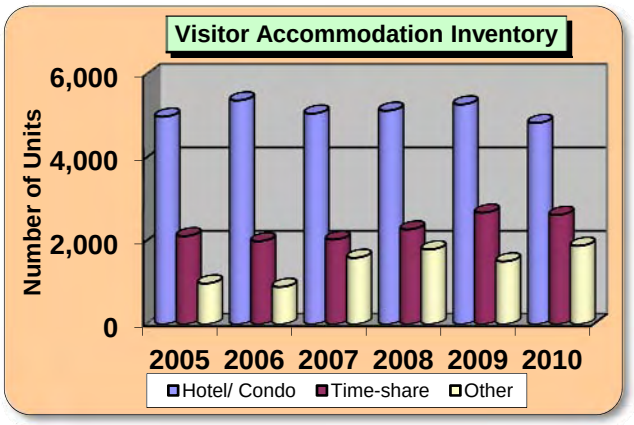
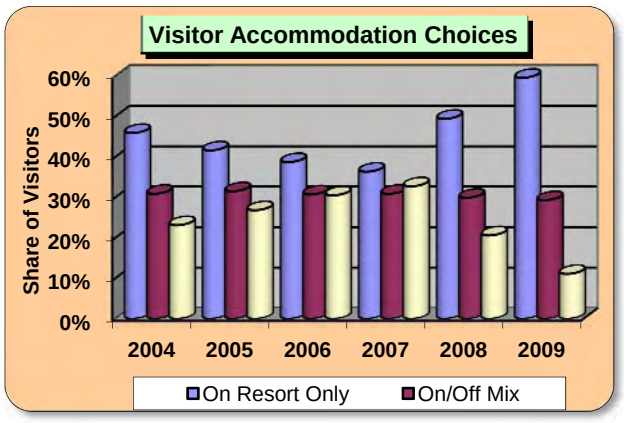


CHART 2



9 Home Sales

Home sales are bouncing back from recessionary lows

Trend



Response



Description and Relevance

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

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

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

How is Kaua`i doing?

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

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

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

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

DATA TABLE

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

Source: Kauai Board of Realtors, June 2011

CHART 1

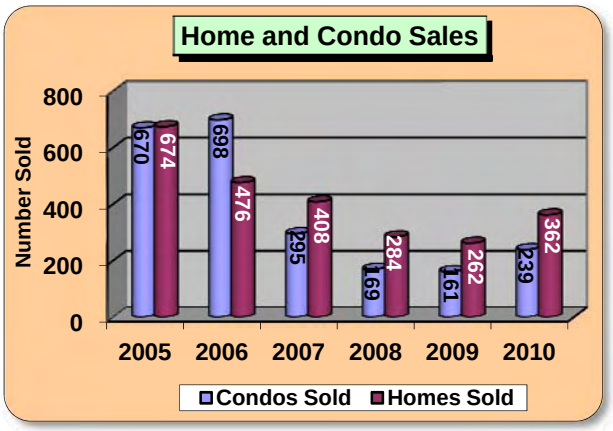
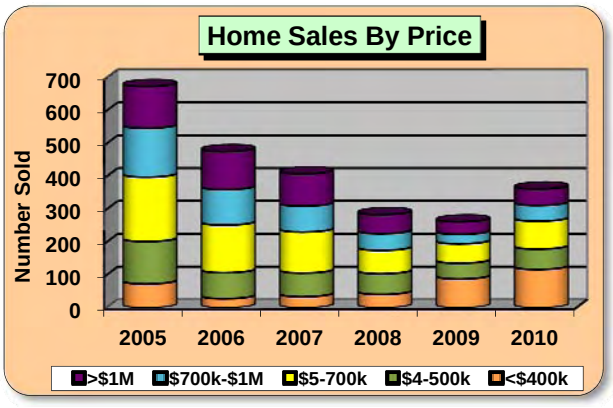


CHART 2



10 Affordability of Home Purchases

Housing affordability improves as home values stay low

Trend



Response



Description and Relevance

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

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

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

How is Kaua`i doing?

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

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

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

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

DATA TABLE

Indicator 10: Housing Affordability Index

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

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

CHART 1

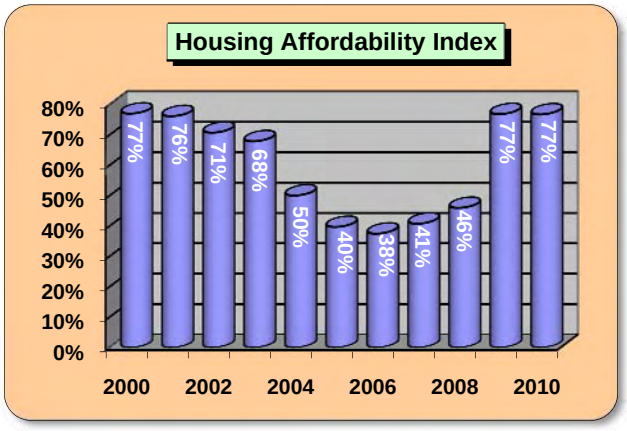
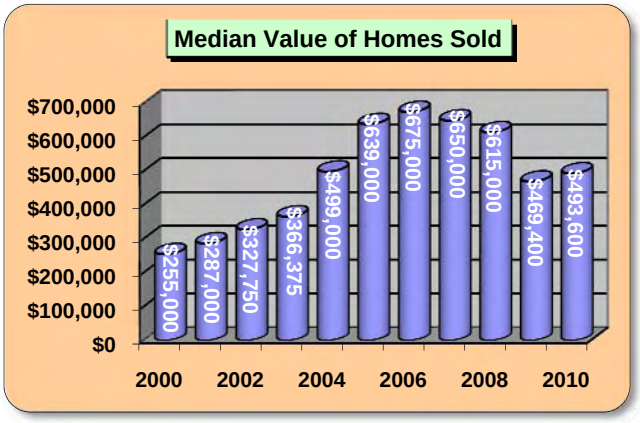


CHART 2



11 Affordability of Home Rental

Median rents rise sharply as affordability declines

Trend 

Response 

Description and Relevance

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

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

How is Kaua`i doing?

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

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

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

DATA TABLE

Indicator 11: Rental Home Affordability

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

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

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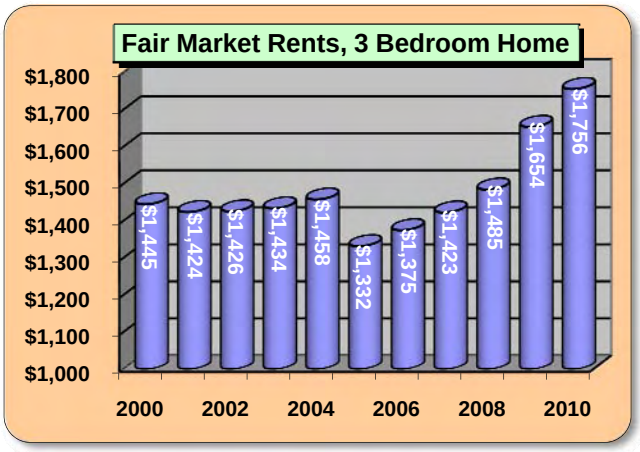
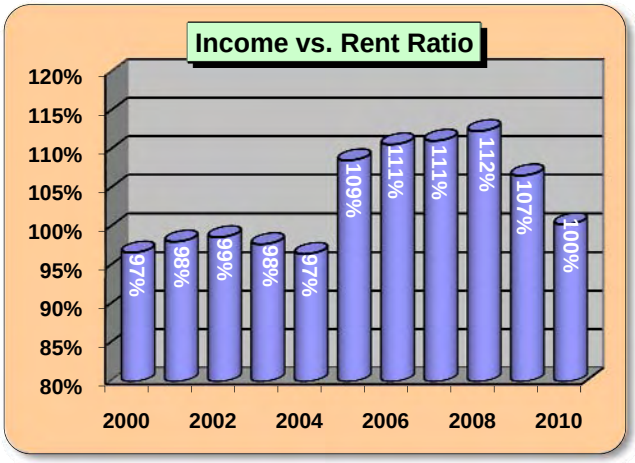


CHART 2



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 recently but lags behind inflation		
4	Employment sectors	Total job counts decline as tourism begins recovery		
5	Unemployment	Unemployment continues to remain high after setting record lows		
6 *	Workers with multiple jobs	Multiple jobs remain important to Kaua`i families		
7	Visitors and spending	Visitor counts and daily spending remain flat in 2010		
8	Visitor accommodations	Traditional lodging losing share as total units decline		
9	Home sales	Home sales are bouncing back from recessionary lows		
10	Affordability of home purchase	Housing affordability improves as home values stay low		
11	Affordability of home rental	Median rents rise sharply as affordability declines		

Opportunities for Action – What You Can Do

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

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

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

Public Education

INDICATORS

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



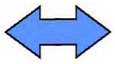
Public Education

Purpose of this Section

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

12 Kindergarten Readiness

Kindergarteners rate well as pre-school attendance declines

Trend 

Response 

Description and Relevance

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

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

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

How is Kaua`i doing?

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

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

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

DATA TABLE

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

Source: DOE, School Resdiness Assessment, Kindergarten Class Profile

** Scale of 1 to 5 (higher is better)*

http://arch.k12.hi.us/PDFs/hssra/2011/Kauai/

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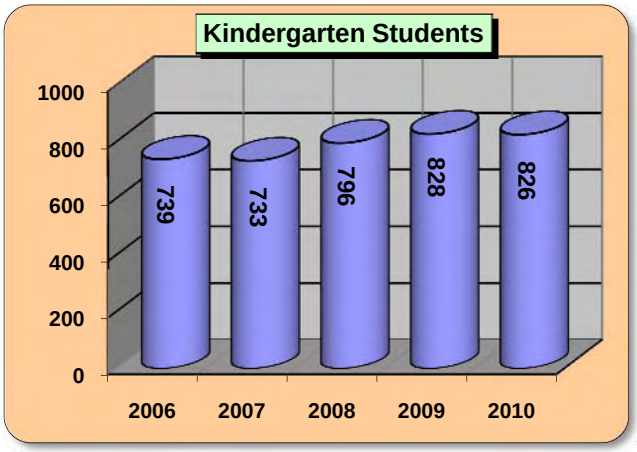
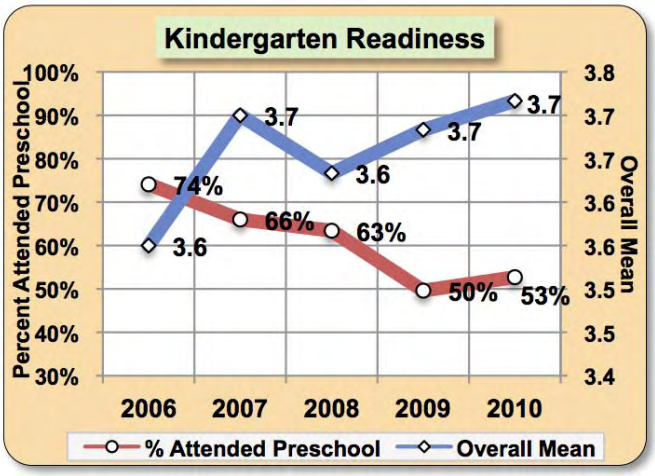


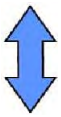
CHART 2



13 Student Achievement

Signs of improvement at Grade 3 while Grade 10 slips further

Trend



Response



Description and Relevance

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

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

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

How is Kaua`i doing?

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

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

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

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

DATA TABLE

Indicator 13: Student Test Scores

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

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

CHART 1

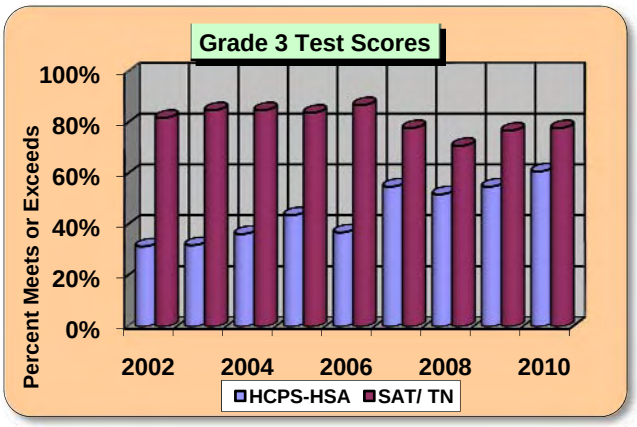
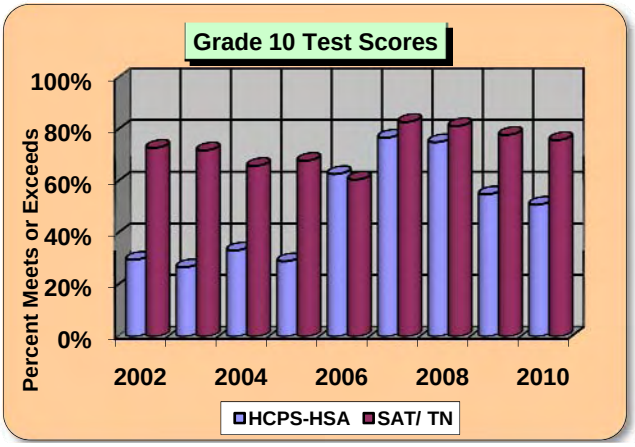


CHART 2



14 Graduation Rate

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

Trend 

Response 

Description and Relevance

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

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

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

How is Kaua`i doing?

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

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

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

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

DATA TABLE

Indicator 14: Public High School Graduates

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

* 4-year students graduating on schedule

** Not comparable with national calculations

Source: HI DOE, School Status and Improvement Reports

http://doe.k12.hi.us/myschool/map_kauai.htm

CHART 1

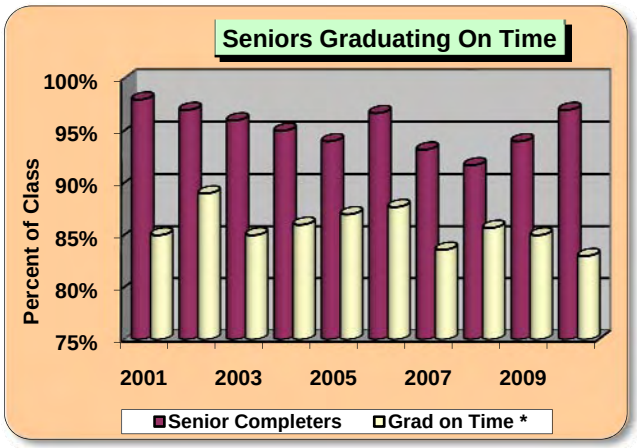
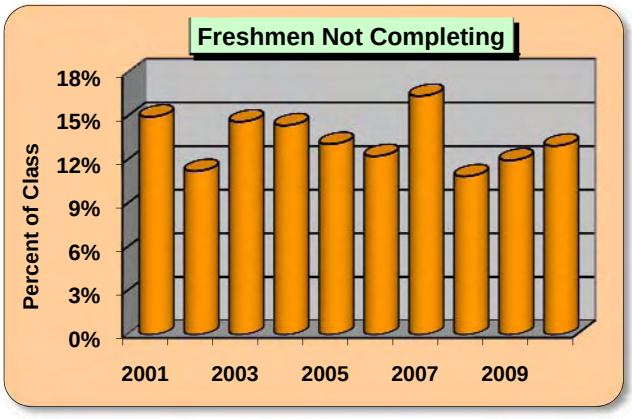


CHART 2



15 Post-High School Education and Training

Share of 4-year college-bound graduates still climbing

Trend



Response



Description and Relevance

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

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

How is Kaua`i doing?

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

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

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

DATA TABLE

Indicator 15: Graduates Continuing Schooling

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

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

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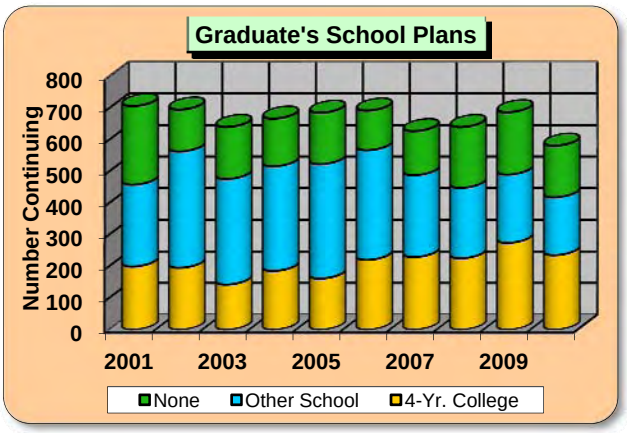
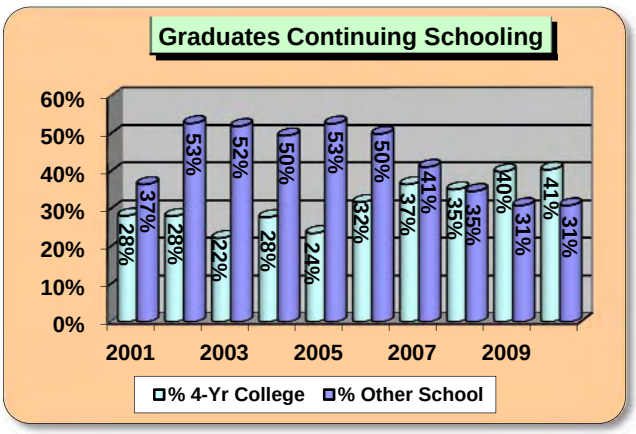


CHART 2



16 College Readiness

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

Trend



Response



Description and Relevance

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

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

How is Kaua`i doing?

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

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

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

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

DATA TABLE

Indicator 16: College Readiness*

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

Source: Hawaii P-20 College & Career Readiness Indicators
http://www.p20hawaii.org/node/114
* Percent of students enrolled in remedial or developmental math or English (2009 & 2010-enrollees in UH System; 2008-only at UHCCs)
** Percent of students enrolled in college-level math or English

CHART 1

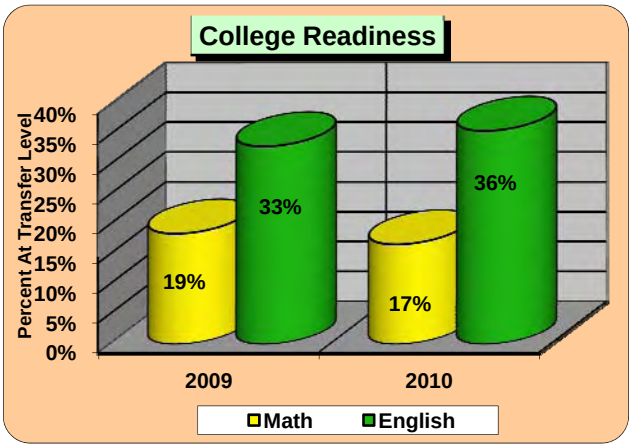
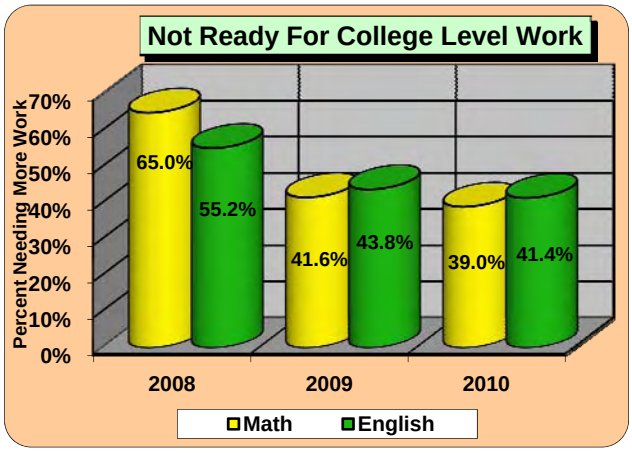
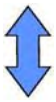


CHART 2



PUBLIC EDUCATION

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

Opportunities for Action – What You Can Do

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

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

Neighborhood and Community Health and Well-Being

INDICATORS

17 Emergency food
18 Homelessness
19 Perception of neighborhood safety
20 Violent and property crime
21 Drug and alcohol arrests
22 Child abuse and neglect
23 Medical insurance coverage
24 Leading infectious diseases
25 Leading causes of death
26 Physical activity and body weight
27 Tobacco use
28 Drownings
29 Internet access
30 Aloha spirit



NEIGHBORHOOD AND 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

Emergency food requests skyrocket as low month doubles

Trend



Response



Description and Relevance

The number of Kaua`i residents seeking emergency food assistance is one measure of how well our poorest residents are faring.

The Kaua`i Independent Food Bank provides statistics on the number of requests for emergency food at the Food Bank, food pantries throughout the island, and through the Salvation Army.

How is Kaua`i doing?

The average monthly emergency food requests has been rising sharply in recent years, from 4,775 in 2008 to 9,703 in 2010.

The requests during 2010 ranged from a high month of nearly 13,000 to a low month of under 8,400.

The rate of change in emergency food requests rose from 2008 by 40% in 2009 and again by 45% in 2010.

It should be noted that the Kaua`i Independent Food Bank reported a rapid rise beginning in the final months of 2008 due to the slowing 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	4,656	10,201
2006	5,038	3,385	6,623
2007	4,454	5,900	3,247
2008	4,775	7,112	3,465
2009	6,671	4,736	9,574
2010	9,703	8,360	12,935

Source: Kaua`i Independent Food Bank

CHART 1

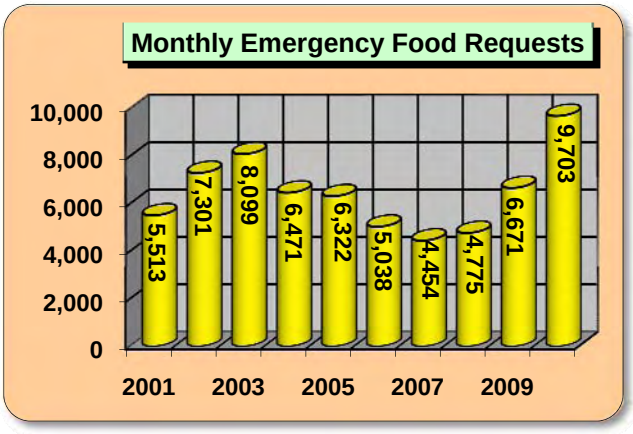
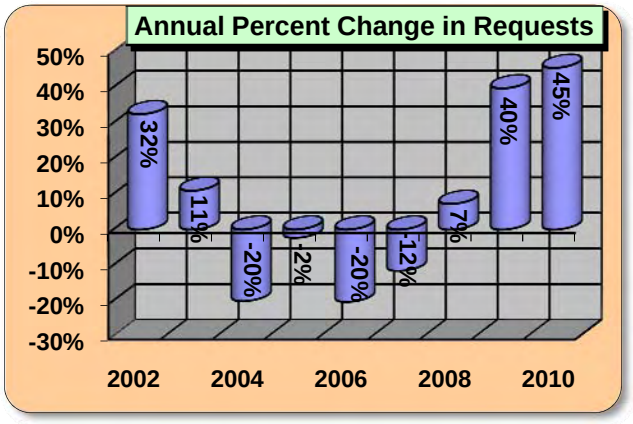


CHART 2



18 Homelessness

Homelessness fell slightly in 2010, still less than half are sheltered

Trend



Response



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 peaked at 966 in 2007 and then fell back to 704 in 2010. In 2010, this represents 1.1% of all Kaua`i residents.

The decrease is partly due to an increase in the number of temporary and transitional housing opportunities.

These figures do not include the hidden homeless (living with friends or family) nor those who did not register with Care-A-Van staff.

The point-in-time counts have fluctuated, with a high of 336 in 2003, a low of 205 in 2009 and rising again to 273 in 2010. All but 60 of these (213 or 78%) in 2010 were unsheltered, i.e., not staying in temporary or transitional housing.

DATA TABLE

Indicator 18: Homelessness

	Annual Individuals	Population Share	PIT Sheltered	PIT Unsheltered	PIT Total
2002	526	0.9%	*NA*	*NA*	*NA*
2003	545	0.9%	30	306	336
2004	513	0.8%	*NA*	*NA*	*NA*
2005	695	1.1%	55	193	248
2006	743	1.2%	*NA*	*NA*	*NA*
2007	966	1.5%	97	160	257
2008	741	1.2%	*NA*	*NA*	*NA*
2009	774	1.2%	80	125	205
2010	704	1.1%	60	213	273

Source: KEO, Inc. (Registered at Carevan), PIT = Homeless Point-In-Time Reports, 2003-10 by HI Public Housing Authority, SMS Research & Marketing Services, Inc., FAQ Hawai`i and HI Dept. of Human Services
http://hawaii.gov/dhs/reports/2011

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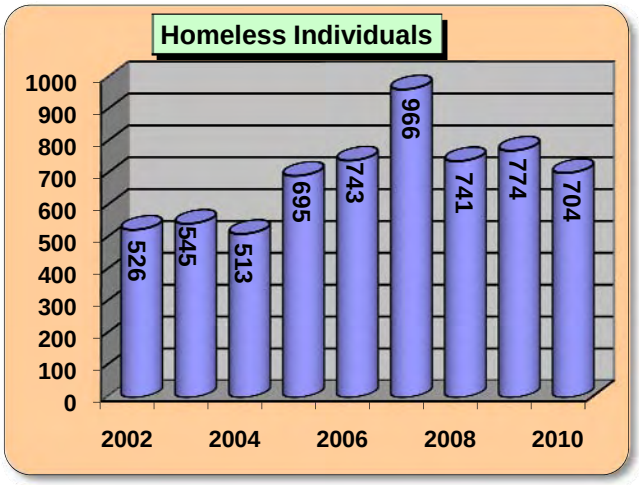
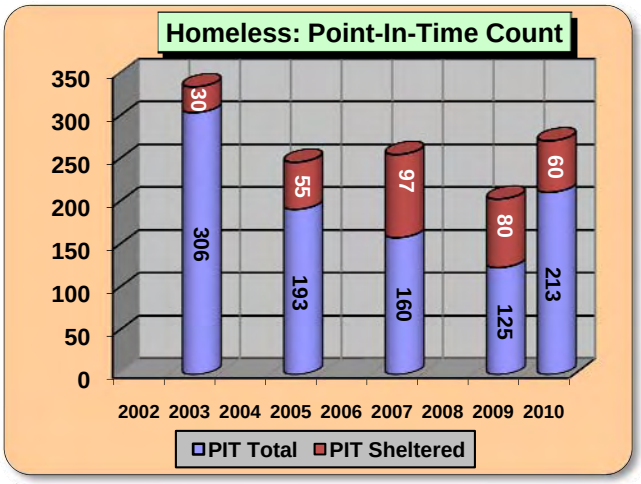


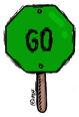
CHART 2



19 Perception of Neighborhood Safety

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

Trend 

Response 

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 80% of Kauaians feel safe walking at night in their neighborhoods, and this is up from 76% in 2006.

This measure tends to decrease with age and increase with income.

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

Among ethnic groups, Hawaiians tend to feel least safe while Mixed/Other and Filipinos tend to feel most safe.

DATA TABLE

Indicator 19: Neighborhood Safety

	Feel Safe		Feel Safe
All	80%	Age:	
		under 25	86%
Ethnicity:		25-34	94%
Filipino	86%	35-44	76%
Japanese	80%	45-54	81%
Mixed/Other	89%	55-64	81%
Hawaiian	70%	65 or older	68%
Caucasian	84%	Income:	
		<$25k	85%
Area:		$25k< $35k	74%
Central/North	84%	$35k< $50k	76%
East	85%	$50k< $75k	85%
South/West	72%	$75k< $100k	92%
		$100k and over	91%

Source: KPAA telephone survey, 2011

CHART 1

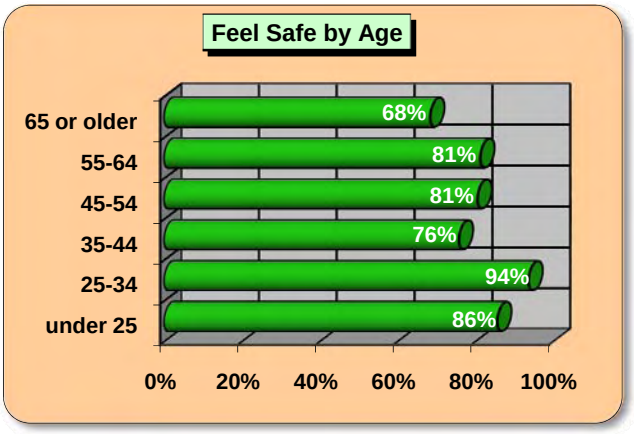
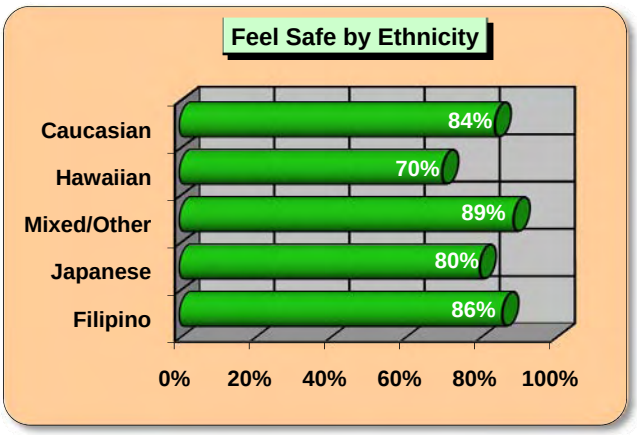


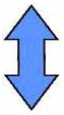
CHART 2



20 Violent and Property Crime

Violent crime rates and arrests inch up while property-related arrests fall slightly

Trend



Response



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.

How is Kaua`i doing?

The index of violent crime has been rising since 2007, reaching 336 in 2009, although it remains below the all-time high of 341 in 2004. Violent crime involved 95 arrests in 2009 versus 86 arrests in 2007. The increase in crime coincides with the economic downturn on the island.

The property crime index of 4,248 in 2009 remained well below its previous high of 4,781 in 2002. Property crime involved 419 arrests in 2009 versus 435 arrests in 2007.

Compared with the State, the 2009 Kaua`i violent crime index was slightly higher (336 vs. 276), and the property crime index was slightly higher (4,248 vs. 3,689).

DATA TABLE

Indicator 20: Crime Rate

	Violent Crime Index *	Property Crime Index *	Violent Crime Arrests	Property Crime Arrests
2000	246	4,163	97	232
2001	162	3,799	60	220
2002	299	4,781	101	263
2003	310	4,714	85	245
2004	341	4,087	104	259
2005	222	3,329	53	183
2006	267	4,036	51	244
2007	269	4,519	86	435
2008	327	4,057	85	434
2009	336	4,248	95	419

Source: HI Attorney General, Uniform Crime Reporting Program Data
http://hawaii.gov/ag/cpja/main/rs/Folder.2005-12-05.2910/
** Index = per 100,000 residents*

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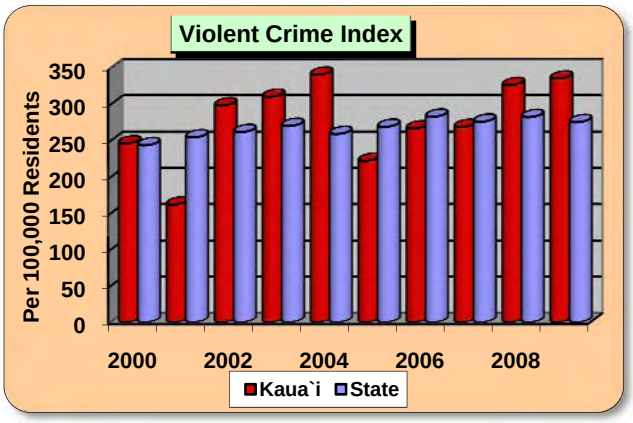
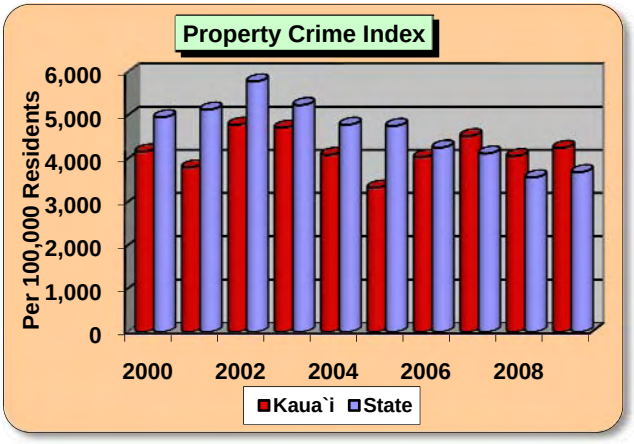


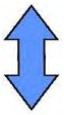
CHART 2



21 Drug and Alcohol Arrests

Adult drug and alcohol arrests rise as youth arrests decline

Trend



Response



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 dropped significantly from 146 in 2007 to 119 in 2009, while the number of adult alcohol-related arrests fell from 315 to 309 in the same period.

The number of youth drug-related arrests fell from 71 in 2007 to 58 in 2009, while the number of youth alcohol-related arrests barely changed from 38 to 40 in the same period.

As a percent of all arrests, youth drug and alcohol-related arrests remained at 10% since 2005. Adult drug and alcohol-related arrests decreased from 21% to 17% over the same period.

Total youth arrests in 2009 (985) were down 9% from 2007 (1,081).

DATA TABLE

Indicator 21: Drug and Alcohol-Related Arrests

	Drug-Adult	Drug-Youth	Alcohol-Adult	Alcohol-Youth	Adult Arrests	Youth Arrests
2000	80	67	297	28	2,048	787
2001	129	84	312	30	2,378	642
2002	118	92	281	29	2,274	840
2003	100	66	307	40	2,415	969
2004	169	88	309	71	2,099	929
2005	203	45	244	17	2,323	622
2006	160	72	279	26	2,032	983
2007	146	71	315	38	2,274	1,081
2008	109	73	271	50	2,623	1,083
2009	119	58	309	40	2,474	985

Source: HI Attorney General, Uniform Crime Reporting Data
http://hawaii.gov/ag/cpja/main/rs/Folder.2005-12-05.2910/

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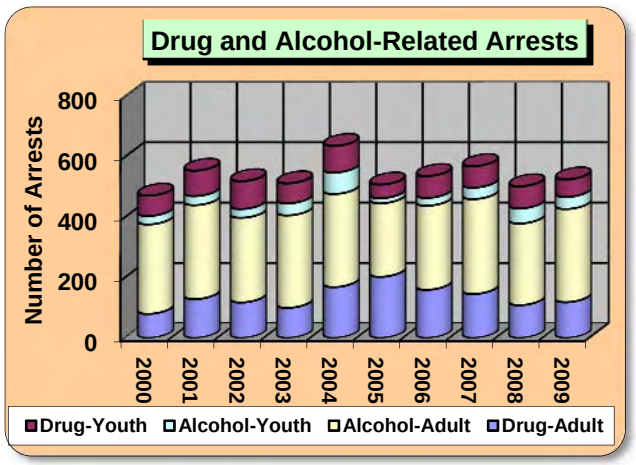
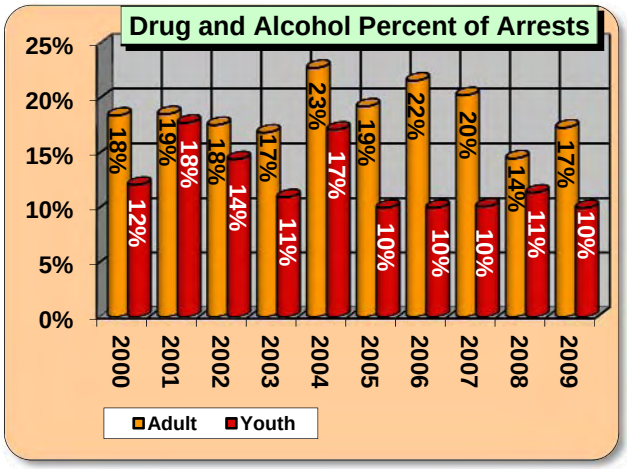


CHART 2



22 Child Abuse and Neglect

Child abuse and neglect cases fall slightly

Trend



Response



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 2010, there were 271 reported cases of child abuse and neglect; of these, 145 (54%) were accepted for Intake and 50 (34%) of these were confirmed. This represents a decrease in all categories since 2008. Cases cover physical abuse, neglect, medical neglect, sexual abuse, psychological abuse, and threatened harm.

The share of confirmed cases of child abuse and neglect that were investigated through the Intake process was 33% in 2009 and 34% in 2010, a decrease from the 2008 rate of 36%.

DATA TABLE

Indicator 22: Child Abuse and Neglect

	Total Reported	CWS Intakes	Confirmed
2000	415	223	102
2001	468	242	111
2002	584	313	149
2003	434	236	87
2004	357	214	85
2005	267	143	56
2006	226	135	57
2007	274	159	55
2008	316	181	65
2009	305	169	56
2010	271	145	50

Source: HI DHS, Child Welfare and Adult Protective Services
http://hawaii.gov/dhs/protection/social_services/child_welfare/ChildAbuse

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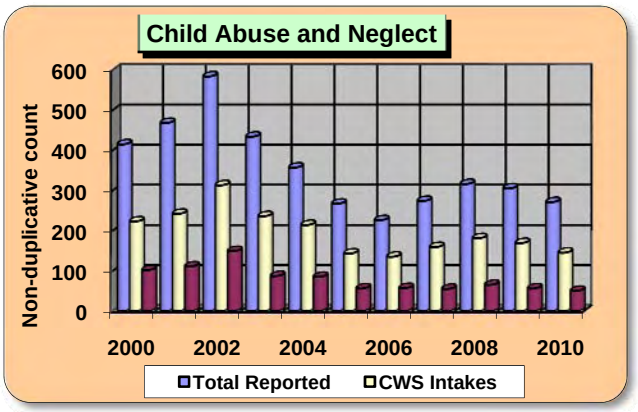
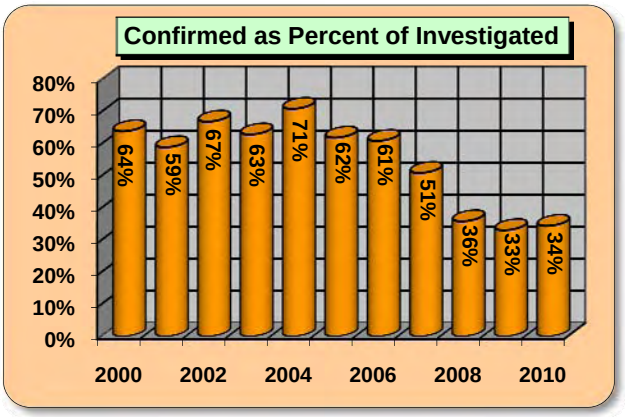


CHART 2



23 Medical Insurance Coverage

Number of medically uninsured jumps sharply in 2009

Trend



Response



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.

How is Kaua`i doing?

The number of uninsured residents rose sharply from 3,743 in 2008 to 4,776 in 2009.

The percent of uninsured on Kaua`i climbed from 6.0% in 2008 to 7.5% in 2009.

The percent without medical insurance coverage remains higher on Kaua`i than the statewide average of 4.8%. This represents a ratio of 1.56, which is up from 1.3 in 2008.

NOTE: The Department of Health had not released 2010 figures at the time this report went to print in August 2011.

DATA TABLE

Indicator 23: Rate of Medically Uninsured			
	Uninsured	% of Kaua`i	% of State
2000	5,084	9.0%	5.4%
2001	3,555	6.2%	5.5%
2002	4,359	7.4%	4.7%
2003	4,214	7.0%	5.2%
2004	5,170	8.4%	5.2%
2005	4,100	6.6%	4.5%
2006	4,610	7.4%	4.7%
2007	4,217	6.6%	5.2%
2008	3,743	6.0%	4.6%
2009	4,776	7.5%	4.8%

Source: HI DOH, Health Survey
http://hawaii.gov/health/statistics/hhs/index.html

CHART 1

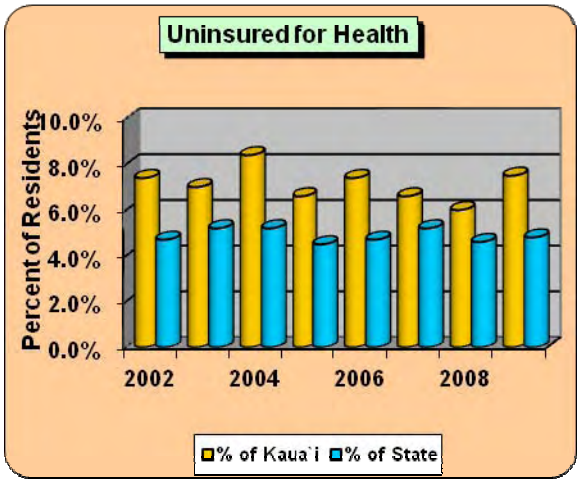
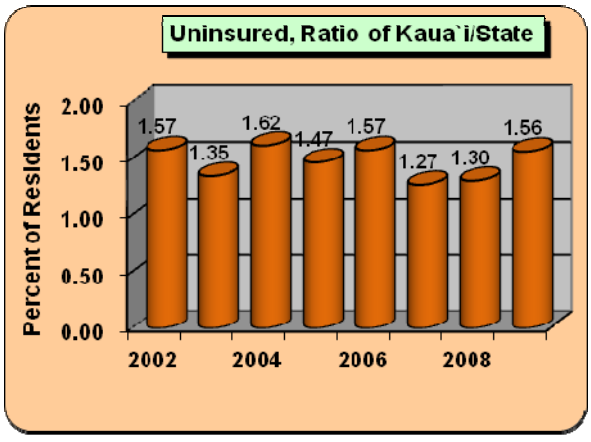


CHART 2



24 Leading Infectious Diseases

Four of five reportable leading infectious diseases decrease in 2010

Trend



Response



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 2008, when it was 180 per 100,000. In 2009, it reached a high of 225 per 100,000 before dropping to 198 in 2010. Most commonly, Chlamydia is a sexually transmitted disease.

Influenza is another perennial leading infectious disease. In 2009 it reached a rate of 273, a significant increase from the rate of 175 in 2008. This was due largely to the H1N1 pandemic. It fell back to 23 in 2010.

For Hepatitis B, a chronic virus infection, the rate was 12 in 2010 compared to 25 in 2008.

Campylobacteriosis is a common bacterial infection in humans and is often a food-borne illness, typically infecting the bowels. Rates decreased from 86 in 2008 to 61 in 2010.

Gonorrhea rates have decreased since 2007, reaching a low of 3 in 2009 and jumping to 14 in 2010.

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

	Hepatitis B	Influenza	Chlamydia	Gonorrhea	Campylobacteriosis
2003	*N/R*	5	174	35	50
2004	11	2	212	51	39
2005	16	63	201	39	24
2006	16	163	198	80	37
2007	21	145	184	16	32
2008	25	175	180	14	86
2009	19	273	225	3	76
2010	12	23	198	14	61

Source: HI DOH, Disease Investigation Branch
http://hawaii.gov/health/about/about/pr/NETSS.html
Numbers are rate per 100,000

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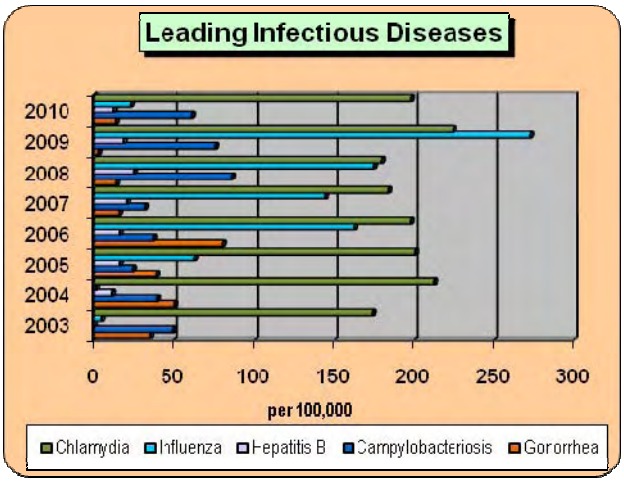
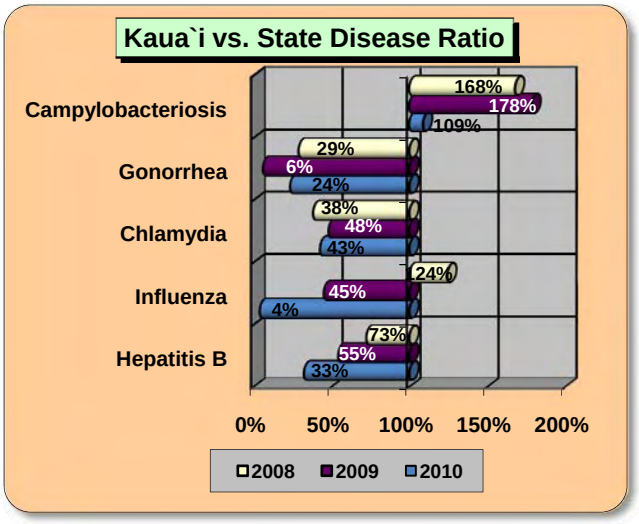


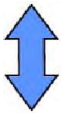
CHART 2



25 Leading Causes of Death

Death rate continues to climb as heart disease rate drops

Trend



Response



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 death rate from all causes was 811 per 100,000 residents in 2009, up from 790 in 2007. This is 9% higher than the State's death rate of 747 in 2009.

Cancer is the leading cause of death and increased to 209 in 2009 from 199 per 100,000 in 2007. This is 23% higher than the State's cancer rate of 169 in 2009. In 2008, the cancer rate on Kaua`i was the lowest of the decade.

Death caused by heart disease decreased in 2009 to 174 from 194 per 100,000 in 2007.

The rate for Other Cardiovascular diseases was 83 per 100,000 deaths in 2009, and this was up from 68 in 2007.

These three leading causes accounted for nearly 60% of all deaths.

The rate of death from all diseases combined and from all causes has increased annually since 2000, with the exception of 2008. The category "All Causes" includes external causes, such as motor vehicle accidents.

DATA TABLE

Indicator 25: Cause of Death Index *

	Heart Disease	Other Cardio-vascular	Cancer	All Other Diseases	All Causes
2000	181.1	74.0	170.2	224.5	695.8
2001	185.7	81.1	175.6	217.9	707.5
2002	190.2	81.8	168.5	218.5	700.6
2003	192.6	70.8	204.1	210.8	721.0
2004	177.6	80.7	185.7	255.2	747.6
2005	201.1	86.3	193.2	231.3	775.9
2006	176.2	71.4	196.8	271.4	779.3
2007	194.0	68.4	199.0	256.6	789.5
2008	158.6	92.7	157.0	279.5	753.7
2009	173.6	83.4	209.3	293.1	810.5

Source: HI DOH, Vital Statistics

http://www.hawaii.gov/health/statistics/vital-statistics/index.html

* Index = incidence per 100,000 residents

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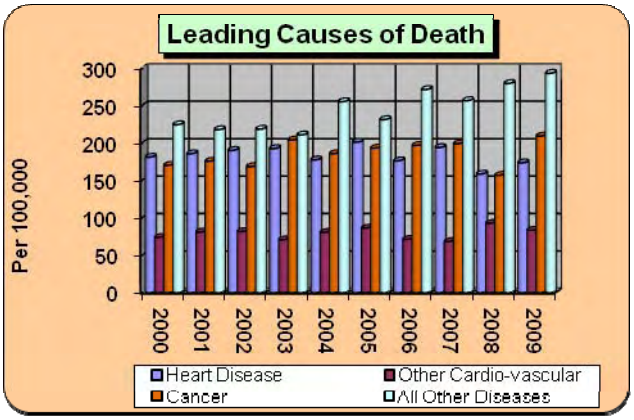
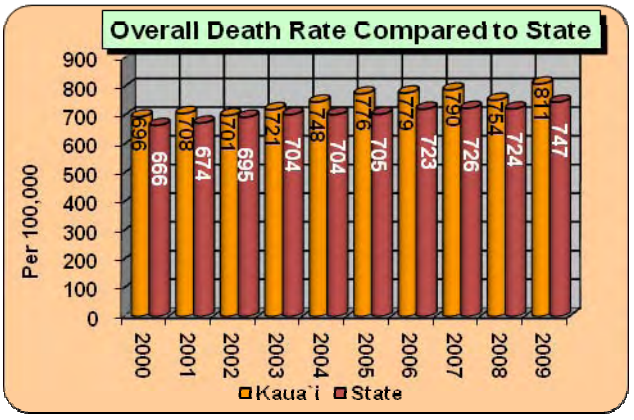


CHART 2



26 Physical Activity and Body Weight

More than half stay active at recommended levels, yet more than half weigh too much

Trend 

Response 

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 other behaviors.

Physical activity is benchmarked against the recommended level for all adults, and this measure is available for alternate years since 2005.

Body weight is compared with the recommended levels by gender and age, and this measure is only available for Kaua`i residents since 2006.

How is Kaua`i doing?

The share of residents meeting the recommended level of physical activity has been climbing slowly, from 55% in 2005 to 58% in 2009.

In 2009, only 7% of residents were classified as inactive, versus 11% in 2005.

More than 43% of residents were at or below their recommended weight level, while the share of those overweight was 32%; 23% were classified as obese in 2010.

DATA TABLE

Indicator 26: Physical Activity and Weight*

	Some Physical Activity	Meets Recommendations	Physically Inactive
2005	34%	55%	11%
2007	36%	56%	9%
2009	35%	58%	7%
	Recommended Weight	**Over Weight**	**Obese**
2006	40%	35%	22%
2007	41%	36%	22%
2008	44%	31%	24%
2009	39%	36%	22%
2010	43%	32%	23%

Source: Hawaii BRFSS - Kauai

* Based on estimated body mass index (BMI) status

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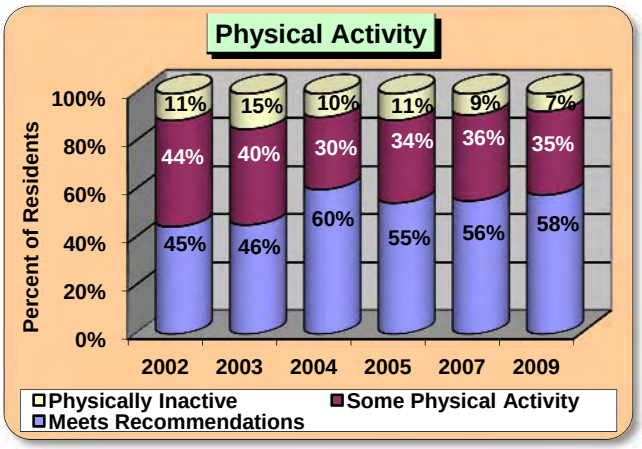
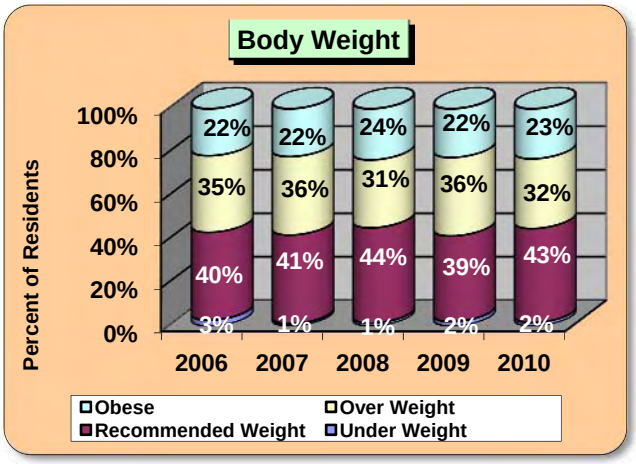


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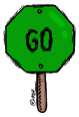
27 Tobacco Use

Share of smokers continues to decline

Trend



Response



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 continues to decline, from 25% in 2001 to 13% in 2010, and there has been a corresponding increase in the share of former smokers (from 23% to 29% in the same period).

The share of residents who never smoked has increased slightly from 52% to 53% over the same period.

The share of youth who smoke has also been dropping fast, from 25% in 2000 to 9% in 2008, based on Kaua`i Rural Health Association Surveys at Kapa`a and Waimea High Schools in collaboration with the Kaua`i District Health Office.

Compared to statewide smoking rates, Kaua`i rates declined faster and ended lower in 2010, with 12.7% current smokers versus 14.5% for the State.

DATA TABLE

Indicator 27: Tobacco Use on Kauai

	Current Smoker	Former Smoker	Never Smoked	Youth Smokers
2001	25%	23%	52%	*N.A.*
2002	24%	24%	51%	*N.A.*
2003	19%	26%	55%	15%
2004	19%	24%	57%	*N.A.*
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	12.7%	29%	53%	NA

Source: BRFSS - Kauai

http://hhdw.org/cms/index.php?page=brfsprevalence#IND

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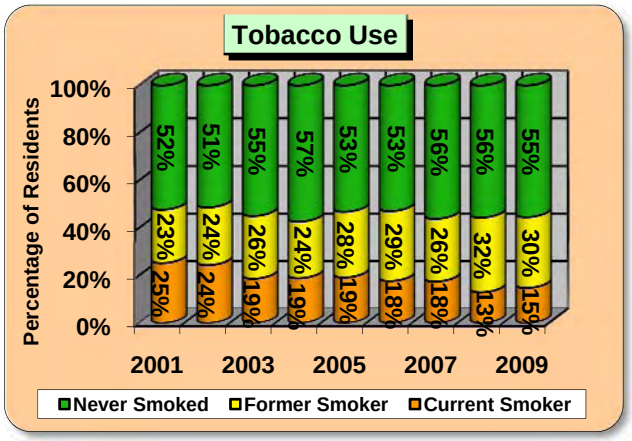
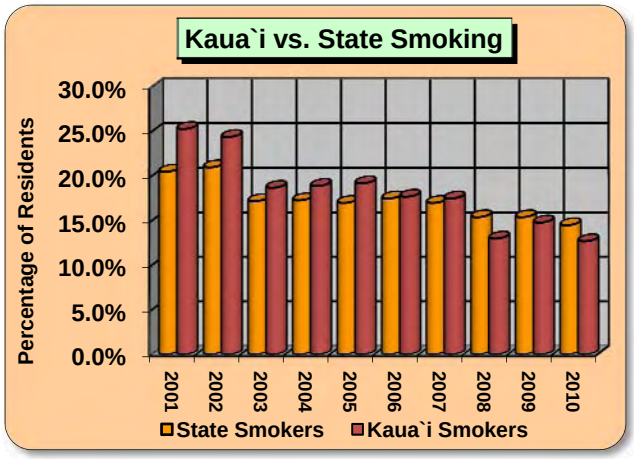


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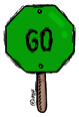
28 Drownings

Number of drowning victims declines in 2010 as does visitor share

Trend



Response



Description and Relevance

The number of drownings in Kaua`i's 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 9 lives were lost by drowning in 2010, including 5 visitors, 3 Kaua`i residents and 1 Hawai`i resident, and this was down from 14 drownings in 2009, when 12 visitors and 2 Kaua`i residents were lost.

Since 2004, a total of 24 Kaua`i residents, 58 visitors, and 4 other Hawai`i residents drowned in our ocean and rivers, for an overall visitor share of 67%.

Less publicized is the number of ocean rescues, which exceed drownings by eleven to thirty-three times. In 2010 there were 302 rescues and 9 drownings, for a ratio of 33.6-to-1.

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

Source: Kaua`i Fire Dept.

CHART 1

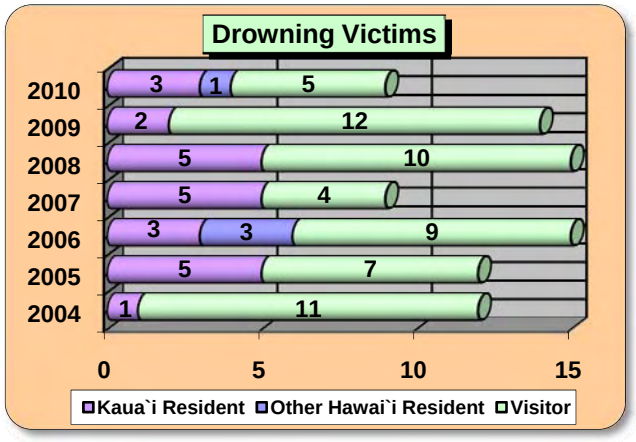
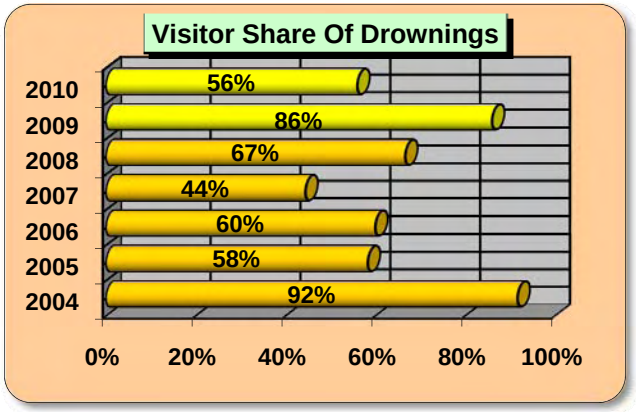


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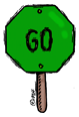
29 Internet Access

Internet goes to all but 17% of homes and most have high-speed access

Trend



Response



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 computer access to the Internet at home, and whether access was by broadband (cable modem, DSL or other).

How is Kaua`i doing?

More than eight of ten respondents (83%) have Internet access at home, which is significantly above the U.S. average (74%) for 2010, and this is up from 72% in 2008.

Broadband access has grown to include 59% of Kaua`i households, with 39% using cable modems and another 20% using DSL phone lines.

Access is lowest (61%) among the oldest age group, and lowest in the South/West side (80%) of the island.

DATA TABLE

Indicator 29: Internet Access at Home

	Broad-band	Other or D.K.	None
All	59%	24%	17%
under 25	86%	14%	0%
25-34	88%	1%	12%
35-44	79%	18%	3%
45-54	77%	7%	16%
55-64	70%	8%	22%
65 or older	55%	6%	39%
Central/North	80%	5%	15%
East	79%	5%	16%
South/West	65%	15%	20%

Source: KPAA survey, 2011

CHART 1

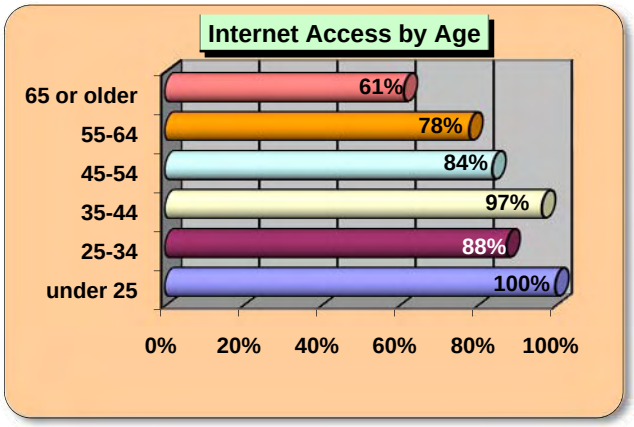
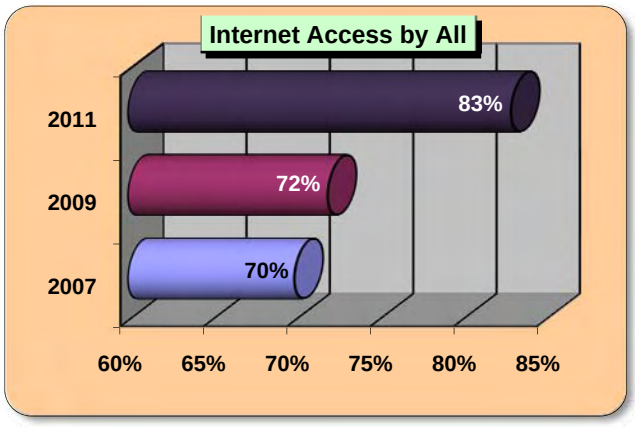


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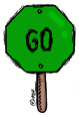
30 Aloha Spirit

Two-thirds say the aloha spirit is the same or stronger

Trend



Response



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?

Fully 51% of Kauaians see the Aloha Spirit the same as ever. Of the rest, three times more see it weakening (34%) than strengthening (11%), and this is largely unchanged since 2008.

More residents in the South and West see it growing stronger, while more residents in the East see it growing weaker. More men (36%) than women (33%) see it growing weaker.

The most strengthening is perceived among 35-44 year-olds, and the most weakening is perceived among the 25-34 age group.

DATA TABLE

Indicator 30: Perception of Aloha Spirit

	Stronger	Same	Weaker
All	**11%**	**51%**	**34%**
Under 25	0%	57%	43%
25-34	0%	56%	44%
35-44	21%	62%	14%
45-54	10%	47%	35%
55-64	19%	44%	36%
65 or older	12%	41%	38%
Male	7%	52%	36%
Female	14%	50%	33%
Central/North	11%	53%	34%
East	10%	50%	37%
South/West	13%	49%	32%

Source: KPAA telephone survey, 2011

CHART 1

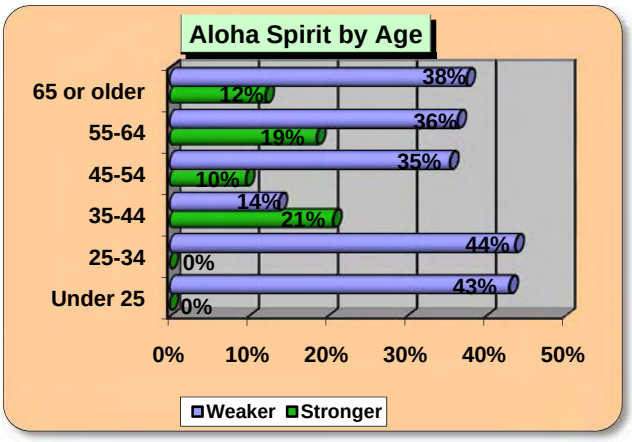
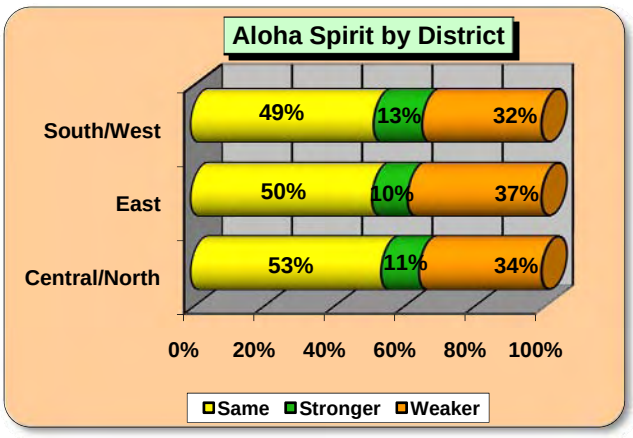
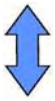
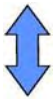
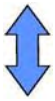


CHART 2



NEIGHBORHOOD AND COMMUNITY HEALTH AND WELL-BEING

NO.	INDICATOR	TREND STATEMENT	TREND	RESPONSE
17	Emergency food	Emergency food requests skyrocket as low month doubles		
18	Homelessness	Homelessness fell slightly in 2010, still less than half are sheltered		
19 *	Perception of neighborhood safety	Four of five residents feel safe walking in their neighborhood at night		
20	Violent and property crime	Violent crime rates and arrests inch up while property-related arrests fall slightly		
21	Drug and alcohol arrests	Adult drug and alcohol arrests rise as youth arrests decline		
22	Child abuse and neglect	Child abuse and neglect cases fall slightly		
23	Medical insurance coverage	Number of medically uninsured jumps sharply since 2008		
24	Leading infectious diseases	Four of five reportable leading infectious diseases decrease in 2010		
25	Leading causes of death	Death rate continues to climb as heart disease rate drops		
26	Physical activity and body weight	More than half stay active at recommended levels, yet more than half weigh too much		
27	Tobacco use	Share of smokers continues to decline		
28	Drownings	Number of drowning victims declines in 2010 as does visitor share		
29 *	Internet access	Internet goes to all but 17% of homes and most have high-speed access		
30 *	Aloha spirit	Two-thirds say the aloha spirit is the same or stronger		

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

Civic Engagement

INDICATORS



CIVIC ENGAGEMENT

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

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.

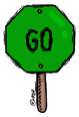
31 County Government Services

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

Trend



Response



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 69% and 23% Very or Somewhat Satisfied, followed by Trash Pickup with 67% and 24%, respectively. Water, Recycling, Police and Parks are also perceived favorably.

At the same time, Parks, Police and Recycling also received relatively more unfavorable responses, with 15%, 14% and 13% Somewhat or Very Dissatisfied, respectively.

Many may not be familiar with bus service, as 32% responded Don't Know or No Opinion, presumably because they have not ridden the bus.

DATA TABLE

Indicator 31: County Government Services				
	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dis-satisfied
Fire	69%	23%	1%	1%
Police	41%	42%	9%	5%
Water	54%	33%	5%	6%
Trash	67%	24%	4%	1%
Bus	30%	29%	7%	3%
Parks	33%	47%	10%	5%
Recycling	45%	39%	7%	6%
Source: KPAA telephone survey, 2011				

CHART 1

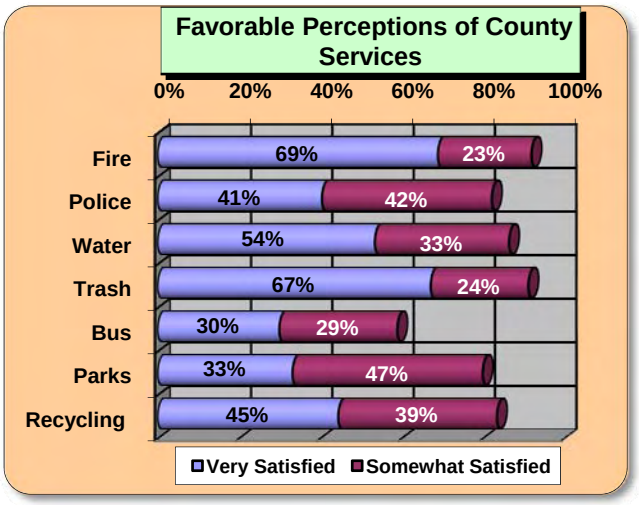
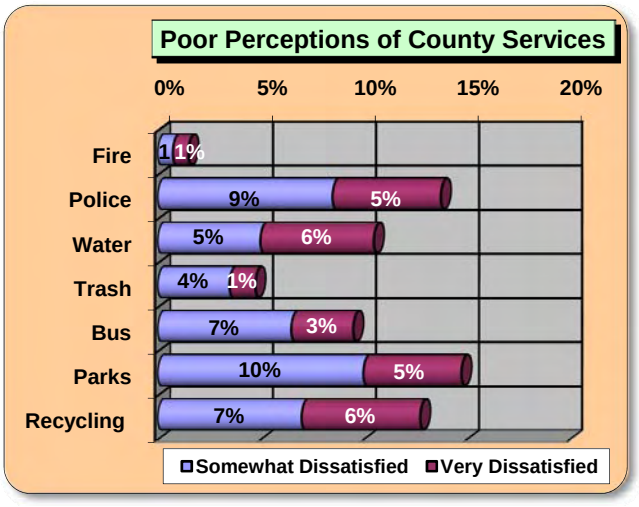


CHART 2



32 Community Volunteerism

Residents contributing volunteer time falls slightly, yet more than 60% volunteer

Trend



Response



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 62% of residents report they volunteered with civic or nonprofit groups, and this is down from 68% in 2008.

The rate of volunteerism is fairly uniform geographically across the island. Mixed/Other residents tend to volunteer more than average, while Filipinos tend to volunteer less than average.

The highest rates of volunteerism are among 35-44 and 55-64 year olds and among those with incomes between $75,000 and $100,000.

Some 29% reported volunteering 3 hours per month or less, while 21% reported volunteering more than 16 hours each month.

DATA TABLE

Indicator 32: Community Volunteerism

	Volunteer
All	62%
Ethnicity:	
Filipino	44%
Hawaiian	70%
Mixed/Other	88%
Japanese	59%
Caucasian	67%
Area:	
Central/North	65%
East	59%
South/West	63%

	Volunteer
Age:	
under 25	57%
25-34	63%
35-44	72%
45-54	69%
55-64	71%
65 or older	51%
Income:	
<$25k	50%
$25k< $35k	45%
$35k< $50k	74%
$50k< $75k	65%
$75k< $100k	77%
$100k and over	74%

Source: KPAA telephone survey, 2011

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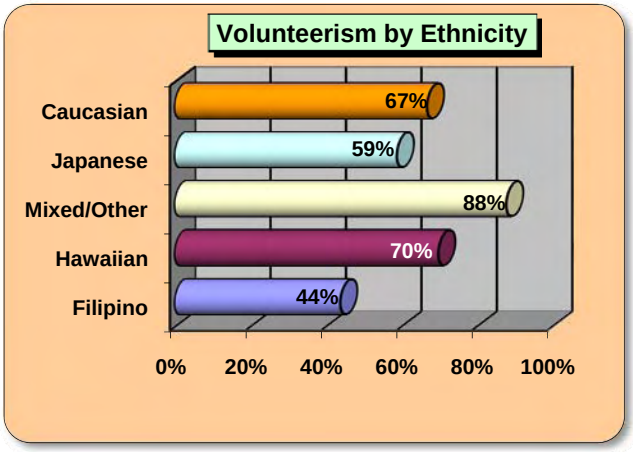
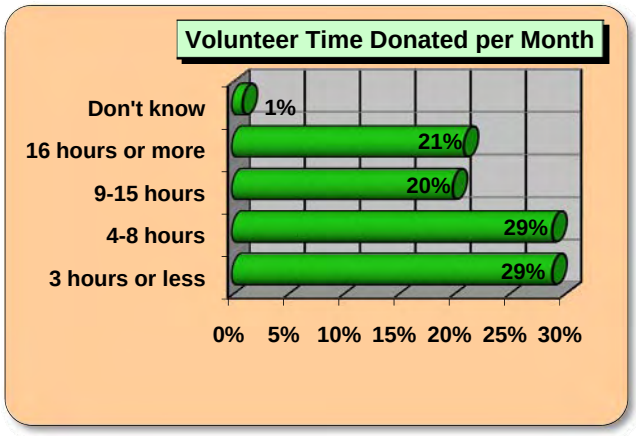


CHART 2



33 Community Philanthropy

Fewer residents donated to church and community groups

Trend



Response



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. The 2011 survey asked separately about nonprofit and church donations.

How is Kaua`i doing?

Eighty-four percent (84%) of Kaua`i households reported donating to nonprofit causes, and this is down from 92% in 2008.

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

Likewise, 70% of respondents donated to a church in 2010, with Caucasians reporting the lowest rate (61%) and Japanese the highest (80%) in such giving.

DATA TABLE

Indicator 33: Community Philanthropy

	Church	Non-profit
All	**70%**	**84%**
Ethnicity:		
Caucasian	61%	86%
Filipino	75%	79%
Hawaiian	69%	82%
Japanese	80%	84%
Mixed/Other	75%	94%
Area:		
Central/North	68%	83%
East	69%	85%
South/West	72%	83%

	Church	Non-profit
Age:		
under 25	86%	14%
25-34	50%	69%
35-44	76%	90%
45-54	69%	94%
55-64	66%	89%
65 +	73%	79%
Income:		
<$25k	70%	74%
$25-35k	55%	71%
$35-50k	74%	89%
$50-75k	73%	94%
$75-100k	82%	93%
$100k+	87%	92%

Source: KPAA telephone survey, 2011

CHART 1

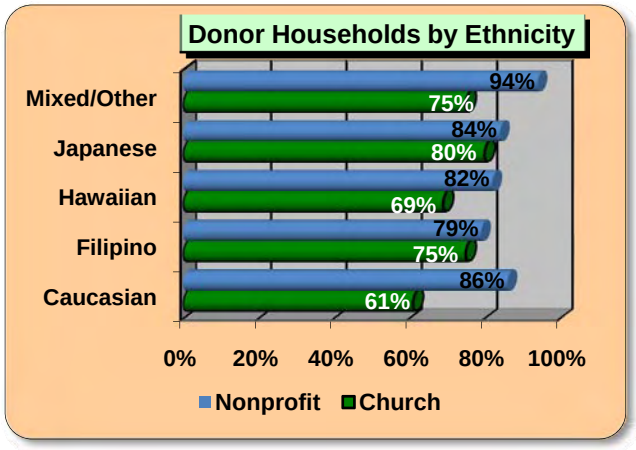
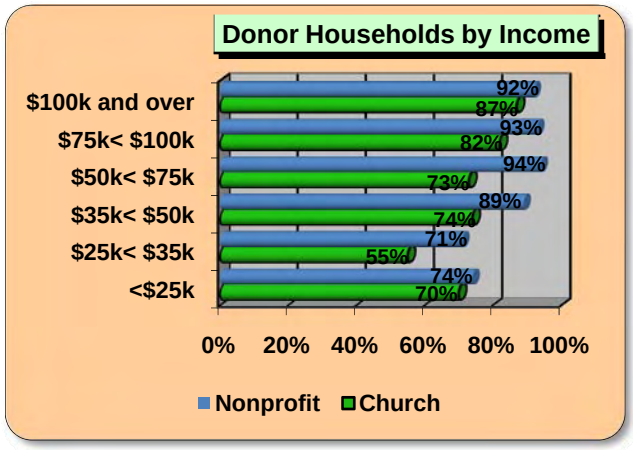


CHART 2



34 Voting Participation

Fewer voters turned out as registered voters declined

Trend



Response



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 fell slightly from 40,323 in 2008 to 40,129 in the 2010 general election, while the number who voted dropped from 27,487 to 23,009 over the same period.

This represents a decline in the turnout rate from 68% in 2008 to 57% in 2010. The corresponding State voter turnout rates were 66% and 56%, respectively.

In the 2010 election, which was a non-presidential election year, less than half (44%) of Kaua`i's 51,868 adults voted. This is down from 2008, when 55% of the 50,129 residents over 18 voted.

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

DATA TABLE

Indicator 34: Voting Turnout

	Registered Voters	Actually Voted	Kaua`i 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%

Source: HI Office of Elections
http://www.hawaii.gov/elections/results/

CHART 1

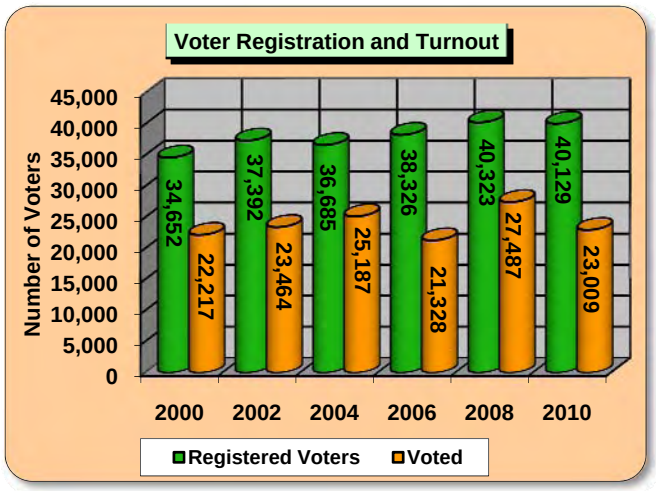
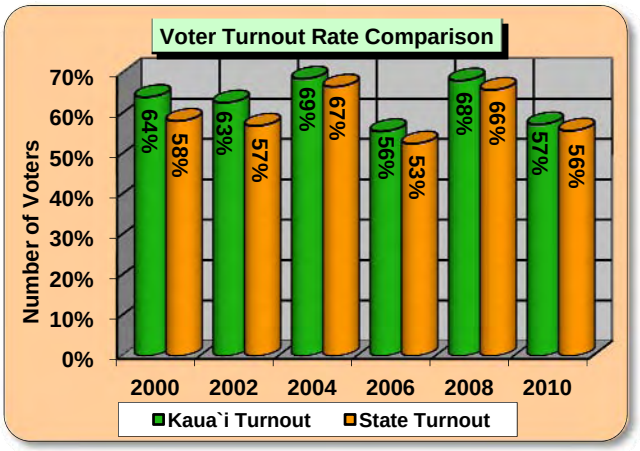


CHART 2



CIVIC ENGAGEMENT

NO.	INDICATOR	TREND STATEMENT	TREND	RESPONSE
31 *	County government services	Satisfaction high for County services, while bus and parks lag		
32 *	Community volunteerism	Residents contributing volunteer time falls slightly, yet more than 60% volunteer		
33 *	Community philanthropy	Fewer residents donated to church and community groups		
34	Voting participation	Fewer voters turned out as registered voters declined		

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

Natural Environment

INDICATORS

35 Coastal water quality
36 Water service
37 Energy use and diversification
38 Renewable energy production
39 Solid waste disposition



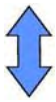
NATURAL ENVIRONMENT

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 Coastal Water Quality

Monitoring standards loosen, as sub-standard beaches decrease

Trend 

Response 

Description and Relevance

The presence of contaminants along Kaua`i beaches is one measure of the quality of the island's coastal waters.

State Department of Health, Clean Water Branch provides statistics on the presence of contaminants, with a focus on enterococci, a human pathogen often found in sewage. Coastal water samples are collected throughout the year, and average values are reported annually.

How is Kaua`i doing?

Until mid-2009, a level of more than 7 colony forming units (cfu) of enterococci per 100 ml. in coastal water was considered substandard by the State DOH. On Kaua`i, the average rating increased from 4.5 in 2008 to 7.1 in 2009. Also in 2009, the number of substandard beaches was 7, down from 16 in 2008.

Hawai`i's standard changed in 2009 to conform to U.S. EPA standards. The new measure is a single sample maximum of 104 cfu per 100 ml. and a geometric mean of 35 cfu for beaches measured at least 5 times a month.

Using this new, less stringent criteria, in 2010 the average declined to 6.9 and the number of substandard beaches decreased to 4.

Testing Our Waters 2011, an NRDC report, monitored the percent of time in 2010 samples exceeded the state's daily maximum standards. Overall, Kaua`i beaches had the highest exceedance rates in the state – 8% compared to next highest, Maui and Hawai`i, each at 2%.

DATA TABLE

Indicator 35: Water Quality Rating at Beach

	Average *	Highest Rating	Lowest Rating	Sub-standard Beaches**
2000	3.3	101.3	0.4	3
2001	3.1	35.1	0.7	3
2002	3.8	34.7	0.9	3
2003	4.4	399.3	0.6	6
2004	5.4	227.0	1.0	5
2005	4.7	243.9	0.3	8
2006	6.5	144.9	0.6	7
2007	5.0	99.9	2.3	2
2008	4.5	700.0	2.9	16
2009	7.1	91.8	2.3	7
2010	6.9	106.3	2.3	4

Source: HI DOH, Clean Water Branch
* Geometric mean, number per 100 ml.
** The geometric mean standard for Enterococci density was 7 per100 ml. in 2009 and 35 per 100 ml. in 2010.
http://www.hawaii.gov/health/environmental/water/cleanwater

CHART 1

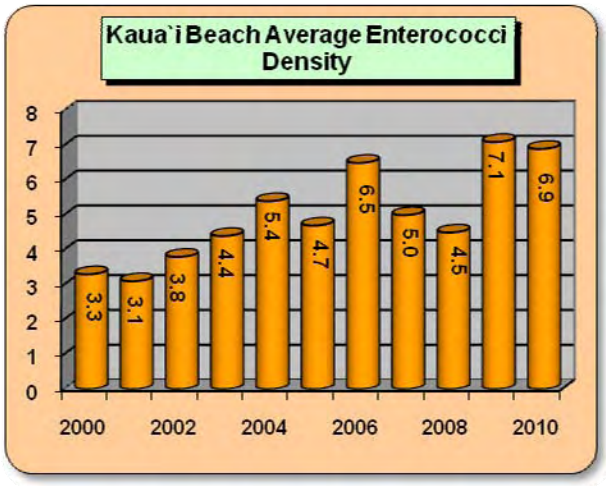
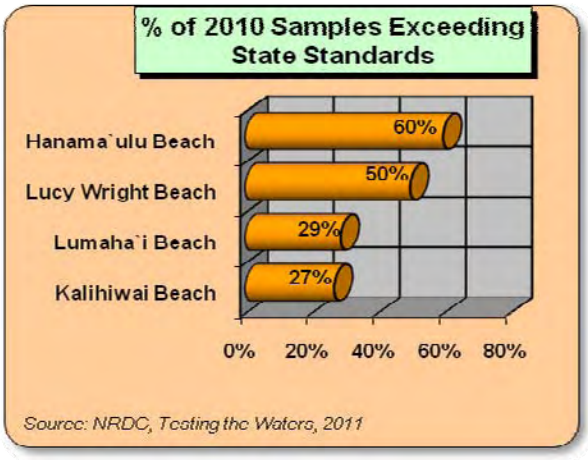


CHART 2



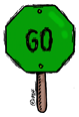
36 Water Service

Connections and water main miles climb as daily consumption falls

Trend



Response



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 has been rising again since 2008, with roughly the same number in 2010 (20,490) as there were in 2006 (20,580), and the water mains jumped up to 439.4 miles in 2010, an increase of 17.4 miles since 2008.

Total consumption continues to decrease, falling from 4.7 billion gallons in 2008 to 4.2 billion gallons in 2010.

Average daily consumption has remained in the 11 to 13 million gallon range, with 2010 demand falling to 11.6 from 12.8 million gallons in 2006. This is 8% below 2001 levels (12.6 million gallons), despite a population increase of 16% for the same period.

Maximum daily capacity continues to increase from 26.1 million gallons in 2008 to 27.4 in 2010. 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.)
2001	403.9	18,171	2,297	4.6	15.8
2002	406.5	18,092	2,331	4.2	15.8
2003	407.7	18,400	2,327	4.3	15.8
2004	408.3	18,453	2,334	4.3	15.8
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

Source: COK CAFR & DOW Water Consumption Report

CHART 1

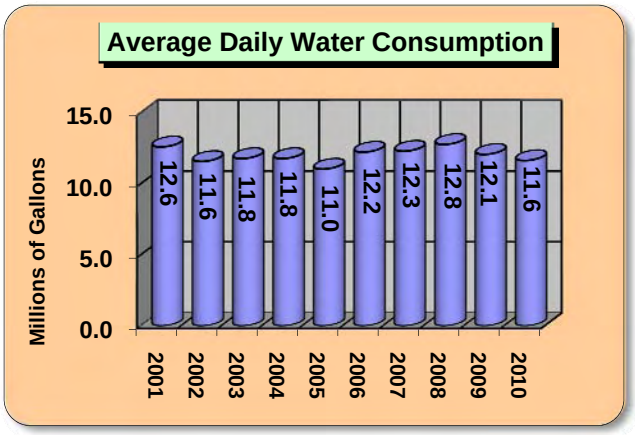
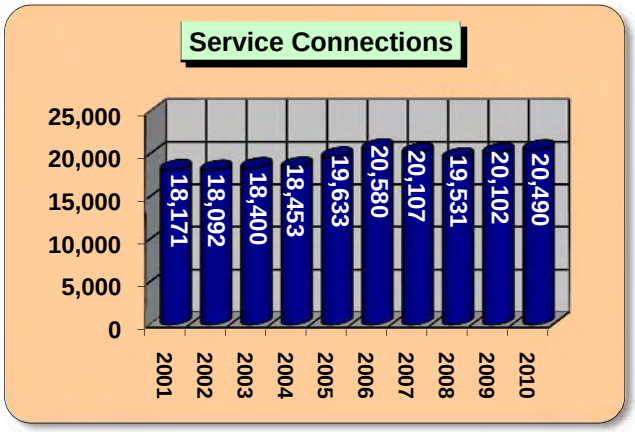


CHART 2



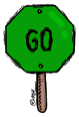
37 Energy Use and Diversification

Electricity sales still falling as usage per residence declines

Trend



Response



Description and Relevance

The amount of electricity used and its sources are measures of how well Kaua`i is doing in reducing vulnerabilities.

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

How is Kaua`i doing?

Energy use decreased from nearly 467 gigawatt hours (gWh) sold in 2007 to just under 435 million gWh in 2010.

Per capita electricity usage continues to decrease from 5,700 kilowatt hours (kWh) in 2007 to 5,000 kWh in 2010, a 12% drop.

The residential share has remained fairly stable at around 35% of electricity sold.

The share of electricity produced by KIUC from renewable sources rose slightly from 8.6% in 2008 to 9.1% in 2010.

Most notably, solar photovoltaic generation rose sharply from 1.1 gWh in 2007 to 5.0 gWh in 2009 and 6.2 gWh in 2010.

(Note that renewables generated 18% of the total electricity in 1998, before the Lihu`e Plantation sugar mill closed.)

DATA TABLE

Indicator 37: Electric Energy Use

	Total gWh Sold	Percent Renew-able	kWh Per Capita	Per Resid-ence
2000	418.9	*NA*	5.6	5.8
2001	406.5	*NA*	5.5	5.7
2002	414.5	*NA*	5.6	5.9
2003	431.3	5.9%	5.7	6.0
2004	445.3	8.0%	5.8	6.1
2005	448.6	8.3%	5.7	6.1
2006	452.1	8.2%	5.7	6.0
2007	466.9	5.8%	5.7	6.1
2008	453.8	8.6%	5.4	5.8
2009	436.3	9.5%	5.2	5.9
2010	434.5	9.1%	5.0	5.7

Source: KIUC * *Residents + Visitors*

http:/www.kiuc.coop/pdf/energy/FuelMix_2011_web.pdf

CHART 1

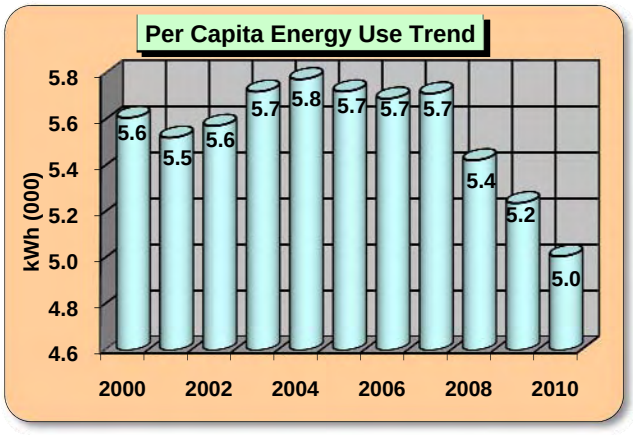
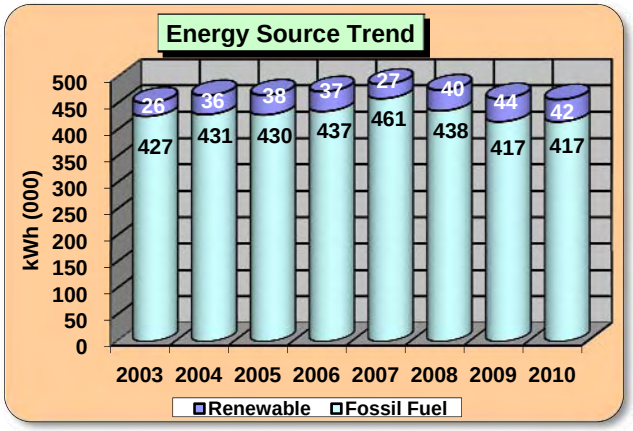


CHART 2



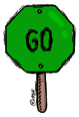
38 Renewable Energy Production

One-third of residents have solar hot water, 3% have PV for electricity

Trend



Response



Description and Relevance

The amount of renewable energy produced by households is one measure of the island's energy 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?

Renewable energy production by households averaged 37% for the island, and this is up from 33% in 2006.

This includes more than one-third of homes with solar hot water, and now more than 3% with photovoltaic (PV) panels.

Much higher rates are found in the South/West (43%) and much lower rates in the Central/ North (30%).

The share of households producing some of their own energy tends to increase with income, rising from 24% for the under $25,000 groups to 62% for the over $100,000 group.

DATA TABLE

Indicator 38: Produce Renewable Energy			
	Solar Hot Water	PV	None
All	34%	3%	63%
Central/North	27%	3%	70%
East	35%	3%	62%
South/West	40%	3%	57%
<$25k	23%	1%	76%
$25k< $35k	26%	0%	74%
$35k< $50k	31%	0%	69%
$50k< $75k	35%	13%	52%
$75k< $100k	48%	6%	46%
$100k +	53%	9%	38%
Source: KPAA telephone survey, 2011			

CHART 1

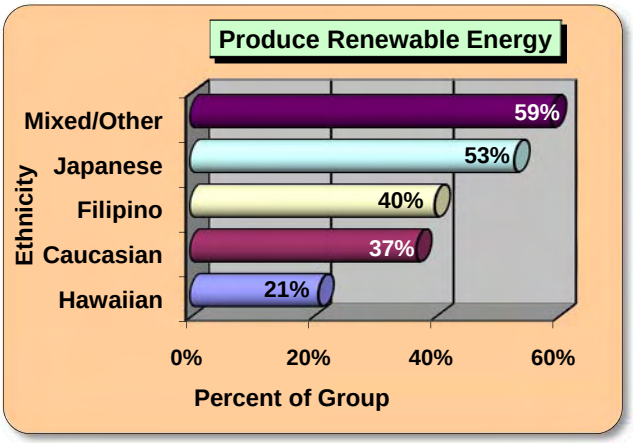
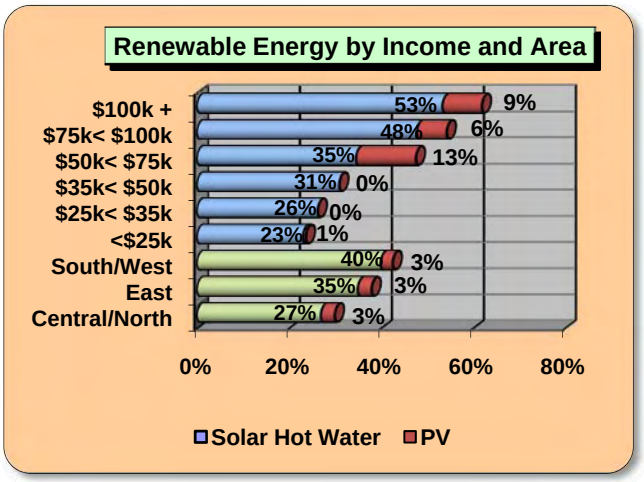


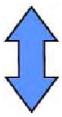
CHART 2



39 Solid Waste Disposition

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

Trend



Response



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.

How is Kaua`i doing?

The amount of solid waste has decreased by 16% over the last three years, from over 125,000 tons in 2007 to nearly 105,000 tons in 2009.

Per capita solid waste is estimated to have decreased from 1.5 tons to 1.3 tons over the same period.

The share of waste generated that is diverted (i.e., not disposed in the landfill) has increased from 23% in 2007 to 26% in 2009. Diverted waste includes paper, plastics, glass, cardboard, green waste, metals and hazardous materials, the majority of which is recycled.

DATA TABLE

Indicator 39: Solid Waste Tons

	Generated	Disposed	Diverted	Diverted %	Tons Per Capita
FY02	95,915	74,698	21,217	22.1%	1.3
FY03	101,357	81,062	20,294	20.0%	1.3
FY04	119,553	86,465	33,088	27.7%	1.6
FY05	116,389	89,156	27,233	23.4%	1.5
FY06	120,620	92,910	27,710	23.0%	1.5
FY07	125,050	96,870	28,180	22.5%	1.5
FY08	120,244	87,237	33,007	27.5%	1.4
FY09	104,925	78,222	26,703	25.50%	1.3

Source: County of Kaua`i, Solid Waste Division

CHART 1

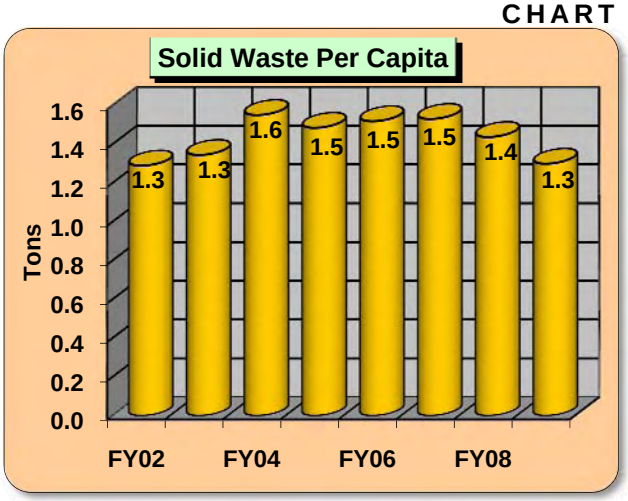
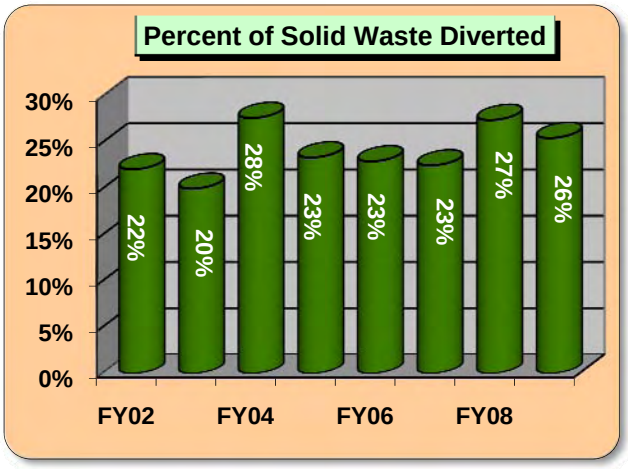


CHART 2



NATURAL ENVIRONMENT

NO.	INDICATOR	TREND STATEMENT	TREND	RESPONSE
35	Coastal water quality	Monitoring standards loosen, as sub-standard beaches decrease		
36	Water service	Connections and water main miles climb as daily consumption falls		
37	Energy use and diversification	Electricity sales still falling as usage per residence declines		
38 *	Renewable energy production	One-third of residents have solar hot water, 3% have PV for electricity		
39	Solid waste disposition	Waste stream and diversion rate drop as per capita waste trends down		

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.

- Prepare a comprehensive assessment of the island's sustainability systems (such as ground and surface water, energy, transportation, lands, food, solid waste, wastewater, building stock, impacts of climate change, etc.), to serve as a baseline for future analysis and decision making.
- Measure and track the island's carbon footprint and initiate public and private efforts to minimize and mitigate carbon emissions.
- Direct sufficient funds and effort toward protecting rivers and coastal waters by requiring use of best practices and enforcing such practices for any development project that might result in discharge or runoff.
- With private, County and State cooperation, prepare a comprehensive water study for agricultural lands to determine sources, capacity, current distribution and distribution problems, including irrigation ditches and water reservoirs, then establish the cost and methods needed to restore, distribute and/or develop water sources to support expanded agricultural production.
- Strengthen the watershed management within each ahupua`a by encouraging partnerships, collaboration and cooperation among users and landowners, such as through watershed councils.

- Support the Department of Water in its efforts to invest in infrastructure improvements to increase drinking water reliability and capacity, especially in areas designated for development.
- Expedite the installation of energy-efficient technologies at Department of Water facilities.
- Support and expedite efforts by KIUC and local energy producers to generate safe, clean renewable energy as alternatives to fossil fuel in order to increase our self-sufficiency and reduce carbon emissions.
- Continue to update building codes to encourage more energy-efficient building materials and practices, along with more sustainable designs for homes, commercial buildings and communities; encourage practices that yield the highest levels of efficiency.
- Initiate a public education campaign designed to minimize unnecessary consumption and maximize the 3 R's (reduce, reuse, recycle) to conserve resources.
- Vigorously promote resource conservation programs for residents and businesses in areas such as water, energy and solid waste to reduce per capita use and encourage the reuse or recycling of resources whenever possible.
- Develop the infrastructure and support needed to sort and manage recycled resources, including a Materials Recovery Facility, and explore new economic opportunities from the recycled resources.

Land Use and Rural Character

INDICATORS

40 Vehicle miles traveled
41 Registered vehicles
42 Bus ridership
43 Alternative transport
44 Planning approvals
45 Residential building permits
46 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, the status of our agricultural lands and development trends and location.

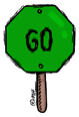
40 Vehicle Miles Traveled

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

Trend



Response



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 decreased from the peak of 818 million in 2007 to 774 million in 2009.

Highway fuel consumption fell from 41 million gallons to 30 million gallons over the same period.

Miles per vehicle continued to decrease from a high of 10,825 in 2007 to 10,269 in 2009.

The average miles per gallon jumped back up from 20.2 in 2007 to 25.5 in 2009.

As measured by DOT on highway segments to the east and west of Lihu`e, total daily vehicle counts fell from 58,305 in 2007 to 53,349 in 2009.

DATA TABLE

Indicator 40: Vehicle Miles Traveled

	Vehicle Miles Traveled (M)	Miles per Vehicle	Highway Fuel (M gallons)	Miles per Gallon	Total Daily Traffic Counts
2000	645	10,301	26.6	24.3	49,890
2001	659	10,297	27.3	24.2	47,484
2002	669	10,292	28.8	23.2	48,170
2003	707	10,291	33.0	21.4	53,810
2004	699	10,287	31.0	22.6	56,879
2005	792	10,066	29.8	26.6	55,606
2006	810	10,403	38.6	21.0	57,029
2007	818	10,825	40.6	20.2	58,305
2008	779	10,478	30.7	25.4	59,581
2009	774	10,269	30.3	25.5	53,349

Source: HI DOT, Motor Vehicle Safety Office
http://www.hawaii.gov/dbedt/info/economic/databook/
Total Traffic Counts = Vehicles to/from Lihu`e per day
http://hwypgis.dot.hawaii.gov/infostructure/index_files/Page326.htm

CHART 1

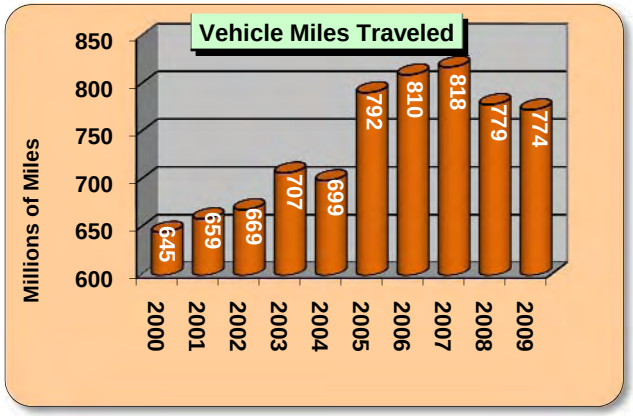
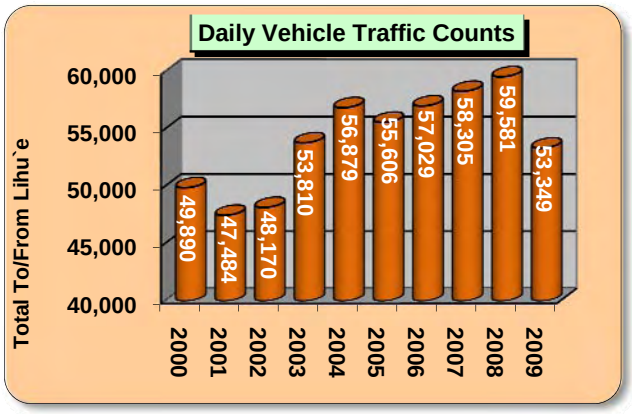


CHART 2



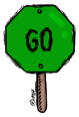
41 Registered Vehicles

Vehicle counts still falling as vehicles per capita drop further

Trend



Response



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 fell from nearly 79,000 in 2007 to 77,606 in 2009.

Cars and light trucks comprise 90% of all vehicles, and there were also over 3,700 heavy trucks (more than 6,500 pounds) and nearly 1,800 motorcycles on island in 2009.

In 2009 there were 0.89 vehicles per person based on the island's de facto population (residents and visitors). This was down from 0.93 vehicles per person in 2007.

The number of vehicles grew by 22% from 2000 to 2009, while the de facto population rose by only 12%.

DATA TABLE

Indicator 41: Registered Motor Vehicles

	Car or Light Truck	Heavy Trucks & Trailers	Motor-cycle	Total
2000	57,803	2,650	863	63,831
2001	59,126	2,613	916	65,233
2002	59,919	2,618	1,043	66,150
2003	63,515	2,697	1,100	70,015
2004	67,476	2,765	1,276	74,322
2005	71,088	2,983	1,490	78,511
2006	73,128	3,137	1,569	77,871
2007	73,856	3,405	1,701	78,999
2008	72,546	3,645	1,765	77,989
2009	72,036	3,759	1,786	77,606

Source: HI DOT, Motor Vehicle Safety Office
http://www.hawaii.gov/dbedt/info/economic/databook/

CHART 1

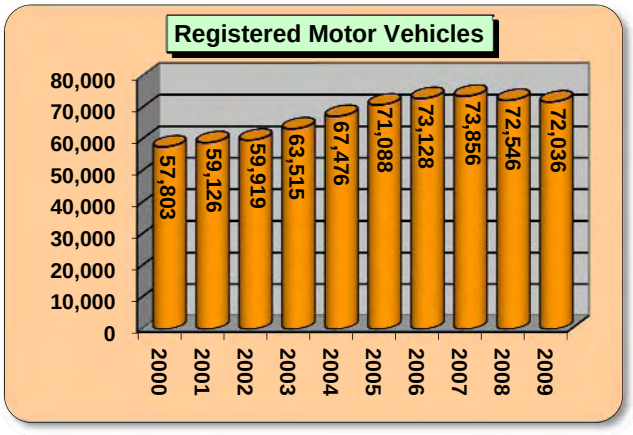
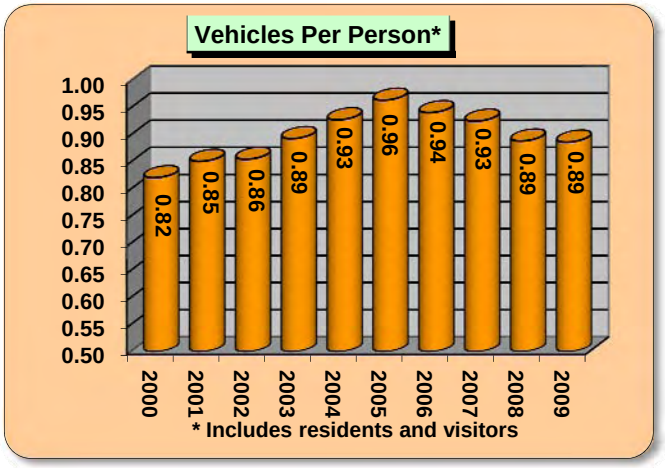


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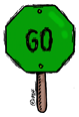
42 Bus Ridership

Bus ridership still climbing yet growth rate slows

Trend



Response



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 para-transit (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 from just over 187,000 in 2005 to well over 400,000 in 2009 and 2010.

During this same period, the number of para-transit trips has remained fairly constant at about 66,000.

The rate of increase in bus ridership reached double digits for three of the last four years, and was up another 4% in 2010.

DATA TABLE

Indicator 42: Bus Ridership *

	Transit	Para-Transit	Total
2001	155,330	69,023	224,353
2002	155,255	71,013	226,268
2003	163,630	67,694	231,324
2004	174,969	67,489	242,458
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

Source: County of Kaua`i, Transportation Agency

* Ridership = passenger trips

CHART 1

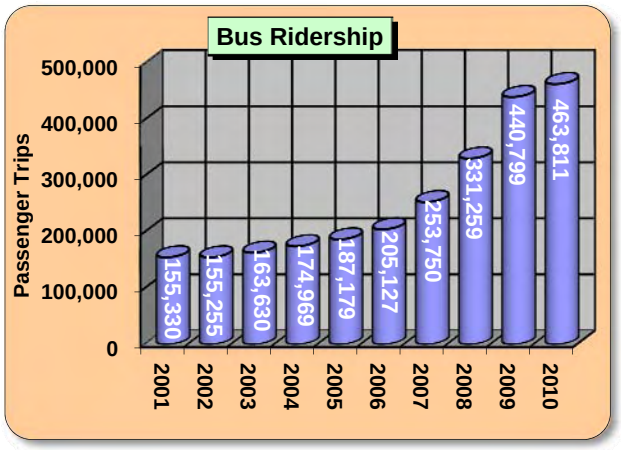
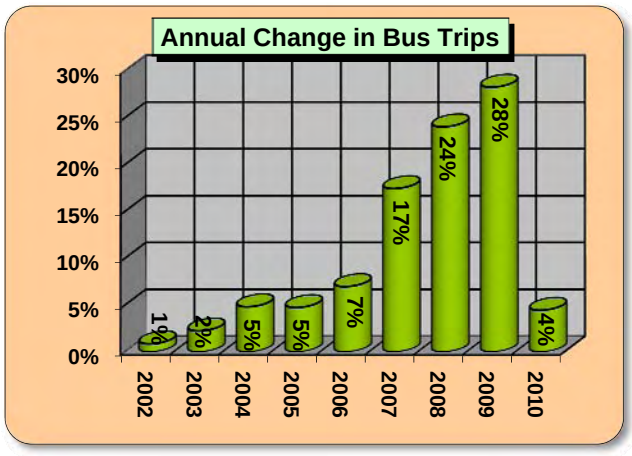


CHART 2



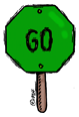
43 Alternative Transport

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

Trend



Response



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 house and their workplace.

How is Kaua`i doing?

Fully 87% of adult residents work outside their home, and 89% of these drive their own car to work, compared to 93% in 2008.

Carpooling or ridesharing could be practical for 29% of all workers, while 32% would find riding the bus practical. Presently, only 8% carpool and 4% ride the bus to work.

According to the survey, carpooling or ride-sharing would be most practical in the South and West (38%), while riding the bus would be most practical in the East (33%).

Presently, commuting by bus or carpool is highest in the Central/North area, with 10% of workers reporting this choice for each mode in 2010.

DATA TABLE

Indicator 43: Alternative Transport Options

	All	Central/ North	East	South/ West
Work outside of home	87%	92%	79%	91%
Drive own car to work	89%	77%	95%	96%
Carpool practical	29%	20%	30%	38%
Bus practical	32%	19%	45%	33%
Use Carpool	8%	10%	5%	7%
Ride Bus	4%	10%	1%	0%

Source: KPAA telephone survey, 2011

CHART 1

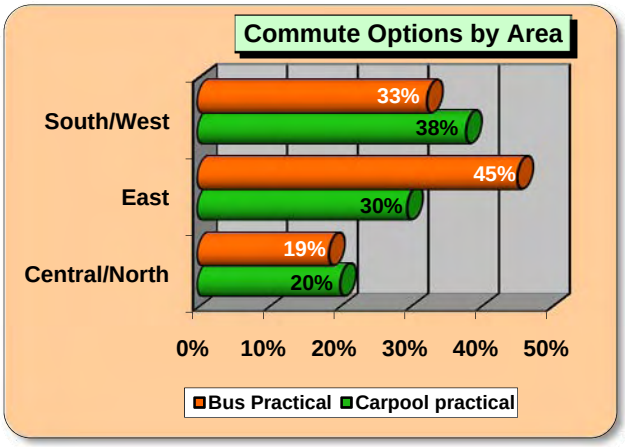
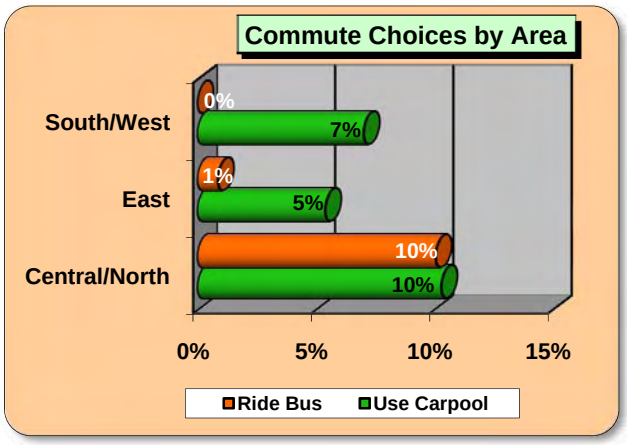


CHART 2



44 Planning Approvals

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

Trend



Response



Description and Relevance

The number of zoning amendments to create new lots for development is one measure of whether the island's land use and rural character are being preserved.

The County provides statistics on zoning amendments by type for each geographic district each year.

How is Kaua`i doing?

The number of subdivision applications dropped sharply from 24 in FY08 to 12 in FY10.

Of the 60 subdivision applications from FY08 to FY10, 72 received final approval, reflecting approval of a backlog from previous years. Over the same period, 2,389 zoning permits were granted, including 11 Class III and 75 Class IV permits.

In FY10, 774 zoning permits were granted, and this is down from 961 in FY08.

There was a total of 6 zoning amendments in FY08 and FY09 and none in FY10. No new General Plan amendments were approved in this period.

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

	Subdivision Applications	Final Approvals	Zoning Permits	General Plan Amendments	Zoning Amendments
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

Source: County of Kaua`i, Planning Dept., Annual Reports

CHART 1

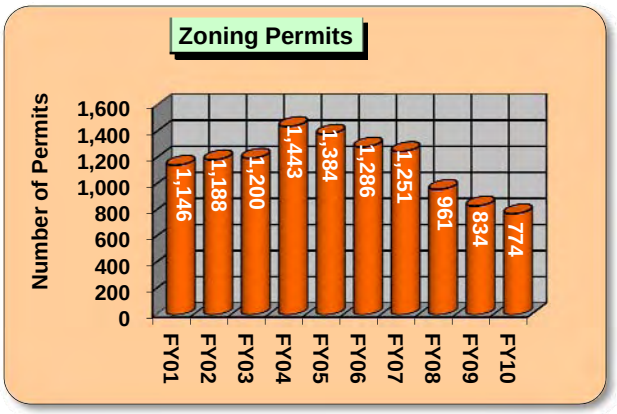
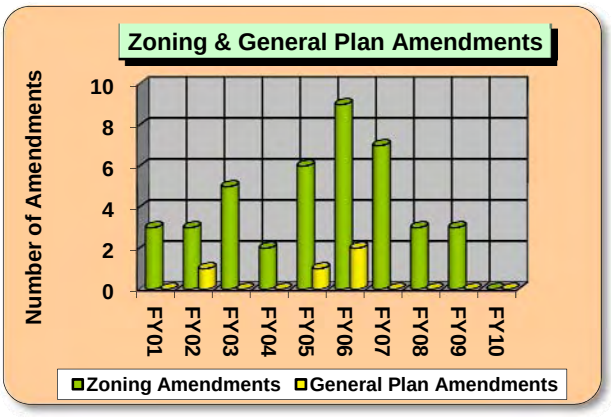


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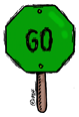
45 Residential Building Permits

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

Trend



Response



Description and Relevance

The number and proportion of new residential building permits approved in Kaua`i towns is one measure of how well the County is meeting General Plan policies that favor new building within town boundaries. It should be noted that these boundaries were not specifically defined in the 2000 General Plan.

The County Finance Department provided a special tabulation of residential building permits to show the number of permits issued both inside and outside of Kaua`i towns, or "Designated Places" as defined by the U.S. Census.

NOTE: These numbers represent only a small sample of all permits, and the totals differ significantly from the data provided by the U. S. Census.

How is Kaua`i doing?

The total number of building permits fell sharply over the last three years from 189 in 2008 to 138 in 2010.

The share of permits inside of towns jumped from 49% in 2008 to 93% in 2009, and 89% in 2010.

Based on the sample, a total of 297 and 29 permits were approved inside and outside of towns, respectively, during 2009 and 2010.

DATA TABLE

Indicator 45: Home Building In Towns

	Inside Towns	Outside Towns	Total	% Inside Towns
2000	113	52	165	68%
2001	107	48	155	69%
2002	96	36	132	73%
2003	166	37	203	82%
2004	187	49	236	79%
2005	203	71	274	74%
2006	251	129	380	66%
2007	146	59	205	71%
2008	93	96	189	49%
2009	174	14	188	93%
2010	123	15	138	89%

Source: County of Kaua`i, Finance Dept.

CHART 1

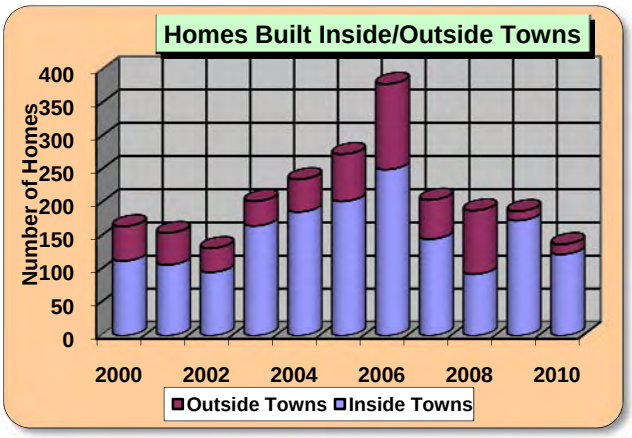
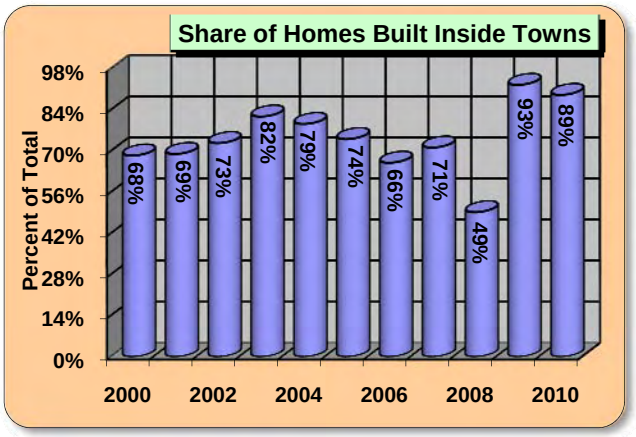


CHART 2



46 Residential Building Type

Multi-family share drops sharply as residential construction hits bottom

Trend



Response



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 amount and 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 considerably in 2010, following five "boom" years for island builders, as the number of new single-family homes fell from a record-high of 895 units in 2005 to 170 units in 2010.

The construction of multi-family units dropped to just two in 2010, compared to 297 in 2009.

The total cost of construction put in place in 2010 was $68 million, down from $271 million in 2008.

The average construction cost of single-family units built has remained fairly high at $400,000 in 2010, and this is up slightly from $387,000 in 2008. This cost does not include the cost of land and any developer profit.

It should be noted that the average cost of construction is skewed upward by the inclusion of multi-million dollar homes.

DATA TABLE

Indicator 46: Residential Building Permits

	1-Family Units	Multi-Family Units	Const. Cost ($ mil)*	Avg. Cost 1-Fam. ($000)
2000	263	27	$94	$344
2001	325	48	$113	$287
2002	508	96	$173	$315
2003	485	58	$150	$292
2004	432	0	$118	$274
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

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

* Reported cost of 1-family and multi-family units

http://censtats.census.gov/cgi-bin/bldgprmt/bldgsel.pl

CHART 1

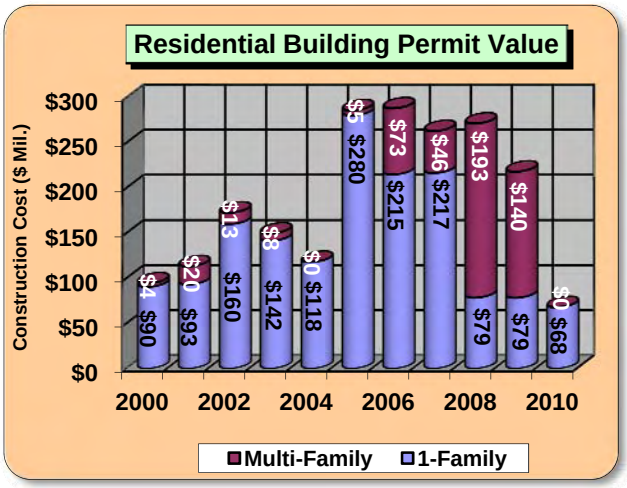
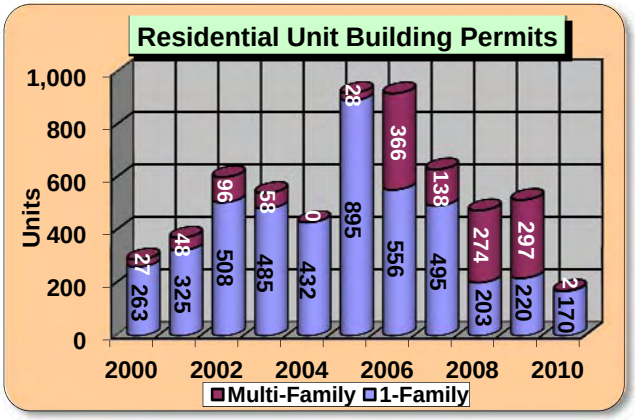
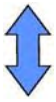


CHART 2



LAND USE AND RURAL CHARACTER

NO.	INDICATOR	TREND STATEMENT	TREND	RESPONSE
40	Vehicle miles traveled	Vehicle miles and gas demand still falling as traffic counts turn down		
41	Registered vehicles	Vehicle counts still falling as vehicles per capita drop further		
42	Bus ridership	Bus ridership still climbing yet growth rate slows		
43 *	Alternative transport	Few commuters use bus or carpool yet many more say it is practical		
44	Planning approvals	General Plan and zoning amendments stay low as subdivision approvals and zoning permits drop		
45	Residential building permits	Residential building permits fall sharply outside towns while share inside towns rises		
46	Residential building type	Multi-family share drops sharply as residential construction hits bottom		

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

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

Cultures and Arts

INDICATORS

50 Hawaiian language students
51 Subsistence food gathering
52 Canoe paddling
53 Cultural dance and songs



CULTURES & 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.

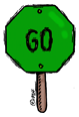
47 Hawaiian Language Students

Enrollment in Hawaiian language classes still rising

Trend



Response



Description and Relevance

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

The State 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 number of Hawaiian language immersion students and students in bi-lingual programs has climbed from 277 in 2008 to 316 in 2010.

The largest numbers of these students (137) in the 2010 school year were in bi-lingual programs at Kula Aupuni Ni`ihau, Kawaikini PCS, and at Kapa`a Elementary and Middle School.

Immersion programs at Kanuikapono and Ke Kula Ni`ihau O Kekaha had another 87 students in 2010.

While there were only 6 Hawaiian language students at Kapa`a High School, there were 86 at KCC.

The overall trend for Hawaiian language students is up 8% over 2009, and the growth rate has been positive since 2005.

DATA TABLE

Indicator 47: Hawaiian Language Students

	Bi-Lingual	Immer-sion	Kapa`a High	KCC	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

Sources: HI DOE, Kaua`i Office and KCC

Bi-lingual = not full immersion program

CHART 1

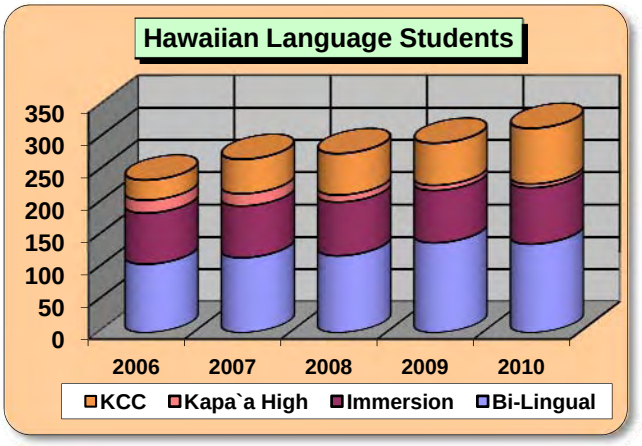
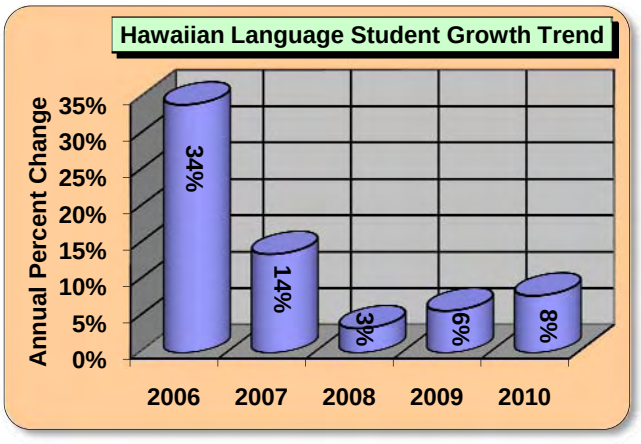


CHART 2



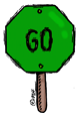
48 Subsistence Food Sources

Large share of families gather or grow their own food

Trend



Response



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 or gathering or grow their own fruits or vegetables or raise their own eggs, meat or dairy products to provide food for their `ohana, and what percentage of their household's food each month comes from these sources.

How is Kaua`i doing?

More than one-third of households (38%) either hunt, fish or gather food, while more than half (53%) grow or raise food.

From 25% to 29% of these households get more than 10% of their food from gathering or growing, respectively.

Central/North households tend to rely less on gathering (32%) than other areas, while East households tend to grow or raise more (61%).

Filipinos are more likely to grow or raise food (62%) than Japanese (44%), while the reverse is true for gathering food (30% versus 55% respectively).

DATA TABLE

Indicator 48: Subsistence Food Gathering	Hunt, Fish or Gather	> 10% of Food	Grow or Raise Food	> 10% of Food
All	38%	25%	53%	29%
Ethnicity:				
Caucasian	35%	25%	59%	29%
Filipino	30%	4%	62%	29%
Japanese	55%	27%	44%	11%
Hawaiian	33%	16%	51%	33%
Mixed/Other	57%	73%	66%	52%
District:				
Central/North	32%	40%	51%	40%
East	35%	25%	61%	32%
South/West	46%	16%	47%	14%

Source: KPAA telephone survey, 2011

CHART 1

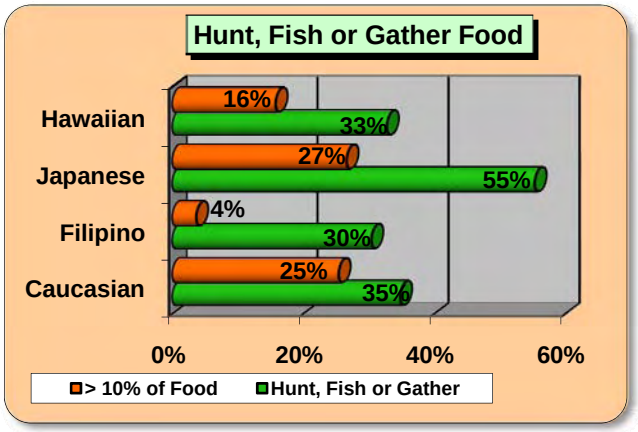
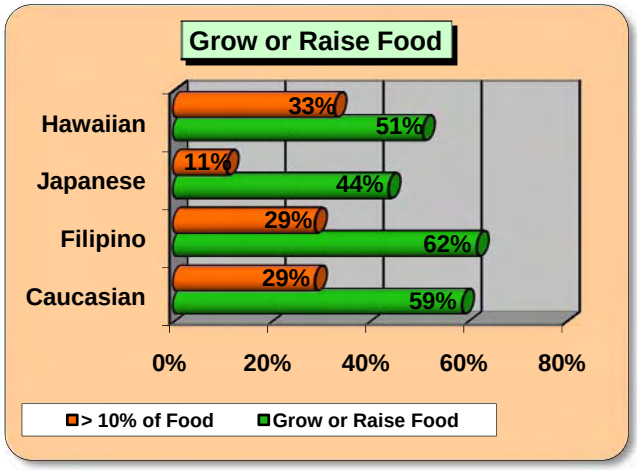


CHART 2



49 Canoe Paddling

Total canoe paddlers dips slightly

Trend



Response



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 nine canoe clubs.

How is Kaua`i doing?

A total of 1,128 paddlers participated in one of nine canoe clubs in 2010. This is down from 1,250 paddlers in 2008. This includes all paddlers, whereas the 2006 data include only paddlers registered for statewide racing.

One canoe club was added in 2010 when Kukui`ula formed with 121 paddlers and incorporated Pu`uwai South, which had 65 paddlers in 2008.

Six of these clubs have more than 100 paddlers, including Hanalei, Namolokama, Pu`uwai (Wailua), Niumalu, Kaiola, and Kukui`ula.

There are many more paddlers in the North and Central areas than in the East or West.

DATA TABLE

Indicator 49: Canoe Paddlers

	2006	2007	2008	2009	2010
Hanalei	250	298	338	245	239
Namolokama	100	110	125	235	185
Kaiola	175	225	245	154	177
Niumalu	125	140	133	74	125
Kukui`ula	0	45	65	*NA*	121
Pu`uwai/Wailua	80	72	90	197	120
Kilohana	75	105	115	66	90
Koloa	50	50	50	33	37
Kawaikini	40	75	89	38	34
Total Paddlers	895	1,120	1,250	1,042	1,128

Source: Garden Island Canoe Racing Association, 2011
2006 includes only paddlers registered for statewide racing

CHART 1

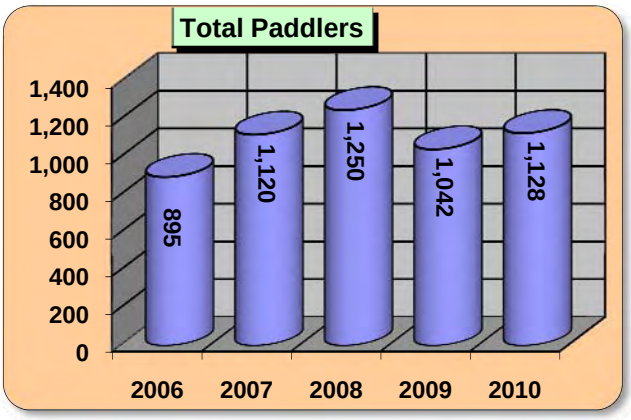
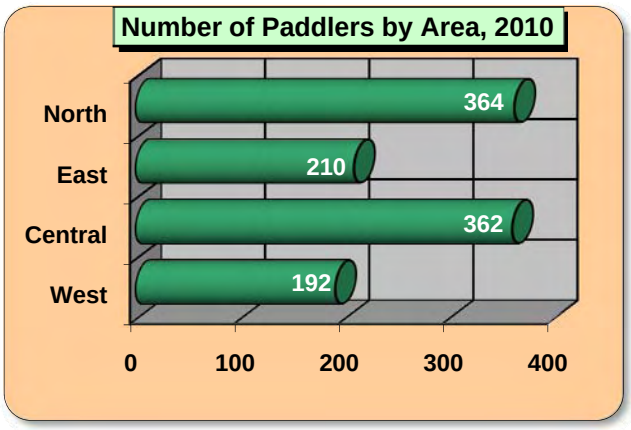


CHART 2



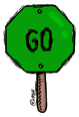
50 Cultural Dance and Songs

Native Hawaiian hula and other cultural dance and songs attract broad participation

Trend



Response



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 17% of respondents reported participating in some form of Native Hawaiian hula or songs, and 15% participate in other cultural dance or songs, and this is up from 12% and 13%, respectively, in 2008.

Hawaiians reported the largest share (33%) and Caucasians reported the lowest (10%) in hula or Hawaiian songs, while Mixed/Other residents reported the largest share (36%) in other cultural dance or songs.

In hula or Hawaiian songs, the under 25 group reported the largest share (29%) among all age groups, while among all income groups, the $50-75,000 group reported the largest share (25%).

In other cultural dance or songs, the 45-54 age group reported the largest share (23%), while the $50-75,000 income group reported the largest share (23%).

DATA TABLE

Indicator 50: Cultural Dance and Song

	Haw-aiian	Other
All	**17%**	**15%**
Ethnicity:		
Filipino	11%	8%
Japanese	12%	17%
Caucasian	10%	14%
Hawaiian	33%	18%
Mixed/Other	47%	36%
Area:		
Central/North	23%	18%
East	8%	10%
South/West	21%	17%

	Haw-aiian	Other
Age:		
under 25	29%	14%
25-34	13%	13%
35-44	21%	17%
45-54	15%	23%
55-64	19%	10%
65 or older	12%	10%
Income:		
<$25k	17%	13%
$25k< $35k	16%	15%
$35k< $50k	14%	15%
$50k< $75k	25%	23%
$75k< $100k	22%	20%
$100k and over	18%	10%

Source: KPAA telephone survey, 2011

CHART 1

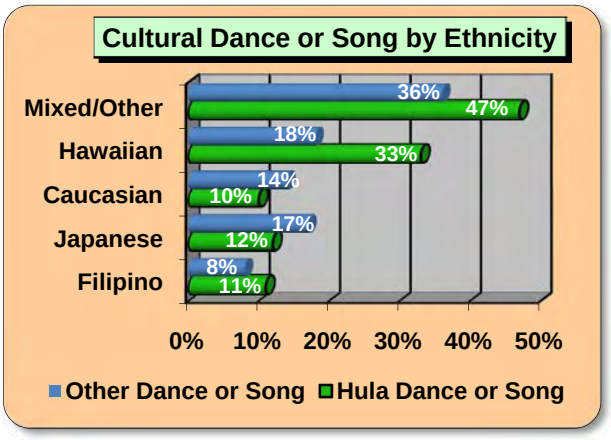
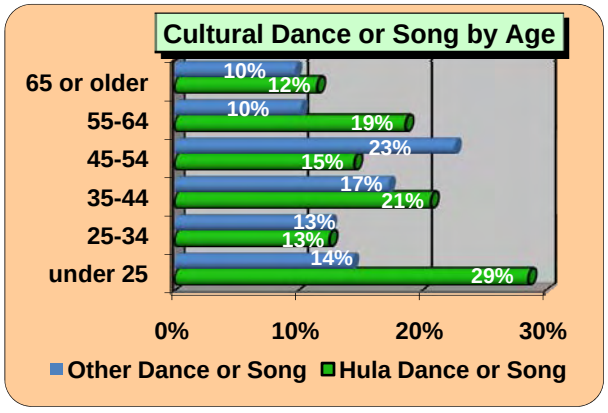


CHART 2



CULTURE AND ARTS

NO.	INDICATOR	TREND STATEMENT	TREND	RESPONSE
47	Hawaiian language students	Enrollment in Hawaiian language classes still rising		
48 *	Subsistence food gathering	Large share of families gather or grow their own food		
49	Canoe paddling	Total canoe paddlers dips slightly		
50 *	Cultural dance and songs	Native Hawaiian hula and other cultural dance and songs attract broad participation		

Opportunities for Action – What You Can Do

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.

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

Appendices

A. Data Resources for Kaua`i

B. Telephone Survey Methodology

C. Kaua`i Planning & Action Alliance Overview

A. Data Resources for Kaua`i

The Center on the Family Data Center
http://uhfamily.hawaii.edu/cof_data/datacenter.asp

County Health Rankings
http://www.countyhealthrankings.org/hawaii/kauai

Hawai`i Health Matters
http://www.hawaiihealthmatters.org/modules.php?op=modload&name=NS-Indicator&file=index&topic1=County&topic2=Kauai&group

Hawai`i Innovation Indicators
http://hawaii.gov/dbedt/innovation/innovation-indicators

Hawai`i P-20 College and Career Indicators Reports
http://www.p20hawaii.org/indicators_report.html

Hawai`i Department of Education School Reports
http://doe.k12.hi.us/reports/school.htm

Kids Count Data Center (information by state and across states)
http://datacenter.kidscount.org/data/bystate/StateLanding.aspx?state=HI

State of Hawai`i Data Book 2010
http://hawaii.gov/dbedt/info/economic/databook/db2010/

UHERO (the economic research organization at the University of Hawai`i)
http://www.uhero.hawaii.edu/6/data

B. Telephone Survey Methodology

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). A total of 128 surveys were completed for Central/North Kauai and East Kauai each and 144 surveys were completed for South/West Kauai. Geographic areas were combined to provide statistically significant samples for analysis and comparison.

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 was asked of every qualified resident of Kaua`i, we can be certain that the results of the survey would not differ by more than or fewer than (+/-) 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 March 3, 2011 and concluded interviewing on March 16, 2011. 400 surveys were completed during this timeframe. FAQ Hawaii used an RDD (random-digit-dialing) sample.

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

427	Answering Machine
192	Business/Government
63	Busy Signal
79	Call Back
400	Completed Survey
1,224	Disconnected
119	Fax/Computer Modem
39	Language Barrier
546	No Answer
53	Not Qualified
101	Refusal
8	Terminated Survey
3,251	TOTAL CALLS MADE

Information courtesy of FAQ Hawaii, Inc.

C. Kauaʻi Planning & Action Alliance Overview

Kaua`i 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 two, an 11-member board of directors and volunteers working on four 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 50 indicators related to the island's quality of life, economy, land use and environmental health to create a portrait 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.

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 *Kaua`i Community Response Drug Plan* in 2004, then prepared a 5-year plan update in 2008. These two report helped guide implementing committees that were developing new programs and services to benefit the community.

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 Ha`ena State Park and 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 Koke`e State Park.

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.

Growth Management Tools and Strategies. In 2008, KPAA partnered with the County of Kaua`i and other organizations to bring the American Institute of Architects Sustainable Design Assessment Team to Kaua`i to begin planning a new framework for Lihu`e's future. From that effort, the scope of work for future regional development planning will include smart growth and sustainability principles.

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

In August 2010, KPAA convened a group of sustainability "early adopters" to consider and 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 *Kaua`i Long-Range Land Transportation Plan*, scheduled for completion in January 2012.

Building Capacity in Kaua`i Nonprofits. KPAA offers workshops and gathering 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.



KAUAʻI PLANNING & ACTION ALLIANCE

2959 Umi Street, Suite 201, Lihuʻe, HI 96766
Tel: 808.632.2005 Fax: 808.632.2018
kpaa@kauainetwork.org
www.kauainetwork.org