

CITY & COUNTY OF HONOLULU

# FISCAL RECOVERY FUND COMMUNITY ENGAGEMENT SURVEY REPORT

January 13 to February 14, 2022

Prepared by  
Office of Economic  
Revitalization  
March 1, 2022

# Survey Introduction

## PURPOSE

Community engagement is critical to sound public policy and decision-making. The City and County of Honolulu (City) is committed to soliciting feedback from residents to inform its use of the Fiscal Recovery Fund (FRF). In order to better understand the priorities and concerns of O'ahu residents, the Office of Economic Revitalization (OER) administered the FRF Community Engagement Survey to gain insight into the community prioritization of FRF focus areas.

This report contains a summary of that prioritization as well as information about the City's effort to get responses reflecting the diversity of our island community. Readers will also find information about how community prioritization of certain FRF focus areas may have been impacted by the Omicron surge.

And the City is committed to continuing the conversation. At the conclusion of this report, a reader will find that the City will continue to reach out to solicit your feedback in future surveys and at [oneoahu.org/frf](https://oneoahu.org/frf) as we determine funding priorities through 2024.



# Mayor's Message



## DEAR NEIGHBORS,

Knowing and understanding the needs and priorities of communities across O'ahu is fundamental to delivering focused services and relief that matters, which is why I am very grateful so many of you responded to this survey. I thank all those, including members of the Honolulu City Council, who helped get this survey out to our communities.

The City and County of Honolulu received Coronavirus State and Local Fiscal Recovery Fund (SLFRF) monies to help us fight the pandemic, support families and businesses, maintain vital services in the face of declining revenue and build a strong, resilient and equitable recovery by investing in transformative projects supporting long term growth and opportunity.

As we move forward, optimistic about Honolulu's recovery and future, these survey results will help us smartly and meaningfully invest SLFRF monies in our communities. Early investments were focused on public health, safety and modernization of government to better serve our residents. We are currently designing a multimillion-dollar grant program to address community needs through direct and indirect investments, including investments that will build capacity in our thriving non-profit sector. In partnership with our colleagues from the Honolulu City Council, I am confident we will make the best use of Honolulu's SLFRF monies to stimulate and expand our economy, improve government operations and bring relief to our communities.

In closing, this survey is just the beginning of our on-going commitment to engage with our communities further.

Sincerely,

A handwritten signature in black ink that reads "Rick Blangiardi".



# About the FRF Community Engagement Survey

## ✓ SURVEY CREATION & METHODOLOGY

- ✓ November 2021 – January 2022: The team used the City's 2021 Initial Recovery Plan to shape the questionnaire and present those taking the survey with options that are relevant and legally appropriate uses of FRF funding. The survey was hosted online at oneoahu.org/frf. Respondents were asked to rank various FRF focus areas in order of priority. Respondents needing assistance with the survey for technical or disability needs were encouraged to call the City's COVID-19 Response Team to have a staff member assist them in filling out the survey.

## ✓ DATA COLLECTION

- ✓ January 13 to February 14, 2022: During the data collection period, residents were encouraged to take the survey through a number of communications channels. Results were monitored daily to ensure accuracy and ease of access to the survey.

## ✓ RESULTS

- ✓ Data collected in the FRF Survey will influence decision-making in the City's use of FRF funds. Data highlights are reflected in this report and full results are available at oneoahu.org/frf. Data for this report has been filtered to exclude non-O'ahu respondents.

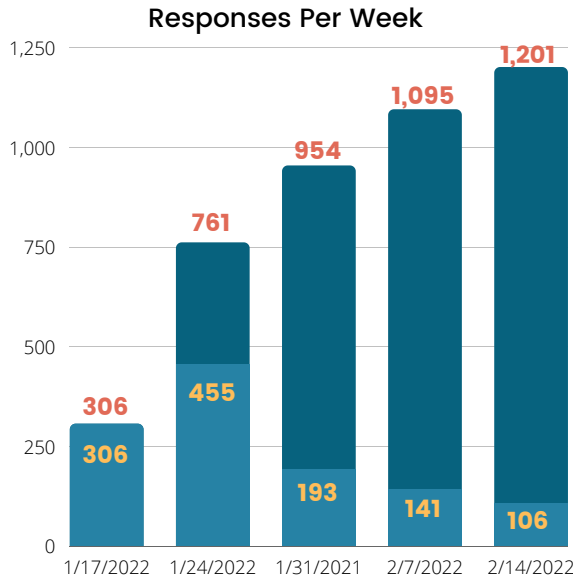


# BY THE NUMBERS

Survey participation was higher than expected. Written responses to long form answer questions show a significant willingness and desire amongst the community to provide feedback on spending priorities and other City initiatives.

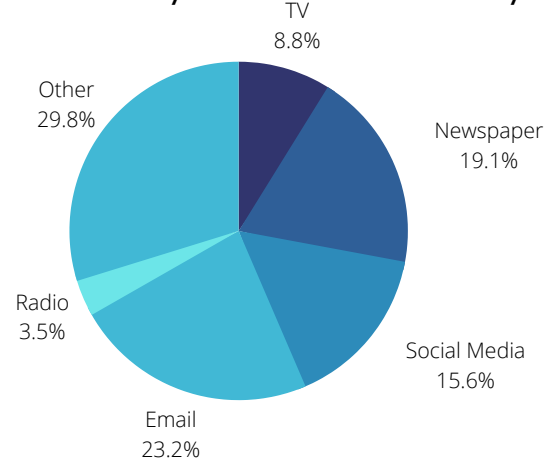
<b>Goal</b> <b>1,000</b>	<b>Total Responses</b> <b>1,201</b>
<b>Oahu Responses</b> <b>1,191</b>	<b>Long-form Responses</b> <b>682</b>

Common survey sample sizes for polls conducted on O’ahu are between 400 and 1,000 respondents.



Orange numbers above are weekly responses. Red numbers are the running total responses at the close of each week.

## "Where did you hear about our survey?"



Question added midway through the survey period and does not fully reflect the impact of initial media engagements and press release. "Other" included: friends and family, colleagues, and internet news sites.

# COMMUNICATIONS & OUTREACH



## Traditional Media

OER drafted and distributed press release and managed interview availabilities with OER Director. This resulted in six stories.



## Email Distribution

OER sent emails to numerous community partners and organizations asking for assistance in publicizing the survey link. Additionally, the FRF survey was highlighted in the OER newsletter on four occasions with a total of 989 link clicks.



## Social Media

OER created and distributed social media assets via One O’ahu social media platforms with organic reach and paid advertising campaigns totaling over 3,300 impressions.



## [oneoahu.org/frf](http://oneoahu.org/frf)

[oneoahu.org/frf](http://oneoahu.org/frf) hosted survey tool, graphic explanation of FRF priority areas, and DIT FRF spending dashboard. This page was viewed 7,338 times during the survey period.



## Direct Outreach & Presentations

OER Director presented to a variety of stakeholders and interest groups about the survey to solicit assistance in publicizing the survey link.





# RANKING OF MAIN PRIORITY AREAS

The City and County of Honolulu was awarded \$386 million in Coronavirus State and Local Fiscal Recovery Funds (FRF). The FRF is part of the federal government’s \$1.3 trillion American Rescue Plan Act (ARPA) package that provides relief in many ways. While there are a broad variety of needs across O’ahu, funds from this source must fit in specific categories of spending. The options presented in this survey reflect programs, services, and focus areas that are allowable uses of FRF funding.

More information about these uses, definitions of the terms used in the survey, and the City's 2021 Initial Recovery Plan can be found at [oneoahu.org/frf](http://oneoahu.org/frf).

This is the cumulative ranking of each of the eight (8) main priority areas in the FRF survey. The scoring range is eight (8) at the highest and one (1) at the lowest. For example, if a topic was ranked as the third highest choice, it would be given a score of six (6). The scores for each respondent's rankings are then averaged to give a final cumulative average rank.

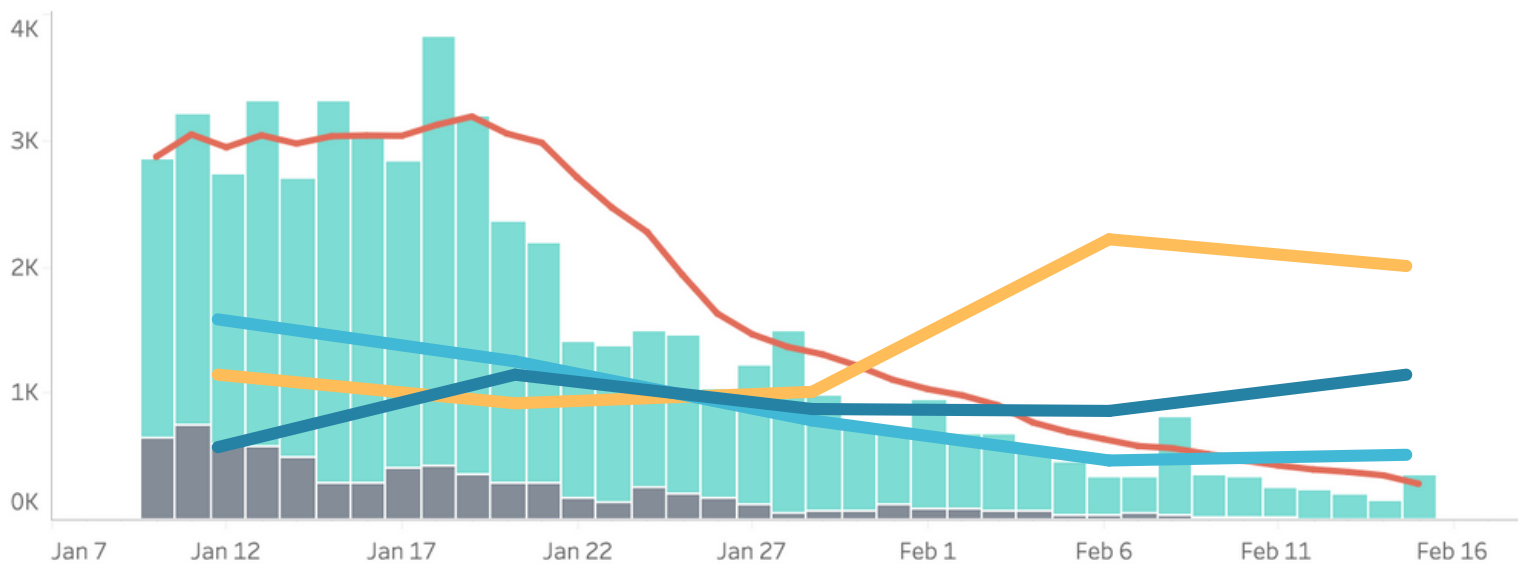




# SURVEY TIMING & CONTEXT

## Survey Responses and COVID-19 Case Counts

As COVID-19 case counts (teal and grey bars) and the rolling seven day average case counts (red line) began to fall, prioritization of Economic & Workforce Development (yellow line) began to increase and Public Health prioritization (light blue line) fell. This is likely a result of decreasing anxiety about COVID-19 related issues as case counts fell. Prioritization of Housing Access (dark blue line) remained relatively stable through the survey period.



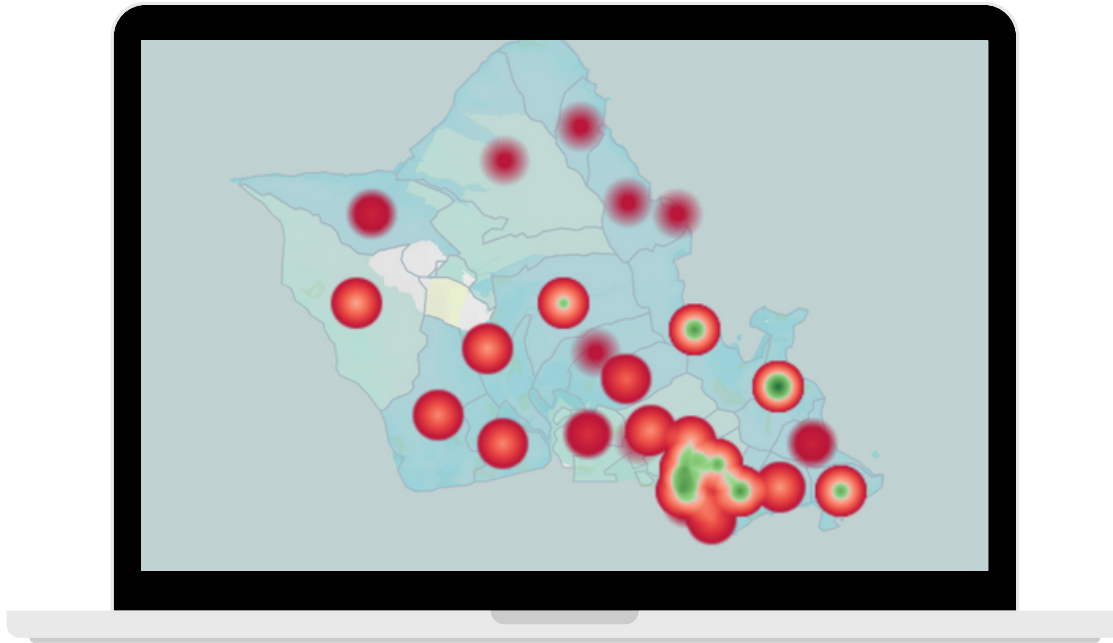
### Legend

= 7 Day Average COVID Cases  
 = Housing Access

= Economic & Workforce Development  
 = Public Health

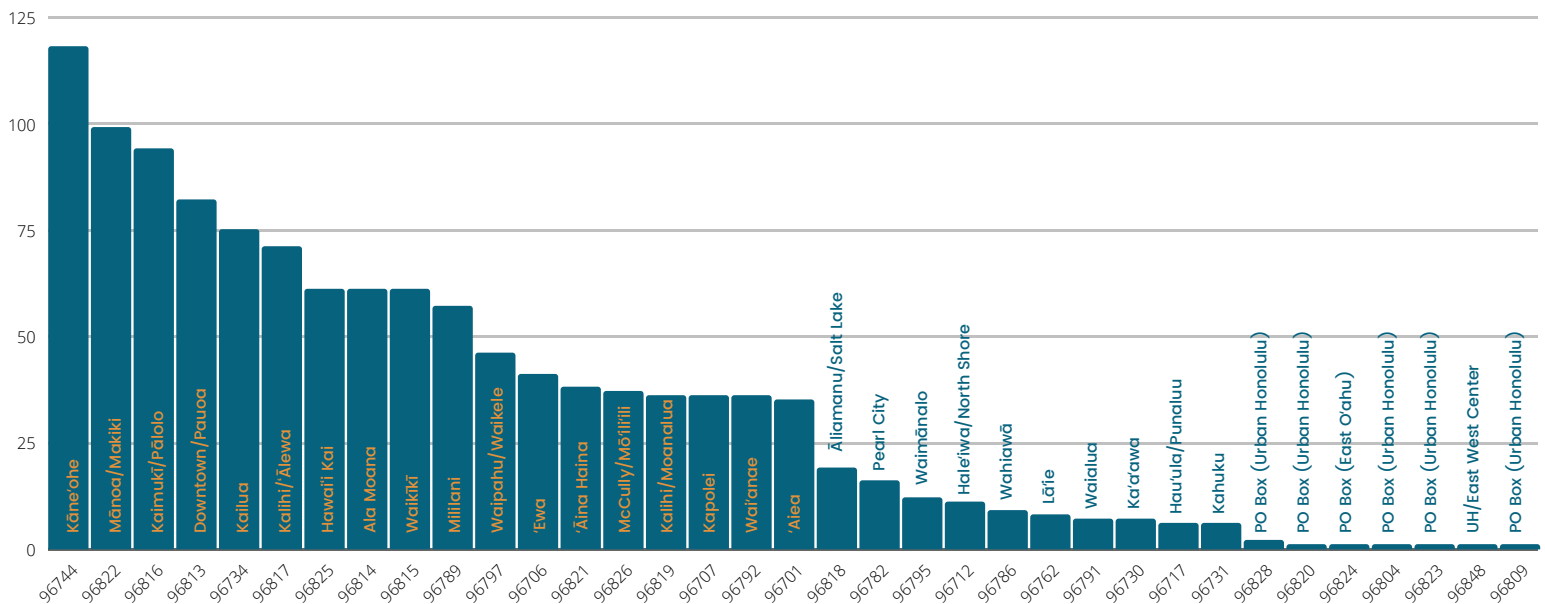


# GEOGRAPHIC DATA



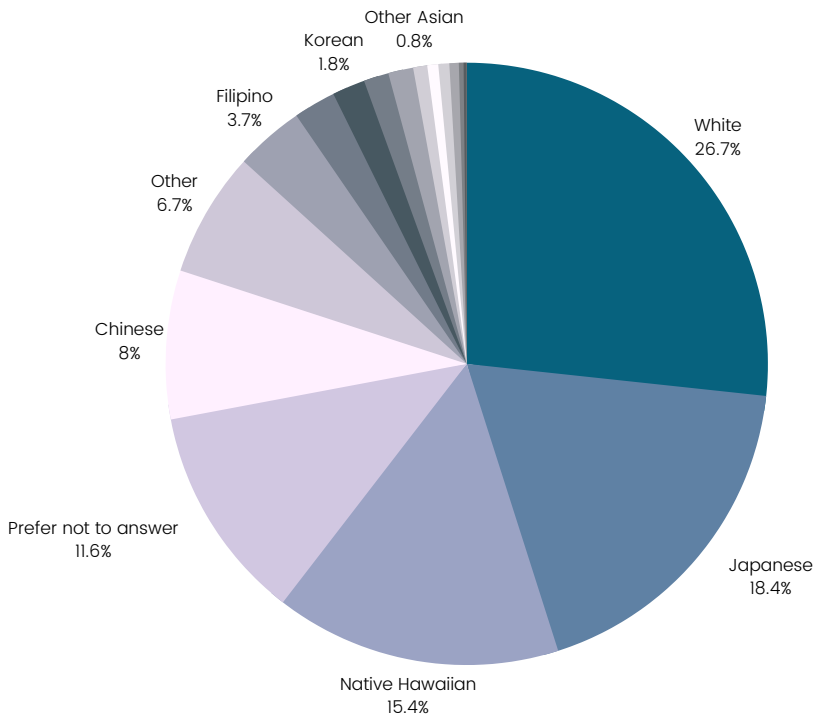
Highest concentrations of results came from Urban Honolulu. However, the single most represented zip code was 96744 (Kāneʻohe). The North Shore and the northern section of the Windward side were the least represented areas. To view more data visualizations, visit [oneoahu.org/frf](http://oneoahu.org/frf).

Data for this report has been filtered to exclude non-Oʻahu respondents.





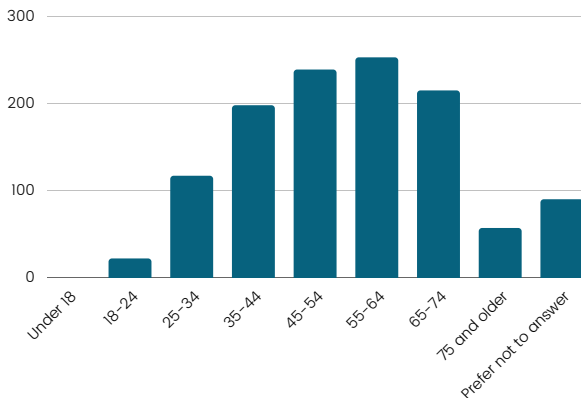
# DEMOGRAPHIC DATA



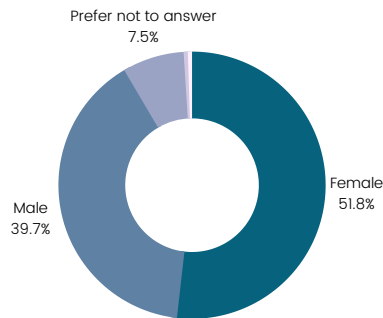
White	318	26.70%
Japanese	219	18.39%
Native Hawaiian	183	15.37%
Prefer not to answer	138	11.59%
Chinese	95	7.98%
Other	80	6.72%
Filipino	44	3.69%
Hispanic or Latino	27	2.27%
Korean	21	1.76%
Black	16	1.34%
Native American or Alaska Native	16	1.34%
Other Asian	9	0.76%
Vietnamese	7	0.59%
Other Pacific Islander	7	0.59%
Samoan	6	0.50%
Micronesian	3	0.25%
Middle Eastern or North African	2	0.17%
Tongan	0	0%
Chamorro	0	0%

While the survey had over 1,200 respondents, some demographic groups were underrepresented compared to their percentage of the O’ahu population. White participation was overrepresented while most other groups were underrepresented or did not have enough respondents to accurately gauge their level of representation

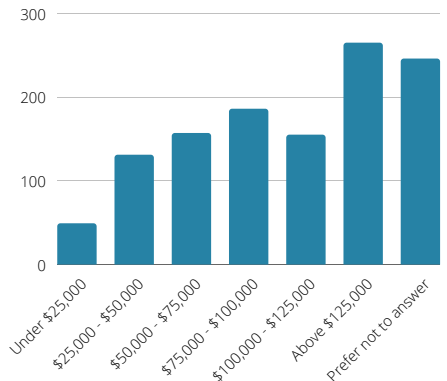
**Age Distribution**



**Gender Distribution**



**Household Income Distribution**



In each of the demographic categories, statistically significant numbers of respondents elected not to share their information i.e., it is not clear if the divergence in the demographics reported in this survey is directly reflected in those respondents or if some populations are truly underrepresented.



# Priority #1

Score: 5.27/8.0

## ECONOMIC & WORKFORCE DEVELOPMENT

Programs which focus on skill development for individuals or businesses to increase their competitiveness.

Economic and Workforce Development increased in priority level as the Omicron surge declined. This area was the top-ranked priority amongst residents who identified themselves as Native Hawaiian, Vietnamese, Middle Eastern/North African, and those who selected "other". Those who identified as male or declined to provide their gender also ranked this as their top priority. Middle (household incomes of \$50,000 to \$100,000) and high income households (household incomes over \$125,000) favored this focus area. Respondents between 35 and 54 and those over 75 ranked Economic and Workforce Development as their top priority. It was selected as the top priority by 225 respondents and in the top three by a total of 585 respondents.

49.6%

SMALL BUSINESS GRANTS  
OR TECHNICAL  
ASSISTANCE

32.1%

WORKFORCE TRAINING &  
SKILL BUILDING

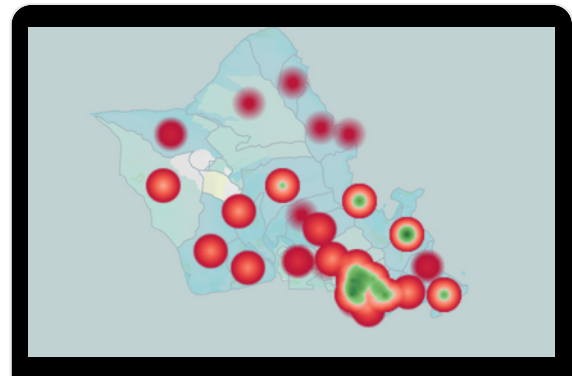
11.6%

AGRICULTURAL GRANTS  
OR TECHNICAL  
ASSISTANCE

6.7%

INTERNET ACCESS  
& DIGITAL LITERACY

Economic and Workforce Development was a very strongly held priority in Urban Honolulu and Windward O'ahu.



“

We should find ways to diversify the economy so we aren't so dependent on tourism. If we create more jobs, and have more money moving through our economy, the federal monies spent in this program will have a long lasting positive effect.

”

“

We need to plan how to keep our young folks here on the islands. Many are moving away because they cannot afford to purchase their own housing because its so expensive and also need more job opportunities and better pay for them as well so they will remain in Hawaii.

”



# Priority #2

Score: 5.17/8.0

## PUBLIC HEALTH

Responses to the adverse public health impacts of the COVID-19 pandemic, especially those adverse impacts to individuals and families.

Public Health fell in priority level as the Omicron surge declined. Due to the high prioritization of this area during the Omicron surge peak, it was the top-ranked priority for most of the survey period but was nudged out by Economic and Workforce Development at the end of the survey period. This area was the top-ranked priority amongst residents who identified themselves as White, Native American or Alaska Native, Filipino, Japanese, and Chinese. Those who identified as female also ranked this as their top priority. Households with incomes of \$100,000 to \$125,000 and those who declined to share their income favored this focus area. Respondents between 55 and 74 ranked Public Health as their top priority. It was selected as the top priority by 174 respondents and in the top three by a total of 571 respondents.

62.7%

COVID-19 TESTING SITES

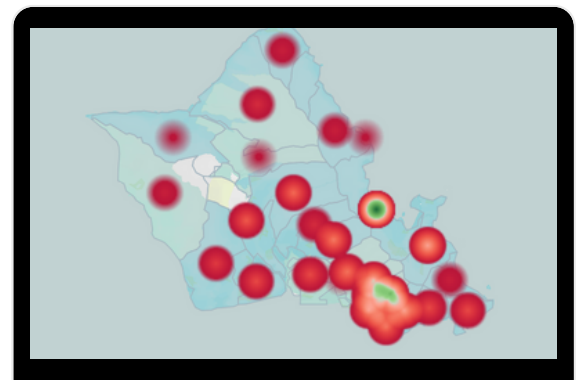
31.9%

MENTAL & BEHAVIORAL HEALTH SUPPORT

5.4%

SUBSTANCE ABUSE OR MISUSE TREATMENT

Public Health was a strongly held priority in Urban Honolulu and Windward O’ahu. This priority was more evenly distributed island-wide than Economic and Workforce Development.



“

Hire more nurses locally to staff our hospitals on an on-going basis. Convert empty buildings into hospitals to accommodate more ICU beds. Hire more officers to police our streets and quick response. Hire more EMT with additional equipment. Repair our roads. Additional COVID "Rapid testing" sites or home test distribution centers.

”

“

Helping the homeless population, which has a big mental health & public health elements, not to mention has impact on tourism and public safety concerns.

”



# Priority #3

Score: 5.05/8.0

## HOUSING ACCESS

Services to assist those facing homelessness or housing instability.

Housing Access remained fairly stable in priority level throughout the survey period. This is possibly due to the combined pressures of everyday housing access and the acute housing pressures caused by the Omicron surge and the need for isolation accommodations. This area was the top-ranked priority amongst residents who identified themselves as Black, Samoan, Micronesian, and Hispanic or Latino. Those who identified as female ranked this as their second highest priority. Low income households (household incomes below \$50,000) favored this focus area. The geographic concentration of the respondents to the survey tracked closely with census income data showing those living in lower income zip codes were more likely to prioritize Housing Access. Respondents under 35 ranked Housing Access as their top priority. It was selected as the top priority by 168 respondents and in the top three by a total of 517 respondents.

59%

WRAP AROUND SERVICES FOR HOMELESS OR AT-RISK HOUSEHOLDS

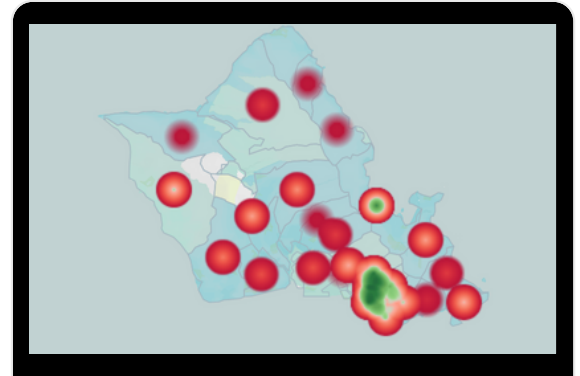
25.3%

HOUSING NAVIGATION SERVICES

15.7%

EVICTION SUPPORT OR LEGAL AID

Housing Access was a strongly held priority in Kalihi and the western portion of Urban Honolulu and across Leeward O'ahu.



“

Housing access not just for houseless or at risk households. The cost of housing across the state is NOT sustainable for working class people. I hold a graduate degree and spend more than 50% of my income on rent, the cost of food is expensive, inflation keeps rising, which means the majority of my income is spent on addressing my basic needs. This translates to not being able to pay off my student loans faster, not being able to save for retirement as much as I would like, or to save up to actually purchase a home. This leads to serious consideration of leaving Hawai'i and as a Native Hawaiian, it is unacceptable that I am unable to live and thrive in my ancestral homeland, which was stolen from us...

“

Stay the course on creating more affordable housing on Oahu. Other than beating back the Covid pandemic, there is no higher priority for the future well-being of our community.

”

”



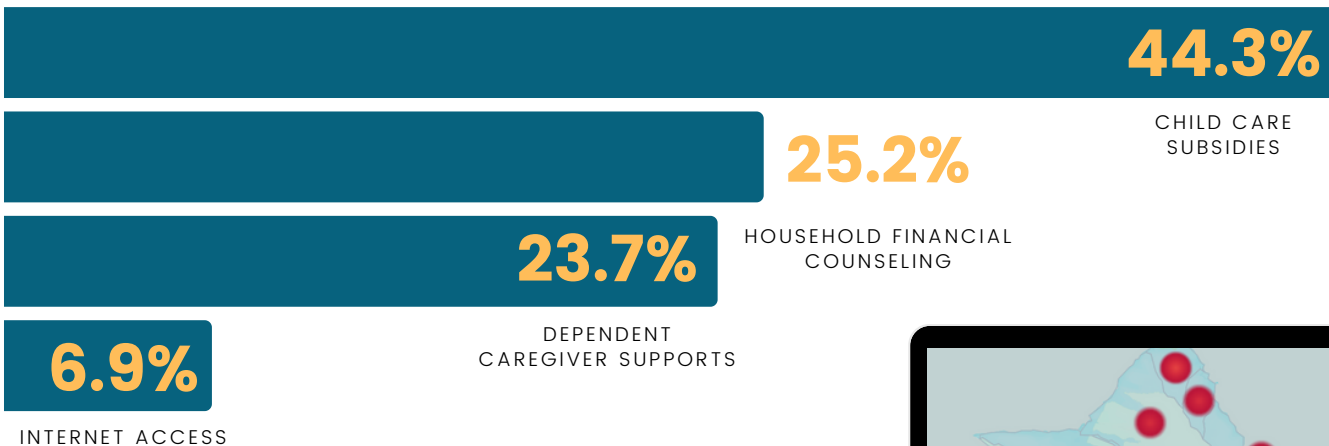
# Priority #4

Score: 4.88/8.0

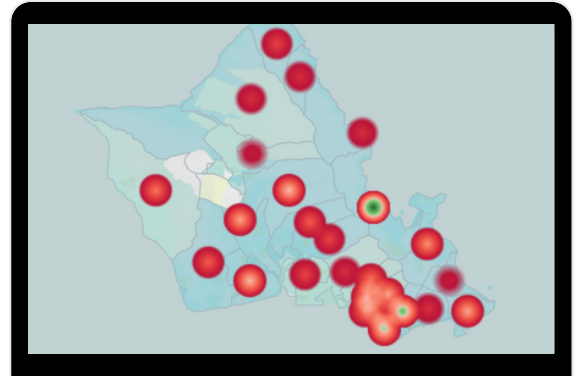
## INDIVIDUAL & FAMILY SUPPORT

Services targeted to individuals and families facing domestic challenges which are not covered by traditional social service program.

Individual and Family Support remained very stable in priority level through the survey period. This area was the top-ranked priority amongst residents who identified themselves as Korean, Other Asian, and Other Pacific Islander. Individual and Family Support was not ranked as a top priority by any gender group, age, or income bracket. It was solidly in the middle for each other these demographic groups. It was selected as the top priority by 137 respondents and in the top three by a total of 497 respondents.



Individual and Family Support was fairly evenly distributed island-wide. This is the strongest priority level seen on the North Shore and northern Windward coast amongst the 8 focus areas.



“ Rehabilitation and transitional support for women in the corrections system, especially those with young children, as well as diversion programs to offer treatment instead of prison for non-violent offenders, especially mothers with children. ”

“ Education needs to be part of the list. Especially schools and childcare related issues. ”



# Priority #5

Score: 4.66/8.0

## PUBLIC SAFETY

Programs and services to improve safety and well-being of targeted communities.

Public Safety was the second most frequently selected top-ranked choice. However, in the cumulative rankings, it is in the fifth slot. This could be a sign that there is a passionate group that feels this is the top priority but that the rest of the respondents do not see this as a high as it is not a commonly selected second or third priority. This area was the top-ranked priority amongst residents who preferred not to identify their ethnic or racial background. Respondents who preferred not to share their household income level favored this focus area. Public Safety was not a top ranked priority by any gender or age group. It was selected as the top priority by 209 respondents and in the top three by a total of 498 respondents.

52.8%

COMMUNITY  
POLICING

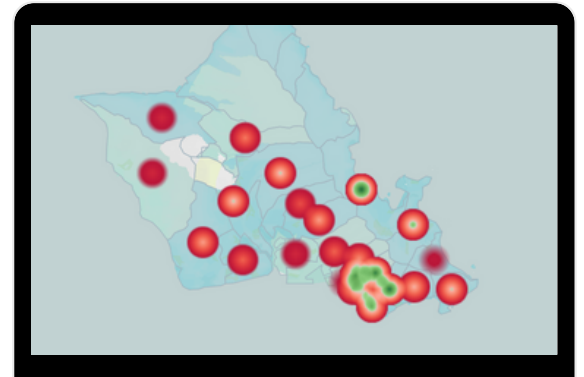
26.2%

POLICING  
ALTERNATIVES/CRISIS  
RESPONSE TEAM

21.0%

WEED AND  
SEED  
PROGRAMS

Public Safety was a strongly held priority in Urban Honolulu. Zip codes 96816 and 96822 has the highest concentration of respondents prioritizing Public Safety.



“

I would like to see HPD cooperating and collaborating with housing assistance and vulnerable population programs. These programs don't work if police dismiss/ignore or actively sabotage them. We also need stronger programs for mental health and addiction services instead of just moving chronically houseless persons around the city and punishing them by stealing everything they own in raids.

That helps no one.

”

“

Funding to support small businesses who are forced to spend monies on security measures to keep clients/employees/property safe as neighborhoods decline and 'bad actors' roam the streets day and night. It is exhausting.

”



# Priority #6

Score: 4.45/8.0

## VULNERABLE POPULATIONS

Populations at greater risk for poor health, limited access to healthcare, and reduced life expectancy. Their health needs are complex, intersecting with social and economic conditions they experience. Individuals in vulnerable populations are also likely to have one or more physical and/or mental health conditions.

Vulnerable Populations remained very stable in priority level through the survey period. This area was not the top-ranked priority by any demographic group identified in the survey. It was selected as the top priority by 115 respondents and in the top three by a total of 428 respondents.



FOOD ACCESS PROGRAMS



COMMUNITY ASSISTANCE HUBS

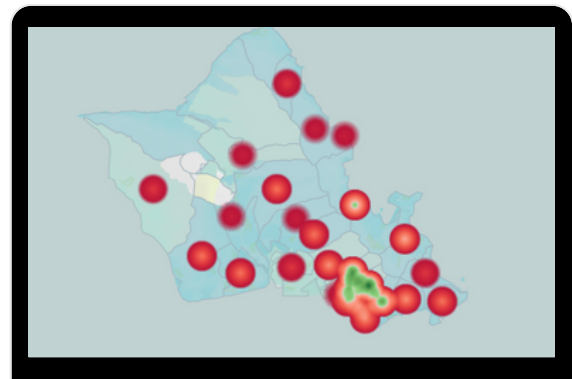


DOMESTIC VIOLENCE PROGRAMS



IMMIGRANT SERVICES

Vulnerable Populations was fairly evenly distributed island-wide but most strongly concentrated in the Kalihi and Makiki areas of Urban Honolulu.



“ As a coalition of 25+ immigrant-serving/led organizations we have spent time discussing what we need most to address the needs of various immigrant pop. on O’ahu (including: COFA, Filipino, etc.). There are many needs but one specific one is to build the capacity within these communities and small organizations/ task forces so that their folks can continue to respond to this crisis and the ones to come. Too few of these groups were able to access CAREs funds b/c they are not 501(c)3s. They need administrative support, like a nonprofit accelerator, that would help unburden them of accounting, fiscal management, and grant reporting so that they can focus on human services and training their folks to become licensed interpreters and case managers. Water is only a blessing when you have pipes- we didn’t have the pipes (infrastructure) needed to meet the needs when they arose. Now is the time to build it.

“ We need a homeless shelter on the Windward side ”



# Priority #7

Score: 4.01/8.0

## CLIMATE CHANGE & ENVIRONMENT

Programs dedicated to preserving our island environment and protecting Oahu from the impacts of climate change

Climate Change & Environment remained very stable in priority level through the survey period and was consistently in the seventh slot. This area was not the top-ranked priority by any demographic group identified in the survey. It was selected as the top priority by 138 respondents and in the top three by a total of 356 respondents.

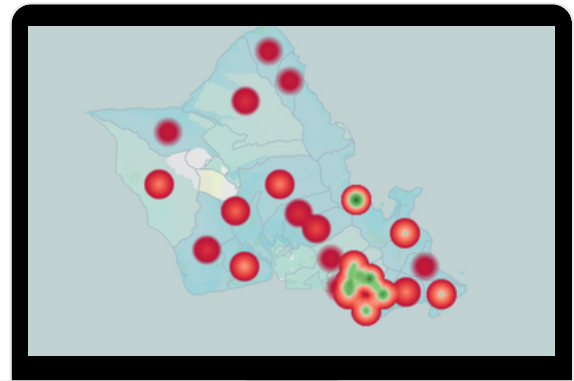
86.8%

GREEN JOBS OR  
CLEAN ENERGY  
JOBS

13.2%

COMMUNITY GARDENS

Climate Change & Environment was a strong priority in Kāneʻohe, Urban Honolulu, and East Oʻahu.



“

Related to climate change and the environment, I would like to see more investment into climate mitigation programs, including those that would increase usability and accessibility of public transit, expansion of bikeway infrastructure, and electric vehicle chargers. I would also like to see more investment into the efficiency and readiness of our building stock, particularly programs related to energy efficiency in affordable housing and residential retrofits for hurricane preparedness. I would also like to see investment into businesses and organizations that provide climate resilience innovations.

“

We need to prioritize efforts to mitigate the effects of climate change, whether it be efforts to increase renewable energy, demilitarization, grow local food and agriculture sector, etc... Out of all areas it is biggest existential crisis to our communities.

”

”





# Priority #8

Score: 2.50/8.0

## ARTS & CULTURE

Programs focused on promoting and preserving art and culture in communities.

Arts & Culture remained very stable in priority level through the survey period and was consistently in the last slot. 25 of the 1,201 respondents selected this as their top priority. This area was not the top-ranked priority by any demographic group identified in the survey. It was selected as the top priority by 25 respondents and in the top three by a total of 121 respondents.



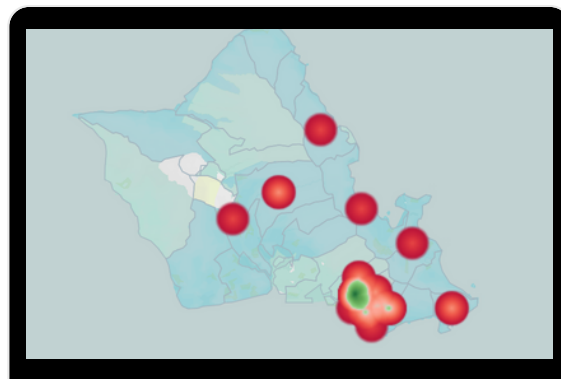
COMMUNITY  
ARTS &  
CULTURE  
EVENTS



COMMUNITY  
DRIVEN  
TOURISM  
INITIATIVES

All respondents who selected Arts & Culture as their top priority ranked Community Arts & Culture Events over Community Driven Tourism Initiatives.

No residents from the West Side or North Shore selected Arts & Culture as their top ranked priority.



“

Culture and NH cultural values should be integrated in all the public service work provided by the C&C of Honolulu. The priority areas of Arts & Culture should have more options around access to cultural activities or initiatives in communities and neighborhoods not just tourism and high-populated areas, i.e Waikiki, Ala Moana. Public Safety & Health should go hand in hand. Ideally, funding for Economic & Workforce Development would go towards community organization already providing these services, instead of hiring consultants to establish NEW programming.

”

“

We will lose our arts and culture organizations if the City does not commit recovery funds to this.

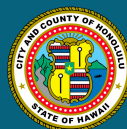
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# THEMES & TAKEAWAYS

## Key Highlights:

- Economic & Workforce Development are the top priority amongst residents surveyed. Focus is strongly on rebuilding small businesses impacted by COVID-19. Workforce development and job training were also ranked highly.
- COVID-19 and Public Health remain a high priority amongst O’ahu residents but focus is moving toward recovery as the Omicron variant surge wanes.
- Many respondents made the connection between Public Health, Public Safety, and Vulnerable Populations. Residents see the issue of homelessness as the intersection of these issues.
- Housing Access is viewed by respondents most often as access to affordable housing or in relation to homelessness. Lack of affordable housing was identified by some as a cause of of the state’s “brain drain.”
- More options need to be presented in order for residents to better understand Climate Change and Environment as a priority under the FRF.
- Though Arts and Culture was not ranked highly as a standalone priority, many respondents expressed a desire to see cultural integration in recovery programs.
- Many survey respondents noted interest in programs, services, or ideas that are not within the City and County of Honolulu’s purview. These included education, access to unemployment services, and State-level taxation.



# NEXT STEPS

The City and County of Honolulu will use the results of this survey to help inform use of the Fiscal Recovery Fund monies in the coming months.

Additionally, the City will continue the conversation and plans to conduct follow up surveys to gauge community priorities and interest and to give an opportunity for continued feedback.

Please visit [oneoahu.org/frf](http://oneoahu.org/frf) periodically for updates.



# MAHALO



Please visit [oneoahu.org/frf](https://oneoahu.org/frf) to download this report and to view full survey results.

For additional information, please contact the Office of Economic Revitalization at [oer@honolulu.gov](mailto:oer@honolulu.gov).

