

Ala Moana Neighborhood Transit-Oriented Development Plan

Community Survey EXECUTIVE SUMMARY November 2012



Department of
Planning & Permitting



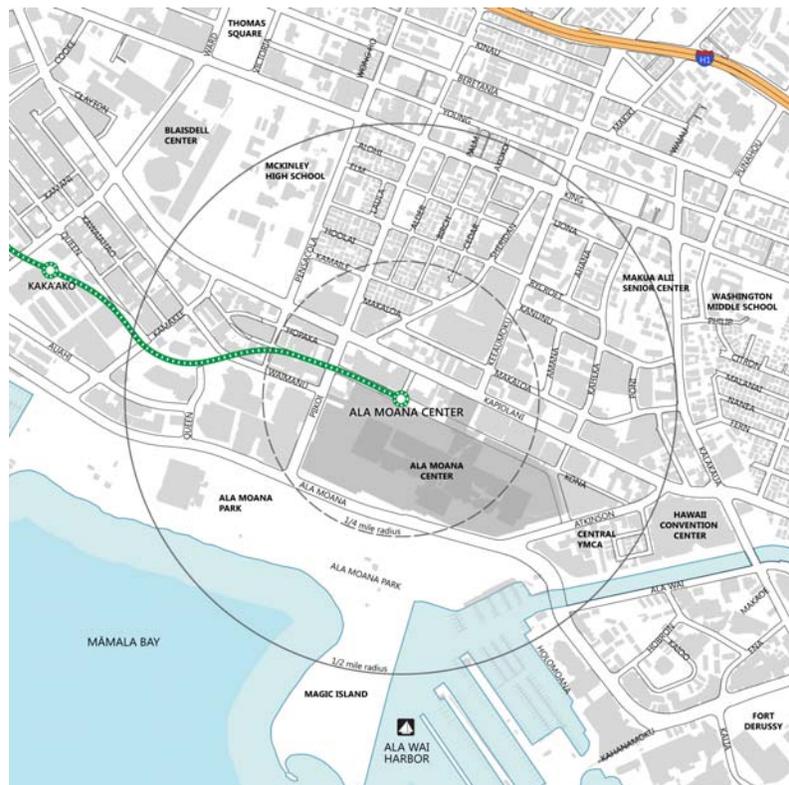
Survey Background

Survey Purpose

The Department of Planning and Permitting (DPP) of the City and County of Honolulu sought to capture the perspectives of residents living near the planned Ala Moana Center rail transit station. National Research Center, Inc. (NRC) assisted the City in conducting a survey to assess residents' perceptions about their neighborhood and opinions about potential transit-oriented development (TOD) opportunities in this area. The results of the survey, combined with other sources of community input, will help the DPP make plans to guide future public investment and development around the rail station.

Survey Methods

A randomly selected sample of 1,350 households within a half mile of the planned Ala Moana Center station was mailed the survey. These 1,350 households were 11% of the total number of households (12,797) estimated to be within a half mile of the station location. Of the 1,350 mailed surveys, 1,315 were delivered to occupied households. A total of 373 completed surveys were received, for a response rate of 28%; this is a strong response rate compared to those that NRC typically sees for surveys in large cities. The margin of error is plus or minus five percentage points around any given percent for the entire sample.



Survey Reports

This executive summary of survey results highlights key findings for the entire Ala Moana sample. A full report of survey methods and results, including the survey itself and responses categorized by gender and tenure (whether the resident owns or rents their home), can be found online at:

devhonolulu.dpp.org/planning.aspx.

Survey Findings

Community Values

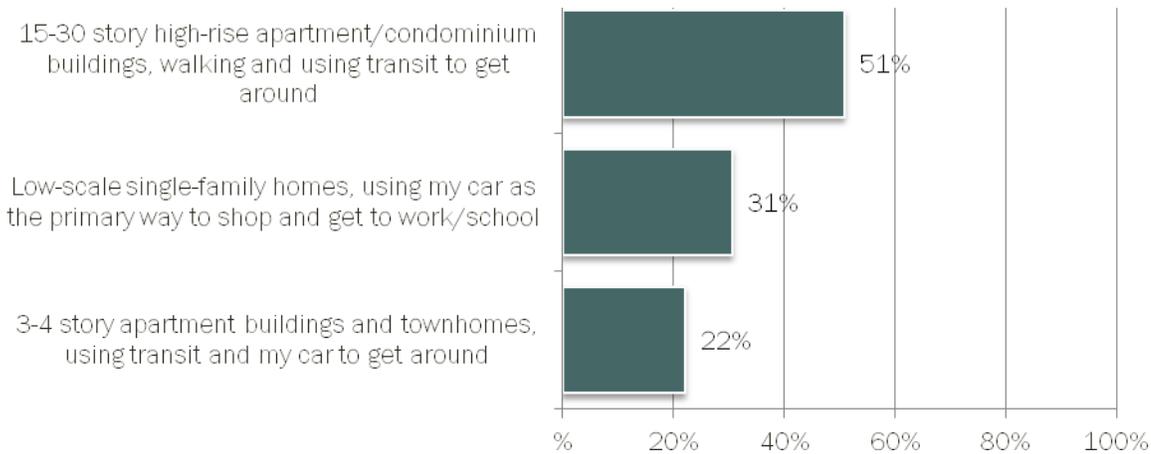
Convenience to shopping, jobs, transit, and recreation is of utmost importance to Ala Moana residents.

Ala Moana residents said that what they liked most about their neighborhood was its proximity to shopping, jobs, bus stops, and recreational areas and facilities. Businesses of all types were close by, and residents gave them good marks for quality. Consistent with these views, residents identified the following as the most important landmarks or characteristics to preserve: parks and beaches, including Ala Moana Beach Park, ocean views, and restaurants and shopping, including Ala Moana Center.

Most residents value living in an urban neighborhood.

When asked what type of neighborhood they most desired to live in, about half of residents identified Ala Moana as their ideal – a neighborhood with high-rise apartment buildings where you walk and use transit to get around. Thirty-one percent would rather have a neighborhood with single-family homes and would be happy to primarily use a car for transportation, and the rest (22%) were looking for something in-between (using cars and transit and living in lower-rise multi-family housing).

What type of neighborhood do you most desire to live in?



Beyond location, residents value affordability, quietude and cleanliness, safety, and sense of community.

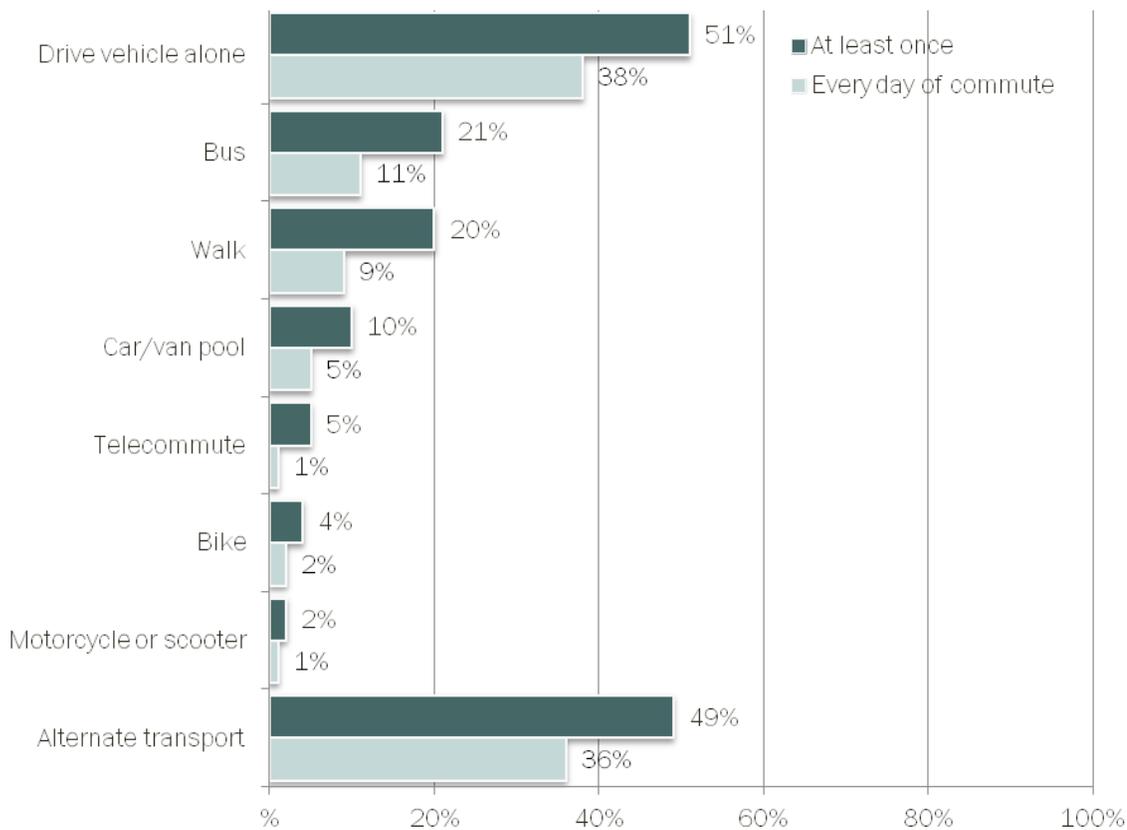
Residents said the worst things about the Ala Moana neighborhood were the expense, noise, and anonymity (they don't know many neighbors). When asked what one thing they would do to improve their neighborhood, they most often said: address homeless issue, add sidewalks, crosswalks and bike lanes, reduce noise, and improve the cleanliness and appearance of the area.

Resident Mobility

Ala Moana residents frequently commuted by alternate travel modes.

About half of the residents of Ala Moana who are working or attending school use alternate transportation modes for at least one day of their commute each week, and half drive alone at least once a week. About one-quarter alternate between driving alone and other modes; 38% always drive alone; and 36% always use alternate transportation modes. Walking and taking the bus are the most commonly used alternate transportation modes, and the most highly rated modes of travel overall. Car travel was rated as more challenging, and bike travel was identified as the most difficult.

Commuted by travel mode in prior week (if worked or attended school)



**Alternate transportation= bus, walk, bike, car or vanpool or telecommute.
Total may exceed 100% as respondents could use more than one mode.*

Most have heard that rail transit is coming, and around half plan to use it.

Almost everyone was aware of the rail transit project before they received the survey, and about half of the respondents said they were somewhat or very likely to use rail transit when it was built. They were least likely to use it for their work commute and more likely to use it for social reasons (likely because nearly 40% work nearby in Ala Moana, Kakaako or Waikiki).

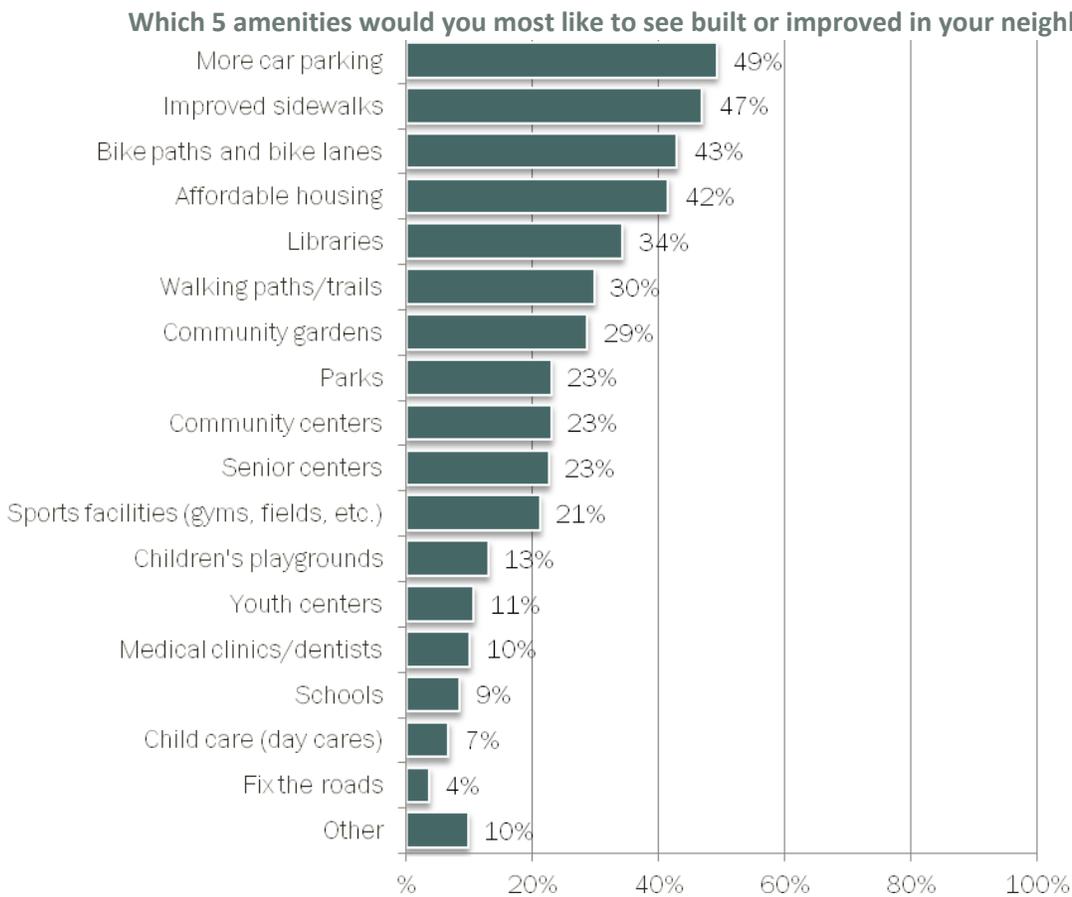
Neighborhood Amenities

Parks are well used, but there are some safety concerns.

Most Ala Moana residents use their local parks; a majority use them at least a few times a month, and many use them a few times a week. Residents feel safe in the parks during the day but less so at night. Most feel unsafe when homeless people are in the park.

Ala Moana residents want more transportation amenities.

Residents were asked what five amenities they would most like to see built or improved in the Ala Moana neighborhood, and the top three concerns were related to mobility. About half wanted to see more car parking (49%) and improved sidewalks (47%), and 43% wanted more or improved bike paths and lanes. Many also wanted to see more affordable housing (42%) and more or better libraries (34%) in the community.



Total exceeds 100% as respondents chose five items.

Ala Moana hosts a wide range of businesses but lacks community resources.

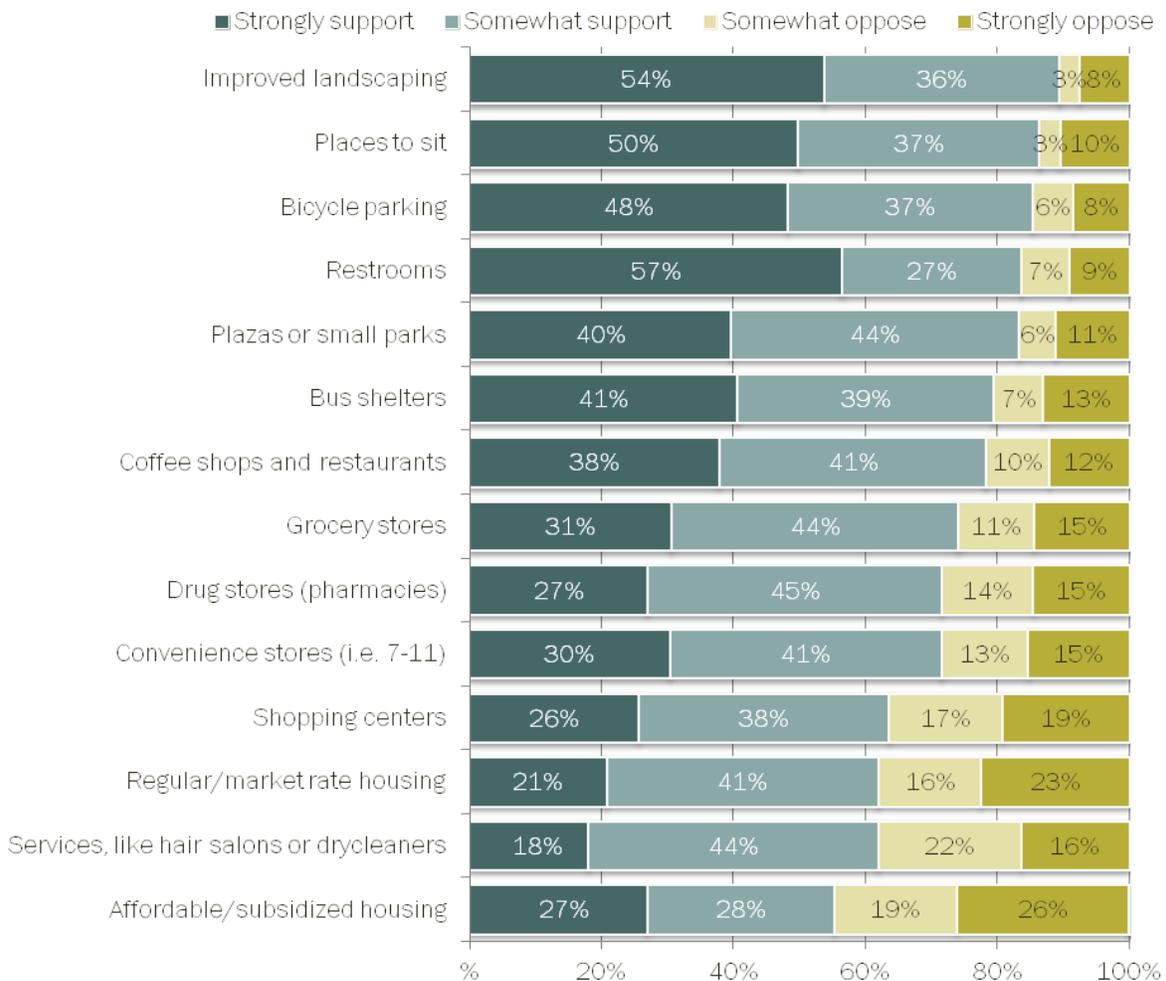
Residents described Ala Moana as a neighborhood with a broad range of businesses but fewer community resources. Most Ala Moana residents agreed that there were medical and dental clinics, as well as schools, in the community, but fewer than half identified affordable housing, libraries, child care, and community, youth or senior centers.

Development Opportunities

Residents support a variety of new uses and amenities near the planned rail station.

When residents were asked which of a list of amenities they would support (or oppose) being built near the rail station at Ala Moana Center, most supported every amenity listed. Strongest support was for improved landscaping and places to sit, and weakest was for affordable/subsidized housing (still supported by 55%).

Support for building the following near your closest proposed rail station



Kapiolani, Keeaumoku, and Piikoi are most in need of streetscape improvements.

These streets were the most frequently mentioned as uncomfortable or dangerous for pedestrians. The most common reasons were poor pedestrian crossings, signs, lights and signals, and lack of attentiveness. Many residents just felt these streets were too busy to be safe for pedestrians.

Parks and parking are most desired.

When asked how much they supported various types of new development near Ala Moana Center, parks and parking structures received the strongest support, followed by retail stores and services, and residential townhomes. There was more opposition to the development of hotels, residential towers, and offices.

For more information about TOD planning around the planned Ala Moana rail station and a full report of survey results, please visit <http://dev.honoluluapp.org/planning.aspx>. Paid for by the taxpayers of the City & County of Honolulu.