Affordable Housing Symposium: Socio Economic Panel

Building Sustainable Local Living Economies
Beyond Shelter....a basic human need.

Holistic and innovative approach towards aligning plans, development of policies, and funding priorities associated with Sustainable Affordable Housing.
Sustainable Local Living Economies

UOG: The “Honest Broker”

- ASSESSMENT OF NEEDS – CONSISTENT, RELIABLE DATA
  - “Information Agenda”
    - Develop appropriate data policies, consistency in data gathering and reporting
      - Guam Comprehensive Housing Study (2009)
        - (e.g., at least 51% of residents are low- or moderate-income persons)
  - Drive Policy Agenda
    - “Affordable Housing”
    - “Decent” Standard of Living
    - Close the gap between the “Have’s” and the “Have not’s”
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UOG: The “Honest Broker”

• Results of holistic approach to the information and planning agenda....

Long-term sustained quality of life
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Long-term sustained quality of life...
- Requires effective community and economic development
  - Examples:
    - Accessible, affordable homes and community services
    - New job creation (entrepreneurial)
    - Higher skilled wages
    - Improved tax revenues
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Building Sustainable Communities...

Proposed Community “Cluster” Framework

• Policy/ies for Community Planning and Development in Designated Area(s)

• Community Partners
  • Map Clusters of Partners per Community

• Community Assets
  • Those that translate to augmented sustaining services

• Engage in development of a holistic approach, a framework for sustainable pleasant neighborhoods.
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Where people want to live and work, now and in the future

(Sir John Egan, ODPM, 2004)

• Proposed Community “Cluster” Framework
  • The “Holistic Approach”: Build a self-reliant local economy (Judy Wicks, BALLE)
    • Improve and Increase Access to Jobs, Build Disposable Income Levels to Sustain Home Ownership
      • Build Entrepreneurial Capacity in Villages
        – Capitalize on Guam Branding Initiative – “We are Guam”
        – Benefits:
          » Access to Nearby Jobs
          » Reduce Transit/Commute Issues (Opportunity Cost of Reduced Transportation Costs)
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- Holistic “Clustering” Approach Needed
  - Resources, Funding are Limited
  - Existing and Proposed Plans
    - Master, Land Use, Strategic, etc.
    - (e.g., North/Central Guam Land Use Plan, Guam CEDS, PY2010 Guam annual Action Plan)
  - Existing Studies
    - (e.g., Guam Comprehensive Housing Study, GHURA, 2009)
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• Holistic “Clustering” Approach Needed

  – Need to leverage limited resources among Cluster of Partners to Sustain Local Living Economies within a Safe, Affordable, Pleasant Community LONG-TERM

  • Local Government Partners
  • Federal Government Partners
  • Private Sector Partners
  • NGOs/Education Institutions
  • Not-for-Profits
  • Volunteer Groups
  • Others
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• **Example: HUD/GHURA**

• **Community Development Block Grants**
  
  – Make economic opportunities available and accessible
    
    • Develop a microenterprise incubator
    
    • Support historic preservation and cultural efforts through affordable economic opportunities

• Support sustainability of ongoing economic opportunities
  
  • Construct or rehabilitate public transit facilities and key points in the mass transit route.
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Hagåtña Revitalization - Cluster of Partners

- U.S. DOC – EDA
- UOG Cluster of Partners
- Department of Chamorro Affairs/Hagåtña Restoration and Redevelopment Authority (HRRA) Board
- Government Agencies (Local, Federal)
- Private Businesses, Guam Chamber of Commerce
- Guam Museum Foundation, Inc.
- Mayors Council of Guam – Hagåtña Mayor’s Office
- Others

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Cluster: “Revitalizing Downtown Hagåtña”

- Leverage Small Business Resource Partners, Graduating Business Students’ Concepts for small business development
  - Heritage Tourism Tour, Pure Hagåtña Pier Beauty
  - Children’s Museum, The Hagåtña Promenade
  - Boardwalk – Paseo de Susana
- DCA, HRRA - Tie in with Hagåtña Master Plan
- Local Government, Businesses - Center for government, finance, historic sites
- GPT - Preservation of rich culture, heritage through historical village
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Hagåtña Revitalization - Technical Assistance EDA-funded

• Conduct a feasibility study of the commercial mixed use of Downtown locations.
• Analyze consumer demand for goods and services.
  – Will include in planned comprehensive demand survey for Hagåtña offerings, efficacy of demand for affordable housing in Hagåtña.
• Contemplate and develop a portfolio of Downtown commercial activities.
• Formulate implementation strategies.
• Identify sources of funding for commercial activities.
• Propose economic policies to facilitate economic stimulation and growth.
### Table 5. Likelihood of Boomers and Millennials to Consider Living in Downtown Hagåtña within the Next 3 Years  
(Enriquez and Williams, 2010)

<table>
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<tr>
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<th>Early Baby Boomers</th>
<th>Late Baby Boomers</th>
<th>Early Millennials</th>
<th>Late Millennials</th>
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<tr>
<td>Very Likely</td>
<td>6.98%</td>
<td>6.00%</td>
<td>8.06%</td>
<td>2.70%</td>
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<tr>
<td>Somewhat likely</td>
<td>6.98%</td>
<td>10.00%</td>
<td>14.52%</td>
<td>10.81%</td>
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<td>Somewhat unlikely</td>
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<td>10.00%</td>
<td>29.03%</td>
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<td>58.14%</td>
<td>58.00%</td>
<td>40.32%</td>
<td>27.03%</td>
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<td>DON’T KNOW</td>
<td>2.33%</td>
<td>6.00%</td>
<td>8.06%</td>
<td>16.22%</td>
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<tr>
<td>TOTAL</td>
<td>N=43</td>
<td>N=50</td>
<td>N=62</td>
<td>N=37</td>
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</table>
Table 6. Factors that will Increase Likelihood of Living in Downtown Hagåtña

- State of the Art Gymnasium or Recreation Center
- Better roads
- Coffee and tea venues, bicycle and walking paths, living quarters--artist lofts, condos, bed & breakfast
- Better parking and public transportation, better streets
- One GovGuam building to do business, pay bills, etc.
- Shady walking areas, More pedestrian areas
- Requires a good clean up, removing eyesores (buildings)
- River walk and small sit down restaurants, coffee shops, gift shops
- Accessible sidewalk/street crossings for blind, public restrooms
- Some unification of all aspects of Agana. There is nothing in Agana that accentuates being so close to the water.
- Family entertainment
- **Condos**
### Sustainable Local Living Economies

Table 6. Factors that will Increase Likelihood of Living in Downtown Hagåtña

- More convenient parking: garage or slanted, one way parking for tight areas
- More parking at Chamorro Village
- A boardwalk
- By entertainment= more cultural activities; it plays a huge attraction and also cultural huts, or carabaos, or even what they used back then
- Busy City Environs
- Clean, Agana River, used for light kayaking with small outside eateries along the banks. You can kayak up to the eatery, eat, and then kayak back. Kayak rentals would be a boost to downtown visitors
- Cultural activities and better job opportunities
- Historical/cultural attractions w/in walking distance
- Convention/sports/events arena complex
- **Affordable housing**
  - More stuff to do. Make Hagåtña the MECCA!
  - Walking trails, recreational activities, improvements at Paseo
  - More child friendly entertainment/venues
  - Local Cultural Festivals - Arts, Music, Food, etc.

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Table 6. Factors that will Increase Likelihood of Living in Downtown Hagåtña

- I think that entertainment centers that include several of the above options concentrated in a general area and that is within walking distance to apartment or condo type living structures would contribute to the patronization of the area. People by nature like to watch other people and interact with them. **Having increased residents** who can take advantage of lower food prepared costs and the ability to lounge and watch or interact with other people would create the right environment for growth..... Huge library

- Attractions, Amusement Parks, Slingshot, Gameworks
- Park and extensive playground for children (bike lanes, especially on weekends). Great place for bike rides since less traffic (Paseo loop gets boring)
- More sidewalks & walking/jogging paths
- Medical facility
- Open space botanical & birds garden
Table 6. Factors that will Increase Likelihood of Living in Downtown Hagåtña

• Shopping Center with Pacific Region Specialty Shops
• Make it become the red light district of Guam. or improve the marina to have more better water activities
• Recreational activities
• Better Public Transportation
• Renovation must involve relocating the homeless found in the post office and near the bank of Hawaii
• Cleaner and better maintained parks and recreational areas for exercise and physical activity. ...walk at Paseo and go to Paradise Fitness Gym, Post Office.
• Family related activities, events, and festivals
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• **Historic Inalajan Revitalization**
  - Guam Preservation Trust – Cluster of Partners
  - Mapping of Historic Community Assets
    - Engagement with Village Residents
    - Opportunity for building entrepreneurial capacity
    - Alignment with “We are Guam” Branding Initiative (Guam Visitors Bureau + Cluster of Partners)
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Village Outreach - Cluster of Partners

• Mayors Council of Guam
• Guam Business Resources in Action
  – Guam SBDC, Guam PTAC, Guam VBOC, and UOG Pacific Center for Economic Initiatives
  – In partnership with Mayors Council of Guam, and other community (local, private) and existing partners
  – Goal: Build greater awareness of services and available funding resources at the grassroots level
  – Stimulate entrepreneurial activities, new job creation and retention

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Farmers Cooperative Association of Guam, Inc. (Co-Op)

- Cluster of Partners

  (Facility Development)
  - University of Guam Cooperative Extension
  - USDA Rural Development
  - Bureau of Statistics and Plans
  - Guam Hotel & Restaurant Association
  - Micronesian Chefs Association
  - Etc.

  - Strategic Plan
    - Farmers Market
    - Import Substitution;
    - Success – Cherry Tomatoes
    - Identified Soursop as a target fruit for value-added processing
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“10% Shift - Buy Local Initiative” – Cluster of Partners

• Office of the Governor
• Guam Economic Development Authority
• Guam Chamber of Commerce-Guam Young Professionals
• Guam Hotel and Restaurant Association
• Guam SBDC, UOG PCEI, Guam PTAC, Guam VBOC
• Federal government partners (e.g., DOI)
• Others
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Si Yu'os Ma'åse’!

www.uog.edu
abe@uguam.uog.edu

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