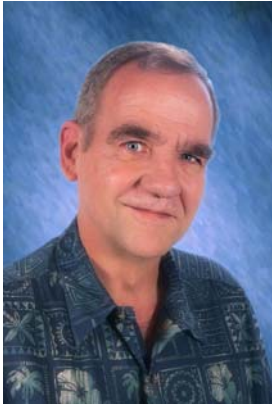


**JOHN M. KNOX, PH.D.**  
(John M. Knox & Associates, Inc.,  
e-mail [jmk@johnmknox.com](mailto:jmk@johnmknox.com))



Dr. Knox has more than 25 years of experience in social, economic, and community research — as a consultant, a survey researcher, an academician, and a community facilitator. Much of his work has involved public policy research and/or issues related to economic and land use development, although his recent practice has also focused strongly on community indicators and social program evaluation. While a large part of his consulting career has dealt with aspects of resort development in Hawaii, he also has substantial expertise in other land use issues (including energy projects, recreational communities, and commercial development) ... public policy planning and program evaluation ... market research and feasibility analyses ... and community input to planning processes. His professional activities also took him to Guam and the Philippines in the 1990s.

He developed Hawaii's first full-service socio-economic impact consultancy, "Community Resources, Inc.," which employed up to 10 people at the peak of resort development and planning activities in Hawaii during the early 1990s. Community Resources was known for excellence in both quantitative and qualitative aspects of its research activities and for its working partnerships with community groups facing major change and development. In early 1995, he sold the name and assets of that company, and functioned as a sole practitioner under the renamed corporate identity "John M. Knox & Associates, Inc." In the 2000s, he re-opened a downtown Honolulu office and again has several staff members, as well as a network of key associates.

#### **PROFESSIONAL EXPERIENCE**

- 1995- Independent consultant, head of **John M. Knox & Associates, Inc.**, research consultancy.
- 1999-2002 Project Director (part-time), Univ. of Hawaii, Social Science Research Institute (primarily evaluation/outcomes activities - Office of Youth Services and DOH Alcohol & Drug Abuse Division – community indicators for abuse prevention needs assessment).
- 1998-2000 Executive Director (part-time), Hawaii Council on Economic Education.
- 1984-95 President of **Community Resources, Inc.**, an independent consultancy specializing in socio-economic impact assessment, public opinion research, and program design/evaluation. Roughly half the company's practice involved quantitative or qualitative research into various aspects of Hawaii's visitor industry.
- 1981-83 Director of Research at **SMS Research**. Designed and supervised numerous market research projects involving Hawaii tourism. Duties involved creation and implementation of systems for overall corporate research efforts; direct supervision of individual projects; preparation of written reports; and general marketing.
- 1979-80 Operated private consulting company, **dba "Community Resources"** (which became a division of SMS Research in 1981, then was renewed as an independent company in 1983, then sold back to SMS in 1995). Conducted planning research, social impact analysis, and community dialogue for clients in both the public and private sectors.
- 1970-73 Journalist, **Honolulu Advertiser**; duties primarily involved covering planning, government, and political news. President, City Hall Correspondents' Association.
- 1969-70 Hawaii Island journalist (Hilo Radio KHLO and Kona Times biweekly newspaper).

#### **EDUCATION**

- Ph.D.** (1983) in Psychology, University of Hawaii (dissertation topic: social impact assessment).
- M.A.** (1977) in Social Psychology, with Certificate in Planning Studies, University of Hawaii.
- B.A.** (1968) in Speech, University of Michigan.
- National Merit Scholar** (1964), Findlay High School, Findlay Ohio.

## SELECTED KEY REPORTS AND PUBLICATIONS

### **Socio-Economic (and/or Socio-Cultural) Impacts/Forecasts – Tourism, Military, Other Topics (Dozens of individual project reports prepared over time; see subsequent pages)**

- 2004 Socio-Cultural Impacts of Tourism in Hawaii (General Population). Prepared for Hawaii State Dept. of Business, Economic Development, & Tourism as a stand-alone portion of the “Sustainable Tourism Study” (above) – historical analysis of socio-cultural issues in Hawaii, plus statistical analysis of selected issues (e.g., tourism and crime).
- 2002 Socio-Economic Impact of “Critical Habitat” Designation. Prepared for Queen Liliuokalani Trust. Analysis of economic and social results of proposed federal restrictions on development of future Hawaii Island business development site.
- 1996 Elements of Good Socio-Economic Impact Forecasts. Through Hawaii State Dept. of Business, Economic Development & Tourism, for visiting Cebu delegation.
- 1980s-1995 Computer Models of Labor Supply - Demand and Growth Impacts of Resort or Other Forms of Economic Development. As part of numerous socio-economic impact projects in this period, utilized age-cohort analyses, labor multipliers, and other coefficients to estimate in-migration, housing needs, and fiscal impacts. These were applied in their fullest forms in Maui County, where they became the base for the Maui Planning Department’s forecasting system and where they were also used to satisfy court-mandated growth impact assessments for the Kahului Airport runway extension.
- 1994 Socio-Economic Impact of Proposed Land Use Changes, Bellows AFS. For Belt Collins Hawaii and Commander-in-Chief, U.S. Armed Forces in the Pacific.
- 1992 Ko’ele Resort Housing Social Impact Assessment. Prepared for Castle & Cooke Properties & Maui County Council. Assessment of upscale resort recreational project, including literature review and original research from Caribbean islands to Colorado.
- 1992 Socio-Economic Impact Assessment of New U.S. Navy Activities in Guam. Prepared for Belt Collins & Associates and for U.S. Naval Facilities Engineering Command. Assessment of relocation of United States Navy base from Philippines to Guam.

### **Tourism Planning and Socio-Economic Management Systems**

- 2005 "Sustainability in a Mature Mass Tourism Destination: The Case of Hawaii" (with Pauline Sheldon & Kem Lowry). *Tourism Review International*, 9 (1), 47-59.
- 2002-2004 Planning for Sustainable Tourism in Hawaii. Contractor for Socio-Cultural and Public Input Component for Hawaii State Dept. of Business, Economic Development & Tourism. Multi-faceted project includes creation of multi-stakeholder Study Group, developing goals, indicators, and currently emerging proposal for Hawaii Sustainable Tourism System.
- 1998 Diamond Head State Monument Master Plan – Social Impact and Revenue Analysis. For PBR Hawaii, Inc. and Hawaii State Dept. of Land and Natural Resources.
- 1997 Community Partnership in Resort Development. (Lead author.) Through Hawaii State Dept. of Business, Economic Development & Tourism, for Asian Productivity Organization.
- 1991 Kuilima Resort Socio-Economic Needs Assessment Study. Analysis of employment, child care, and affordable housing needs of Oahu North Shore residents and Kuilima Resort employers. Part of 5-year project with community advisory committee to assure rural area resort would meet needs of community partners.

### **Resident Surveys – Tourism and Other Major Policy Issues**

- 2004 "Native Hawaiian Community Survey" – Analysis/design of survey on cultural issues and Native Hawaiian demographics. Prepared for the Kamehameha Schools.
- 2003 “Sustainable Tourism” Survey – Resident attitudes on visitor industry quality and growth issues. Prepared for Hawaii State Dept. of Business, Economic Development, & Tourism.

- 1999-2006 Surveys of Resident Sentiments on Tourism in Hawaii. (With Market Trends Pacific). through and for the Hawaii Tourism Authority.
- 2000 Attitudes Toward Honolulu Municipal Recreation Facilities. For PlanPacific, Inc. and Honolulu City Parks Dept., as part of City recreation master plan.
- 1995 Hawaii Workplace Discrimination Surveys (3 interrelated studies). Two original surveys and one census survey analysis of Hawaii workers on discrimination, harassment, and wage equity.
- 1989 1988 Statewide Tourism Impact Core Survey (Executive Summary and 3 vols.). Hawaii's most extensive survey on objective and subjective socio-economic impacts of tourism. Prepared for Hawaii State Department of Business & Economic Development.
- 1988 A Survey of Employee Characteristics and Housing Patterns: Mauna Kea and Mauna Lani Resorts. Analysis of resort worker housing needs (part of series of such analyses).

### **Organizational Capacity Building, Strategic Plans, and Program Evaluations**

- 2004 Summative Evaluation: Pacific Asian Consortium for International Business Education and Research (PACIBER) – Diploma Program. Prepared for PACIBER and U.S. Dept. of Education, Fund for the Improvement of Post-Secondary Education.
- 2002 Research for Lanakila Rehabilitation Center's Strategic Planning. Secondary research, focus groups, and other guidance for center for disabled adults.
- 2001 Needs Assessment and Planning Study for Proposed New Kapahulu Community Center. Prepared for Kapahulu Center.
- 2002 External Review of the University of Hawaii Center for International Business Education and Research. (With Dr. Edwin Miller of University of Michigan)
- 2000 Evaluation of Kauai Violence Prevention Program. Prepared for Child & Family Service.
- 1996 Impact Assessment of the Ke Ola Pono Nō Nā Kūpuna Program for 1993-95. Prepared for Alu Like, Inc.
- 1994 Program Assessment: Native Hawaiian Culture and Arts Program. Prepared for Bishop Museum and NHCAP.

### **Community Indicators and Monitoring Systems**

- 2006 Community Profiles for Educational Assessment. Assist Kamehameha Schools in profiling candidate communities for early education initiatives.
- 2005-2008 Coastal Zone Performance Measurement System. Help State Office of Planning gather nationally-required indicators to measure success in activities such as shoreline access.
- 2002 Social Indicators Study. (Compilation and review of indicators believed to represent risk factors for substance abuse in Hawaii.) Through Social Science Research Institute, for U.S. Center on Substance Abuse Prevention and Hawaii State Health Dept.'s Alcohol and Drug Abuse Division.
- 2002 2001 Community Outcomes. Initial report of Hawaii Performance Partnerships Board (Office of the Governor) on development of Hawaii quality of life tracking system.
- 1999 Community Data for Community Building (5 parts, with Penny Levin). Handbook for Hawaii community groups on use of original data and community indicators for grants, evaluation, and other projects. Contains inventory of Hawaii community databases.
- 1994 Social Indicators for the Island of Lana`i. Quantitative and graphical analysis of change in a small island's social indicators (e.g., income equity, crime rates, etc.) — as compared to change in the state as a whole — for a 20+ year period prior to and including the transition from an agricultural to a resort economy base.
- 1993 On the Use of Societal-Level Outcome Indicators in Health and Human Services Programs: A Cautionary Piece. (Lead author). Through the Evaluation Resource Team, Hawaii Community Services Council.

## Journalistic Articles/Analyses

- 2005 *Hawaii Business* (July) – "Where Are the Workers?" Analysis of long-term Hawaii labor supply constraints  
*Hawaii Business* (Feb.) – "Hawaii's Government: Too Big? Too Small?" Analysis of state/local government workforce size and expenditure, vs. other parts of the nation

## SELECTED PROFESSIONAL PRESENTATIONS/ORGANIZATIONAL CONTRIBUTIONS

- *Chongqing Mayors' Delegation, APA International Program*, ORGANIZER/SPEAKER at workshops on tourism development, April and July 2006.
- *Kaua'i Task Force on Transient Vacation Rentals*, SPEAKER, April 2005.
- "Who Owns America?" *Land Tenure Conference*, SPEAKER, May 2004, "Struggling Toward the Ideals of Sustainable Tourism in Hawaii." Madison, Wisconsin.
- *Hawaii Congress of Planning Officials*, SPEAKER, October 2003, "Sustainable Tourism: What Can It Mean for Hawaii?" Kapalua, Maui.
- ORGANIZER/PRIME AUTHOR, *Governor's Task Force on Economic Preparedness* (assessment of economic response strategies in event of Iraq war). February 2003.
- Recipient of 2001 "Jackstadt Award" for contributions to economic literacy in Hawaii, bestowed by Hawaii Council on Economic Education, May 2001.
- *State Conference on Purchases of Health & Human Services*, SPEAKER, May 2000, "A-B-C-D's of Using Numbers to Measure Outcomes." Honolulu, Hawaii.
- *Conference on "Japan's Changing Economy: Challenges for Hawaii's Policymakers"* (Hawaii State DBEDT, Office of Mayor, Waikiki Improvement Assn.). FACILITATOR, December 1998. Honolulu, Hawaii.
- *Asian Productivity Organization, Study Meeting on Tourism/Eco-Tourism Planning & Development*, SPEAKER, October 1997, "Elements of Good Socio-Economic Impact Forecasts." Honolulu, Hawaii.
- *Cebu (Philippines) Tourism Study Delegation to Hawaii*, SPEAKER, December 1996, "Community Involvement in the Planning Process," and FACILITATOR, Final Discussions on Implementing Sister-State Relationship. Honolulu, Hawaii.
- *Asian Productivity Organization, Study Meeting on Tourism/Eco-Tourism Planning & Development*, SPEAKER, October 1996, "Socio-Economic Impact Planning, Including Impact Forecast and Management." Honolulu, Hawaii.
- *Hawaii Filipino Chamber of Commerce 12th Trade Mission to Philippines*, SPEAKER, December 1995, "Community and Social Impacts of Resort Development." Presentations in Manila, Baguio, Cebu City, and Davao City.
- *Hawaii Tourism Congresses*, SPEAKER, December 1993 ("Resident Attitudes Toward Tourism") and December 1994 ("Progress in Tourism Research"). Honolulu, Hawaii.
- *American Planning Association*, Resort Division, SPEAKER, May 1992, "Community Response to Resort Development". Washington, D.C.

## COMMUNITY AND PROFESSIONAL ACTIVITIES

- *Hawaii Economic Association* (President, 2004-06 ... Board of Directors 1997-98, 2003-04; member since 1989); *Urban Land Institute* (currently Executive Committee, UrbanPlan Committee chair, founding member of Sustainability Committee (member since 2002); Member, *Hawaii Council for Economic Education* (Secretary, 2005; Chair, 1997-98, Executive Council member since 1990 – served as part-time executive director in 1998-2000); and *American Planning Association* (Program Chair, 1992-93).
- Past Memberships: Community Outcomes Sub-Committee, Hawaii Performance Partnership Board (and related School-Community Profiling Task Force), 2000-02. Former program chair, Travel & Tourism Research Association.
- East-West Center student mentor, 2004. Founding Chair, Waimanalo Neighborhood Board.