



REPORT TO  
THURSTON REGIONAL PLANNING COUNCIL  
AN EVALUATION OF THE OUTREACH COMPONENT  
OF THE  
REGIONAL PLAN FOR SUSTAINABLE DEVELOPMENT

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DIVISION OF GOVERNMENTAL STUDIES AND SERVICES

WASHINGTON STATE UNIVERSITY

MICHAEL GAFFNEY

CHRISTINA SANDERS

SEASON HOARD

LAURA PICKARD

DEVON SEYMOUR

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## **Executive Summary**

The Division of Governmental Studies and Services (DGSS) at Washington State University was founded almost 50 years ago and is co-sponsored by the College of Arts & Sciences and WSU Extension. DGSS translates the resources of the University for public benefit by providing research, evaluation, and technical assistance to communities, state, local, federal and tribal government agencies, and select non-governmental entities. DGSS has extensive experience working on community engagement, program evaluation and survey research projects

DGSS was engaged by the Thurston Regional Planning Council to provide research and evaluation services in connection with the Sustainable Thurston Project. This effort to date has included working with representatives of TRPC to develop and implement baseline and follow-up survey methodology to provide actionable planning data early in the project and for evaluation. The first survey was designed to inform the initial public outreach process of the project, to provide information for use in future outreach, and to serve as the baseline for this final evaluation. That initial survey effort was followed up with the development and administration of an additional survey after the completion of the project public outreach process. DGSS and TRPC collaboratively developed both surveys, designed to better understand the views of community members throughout the Thurston County region regarding topic areas such as planning for the future of the region and issues related to sustainability, and to better understand what impact, if any, the education and outreach component of the Sustainable Thurston project has had on community members. Implementation of evaluation activities early in the public outreach process created the opportunity for a “utilization-focused” evaluation which meets the methodological requirements for evaluation, and also provides observations and insights for use by project managers to inform mid-course correction and process improvement, and to aid in maximizing the potential of the project.

The baseline surveys were administered by TRPC in 2012 through the application of two methodologies; a random-sample hard-copy mail survey of households in the county from which 800 responses were received, and a direct email web survey of individuals from project contact lists, from which 425 responses were received. The follow up survey, administered by TRPC in June of 2013 included a random-sample hard-copy mail survey of households in the county from which 731 responses were received. DGSS assisted with data entry and survey results analysis on the surveys and presented summary findings on the baseline survey at a Sustainable Thurston Task Force meeting in early June, 2012. DGSS has analyzed follow-up survey data received from TRPC as part of this final reporting process.

The series of surveys were designed to provide an approximation of a pre/post implementation data assessment, with the baseline surveys assessing critical factors as the planning project was getting underway and the follow-up survey assessing many of the same factors. Common components of the surveys fall into four main topic areas: demographics, perceptions of collaborative potential, issues regarding sustainability, and elements of quality of life. The

baseline surveys also included some questions regarding peoples' preferences for methods of receiving information which were used to inform outreach strategies. Additionally, both surveys asked respondents to indicate their level of awareness of the role of TRPC in the region and of the Sustainable Thurston Education and Outreach program that took place throughout the county during the time period between January of 2012, just before the baseline survey was administered and late summer of 2013, when the follow up survey was made available. Questions that asked respondents about their awareness of the project and whether they recalled responding to the first survey were specifically aimed at obtaining this type of information. The aggregate survey demographic data indicate that overall those who responded to the baseline surveys were a little older, less racially diverse, had a slightly higher male representation and had a higher level of income and education compared with the general population in the Thurston County region. The aggregate survey demographic data for the random mail follow up survey respondents indicates responses came from a similar population however this second set of respondents is slightly older than both the general population and those that responded to the baseline survey, has lived in the region longer, has fewer children at home and has a slightly higher female representation. These demographic differences however are not inconsistent with patterns of aggregate differences observed for respondents to such surveys generally when compared with the overall population. However, it is interesting in this case to note the measurable demographic differences between those who responded to the first set of surveys and those who responded to the random follow up survey. It is clear from this comparison that a different element of the population is represented by the respondents to each of the two surveys. It is important to note also that the number of respondents to each survey, compared to the population of the area as a whole, leads to a margin of error of approximately +/- 4% (at a 95% confidence interval) for each of the surveys. Thus, differences in reported perceptions between the baseline and follow-up surveys of as much as 8% might be within the combined margin of error.

Survey responses to the surveys overall indicate that a significant percentage of respondents are hopeful about the region's future and see themselves as having a role in planning for that future. The percentages of those responding in the positive on these particular questions decreased slightly with the follow up survey but remain high. Regarding perceptions of collaborative potential, when asked whether they thought that working together as a region to plan for the future would lead to improved quality of life, 88% of the respondents to the baseline web survey, 84% of respondents to the baseline random survey and 82% of those responding to the random follow up survey indicated, "Yes". The baseline survey also asked respondents how they would prefer to learn about community projects such as this sustainability effort. Because responses to the two baseline surveys can be broken out by geographic areas within the region, this data was helpful early on in informing project management decisions on how best to reach people in various locations.

The baseline survey response data provided TRPC representatives with valuable information for moving forward with continued outreach activities including guidance on areas where there existed opportunities for continued engagement of community members and how best to reach those interested in participating. The data also provided insight which was useful for refining methods applied in ongoing attempts to reach and engage members of the region's population who may not yet be fully engaged or represented. The follow-up survey confirms that the population generally remains supportive of efforts to collaboratively plan for a sustainable region, and believe that individual participation is beneficial. This continued evidence of strong support and interest, when coupled with the intense outreach efforts undertaken by the project, confirm that this is an important topic with considerable citizen support.

**Key Findings:**

Survey results overall indicate a consistent willingness to engage in conversations about planning for the region.

Top three responses to the question asking what is important for building a sustainable community were environmental based activities or concerns.

The project overall has had many positive outcomes including new partnerships and collaborations and a short course on local planning that is to be continued as a series of courses.

**Introduction**

This report details the process, outcomes, observations and findings of a research project performed by the Division of Governmental Studies and Services (DGSS) at Washington State University to evaluate the public education component of the Sustainable Thurston project being conducted by the Thurston Regional Planning Council (TRPC). This evaluation project involved a classic pre/post evaluation assessment, using self-administered surveys. A pair of baseline surveys preceded the public education campaign, and a follow-up survey was administered following completion of the education and outreach campaign to assess observed differences in reported attitudes, perceptions and awareness. It should be noted however, that because TRPC had begun work on the Sustainable Thurston project a full year prior to the administration of the initial survey, the general public may have already had some knowledge and understanding of the issues being presented, and as such the survey may not be representative of a true "baseline" survey. For the purposes of this report and for ease in distinguishing between surveys in the analysis however, they are referred to as the baseline and follow up surveys. Following this introductory section, this report will discuss methodology, the administration of the two individual survey processes, outcomes and findings and critical observations.

Thurston County is located at the south end of the Puget Sound in western Washington and is home to approximately 257,000 residents. The county has an area of 774 square miles, is where the state capital, Olympia is located, and is a mixture of urban, small town and agricultural

settings and contains considerable farm lands. The Puget Sound area has been the focus of increasing environmental recovery efforts over the past several years, as governments and NGOs seek to improve the water quality and overall health of the region to support a sustainable quality of life and to improve habitat for declining populations of fish and animals. The Thurston County region, like others across the nation has also become heavily engaged in planning for the sustainability of its communities and the overall health of community members. Healthy living and sustainability initiatives aimed at helping community members to become more aware of sustainability issues and the role they can play in making their own lives and their communities healthier and more sustainable, offering a better quality of life are gaining momentum in communities of all sizes nationwide.

Early in 2011 the Thurston Regional Planning Council was the recipient of grant funding from the United States Department of Housing and Urban Development (HUD) as a part of their Sustainable Communities Regional Planning Grant Program. TRPC then subcontracted with Washington State University's Division of Governmental Studies to perform an evaluation of the outreach component of that project.

### **Evaluation Approach**

DGSS adheres to an evaluation philosophy closely akin to that espoused by David Patton in his book "Utilization-focused Evaluation." That philosophical approach to evaluation calls for the evaluation team to be an integral part of the project planning and implementation, for evaluation to be a deliberate part of project design, and for the evaluation itself to focus more on outputs, impacts and critical lessons to inform effectiveness and efficiency than on an "audit" of performance. In this particular case, that meant that the evaluation team from DGSS worked extensively with TRPC staff to develop an evaluation methodology that would both serve as an effective assessment of the project's impacts *and* serve to guide more effective project implementation so as to maximize those impacts where possible. The evaluation research conducted for TRPC is consistent with the type of research activity frequently carried out by DGSS, and makes use of the capacity and expertise developed over several decades. DGSS worked closely with TRPC representatives in developing questions, designing the questionnaires used and conducting the two-part study, which is described in more detail below.

### **Methodology**

To accurately target public education and outreach efforts, TRPC identified the following information needs which in turn informed the research questions and design. The overarching research questions were whether or not a public education campaign would effectively reach its intended audiences to what extent that outreach might impact audience knowledge of and interest in not just planning for their region, but also in playing a role in that planning effort. Other questions included:

Does the general population have an awareness of TRPC and its role in their region?

How important are issues of sustainability to the people in the Thurston County area?

What does the population see as the most important challenges to the region?

Do people feel that there is a role for them and that they can have an impact in planning for the future of their region?

DGSS personnel worked extensively with representatives of the TRPC to develop the questions and a survey process for administration of the initial pair of surveys to establish a baseline understanding of residents in the county region regarding their understanding and interest in sustainability issues and planning for the future of their region. A copy of the baseline survey is attached as an appendix to this report. Administration of the baseline survey began in January of 2012 with hard copy surveys being mailed to random urban and rural addresses within Thurston County. Address lists were purchased from Survey Sampling International, a company that provides high quality address data, to ensure accurate, up to date and complete address lists. The baseline survey was also administered via email. A link to the web-based baseline survey was sent via email in January of 2012 to individuals who had been in contact with the TRPC process. There were 800 completed responses to the baseline random mail survey and 425 responses to the online version of the baseline survey. The email address list for the online survey was developed through combining existing TRPC project contact lists and through residents of the county taking the opportunity to provide their email address via the Sustainable Thurston website or other occasions of interaction with TRPC.

At the conclusion of TRPC's education and outreach effort associated with this project, DGSS began development and worked with TRPC on administration of the follow-up survey which was administered in August of 2013. Traditional hard copy surveys were mailed to a newly obtained random sample address list from which there were 731 completed surveys received. Descriptive summaries of the responses from the baseline surveys and the follow-up survey are contained in tables and narrative in the Findings and Observations sections below and a full set of response frequencies from each survey has been included in the appendices to this report.

### **Sustainable Thurston Outreach and Public Process**

The baseline survey identified the ways that residents like to get information. This helped to determine the best – from among a range – of strategies that would be needed to involve as many people as possible throughout the process. The Sustainable Thurston planning team worked with an Education and Outreach Panel to develop a public-engagement plan that identified guiding principles, goals for each phase of the public process, and products and strategies to be used for each of three phases of public involvement.

**Sustainable Thurston Phase 1:** To engage residents, in spring 2012, the planning team mailed a postcard to every household in the region and instituted a series of radio spots, local newspaper stories, and videos on local television. Sustainable Thurston partners reached out to their individual contacts/communities through notices on their websites and in newsletters and e-mails. The planning team placed posters on storefronts. These efforts called for action encouraging people to attend the workshops held throughout the region and to send in their comments.

More than 400 people, including business owners, students, seniors, community leaders, and people new to public process, shared their hopes, fears, and bright ideas for the future in small group discussions at a series of workshops throughout the region and through letters and e-mails. The planning team also attended events throughout the region, working booths, and connecting with residents. All in all, thousands of people gave input in the early stages of the project. All that the communities and panels had to say was captured and distilled into the Plan's Foundational Principles & Policies by the Sustainable Thurston Task Force. It should be noted that this extensive activity, while constituting a significant component of our overall evaluation assessment, is not something that could be effectively captured by the survey processes.

**Sustainable Thurston Phase 2:** In early 2013, the partners sought a second round of public engagement on the vision, goals and actions and three land use scenarios for the future developed by the Sustainable Thurston Task Force, panels, and planning team. In a series of workshops and online engagement efforts, the public spoke clearly and directly: "Be Bold and Create More Specific Goals and Targets." The Task Force responded with a bold vision statement, a land-use vision, and 12 priority goals and targets.

**Sustainable Thurston Phase 3:** In fall of 2013, TRPC released the draft Plan for public comment. Briefings were held in every local city hall and the County Courthouse, reaching another 300 people in person. Other people participated online, took a survey, or sent in comments, helping to shape the final plan. Throughout the project, local policymakers and stakeholders engaged in a series of large forums, brainstorming sessions, city council and planning commission briefings, and twice-monthly Task Force meetings.

### **Targeted Outreach**

Partners such as the Thurston County Housing Authority, Community Action Council, Family Support Center, and Thurston County Food Bank helped the project team reach individuals who do not typically participate in planning processes with a "Basic Needs Survey." The planning team conducted interviews with local tribes and organizations representing low-income residents and minorities to inform the Regional Housing Plan. The Sustainable Thurston partners wanted to hear the voices of youth, so teachers encouraged students to attend workshops. The Economic Development Council held a Sustainable Economy luncheon highlighting the Sustainable Economic strategy for more than 250 business people, and the Northwest EcoBuilding Guild

designed a series of workshops for the development community around the Sustainable Thurston project. Other community organizations wrote articles, contributed to blogs, and sent out newsletters encouraging residents to participate in the project.

Why such attention to gathering public input? As a core value, the TRPC project confirmed that the community believes that working together as a region will improve quality of life. In Washington State University's 1,200-person survey, conducted at the beginning of the project, 85 percent of the respondents noted their belief in the value of working together. Around 66 percent said that their voice counts in our community.

### **Next Steps Already Underway**

During the course of the three-year project, opportunities for next steps emerged. This Sustainable Thurston Plan includes discussion of these as "Sustainability Actions Already Underway." Many of these actions grew from the relationships developed during the first years of the project, when inspired community leaders took next steps that support community health, economic development, land-use and transportation projects around the region. New and innovative projects that incorporate actions and concepts consistent with those in Creating Places—Preserving Spaces include:

**Urban Corridor Communities** — The Sustainable Thurston project had been underway for less than a year when TRPC received a follow-up grant to develop a comprehensive corridor strategy and plans for three districts along the region's main arterials. The projects include:

- Lacey is working to transform its Woodland District, near City Hall and St. Martin's University, into a mixed-use area with affordable residential, office, retail, services, and parks supported by safe streets that encourage walking.
- Tumwater is working to revitalize its Brewery District — an area that includes the former Olympia Brewery - by supporting the creation of a walkable neighborhood with new and remodeled commercial and residential buildings.
- Olympia, meanwhile, is working on an infrastructure strategy — such as sidewalks, bicycle lanes, pedestrian crossings, and stormwater infrastructure — along an aging stretch of Martin Way, a major transit route between Lacey and Olympia city centers.

**Agritourism** — In 2012, Thurston County adopted what's known as the Agritourism Overlay District (AOD) Ordinance, which is designed to reduce regulatory barriers, streamline permitting, and help guide and develop new agritourism operations. The ordinance — which covers activities including farmers' markets, overnight farm stays, farm stores and bakeries, country inns, wineries, and breweries — encompasses about 40 percent of the non-forestry-zoned acreage in Thurston County, primarily in the south. To learn more, visit [www.co.thurston.wa.us/permitting/agriculture/agriculture-tourism.html](http://www.co.thurston.wa.us/permitting/agriculture/agriculture-tourism.html).

**STEDI** – The South Thurston Economic Development Initiative (STEDI) seeks to promote community and economic development in the South County communities of Bucoda, Rainier, Tenino, Yelm, Grand Mound and Rochester. Key efforts of the initiative include analyzing existing economic conditions in the communities, offering resources to support new and existing businesses, and identifying methods to better tell the story of the opportunities available in South Thurston County.

**Main Street 507** – State Route 507 travels through South Thurston County and forms the “Main Street” of Bucoda, Rainier and Tenino. In late 2013, the Thurston Regional Planning Council and its partners began a project to improve the route’s look, feel and function as it travels through the downtowns. As part of the project, residents and business owners are exploring methods to enhance the pedestrian access, comfort and safety of the Main Streets, while improving vehicle traffic flow, in an effort to make the downtowns more economically resilient and vibrant.

**Thurston Thrives** — In early 2013, the Thurston County Board of Health launched the Thurston Thrives initiative to improve the health of residents around the region through collaborative partnerships and community engagement that address key factors in community health outcomes. The strategy development and action planning of Thurston Thrives is being carried out by nine action teams organized around the following issues: water, air, disease carriers, and the physical environment; food systems; housing; education; economy and income; community design; youth development and resilience; clinical prevention, medical and behavioral treatment; and, community resilience. The Board of Health and a new community advisory council will consider each team’s recommendations and shape a final action agenda. Visit [www.ThurstonThrives.org](http://www.ThurstonThrives.org) for more information.

**Entrepreneurial Center** — South Puget Sound Community College (SPSCC) and the Thurston Economic Development Council (EDC) are working to establish an entrepreneurial and innovation center at the future Rowe Six campus of SPSCC on Sixth Avenue in downtown Lacey. SPSCC plans to move its Hawks Prairie campus to Rowe Six, as well as develop academic programs that would support the center. The EDC will provide high-value services to the business community, including business counseling, government contracting, and a variety of business-development resources to continue efforts to recruit, retain, and expand market opportunities for businesses and entrepreneurs throughout the region.

**Outreach by the Numbers:**

29 partners signed a Memorandum of Understanding

180 people participated on 12 topic panels

23 Sustainable Thurston Task Force members held 38 discussion sessions

104 jurisdictions, agencies, organizations, and community groups represented at Task Force and panel meetings

9 Workshops held around Thurston County, with 400 public participants

3 Regional forums

250 Business leaders attended the Sustainable Economic Futures luncheon

1,500 people visited [www.EngageSustainableThurston.org](http://www.EngageSustainableThurston.org)

almost 15,000 page views

> 1,140 ideas submitted

110,000 postcards sent to homes and businesses countywide

8 libraries targeted with posters and flyers

8 city/county halls targeted with posters and flyers

215 Employee Transportation Coordinator worksites targeted with posters and flyers

3 radio advertisements played 640 times

4 on-air radio interviews with TRPC staff

5 tabled events

1,650 unique email addresses regularly contacted on Sustainable Thurston email list

2 newspaper editorials in The Olympian

5 news articles from regional newspapers and newsletters

6 videos produced with 2,400 views on Youtube.com

225 people and associated networks reached on Facebook and Twitter

1,200+ residents responded to a Sustainable Thurston survey about priority issues, concerns and values

1,000 low-income residents responded to a Sustainable Thurston survey about meeting minimum basic daily needs

55,000 + page views of the project website

8,000 + documents downloaded

12 briefings reaching every city/town - 300 people reached

When assessed as part of an overall program evaluation, these activities confirm that the implementation and mid-phases of the project were characterized by robust activity, significant

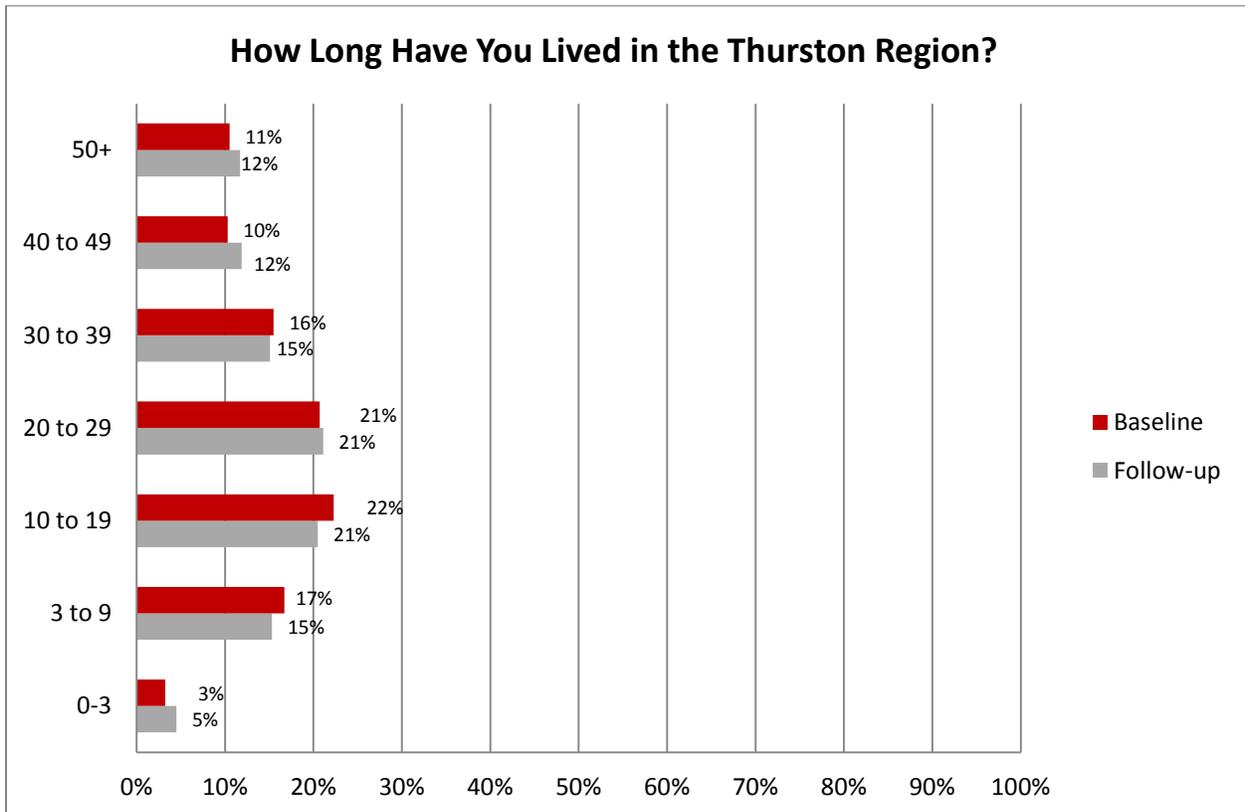
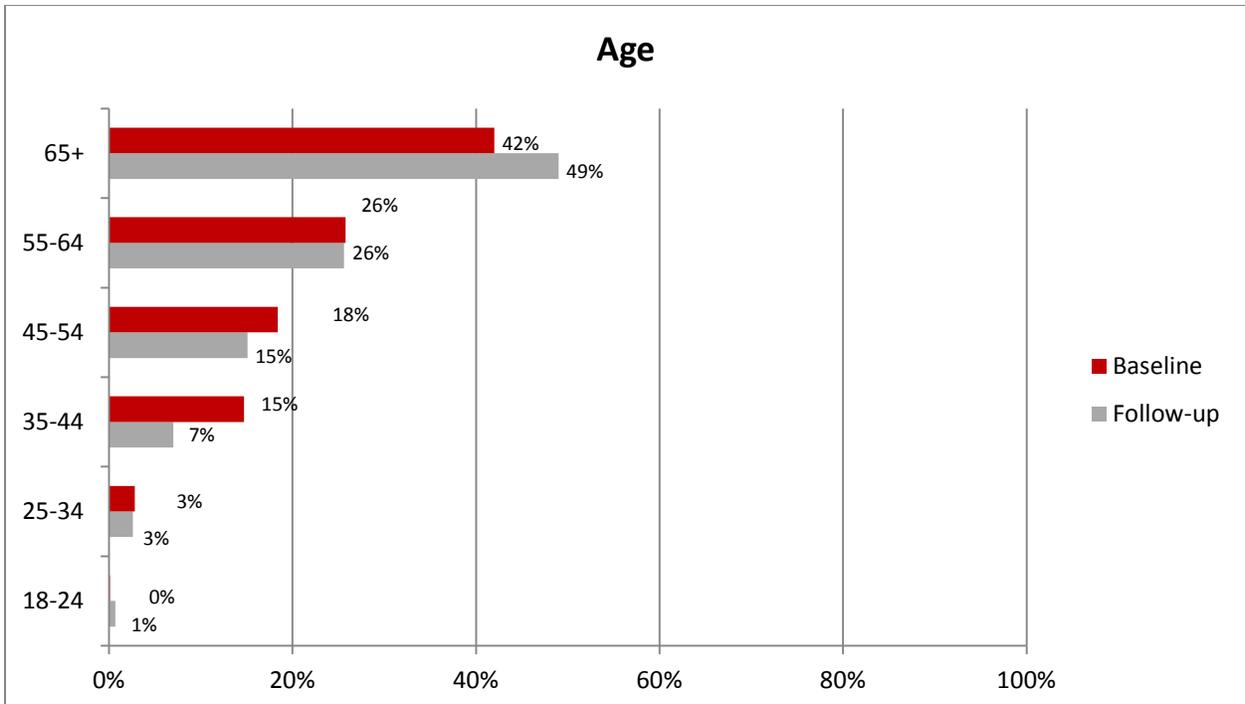
outputs, and the engagement of a large number of citizens in the planning process. Even without the survey component of the evaluation, this level of engagement activity would provide sufficient indication of success to inform a positive evaluation. The pre/post survey dates simply confirm this assessment.

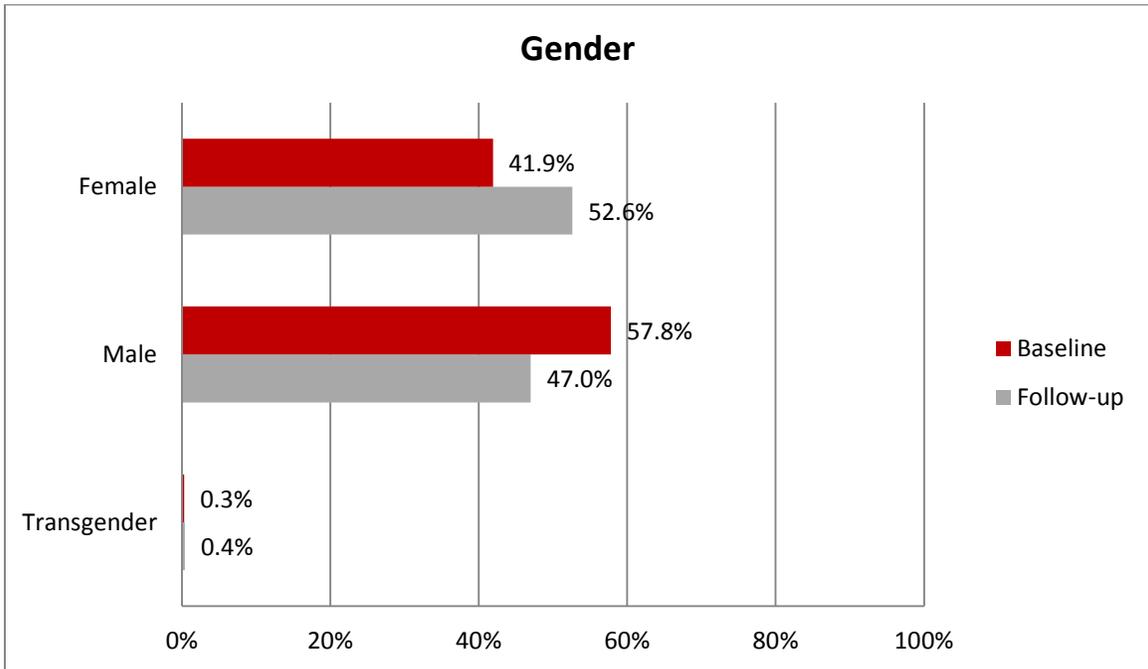
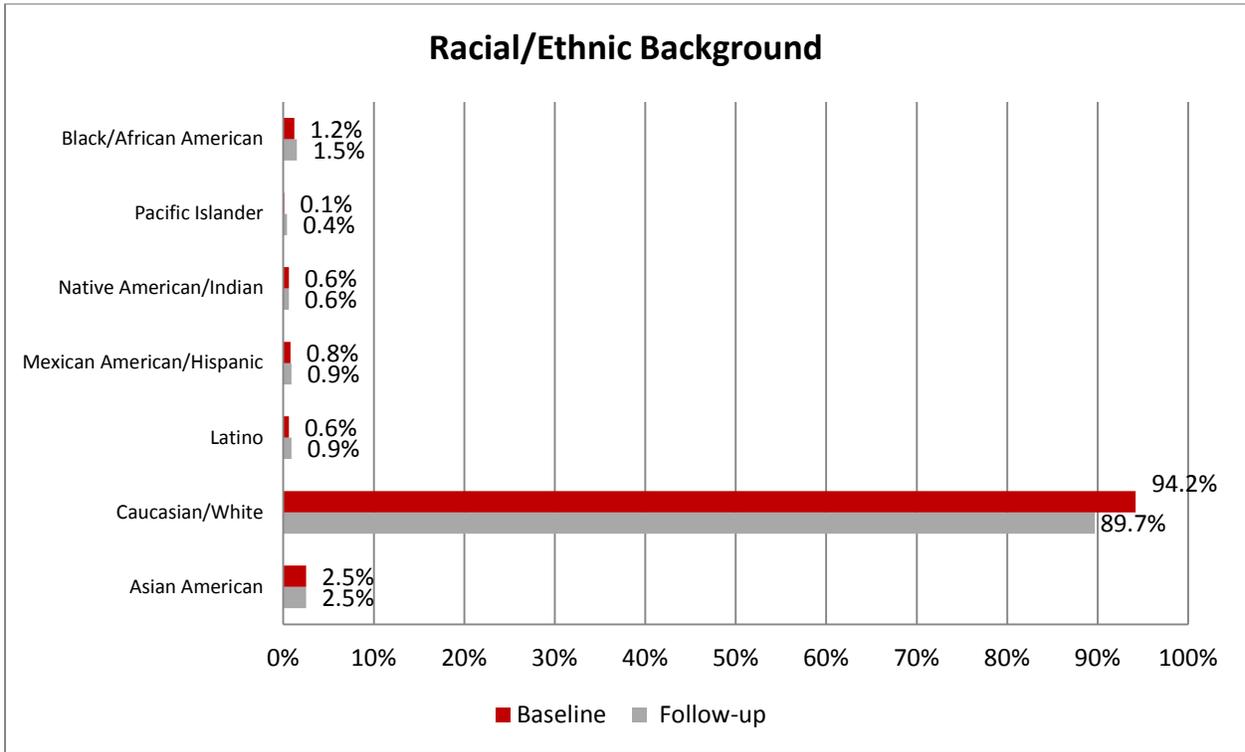
## **Survey Findings and Observations**

### **DEMOGRAPHICS**

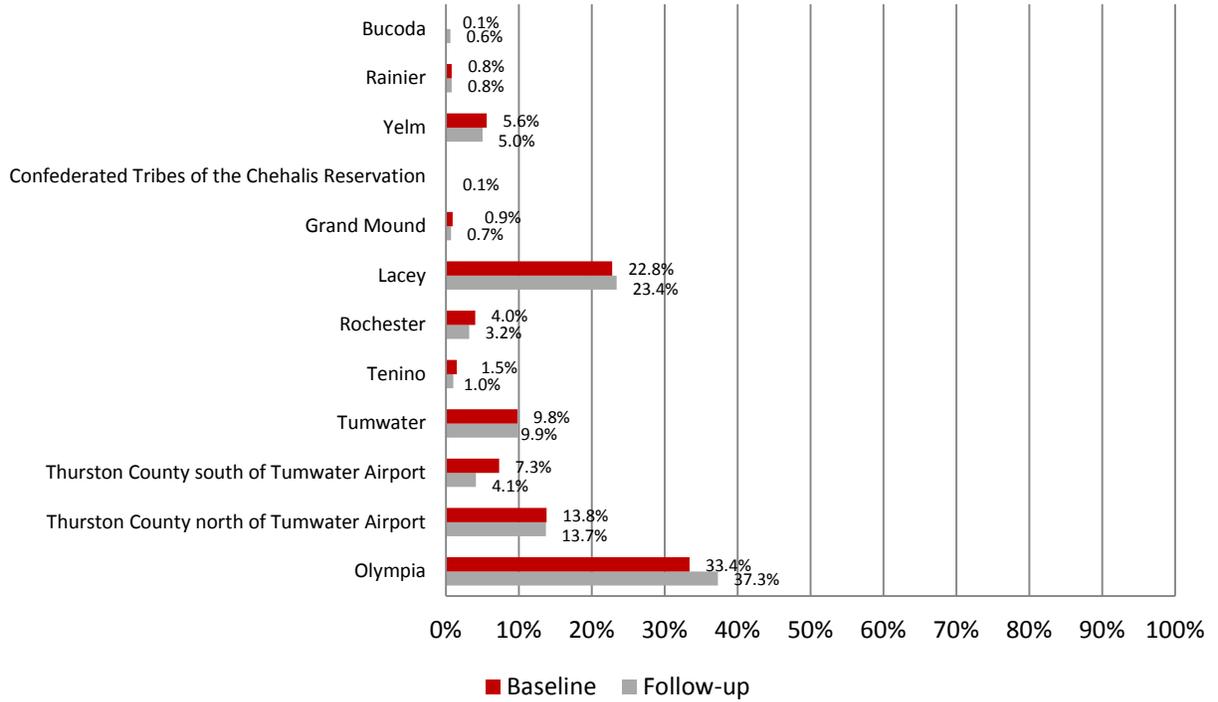
The demographic characteristics of the respondents of the three surveys vary somewhat from the known demographics of the county, based on 2010 Census data. Those who responded to the surveys in general tend to be older, have a slightly higher level of income and have a higher level of education than the overall population in the area. These response patterns however are typical of this type of survey research. It is interesting to note that although the census data indicates the region's population to be slightly more female, the response patterns for gender vary somewhat between the three different surveys on the proportion of female respondents. Response to the baseline random mail survey was higher (57.8%) for males, for the baseline web survey the response was higher for females (58.5%) and for the follow-up survey the responses more closely matched the census data, with the gender makeup of respondents consisting of 47% male and 52.6% female. This was one of several measurable differences between the baseline survey respondents and those who responded to the follow-up survey.

Those who responded to the random mail baseline and follow-up surveys are older than the population in general while those who responded to the baseline web survey, while still older than the population as a whole, were slightly younger than the mail survey respondents. This is consistent with the methodology used for those surveys, with web survey respondents slightly younger than mail survey respondents nationally. With regard to income and education levels, survey respondents for all versions of the survey were generally at a higher income level than that indicated for the area by the census data, however those responding to the follow up survey overall earn somewhat less than those who responded to the baseline surveys. Participants in the follow up survey also differed from respondents to the baseline surveys in that they resided in the area longer. Just under forty percent of those responding to the follow up survey have lived in the region thirty or more years. Of those who responded to the baseline web survey, just over thirty six percent reported living in the region for that length of time and of the baseline random mail survey respondents twenty-eight percent indicated living in the area thirty or more years. As might be expected based on these findings respondents of the follow up survey also were the least likely group to have school age children in the home with 81% reporting "none" compared with just over 73% of the baseline web survey respondents and 79% of baseline mail survey respondents. The following graphs present these findings along with additional data regarding occupation, race and ethnicity and number of children in the home. Further analysis and comparisons of survey respondent demographic characteristics can be accomplished using the frequency tables which are included as appendices.

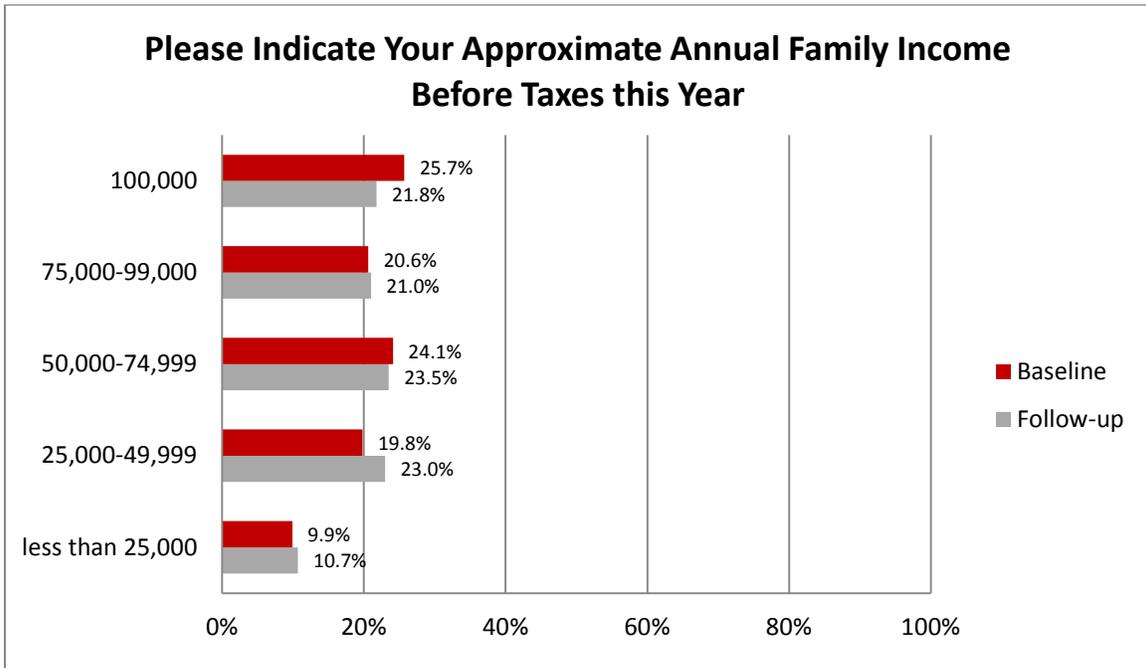
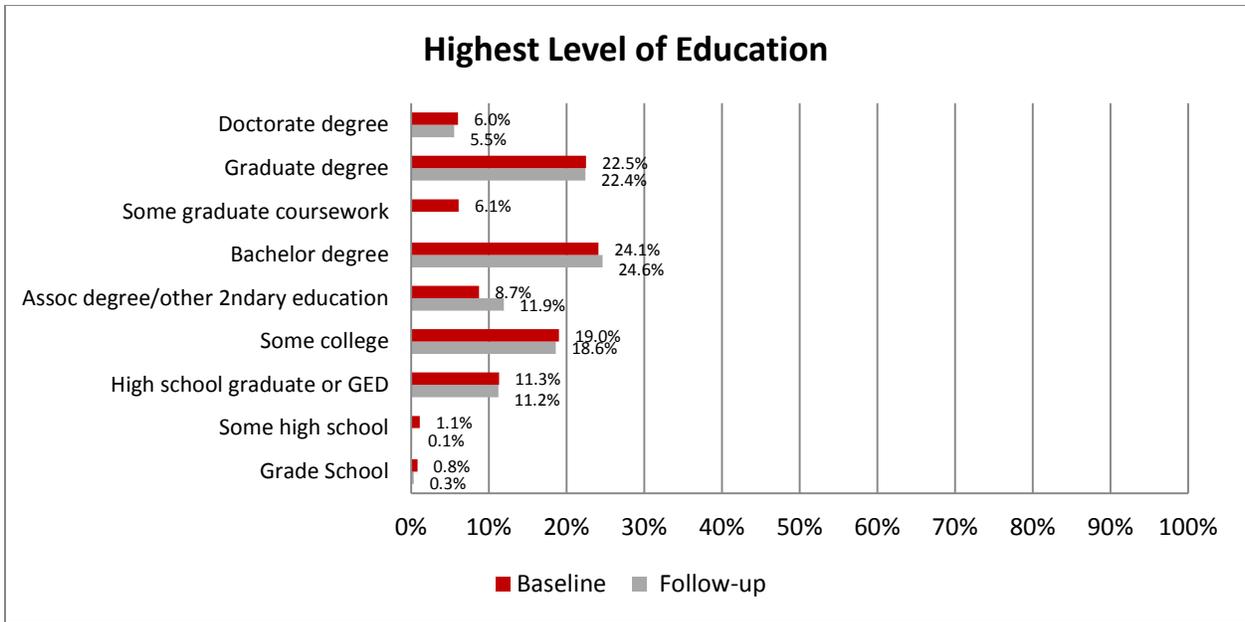




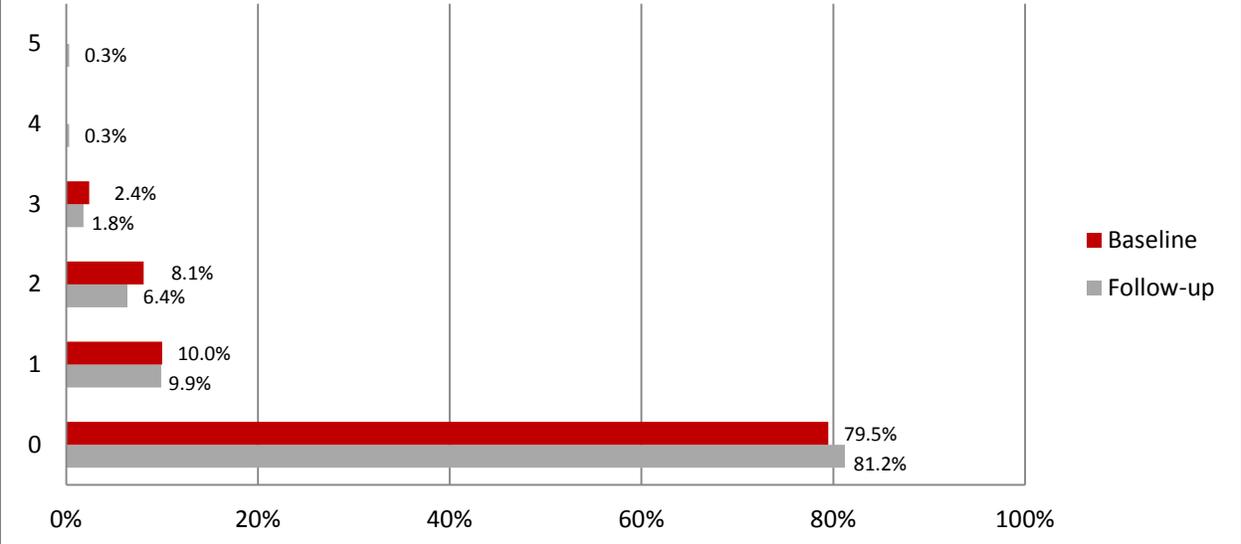
### Please Indicate the Community Where You Live



The communities in Thurston County are represented in these surveys at levels that are consistent with the proportion of the county population in those areas.

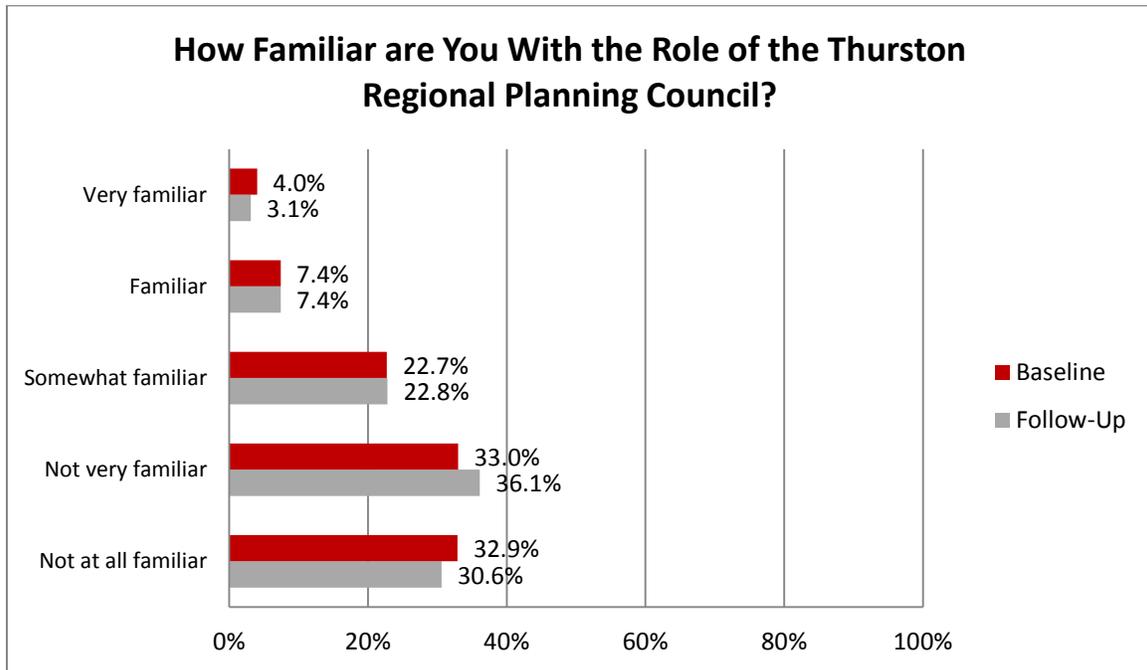


### How Many School Age Children (under 18 years) Live in Your Household?



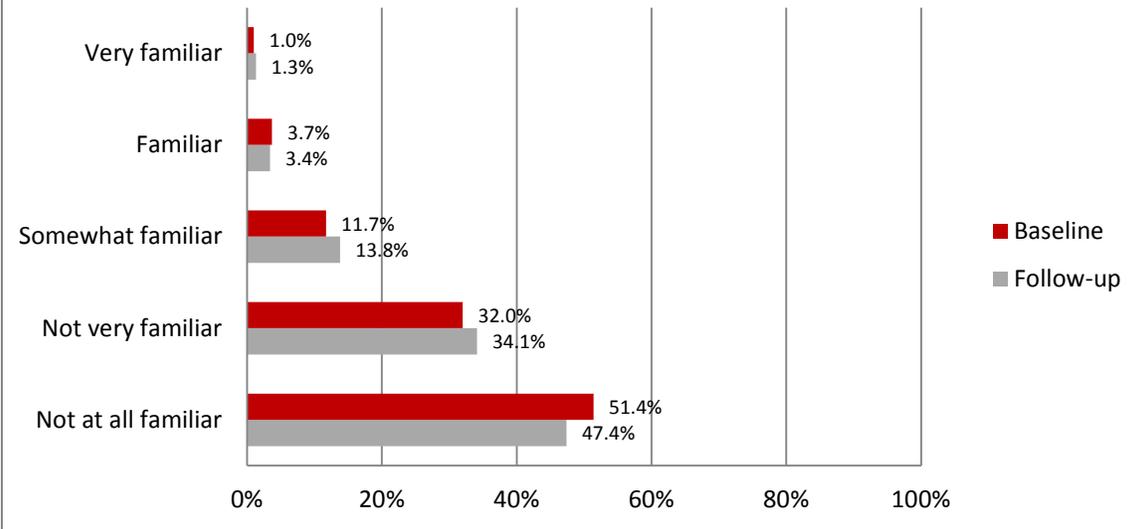
## PERCEPTIONS OF COLLABORATIVE POTENTIAL

The following set of graphs represent responses to questions aimed at better understanding respondents' awareness of TRPC and its role in the county and a series of questions regarding the potential for collaboration, level of hopefulness about the outcomes of collaboration in planning for the region's future and thoughts on individual participation in planning and collaborative processes.

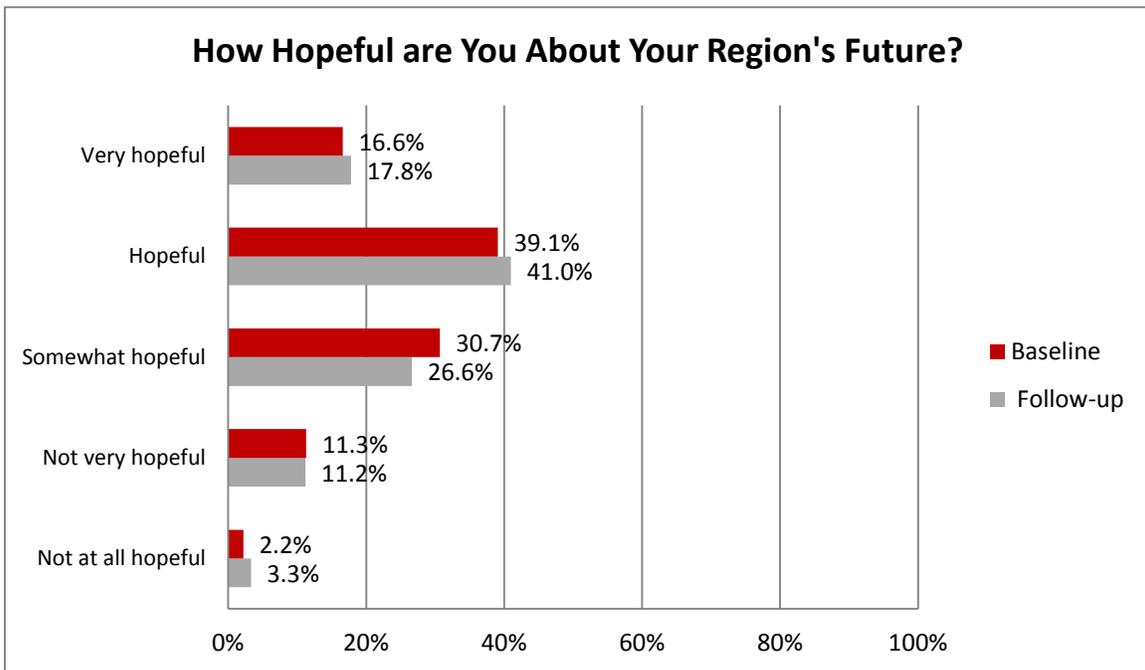


This graph and the one included on the next page represent response patterns to the questions asking about familiarity with the role of TRPC and with the Sustainable Thurston project. The most appropriate comparison for evaluation purposes is between the baseline mail and follow-up surveys, indicating that familiarity with TRPC was very similar between the two groups of respondents. In comparing between the baseline random survey and the follow up random survey the responses to the question asking about familiarity with the Sustainable Thurston Project in particular, these responses indicate a slightly higher level of awareness following the project's education and outreach campaign.

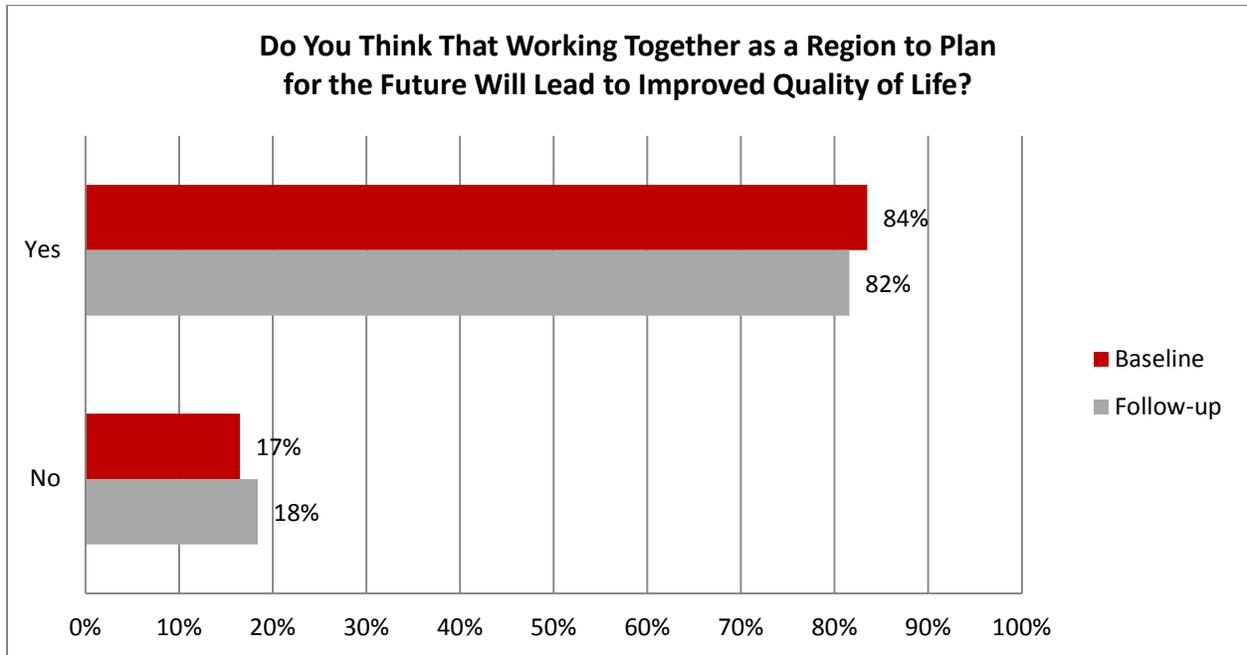
### How Familiar are You with the Sustainable Thurston Project Currently Underway in Your Community?



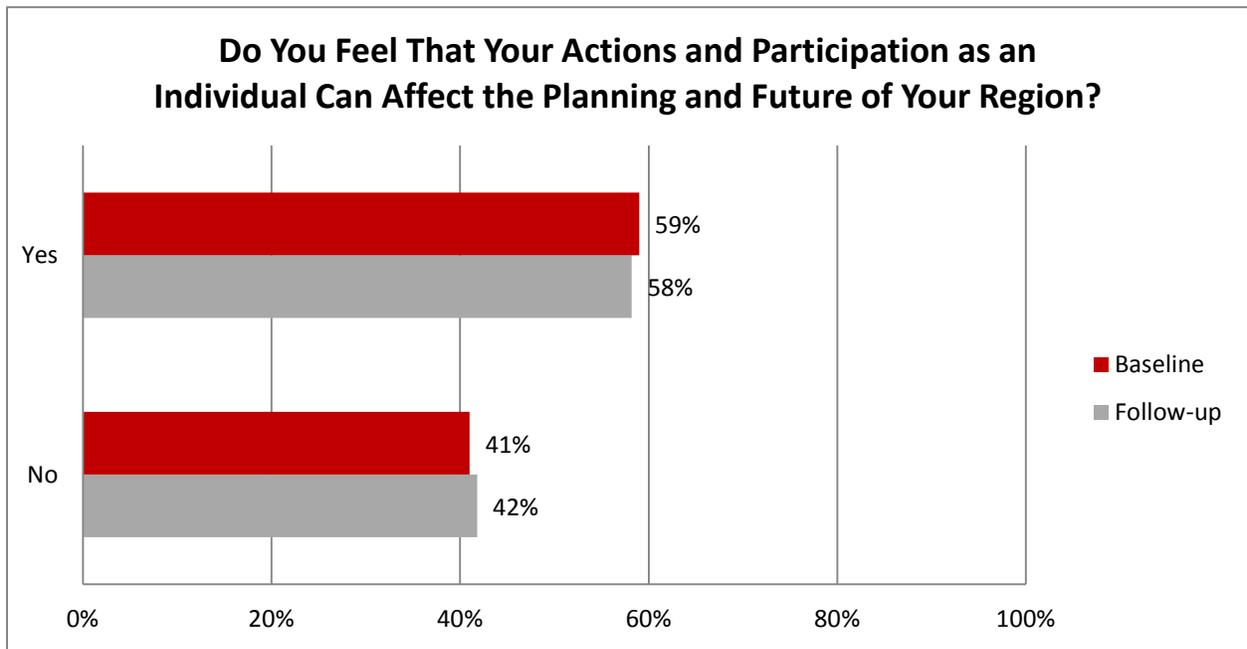
The next series of questions to which survey participants responded was aimed at understanding their views on working together, whether they felt that doing so would yield positive outcomes and whether they saw themselves as having a role in the planning process. Overall, respondents to both surveys reported being hopeful about the region’s future and quite strongly believe that working together to plan for the future will lead to improved quality of life. Nearly 56% percent each of baseline mail survey respondents and 59% of follow up survey respondents indicated that they are either “hopeful” or “very hopeful” about the region’s future.



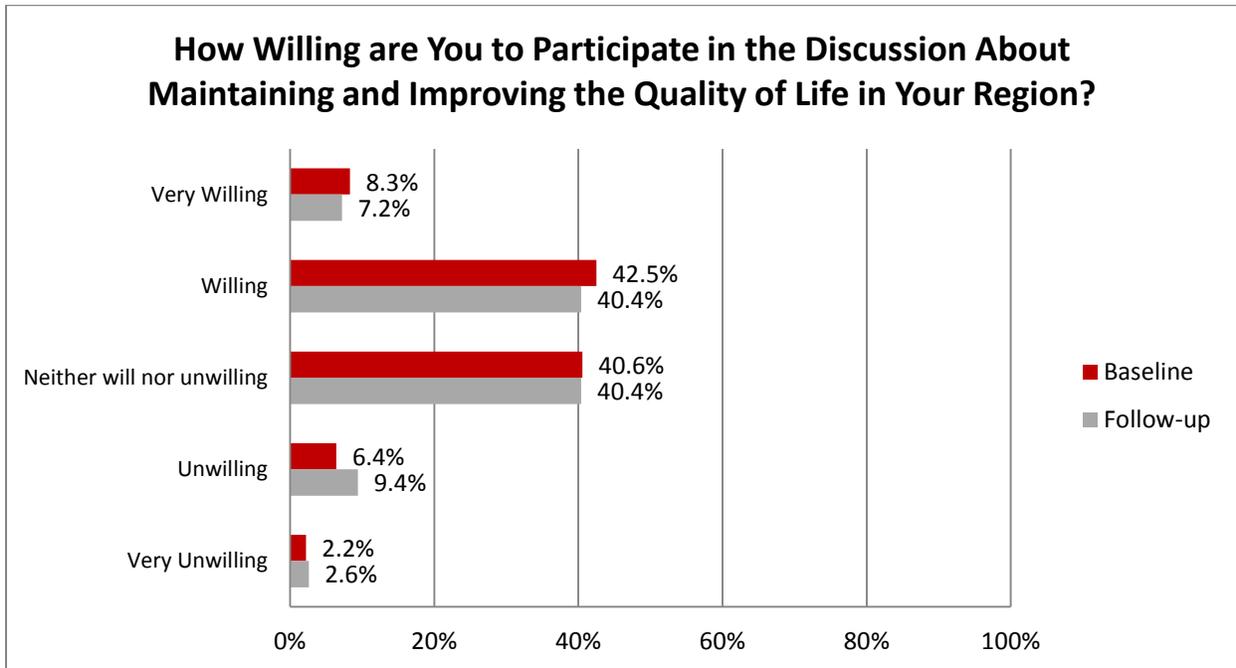
To the question asking whether survey participants think that working together to plan for the future would lead to improved quality of life, responses for both surveys were above eighty percent in the affirmative, as indicated in the graph below. This response alone confirms the importance of the Sustainable Thurston project, and the support for such efforts espoused by the citizens of the region.



The next few questions and representative graphs focus more on respondents' perceptions of the impact of their personal actions and on their willingness to participate in planning discussions. As the following graph indicates, of those who responded to the baseline and follow-up surveys just under 60% said that they do feel that their actions can affect the planning and future of the region. The responses to this question on the baseline and follow up random mail surveys were very similar with only about a one percent difference between the two surveys.



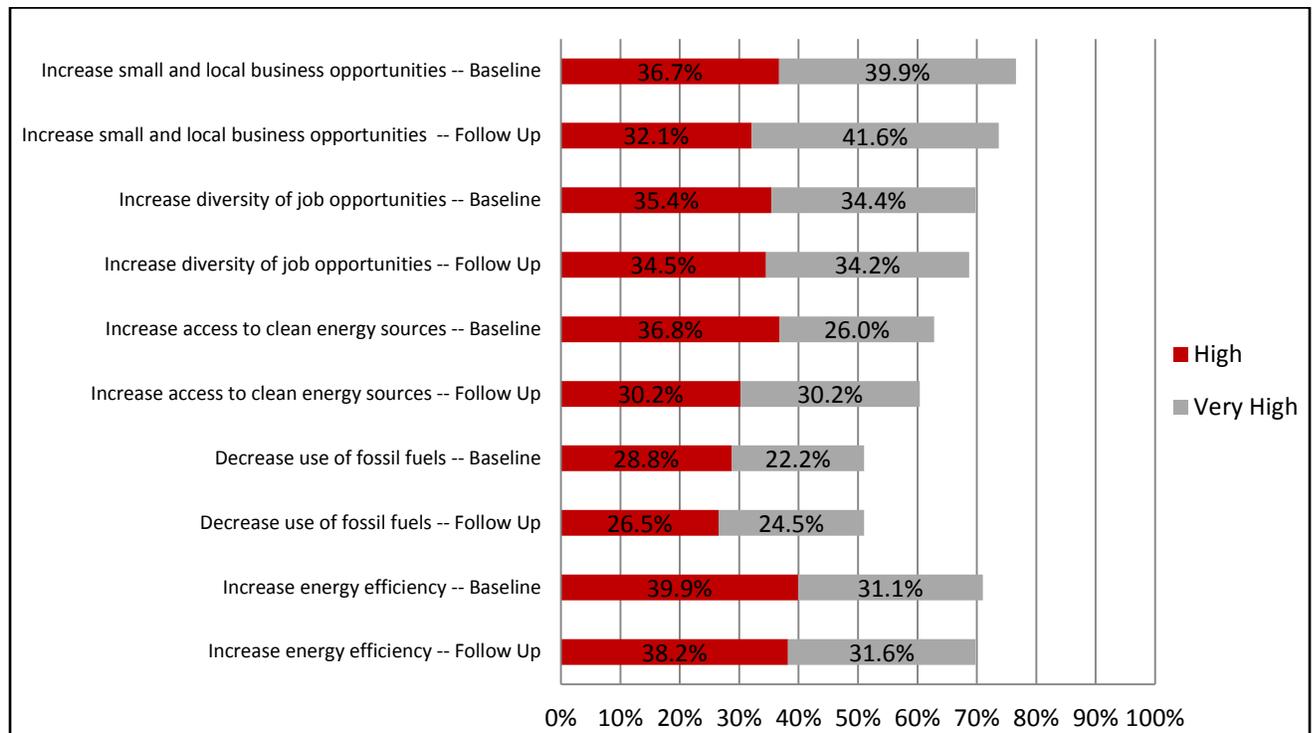
When it came to willingness to participate in the discussion about maintaining and improving the quality of life in the region 51% of the baseline mail respondents and just under 48% of the follow up survey respondents indicated that they are either “willing” or “very willing” to engage. This, coupled with the intense outreach activities and outputs documented during our observation of the Sustainable Thurston project, confirms a solid foundation of engaged residents.



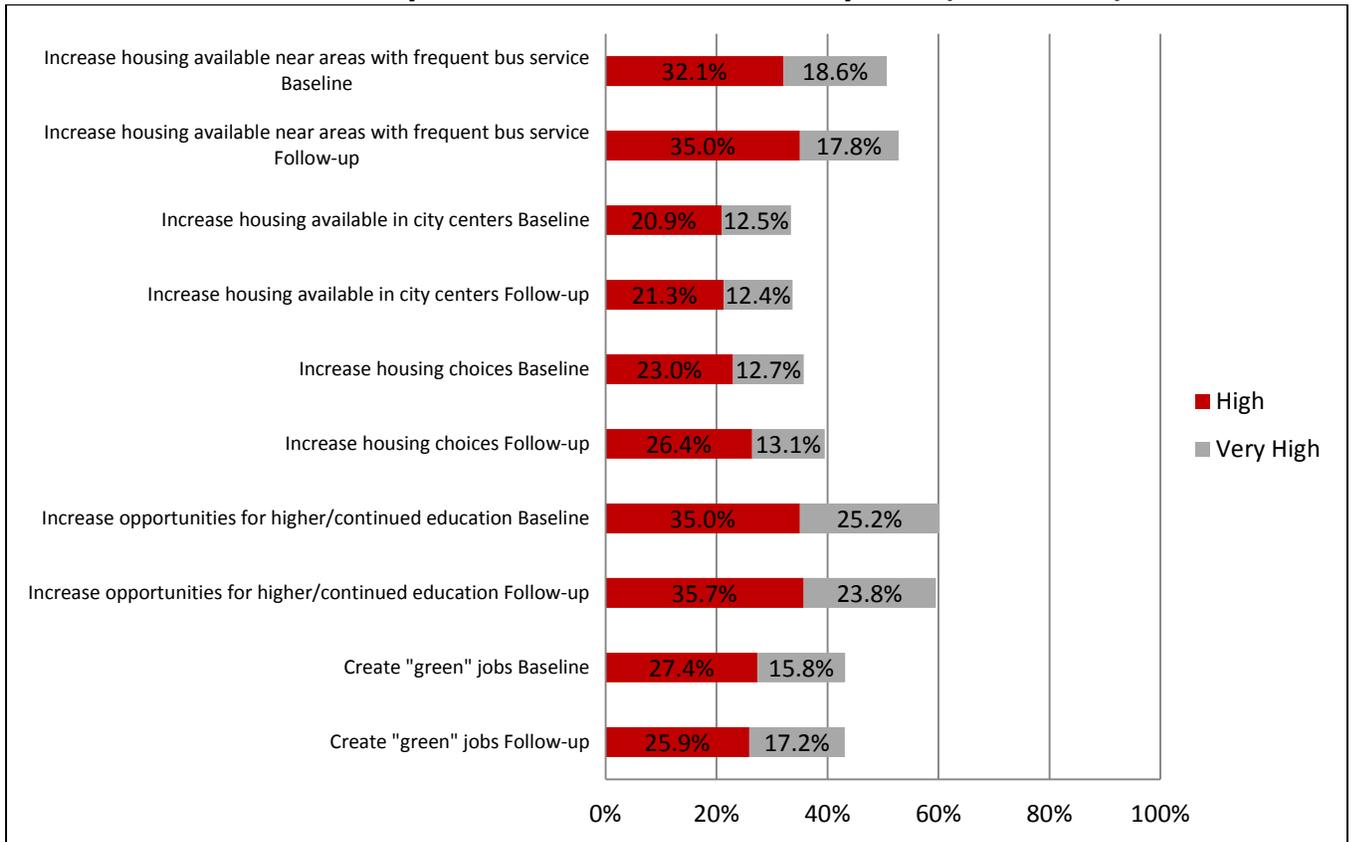
## ISSUES REGARDING SUSTAINABILITY AND QUALITY OF LIFE

This section of the survey questionnaires asked respondents to reflect on what types of activities they see as important in helping to build a community that is sustainable for everyone. The question -- which was used in all three surveys -- listed thirty-three activities including topics such as increase in energy efficiency, increase diversity of job opportunities, “create green” jobs, maintain drinking water quality, preserve farmlands and increase services for seniors. A full list of the options provided to respondents appears in the questionnaires which are appended to this report and the response patterns for each can be found in the frequency appendices. The following two graphs display the top ten activities identified by respondents and the percentage of respondents who ranked the activity as having a “high” or “very high” level of importance.

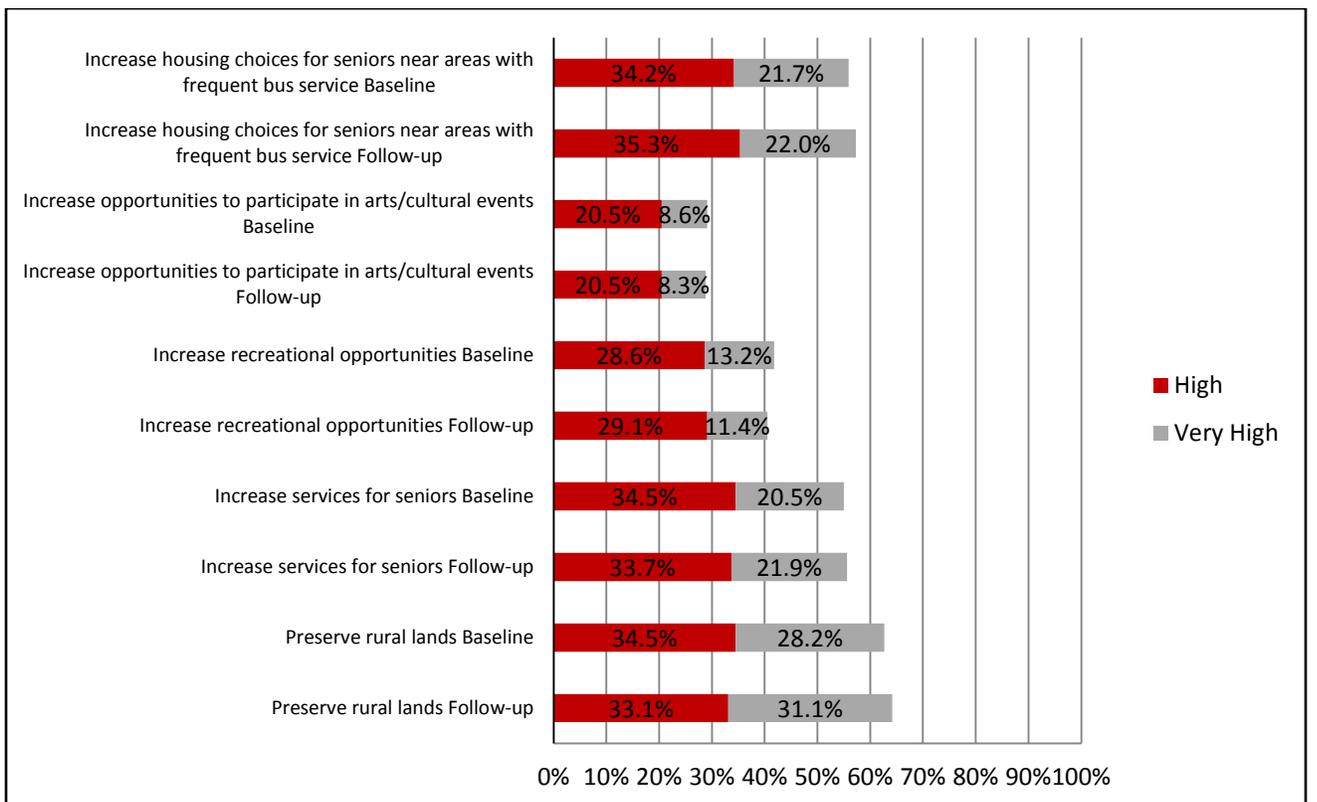
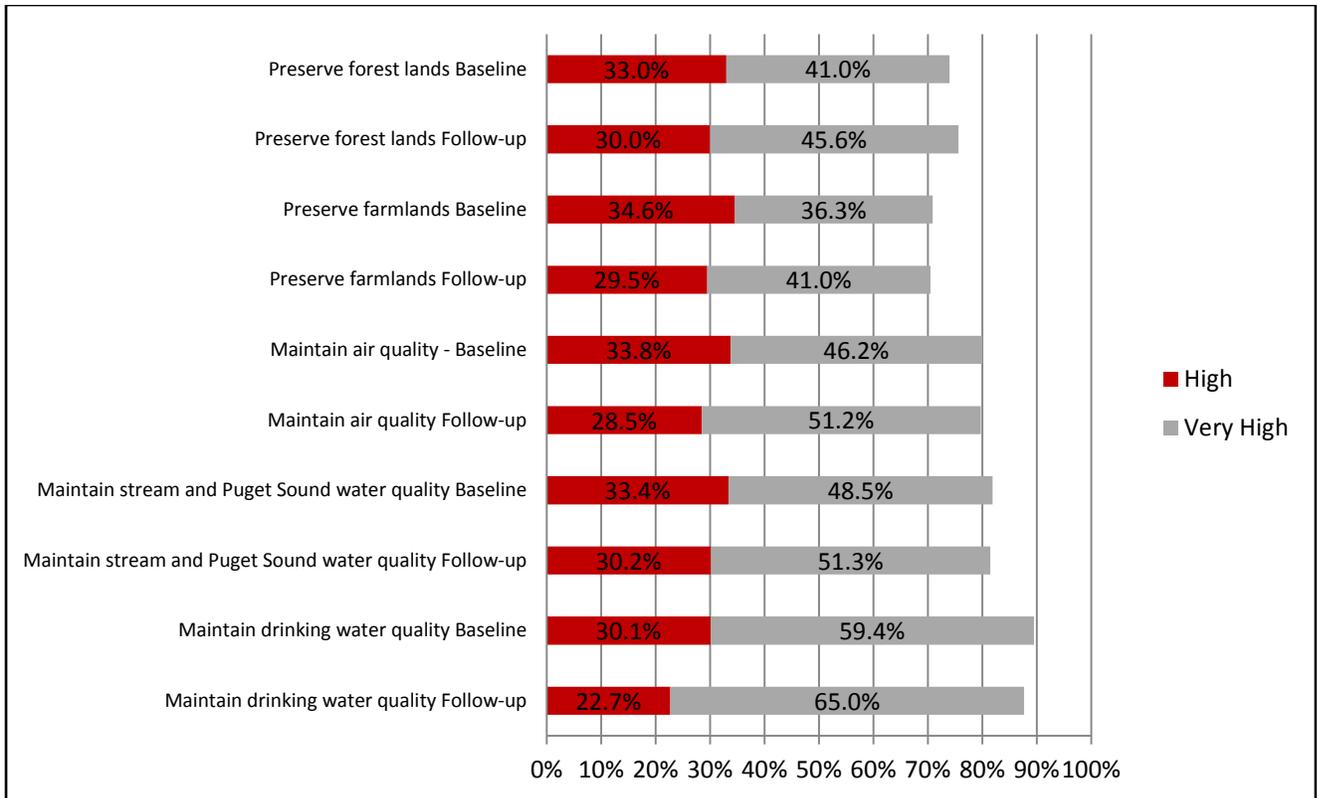
### How Important are the Following Activities to Help Build a Community that is Sustainable for Everyone?



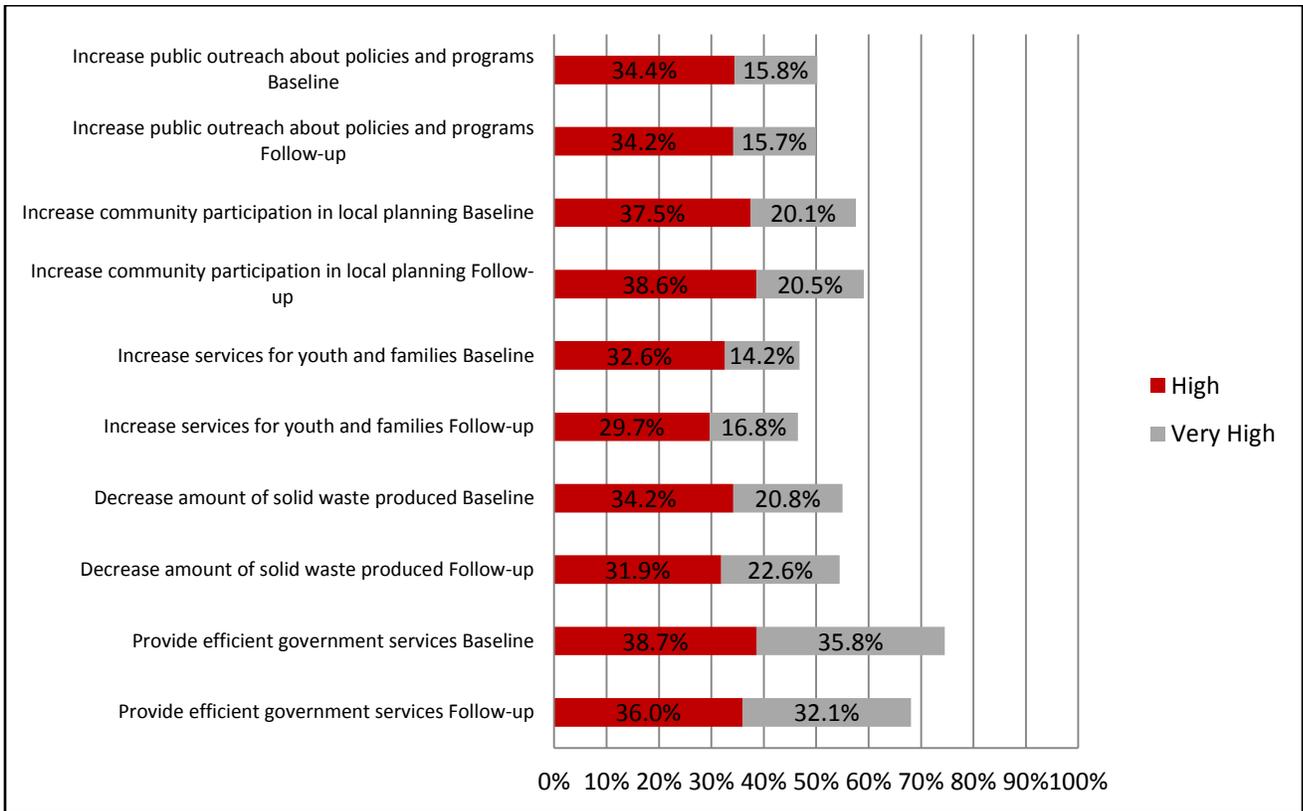
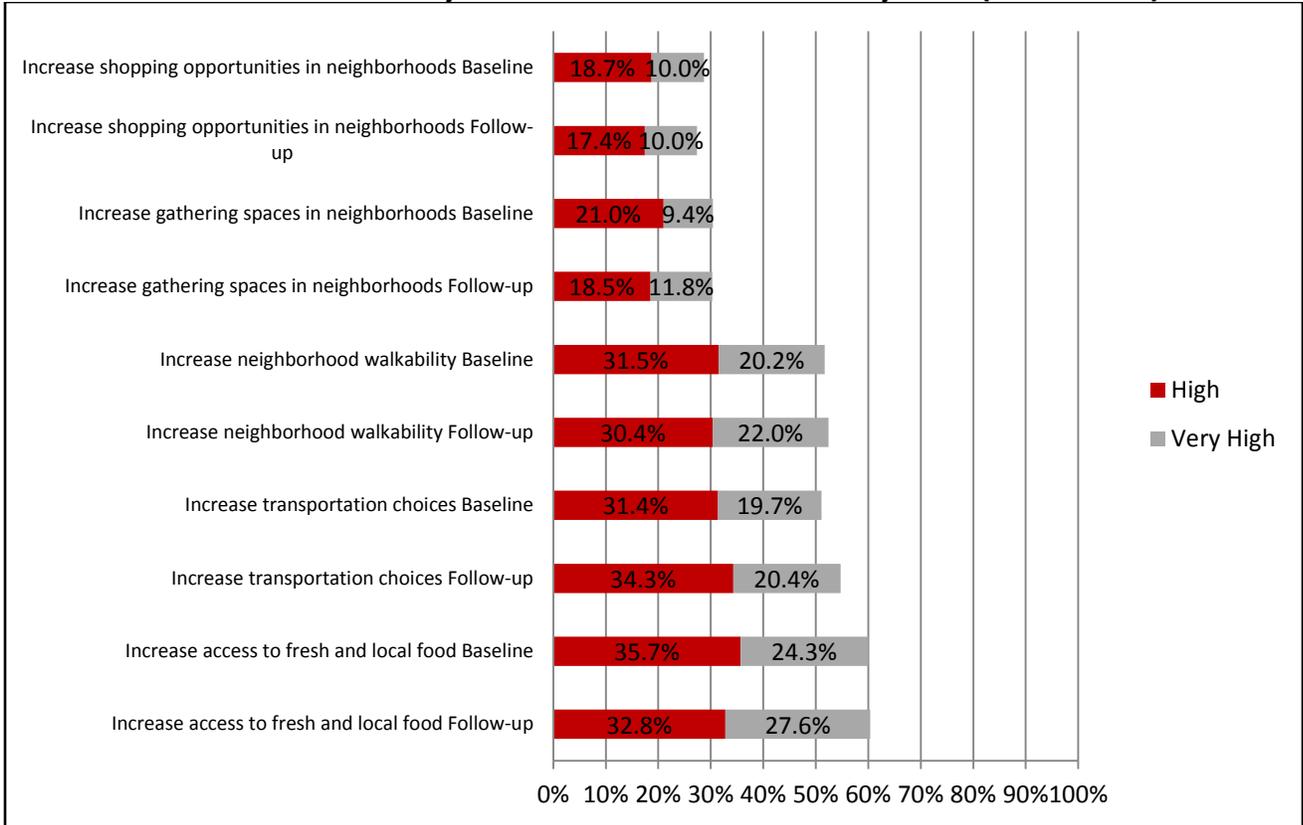
## How Important are the Following Activities to Help Build a Community that is Sustainable for Everyone? (Continued)



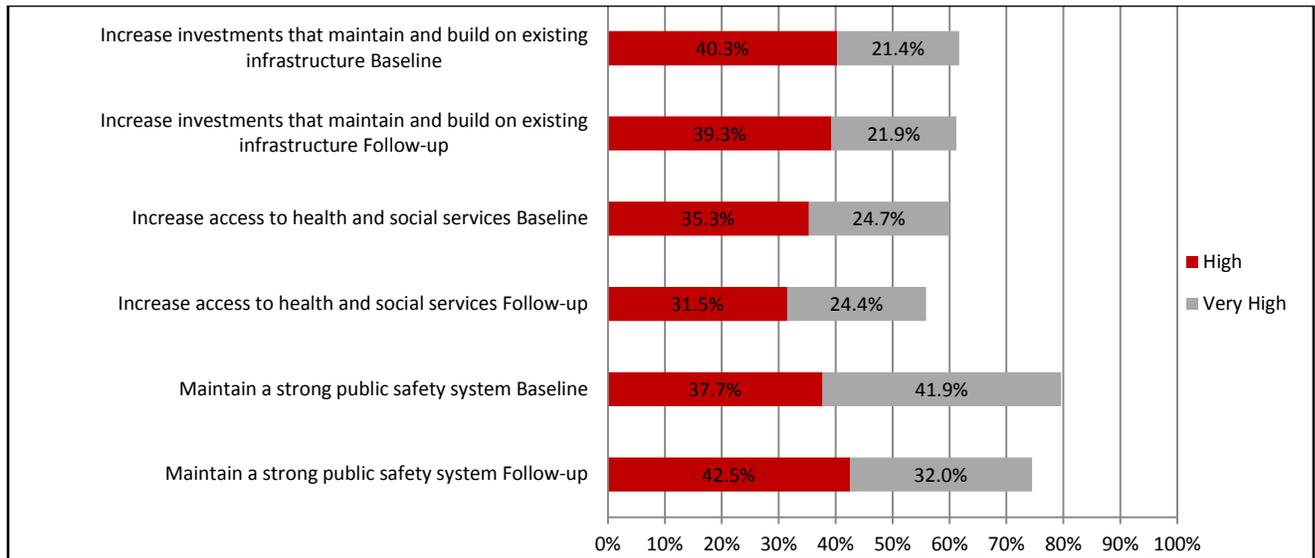
## How Important are the Following Activities to Help Build a Community that is Sustainable for Everyone? (Continued)



## How Important are the Following Activities to Help Build a Community that is Sustainable for Everyone? (Continued)

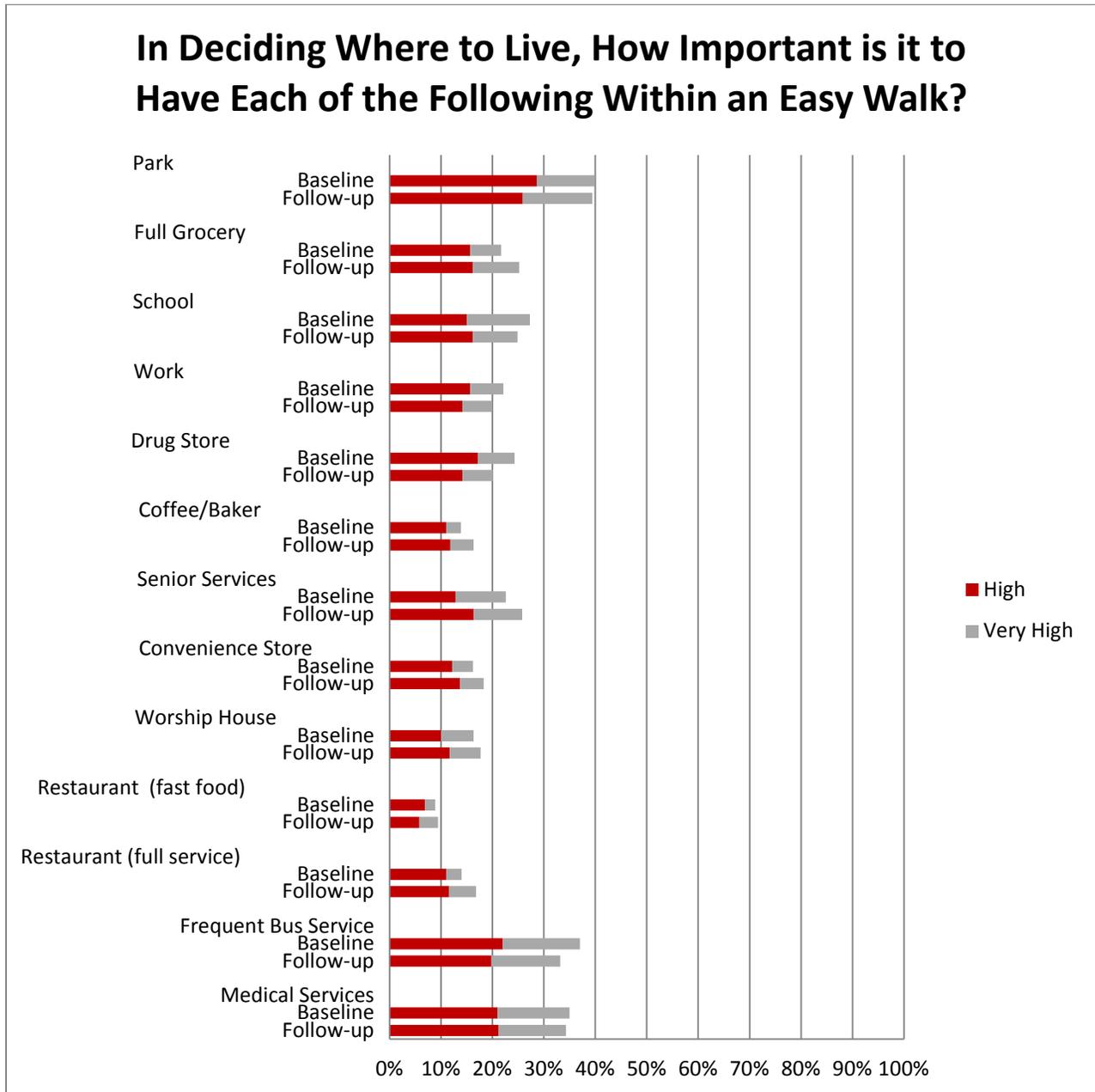


## How Important are the Following Activities to Help Build a Community that is Sustainable for Everyone? (Continued)

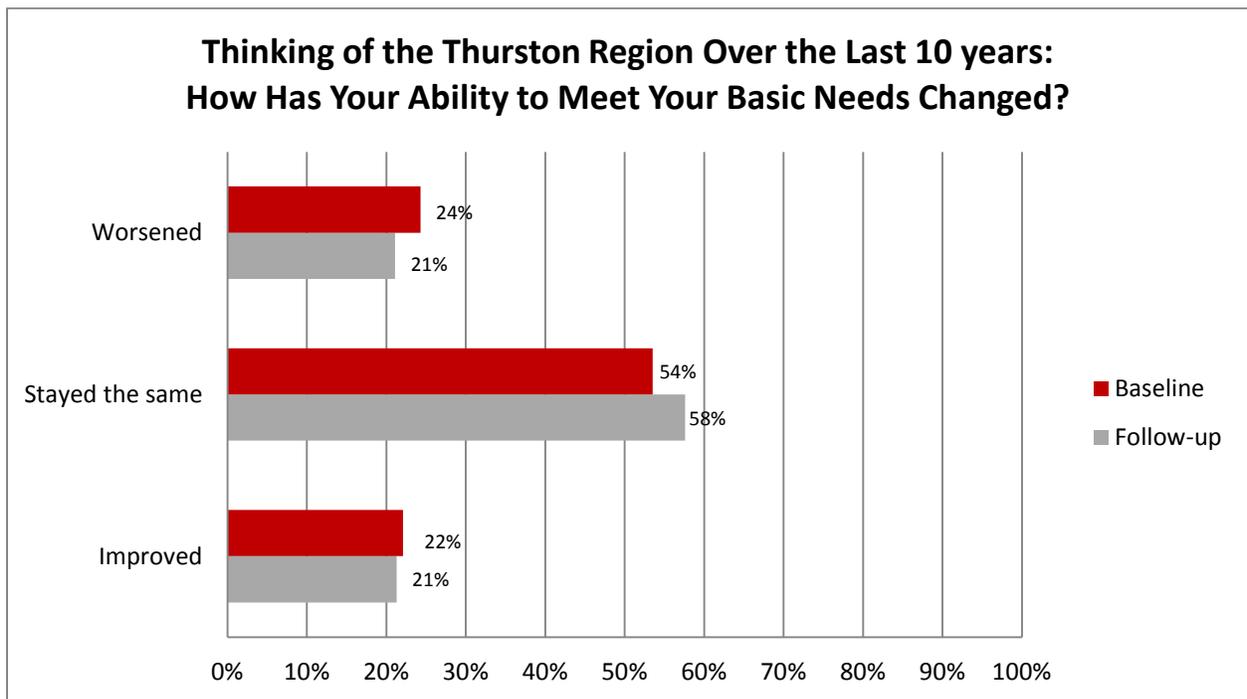
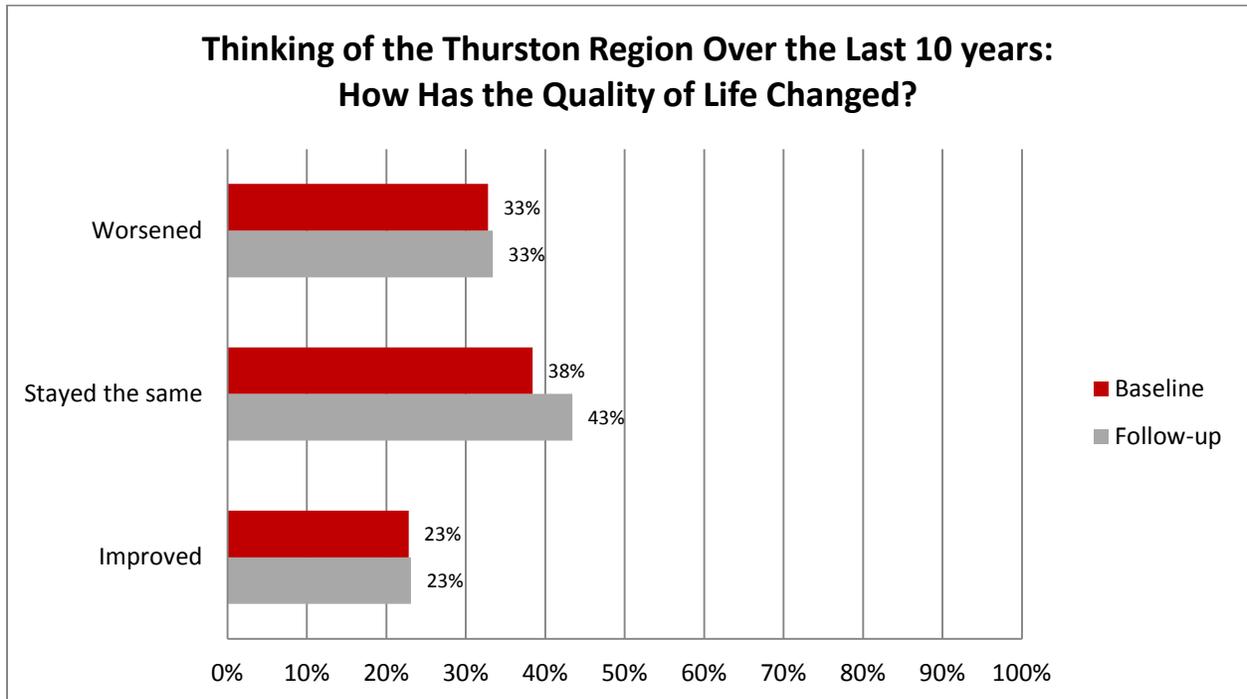


As the graphs above indicate, the activities that ranked in the top three for importance in building a sustainable community are related to water or air quality and five of the top ten are related to the quality or preservation of a natural resource.

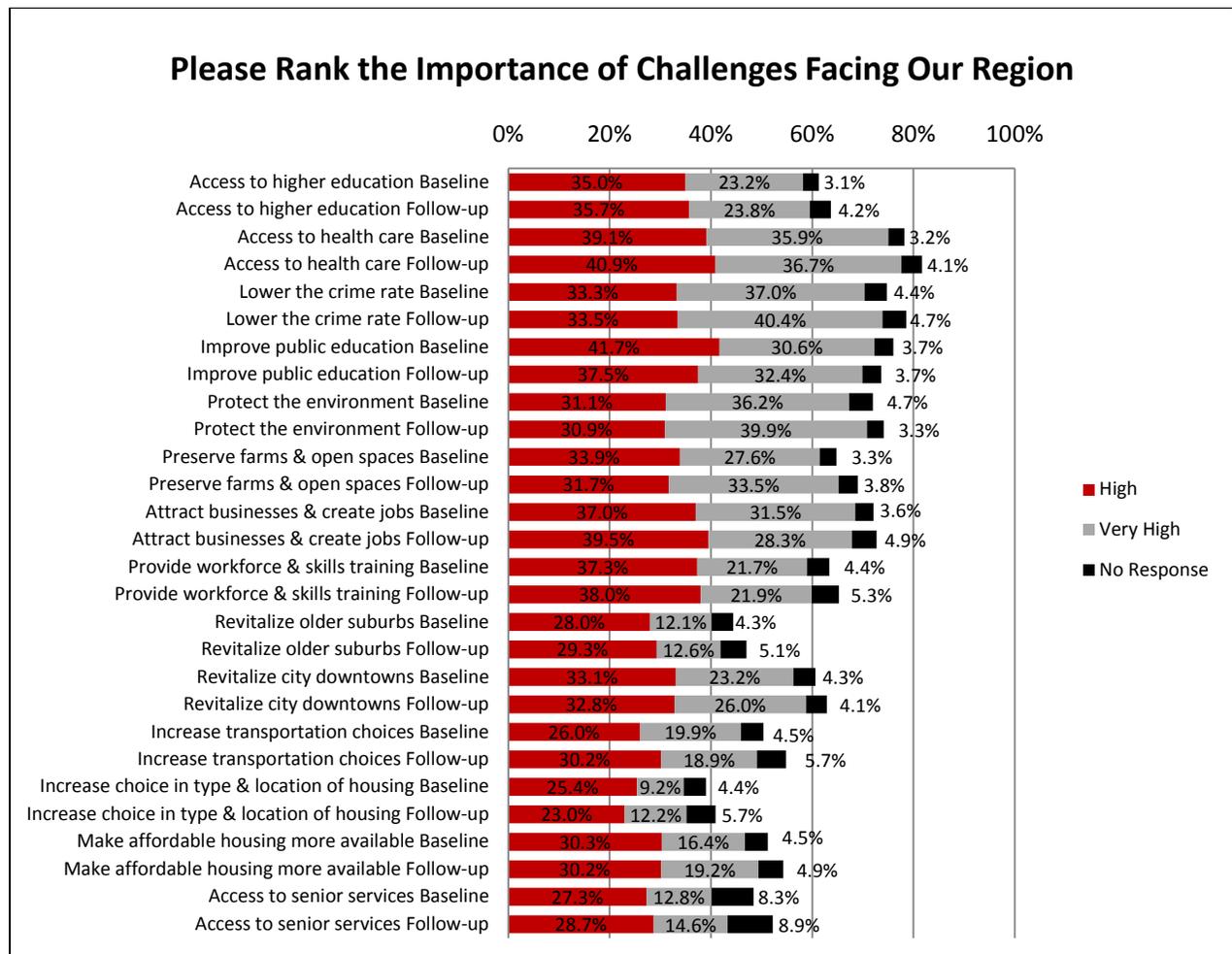
One aspect that is important to sustainability of a community is the area’s walkability, a characteristic that was specifically called out by a question contained in all three surveys. The graph below sets out the patterns of response from the baseline and follow up mail surveys regarding the importance of walkability from the perspective of the respondents. Here again, the natural environment is seen as a component of quality of life.



The graphs which follow provide more summary detail on the perspectives of respondents to the three surveys regarding general trends in the quality of life in the region and those respondents' ability to meet their own basic needs.



The following graph addresses another component of quality of life, the challenges which face the Thurston County region. Respondents were asked to rank the importance of a range of challenges. For follow-up respondents, the most important challenge facing the area is Health Care, followed closely in importance by Low Crime, with close to 80 percent of respondents ranking these two challenges as important. Areas of challenge that ranked relatively low in importance included Increase Choice in Type and Location of Housing, Revitalizing Older Suburbs and Access to Senior Services. Topic areas that might be of particular interest to seniors such as Access to Health Care and Access to Senior Services were ranked a little higher in importance on the Follow-up survey, which is a reflection of the slightly older demographic which responded to that survey. These rankings may provide information which will prove useful for prioritization of future efforts.



## Summary and Analysis of Open-ended Responses

The survey questionnaires all provided an opportunity for respondents to add any additional comments at the end of the survey. Once entered into a database, a content and theme analysis was performed on all of the comments. The most notable theme that arose during this analysis was that of concern for the high number of people living in Thurston County currently and the fact that the population is growing. Many feel that there are already too many people, and express worry about how the county will deal with an increase in population. Additionally, many respondents expressed concern about water availability and housing developments as the population grows. Many forestland owners are worried about developments ruining their neighborhoods, stating that rural areas are beginning to look more like suburbs. Rural residents feel that their neighborhoods are becoming too developed. Some requested transportation and services for seniors, which will become more vital as the elderly population increases. Respondents from the first survey were concerned with these issues as well.

Respondents mentioned traffic congestion as being a major frustration, as well as a significant reason behind environmental pollution. Many requested that alternate transportation be considered, such as an inter-city light rail, more bike trails, and a “sounder service” between Olympia and the Seattle/Tacoma area. Respondents from the first survey also expressed this request. Many respondents commented on the importance of buses and expressed a desire to see increased bus service in their area. Some respondents stated that bus stops are too far from their house to encourage them to use city transits. Additionally, some respondents claim a desire to walk more, but point out that many streets do not have sidewalks or streetlights, making walking less safe. Traffic congestion on I-5 is another major concern.

Respondents stated that they were concerned about Puget Sound water quality and deforestation, and it was suggested that trees should be removed by permit only. The respondents from the first survey were also very concerned about pollution and deforestation. A large number of respondents from the first survey expressed frustration at big businesses being allowed to exploit resources from Thurston County, while simultaneously polluting those resources. However, this did not appear to be a significant issue for those who responded to the follow up survey. Some respondents from both sets of surveys did express a desire for more recycling services in their area.

Another comment made by several respondents to the follow-up survey was in regards to the “vagrants” in downtown Olympia. Several comments expressed a desire for a vibrant, interesting downtown community. According to the survey responses, downtown Olympia is so unsafe and uninviting that many people no longer want to go there. High crime, panhandling, begging, loitering and mentally unstable homeless people were stated reasons for the concern according to respondents. Instead of an exciting tourist attraction with activities and services, downtown Olympia is considered “scary”, and a “ghetto.” Several respondents complained that there are too many services and benefits available to these “vagrants,” which attracts more and more of them

to the area. Other respondents indicated a need for job training and health services as a way to get people off the streets. A cleanup of the downtown area and more funding for fire and police services were also called for. These responses may be reflective, in part of a generational effect which corresponds to the relative age of survey respondents vis-a-vis the population as a whole.

Several respondents mentioned abandoned downtown Olympia properties that they consider a waste of space, reasoning that renovation of unused urban space would lessen rural land encroachment and would help to revitalize the city. Several rural residents expressed hope that this would decrease the amount of development taking place or planned near their homes. Many suggested that city clean up and green jobs would increase the number of jobs available, as well as attract businesses and professionals to the downtown area. Several respondents commented that they would like to see more small businesses and less large chain stores.

In general, the content of the comments for both sets of surveys was consistent with the views and opinions indicated in the response choices for the closed ended questions. Exceptions to this included comments regarding a general distrust of government and a feeling that the county government is inefficient. A small number of respondents used this survey to bring up narrow issues specific to themselves or their current situation. Some respondents' comments focused more on social and moral issues. A few respondents stated that they were happy to be included in the process and were looking forward to updates on the project.

## **Conclusions**

The surveys described above, combined with our favorable observation of the significant outreach activities conducted by TRPC provide solid confirmation that the residents of Thurston County are concerned about quality of life, see attention to natural spaces as a key component of sustainability, are generally optimistic about the future, and are willing to personally engage in the process of planning for sustainability and an improved quality of life, and the project successfully engaged residents and has a significant wellspring of potential engagement to tap in future efforts.

## Appendix 1 – Baseline Survey

Appendix 2 – Baseline Survey Questions with Response Frequencies

1. Please indicate the community where you live:

	Frequency	Percent
Olympia	541	44.3
Lacey	209	17.1
Thurston County north of Tumwater Airport	155	12.7
Thurston County south of Tumwater Airport	70	5.7
Rainier	9	.7
Tenino	18	1.5
Tumwater	112	9.2
Confederated Tribes of the Chehalis Reservation	3	.2
Rochester	43	3.5
Yelm	50	4.1
Bucoda	1	.1
Grand Mound	9	.7
Total	1220	100.0

2. How familiar are you with the role of the Thurston Regional Planning Council?

	Frequency	Percent
Very Familiar	117	10.1
Familiar	133	11.5
Somewhat Familiar	270	23.4
Not Very Familiar	337	29.2
Not at all Familiar	298	25.8
Total	1155	100.0

3. How familiar are you with the Sustainable Thurston Project currently underway in your community?

	Frequency	Percent
Very Familiar	65	5.7
Familiar	88	7.7
Somewhat Familiar	179	15.6
Not Very Familiar	356	31.0
Not at all Familiar	459	40.0
Total	1147	100.0

4. How long have you lived in the Thurston Region? Years:

	Frequency	Percent
<3	49	4.3
3-9	203	17.7
10-19	264	23.0
20-29	244	21.3
30-39	173	15.1
40-49	107	9.3
50+	108	9.4
Total	1148	100.0

6a. Thinking about the Thurston Region over the last 10 years: How has the quality of life changed?

	Frequency	Percent
Improved	257	23.5
Stayed the Same	454	41.5
Worsened	382	34.9
Total	1093	100.0

6b. Thinking about the Thurston Region over the last 10 years: How has your ability to meet your basic needs changed?

	Frequency	Percent
Improved	263	24.1
Stayed the Same	559	51.3
Worsened	268	24.6
Total	1090	100.0

7. Do you think that working together as a region to plan for the future will lead to improved quality of life?

	Frequency	Percent
Yes	924	85.1
No	162	14.9
Total	1086	100.0

8a. How important are the following activities to help build a community that is sustainable for everyone? Increase energy efficiency

	Frequency	Percent
Very Low	29	2.6
Low	51	4.5
Medium	215	19.0
High	442	39.1
Very High	393	34.8
Total	1130	100.0

8b. Decrease use of fossil fuels

	Frequency	Percent
Very Low	73	6.5
Low	110	9.8
Medium	309	27.5
High	316	28.1
Very High	315	28.0
Total	1123	100.0

8c. Increase access to clean energy sources

	Frequency	Percent
Very Low	53	4.8
Low	74	6.7
Medium	229	20.6
High	413	37.2
Very High	342	30.8
Total	1111	100.0

8d. Increase diversity of job opportunities

	Frequency	Percent
Very Low	27	2.4
Low	59	5.3
Medium	213	19.1
High	398	35.6
Very High	420	37.6
Total	1117	100.0

8e. Increase small and local business opportunities

	Frequency	Percent
Very Low	11	1.0
Low	28	2.5
Medium	181	16.2
High	402	35.9
Very High	498	44.5
Total	1120	100.0

8f. Create "green" jobs

	Frequency	Percent
Very Low	106	9.6
Low	123	11.1
Medium	341	30.8
High	320	28.9
Very High	217	19.6
Total	1107	100.0

8g. Increase opportunities for higher/continued education

	Frequency	Percent
Very Low	29	2.6
Low	77	6.9
Medium	274	24.7
High	398	35.9
Very High	332	29.9
Total	1110	100.0

8h. Increase housing choices

	Frequency	Percent
Very Low	49	4.5
Low	130	11.9
Medium	416	38.1
High	292	26.7
Very High	205	18.8
Total	1092	100.0

8i. Increase housing available in city centers

	Frequency	Percent
Very Low	66	6.1
Low	165	15.2
Medium	370	34.0
High	287	26.4
Very High	201	18.5
Total	1089	100.0

8j. Increase housing available near areas with frequent bus service

	Frequency	Percent
Very Low	54	4.9
Low	88	8.0
Medium	302	27.3
High	413	37.4
Very High	248	22.4
Total	1105	100.0

8k. Maintain drinking water quality

	Frequency	Percent
Very Low	7	.6
Low	12	1.1
Medium	79	7.0
High	337	29.8
Very High	694	61.5
Total	1129	100.0

8l. Maintain stream and Puget Sound water quality

	Frequency	Percent
Very Low	10	.9
Low	28	2.5
Medium	133	11.8
High	380	33.8
Very High	572	50.9
Total	1123	100.0

8m. Maintain air quality

	Frequency	Percent
Very Low	16	1.4
Low	28	2.5
Medium	146	13.0
High	376	33.6
Very High	554	49.5
Total	1120	100.0

8n. Preserve farmlands

	Frequency	Percent
Very Low	31	2.8
Low	48	4.3
Medium	207	18.6
High	361	32.4
Very High	468	42.0
Total	1115	100.0

8o. Preserve forest lands

	Frequency	Percent
Very Low	30	2.7
Low	45	4.0
Medium	178	16.0
High	358	32.2
Very High	501	45.1
Total	1112	100.0

8p. Preserve rural lands

	Frequency	Percent
Very Low	39	3.5
Low	77	6.9
Medium	263	23.5
High	365	32.6
Very High	375	33.5
Total	1119	100.0

8q. Increase services for seniors

	Frequency	Percent
Very Low	30	2.7
Low	87	7.8
Medium	378	33.7
High	395	35.2
Very High	232	20.7
Total	1122	100.0

8r. Increase recreational opportunities

	Frequency	Percent
Very Low	42	3.8
Low	140	12.6
Medium	454	40.9
High	317	28.6
Very High	156	14.1
Total	1109	100.0

8s. Increase opportunities to participate in arts/cultural events

	Frequency	Percent
Very Low	79	7.1
Low	195	17.6
Medium	462	41.7
High	261	23.5
Very High	112	10.1
Total	1109	100.0

8t. Increase housing choices for seniors near areas with frequent bus service

	Frequency	Percent
Very Low	41	3.7
Low	83	7.4
Medium	319	28.5
High	407	36.4
Very High	269	24.0
Total	1119	100.0

8u. Increase access to fresh and local food

	Frequency	Percent
Very Low	39	3.5
Low	84	7.4
Medium	287	25.4
High	394	34.9
Very High	324	28.7
Total	1128	100.0

8v. Increase transportation choices

	Frequency	Percent
Very Low	42	3.8
Low	103	9.3
Medium	307	27.6
High	372	33.4
Very High	289	26.0
Total	1113	100.0

8w. Increase neighborhood walkability

	Frequency	Percent
Very Low	50	4.5
Low	134	11.9
Medium	288	25.7
High	355	31.6
Very High	295	26.3
Total	1122	100.0

8x. Increase gathering spaces in neighborhoods

	Frequency	Percent
Very Low	103	9.2
Low	220	19.6
Medium	369	32.9
High	268	23.9
Very High	162	14.4
Total	1122	100.0

8y. Increase shopping opportunities in neighborhoods

	Frequency	Percent
Very Low	85	7.6
Low	225	20.1
Medium	402	36.0
High	273	24.4
Very High	133	11.9
Total	1118	100.0

8z. Provide efficient government services

	Frequency	Percent
Very Low	25	2.2
Low	36	3.2
Medium	223	19.9
High	455	40.5
Very High	384	34.2
Total	1123	100.0

8aa. Decrease amount of solid waste produced

	Frequency	Percent
Very Low	33	3.0
Low	88	7.9
Medium	329	29.5
High	389	34.9
Very High	276	24.8
Total	1115	100.0

8bb. Increase services for youth and families

	Frequency	Percent
Very Low	52	4.6
Low	114	10.2
Medium	395	35.3
High	370	33.1
Very High	188	16.8
Total	1119	100.0

8cc. Increase community participation in local planning

	Frequency	Percent
Very Low	28	2.5
Low	65	5.8
Medium	334	30.0
High	424	38.1
Very High	263	23.6
Total	1114	100.0

8dd. Increase public outreach about policies and programs

	Frequency	Percent
Very Low	50	4.4
Low	91	8.1
Medium	377	33.5
High	402	35.8
Very High	204	18.1
Total	1124	100.0

8ee. Maintain a strong public safety system

	Frequency	Percent
Very Low	15	1.3
Low	30	2.7
Medium	215	19.1
High	428	38.0
Very High	437	38.8
Total	1125	100.0

8ff. Increase access to health and social services

	Frequency	Percent
Very Low	38	3.4
Low	86	7.7
Medium	297	26.4
High	394	35.1
Very High	309	27.5
Total	1124	100.0

8gg. Increase investments that maintain and build on existing infrastructure

	Frequency	Percent
Very Low	31	2.8
Low	52	4.7
Medium	292	26.5
High	459	41.7
Very High	268	24.3
Total	1102	100.0

9a. In deciding where to live, indicate how important it is to you to have each of the following within an easy walk: School

	Frequency	Percent
Very Low	303	27.2
Low	233	20.9
Medium	249	22.3
High	195	17.5
Very High	136	12.2
Total	1116	100.0

9b. Work

	Frequency	Valid Percent
Very Low	251	22.4
Low	244	21.7
Medium	342	30.5
High	198	17.6
Very High	87	7.8
Total	1122	100.0

9c. Grocery store (full service)

	Frequency	Percent
Very Low	141	12.5
Low	199	17.6
Medium	366	32.4
High	297	26.3
Very High	125	11.1
Total	1128	100.0

9d. Convenience store

	Frequency	Percent
Very Low	309	27.6
Low	324	28.9
Medium	308	27.5
High	136	12.1
Very High	44	3.9
Total	1121	100.0

9e. Restaurant (fast food)

	Frequency	Percent
Very Low	499	44.4
Low	356	31.6
Medium	194	17.2
High	61	5.4
Very High	15	1.3
Total	1125	100.0

9f. Restaurant (full service)

	Frequency	Percent
Very Low	273	24.1
Low	323	28.5
Medium	359	31.7
High	143	12.6
Very High	34	3.0
Total	1132	100.0

9g. Pharmacy or drug store

	Frequency	Percent
0	1	.1
Very Low	203	17.9
Low	265	23.4
Medium	396	35.0
High	197	17.4
Very High	69	6.1
Total	1131	100.0

9h. Coffee shop or bakery

	Frequency	Percent
Very Low	246	21.9
Low	323	28.8
Medium	334	29.8
High	168	15.0
Very High	51	4.5
Total	1122	100.0

9j. Frequent (15 minutes or less) bus service

	Frequency	Percent
Very Low	194	17.3
Low	199	17.7
Medium	249	22.2
High	275	24.5
Very High	206	18.3
Total	1123	100.0

9k. Church, synagogue, or other place to worship

	Frequency	Percent
Very Low	412	36.7
Low	308	27.5
Medium	245	21.8
High	105	9.4
Very High	52	4.6
Total	1122	100.0

9l. Medical Services

	Frequency	Percent
Very Low	178	15.8
Low	247	21.9
Medium	349	30.9
High	230	20.4
Very High	124	11.0
Total	1128	100.0

9m. Senior Services

	Frequency	Percent
Very Low	253	24.4
Low	259	25.0
Medium	313	30.2
High	129	12.4
Very High	84	8.1
Total	1038	100.0

10a. The following represents some of the challenges our region will face in the coming years. How would you rank the IMPORTANCE of each of these challenges? Access to higher education.

	Frequency	Percent
Very Low	51	4.5
Low	86	7.7
Medium	290	25.8
High	418	37.3
Very High	277	24.7
Total	1122	100.0

10b. Access to health care

	Frequency	Percent
Very Low	26	2.3
Low	22	2.0
Medium	187	16.6
High	453	40.2
Very High	440	39.0
Total	1128	100.0

10c. Lower the crime rate

	Frequency	Percent
Very Low	20	1.8
Low	77	6.9
Medium	284	25.5
High	363	32.6
Very High	370	33.2
Total	1114	100.0

10d. Improve public education

	Frequency	Percent
Very Low	22	2.0
Low	40	3.6
Medium	210	18.7
High	479	42.7
Very High	372	33.1
Total	1123	100.0

10e. Protect the environment

	Frequency	Percent
Very Low	36	3.2
Low	70	6.3
Medium	197	17.7
High	348	31.2
Very High	463	41.6
Total	1114	100.0

10f. Preserve farms and open spaces

	Frequency	Percent
Very Low	42	3.7
Low	77	6.9
Medium	266	23.7
High	377	33.5
Very High	362	32.2
Total	1124	100.0

10g. Attract businesses and create jobs

	Frequency	Percent
Very Low	17	1.5
Low	47	4.2
Medium	247	22.0
High	410	36.5
Very High	402	35.8
Total	1123	100.0

10h. Provide workforce and skills training

	Frequency	Percent
Very Low	28	2.5
Low	71	6.4
Medium	327	29.3
High	428	38.4
Very High	261	23.4
Total	1115	100.0

10i. Revitalize older suburbs

	Frequency	Percent
Very Low	59	5.3
Low	164	14.7
Medium	434	38.9
High	313	28.0
Very High	146	13.1
Total	1116	100.0

10j. Revitalize city downtowns

	Frequency	Percent
Very Low	51	4.6
Low	92	8.2
Medium	277	24.8
High	374	33.5
Very High	322	28.9
Total	1116	100.0

10k. Increase transportation choices

	Frequency	Percent
Very Low	61	5.5
Low	112	10.0
Medium	344	30.9
High	321	28.8
Very High	277	24.8
Total	1115	100.0

10l. Increase choice in type and location of housing

	Frequency	Percent
Very Low	67	6.0
Low	178	16.0
Medium	412	37.0
High	310	27.8
Very High	148	13.3
Total	1115	100.0

10m. Make affordable housing more available

	Frequency	Percent
Very Low	64	5.7
Low	140	12.6
Medium	327	29.3
High	365	32.7
Very High	219	19.6
Total	1115	100.0

10n. Access to senior services

	Frequency	Percent
Very Low	49	4.6
Low	138	12.9
Medium	417	38.9
High	320	29.9
Very High	147	13.7
Total	1071	100.0

11. How hopeful are you about your region's future?

	Frequency	Percent
Very hopeful	201	18.0
Hopeful	420	37.7
Somewhat hopeful	348	31.2
Not very hopeful	120	10.8
Not at all hopeful	25	2.2
Total	1114	100.0

13. Do you feel that your actions and participation as an individual can affect the planning process and the future of your region?

	Frequency	Percent
Yes	722	65.7
No	377	34.3
Total	1099	100.0

14. 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?

	Frequency	Percent
Very willing	172	15.5
Willing	491	44.4
Neither willing nor unwilling	366	33.1
Unwilling	60	5.4
Very unwilling	18	1.6
Total	1107	100.0

16. How do you prefer to learn about community projects such as this sustainability work? (mark all that apply) Face-to-face

	Frequency	Percent
Yes	216	17.4
No	1023	82.6
Total	1239	100.0

Direct mail

	Frequency	Percent
Yes	450	36.3
No	789	63.7
Total	1239	100.0

Project website

	Frequency	Percent
Yes	365	29.5
No	874	70.5
Total	1239	100.0

Project-specific meetings and events

	Frequency	Percent
Yes	307	24.8
No	932	75.2
Total	1239	100.0

Other community events/fairs/festivals

	Frequency	Percent
Yes	205	16.5
No	1034	83.5
Total	1239	100.0

Flyers/posters/displays in businesses and public spaces

	Frequency	Percent
Yes	220	17.8
No	1019	82.2
Total	1239	100.0

Email

	Frequency	Percent
Yes	476	38.4
No	763	61.6
Total	1239	100.0

Social media such as Facebook and  
Twitter

	Frequency	Percent
Yes	141	11.4
No	1098	88.6
Total	1239	100.0

Newspaper (paper version)

	Frequency	Percent
Yes	445	35.9
No	794	64.1
Total	1239	100.0

Newspaper (online version)

	Frequency	Percent
Yes	170	13.7
No	1069	86.3
Total	1239	100.0

Radio

	Frequency	Percent
Yes	248	20.0
No	991	80.0
Total	1239	100.0

Local access television

	Frequency	Percent	
Yes	165	13.3	
No	1074	86.7	
Total	1239	100.0	

As part of a meeting for a community organization

	Frequency	Percent
Yes	201	16.2
No	1038	83.8
Total	1239	100.0

18a. Type of residence (check one):

	Frequency	Percent
Apartment	33	3.0
Townhome	12	1.1
Condominium	25	2.2
Senior housing	14	1.3
Duplex	23	2.1
Rural single family home	349	31.3
Suburban single family home	381	34.2
Urban single family home	250	22.4
Other	27	2.4
Total	1114	100.0

18b. Do you own or rent this residence?

	Frequency	Percent
Own	990	89.6
Rent	115	10.4
Total	1105	100.0

19. Age:

	Frequency	Percent
18-24	10	.9
25-34	42	3.8
35-44	137	12.5
45-54	217	19.8
55-64	286	26.1
65+	402	36.7
Total	1094	100.0

20. Racial/Ethnic background (check one):

	Frequency	Percent
Asian American	21	2.0
Black/African American	9	.9
Caucasian/White	995	94.6
Latino	7	.7
Mexican American/Hispanic	7	.7
Native American/Indian	8	.8
Pacific Islander	3	.3
Other	2	.2
Total	1052	100.0

21. Gender

	Frequency	Percent
Male	569	52.6
Female	510	47.1
Transgender	3	.3
Total	1082	100.0

22. Please check the highest level of schooling you have completed:

	Frequency	Percent
Grade school	6	.5
Some high school	8	.7
High school graduate or GED	93	8.5
Some college	178	16.2
Associate degree/other secondary education	89	8.1
Bachelor degree	293	26.7
Some graduate coursework	77	7.0
Graduate degree	293	26.7
Doctorate degree	60	5.5
Total	1097	100.0

23. What is your present occupation? (if retired, please mark "retired" and your former primary occupation) Farmer, rancher, etc.

	Frequency	Percent
Yes	10	.8
No	1229	99.2
Total	1239	100.0

Homemaker

	Frequency	Percent
Yes	40	3.2
No	1199	96.8
Total	1239	100.0

Business owner (lawyer, accountant, doctor,  
etc.)

	Frequency	Percent
Yes	90	7.3
No	1149	92.7
Total	1239	100.0

White collar (office worker, staff,  
etc.)

	Frequency	Percent
Yes	119	9.6
No	1120	90.4
Total	1239	100.0

Student

	Frequency	Percent
Yes	13	1.0
No	1226	99.0
Total	1239	100.0

Manual worker (blue collar, etc.)

	Frequency	Percent
Yes	72	5.8
No	1167	94.2
Total	1239	100.0

Professional

	Frequency	Percent
Yes	306	24.7
No	933	75.3
Total	1239	100.0

Executive (management, director,  
etc.)

	Frequency	Percent
Yes	121	9.8
No	1118	90.2
Total	1239	100.0

Educator

	Frequency	Percent
Yes	86	6.9
No	1153	93.1
Total	1239	100.0

Military

	Frequency	Percent
Yes	33	2.7
No	1206	97.3
Total	1239	100.0

Retired

	Frequency	Percent
Yes	454	36.6
No	785	63.4
Total	1239	100.0

24. How many school-age children (under 18 years)  
live in your household?

	Frequency	Percent
0	851	77.7
1	112	10.2
2	106	9.7
3	26	2.4
Total	1095	100.0

25. Please indicate your approximate annual family income before taxes for this year:

	Frequency	Percent
Less than \$25,000	100	9.9
\$25,000-\$49,999	180	17.9
\$50,000-\$74,999	244	24.2
\$75,000-\$99,999	220	21.8
\$100,000+	264	26.2
Total	1008	100.0

Appendix 3 – Follow up Survey

Appendix 4 – Follow up Survey Frequency Charts

1. Please indicate the community where you live:

	Frequency	Percent
Bucoda	4	.6
Tenino	7	1.0
Lacey	167	23.4
Grand Mound	5	.7
Tumwater	71	9.9
Yelm	36	5.0
Rochester	23	3.2
Olympia	266	37.3
Rainier	6	.8
Thurston county north of Tumwater Airport	98	13.7
Thurston County south of Tumwater airport	29	4.1
Nisqually Indian Reservation	1	.1
Confederated Tribes of Chehalis Reservation	1	.1
Total	714	100.0

2. How familiar are you with the role of the  
Thurston Regional Planning Council?

	Frequency	Percent
Not at all familiar	220	30.6
Not very familiar	259	36.1
Somewhat familiar	164	22.8
Familiar	53	7.4
Very familiar	22	3.1
Total	718	100.0

3. How familiar are you with the  
Sustainable Thurston Project

currently underway in your community?

	Frequency	Percent
Not at all familiar	336	47.4
Not very familiar	242	34.1
Somewhat familiar	98	13.8
Familiar	24	3.4
Very familiar	9	1.3
Total	709	100.0

5. Did you respond to the first sustainable Thurston Survey?

	Frequency	Percent
I don't remember	392	55.8
No	279	39.7
Yes	32	4.6
Total	703	100.0

6a. Thinking about the Thurston Region over the last 10 years: How has the quality of life changed?

	Frequency	Percent
Worsened	227	33.4
Stayed the same	295	43.4
Improved	157	23.1
Total	679	100.0

6b. Thinking about the Thurston Region over the last 10 years: How has your ability to meet your basic needs changed?

	Frequency	Percent
Worsened	139	21.1
Stayed the same	379	57.6
Improved	140	21.3
Total	658	100.0

7. Do you think that working together as a region to plan for the future will lead to improved quality of life?

	Frequency	Percent
No	122	18.4
Yes	540	81.6
Total	662	100.0

8. How important are the following activities to help build a community that is sustainable for everyone?

8a. Increase energy efficiency

	Frequency	Percent
Very Low	13	1.9
Low	28	4.1
Medium	136	19.8
High	279	40.6
Very High	231	33.6
Total	687	100.0

8b. Decrease use of fossil fuels

	Frequency	Percent
Very Low	49	7.2
Low	78	11.4
Medium	182	26.7
High	194	28.4
Very High	179	26.2
Total	682	100.0

8c. Increase access to clean energy sources

	Frequency	Percent
Very Low	24	3.6
Low	54	8.0
Medium	151	22.5
High	221	32.9
Very High	221	32.9
Total	671	100.0

8d. Increase diversity of job opportunities

	Frequency	Percent
Very Low	25	3.7
Low	27	4.0
Medium	129	18.9
High	252	36.9
Very High	250	36.6
Total	683	100.0

8e. Increase small and local business opportunities

	Frequency	Percent
Very Low	12	1.7
Low	17	2.5
Medium	121	17.6
High	235	34.1
Very High	304	44.1
Total	689	100.0

8f. Create green jobs

	Frequency	Percent
Very Low	62	9.1
Low	91	13.3
Medium	214	31.4
High	189	27.7
Very High	126	18.5
Total	682	100.0

8g. Increase opportunities for higher/continued education

	Frequency	Percent
Very Low	17	2.5
Low	38	5.7
Medium	190	28.3
High	241	35.9
Very High	186	27.7
Total	672	100.0

8h. Increase housing choices

	Frequency	Percent
Very Low	26	3.9
Low	76	11.5
Medium	269	40.8
High	193	29.2
Very High	96	14.5
Total	660	100.0

8i. Increase housing availability in city centers

	Frequency	Percent
Very Low	39	5.9
Low	111	16.7
Medium	268	40.3
High	156	23.5
Very High	91	13.7
Total	665	100.0

8j. Increase housing available near areas with frequent bus service

	Frequency	Percent
Very Low	27	3.9
Low	65	9.5
Medium	208	30.3
High	256	37.3
Very High	130	19.0
Total	686	100.0

8k. Maintain drinking water quality

	Frequency	Percent
Very Low	7	1.0
Low	6	.9
Medium	33	4.7
High	166	23.8
Very High	486	69.6
Total	698	100.0

8l. Mainstream and Puget Sound water quality

	Frequency	Percent
Very Low	7	1.0
Low	8	1.2
Medium	80	11.6
High	221	32.0
Very High	375	54.3
Total	691	100.0

8m. Maintain air quality

	Frequency	Percent
Very Low	7	1.0
Low	6	.9
Medium	87	12.8
High	208	30.5
Very High	374	54.8
Total	682	100.0

8n. Preserve farmlands

	Frequency	Percent
Very Low	8	1.1
Low	28	4.0
Medium	144	20.7
High	216	31.0
Very High	300	43.1
Total	696	100.0

8o. Preserve forestlands

	Frequency	Percent
Very Low	7	1.0
Low	24	3.5
Medium	111	16.0
High	219	31.6
Very High	333	48.0
Total	694	100.0

8p. Preserve rural lands

	Frequency	Percent
Very Low	9	1.3
Low	41	5.9
Medium	178	25.5
High	242	34.7
Very High	227	32.6
Total	697	100.0

8q. Increase services for seniors

	Frequency	Percent
Very Low	14	2.0
Low	51	7.5
Medium	213	31.1
High	246	36.0
Very High	160	23.4
Total	684	100.0

8r. Increase recreational opportunities

	Frequency	Percent
Very Low	19	2.8
Low	70	10.4
Medium	289	42.9
High	213	31.6
Very High	83	12.3
Total	674	100.0

8s. Increase opportunities to participate in arts and cultures

	Frequency	Percent
Very Low	47	6.9
Low	124	18.1
Medium	302	44.2
High	150	21.9
Very High	61	8.9
Total	684	100.0

8t. Increase housing choices for seniors near areas with frequent bus service

	Frequency	Percent
Very Low	16	2.3
Low	47	6.8
Medium	207	30.0
High	258	37.4
Very High	161	23.4
Total	689	100.0

8u. Increase access to fresh and local food

	Frequency	Percent
Very Low	12	1.7
Low	47	6.8
Medium	193	27.8
High	240	34.6
Very High	202	29.1
Total	694	100.0

8v. Increase transportation choices

	Frequency	Percent
Very Low	18	2.7
Low	69	10.2
Medium	192	28.3
High	251	37.0
Very High	149	21.9
Total	679	100.0

8w. Increase neighborhood walkability

	Frequency	Percent
Very Low	23	3.4
Low	69	10.2
Medium	204	30.0
High	222	32.7
Very High	161	23.7
Total	679	100.0

8x. Increase gathering spaces in neighborhoods

	Frequency	Percent
Very Low	43	6.4
Low	139	20.6
Medium	272	40.3
High	135	20.0
Very High	86	12.7
Total	675	100.0

8y. Increase shopping opportunities in neighborhoods

	Frequency	Percent
Very Low	39	5.7
Low	136	20.0
Medium	305	44.9
High	127	18.7
Very High	73	10.7
Total	680	100.0

8z. Provide efficient government services

	Frequency	Percent
Very Low	20	2.9
Low	28	4.1
Medium	141	20.5
High	263	38.3
Very High	235	34.2
Total	687	100.0

8aa. Decrease amount of solid waste produced

	Frequency	Percent
Very Low	19	2.8
Low	52	7.6
Medium	218	31.7
High	233	33.9
Very High	165	24.0
Total	687	100.0

8bb. Increase services for youth and families

	Frequency	Percent
Very Low	19	2.8
Low	66	9.7
Medium	257	37.7
High	217	31.8
Very High	123	18.0
Total	682	100.0

8cc. Increase community participation in local planning

	Frequency	Percent
Very Low	12	1.8
Low	29	4.3
Medium	209	30.6
High	282	41.3
Very High	150	22.0
Total	682	100.0

8dd. Increase public outreach about policies and programs

	Frequency	Percent
Very Low	22	3.2
Low	46	6.7
Medium	257	37.2
High	250	36.2
Very High	115	16.7
Total	690	100.0

8ee. Maintaining a strong public safety system

	Frequency	Percent
Very Low	8	1.2
Low	21	3.0
Medium	117	16.9
High	311	45.0
Very High	234	33.9
Total	691	100.0

8ff. Increase access to health and social services

	Frequency	Percent
Very Low	20	3.0
Low	48	7.1
Medium	199	29.5
High	230	34.1
Very High	178	26.4
Total	675	100.0

8gg. Increase investments that maintain and build on existing infrastructure

	Frequency	Percent
Very Low	15	2.2
Low	31	4.6
Medium	180	26.7
High	287	42.6
Very High	160	23.8
Total	673	100.0

9. In deciding where to live, indicate how important it is to you to have each of the following within an easy walk:

9a. School

	Frequency	Percent
Very Low	196	28.6
Low	166	24.2
Medium	152	22.2
High	111	16.2
Very High	60	8.8
Total	685	100.0

9b. Work

	Frequency	Percent
Very Low	157	23.0
Low	187	27.4
Medium	201	29.5
High	97	14.2
Very High	40	5.9
Total	682	100.0

9c. Full-service grocery store

	Frequency	Percent
Very Low	77	11.1
Low	129	18.6
Medium	234	33.7
High	176	25.3
Very High	79	11.4
Total	695	100.0

9d. Convenience store

	Frequency	Percent
Very Low	168	24.3
Low	211	30.5
Medium	186	26.9
High	95	13.7
Very High	32	4.6
Total	692	100.0

9e. Fast-food restaurant

	Frequency	Percent
Very Low	240	34.2
Low	234	33.3
Medium	162	23.1
High	41	5.8
Very High	25	3.6
Total	702	100.0

9f. Full-service restaurant

	Frequency	Percent
Very Low	139	19.8
Low	207	29.5
Medium	232	33.1
High	85	12.1
Very High	38	5.4
Total	701	100.0

9g. pharmacy or drug store

	Frequency	Percent
Very Low	107	15.4
Low	157	22.5
Medium	248	35.6
High	136	19.5
Very High	49	7.0
Total	697	100.0

9h. Coffee shop or bakery

	Frequency	Percent
Very Low	158	22.7
Low	220	31.7
Medium	204	29.4
High	82	11.8
Very High	31	4.5
Total	695	100.0

9i. Park or public recreation

	Frequency	Percent
Very Low	76	11.0
Low	123	17.8
Medium	220	31.8
High	179	25.9
Very High	93	13.5
Total	691	100.0

9j. frequent 15 minutes or less  
bus service

	Frequency	Percent
Very Low	127	18.1
Low	138	19.7
Medium	192	27.4
High	145	20.7
Very High	98	14.0
Total	700	100.0

9k. Church, synagogue, or other  
place of worship

	Frequency	Percent
Very Low	230	33.0
Low	175	25.1
Medium	169	24.2
High	82	11.7
Very High	42	6.0
Total	698	100.0

9l. Medical services

	Frequency	Percent
Very Low	82	11.7
Low	136	19.3
Medium	234	33.3
High	155	22.0
Very High	96	13.7
Total	703	100.0

9m. Senior services

	Frequency	Percent
Very Low	116	17.8
Low	169	25.9
Medium	199	30.5
High	107	16.4
Very High	61	9.4
Total	652	100.0

10. The following represents some of the challenges our region will face in the coming years. How would you rank the IMPORTANCE of each of these challenges?

10a. Access to higher education

	Frequency	Percent
Very Low	28	4.0
Low	45	6.4
Medium	192	27.4
High	261	37.3
Very High	174	24.9
Total	700	100.0

b. Access to healthcare

	Frequency	Percent
Very Low	3	.4
Low	25	3.6
Medium	106	15.1
High	299	42.7
Very High	268	38.2
Total	701	100.0

10c. Lower the crime rate

	Frequency	Percent
Very Low	5	.7
Low	18	2.6
Medium	134	19.2
High	245	35.2
Very High	295	42.3
Total	697	100.0

10d. Improve public education

	Frequency	Percent
Very Low	16	2.3
Low	35	5.0
Medium	142	20.2
High	274	38.9
Very High	237	33.7
Total	704	100.0

10e. Protect the environment

	Frequency	Percent
Very Low	11	1.6
Low	31	4.4
Medium	147	20.8
High	226	32.0
Very High	292	41.3
Total	707	100.0

10f. Preserve farm and open spaces

	Frequency	Percent
Very Low	11	1.6
Low	50	7.1
Medium	165	23.5
High	232	33.0
Very High	245	34.9
Total	703	100.0

10g. Attract businesses and create jobs

	Frequency	Percent
Very Low	13	1.9
Low	35	5.0
Medium	151	21.7
High	289	41.6
Very High	207	29.8
Total	695	100.0

10h. Provide workforce and skills training

	Frequency	Percent
Very Low	16	2.3
Low	40	5.8
Medium	198	28.6
High	278	40.2
Very High	160	23.1
Total	692	100.0

10i. Revitalize older suburbs

	Frequency	Percent
Very Low	30	4.3
Low	81	11.7
Medium	277	39.9
High	214	30.8
Very High	92	13.3
Total	694	100.0

10j. Revitalize city downtowns

	Frequency	Percent
Very Low	26	3.7
Low	50	7.1
Medium	195	27.8
High	240	34.2
Very High	190	27.1
Total	701	100.0

10k. Increase transportation choices

	Frequency	Percent
Very Low	24	3.5
Low	75	10.9
Medium	231	33.5
High	221	32.1
Very High	138	20.0
Total	689	100.0

10l. Increase choice in type and location of housing

	Frequency	Percent
Very Low	32	4.6
Low	112	16.3
Medium	288	41.8
High	168	24.4
Very High	89	12.9
Total	689	100.0

10m. Make affordable housing more available

	Frequency	Percent
Very Low	39	5.6
Low	81	11.7
Medium	214	30.8
High	221	31.8
Very High	140	20.1
Total	695	100.0

10n. Access to senior services?

	Frequency	Percent
Very Low	28	4.2
Low	77	11.6
Medium	244	36.6
High	210	31.5
Very High	107	16.1
Total	666	100.0

11. How hopeful are you about your region's future?

	Frequency	Percent
Not at all hopeful	23	3.3
Not very hopeful	78	11.2
Somewhat hopeful	185	26.6
Hopeful	285	41.0
Very hopeful	124	17.8
Total	695	100.0

12. Do you feel that your actions and participation as an individual can affect the planning process and the future of your region?

	Frequency	Percent
No	285	41.8
Yes	397	58.2
Total	682	100.0

13. 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?

	Frequency	Percent
Very unwilling	18	2.6
Unwilling	65	9.5
Neither willing nor unwilling	277	40.4
Willing	277	40.4
Very willing	49	7.1
Total	686	100.0

15a. Type of residence (check one)

	Frequency	Percent
Apartment	20	2.8
Townhome	19	2.7
Condominium	8	1.1
Senior housing	30	4.3
Duplex	14	2.0
Rural single family home	206	29.3
Suburban single family home	266	37.9
Urban single family home	122	17.4
Other	17	2.4
Total	702	100.0

15b. Do you own or rent this residence?

	Frequency	Percent
Own	617	88.9
Rent	77	11.1
Total	694	100.0

16. Age

	Frequency	Percent
18-24	5	.7
25-34	18	2.6
35-44	49	7.0
45-54	105	15.1
55-64	178	25.6
65+	341	49.0
Total	696	100.0

17. Racial/Ethnic background (check one)

	Frequency	Percent
Asian American	17	2.5
Black/African American	10	1.5
Latino	6	.9
Caucasian/White	618	89.7
Native American/Indian	4	.6
Mexican American/Hispanic	6	.9
Pacific Islander	3	.4
Other	24	3.5
Total	689	100.0

18. Gender

	Frequency	Percent
Male	327	47.0
Female	366	52.6
Other	3	.4
Total	696	100.0

19. Please check the highest level of schooling you have completed.

	Frequency	Percent
Grade school	2	.3
Some high school	1	.1
High school graduate or GED	80	11.2
Some college	133	18.6
Associate degree/other secondary education	85	11.9
Bachelor degree	176	24.6
Some graduate coursework	38	5.3
Graduate degree	160	22.4
Doctorate degree	39	5.5
Total	714	100.0

20. What is your present occupation? (if retired, please mark "retired" and your former primary occupation)

20a. Farmer, rancher, etc.

	Frequency	Percent
	721	98.6
Farmer, rancher, etc.	10	1.4
Total	731	100.0

20b. Manual worker (blue collar, etc.)

	Frequency	Percent
	709	97.0
Manual worker (blue collar, etc.)	22	3.0
Total	731	100.0

20c. Homemaker

	Frequency	Percent
	698	95.5
Homemaker	33	4.5
Total	731	100.0

20d. Professional

	Frequency	Percent
	569	77.8
Professional	162	22.2
Total	731	100.0

20e. Business owner (lawyer, accountant, doctor, etc.)

	Frequency	Percent
	702	96.0
Business owner (lawyer, accountant, doctor, etc.)	29	4.0
Total	731	100.0

20f. Executive (management, director, etc.)

	Frequency	Percent
	681	93.2
Executive (management, director, etc.)	50	6.8
Total	731	100.0

20g. White collar (office worker, staff, etc.)

	Frequency	Percent
	672	91.9
White collar (office worker, staff, etc.)	59	8.1
Total	731	100.0

20h. Educator

	Frequency	Percent
	688	94.1
Educator	43	5.9
Total	731	100.0

20i. Student

	Frequency	Percent
	727	99.5
Student	4	.5
Total	731	100.0

20j. Military

	Frequency	Percent
	710	97.1
Military	21	2.9
Total	731	100.0

20k. Other

	Frequency	Percent
	678	92.7
Other	53	7.3
Total	731	100.0

20l. Retired

	Frequency	Percent
	370	50.6
Retired	361	49.4
Total	731	100.0

21. How many school-age children (under 18 years) live in your household?

	Frequency	Percent
0	580	81.2
1	71	9.9
2	46	6.4
3	13	1.8
4	2	.3
5	2	.3
Total	714	100.0

22. Please indicate your approximate annual family income before taxes for this year.

	Frequency	Percent
Less than \$25,000	69	10.7
\$25,000 to \$49,999	149	23.0
\$50,000 to \$74,999	152	23.5
\$75,000 to \$99,000	136	21.0
100,000+	141	21.8
Total	647	100.0