

# APPENDIX B - THE APPROACH & PUBLIC PROCESS TO DEVELOP THIS GENERAL PLAN

## The Approach to this General Plan

### Introduction

Much has changed since the 2000 General Plan was adopted. The process for updating the Plan included looking at what has changed, what has remained the same, and what new issues have emerged since the 2000 General Plan. It required looking at the policies and implementing actions in the 2000 General Plan and working with the various County agencies to take stock of which have been implemented, which have not, and which are no longer relevant and why. It involved commissioning new studies and reviewing data and new information that has become available since the last General Plan. It also involved working closely with the community to take stock of what is most important to their future.



### Goals for the Planning Process

The planning process was designed to be inclusive, collaborative, innovative, and action-driven.

**Inclusive** means ensuring that those who are interested in participating in this General Plan are aware of the process, have multiple means to participate, and can access information readily. It means making special efforts to reach traditionally underserved segments of the community and engage people of all ages.

**Collaborative** means providing for all involved to contribute in a meaningful way toward shaping the vision, goals, policies, and actions contained within the General Plan. Community members should “see themselves” and their input reflected in the final product.

**Innovative** means applying creativity and flexibility to the planning process. It involves using technology to make participation easier and more appealing. It means consulting current best practices and adapting them to the unique needs of Kaua’i.

**Action-Driven** means developing General Plan policies and actions with an emphasis on implementation. It means establishing a shared kuleana for realizing the General Plan Vision, and including meaningful ways to measure progress.

### Project Team & Work Products

This General Plan process commenced in the fall of 2014. SSFM International, Inc. served as the lead consultant to the County of Kaua’i Planning Department. SSFM retained several subconsultants to assist with various components of the project. These included Opticos Design, Inc., Economic and Planning Systems, Collaborative Economics, Metroquest, PBR Hawai’i, Charlier and Associates, and Marine and Coastal Solutions International (collectively, the Project Team).

The Project Team prepared several technical papers during the course of this General Plan to support development of the vision, policies, and actions. These included:



General Plan Update Community Meeting in Kapa’a, May 2015

- Updating the Vision for Kaua'i (SSFM, July 2015)
- Issues and Opportunities for the Kaua'i 2035 General Plan (SSFM, September 2015)
- Adequacy of Future Infrastructure on Kaua'i (SSFM, February 2016)
- Summary of Community Place Types and Degree-of-Change Visioning Workshops for the Kaua'i General Plan (Opticos Design, Inc., 2016)

- Kaua'i 2035 General Plan Technical Study: Land Use Buildout Analysis (PBR Hawai'i, May 2015)
- Kaua'i Community Health Improvement Plan (Kaua'i Community Health Initiative, June 2014)
- 2035 General Plan Kaua'i Infrastructure Analysis (R.M. Towill, May 2015)

Key references and plans further informed this General Plan:

- Community Plans for the Lihue District and South Kaua'i District (both adopted in June 2015)
- Kaua'i Multimodal Land Transportation Plan (2012)
- Kaua'i Tourism Strategic Plan Update (2015)
- Kaua'i Comprehensive Economic Development Strategy (2016)

Functional plans prepared by County and State agencies (Water, Parks and Recreation, etc.) were consulted, as were area-specific studies and master plans. A comprehensive listing of references is included in Chapter 6.

## Population & Socioeconomic Forecasts

The General Plan process produced baseline data and assumptions on how the island is expected to grow over the next 20 years. The *Socioeconomic Analysis and Forecasts (2014)* technical report that was prepared for this General Plan provides the basis for growth projections in population, housing, employment, and other demographic and socioeconomic characteristics. A Technical Advisory Committee comprised of community members and agencies was assembled to review and provide input on this and other technical reports for the General Plan. Appendix C provides an overview of the findings.

As shown in the Table below, a great majority of population growth is planned to occur in the Lihue and South Kaua'i districts (Kōloa-Po'ipū-Kalāheo). The Lihue district had 21.9 percent of Kaua'i's population in 2010 and is expected to house 26.6 percent in 2035. The Kōloa-Po'ipū-Kalāheo area had 17.4 percent of the County population in 2010 and will have up to 18.5 percent on 2035.

Policies and actions to address this anticipated growth are reflected in this General Plan, as well as



Project Team Meeting

## Baseline Data & Assumptions for Growth General Plan Technical Studies & Key References

Six technical reports were prepared prior to beginning this General Plan and were reviewed by a technical advisory committee comprised of community members and agency staff. The purpose of the technical reports were: 1) to document current conditions and needs; 2) to establish projections and assumptions about future growth to be used as a basis for planning; and 3) to provide guidance for incorporating key policy topics into this General Plan. The technical reports are listed below.

- Kaua'i 2035 General Plan Socioeconomic Analysis and Forecasts (SMS Research, February 2014)
- County of Kaua'i Important Agricultural Lands Study (University of Hawai'i Department of Urban and Regional Planning, August 2015)
- Kaua'i Climate Change and Coastal Hazards Assessment (University of Hawai'i Sea Grant College Program, June 2014)

the Community Plans for the Līhu'e and South Kaua'i Districts that were completed and adopted in 2015. The percentage of the County's population in each of the remaining districts will decrease slightly by 2035.

*The Līhu'e District is expected to absorb nearly half of the island's population growth through 2035, in keeping with the County's policy of designating Līhu'e as the island's main center of population and employment.*

## Approach to Policy Development

Policies and actions are included in Chapters 1 and 3. The text box below describes the principles that were followed in developing policies for this General Plan.

### Policy Principles

- General Plan policies are intentionally high level and general. They provide County agencies with both guidance and flexibility in preparing functional and community plans.
- Policies replace the policies in the 2020 General Plan.
- Policies provide a framework for actions that can then be prioritized, tracked, and measured.

## Kaua'i County Population, Island-wide and By District (1990-2035)

Kaua'i County Population, Island-wide and By District (1990-2035)						
	1990	2000	2010	2020	2030	2035
<b>County of Kaua'i</b>	51,676	58,463	67,091	74,693	83,328	88,013
<b>Līhu'e</b>	11,169	12,507	14,683	18,017	21,595	23,456
<b>South Kaua'i</b>	9,600	10,545	11,696	13,623	15,737	16,855
<b>Hanapēpē-'Ele'ele</b>	3,873	4,362	6,157	6,463	6,860	7,094
<b>Waimea-Kekaha</b>	4,698	5,660	5,561	5,901	6,323	6,566
<b>North Shore</b>	5,913	6,605	8,002	8,286	8,686	8,933
<b>East Kaua'i</b>	16,192	18,784	20,992	22,403	24,128	25,110

Source: SMS Research Kaua'i 2035 General Plan: Socioeconomic Analysis and Forecasts (2014)

- Policies are flexible enough to allow for changing information, technology, and circumstances.

## Land Use Forecasts

Another key technical report prepared to inform the General Plan's growth projections was the Land Use Buildout Analysis (2015). Using the population and housing projections contained in the socioeconomic study, the land use buildout study inventoried existing land use designations and determined whether additional designated lands would be needed to accommodate projected residential, commercial, industrial, resort, and other land uses. The findings of the Land Use Buildout Analysis (2015) are contained in Chapter 2.

The approach to developing policies and actions for this General Plan is explained in the diagram below. For each key policy, the Project Team:

- Consulted existing policies and considered how they have worked to date
- Reviewed current best practices
- Interviewed agencies to identify policy opportunities
- Drafted policies for review and input from the CAC and community
- Revised policies based on agency and community input

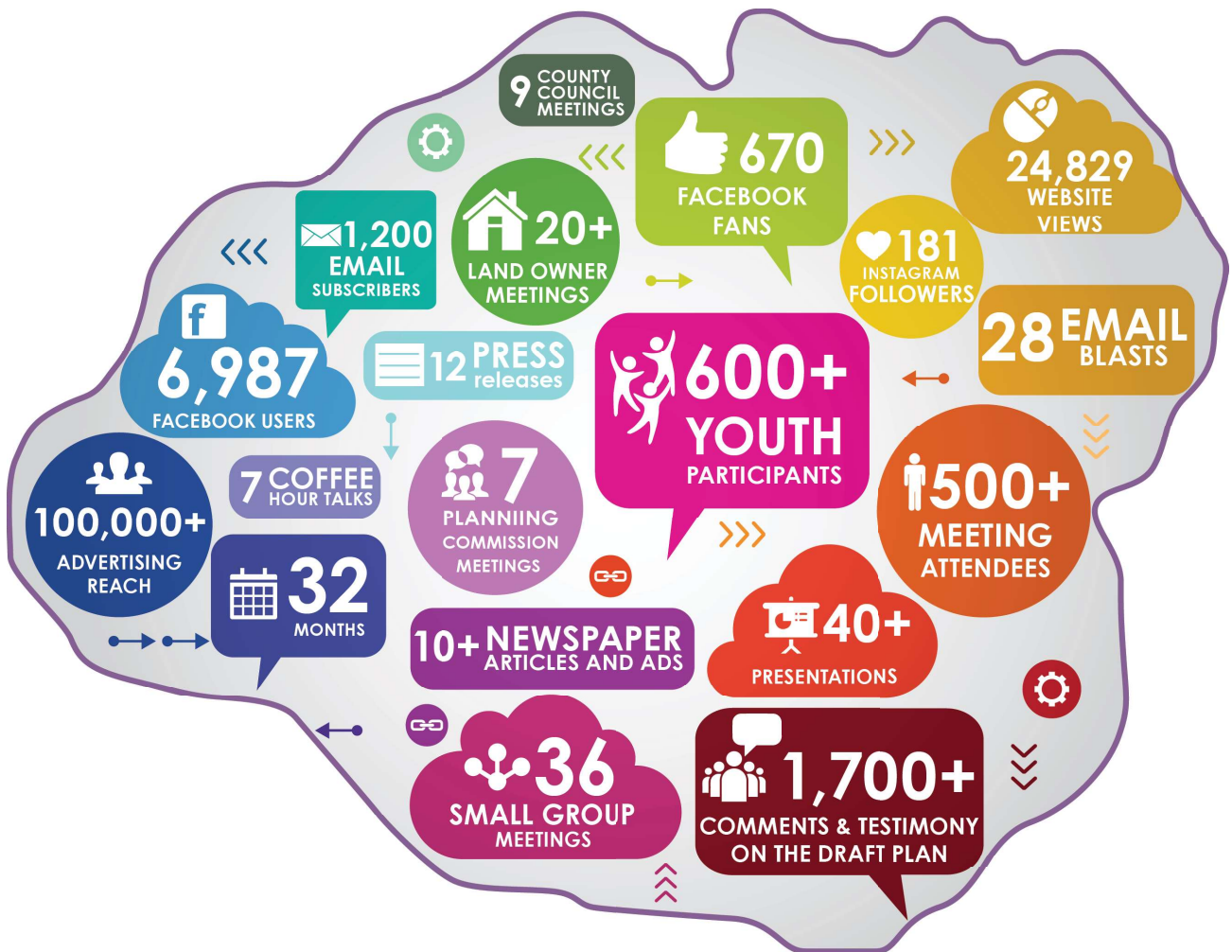
Gather Information	Incorporate Input	Develop Policies	Guide Implementation
<ul style="list-style-type: none"> <li>- Plans &amp; policies</li> <li>- Best practices</li> <li>- Developments since 2000 GP</li> <li>- Policy issues and opportunities</li> </ul>	<ul style="list-style-type: none"> <li>- Agency interviews</li> <li>- CAC policy discussion</li> <li>- Community input</li> </ul>	<ul style="list-style-type: none"> <li>- Developed draft policies</li> <li>- Tested and refined policies with input</li> </ul>	<ul style="list-style-type: none"> <li>- Actions</li> <li>- Policy maps</li> <li>- Prioritization</li> <li>- Performance measures &amp; indicators</li> </ul>

## Public Process for this General Plan

Community input and participation are the foundation to this General Plan Update. Much of the vision, goals, policies, and actions of this update were developed as a result of over 32 months of island-wide public input that were collected throughout the entire General Plan Update process. A major goal of the public engagement process was to reach out to as much people as possible from Hanalei to Kekaha

and from keiki to kūpuna. There were also special efforts by the team to reach out to new participants and Kaua'i's youth.

In order to make sure that all Kaua'i voices were heard and given the opportunity to comment, a robust public engagement process was created that relied on more innovative and creative forms. In addition to holding traditional community meetings in all the planning districts, the team went out into the



community and held pop-up locations at schools, farm fair, bike path, parks, public libraries, and the farmers market. Further, the use of digital platforms such as our website, e-mail address, online survey, Facebook, and Instagram accounts helped to advertise events, provide a convenient forum to provide comments, and reach out to a younger audience.

The public engagement process of this General Plan Update was broken down into three phases: (1) visioning, (2) policy and land use outreach, (3) Discussion Draft outreach. During each of the phases, public engagement efforts were conducted island-wide and at different locations to ensure a diverse range of people participated in the process. During the 32 months of public outreach, the team reached over 100,000 people.

The infographic on the prior page shows the general reach of the public process (as of February 2018). It should also be noted that our public engagement process included numerous rounds of meetings with major stakeholders (landowners, agencies, neighborhood association groups, community organizations) at different phases of the public engagement process.

The remaining section of this appendix goes into more description and detail about the different types of outreach that was conducted for this update.

### Who Participated

This General Plan process enjoyed a high level of participation. Stakeholders included: Major landowners, government agencies (county, state, federal), community members, non-profit organizations, neighborhood associations, and the youth (elementary, middle school, high school, and college-aged students).

### Branding & Identity

The first step in making the Update process visible and recognizable was to develop a strong brand identity, complete with a logo and messaging that clearly related the General Plan to people’s everyday lives. The theme is “Plan Kaua’i Kākou,” and the logo includes a canoe that symbolizes people working together toward a common goal for the future. Several versions of the logo were developed for different applications.

Materials were developed using the brand identity to build awareness and educate people on the GP Update process and how to get involved.

This included a fact sheet, postcard, signage, and advertisements that were run in local newspapers and publications. In addition, t-shirts, pens, stickers, and water bottles were created with the Kaua’i Kākou logo as giveaways and prizes for participation.

### Spreading the Word



#### Website

The General Plan Update process has had an active presence online since its inception. The website, [www.plankauai.com](http://www.plankauai.com), serves as the central hub for information and updates, which are shared across the County of Kaua’i Planning Department’s social media platforms. As of February 2018, there has been nearly 25,000 website views.



The “Latest News” page of the project website, [www.plankauai.com](http://www.plankauai.com)

#### Social Media

Social media was utilized as an engagement tool throughout the project. Platforms included the Kaua’i

County Planning Department’s Facebook page, and a dedicated Instagram account for this General Plan (@plankauai). An official hashtag was developed and promoted, #plankauai. As of February 2018, #plankauai received 181 Instagram followers and 670 Facebook fans.

**E-mail List**

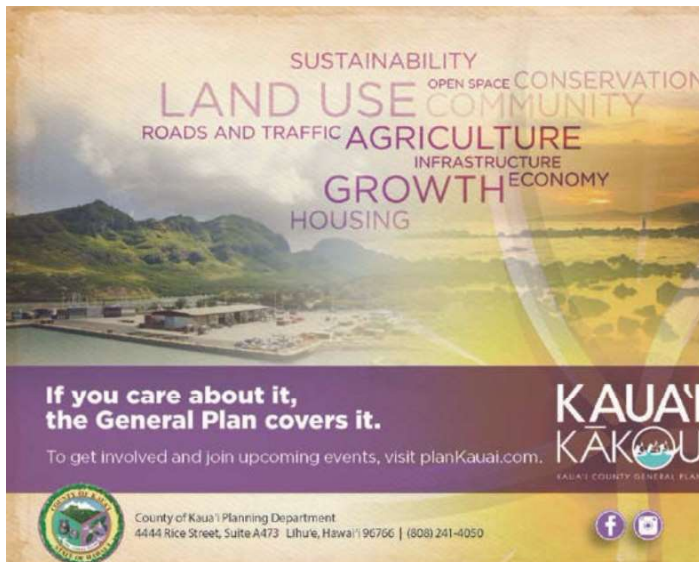
A list of e-mail contacts was compiled and maintained over the course of the project. These contacts received e-mail notices of community meetings and workshops, as well as important update announcements. This list was comprised of members of the public who either subscribed via the website or indicated their interest at meetings, and was key in the distribution of plan-related updates, meetings, and events. Mailing list signups were encouraged in print and online media, and at project meetings and events. There were 28 e-mail blasts and over 1,200 subscribers as of February 2016.

**Video**

A three-minute informational video was produced to introduce the GP Update process, background and history, content topics, importance to policy, and opportunities for public participation. The video included footage of Kaua’i and the public process, and was designed to raise awareness, promote the update process, and encourage public participation. It was posted on the project website, shared on social media, and screened at community meetings.

**Print Advertising: Newspaper and Advertisements**

The GP Update process utilized both online and print media advertising to promote public engagement in the process, and to publicize upcoming meetings.



Print advertisement designed for the General Plan Update

These took the form of print media such as notices and ads in The Garden Island, Kaua’i Magazine, Kaua’i Family Magazine, Elder Resource Magazine, and Midweek Kaua’i. Event flyers and notices were also distributed at commercial retail centers and public offices. Online notices included postings on the websites and online calendars of Mālama Kaua’i, Kaua’i Planning & Action Alliance, Heartbeat of Kaua’i, and Kaua’i Festivals, as well as regular event notices and updates on the Kaua’i GP Update project website. As of February 2018, there has been 10 newspaper articles and ads on the General Plan.

**Media Campaign**

Several news releases were distributed by the Kaua’i Mayor’s Office to all major local news outlets. New releases announced the launch of the project, promoted community events, and invited participation and input. Employees of The Garden Island newspaper regularly attended and reported on community events and Citizen Advisory Committee meetings. As of February 2018 there has been 12 press releases.



September 25, 2015 news article in The Garden Island publicizing the County’s call for landowner participation and input on future developments.

## Opportunities for Citizen Input and Participation

This General Plan included a robust public engagement program that sought to engage the community through multiple formats over the course of the General Plan update. These included a variety of face-to-face meetings and workshops, digital engagement platforms, and youth arts and education outreach. These are illustrated in the graphic below and described in the following pages.

the Mayor and represented a diversity of viewpoints and stakeholders. CAC members are listed in the Acknowledgements at the beginning of this document.

The role of the CAC was to:

- Identify useful information and sources
- Participate in community events and advise on community and stakeholder engagement
- Help to distribute information and get the word out about this General Plan process



- Review the draft plan and policies and provide input in an advisory capacity

## FACE-TO-FACE ENGAGEMENT

### Citizen Advisory Committee

The Citizen Advisory Committee (CAC) for this General Plan is an advisory group that represents various geographic areas and interest groups across the island. The members were selected by

CAC meetings convened in March 2015. The CAC had 17 meetings on General Plan Policy Topics over the course of the project. In addition, the CAC participated in three workshops to review the policies, land use maps, and actions of the Draft General Plan.

CAC Schedule		
Mtg #	Month/Year	Topics Covered
1	March 2015	CAC Kickoff and Introduction to the
2	April 2015	Demographic and Socioeconomic Data
3	July 2015	Proposed Vision for Kaua'i 2035
4	July 2015	Place Typing and Form-Based Code
5	September 2015	Status of 2000 General Plan Implementation Land Use Buildout
6	October 2015	Natural, Historic, and Cultural Resources
7	November 2015	Economic Development
8	January 2016	Mid-Project Re-cap, Place Type and Land Use
9	February 2016	Infrastructure
10	February 2016	Tourism
11	April 2016	Agriculture
12	May 2016	Transportation
13	June 2016	Housing and Social Equity
14	August 2016	Draft Plan Policies and Land Use Maps
15-16	September 2016	Review of Draft Plan Actions
17	December 2016	Review CAC and Community Input on the Draft Plan

The Table below lists the topics and chronology for each CAC meeting. CAC meetings were open to the public, and time was allocated for public comment during each meeting. Public participation in CAC meetings increased throughout the process, typically drawing between 20 and 50 people from across the island. County and State agency representatives also attended and participated in CAC meetings.

## Small Group Meetings with Community Organizations and Groups

The County of Kaua'i Planning Department conducted small group meetings with 34 community organizations during this General Plan. These meetings were all one-on-one meetings. Small group meetings were announced twice during the process, in May 2015 and August 2016. Requests for presentations or participation in board meetings were accepted throughout the planning process as well. The intent of the sessions was to apprise community groups of this General Plan process and gather input on the major issues and concerns for each group's constituents. Groups consulted are listed on the next page.



CAC Meeting #11, Lihu'e, April 2016

## Pop-Up Events

County of Kaua'i Planners conducted a "Pop-Up Week" and deployed a traveling tent with interactive displays at various locations around the island from May 1-8, 2015. Planners talked with community members and collected input through discussion and comment boards where participants could place post-it notes with ideas and visions for Kaua'i. The intent of Pop-Up Week was to reach people that may not have otherwise heard about or engaged in the planning process, by bringing the planning process to communities and neighborhoods.

There were a total of 12 pop-up events at the following locations: Kaua'i Museum, Kaua'i Community Market at Kaua'i Community College, Kōloa Sunshine Market, Keālia Market, Kalāheo Sunshine Market, Kapa'a Sunshine Market, Truck Stop Thursday in Lihu'e, Hanapēpē Art Night, Hofgaard Park in Waimea, Ke Ala Hele Makalae coastal path, Lihu'e Civic Center, and Princeville Library.

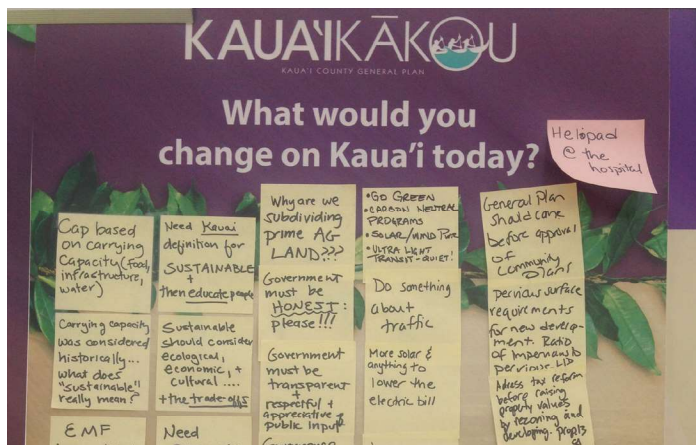


## Community Organizations Consulted

- Apollo Kaua'i
- Get Fit Kaua'i
- Hale Halawai
- Hanalei Watershed Hui
- Hanapēpē Community Association
- Hawaiian Islands Land Trust
- Kaua'i Board of Realtors®
- Kaua'i Chamber of Commerce
- Kaua'i Community Health Alliance
- Kaua'i County Sub-Area Health Planning Council
- Kaua'i Endangered Seabird Recovery Project
- Kaua'i Filipino Chamber of Commerce
- Kaua'i Filipino Council
- Kaua'i Forest Bird Recovery Project
- Kaua'i Nene Habitat Conservation Plan
- Kaua'i Path
- Kaua'i Planning and Action Alliance
- Kaua'i Seabird Habitat Conservation Program
- Kaua'i Watershed Alliance
- Kaua'i North Shore Community Foundation
- Kekaha Community Association
- Līhu'e Business Association
- Mālama Kaua'i
- Mālama Māhā'ulepū
- Na Lei Wili
- National Tropical Botanical Garden
- People Attentive to Children (PATCH)
- Phi Theta Kappa (Kaua'i Community College)
- Princeville at Hanalei Community Association
- Save Our Shearwaters
- Sierra Club
- Surfrider Foundation
- Wailua-Kapa'a Neighborhood Association
- Zonta Club

## Farm Fair

The County set up a booth at the 2015 Kaua'i Farm



Responses from residents during Pop-Up Week

Fair to collect input on the draft Vision over a three-day period. A display included statements from the draft Vision and participants were asked to vote for their highest priorities. There was over 100 people that visited the booth.

## Community-Wide Meetings



County of Kaua'i Display at the 2014 Kaua'i Farm Fair to seek input on the Līhu'e and South Kaua'i Community Plan Updates.

## Project Kick-Off Meetings (May 2015)

Community meetings were held at Neighborhood Centers in each of Kaua'i's six planning districts during the month of May 2015 (see table on the next page). These meetings were intended to familiarize the community with this General Plan process and invite input on key issues and policy elements of the plan. Presentations included information on population projections and other data being used to inform this General Plan. The meetings used discussion, polling, interactive display boards, and written comments as mechanisms for collecting input. Attendees were polled on top issues facing the island today. They also revisited the 2000 General Plan Vision statement

and were asked to assess its relevance and how far the County had come in achieving it.

### Community Place-Typing and Visioning

Date	Community
May 14, 2015	Waimea
May 15, 2015	Kōloa
May 16, 2015	Līhu'e
May 21, 2015	Kapa'a
May 22, 2015	Hanapēpē
May 23, 2015	Kīlauea

### Workshops (November 2015 and April 2016)

Place types for the Līhu'e and South Kaua'i Districts were taken from the recently completed Community Plans for both districts. The remaining four districts of Hanapēpē-'Ele'ele, East Kaua'i, Waimea-Kekaha, and North Shore determined place types for each main community through community place-typing and visioning workshops.

Each workshop began with a presentation explaining place types and how they are utilized in developing General Plan visions, land use designations, and policies. It also presented baseline information on population projections for each district, planned and entitled developments, and the district vision contained in the 2000 General Plan. The Project Team started by suggesting a place type based on the size of the community and place type category



Community Meeting in Kapa'a, May 2015

descriptions contained in Chapter 2: rural crossroads, village, small town, or large town. Community members were asked at the beginning and end of the workshop to confirm whether or not this place type was accurate to describe the community today. They were also asked whether the community would remain as it is today, or undergo a transition. This future change was articulated as each community's "degree of change."

Determining degree of change helps to articulate how much change is appropriate in different places on Kaua'i in order to achieve the visions for each community on the island. Three degrees of change were identified in the Kaua'i General Plan workshops to describe community visions:

- Minimal Change, for a place that is maintained.
- Incremental Change, for a place that allows for change over time and evolves.
- Transformative Change, for a place that encourages significant change to occur.

To determine each community's desired degree of change, Degree of Change was assessed by reviewing existing data and plans for each area and asking community members:

How will your community change to reflect your vision for it? Will it be:

- a place that experiences **minimal change** and is ***maintained?***
- a place that allows for **incremental change** over time and ***evolves?***
- a place that encourages **significant changes** to occur and ***transforms?***

In order to determine the desired degree of



Community Meeting, Hanapēpē May 2015



Attendees of the North Shore Bus Tour in Princeville.



Opticos Design marking-up preliminary land use maps based on input.

change for each community, the workshops asked participants to respond with impressions and ideas about specific changes to the following character components of their community:

- *Site Frontages*: How do structures address the street?
- *Parking*: Where is parking primarily located?

building height (in stories)? What is a desirable scale and character?

- *Destinations and Amenities*: Does the center draw people because of its uses or character?

The table below provides examples of strategies that illustrate minimal, incremental, and transformative degrees of change.

Examples of Strategies for Minimal Change	Examples of Strategies for Incremental Change	Examples of Strategies for Transformative Change
<ul style="list-style-type: none"> <li>- Occasional infill of vacant lots</li> <li>- Occasional redevelopment of dilapidated properties</li> <li>- Minor improvements to the public realm</li> </ul>	<ul style="list-style-type: none"> <li>- Encourage infill of vacant and under-utilized lots</li> <li>- Encourage mixed-use and medium-density where appropriate</li> <li>- Improvements to public realm</li> <li>- Upgrade infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>- Encourage infill of vacant and under-utilized lots</li> <li>- Encourage mixed-use and medium-density where appropriate</li> <li>- Redevelop existing opportunity sites</li> <li>- Maximize mobility and links to transit</li> <li>- Transformative improvements to public realm</li> <li>- Major infrastructure upgrades</li> </ul>

- *Pedestrian Facilities*: What is pedestrians' comfort in using streets? Are community facilities well-connected by pedestrian routes?
- *Right-Sizing the Center*: Is there a defined central gathering place for the community?
- *Building Intensity*: Is the size of the center appropriate for its uses?
- *Infrastructure and Services*: What is the typical

This information was documented in presentations and maps that were shared with community members in a closing presentation. The findings formed the basis of Place Typing and Community Vision memos, and preliminary land use maps for each district that were further refined during this General Plan process. The dates and locations of the place-typing and visioning workshops are included in the table on the following page.

Date	Activities	Location
11/02/2015	Group Visioning and Bus / Walking Tour	Hanapēpē-'Ele'ele
11/03/2015	Group Visioning and Bus / Walking Tour	Waimea and Kekaha
11/04/2015	Draft Land Use Concepts for Waimea and Kekaha	Waimea
11/04/2015	Draft Land Use Concepts for Hanapēpē-'Ele'ele	Hanapēpē
11/05/2015	Group Visioning and Bus / Walking Tour	Kīlauea, Princeville, and Hanalei
11/06/2015	Draft Land Use Concepts for Kīlauea, Princeville, and Hanalei	Princeville
04/28/2016	Group Visioning and Bus / Walking Tour	Wailua, Kapa'a, and Anahola
04/28/2016	Mapping Exercise for Wailua, Kapa'a, and Anahola	Kapa'a
04/28/2016	Draft Land Use Concepts for Wailua, Kapa'a, and Anahola	Kapa'a

### Discussion Draft Open Houses (November and December 2016)

There was six community open house events. The purpose of each event was to present the discussion draft plan and encourage input during the public review period, which was extended until December 2016. These meetings were held in an open house format and included agencies, stakeholders, and community members that were instrumental in developing the plan. There was a total of 239 attendees at the final six community open house events. The dates and locations of the open houses are described in the table on the following page.

### Agency Coordination

There were three rounds of opportunities for agencies to provide comments on the General Plan. In addition, agencies were kept informed of updates on the General Plan process through e-mails, press releases, and several presentations to the KCT cabinet team. Agencies were invited to CAC meetings and workshops, as well as public meetings. The table below describes the engagement included in each of the three rounds of agency engagement.

### Landowner Meetings

From September 2015 to November 2016, 19 landowner meetings were held, including 15 landowner participants. Landowner meetings were held in three rounds. In each round, invitations were sent via certified mail to large landowners likely to be affected by Future Land Use Map changes. The first two rounds, which included 17 meetings, allowed landowners to engage in the General Plan process. The first round was held during September 2015, and the second round was held July 2016. The last round, which included two meetings during



Coffee Hour Talk, Lihue District

Date	Open House #	Location
11/09/2016	Open House #1	Līhu'e
11/10/2016	Open House #2	Kīlauea
11/14/2016	Open House #3	Hanapēpē
11/15/2016	Open House #4	Kapa'a
12/05/2016	Open House #5	Waimea
12/06/2016	Open House #6	Princeville

November 2016, allowed landowners to come to the planning department to discuss proposed changes and provide comments for the public review period.

### Coffee Hour Talks

There was a total of six coffee hour talks held at Hā Coffee Bar in Līhu'e, from January to June 2016. The purpose of Coffee Hour Talks were to continue the conversation on different topics from the General Plan CAC meetings. Coffee Hour Talks allowed CAC members and the public to talk story about planning issues on Kaua'i. Issues that were discussed included land use maps, infrastructure, tourism, agriculture, transportation, and housing. There were 3-4 people who attended each event, with a total of 18 attendees.

## DIGITAL ENGAGEMENT

### Instagram Contests

Two community-wide Instagram contests were held for the GP Update. One coincided with Plan Kaua'i Pop-Up Week, and the second was launched during the Community Meetings. The first contest challenged users to find the Plan Kaua'i pop-up tent, talk with County planners, and post a photo with hashtags #findtheplanners and #planKauai. The second contest invited community members to post photos that represent their vision for Kaua'i and to tag #myKauaivision.

Agency Coordination	
Round 1 - Late 2015	The Project team met with individual agencies to gather input on the infrastructure report as well as the Issues and Opportunities Paper.
Round 2 - July 14-15, 2016, Līhu'e Civic Center	Meetings were focused on Health and all policies, but were intended to encourage cross sector collaboration. Appx. 20 agencies participated in workshops on the following topics: 1. Active Living 2. Healthy Eating and Food Environment 3. Healthy and Safe Housing and Economic Development 4. Climate Change and Health
Round 3 - November 2016	Appx. 30 agencies were notified to participate in open houses and agency meetings. The open house was held on November 23, and 4-5 agencies attended. Two agency meetings were held on November 28 and 30. Members from the following agencies attended these meetings: (1) Water, (2) Housing, (3) Civil Defense / KEMA, (4) DOH-Wastewater, and (5) OED.



An entry in the #mykauaivision Instagram contest

### Survey on Draft Policies (September 2016)

An online survey was developed and deployed during the month of September 2016. The purpose of the survey was to:

- (1) Share the draft policies.
- (2) Determine whether the community at large agreed or disagreed with each policy.
- (3) Find out whether they felt that the policies as a whole captured their concerns for the future of Kaua'i.
- (4) Identify any gaps or missing elements in the policy statements.

More than 1,000 responses were received. Results indicated strong agreement with the policies shown. Nearly 80% of respondents indicated they believe the policies captured what they thought was important (6.4% said they did not, and 14.8% were undecided). Additional details on respondents by demographics and geographic location are shown below.

### Total responses: 1,018

**Geographic Location** (sorted from most to least respondents):

- East Kaua'i: 327 (33.4%)
- South Kaua'i: 192 (19.6%)
- Lihu'e: 169 (17.3%)
- North Shore: 160 (16.4%)
- Waimea-Kekaha 56 (5.7%)
- Hanapēpē-'Ele'ele: 55 (5.6%)
- 4 respondents do not live on Kaua'i



Winner of the #findtheplanners Instagram contest, @beaubasaur

### Demographics

- Respondents had a 6:4 ratio of Women:Men
- Respondents were from all age groups. Largest number were from 50-65 (35.2%) and second highest from 35-49 (26%)
- 85 keiki ages 8-10 completed the survey
- Most respondents have lived on Kaua'i for 10 years or more (47.4% more than 10 years; 28.1% born on Kaua'i)

The policy statement "Protect Kaua'i's scenic beauty" received the most support, with 93.8% of respondents indicating agreement or strong agreement.

The policy statement "Uphold Kaua'i as a unique visitor destination" received the least support, with 13.7% disagreeing. However, 78.2% of respondents agreed with the statement.

The policies where respondents most indicated needing more information included: "Design healthy and complete neighborhoods"; "Build a balanced transportation system"; and "Help agricultural lands be productive."

When asked "What's missing from the policies? Are there any you would add?", some themes emerged from the input:

- Carrying capacity: Respondents indicated that the concept that the island has limited capacity for growth needed to come across more strongly.
- Sustainability: Respondents expressed interest in supporting more bike paths and preserving nature.
- Development: Many respondents asked for language that proposed different

ways of limiting development or stopping development completely. There was also a desire for more accountability to ensure that developments are consistent with Community Plans and provide benefit to the community. In contrast to this view, some respondents indicated that they wanted affordable housing-related development or wanted the County to embrace growth.

- Agricultural uses: Some respondents asked that policies include stopping or limiting the use of agricultural land for genetically modified organism (GMO) crops or pesticide testing.
- Small farmers: People asked for incentives to encourage small-scale farming, including allowing farm housing on agricultural lots.
- Alternative visitor accommodations: There was a clear split between those seeing bed and breakfast (B&Bs) and transient vacation rentals (TVRs) as an income-generating activity that should be allowed versus those that feel they take needed housing out of the market and increases the cost of living.
- Education: Respondents felt setting goals for education were important.
- Drugs and community safety: Some indicated they would like to see policies address these topics.

The input collected was valuable in confirming the policy statements and informed the development of the actions included in Chapter 3.

#### **Issues and Opportunities Paper**

The Issues and Opportunities Paper addressed the following policy areas:

- 1) Kaua'i Kākou
- 2) Growth Management and Land Use
- 3) Economic Development
- 4) Agricultural Lands
- 5) Tourism
- 6) Open Space
- 7) Affordable and Workforce Housing
- 8) Climate Change and Natural Hazards
- 9) Infrastructure and Public Services

- 10) Multimodal Land Transportation
- 11) Energy
- 12) Public Health
- 13) Cultural and Heritage Resources
- 14) Natural Resource Management and Conservation
- 15) Parks and Recreation
- 16) Government Operations and Fiscal Management

For each policy area the paper addressed the primary issues, and the opportunities that exist for the General Plan to address. The final report was released in September 2015. The report was made available via the General Plan website, and was sent to CAC members.

#### **Community Voices from the Survey**

*"Designate areas for future residential growth within each planning region. Provide the necessary infrastructure to support areas of future growth."*

*"Help small farmers. Assist in distribution of local produce/products so that retailers can order as easily and reliably as they do from off-island."*

*"Find some way to house every person living on the island who wants to be housed."*

*"We need to educate our children more about the drugs around Kaua'i and the choices they can make to have a healthy and happy life."*

*"Complete streets needs to be retroactively applied to all main thoroughfares in Kaua'i neighborhoods such as Kuamo'o St and Kamalu Rd."*

## YOUTH ENGAGEMENT THROUGH ARTS & EDUCATION

A special emphasis was placed on ensuring the voice of Kaua'i's youth is reflected in the plan. Input from youth, from elementary to college students, was obtained throughout the planning process, and is described below.

### Elementary School Outreach Keiki Art Contest

More than 300 entries were received for an elementary school level Keiki Art Contest that ran from April 1-May 22, 2015. Twelve public and private

schools across the island participated, and winners were announced in June 2015. The theme was "I Love My Community Because..." Entries demonstrated what keiki treasure about Kaua'i today and what they would like to see in the future.

### Top 5 Themes

1. Recreation
2. Nature
3. Development
4. Community/People
5. Sustainability

4. There should be more roads on Kaua'i because it depends on where the buildings are.

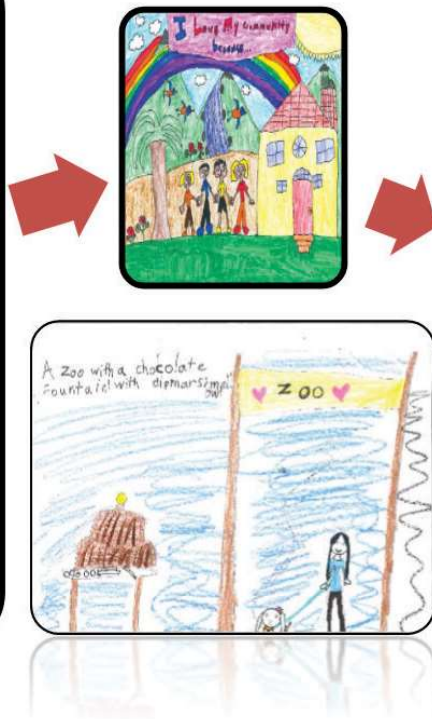
5. We should put all of the buildings in a small place so we could have more houses.

6. We should have less buildings in a big area when theres alot of space to do things.

7. They should be 3 floors tall because each floor has the own thing for example, store, food, and stay.

8. It should be a place where kids stay inside using electricity.

9. The parks should be really fun so kids will go there everytime and also to run around and get exercise.



### Top 5 themes

1. Recreation
2. Nature
3. Development
4. Community/People
5. Sustainability



Poster for the "I Love My Community Because" Keiki Art Contest



Mayor Bernard Carvalho with the winner of the Keiki Art Contest, a 4th Grader at Kapa'a Elementary School



## What Kaua'i's Keiki Value



More than 300 entries in the Keiki Art Contest depicted why the children of Kaua'i love their community, and what they would like to see in the future. The key themes emerged as:

**Recreation** - People enjoying nature at the beach, mountains, and ocean

**Nature** - Kauai's beauty

**Development** - Zoos, housing, parks, commercial, fun activities, bike paths/sidewalks/crosswalks

**Community/People** - Family and friends spending time together

**Sustainability** - Gardens, recycling

## Middle & High School Outreach

### Career Day

County Planning Staff presented at a Career Day event at Chiefess Kamakahelei Middle School in October of 2015.

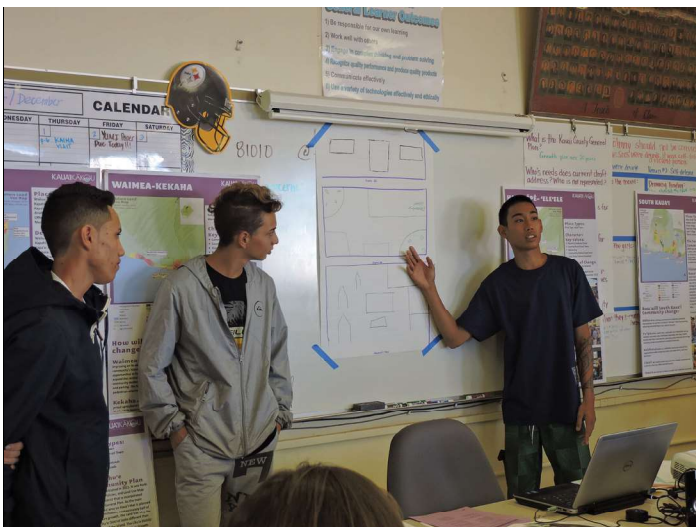
### Middle School Planning Curriculum

The County Planning Department began working with The Learning Coalition (TLC) in Honolulu and the State Department of Education in the fall of 2015 to develop a classroom curriculum about Community Planning, including the General Plan. As part of this effort, an instructor at Chiefess Kamakahelei Middle School formed a Junior Planner Club. County Planning Department Staff made a presentations to the club and engaged them in an activity on this General Plan process.

### High School Outreach

During December 2016 the County Planning Department engaged with 135 highschool students at three highschools, Kaua'i High School, Waimea High School, and Kapa'a High School. The County Planning Department shared discussion draft General Plan actions for housing, transportation, and climate change. At Waimea High School, the planning staff conducted a presentation specific to the watershed topic, and land use proposals for the West Side.

High school students shared their input and also provided written comments to be used as public record for the public comment period.



High school students present their ideas on the General Plan, December 2016

## Boys & Girls Club

Over 100 elementary, middle, and high school students participate in the General Plan policy survey. While some students took the the survey online, the majority of students completed the paper survey. A summary of the policy survey can be found in section 1.3 of the General Plan.

## Kaua'i Community College Outreach

County Planning staff engaged Kaua'i Community College (KCC) throughout the General Plan Process through several venues: a presentation to faculty, presentations and meetings with classes, and meetings with the student life and student government organizations.

The primary issues of interest among students and faculty were affordable housing, sustainability and food security, preserving open space and rural character, and public access to recreational places. In December 2016, a pop-up event was held at the Student Life Lounge for students to provide input on the discussion draft. It is estimated that over 100 students and faculty participated in the General Plan Process between September 2015-December 2016. The table on the next page lists the outreach events conducted at KCC.

## How Input Was Used

Input from community members, local organizations, and government agencies provided grounded framing to this General Plan process. It helped to determine what was relevant, what needed updating, and what new issues or opportunities are emerging.

This General Plan Project Team developed a system for comment tracking and sorting early in the planning process so that comments could be saved, referenced, and cross-referenced to key policy topics. Sources of community input were drawn from:

- Written and verbal comments at CAC Meetings, community meetings, and community "pop-up" events
- E-mails sent by community members to the plankauai@kauai.gov e-mail address
- Comments received by mail
- Submissions to the project website comment form
- Notes from small group meetings with community organizations

Kaua'i Community College Outreach	
Month/Year	Event
June 2015	Small group presentation to Phi Theta Kappa
August 2015	Presentation to student government
September 2015	Presentation to a "changing world class"
September 2015	Meeting with student activists
November 2015	Presentation to philosophy class
May 2016	Presentation to sustainability class
October 2016	Presentation to GIS class
October 2016, December 2016	General Plan presentation to sustainability class
November 2016	Presentation at KCC Biological Science Week
December 2016	Pop-up event at KCC Student Life

- Comments, writing, and artwork from youth participants

All comments received through the website, e-mail, and social media were transcribed and compiled in a public comment matrix that was made available on the project website and periodically updated. More than 120 comments were received and compiled in the public comment matrix as of September 2016. These are in addition to the many comments received and recorded at CAC meetings and community events.

Comments received through all platforms were sorted into files by issue or policy topic to be referenced during the preparation of this General Plan.

### Developing the General Plan Vision

The Vision for Kaua'i was developed and refined with extensive input from the community and CAC. The update of the General Plan Vision involved asking the community for their views on where Kaua'i is today, whether the vision from 2000 remains relevant, and how Kaua'i has been doing as a County and community in realizing the vision. Confirming the key issues and opportunities that should drive policies moving forward, and going out to communities to envision how they see themselves changing and which elements are most important to preserve.

*The Vision for Kaua'i was a major focus of community outreach for this General Plan. Community members were asked to revisit the Vision Statement from the*

2000 General Plan, provide input on its continued relevance, and suggested changes to adapt it to Kaua'i today. Comments were received from a wide variety of sources, including polls, community meetings, CAC discussions, small group meetings, e-mail comments, and comments received during the Kaua'i Farm Fair and Pop-Up Week. The great majority of participants polled formally and informally indicated that they felt the existing Vision for Kaua'i 2020 was mostly or partially accurate, but needed some updating in order to reflect the community's vision and values. Very few felt that the statement should either be accepted or

rejected in its entirety.

### Approach to Updating the Vision

- Key statements and ideas from the 2000 General Plan that continue to resonate strongly have been preserved.
- For those statements that the community felt needed updating, the revised language preserves some of the same thoughts and organizational structure, but updates it with words and concepts that better capture the community sentiment.
- New ideas that were missing from the 2000 General Plan were added to existing statements where possible, and crafted into to new statements where appropriate.

People were also asked how successful Kaua'i has been in implementing the Vision of the 2000 General Plan. Most gave low marks on where Kaua'i is today with regards to achieving the vision, and asked that this General Plan strengthen accountability for implementation.

A draft Vision was prepared based on this initial input, using the approach described above. It was presented to the CAC and the community and made available online. The draft Vision was also presented in small group meetings with County agencies and community groups, and at the 2015 Kaua'i Farm Fair, where participants were asked to vote for their highest priority statement. Vision statement review

at the Kaua'i Farm Fair was done over a three-day process during August 2015 in Līhu'e. The resulting input was used to refine the Vision that approves the Draft Plan.