

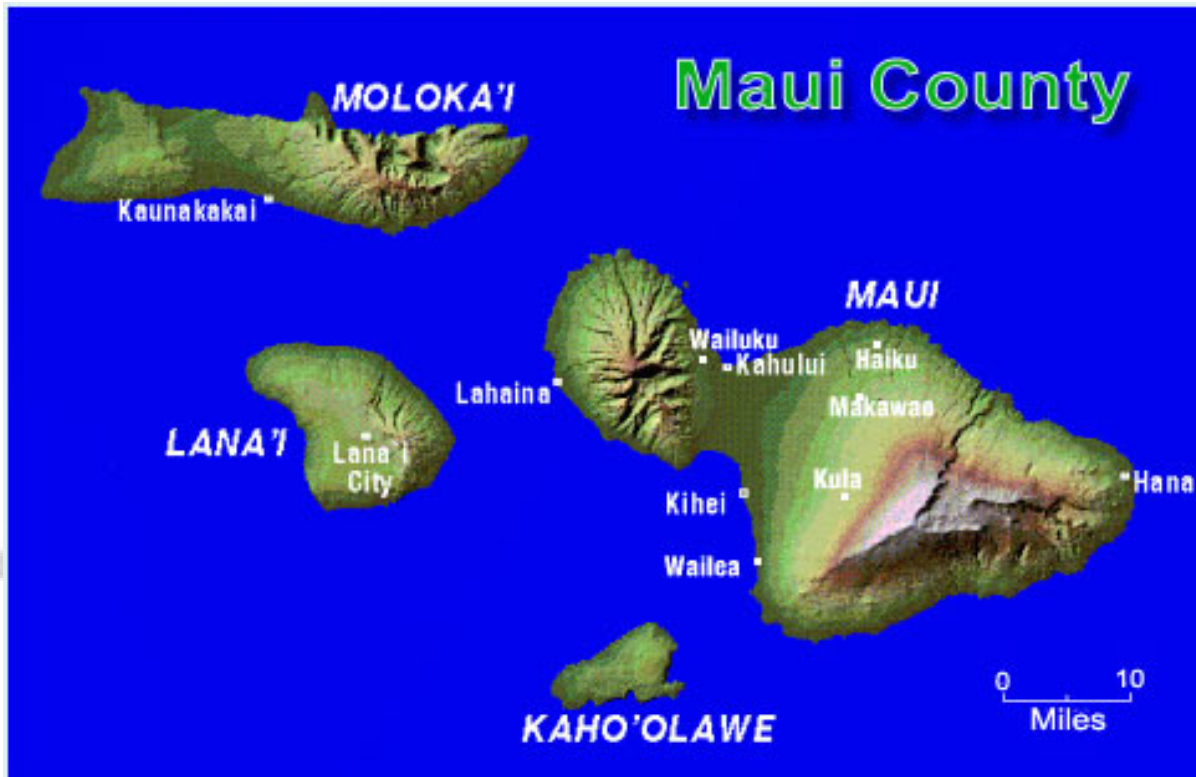


Maui Economic Opportunity, Inc.

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# Maui Economic Opportunity, Inc.

## Community Needs Assessment, 2014



Prepared by  
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Chief Programs Officer, MEO  
March 2014

### The Promise of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.



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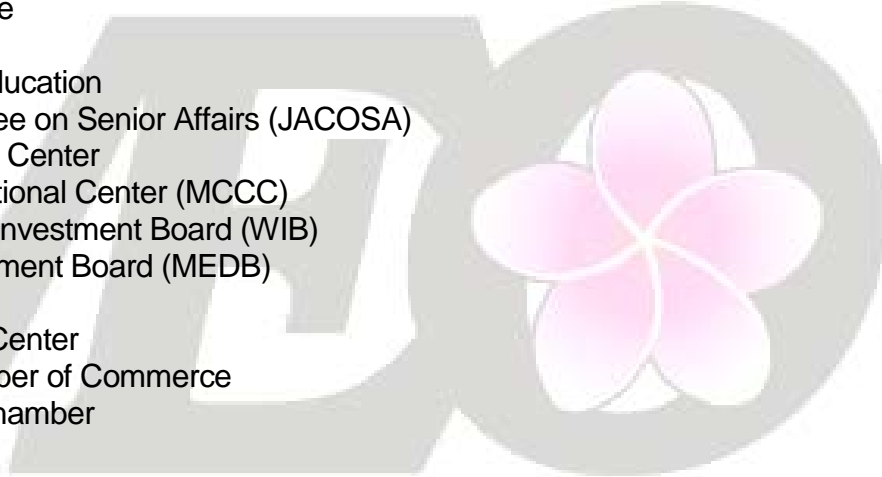
## COMMUNITY NEEDS ASSESSMENT TEAM MEMBERS

### Staff:

Debbie Cabebe, SPHR-	Chief Programs Officer - Team Leader
Lyn McNeff-	Chief Executive Officer
Debbie Lorenzo-	Chief Fiscal Officer
Gerry Lum-	Community Services Director
Debbi Amaral-	Early Childhood Services Director
Harry Johnson-	Transportation Director
Rose Duey-	Youth Services Director

### Advisory Boards and Community Agencies:

Commission on Persons with Disabilities  
Commission on the Status of Women  
County of Maui  
Good Beginnings Alliance  
Hana Health Center  
Hawaii Department of Education  
Joint Advocacy Committee on Senior Affairs (JACOSA)  
Lanai Community Health Center  
Maui Community Correctional Center (MCCC)  
Maui County Workforce Investment Board (WIB)  
Maui Economic Development Board (MEDB)  
Maui Homeless Alliance  
Maui Memorial Medical Center  
Maui and Molokai Chamber of Commerce  
Maui Native Hawaiian Chamber  
Maui Nonprofit Directors  
MEO Board of Directors  
MEO Business Development Center Committee  
MEO Head Start Policy Council  
MEO Reintegration Advisory Council  
Molokai Community Service Council  
Na Keiki O Lanai Preschool  
Senior Planning and Coordinating Council  
Society for Human Resource Management  
Stakeholders- recipients of funding and the general public  
University of Hawaii Maui College  
Veteran Transportation Community Living Initiative  
Workforce Investment Board



## EXECUTIVE SUMMARY

### BACKGROUND

Maui Economic Opportunity, Inc. (MEO), chartered on March 22, 1965 is a private non-profit Community Action Agency. The current annual operating budget is \$17 million dollars. MEO provides outreach and information, and administers human service programs to low-income persons, the youth, elderly, immigrants, ex-offenders, persons with disabilities and medical needs, and other disadvantaged individuals and families on the islands of Maui, Molokai and Lanai. The agency was organized as a Community Action Agency under the Economic Opportunity Act of 1964 to strengthen and coordinate efforts to eliminate poverty by providing opportunities in education, employment and training, transportation and other areas to help people, help themselves.

MEO is committed to fulfilling the Community Action Promise. *Community action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and are dedicated to helping people help themselves and each other.*

The agency's mission is to strengthen the community while helping people in need, restore their hope, reach their potential and enrich their lives. As such, MEO regularly conducts a community needs assessment to identify the needs of individuals in Maui County.

### PURPOSE

To identify the significant needs in the community, and to plan and develop agency strategies to address those needs, thereby improving the quality of life while helping individuals and families attain self-sufficiency.

### METHOD

MEO participates in community needs assessments throughout the year in a number of ways: (1) through specific needs surveys of clients conducted by staff (i.e., three year plan needs survey, transportation needs survey, community services satisfaction surveys); (2) survey forms distributed to participants of community events and forums, conducted or organized by MEO such as the Senior Fair; (3) the monitoring of public hearings at county-wide events such as the Mayoral and County Council annual budget hearings, (4) staff participation in local and statewide boards, coalitions, organizational board of directors, commissions, task forces, and focus groups, staff, board and stakeholder listening session; and (5) researching and reviewing reports, studies, and statistics (Maui County Data Book, US Census, State of Hawaii Department of Public Safety Annual Report) of the socio-economic conditions of our county and its population. The information gathered through these processes gives MEO staff information on community needs so services can be developed and funds obtained, to focus staff work,

and to develop strategic initiatives. This report summarizes the primary findings from the *MEO Community Needs Assessment 2013*.

## HOW NEEDS WERE IDENTIFIED

Statistical data, survey, forum, meeting and hearing results were reviewed and analyzed to identify and assess trends of the county. Data was collected and analyzed between October 2012 and March 2014.

## SUMMARY OF DATA

### County Profile

The County of Maui consists of the inhabited islands of Maui, Molokai, and Lanai and the uninhabited island of Kaho'olawe.

### Geography

The County is the second largest of the four counties in the State of Hawaii. According to the 2010 census, the County has a total area of 2,398.74 square miles, of which 1,161.52 square miles is land and 1,237.22 square miles is water. The land area is approximately the size of Rhode Island.

The island of Maui, known as the “Valley Isle” is the second largest in the Hawaiian island archipelago. It has a land area of 735 square miles, is 48 miles long and 26 miles wide.



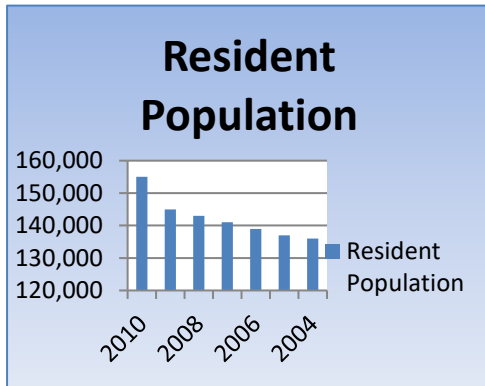
The island is the center of trade, commerce, and county government. It is also the largest islands of the four islands making up the County. Historically, pineapple and sugar have been the major industries. Today, however, tourism and construction are the leading components of the Maui County economy, which continues to include agriculture as well as technology, renewable energy and scientific and research facilities.

The 264 square mile island of Molokai is the second largest in the county. Molokai is known as the “Friendly Isle” and has a reputation of being the reservoir of aloha. The population is largely Hawaiian or part-Hawaiian and traditional pursuits like fishing and farming have contributed to preserving its cultural heritage.

The island of Lanai has historically been called the “Pineapple Isle” because, for many years, most of its 141 square miles were devoted to pineapple production. Dole Food Company, the island’s major land owner, has phased out its cultivation of approximately 9,000 acres leaving 100 acres of growing fields, which are utilized to supply local resorts.

### Demographics

As of the 2010 Census, there were 154,834 people, 51,281 households, and 35,498 families residing in the County. The population density was 133 people per square mile. There were 70,379 housing units at an average of 61 per square mile.



Maui County's population is composed of multiple ethnic heritages including Hawaiian, Japanese, Caucasian, Filipino, Chinese, Korean, Tongan, Samoan, and others. The racial makeup of the county was 34.40% White, 0.60% Black or African American, 0.40% Native American, 28.80% Asian, 10.40% Pacific Islander, 1.90% from other races, and 23.50% from two or more races. 10.10% of the population was Hispanic or Latino of any race.

Source: Maui County Data Book 2011

Period July 1	No. of Residents	% of Annual Change
2004	136,841	1.6%
2005	138,744	1.4%
2006	140,119	1.0%
2007	141,523	1.0%
2008	143,591	1.5%
2009	145,240	1.1%
2010	154,834	6.6%

There were 51,281 households out of which 36.24% had children under the age of 18 living with them. 47.20% were married couples living together. 12.30% had a female householder with no husband present, and 34.10% were non-families. 24.30% of all households were made up of individuals and 7.50% had someone living alone whom was 65 years of older. The average household size was 2.89 and the average and the average family size was 3.36.

In the County the population was spread out with 25.30% under the age of 20, 5.40% from 20 to 24, 27.00% from 25 to 44, 29.60% from 45 to 64, 12.70% 65 year of age or older. The median age was 39.6 years. For every 100 females age 18 and over, there were 99.22 males age 18 and over.

### Key Maui Indicators

	2004	2005	2006	2007	2008	2009	2010
Non Farm Jobs (Thou)	65.9	68.0	70.5	72.3	71.0	65.5	64.3
% Change	3.9	3.2	3.6	2.6	-1.8	-7.8	-1.8
Unemployment Rate	3.1	2.6	2.4	2.8	4.6	8.7	8.3
Inflation Rate, HNL MSA (%)	3.3	3.8	5.8	4.9	4.3	0.5	2.1
Real Personal Income (1982-84\$Mil.)	2,198.8	2,288.0	2,378.1	2,441.8	2,387.2	2,309.8	
% Change	5.7	4.1	3.9	2.7	-2.2	-3.2	
Visitors (Thou.)	2,207.8	2,346.5	2,498.2	2,552.0	2,129.0	1,932.4	2,134.9
% Change	0.5	6.3	6.5	1.0	-15.6	-9.2	10.5

Source: UHERO and other sources. Table copyright of UHERO 2011 (The Economic Research Organization at the University of Hawaii)



## Government

In Maui County, as well as three other counties within the state, there are no subordinate or separate municipal entities. The State government administers the school system, airports, harbors, hospitals, judicial system, and the State highway system.

Most non-federal taxes are administered and collected by the State under Hawaii's highly centralized tax system. The major sources of State revenue are the general excise tax and corporate and personal income taxes. There are no state personal or property taxes, no local levies for school districts or special assessments.

The County of Maui provides a broad range of municipal services including public safety, highways and streets, water and sanitation, human services, public infrastructure improvements, parks and recreation, public transportation to include human service transportation, planning, zoning, and general administrative services. The county's proposed total budget for 2013-2014 is over \$559 million dollars. Approximately \$18 million is designated for Social Welfare and Human Services.

The State of Hawaii's 2014 operating budget is \$12.1 billion dollars, with more than \$2.5 billion or 21.2% budgeted for Human Services.

## IDENTIFIED NEEDS

### Childcare

- Affordable, quality childcare;
- Subsidies for early childhood education and care;
- Safe and stimulating places for youth to gather;

### Economic Development

- Diverse economic opportunities in growth industries;
- Economic development and job creation particularly in depressed communities;

### Education

- Affordable post-secondary education opportunities;
- Child abuse and neglect awareness and prevention;
- Disaster preparedness awareness;
- Domestic violence awareness and prevention;
- Drunk driving awareness and prevention;
- Elder abuse and neglect awareness and prevention;
- Financial literacy;
- Improve the quality of education and reduce the number of dropouts;
- Increase access to GED;
- Subsidies for early childhood education and care;
- Substance abuse awareness and prevention;

- Youth life skills educational programs focusing on bullying, teen suicide and teen pregnancy;

#### Environmental

- Eradicate invasive plants and animals to protect the native ecosystem;
- Protect open spaces from development;
- Reduce carbon footprint;
- Reduce or eliminate dependency on oil;

#### Employment and Training

- Increase access to vocational training;
- Increase employment training opportunities and job placement assistance;
- Increase transitional support for ex-offenders;

#### Human or Social Services

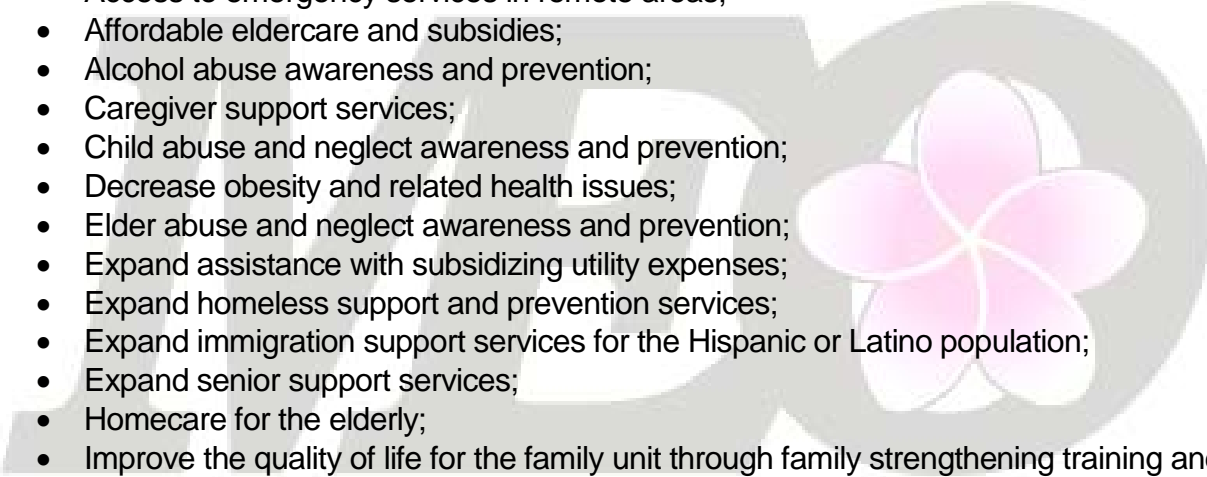
- Access to emergency services in remote areas;
- Affordable eldercare and subsidies;
- Alcohol abuse awareness and prevention;
- Caregiver support services;
- Child abuse and neglect awareness and prevention;
- Decrease obesity and related health issues;
- Elder abuse and neglect awareness and prevention;
- Expand assistance with subsidizing utility expenses;
- Expand homeless support and prevention services;
- Expand immigration support services for the Hispanic or Latino population;
- Expand senior support services;
- Homecare for the elderly;
- Improve the quality of life for the family unit through family strengthening training and activities;
- Increase transitional support for ex-offenders;
- Underage drinking awareness and prevention;

#### Health

- Access to dental care for low income and the uninsured;
- Access to affordable health care for seniors, low income, persons with chronic or life threatening illnesses, and the service for the uninsured;
- Decrease obesity and related health issues;
- Improve nutrition in schools and senior programs;
- Increase availability of mental healthcare services and coverage;

#### Housing

- Expand homeless support and prevention services;
- Increase the number of affordable rental units;





- Increase the number of affordable houses for purchase;

#### Infrastructure

- Improve Maui's infrastructure, roads and water systems;

#### Legislation

- Employer friendly small business legislation;
- Fair and equitable property tax rates;
- Reduce the high cost of living;
- Reduce the cost of gas;
- Reduce or eliminate dependency on oil;

#### Public Safety

- Alcohol abuse prevention;
- Underage drinking prevention;
- Disaster preparation;
- Domestic violence awareness and prevention;
- Drunk driving awareness and prevention;
- Increase transitional support for ex-offenders;
- Reduce crime; car theft, larceny theft, burglary, assault, rape, vandalism;
- Substance abuse awareness and prevention;
- Youth life skills prevention programs focusing on bullying, teen suicide and teen pregnancy;

#### Transportation

- ADA accessible transportation, walkways, roads, buildings and parks;
- Expand transportation access to un-served, underserved and remote areas.

### **SUMMARY OF FINDINGS**

Maui County demographics show that the population has experienced its largest increase in the past seven years. 42.8% of the county's residents are between the ages of 45 to 65 which will continue to place an increased demand on services for seniors, to include human service transportation. 36.24% of the 51,281 households had children under the age of 18 living with them. With this high percentage of families, it is expected that the demand for quality childcare and education as well as prevention education and awareness will continue. Additionally, the Hispanic population has reached 10.10% of the total county population, thereby indicating a continued need for acculturation support.

According to the Department of Public Safety, native Hawaiians (part or full) comprise 41.2% of the state prison population while they comprise of 28% of the State's 1.2 million residents. In a recent report conducted by the Office of Hawaiian Affairs (OHA), it has been stated that since 1977, the number of people incarcerated in Hawaii has increased more than 900 percent, from 398 people in prison in that year to 4,304 people sentenced to one

year of more in prison in 2008. Comparatively, the US incarceration increased 262 percent during the same period. Based on these statistics it is apparent that reintegration programs are needed, particularly those that serve Native Hawaiians.

With an 4.6 % unemployment rate supportive services such as pre-employment training, financial literacy and job placement will continue to be vital to assist high needs clients in unsubsidized employment.

The median value for a single family home is \$499,200 with 58.8% of the population owning their home. There is an average of 3.12 people in each owned household and 2.56 in each rental. Nearly half of all renters pay 35% or more of their total income on rent. 70% of the over 19,000 rental units cost between \$1,200 and \$1,800 or more per month. The per capita income is \$29,180, and 8.9% of the population is below the poverty level. One in every five individuals works two or more jobs to make ends meet. With the high cost of rent, utilities, food, etc. individuals who incur an unexpected expense such as a medical bill, car repair, or some other unplanned expense will continue to struggle with paying rent and utility bills. Rental assistance will continue to be a need to help individuals get back on their feet.

## HOW NEEDS WERE PRIORITIZED

Needs were prioritized using the following criteria:

- The depth of the issue in the community
- The impact of the issue in the community
- Current resources already available outside of the agency to address the issue
- MEO's current involvement in the issue
- MEO's ability to impact the issue or the potential to impact the issue in the future
- The need falls within MEO's mission

Needs meeting the criteria were identified as a priority, indicating that MEO resources (time, talent and treasure) could be allocated accordingly.

## AGENCY PRIORITIES

- 1. ADA stakeholder education and advocacy;**
  - Work with the Paratransit Advisory Council to educate stakeholders about ADA provisions governing Paratransit services and identify and minimize system barriers for disabled individuals.
  - Entrepreneurs will attend Core 4 Business training to develop a business plan and start or expand a business to simulate the economy and create jobs.
- 2. Economic development and job creation particularly in depressed communities;**
  - Collaborate with community stakeholders on the islands of Molokai and Lanai to identify needs and opportunities and create opportunities for growth and expansion of businesses.

- Entrepreneurs will attend Core 4 Business training to develop a business plan and start or expand a business to simulate the economy and create jobs.
- 3. Expand homeless support and prevention services;**
  - Collaborate with the Maui Homeless Alliance and other community stakeholders to maximize existing funding and prevent duplication of services.
  - Advocate for affordable housing initiatives and projects.
- 4. Expand transportation access to un-served, underserved and remote areas;**
  - Though the Veterans Transportation Community Living Initiative identify all service providers and coordinate services to cover all remote areas while containing the cost of operations.
- 5. Reduce carbon footprint;**
  - Install a photovoltaic system on the MEO Family Center to reduce reliance on electricity.
- 6. Subsidies for early childhood education and care;**
  - Research options to provide additional childcare subsidies for those in need.
- 7. Substance abuse awareness and prevention;**
  - Continue to incorporate substance abuse and awareness education, assistance, and activities in all programs working with at-risk populations.
  - Continue to focus on career and life skills to include financial literacy, to support the youth.

**PROPOSED ACTION**

MEO will incorporate the agency's priorities that are not currently being addressed in to its 2012-2015 Strategic Plan.