Purpose of Survey

Survey Introduction

PURPOSE

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

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

And the City is committed to continuing the conversation. At the conclusion of this report, a reader will find that the City will continue to reach out to solicit your feedback in future surveys and at oercity.honolulu.gov as we determine funding priorities through 2024.
1,191 of our neighbors on Oahu completed the online survey. Nearly 700 Oahu residents included written comments.

Mahalo to our neighbors who took the survey. There’s significant community desire for input on FRF initiatives and other City projects.
Outreach

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

Responses Per Week

Communications & Outreach
Traditional Media
OCR drafted and distributed press release and managed interview availabilities with OCR Director. This resulted in six stories.

Email Distribution
OCR sent emails to numerous community partners and organizations asking for assistance in publicizing the survey link. Additionally, the RFF survey was highlighted in the OCR newsletter on four occasions with a total of 969 link clicks.

Social Media
OCR created and distributed social media assets via One Oahu social media platforms with organic reach and paid advertising campaigns totaling over 3,300 impressions.

Direct Outreach & Presentations
OCR Director presented to a variety of stakeholders and interest groups about the survey to solicit assistance in publicizing the survey link.
Geographic Data
# Community Priorities for FRF Use

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
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<tbody>
<tr>
<td>Economic &amp; Workforce Development</td>
<td>5.27</td>
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<tr>
<td>Public Health</td>
<td>5.17</td>
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<tr>
<td>Housing Access</td>
<td>5.05</td>
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<td>Individual &amp; Family Support</td>
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<td>Vulnerable Populations</td>
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<tr>
<td>Climate Change &amp; Environment</td>
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<tr>
<td>Arts &amp; Culture</td>
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Key Takeaways

Economic Development and Workforce
Rebuild small businesses impacted by COVID-19. Workforce development and job training were also ranked highly.

Public Health
A high priority but respondents’ focus is moving toward recovery as the Omicron variant surge wanes.
Key Takeaways

**Housing Access**
Viewed as access to affordable housing or in relation to homelessness. Lack of affordable housing called out by some as a cause of the state’s “brain drain.”

**Public Health, Public Safety, and Vulnerable Populations**
Many connected these priorities. Residents see homelessness as the intersection of these issues.
Key Takeaways

**Climate Change and the Environment**
More options need to be presented for residents to better understand this as an FRF priority.

**Arts and Culture**
While not ranked highly as a standalone priority, many want to see cultural integration in recovery programs.
QUESTIONS & ANSWERS