



WAIMEA COMMUNITY REPORT

VERSE 1 FROM MAIKA'I WAIMEA PENNED BY REVEREND JOHN KALINO

Maika'i Waimea i ka uka
Kilakila kelakela i ka la'i
Nā pu'u kinikini lehulehu
'Olu'olu ka mana'o ke 'ike

So fine is Waimea there in the high country
Majestic and distinguished in the calm
Land of many hills
So pleasant to gaze upon

Mahalo to the ten hosting organizations that provided space for community members to gather, dialogue and strengthen connections.



PARTICIPANTS

Laura Aguire	Robby Hind	Adam Palya
Laurie Ainslie	Mike & Trish Hodson	Mahina Patterson
Max Aiona	Kimo Hoopai	Adia Paulete
Alex Akau	Lehua Hoopai	Brada Burt Phillips
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Eddie & Kalā Akime-Akau	James Hustace	Toni Reed
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Shirley DeRego	Wendell Mattos	Kahea Wakinekona
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Maulili Dickson	Michelle Medeiros	Fred Wawner
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Saundra Cullley	Kolby Moser	Maile Wong
Michi Hanano	Denise Murphy	Spencer Wong
Val Hanohano	Naka Nathaniel	
Whitney Harvey	Sara Neely	
Chris Hawkins	Charlie Pahio	
Richard Herron		
January Herron-Whitehead		

SPONSORS & COORDINATING TEAMS

Hawai'i Community Foundation
with special thanks to Diane U'ilani Chadwick
Waimea Resilience Hub
Waiwai Collective
with support from wahine owned businesses:
All I See is Art
Keehne Consulting
People Strategies

COMMUNITY HOSTS

Anna Ranch Heritage Center
Canada France Hawai'i Telescope
Friends of the Future & Tūtū's House
Parker Ranch Arena Offices
Kahilu Theatre
Kanu o ka 'Āina Public Charter School
W.M. Keck Observatory
Hawai'i Preparatory Academy
Parker School
Waimea Hawaiian Homesteaders' Assoc.

PROJECT INTERNS & SUPPORT

Amylia-Rae Gandolf
Ka'ala Bertelmann
Keliko Hurley

*"It takes each of us to make a difference
for all of us."*



EXECUTIVE SUMMARY

The Hawai'i Community Foundation embarked on a multi-month process to redesign the grant program for the Richard Smart Fund that will benefit the Waimea community. Waimea has long been known for having two distinct communities - people who can afford to live comfortably in Waimea, and those who are struggling to live above the ALICE threshold. Families that have lived for generations in Waimea are no longer able to buy homes or have their children live in the community. HCF invited Mahina Paishon-Duarte of Waiwai Collective to lead conversations with diverse members of the community to encourage discussion about the values and priorities that will shape Waimea's future. This will be used to determine how best to use the Richard Smart Fund and other resources to build trust, collaboration, increase capacity, and support community-driven solutions.

To these ends, fourteen in-person listening sessions were conducted over the course of five months with the support of community hosts, co-facilitators and scribes. A diverse mix of Waimea residents were invited to participate and share their responses to three key questions described below.

What about Waimea should be preserved and perpetuated for future generations?

What is getting in the way and why is this so?

What are possible solutions to address these challenges and/or unmet needs?

Participants comprised the public, private and governmental sectors; a variety of age and ethnic groups, educational backgrounds, and years of residence. The most commonly expressed challenge described at each session was the growing divide between long-time, generational residents and new residents. This sentiment was underpinned with current economic challenges such as unavailability of affordable housing, the high cost of living, and the outmigration of longtime residents and especially among those of Native Hawaiian ancestry. The fourteen learning sessions pointed to a hopeful future process where resources, learning opportunities and experiences could be created to build a common foundation of shared mutual aloha and kuleana for Waimea and for one another. The May 13, 2023 session generated a set of collective shared priorities and a series of agreed upon next steps to develop prototypes for strategic action over the next 6-12 months.



RESULTS

WHAT WAS PRODUCED?

157

SESSION
PARTICIPANTS

50

HRS OF
COMMUNITY
DIALOGUE

5

MONTHS OF
COLLABORATION

Approximately 50 hours of community dialogue transpired over a period of five months. These listening sessions as described in the executive summary provided shape and motivation for 157 session participants to assemble in an all day in-person workshop to generate the following outcomes:

- Describe agreed upon priorities for collective action
- Design a series of small learning prototypes
- Develop draft elements of a collective Waimea community vision

“Love the land. Love the people.”

WAIMEA COMMUNITY SUMMARY REPORT

Below are the community identified priority areas for collective action:

KEEPING THE CULTURE

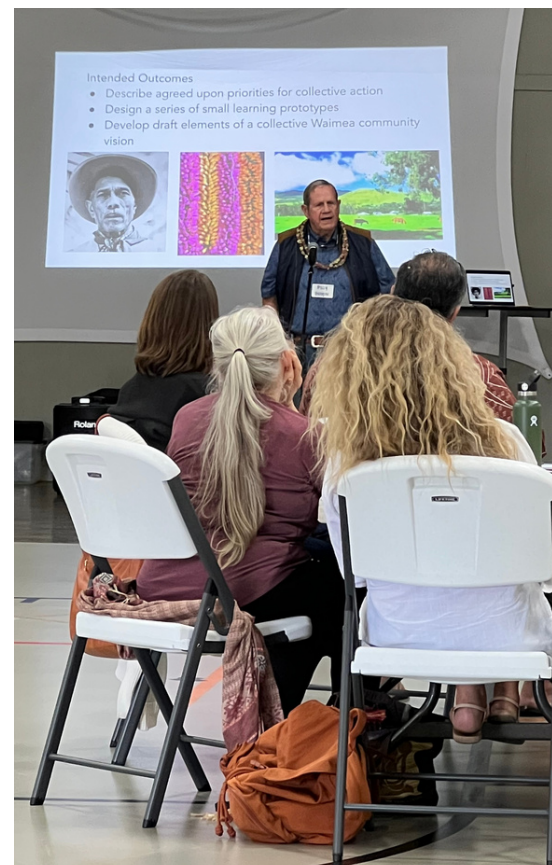
1. Create a space that brings people together and contributes to the collective benefit of Waimea
2. Waimea Concierge Desk
3. Create learning and community engagement opportunities that foster a learning exchange and strengthen kuleana to this place
4. Interview kupuna and document why we love Waimea as a town-wide project.
5. Define and teach community values to all new and returning residents

AFFORDABLE HOUSING

1. Support DHHL to develop and award more lands
2. Expand self-help housing
3. Explore a Waimea land trust (feasibility of developing)
4. Define rezoning priorities to accommodate long-time residents
5. Define rezoning priorities focused on subdividing for generational benefit (not solely for profit)

FOOD INSECURITY

1. Provide local Food Hubs with additional support
2. Identify the acreage of land and related agricultural resources needed to meet the nutritional needs of Waimea's resident community
 - a. Protect important agricultural lands



WAIMEA COMMUNITY SUMMARY REPORT (CONT.)

LACK OF RESOURCES/INFO/JOBS

1. Create a directory of initiatives, subject matter experts, online resources, events
2. Create a platform that matches skills and talents with needs of community to provide ways to give and receive
3. Provide more educational scholarships
4. Create a town makerspace for all Waimea schools
5. Create a directory specific to educational and career programs and activities (e.g. intercession programs, summer internships and career/trades)

WAI

1. Assure that all Waimea residents know the key names, wahi pana and mo'olelo of WAIMEA (all that pertains to water)
2. Reforest targeted areas for water capture and recharge
3. Improve or enhance access to water data to inform public and private care and use
4. Generate more opportunities for youth to learn and care for wai (e.g. conservation engineering club)

PROTOTYPES

Cascading from the identified priority areas are three prototypes. These prototypes have been generated by interested workshop participants to test possible community designed and owned working solutions that address their top challenges. Results of each prototype are intended to inform the next set of prototypes and ideas until a viable approach, process or product is developed to address the root causes of the priority challenge area.



PROTOTYPE 1

DOCUMENT THE ORAL HISTORIES OF OUR KUPUNA

Plant: What is your vision - the aspiration or new reality you would like to bring about through experimentation? Capture this in the clearest and most powerful way you can. Give your intention a name.

- Perpetuate Waimea shared values, culture and place through mo'olelo
- Gather interviews within a centralized place and make accessible to the community

Seed: What are the 1 to 2 ideas on which you are going to conduct small experiments (prototypes) to see how you can begin to realize your vision e.g. talking to a practitioner in the field, bringing stakeholders together, trying out on a small scale the new reality you see?

- Organize inventory of existing interviews, photos
- Explore possibility for an Oral History Center in Wailea
- Work with Schools/Waimea Ed Hui to introduce oral history work into curriculum
- Develop a part II Waimea Middle School Anthology
- Produce a local podcast

Soil: What are the core nutrients that will feed the seed - personal & team behaviors, practices and mindset that will enable your idea to thrive? What could contaminate the soil?

- Kolby Moser, Waimea Middle School, Friends of the Future, Waimea Seniors, Anna's Ranch, Maunalani - Twilight series at Kalāhuipua'a, Old Issues of Waimea Gazette, Hālau o Nā Kīpu'upu'u

Source Text by Martin Kalungu-Banda, Presencing Institute

PROTOTYPE 2

AFFORDABLE HOUSING

Plant: What is your vision - the aspiration or new reality you would like to bring about through experimentation? Capture this in the clearest and most powerful way you can. Give your intention a name.

- Everyone has access to safe, affordable home and advocate groups in perpetuity.

Seed: What are the 1 to 2 ideas on which you are going to conduct small experiments (prototypes) to see how you can begin to realize your vision e.g. talking to a practitioner in the field, bringing stakeholders together, trying out on a small scale the new reality you see?

- Start an affordable housing group, committee and advocacy group
- Identify needed and available resources
- Strategize to engage the community
- Review the Kohala model and update
- Identify key volunteers

Soil: What are the core nutrients that will feed the seed - personal & team behaviors, practices and mindset that will enable your idea to thrive? What could contaminate the soil?

- Parker Ranch, Office of Housing - Community Development, Department of Hawaiian Homelands, Department of Health - UXO sign off, Hawai'i Community Foundation, Homes for Kohala, Army Corp. of Engineers

Source Text by Martin Kalungu-Banda, Presencing Institute

PROTOTYPE 3

EDUCATE ON OUR VALUES & DEVELOP A COMMUNITY PLEDGE

Plant: What is your vision - the aspiration or new reality you would like to bring about through experimentation? Capture this in the clearest and most powerful way you can. Give your intention a name.

- Empower the Waimea Ed Hui, principal roundtable and all Waimea educators to create, implement and steward Waimea lifestyle courses

Seed: What are the 1 to 2 ideas on which you are going to conduct small experiments (prototypes) to see how you can begin to realize your vision e.g. talking to a practitioner in the field, bringing stakeholders together, trying out on a small scale the new reality you see?

- Build activities with place-based lifestyle of Waimea (ex. Water careship, land careship, caring for kupuna, kupuna knowledge, genealogy)

Soil: What are the core nutrients that will feed the seed - personal & team behaviors, practices and mindset that will enable your idea to thrive? What could contaminate the soil?

- Kanu o ka 'Āina families, Kupuna, Cultural practitioners, Lifestyle & Heritage practitioners

Source Text by Martin Kalungu-Banda, Presencing Institute

PROTOTYPE 4

THIRD SPACES - ALA 'ŌHI'A PLANTING EVENT

Plant: What is your vision - the aspiration or new reality you would like to bring about through experimentation? Capture this in the clearest and most powerful way you can. Give your intention a name.

- Create a group of Waimea residents who are able to create, convene for, and/or deploy around events that have to do with creating more robust third spaces in Waimea to bolster lackluster informal public life
- Create an 'Ōhi'a Lehua tree planting event on Ala 'Ōhi'a Road in Waimea

Seed: What are the 1 to 2 ideas on which you are going to conduct small experiments (prototypes) to see how you can begin to realize your vision e.g. talking to a practitioner in the field, bringing stakeholders together, trying out on a small scale the new reality you see?

- Convene with Third Spaces Hui to create teams
- Strategize planting locations, digging logistics, marketing and where to source trees to plant

Soil: What are the core nutrients that will feed the seed - personal & team behaviors, practices and mindset that will enable your idea to thrive? What could contaminate the soil?

- Nurseries, County of Hawai'i, Waimea Businesses, Luala'i neighborhood

Source Text by Martin Kalungu-Banda, Presencing Institute

COLLECTIVE COMMUNITY VISION

- Waimea's community is shaped by it's environment.
- Don't change Waimea, let Waimea change you.
- Be a part of the Waimea value system.
- This is a place that embraces everyone when you step into shared kuleana and aloha.
- Collective kuleana requires each person to know and utilize his/her gifts, skills and talents.
- Emulate the environment for which you live.
- Waimea is changing. Let's protect and preserve the environmental and social character, integrity and health.
- A place where keiki and kupuna are cared for.



WHAT WORKED WELL

GROUNDING & GUIDING VALUES

The values that will foster connecton and shared kuleana to maintain and strengthen a beloved Waimea future are:

1 / BE HUMBLE

2 / GIVE BACK

3 / CONTRIBUTE

4 / KINDNESS

5 / FEELING OF HOME

6 / FEELING OF SAFETY

7 / ABILITY TO COME TOGETHER

The five month process met the initiative's intended primary outcome which was to increase the capacity of Waimea community with diverse perspectives to convene around shared goals and a common vision. This is evident by the prototype huis that are self-organizing around several priorities that surfaced from this initiative. In addition, Waimea Futures workshop participants are planning and coordinating public facing events that further important topical areas like: "Discovering Your Kuleana." Other community led events such as the Community Resilience Fair are incorporating salient themes and collective priorities as described in the Summary Report.

Further, the listening sessions consisted of generations spanning from twenty to eighty plus years old with residency from three to hundreds of years. As such, the vast majority of listening session discussions centered around generational stories that illuminated values and ethics that still hold relevance today. They are listed below.



AMYLIA-RAE GANDOLF

Administrative Support



KA'ALA BERTELMANN

Apprentice Facilitator



KELIKO HURLEY

Apprentice Facilitator

THE NEXT GENERATION

Three Waimea women in their early twenties provided instrumental administrative and recording support to the facilitation team. The lead facilitator intentionally invited Waimea's next generation youth to participate in the engagement and community weaving process to expose and equip them with foundational organizing skills. It is the intent of the lead facilitator to build upon Waimea's local capacity by mentoring kama'aina young women to gain the skills and experience to continue this kind of work.

MOVING FORWARD

Over the course of the five month process, there was clear articulation of community values that should further the development of a community vision and theory of action. The next six to twelve months will invite continuous learning and exploration of new possible solutions through short rapid prototypes that will be designed to be completed within six to eight weeks with minimum financial input. The prototypes will be charged with testing a hunch that may lead to a viable set of solutions to address one of the community's priorities that is also doable, scaleable, replicable and can produce measurable impact.

Learning Cohort I has already commenced and are tasked with conducting their prototypes through early December 2023. A second learning cohort will commence in January and run through March 2024. The learning and results of the prototypes will be shared publicly for which all interested Waimea residents may benefit from.



NEXT STEPS

RECOMMENDATIONS

- Support and advance up to eight prototype groups with Richard Smart funding through end of 2024
- Enable and empower community to self organize and create a self governance model that works in concert with HCF and other public-private partnerships
- Expand reach of this initiative to engage up to 10% of Waimea's population, including Waimea youth

NEXT STEPS

Phase II - Targeted Deliverables & Outcomes

Deliverables

- Tested and revamped process for distributing grant funding
- Piloted community governance model that identifies top common priorities; process to collaborate on strategies and actions; community-led decision making for grant distribution and resource sharing
- Developed an accessible, user-friendly Inventory of Programs, Projects & Prototypes; and affiliated contacts

Intended Outcomes

Developed playbook for community facilitators that reflects the insights and convening principles that are generated from the community conversation process

- Community circle participants will practice and refine a set of gathering practices so that diverse perspectives of a divided community can be voiced and considered
- Provide support and coaching to identified community fellow, facilitators, and scribes
- Provide relevant data to prototype hui's
- Increase collaboration and networking among Waimea organizations, businesses, and residents

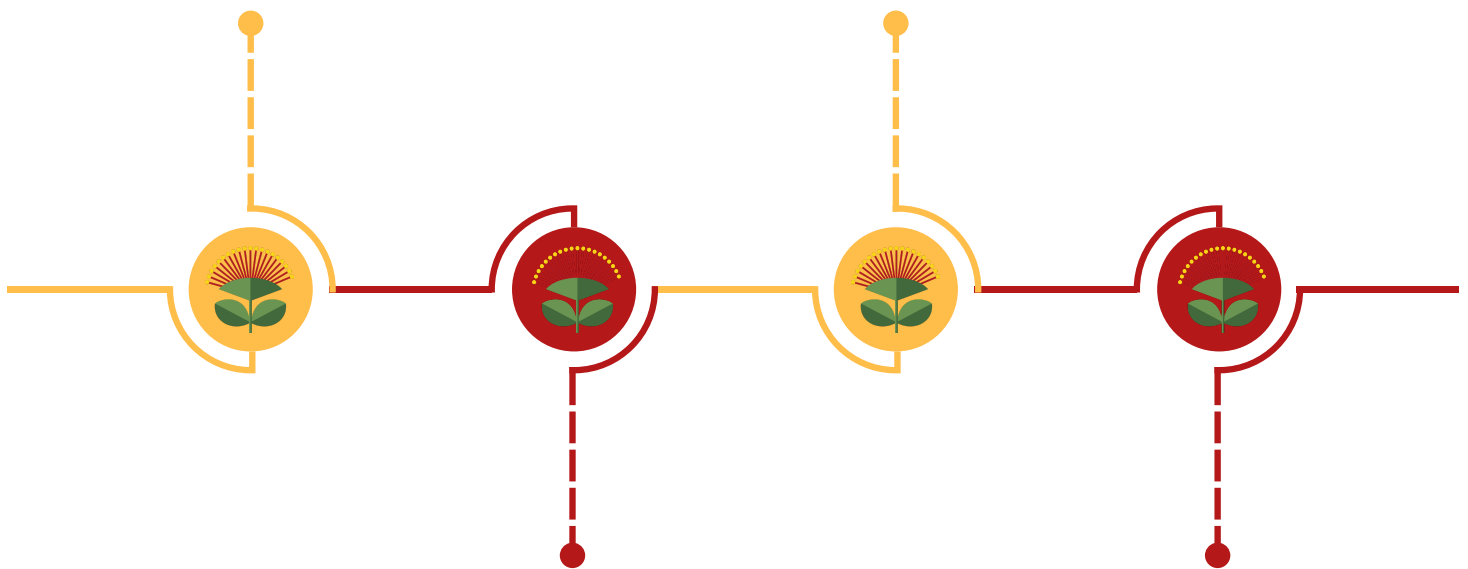
TIME LINE

JAN - MAY 2023

- Phase I: Data Review, Listening Sessions, Community Workshop

OCT 2023 - JAN 2024

- Community Advisory Process commences - learn, design & launch
- Oct 12th - First Meeting



MAY - DEC 2023

- Prototype Hui Cohort I convene, meet, design and take action

JAN - DEC 2024

- Prototype Hui Cohort 2-3 convene, meet, design and take action

KEY LEARNINGS & EMERGENT SOLUTIONS

- **What is working well?**

- **Heritage and Legacy**

- Paniolo charm and heritage
 - Place-based values, practices and traditions
 - Ex: Lei making, Paniolo, Farming, Voyaging, Mo'olelo and Place names, Hunting & Gathering
 - Community, Culture & Connectedness (an unwritten Social Contract)
 - Small town living - "a place where everyone looks out for each other and their children."
 - Feeling of safety and cohesion although there is worry that this is eroding
 - There is an expectation that residents (long-time and new) will be actively engaged in civic activities
 - Lot's of volunteerism takes place among Waimea residents
 - A place that fosters connection and mutual kuleana
 - When kōkua is needed, as a community member or neighbor, you are expected to show up and share whatever resources and skills that you are able to provide a fellow community member
 - Likewise, when you may need kōkua, community members will do their best to reciprocate
 - Waimea is a community of giving; of belonging to place and to one another; that steps up for one another in times of need and opportunity
 - Waimea is a place that fosters flexibility, adaptability and resilience
 - "We make things happen."
 - "We know how to help each other and show up for each other."
 - "I know my neighbors and they know me."
 - Waimea long time residents and generational lineal descendants expect that Waimea children and youth are raised to honor elder wisdom, display respect for others, and understand kuleana to place, 'ohana and community
 - Keiki, 'Ohana, Kupuna
 - Sense of community and extended sense of family
 - Vision - "A place where every child is cared for."
 - A safe place for keiki to grow up
 - Variety and quality of elementary and secondary schools: public, charter, Hawaiian language immersion, virtual/home school, independent
 - Variety of after school enrichment programs available to youth
 - Strong emphasis on environmental and cultural sustainability programs and experiences
 - Resident kupuna that posses valuable knowledge and expertise
 - There is appreciation for values, gathering spaces and events that foster 'ohana systems and intergenerational exchange
 - 'Āina/Nature/Natural Beauty/Resources
 - Natural beauty of Waimea
 - Mauna (mountains), Pu'u (hillsides), Nāhele (forests), Kahawai (streams), Ua/Makani (rain, winds), Kai (nearshore marine areas)
 - Connection and kuleana to water in Waimea or all things pertinent to water
 - Interconnectedness to 'āina
 - Waimea is an agricultural community - it is a food basket
 - 'Āina inspires a sense of beauty, wonderment and appreciation
 - Waimea - 'āina and elements shapes the activities and behaviors of the people
 - Knowing that we are privileged to be a part of Waimea

EARLY IDEAS & RECOMMENDATIONS

Built from our collective strengths to address our shared challenges

- **Keeping the Culture**

- Create a space & collective purpose that brings people together and contributes to the collective benefit of Waimea
- Waimea Concierge Desk
- Foster on-going learning and exchange; conversations and experiences to strengthen collective kuleana and connection to place
 - Create learning and community engagement opportunities (discover and/or deepen sense of kuleana for all residents)
- Document why we love Waimea through interviewing kupuna as a town-wide project.
- Define and teach what the community values to all new and returning residents

- **Affordable Housing**

- “Priced out of Paradise”
- Support DHHL to develop and award more lands
- Expand self-help housing
- Explore the feasibility of developing a Waimea land trust
- Define rezoning priorities that accommodates long time residents
- Define rezoning priorities focused on sub-dividing for generational benefit (not solely for profit)

- **Food Insecurity**

- Provide additional supports to local Food Hubs
- Determine the acreage of land and related agricultural resources needed to meet the nutritional needs of Waimea’s resident community

- **Lack of resources/information/good jobs**

- Create a directory of initiatives, subject matter experts, online resources, events
- A platform to match skills and talents with needs of community to provide ways to give and receive
- Provide more educational scholarships
- Create a town makerspace for all Waimea schools
- Create a directory and calendar of intercession program, summer internships and career (including the technical trades) exposure activities

- **WAI**

- Assure that all Waimea residents know the key names, wahi pana and mo’olelo of WAIMEA (all that pertains to water)
- Reforest targeted areas for water capture and recharge
- Improve or enhance access to water data to inform public and private care and use
- Generate more opportunities for youth to learn and care for wai
 - Ex: Conservation engineering club

PROTOTYPE LEADS & CONTACTS

Affordable Housing

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Community Emergency Communication Network

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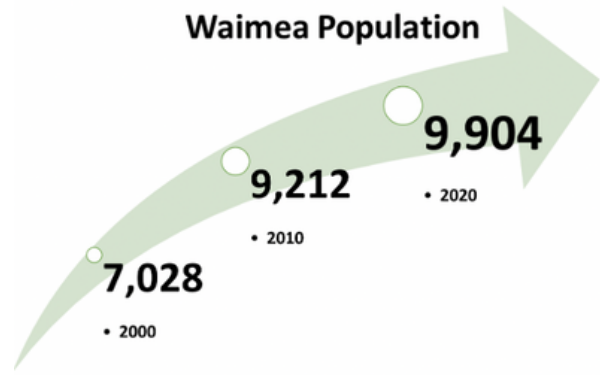
“WE NEED TO CONTINUE TO BE OPEN TO BEING
NURTURED AND SHAPED BY THIS ‘ĀINA. BECAUSE IT’S
WHAT BREEDS HARD-WORKING, ‘ĀINA CONNECTED
COMMUNITIES.”

DATA SUMMARY

DEMOGRAPHICS SUMMARY: WAIMEA CDP1, HAWAI'I HAWAI'I COMMUNITY FOUNDATION PROJECT, JANUARY 2023

POPULATION

- Waimea’s population has grown over the past 20 years
- For additional information about Hawai’i County In-migration (number of residents leaving Hawai’i), review the [2019 In-migration Summary](#) and [2009 In-migration Summary](#).
- For additional information about Hawai’i County incoming residents, review the [2001-2019 Intended Domestic Residents to Hawai’i Summary](#).
- U.S. Census respondents’ age and sex data reflect national trends.



Age, Sex	Waimea	U.S.
females	53%	51%
males	50%	50%
<5 years old	6%	6%
<18 years old	23%	22%
65 and older	18%	17%

Table 1: U.S. Census Bureau (2021). QuickFacts Waimea CDP, Hawai’i; United States. Retrieved from <https://www.census.gov/quickfacts/fact/table/waimeacdphawaii/US/PST045221>

ETHNIC DISTRIBUTION

- Over 1/3 of U.S. Census respondents’ (35%) are multiracial and selected Asian, White, and Native Hawaiian/Pacific Islander as the primary ethnicity they identify with.
- 41% of the U.S. Census respondents’ speak a language other than English at home.

Waimea Ethnicities	2000	2010	2020
Two or More Races	32%	35%	35%
Asian alone	20%	34%	26%
White alone	31%	18%	22%
Native Hawaiian, Pacific Islander	16%	12%	18%
Hispanic or Latino	8%	8%	6%

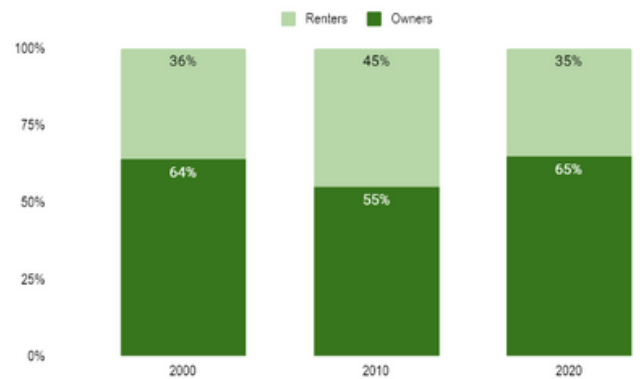
Table 1: (2001, 2011, 2021, U.S. Census Bureau)

“This place shapes us.”

HOUSEHOLDS

- Technology infrastructure was comprehensive, and U.S. Census respondents shared that 92% of households had access to a computer and 88% subscribed to broadband internet.
- In 2020 there were an average of 3,462 households composed of an average of 3 residents.
- In 2020 85% U.S. Census respondents reported living in the same home they did in 2019.
- In the past 20 years, owner-occupied housing has increased. In 2020 the median value of owner-occupied housing units was \$540,300 which is more than double the national average of \$244,900

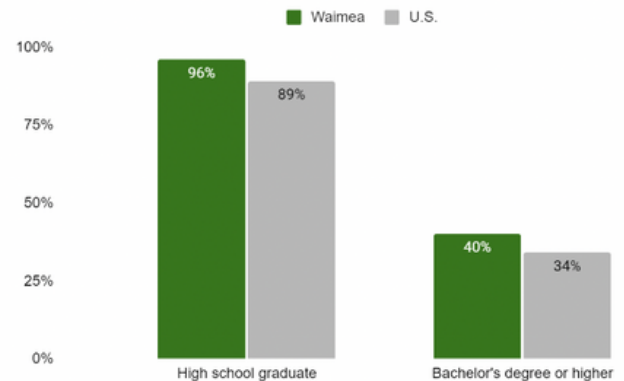
Waimea Homeowners and Renters



(2001, 2011, 2021, U.S. Census Bureau)

EDUCATION, WORKFORCE & INCOME

Educational Attainment



(2001, 2011, 2021, U.S. Census Bureau)

- In 2020, Waimea's high school diploma and college degree rates were above the national average.
- In 2020, Waimea's median household income was more than \$21,000 above the national average.
- Waimea's 10% poverty rate is below the Hawai'i Statewide average 15% in 2022. For additional information about Hawai'i's Asset Limited, Income Constrained, Employed (ALICE) data, review the [2022 ALICE Report](#).
- Between 2010-2020, Waimea's civilian employed population grew from 5,160 to 5,307.
- In 2020, over 50% of Waimea's civilian employed population were in the following industries, 1) Arts, entertainment, recreation, 2) Educational services and healthcare/social assistance.
- The following four industries grew between 2010-2020, 1) Educational services and health care/social assistance, 2) Public administration, 3) Finance and insurance, real estate/rental/leasing, 4) Other services, except public administration
- Between 2010 and 2020, the majority of Waimea residents were employees of a private company

EDUCATION, WORKFORCE & INCOME (CONT.)

DEMOGRAPHICS SUMMARY: WAIMEA CDP1, HAWAI'I HAWAI'I COMMUNITY FOUNDATION PROJECT, JANUARY 2023

	Waimea	U.S.
In civilian labor force	67%	63%
Median household income	\$90,343	\$69,021
Annual per capita income	\$40,382	\$37,638
Persons in poverty	10%	12%

(2001, 2011, 2021, U.S. Census Bureau)

Waimea Ranked Industries for Civilian Employed Population		
	2010	2020
1	Employee of private company workers	Employee of private company workers
2	Self-employed in own incorporated business workers	Private not-for-profit wage and salary workers
3	Self-employed in own not incorporated business workers and unpaid family workers	Local, state, and federal government workers
4	Local, state, and federal government workers	Self-employed in own incorporated business
5	Private not-for-profit wage and salary workers	Self-employed in own not incorporated business and unpaid family workers

Waimea Industries	2010	%	2020	%
Arts, entertainment, and recreation, and food services	1,478	30%	1,529	29%
Educational services and health care/social assistance	587	12%	1,326	25%
Professional, scientific, management, and administrative waste mgmt services	653	13%	606	11%
Retail trade	635	12%	416	8%
Construction	654	13%	362	7%
Agriculture, forestry, fishing and hunting, mining	372	7%	297	6%
Public administration	85	2%	236	4%
Finance and insurance, real estate/rental/leasing	106	2%	180	3%
Other services, except public administration	145	2%	177	3%
Manufacturing	225	3%	71	1%
Transportation and warehousing, and utilities	55	1%	64	1%
Information	85	2%	22	0%
Wholesale trade	80	2%	21	0%
TOTAL	10,320		10,614	



WAIMEA COMMUNITY REPORT

SEPT 2023 // PREPARED BY MAHINA PAISHON - DUARTE
FOR HAWAI‘I COMMUNITY FOUNDATION

DESIGNED BY ALL I SEE IS ART LLC.