

***Review of results from: “Values and Priorities in the Ko’olau Loa Community”***

This is the third survey conducted since 2009.

The people of Ko’olau Loa love their quality of life and believe it will get better in the short term but are deeply concerned it will not be there for future generations. Increasingly, family members are leaving because they cannot find affordable housing or decent jobs. The population in this region has been in decline for the last decade. More and more people from the mainland and outside the district are replacing the local population and way of life. These are key findings of the 2013 *Values and Priorities in the Ko’olau Loa Community* survey just released.

The majority of residents feel things in the community are moving in the right direction. O’ahu: 61 percent. Ko’olau Loa: 65 percent, feel this way.

Affordable housing is the main concern for residents, followed closely by crime, drugs and public safety.

Issues facing the people in Ko’olau Loa ranked as important and in need of fixing:

- 40 percent fewer jobs per household in the Ko’olau Loa district than the rest of O’ahu.
- Math and reading proficiency scores in the Ko’olau Loa school district are significantly lower than the rest of O’ahu.
- Average home price in the Ko’olau Loa district is \$595,000 compared to \$537,000 for the rest of O’ahu. At current prices, 84 percent of the households in Ko’olau Loa cannot afford to purchase a home.

Community attrition is a large problem. Residents in Ko’olau Loa say 63 percent of their friends/family have moved elsewhere due to lack of jobs and/or affordable housing. In Lā'ie, the number is 83 percent.

There is a high number of multigenerational housing in Ko’olau Loa. Nearly 90 percent of Ko’olau Loa say they have multiple generations living in the same home.

Residents strongly support developing new housing for area residents and workers, not for offshore residents. Residents also support quality affordable housing that fits the rural character of the community. Nearly 65 percent of respondents support Malaekahana as the site for the affordable community housing development.

When asked which best describes what “Keep the country, country” means, 68 percent of responders agreed that it means: “no” to any growth that attracts wealthy new home buyers into the area but “yes” to growth that improves the quality of life for the families that live there.

Residents feel quite strongly that people who live in communities should have the most say over what happens in the community. O’ahu: 88 percent; and Ko’olau Loa: 90 percent.

Envision Lā'ie has been working with the community on initiatives that benefit the region. More than 90 percent thought the 1.5-mile Malaekahana bike and pedestrian path connecting Kahuku and Lā'ie was beneficial. A community service project to beautify the northern end of Naniloa Loop in Lā'ie was thought beneficial by 65 percent, and the replanting of native plants in the highlands above Lā'ie and Kahuku was seen as beneficial to the community by 77 percent.

## Envision Lā'ie 2013 Survey Results Summary

Fielded by: Heart & Mind Strategies and Ward Research, February 7 – March 5, 2013

There has been solid participation in the community planning process. In Ko'olau Loa 50 percent have participated, and in Lā'ie the participation rate is 63 percent.

The Ko'olau Loa Sustainable Communities Plan (KSCP) was developed by the City and County of Honolulu's Department of Planning and Permitting in order to outline how growth should take place in the region over the next 25 years. Some policies propose how community needs should be balanced with the protection and enhancement of Ko'olau Loa's spectacular natural, scenic and cultural qualities.

- 72 percent of Ko'olau Loa and 64 percent of O'ahu support a range of housing types such as apartments, townhomes, duplex and single family homes to provide options for a wide variety of needs.
- Currently, 95.6 percent of all land in the Ko'olau Loa district is set aside for preservation and agriculture. The new plan continues to preserve 94.1 percent of all the land for preservation and agriculture, while dedicating an additional 1.5 percent of the land for such uses as new affordable housing, some business and Brigham Young University-Hawaii (BYU-Hawaii) growth. Nearly 73 percent of Ko'olau Loa and 64 percent of O'ahu support this.

The vast majority of respondents support the land use strategies in the Ko'olau Loa Sustainable Communities Plan.

Area residents also strongly support building BYU-Hawaii student housing and the future growth of BYU-Hawaii, which would have positive economic impacts in the region.

- 74 percent agree future growth of BYU-Hawaii should be encouraged, especially if it results in more jobs for local residents.
- 71 percent agree that growth of the university will have positive economic impacts on the region.
- 82 percent of O'ahu and 73 percent of Ko'olau Loa support increased enrollment at BYU-Hawaii at a rate of 4.6 percent per year.

*Conducted by Heart + Mind Strategies and Ward Research*

*The scientific survey used two approaches for the sampling: a short telephone interview or completion of an online survey by residents over the age of 18 in O'ahu. Ward Research conducted all data collection activities. The total sampling of 650 O'ahu residents includes 155 in Ko'olau Loa (57 from Lā'ie). Margin of error: +/- 3.8% for O'ahu; +/- 7.9% for Ko'olau Loa at a 95% confidence level.*

*Heart + Mind Strategies is a national market research and consulting firm located in Washington DC. Its founder, Dee Allsop, Ph.D., is a nationally recognized expert in public opinion and community values. Heart + Mind Strategies provides regional and community values research for communities such as Orlando, Tampa, Salt Lake City, Phoenix, Traverse City and Wyoming.*

*Ward Research is a full service market research firm based in Honolulu. Established in 1980, Ward Research provides services to Hawai'i statewide, Guam, U.S. Mainland and other areas of the Pacific. As one of Hawai'i's most respected market research firms, Ward Research provides expertise in both qualitative and quantitative research serving Hawai'i's top corporations, public sector entities and non-profit organizations.*

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