

## **Appendix O**

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**Kaloko Makai Social Impact Assessment  
John M. Knox & Associates, Inc.  
June 2011**

## KALOKO MAKAI SOCIAL IMPACT ASSESSMENT

### *Volume 1: Background and Community Issues*

May 3, 2011

**Prepared for:**  
Stanford Carr Development, LLC.

**Prepared by:**  
John M. Knox & Associates, Inc.

## FOREWORD

John M. Knox & Associates was engaged to prepare a social impact assessment of the proposed Kaloko Makai mixed-use commercial and residential development in Kona. In accord with Kona Community Plan principles of providing housing choices, recreation opportunities, directing growth patterns towards compact villages and encouraging a diverse and vibrant economy, Stanford Carr Development proposes a 1,142-acre development with a strong emphasis on residential development.

The work is presented in three volumes:

1. The current Volume 1 presents background socio-economic conditions and results of a community interview process to surface key issues.
2. Volume 2 is an analysis of housing issues, largely prepared by subcontractor Tom Dinell (Dinell Associates). Mr. Dinell is Emeritus Professor in the University of Hawai'i Mānoa's Dept. of Urban and Regional Planning, teaching courses on housing there.
3. Volume 3 contains results of a 2009 "North Kona Community Planning Survey" that focused on awareness of the new Kona Community Development Plan (CDP) and extent of agreement with key element relevant to the proposed project.

We should note that elements of the project evolved as our studies were completed. Two potential components *not addressed* were:

- A possible State Judiciary complex on the project site – because Kaloko Makai was one of 11 potential sites at the time Vol. 1 community interviews were done, we elected not to discuss it because of what seemed its low probability. As of this writing, Kaloko Makai is still one of six remaining sites under consideration.
- A possible small (120-unit) hotel to help serve the proposed hospital, as well as the Judiciary complex if it materializes.

Additionally, other aspects of project planning – such as tentative phasing and changes to road alignments – have continued to evolve during and after the community interview process. Interviewees were given a Project Description (Appendix B) that was less specific than plans available as of this writing (May 2011) and also showed more industrial land than is now planned.

## SUMMARY AND ANALYSIS OF VOLUME 1 RESULTS

### A. Background Conditions

The report provides extensive description of existing and projected socio-economic conditions for West Hawai'i (defined as North and South Kona, as well as South Kohala) using secondary data such as the U.S. Census and public opinion surveys. At least three broad conclusions can be derived from this analysis –

- (1) West Hawai'i is now, and is projected to continue as, Hawai'i Island's economic engine. Most of the island's private-sector businesses and jobs are now located there, and the clear trend is for further development. Housing options will be needed so that Kona residents can live and work in the same place.
- (2) Historically, the island has undergone sharp cycles in its economy. The economy briefly avoided its usual mid-decade downturn, resulting in a virtually unprecedented full decade of steady economic growth – growth associated in opinion polls with resident complaints about cost of housing, traffic, and perceived government failure to assure that infrastructure keeps up with growth. However, the Great Recession thereafter hit West Hawai'i and other Neighbor Island resorts particularly hard.
- (3) Socially and demographically (and arguably architecturally), West Hawai'i is looking more and more like California, especially with the recent boom in vacation home development. However, Native Hawaiians comprise the area's second-largest ethnic group. The West Hawai'i region is important in Native Hawaiian history, and vice-versa. While the nature of this project mostly does not lend itself to any particular cultural flavor, the possible preservation and reinvigoration of the historic Kohanaiki ("Road to the Sea") Trail is an important exception.

### B. Community Issues and Perceived Impacts

Approximately 30 community leaders or other stakeholders were interviewed in November 2010 and February 2011 in order to surface issues and concerns regarding the proposed project. This type of process does not comprise the sort of representative cross-sample of the community as the telephone survey discussed in Volume 3, but does allow for more in-depth discussion and probing of perceptions.

**1. Consultant Comments on Context of Interviews:** The West Hawai'i community has been whip-sawed by the recent cycle of extremely rapid prolonged growth, followed by a deep (and also prolonged) economic downturn. Some people remain very focused on the historical challenges posed by rapid growth, and assume that any new proposal will trigger those same challenges. However, we also encountered a strain of economic anxiety and concern about the future – a fear that some mix of structural economic change and worsening air quality (i.e., vog) may permanently affect the area's

prospects – that we never came across in our previous three decades of social impact interviews there. In the mid-2000's, there was a desire for "growth-absorbing" projects that would provide housing and needed community amenities (which is essentially what the Kaloko Makai proposal does), as opposed to "growth-inducing" economic development. Now, some people asked, "Can't this project include even more jobs?"

At either end of this spectrum are people who look at a proposed large new mixed-use residential development with limited enthusiasm – the first out of apprehension that "If you build it, they will come," and the second out of the opposite apprehension that nobody at all will be coming to buy these units. The first group is inclined to oppose the project (or any others that would either cause or reflect further growth), while the second is not so much opposed as uncertain of need. Both groups were minorities among our particular interviewees – with more people in the middle – but they illustrate the varying shades of impact on attitudes from the sustained economic downturn.

Beyond the immediate economic situation, it is important to understand two key pieces of historical context:

1. There have been several decades in which rapid growth has outstripped the provision of key infrastructure – particularly roads, but also things like schools, parks, water/wastewater treatment, and even sufficient housing for local residents because much of the growth has been focused on resorts and resort-type housing.

This has generated **substantial distrust**, not only of developers but also (and sometimes more so) of State and County government agencies seen as failing to provide that infrastructure and/or failing to enforce conditions imposed on developers. This distrust manifests itself in many ways – different ways for different people – but one of those ways is to care more about nailing down infrastructure considerations than almost anything else, including housing affordability. (Again, there tends to be some suspicion that proposed housing developments will really be "affordable" to any significant part of the resident population.)

For example, some interviewees for this project felt the developer should be required to construct and/or pay for – not just partner with other entities to assure provision of – elements such as the project's link for the Ane Keohokalole ("Mid-Level") Highway, the proposed hospital, and actual school structures, despite possible impacts on housing prices. A project such as the proposed Kaloko Makai development will therefore need to spend particular time explaining its market assumptions and underlying financial structure to a skeptical community that includes many people at least moderately familiar with real estate development.

2. In an attempt to remedy past problems, many of the community's most active members have been involved in creating and/or overseeing implementation of the Kona Community Development Plan (CDP). As one of the first major proposed developments under the new Kona CDP, Kaloko Makai has begun to receive scrutiny as to Plan compliance – especially because its planning consultant (the Wilson Okamoto Corporation) was also the prime consultant for the Kona CDP.

One key element of scrutiny involves the proposed hospital. The Kaloko Makai area is currently designated on the CDP as a "Neighborhood Transit-Oriented Development (TOD) Center," which would not permit the extent of development being proposed. However, the CDP also says a Neighborhood TOD Center will "automatically" be granted "Regional Center" status, permitting higher densities and more development, if a new full-service hospital is included. Therefore, the development team can expect pointed questions about the certainty and exact timing of the hospital. Also, because there have been other proposed new medical facilities (not all of them full-service hospitals), it will likely be critical for the developer to show not only that Kaloko Makai's hospital will likely be the first or the only actually to materialize, but also that it is still filling a vital community need.

Beyond the hospital, the development team will need to respond to questions from the community that more typically come from local government planners – detailed aspects of urban design, green spaces, exact placement of transit stops, etc. These were not necessarily the most important issues for the bulk of our interviewees, but the fact that key community leaders have invested so much time and attention in them means their importance is more likely to grow than to diminish.

**2. Response to Overall Plan:** Interviewees were excited, or at least cautiously optimistic, about many of the proposal's specific components. *Most interviewees spoke to possible changes to the current proposal, instead of discounting or rejecting the entire plan.* That is, they did not simply take a stand for or against the Project, but offered meaningful insight into how some of its components could be adjusted or changed to make it fit into the area, or be more suitable to area residents. The majority of our particular interviewees felt it made more sense to plan for growth than to resist it.

The *most frequent concerns* expressed about the plan in general were:

1. As noted above, conformity to the Kona CDP – Regional versus Neighborhood TOD Center status and other urban design specifics.
2. Scale of the project (5,000 units) permitted under the "Regional Center" designation. Even though people intellectually recognized the proposal envisions a 30-year buildout, the visceral impact of "5,000 units" was difficult for many people to absorb.

*Things that people tended to like* most about the project included:

1. Possible economic contributions – i.e., 30 years' worth of construction jobs, plus work at the hospital and retail areas, as well as a greater tax base.
2. Infrastructure improvements, most particularly another extension to the needed Mid-Level Road.
3. Green space – the unique 150-acre dryland forest preserve and the restoration and integration of the Kohanaiki "Road to the Sea" Trail.

### 3. Issues About (Other) Specific Plan Elements:

**Residential Housing:** Despite concerns about project size, there was substantial agreement that housing is needed (in the future if not immediately), and employers in particular welcomed a prospective large addition to supply. The great concern was, "Will this really be affordable?" One of the most recurring themes in the interviews was the feeling that County guidelines for the "affordable" definition did not seem to produce enough housing that workers in West Hawai'i's core service industry can really afford. Related to this was the suggestion of inequity in housing development – provision of housing for off-islanders rather than "local" people.

**Phasing:** Though a detailed phasing plan was not available at the time of the interviews, most people approved the general information then provided – i.e., the project would begin with key infrastructure and with industrial/commercial property along Queen Ka'ahumanu Highway. There was, of course, concern that infrastructure would actually materialize on time as proposed.

**Hospital:** Again, there were questions as to whether and when this would actually materialize (and some feeling there could be competition unforeseen when the Kona CDP was finalized). However, almost everyone agreed the current hospital in South Kona is inadequate for both present and future needs. And some people urged that the hospital have more of an economic development – e.g., include a medical research component and/or be a specialty hospital drawing in off-island clientele.

**Roads and Infrastructure:** Again, the plans generally seemed good to people, and the Mid-Level Road was seen as vital. The question was whether and when the plans would be carried out. There were some specific concerns about exact road alignments and a desire for more information about water/wastewater facilities.

**Retail/Commercial Component:** The location of the bulk of such activity on Queen Ka'ahumanu Highway, by the existing Kaloko Industrial Park, seemed appropriate to most people. There were questions about the extent of demand for the amount of land initially planned by the developer (since scaled back) and some concern about impacts on local groundwater and coastal waters.

**Schools:** Most people approved the proposed one middle-school and two elementary school sites. Some people so distrusted government follow-through on building the structures in a timely way that they thought the developer should build those.

**Trails, Parks, and Open Space:** While the dryland forest was seen as a particularly valued project amenity, there was a strong desire for most project green areas to be useable by the community, not just passive open space. The Road to the Sea trail was also seen as a highly desirable characteristic, though there was a feeling by trail stakeholders that more work needs to be done to locate and define the actual historic trail alignment. (There had been some issues on this matter in regard to Stanford Carr Development's Kaloko Heights project; stakeholders said the current project is at least starting out in a much more positive way, with greater consultation.)

**4. Kaloko-Honokōhau National Historical Park:** The northern part of the Kaloko-Honokōhau National Historical Park is located directly across Queen Ka'ahumanu Highway makai of the Project site. It is likely the most sensitive "neighbor" to the proposed project, and therefore we made the effort to interview National Park Service (NPS) officials. For the most part, the NPS interviewees directed us to their letter in response to the project's Environmental Impact Statement Preparation Notice, and so Table 3.5 of this report summarizes issues raised in that letter – primarily physical environmental impacts but also concerns about cultural resources, connectivity to the Park through the Road to the Sea Trail, and cumulative impacts on Park resources.

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## 1. INTRODUCTION

## 1.1 Purpose and Scope of Report

This report is an assessment of potential social impacts of the proposed "Kaloko Makai" project in the Kealahou ahupua'a of North Kona, County of Hawai'i. It has been prepared for the project developer – Stanford Carr Development LLC – and is intended to be an appendix to the project Environmental Impact Statement (EIS) being prepared for Stanford Carr Development LLC by Wilson Okamoto Corporation.

Social impact assessments are made in order to identify and disclose information of use to decision makers and citizens, as they evaluate the implications of proposed development. Because the "social" realm is extensive and not precisely defined, assessments typically contain substantial attention to community issues and perceptions, in addition to consultant analyses of selected issues.

The report consists of three chapters:

- (1) The current Chapter 1 contains introductory material;
- (2) Chapter 2 presents data on historic, existing, and anticipated future socio-economic conditions in the West Hawai'i study area.
- (3) Chapter 3 – in many ways the heart of this study – reports on issues and concerns about the project itself.

## 1.2 Project Description

The project is described at length in the overall EIS. Briefly –

**Size and Location:** About 1,142 acres, extending mauka from Queen Ka'ahumanu Highway. The Queen Ka'ahumanu portion is located just north of the existing Kaloko Industrial Park. Hina Lani St. forms the southern (Kailua-side) border of the lower part of the property, but the upper part includes land on both sides of Hina Lani.

**Current Use and Land Use Designations:** Vacant and undeveloped. County General Plan – Urban Expansion and Conservation. Keāhole to Kailua Development Plan – Urban Expansion, Residential Village, and Golf Course. *(The current General Plan "Conservation" designation was for a once-planned golf course that would be deleted under the new plan; the developer will ask the County for Urban designation of the former golf course land after State Land Use approval.)* Kona Community Development

Plan (CDP) indicates the general Kaloko Makai area as one of the designated "villages" for transit-oriented development.

State Land Use now Conservation, Agricultural, and Urban – request is to change about 224.5 acres from Conservation to Urban and 728 acres from Agricultural to Urban. (The State Urban designation would follow the County's Kona CDP designation as an urban area.) A 150-acre dryland forest preserve will be created. An EIS is being prepared.

**Development Concept/Phasing:** Consistent with the Kona CDP, Master-planned residential community, with supporting commercial, educational, recreational, open space, and related infrastructure. Primarily a residential development, with some business/commercial job centers. To be developed in three phases (or "villages") over an estimated 28 years. First homes by 2015.

#### Key Components:

- Residential - At full development about 5,000 new single- and multi-family residential units at low (up to 3 units per acre) and medium (up to 20 units per acre) densities.
- Commercial – About 120 acres in various locations. Largest would be a business park that may potentially include Scientific Research & Development facilities, retail, and a regional hospital along the Mid-Level Road. Mixed-use areas of the project are designed to include residential and commercial uses within close proximity of each other (this may include affordable residential on top of a variable commercial component).
- Preservation / Open Space / Recreation – In addition to the dryland forest (150 acres of preserved forest and natural habitat), the project will preserve a historic trail which is commonly referred to as the *Road to the Sea*. While the boundaries of this trail (within the Kaloko Makai property) have yet been determined, it is evident that the trail originates in the mid-section of the property just east (makai) of Kaloko Makai (in the site, properly named Kaloko Heights) and meanders down through the KM parcel. A series of archaeological outcroppings have also been noted in the Archaeological Inventory Report. Depending on the nature of each archaeological site buffer zones will be provided accordingly.
- Facilities and Roads – Land set aside for elementary and middle schools. Active parks and recreation areas. The proposed Mid-Level Road would cut across the project.

#### Estimated Housing Prices and Types (*Current Developer Assumptions*):

- "Affordable" Component – Will be 20% of units (about 1,000), targeting residents with income levels between 60%-140% of area median income. Based on 2007 HUD numbers, that would include at least some units for rental to 3-person low-

income families at \$972/month and for sale at \$152,600 (2007 numbers). Final mix of affordable not yet known.

- Market Component – A wide range of products, in today's dollars from mid to high \$200,000's up to \$1,000,000. The target market is the local rather than the offshore buyer. Overall, the project is intended to respond to already-planned economic growth rather to generate more of it.



## 2. EXISTING AND ANTICIPATED FUTURE SOCIO-ECONOMIC CONDITIONS

This section provides background description of the overall area assumed to be affected by potential project development – the "study area" – and projected changes occurring with or without the project. Covered in this section are:

- Definition of the "study area;"
- Overview of population and settlement patterns;
- Demographic and social characteristics;
- Business characteristics and tourism growth;
- Workforce, labor supply and income; and
- General community issues and attitudes.

### 2.1 Definition of Study Area

We consider the *primary* Study Area to be the district of North Kona, which is equivalent to the U.S. Census Bureau's "County Census Division" (CCD) of North Kona. The *overall* Study Area – "West Hawai'i" – would also include the CCDs of South Kona and South Kohala.<sup>1</sup> (See Figure 2.1), which also shows the general location of the Kaloko Makai project in North Kona.)

Within North Kona, the 2000 Census has data for five "Census Designated Places" (CDPs) – Kalaoa, Kailua, Hōlualoa, Kahalu'u-Keauhou, and Honalo. Figure 2.1 shows the location of those CDPs within the North Kona CCD.<sup>2</sup> As of 2000, the Census found that North Kona's total population (28,543) was distributed as follows – 24% in Kalaoa, 35% in Kailua, 21% in Hōlualoa, 7% in Honalo, 8% in Kahalu'u-Keauhou, and just 5% in the mauka areas above the five CDPs.

Some data in this section are presented by ZIP Code areas. Figure 2.2 indicates we will be particularly interested in the Kailua ZIP 96740 (as it includes the project area), but the overall "West Hawai'i" study area also includes the Kamuela, Waikoloa, Hōlualoa, Kealahou, and Hōnaunau ZIPs.

<sup>1</sup> Between 1990 and 2000, the U.S. Census Bureau made some very minor boundary adjustments among the West Hawai'i CCDs. We ignore those changes when comparing historical data from the Census – i.e., we compare 1990 and 2000 populations for "North Kona" despite the slightly changed definition of the area.

<sup>2</sup> There are also Census Designated Places in South Kona and South Kohala, but we will focus on those closest to the project site – i.e., in North Kona.

Figure 2.1 West Hawai'i Study Area (Census Boundaries)

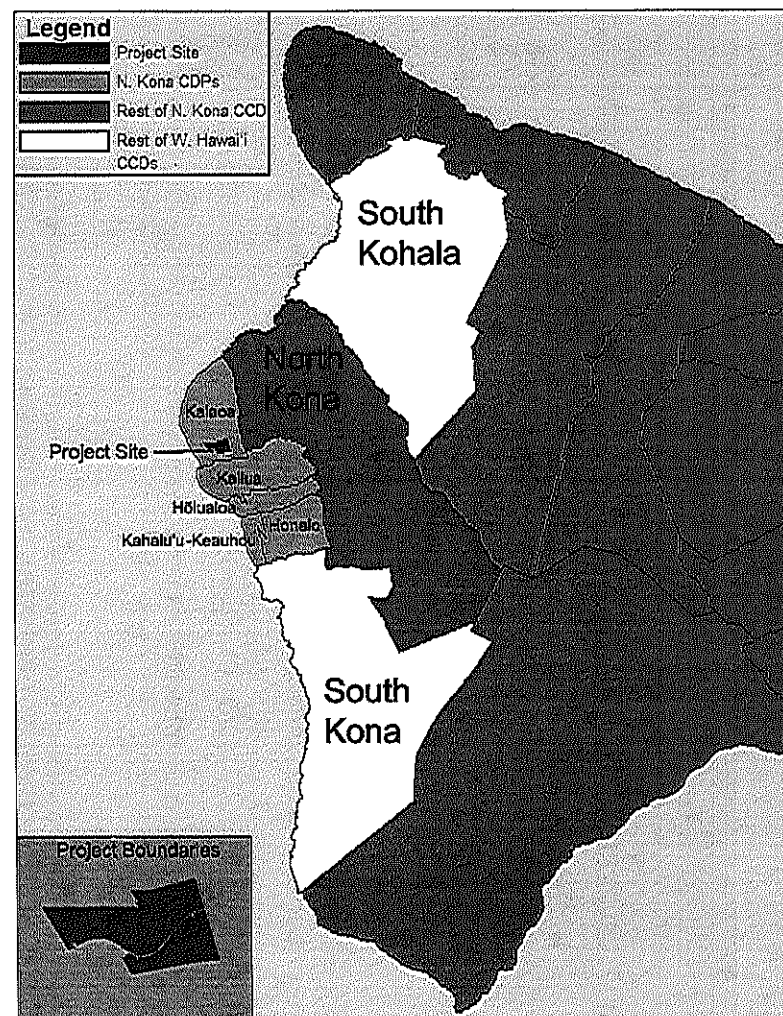
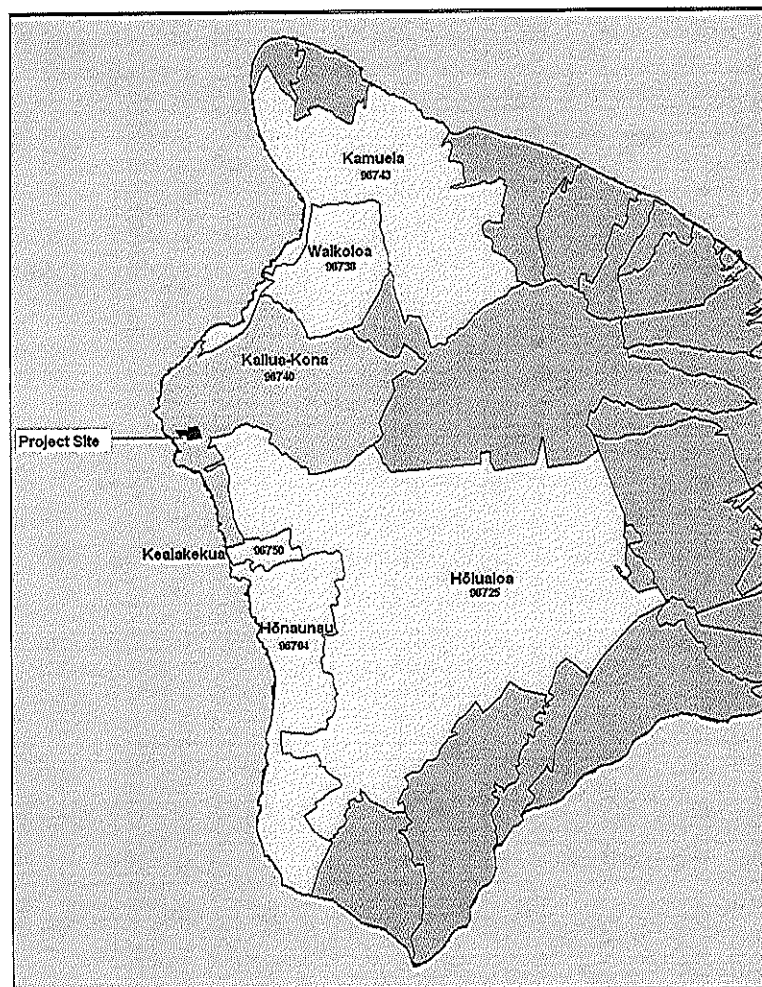


Figure 2.2 West Hawai'i Study Area (ZIP Code Boundaries)



## 2.2 Overview of Population and Settlement Patterns

### 2.2.1 Early History

The Kaloko-Makai project area is characterized by lava rock, dry scrub brush and large expanses of volcanic soil; the area shows no evidence of human settlement. There is evidence, however, that a trail to the sea, an ancient and often used transportation route, did pass through the project area<sup>3</sup>. Evidence of a Hawaiian fishing village makai of the project area, in Kaloko-Honokōhau, is to be found in the complex stone infrastructure in the area developed by the ancient Hawaiians. It is believed the area was a village at the time of the first known historic contact with Europeans, when Captain James Cook visited Kealahou Bay in 1776. Later, nearby Kailua – a few miles to the south – became a part-time residence for Kamehameha I, Hawai'i's first ruling king, and for a time the area served as the capital of a newly-united nation of Hawai'i.

After the death of Kamehameha I, Kona lapsed into a period of diminished political and economic significance. Because the land in Kona is hilly and divided between dry coastal areas and steep hillsides, it did not lend itself to the sugar plantation agriculture or large-scale ranching that developed in other more prosperous areas of the island during the 19<sup>th</sup> century. In North and South Kona, most towns were small villages situated at least 1,000 feet up the slopes of Mauna Loa or Hualālai where rainfall was adequate to support coffee or other diversified agriculture. For many years, coffee and beef prices were low, and the area remained mostly rural. The political, economic, and population centers concentrated mostly in Hilo on the other side of Hawai'i Island.

A few small villages were located along the dry coast line of West Hawai'i. Kailua became a center for tourism, with particular emphasis on big-game fishing. However, most civic facilities were located mauka and south of Kailua, where they still remain.

Over the past several decades, tourism-driven economic development and extensive immigration have precipitated an urban expansion that has altered the rural character of West Hawai'i. By 2000, the U.S. Census Bureau estimated that only about one-third of West Hawai'i's population still lived in "rural" areas, and two-thirds in "urban clusters." North Kona has become particularly urbanized, with only 22% of its population still living in areas considered "rural."

<sup>3</sup> According to the EISPN (Wilson Okamoto, 2010), "Significant archaeological and cultural sites, which include historic trails, will be integrated into the land plan. Archaeological and cultural sites will be protected and maintained with appropriate treatment and buffers from adjacent uses as necessary."

## 2.2.2 Population Levels Over Time

Figure 2.3 and Figure 2.4 on the following page provide a 120-year perspective on population growth in the county and West Hawai'i. It may be seen that an islandwide population decline after 1940 was suddenly and dramatically reversed from 1970 on, and also that West Hawai'i has been increasing as a percentage of islandwide totals. These figures are based on full-time residents only, excluding part-time residents or visitors staying in transient accommodations.

In 2000, the North Kona residential population was 28,453, and the total West Hawai'i Study Area population was 50,173. In 2010, the North Kona population reached 37,875, and the total West Hawai'i Study Area population was 65,499—or 35.4% of the countywide population, up from 33.7% in 2000. Thus, West Hawai'i population growth in the past 20 years exceeded population growth for the rest of the county, although not as dramatically as it did from 1970 to 1990. See Figure 2.3 and Figure 2.4 on following page.

## 2.2.3 In-Migration

The county's population build-up during the 1990s occurred in the face of a general statewide economic slowdown. County planners hypothesized that in-migration into the County was taking place for reasons not driven by opportunities in the primary economic sectors on the island (i.e., agriculture and tourism) but was due to individuals seeking a clean environment and a rural lifestyle.<sup>4</sup> From 1990 to 2000, 63% of Hawai'i County's population increase was due to net in-migration, a higher percentage than for any other county. From 2000 to 2009, it was 72%, again highest of all counties.<sup>5</sup>

Census data for 2010 are not yet available on this topic, but earlier Census data indicate the percentage of residents born outside the state of Hawai'i rose from 39.5% in 1980 to 48.9% in 2000 for West Hawai'i (and to more than half, 51.7%, for North Kona in 2000). Comparable percentages for the rest of the county were 25.9% in 1980 and 31.0% in 2000. Thus, in-migration has clearly been funneled into West Hawai'i—North Kona in particular—more so than into the rest of the county.

More recent Census data show that Hawai'i Island's population grew faster than any other Hawai'i county from 2000 to 2010. While the statewide population grew 12.3% and the City and County of Honolulu's population grew just 8.8%, Hawai'i County's resident population grew around 24.5%.<sup>6</sup> This was in excess of Maui County's 20.8% growth and far ahead of Kauai's 14.8%.

<sup>4</sup> *County of Hawai'i General Plan*, February 2005, p. 1-13. However, part of the continued residential population build-up is also likely attributable to secondary economic sectors being developed and playing "catch-up" in the years following intense resort construction.

<sup>5</sup> *Hawai'i State Data Book 2009*, Table 1.60.

<sup>6</sup> U.S. Census Bureau figures posted as Table 1 on Hawai'i State Data Center website, [http://Hawaii.gov/dbedt/info/census/Census\\_2010/PL94-171/index.html](http://Hawaii.gov/dbedt/info/census/Census_2010/PL94-171/index.html).

Figure 2.3 County and Area Populations, 1890 – 2010

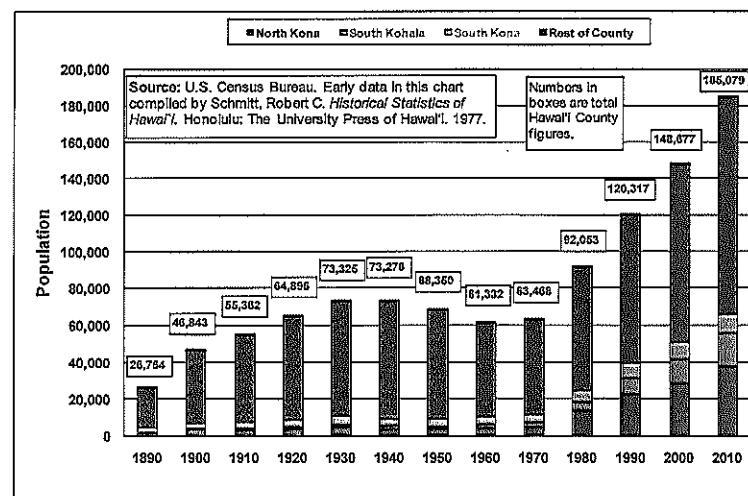
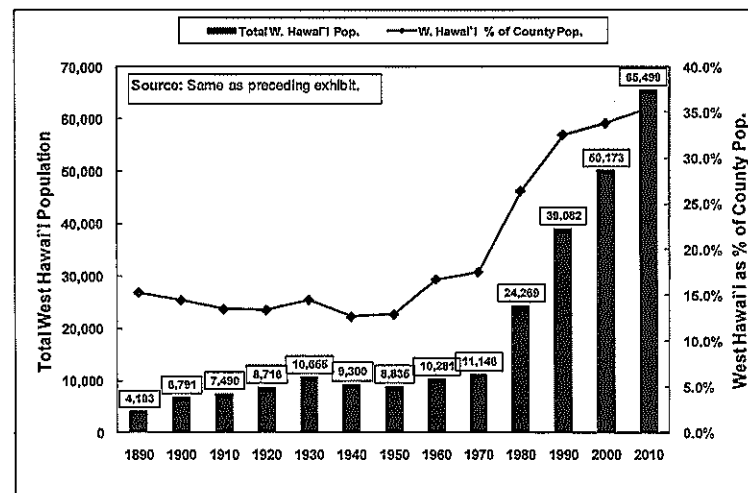


Figure 2.4 West Hawai'i Population Relative to County, 1890 – 2010



## 2.2.4 Housing Prices and Affordability

Housing prices in Kona have long been considered difficult for the average resident to afford, in some part because a substantial amount of new development has been targeted to the affluent off-island second-home or retiree market, with limited new supply for the actual on-island resident workforce. The Great Recession has brought down prices – particularly limiting West Hawai'i's off-island market – but also put the brakes on residential demand as well.

Figure 2.5 shows historical data from 1990 through the beginning of the recession on median prices and number of sales ("volume") for West Hawai'i vs. the nation as a whole. The median price in North Kona (including the resort-residential homes) has generally been about three times the national average. Sales volume actually started dropping before the recession but prices remained high until the recession hit, and thereafter have not dropped as rapidly as volume.

Figure 2.6 plots the same median prices against an index of "affordability" – median resale housing payments as a percentage of median family income. It shows (a) how much less affordable West Hawai'i homes have generally been than has been true for the island as a whole and the nation as a whole, and (b) the tremendous swings in housing affordability over time, with economic "good times" associated with far higher peaks in unaffordability for West Hawai'i and Hawai'i Island generally than has been true for the country as a whole.

More recently, the Kona region has ranked high among areas in the state for foreclosures.<sup>7</sup> Hawai'i itself was reported to be tenth in the nation in terms of number of foreclosures in February 2011. Of the 953 properties for which foreclosures were filed in February 2011, 270 were on Hawai'i Island and 92 of those were described by national consultant RealtyTrac as being in the Kailua Kona area.

Sales activity and selling prices appear to be recovering in the Kona area based on March 2011 data, though it is always advisable to use caution in predicting trends based on limited data.<sup>8</sup> There were 33 single family home sales in February 2011 compared to 21 a year ago, and the median price rose to \$430,000 from \$417,000 in February 2010. Condo sales in North Kona, however, indicated a different trend: 23 sales this year compared to 24 a year ago and a median price this past March of \$149,000 compared to \$247,000 last February. The condos sold this year may have been a very different class of units than those sold last year. Again, these data make no distinction between off-shore buyers and speculators, on the one hand, and local residents on the other.

In summary, it appears the real estate market in Kailua area may be close to bottoming out, but (1) recovery will be slow; and (2) housing affordable to most residents will continue to be a challenge.

<sup>7</sup> Maglin, J.L. 2011. "Hawai'i's Foreclosure Rate Down Slightly." *Pacific Business News*, March 10, 2011, based on data from RealtyTrac. <http://www.bizjournals.com/pacific/blog/2011/03/hawaii-foreclosure-rate-goes-a.html>.

<sup>8</sup> Andrew Gomes, 2011. "Big Isle and Kauai Home Sales Soar." *Honolulu Star-Advertiser*, March 8, 2011. [http://www.staradvertiser.com/business/20110308\\_Big\\_Isle\\_and\\_Kauai\\_home\\_sales\\_soar.html](http://www.staradvertiser.com/business/20110308_Big_Isle_and_Kauai_home_sales_soar.html).

Figure 2.5 Nationwide vs. West Hawai'i Price and Sales Volume, 1991 to Mid 2008

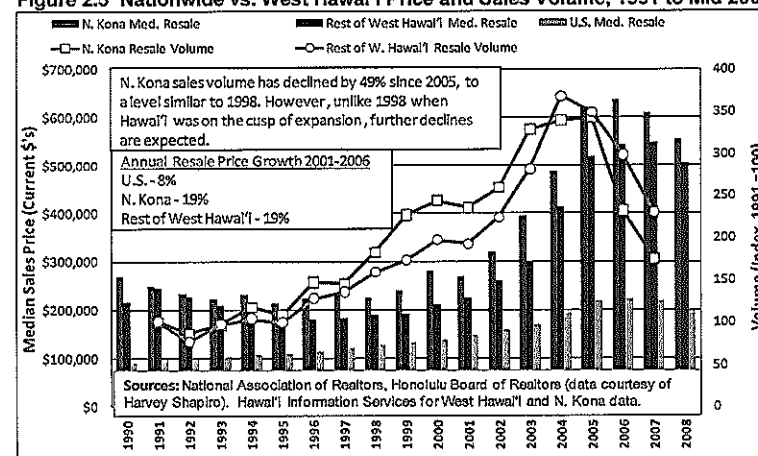
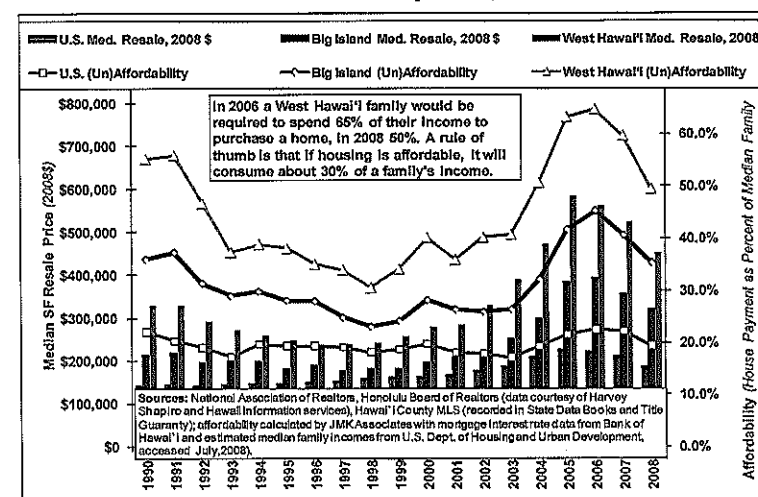


Figure 2.6 Nationwide vs. Hawai'i County vs. West Hawai'i Single-Family Home Resale Values and Affordability Levels, 1991 to Mid 2008



## 2.2.5 Population Forecasts

Table 2.1 provides three alternative residential population forecasts developed by the County of Hawai'i, while Figure 2.7 reflects forecasts generated by the Hawai'i State Department of Business, Economic Development, and Tourism (DBEDT). The State DBEDT numbers are for the overall island, not West Hawai'i alone. Economic growth is expected to be primarily in West Hawai'i, but actual population growth there will depend in large part on housing supply. As of 2009, the actual islandwide population was most consistent with the highest of the three alternative County forecasts, which assumes a growth rate more similar to the boom years of 1975-90 than to the slower average rate since 1990. However, in the future, the State's projected islandwide population is closer to the lower County forecast figures.

The County's *General Plan* is the one document that does hazard estimates of future resident populations by districts, though percentages are the same for the three different series of projections – i.e., 37% for West Hawai'i (see Table 2.1 below). This percentage is reasonably consistent with historical trends since 1980 (see Figure 2.4) but less consistent with trends for recent job growth located almost entirely in West Hawai'i (see later Table 2.6 and Figure 2.10.). The *General Plan* population forecasts for West Hawai'i therefore implicitly assume (although perhaps inadvertently) continued housing shortages and commuting into West Hawai'i.<sup>9</sup>

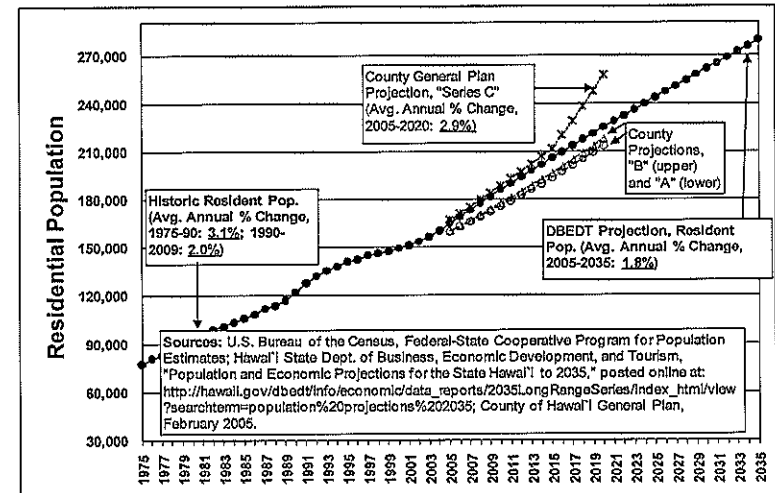
**Table 2.1 Projected 2020 Resident Population, West Hawai'i and Total County**

		Series A	Series B	Series C
North Kona	No.:	41,447	42,275	46,082
	% of total:	19%	19%	19%
South Kohala	No.:	23,947	24,426	26,625
	% of total:	11%	11%	11%
South Kona	No.:	13,816	14,092	15,361
	% of total:	6%	6%	6%
West Hawai'i	No.:	79,210	80,793	88,068
	% of total:	37%	37%	37%
Rest of County	No.:	134,242	136,925	149,255
	% of total:	63%	63%	63%
Hawai'i County Total		213,452	217,718	237,323

Source: County of Hawai'i General Plan, P. 1-17

<sup>9</sup> This is not to say the General Plan "calls for" or "builds in" housing shortages – just that its assumed West Hawai'i population does not mesh with other evidence about probable job growth and so could be accurate only if new housing supply does not match new employment supply.

**Figure 2.7 Historic Vs. Projected Hawai'i Island Resident Population**



## 2.3 Demographic and Social Characteristics

### 2.3.1 Race/Ethnicity

With increased in-migration, it is generally believed that the West Hawai'i area is becoming more "White" (Caucasian) over time. However, changes in the U.S. Census wording of its question about race/ethnicity make it difficult to compare 2000 results with those of previous decades. Within the 2000 results (Table 2.2)<sup>10</sup> though, it may be observed that Whites are definitely more numerous in West Hawai'i, particularly in North Kona ... and also that Native Hawaiians represent the second largest ethnic group.

<sup>10</sup> The 2010 Census has results for "Native Hawaiian and Pacific Islanders Only," but does not presently allow breakout of mixed-race people who reported some Native Hawaiian.

This is also true for the averaged 2005-09 American Community Survey (ACS) census results, some of which are presented later. The ACS has replaced the old decennial "long-form" survey, so the 2010 Census gives results for only a few items, such as population and broad race categories. In areas such as North Kona, the ACS sample size for any one year is too small to permit reliable results, so the Census releases these only in rolling five-year averages. The averaged 2005-09 numbers are the first and, as of this writing, only such averaged numbers to be releases, but more will be forthcoming.

Table 2.2 Year 2000 Race/Ethnicity Characteristics, West Hawai'i and County

	% White Only	% Native Hawaiian*	% All Other	Total
North Kona	47.3%	25.0%	27.7%	100.0%
South Kohala	38.8%	31.3%	29.9%	100.0%
South Kona	34.1%	30.8%	35.1%	100.0%
Total W. Hawai'i	42.8%	27.7%	29.5%	100.0%
Rest of County	25.8%	29.6%	44.6%	100.0%
County of Hawai'i	31.5%	28.9%	39.5%	100.0%

\* Alone or in combination with other races.  
Source: U.S. Census 2000, Summary File 2

### 2.3.2 Age, Education, and Family Structure

As with the rest of the state and nation, West Hawai'i residents are becoming older and more educated, on average. Over the years, the educational level has increased somewhat more rapidly in West Hawai'i than in the rest of the county.

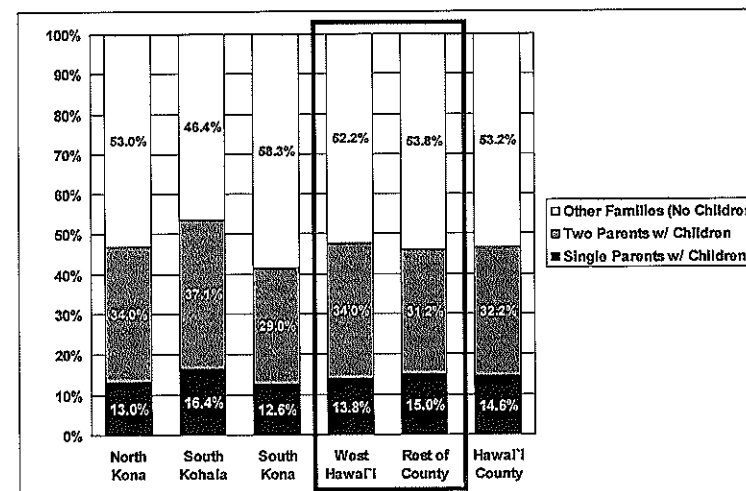
Table 2.3 Age and Education, West Hawai'i and County, 1970 – 2005-09

	Median Age (in Years)					% Pop. 25+ with B.A. or Higher				
	1970	1980	1990	2000	2005-09	1970	1980	1990	2000	2005-09
North Kona	28.6	28.4	34.7	39.4	40.3	8.8%	18.8%	20.6%	24.7%	27.5%
South Kohala	28.1	28.9	32.1	36.2	36.7	13.1%	20.7%	26.2%	27.4%	31.1%
South Kona	29.7	29.1	34.6	41.2	45.1	6.3%	12.5%	20.3%	22.5%	24.8%
Total W. Hawai'i	N/A	N/A	N/A	N/A	N/A	8.8%	17.7%	21.8%	25.0%	28.1%
Rest of County	N/A	N/A	N/A	N/A	N/A	8.8%	14.3%	16.9%	20.6%	25.1%
County of Hawai'i	25.0	29.2	34.3	38.6	39.4	8.8%	15.2%	18.5%	22.1%	26.2%

Source: U.S. Census Bureau, Summary File 1, 1970, 1980, 1990, 2000; American Community Survey, 2005-09 averaged data

As the population has aged, the percentage of all households consisting of families has declined (from 74% islandwide and 72% in West Hawai'i as of 1990, to 70% both islandwide and in West Hawai'i as of 2000, and to about 68.5% both islandwide and in West Hawai'i as of the 2005-09 ACS). The percentage of all families with children is dropping, and the percentage of children in single-parent households is rising. As of the 2005-09 ACS, family structure was roughly the same in West Hawai'i as the rest of the county, though South Kohala was notable for having fewer families with children (Figure 2.8).

Figure 2.8 Family Structure, West Hawai'i and County, 2005-09 Average



### 2.3.3 Other Social Characteristics

The 2000 Census found about 10% of the population (both in West Hawai'i and the rest of the county) was foreign-born. Roughly one-fourth of the households in both parts of the island spoke a non-English language at home – primarily Asian and Pacific languages (e.g., Hawaiian or Filipino dialects) rather than Spanish (spoken by just 3.4% of West Hawai'i households, despite widespread awareness of scattered Mexican immigrants in recent years).

Additionally, the University of Hawai'i's Center on the Family (COF) prepared a summary of social and educational indicators available in the early 2000s for various communities as defined by public high schools covering those areas. Table 2.4 gives descriptions of three areas roughly comparable to "West Hawai'i" as discussed in this report:

Table 2.4 Summary of Social and Educational Community Indicators

North Kona (Kealahou School Complex)	South Kohala and Hāmākua (Honoka'a School Complex)	South Kona (Kona Waena School Complex)
<p>This community has one of the lowest proportions of unemployed in the State, and the per capita income is just above the State average. Residential stability, however, is lower than in most communities, with fewer than half of the people who live in the North Kona Area having been born in the islands. The child abuse rate is double the State average and the percentage of "idle teens" (not in school and not working) is higher than in most of the communities Statewide. In a Statewide survey of 8th, 8th, 10th, and 12th graders, more than half of the adolescents responding in the North Kona Area reported a lack of interest in school, which is evident in a graduation rate that is lower than in most communities.</p> <p>Despite these problems, the data for other indicators of child and family well being in this area are more positive. The North Kona Area ranks in the upper third of communities for adults who hold a high school diploma or a college degree. The community has the third-highest number of public school teachers with advanced degrees. In addition, more than half of the adolescents responding to the student survey reported close family ties.</p>	<p>There are a number of challenges for children in the Honoka'a Area. It ranks in the lowest third for school safety (as reported by teachers, parents, and students). The percentage of 3rd graders with low SAT reading scores is higher than the State average. In a Statewide student survey, about one-half of the adolescents responding in this community reported poor parental supervision as well as a lack of interest in school. Only about two-thirds of the high school seniors in 2002 planned to attend college, a percent that is lower than the State average. However, about two-thirds of those students were accepted, a result that is above the State average.</p> <p>...While Hawai'i County as a whole has a higher percentage of children living in poverty than the rest of the State, in the Honoka'a Area the child poverty rate is lower than the State average. The proportion of the population relying on the Food Stamp and Temporary Assistance to Needy Families (TANF) programs is less than elsewhere in the State and much less than Hawai'i County. Almost 60% of the adolescents responding to the student survey reported close family ties.</p>	<p>Although unemployment is low, the per capita income in the South Kona Area is lower than the State as a whole. The poverty rate for children under age 5 is high, and the child abuse rate is double the State average. Residential stability—the percentage of people living in the same home for more than 5 years—is higher than the County and State levels. However, teachers here rank last in the State for longevity in their current school setting, and the percentage of graduating public school seniors is one of the worst in the State.</p> <p>The data for other indicators of child and family well being in the South Kona Area are more positive. Most adults have a high school diploma and the percentage with a college degree is higher than the County level. The 3rd graders do slightly better on the SAT reading test than the State as a whole. Teachers in this community report one of the highest percentages of school safety, and 8th graders' reports of feeling safe at school are the best in the State. More than half of the adolescents from this area who responded to a Statewide survey of 6th, 8th, 10th, and 12th graders reported adequate parental supervision and close neighborhood and family ties.</p>

Source: University of Hawai'i Center on the Family, [http://ufamily.hawaii.edu/cof\\_data/profiles/profiles.asp](http://ufamily.hawaii.edu/cof_data/profiles/profiles.asp)

Note: Child abuse rates mentioned here based on just one year, and these rates can fluctuate greatly.

The COF's organization of Census data by school area also indicated the West Hawai'i regions had particularly high percentages of children aged 0-5 with both parents in the workforce. North Kona was the highest, with more than 70% of young children in this situation. The county average was 63%.

## 2.4 Business Characteristics and Tourism

### 2.4.1 Overview of Private-Sector Economic Activity

While tourism and related growth has been a driving force, other economic activity also serves the population. Figure 2.9 and Figure 2.10, as well as Table 2.5, on the following pages are all based on U.S. Census "County Business Patterns" data, which provide both county-level and ZIP code information from 1994 for number/type of business establishments, number of employees, and total business payroll. Note that government jobs are not included here.

The most recent available data are from 2008, thus capturing the onset of the Great Recession. As a result of that recession, visitor arrivals fell across the state, and there were reverses in employment, payroll, and numbers of business establishments. However, the figures also show longer-term trends from 1994.

The figures (as well as some Census data not directly shown in the figures) indicate:

- Hawai'i Island's economic growth from 1994 to 2008 took place almost entirely in West Hawai'i – 79% job growth in the six West Hawai'i ZIP code areas vs. 16% in the rest of the island. In 1994, 42% of the island's private-sector jobs were in West Hawai'i, including 21% in Kailua; as of 2008, these figures were 53% and 31% respectively. (However, Hilo remains the core for government.)
- The Kailua-Kona ZIP code area (which includes the project site) accounted for 60% of all West Hawai'i businesses and 55% of all West Hawai'i jobs in 2006. The Kailua growth rate has been a little greater than average for the rest of West Hawai'i.
- Overall, the Kamuela area is currently the second most important economic center in West Hawai'i, though the Waikoloa area has been growing very rapidly. In terms of percentage growth in jobs, Kamuela and Kealahou have been growing least rapidly. The job growth rate for Hōlualoa has been particularly high since 2002.<sup>11</sup>
- Since 1994, adjusted for inflation, payroll per private-sector employee increased by 26% in West Hawai'i (vs. 15% in the rest of the island) and by 29% in the Kailua ZIP area. This includes some declines in payroll from 2006 to 2008.
- Employment has been growing more rapidly than the number of businesses islandwide, particularly in West Hawai'i. This suggests a structural transformation in the economy – more large business and/or expansion of existing businesses, rather than addition of many small new ones. Socially, more West Hawai'i workers are now employed by medium- or large-sized establishments, suggesting more benefits but less intensive social interactions with co-workers.

<sup>11</sup> A note of caution: County Business Pattern estimates are based in part on actual data, in part on economic modeling, and the modeling effects can particularly impact numbers for less populated areas such as Hōlualoa. Figures are considered best for years ending in "2" or "7," when the Economic Census is done and provides more direct data.

Figure 2.9 Growth in Business Establishments, 1994 – 2008

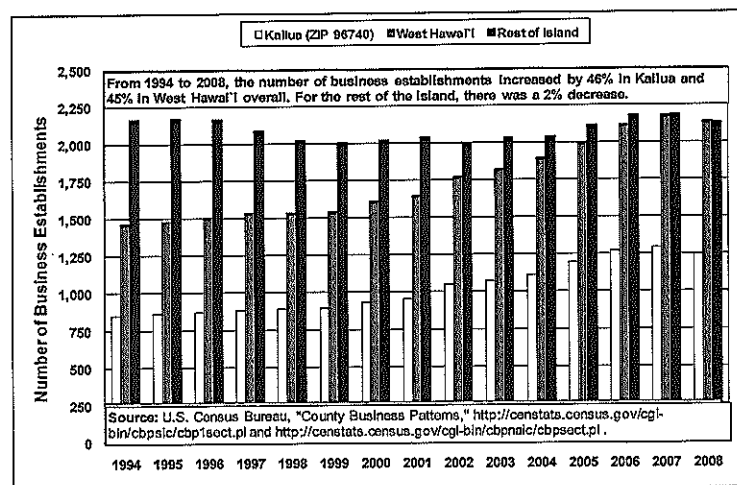


Figure 2.10 Growth in Employees and Total Annual Payroll, 1994 – 2008

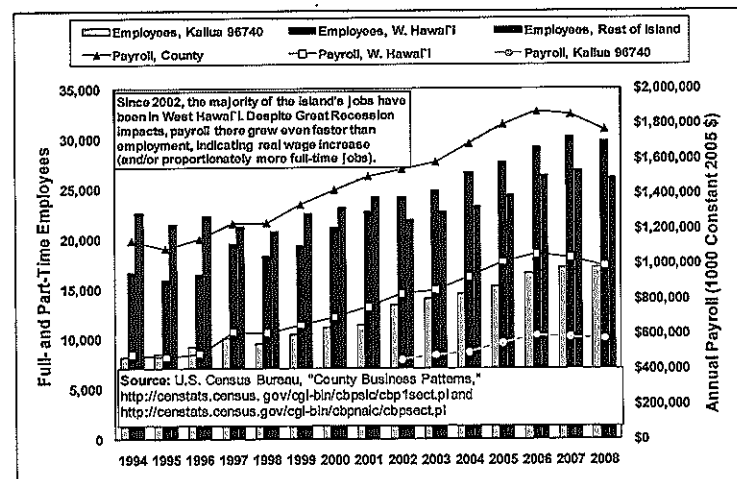


Table 2.5 Business Activity Differences by Geographical Areas

	2008 West Hawaii Distributions and Data				Total Percentage Change, 1994-2008			
	% of West Hawaii Total		Averages		No. of Businesses	No. of Full- or Part-Time Workers	Workers Per Business	Payroll Per Worker <sup>a</sup>
	No. of Businesses	No. of Full- or Part-Time Workers	Workers Per Business	Payroll Per Worker <sup>a</sup>				
Kamuela 96743	21%	29%	14.6	\$38,953	32%	5%	-21%	21%
Waikoloa 96738	7%	7%	19.4	\$40,823	274%	1112%	224%	22%
Kailua 96740	60%	55%	13.7	\$35,691	46%	110%	44%	29%
Holualoa 96726 <sup>b</sup>	2%	1%	4.2	\$29,789	85%	107%	12%	52%
Koalakekua 96750	7%	5%	12.3	\$39,425	7%	39%	30%	39%
Honauunau 96704 <sup>b</sup>	3%	3%	11.1	\$31,451	2%	125%	121%	13%
Total West Hawaii	100%	100%	13.9	\$33,203	45%	79%	23%	15%
Total, Rest of Island	(NA)	(NA)	12.3	\$29,870	-2%	16%	18%	3%

<sup>a</sup> In constant 2008 dollars.  
<sup>b</sup> Small areas (in terms of economic activity) like Holualoa and Honauunau naturally vary more over time. Thus, percentage changes could also differ more, depending on the years selected.

## 2.4.2 Volatility in Tourism

Tourism, West Hawaii's primary industry, has a recent history of volatility. Figure 2.11 on the following page shows that, since 1990, the average daily visitor census (AVC) for Kona and Hawaii Island generally grew through 1998; dipped for a few years thereafter; surged strongly from 2001-2006, when Hawaii became increasingly recognized as a safe tropical destination for Americans afraid of traveling abroad; and fell sharply during the Great Recession. Kona-specific numbers are not yet available, but countywide trends were again upwards for the first part of 2010.

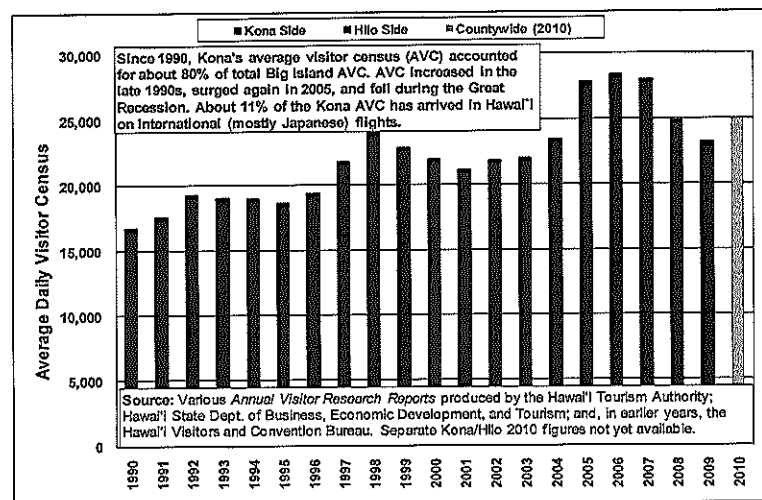
However, Kona tourism may suffer some further setbacks from Japan Airlines' (JAL's) decision to end direct service to Kona from Narita at the end of October 2010. This was the only flight from Japan to Hawaii Island, and recovery in international arrivals had been the strongest component of the island's rebounding tourism numbers through August 2010. In the previous few years, Kona and the rest of the state's tourism industry were affected by the demise of Aloha Airlines and reduced cruise ship service.

On a more hopeful economic note, through August of 2010, Kona had gained about 16% additional scheduled domestic airplane seats over the previous year to date figure, which was the largest gain of any Hawaii airport.<sup>12</sup> And the late 2010 addition of nonstop service from the Northwest to Kona could help soften the impact of the JAL withdrawal.

<sup>12</sup> State of Hawaii Department of Business Economic Development and Tourism. Various Monthly Visitor Statistics reports.



Figure 2.11 Kona and Hawai'i Island Average Visitor Census, 1990 – August 2010



Some recovery in Hawai'i Island's (and likely Kona's) visitor industry is apparent for 2010 in terms of visitor counts, though hotels were offering discounts in order to attract visitors who were spending less as the economy continued its slow national recovery.

#### 2.4.3 Economic Forecasts for Future

Recent economic cooling on Hawai'i Island is expected to continue through at least 2009.<sup>13</sup> The visitor industry faces major headwinds as does Hawai'i Island's agriculture industry.<sup>14</sup> The construction industry is also in decline.<sup>15</sup> Some Hawai'i Island industries are doing well – the Natural Energy Laboratory of Hawai'i Authority for example, is well positioned to prosper as a producer of boutique drinking water in an otherwise dreary current economic environment.

The 2005 *County of Hawai'i General Plan* – prepared by the Hawai'i County Planning Department – contains a series of three different islandwide forecasts for visitor units

<sup>13</sup> University of Hawai'i Economic Research Organization. County Economic Forecast, May, 2008.

<sup>14</sup> Honolulu Star Bulletin. *Willing Slowly*, May 11, 2008. <http://starbulletin.com/2008/05/11/news/story08.html>.

<sup>15</sup> First Hawaiian Bank Economic Forecast for Hawai'i County, "Hawai'i County's Growth Muted". Analysis by Leroy Laney. <http://www.fhb.com/pdf/EconForecastBigIsland07.pdf>.

and for "total visitors" (total annual count, not average daily census), though these forecasts were actually prepared in 2000 and extend only to the year 2020. All three forecasts are for about the same number of visitor units (about 11,450), though the projected number of visitors ranges from 1.5 million to 2.3 million (vs. a little under 1.3 million in 2000). The *General Plan* explicitly assumes the possibility of somewhat more growth outside the visitor industry than does the DBEDT forecast. But several of the non-tourism factors mentioned in the plan – such as a Hilo Call Center and a new State prison – now appear less likely to occur.

## 2.5 Workforce, Labor Supply, and Income

### 2.5.1 Civilian Labor Force, Unemployment, and Labor Supply

The Civilian Labor Force (CLF) consists of all prospective workers, employed or unemployed. The Hawai'i State Department of Labor and Industrial Relations (DLIR) provides estimates CLF only at county-wide levels, but the decennial Census does have figures for County Census Divisions (such as North Kona) for years ending in "0,"<sup>16</sup> as well as the averaged 2005-09 ACS numbers.

Table 2.6 shows Census figures since 1970. Note that, as of 2000, only about 38% of the CLF lived in West Hawai'i, though the preceding Figure 2.10 indicated close to 50% of the private-sector jobs were then located in West Hawai'i (and the figure rose to more than 50% in subsequent years). This indicates that commuting into West Hawai'i for employment is clearly higher than commuting out.

Note also that the average annual rate of growth in labor force has been consistently larger for West Hawai'i than for the rest of the county. In general, the growth rate was declining over time to 2000, but then rose (particularly in North Kona and South Kohala) in the boom of the 2000s prior to the Great Recession. Because the percentage applies to a larger base figure, this means the absolute average growth in workforce for the early 2000s has actually been larger than that experienced in the 1990s, in terms of absolute numbers

<sup>16</sup> Census and DLIR figures differ somewhat for years ending in "0," because the Census count is for April 1 and the DLIR estimate is for the year's average.

Table 2.6 Countywide and West Hawai'i Civilian Labor Force, 1970 – 2009

Total Civilian Labor Force					
	1970	1980	1990	2000	2005-09
North Kona	2,022	7,292	11,898	15,848	21,063
South Kohala	951	2,110	4,882	6,862	9,357
South Kona	1,535	2,823	4,029	4,467	4,796
Total West Hawai'i	4,508	12,225	20,809	26,813	35,216
Rest of County	21,381	28,781	36,177	43,779	53,246
County of Hawai'i	25,889	41,006	56,986	70,592	88,462

Average Annual Percentage Increase				
	1970-1980	1980-1990	1990-2000	2000 to 2005-09
North Kona	13.7%	5.0%	2.7%	4.1%
South Kohala	8.3%	8.8%	3.5%	4.5%
South Kona	6.3%	3.6%	1.0%	1.0%
Total West Hawai'i	10.5%	5.5%	2.6%	4.0%
Rest of County	3.0%	2.3%	1.9%	2.8%
County of Hawai'i	4.7%	3.3%	2.2%	3.3%

Source: U.S. Census Bureau, Decennial Census for 1970-2000; Census Bureau American Community Survey for averaged 2005-09 data. For estimating percentage increase from 2000, a seven-year period was assumed.

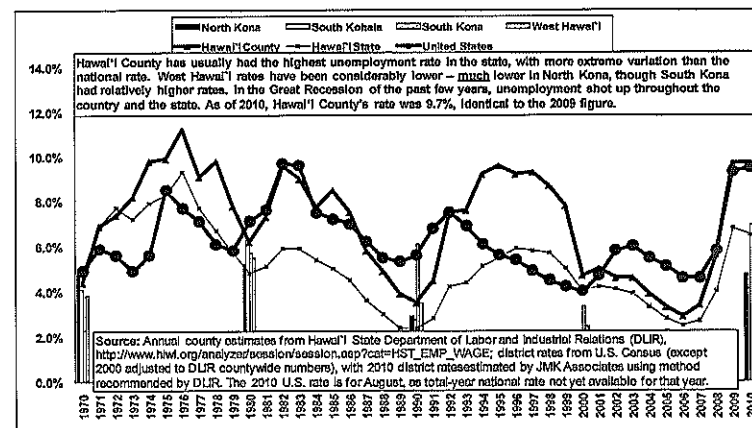
A key social characteristic of Hawai'i Island's workforce has been its high female civilian labor force participation rate (CLFPR – the percentage of the population aged 16+ actually in the CLF). Both male and female CLFPR have been much higher in West Hawai'i than the rest of the county, with no appreciable female differences between North Kona, South Kohala, and North Kona but higher male rates in South Kohala and lower in South Kona (Table 2.7).

Table 2.7 Civilian Labor Force Participation Rates (CLFPR), 2000 and 2005-09

	Hawai'i County	Rest of County	West Hawai'i	North Kona	South Kohala	South Kona
<b>2000 Census</b>						
Male CLFPR	64.7%	60.0%	73.7%	73.2%	76.3%	71.7%
Female CLFPR	58.7%	55.7%	64.7%	65.1%	65.2%	62.6%
<b>2005-09 ACS</b>						
Male CLFPR	68.6%	64.7%	75.4%	74.7%	81.4%	68.0%
Female CLFPR	60.9%	58.0%	66.0%	65.9%	65.1%	67.9%

Compared to other Hawai'i counties, Hawai'i Island has generally had a high unemployment rate, but current estimates indicate an atypically low one. Note, however, the great swings that have characterized the island's economic cycles over time, and the absence or delay of the historically "normal" increase in unemployment that might have seemed expectable for the first part of the last decade:

Figure 2.12 Unemployment Rates – U.S., County, and West Hawai'i, 1970 – 2010



Hawai'i County's 2009 unemployment rate was 9.7%, and was unchanged in 2010. Much of the preceding 2005-07 low unemployment had to do with a construction boom that has now become a construction bust. Though no recent Kona-specific data are available, it is likely that the unemployment rate there remains lower than the rest of the county, as it has in the past (Table 2.7).

## 2.5.2 Employment by Industry

As might be expected, Census data show residents of West Hawai'i were much more likely than those of East Hawai'i to be in the "Accommodation and Food Services" sector, less likely to work in Public Administration or Education. This was particularly true in South Kohala, while the South Kona pattern was more like that of East Hawai'i.

(Note: The averaged 2005-09 figures in Table 2.8 were little changed from the comparable percentages that could be calculated from the 2000 Census.)

Table 2.8 Distribution of Resident Workers by Industry, 2005-09 Average

	Hawai'i County	Rest of Hawai'i	West Hawai'i	North Kona	South Kohala	South Kona
Agriculture, forestry, fishing and hunting, and mining	4.3%	4.5%	3.9%	2.4%	4.0%	9.6%
Construction	11.4%	10.6%	12.7%	12.6%	12.1%	14.5%
Manufacturing	2.8%	2.8%	2.9%	2.7%	3.4%	3.0%
Wholesale trade	2.7%	3.6%	1.4%	1.6%	0.8%	1.6%
Retail trade	12.8%	12.3%	13.4%	15.5%	9.4%	12.2%
Transportation and warehousing, and utilities:	4.1%	4.1%	4.2%	4.5%	4.3%	2.5%
Information	1.3%	1.3%	1.1%	1.3%	1.0%	0.7%
Finance, insurance, real estate and rental and leasing	6.1%	5.0%	7.6%	8.8%	5.7%	6.0%
Professional, scientific, management, administrative, and waste management services:	8.6%	7.2%	10.7%	11.3%	10.1%	9.8%
Educational services	9.9%	12.6%	6.0%	4.8%	7.6%	7.9%
Health care and social assistance	8.6%	10.5%	5.8%	6.1%	3.2%	9.7%
Arts, entertainment, and recreation	3.0%	2.9%	3.0%	2.8%	3.9%	2.0%
Accommodation and food services	14.7%	11.1%	20.0%	18.8%	28.2%	9.1%
Other services (except public administration)	4.5%	4.4%	4.7%	4.8%	4.2%	5.0%
Public administration	5.3%	7.0%	2.7%	2.0%	2.1%	6.5%

Source: American Community Survey, 2005-09 averaged figures.

(Green shading indicates relatively high numbers, and yellow, relatively low ones.)

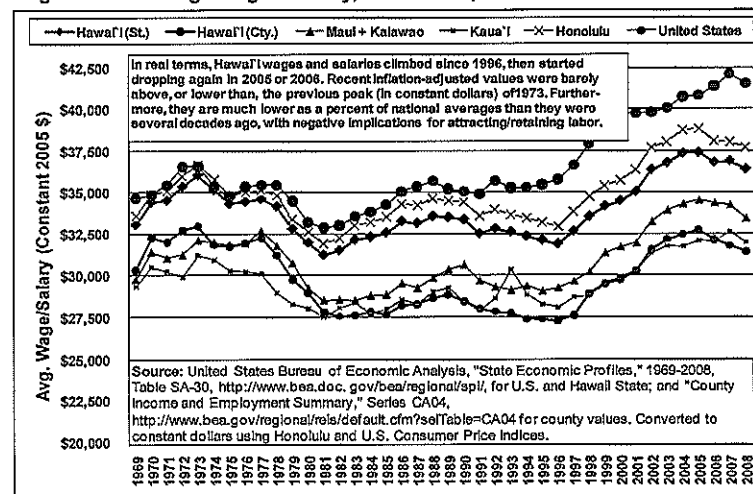
### 2.5.3 Wages and Income

Annual data about average individual wage and salary (as compared to aggregate measures such as "household income") comes from the U.S. Bureau of Economic Analysis, though it is for the county as a whole and not for individual areas such as West Hawai'i. Figure 2.13 on the following page shows that inflation-adjusted wages declined nationally and throughout Hawai'i as the country moved from an industrial to more of a service-based economy, hit a low point around 1980, then started rising again since 1996. However, housing-driven inflation slammed on the economic brakes and drove real earnings back down around 2005 or 2006. Furthermore, Hawai'i as a whole – and Kaua'i and Hawai'i Island in particular – have greatly and consistently lagged national averages for many years.

Within Hawai'i Island, a variety of indicators from the 2000 Census suggest higher incomes in the West Hawai'i study area than for the rest of the island. Both poverty and public assistance rates for the combined three West Hawai'i districts were about half that for the rest of the county. And aggregate median incomes were higher in 2000:

	Countywide	N. Kona	S. Kohala	S. Kona
Median family income:	\$46,480	\$51,525	\$56,905	\$48,989
Median household income:	\$39,805	\$47,610	\$51,379	\$42,058

Figure 2.13 Average Wage &amp; Salary, 1969 – 2008, U.S. Vs. Hawai'i and Counties



Aggregate measures such as family and household income can represent incomes from different numbers of household workers for different times and places. Table 2.9 on the following page shows that:

- Inflation-adjusted household income, especially at the county and North Kona levels, remained essentially stagnant from 1980 to 2000, then apparently increased somewhat in the later 2000s (though the ACS 2005-09 figures average income reported during both an economic boom and also the following Great Recession).
- However, the number of workers per household – perhaps contrary to general impressions, but in line with the aging of the population – actually decreased rather than increased in the same timeframe. (The number edged back up again in the late 2000s, though the averaged five-year timeframe makes that difficult to interpret.)
- Thus, at least through 2000, fewer workers per household were needed to bring in roughly the same household income, and so the "average" real wage – consistent with Figure 2.13 above – increased (particularly in West Hawai'i).

Income data are multi-faceted and complex. Other data could demonstrate that income inequality increased during the same period, and it is not certain that average or median increases were equally enjoyed by all segments of the society. Also, the economic changes since 2000 may have altered this picture. (As noted below, the Great Recession in the last few years appears to have driven down per-worker incomes.) But

the long-term picture is one of increasing real income since Hawaii's low point of 1980, and more so for West Hawaii than for the rest of the county.

**Table 2.9 Effect of Changing Number of Household Workers on Income**

	1980	1990	2000	2005-09
<b>A. Median Household Income (2009 Dollars) for Preceding Year</b>				
County of Hawai'i	\$52,558	\$53,109	\$52,839	\$55,645
North Kona	\$60,648	\$63,212	\$63,200	\$64,802
South Kohala	\$54,948	\$71,243	\$68,203	\$75,912
South Kona	\$50,159	\$55,934	\$55,830	\$58,849
<b>B. Employed Civilian Labor Force Per Household</b>				
County of Hawai'i	1.30	1.31	1.23	1.31
North Kona	1.50	1.46	1.41	1.41
South Kohala	1.33	1.53	1.43	1.51
South Kona	1.44	1.46	1.35	1.41
<b>C. Median Household Income Divided by Employed Civilian Labor Force Per Household (A divided by B), 2009 Dollars</b>				
County of Hawai'i	\$40,279	\$40,516	\$43,088	\$42,394
North Kona	\$40,374	\$43,218	\$44,869	\$46,122
South Kohala	\$41,197	\$46,450	\$47,786	\$50,272
South Kona	\$34,915	\$38,299	\$41,243	\$41,717

Source: U.S. Census Bureau, 1980 - 2000 Summary File 3; American Community Survey 2005-09 averaged data. Divisions and inflation adjustments (using Honolulu Consumer Price Index) by John M. Knox & Associates, Inc.

## 2.5.4 Employment Forecasts

The previously mentioned DBEDT forecasts anticipate roughly 96,000 people employed islandwide in 2020 and 124,000 in 2035 (up from 69,000 in 2005 – roughly an 80% increase from 2005 to 2035). Based on trends over the past decades, it may be assumed that most of these additional jobs will be located in West Hawai'i, though housing issues make it less certain that the additional workers will live there.

The *County of Hawai'i General Plan's* three different forecast series for 2020 range from 103,500 to 117,500 jobs (which is different from "people employed" due to factors such as multiple job-holding, part-time vs. full-time employment, etc.).

From a 2005 base of 69,000 jobs, the County's projection for job growth is greater than the State's. County numbers equate to anywhere from 50% growth (for Series A) to 70% growth (for Series C) in just 20 years while the State projects just under 40%. However, the County document remains silent on the geographical distribution of the projected heavy job growth.

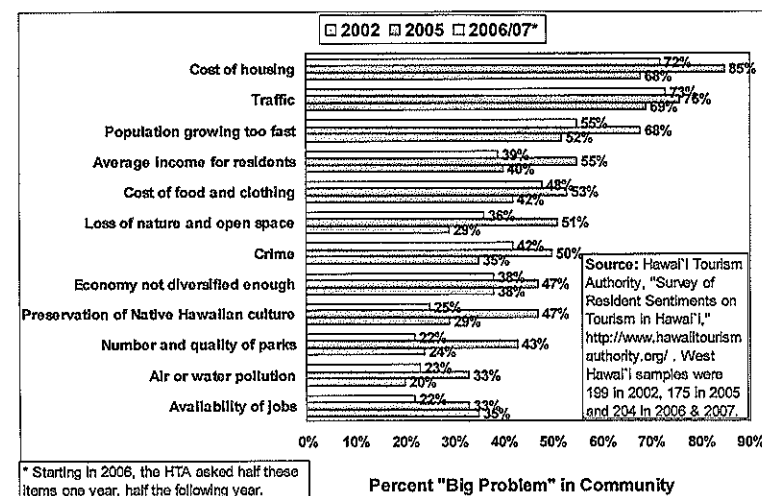
## 2.6 General Community Issues and Attitudes

In addition to stakeholder interviews described in following sections, we here examine opinion survey evidence related to community issues.

In 2002, 2005, and a split 2006-07 survey, the Hawai'i Tourism Authority (HTA) included small "West Hawai'i"<sup>17</sup> samples in its statewide "Survey of Resident Sentiments on Tourism in Hawai'i." The survey began with a list of potential community problems – with no specified links to tourism.

Figure 2.14 indicates that *cost of housing* and *traffic* were the critical issues as of 2006-07, followed by *population growing too fast*. The figure also indicates that *availability of jobs* was the least important of the listed issues and that even its perceived importance had dropped off by 2006.

**Figure 2.14 West Hawai'i Resident Perceptions of Major Community Problems**



<sup>17</sup> "West Hawai'i" for this survey included a somewhat larger area than otherwise used for the current report – "Pa'a'aulo through the Kohalas, Konas, and Ka'u." It should also be noted that the list of community issues for the survey was restricted to particular concerns often associated with tourism. One issue of more general concern in rural Hawai'i – substance abuse – was not included on the list.

Note: The HTA did another resident survey in 2009, but did not break out West Hawai'i results.

### 3. COMMUNITY ISSUES AND PERCEIVED IMPACTS

This section focuses on results of community interviews. It covers the following topics:

- Purpose and methods;
- "Background" issues and concerns (context for project);
- General project – awareness and overall issues;
- Specific project elements – issues and concerns; and
- Perspective of adjacent National Historical Park.

#### 3.1 Purpose and Methods

**Purpose:** Social impacts involve values and perceptions. They also involve many concerns that cannot be "objectively" determined with certainty, because cause-effect relationships are not always easy to determine. Over the several decades that we have been doing this sort of work in Hawai'i, we have talked to social agency representatives who believe that social problems are due largely to rapid economic development... and to others who believe the exact same problems are due to lack of economic development. Both may be right. The point is that "experts" cannot always draw a clear and accurate conclusion. In the long run, social impacts may have to do not only with *whether* a project occurs, but with *how* it is carried out.

Therefore, an important part of social impact assessment involves interviewing knowledgeable community leaders and observers – "stakeholders" from a wide spectrum of beliefs and interests. The results are not like the survey percentages reported at the end of the foregoing section, because interviewees were deliberately rather than randomly selected. There is therefore no way to know if the opinions expressed by our interviewees are representative of the population or not.

However, the community interview method complements survey results by:

- (1) Allowing for a much more in-depth discussion; and
- (2) Focusing on specifically affected groups – such as nearby residents, business owners, or local political leaders – who could be greatly under-represented in a typical telephone survey.

Ultimately, the purpose of these interviews is to disclose social issues and concerns. (The term "social" is used broadly here, since many interviewees find it difficult and irrelevant to make fine distinctions among social, environmental, economic, and other issues.) When possible, we will also make analytic comments and offer suggestions for mitigations and enhancements.

**Methods:** A total of 24 interviews (with 29 individuals as some interview sessions comprised of more than one interviewee) were conducted for this Social Impact Assessment. All interviews were conducted from November 2010 through March 2011, by face-to-face meetings (the majority), and via telephone. Interviewees were assured that:

- All discussions were confidential – we would list names but not quote anyone by name.
- Information about community affiliations would be reproduced only to show the range of interests represented and why these people were selected. **No interviewee was speaking on behalf of any organization listed in Table 3.1.**

Although discussions could be free-flowing and did not necessarily follow a script, we developed an interview guide (Appendix A) along with a then-current Project Description (Appendix B) that contained three broad types of questions:

1. Background issues affecting West Hawai'i, independent of the project;
2. Overall issues specific to the project; and
3. Specific issues related to project elements, focusing on these main project components: hospital; adherence to the Kona Community Development Plan; project phasing; residential component; roads and infrastructure; commercial, retail and high tech elements; schools; and trails, park space and open area.

Table 3.1 List of Community Interviewees

Name	Title, Affiliation
Kathy Billings*	Park Superintendent, Kaloko-Honokohau and Pu'uuhonua O Honaunau National Historical Parks, National Park Service
Aric Arakaki	Superintendent, Ala Kahakai National Historic Trail, National Park Service
Salilo Boovers	NPS Marine Ecologist and Chief of Resources, National Park Service
Rick Gmirkin	Community Archaeologist, Ala Kahakai National Historic Trail, National Park Service
Fred Keakaalani Cachola	President, Makani Hou; Chairman Nā Kōkua
Denny Coffman	Representative, House of Representatives, 6th District
Laura Dierenfield	Executive Director, People's Advocacy for Trails Hawai'i (PATH)
Bob Ward	Board Vice President, People's Advocacy for Trails Hawai'i (PATH); Member, Kona CDP Action Committee
Fritz Harris Glade	Member, Kona CDP Action Committee; Former Vice Chair, Kailua Village Design Commission; Board Member, Kailua Village Business Improvement District
Glennon Gingo	Agent/Broker, Hawai'i & Pacific Commercial Properties; Director of Manta Pacific Research Foundation
Kelly Greenwell	Hawai'i County Council District 8
Marni Herkes	Vice President of Public Affairs, Kona Outdoor Circle
Jacqui Hoover	Executive Director and CEO, Hawai'i Island Economic Development Board; President, Hawai'i Leeward Planning Conference

Name	Title, Affiliation
Paul Horner	General Manager, Keauhou Beach Hotel
Bo Kahui	Executive Director, La'opua 2020
Irving Kawashima*	Section Manager, Hawai'i Nā Ala Hele, Department of Land and Natural Resources
<i>Clement Chang</i>	Access Specialist, Hawai'i Nā Ala Hele, Department of Land and Natural Resources
Vivian Landrum	President, CEO, Kona Kohala Chamber of Commerce
Gretchen Lawson	Member, Kona CDP Steering Committee; President and CEO, The Arc of Kona
Elizabeth Lee	Kona Community lineal descendant, Kūpuna
Reggie Lee	Hui O Na Kūpuna
Susan Maddox	Interim Executive Director, Kona Neighborhood Place; Executive Director, Friends of the Future
Ken Melrose	Chairman, Kona CDP Action Committee; Senior Project Manager, Pa'ahana Enterprises LLC.
Ken Obenski	Acting Chair, Kona Traffic Safety Committee
Rob Pacheco	CEO, Hawai'i Forest and Trails; Board Member, Board of Land & Natural Resources; Board, Hawai'i Island Visitors Bureau; President TREE Hawai'i
Aaron Stene	The Kona Blog
Phil Tinguely	President, Tinguely Development, Inc.
Curtis Tyler	Property Manager, Small Business Owner; Former Councilman
Rodney Watanabe	Executive Vice President, Member Services, Hawai'i Community Federal Credit Union

\* Note: These interviews were conducted as a group, with person(s) whose name(s) is/are italicized below.

Although we have done West Hawai'i community interviews only occasionally over time, we have noted increased difficulty in getting participation there – either non-responses or refusals – particularly on the part of environmentally-oriented interest groups. Among those who declined, a common theme was *suspicion of developer representatives* (in general, not Stanford Carr in particular) and concern that any comments they made would be ignored and/or misrepresented as indicating some type of endorsement. Here are some examples from people who asked that their names not be included:

*Mahalo for the email. As a rule, I don't take part in developers' interviews, as it has lead to nothing but misrepresentation by those community members and groups who have taken part in them. Unfortunately, it seems that these types of interviews are used to make a project look good, rather than truly improve the project.*

*If Stanford Carr presents an environmentally- and culturally-sensitive KCDP-conforming project (not just according to what the current County administration calls "conforming" but truly so), they'll have a better chance of a glitch-free permitting process. If the project abuses the land, the laws, or the Kona community, it won't be so easy.*

*My experience in meeting with developer representatives is that my concerns are not properly addressed even while I'm listed as having been consulted. I will submit written comments once you have issued your EISP.*

### 3.2 Background Community Issues and Concerns

Most of our interviews began with general questions intended to shed light on values and background issues, independent of the project – both positive aspects and problematic issues about West Hawai'i in general. The themes outlined in Table 3.2 represent issues and concerns most frequently mentioned during our interviews.

Table 3.2 Current Issues on People's Minds about Kona in General

Current Issues and Concerns
<b>Health Care and Education Issues</b>
Lack of good health care, facilities, and caregivers
Lack of education opportunities for local residents
<b>Current Economic Issues</b>
Lack of jobs and good paying jobs, and imbalance between where jobs are located and the location of housing for the workforce
High cost of living
Economic vitality: dependence on imports, lack of new money coming in, need sustainable economic growth, not only short term
Ranching and cattle raising facing strong challenges
<b>Community and Effects of Rapid Growth Issues</b>
Managing growth: sustainability vs. growth conflict, speed of development
Influx of outsiders who may not understand local lifestyle promoting "land for profit" as opposed to "land for living"
Crime and drugs
<b>Housing Issues</b>
Not enough affordable housing
<b>Access and Infrastructure Issues</b>
Harbor is old, county infrastructure is aging (sewer specifically)
Queen Ka'ahumanu Highway widening issues: access
Traffic
<b>Political Issues</b>
Perverse incentive: Hilo benefits from tax revenues generated by developments in Kona, but Kona suffers from the resulting traffic and socio-economic impacts
Inefficient planning: Projects approved out of Hilo, no infrastructure to support projects, no following through on conditions
Too many land use conversions (conservation and agricultural to urban land uses)
Lack of good political leadership
Population growth: demographics incoming vs. demographics being planned for
Polarization in planning issues
<b>Environmental Issues</b>
Vog and threat of volcanic activity – worries about permanent impacts on quality of life, housing value
Increasing negative impacts to the natural environment, coastal areas and cultural resources
Lack of open space

**Health Care and Education Issues:** Interviewees often mentioned concerns about health care and education in Kona – including lack of access to medical facilities, reportedly leading to people having to be evacuated to Honolulu for treatment, insufficient staff, lack of good doctors, nurses and health care specialists, and inadequate facilities. A few people said the hospital has been having funding problems, which has made it difficult to keep doctors, specialists and nurses in Kona.

**Current Economic Issues:** The entire nation has been having difficult economic times, and Kona is not immune. Issues associated with the impacts of the national economic crisis include a lack of new money coming in, local businesses suffering (even affecting the success of longtime industries ranching and cattle raising), higher cost of living, lack of local jobs (and good paying jobs), and lack of adequate housing for workers, especially low-income ones. Residents also reported a perceived imbalance between where jobs are located and the location of "affordable" housing for the local workforce.

**Community and Effects of Rapid Growth Issues:** Interviewees expressed concern about the rapid growth occurring in Kona, and the difficulties associated with managing this growth. The speed of development, as well as population growth, were both viewed with apprehension. The ongoing influx of people and rapid development were seen as leading to cultural, social, and environmental problems. Some people said newer residents may not understand local lifestyle and have more of a "land for profit" as opposed to "land for living" mentality. Increased crime and drug use were also reported as concerns attributed to rapid growth (though it should be noted that we also often encounter the same issues in rural areas with stagnant economies).

**Housing Issues:** Lack of housing options for the local workforce is a great concern for the people in Kona. Interviewees, on the whole, all said they concurred that there is just not enough affordable housing options for the Kona workforce, and that what is being planned in the region often does not seem to meet that demand, but rather caters to off-islanders – vacation and/or retirement homes for the affluent.

**Access and Infrastructure Issues:** According to interviewees, access and infrastructure issues are a significant concern in Kona. Interviewees remarked that the Kona Harbor is old, that county infrastructure is aging (sewers specifically), and that access and traffic are an escalating issue in Kona. There have also been many problems with the Queen Ka'ahumanu Highway widening project.

**Political Issues:** A decades-old issue involves the fact that West Hawai'i is the County's prime source of growth in tax revenues, but planning and infrastructure decisions are made in the East Hawai'i county seat (Hilo). Interviewees said they perceived a perverse incentive in the fact that Hilo benefits from developments in Kona, but Kona suffers from the resulting traffic and socio-economic impacts of these approvals. They saw this as inefficient planning, as planning projects are approved with no adequate infrastructure to support projects, from a remote place that won't feel the consequences of failing to plan properly.

Lack of good political leadership was also seen as the root cause for perceived frequent conversion of land uses (conservation and agricultural to urban land uses), and developments being allowed to move forward, with no follow-through on conditions.

**Environmental Issues:** Although vog and volcanic activities were of some concern to interviewees, threats to the environment – as opposed to threats from the environment – was at the forefront of interviewee concerns. People said they were seriously concerned about increasing negative impacts to the local natural environment, coastal areas and cultural resources due to development and population growth.

### 3.3 Overall Project – Awareness and General Issues

#### 3.3.1 Level of Awareness of Project

Interviewees were asked whether or not they had heard about the Kaloko Makai proposal prior to our contacting them, as well as their perceptions as to whether this project was well known in the community.

*Interviewees, on the whole, seemed to be aware of the proposed Project at Kaloko Makai, though they were not always aware of all details. Since this Project has been "in the works" for quite some time, it did not come as a surprise to most interviewees – who, as community leaders, tend to track development proposals more closely. However, most interviewees said they thought the project is **not yet well known to the majority of Kona residents.***

*"There's awareness, but I don't think people understand scope of it."*

*"No doubt, the project is known to county and land-use planners, but probably less known by the general public."*

#### 3.3.2 Image of Developer

We also inquired about whether the Stanford Carr Development company is well known in the Kona community, and if it has a particular image (positive, negative or neutral). **Most interviewees reported a neutral to positive image** – focused more on Mr. Carr himself than on the company as a whole – although a few people mentioned concerns over the suspended work at Kaloko Heights and reported unresolved business issues with a local contractor.

Especially because Kaloko Heights and other area developments have come to a stop, there was also some degree of surprise as to the developer's confidence about proposing such a large development in this economy.

*"What concerns me is the fact that they are wanting to get this huge project started. So many projects have been stalled since the recession and are not completed from the recession of the early 90's. Lots of completed places have not even sold yet."*

There was also some sense that *Stanford Carr, as a "local" (Hawai'i-born) developer, could be perceived more favorably than other developers.* For some, this increased expectations for the Kaloko Makai project.

*"Stanford Carr is uniquely positioned to set the bar for Kona in terms of livability, because a project of this magnitude would draw lots of attention."*

### 3.3.3 Issues about the Project in General

Interviewees were asked what they saw as both the most positive and also the most problematic things about the Kaloko Makai Project. Interviewees were excited, or at least cautiously optimistic, about many of the proposal's specific components. **Most interviewees spoke to possible changes to the current proposal, instead of discounting or rejecting the entire plan.** That is, they did not simply take a stand for or against the Project, but offered meaningful insight into how some of its components could be adjusted or changed to make it fit into the area, or be more suitable to area residents.

Table 3.3 on the following page summarizes overall issues. Most comments about the project (both positive and negative) had to do with overall growth in Kona; potential economic benefits of the project and planned infrastructure; the provision of green spaces and trails; the project's placement within Kona and particular component placement; and the proposed hospital, schools, mixed housing and affordable homes.

#### Growth in Kona

The most frequent and the most critical issues involved **perceptions about the project's scale (5,000 units)**, and about its **conformity to the Kona CDP**. A majority of people interviewed were aware – and appreciated – that the Project is located within the Kona CDP designated growth corridor. This growth corridor was determined in the plan as an appropriate central location for future development, and most interviewees agreed growth in Kona should be directed toward the general project area, where industrial areas and roads have already been built and planned. While there is still fear that growth may lead to loss of unique community character, most recognized that Kona was going to continue to grow and that planning for this growth through the CDP makes sense.

Some interviewees were in fact pleased by the thought of a large development occurring at Kaloko Makai. However, apprehension over the Project's size was very often mentioned during our interviews, and was clearly the single greatest concern. Many people found this development proposal to be "too large" especially because of multiple developments concurrently proposed in the area. Even though people intellectually recognized that the proposal envisions a 30-year buildout, the visceral impact of "5,000 units" was difficult for many people to absorb.

Table 3.3 Summary of Broader Issues Related to Project

Project Specific Benefits and Concerns		
Theme	Potentially Positive Aspects	Potentially Negative Aspects
Growth in Kona	<ul style="list-style-type: none"> <li>Project is located within the Kona CDP designated growth corridor</li> </ul>	<ul style="list-style-type: none"> <li>Apprehension over the Project's size</li> <li>Needs to adhere to Kona CDP guidelines</li> <li>Quick growth now occurring in Kona, leading to a sense of loss of what makes the area unique</li> <li>Community would like to have some (more) input in terms of planning</li> <li>Project name could be misleading (keep traditional name of the place)</li> </ul>
Economic Benefits and Planned Infrastructure	<ul style="list-style-type: none"> <li>More jobs, an increased tax base, and the improvements to the local infrastructure and local facilities</li> <li>Planned Infrastructure</li> <li>More connection with existing and/or planned area developments</li> <li>Long phasing period, gradual development</li> <li>Increased road connectivity and the building of the Mid Level Road, and the provision of more roads</li> </ul>	<ul style="list-style-type: none"> <li>Plan will need to provide some evidence of concurrency</li> </ul>
Green Spaces and Trails	<ul style="list-style-type: none"> <li>Provision of open space, dryland forest, trail system, and parks</li> </ul>	<ul style="list-style-type: none"> <li>Roads proposed as part of this Project may be cutting across ancient trail segments</li> <li>Need to identify the historic trail alignment on the ground</li> </ul>
Project Location	<ul style="list-style-type: none"> <li>Well positioned to earn community acceptance because of its placement mauka of the Queen Ka'ahumanu Highway</li> </ul>	<ul style="list-style-type: none"> <li>Concerns about some of the plan's components, in regards to their proximity and potential impact to near shore waters and resources</li> </ul>
Hospital, Schools, and Housing	<ul style="list-style-type: none"> <li>Community members appreciate the idea of more medical facilities projected in the area</li> <li>Potential impacts medical waste could have on the environment</li> <li>Schools will be needed</li> <li>There is a great need for housing in Kona; project can help address need</li> </ul>	<ul style="list-style-type: none"> <li>Proposal for placement of a hospital may allow for developing higher densities now, but it may take some time for a hospital to be built, if at all</li> <li>The location at Kaloko Makai is not right; should be in the Waikoloa region</li> <li>Who is going to pay schools to be built in this economy?</li> <li>Fear homes will be at a price point not accessible to the people who live and work here</li> </ul>

According to the Project EISPN, "concepts such as *smart growth* and *sustainability* were incorporated into the Project plan, focusing on community quality of life." However, a handful of people still felt the proposed Project "needs to adhere [more] to Kona CDP guidelines and intended principles of "smart growth." These people said that they wished the Project attempted to present a better Transit-Oriented Development (TOD)



concept and incorporate even more smart growth principles such as those outlined in the Kona CDP Village Design Guidelines.<sup>18</sup>

While many interviewees agreed with the Kona CDP that development in this area would make the highest and best use of Kaloko Makai lands, there were some who said they still did not want to see any change to Conservation or Agricultural designations.<sup>19</sup>

Some community members said they hope to have more input to project planning. One person said the traditional name of the place should be preserved. According to this person, in ancient times the area was actually referred to as Kaloko Waena (center-middle) and not Makai, which would have actually been the name of the area near the shoreline. A few others simply said that use of the name "Makai" could cause opposition from people who would assume it is located on the ocean side of the highway – an area where there is much stronger opposition to any further development.

#### Economic Benefits and Planned Infrastructure

Most could see the potential economic benefits which will ensue from such a development in the area, including the possibility of **more jobs, an increased tax base, and the improvements to the local infrastructure and local facilities**. For some people, the "up" side of the project's size included the idea of construction jobs extending over three decades. People especially liked the idea of planned infrastructure in the area. They talked about the longstanding need in Kona for more road connection with existing and/or planned area developments, as well as better communication between area landowners about infrastructure planning in general.

Although many appreciated the long phasing period, gradual development proposed at Kaloko Makai, some thought that the phasing not well described in the proposal. These people suggested the Plan will need to provide **more evidence of concurrency** between the provision of infrastructure and developments (such as housing etc). Many also suggested timing for construction would be critical, in order to avoid adding to the area's already large traffic problem.

**Increased road connectivity and the building of the Mid-Level Road** roused particular interest from interviewees. Issues and opportunities relating to roads and infrastructure will be explored in more detail in Section 3.4.5, when we discuss particular project components. However, the provision of more roads is seen as a major advantage for this Project:

<sup>18</sup> According to the Kona CDP: "These guidelines were adopted as one of the instruments of implementation of the Kona Community Development Plan (KCDP) to provide standards of development for Traditional Neighborhood Design (TND) and Transit-Oriented Design (TOD) villages. This is a form-based code, meaning it envisions and encourages a certain physical outcome at the community, BLOCK, or building level. This form is compact, walkable, and mixed-use, and is meant to be comfortable, safe, and ecologically sustainable." (Wilson Okamoto, 2008)

<sup>19</sup> According to the Project EISPN, the Project will need a State Land Use District Boundary Amendment to reclassify approximately 952 acres from Conservation and Agricultural Districts to the Urban District.

*"Overall, it's pretty good! Now that I'm looking at it, the Kamanu extension might create connectivity all the way through to Wal-Mart and Henry St. That would provide an alternate route to all those big box stores!"*

Although more jobs were mentioned as a favorable consequence of this project, a few people said they worried about these jobs actually being offered to the local Kona workforce. They suggested that developments typically bring in outside workers.

#### Green Spaces and Trails

The Project's provision of **open space, dryland forest, a trail system, and parks were among the proposal's most attractive features**. Community members, especially longtime residents, appreciated the Project's intent to preserve access for recreational and/or cultural practices, and acknowledge the presence of an ancient historic trail through the property. However, some pointed out that many roads proposed as part of this Project may end up cutting across ancient trail segments, and there was some concern about the need to identify the historic Trail to the Sea's actual alignment on the ground, in order to prevent building on or destroying portions of it. Section 3.4.8 will examine the Project's Trails, Parks, and Open Space component in further detail.

#### Project Location

Many interviewees suggested this development is well positioned to win community acceptance because of its placement mauka of the Queen Ka'ahumanu Highway. However, some had concerns about the project's relative proximity to, and potential environmental impact on, near shore waters and resources. Specifically, there were issues regarding the placement of the waste water treatment plant (WWTP), the light industrial uses, the large amount of impervious surfaces, and suggested dry wells. The concerns were how these would increase runoff and non-point source pollution, potentially harming underground water sources or the nearby National Park's Kaloko Pond. The Project EISPN states that the EIS will include both a Ground Water and Marine Water Quality Assessment to address how to mitigate these concerns.

#### Hospital, Schools, and Housing

These project components will be considered at greater length below in Sections 3.4.3, 3.4.7 and 3.4.1 respectively. The following few paragraphs provide an overview.

For the hospital, there were both positive reactions and also concerns over placement and over other proposed medical sites for the area. The project's EISPN states: *"The proposed project is [currently] identified as a Neighborhood Transit Oriented Development (TOD) in the Kona Community Development Plan. Kaloko Makai will be setting aside land for development of an urgent care medical facility, as well as land for a future hospital. A hospital developer/operator is being pursued. When a hospital commits to locating a hospital at Kaloko Makai, the TOD will automatically be designated as a Regional Center TOD. Therefore, Kaloko Makai is being conceptually designed on the assumption that Kaloko Makai will be a Regional TOD."*

A Regional Center could have a much larger land area and higher densities. The Kona CDP now targets four Regional Centers for the area from Keauhou to Keāhole; with the hospital, Kaioko Makai would become a fifth.<sup>20</sup> While community members seemed to appreciate the idea of more medical facilities projected in the area, some saw this proposal to build a hospital as a "poor attempt" at getting higher densities on the proposed parcel; these people felt that authorizing higher densities would result in instant benefits for the developer, while the community benefit of a hospital may be delivered much later, or perhaps never actually materialize at all. Additionally, a few people had concerns about the potential environmental impacts of medical waste could have on the environment, and one or two – definitely a minority among the interviewees – thought the Waikoloa region would be a better site.

The planned provision of three school sites seemed to please most people. However, the question of "who is going to pay for actual construction?" often came up. Finally – although everybody we interviewed said they perceived a great need for housing in Kona and were happy to see more housing being planned – many or most had a hard time trusting that Kaloko Makai would actually be priced at levels affordable for the Kona workforce.

### 3.4 Discussion About Specific Project Components

After having identified broad areas of concern in West Hawai'i, and general impressions about the Project in general, interviewees were asked about their thoughts about specific project components – specifically, these eight main project components:

1. Residential Housing
2. Phasing
3. Hospital
4. Transit-Oriented Development under the Kona Community Development Plan
5. Roads and Utility Infrastructure
6. Retail, Commercial, and High-Tech Business Development
7. Schools
8. Trails, Parks, and Open Space

Issues relating to housing, namely Kona's current need for more affordable housing, as well as project phasing were particularly important to these interviewees. Project phasing issues in regards to the housing, infrastructure and industrial-commercial components, as well as the plans for the Mid-Level Road were also "hot button" topics. Therefore, these topics will be covered first. (It should, however, be noted that proper alignment and protection of the trail is also very important to certain groups.)

<sup>20</sup> Pages 4-128 and 4-129 of the Kona CDP have language about hospitals and Regional status: "To encourage the private sector to negotiate a site for the hospital, the TOD in which the hospital decides to locate within shall be automatically designated a Regional Center TOD if the Official Kona Land Use Map has designated it as a Neighborhood TOD. As a Regional Center TOD, there would be incentives for medical offices and other hospital-related businesses to develop in the vicinity"

### 3.4.1 Residential Housing

Interviewees were asked if there really is a need for housing among the existing workforce in Kona – and, if so, what type of housing was needed, and what they thought would determine whether this project does a good job of meeting this need.

They were then asked whether they thought the affordable housing approach presented in this proposal seemed like a good approach and if they perceived it as any better or worse than other developers' approaches to affordable housing. We also asked them what their ideas would be about a better way to mix affordable units into an overall development – mix them up with the market rate units, or have some concentrated pockets. Interviewees had strong opinions to share about affordable housing.

#### Residential Housing Need in Kona

The largest portion of the Project involves the construction of 5,000 new single- and multi-family residential units at low- and medium-densities over about 30 years, with an "affordable" component set at 20% of units (about 1,000), targeting residents with income levels between 60%-140% of area median income.

The EISPN states that the Project is a response to a need for more housing for Kona workers. Higher-density housing will presumably be more affordable. The Kona CDP permits higher densities for TODs, and Kaloko Makai is one of the first developments proposed that would follow these provisions.

As previously noted, there was **substantial agreement that housing is needed (in the future if not immediately), but there were also substantial concerns about the size of the Project**. For many, there was a fear that this project could end up another sprawling subdivision, with too many units that would inevitably add to traffic.

However, some local residents emphasized the positive opportunities in the Project:

*"It's a large project in a good location. That land is marginal and not good for agriculture. Its highest and best use is for development."*

*"If this is built, you'll put people to work and they'll have some stability. Construction workers have been testifying for several developments these days."*

*"While government has taken on the job of building housing in some areas, history tells us that the housing problem is probably best solved by the private sector."*

Some people did not think this much housing (5,000 units) is needed in Kona. First, a number of people pointed to current recession impacts on the housing market – substantial vacancies in (i.e., lack of demand for) existing new housing projects. While many interviewees assumed Kona's growth will resume as the economy recovers, some

interviewees worried that a mix of structural economic changes and persisting air quality problems could put a permanent crimp in Kona tourism and housing values.

Second, some suggested that developers keep planning and building for an upscale (often second-home) market that is no longer investing in the region. Despite the project's stated intent to market the project to the local workforce rather than affluent off-islanders, there was suspicion among some interviewees the project would not actually respond to the needs of the local population. There was also a certain level of skepticism about what the demand will actually be in 30 years.

*"The need is first for jobs. As far as housing, we have quite a few rentals. But if you don't have a job or any stability, you're not going to buy a house."*

*"There's a need first and foremost for affordable rentals. That word 'affordable' needs a specific definition. I can't remember the last time I saw a house here in Kona for \$152K."*

*"Demand is not really the concern. The concern is with affordable. What does affordable mean for the developer? We need to be able to afford it if it is affordable housing. I understand that the developer needs to make money. If the developer simply sells units at a discounted price, it doesn't mean that they will sell for that in the future."*

*"There is so much on the market now. The market is still flooded with bank-owned properties, so right now it's challenging."*

*"A more important conversation is the need for basic infrastructure. It's not fair to say 'people are screaming for affordable housing,' and using that as a reason to ignore basic infrastructure. And we're in a dry place – we must confront whether we have enough water to support that level of growth. For housing, everybody needs a hook-up!"*

Regarding project design, a few interviewees felt the conceptual plan failed to convey a sense of community, and the relationships of the lots within the plan could be improved to increase connectivity.

#### Affordable Housing Component

**Definition of "Affordable:"** Almost every single interviewee told us that *affordable homes*, as defined by the US Department of Housing and Urban Development (HUD) and what is currently affordable to people living and working in Kona are two different things. Whether or not this project offers "affordable" homes, the consensus among interviewees was that the **lowest-income groups cannot meet HUD's "affordable housing" criteria**. Several people noted that **longtime "local" area residents (such as Native Hawaiians) were particularly affected by this issue**.

*"Really, affordable here is \$140,000 and below."*

*"Affordable housing includes people who make more than 140% of median income. What they are providing is housing for the middle class, not working local people."*

*"The people I deal with are often Hawaiian or Filipino trying to support large families on hotel worker salaries. The system effectively shuts them out."*

**This theme was so strong and frequent that a chapter within Volume 2 ("Housing Issues") examines available Census data to determine the extent to which there are actually inequities built into the HUD and County guidelines for eligibility for "affordable" housing.**

Many interviewees liked the idea of a varied mix of housing being offered by the private sector at market-driven prices. But others wanted this project – or any project – to provide an even larger share of affordable homes.

*"We need all types, not necessarily MacMansions, but all socio-economic groups, including the elderly or others on fixed income. The Project's affordable housing approach seems reasonable; I think one of the things I like is that it's private-sector, market driven. So it is not just trying to do subsidized housing and make the numbers work."*

*"They offer 20% here, but other developments have represented higher."*

*"The newer trend is to think in terms of affordable 'community,' not just affordable 'housing.' The true cost includes getting to places to shop, work, education, not just the cost of the house alone."*

**Concentration of Affordable Component:** The Project EISPN specifies that the affordable housing component will be provided (in accordance with County rules) and that the mix will be integrated into the master plan. In accordance with this, most interviewees strongly felt it would be **better to disperse than to isolate lower-income housing**.

*"Much better to sprinkle the affordable units – no ghettos!"*

*"Segregating people in an 'affordable' housing area, away from the higher-end homes, doesn't necessarily build good communities."*

#### **3.4.2 Phasing (Housing, Infrastructure, Industrial-Commercial)**

In order to elicit reaction to proposed phasing and timetables, we shared information about project phasing from the Kaloko Makai Environmental Impact Statement Preparation Notice (EISPN) prepared by the Wilson Okamoto Corporation in Sept. 2010.

Development of the project is anticipated to commence with the construction of infrastructure improvements to begin immediately following the necessary land use approvals and permits. The delivery of the first residential homes is scheduled for 2015. The project proposes to develop major infrastructure by 2025. Kaloko Makai will be implemented in three phases and completed in 2035. Construction of residential units will be on a phased basis according to market demand. (P. 2-9)

(It should be noted that developer plans for phasing continued to evolve during and after the interviews, and have become more specific.)

**Many viewed the project's phasing favorably**, and were content with the proposal to start the construction with infrastructure improvements. However, in regard to major infrastructure being provided in 20 years, many also said the community just can't wait that long.

*"The developer's need to phase the project according to market conditions is understandable from an economic perspective, but may be a very hard sell to a community that has heard so many promises and, often seen different results. SCD is already on hold with Kaloko Heights, and it is unknown when that important community infrastructure will be provided."*

There was also general **approval for the idea that industrial/commercial property on Queen Ka'ahumanu Highway should be the first project phase:**

*"You're building for a hoped-for market that won't evolve until new job opportunities are in place. So get that commercial stuff up and running first!"*

The long phasing (over 30 years), which could provide construction jobs for years to come, seemed favorable to many. However, based on experience from other projects, interviewees were **apprehensive about such a long project phasing approach**. They also had concerns about likely government conditions for the project – how, in their perception, these never seem to be timed and overseen adequately, and for which there has been no consistent follow-through. Some interviewees recommended certain conditions be imposed on particular phases.

*"They have to do it this way, and each condition should match: Conditions should be imposed in phases too, not only when project is finished."*

*"You see, there is a history here of people proposing thing and getting approvals for projects and they make promises that when they build this, they have to build this. But they end up dragging on and whatever they promised never ends up being built. They say 30 years – who knows what could happen over 30 years?"*

### 3.4.3 Hospital

Interviewees were asked whether they felt existing hospitals for West Hawai'i (the 94-bed Kona Community Hospital 11 miles south of the Project and the 50-bed, North Hawai'i Community Hospital in Waimea) were adequate to cover the growth from this

proposal and other projects in West Hawai'i. They were also asked whether the new regional hospital site proposed at Kaloko Makai seemed a good location.

### Need for a New Hospital in North Kona

In regards to the need for a hospital in the region, **most people felt the current facilities in the region are not adequate** to cover current and future demand. .

*"The South Kona hospital is only accessible by a private two-lane road. You can't expand the medical facility there with such inadequate road access."*

*"The availability of diverse medical services in West Hawai'i is problematic. There is a shortage of facilities and medical professionals. Some residents have moved away because of this and others, especially, seniors, may not want to move here because of these shortages. There is no question that additional hospital/medical facilities are needed in North Kona, especially in the project area, but it is not certain the State will approve a certificate of need. On the other hand, maybe a new private hospital is the answer."*

However many interviewees were aware of other proposals in the region for health care facilities. Some interviewees said there was competition for the "hospital spot" supported by the Kona CDP, because other area developers are planning to site a full service hospital within their developments as well. Others said smaller facilities, such as clinics, rather than full-service hospitals, are already being built/planned throughout the area. (It should be noted that smaller facilities would be unable to offer services that a full-service hospital would, such as specialty surgery and testing), and a few even felt Kona's medical needs might better be addressed by many smaller medical facilities rather than one large regional hospital.

Because of this perceived competition for medical sites, **many interviewees questioned whether the project's designation of a hospital was likely to become reality.**

*"Sure, we need more hospitals and if everything gets built that is planned, we are going to need it. But right now there are not enough homes to support it. These things take years, and cost too much money."*

*"Our current facilities are not adequate. But I recall at least five other major medical facilities proposed in this urban growth area. For some, land actually has already been acquired; others consistently displayed as likely, and working on agreements. This is not the only proposed site. Kaiser Permanente owns a site that is north of Kealahou Parkway, just mauka of Queen Ka'ahumanu. Pālama Nui has always proposed a medical campus, in the area of Ane Keohokalele and University Drive. The QLT long-range projection also shows one. La'opua 2020 is looking at potential partnerships on DHHL land. So there is quite a variety of possible places!"*

"Other sites have also been proposed. The word 'potential' is often used in regard to hospitals and schools and such."

"Based on the theory they'll find somebody, which they haven't been able to do in last 12 years at least, that means they're designing it on the anticipation of something that doesn't exist"

"At the time the Kona CDP was drafted, there didn't seem to be any viable hospital site. Since then, many have been suggested. The developer needs to be pretty confident the hospital would occur, because the situation has changed. And now it seems like more smaller facilities would be better than one large one hospital."

Some interviewees suggested other solutions to respond to the need for a hospital in the region. They offered a variety of ideas, including **a desire for the hospital to be more of an economic driver** than a medical amenity alone:

"I am thinking the hospital should be bigger, such as tying into a research facility. Maybe it should have some kind of specialty, like sports medicine. There are no orthopedic surgeons on this island, so maybe having a specialty like that could actually bring people to this island."

"If the hospital wants to be there, make it a research hospital, a component of some economic driver."

"We need a medical center, not just a hospital – i.e., offices and clinics. La'i'opua will have a West Hawai'i Community Health Center, which makes a nice synergy. And Kaiser is also moving out there somewhere."

Although the commitment of a hospital was generally well received by community members, **interviewees repeatedly asked whether Stanford Carr Development was committing a site, or whether it would actually build (or otherwise assure construction of) the medical facility itself.**<sup>21</sup> Some people were dubious that any new hospital anywhere in Kona will be feasible in the foreseeable future. Those people commented on the struggling economy and the lack of doctors, nurses, and staff for existing hospitals on the island, all of which they said pointed to problems that must be solved before a new hospital becomes feasible.

#### Hospital Location

Because of the population growth in North Kona, most interviewees liked the idea of a hospital sited farther north than the current one in South Kona. And most seemed to think **siting of a hospital in the Project area would be appropriate**, stating:

<sup>21</sup> However, Policy LU-2.6 of the Kona CDP says "public financing sources shall pay 100%" for costs associated with "Major proposed trunk transit route," among other development components.

"This location is good. It is close to the airport, close to schools, pretty centrally located, and fits into area that needs it."

"I don't think you could find a better location – very central. It covers the mauka area, too. I live on the upper road, and would be just 10 minutes down to this area. Same from Kailua, just 10 minutes. That's where most of the traffic is – to me it's the center."

One person suggested a hospital would make more sense sited more to the north, perhaps in Waikoloa, as Kona already has a hospital. A somewhat more frequent alternative was to locate a new hospital more makai and/or closer to Kailua town.

"I am happy it's included in this project, though a much better site would be down by the Civic Center, because that's where all the government services are concentrated. It is better if it's all centralized"

"My view is the hospital should be more focal to the evolving urban core of Kailua."

In regards to other concerns about the placement of a Regional Hospital at Kaloko Makai, we were told that this proposed **hospital site is too close to shoreline**, potentially causing issues with the management of waste and other harmful contaminants:

"My concern is the medical waste management issues – this hospital would be just a mile from the coast and upslope from the National Park. The EPA and the NPS both have growing concerns about emerging contaminants, pharmaceutical waste, and human waste near sensitive eco-systems."

(It should perhaps be noted, however, that most hospitals throughout the state are located within a mile of the coast.)

#### Timing

Finally, the lack of a specific timetable for the hospital phasing bothered several interviewees, as its provision was the core basis for the Regional TOD proposal:

"If the hospital were truly a core component and a realistic driver for change to the more dense Regional TOD, then one would expect that that core/focal element would be early in the project."

"I don't think the hospital can wait. We need it in the next five years. If you don't have an anchor like that, whoever comes up with the first hospital, that'll be it. If he's hanging his hat on this being the draw, he [Stanford Carr] needs to get it in place fast."

### 3.4.4 Transit-Oriented Development (TOD) Under the Kona CDP

We asked interviewees whether they were aware of the Kona Community Development Plan (CDP) and whether they were involved in the community outreach efforts that led to drafting of the plan. The great majority of interviewees were aware of the CDP, and many were involved in the efforts which led to it. Because of this, many were able to speak not only to the appropriateness of a TOD placement at Kaloko Makai, but also to whether or not they had concerns about whether the TOD would be a Neighborhood or Regional Center TOD with a hospital.

#### Placement of a TOD at Kaloko Makai

The Kona CDP designates Kaloko Makai as a Neighborhood TOD Center. This County document was enacted into law in 2008 after a series of community outreach efforts conducted over several years. Not surprisingly, most interviewees were aware not only of the plan, but also of the plan's vision for a TOD at Kaloko Makai, and there was **general concurrence the project location conformed to the CDP.**

*"Yes, it's a good place for a TOD. If I were a developer, I'd target that area. I've lived here long enough to know what would work and what doesn't. The closer you are to the Mid-Level Road, it is definitely more of an advantage. Again, this is a corridor to government services and traversing back and forth to the core areas of Kailua-Kona."*

*"Yes, it follows the documented vision."*

*"Yes, especially considering we already have two industrial parks near there. It's already slated for development, and it is mauka of the highway."*

#### TOD Becoming a Regional as Opposed to a Neighborhood Center

A Regional Center could have a much larger land area and higher densities than a Neighborhood TOD. The Kona CDP now targets four Regional Centers for the area from Keauhou to Keāhole. With the hospital, Kaloko Makai would become a fifth. Many interviewees had been and continue to be involved with the Kona CDP. Because of this, they often had strong feelings in regards to making modifications to the community plan.

**There was a particular split among interviewees about creating a fifth Regional TOD Center.** Many – including some people heavily involved in the Kona CDP process – said there are currently enough Regional Centers planned in the Kona region, stressing that the Plan's current four Regional Centers were originally chosen because of their location on existing or planned central intersections. Others said promoting higher densities in an already growing area (by supporting a Regional Center TOD) made a good deal of sense.

Table 3.4 summarizes interviewee thoughts and concerns about the Project's proposal to develop a Regional Center TOD at Kaloko Makai with a hospital site, in lieu of a Neighborhood Center, as was proposed in the Kona CDP:

Table 3.4 Regional or Neighborhood Center TOD

Designating Kaloko Makai as a Regional (Rather than Neighborhood) TOD Center	
Positive(s)	Negative(s)
A Regional TOD is good idea; TOD placement is appropriate, and Kaloko Makai is an ideal spot for a hospital	Hospital is not needed; need to commit access if offering hospital
Forward thinking: A TOD in this location follows the Kona CDP vision; a hospital is a plus and a good source of financial support; development of such a TOD could serve as model for other districts	There are enough Regional Centers; should instead provide higher residential density Neighborhood Centers
Larger Regional preferable to infuse money in the economy	Not originally designated as Regional TOD; there is no need for a regional TOD
Appropriate to have higher densities at Kaloko Makai	Want hospital but would rather keep neighborhood feel; smaller medical sites may make more sense
Project is already within a corridor to government services, in a central location already ready to be developed	There is a disconnect between this proposal and the intent of the KCDP; the placement of TOD should be on central intersections

It should be noted that the change from a Neighborhood Center TOD to a Regional Center TOD would not actually require a plan *amendment*. The plan states, "To encourage the private sector to negotiate a site for the hospital, the TOD in which the hospital decides to locate within shall be **automatically** designated a Regional Center TOD if the Official Kona Land Use Map has designated it as a Neighborhood TOD."<sup>22</sup> Still, some interviewees focused more on the importance of limiting the number of Regional TODs and the significance of placing Regional Center TOD's with an urban core situated along a main transportation artery, rather than this provision when objecting to a Regional Center TOD at Kaloko Makai.

However, we also heard positive comments about the desirability of a Regional Center TOD with a Hospital site at Kaloko Makai. Some people thought it made sense to have a Regional TOD because a hospital is greatly needed in the region, and because they saw Kaloko Makai as the best place to direct growth over the next decades. These people were often aware of – and agreed with – the idea that a hospital in North Kona is such a pressing need that the Kona CDP appropriately calls for the possibility of converting a Neighborhood TOD to a Regional TOD if a hospital is provided.

*"Kaloko Makai would be the logical and accessible place for West Hawai'i to grow into – it has been in development plans for a long time. I think it would be better to be Regional. The proximity to light industrial area at bottom, all the neighborhoods surrounding it – as a Regional Center, there will be better transportation nodes and freeways."*

*"I think it's necessary to think in future tense, the Regional is very important to me. Seeing what Kona has been and become, need to keep thinking about future."*

<sup>22</sup> Kona CDP, Pages 4-128 and 4-129, emphasis added.

### 3.4.5 Roads and Utility Infrastructure

After discussing the proposed segment for the long-planned Mid-Level Road, we asked interviewees if they had any questions or advice for the developer about the importance of getting it built. We then asked them if they saw any other opportunities for this project to help with solving traffic issues, either from the project itself or from general growth.

#### Proposed New Roads

Interviewees favored the early completion of Kamanu, Maiau and the Mid-Level Road, but also a connection at Hulikoa Street. According to virtually all interviewees, **the most critical aspect of the proposal has to do with the building of the Mid-Level Road (Ane Keohokalole Highway)**. The Mid-Level Road will help alleviate traffic as all travel won't have to occur only on Queen Ka'ahumanu Highway:

*"The key component is definitely the Mid Level Road. It would take traffic off of Queen Ka'ahumanu. Hina Lani already resolves some of the mauka-makai traffic challenge. So getting just the Mid-Level Road built, as well as providing a connection to Kaimikani Street, is a priority!"*

*"Making that happen is necessary for any development to work in this general area. It will help with transiting through the subdivision, getting to services, creating much better north-south flow etc. It is imperative for any of this to happen."*

*"The mid-level connection to Kaiminani is the big banana, the key, because it would connect to the college in one direction, and you'd also be able to go to civic center on Kealahou Parkway."*

*"The Mid Level Road is critical. This is an important project for a number of reasons – one of them is that construction jobs are badly needed. This project couldn't start fast enough for me!"*

Ane Keohokalole Highway, like all major arterials, is planned as a taxpayer-funded road built by government. The project's EISP states:

The Federal Highways Administration (FHWA), in cooperation with the State Department of Transportation and the County of Hawaii is proposing the Ane Keohokalole Highway (Mid-Level Road) from Palani Street to Hina Lani Street. The proposed roadway will provide a link, approximately 3 miles long, and is parallel to Queen Kaahumanu Highway. The proposed roadway would function as a major collector roadway and consist of four lanes of two-way vehicular traffic. [P. 3-26]

However, a few people we talked to felt strongly the **developer should bear the cost of its construction**. The reason for this assertion – which would obviously increase the price of housing if carried out – seemed to be rooted in both the community's historical distrust that government would provide needed infrastructure and also in the general

perception that developers have deep pockets and should be "giving back" more to the community.

*"SCD should cover the cost of the Ane Keohokalole Highway (Mid-Level Road) portion through its property. I don't see it in the plan, but, as previously noted, it is important to have this roadway segment completed. SCD should pay for this."*

*"It is absolutely critical that the Mid-Level Road be built now – The Recovery Act won't be there forever. As far as the intersecting roadway system is concerned, it should not be all that expensive if you do it at one time. I don't know how in the world to schedule something like that, because that means an awful lot of up-front money would be spent. However, this county's proportional share of stimulus money is around \$700M. They'll have to do more stimulus, and we have to be ready."*

*"There is a yin and yang to it. Doing that part of Mid-Level Road will help. But to afford to do that, they will have to build a lot more units. So we will get good with bad..."*

If this condition were actually imposed, it would of course increase the price of Kaloko Makai homes substantially – an issue that was little discussed by those who wanted "the developer" to bear the cost. However, many of those who advanced this idea did say they knew it would be expensive and may cause potential delays and/or stop this project altogether. According to one interviewee, the cost of building the Mid-Level Road may actually be unusually elevated:

*"The first section of the Mid-Level Road was built using federal funds and needed to meet federal standards. This drove the price way up. Design of the Kaloko Makai segment will have to be consistent with standards for what's been done, what's being done now."*

#### Road Re-Alignments

The current plan's **proposed alignment of the Mid-Level Road** seemed to raise some concerns with some interviewees. Others also expressed concerns about the changes made to the **Kamanu Street alignment** from what was discussed in the Kona CDP:

*"The alignment of Mid-level Road needs to follow the alignment shown on the CDP. Kamanu Street also needs to follow the preliminary design. The Hina Lani Intersection was built to increase the capacity of connectors."*

*"The original alignment of Kamanu Street was supposed to lead through the Kaloko industrial Park area directly south of the project, go around to the water tank and then through the industrial Park. The owner of the Industrial Park set aside land for that. He wouldn't be happy to have it veer away from his property"*

*like that. It wasn't decided if the road was going to connect with the industrial park in the middle, or at the top, but that guy will want his connection there."*

To address a better connection between industrial uses proposed as part of the project (to be addressed in more detail in the subsequent Section 3.4.6), someone suggested the realignment of Hina Lani Street through SCD as well:

*"I would suggest a change to the Hina Lani route as shown on the map in order to better facilitate the traffic flow on the collector and allow better integration into the light industrial area."*

#### **Phasing of Road Construction**

Kona's traffic problems – despite some alleviation from widening of Queen Ka'ahumanu Highway near Kailua – are so longstanding that many people assumed the congestion would continue whether or not the Project's projected roads are built. Some also **feared that any mis-phasing for road construction would aggravate the traffic situation:**

*"The biggest fear I have is Hina Lani being overtaxed, so phasing in would have to be done with other project roadways, to avoid putting all the pressure on Hina Lani. It's always a concern that infrastructure could get out of synch with actual population growth."*

*"People buying a new home may want to have services and infrastructure immediately after they purchase of a home. Timing is big part of it."*

*"In general, when you add 5,000 units, they all have to come out on either old Māmalahoa Highway or Queen Ka'ahumanu. Even with the Mid-Level Road, you'll have to get to one of those major highways. The project impacts are adding to, not resolving needs; the development will be constrained by what's on either end."*

#### **Other Infrastructure Issues**

Other concerns involved **water** (both additional in an area which is already experiencing shortages and the treatment of it), and non-point source pollution issues. Interviewees felt the Waste Water Treatment Plant would be a key benefit to the Project, but also felt **more in-depth planning (or more information) about water and wastewater is needed for a project this size.** It should be noted that an EIS would normally address most or all of these types of issues.

*"With so many impermeable surfaces in project, we feel there's not enough infrastructure to deal with the run-off. Dry wells are what's used in the county, and there have been no anti-pollution measures in the design of those dry wells."*

*"You can't just provide housing. Water will also be critical."*

*"I think that the placement of a WWTP is huge, that they're planning to include all that in project to mitigate impacts is really great."*

Finally, some people offered suggestions for improving the design of the proposal's services and infrastructure:

*"As a trail-oriented person, I'd just like to see special treatment for the place where trail crosses the road – safety features."*

*"I would like to see more design for multi-modal, shared use path for bikers, skaters, and all alternative non-motorized modes – such as open shoulders to provide transportation for more skilled cyclists."*

#### **3.4.6 Retail, Commercial and High-Tech Business Development**

Interviewees were asked for reaction to the proposed plans for about 120 acres of commercial space in various locations – of which the largest would be a business park off Queen Ka'ahumanu Highway that may potentially include scientific research & development facilities, plus some retail dispersed throughout. We asked if these proposed uses and locations seemed appropriate.

The proposed **location of most industrial uses along Queen Ka'ahumanu Highway was generally well received.** (Someone observed, however, that the County of Hawai'i may require an 800-foot setback from the highway for these uses, and said this may not be conducive to successful commerce.) People also liked the idea of a business park with scientific, research, and development facilities in that location:

*"Location-wise, this project's retail/commercial/high tech components are very good, largely because of their proximity and adjacency to Hina Lani Street."*

*"The Project's proximity to both NELHA and to the new West Hawai'i campus, as well as to the National Park, makes it a good area for that sort of product! It will be considered appropriate in-fill if the right tenants can be recruited. No need for big boxes there!"*

*"That kind of element provides places that small businesses need ...and in this marketplace opportunities are still not sufficient even today. There is especially a need for places that have more of a finished appearance than light industrial areas usually do. That location by the airport would be very beneficial."*

On the other hand, although the plans seemed to make sense to most, some questioned the need for additional substantial supply<sup>23</sup> of **commercial, retail, and high tech development facilities during the current poor economy**, when so much of Kona's existing inventory lays vacant. Someone even questioned whether tech

<sup>23</sup> **Note:** These comments were in response to an older project description (Appendix B) that has since changed. SCD and its consultants came to the same conclusion and reduced planned Industrial space.



development would be allowable in a neighborhood TOD. Along with lack of demand for commercial and retail spaces, some even suggested the long-range demand for high tech may be difficult to anticipate and plan for:

*"A tech area would be a special area – I am not 100% sure that that would be allowed in a neighborhood development; It would have to be a special, separate area. We have a fair amount of commercial development already in the area."*

*"If there were a demand for that much more light commercial ... The concern I have is that lots of Kaloko Industrial Park has not yet been absorbed. Half of it is empty, and there is more to be developed."*

*"I am concerned about demand for light industrial or high tech. One would have to create demand for high-tech, it requires lots of public-private effort. You need incentives to get them in. NELHA is tied to the ocean, but more terrestrial activities would have to be brought in. I'd be concerned about what the market can sustain."*

As with the proposed roads and utility infrastructure components of this Project, the industrial component raised some concerns in regards to how this could potentially have an **impact on local groundwater and coastal waters**:

*"That part of the development will be sandwiched between two existing industrial areas. There are waste issues associated with these types businesses. USGS has found contaminants in our dry wells in the past. The existing industrial park is an urban area with contaminants moving directly to groundwater that goes quickly to the National Park and then to ocean. The exact source of release is not known; however, there was a spill of some sort in the industrial park in the 90s. It is assumed that anything upslope would be contributing to non-point source pollution."*

Some final recommendations heard in regards to the industrial areas included

*"Move it mauka – we have enough on the highway."*

*"Will there be green space or a buffer within the industrial area? Industrial areas don't have to be ugly! A lot of effort was put into landscaping in the Kaloko Industrial Area, and I think that's an important requirement that makes an industrial area a lot more attractive."*

### 3.4.7 Schools

At issue were proposed sites for two elementary schools and a middle school..

**Interviewees generally responded favorably to the idea of more schools to serve existing and future students.** However, some also said that although they appreciated the SCD effort to provide school sites, land alone would not be enough – they wanted the developer actually to build the school structures early on and then turn them over to the State for future need. Others recognized this is not the normal procedure and would

increase the price of housing, but still thought the developer needs to be involved in assuring the schools become a reality.

*"Kealahou Elementary, Intermediate and High Schools are already open and located nearby. I am not saying schools are not needed; at full build, it will become necessary, we would have to have more schools. The costs of any impacts generated by the development should be paid by that development."*

*"It will be years before they develop the school, so the designation of the land is good – it's all you can do! The State doesn't have money to hire teachers anyway!"*

*"I don't think the State has the capacity to get things done in time and on budget. It will take developer working closely with the State to make sure [schools get built] on time."*

The persistent theme that the developer should provide substantial "upfront" infrastructure (schools, major regional highway, even the hospital structure) – with limited thought about implications for housing affordability – seems to reflect a **pervasive distrust in Kona that government can actually deliver infrastructure when needed.** It may also reflect an implicit assumption that private-sector housing developments are targeted mostly to upscale purchasers – and that it is therefore financially feasible to extract some of the developer profit and/or that the additions to housing price would not really affect the local economy.

Along these lines, we also uncovered some questions about the assumptions made about the future demographics of the area. Some people we spoke to said that from what they could see of the proposed plan, it could attract an older, financially sound demographic and not young families with school-aged children. (This is contrary to developer representations, though it should be noted such representations were not emphasized in the EISPN project, including the portions shared with interviewees.)

Because of this assumed (or feared) older and upscale market, some interviewees feared schools would never materialize on the site. Again, this may be a case of people talking less about this project than about their perceived cumulative experience with development in Kona. By becoming a Regional Center TOD the development effectively could provide a greater mix of housing, as greater densities would be allowed within its urban core. These mixed-use and multi-unit dwellings are actually intended to lower housing costs across the entire development, making it affordable for the Kona workforce, especially those with families.

Finally, a few people who doubted the real need for regular schools in this project thought the sites could still be used for alternative educational purposes.

*"I would say what will work out there (Kaloko Makai) will be specialty schools, such as trade schools and charter schools that could lace themselves into the plan."*

### 3.4.8 Trails, Parks, and Open Space

We showed interviewees that the proposal included a historic trail, 65 acres of interconnected park space, and 150 acres of dryland forest open space area. We then asked whether there were any particular community needs they thought could be met with the development of these new areas, as well as what sorts of facilities should be provided. Many interviewees **approved the Project proposing so much green space and protection of cultural/natural landscapes.**

#### Dryland Forest

This was generally seen as a particularly valued project amenity.

*"Other developments don't happen to have such a nice dryland forest that can be incorporated into their development! I view that as a gift. It makes this property quite unique; it contains some very special botanical resources, and I'm very glad they'll set it aside."*

*"This is the wave of future; walkable green spaces, and taking advantage of historic trails as assets rather than something inconvenient to work around."*

*"The dryland forest is an attraction for the larger community, because native dryland forest areas are becoming rare; this could offer a tremendous educational benefit. If the West Hawai'i University of Hawai'i campus gets built nearby, it would be an educational resource for them as well."*

#### Trail

Incorporating the historic Road to the Sea (or Kohanaiki) Trail was also seen as a **highly desirable project characteristic**. However, a number of interviewees said **more work needs to be done to locate (and define) the historic Trail alignment** meandering through the lower portion of the parcel. Although interviewees seemed optimistic about the prospects of working with SCD to make that happen, the history of the events which unfolded during the process of making the plans for Kaloko Heights (another Stanford Carr development) remained fresh in people's memories.

In the opinion of some interviewees, SCD failed to involve the community early enough into the Project for its development at Kaloko Heights. The view was that many problems could have easily been avoided if SCD had consulted more with area residents, descendants and other community members instead of ignoring the trail's presence. Although the "messy" history still remains in people memories, the efforts to incorporate the trail into the plan, and their attempt to try to locate its alignment have not gone unnoticed at Kaloko Makai:

*"For Kaloko Makai, they did much better. They did not show up with subdivision already mapped out. Instead, they invited [us] to check where their archaeologist*

*thought the trail goes, and acknowledged the importance of consulting lineal descendants. The whole approach was much more thoughtful and much more respectful. The feeling of being included early made a great difference."*

*"I find that to be a strong positive for the project. Any time you allow public access, it makes a project stronger. When developments stop access to previously accessible areas, it hurts the community. It is very important to provide people access to natural areas."*

Some questions were also brought up as to how the developer would respond if other trail segments were to be uncovered throughout the parcel. The Historic Trail has been part of the regional cultural landscape and played a role in getting people back and forth across the ahupua'a for a very long time:

*"The Road to the Sea Trail has been identified as the main artery for the ahupua'a, connecting fish ponds with homesteads. These were places where memories were passed on to living generations of kūpuna or ancestors going up and down the trail. So much elevation change with this trail that many different types of things were gathered up and down the trail as people went. While the trail is an extremely important feature, there are also cave sites, burials, home sites – all attached to currently living people with very deep connections to them."*

*"This trail served and provided for my grandparents, as this was the main access to the shoreline."*

#### Other Parks and Green Space

Although most people were pleased this plan leaves many acres of green space intact and/or protected, interviewees suggested that with such a large development, **parks and open space need to be well maintained for active use**, not just passive uses or unused space. Community members had various ideas and suggestions in regard to green space, trails, and community spaces:

*"There's no real park land from down from town to Waikoloa – no soccer fields, or ball parks. Everything takes place in town. The dryland forest would not address this, nor would a trail. We need more active playing fields."*

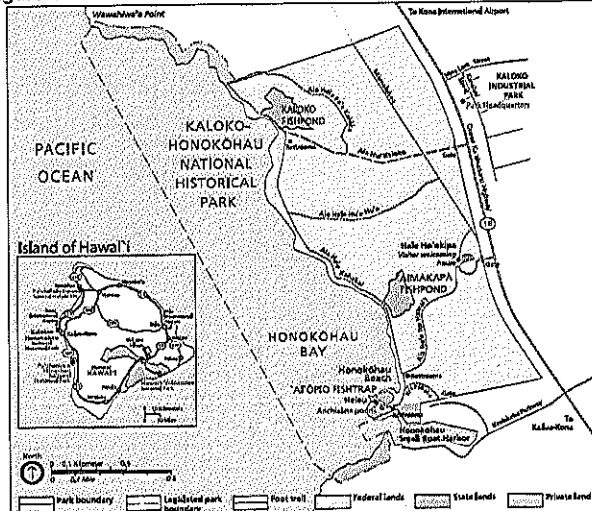
*"Ideally, what I'd like to see is that the trail becomes an attractive alternative to walking along roads – e.g., for after-work walk or school children to schools. Make it a living, relevant feature, not just something to look at and say, 'Oh, that's what used to be!' If dryland forest plants can be planted adjacent, it would be much more pleasant. I have yet to see that happen, but it's not out of the question!"*

*"What we need is to have more open, maintained, accessible space. It has to be open and maintained. People have to feel safe there. If it is not maintained, you're going to have people growing pakalolo over there, more crime etc."*

### 3.5 Particular National Park Service (NPS) Concerns

We did not ask interviewees direct questions about the impact of the project on neighboring parcels. However, we made a conscious attempt to try to contact nearby and adjacent landowners in order to make sure to capture their concerns, if any. Although we did not get a response from all the people we attempted to reach, we did have an opportunity to speak with four NPS staff<sup>24</sup> on March 10, 2010. The northern part of the Kaloko-Honokōhau National Historical Park is located directly across Queen Ka'ahumanu Highway makai of the Project site (Figure 3.1). The Kaloko Fishpond is located directly down slope from Hina Lani Street, which is at center of the project site.

Figure 3.1 Kaloko-Honokōhau National Historical Park Location Map



Source: National Parks Service (NPS) Kaloko Park Map. 04.2011  
<http://www.nps.gov/kaho/plan/yourvisit/loader.cfm?csModule=security/getfile&PageID=124438>

According to its website,<sup>25</sup> the Park was:

Established in 1978 for the preservation, protection and interpretation of traditional native Hawaiian activities and culture, Kaloko-Honokōhau NHP is an

<sup>24</sup> Kathy Billings, Park Superintendent, Kaloko-Honokōhau and Pu'uhonua O Honaunau National Historical Parks; Aric Arakaki, Superintendent, Ala Kahakai National Historic Trail; Solile Beavers, Marine Ecologist and Chief of Resources; Rick Gmirklin, Community Archaeologist, Ala Kahakai National Historic Trail, Interview Conducted on March 10, 2011.

<sup>25</sup> <http://www.nps.gov/kaho/facts.htm>

1,160-acre park full of incredible cultural and historical significance. It is the site of an ancient Hawaiian settlement which encompasses portions of four different ahupua'a, or traditional sea to mountain land divisions. Resources include fishponds, kahua (house site platforms), ki'i pōhaku (petroglyphs), hōlua (stone slide), and heiau (religious site).

Additionally, the Ala Kahakai National Historic Trail Program began in 2000, when the Ala Kahakai National Historic Trail was added to the National Park Service's inventory of federal trails within its system. This coastal trail is of considerable historical and cultural significance. The Project EISPN discussed the preservation of the Road to the Sea which makes its way to the ocean, from the inland sections mauka of the Project Site, connecting to an ancient network of trails, including the Ala Kahakai Trail. The National Park Service Ala Kahakai National Historic Trail Staff therefore also spoke to us.

However, the interview responses were limited and largely focused on referring us to NPS/Ala Kahakai comments in their letter responding to the project EISPN. In this letter, the NPS specified a number of issues of concerns. Ways they suggested these concerns be addressed are outlined below:

Table 3.5 NPS Comment Letter Concerns

Theme	NPS Concern	Suggested Ways to Address Concern
Surface Water Drainage, Non-Point Source Pollution	The quality of the groundwater entering Kaloko-Honokōhau National Historic Park should be preserved	"The EIS should contain a thorough and rigorous analysis of potential impacts, direct and cumulative, to groundwater and groundwater-fed ecosystems."  "A full analysis of drainage construction techniques beyond what are required by the county and state, such as filtered drainage systems appropriately and specifically engineered to be effective in Kona's arid, low soil environment to reduce non-point source pollution to the groundwater and marine waters."
Water System	Water conservation measures need to be incorporated into the Plan	"A quantitative analysis of the potential changes to groundwater flow and quality within the aquifer system must be made to identify the impacts on the National Park Inland and nearshore marine waters"
Wastewater System	Proposed methods for dealing with wastewater treatment, effluent, and their direct and cumulative impacts need to be analyzed	"Septic Systems should not be considered for this proposed project."  "Methods for disposal of medical wastes and prevention of accidental releases of hazardous wastes from the medical facilities should be described in more detail."
Roadway System and Traffic	Address significant additional noise and traffic on Queen Ka'ahumanu and at access point to the National Park and Park headquarters	"The EIS should analyze the effects of the increase in traffic, including direct, indirect, and cumulative impacts to visitors accessing the National Park and the measures planned to alleviate traffic congestion, including a detailed discussion of the proposed interchange connecting Kaloko Makai with the Queen Ka'ahumanu Highway."

Theme	NPS Concern	Suggested Ways to Address Concern
Noise	An analysis of direct and cumulative increased noise generated by the project needs to be conducted (during construction and at full build-out phases)	"Address the soundscape within the National Park."
Air Quality	Air quality and its effect on human health needs to be addressed	"The EIS should discuss how new sources will be controlled and appropriate mitigations for improving post-construction air quality."
Visual Resources	Mitigate adverse changes to viewshed, night sky, topography and vegetation within the Project area	"The EIS should include a viewshed analysis from the National Park looking mauka to examine and analyze direct and cumulative impacts to cultural landscape, park viewshed, night sky and a description of how these impacts will be mitigated." "Include a more detailed analysis of building designs that will minimize viewshed impacts and blend development into the landscape, as well as including a discussion of appropriate plantings to reduce those visual impacts."
Archaeological and Cultural Resources	Should include the Kaloko-Honokōhau National Historic Landmark designation in Project's listing of archaeological and cultural resources	"There should be discussion in the EIS regarding early consultation and engagement with lineal descendants and the Native Hawaiian community specifically about the development plans and archaeological/cultural resources, cultural landscape, and potential places of significance."
Preservation/ Open Space and Connectivity to the National Park	Preserving and fostering connectivity between the National Park and the Ala Kahakai National Historic Trail	"The EISPN discusses preserving and protecting archaeological sites, the Road to the Sea, establishing open space and preserving coastal dryland forest. These are integral parts of the cultural landscape of the Park and the ahupua'a."
Impacts to Coastal and Recreational Resources	An analysis of the impacts to coastal and recreational resources because of this projects should be conducted	"The EIS should analyze direct and cumulative effects of 5,000 additional resident families utilizing the National Park and its coastal resources. This analysis should include direct, indirect and cumulative impacts resulting from recreational uses on the National Park's law enforcement and visitor services, the park's future Cultural Live-in Center, archaeological sites, fisheries, fish, coral and protected species inhabiting near-shore waters and beaches."
Contextual Issues, Cumulative Impacts	Existing and proposed developments around the Project area should be taken into account	"Cumulative, direct and indirect impacts that will affect Park resources, visitors and those engaged in traditional and cultural practices, particularly traffic, noise, air pollution, night sky light pollution, mauka viewshed, increased park visitation, coastal recreational use, and the quality and quantity of ground water resources."

## APPENDIX A: KALOKO MAKAI INTERVIEW GUIDE

Interviewee Name:  
Affiliation:  
Date:  
Method of Interview:

Aloha and thank you for taking the time to answer these questions. We are independent consultants, retained but not employed by Stanford Carr Development, LLC, the proposed developers of Kaloko Makai in the Kohalaiki and Kaloko ahupua'a of North Kona, County of Hawai'i. We're conducting a social impact study to be included in the development's Environmental Impact Statement, which is being prepared by Wilson Okamoto Corporation.

As part of this study, we are interviewing a cross-section of community leaders from West Hawai'i. We intend to print the names and affiliations of the people we interview, but not quote anyone by name. We will summarize the general themes, issues, and concerns, but we will not tell the developers or anyone else who said what. We are not the developer's representative, and we're better able to ask questions than to answer them. If you have any questions, please write them down. The developer has retained a representative, Peter Young, and we can give you his contact information if you'd like to follow up with him.

### General West Hawai'i Questions

1. Please tell me a little about yourself, the organizations you're involved in. What are the main community issues you and these groups have recently been focusing on?
2. What do people most value about living here, what's going well, what makes it desirable or different from the rest of the state?
3. And what are the major problems for West Hawai'i, the things that people are most concerned about these days? What needs or complaints do you know about?

### Project-Specific Questions

4. What, if anything, have you heard about the Kaloko Makai project? Is this proposal pretty well-known to the people in your organization(s), or not?
5. Is the Stanford Carr Development company known in Kona? Does it have any particular image?

6. From what you (know of the project / can see in the project description), what do you think are potentially the most positive things about the project – ways it could be good for West Hawai'i or for the people in your group(s)?
7. And what do you think are potential problems – ways it could be bad for West Hawai'i or for the people in your group(s)?
8. Right now the major hospitals for West Hawai'i are the Kona Community Hospital (94 beds) 11 miles south of the Project and the North Hawai'i Community Hospital in Waimea (50 beds).
  - a. Do you think these facilities are adequate to cover the growth from this proposal and other projects in West Hawai'i?
  - b. This Kaloko Makai project includes a site for a new regional hospital. Does this general location seem a good one for that purpose?
9. Are you aware of the Kona Community Development Plan (CDP)? Were you involved in the community outreach efforts which led to the drafting of the plan?
10. The project's EISP states: *"The proposed project is identified as a Neighborhood Transit Oriented Development (TOD) in the Kona Community Development Plan. Kaloko Makai will be setting aside land for development of an urgent care medical facility, as well as land for a future hospital. A hospital developer/operator is being pursued. When a hospital commits to locating a hospital at Kaloko Makai, the TOD will automatically be designated as a Regional Center TOD. Therefore, Kaloko Makai is being conceptually designed on the assumption that Kaloko Makai will be a Regional TOD."*

A Regional Center could have a much larger land area and higher densities. The Kona CDP now targets four Regional Centers for the area from Keauhou to Keāhole; with the hospital, Kaloko Makai would become a 5<sup>th</sup>.<sup>26</sup>

  - a. Do you feel the Kona CDP's placement of a TOD community at Kaloko Makai is appropriate?
  - b. Does it matter to you whether the TOD planned at Kaloko Makai is a Neighborhood or Regional Center TOD with a hospital? Why?
11. The developer says the first things to be constructed would be the roads and basic infrastructure, along with "Village I" just above the Queen Ka'ahumanu Highway.

<sup>26</sup> Pages 4-128 and 4-129 of the Kona CDP have language about hospitals and Regional status: "To encourage the private sector to negotiate a site for the hospital, the TOD in which the hospital decides to locate within shall be automatically designated a Regional Center TOD if the Official Kona Land Use Map has designated it as a Neighborhood TOD. As a Regional Center TOD, there would be incentives for medical offices and other hospital-related businesses to develop in the vicinity"

- Everything else would be built to respond to residential market demand, probably over a roughly 30-year period. Does this strike you as a reasonable phasing approach?
12. The largest portion of this project is the construction of 5,000 new single- and multi-family residential units at low- and medium-densities over about 30 years. Please tell me a little about what people in West Hawai'i are saying about the need for housing these days.
    - a. First, do you believe there really is a need among the existing workforce?
    - b. What type of housing is needed, and what do you think will determine whether this project does a good job of meeting actual need?
    - c. Please review the available information about the developer's intention to develop "affordable housing" as part of the project.
      - Overall, does this seem like a good approach? Does it seem any better or worse than other developers' approaches to affordable housing?
      - What do you think is the better way to mix affordable units into an overall development – mix them up with the market rate units, or have some concentrated pockets, which could make them even more affordable but less well integrated?
    - d. Can you think of other recent housing developments in West Hawai'i that generated either positive or negative impacts? (If so, what made them good or bad, what were the "lessons learned" for residential development here)?
  13. Plans include roughly 140 acres of roads and utility infrastructure to support the development. Do you have any comments regarding how the development might impact the current transportation and infrastructure needs of the area?
  14. You'll note this project includes a segment of the long-planned Mid-Level Road that would provide an alternate to the Queen Ka'ahumanu Highway for getting from Kailua to the airport.
    - a. We'd like to know if you have any questions or advice to the developer about the importance of getting this built.
    - b. Do you see any other opportunities for this project to help with solving traffic issues, either from the project itself or from general growth?
  15. The development plans also include retail, commercial and high tech business development. Do you believe these proposed uses seem appropriate – any thoughts or issues on those particular parts of the proposal?

16. Kaloko Makai plans include two elementary schools and a middle school. Do you believe those plans mesh with existing and future community education needs?
17. Finally, the project includes a possible historic trail, 65 acres of interconnected park space, and 150 acres of dryland forest open space area
  - a. Currently, what current similar areas are utilized by the community?
  - b. Are there any particular community needs you think could be met with the development of these new areas?
  - c. What sort of facilities should be provided?
18. If this project could be changed in just one way to make it better for West Hawai'i, what would that change be?
19. know if we can talk to everyone in West Hawai'i, but what other groups do you think would be particularly affected by, or interested in, this project? Who else should we make an effort to contact?

Mahalo for your time! Do you have any questions?

## APPENDIX B: KALO KO MAKAI PROJECT DESCRIPTION

**Size and Location:** About 1,142 acres, extending mauka from Queen Ka'ahumanu Highway. The Queen Ka'ahumanu portion is located just north of the existing Kaloko Industrial Park. Hina Lani St. forms the southern (Kailua-side) border of the lower part of the property, but the upper part includes land on both sides of Hina Lani.

**Current Use and Land Use Designations:** Vacant and undeveloped. County General Plan – Urban Expansion and Conservation. Ke'ahole to Kailua Development Plan – Urban Expansion, Residential Village, and Golf Course. (The current General Plan "Conservation" designation was for a once-planned golf course that would be deleted under the new plan; the developer will ask the County for Urban designation of the former golf course land after State Land Use approval.) Kona Community Development Plan (CDP) indicates the general Kaloko Makai area as one of the designated "villages" for transit-oriented development.

State Land Use now Conservation, Agricultural, and Urban – request is to change about 224.5 acres from Conservation to Urban and 728 acres from Agricultural to Urban. (The State Urban designation would follow the County's Kona CDP designation as an urban area.) A 150-acre dryland forest preserve will be created. An EIS is being prepared.

**Development Concept/Phasing:** Consistent with the Kona CDP, Master-planned residential community, with supporting commercial, educational, recreational, open space, and related infrastructure. Primarily a residential development, with some business/commercial job centers. To be developed in three phases (or "villages") over an estimated 28 years. First homes by 2015.

### Key Components:

- **Residential** – At full development about 5,000 new single- and multi-family residential units at low (up to 3 units per acre) and medium (up to 20 units per acre) densities.
- **Commercial** – About 120 acres in various locations. Largest would be a business park that may potentially include Scientific Research & Development facilities, retail, and a regional hospital along the Mid-Level Road. Mixed-use areas of the project are designed to include residential and commercial uses within close proximity of each other (this may include affordable residential on top of a variable commercial component).
- **Preservation / Open Space / Recreation** – In addition to the dryland forest (150 acres of preserved forest and natural habitat), the project will preserve a historic trail which is commonly referred to as the *Road to the Sea*. While the boundaries of this trail (within the Kaloko Makai property) have yet been determined, we are sure that the trail originates in the mid-section of the property just east (makai) of Kaloko Makai (in the site, properly named Kaloko Heights) and meanders down through the KM parcel. A series of archaeological outcroppings have also been noted in our Archaeological Inventory Report. Depending on the nature of each archaeological site buffer zones will be provided accordingly.
- **Facilities and Roads** – Land set aside for elementary and middle schools. Active parks and recreation areas. The proposed Mid-Level Road would cut across the project.

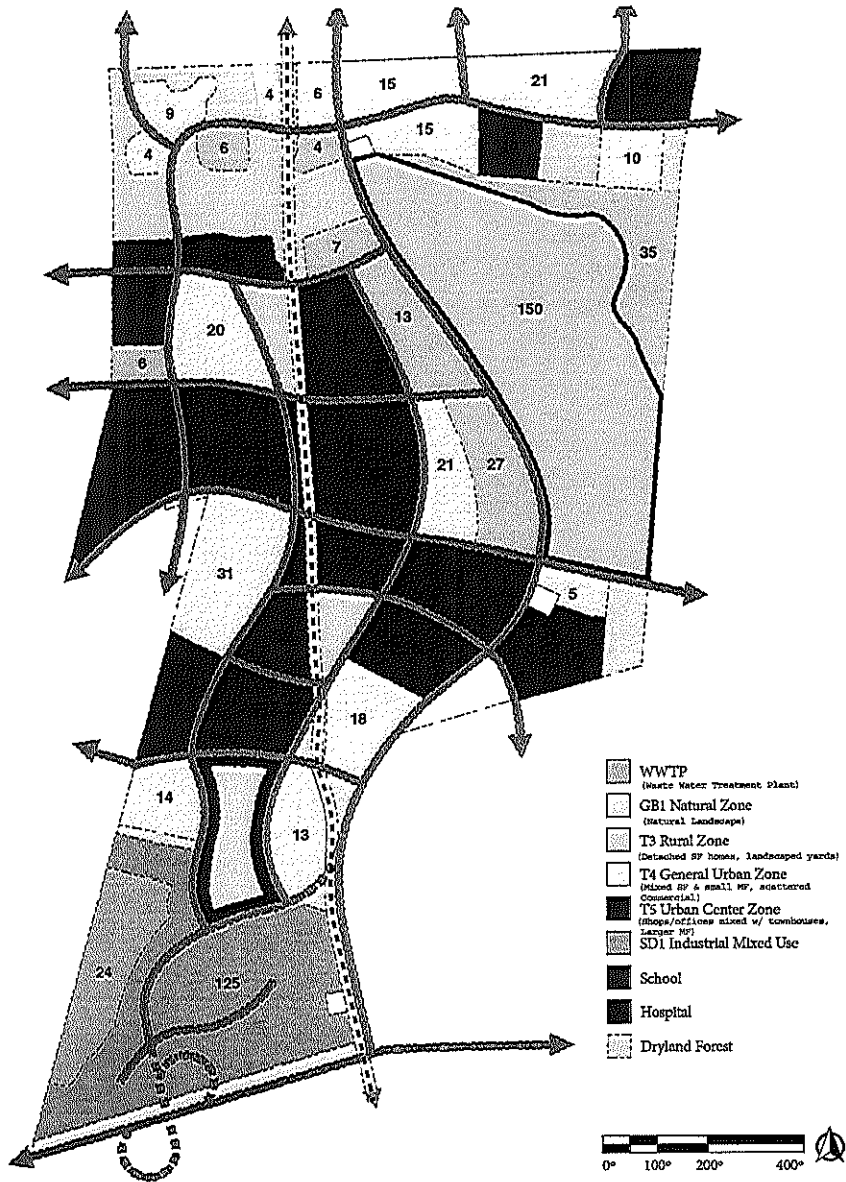
### Estimated Housing Prices and Types (Current Developer Assumptions):

- **"Affordable" Component** – Will be 20% of units (about 1,000), targeting residents with income levels between 60%-140% of area median income. Based on 2007 HUD numbers, that would include at least some units for rental to 3-person low-income families at \$972/month and for sale at \$152,600 (2007 numbers). Final mix of affordable not yet known.
- **Market Component** – A wide range of products, in today's dollars from mid to high \$200,000's up to \$1,000,000. The target market is the local rather than the offshore buyer. Overall, the project is intended to respond to already-planned economic growth rather than to generate more of it.

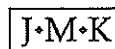
For a more complete description, you can download the EIS Preparation Notice from:  
[http://oeq.doh.hawaii.gov/Shared%20Documents/EA\\_and\\_EIS\\_Online\\_Library/Hawaii/2010s/2010-09-23-HA-EISPN-Kaloko-Makai.pdf](http://oeq.doh.hawaii.gov/Shared%20Documents/EA_and_EIS_Online_Library/Hawaii/2010s/2010-09-23-HA-EISPN-Kaloko-Makai.pdf).

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WILSON ORAMOTO  
& PARTNERS







## KALOKO MAKAI SOCIAL IMPACT ASSESSMENT

### *Volume 2: Housing Issues*

June 9, 2011

**Prepared for:**  
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### FOREWORD

John M. Knox & Associates was engaged to prepare a social impact assessment of the proposed Kaloko Makai mixed-use commercial and residential development in Kona. In accord with Kona Community Plan principles of providing housing choices, recreation opportunities, directing growth patterns towards compact villages and encouraging a diverse and vibrant economy, Stanford Carr Development proposes a 1,142-acre development with a strong emphasis on residential development.

The work is presented in three volumes:

1. Volume 1 presents background socio-economic conditions and results of a community interview process to surface key issues.
2. The current Volume 2 is an analysis of housing issues, prepared in part by subcontractor Tom Dinell (Dinell Associates). Mr. Dinell is Emeritus Professor in the University of Hawai'i Mānoa's Dept. of Urban and Regional Planning, teaching courses on housing there.
3. Volume 3 contains results of a 2009 "North Kona Community Planning Survey" that focused on awareness of the new Kona Community Development Plan (CDP) and extent of agreement with key element relevant to the proposed project.

## **SUMMARY AND ANALYSIS OF VOLUME 2 RESULTS**

### **Chapter 1: The Policy Framework and the Kaloko Makai Project**

Chapter 1 demonstrates that there is a demand for the type and quantity of housing that the Kaloko Makai Project will provide, especially in terms of affordable housing. The County policy documents – the General Plan, the Kona Community Development Plan, and the other Hawai'i County ordinances and rules relating to housing – describe this demand in general terms and the Market Assessment for Kaloko Makai, prepared by Mikiko Corporation, documents this demand as do the data presented in Chapter 2 of this Volume.

Chapter 1 also shows that the proposed Kaloko Makai Project is consistent with and implements the County General Plan, the Kona Community Development Plan, and the Village Development Guidelines. There is a close fit between these plans and guidelines on the one hand and the Kaloko Makai Project, as described in the Environmental Assessment/ Environmental Impact Statement Notice (September 2010), on the other.

The General Plan goals for housing do a good job of describing the Kaloko Makai Project – i.e., (1) constructing safe, sanitary, and livable housing for the residents of Hawai'i County; (2) providing a diversity of housing that allows a variety of choices; (3) creates a viable community with affordable rental and fee-simple housing in (4) a variety of sizes to satisfactorily accommodate the needs and desires of families and individuals; (5) ensures availability to all persons regardless of age, sex, marital status, ethnic background, and income, (6) in reasonable proximity to employment centers, while simultaneously (7) encouraging and expanding home ownership opportunities for residents.

The Kona Community Development Plan (CDP) specifies that the master plan for a TOD (transit oriented development) is to (1) promote transit-oriented and pedestrian-oriented development, increase transit use to manage traffic congestion; (2) encourage mixed-use, compact development that is pedestrian in scale and sensitive to environmental characteristics of the land and facilitate the efficient use of public services; (3) have residences, shopping, employment, and recreational uses located within close proximity of each other and efficiently organized to provide for the daily needs of the residents; (4) provide for a range of housing types and affordability within pedestrian-oriented, human-scale neighborhoods; (5) incorporate natural features, open space and cultural features; (6) provide efficient circulation systems for pedestrians, non-motorized vehicles, and motorists that serve to functionally and physically integrate the various land use activities; and (7) promote strong neighborhood identity and focus.

The proposed Kaloko Makai Project is designed to successfully meet each of the Kona CDP objectives. For example the inclusion of the Dryland Forest and the Historic Trail speak specifically to incorporating natural features, open space, and cultural features.

The Village Design Guidelines specify that TOD villages (1) are to be compact, pedestrian-oriented and mixed use; (2) that the ordinary activities of daily living are to occur within walking distance of most dwellings, allowing independence for those who do not drive; (3) that interconnected networks of transportation corridors are to be designed to disperse traffic and reduce the length of automobile trips; (4) that within neighborhoods, a range of housing types and price levels are to be provided to accommodate diverse ages and incomes; (5) that appropriate building densities and land uses are to be provided within walking distance of transit stops; (6) that civic, institutional, and commercial activities are to impart a focused town center and gathering place; (7) that schools are to be sized and located to enable children to walk or bicycle to them; (8) that a range of open space including parks, squares, and playgrounds are to be distributed within neighborhoods and villages; and (9) that the growth of each villages stays within a defined edge and thereby helps to establish a compact sense of place.

The requirements set forth in the Village Design Guidelines also do a good job of describing the plan for the Kaloko Makai Project. The schools, for example, are located so children can walk or bike to them. The walkability of the Project will vastly reduce the need for short vehicle trips. There is a range of open space in each village and all the villages have defined edges.

### **Chapter 2: Data on Social Issues Relating to Affordable Housing**

In response to the frequent community concerns (as outlined in Vol. 1) about social impacts of high housing costs – particularly the sense that "local" residents are inequitably affected and often cannot qualify for officially designated "affordable" housing under HUD/County guidelines – we analyzed Census data on ethnic differences in housing outcomes for the Big Island and West Hawai'i in Chapter 2. (Ethnicity is used as a proxy for newcomer/local, as the great majority of "Whites" were not born in Hawai'i, while the great majority of Asians, Native Hawaiians, and Mixed Race population were.) Among the conclusions of the analysis:

- All groups – newcomer/longtime residents or ethnic/racial groups – face serious affordability issues in regard to housing in West Hawai'i (especially North Kona). Whites tend to pay more for housing in West Hawai'i and islandwide, even in areas where their average incomes are not higher than those for other groups.
- Native Hawaiians (and perhaps Filipinos) are particularly challenged in West Hawai'i due to lower overall incomes that reflect differences in overall education, age, and family structure (e.g., single parents). There is no evidence of deliberate discrimination, but these differences do result in unequal housing outcomes.

- “Affordable housing” guidelines tend to be harder for West Hawai‘i residents to meet than for people elsewhere on the island for the perhaps ironic reason that incomes are higher there. These guidelines are based on the principle of median incomes for various family sizes, and the very usage of the median (the “middle point” in range of incomes) means that substantial percentages will fall below the median cut-off.
- Groups such as Native Hawaiians have a sort of “advantage” in meeting affordable-housing guidelines because of lower average incomes. But this “advantage” tends to be reversed by higher average household sizes, which means they must earn more to qualify in order to pay for larger homes. So it is in a sense true that County guidelines present more barriers to “local” qualification, but only because they reflect the underlying economic reality that larger homes cost more.

Ultimately, though, the social challenges facing West Hawai‘i will probably have less to do with the fairness of “affordable housing” guidelines than with the soaring prices of market housing. The social impact of the Kaloko Makai Project will be positive to the extent that it succeeds in the goal of providing more affordable market housing to working families – a goal that would likely be achieved by greater densities consistent with the Kona Community Development Plan.

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**1. THE POLICY FRAMEWORK AND THE KALOKO MAKAI PROJECT**

This chapter describes both the proposed Kaloko Makai Project and the environment in which it is being developed and implemented. The County's policy framework – specifically its planning goals and objectives and the processes for meeting them – are set forth in some detail. Particular attention is paid to the Kona Community Development Plan and the accompanying Village Design Guidelines. The key conclusion from this chapter is that the Kaloko Makai Project as proposed furthers the accomplishment of these goals and objectives.

**1.1 The Need for Housing in North Kona**

Volume 1 of this study provides data on the general issue of lack of affordable housing and in West Hawai'i as a whole. Additionally, the Market Assessment for Kaloko Makai, prepared by Mikiko Corporation, documents the need for housing in North Kona in the time period 2010-2040.<sup>1</sup> Just a few highlights from that report will serve to indicate both the quantitative need for housing and the changing nature of the population to be served:

- The projected Hawai'i Island population increase between 2010 and 2040 is slightly more than 100,000 people, or a 55% increase.
- As of 2010, the Competitive Residential Market Area (CRMA, defined as North Kona Census Tract 215.01 and South Kohala Census Tract 217.01) provided 23% of employment positions on the island while at the same time housing only about 12% of the Island population.
- Population in the CRMA will grow at about 3.8% per year in the 2010-2040 time period.
- There will be an increasing concentration of households in the older age brackets.
- Average household size will continue to decrease.
- There will be a need for 17,600 new housing units in the CRMA during the next 30 years (2010-2040).

**1.2 The Current Kaloko Makai Proposal with Respect to Housing<sup>2</sup>**

What is being proposed is a residential mixed-use development on approximately 1,142 acres of undeveloped land in North Kona. It will include at full build-out up to 5,000

<sup>1</sup> Mikiko Corporation, Market Assessment for Kaloko Makai, Final Draft Report prepared for Stanford Carr Development Corporation

<sup>2</sup> See Wilson Okamoto Corporation, Environmental Assessment/Environmental Impact Statement preparation Notice Kaloko Makai, Kaloko and Kohalaiki, North Kona, Island of Hawai'i, Prepared for SCD-TSA Kaloko Makai, LLC, September 2010, for further details about the conceptual plans for the Kaloko Makai Project, pages 1-1 through 2-9.

residential units, both single-family and multi-family, with densities varying from three to 20 units per acre. The Project is to be developed in three phases or villages over an estimated 28 years.

This master-planned, mixed-use Project includes land devoted to centralized and neighborhood commercial and light industrial uses, two elementary schools, a middle school, a medical facility, parks, trails, open space, including a 150-acre dryland forest, and associated infrastructure.

The proposed Ane Keohokalole Highway will run through the Project. Kaloko Makai has been designated a Neighborhood Transit Oriented Development (TOD) in the Kona Community Development Plan (CDP). Kaloko Makai would become a Regional Center TOD once a hospital commits to the Project.

A major historic trail, which will be restored, runs through the Project in a mauka-makai direction.

The conceptual plans for the Project emphasize: (1) walkable villages, each with its own distinctive core; (2) pedestrian interconnectivity along pedestrian-scaled, tree-lined streets to neighborhood commercial centers and to neighboring villages; (3) front porches and rear lanais designed to facilitate neighborly interaction and indoor-outdoor living; and (4) a wide variety of housing options to provide living opportunities for a varied range of households of differing economic means. The Project will provide affordable housing that will more than adequately meet the County's affordable housing requirements in a diverse number of ways that will assure that there will be no affordable housing ghetto.

### 1.3 The County General Plan as Regards Housing

The County of Hawai'i General Plan<sup>3</sup> was adopted by ordinance in February 2005 and amended in December 2006. It "is the policy document for the long range development of the Island of Hawai'i."<sup>4</sup> It provides the planning framework for the community development plans, which are subsequently prepared for specific geographical districts such as Kona, as well as the Capital Improvement Program, the functional plans, e.g., sewage/drainage, and area improvement plans, e.g., downtown Hilo. The community development plans conform to the General Plan but are much more detailed and specific than the latter. In essence the community development plan implements the General Plan in a designated geographical area.

<sup>3</sup> See Section 9, Housing, and Sections 14, Land Use, especially Sections 14.5, Multiple Residential, and 14.6, Single-Family Residential, in the County of Hawai'i, General Plan, February 2005 as amended in December 2006, online at <<http://www.hawaii-county.com/la/gp/GP2005Amend%2012-2006%2005-2007%20and%20Ord%2009-161.pdf>>.

<sup>4</sup> *Ibid.* p. 1-1.

Housing and Land Use are two of the many elements addressed in the General Plan. The other elements are: Economic, Energy, Environmental Quality, Flooding and Other Natural Hazards, Historic Sites, Natural Beauty, Natural Resources and Shoreline, Public Facilities, Public Utilities, Recreation, and Transportation.

The General Plan perceives housing as addressing much more than a person's need for shelter. "(A)dequate housing is one of the primary factors that provides a person a sense of satisfaction and well-being".<sup>5</sup> The Plan stresses that when the cost of land, land improvements, and home construction increase faster than personal income, many persons are prevented from purchasing homes (or, one could add, renting adequate quarters). This gives rise to one of the County's major concerns, which is affordable housing. This concern led to the establishment of the Hawai'i County Housing Agency and the Office of Housing and Community Development in the 1970s and the adoption of an affordable housing policy in 1998.<sup>6</sup>

The General Plan states:<sup>7</sup>

In existing urban areas, the supply of readily available housing and residential zoned land is nearing a point where flexibility in choice of location and price will be limited and will contribute to rising costs of housing unless additional and alternative areas are made available for residential development.

Among the goals put forth in the General Plan that relate to the Kaloko Makai Project are the following:<sup>8</sup>

- a. Attain safe, sanitary, and livable housing for the resident of the County of Hawai'i
- b. Attain a diversity of socio-economic housing mix;
- c. Maintain a housing supply that allows a variety of choices;
- d. Create viable communities with affordable housing and suitable living environments;
- e. Seek sufficient production of new affordable and rental and fee-simple housing in the County in a variety of sizes to satisfactorily accommodate the needs and desires of families and individuals;
- f. Ensure that housing is available to all persons regardless of age, sex, marital status, ethnic background, and income;
- g. Make affordable housing available in reasonable proximity to employment centers; and
- h. Encourage and expand home ownership opportunities for residents.

The General Plan, after noting the rapid increase in population in the North Kona district, outlines two courses of action that relate closely to the Kaloko Makai Project, namely:<sup>9</sup>

<sup>5</sup> *Ibid.* p. 9-1.

<sup>6</sup> *Ibid.* pp. 9-2 and 9-3.

<sup>7</sup> *Ibid.* p. 9-5.

<sup>8</sup> *Ibid.* p. 9-10.

<sup>9</sup> *Ibid.* p. 9-26.

- a. Encourage the use of innovative types of housing developments, such as cluster and planned unit developments, that take advantage of the steep topographic conditions; and
- b. Increase affordable housing opportunities in the Kailua-Kona area.

Multiple Residential and Single-Family Residential are two sub-sections of the Land Use Section of the Hawai'i County General Plan. The goals in the multiple residential section address: (1) providing "developments that maximize convenience of its (sic) occupants"; and (2) providing "suitable environments that accommodate the physical, social and economic needs of island residents".<sup>10</sup> In the Standards section, the Plan specifies that "Areas shall be located in such a manner that traffic generated by high density developments will not be required to travel through traffic areas of lesser density en route to principal community facilities".<sup>11</sup> The Plan goes on to point out that the Kona district has over 1,000 acres for multiple residential use, but some of the areas so zoned lack basic infrastructure essential for development.<sup>12</sup>

The goals in the Single-Family Residential Section emphasize maximizing "choices of single-family residential lots or housing for residents of the County" and providing "single-family residential areas conveniently located to public and private services, shopping, other community activities and convenient access to employment centers that takes natural beauty into consideration".<sup>13</sup> In terms of courses of action, the Plan encourages: (1) concentration of residential structures to avoid strip residential development; and (2) "the use of more innovative types of housing developments, such as zones of mix and cluster and planned unit developments".<sup>14</sup>

In sum, the Kaloko Makai Project is thoroughly in synch with the goals and courses of action for housing as put forth in the County of Hawai'i General Plan 2005 as amended.

#### 1.4 The Kona Community Development Plan as Regards Housing

The Kona Community Development Plan (Kona CDP), which includes both North and South Kona, was enacted by ordinance on September 25, 2008. It was adopted pursuant to and in accordance with the Hawai'i County General Plan 2005 as amended. If a provision of the Kona CDP and a prior adopted ordinance are in conflict, the Kona CDP governs.<sup>15</sup> The Kona CDP includes goals, objectives, policies, and actions for transportation, land use, environmental resources, cultural resources, housing, public

<sup>10</sup> *Ibid.* p.14-42.

<sup>11</sup> *Ibid.*

<sup>12</sup> *Ibid.* p. 14-45.

<sup>13</sup> *Ibid.* p. 14-47.

<sup>14</sup> *Ibid.* p.14-51.

<sup>15</sup> See County of Hawai'i Planning Department, Kona Community Development Plan; Mapping Kona's Future, Prepared by Wilson Okamoto Corporation, September 2008; at < [http://www.hawaiicounty.gov/cdp/info/north-and-south-kona-cdp/cdp-final-drafts/Final%20KCDP\\_Sept%202008\\_text.pdf/view](http://www.hawaiicounty.gov/cdp/info/north-and-south-kona-cdp/cdp-final-drafts/Final%20KCDP_Sept%202008_text.pdf/view) >

facilities, infrastructure, and services, energy, and economic development as well as an action plan, a monitoring plan, and introductory sections.

The three primary sections that bear on the Kaloko Makai Project, but not the only ones, are land use and housing and Attachment B, Village Design Guidelines. The Kona CDP sets forth eight guiding principles, two of which are directly applicable to Kaloko Makai:<sup>16</sup> (1) "provide housing choices"; and (2) "direct future growth patterns toward compact villages, preserving Kona's rural, diverse, and historical character".

With respect to housing choices, the Kona CDP states:<sup>17</sup>

Future growth should offer a broad range of mixed housing choices with a variety of types and price ranges that are affordable and available in close proximity to places of work. They should also accommodate populations with special needs, including seniors, disabled persons, and the homeless.

With respect to urban villages, the Kona CDP states:<sup>18</sup>

The majority of future growth should be directed north of Kailua, with some future growth in the Kailua to Keauhou area, in the form of compact villages that offer increased density and mixture of homes, shops, and places to work.

#### 1.4.1 The Land Use Element

Kaloko Makai Village is identified in the Kona CDP as a Neighborhood TOD (Transit Oriented Development).<sup>19</sup> If, as anticipated, a medical center becomes part of Kaloko Makai, then the Regional Center designation would apply. A neighborhood village is defined as follows:<sup>20</sup>

Neighborhood Village Core Areas are intended for predominately residential, public/civic uses, or small-scale neighborhood-oriented commercial uses. The Core's commercial uses are of a small scale and are intended to serve the needs of the Village residents. Neighborhood Village Core Areas shall be designed around a Neighborhood Center. Land uses include recreational space, small-scale public/civic uses, neighborhood oriented retail uses, and mixed-use.

A regional center is described as follows:<sup>21</sup>

Regional centers are intended for mixed use and higher density residential, retail, commercial, employment, and/or regional one-of-a-kind facilities, such as major civic, medical, education, and entertainment facilities. Regional centers shall be

<sup>16</sup> *Ibid.* p. 3-1 thru 3-3..

<sup>17</sup> *Ibid.*

<sup>18</sup> *Ibid.*

<sup>19</sup> *Ibid.* p.4-41.

<sup>20</sup> *Ibid.* p. 4-40

<sup>21</sup> *Ibid.*

designed around a Commercial Center, which is the focus for the Village and designed to encourage pedestrian activity.

In addition to the data required for Project District Rezoning Application, the application shall include the following:<sup>22</sup>

- a. Master Plan. To the extent practicable, the master plan shall conform with the Village Design Guidelines ... and at a minimum address:
  - i. Mix of permitted uses and density;
  - ii. Transportation systems including street layout and standards, transit routes and facilities, and bike and pedestrian pathways;
  - iii. Village center public facilities and financing;
  - iv. Infrastructure requirements, financing, and timing;
  - v. Neighborhood park and public space standards;
  - vi. Phasing plan;
  - vii. Calculation and treatment of density transfer area; and
  - viii. Planning process, including extent of consultation with the Design Center.
- b. An environmental report meeting the requirements of HRS Chapter 343.

Incentives for following this process include expedited review by the Planning Director and the Planning Commission, concurrent processing of the environmental review document and the state land use boundary amendment by the County, and "the rebuttable presumption that the project furthers the intent of Chapter 25, the Zoning Code, and is consistent with goals, policies, and objectives of the County General Plan and the Kona CDP".<sup>23</sup> In addition, public financing shall pay for all of the costs of the major trunk transit route, a transit station, and a major park or plaza.<sup>24</sup>

The master plan for a TOD project is to further the intent of the Village Design Guideline, namely:<sup>25</sup>

1. Promote transit-oriented and pedestrian-oriented development, to increase transit use, to manage traffic congestion,
2. Encourage mixed-use, compact development that is pedestrian in scale and sensitive to environmental characteristics of the land, and facilitates the efficient use of public services;
3. Have residences, shopping, employment, and recreational uses located within close proximity with each other and efficiently organized to provide for the daily needs of the residents;
4. Provide for a range of housing types and affordability within pedestrian-oriented, human-scale neighborhoods;
5. Incorporate natural features, open space and cultural features;

<sup>22</sup> *Ibid.* pp.42-43.

<sup>23</sup> *Ibid.* p. 4-43.

<sup>24</sup> *Ibid.* p. 4-45.

<sup>25</sup> *Ibid.* p. 4-44.

6. Provide efficient circulation systems for pedestrians, non-motorized vehicles, and motorists that serve to functionally and physically integrate the various land use activities; and
7. Promote strong neighborhood identity and focus.

#### 1.4.2 The Housing Element

The consequences of a lack of affordable housing are multiple: (1) people who want to move to a new unit are unable to do so; (2) some families are forced to live doubled-up; (3) some people become homeless; (4) young families move elsewhere where they can afford a home, leading to a shortage of workers; and (5) workers commute long distances, e.g., from Ka'ū, to their jobs in Kona. These consequences impact not only households earning less than the median income, but also families with moderate income whose members provide essential community services, such as teachers and police officers.

There are County-wide programs already in place designed to stimulate the availability of affordable housing:<sup>26</sup> (1) affordable rental property tax incentives; (2) density bonuses for meeting the affordable housing requirement; (3) a homebuyer education program; and (4) the Hawai'i Island Housing Trust, a 501(c)(3) non-profit corporation.<sup>27</sup>

The Kona CDP includes several elements in its housing strategy that are of particular relevance for the Kaloko Makai Project.<sup>28</sup> The Plan stresses the importance of accessory or 'ohana units as a means of increasing the supply of rental housing as well as providing a source of income for the property owner. Second, the plan emphasizes the importance that some of the affordable inventory be perpetually affordable. Third, the Plan emphasizes the importance of addressing the housing needs of the elderly and the disabled. As an incentive, additional credits are provided for meeting the needs of these two groups.

The affordable housing credits in the Kona CDP – which are somewhat more liberal than those provided Chapter 11, Hawai'i County Code (HCC) – are designed to encourage workforce housing for those earning 120% to 180% of median household income, the elderly, and the disabled, as shown in Table 1.1 below.<sup>29</sup> Credit is also granted for affordable live/work units. Chapter 11, HCC, Housing, provides a 10% density bonus for meeting the affordable housing requirement, which is 20% of the total units as specified in Section 11-4(b)(2) of Chapter 11. The Kona CDP adds "...a 1:1

<sup>26</sup> Ordinance 1138, which was signed by the Mayor on April 25, 2011, has amended the affordable housing requirements by specifying that: "1. A minimum of 20% of the required affordable housing unit credits [shall be] earned at one credit per unit (100% to 120% of median household income) or higher; 2. A minimum of 30% of the required affordable housing unit credits [shall be] earned at 1.5 credits per unit (80% to 100% of median household income) or higher; and 3. A minimum of 40% of the required affordable housing unit credits [shall be] earned at two credits per unit (80% and under of median household income)."

<sup>27</sup> *Ibid.* p. 4-84.

<sup>28</sup> *Ibid.* pp. 4-85, 4-88, and 4-89.

<sup>29</sup> *Ibid.* p. 4-93

density bonus over and beyond the 10% bonus in HCC Section 11-8 for each affordable housing unit that exceeds the affordable housing requirements, up to a maximum 30% density bonus.<sup>30</sup>

Accessory or 'ohana units are encouraged with the intent of increasing the supply of rental housing, "For TODs ..., any provisions in the Project District rezoning ordinance relating to accessory units may preempt the zoning code 'ohana dwelling provisions (HCC Chapter 25, Article 6, Division 3)."<sup>31</sup>

**Table 1.1 Affordable Housing Credits**

	Percentage of Median household income	Affordable Housing Credit per HCC Section 11-5	Elderly, Disabled, or Live-Work Unit Credits
Dwelling Unit	120-180% (proposed)	0.25	0.75
	120-140%	0.5	1.0
	100-120%	1.0	1.5
	80-100%	1.5	2.0
	80%	2.0	2.5
Rental Unit	80-100%	1.0	1.5
	60-80%	1.5	2.0
	60%	2.0	2.5

The Kona CDP is designed to maintain the stock of affordable housing units for a period of 40 years. The following restrictions apply during the resale-restricted period:<sup>32</sup>

**1st 20 years:** The affordable units shall have a minimum 20-year controlled appreciation restriction (cost of improvements plus appreciation based on the Honolulu Consumer Price Index);  
**After 20 years:** The owner may sell the property at market value with a shared appreciation with the County or Kona Housing Non-Profit at 50%;  
**Right of First Refusal:** After 20 years, the Kona Housing Non-Profit shall have the right of first refusal to purchase the unit;  
**Owner-occupancy:** During the resale-restricted period, affordable units must remain owner-occupied or rented out by the owner at an affordable rate as certified by the County real property tax division pursuant to the affordable rent provisions in HCC Chapter 19.

Further, the Kona Housing Non-Profit or other non-profit established pursuant to the Kona CDP has the first right of refusal on 10% of the required affordable units.<sup>33</sup>

The Kaloko Makai project is in a position to provide the affordable housing units required by Chapter 11, HCC, and the Kona CDP and to utilize the bonus incentives established in those two legal documents.

<sup>30</sup> *Ibid.*

<sup>31</sup> *Ibid.*

<sup>32</sup> *Ibid.* p. 4-94.

<sup>33</sup> *Ibid.*

### 1.4.3 Village Design Guidelines

The Village Design Guidelines provide development standards for TOD villages. The standards are based on the national SmartCode and "calibrated" to fit the Kona CDP.<sup>34</sup> The SmartCode is a form-based code designed to result in compact, walkable villages. With respect to TOD villages, the intent is as follows (Capitalization is as in original document):<sup>35</sup>

- That Villages and REGIONAL CENTERS be compact, pedestrian-oriented and MIXED USE.
- That ordinary activities of daily living occur within walking distance of most dwellings, allowing independence to those who do not drive.
- That interconnected networks of transportation corridors be designed to disperse traffic and reduce the length of automobile trips.
- That within neighborhoods, a range of housing types and price levels be provided to accommodate diverse ages and incomes.
- That appropriate building DENSITIES and land uses be provided within walking distance of transit stops.
- That CIVIC, institutional, and COMMERCIAL activity impart a focused town center and gathering place.
- That schools could be sized and located to enable children to walk or bicycle to them.
- That a range of OPEN SPACE including parks, squares, and playgrounds should be distributed within neighborhoods and villages.
- That the growth of the village stays within a defined edge and thereby helps to establish a compact sense of place.

No attempt will be made in this volume to summarize the multiple design provisions included in the Village Design Guidelines other than to highlight a few specific provisions and to call special attention to Article 3, Village Scale Plans – New Villages, and Article 5, Building Scale Plans.

The Guidelines state that: "ACCESSORY UNITS are not included in the density calculation to encourage this residential use."<sup>36</sup>

In speaking of building configuration, the Guidelines state: "One PRINCIPAL Building at the FRONTAGE and one ACCESSORY UNIT to the rear of the PRINCIPAL BUILDING may be built on each LOT as shown in Table 14c, and "Rear SETBACKS for ACCESSORY UNITS shall be a minimum of 12 feet measured from the centerline of the REAR ALLEY easement."<sup>37</sup> Further, "ACCESSORY UNITS may be of any size, not to exceed 900 sq. ft."<sup>38</sup> In Article 7, Definitions, however, an Accessory unit is defined as:

<sup>34</sup> The SmartCode, Version 9.0, authored by Andres Duany, Sandy Sorlien, and William Wright, is available from the New Urban Network at <<http://newurbannetwork.com/tools/books/smartcode-version-9-and-manual>>

<sup>35</sup> Village Design Guidelines, Attachment B, Kona Community Development Plan, September 2008, p. 3.

<sup>36</sup> *Ibid.* p. 8.

<sup>37</sup> *Ibid.*, p. 22.

<sup>38</sup> *Ibid.* p. 23.



"...an Apartment not greater than 440 square feet sharing ownership and utility connections with a Principal Building".<sup>39</sup>

In speaking of parking and density calculations, the Guidelines specify: "ACCESSORY UNITS do not count toward DENSITY calculations".<sup>40</sup>

In addressing parking location standards, the Guidelines state: "Parking shall be accessed by REAR ALLEYS when such are available on the REGULATING MAPS".<sup>41</sup>

The villages as planned for the Kaloko Makai Project fit the standards for TOD villages as specified in the Guidelines. Further, the Guidelines specifically encourage the inclusion of accessory or 'ohana dwelling and the use of alleys for access to parking areas.

### 1.5 The Hawai'i County Ordinances Relating to Housing

Three Hawai'i County Ordinances immediately relate to housing: (1) Chapter 11, Housing, Article 1, Affordable Housing (there are no other articles in this chapter); (2) Chapter 25, Zoning; and (3) Chapter 19, Real Property Taxes, particularly as it relates to two property classes: affordable rental housing and homeowner.

Most of the affordable housing requirements, the manner in which the requirements can be satisfied, the density bonuses earned by meeting the affordable housing requirement, and the resale restrictions are specified in the Housing Section (4.5) of the Kona Community Development Plan. Since the Kona CDP was adopted by ordinance, it provisions supersede those specified in Chapter 25, Zoning, of the Hawai'i County Code. The one provision in Chapter 11 that is not replaced by provisions in the Housing Section of the Kona Community Development Plan specifies that the Office of Housing and Community Development (OHCD) shall: (1) determine the rental price for units of various sized annually; and (2) enter into an agreement with the developer assuring that the rental prices will be controlled for a period of at least 20 years.<sup>42</sup>

The provisions of the Kona CDP amend Chapter 25, Zoning, by defining TODs, establishing TOD floating zone project districts, adopting the Village Design Guideline, and requiring mandatory Design Center review of all master plans prepared for TOD floating zones.<sup>43</sup>

Article 6, Division 3 of Chapter 25, Zoning, Sections 25-6-30 through 25-6-39.7 govern 'Ohana Dwellings. The provisions relate to where and when (e.g., adequate public facilities to serve the unit) 'ohana units can be constructed and where they are

<sup>39</sup> *Ibid.* p. 27.

<sup>40</sup> *Ibid.* p. 24.

<sup>41</sup> *Ibid.* p. 25.

<sup>42</sup> Section 11-11 of the Hawai'i County Code (HCC).

<sup>43</sup> Actions LU-2.1a, LU-2.3a, LU-2.4a, LU2.5a, and LU-4.2a of the Kona CDP, pp 4-42 thru 4-50.

prohibited, the height limit, the minimum building site area and yard requirements, parking requirements, and the application and appeal process. These provisions may be superseded for TODs. The Kona CDP specifies that: "For TODs..., any provision in the Project District rezoning ordinance relating to accessory units may preempt the zoning code 'ohana dwelling provisions".<sup>44</sup>

Chapter 19, HCC, governs the Real Property Tax System on the Island of Hawai'i. The table below shows the nine property classes and the property tax rate per \$1,000 of net taxable building and land for the period July 1, 2010 to June 30, 2011.<sup>45</sup>

Table 1.2 Hawai'i County Tax Rates, Fiscal Year July 1, 2010 to June 30, 2011

Property Class	Tax Rate Per \$1,000 Net Taxable Land	Tax Rate Per \$1,000 Net Taxable Land
0 Affordable Rental Housing	\$5.55	\$5.55
1 Residential	\$9.10	\$9.10
2 Apartment	\$9.85	\$9.85
3 Commercial	\$9.10	\$9.10
4 Industrial	\$9.10	\$9.10
5 Agricultural and Native Forest	\$8.35	\$8.35
6 Conservation	\$9.85	\$9.85
7 Hotel/resort	\$9.85	\$9.85
9 Homeowner	\$5.55	\$5.55

Note: Chapter 19, Article 11, Section 19-90 of the Hawai'i County Code provides that the tax rates to be set on or before June 20 preceding the tax year for which property tax revenues are to be raised.

The two classes that are of particular interest are "Affordable Rental Housing" and "Homeowner". For FY 2011, the tax rates per \$1000 for affordable rental housing and for homeownership were set at approximately 61% of the residential rate and 56% of the apartment rate. The County Council is to establish the rates by resolution prior to June 20 of each year. If the Council does not do so, then the rates currently in effect continue for another year.<sup>46</sup>

To be placed in the homeowner class, the property owner must successfully qualify for a home exemption, which will reduce the net taxable value of his/her property, as discussed below. A housing unit qualifies for the affordable rental housing class if it meets the affordable housing qualifications. A new application for inclusion in this class must be filed annually. The owner of the property must submit sufficient documentation of the monthly rent, such as a signed lease, and the rent must be such as to qualify for the entire calendar year. One benefit of having one's rental unit in the Affordable Rental Housing Program is that the assessed value will not increase by more than 3% in any

<sup>44</sup> Kona CDP, Policy HSG-4.8: Accessory Units, p. 4-93.

<sup>45</sup> Hawai'i County Real Property Tax Office at

<<http://www.hawaiipropertytax.com/Forms/HtmlFrame.aspx?mode=Content/2003TAXRATES.htm>>

<sup>46</sup> Section 19-90(b), HCC.

one year as long as the owner continues to own the property and reapplies annually to remain in the Program.<sup>47</sup>

To qualify for a home exemption, a person must own his/her home and live in it as his/her principal residence for a minimum of 200 days in a calendar year. This means that the owner has no other home exemption in any other jurisdiction, has the intent to create or maintain a principal home in Hawai'i County, and actually occupies the property. If a person leases a property for ten years or longer, lives in the house on the property, and the lease is recorded, then the lessee can qualify for a home exemption. Persons owning a unit in a multi-unit building can qualify for a home exemption. The home exemption reduces the assessed value of the home by \$40,000. For persons ages 60 through 69, the exemption is \$80,000. For those 70 years of age and older, the exemption is \$100,000.<sup>48</sup>

### 1.6 The Hawai'i County Rules Relating to Housing

Rule 12, County of Hawai'i Planning Department, relates to 'Ohana Dwelling Units and Rule 15 to Project Districts. In one sense this section is irrelevant because the provisions of the Kona CDP supersede those of the Department of Planning's Rules of Practice and Procedure.

The provisions of the Kona CDP relating to defining TODs (Action LU-2.3a) – establishing TOD floating zone project districts (Action LU-2.4a) and the adoption of Village Design Guidelines (Action LU-2.5a) – render Rule 15 null and void as applied to the Kaloko Makai Project. Similarly, the provisions of the Kona CDP relating to TNDs (Traditional Neighborhood Developments) supersede Rule 15 as well.

The situation with respect to Rule 12, 'Ohana Dwelling Units, is somewhat different. The Kona CDP states that:

Accessory ('ohana dwelling) units are encouraged in order to increase the supply of rentals. For TODs and TNDs, any provisions in the Project District rezoning ordinance relating to accessory units may preempt the zoning code 'ohana dwelling provisions (HCC Chapter 25, Article 6, Division 3).<sup>49</sup>

The Village Design Guidelines state:

Provisions of this Code are activated by "shall" when required; "should" when recommended; and "may" when optional.<sup>50</sup>

<sup>47</sup> See Hawai'i County Real Property Tax Division, Department of Finance, "Affordable Rental Housing Program Information" at [http://www.hawaiipropertytax.com/Forms/pdf/Affordable%20Rental%20Housing%20Program%20Information%20\(Mar%202011\).pdf](http://www.hawaiipropertytax.com/Forms/pdf/Affordable%20Rental%20Housing%20Program%20Information%20(Mar%202011).pdf) and Sections 19-53(h) and (i), HCC.

<sup>48</sup> Hawai'i County Real Property Tax Office at <http://www.hawaiipropertytax.com/Forms/HtmlFrame.aspx?mode=Content/2003TAXRATES.htm>

<sup>49</sup> Kona CDP, Policy HSG-4.6, Accessory Units, p. 4-83.

<sup>50</sup> Section 1.2, Village Design Guidelines, p. 2.

If the Kaloko Makai Floating Zone Project District and the subsequent Project District, subsequently adapted as an ordinance, contains provisions relating to 'Ohana units, they supersede the provisos of Division 3 of Chapter 25, HCC, 'Ohana Dwellings, and those of Rule 12, Department of Planning, 'Ohana Dwelling Units. Thus, it is very important for the Kaloko Makai Project to assure that a section of the Project District address the standards and requirements for 'ohana units within the Kaloko Makai Project. Rule 12 provides guidance in so doing. Section 12-4 lists the Department's concerns in terms of adequate public facilities, Section 12-7 in terms of number of 'ohana dwelling units per lot, Section 12-8 in terms of height, lot size, setback, and off-street parking, and Section 12-9 in terms of duplex units.<sup>51</sup>

### 1.7 The Hawai'i County Design Center

The Hawai'i County Design Center is seen in the Kona CDP as an instrument of innovation stimulating exposure to new idea and encouraging a willingness to try them.<sup>52</sup>

The Kona CDP envisions the Design Center as a place where people will: "... collaboratively learn and apply the best available practices, ... provide an inviting venue to brainstorm ideas among applicants, government officials, and community members."<sup>53</sup> In addition the Design Center exists to facilitate the permitting process: "For those applicants who use the services of the Design Center, a County employee will be assigned to assist in identifying the various permit requirements, suggest a work plan to coordinate the permit requirements, and follow through with various agencies to avoid delays."<sup>54</sup>

The Design Center is to work with landowners to encourage Project District rezoning applications that are consistent with the Village Design Guidelines.<sup>55</sup>

Policy LU-4.1 lists the objectives that the Design Center is to accomplish:<sup>56</sup>

1. To support and expedite the translation and implementation of the Kona CDP goals, objectives, policies, actions, and design guidelines as applied to proposed development projects;
2. To be a catalyst for creative excellence and innovation;
3. To foster public-private partnerships;

<sup>51</sup> Sections 12-4, 12-7, 12-8, and 12-9 of the Department of Planning, Rules of Practice and Procedure, Rule 12, 'Ohana Dwelling Units.

<sup>52</sup> Kona CDP, pp. 3&4.

<sup>53</sup> *Ibid.*, p. 4-33.

<sup>54</sup> *Ibid.*

<sup>55</sup> *Ibid.*, Action LU-2.1c, p. 4-40.

<sup>56</sup> *Ibid.*, pp. 4-49 & 4-50.

4. To promote coordination and collaboration among the community, government agencies, applicants, landowners, professionals, and educational institutions;
5. To provide education on best design practices to applicants, government staff, community members, educators and students; and,
6. To award and recognize exemplary projects.

Although the Design Center will be administered by the Planning Department and staffed by County employees, the department may organize a technical committee of interdisciplinary volunteers.

Action LU-4.1a raises the possibility of hiring an independent contractor to help set-up the Design Center and assist in its initial operation; Action LU-4.1b speaks to the need to fund positions to staff the Design Center; LU-4.2 makes clear that the Design Center "shall review and approve all master plans prepared for (TOD) floating zones" as well as other specified proposals; Action LU-4.2a amends Chapter 25, the Zoning Code, to require mandatory Design Center review; and Policy LU-4.3 specifies that a Design Center staff member may be assigned to coordinate and expedite the permit approval process for a project.<sup>57</sup>

Further, in Action HSG-e<sup>58</sup> developers, with assistance from the Design Center, are encouraged to:

1. Take advantage of the higher densities permitted in TODs and TNDs to financially support building at least 25% affordable units in a creative manner that results in a mix of housing types, tenures, and affordability (see Policies HSG-4.1 to HSG-4.8);
2. Take advantage of the credits recognized to provide affordable disabled, elderly projects and live-work units (Policy HSG-4.4); and
3. Although no additional credits are offered, strive to provide accessory dwelling (Policy HSG-4.6) and SRO (Policy HSG-6.3) units.

Finally, The Village Design Guidelines, Attachment B, are infused with references to the role of the Design Center. The Design Center, in a sense, is the administrator of the Village Design Guideline. As the Kona CDP makes clear: "The Village Design Guidelines (Attachment B) provide the minimum standards for TODs/TNDs, but do not rigidly constrain creativity".<sup>59</sup>

The Design Center as envisioned in the Village Development Guidelines (VDGs) has not yet been established. Therefore, it is not yet possible to create a TOD via the project district process.<sup>60</sup> The VDGs are in the process of being calibrated, that is, to be precisely adjusted to fit the Kona District. The Kona CDP Action Committee is to

<sup>57</sup> *Ibid.*, p. 50.

<sup>58</sup> *Ibid.*, pp. 4-96 & 4-97. List edited to include only items directly relevant to the Kaloko Makai Project;

<sup>59</sup> *Ibid.*, p. 4-33.

<sup>60</sup> E-mail correspondence from Bennett Mark, Planning Program Manager, County of Hawai'i Planning Department, dated April 26, 2011.

recommend approval of the calibrated VDGs to the Planning Director. Once this occurs, then the Planning Department will be able to use the calibrated VDGs in determining whether a TOD as put forth in a Project District application meets the VDG requirements.

There was a pre-charette informational meeting on April 12, 2011, with the Kaloko Makai applicants, the Planning Department, and various State, County, and federal agencies at which potential transect zones, acreages, and agency concerns, among other topics, were discussed. The Planning Department anticipates that there will be additional charettes, first with governmental agencies and then with the public, prior to a request for approval of a TOD (or a Regional District) utilizing a project district application.

#### 1.8 Summary: The Close Fit Between the Policy Framework and the Kaloko Makai Project

There is a close fit between the County General Plan, the Kona Community Development Plan, and the Village Design Guidelines on the one hand and the Kaloko Makai Project, as described in the Environmental Assessment/ Environmental Impact Statement Notice (September 2010), on the other.

The General Plan goals for housing are:<sup>61</sup>

1. Attain safe, sanitary, and livable housing for the resident of the County of Hawai'i;
2. Attain a diversity of socio-economic housing mix;
3. Maintain a housing supply that allows a variety of choices;
4. Create viable communities with affordable housing and suitable living environments;
5. Seek sufficient production of new affordable and rental and fee-simple housing in the County in a variety of sizes to satisfactorily accommodate the needs and desires of families and individuals;
6. Ensure that housing is available to all persons regardless of age, sex, marital status, ethnic background, and income;
7. Make affordable housing available in reasonable proximity to employment centers; and
8. Encourage and expand home ownership opportunities for residents.

The Kaloko Makai project is designed to meet each of these goals.

The Kona CDP makes clear that a master plan for a TOD project is to further the intent of the Village Design Guideline, namely:<sup>62</sup>

1. Promote transit-oriented and pedestrian-oriented development, to increase transit use, to manage traffic congestion,

<sup>61</sup> County of Hawai'i, *General Plan*, February 2005 as amended in December 2006, pp 9-10.

<sup>62</sup> County of Hawai'i Planning Department, *Kona Community Development Plan: Mapping Kona's Future*, Prepared by Wilson Okamoto Corporation, September 2008, p.4-44.

2. Encourage mixed-use, compact development that is pedestrian in scale and sensitive to environmental characteristics of the land, and facilitates the efficient use of public services;
3. Have residences, shopping, employment, and recreational uses located within close proximity with each other and efficiently organized to provide for the daily needs of the residents;
4. Provide for a range of housing types and affordability within pedestrian-oriented, human-scale neighborhoods;
5. Incorporate natural features, open space and cultural features;
6. Provide efficient circulation systems for pedestrians, non-motorized vehicles, and motorists that serve to functionally and physically integrate the various land use activities; and
7. Promote strong neighborhood identity and focus.

These objectives are applicable to a Regional Center as well as a TOD project.

The Kaloko Makai project is designed to meet each of these specific objectives. The inclusion of the Dryland Forest and the Historic Trail speak specifically to objective number 5.

The Village Community Guidelines specify:<sup>63</sup>

1. That Villages and REGIONAL CENTERS be compact, pedestrian-oriented and MIXED USE.
2. That ordinary activities of daily living occur within walking distance of most dwellings, allowing independence to those who do not drive.
3. That interconnected networks of transportation corridors be designed to disperse traffic and reduce the length of automobile trips.
4. That within neighborhoods, a range of housing types and price levels be provided to accommodate diverse ages and incomes.
5. That appropriate building DENSITIES and land uses be provided within walking distance of transit stops.
6. That CIVIC, institutional, and COMMERCIAL activity impart a focused town center and gathering place.
7. That schools could be sized and located to enable children to walk or bicycle to them.
8. That a range of OPEN SPACE including parks, squares, and playgrounds should be distributed within neighborhoods and villages.
9. That the growth of the village stays within a defined edge and thereby helps to establish a compact sense of place.

The requirements set forth in the Village Design Guidelines in effect do a good job of describing the plan for the Kaloko Makai Project. The schools, for example, are located so children can walk or bike to them. The walkability of the Project will vastly reduce the need for short vehicle trips. There is a range of open space in each village and all the villages have defined edges.

<sup>63</sup> Village Design Guidelines, Attachment B, Kona Community Development Plan, September 2008, p. 33.

## 2. DATA ON SOCIAL ISSUES RELATED TO AFFORDABLE HOUSING

Vol. 1 community interviews found several social issues linked to affordable housing:

1. General affordability concerns – socio-economic impacts of housing.
2. Equity issues – whether longtime local residents are less able to afford housing than are newcomers.
3. Whether HUD/County guidelines (unintentionally but effectively) discriminate against local working populations and fail to provide housing for which they can qualify – a different and more specific equity issue.

We shall address the first two in a combined fashion, and the third thereafter, by using available data from two different U.S. Census datasets:

- The 2000 Census "Summary File 3" (SF3), presenting results from the old 15% "long-form survey" that used to be part of every decennial census. Though these data are old, they provide some information not available in more recent census datasets, and also provide a benchmark to indicate housing cost increase since 2000.
- The American Community Survey (ACS) averaged 2005-09 data. The ACS replaced the old "long-form survey," which was not done for the 2010 Census – the 2010 Census contains only very limited housing or social information. This information has instead been gathered in annual ACS surveys, but with quite small samples for areas with population as low as North Kona's.

For areas such as North Kona, the Census is only releasing five-year averaged data. The recently-released 2005-09 averaged data is the first such release, and represents the most recent available Census information on many housing topics. All dollar figures are in 2009 dollars. It should be noted that this particular five-year period is unique because the first part of it includes an economic boom period, while the last part of it includes the Great Recession. It should also be noted that the 2005-09 ACS contains most, but not all, of the detailed data from the 2000 SF3.

### 2.1 General Affordability and Equity

The true equity concern is more about newcomers vs. longtime residents, but what the Census actually provides are data broken down by broad "racial" (in Hawai'i, that would be interpreted more as "ethnic") categories, based on respondent self-reports:

1. White Alone
2. Black or African-American Alone
3. American Indian and Alaska Native Alone
4. Native Hawaiian or Other Pacific Islander (NHPi) Alone

5. Some Other Race Alone  
6. Two or More Races (which we will call "Mixed Race")

Hawai'i County generally and North Kona in particular have very few people falling into the Black, American Indian, or Other Race categories. However, ***we will use "White Alone" as a proxy for "newcomers" to Hawai'i and the Asian, NHPI, and Mixed Race categories as proxies for "local" residents.*** This is validated by the following data from the 2005-09 ACS:

**Table 2.1 Percentage Born in Hawai'i by Ethnicity, 2005-09 ACS**

	Total	White	Asian	Mixed Race	NHPI	All "Local"
Hawai'i County Overall	57.9%	25.9%	69.1%	85.2%	81.8%	78.1%
North Kona Census Division	41.6%	15.3%	54.3%	82.1%	67.7%	69.3%
South Kona Census Division	51.8%	18.1%	76.2%	82.4%	70.0%	78.2%
South Kohala Census Division	47.6%	28.3%	52.8%	78.0%	83.7%	68.4%

Census data on housing “cost” are of two main types: Owner-occupied householder estimated values (and sometimes mortgage-related costs) and renter-occupied reports about gross rents, including utilities, etc. (Note that there are no Census data on second-home values/costs.) Another key housing cost measure both for owners with mortgages and for renters has to do with percentage of monthly income going to mortgage or gross rental cost – households spending more than 30% of their incomes for housing are generally viewed as facing serious affordability issues.

The 2005-09 ACS provides these data for the total population but not ethnic/racial categories. The 2000 Census SF3, however, does give such information for the major categories – as well as for some finer-grained ethnic categories not available in the ACS. Table 2.2 and Table 2.3 on the following pages show these data (adjusted to 2009 dollars) for the County as a whole and for the three districts comprising the West Hawaii study area. The exhibits also show the more recent 2005-09 housing cost information for the total population only, giving a rough sense of change since 2000.

**West Hawai'i Housing Costs Compared to Countywide Averages:** Both owner- and renter-occupied costs in West Hawai'i (and particularly North Kona) far exceeded the countywide averages in 2000 and grew even more expensive over the following years.

- Overall housing values in North Kona were much higher than county averages in 2000. This was also true for South Kona and South Kohala, though not so much as North Kona. By 2005-09, housing values had increased islandwide, but even more rapidly in North Kona (essentially doubling) and South Kohala. The escalation exceeded growth in income as shown by proportion paying 30% or more for mortgage – 62% of North Kona households, up from 42% in 2000.
- Rents in North Kona also exceeded countywide averages in 2000, but not nearly as much. South Kohala was more the “high rent” area; South Kona, less so. By 2005-09, rents also increased in real terms, though nowhere near as much as values. Again, the proportion paying 30% or more for rents went up (especially in South Kona), but not as much as for values. The increase was greatest for South Kohala, again indicating a greater rental shortage there than elsewhere in West Hawai‘i.

**Table 2.2 Total and Ethnic-Specific Housing Costs for Owner-Occupied Units**

<p><i>(All values from 2000 Census except first row, all dollar values in 2009 dollars)</i></p> <p><b>Totals, Averaged 2005-09 Census ACS</b></p>									
	Ethnic Distribution of Owner-Occupied Units in County	Median Value of Owner-Occupied Units in County	Ratio of Median to Median of Other Groups in South	Paying 30% or More of Household Income for Mortgage <sup>1</sup>	Ethnic Distribution of Owner-Occupied Units in North	Median Value of Owner-Occupied Units in North	Ratio of Median to Median of Other Groups in North	Paying 30% or More of Household Income for Mortgage <sup>1</sup>	
<b>Total, 2000 Census</b>	100.0%	\$248,700	N/A	43.9%	100.0%	\$261,930	N/A	41.9%	
White-Alone Householder	38.1%	\$170,700	1.00	37.2%	61.9%	\$190,492	N/A	44.2%	
Asian-Alone Householder	35.7%	\$149,700	1.14	33.0%	21.5%	\$255,450	1.00	43.0%	
More than One Race Householder	17.5%	\$145,800	1.17	38.0%	13.3%	\$217,173	1.33	37.3%	
Native Hawaiian Householder*	7.5%	\$133,800	1.27	35.4%	8.3%	\$202,171	1.26	48.5%	
Any Native Hawaiian Householder*	18.9%	\$141,700	1.21	38.1%	17.0%	\$234,461	1.61	39.5%	
Filipino-Alone Householder	8.2%	\$125,500	1.36	33.7%	6.9%	\$181,002	1.41	42.6%	
Japanese-Alone Householder	23.6%	\$157,600	1.08	32.9%	43.5%	\$281,244	1.12	37.6%	
<b>Total, 2000 Census</b>	100.0%	\$248,700	N/A	43.9%	100.0%	\$261,930	N/A	41.9%	
White-Alone Householder	38.1%	\$170,700	1.00	37.2%	61.9%	\$190,492	N/A	44.2%	
Asian-Alone Householder	35.7%	\$149,700	1.14	33.0%	21.5%	\$255,450	1.00	43.0%	
More than One Race Householder	17.5%	\$145,800	1.17	38.0%	13.3%	\$217,173	1.33	37.3%	
Native Hawaiian Householder*	7.5%	\$133,800	1.27	35.4%	8.3%	\$202,171	1.26	48.5%	
Any Native Hawaiian Householder*	18.9%	\$141,700	1.21	38.1%	17.0%	\$234,461	1.61	39.5%	
Filipino-Alone Householder	8.2%	\$125,500	1.36	33.7%	6.9%	\$181,002	1.41	42.6%	
Japanese-Alone Householder	23.6%	\$157,600	1.08	32.9%	43.5%	\$281,244	1.12	37.6%	
<b>Total, 2000 Census</b>	100.0%	\$248,700	N/A	43.9%	100.0%	\$261,930	N/A	41.9%	
White-Alone Householder	42.4%	\$132,612	1.00	40.5%	48.0%	\$273,455	N/A	47.1%	
Asian-Alone Householder	30.1%	\$261,509	1.30	32.8%	20.0%	\$258,445	1.17	42.5%	
More than One Race Householder	15.1%	\$280,712	1.20	46.4%	21.3%	\$254,340	1.12	35.5%	
Native Hawaiian Householder*	8.8%	\$235,635	1.22	39.8%	10.6%	\$212,559	1.42	39.1%	
Any Native Hawaiian Householder*	20.3%	\$254,429	1.18	50.5%	27.1%	\$252,397	1.30	38.0%	
Filipino-Alone Householder	4.1%	\$246,710	1.37	64.1%	6.1%	\$224,907	1.53	49.0%	
Japanese-Alone Householder	28.2%	\$263,500	1.19	29.4%	12.5%	\$277,959	1.00	40.5%	

Smaller groups not shown but included in total: African-American, American Indian, Other races (each <10%).  
Units for which estimated values are available. Values are in 2009 dollars (2000 values updated by using Honolulu CPI, ACS values given in 2009 dollars)  
Only units with mortgage, excluding units for which data not available.  
\*These are Pacific Islanders alone (and about 65% were Native Hawaiian alone).  
Both Native Hawaiians alone and also part-Hawaiians who were included in "Two or More Races" above.  
†English-speak and Japanese-speak were each part of Asian-Non-H group.

**Ethnic Differences in West Hawai'i Compared to Countywide Patterns:** The foregoing Table 2.2 and Table 2.3 further indicate that Whites generally pay more (and/or can afford more) for housing than do "local" groups on an islandwide basis. These islandwide patterns also exist in West Hawai'i – in some cases with even greater disparities; in other cases just reflecting islandwide patterns but at higher dollar levels.

- Whites in 2000 reported higher values than other groups, both countywide and in all three West Hawai'i districts. The gap between values reported by Whites and by other groups was particularly great in North Kona. Elsewhere in West Hawai'i, the ratios of Whites to other groups' medians were similar to countywide ones. In terms of households paying 30% or more of income for mortgages, Whites in West Hawai'i had only slightly higher than countywide average figures, and some other groups in West Hawai'i were paying even higher percentages for housing.

Both these patterns suggest that incomes are generally higher in West Hawai'i than for the county as a whole, and even more so for Whites than for other groups. (The following analysis of 2005-09 ACS data will generally confirm this.)

- Whites in 2000 also paid higher rents than other groups, both countywide and in all three West Hawai'i districts. However, the relative differential between Whites and other groups was very similar to countywide averages for North Kona and South Kohala – only in South Kona did Whites pay *much* higher rents than did most non-White "local" groups, compared to countywide ratios. In terms of households paying 30% or more of income for rent, White proportions were close to those of other groups – it was the "NHP1 alone" (mostly people saying they were Native Hawaiians alone) who were bearing the greatest burden, islandwide and in North Kona (though less heavily in the rest of West Hawai'i).

Again, these patterns simply suggest that West Hawai'i incomes are elevated for all groups compared to countywide averages, but even more so for Whites than others.

**Reasons Whites (Newcomers) Pay More:** It is possible there are some social reasons (e.g., family or other social networks) allowing non-White "locals" to locate better housing "deals," and pay less. The Census data do not permit examination of that hypothesis, but they do permit examination of the other hypothesis stated above – that Whites have higher incomes and can therefore afford more. Table 2.4 indicates this hypothesis happens to be true for West Hawai'i, but is not uniformly true islandwide.<sup>64</sup>

<sup>64</sup> As previously noted, race/ethnicity is used here as a proxy for "newcomers" vs. "longtime residents." A non-Census dataset – the 2009 Hawai'i Health Surveillance Survey – permits some limited examination of countywide household median incomes by those variables. Courtesy of SMS Research, which holds rights to that data, we found that medians for people born in Hawai'i actually fell in between the values for newcomers who had been here 10 or more years and those who had moved within the last 10 years. The lower incomes for "newcomers" who had been here longer could reflect reduced incomes among retirees:

	County Total	Lifetime Resident	Moved 10+ Yr Ago	Moved In Last 10 Yr
Median Household Income	\$50,176	\$50,192	\$45,721	\$55,015
Pct. of Total Sample (N = 960)	100.0%	48.3%	35.4%	15.5%

**Table 2.3 Total and Ethnic-Specific Housing Costs for Renter-Occupied Units**

(All values from 2000 Census except first row; all dollar values in 2000 dollars)		(All values from 2000 Census except first row; all dollar values in 2000 dollars)		(All values from 2000 Census except first row; all dollar values in 2000 dollars)		(All values from 2000 Census except first row; all dollar values in 2000 dollars)		(All values from 2000 Census except first row; all dollar values in 2000 dollars)		(All values from 2000 Census except first row; all dollar values in 2000 dollars)	
Total, Averaged 2005-09 Census (ACS)		Total, 2000 Census		Total, 2000 Census		Total, 2000 Census		Total, 2000 Census		Total, 2000 Census	
Ethnic Distri- bution of Renter- Occupied Units <sup>1</sup> in County	Median Gross Rent, Renters Pay <sup>2</sup>	Ethnic Distri- bution of Renter- Occupied Units <sup>1</sup> in County	Median Gross Rent, Renters Pay <sup>2</sup>	Ethnic Distri- bution of Renter- Occupied Units <sup>1</sup> in County	Median Gross Rent, Renters Pay <sup>2</sup>	Ethnic Distri- bution of Renter- Occupied Units <sup>1</sup> in County	Median Gross Rent, Renters Pay <sup>2</sup>	Ethnic Distri- bution of Renter- Occupied Units <sup>1</sup> in County	Median Gross Rent, Renters Pay <sup>2</sup>	Ethnic Distri- bution of Renter- Occupied Units <sup>1</sup> in County	Median Gross Rent, Renters Pay <sup>2</sup>
Wide	Ratio of White Median to Other Median of Household Income by Gross Rent <sup>3</sup> , N	Wide	Ratio of White Median to Other Median of Household Income by Gross Rent <sup>3</sup> , N	Wide	Ratio of White Median to Other Median of Household Income by Gross Rent <sup>3</sup> , N	Wide	Ratio of White Median to Other Median of Household Income by Gross Rent <sup>3</sup> , N	Wide	Ratio of White Median to Other Median of Household Income by Gross Rent <sup>3</sup> , N	Wide	Ratio of White Median to Other Median of Household Income by Gross Rent <sup>3</sup> , N
County	42.4%	County	42.4%	County	42.4%	County	42.4%	County	42.4%	County	42.4%
White-Alone Householder	100.0%	\$856	N/A	41.7%	\$928	1.00	42.5%	41.7%	\$928	1.00	42.5%
Asian-Alone Householder	17.6%	\$746	1.24	17.6%	\$746	1.24	37.6%	17.6%	\$746	1.24	37.6%
Mixed-Race Householder	25.7%	\$824	1.11	25.7%	\$824	1.11	43.0%	25.7%	\$824	1.11	43.0%
Native Hawaiian Householder	11.5%	\$820	1.13	60.5%	\$820	1.13	60.5%	11.5%	\$820	1.13	60.5%
Any Native Hawaiian Householder	24.7%	\$826	1.12	44.4%	\$826	1.12	44.4%	24.7%	\$826	1.12	44.4%
Filipino-Alone Householder	6.6%	\$725	1.28	32.6%	\$725	1.28	32.6%	6.6%	\$725	1.28	32.6%
Japanese-Alone Householder	8.9%	\$707	1.32	39.4%	\$707	1.32	39.4%	8.9%	\$707	1.32	39.4%
<b>West Hawai'i</b>											
Total, 2000 Census	100.0%	\$856	N/A	41.7%	\$928	1.00	42.5%	41.7%	\$928	1.00	42.5%
White-Alone Householder	41.7%	\$928	1.00	42.5%	\$928	1.00	42.5%	41.7%	\$928	1.00	42.5%
Asian-Alone Householder	17.6%	\$746	1.24	17.6%	\$746	1.24	37.6%	17.6%	\$746	1.24	37.6%
Mixed-Race Householder	25.7%	\$824	1.11	25.7%	\$824	1.11	43.0%	25.7%	\$824	1.11	43.0%
Native Hawaiian Householder	11.5%	\$820	1.13	60.5%	\$820	1.13	60.5%	11.5%	\$820	1.13	60.5%
Any Native Hawaiian Householder	24.7%	\$826	1.12	44.4%	\$826	1.12	44.4%	24.7%	\$826	1.12	44.4%
Filipino-Alone Householder	6.6%	\$725	1.28	32.6%	\$725	1.28	32.6%	6.6%	\$725	1.28	32.6%
Japanese-Alone Householder	8.9%	\$707	1.32	39.4%	\$707	1.32	39.4%	8.9%	\$707	1.32	39.4%
<b>North Kona</b>											
Total, 2000 Census	100.0%	\$856	N/A	41.7%	\$928	1.00	42.5%	41.7%	\$928	1.00	42.5%
White-Alone Householder	41.7%	\$928	1.00	42.5%	\$928	1.00	42.5%	41.7%	\$928	1.00	42.5%
Asian-Alone Householder	17.6%	\$746	1.24	17.6%	\$746	1.24	37.6%	17.6%	\$746	1.24	37.6%
Mixed-Race Householder	25.7%	\$824	1.11	25.7%	\$824	1.11	43.0%	25.7%	\$824	1.11	43.0%
Native Hawaiian Householder	11.5%	\$820	1.13	60.5%	\$820	1.13	60.5%	11.5%	\$820	1.13	60.5%
Any Native Hawaiian Householder	24.7%	\$826	1.12	44.4%	\$826	1.12	44.4%	24.7%	\$826	1.12	44.4%
Filipino-Alone Householder	6.6%	\$725	1.28	32.6%	\$725	1.28	32.6%	6.6%	\$725	1.28	32.6%
Japanese-Alone Householder	8.9%	\$707	1.32	39.4%	\$707	1.32	39.4%	8.9%	\$707	1.32	39.4%
<b>South Kona</b>											
Total, 2000 Census	100.0%	\$856	N/A	41.7%	\$928	1.00	42.5%	41.7%	\$928	1.00	42.5%
White-Alone Householder	41.7%	\$928	1.00	42.5%	\$928	1.00	42.5%	41.7%	\$928	1.00	42.5%
Asian-Alone Householder	17.6%	\$746	1.24	17.6%	\$746	1.24	37.6%	17.6%	\$746	1.24	37.6%
Mixed-Race Householder	25.7%	\$824	1.11	25.7%	\$824	1.11	43.0%	25.7%	\$824	1.11	43.0%
Native Hawaiian Householder	11.5%	\$820	1.13	60.5%	\$820	1.13	60.5%	11.5%	\$820	1.13	60.5%
Any Native Hawaiian Householder	24.7%	\$826	1.12	44.4%	\$826	1.12	44.4%	24.7%	\$826	1.12	44.4%
Filipino-Alone Householder	6.6%	\$725	1.28	32.6%	\$725	1.28	32.6%	6.6%	\$725	1.28	32.6%
Japanese-Alone Householder	8.9%	\$707	1.32	39.4%	\$707	1.32	39.4%	8.9%	\$707	1.32	39.4%
<b>South Kohala</b>											
Total, 2000 Census	100.0%	\$856	N/A	41.7%	\$928	1.00	42.5%	41.7%	\$928	1.00	42.5%
White-Alone Householder	41.7%	\$928	1.00	42.5%	\$928	1.00	42.5%	41.7%	\$928	1.00	42.5%
Asian-Alone Householder	17.6%	\$746	1.24	17.6%	\$746	1.24	37.6%	17.6%	\$746	1.24	37.6%
Mixed-Race Householder	25.7%	\$824	1.11	25.7%	\$824	1.11	43.0%	25.7%	\$824	1.11	43.0%
Native Hawaiian Householder	11.5%	\$820	1.13	60.5%	\$820	1.13	60.5%	11.5%	\$820	1.13	60.5%
Any Native Hawaiian Householder	24.7%	\$826	1.12	44.4%	\$826	1.12	44.4%	24.7%	\$826	1.12	44.4%
Filipino-Alone Householder	6.6%	\$725	1.28	32.6%	\$725	1.28	32.6%	6.6%	\$725	1.28	32.6%
Japanese-Alone Householder	8.9%	\$707	1.32	39.4%	\$707	1.32	39.4%	8.9%	\$707	1.32	39.4%

<sup>1</sup> Smaller groups not shown but included in total: African American, American Indian, Other Race (each alone).  
<sup>2</sup> Units with cash rents. Values are in 2000 dollars; 2000 values updated by using Honolulu CPI-ACS values given in 2000 dollars.  
<sup>3</sup> Only units with mortgages, excluding units for which data not available.  
 These are Pacific Islanders alone (and about 85% were Native Hawaiian alone).  
 Both Native Hawaiians alone and also part-Hawaiians who were included in "Two or More Races" above.  
 Filipino-American and Japanese-American were each part of Asian-American group.

Table 2.4 Median Incomes by Race and Census Division, 2005-09 ACS

Median Household Income	Total	White	Asian	Mixed Race	NHPI	"Local"
<b>Hawai'i County Overall</b>	<b>\$55,645</b>	<b>\$55,845</b>	<b>\$58,732</b>	<b>\$54,098</b>	<b>\$49,868</b>	<b>\$52,738</b>
Hilo	\$53,928	\$47,048	\$60,210	\$57,558	\$46,295	\$51,350
Honoka'a-Kukuihaele	\$59,258	\$59,808	\$44,609	\$62,679	\$62,159	\$59,740
Ka'u	\$41,911	\$37,917	\$35,078	\$49,827	\$40,288	\$43,247
Kaa'u-Mountain View	\$40,597	\$39,731	\$49,206	\$37,926	\$39,085	\$40,872
North Hilo	\$67,782	\$72,143	\$72,750	\$26,111	\$55,625	\$51,832
North Kohala	\$61,234	\$56,154	\$50,536	\$73,315	\$74,440	\$68,588
Pa'uauhau-Pa'uauilo	\$61,535	\$62,197	\$56,389	\$71,722	\$51,250	\$58,998
Pāhoā-Kalapana	\$36,914	\$31,879	\$58,155	\$45,869	\$56,136	\$53,142
Pāpa'ikou-Waialea	\$44,182	\$56,250	\$43,661	\$43,875	\$41,833	\$42,523
<b>West Hawai'i Study Area</b>						
North Kona	\$54,802	\$66,151	\$66,784	\$56,440	\$55,743	\$58,819
South Kona	\$58,849	\$65,219	\$63,500	\$47,000	\$39,308	\$45,973
South Kohala	\$75,812	\$78,826	\$70,337	\$65,979	\$42,349	\$55,556
Median Family Income	Total	White	Asian	Mixed Race	NHPI	"Local"
<b>Hawai'i County Overall</b>	<b>\$65,372</b>	<b>\$67,038</b>	<b>\$69,536</b>	<b>\$55,969</b>	<b>\$56,604</b>	<b>\$62,806</b>
Hilo	\$66,918	\$57,550	\$77,698	\$64,079	\$56,304	\$70,583
Honoka'a-Kukuihaele	\$75,583	\$78,478	\$74,167	\$75,639	\$87,578	\$76,403
Ka'u	\$44,713	\$48,507	\$42,750	\$37,292	\$39,813	\$39,706
Kaa'u-Mountain View	\$45,813	\$47,390	\$50,294	\$35,959	\$44,375	\$43,997
North Hilo	\$72,885	\$84,219	\$72,833	\$84,167	\$54,375	\$72,390
North Kohala	\$71,090	\$71,750	\$61,905	\$71,083	\$73,793	\$68,356
Pa'uauhau-Pa'uauilo	\$70,903	\$84,444	\$63,824	\$47,083	\$28,807	\$52,700
Pāhoā-Kalapana	\$46,473	\$38,947	\$68,482	\$46,366	\$60,761	\$55,003
Pāpa'ikou-Waialea	\$56,792	\$78,750	\$55,000	\$44,125	\$27,000	\$48,626
<b>West Hawai'i Study Area</b>						
North Kona	\$69,626	\$75,324	\$72,007	\$59,789	\$59,211	\$65,160
South Kona	\$76,354	\$82,404	\$70,266	\$71,875	\$60,865	\$69,517
South Kohala	\$77,076	\$93,125	\$74,655	\$69,250	\$51,954	\$68,571
Median Non-Family Income	Total	White	Asian	Mixed Race	NHPI	"Local"
<b>Hawai'i County Overall</b>	<b>\$32,267</b>	<b>\$34,831</b>	<b>\$24,878</b>	<b>\$35,094</b>	<b>\$24,735</b>	<b>\$27,797</b>
Hilo	\$26,794	\$28,421	\$25,352	\$35,373	\$23,285	\$27,023
Honoka'a-Kukuihaele	\$19,506	\$27,083	\$18,648	\$28,816	\$61,250	\$28,947
Ka'u	\$23,468	\$22,188	\$23,500	\$14,625	\$27,000	\$21,806
Kaa'u-Mountain View	\$27,103	\$25,536	\$31,923	\$39,702	\$22,500	\$33,004
North Hilo	\$14,735	\$13,182	\$24,500	\$14,375	\$33,529	\$20,520
North Kohala	\$32,629	\$35,054	\$19,688	\$34,286	\$25,313	\$23,241
Pa'uauhau-Pa'uauilo	\$50,160	\$52,857	\$21,818	\$36,406	N/A	\$23,832
Pāhoā-Kalapana	\$24,542	\$21,855	\$19,375	\$27,000	\$50,125	\$29,901
Pāpa'ikou-Waialea	\$16,923	\$13,289	\$16,481	\$37,143	\$42,833	\$24,286
<b>West Hawai'i Study Area</b>						
North Kona	\$44,429	\$48,840	\$31,618	\$38,182	\$25,463	\$32,882
South Kona	\$27,736	\$32,813	\$21,250	\$16,429	\$14,861	\$17,888
South Kohala	\$47,377	\$53,117	\$45,607	\$38,177	\$14,342	\$39,056

Italicized numbers in yellow \$XX,XXX show "White" or "Local" with higher median for the area. Those pairs with no italics are so close as to be essentially equal.

\*Median Income for "Local" estimated from Census data on numbers in different age categories.

Note in Table 2.4 that – especially in West Hawai'i – Asian incomes tend to be very close to, and sometimes a little greater than, White incomes. The "Local" household and median incomes are lower than Asian incomes because of the effects of Mixed Race and NHPI (Native Hawaiian and Pacific Islander) lower incomes. The ACS does not permit analysis by "Any Native Hawaiian" (alone or mixed), but numbers from the 2000 Census indicate that **people who are at least part-Hawaiian accounted for between 70% and 80% of the combined NHPI and Mixed-Race categories** in the overall county or the three West Hawai'i districts. Thus, again, it would appear to be Native Hawaiians who are having a particularly difficult time economically in West Hawai'i compared to Whites or even to Asians.

These income disparities reflect overall group differences shown below in:

- **Education** – better educated workers earn more throughout the nation;
- **Age** – older and more experienced workers usually earn more, and incomes are greater in the prime 25-64 working years (the 2005-09 ACS indicates householders in those years had median incomes about 50% greater than younger or older ones);
- **Family Structure** – female single-parent households face particularly economic challenges (the 2005-09 ACS found a countywide median of just \$23,950 for single mothers, vs. \$36,600 for single fathers and \$78,900 for couples with children).

Table 2.5 Factors Related to Income, by Race, 2005-09 ACS

	Hawai'i County						North Kona					
	Total	White	Asian	Mixed Race	NHPI	"Local"	Total	White	Asian	Mixed Race	NHPI	"Local"
Education for Population 25+												
% Lacking High School Diploma	0.0%	8.4%	13.0%	8.4%	13.0%	12.0%	8.7%	4.0%	10.5%	12.1%	16.8%	12.3%
% Bachelor's Degree or More	28.2%	35.4%	25.7%	14.4%	13.9%	20.0%	27.5%	37.8%	24.4%	9.4%	15.7%	17.2%
Age												
Median Age <sup>a</sup>	39.4	46.9	40.0	22.4	32.1	34.8	40.3	60.2	41.6	25.6	31.6	32.8
% Population in 25-64 Age Group	54.1%	62.4%	55.4%	42.1%	51.3%	49.0%	57.6%	65.2%	59.6%	45.8%	51.6%	51.8%
% Population in 65+ Age Group	13.7%	15.1%	24.1%	4.6%	0.2%	13.3%	13.0%	16.6%	18.2%	5.9%	4.4%	10.6%
Composition of Family Households												
Female Householder, Children Under 18	12.3%	9.2%	8.8%	20.3%	10.7%	14.6%	9.0%	8.8%	6.4%	9.6%	22.6%	11.8%
	South Kona						South Kohala					
	Total	White	Asian	Mixed Race	NHPI	"Local"	Total	White	Asian	Mixed Race	NHPI	"Local"
Education for Population 25+												
% Lacking High School Diploma	9.7%	6.2%	10.3%	15.2%	0.8%	13.4%	7.0%	4.7%	12.1%	2.0%	17.0%	10.1%
% Bachelor's Degree or More	24.8%	33.8%	24.8%	6.1%	5.5%	16.2%	31.1%	41.0%	24.1%	19.2%	6.2%	19.4%
Age												
Median Age <sup>a</sup>	45.1	46.5	53.3	21.3	43.7	38.0	33.7	42.4	38.3	22.4	32.8	30.4
% Population in 25-64 Age Group	53.7%	68.0%	53.3%	36.8%	54.3%	46.0%	59.5%	61.2%	58.2%	45.7%	40.6%	50.0%
% Population in 65+ Age Group	15.0%	13.0%	26.0%	8.8%	17.5%	17.8%	10.3%	13.1%	11.2%	2.6%	14.1%	8.3%
Composition of Family Households												
Female Householder, Children Under 18	9.0%	9.3%	10.0%	14.0%	0.0%	10.0%	12.0%	8.6%	12.7%	25.8%	28.6%	20.2%

\*Median Age for "Local" estimated by JMK Associates from Census information about numbers in different age categories.

**Summary:** General conclusions to be drawn from all the previous analyses would be —

- All groups – newcomers/longtime residents or ethnic/racial groups – face serious affordability issues in regard to housing in West Hawai'i (especially North Kona).
- Whites (viewed as a proxy for newcomers) pay more on average for housing in West Hawai'i, but it is not clear whether that means they are bidding up housing costs or just less able to find better housing "deals" than longtime residents. Higher housing costs for Whites is part of an islandwide pattern, even though Whites don't always have higher incomes than other groups outside West Hawai'i.
- Native Hawaiians (and perhaps Filipinos) are particularly challenged in West Hawai'i due to lower overall incomes that reflect differences in overall education, age, and family structure. In the future, they will likely comprise a greater proportion of the "local" population, because the Asian population is aging (Table 2.5).

## 2.2 Effect of Median Income Guidelines on “Local” Qualification for Housing

The question here – raised by a number of community interviewees – is whether “affordable housing” projects provided in response to County guidelines are truly affordable, especially for “local” working families.

The federal Department of Housing and Urban Development (HUD) sets guidelines for any for-sale or rental "affordable housing" projects in all U.S. areas, including Hawai'i County. Because this analysis considers data in 2009 dollars, HUD guidelines for Hawai'i County effective July 2009 are reproduced on the following page (provided courtesy of the County's Office of Housing and Community Development) as Table 2.6. To derive these guidelines, HUD uses a complex procedure that still begins with 2000 Census figures but also integrates updated data from various sources, including recent ACS data for both County and State (but not the most recent ACS, as that is still being collected during or after the period the guidelines are issued).

Thus, the 2009 income figures in the 2005-09 ACS provides an indication of factors that affect (future) County guidelines, but not a direct analysis of the guidelines themselves.

**Comparing HUD Assumed Medians with Census Medians:** Following the HUD guideline information, Table 2.7 compares HUD's assumed 100% median figure for the County (effective mid-2009) with "actual" medians from the ACS. However, it should be remembered the ACS is still a survey, and so has sampling error. Also, the comparison is imperfect because the averaged ACS median incomes include pre-recession figures.

- Subject to these caveats, Table 2.7 indicates Hawai'i County residents probably had higher medians than assumed by HUD, making it easier to qualify for affordable housing projects.
- West Hawai'i residents had even higher incomes than countywide averages, meaning it was even easier to qualify there, compared to the rest of the island.

**Table 2.6 HUD Guidelines for Hawai'i County as of Mid 2009**  
**AFFORDABLE HOUSING GUIDELINES FOR THE COUNTY OF HAWAII**

**FOR-SALE UPATS GUIDELINES (effective 07/02/09)**  
This information is based on 2008 median income established by the

[illegible]

The figure considers (1) a 2% conventional debt mortgage; (2) a fixed interest rate of 6.6%; (3) housing expenses equal to 28% of gross annual income; and (4) a down payment equal to 5% of the sales price. The interest rate used is the fixed average interest rate for a 30-year conventional fixed mortgage in the previous year, as posted for by the Federal Home Loan Mortgage Corp (<http://www.fhlmortgage.com/fairmortgage30year.htm>). The rate is rounded to the nearest half percentage point.

[illegible]

**FOR-SALE FINISHED LOTS GUIDELINES (Effective 01/01/2009)**

This information is listed for the information only and for a completed and for a completed, listing an assessed amount of the used in the County of Nevada. It is used to help a local agency fairly assess the value of the property. The information is based on estimates by The County of Nevada's Department of Public Works, Planning Division.

% of Market Income	After-tax House Price	Cost/Born	After-tax Lot Price
50%	\$ 224,200	=	\$ 44,200
50%	\$ 264,700	=	\$ 164,000
100%	-	=	\$ 164,700

**FOR-RENT GLADELINES** (effective 01/01/2005)  
A desirable month are hired as 30% of gross revenue

**FOR-RENT (GUILDABLES)** (effective 01/01/09)  
Agorable rents are based on 30% of gross monthly income, including utilities (rent, electricity, sewage service, etc.) and other costs. Please refer to form H400-526577-1500 for more information.  
For Rent-Furnished (Utilities and Other Services) for utilities for other things, under rule 600, in the.

Year	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126	2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140	2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154	2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168	2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182	2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196	2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224	2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238	2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252	2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266	2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280	2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294	2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322	2323	2324	2325	2326	2327	2328	2329	2330	2331	2332	2333	2334	2335	2336	2337	2338	2339	2340	2341	2342	2343	2344	2345	2346	2347	2348	2349	2350	2351	2352	2353	2354	2355	2356	2357	2358	2359	2360	2361	2362	2363	2364	2365	2366	2367	2368	2369	2370	2371	2372	2373	2374	2375	2376	2377	2378	2379	2380	2381	2382	2383	2384	2385	2386	2387	2388	2389	2390	2391	2392	2393	2394	2395	2396	2397	2398	2399	2400	2401	2402	2403	2404	2405	2406	2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419	2420	2421	2422	2423	2424	2425	2426	2427	2428	2429	2430	2431	2432	2433	2434	2435	2436	2437	2438	2439	2440	2441	2442	2443	2444	2445	2446	2447	2448	2449	2450	2451	2452	2453	2454	2455	2456	2457	2458	2459	2460	2461	2462	2463	2464	2465	2466	2467	2468	2469	2470	2471	2472	2473	2474	2475	2476	2477	2478	2479	2480	2481	2482	2483	2484	2485	2486	2487	2488	2489	2490	2491	2492	2493	2494	2495	2496	2497	2498	2499	2500	2501	2502	2503	2504	2505	2506	2507	2508	2509	2510	2511	2512	2513	2514	2515	2516	2517	2518	2519	2520	2521	2522	2523	2524	2525	2526	2527	2528	2529	2530	2531	2532	2533	2534	2535	2536	2537	2538	2539	2540	2541	2542	2543	2544	2545	2546	2547	2548	2549	2550	2551	2552	2553	2554	2555	2556	2557	2558	2559	2560	2561	2562	2563	2564	2565	2566	2567	2568	2569	2570	2571	2572	2573	2574	2575	2576	2577	2578	2579	2580	2581	2582	2583	2584	2585	2586	2587	2588	2589	2590	2591	2592	2593	2594	2595	2596	2597	2598	2599	2600	2601	2602	2603	2604	2605	2606	2607	2608	2609	2610	2611	2612	2613	2614	2615	2616	2617	2618	2619	2620	2621	2622	2623	2624	2625	2626	2627	2628	2629	2630	2631	2632	2633	2634	2635	2636	2637	2638	2639	2640	2641	2642	2643	2644	2645	2646	2647	2648	2649	2650	2651	2652	2653	2654	2655	2656	2657	2658	2659	2660	2661	2662	2663	2664	2665	2666	2667	2668	2669	2670	2671	2672	2673	2674	2675	2676	2677	2678	2679	2680	2681	2682	2683	2684	2685	2686	2687	2688	2689	2690	2691	2692	2693	2694	2695	2696	2697	2698	2699	2700	2701	2702	2703	2704	2705	2706	2707	2708	2709	2710	2711	2712	2713	2714	2715	2716	2717	2718	2719	2720	2721	2722	2723	2724	2725	2726	2727	2728	2729	2730	2731	2732	2733	2734	2735	2736	2737	2738	2739	2740	2741	2742	2743	2744	2745	2746	2747	2748	2749	2750	2751	2752	2753	2754	2755	2756	2757	2758	2759	2760	2761	2762	2763	2764	2765	2766	2767	2768	2769	2770	2771	2772	2773	2774	2775	2776	2777	2778	2779	2780	2781	2782	2783	2784	2785	2786	2787	2788	2789	2790	2791	2792	2793	2794	2795	2796	2797	2798	2799	2800	2801	2802	2803	2804	2805	2806	2807	2808	2809	2810	2811	2812	2813	2814	2815	2816	2817	2818	2819	2820	2821	2822	2823	2824	2825	2826	2827	2828	2829	2830	2831	2832	2833	2834	2835	2836	2837	2838	2839	2840	2841	2842	2843	2844	2845	2846	2847	2848	2849	2850	2851	2852	2853	2854	2855	2856	2857	2858	2859	2860	2861	2862	2863	2864	2865	2866	2867	2868	2869	2870	2871	2872	2873	2874	2875	2876	2877	2878	2879	2880	2881	2882	2883	2884	2885	2886	2887	2888	2889	2890	2891	2892	2893	2894	2895	2896	2897	2898	2899	2900	2901	2902	2903	2904	2905	2906	2907	2908	2909	2910	2911	2912	2913	2914	2915	2916	2917	2918	2919	2920	2921	2922	2923	2924	2925	2926	2927	2928	2929	2930	2931	2932	2933	2934	2935	2936	2937	2938	2939	2940	2941	2942	2943	2944	2945	2946	2947	2948	2949	2950	2951	2952	2953	2954	2955	2956	2957	2958	2959	2960	2961	2962	2963	2964	2965	2966	2967	2968	2969	2970	2971	2972	2973	2974	2975	2976	2977	2978	2979	2980	2981	2982	2983	2984	2985	2986	2987	2988	2989	2990	2991	2992	2993	2994	2995	2996	2997	2998	2999	3000
1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126	2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140	2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154	2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168	2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182	2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196	2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224	2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238	2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252	2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266	2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280	2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294	2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322	2323	2324	23																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				



Table 2.7 Median Family Incomes, HUD Guidelines Versus 2005-09 ACS Values

	HUD Hawai'i County	ACS 2005-09 (2009 dollars)			
		Hawai'i County	North Kona	South Kona	South Kohala
<b>Total:</b>		<b>\$65,372</b>	<b>\$69,626</b>	<b>\$76,354</b>	<b>\$77,079</b>
1-person families	\$45,570	N/A	N/A	N/A	N/A
2-person families	\$52,080	\$57,186	\$67,072	\$65,739	\$71,442
3-person families	\$58,590	\$64,217	\$65,965	\$78,500	\$77,468
4-person families	\$65,100	\$75,513	\$70,823	\$91,131	\$86,691
5-person families	\$70,310	\$71,497	\$84,154	\$89,938	\$85,472
6-person families	\$75,520	\$94,267	\$115,017	\$80,500	\$148,686
7+-person families	N/A	\$83,099	\$82,813	\$133,750	\$74,485

Note: Census definition of "family" includes mostly couples or people with own children under 18. If there is only one person – or unrelated people – in a unit, the Census considers that a "non-family household." The ACS provides data on overall household (families and non-families combined) median income, but does not break this out by household size. As previously noted, the 2005-09 ACS median household income for Hawai'i County was \$55,645.

The reason that areas (or groups) with higher median incomes have a somewhat harder time qualifying under a median-based system is that the higher median indicates proportionately more people make "too much money" to qualify. For example, HUD's 100% median qualification point for a two-person household in mid-2009 was a little over \$50,000. Table 2.8 switches to household incomes to show varying percentages falling under a \$50,000 median point (ignoring household size for the moment):

Table 2.8 Percentages Exceeding \$50,000 Household Income, by Race and District, 2005-09 ACS

	Hawai'i County						North Kona					
	Total	White	Asian	Mixed Race	NHPI	All "Local"	Total	White	Asian	Mixed Race	NHPI	All "Local"
% Households Earning Under \$50,000												
All Households	44.9%	44.8%	42.4%	46.7%	50.1%	46.1%	30.7%	34.7%	35.6%	42.0%	45.8%	39.8%
- Households Under 25	50.2%	58.6%	64.6%	50.8%	66.7%	64.3%	41.8%	42.0%	42.2%	10.0%	62.0%	45.8%
- Households 25-44	30.4%	30.0%	34.6%	42.7%	44.2%	40.3%	34.2%	20.8%	30.7%	42.1%	39.7%	39.8%
- Households 45-64	30.2%	41.2%	20.0%	45.7%	43.8%	38.7%	31.3%	31.3%	22.4%	38.5%	37.4%	31.3%
- Households 65+	00.0%	58.0%	61.6%	62.6%	68.2%	62.3%	61.1%	46.6%	62.0%	60.0%	58.3%	67.0%

	South Kona						South Kohala					
	Total	White	Asian	Mixed Race	NHPI	All "Local"	Total	White	Asian	Mixed Race	NHPI	All "Local"
% Households Earning Under \$50,000												
All Households	44.7%	42.6%	42.2%	62.1%	53.0%	47.7%	28.4%	24.6%	28.8%	38.5%	50.8%	35.8%
- Households Under 25	61.3%	69.9%	69.9%	69.9%	69.9%	69.9%	45.0%	50.0%	50.0%	44.3%	69.9%	38.8%
- Households 25-44	41.7%	50.7%	46.1%	32.8%	38.1%	32.3%	17.7%	11.0%	27.0%	28.4%	23.8%	27.3%
- Households 45-64	37.2%	38.1%	16.9%	58.1%	63.8%	40.1%	23.0%	19.6%	27.6%	47.1%	38.6%	32.5%
- Households 65+	68.6%	43.3%	43.3%	65.0%	69.9%	68.7%	68.2%	54.9%	46.3%	54.9%	79.7%	63.1%

Shaded cells with "000" look like this: 00.0%. Shaded cells with "N/A" look like this: N/A. Shaded cells with "X" look like this: X. Shaded cells with "00.0%" look like this: 00.0%. Shaded cells with "N/A" look like this: N/A. Shaded cells with "X" look like this: X. Shaded cells with "00.0%" look like this: 00.0%. Shaded cells with "N/A" look like this: N/A. Shaded cells with "X" look like this: X.

If \$50,000 were actually the sole median point for qualification, 50% should qualify. The Hawai'i County total figure of 45% is in that ballpark, but people in the prime 25-64 working years had just 39% in the hypothetical "qualifying" pool. In North Kona and other West Hawai'i districts (especially South Kohala), the "qualifying" percentages were even lower.

**Further Specifying These Conclusions for "Local" Residents:** The Census does not provide ethnic/racial breakdowns for the sort of income-by-family-size information shown above in Table 2.7. However, Table 2.8 shows available race-specific numbers by householder age, if not the more ideal family size breakdown. For the great majority of cells in this matrix, the West Hawai'i percentages are smaller than countywide ones, suggesting less ability to qualify for people who live in North Kona, South Kona, or South Kohala than people who live elsewhere on the island. There is no clear or consistent pattern as to whether, for example, Whites throughout West Hawai'i had greater differences from their countywide percentage than any other group.

But qualifying is not just a matter of income but also of family/household size. Although the 2005-09 ACS does not provide household size by ethnic/racial categories, it is generally known that "local" family sizes (especially for Hawaiian or part-Hawaiian households, as well as for Filipinos) tend to be larger. This perception is borne out by data from the 2000 Census (Table 2.9). As of that year, average household sizes for Native Hawaiians were actually less than for Filipinos, although this is likely because of the younger average age among Hawaiians and therefore more households occupied by people who have yet to have all the children they may eventually have.

Still, on average, even Filipino and Native Hawaiian householders were reporting household sizes between 3.4 and 4.1 in 2000, and these household sizes have likely been declining along with those of other groups as time has gone by. That means the 100% median reference point for the typical Native Hawaiian or Filipino household in 2009 still was likely closer to \$58,590 or \$65,100 (Table 2.9), whereas the 100% median qualifying point would often be lower for Whites due to smaller average household sizes. Basically, households with the same number of income earners but more dependents must earn more to qualify for "affordable housing" projects, but the groups with average lower incomes have historically tended to have larger family sizes.

Table 2.9 Total and Ethnic-Specific Average Household Sizes

(All values from 2000 Census except first row, from 2005-09 ACS.)	Hawai'i County	North Kona	South Kona	South Kohala
<b>Totals, Averaged 2005-09 Census (ACS)</b>	<b>2.67</b>	<b>2.65</b>	<b>2.79</b>	<b>2.58</b>
<b>Total, 2000 Census<sup>a</sup></b>	<b>2.75</b>	<b>2.70</b>	<b>2.81</b>	<b>2.76</b>
White-Alone Householder	2.38	2.36	2.42	2.38
Asian-Alone Householder	2.74	2.98	2.91	2.58
Mixed-Race Householder	3.21	3.22	3.35	3.38
Native Hwn/Other Pacific Island Householder <sup>b</sup>	3.45	3.49	3.48	3.67
Any Native Hawaiian Householder <sup>c</sup>	3.42	3.43	3.78	3.79
Filipino-Alone Householder <sup>d</sup>	3.55	4.07	3.73	2.88
Japanese-Alone Householder <sup>d</sup>	2.38	2.50	2.26	2.36

<sup>a</sup>Smaller groups not shown but included in total: African-American, American Indian, Other Race (each "alone").

<sup>b</sup>These are Pacific Islanders alone (and about 95% were "Native Hawaiian alone").

<sup>c</sup>Both Native Hawaiians alone and also part-Hawaiians who were included in "Two or More Races" above.

<sup>d</sup>Filipino-alone and Japanese-alone were each part of "Asian-Alone" group.

**Closing Comment on the Nature of “Median Income”:** Something that is taken for granted by housing specialists and other people who work with numbers – but may not be intuitive for others in the public – is that the “median income” is the figure at which 50% of the specified population earns more and 50% earns less. In other words, *housing that is affordable to a household making exactly the median income for some group is by definition not affordable to half that group’s population.*

Thus, the idea that guidelines based on a median-income definition do not help many people qualify for housing is absolutely accurate. This, however, is exactly why the guidelines extend down to 50% of median in the case of for-sale housing and to 30% of housing in the case of rental housing. The question of why relatively little housing gets provided for those very low-end households in Hawai‘i is more a matter of land use economics, and a question for a very different type of analysis than can be done with the sort of Census data considered here.

**Summary:** Housing affordability is a serious concern in West Hawai‘i in regard to market housing, and even the HUD-based County guidelines to qualify for subsidized “affordable housing” projects pose more of a challenge to West Hawai‘i residents than others on the island – for the ironic reason that West Hawai‘i residents earn more and thus have a harder time qualifying.

Some “local” groups – Native Hawaiians and probably Filipinos, whose combined share of the “local” population will probably increase over time – now tend to have lower incomes than newcomers, which arguably increases their “advantage” in qualifying for affordable housing projects. But this “advantage” tends to be reversed by higher average household sizes that mean they must earn more to qualify. The HUD guidelines requiring higher incomes for larger families are logical, based on the assumption that larger housing space must be purchased to accommodate larger families. But there is further irony in the fact that guidelines for “affordable housing” tend to preclude sacrifices that many people have voluntarily decided to make for market housing – e.g., accepting more people in the same space, sub-letting to unrelated tenants, etc.

Ultimately, though, the social challenges facing West Hawai‘i will probably have less to do with the fairness of “affordable housing” guidelines than with the soaring prices of market housing. The social impact of the Kaloko Makai project will be positive to the extent that it succeeds in the goal of providing more affordable market housing to working families – a goal that would likely be achieved by greater densities consistent with the Kona Community Development Plan.

**KALOKO MAKAI SOCIAL IMPACT ASSESSMENT**

***Volume 3: North Kona Community Planning Survey, 2009***

April 6, 2009  
(Foreword Added May 2011)

**Prepared for:**  
SCD Kaloko Makai, LLC

**Prepared by:**  
John M. Knox & Associates, Inc.

**With Assistance from:**  
FAQ Hawai'i Inc.

**FOREWORD (May 2011)**

John M. Knox & Associates was engaged to prepare a social impact assessment of the proposed Kaloko Makai mixed-use commercial and residential development in Kona. In accord with Kona Community Plan principles of providing housing choices, recreation opportunities, directing growth patterns towards compact villages and encouraging a diverse and vibrant economy, Stanford Carr Development proposes a 1,142-acre development with a strong emphasis on residential development.

The work is presented in three volumes:

1. Volume 1 (prepared in 2011) presents background socio-economic conditions and results of a community interview process to surface key issues.
2. Volume 2 (also 2011) is a more extensive analysis of housing issues, prepared by subcontractor Tom Dinell (Dinell Associates). Mr. Dinell is Emeritus Professor in the University of Hawai'i Mānoa's Dept. of Urban and Regional Planning, teaching courses on housing there.
3. The current Volume 3 contains results of a 2009 "North Kona Community Planning Survey" that focused on awareness of the new Kona Community Development Plan (CDP) and extent of agreement with key element relevant to the proposed project. This survey was commissioned by Stanford Carr Development as part of the social impact assessment during the early stages of project planning and Environmental Impact Statement preparation work.

**SUMMARY AND ANALYSIS OF VOLUME 3 RESULTS**

SCD Kaloko Makai, LLC is seeking development approvals for its proposed Kaloko Makai mixed-use community in North Kona. To explore the social impact of the project, the company retained John M. Knox & Associates, Inc. ("JMK Associates") to conduct a telephone survey of 400 North Kona residents. This sample size permits a precision of  $\pm 5\%$  for most results.

Key survey purposes and results are summarized below:

Purpose	Results
1. Importance of various possible North Kona community needs – including but not limited to certain elements of the Kaloko Makai project;	When asked to rate importance for a list of 12 possible needs, those related to health and medicine – more doctors and a new hospital – topped the list.  Various transportation-related needs (especially mauka-makai connectors), affordable housing, and preserving open space between development were all rated "very important" by majorities of respondents.
2. Awareness of the new Kona CDP, including (for those aware) beliefs about its best and worst parts, extent of community participation, and whether respondents personally provided any response or input to the plan;	<ul style="list-style-type: none"> <li>• 28% said they read or heard about the plan;</li> <li>• Those aware of the plan gave a wide variety of answers regarding "best" and "worst" parts, but 40% to 50% indicated they needed more information;</li> <li>• Of the 28%, 25% said there had been a "great deal" of community input; 37% said "moderate amount;" and the remainder said "very little" or were unsure. Also, 31% (or about 9% of the overall sample) said they had some form of personal input.</li> </ul>
3. Agreement with selected key elements of the CDP – particularly those broad planning principles about new transit-oriented developments (TODs) on the future Mid-Level road north of Kaliua (as the Kaloko Makai community would be one of these); and	Majorities agreed with eight key principles relevant to planning growth north of Kaliua. There was particularly strong agreement that a new hospital should be located on the Mid-Level Road and that some developments should be permitted higher densities around job centers.
4. Awareness of, and reaction to, the Kaloko Makai proposal itself.	<ul style="list-style-type: none"> <li>• 56% said they had heard of the project.</li> <li>• 71% found the project either "very" or "somewhat" acceptable, with younger people particularly likely to favor it.</li> <li>• The majority who found the project acceptable tended to cite the hospital, housing, schools, and overall "good plan," while the minority who found it unacceptable focused on scale and density.</li> </ul>

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PURPOSE

SCD Kaloko Makai, LLC is seeking development approvals for its proposed Kaloko Makai mixed-use community in North Kona. To explore the social impact of the project, the company retained John M. Knox & Associates, Inc. ("JMK Associates") to conduct a telephone survey of North Kona residents. JMK Associates, in conjunction with the client, designed the survey, specified the analyses, and wrote this report, while subcontractor FAQ Hawai'i, Inc. did the telephone interviewing and computerized analysis.

Social impact assessment is a diverse and multi-dimensional discipline. Surveys provide one technique for understanding community needs and perceptions, so that policy makers can decide how well a proposed project meshes with community priorities and attitudes.

The proposed Kaloko Makai project will be one of the first to be evaluated following the September 2008 enactment of the new Kona Community Development Plan (CDP). SCD Kaloko Makai believes its project is consistent with the Kona CDP. However, while the CDP was developed over many years with substantial community input, there has never been a public opinion survey about the extent of agreement with the new plan.

Therefore, the purposes of this survey were to determine:

1. The importance of various possible North Kona community needs – including but not limited to certain elements of the Kaloko Makai project;
2. Awareness of the new Kona CDP, including (for those aware) beliefs about its best and worst parts, extent of community participation, and whether respondents personally provided any response or input to the plan;
3. Agreement with selected key elements of the CDP – particularly those broad planning principles about new transit-oriented developments (TODs) on the future Mid-Level road north of Kailua (as the Kaloko Makai community would be one of these); and
4. Awareness of, and reaction to, the Kaloko Makai proposal itself.

## METHODS

**Timeframe:** Interviews were conducted between March 18 and 25, 2009. Calls were made between the hours of 5 and 9 p.m. Mondays through Fridays, and between 10 a.m. and 2 p.m. on Saturdays and 12 noon and 9 p.m. on Sundays.

**Sample Size and Precision:** The total sample N of 400 permits a North Kona District precision ("sampling error") of  $\pm 5.0\%$ . There would be less precision (more error) for sub-samples, such as for particular demographic groups in the cross-tabulations at the end of the report.

**Sampling Frame:** The sampling frame consisted of a Random Digit Dialing (RDD) sample, ordered from Scientific Telephone Samples, a national sampling company that specializes in providing sample to market research companies. The RDD sampling frame consisted of the North Kona telephone prefixes of 322, 324, 325, 326, 327, 329, 331, and 334.

**Interviewing Procedures:** A training session was held in which the interviewers role-played and practiced the interviews before conducting the surveys with the actual respondents. FAQ Hawai'i's call center interviewers are well-versed in the nuances of a multi-cultural and multi-ethnic population of Hawaii. The interviewers are trained and experienced in conducting telephone surveys. FAQ Hawai'i has a ten-station CATI-equipped call center in downtown Honolulu. ("CATI" stands for Computer-Assisted Telephone Interviewing, a software program that permits interviewers to record answers directly into the overall survey database.)

The call center has a silent monitoring system used for quality control purposes. The supervisor constantly monitors both the respondent (person answering the questions) and the interviewer without being detected by either party.

**Information Provided to Respondents on Request:** Survey questions about planning issues can be confusing to the average person. On the other hand, lengthy explanations in a survey can be deadly – it is hard to absorb a great deal of new information over the phone, and respondents may simply terminate the call or else respond based on (possible misunderstandings of) snippets of the explanations.

In this case, it seemed appropriate to provide interviewers with limited answers to very basic questions that respondents might ask before they could in turn answer the questions posed to them – e.g., definitions of basic terms used in the questions about the Kona Community Development Plan.

However, interviewers reported that respondents rarely asked them for any such definitions. The most frequent question that interviewers received was, "Who is paying

for this survey?" (Interviewers are almost never told the identity of a client and so could honestly respond they did not know.)

**Data Processing and Cross-Tabulations:** FAQ Hawai'i processed the data, performing basic cross-tabulations, using SPSS, a statistical program. These cross-tabulations are shown in Appendix B, immediately following Appendix A, which is a print version of the actual computerized questionnaire shows overall results.

**Survey Representativeness:** Although the last U.S. Census of North Kona was conducted in the year 2000, which makes it difficult to compare with 2009 results, the results for demographic variables shown in Appendix A suggest some bias in the survey:

- **Age** is likely the most important concern. The proportion of people aged 55 or greater in this sample was about twice what it was for the adult North Kona population in 2000. FAQ Hawai'i reported that people who answered the phones were even more willing to take and complete the survey than is typically the case, and the rates of people not answering phone calls were typical of most surveys. Therefore, the most likely explanation is the growing tendency of young people to have only cell phones, which are usually not in sampling frames.
- The age bias likely accounts for all or most of a number of other disproportionate elements – e.g., likely oversampling of respondents who are highly educated, homeowners, and/or affluent (though the income results look less out of line than the other variables). Older people tend to be more educated, to own homes, and to have higher incomes.
- The sample was also slightly biased toward females (typical for surveys) and Caucasians. The female bias proved unimportant because females and males answered almost every survey question in a similar manner. The Caucasian percentage of 62% is higher than the 2000 Census figure of 46%, but the 46% applies to the entire population, including children, and Caucasians tend to have fewer children than other groups in Hawai'i.

It is possible to adjust for bias by weighting the results to some known population parameter. However, this was not done for the present survey because (1) the Census provides these parameters, and the Census is now out of date; and (2) more importantly, weighting the results by age would actually make the results more favorable to the client. As will be later noted, younger people were much more likely than older ones to find the proposed project "acceptable."

Therefore, the survey results reported here are conservative in that they understate the likely actual percentage of people who would have said the Kaloko Makai is acceptable if the sample had been weighted to correct for the critical age bias.

## RESULTS

This section provides an overview of results. For a complete listing, Appendix A contains a paper copy of the computerized questionnaire with percentage results for closed-ended questions. ("Closed-ended" questions have predetermined choices of answers – e.g., yes or no. "Open-ended" questions are those which respondents answer in their own words, and those answers are later coded into categories. Those responses were too numerous to fit into the Appendix A questionnaire format, but are summarized in this section.) The subsequent Appendix B shows survey results cross-tabulated by demographic variables.

### 1. Importance of North Kona Community Needs

The survey's Question 1 ("Q1") stated: *"First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all."* Twelve different items were listed (Q1a to Q1l). To prevent bias due to question ordering, the starting point for the 12 specific items was randomly rotated.

Exhibit 1 presents overall results, ordered by percentage "Very Important." This exhibit shows:

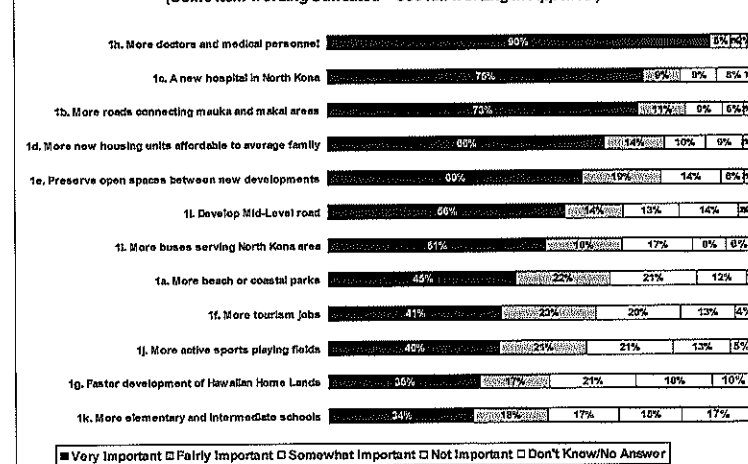
- Of the listed "possible needs," those related to health and medicine – more doctors and a new hospital – topped the list.
- Various transportation-related needs (especially mauka-makai connectors), affordable housing, and preserving open space between development were all rated "very important" by majorities of respondents.
- Relatively lower ratings were accorded the need for more schools, active playing fields, faster development of Hawaiian Home Lands, and more tourism jobs.

The lengthy Appendix B shows all demographic cross-tabulations for the items in Exhibit 1. Some of the more noteworthy patterns from those tables include –

- The strong desire for more doctors and a new hospital was present for all groups. The Mid-Level Road was also generally supported by all demographic groups.
- However, there were some variations for the lower-rated items. "Faster development of Hawaiian Home Lands areas" was "very important" to 61% of Native Hawaiians, vs. 30% to 35% of other groups. Both "More elementary and intermediate schools" and "More active sports playing fields" were of much more importance to younger and/or less educated resident than to older and/or highly-educated ones.

### Exhibit 1: Importance of Various Community Needs in North Kona

(Some item wording truncated – see full wording in Appendix)



### 2. Awareness of, and Beliefs about, Overall Kona CDP

After Q1, immediately following survey questions were:

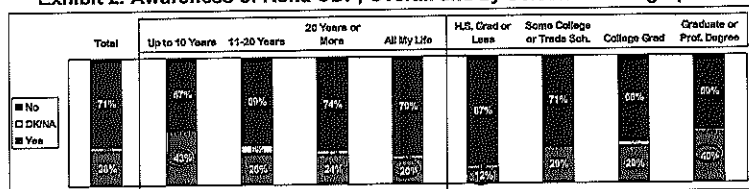
- Q2: "Have you read or heard that the County just approved a new Kona Community Development Plan?" (Closed-ended: Yes or no?)
- Q3 [asked only if "yes" to Q2]: "From what you have read or heard, what do you think are the best parts of this new plan?" (Open-ended)
- Q4 [asked only if "yes" to Q2]: "From what you have read or heard, what are the worst parts of the plan, or what worries you about it?" (Open-ended)
- Q5 [asked only if "yes" to Q2]: "Do you believe this plan was based on what you would call a great deal of community input, a moderate amount of community input, or very little community input?" (Closed-ended: great deal, moderate, or very little?)
- Q5a [asked only if "yes" to Q2]: "Did you personally go to any meetings or have any input to this plan?" (Closed-ended: Yes or no?)

#### a. Awareness of New Kona CDP

Exhibit 2 shows overall awareness, as well as several of the more notable demographic differences (length of residence and education).

Overall, 28% said they read or heard about the plan; 71% said they had not; and 1% was unsure. Newcomers (up to 10 years in Hawai'i) were more than twice as likely as lifetime residents to report awareness, and people with the highest possible levels of education were more than three times as likely as the least educated to say they were aware of the plan. These differences were statistically significant.

**Exhibit 2: Awareness of Kona CDP, Overall and by Selected Demographics**



In addition, residents with very high household incomes (\$100,000+) were nearly three times as likely as those with incomes under \$35,000 to report awareness, although there was no difference among the various intermediate income categories.

#### b. Perceived Best and Worst Parts of Plan

The 111 respondents aware of the plan replied in their own words to the questions about best and worst parts, and the original responses were coded into the categories shown in Exhibit 3.

Responses were very scattered. The most frequent response – more than 40% each for “best” and “worst” aspects of plan – was admission that respondents did not know or needed more information.

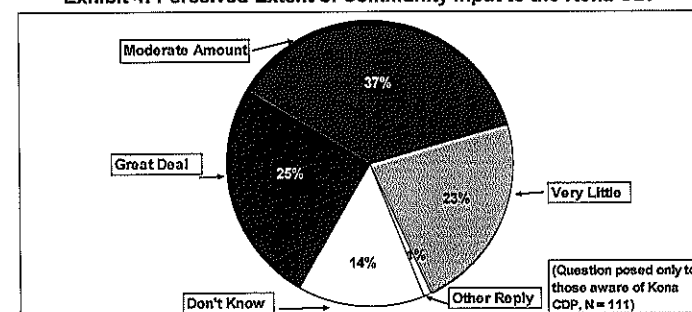
**Exhibit 3: “Best Parts” and “Worst Parts” of Kona CDP**

Best Parts		Worst Parts	
more roads/traffic alleviation	14%	no action will really be taken	10%
good plan/like the plan	13%	too much development	5%
puts everything in one area	7%	poor road plans	5%
more recreational facilities	6%	high cost of development	5%
hospital is needed	5%	increase traffic	4%
preservation of land	5%	will take too long to complete	4%
good location for growth	5%	not enough emphasis on schools	4%
plans for more affordable housing	3%	not enough community input	4%
UH will be there	3%	not a long-term solution	2%
Infrastructure included in plan	3%	other	10%
community input	3%	no answer	11%
considers cultural values	2%	DK/Need more info	46%
dev. thoughtfully considered	1%		
creates new jobs	1%		
other	7%		
DK/Need more info	41%		

#### c. Perceived Extent of Community Input

The 111 respondents aware of the plan were also asked whether they thought there had been a great deal of, moderate amount of, or very little community input to the plan. Exhibit 4 shows overall results. Overall, 25% said “great deal,” 37% said “moderate amount,” 23% said “very little,” and 15% were unsure or gave some other reply.

**Exhibit 4: Perceived Extent of Community Input to the Kona CDP**



Data in Appendix B show that groups more likely to perceive a “great” amount of input included the more affluent (32%) and/or most educated (40%) respondents. However, due to the small sub-sample sizes, these differences would not technically be statistically significant.

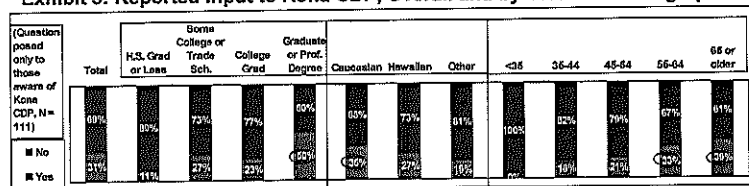


#### d. Reported Personal Input to the Kona CDP

Finally, the 111 respondents aware of the plan were asked if they had personally gone to any meetings or had any input to the Kona CDP. Exhibit 5 shows overall responses as well as several of the more notable demographic differences (education, ethnicity, and age).

Overall, 31% said they had some input to the plan, and 69% said they had not. (The 31% is based only on those responding to this question; for the overall sample, this would translate to about 9%.) Input was reported by the most educated, Caucasians, and/or older residents, although the small sub-sample sizes meant such differences did not attain statistical significance.

**Exhibit 5: Reported Input to Kona CDP, Overall and by Selected Demographics**



### 3. Agreement/Disagreement with Selected Key Kona CDP Planning Principles

The Kona CDP is approximately 275 pages long, and filled with numerous very specific recommendations and requirements. The selected broad principles used in the survey were those which applied to the area specified in the plan as being targeted for most future growth – i.e., the region between Kailua and the airport, including the proposed future side of the Kaloko Makai development.

Interviewers reading Q6 asked: "I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan."

Eight key principles were posed for agreement or disagreement. (Because the logic of the principles was sequential in nature, these items did not have a rotating start point but were always asked in the same order.) The questionnaire wording for these items inevitably was boiled down and somewhat simplified from the wording in the CDP, but every effort was made to remain true to the underlying principles.

Exhibit 6 shows the overall results for these eight items (though it should be noted the item wording in Exhibit 6 had been further truncated for simplicity in presentation, and the reader should refer to full original wording Appendix A).

#### Exhibit 6: Agreement with Selected Key CDP Planning Principles

(Item wording truncated – see full wording in Appendix)

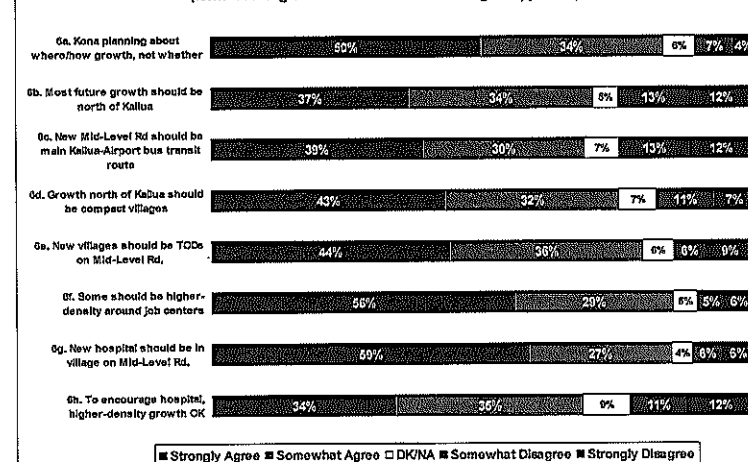


Exhibit 6 shows:

- Strong majorities agreed – either "strongly" or "somewhat" – with all stated Kona CDP planning principles. Disagreement never exceeded 25%.
- The very strongest agreement was with the propositions that (1) at least some new developments should provide higher-density housing and commercial development to support major job centers; and (2) there should be a new hospital along the Mid-Level Road in one of the villages between Kailua and the airport.

Some of the more noteworthy demographic differences of patterns to be observed for this series of items in Appendix B include:

- Although demographic differences could be found for particular items, there was no consistent pattern of differences – e.g., younger people did not usually agree or disagree more often than did older people on the great majority of questions.
- Smaller percentages "strongly agreed" that "Planning for Kona is mostly about where and how growth happens, not trying to make growth happen faster or slower" among younger residents, the least educated, Native Hawaiians, and/or lifetime residents. However, most of these groups were simply down-shifting to "somewhat agree," not actively disagreeing.

- There were no significant and/or meaningful differences in regard to agreement with the last two items in Exhibit 6 – i.e., that a new hospital should be built on the Mid-Level Road, and that higher densities should be allowed to attract a hospital site.

#### 4. Awareness of, and Reaction to, Proposed Kaloko Makai Project

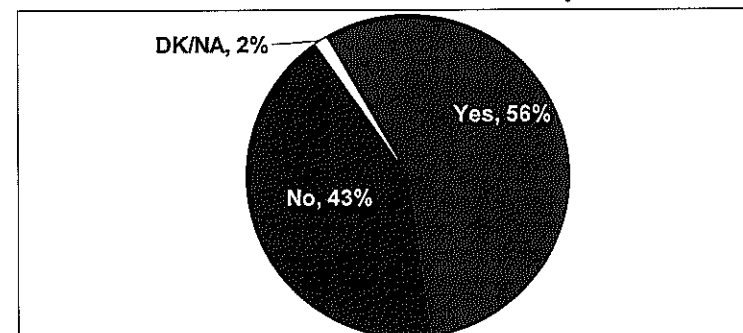
After Q6, immediately following survey questions were:

- Q7: "Have you heard that a new development is being proposed for the Kaloko Makai area, north and mauka of Costco along Hina Lani Street?" (Closed-ended: Yes or no?)
- Q8: "Here's a summary of the proposal, to be developed over 30 years: 5,000 housing units of various types spread over 1,150 acres, one intermediate and two elementary schools, mauka and makai commercial areas, 150-acre dryland forest preserve, and a new regional hospital on the Mid-Level Road. Does this overall package sound like a very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable idea?" (Closed-ended: very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?)
- Q9 [asked only if "acceptable" to Q8]: "What is the most important reason you think this is an acceptable development?" (Open-ended?)
- Q10 [asked only if "unacceptable" to Q8]: "What is the most important reason you think this is an unacceptable development?" (Open-ended?)

##### a. Awareness of Kaloko Makai Project

Exhibit 7 shows overall responses to the question about whether the respondent has heard about the project. Overall, 56% said they had heard about the plan; 43% said they had not; and 2% were unsure.

Exhibit 7: Awareness of Kaloko Makai Project

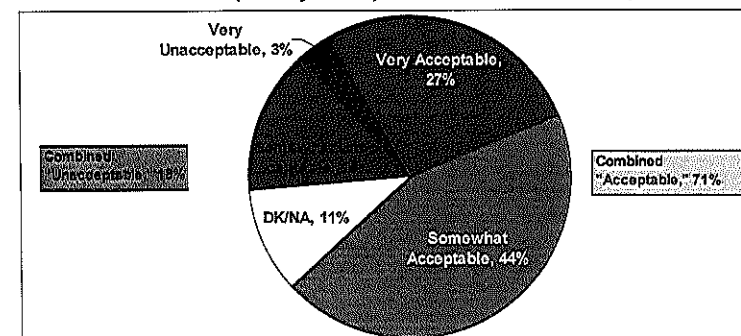


The cross-tabulations in Appendix B show very little difference among demographic groups in response to this question. Young people, homeowners, and higher-income residents were slightly more likely to have heard of the project, but these differences did not pass tests of statistical significance.

##### b. Acceptability of Proposed Project

As with the question about the Kona CDP, it was necessary to boil down a complex project proposal into a relatively short question (as stated above or in Appendix A). It should be acknowledged that attitudes may change with time and with media attention to specific project aspects. However, Exhibit 8 shows results for this question as of the interview timeframe in spring 2009.

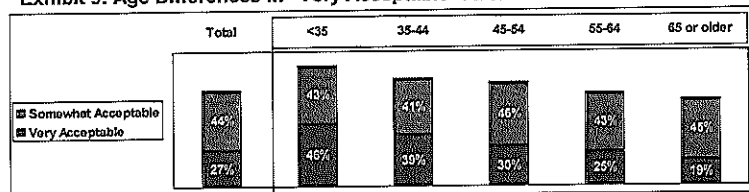
Exhibit 8: Acceptability of Proposed Kaloko Makai Development



Overall, 71% found the project as described to be "acceptable," and 18% found it "unacceptable," with the remainder unsure. Not surprisingly, given the historic mixed feelings over growth in Kona and the Neighbor Islands in general, there were more "somewhat acceptable" than "very acceptable" responses, and also more "somewhat" than "very unacceptable" responses as well.

Detailed cross-tabulations in Appendix B show various small demographic differences, but only one achieved statistical significance – the much greater tendency of people aged 35 or less to find the project "acceptable" as compared to older people, especially senior citizens. Since the sample was biased in a way that under-represented young people, this suggests the true "acceptable" proportion for all North Kona residents would exceed the combined 71% indicated in Exhibits 8 and 9.

**Exhibit 9: Age Differences in "Very Acceptable" Attitudes toward Kaloko Makai**



### c. Reported Reasons for "Acceptable" or "Unacceptable" Responses

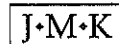
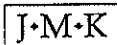
Exhibits 10 and 11 show the reasons given by the 185 respondents who had said "acceptable," as well as the 102 respondents who had said "unacceptable." (Note that different respondents answered the different questions. Also, no follow-up question was asked of those who were not sure of the project's acceptability.)

The majority group who found the proposed project acceptable either tended to focus on specific project elements – particularly the hospital site, but also housing, schools, and traffic alleviation via the Mid-Level Road – or just found it a good plan overall. The minority who found the project unacceptable primarily focused on its scale ("too big") or said the available amount of land was not enough for all proposed development elements ("density too high").

The cross-tabulations in Appendix B indicate only minor demographic differences in these responses – e.g., younger residents who found the project "acceptable" tended to talk a little more on the hospital, schools, and job potentials, while older ones talked a little more about housing or the overall sense of it being a good plan.

**Exhibit 10: Reasons Kaloko Makai Is "Acceptable" or "Unacceptable"**

"Acceptable"		"Unacceptable"	
hospital is needed	38%	too big / don't need	48%
good plan/ meets future needs	28%	density too high	21%
more housing / affordable housing	18%	too much traffic	12%
more schools	15%	not enough infrastructure	12%
alleviate traffic	11%	poor location	8%
increase in jobs	8%	need to preserve land	7%
everything is close proximity	7%	finish other projects first	7%
good location	7%	poor plan	6%
infrastructure for growing population	4%	not enough water	5%
long-term plan	4%	too long to complete	5%
good use of unused land	4%	not enough schools	4%
preservation of land considered	2%	other	11%
other	8%	DK/Need more info	1%
DK/Need more info	2%		



## 2009 North Kona Community Survey

Reference No. \_\_\_\_\_

Time Ended \_\_\_\_\_

Time Started \_\_\_\_\_

Total Minutes \_\_\_\_\_

Date: \_\_\_\_\_

Interviewer Name \_\_\_\_\_

Respondent Name \_\_\_\_\_

Interviewer ID \_\_\_\_\_

Telephone \_\_\_\_\_

Hello, good morning/afternoon/evening, I'm \_\_\_\_\_ from FAQ Hawai'i, a professional survey research center in Honolulu. Today we're conducting a short survey on residents' attitudes on public issues in North Kona. Let me assure you this survey is to get your opinions only, and we're not selling anything. Let me also assure you that all of your answers will be kept completely confidential.

A. Are you a full-time Kona resident who is 18 years of age or older? YES ☐ CONTINUE  
NO ☐ TERMINATE

1. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all. [ROTATE]:

	Very Important	Fairly Important	Somewhat Important	Not Important at All	DK/NA
a. more beach or coastal parks	44.50%	22.00%	20.50%	11.75%	1.25%
b. more roads connecting mauka and makai areas	73.25%	11.25%	8.75%	5.00%	1.75%
c. a new hospital in North Kona	74.75%	8.75%	8.50%	7.50%	0.50%
d. more new housing units affordable to the average Kona family	65.50%	14.00%	9.75%	8.75%	2.00%
e. preservation of open spaces between new urban developments	60.00%	18.75%	14.00%	5.50%	1.75%
f. more tourism jobs	40.75%	22.50%	20.00%	12.75%	4.00%
g. faster development of Hawaiian Home Lands areas	35.75%	16.50%	20.50%	17.75%	9.50%
h. more doctors and medical personnel	90.25%	5.00%	2.25%	1.50%	1.00%
i. more buses serving the North Kona area	51.25%	18.25%	16.50%	8.00%	6.00%
j. more active sports playing fields	40.25%	20.75%	20.50%	13.25%	5.25%
k. more elementary and intermediate schools	34.00%	17.75%	16.75%	15.00%	16.50%
l. developing a Mid-Level road mauka of Queen Ka'ahumanu Highway and makai of Mamalahoa Highway, in between and parallel to both of them	56.00%	13.75%	13.25%	13.75%	3.25%

2. Have you read or heard that the County just approved a new Kona Community Development Plan?

Yes.....27.75%  
No.....70.75% ☐ GO TO Q6  
(Don't know/no answer).....1.50%

3. From what you have read or heard, what do you think are the best parts of this new plan? [RECORD ANSWERS VERBATIM.]

[See summary of coded results in Exhibit 3 of foregoing report.]

## Appendix A:

### Survey Questionnaire and Overall Results

4. From what you have read or heard, what are the worst parts of the plan, or what worries you about it? **[RECORD ANSWERS VERBATIM.]**

*[See summary of coded results in Exhibit 3 of foregoing report.]*

5. Do you believe this plan was based on what you would call a great deal of community input, a moderate amount of community input, or very little community input?

Great deal of community .....	25.23%
Moderate amount of community input .....	36.94%
Very little community input .....	22.52%
(Other reply) .....	0.90%
(Don't know/no answer) .....	14.41%

- 5a. Did you personally go to any meetings or have any input to this plan?

Yes .....	30.63%
No .....	69.37%
(Don't know/no answer) .....	0.00%

6. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan. **[READ IN ORDER]**

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	DK/NA
a. Planning for Kona is mostly about where and how growth happens, not trying to make growth happen faster or slower.	49.75%	33.75%	7.00%	3.50%	6.00%
b. Most future growth should be located north of Kailua, toward the airport.	36.50%	34.00%	13.25%	11.50%	4.75%
c. The new Mid-Level Road should be developed as the main route for buses or other future mass transit connecting Kailua to the Airport.	39.00%	30.00%	13.00%	11.50%	6.50%
d. Growth north of Kona should be directed mostly into compact mixed-use villages, with open space in between them.	43.00%	32.25%	10.75%	7.00%	7.00%
e. The new villages should be centered around bus transit stops on the new Mid-Level Road.	44.00%	35.75%	5.75%	8.75%	5.75%
f. Some villages should provide higher-density housing and commercial to support major job areas like the civic center, new hospital, and new university.	56.00%	29.25%	4.75%	5.50%	4.50%
g. There should be a new hospital along the Mid-Level Road in one of the villages between Kailua and the airport.	58.50%	26.50%	5.50%	5.75%	3.75%
h. To encourage a private landowner to attract a new hospital site, higher densities should be allowed in that village.	33.75%	34.75%	10.50%	12.25%	8.75%
7. Have you heard that a new development is being proposed for the Kaloko Makai area, north and mauka of Costco along Hina Lani Street?					
Yes .....	56.00%				
No .....	42.50%				
(Don't know/no answer) .....	1.50%				

8. Here's a summary of the proposal, to be developed over 30 years: 5,000 housing units of various types spread over 1,150 acres, one intermediate and two elementary schools, mauka and makai commercial areas, 150-acre dryland forest preserve, and a new regional hospital on the Mid-Level Road. Does this overall package sound like a very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable idea?

Very acceptable .....	27.25%	→ ASK Q9
Somewhat acceptable .....	44.00%	
Somewhat unacceptable .....	10.75%	→ ASK Q10
Very unacceptable .....	14.75%	
(Don't know/no answer) .....	3.25%	→ GO TO Q11

9. What is the most important reason you think this is an acceptable development? **[RECORD ANSWERS VERBATIM, THEN GO TO Q 11.]**

*[See summary of coded results in Exhibit 10 of foregoing report.]*

10. What is the most important reason you think this is an unacceptable development? **[RECORD ANSWERS VERBATIM.]**

*[See summary of coded results in Exhibit 10 of foregoing report.]*

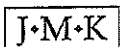
11. The rest of our questions are for statistical purposes only.

In which age category are you?	
Under 25 .....	2.75%
25 to 34 .....	4.25%
35 to 44 .....	11.00%
45 to 54 .....	20.00%
55 to 64 .....	31.75%
65 or older .....	30.25%
[Refused] .....	0.00%

12. What is your ethnic identification? **[IF MORE THAN ONE:] With which do you identify the most?**
- |                                 |        |
|---------------------------------|--------|
| Caucasian .....                 | 61.50% |
| Filipino .....                  | 4.50%  |
| Hawaiian or part-Hawaiian ..... | 14.00% |
| Japanese .....                  | 7.50%  |
| Mixed, non-Hawaiian .....       | 3.50%  |
| Other (specify): .....          | 6.75%  |
| [Refused] .....                 | 2.25%  |

13. How long have you lived in Hawai'i?
- |                         |        |
|-------------------------|--------|
| Less than 5 years ..... | 9.00%  |
| 5 to 10 years .....     | 16.00% |
| 11 to 20 years .....    | 13.00% |
| 20 years or more .....  | 32.25% |
| All your life .....     | 29.75% |
| [Refused] .....         | 0.00%  |

14. Do you own or rent the place where you're living? **[COUNT LEASEHOLD AS OWNERSHIP]**
- |                 |        |
|-----------------|--------|
| Own .....       | 78.50% |
| Rent .....      | 17.75% |
| [Refused] ..... | 3.75%  |



15. Which of the following categories describes your current level of education?
- |                                       |        |
|---------------------------------------|--------|
| Less than high school .....           | 2.50%  |
| High school graduate .....            | 16.75% |
| Some college or trade school .....    | 32.25% |
| College graduate .....                | 29.75% |
| Graduate or professional degree ..... | 18.75% |
| [Refused] .....                       | 0.00%  |
16. Which of the following categories includes your total annual family income before taxes for 2008? Just stop me when I reach the correct category.
- |  |        |
|--|--------|
| Less than \$25,000 .....               | 10.25% |
| \$25,000 but less than \$35,000 .....  | 9.50%  |
| \$35,000 but less than \$50,000 .....  | 14.50% |
| \$50,000 but less than \$75,000 .....  | 17.75% |
| \$75,000 but less than \$100,000 ..... | 16.00% |
| \$100,000 and over .....               | 16.25% |
| [Refused] .....                        | 15.75% |
17. Gender [RECORD, DO NOT ASK]
- |              |        |
|--------------|--------|
| Male .....   | 41.50% |
| Female ..... | 58.50% |

In case my supervisor would like to verify this survey, may I have just your first name please? [RECORD RESPONDENT NAME ON COVER.] And that was my last question. Thank you very much for your time and cooperation in completing this survey!



## Appendix B:

### Demographic Cross-Tabulations

Q1c. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
A NEW HOSPITAL IN NORTH KONA.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
NEW HOSPITAL	very important	75%	68%	77%	76%	77%	71%	72%	62%	76%	71%	65%	72%	76%
	fairly important	9%	11%	5%	10%	5%	12%	10%	4%	10%	11%	4%	10%	8%
	somewhat important	9%	11%	7%	9%	7%	10%	9%	4%	9%	6%	8%	11%	7%
	not at all important	8%	11%	7%	4%	10%	7%	9%	11%	3%	9%	4%	7%	8%
	DKNA	1%	0%	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE:		400	28	44	80	127	121	245	66	82	100	52	126	119

FAQ Hawaii, Inc. (2009)

Q1d. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
MORE NEW HOUSING UNITS AFFORDABLE TO THE AVERAGE KONA FAMILY.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
MORE NEW AFFORDABLE HSNGS	very important	69%	71%	61%	74%	65%	60%	61%	64%	66%	60%	71%	61%	72%
	fairly important	14%	16%	14%	9%	13%	17%	16%	4%	17%	16%	12%	14%	13%
	somewhat important	10%	4%	14%	10%	11%	8%	13%	4%	7%	11%	6%	16%	3%
	not at all important	5%	4%	9%	8%	9%	11%	8%	9%	9%	10%	6%	9%	9%
	DKNA	2%	4%	2%	0%	2%	3%	3%	0%	3%	3%	4%	1%	2%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE:		400	28	44	80	127	121	245	66	82	100	52	126	119

FAQ Hawaii, Inc. (2009)

Q1a. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
MORE BEACH OR COASTAL PARKS.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
MORE BEACHES/ COASTAL PARKS	very important	45%	43%	50%	53%	44%	36%	44%	45%	44%	34%	37%	59%	43%
	fairly important	22%	25%	15%	25%	21%	21%	21%	35%	16%	22%	23%	16%	25%
	somewhat important	21%	14%	20%	15%	24%	22%	22%	13%	21%	30%	23%	16%	16%
	not at all important	12%	14%	11%	6%	10%	16%	11%	6%	16%	14%	13%	11%	10%
	DKNA	1%	0%	0%	0%	1%	3%	2%	0%	1%	0%	4%	2%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE:		400	28	44	80	127	121	245	66	82	100	52	126	119

FAQ Hawaii, Inc. (2009)

Q1b. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
MORE ROADS CONNECTING MAUKA AND MAKAI AREAS.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
MORE ROADS CONNECTING MAUKA & MAKAI	very important	73%	57%	66%	65%	72%	76%	73%	73%	74%	70%	76%	74%	74%
	fairly important	11%	21%	14%	13%	6%	11%	11%	7%	15%	16%	15%	10%	7%
	somewhat important	9%	7%	11%	6%	11%	7%	10%	7%	4%	9%	6%	10%	8%
	not at all important	5%	11%	7%	1%	7%	3%	4%	9%	6%	3%	2%	4%	5%
	DKNA	2%	4%	2%	0%	2%	2%	2%	4%	1%	2%	0%	2%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE:		400	28	44	80	127	121	245	66	82	100	52	126	119

FAQ Hawaii, Inc. (2009)

Q1g. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
FASTER DEVELOPMENT OF HAWAIIAN HOME LANDS AREAS.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
FASTER DEV. OF HAWAII HOME LANDS	very important	36%	36%	52%	36%	34%	31%	31%	61%	35%	25%	25%	33%	43%
	fairly important	17%	33%	11%	18%	17%	13%	15%	21%	19%	7%	17%	22%	18%
	somewhat important	21%	18%	25%	28%	18%	17%	22%	11%	22%	26%	33%	18%	14%
	not at all important	18%	4%	9%	16%	20%	23%	22%	7%	11%	26%	17%	18%	12%
	DKNA	10%	4%	2%	3%	12%	18%	10%	0%	12%	11%	8%	12%	7%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	80	127	121	245	56	89	100	52	129	119

FAQ Hawaii, Inc. (2009)

Q1h. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
MORE DOCTORS AND MEDICAL PERSONNEL.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
MORE DOCTORS/MED. STAFF	very important	90%	82%	86%	95%	90%	91%	90%	91%	89%	90%	94%	85%	91%
	fairly important	8%	7%	11%	4%	6%	2%	4%	5%	7%	6%	4%	4%	8%
	somewhat important	2%	7%	2%	1%	3%	1%	2%	4%	1%	1%	2%	4%	2%
	not at all important	2%	0%	0%	0%	2%	3%	2%	0%	2%	1%	0%	4%	0%
	DKNA	1%	4%	0%	0%	0%	2%	1%	0%	1%	2%	0%	0%	2%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	83	127	121	245	56	89	100	52	129	119

FAQ Hawaii, Inc. (2009)

## North Kona Community Planning Survey

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Q1i. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
PRESERVATION OF OPEN SPACES BETWEEN NEW URBAN DEVELOPMENTS.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
PRESERVATION OF OPEN SPACES	very important	60%	43%	64%	65%	63%	56%	64%	61%	47%	50%	60%	69%	59%
	fairly important	19%	25%	14%	21%	18%	20%	16%	21%	25%	21%	23%	15%	19%
	somewhat important	14%	14%	16%	11%	13%	16%	13%	11%	21%	17%	19%	12%	13%
	not at all important	6%	7%	7%	3%	6%	6%	7%	2%	4%	11%	0%	4%	5%
	DKNA	2%	7%	0%	0%	2%	2%	1%	5%	2%	1%	2%	1%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	80	127	121	245	56	89	100	52	129	119

FAQ Hawaii, Inc. (2009)

Q1j. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
MORE TOURISM JOBS.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
MORE TOURISM JOBS	very important	41%	43%	45%	48%	35%	40%	37%	45%	49%	47%	29%	38%	44%
	fairly important	23%	21%	25%	23%	20%	26%	23%	18%	26%	21%	29%	21%	23%
	somewhat important	20%	14%	20%	19%	24%	17%	22%	16%	16%	23%	27%	19%	16%
	not at all important	13%	14%	7%	10%	17%	12%	15%	16%	4%	7%	13%	18%	12%
	DKNA	4%	7%	2%	1%	4%	6%	4%	4%	4%	2%	2%	5%	6%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	80	127	121	245	56	89	100	52	129	119

FAQ Hawaii, Inc. (2009)



Q11. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.

MORE ELEMENTARY AND INTERMEDIATE SCHOOLS.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
MORE ELEM. & MIDDLE SCHOOLS	very important	34%	50%	43%	44%	25%	28%	30%	34%	44%	35%	37%	29%	38%
	fairly important	18%	14%	15%	16%	20%	17%	18%	16%	18%	16%	10%	22%	18%
	somewhat important	17%	11%	23%	14%	23%	12%	15%	20%	17%	12%	17%	18%	15%
	not at all important	15%	25%	9%	15%	15%	15%	13%	27%	10%	11%	13%	15%	15%
	DKNA	17%	0%	5%	11%	17%	28%	22%	4%	11%	25%	23%	18%	7%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	80	127	121	245	55	89	100	52	124	119

FAQ Hawaii, Inc. (2009)

Q11. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.

DEVELOPING A MID-LEVEL ROAD MAUKA OR QUEEN KA'AHUMANU HIGHWAY AND MAUKA OF MAHALAHOA HIGHWAY, IN BETWEEN AND PARALLEL TO BOTH OF THEM.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
DEVELOPING MID-LEVEL ROAD	very important	56%	50%	43%	55%	50%	62%	55%	54%	57%	60%	62%	65%	55%
	fairly important	14%	21%	20%	14%	10%	13%	13%	16%	17%	15%	23%	9%	13%
	somewhat important	13%	11%	16%	10%	18%	10%	12%	14%	18%	10%	13%	15%	13%
	not at all important	14%	16%	16%	9%	18%	11%	16%	13%	8%	7%	10%	18%	17%
	DKNA	3%	0%	5%	3%	3%	4%	4%	4%	2%	7%	2%	2%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	80	127	121	245	55	89	100	52	124	119

FAQ Hawaii, Inc. (2009)

Q11. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.

MORE BUSES SERVING THE NORTH KONA AREA.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
MORE BUSES	very important	51%	36%	52%	58%	49%	53%	50%	43%	51%	45%	60%	45%	56%
	fairly important	18%	21%	20%	15%	17%	15%	20%	20%	13%	13%	25%	22%	16%
	somewhat important	17%	21%	11%	15%	22%	12%	15%	15%	12%	16%	10%	15%	15%
	not at all important	8%	14%	14%	5%	6%	8%	7%	11%	8%	13%	4%	5%	8%
	DKNA	6%	7%	2%	4%	6%	8%	7%	4%	6%	11%	2%	5%	5%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	80	127	121	245	55	89	100	52	122	119

FAQ Hawaii, Inc. (2009)

Q11. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.

MORE ACTIVE SPORTS PLAYING FIELDS.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
MORE ACTIVE SPORTS FIELDS	very important	49%	57%	52%	51%	31%	35%	34%	54%	51%	29%	35%	40%	53%
	fairly important	21%	11%	23%	20%	22%	21%	24%	15%	15%	22%	25%	23%	15%
	somewhat important	21%	14%	18%	20%	25%	18%	22%	14%	21%	23%	21%	19%	19%
	not at all important	13%	16%	5%	6%	17%	17%	14%	13%	10%	15%	8%	16%	10%
	DKNA	5%	0%	2%	3%	6%	5%	7%	2%	3%	10%	12%	2%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	80	127	121	245	55	89	100	52	125	119

FAQ Hawaii, Inc. (2009)

Q4. From what you have read or heard, what are the worst parts of the plan, or what worries you about it?

		AGE					ETHNICITY			LENGTH OF RESIDENCY				
		Total	<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
Q4: Worst Parts of this Plan	DK/Need more info	45%	75%	27%	42%	45%	60%	49%	36%	38%	47%	46%	65%	33%
	No answer	11%	0%	0%	15%	10%	13%	8%	27%	10%	12%	0%	10%	17%
	no action will be taken	10%	0%	9%	15%	10%	8%	13%	0%	5%	7%	23%	13%	4%
	other	9%	0%	36%	0%	10%	5%	12%	0%	5%	12%	15%	6%	4%
	too much development	5%	0%	0%	5%	8%	3%	4%	9%	5%	2%	0%	3%	13%
	poor road plans	6%	25%	0%	5%	8%	0%	4%	9%	5%	7%	0%	3%	4%
	high cost of development	5%	0%	9%	5%	3%	5%	6%	0%	0%	9%	0%	3%	0%
	increase traffic	4%	0%	9%	11%	3%	0%	1%	9%	10%	6%	0%	3%	4%
	will take too long to complete	4%	0%	0%	5%	0%	8%	3%	9%	5%	2%	8%	0%	8%
	not enough emphasis on schools	4%	0%	9%	0%	3%	5%	4%	0%	5%	5%	8%	3%	0%
	not enough community input	4%	0%	0%	0%	8%	5%	3%	0%	10%	0%	0%	5%	8%
	not a long-term solution	2%	0%	0%	0%	3%	3%	0%	9%	5%	0%	0%	0%	6%
BASE		111	4	11	19	39	38	77	11	21	43	13	31	24

FAO Hawaii, Inc. (2009)

Q5. Do you believe this plan was based on what you would call a great deal of community input, a moderate amount of community input, or very little community input?

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
AMOUNT OF COMMUNITY INPUT ON PLAN	great deal of community input	25%	0%	27%	16%	36%	21%	26%	9%	33%	30%	23%	23%	21%
	moderate amount of community input	37%	25%	38%	32%	31%	47%	35%	18%	43%	30%	33%	52%	29%
	very little community input	23%	75%	18%	21%	28%	13%	23%	36%	14%	28%	31%	10%	25%
	other	1%	0%	0%	0%	0%	3%	0%	9%	0%	0%	0%	0%	4%
	DK/NA	14%	0%	18%	32%	5%	16%	13%	27%	10%	12%	8%	18%	21%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		111	4	11	19	39	38	77	11	21	43	13	31	24

FAO Hawaii, Inc. (2009)

## North Kona Community Planning Survey

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Q2. Have you read or heard that the County just approved a new Kona Community Development Plan?

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
HEARD THAT COUNTY APPROVED NEW KONA COMM. DEV. PLAN	yes	28%	14%	25%	24%	31%	31%	31%	20%	24%	43%	25%	24%	20%
	no	71%	86%	75%	74%	68%	67%	67%	80%	74%	57%	69%	74%	75%
	DK/NA	2%	0%	0%	3%	2%	2%	2%	0%	2%	0%	6%	2%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	80	127	121	249	66	85	100	52	129	119

FAO Hawaii, Inc. (2009)

Q3. From what you have read or heard, what do you think are the best parts of this new plan?

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
Q3: Best Parts of this Plan	DK/Need more info	41%	75%	27%	42%	49%	34%	33%	45%	52%	35%	31%	43%	60%
	more roads / traffic alleviation	14%	0%	9%	5%	10%	24%	14%	9%	14%	16%	15%	10%	13%
	good plan like the plan	13%	0%	18%	21%	10%	11%	12%	13%	10%	21%	8%	3%	13%
	puts everything in one area	7%	0%	15%	11%	8%	3%	5%	0%	5%	7%	8%	13%	0%
	other	7%	0%	0%	11%	8%	8%	5%	27%	5%	7%	6%	3%	13%
	more recreational facilities	6%	0%	9%	0%	5%	11%	8%	0%	5%	7%	8%	10%	0%
	hospital is needed	5%	0%	9%	0%	0%	13%	3%	0%	19%	5%	0%	10%	4%
	preservation of land	5%	0%	9%	0%	5%	5%	5%	0%	5%	5%	0%	6%	4%
	good location	5%	0%	9%	0%	3%	8%	5%	9%	0%	2%	23%	0%	4%
	more affordable housing	3%	0%	0%	0%	0%	8%	3%	9%	0%	2%	0%	3%	4%
	UH will be there	3%	25%	0%	0%	5%	0%	3%	0%	5%	5%	8%	0%	0%
	infrastructure included in plan	3%	0%	0%	11%	3%	0%	4%	0%	0%	2%	0%	6%	0%
	community input	3%	0%	0%	5%	3%	3%	4%	0%	0%	0%	15%	3%	0%
	considers cultural values	2%	0%	0%	5%	3%	0%	3%	0%	0%	0%	0%	6%	0%
	dev. thoughtfully considered	1%	0%	0%	0%	3%	0%	1%	0%	0%	0%	0%	3%	0%
	creates new jobs	1%	0%	9%	0%	0%	0%	1%	0%	0%	0%	0%	0%	4%
	don't like new developments	1%	0%	0%	0%	0%	3%	1%	0%	0%	0%	0%	0%	4%
BASE		111	4	11	19	39	38	77	11	21	43	13	31	24

FAO Hawaii, Inc. (2009)

Q6b. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
MOST FUTURE GROWTH SHOULD BE LOCATED NORTH OF KAILUA, TOWARD THE AIRPORT.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
MOST FUTURE GROWTH SHOULD BE NORTH OF KAILUA	strongly agree	37%	43%	36%	38%	35%	34%	56%	34%	42%	35%	43%	35%	34%
	somewhat agree	34%	32%	45%	36%	30%	33%	31%	43%	36%	31%	42%	29%	39%
	somewhat disagree	13%	14%	7%	13%	13%	16%	14%	13%	10%	16%	8%	14%	13%
	strongly disagree	12%	4%	9%	9%	15%	12%	13%	11%	7%	7%	4%	18%	12%
	DKNA	6%	7%	0%	5%	6%	5%	6%	0%	6%	7%	6%	5%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	60	127	121	245	55	83	100	62	125	115

FAO Hawaii, Inc. (2009)

Q6c. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
THE NEW MID-LEVEL ROAD SHOULD BE DEVELOPED AS THE MAIN ROUTE FOR BUSES OR OTHER FUTURE MASS TRANSIT CONNECTING KAILUA TO THE AIRPORT.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
MID-LEVEL ROAD SHOULD BE MAIN KAILUA-AIRPORT BUS TRANSIT ROUTE	strongly agree	33%	32%	36%	53%	32%	40%	37%	32%	51%	40%	52%	35%	35%
	somewhat agree	30%	36%	36%	20%	29%	34%	29%	41%	26%	26%	33%	26%	36%
	somewhat disagree	13%	16%	5%	15%	13%	12%	15%	14%	9%	12%	6%	18%	14%
	strongly disagree	12%	11%	16%	6%	17%	7%	11%	13%	8%	13%	4%	16%	9%
	DKNA	7%	4%	2%	5%	9%	7%	8%	0%	7%	7%	6%	7%	6%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	83	127	121	245	56	83	100	62	125	115

FAO Hawaii, Inc. (2009)

Q5a. Did you personally go to any meetings or have any input to this plan?

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
PERSONALLY GO TO MEETINGS ABOUT PLAN	yes	31%	0%	16%	21%	33%	30%	33%	27%	19%	30%	31%	32%	29%
	no	69%	100%	82%	79%	67%	61%	66%	73%	81%	70%	69%	68%	71%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		111	4	11	19	39	38	77	11	21	43	13	31	24

FAO Hawaii, Inc. (2009)

Q5a. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
PLANNING FOR KONA IS MOSTLY ABOUT WHERE AND HOW GROWTH HAPPENS, NOT TRYING TO MAKE GROWTH HAPPEN FASTER OR SLOWER.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
PLANNING FOR KONA IS MOSTLY WHERE/HOW GROWTH HAPPENS	strongly agree	50%	25%	52%	53%	50%	51%	54%	32%	51%	60%	45%	52%	35%
	somewhat agree	34%	57%	32%	23%	38%	32%	34%	34%	33%	29%	37%	36%	35%
	somewhat disagree	7%	11%	7%	14%	4%	5%	4%	20%	6%	5%	6%	3%	13%
	strongly disagree	4%	0%	5%	3%	4%	4%	4%	7%	0%	2%	4%	5%	3%
	DKNA	6%	4%	5%	9%	4%	7%	4%	7%	11%	4%	6%	5%	8%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	60	127	121	245	56	83	100	62	125	115

FAO Hawaii, Inc. (2009)

Q6f. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
SOME VILLAGES SHOULD PROVIDE HIGHER-DENSITY HOUSING AND COMMERCIAL TO SUPPORT MAJOR JOB AREAS LIKE THE CIVIC CENTER, NEW HOSPITAL, AND NEW UNIVERSITY.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
SOME VILLAGES SHOULD PROVIDE HIGHER-DENSITY HOUSING	strongly agree	56%	64%	57%	66%	51%	69%	57%	46%	63%	63%	69%	60%	60%
	somewhat agree	29%	25%	34%	29%	35%	23%	28%	43%	22%	23%	25%	33%	33%
	somewhat disagree	5%	4%	7%	5%	5%	4%	5%	2%	3%	4%	2%	7%	4%
	strongly disagree	6%	4%	0%	4%	7%	7%	7%	7%	1%	7%	2%	5%	6%
	DKNA	5%	4%	2%	6%	2%	7%	3%	2%	10%	3%	2%	5%	7%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	60	127	121	245	58	89	100	62	125	119

FAQ Hawaii, Inc. (2009)

Q6g. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
THERE SHOULD BE A NEW HOSPITAL ALONG THE MID-LEVEL ROAD IN ONE OF THE VILLAGES BETWEEN KAILUA AND THE AIRPORT.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
SHOULD BE NEW HOSPITAL ALONG MID-LEVEL ROAD	strongly agree	59%	71%	64%	63%	53%	57%	57%	57%	65%	55%	65%	57%	57%
	somewhat agree	27%	18%	23%	26%	30%	26%	25%	27%	27%	24%	21%	28%	29%
	somewhat disagree	6%	0%	9%	6%	6%	4%	6%	11%	1%	4%	8%	6%	5%
	strongly disagree	6%	7%	0%	3%	6%	7%	8%	4%	2%	7%	4%	6%	5%
	DKNA	4%	4%	5%	1%	3%	6%	4%	2%	4%	7%	2%	2%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	60	127	121	245	58	89	100	62	125	119

FAQ Hawaii, Inc. (2009)

Q6d. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
GROWTH NORTH OF KONA SHOULD BE DIRECTED MOSTLY INTO COMPACT MIXED-USE VILLAGES, WITH OPEN SPACE IN BETWEEN THEM.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
GROWTH N. OF KONA SHOULD BE INTO COMPACT MIXED-USE	strongly agree	43%	36%	36%	50%	40%	45%	45%	33%	42%	43%	44%	45%	33%
	somewhat agree	32%	43%	35%	28%	34%	29%	31%	30%	36%	30%	42%	35%	27%
	somewhat disagree	11%	7%	18%	10%	10%	11%	10%	21%	6%	13%	6%	5%	17%
	strongly disagree	7%	7%	5%	6%	11%	4%	7%	9%	2%	6%	6%	8%	7%
	DKNA	7%	7%	5%	6%	5%	11%	7%	4%	11%	6%	2%	6%	11%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	60	127	121	245	58	89	100	62	125	119

FAQ Hawaii, Inc. (2009)

Q6e. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
THE NEW VILLAGES SHOULD BE CENTERED AROUND BUS TRANSIT STOPS ON THE NEW MID-LEVEL ROAD.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
NEW VILLAGES SHOULD BE CENTERED AROUND TRANSIT STOPS	strongly agree	44%	25%	43%	45%	45%	45%	45%	33%	45%	44%	67%	42%	36%
	somewhat agree	35%	50%	36%	36%	31%	36%	35%	33%	36%	40%	23%	36%	37%
	somewhat disagree	6%	4%	11%	3%	6%	6%	7%	5%	4%	4%	2%	7%	8%
	strongly disagree	9%	4%	7%	10%	14%	4%	8%	11%	7%	8%	4%	10%	10%
	DKNA	6%	14%	2%	4%	4%	6%	6%	5%	7%	4%	4%	5%	9%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	60	127	121	245	58	89	100	62	125	119

FAQ Hawaii, Inc. (2009)

Q8. Here's a summary of the proposal, to be developed over 30 years: 5,000 housing units of various types spread over 1,150 acres, one intermediate and two elementary schools, mauka and makai commercial areas, 150-acre dryland forest preserve, and a new regional hospital on the Mid-Level Road. Does this overall package sound like a very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable idea?

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
PACKAGE SOUND GOOD?	very acceptable	27%	45%	39%	30%	25%	19%	24%	29%	32%	32%	29%	22%	28%
	somewhat acceptable	44%	43%	41%	45%	43%	45%	43%	52%	42%	41%	52%	40%	48%
	somewhat unacceptable	11%	4%	14%	10%	9%	14%	14%	4%	7%	9%	12%	16%	7%
	very unacceptable	15%	4%	7%	9%	22%	17%	17%	13%	8%	16%	6%	19%	13%
DK/NA		3%	4%	0%	5%	1%	6%	2%	4%	8%	2%	2%	3%	5%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	80	127	121	245	56	83	100	52	129	119

FAQ Hawaii, Inc. (2009)

Q9. What is the most important reason you think this is an acceptable development?

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
Q9: Most important reason you think development is acceptable.	hospital is needed	36%	43%	40%	33%	37%	32%	35%	44%	38%	34%	43%	34%	37%
	good plan/meets future needs	26%	16%	29%	25%	24%	30%	25%	19%	30%	25%	24%	33%	21%
	more housing / affordable housing	16%	12%	9%	13%	14%	25%	15%	24%	14%	15%	14%	9%	21%
	more schools	15%	25%	23%	16%	11%	12%	11%	16%	26%	14%	19%	14%	17%
	alleviate traffic	11%	4%	11%	11%	13%	12%	12%	9%	13%	12%	14%	14%	7%
	increase in jobs	8%	26%	3%	10%	6%	6%	6%	16%	10%	7%	5%	5%	14%
	other	8%	6%	6%	7%	7%	10%	7%	13%	7%	5%	5%	6%	12%
	everything is close proximity	7%	6%	3%	11%	9%	4%	7%	11%	6%	7%	7%	5%	10%
	good location	7%	0%	6%	7%	13%	3%	5%	4%	6%	5%	2%	13%	4%
	infrastructure for growing pop.	4%	4%	3%	3%	5%	3%	5%	0%	1%	3%	12%	3%	1%
	long-term plan	4%	4%	3%	7%	1%	4%	2%	4%	6%	3%	6%	3%	4%
	good use of unused land	4%	0%	6%	3%	3%	4%	4%	2%	3%	4%	2%	6%	2%
	preservation of land considered	2%	0%	0%	10%	1%	0%	4%	0%	1%	3%	7%	3%	0%
	DK/Need more info	2%	4%	0%	2%	2%	1%	3%	0%	0%	4%	2%	1%	0%
Total		285	28	35	61	87	77	154	45	64	73	42	80	54

FAQ Hawaii, Inc. (2009)

## North Kona Community Planning Survey

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Q6h. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
TO ENCOURAGE A PRIVATE LANDOWNER TO ATTRACT A NEW HOSPITAL SITE, HIGHER DENSITIES SHOULD BE ALLOWED IN THAT VILLAGE.

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
HIGHER DENSITIES TO ATTRACT NEW HOSPITAL/LANDOWNER	strongly agree	34%	36%	27%	43%	35%	27%	33%	25%	44%	33%	29%	36%	29%
	somewhat agree	35%	43%	57%	30%	28%	35%	35%	41%	31%	28%	50%	33%	36%
	somewhat disagree	11%	4%	9%	8%	13%	12%	10%	11%	9%	12%	10%	11%	9%
	strongly disagree	12%	7%	5%	11%	15%	14%	15%	13%	6%	12%	6%	14%	13%
DK/NA		9%	11%	2%	9%	8%	12%	8%	11%	10%	9%	6%	7%	12%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	80	127	121	245	56	83	100	52	129	119

FAQ Hawaii, Inc. (2009)

Q7. Have you heard that a new development is being proposed for the Kaloko Makai area, north and mauka of Costco along Hine Lanii street?

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
HEARD OF NEW DEVELOPMENT IN KALOKO MAKAI AREA	yes	96%	68%	45%	55%	57%	56%	57%	54%	53%	57%	60%	52%	58%
	no	4%	25%	50%	45%	41%	44%	41%	45%	41%	33%	33%	47%	40%
	DK/NA	2%	7%	6%	0%	2%	0%	2%	0%	2%	2%	2%	1%	2%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	28	44	80	127	121	245	56	83	100	52	129	119

FAQ Hawaii, Inc. (2009)

Q1a. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
MORE BEACH OR COASTAL PARKS.

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	own	rent	male	female
MORE BEACHES/ COASTAL PARKS	very important	45%	62%	50%	41%	33%	47%	62%	46%	39%	42%	43%	49%	44%	45%
	fairly important	22%	17%	26%	24%	15%	15%	17%	26%	33%	12%	23%	18%	22%	22%
	somewhat important	21%	16%	16%	23%	25%	15%	16%	23%	19%	25%	21%	17%	23%	19%
	not at all important	12%	18%	7%	11%	17%	15%	14%	4%	9%	14%	11%	14%	10%	13%
	DK/NA	1%	0%	2%	2%	1%	1%	2%	1%	0%	3%	1%	1%	1%	2%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	123	119	75	75	68	71	64	65	314	71	168	234

FAQ Hawaii, Inc. (2009)

Q1b. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
MORE ROADS CONNECTING MAUKA AND MAKAI AREAS.

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	own	rent	male	female
MORE ROADS CONNECTING MAUKA & MAKAI	very important	75%	75%	75%	71%	71%	75%	66%	70%	84%	66%	76%	72%	76%	71%
	fairly important	11%	10%	9%	13%	13%	8%	16%	13%	6%	15%	11%	7%	10%	12%
	somewhat important	9%	3%	12%	9%	9%	9%	9%	11%	5%	14%	6%	10%	7%	10%
	not at all important	5%	9%	4%	4%	4%	8%	9%	4%	5%	3%	4%	6%	5%	6%
	DK/NA	2%	3%	0%	3%	3%	1%	2%	1%	0%	0%	1%	3%	2%	2%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	123	119	75	75	68	71	64	65	314	71	168	234

FAQ Hawaii, Inc. (2009)

Q1a. What is the most important reason you think this is an unacceptable development?

		Total	AGE					ETHNICITY			LENGTH OF RESIDENCY			
			<35 years	35-44	45-54	55-64	65+	Caucasian	Hawaiian	other	up to 10 years	11-20 years	20 years or more	all my life
Q1a: Most important reason you think development is unacceptable.	too big / don't need	45%	50%	33%	53%	44%	43%	43%	56%	62%	24%	44%	53%	57%
	density too high	21%	50%	44%	13%	26%	11%	16%	33%	23%	16%	0%	22%	30%
	too much traffic	12%	0%	0%	7%	15%	14%	10%	22%	15%	16%	0%	11%	13%
	not enough infrastructure	12%	0%	11%	13%	15%	8%	12%	11%	8%	20%	22%	7%	9%
	other	11%	0%	0%	13%	10%	14%	12%	0%	15%	8%	44%	7%	9%
	poor location	6%	0%	0%	0%	10%	11%	10%	0%	0%	8%	0%	13%	0%
	need to preserve land	7%	50%	11%	7%	6%	5%	6%	11%	8%	12%	22%	0%	9%
	finish other projects first	7%	0%	0%	13%	10%	3%	6%	11%	8%	4%	11%	7%	9%
	poor plan	6%	50%	0%	7%	5%	5%	8%	0%	0%	4%	0%	9%	4%
	not enough water	5%	0%	11%	0%	6%	5%	3%	22%	8%	0%	11%	2%	13%
	too long to complete	5%	0%	0%	0%	8%	5%	5%	0%	0%	8%	11%	4%	0%
	not enough schools	4%	0%	22%	7%	3%	0%	4%	11%	0%	8%	11%	2%	0%
	DK/Need more info	1%	0%	0%	0%	0%	3%	1%	0%	0%	4%	0%	0%	0%
BASE		102	2	9	15	29	37	77	9	13	28	9	45	23

FAQ Hawaii, Inc. (2009)

Q1a. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.

**PRESERVATION OF OPEN SPACES BETWEEN NEW URBAN DEVELOPMENTS.**

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-<\$50k	\$50k-<\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female
PRESERVATION OF OPEN SPACES	very important	60%	61%	65%	61%	60%	63%	74%	51%	63%	69%	59%	63%	66%	63%
	fairly important	19%	25%	15%	18%	20%	14%	10%	25%	23%	14%	16%	21%	20%	16%
	somewhat important	14%	14%	15%	13%	15%	14%	12%	18%	14%	12%	15%	10%	16%	12%
	not at all important	6%	6%	3%	6%	5%	5%	0%	4%	5%	5%	6%	1%	6%	5%
	DKNA	2%	4%	2%	1%	0%	4%	3%	1%	0%	0%	1%	4%	1%	2%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	129	119	75	79	58	71	64	65	314	71	165	234

FAQ Hawaii, Inc. (2009)

Q1b. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.

**MORE TOURISM JOBS.**

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-<\$50k	\$50k-<\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female
MORE TOURISM JOBS	very important	41%	53%	35%	33%	36%	53%	34%	39%	42%	34%	40%	45%	39%	42%
	fairly important	23%	17%	25%	24%	22%	19%	19%	27%	22%	23%	24%	18%	21%	24%
	somewhat important	20%	13%	15%	24%	24%	13%	28%	17%	23%	23%	19%	21%	23%	18%
	not at all important	13%	9%	15%	12%	15%	9%	17%	15%	11%	18%	13%	10%	13%	12%
	DKNA	4%	6%	4%	3%	3%	6%	2%	1%	2%	2%	4%	6%	3%	5%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	129	119	75	79	58	71	64	65	314	71	165	234

FAQ Hawaii, Inc. (2009)

Q1c. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.

**A NEW HOSPITAL IN NORTH KONA.**

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-<\$50k	\$50k-<\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female
NEW HOSPITAL	very important	75%	66%	70%	76%	71%	81%	71%	76%	64%	78%	76%	72%	76%	75%
	fairly important	9%	5%	10%	10%	8%	5%	10%	8%	11%	11%	9%	8%	10%	8%
	somewhat important	9%	4%	10%	5%	9%	4%	12%	11%	14%	5%	8%	13%	9%	8%
	not at all important	8%	4%	10%	5%	11%	8%	7%	6%	11%	6%	7%	6%	6%	9%
	DKNA	1%	1%	0%	0%	1%	3%	0%	0%	0%	0%	0%	1%	1%	0%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	129	119	75	79	58	71	64	65	314	71	165	234

FAQ Hawaii, Inc. (2009)

Q1d. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.

**MORE NEW HOUSING UNITS AFFORDABLE TO THE AVERAGE KONA FAMILY.**

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-<\$50k	\$50k-<\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female
MORE NEW AFFORDABLE HSNGS	very important	66%	69%	65%	62%	65%	73%	67%	65%	63%	62%	61%	65%	67%	64%
	fairly important	14%	14%	12%	15%	15%	8%	10%	17%	11%	20%	15%	6%	13%	15%
	somewhat important	10%	6%	11%	11%	9%	6%	14%	8%	14%	11%	11%	7%	9%	10%
	not at all important	9%	9%	10%	9%	5%	9%	9%	10%	9%	6%	10%	3%	10%	8%
	DKNA	2%	1%	2%	3%	3%	4%	0%	0%	3%	2%	2%	0%	1%	3%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	129	119	75	79	58	71	64	65	314	71	165	234

FAQ Hawaii, Inc. (2009)

Q1f. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
MORE BUSES SERVING THE NORTH KONA AREA.

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/ prof. degree	<\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	own	rent	male	female
MORE BUSES	very important	51%	62%	50%	45%	47%	63%	45%	64%	52%	32%	49%	62%	42%	56%
	fairly important	18%	14%	18%	15%	21%	15%	22%	17%	16%	26%	19%	14%	15%	18%
	somewhat important	17%	9%	16%	21%	15%	8%	10%	17%	19%	25%	17%	13%	23%	12%
	not at all important	8%	8%	9%	9%	4%	8%	9%	10%	8%	11%	8%	6%	10%	6%
	DKNA	6%	6%	6%	2%	9%	8%	10%	3%	8%	2%	6%	6%	5%	6%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	123	119	79	73	58	71	64	65	314	78	169	234

FAQ Hawaii, Inc. (2009)

Q1j. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
MORE ACTIVE SPORTS PLAYING FIELDS.

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/ prof. degree	<\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	own	rent	male	female
MORE ACTIVE SPORTS FIELDS	very important	40%	48%	42%	45%	21%	43%	38%	44%	43%	22%	38%	54%	35%	42%
	fairly important	21%	18%	24%	18%	23%	20%	14%	17%	19%	31%	21%	16%	17%	24%
	somewhat important	21%	14%	19%	19%	31%	15%	14%	25%	22%	23%	22%	15%	26%	17%
	not at all important	13%	13%	12%	13%	17%	9%	26%	11%	8%	14%	14%	10%	17%	10%
	DKNA	5%	6%	3%	5%	5%	5%	9%	3%	3%	3%	6%	3%	2%	7%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	123	119	79	73	58	71	64	65	314	78	169	234

FAQ Hawaii, Inc. (2009)

Q1g. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
FASTER DEVELOPMENT OF HAWAIIAN HOME LANDS AREAS.

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/ prof. degree	<\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	own	rent	male	female
FASTER DEV. OF HAWAII HOME LANDS	very important	36%	45%	39%	25%	22%	44%	40%	35%	33%	29%	26%	9%	33%	33%
	fairly important	17%	19%	17%	16%	13%	20%	17%	15%	14%	20%	13%	3%	18%	15%
	somewhat important	21%	10%	21%	25%	23%	11%	19%	21%	23%	28%	18%	3%	23%	19%
	not at all important	18%	14%	15%	20%	23%	15%	16%	23%	14%	18%	16%	2%	20%	16%
	DKNA	10%	6%	5%	10%	12%	9%	9%	6%	11%	5%	5%	2%	7%	12%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	123	119	79	73	58	71	64	65	314	78	169	234

FAQ Hawaii, Inc. (2009)

Q1h. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.  
MORE DOCTORS AND MEDICAL PERSONNEL.

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/ prof. degree	<\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	own	rent	male	female
MORE DOCTORS/MED. STAFF	very important	90%	91%	90%	90%	91%	91%	84%	90%	88%	55%	91%	82%	87%	83%
	fairly important	5%	5%	6%	5%	3%	3%	7%	6%	6%	3%	5%	4%	5%	5%
	somewhat important	2%	1%	2%	3%	1%	0%	5%	3%	5%	2%	2%	3%	4%	1%
	not at all important	2%	1%	2%	2%	1%	5%	2%	1%	0%	0%	2%	1%	2%	1%
	DKNA	1%	1%	0%	0%	4%	1%	2%	0%	2%	0%	1%	1%	2%	0%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	123	119	79	73	58	71	64	65	314	78	169	234

FAQ Hawaii, Inc. (2009)



Q2. Have you read or heard that the County just approved a new Kona Community Development Plan?

	Total	EDUCATION LEVEL					INCOME					HOME OWNERSHIP STATUS		GENDER	
		up to HS grad	some college	college grad	grad./adv. prof. degree	<\$35k	\$35k <\$50k	\$50k <\$75k	\$75k <\$100k	\$100k+	own	rent	male	female	
HEARD THAT COUNTY APPROVED NEW yes	28%	12%	25%	29%	40%	14%	31%	30%	34%	38%	30%	20%	29%	27%	
KONA COMM. DEV. PLAN															
no	71%	87%	71%	68%	59%	85%	67%	69%	66%	60%	68%	80%	70%	71%	
DKNA	2%	1%	1%	3%	1%	1%	2%	1%	0%	2%	2%	0%	1%	2%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
BASE	400	77	123	119	78	78	68	71	64	65	314	71	168	234	

FAQ Hawaii, Inc. (2008)

Q3. From what you have read or heard, what do you think are the best parts of this new plan?

	Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER		
		up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	own	rent	male	female	
Q3: Best Parts of this Plan		41%	67%	45%	40%	30%	35%	39%	38%	41%	43%	41%	60%	43%	37%
Dr/Need more info	14%	11%	14%	14%	11%	17%	18%	11%	10%	18%	15%	15%	0%	15%	13%
more roads / traffic alleviation	13%	22%	11%	11%	13%	18%	22%	10%	14%	4%	10%	23%	6%	17%	
good plan for the plan	7%	0%	8%	6%	10%	9%	0%	14%	5%	6%	9%	0%	4%	10%	
puts everything in one area	7%	11%	8%	9%	3%	18%	0%	10%	5%	5%	6%	7%	6%	6%	
other	6%	0%	11%	3%	7%	5%	11%	5%	14%	0%	6%	0%	0%	11%	
more recreational facilities	5%	0%	6%	6%	7%	9%	11%	5%	9%	0%	5%	7%	4%	6%	
hospital is needed	5%	0%	0%	6%	10%	0%	6%	0%	9%	4%	5%	0%	6%	3%	
good location	5%	0%	0%	6%	10%	0%	17%	5%	0%	0%	4%	0%	2%	6%	
preservation of land	3%	0%	0%	6%	3%	0%	11%	0%	5%	0%	2%	7%	2%	3%	
more affordable housing	3%	0%	3%	3%	3%	0%	6%	6%	0%	4%	3%	0%	6%	0%	
UH will be there	3%	0%	3%	3%	3%	0%	0%	0%	9%	4%	3%	0%	0%	5%	
infrastructure included in plan	3%	0%	0%	3%	7%	0%	0%	5%	0%	6%	2%	7%	6%	0%	
community input	2%	0%	3%	3%	0%	0%	0%	0%	9%	0%	2%	0%	0%	3%	
considers cultural values	1%	0%	3%	0%	0%	0%	0%	0%	5%	0%	1%	0%	0%	2%	
dev. thoughtfully considered	1%	0%	0%	3%	0%	0%	0%	5%	0%	0%	1%	0%	2%	0%	
don't like the new developments	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	1%	0%	0%	2%	
creates new jobs	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	1%	0%	0%	2%	
BASE	111	9	37	35	30	11	18	21	22	25	93	14	48	63	

FAQ Hawaii, Inc. (2008)

## North Kona Community Planning Survey

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Q1K. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.

MORE ELEMENTARY AND INTERMEDIATE SCHOOLS.

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-<\$50k	\$50k-<\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female
MORE ELE. & MIDDLE SCHOOLS	very important	34%	43%	32%	32%	27%	43%	26%	35%	33%	35%	32%	44%	31%	35%
	fairly important	18%	16%	14%	23%	15%	19%	14%	14%	22%	18%	15%	13%	21%	15%
	somewhat important	17%	10%	20%	13%	24%	10%	17%	21%	17%	17%	17%	16%	16%	18%
	not at all important	15%	14%	15%	15%	15%	10%	22%	15%	13%	17%	15%	8%	17%	14%
	DKNA	17%	12%	19%	17%	16%	18%	21%	11%	16%	12%	17%	16%	15%	16%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	123	119	75	75	58	71	64	65	314	71	168	234

FAQ Hawaii, Inc. (2008)

Q1L. First, I'm going to read a list of possible needs for North Kona. For each one, please tell me if you think it is a very important need, fairly important, somewhat important, or not important at all.

DEVELOPING A MID-LEVEL ROAD MAUKA OR QUEEN KA'AHUMANU HIGHWAY AND MAKAI OF MAMALAHOA HIGHWAY, IN BETWEEN AND PARALLEL TO BOTH OF THEM.

	Total	EDUCATION LEVEL					INCOME					HOME OWNERSHIP STATUS		GENDER	
		up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female	
DEVELOPING MID-LEVEL ROAD	56%	61%	55%	67%	51%	53%	47%	65%	62%	57%	59%	45%	55%	57%	
very important	14%	14%	13%	16%	11%	20%	12%	14%	17%	8%	13%	18%	16%	12%	
fairly important	13%	12%	14%	11%	17%	10%	17%	10%	16%	15%	12%	17%	11%	15%	
somewhat important	14%	10%	16%	13%	15%	14%	21%	10%	13%	18%	13%	14%	14%	14%	
not at all important	3%	3%	2%	3%	7%	3%	3%	1%	3%	2%	3%	6%	4%	3%	
DKNA	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Total	400	77	123	119	78	78	68	71	64	65	314	71	168	234	

FAQ Hawaii, Inc. (2008)

Q5a. Did you personally go to any meetings or have any input to this plan?

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/ prof. degree	<\$35k	\$35k <\$50k	\$50k <\$75k	\$75k <\$100k	\$100k+	own	rent	male	female
PERSONALLY GO TO MEETINGS	yes	31%	11%	27%	23%	50%	18%	33%	21%	32%	24%	32%	21%	29%	32%
ABOUT PLAN	no	69%	89%	73%	77%	50%	82%	67%	76%	68%	76%	68%	79%	71%	68%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		111	9	37	35	33	11	18	21	22	25	53	14	43	63

FAQ Hawaii, Inc. (2009)

Q5a. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
 PLANNING FOR KONA IS MOSTLY ABOUT WHERE AND HOW GROWTH HAPPENS, NOT TRYING TO MAKE GROWTH HAPPEN FASTER OR SLOWER.

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/ prof. degree	<\$35k	\$35k <\$50k	\$50k <\$75k	\$75k <\$100k	\$100k+	own	rent	male	female
PLANNING FOR KONA IS MOSTLY	strongly agree	50%	40%	47%	56%	55%	43%	50%	64%	48%	55%	52%	45%	51%	49%
WHERE/ HOW GROWTH HAPPENS	somewhat agree	34%	32%	40%	29%	31%	35%	34%	35%	38%	34%	34%	32%	34%	33%
	somewhat disagree	7%	14%	5%	5%	5%	10%	9%	6%	6%	6%	4%	17%	6%	6%
	strongly disagree	4%	3%	5%	3%	3%	3%	6%	3%	2%	2%	4%	1%	1%	5%
	DK/NA	6%	10%	3%	6%	7%	9%	2%	3%	6%	6%	6%	7%	5%	6%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		403	77	123	119	75	79	58	71	64	65	314	77	165	234

FAQ Hawaii, Inc. (2009)

Q4. From what you have read or heard, what are the worst parts of the plan, or what worries you about it?

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/ prof. degree	<\$35k	\$35k <\$50k	\$50k <\$75k	\$75k <\$100k	\$100k+	own	rent	male	female
OK: Worst Parts of this Plan	DK/Need more info	45%	78%	43%	45%	40%	43%	56%	43%	41%	52%	45%	50%	45%	44%
	no answer	11%	11%	14%	11%	7%	16%	11%	10%	14%	12%	12%	7%	13%	10%
	no action will be taken	10%	0%	3%	5%	23%	0%	6%	14%	6%	12%	9%	21%	6%	13%
	other	9%	0%	5%	14%	10%	9%	11%	15%	0%	4%	10%	0%	6%	11%
	too much development	5%	0%	5%	6%	3%	9%	6%	5%	5%	0%	5%	0%	6%	2%
	poor road plans	5%	11%	6%	3%	0%	9%	0%	5%	5%	4%	3%	7%	4%	5%
	high cost of development	5%	0%	5%	6%	3%	9%	0%	0%	9%	0%	5%	0%	4%	5%
	will take too long to complete	4%	0%	3%	3%	7%	0%	0%	0%	5%	8%	4%	0%	4%	3%
	not enough emphasis on schools	4%	0%	5%	6%	0%	0%	0%	0%	14%	0%	4%	0%	0%	6%
	not enough community input	4%	0%	11%	0%	0%	0%	0%	0%	5%	8%	4%	0%	2%	5%
	increase traffic	4%	11%	3%	3%	3%	9%	6%	5%	0%	0%	2%	7%	4%	3%
	not a long-term solution	2%	0%	0%	3%	3%	0%	6%	0%	5%	0%	1%	7%	0%	3%
BASE		111	9	37	35	30	11	18	21	22	25	53	14	43	63

FAQ Hawaii, Inc. (2009)

Q5. Do you believe this plan was based on what you would call a great deal of community input, a moderate amount of community input, or very little community input?

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/ prof. degree	<\$35k	\$35k <\$50k	\$50k <\$75k	\$75k <\$100k	\$100k+	own	rent	male	female
AMOUNT OF COMMUNITY INPUT ON PLAN	great deal of community input	25%	22%	14%	26%	40%	16%	6%	29%	32%	32%	27%	14%	21%	29%
	moderate amount of community input	37%	22%	33%	43%	33%	45%	50%	38%	27%	36%	40%	21%	40%	35%
	very little community input	23%	33%	22%	29%	13%	16%	17%	19%	27%	24%	26%	29%	25%	21%
	other	1%	0%	3%	0%	0%	9%	0%	0%	0%	0%	1%	0%	2%	0%
	DK/NA	14%	22%	24%	3%	13%	9%	28%	14%	14%	8%	12%	38%	13%	16%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		111	9	37	35	30	11	18	21	22	25	53	14	43	63

FAQ Hawaii, Inc. (2009)

Q6d. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
GROWTH NORTH OF KONA SHOULD BE DIRECTED MOSTLY INTO COMPACT MIXED-USE VILLAGES, WITH OPEN SPACE IN BETWEEN THEM.

	Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
		up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-<\$50k	\$50k-<\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female
GROWTH N. OF KONA SHOULD BE INTO COMPACT MIXED-USE	43%	38%	44%	39%	58%	33%	43%	35%	45%	62%	45%	37%	41%	44%
strongly agree	32%	29%	32%	35%	27%	34%	31%	32%	36%	29%	31%	42%	32%	32%
somewhat agree	11%	17%	12%	8%	8%	11%	9%	13%	11%	6%	10%	15%	14%	9%
somewhat disagree	7%	8%	6%	6%	7%	6%	9%	10%	0%	9%	6%	6%	8%	6%
strongly disagree	7%	10%	6%	8%	3%	10%	3%	6%	5%	3%	8%	3%	6%	9%
DKNA	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total	400	77	123	119	79	73	58	71	64	65	314	74	168	234
BASE														

FAQ Hawaii, Inc. (2009)

Q6e. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
THE NEW VILLAGES SHOULD BE CENTERED AROUND BUS TRANSIT STOPS ON THE NEW MID-LEVEL ROAD.

	Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
		up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-<\$50k	\$50k-<\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female
NEW VILLAGES SHOULD BE CENTERED AROUND TRANSIT STOPS	44%	42%	47%	39%	49%	47%	36%	44%	47%	46%	45%	45%	37%	49%
strongly agree	36%	38%	30%	41%	35%	37%	43%	31%	41%	29%	35%	37%	42%	32%
somewhat agree	6%	3%	6%	8%	3%	0%	7%	7%	6%	9%	7%	2%	7%	5%
somewhat disagree	9%	9%	9%	7%	11%	6%	7%	11%	5%	11%	8%	10%	11%	7%
strongly disagree	6%	9%	5%	6%	3%	10%	2%	7%	2%	5%	6%	6%	4%	7%
DKNA	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total	400	77	123	119	79	73	58	71	64	65	314	74	168	234
BASE														

FAQ Hawaii, Inc. (2009)

Q6b. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
MOST FUTURE GROWTH SHOULD BE LOCATED NORTH OF KAILUA, TOWARD THE AIRPORT.

	Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
		up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-<\$50k	\$50k-<\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female
MOST FUTURE GROWTH SHOULD BE NORTH OF KAILUA	37%	33%	35%	34%	43%	29%	33%	37%	43%	38%	37%	35%	40%	34%
strongly agree	34%	35%	33%	38%	31%	41%	31%	36%	27%	36%	33%	42%	31%	36%
somewhat agree	13%	12%	14%	15%	11%	14%	17%	14%	11%	11%	14%	13%	14%	13%
somewhat disagree	12%	9%	13%	11%	12%	11%	12%	10%	13%	11%	12%	6%	13%	11%
strongly disagree	5%	6%	5%	4%	4%	5%	7%	1%	2%	2%	4%	4%	2%	7%
DKNA	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total	400	77	123	119	79	73	58	71	64	65	314	74	168	234
BASE														

FAQ Hawaii, Inc. (2009)

Q6c. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
THE NEW MID-LEVEL ROAD SHOULD BE DEVELOPED AS THE MAIN ROUTE FOR BUSES OR OTHER FUTURE MASS TRANSIT CONNECTING KAILUA TO THE AIRPORT.

	Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
		up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-<\$50k	\$50k-<\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female
MID-LEVEL ROAD SHOULD BE MAIN KAILUA-AIRPORT BUS TRANSIT ROUTE	39%	49%	36%	35%	35%	45%	40%	37%	36%	40%	40%	37%	35%	39%
strongly agree	30%	25%	29%	33%	33%	25%	29%	32%	41%	25%	28%	33%	30%	30%
somewhat agree	13%	14%	16%	9%	16%	16%	16%	14%	8%	12%	13%	10%	18%	11%
somewhat disagree	12%	6%	14%	12%	12%	4%	16%	14%	8%	14%	12%	7%	11%	12%
strongly disagree	7%	5%	5%	8%	7%	9%	0%	3%	6%	9%	7%	7%	6%	7%
DKNA	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total	400	77	123	119	79	73	58	71	64	65	314	74	168	234
BASE														

FAQ Hawaii, Inc. (2009)

Q6h. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
TO ENCOURAGE A PRIVATE LANDOWNER TO ATTRACT A NEW HOSPITAL SITE, HIGHER DENSITIES SHOULD BE ALLOWED IN THAT VILLAGE.

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-<\$50k	\$50k-<\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female
HIGHER DENSITIES TO ATTRACT NEW HOSPITAL/LANDOWNER	strongly agree	34%	40%	29%	32%	37%	32%	24%	35%	27%	45%	35%	31%	38%	31%
	somewhat agree	35%	27%	35%	41%	32%	35%	43%	34%	33%	32%	35%	34%	31%	38%
	somewhat disagree	11%	13%	16%	7%	5%	8%	5%	8%	23%	9%	11%	10%	13%	9%
	strongly disagree	12%	5%	14%	10%	20%	9%	19%	17%	9%	9%	11%	14%	15%	10%
	DKNA	9%	14%	6%	10%	5%	13%	9%	6%	5%	5%	6%	11%	4%	12%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	129	119	75	75	58	71	64	65	314	71	165	234

FAO Hawaii, Inc. (2009)

Q7. Have you heard that a new development is being proposed for the Kaloa Makai area, north end mauka of Costco along Hina Lani street?

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-<\$50k	\$50k-<\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female
HEARD OF NEW DEVELOPMENT IN KALOIA MAKAI AREA	yes	56%	57%	50%	61%	55%	49%	45%	63%	65%	65%	55%	44%	62%	52%
	no	43%	42%	47%	38%	43%	47%	55%	34%	34%	34%	40%	54%	37%	47%
	DKNA	2%	1%	2%	1%	1%	4%	0%	3%	0%	2%	1%	3%	1%	2%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	129	119	75	75	58	71	64	65	314	71	165	234

FAO Hawaii, Inc. (2009)

Q8f. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
SOME VILLAGES SHOULD PROVIDE HIGHER-DENSITY HOUSING AND COMMERCIAL TO SUPPORT MAJOR JOB AREAS LIKE THE CIVIC CENTER, NEW HOSPITAL, AND NEW UNIVERSITY.

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-<\$50k	\$50k-<\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female
SOME VILLAGES SHOULD PROVIDE HIGH DENSITY HOUSING	strongly agree	58%	62%	50%	53%	64%	52%	55%	59%	55%	62%	57%	54%	54%	57%
	somewhat agree	29%	26%	34%	32%	20%	33%	24%	27%	35%	29%	27%	33%	31%	28%
	somewhat disagree	5%	1%	7%	6%	3%	3%	5%	4%	9%	5%	6%	0%	5%	5%
	strongly disagree	6%	4%	5%	6%	8%	5%	12%	6%	0%	3%	6%	1%	7%	4%
	DKNA	6%	6%	4%	3%	5%	8%	3%	4%	2%	2%	4%	7%	2%	6%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	129	119	75	75	58	71	64	65	314	71	165	234

FAO Hawaii, Inc. (2009)

Q8g. I'm going to mention certain things that are part of the new Kona Community Development Plan. For each one, please tell me if you personally strongly agree, somewhat agree, somewhat disagree, or strongly disagree that this should be Kona's plan.  
THERE SHOULD BE A NEW HOSPITAL ALONG THE MID-LEVEL ROAD IN ONE OF THE VILLAGES BETWEEN KAILUA AND THE AIRPORT.

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-<\$50k	\$50k-<\$75k	\$75k-<\$100k	\$100k+	own	rent	male	female
SHOULD BE NEW HOSPITAL AROUND MID-LEVEL ROAD	strongly agree	69%	61%	61%	65%	57%	54%	67%	66%	65%	65%	60%	61%	55%	69%
	somewhat agree	27%	29%	22%	32%	23%	31%	21%	26%	25%	25%	26%	32%	28%	25%
	somewhat disagree	6%	5%	7%	4%	5%	5%	3%	4%	11%	2%	5%	10%	5%	6%
	strongly disagree	6%	0%	7%	6%	9%	1%	2%	7%	8%	8%	5%	3%	5%	6%
	DKNA	4%	5%	2%	3%	5%	5%	7%	3%	2%	2%	4%	4%	4%	4%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	129	119	75	75	58	71	64	65	314	71	165	234

FAO Hawaii, Inc. (2009)

Q18. What is the most important reason you think this is an unacceptable development?

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	own	rent	male	female
Q18: Most important reason you think development is unacceptable.	too big / don't need	45%	64%	41%	43%	46%	64%	55%	43%	50%	25%	45%	23%	40%	51%
	density too high	21%	38%	12%	27%	17%	29%	29%	17%	13%	21%	19%	31%	22%	19%
	too much traffic	12%	21%	15%	7%	6%	14%	6%	13%	0%	29%	13%	8%	7%	16%
	not enough infrastructure	12%	7%	15%	17%	4%	7%	0%	13%	13%	0%	11%	23%	16%	9%
	other	11%	7%	6%	17%	13%	7%	12%	4%	13%	29%	13%	0%	16%	5%
	poor location	8%	0%	6%	10%	13%	7%	0%	22%	13%	0%	7%	6%	7%	9%
	finish other projects first	7%	14%	9%	7%	0%	0%	12%	9%	19%	0%	7%	8%	9%	5%
	need to preserve land	7%	7%	9%	3%	8%	7%	12%	9%	0%	14%	5%	15%	9%	6%
	poor plan	6%	7%	9%	7%	0%	7%	6%	9%	0%	14%	5%	15%	11%	2%
	too long to complete	5%	0%	9%	3%	4%	0%	6%	0%	13%	7%	5%	8%	4%	5%
	not enough water	5%	14%	3%	3%	4%	7%	0%	4%	0%	7%	5%	8%	4%	5%
	not enough schools	4%	0%	9%	3%	0%	0%	0%	4%	13%	0%	5%	0%	2%	6%
	DK/Need more info	1%	0%	0%	0%	4%	0%	0%	0%	6%	0%	1%	0%	0%	2%
REDUCED BASE		102	14	34	30	24	14	17	23	19	14	63	13	43	57

FAQ Hawaii, Inc. (2009)

## North Kona Community Planning Survey

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Q8. Here's a summary of the proposal, to be developed over 30 years: 5,000 housing units of various types spread over 1,150 acres, one intermediate and two elementary schools, mauka and makai commercial areas, 150-acre dryland forest preserve, and a new regional hospital on the Mid-Level Road. Does this overall package sound like a very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable idea?

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	own	rent	male	female
PACKAGE SOUND GOOD?	very acceptable	27%	35%	22%	25%	29%	25%	21%	31%	23%	45%	26%	32%	30%	25%
	somewhat acceptable	44%	38%	45%	43%	36%	43%	45%	35%	50%	34%	43%	45%	41%	46%
	somewhat unacceptable	11%	8%	9%	11%	17%	4%	14%	21%	8%	6%	11%	6%	13%	9%
	very unacceptable	15%	10%	16%	14%	15%	14%	16%	11%	17%	15%	16%	10%	14%	15%
DK/NA		3%	8%	2%	2%	3%	8%	2%	1%	2%	0%	4%	3%	2%	4%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE		400	77	123	119	75	73	68	71	64	66	314	71	169	234

FAQ Hawaii, Inc. (2009)

Q9. What is the most important reason you think this is an acceptable development?

		Total	EDUCATION LEVEL				INCOME					HOME OWNERSHIP STATUS		GENDER	
			up to HS grad	some college	college grad	graduate/prof. degree	<\$35k	\$35k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+	own	rent	male	female
Q9: Most important reason you think development is acceptable.	hospital is needed	35%	44%	41%	29%	31%	34%	40%	36%	43%	37%	34%	41%	33%	34%
	good plan/ meets future needs	26%	21%	24%	30%	27%	31%	25%	17%	23%	25%	26%	27%	27%	25%
	more housing / affordable housing	16%	21%	10%	16%	20%	10%	28%	21%	17%	8%	15%	18%	11%	19%
	more schools	15%	14%	18%	14%	14%	15%	15%	23%	15%	12%	13%	21%	13%	17%
	alleviate traffic	11%	7%	12%	11%	14%	14%	8%	13%	9%	10%	13%	7%	12%	11%
	increase in jobs	8%	12%	12%	6%	2%	7%	13%	13%	9%	6%	7%	11%	11%	7%
	other	8%	12%	4%	7%	10%	12%	10%	6%	4%	4%	9%	4%	8%	8%
	everything is close proximity	7%	7%	5%	7%	6%	7%	13%	5%	2%	6%	7%	6%	3%	10%
	good location	7%	2%	11%	2%	12%	7%	3%	6%	9%	12%	7%	6%	7%	7%
	long-term plan	4%	0%	4%	3%	6%	0%	5%	4%	4%	8%	5%	0%	5%	2%
	infrastructure for growing pop.	4%	2%	1%	7%	4%	7%	0%	4%	2%	4%	3%	4%	3%	4%
	good use of unused land	4%	0%	5%	3%	4%	0%	3%	4%	6%	4%	4%	2%	4%	3%
	preservation of land considered	2%	0%	2%	8%	0%	7%	3%	0%	2%	0%	2%	4%	3%	2%
	DK/Need more info	2%	2%	2%	2%	0%	2%	5%	0%	0%	0%	1%	4%	0%	3%
BASE		285	57	54	87	45	53	40	47	47	51	218	56	119	167

FAQ Hawaii, Inc. (2009)