

**Ka'ū Community Development Plan
Initial Community Input
Summary of Participation
July 2, 2009**

Between October 2008 and February 2009, the County of Hawai'i invited the Ka'ū community to respond to two questions by survey or during small group "talk story" meetings: **What do you LOVE about Ka'ū?** and **What would you like to SEE in Ka'ū in 20 years?** Responses to those questions will be used to identify the community's values and vision, which will serve as the foundation for the Ka'ū Community Development Plan (CDP). For more information about the CDP or the community input process, go to www.kaucdp.info.

To ensure that the diversity of Ka'ū residents were heard, the County tracked participants' demographic information, identified gaps in participation, and made a significant effort to fill those gaps through outreach. **This report is a concise synopsis of the basic demographics of those who either completed a survey or participated in a talk story meeting.**

Total Participation	
Hard Copy Survey	592
Online Survey	30
Total Survey	622
Small Group Talk Story Meeting	570
TOTAL	1192*

Based on an estimated population of ~8,500 people in the district of Ka'ū, that is **14% of the population**. That is a new participation record for County of Hawai'i CDPs.

Participation by Region: Table 1[†]

For the purposes of this synopsis, the Pāhala region includes Wood Valley, Pāhala, and Punalu'u; the Nā'ālehu region includes Nā'ālehu, Wai'ōhinu, Green Sands, Mark Twain, Discovery Harbour, and South Point; and the Ocean View region includes Kahuku, Ranchos, and Hawaiian Ocean View Estates. Census data for population centers exclude the subdivisions around Nā'ālehu, so it is not possible to make accurate estimates of population by region. However, based on census data and other population estimates, targets were established for how many participants to reach in each region. **Participation was very balanced regionally.**

Ethnicity: Table 2

Participation by ethnicity was mixed. Native Hawaiian participation was on par with census estimates. However, compared to 2000 census counts, whites and "Other Pacific Islanders" (mostly Micronesians) were overrepresented, though the census data don't reflect the significant immigration by both ethnic groups in the last ten years. Those who identified as two or more

* This is slightly lower than the 1,200+ announced in April 2009 because of a miscommunication about the number of surveys that had been completed but hadn't yet been processed by the Planning Department. Moreover, because a handful of people didn't sign in at small group talk story meetings, it is likely that over 1,200 people participated.

[†] Not every participant completed the optional demographics questionnaire, so participation counts don't equal the total number of participants.

racers, Filipinos, and Japanese were underrepresented, though again, census data may not reflect the current ethnic mix in Ka'ū.

Age: Table 3

Participation by age was also mixed. Working-age adults, who are typically harder to reach, were well-represented, younger people were underrepresented, and older people were overrepresented.

Generation in Hawai'i: Table 4

Reflecting recent immigration, more than one third of the participants were new residents, and another quarter were first generation. **More than one third of the participants were second generation or more.**

Years in Ka'ū: Table 5

Similarly, **over half the participants have lived in Ka'ū 10 years or longer**, and almost a third have lived in Ka'ū more than 20 years.

Education Level: Table 6

Education level sometimes serves as a proxy for socio-economic status. **Participants disproportionately had higher levels of education.**

Household Income: Table 7

The diversity of income levels in Ka'ū was well-represented.

Table 1: Participation By Region

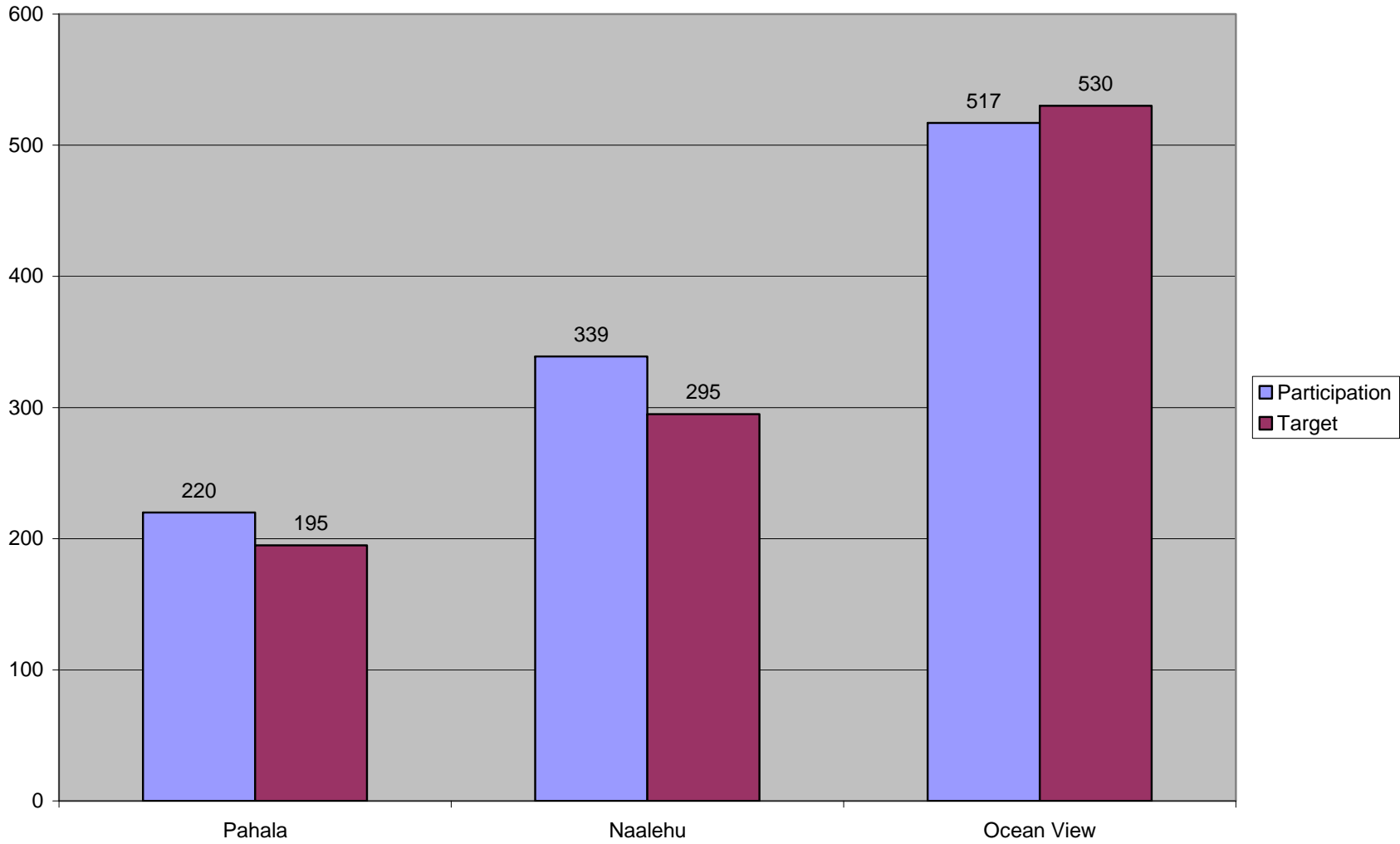


Table 2: Participation by Ethnicity

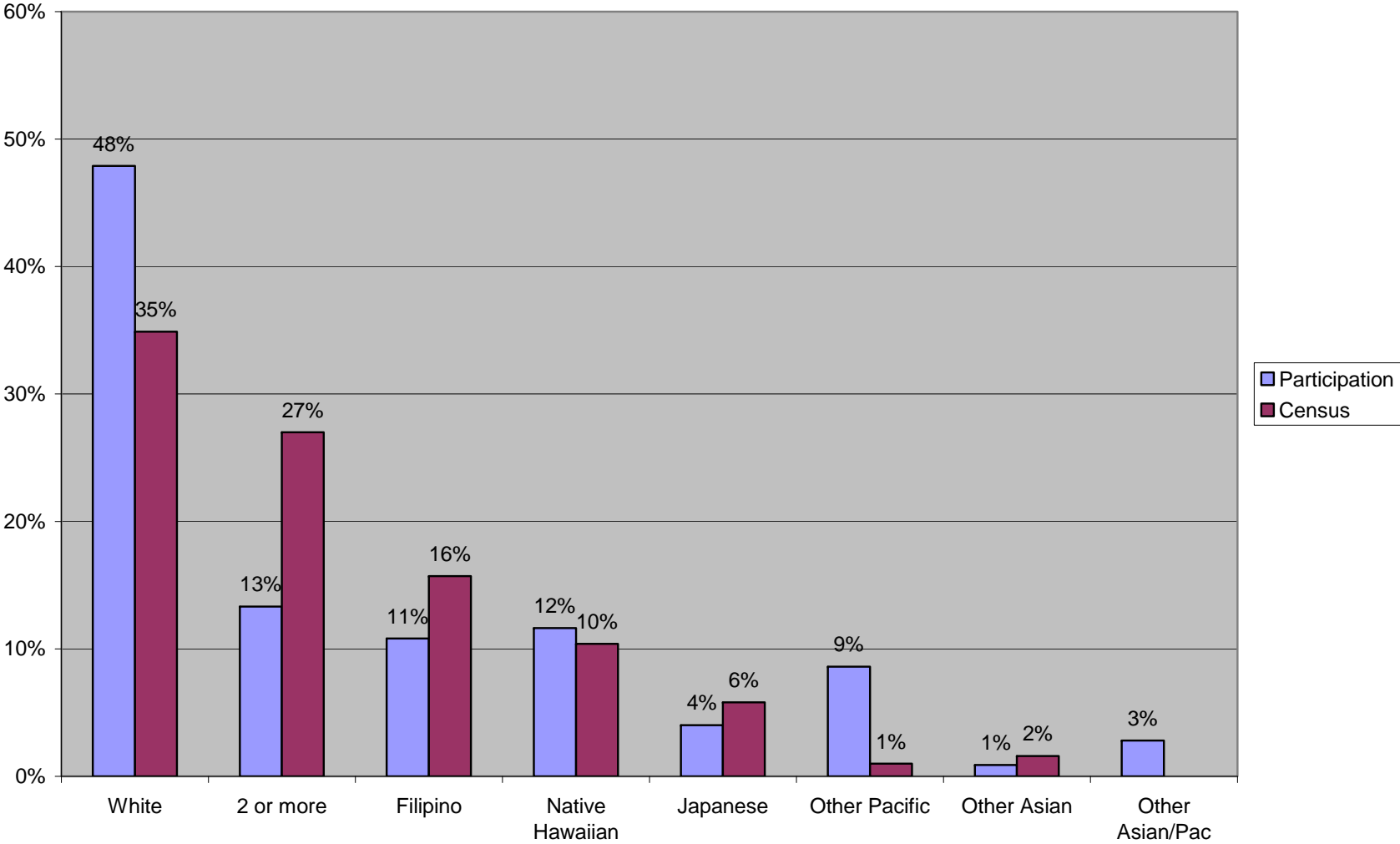


Table 3: Participation by Age

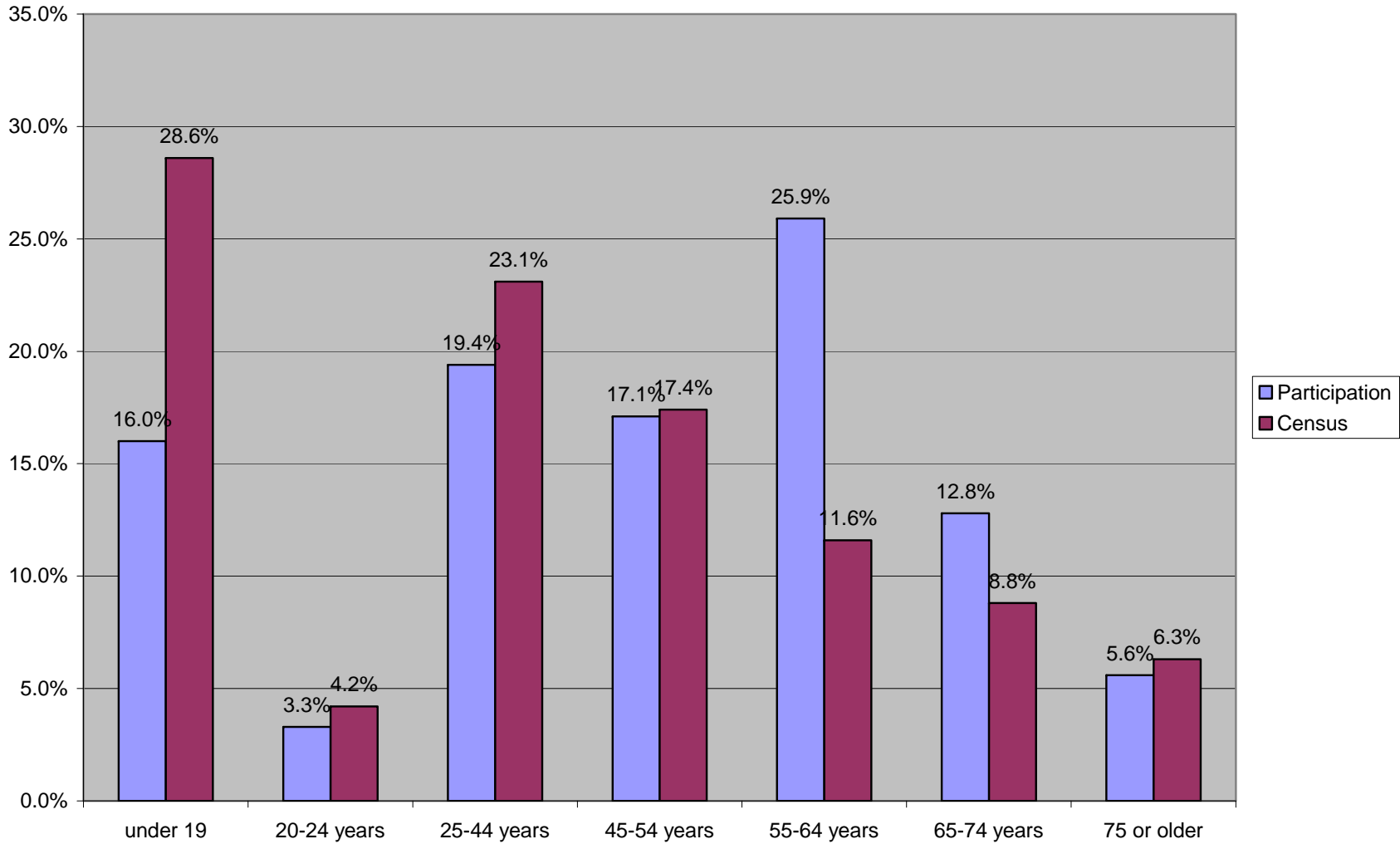


Table 4: Generation in Hawaii

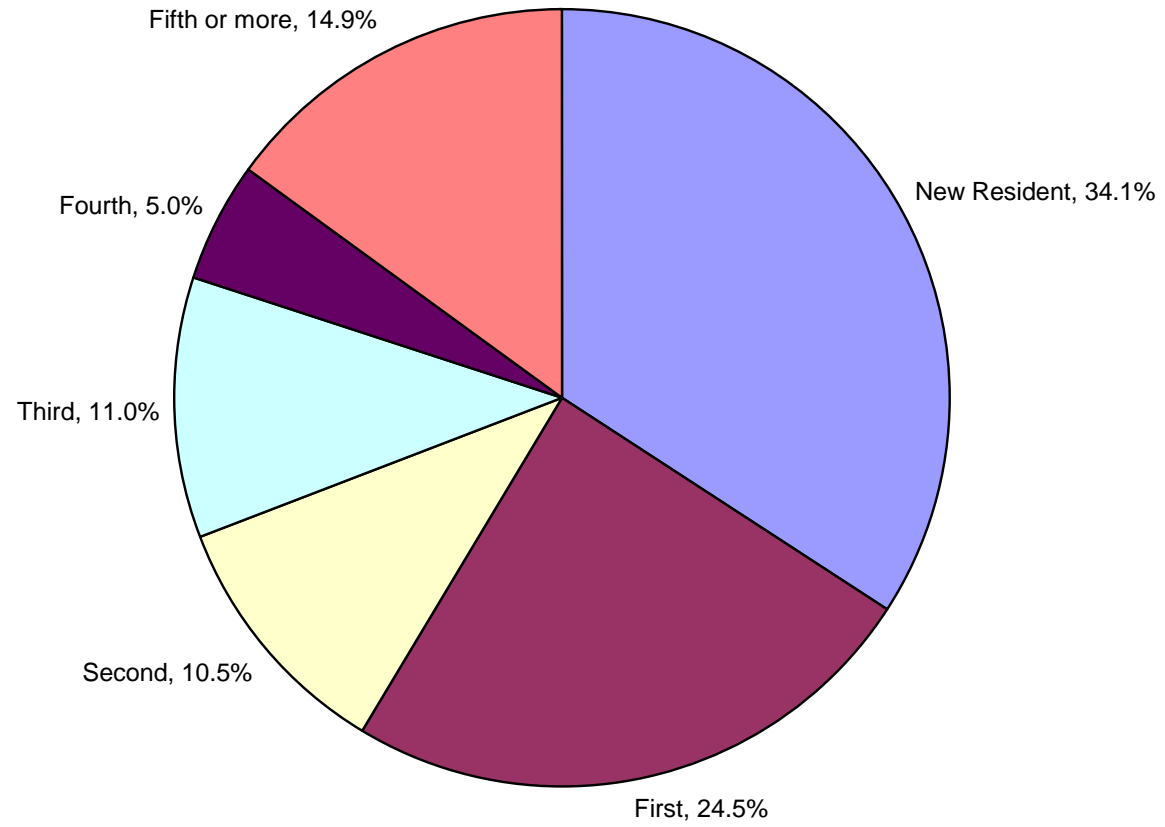


Table 5: How Long in Ka`u?

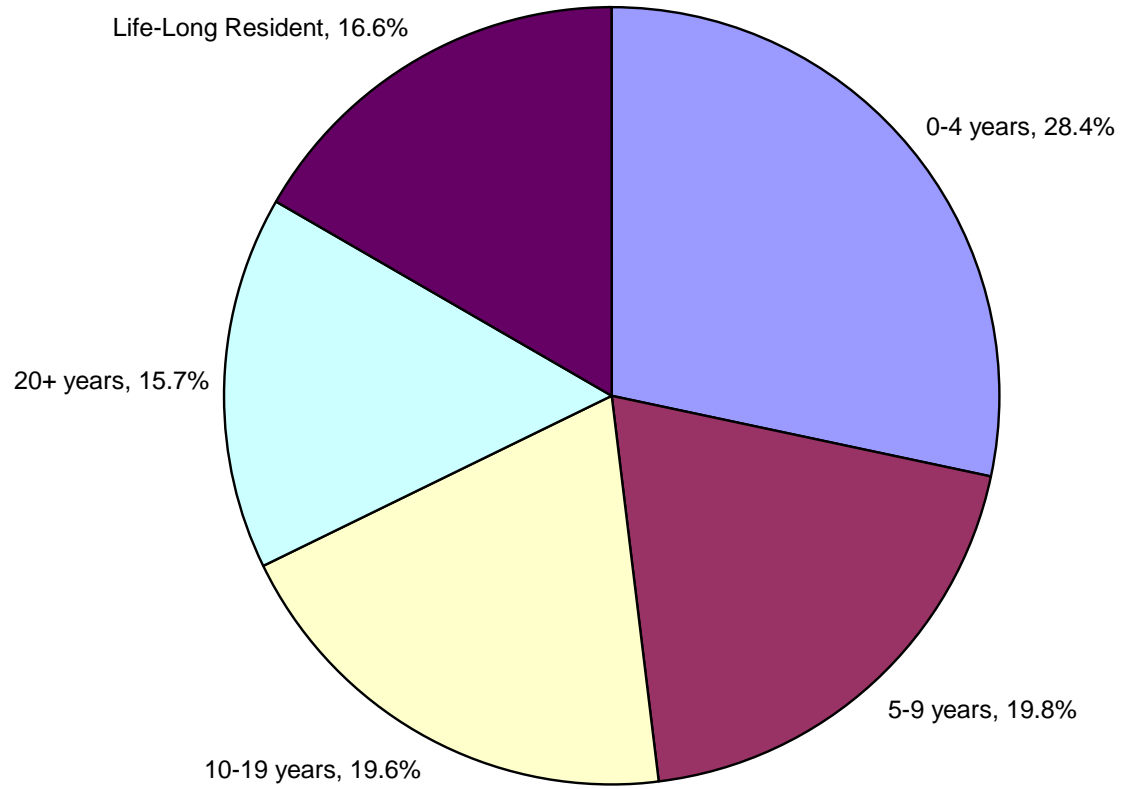


Table 6: Education Level

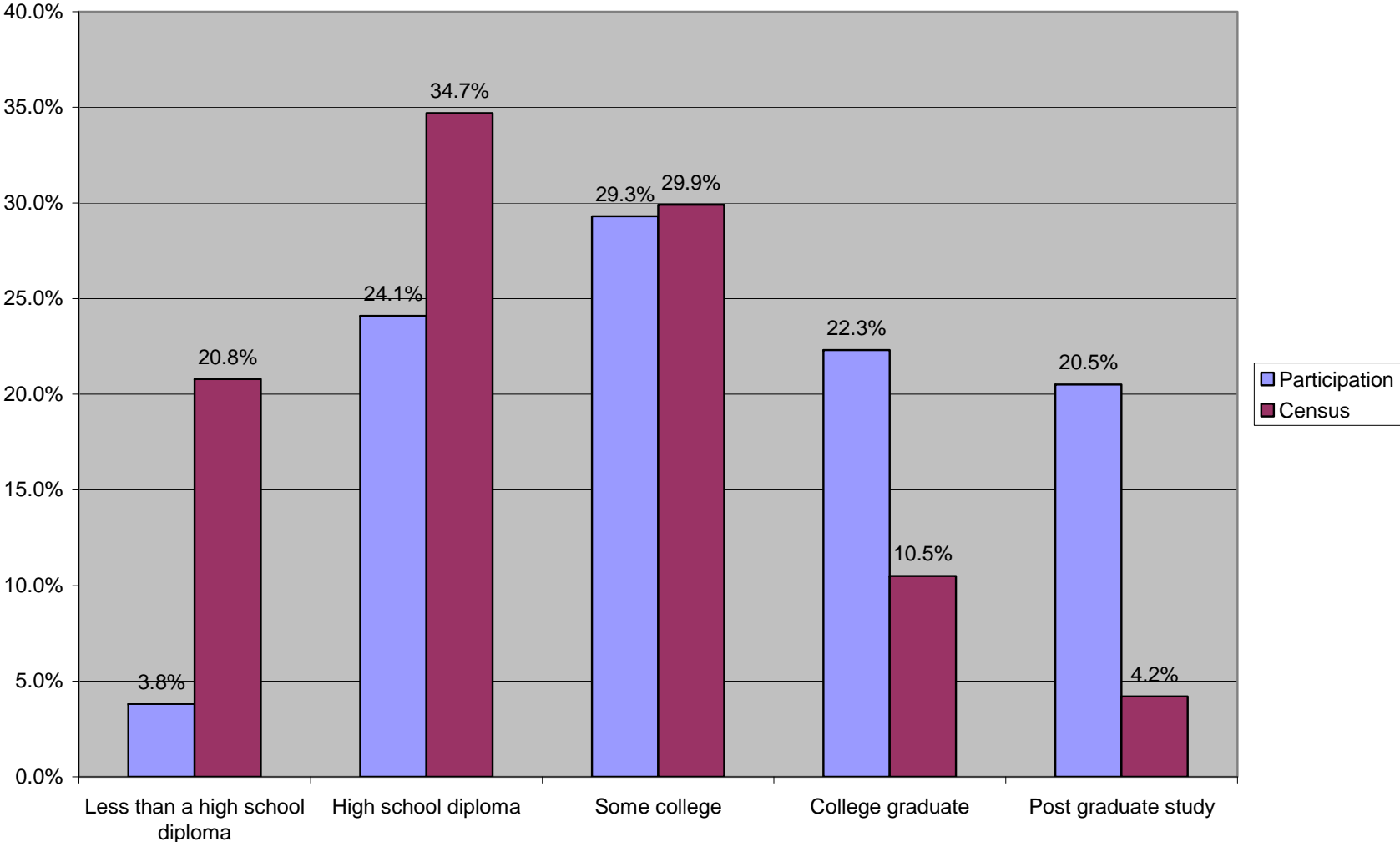


Table 7: Participation by Household Income

