

Values and Priorities in the Ko'olau Loa Community

April 29, 2013



WITH INNOVATIVE RESEARCH WE
YOU UNDERSTAND HOW TO ENGAGE
THE HEARTS AND MINDS OF PEOPLE
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Research Design

Methodology:

- 650 Oahu Residents
 - 269 completed online
 - 381 completed by phone
- 155 Ko'olau Loa Residents Oversample

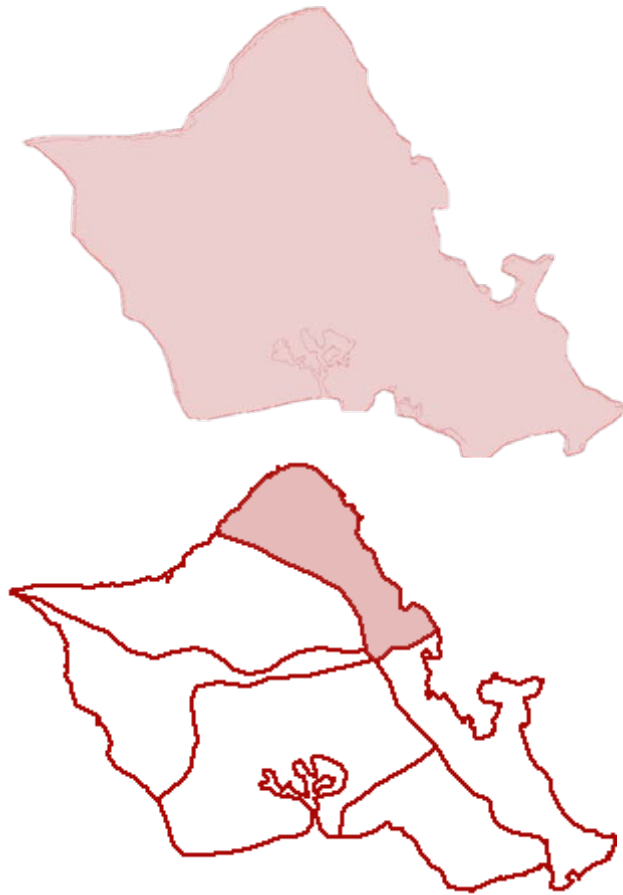
Average Length: 15 Minutes

Sample:

- Over 18 years old
- Reside in Oahu

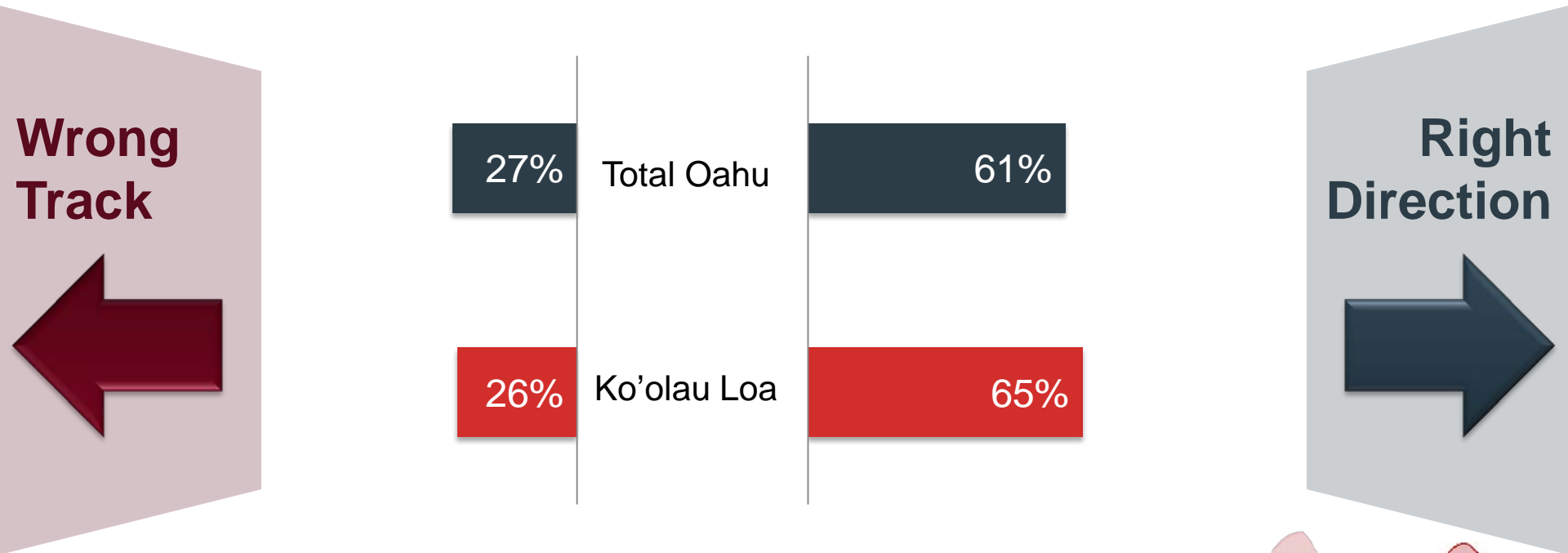
Weighting Procedure:

- Representative of region, gender and educ



Most Residents Feel Community Going in Right Direction

Do you feel things in your own community today are going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

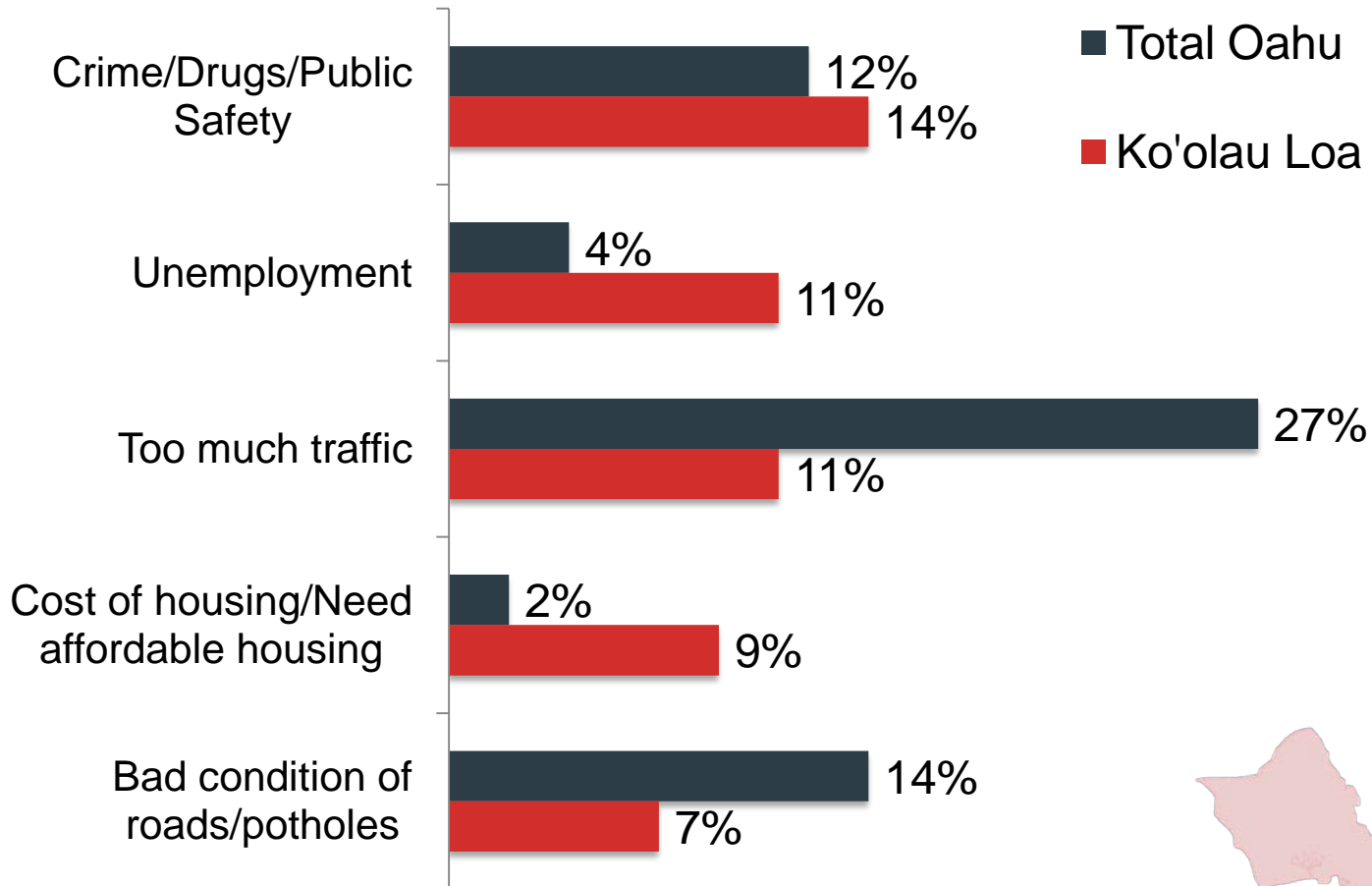


BASE: ALL RESPONDENTS

Q140. To start out, do you feel things in your own community today are going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

Affordable Housing Key Concern in Laie

What would you say is the single most important problem facing your region?



BASE: ALL RESPONDENTS

Q400. Thinking specifically about the region where you live, what would you say is the single most important problem facing your region? [OPEN-END RESPONSE]

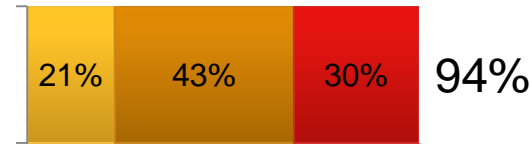
Important Ko'olau Loa Priorities

How important do you think it is that something be done to fix the problem mentioned?

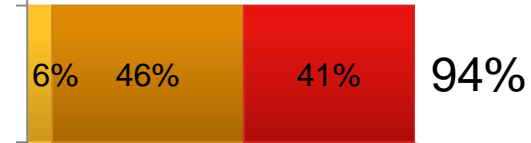
(Top 3 Box Importance of Each Problem Shown)

■ Somewhat Important ■ Very Important ■ Extremely Important

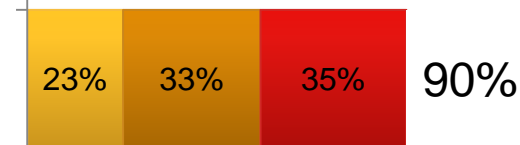
There are nearly 40% fewer jobs per household in the Ko'olau Loa district than the rest of the island of Oahu.



Math and Reading proficiency scores in the Ko'olau Loa school district are significantly lower than the rest of Oahu.



The average home value in the Ko'olau Loa district is \$595,000 compared to \$537,000 in the rest of Oahu. At current prices, 84% of the households in Ko'olau Loa cannot afford to purchase a home.

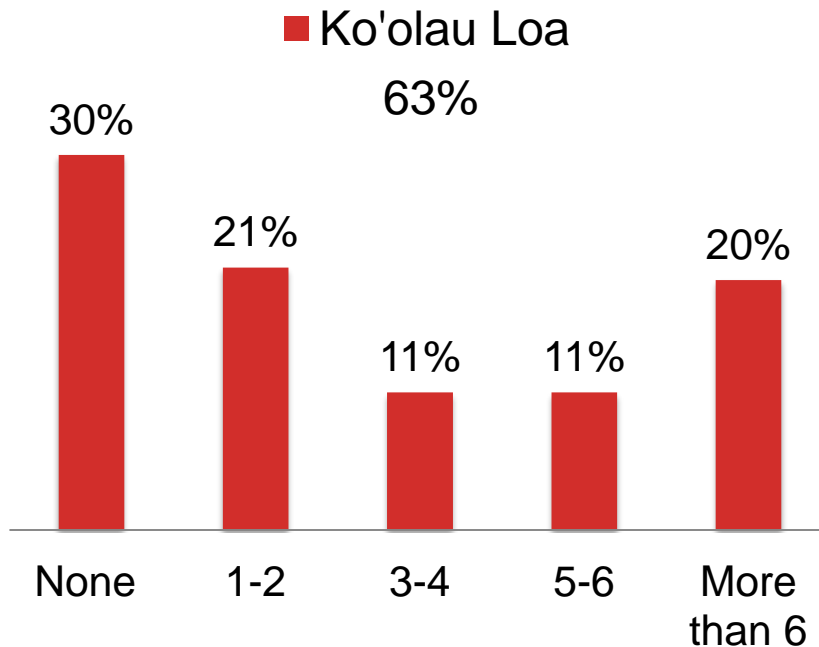


BASE: LIVE IN KO'OLAU LOA

Q420. Following is a list of issues facing the people in the Ko'olau Loa region. For each, please tell me how important you think it is that something be done to fix the problem mentioned: *Not at all important, Not very important, Somewhat important, Very Important, Extremely Important*

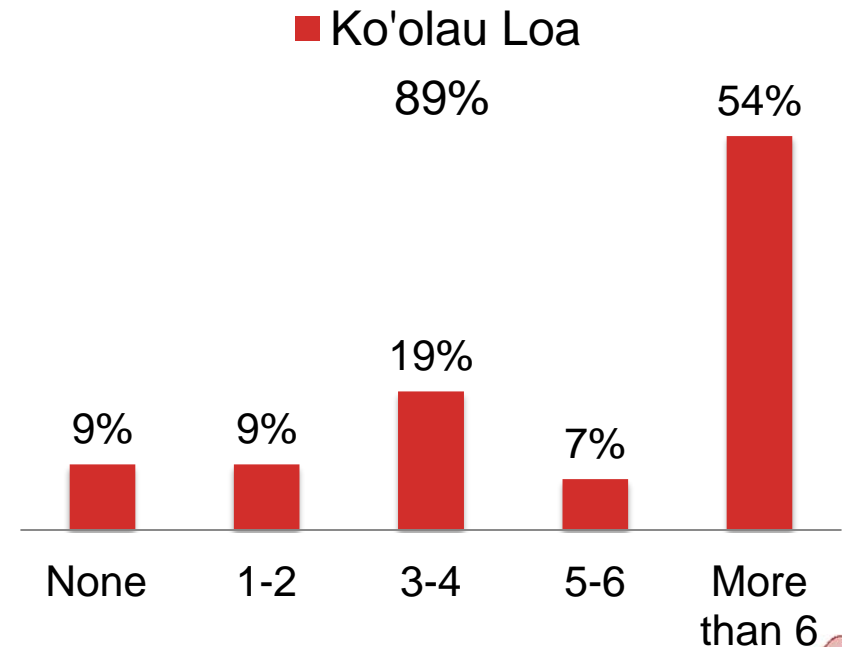
Leaving Due to No Jobs/No Housing

Number of friends or family members that have moved elsewhere because they could not find a job or an affordable place to live



High Number of Multigenerational Housing

Number of homes having multiple generations living in the same home



BASE: LIVE IN KO'OLAU LOA

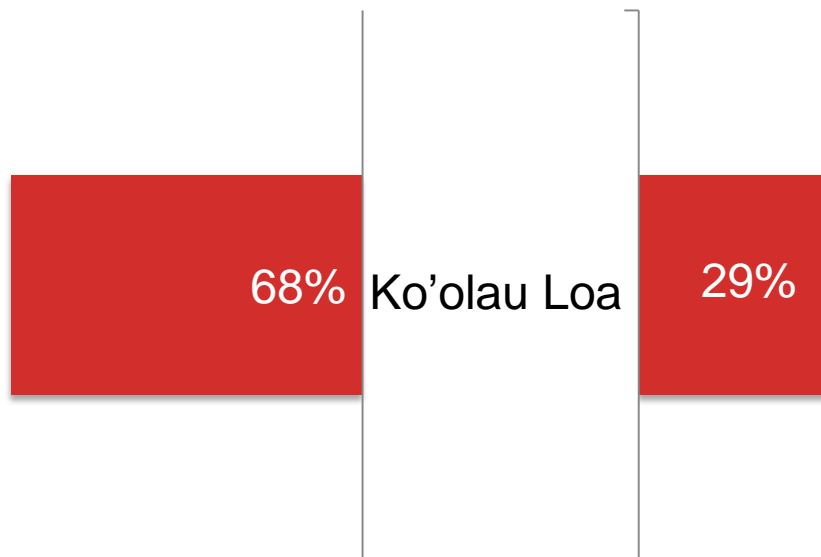
Q431. Over the last 10 years, how many friends or members of your family, if any, have moved somewhere else because they could not find a job or an affordable place to live in the Ko'olau Loa region?

Q432 Are you personally aware of any friends or family where 3 or more generations are living in the same home (for example, grandparents, parents and children)? About how many homes are you familiar with that have multiple generations?



“Keep the country, country” Means “Yes” to Growth that Improves Quality of Life

*Which best describes what
“Keep the country, country” means to you?*



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 here"**.

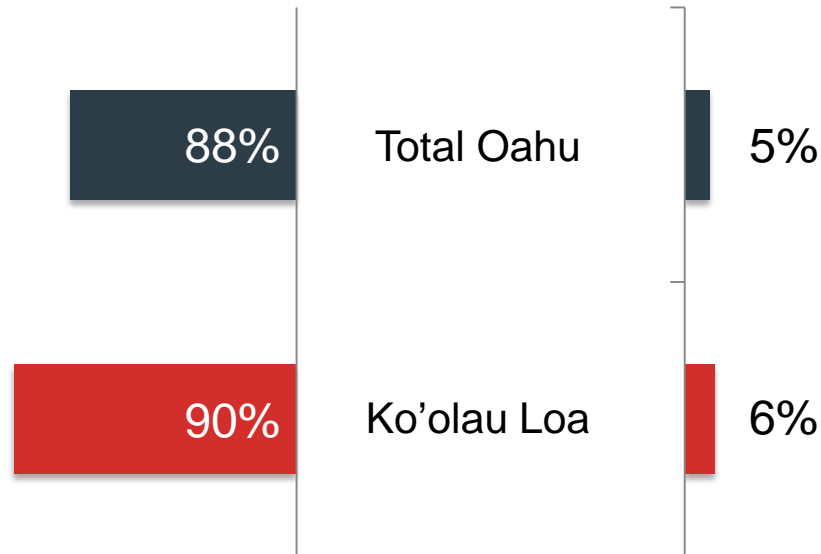
Means **no growth or development of any kind.**



Residents Should Have Most Say Over What Happens in their Community

Which viewpoint is closest to your own?
(Top 2 Box Agreement with Each Shown)

Kimo believes the *people that live in the communities* should have the most say over what happens in their community.



Makoa believes the *people that live in other parts of the island* should have the most say over what happens in a community.



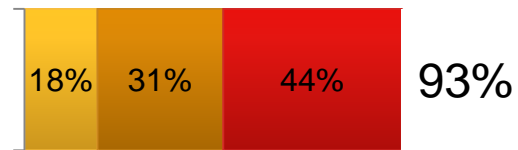
Envision Laie Benefits to the Community

Please state the degree to which each of the following initiatives has been a benefit to the community.

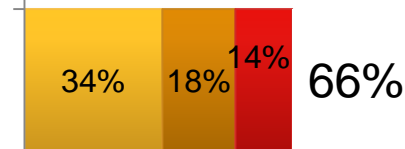
(Top 3 Box Agreement with Each Shown)

■ Somewhat Beneficial
 ■ Very Beneficial
 ■ Extremely Beneficial

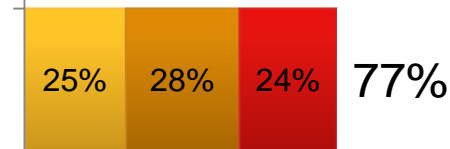
The 1.5 mile Malaekahana Bike and Pedestrian Path connecting Kahuku and Laie.



A community service project to beautify the northern end of Naniloa Loop in Laie by planting flowers and palms, and installing low impact fencing.



The replanting of native plants in the highlands above Laie and Kahuku as part of a native forest restoration project.

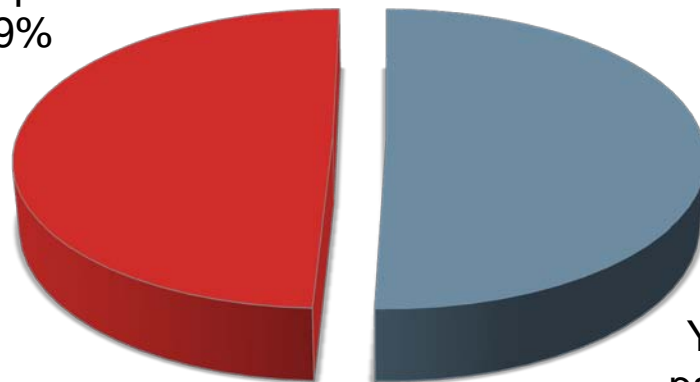


High Levels of Participation in Ko'olau Loa Sustainable Communities Plan

Have you or a member of your family ever participated in the planning or envisioning process for the region by attending any meetings or speaking out on the issues you care about?

Ko'olau Loa

No, have
not
participated
49%



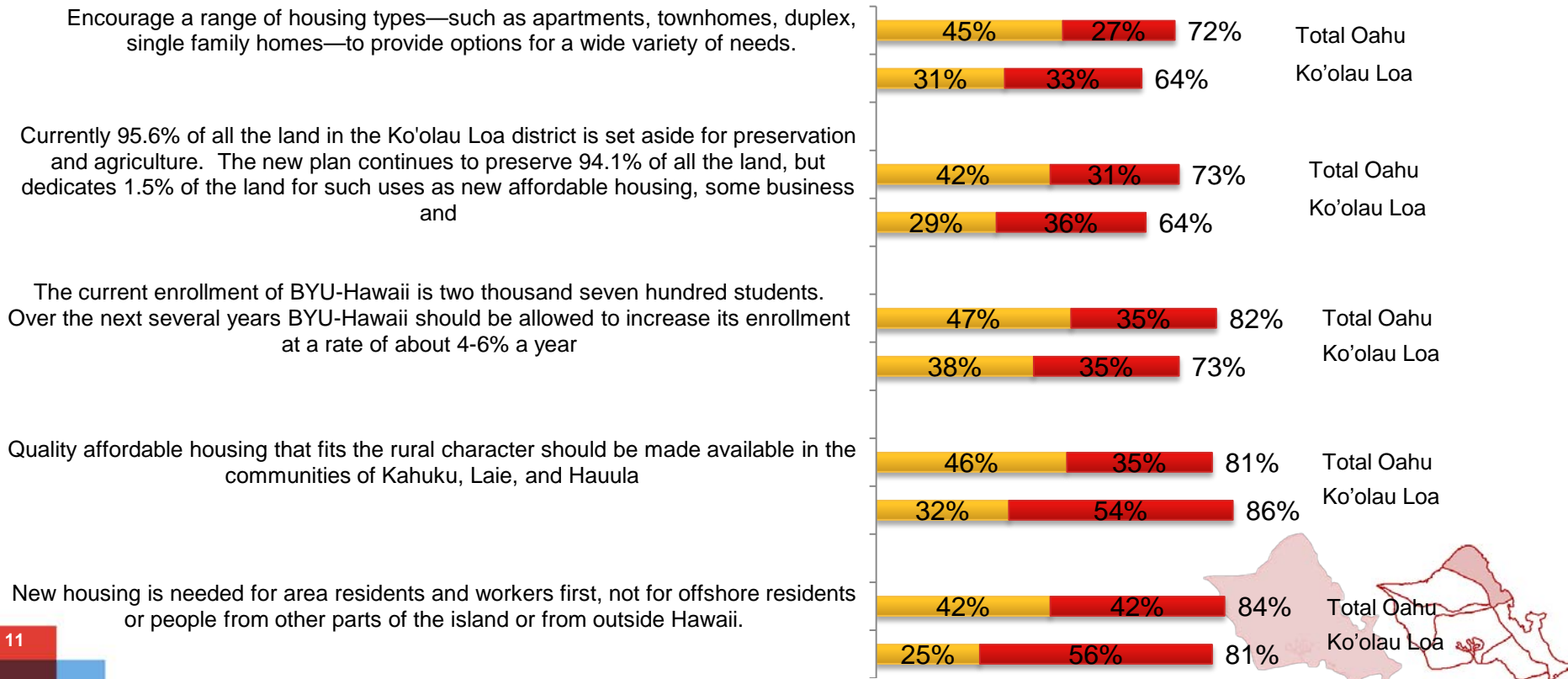
Yes, have
participated
50%



Large Majorities Support KSCP Policies

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 of the policies propose how community needs should be balanced with the protection and enhancement of Ko'olau Loa's spectacular natural, scenic, and cultural qualities.

■ Somewhat Support ■ Strongly Support



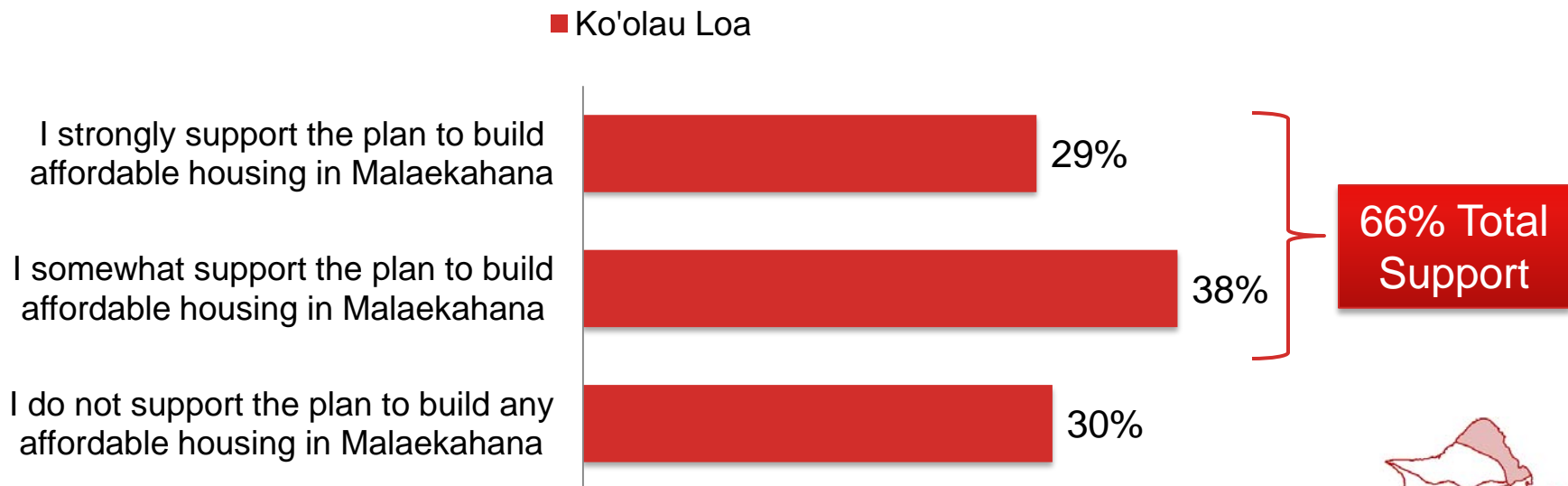
BASE: ALL RESPONDENTS

Q550. How much do you support or oppose the following land use strategies planned for the Ko'olau Loa District? *Strongly oppose, Somewhat opposed, Somewhat support, Strongly support*

Large Majority Support Housing in Malaekahana

The Ko'olau Loa Sustainable Communities Plan draft recognizes Malaekahana as a location in the Ko'olau Loa district where there is sufficient land for the necessary infrastructure to build new affordable community housing to meet pent up demand for the people that live and work in the region. The plan proposes about 875 housing units to be built in Malaekahana in phases over the next 25 years, and calls for the majority of those homes to be affordable to local area residents with a preference for those who live and work in Ko'olau Loa.

Which of the following best describes your feeling about building affordable community housing in Malaekahana?

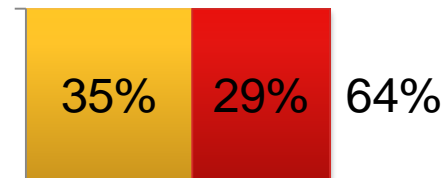


Strong Support for Replacing BYU Student Housing

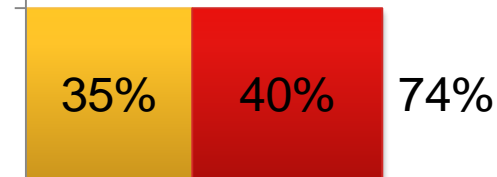
Please indicate the degree to which you agree or disagree with each of the following statements.
(Top 2 Box Agreement with Each Shown)

■ Somewhat Agree ■ Strongly Agree

The construction of the new dorms has been a good source of jobs for people in the region.



The new dorms will help make BYU-Hawaii a better school and help the University be more sustainable.

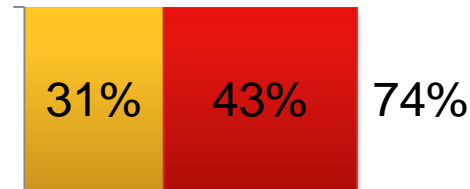


Strong Support for Some Growth at BYU-Hawaii

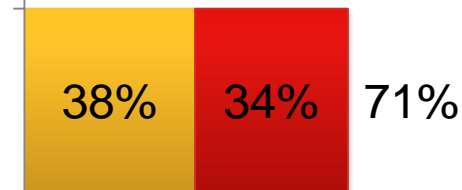
Please indicate the degree to which you agree or disagree with each of the following statements.
(Top 2 Box Agreement with Each Shown)

■ Somewhat Agree ■ Strongly Agree

Future growth of BYU-Hawaii should be encouraged, especially if it results in more jobs for local residents.



Growth of the university will have positive economic impacts on the region.



BASE: ALL RESPONDENTS

Q570. As mentioned before, BYU-Hawaii is planning for a small amount of growth over the next few years—about 5-6% a year. Importantly, that growth will happen without increases in student vehicle ownership and no net loss of actively farmed land in the area. Many believe that higher education should be encouraged in the area as green, clean industry. Please indicate the degree to which you agree or disagree with each of the following statements: *Strongly disagree, Somewhat disagree, Somewhat agree, Strongly agree*

Demographic Profile

| | Total Oahu | Ko'olau Loa |
|---------------|------------|-------------|
| | 650 | 155 |
| Gender | | |
| Male | 50% | 50% |
| Female | 50% | 50% |

| | Total Oahu | Ko'olau Loa |
|---------------------------|------------|-------------|
| | 650 | 155 |
| Years in community | | |
| One year or less | 3% | 1% |
| 2-4 years | 7% | 5% |
| 5-9 years | 8% | 4% |
| 10-14 years | 10% | 13% |
| 15-19 years | 8% | 12% |
| 20+ years | 63% | 64% |
| Refused | 1% | 1% |

| | Total Oahu | Ko'olau Loa |
|----------------------------|------------|-------------|
| | 650 | 155 |
| Adults in Household | | |
| 1-2 | 66% | 44% |
| 3-4 | 28% | 31% |
| 5+ | 6% | 24% |

| | Total Oahu | Ko'olau Loa |
|---|------------|-------------|
| | 650 | 155 |
| Other families or generations living in HH | | |
| None | 73% | 49% |
| 1 | 14% | 26% |
| 2 | 8% | 9% |
| 3+ | 4% | 15% |
| Refused | 1% | 1% |

| | Total Oahu | Ko'olau Loa |
|------------------------------|------------|-------------|
| | 650 | 155 |
| Children in Household | | |
| None | 78% | 51% |
| 1 | 10% | 9% |
| 2-3 | 9% | 23% |
| 4-5 | 1% | 12% |
| 6+ | * | 5% |
| Refused | 1% | - |

Demographic profile

| | Total Oahu | Ko'olau Loa |
|---------------------------------------|------------|-------------|
| | 650 | 155 |
| Education | | |
| High School Or Less (Net) | 25% | 31% |
| Less than high school | 7% | 7% |
| High School or GED | 19% | 24% |
| Some College (Net) | 44% | 38% |
| Vocational/Technical | 8% | 2% |
| Associates degree | 11% | 11% |
| Some College | 25% | 25% |
| College Grad+ (Net) | 31% | 31% |
| College Graduate | 21% | 21% |
| Some graduate school, but no degree | 1% | * |
| Graduate Degree (Master's, PhD, etc.) | 9% | 10% |

| | Total Oahu | Ko'olau Loa |
|--------------------------------|------------|-------------|
| | 650 | 155 |
| Annual Household Income | | |
| Less than \$20,000 | 6% | 10% |
| \$20,000 - \$39,999 | 9% | 11% |
| \$40,000 - \$59,999 | 16% | 19% |
| \$60,000 - \$79,999 | 17% | 14% |
| \$80,000 - \$99,999 | 12% | 12% |
| \$100,000 - \$149,999 | 11% | 12% |
| \$150,000 - \$199,999 | 3% | 1% |
| \$200,000 - \$299,999 | 2% | 1% |
| \$300,000 or more | 1% | - |
| Don't know | 10% | 10% |
| Refused | 14% | 10% |

Demographic profile

| | Total Oahu | Ko'olau Loa |
|-----------------------------------|------------|-------------|
| | 650 | 155 |
| Ethnic Identification | | |
| Caucasian/White | 24% | 33% |
| Polynesian | 2% | 11% |
| Native Hawaiian | 14% | 33% |
| Chinese | 7% | 2% |
| Korean | 1% | 1% |
| Japanese | 31% | 1% |
| Filipino | 7% | 7% |
| South Asian | 1% | - |
| Other Southeast Asian | * | - |
| Black/African American | 1% | 1% |
| Native American or Alaskan Native | * | - |
| Hispanic/Latino | 1% | * |
| Mixed Race | 7% | 4% |
| Other | 1% | 5% |
| Don't know | 2% | - |
| Refused | 1% | 3% |

| | Total Oahu | Ko'olau Loa |
|--------------------------|------------|-------------|
| | 650 | 155 |
| Religion | | |
| Episcopalian | 4% | 1% |
| Presbyterian | 1% | * |
| Methodist | 2% | 3% |
| Lutheran | 1% | * |
| Baptist | 1% | 2% |
| Pentecostal | 4% | - |
| Catholic | 22% | 15% |
| LDS/Mormon | 2% | 35% |
| United Church of Christ | 1% | 2% |
| Other Christian Churches | 17% | 18% |
| Jewish | * | - |
| Other Non-Christian | 10% | 3% |
| Agnostic/Atheist | 2% | * |
| Muslim/Islam | * | - |
| None | 23% | 15% |