Sustainable Thurston Project

Baseline Survey Results
As delivered to the Taskforce June 4, 2012

Division of Governmental Studies and Services
Michael J. Gaffney, J.D., Director
Christina M. Sanders, MPA, Assistant Director
Background

• Division of Governmental Studies and Services
  ▪ 45+ Year History at WSU
  ▪ Joint Sponsorship – Liberal Arts & Extension
  ▪ Multiple Functions:
    • Applied Research
    • Student Engagement
    • Training
    • Evaluation
    • Consultation
Division of Governmental Studies and Services

• Three Service Areas
  ▪ Applied Social Science Research
  ▪ Consulting and Technical Assistance
  ▪ Training

• Three Primary Programs of Focus:
  ▪ Digital Initiatives
    • Telework, Broadband
  ▪ Governance, Development & Sustainability
    • Natural Resources Leadership Academy
  ▪ Public Safety
    • Washington State Institute for Criminal Justice
    • WSU Emergency Management

2012 Gaffney
DGSS Role

• Evaluation of Sustainable Thurston Project
  ▪ Pre/Post Evaluation Design
    • Formative Observation
    • Baseline Survey
  ▪ “Utilization-focused” Research
    • Multi-application data collection
  ▪ Collaboration w/TRPC
    • Design & Administration of baseline survey
Baseline Survey Process

• Collaborative Development
  • Joint Survey Design and Methodology
  • TRPC Administration
  • DGSS Data work and analysis

• Two surveys administered by TRPC
  ▪ Random-sample mail survey (@800 responses)
  ▪ Direct e-mail web survey (@425 responses)

• WSU/DGSS assisted with data entry & analysis
• Summary results presented here
Survey Components

- Demographics
- Perceptions of collaborative action
- Attachment to neighborhood
- Issues for sustainability
- Elements of quality of life
- Preferences for receipt of information
Demographic Characteristics

• Compare survey response and US Census
  ▪ Age (Survey respondents older)
  ▪ Race/Ethnicity (Survey respondents less diverse)
  ▪ Gender (Slightly more males answered survey)
  ▪ Education (Survey respondents higher educated)
  ▪ Income (Survey respondents earn more)

• Occupation

• Children at home

These demographic differences are consistent with general observations from similar survey projects.
Age Representativeness

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Census</th>
<th>Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>12%</td>
<td>0.9%</td>
</tr>
<tr>
<td>25-34</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>35-44</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>45-54</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>55-64</td>
<td>18%</td>
<td>26%</td>
</tr>
<tr>
<td>65+</td>
<td>17%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Census
Survey
Q20a - Racial ethnic/ background (check one):

- Caucasian/Whit: 95% Census, 82% Survey
- Black/African Amer.: 3% Census, 1% Survey
- Latino: 8% Census, 1% Survey
- Mexican Amer./Hispanic: 1% Census, 1% Survey
- Pacific Islander: 0% Census, 1% Survey
- Native Amer./Indian: 1% Census, 1% Survey
- Asian Amer.: 2% Census, 5% Survey
- Other: 2% Census, 5% Survey
- Two or more: 10% Census, 0% Survey

2012 Gaffney
Q4 - How long have you lived in the Thurston Region? (Years)

-Responses were reported in numerical values. These values were then coded into ranges, which better represent the data.
Survey Differences: Q4 - How long have you lived in the Thurston Region? (Years)

<table>
<thead>
<tr>
<th>Time Interval</th>
<th>Mail Survey</th>
<th>Web Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>50+</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>40-49</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>30-39</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>20-29</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>10-19</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>3-9</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>&lt;3</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Mail Responses: 776
Web Responses: 372
Q21 - Gender:

Survey:
- Male: 52.6%
- Female: 47.1%
- Transgender: 0.3%

Census:
- Male: 51.3%
- Female: 48.7%
Q 22 - Please check the highest level of schooling you have completed:

- Grade School: 1.9% Census, 0.5% Survey
- Some High School: 5% Census, 0.7% Survey
- High School Graduate or GED: 8% Census, 24% Survey
- Some College: 16% Census, 27% Survey
- Associate Degree/Other Secondary Ed.: 10% Census, 8% Survey
- Bachelor's Degree: 19% Census, 27% Survey
- Some Graduate Coursework: 7% Census, 27% Survey
- Graduate Degree: 12% Census, 27% Survey
- Doctorate Degree: 5% Census
Q25 - Please indicate your approximate annual family income before taxes for this year:

- Less than $25,000: 18% (Census), 18% (Survey)
- $25,000 to $49,999: 18% (Census), 18% (Survey)
- $50,000 to $74,999: 21% (Census), 24% (Survey)
- $75,000 to $99,999: 15% (Census), 22% (Survey)
- $100,000+: 23% (Census), 26% (Survey)
Q23a - What is your present occupation? (If retired please mark "retired" and your former primary occupation):

- Military: 3%
- Educator: 7%
- Executive: 10%
- Professional: 23%
- Manual worker: 4%
- Retired: 7%
- Student: 1.0%
- White Collar: 9%
- Business owner: 7%
- Homemaker: 3%
- Farmer, rancher, etc.: 0.7%

2012 Gaffney
Q24a - How many school age children (under 18 years) live in your household?

Mail Responses: 761
Web Responses: 334

2010 US Census:
Average Persons per Household in Thurston County: 2.44
Percentage of Households with Children Under 18 Years: 28.9%

<table>
<thead>
<tr>
<th>Number of Children</th>
<th>Mail Survey</th>
<th>Web Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>80%</td>
<td>74%</td>
</tr>
<tr>
<td>1</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>2</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>3</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Q1 - Please indicate the community where you live:

- Yelm: 4%
- Tumwater: 9%
- S. of Tumwater Airport: 6%
- N. of Tumwater: 13%
- Tenino: 1.5%
- Rochester: 4%
- Rainier: 0.7%
- Olympia: 44%
- Lacey: 17%
- Grand Mound: 0.7%
- Chehalis Res.: 0.2%
- Bucoda: 0.1%
Q2 - How familiar are you with the role of the Thurston Regional Planning Council?

- Very familiar: 10%
- Familiar: 12%
- Somewhat familiar: 23%
- Not very familiar: 29%
- Not at all familiar: 26%

Responses: 1155
Survey Differences: Q2 - How familiar are you with the role of the Thurston Regional Planning Council?

- Very familiar
  - Mail Survey: 4%
  - Web Survey: 20%

- Familiar
  - Mail Survey: 7%
  - Web Survey: 17%

- Somewhat familiar
  - Mail Survey: 22%
  - Web Survey: 21%

- Not very familiar
  - Mail Survey: 32%
  - Web Survey: 18%

- Not at all familiar
  - Mail Survey: 32%
  - Web Survey: 9%

Mail Responses: 784
Web Responses: 371
Q3 - How familiar are you with the Sustainable Thurston Project currently underway in your community?

- **Very familiar**: 6%
- **Familiar**: 8%
- **Somewhat familiar**: 16%
- **Not very familiar**: 31%
- **Not at all familiar**: 40%

Responses: 1147
Survey Differences: Q3 - How familiar are you with the Sustainable Thurston Project currently underway in your community?

- Very familiar
  - Mail Survey: 1%
  - Web Survey: 13%

- Familiar
  - Mail Survey: 4%
  - Web Survey: 13%

- Somewhat familiar
  - Mail Survey: 11%
  - Web Survey: 20%

- Not very familiar
  - Mail Survey: 31%
  - Web Survey: 25%

- Not at all familiar
  - Mail Survey: 50%
  - Web Survey: 14%

Mail Responses: 775
Web Responses: 372
Q7a - Do you think that working together as a region to plan for the future will lead to improved quality of life?

Responses: 1086

- Yes: 85%
- No: 15%
Q5 - Ranking of issues most important to citizens.

- Jobs and Econ. Growth: 12%
- Environmental Quality/ Nat. Res. Cons.: 15%
- Pub. Safety/ Emerg. Services/ Crime Control: 19%
- Pub. Parks/ Pub. Lands/ Open Comm. Spaces: 6%
- Traffic Congestion / Traffic Con./ Improve Rds: 6%
- Pub. Edu.: 11%
- Lower Taxes: 3%
- Sustainable Econ. Growth: 3%
- Sustainable Energy Use: 1%
- Pub. Libraries: 0%
- Historic Pres. in Capital/ Downtown Area: 1%
- Affordable Housing: 1%
- Organic/ Local Foods: 3%
- Walkable/ Bike-Friendly Neighborhoods: 2%
- Public Health: 2%
- Concerns Over Land Use Policy: 1%
- Overall Quality of Life: 1%
- Preserving Local Farms/ Sustainable Farms: 1%
- Smart Urban Growth/ Reducing Sprawl: 4%
- Comm. Programs/ Events: 5%
- Pub. Parks/ Pub. Lands/ Open Comm. Spaces: 6%
Q6b - Thinking of the Thurston Region over the last 10 years: How has your ability to meet your basic needs changed?

- Worsened: 25%
- Stayed the Same: 51%
- Improved: 24%

Responses: 1090
Geographic Differences: Q6b - Thinking of the Thurston Region over the last 10 years: How has your ability to meet your basic needs changed?

- Worsened
  - South County: 34%
  - North County: 21%
  - Olympia: 21%

- Stayed the Same
  - South County: 50%
  - North County: 52%
  - Olympia: 26%

- Improved
  - South County: 10%
  - North County: 21%
  - Olympia: 32%
Q6a - Thinking of the Thurston Region over the last 10 years: How has the quality of life changed?

- Worsened: 35%
- Stayed the Same: 42%
- Improved: 24%

Responses: 1093
Geographic Differences: Q6a - Thinking of the Thurston Region over the last 10 years: How has the quality of life changed?

- Worsened:
  - South County: 43%
  - North County: 37%
  - Olympia: 27%

- Stayed the Same:
  - South County: 36%
  - North County: 39%
  - Olympia: 39%

- Improved:
  - South County: 13%
  - North County: 18%
  - Olympia: 19%
Q8 - How important are the following activities to help build a community that is sustainable for everyone?

- Arts/Culture
- N-Hood Shopping
- N-Hood Gathering Spaces
- Recreational Increase
- City Center Housing
- Housing Choices
- Green Jobs
- Youth/Fam Services
- Policy Outreach
- Senior Services
- Decrease Fossil Fuels
- Walkability
- Bus Service
- Infrastructure Investment
- High/Cont Ed
- Fresh Local Food
- Social Services
- Community Planning
- Senior Housing Choices
- Reduce Solid Waste
- Transportation Choices
- Bus Service
- Walkability
- Decrease Fossil Fuels
- Senior Services
- Policy Outreach
- Youth/Fam Services
- Green Jobs
- Housing Choices
- City Center Housing
- Recreational Increase
- N-Hood Gathering Spaces
- N-Hood Shopping
- Arts/Culture

2012 Gaffney
Q8 - How important are the following activities to help build a community that is sustainable for everyone?

- Local Business
- Public Safety System
- Efficient Government
- Infrastructure Investment
- Social Services
- Community Planning
- Senior Housing Choices
- Bus Service
- Walkability
- Youth/Fam Services
- City Center Housing
- N-Hood Gathering Spaces
- N-Hood Shopping
- Arts/Culture

[Bar chart showing importance levels]
Q8 - How important are the following activities to help build a community that is sustainable for everyone?

- Drinking Water
- Puget Sound Quality
- Air Quality
- Preserve Forests
- Increase Energy Efficiency
- Preserve Farmland
- Clean Energy Sources
- Preserve Rural Land
- Reduce Solid Waste
- Decrease Fossil Fuels
- Green Jobs

Categories: High, Very High

2012 Gaffney
Q9 - In deciding where to live, indicate how important it is to you to have each of the following within an easy walk?

- Park
- Bus Service
- Full Grocery
- Med Services
- School
- Work
- Drug Store
- Coffee/Bakery
- Senior Services
- Convenience Store
- Restaurant
- Worship House
- Fast Food
Q10 - The following represent some of the challenges our region will face in the coming years. How would you rank the IMPORTANCE of each of these challenges?

Health Care
Public Education
Create Jobs
Enviro Protection
Farms & Space
Low Crime
Revitalize Downtown
Higher Education
Workforce Training
Transport Choices
Affordable Housing
Senior Services
Revitalize Suburbs
Housing Choices

Very High
High

2012 Gaffney
Q11 - How hopeful are you about your region's future?

- Very Hopeful: 18%
- Hopeful: 38%
- Somewhat hopeful: 31%
- Not very hopeful: 11%
- Not at all hopeful: 2%

Responses: 1114
Geographic Differences: Q11 - How hopeful are you about your region's future?

- **Very Hopeful**: South County 11%, North County 15%, Olympia 17%
- **Hopeful**: South County 26%, North County 36%, Olympia 34%
- **Somewhat hopeful**: South County 31%, North County 30%, Olympia 29%
- **Not very hopeful**: South County 20%, North County 12%, Olympia 7%
- **Not at all hopeful**: South County 9%, North County 1%, Olympia 1%
Q. 12 What concerns you the most about your region's future?

Open-ended Question – 874 Responses

• Content Analysis for Themes & Patterns:
  1. Planning/Governance Issues
     • Politics, Big Government, Lack of Consensus, Mistrust
  2. Uncontrolled Growth & Land Use
  3. Economy, Jobs, Taxes
  4. Social Capital, Quality of Life, Public Safety
  5. Water/Air Quality & The Environment
  6. Transportation & Infrastructure
  7. Population Growth
Q13 - Do you feel that your actions and participation as an individual can affect the planning and the future of your region?

Responses: 1099

- Yes: 66%
- No: 34%
Q14 - How willing are you to participate in the discussion about maintaining and improving the quality of life in your region— for example, going to meetings, communicating online, or encouraging friends and neighbors to get involved?

Responses: 1107

- Very Willing: 15.5%
- Willing: 44.4%
- Neither will nor unwilling: 33.1%
- Unwilling: 5.4%
- Very Unwilling: 1.6%
Q15a - What is the one most critical factor affecting your personal participation in community activities?

- Transportation: 2.1%
- Time: 54.2%
- Interest: 14.9%
- Opportunity: 13.5%
- Location: 3.8%
- Other: 11.5%
Q16a - How do you prefer to learn about community projects such as this sustainability work? (mark all that apply)

- Part of a Comm. Org. mMeeting
- Local TV
- Radio
- Newspaper (digital)
- Newspaper
- Social Media
- Email
- Flyers/Posters/Displays
- Other Events
- Project-Specific Meetings/Events
- Project website
- Direct mail
- Face-to-Face

2012 Gaffney
Conclusions and Observations

• General Project Implementation
  ▪ Citizen Engagement
  ▪ Public Outreach
  ▪ Good Participation

• Baseline Survey
  ▪ Effective Process
  ▪ Quality Data
  ▪ Valuable for Continuing Efforts
Contact Information

Mike Gaffney
mjgaffney@wsu.edu

Christina Sanders
cmsanders@wsu.edu

Division of Governmental Studies and Services
Washington State University
PO Box 645131
Pullman, WA 99164-5131
509 335-3329