

# Affordable Housing Symposium: Socio Economic Panel

## Building Sustainable Local Living Economies



# Sustainable Local Living Economies



University of Guam  
Pacific Center for Economic Initiatives

**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”

# Sustainable Local Living Economies



UOG: The "Honest Broker"

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

Long-term sustained quality of life

# Sustainable Local Living Economies

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

# Sustainable Local Living Economies

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.

# Sustainable Local Living Economies

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)

# Sustainable Local Living Economies

- **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)



# Sustainable Local Living Economies

- **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

# Sustainable Local Living Economies

- **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.

# Sustainable Local Living Economies

## 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

# Sustainable Local Living Economies

**Approached as a Village Incubator Concept** (Begin with Downtown)

## Cluster: “Revitalizing Downtown Hagåtña”

- Leverage Small Business Resource Partners, Graduating Business Students’ Concepts for small business development  
<http://guamnewswatch.com/201012033762/Local-News/UOG-Students-Aim-To-Revitalize-The-Capital-Village-Of-Hagatna.html>
  - Heritage Tourism Tour, Pure Hagåtña **Pier** Beauty
  - Children’s Museum, The Hagåtña Promenade
  - Boardwalk – Paseo de Susana
- DCA, HRRRA - Tie in with Hagåtña Master Plan
- Local Government, Businesses - Center for government, finance, historic sites
- GPT - Preservation of rich culture, heritage through historical village

# Sustainable Local Living Economies

## 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.

# Sustainable Local Living Economies

Table 5. Likelihood of Boomers and Millennials to Consider Living in Downtown Hagåtña within the Next 3 Years (Enriquez and Williams, 2010)

	Early Baby Boomers	Late Baby Boomers	Early Millennials	Late Millennials
Very Likely	6.98%	6.00%	8.06%	2.70%
Somewhat likely	6.98%	10.00%	14.52%	10.81%
Somewhat unlikely	25.58%	10.00%	29.03%	43.24%
Very unlikely	58.14%	58.00%	40.32%	27.03%
DON'T KNOW	2.33%	6.00%	8.06%	16.22%
TOTAL	N=43	N=50	N=62	N=37

# Sustainable Local Living Economies

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.



# Sustainable Local Living Economies

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

# Sustainable Local Living Economies

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

# Sustainable Local Living Economies

- **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)

# Sustainable Local Living Economies

## **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

# Sustainable Local Living Economies

## 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



# Sustainable Local Living Economies

## **“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

Sustainable  
Local Living Economies

*Sí Yu'os Ma'áse'!*

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