

# Sustainable Thurston Project

## Baseline Survey Results

As delivered to the Taskforce June 4, 2012

**Division of Governmental Studies and Services**

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# 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

# 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

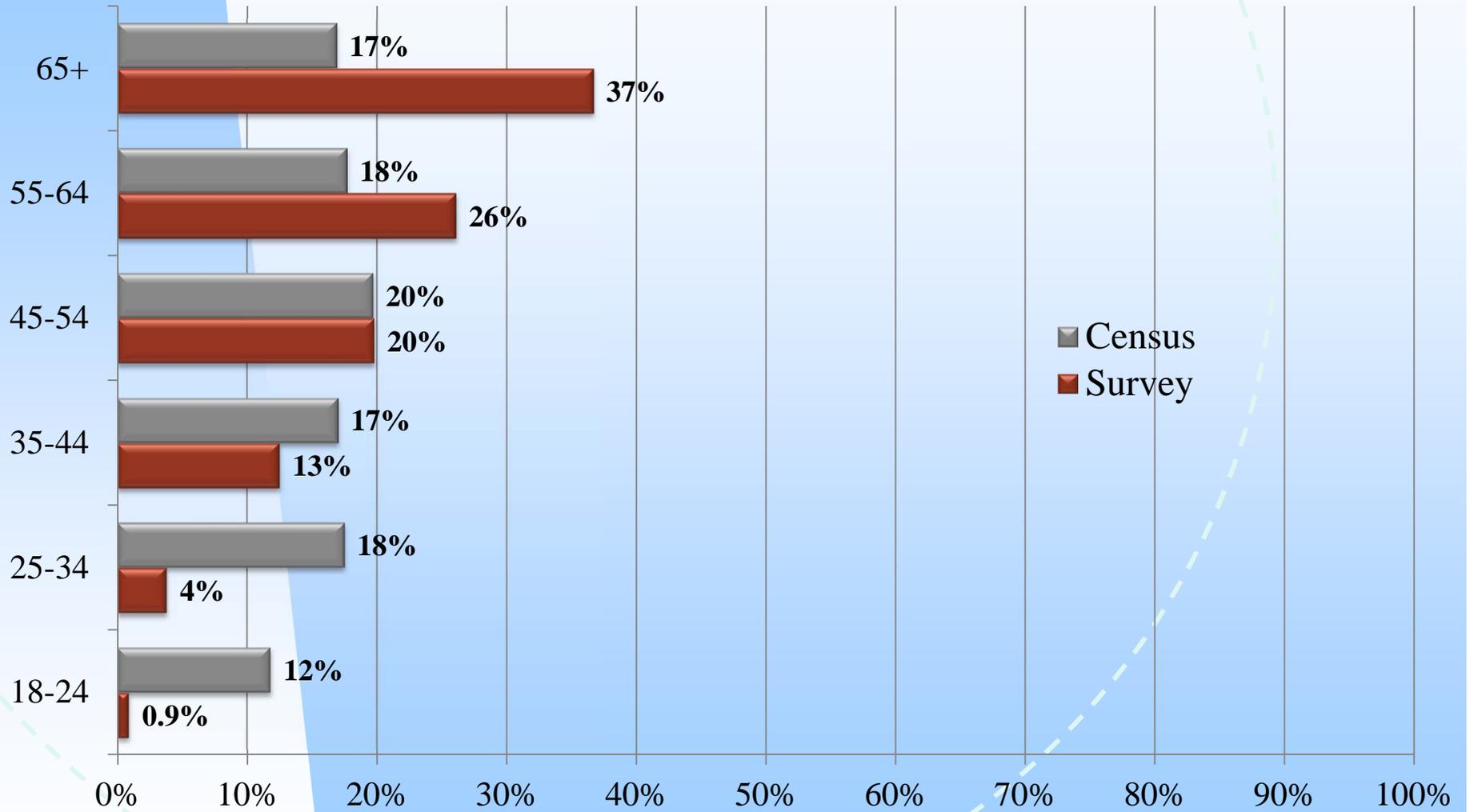
- **Demographics**
- **Perceptions of collaborative action**
- **Attachment to neighborhood**
- **Issues for sustainability**
- **Elements of quality of life**
- **Preferences for receipt of information**

# Demographic Characteristics

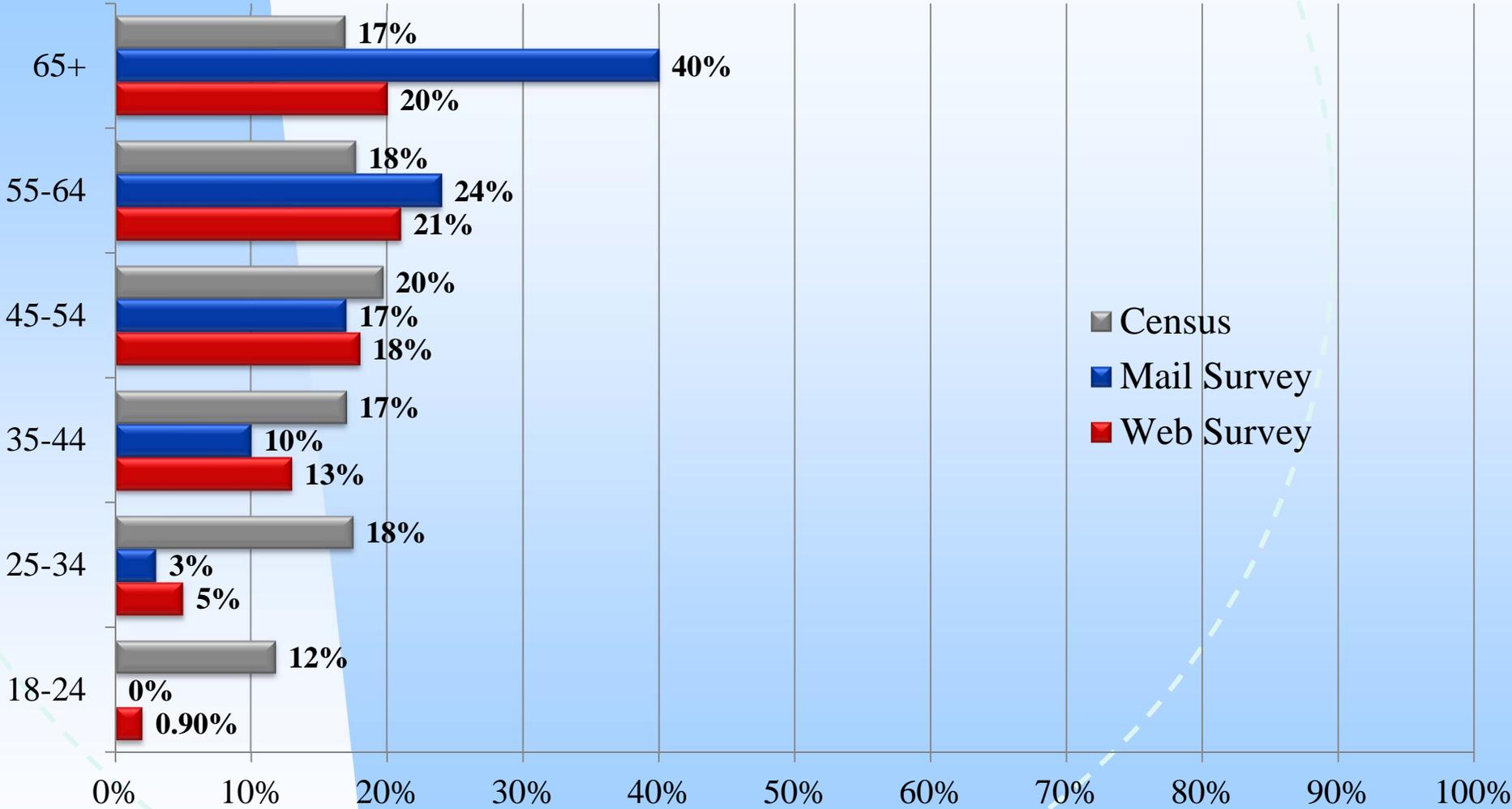
- **Compare survey response and US Census**
  - Age (Survey respondents older)
  - Race/Ethnicity (Survey respondents less diverse)
  - Gender (Slightly more males answered survey)
  - Education (Survey respondents higher educated)
  - Income (Survey respondents earn more)
- **Occupation**
- **Children at home**

**These demographic differences are consistent with general observations from similar survey projects**

# Age Representativeness



### Survey Respondent Age Distribution:

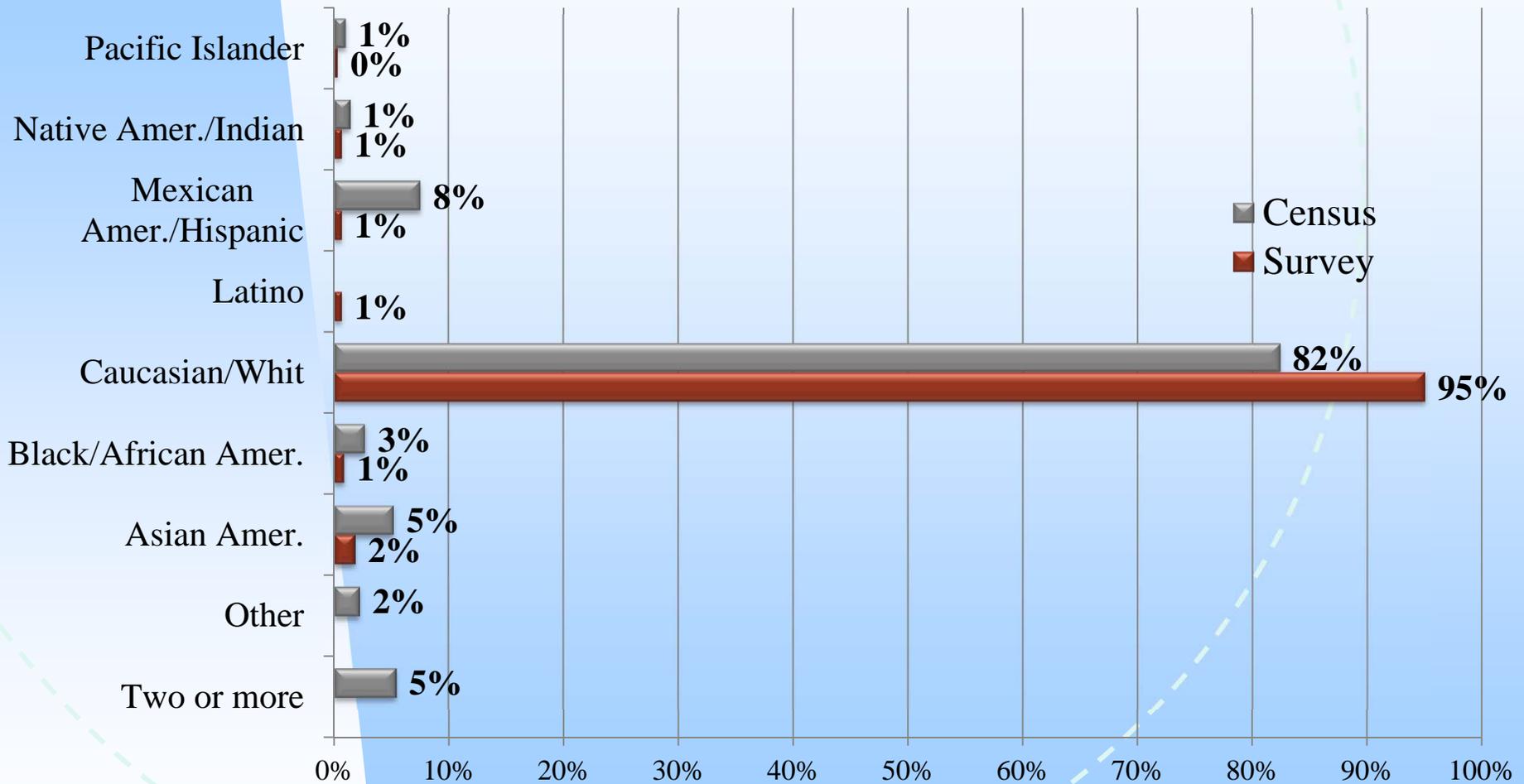


- Census
- Mail Survey
- Web Survey

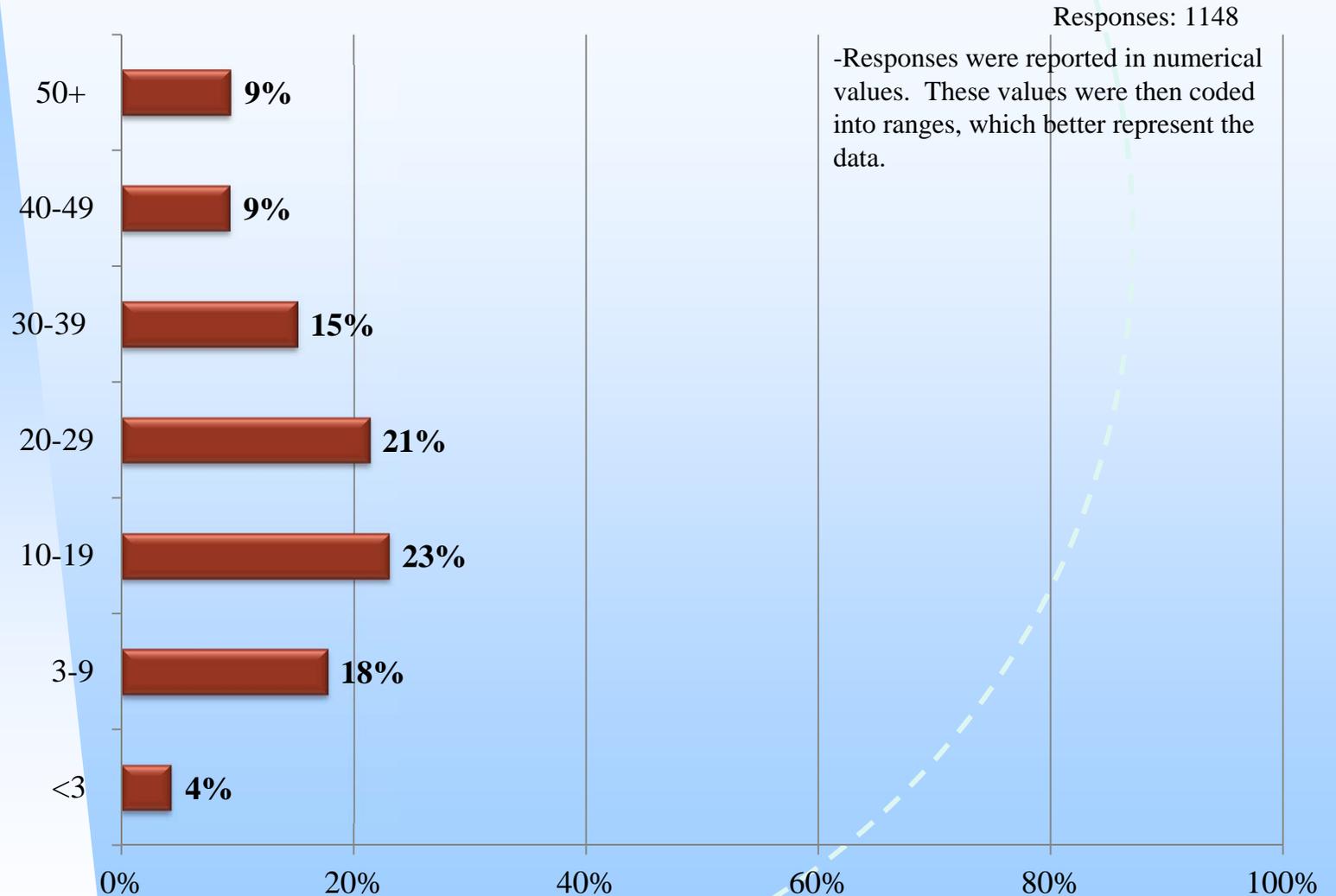


World Class. Face to Face.

## Q20a - Racial ethnic/ background (check one):

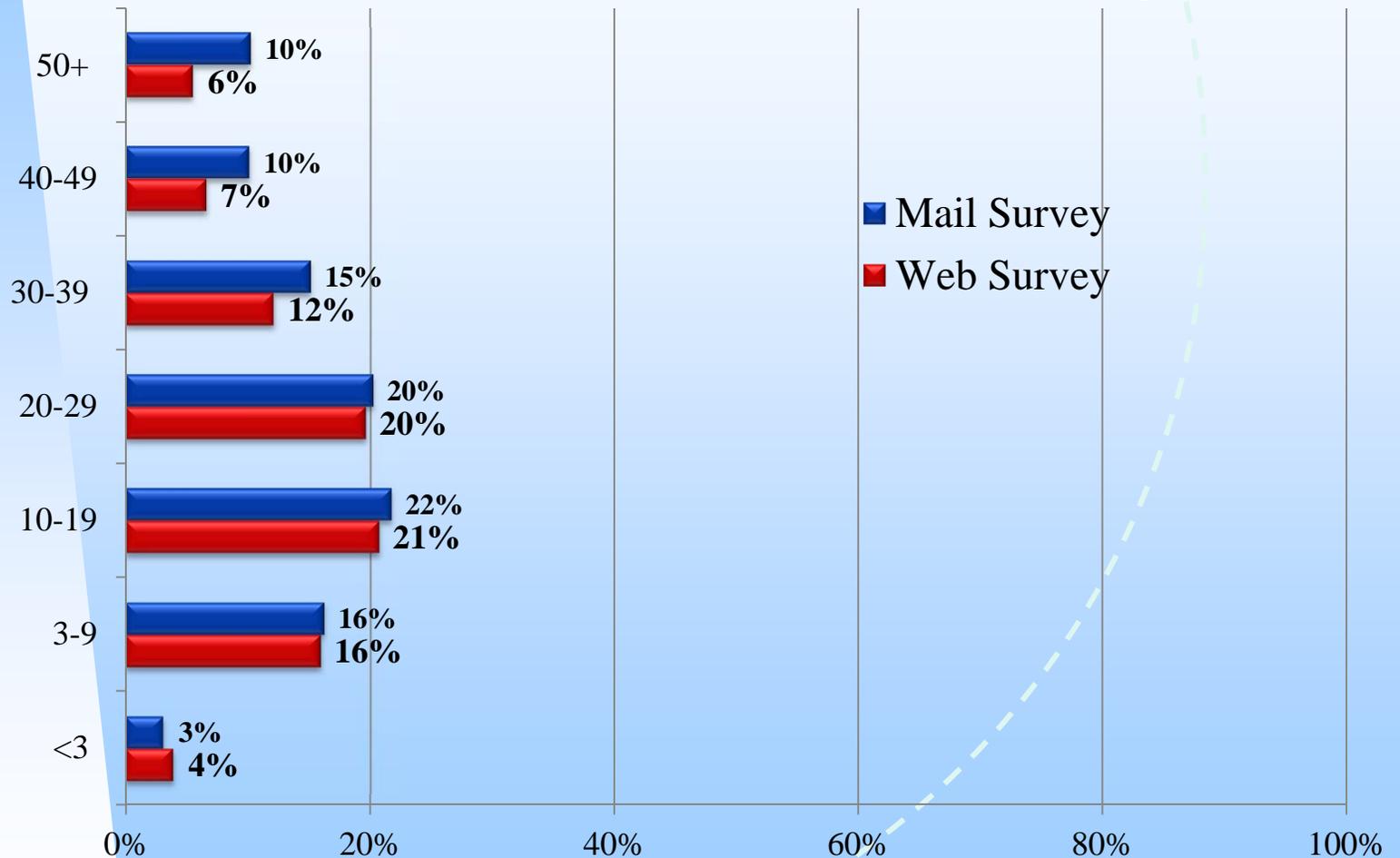


## Q4 - How long have you lived in the Thurston Region? (Years)

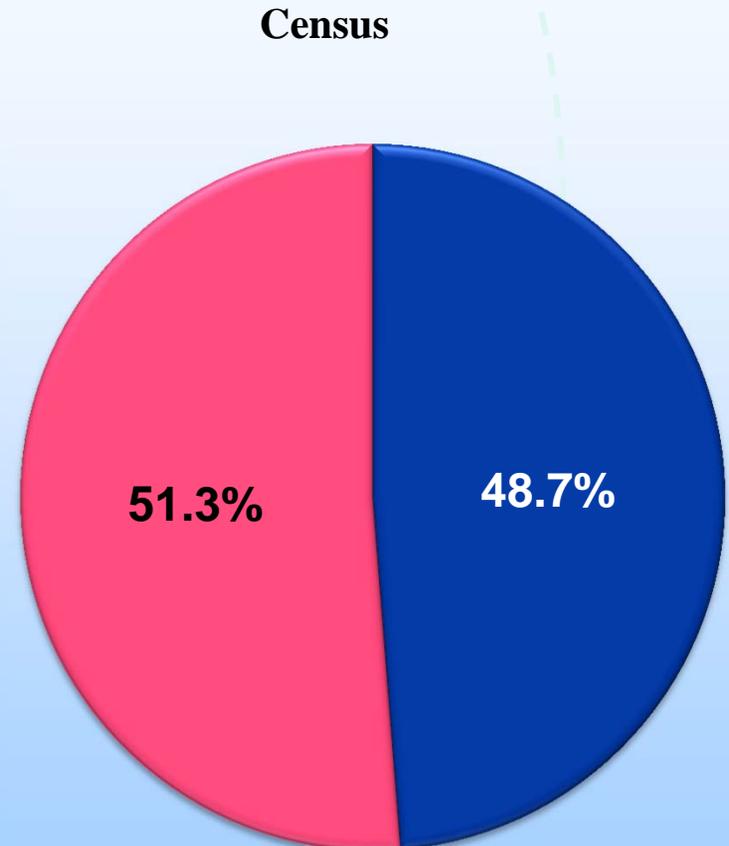
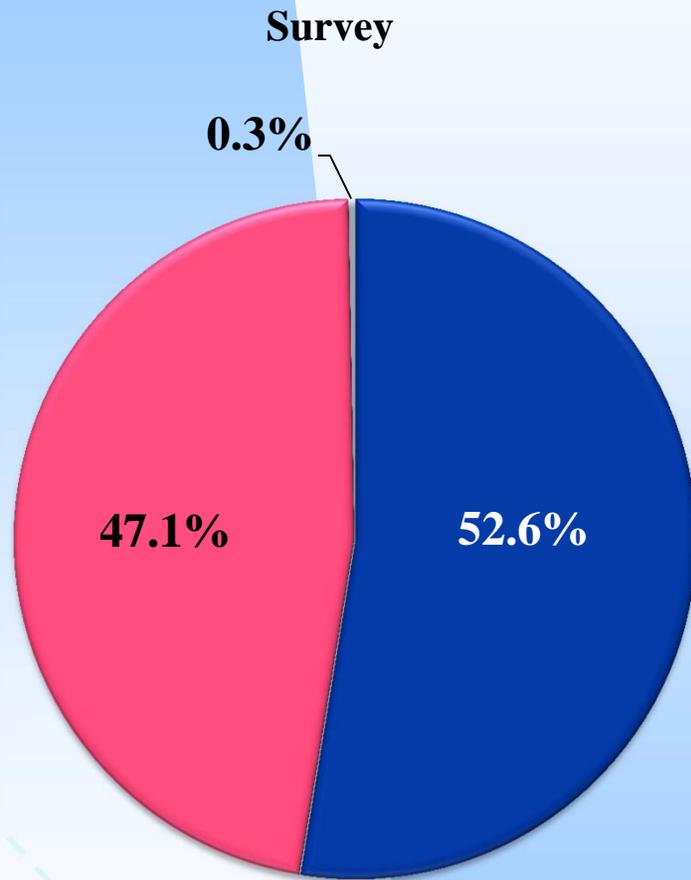


## Survey Differences: Q4 - How long have you lived in the Thurston Region? (Years)

Mail Responses: 776  
Web Responses: 372

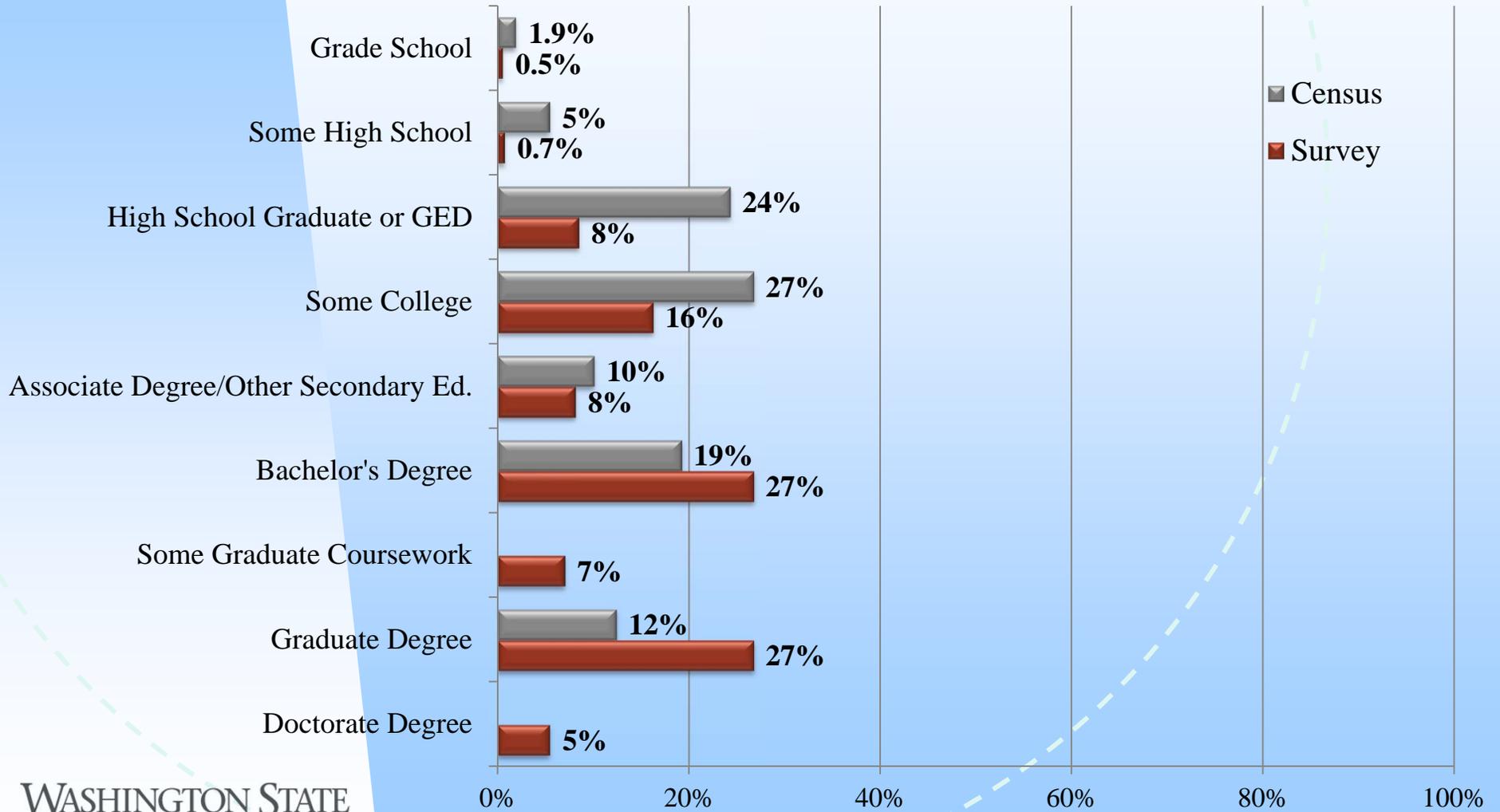


## Q21 - Gender:

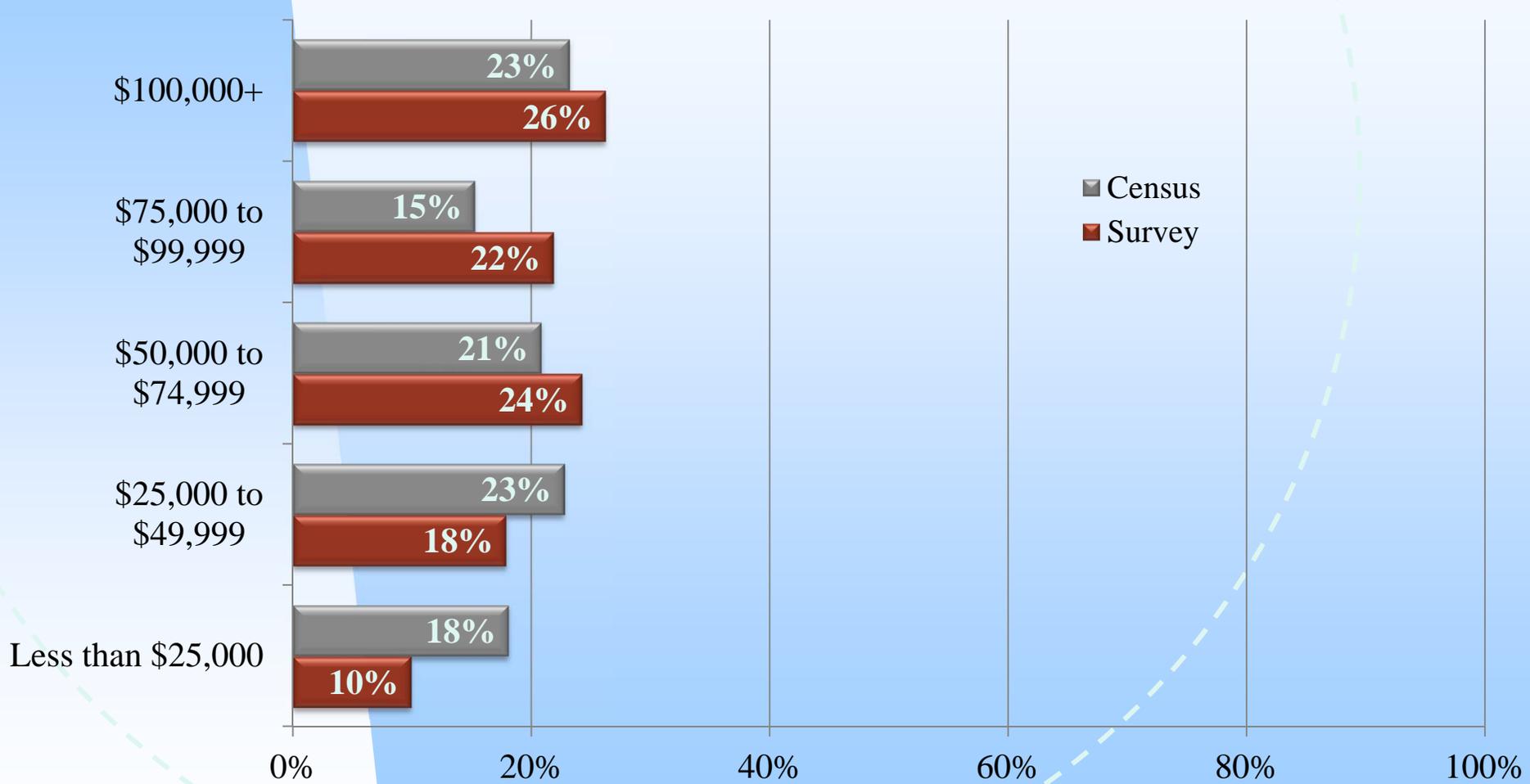


- Male
- Female
- Transgender

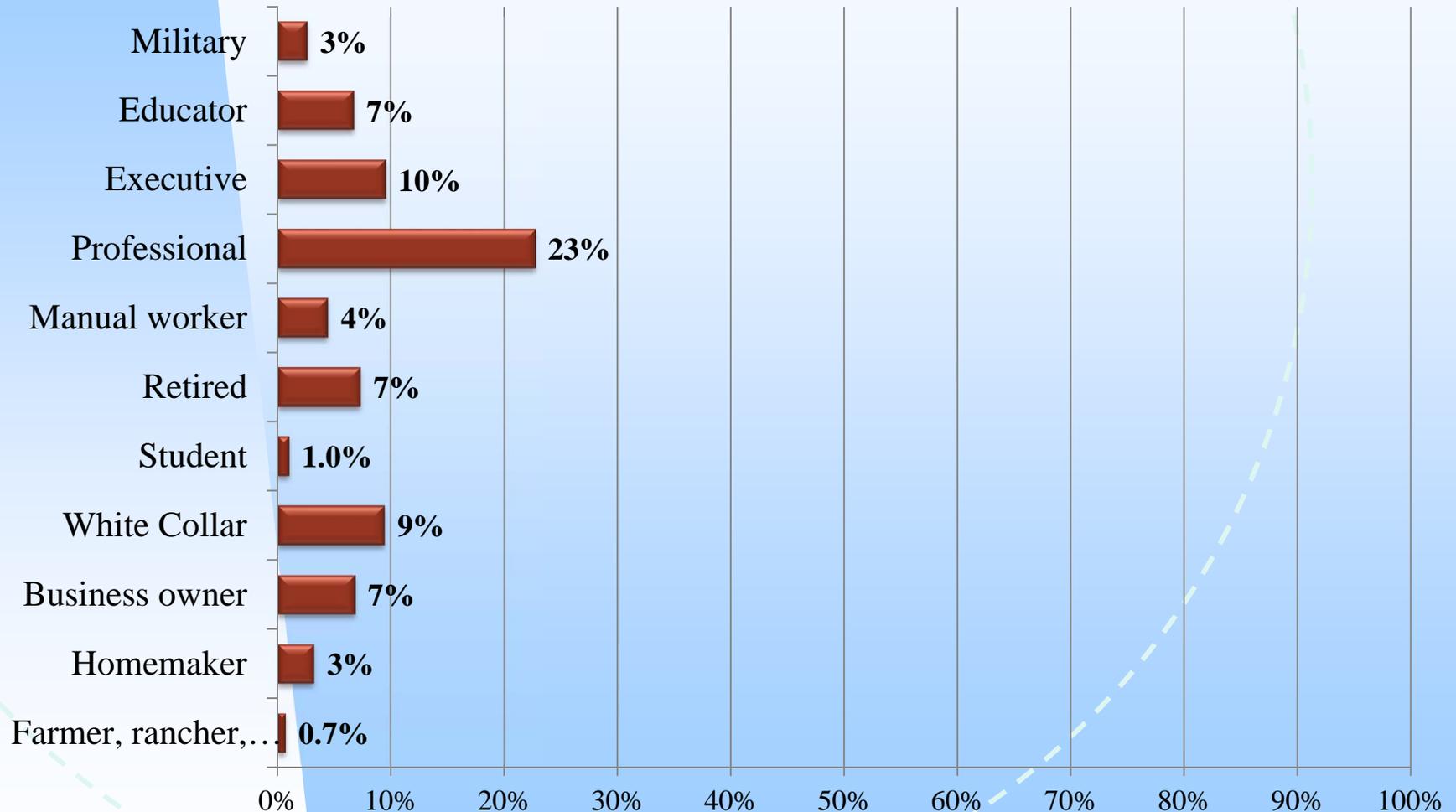
## Q 22 - Please check the highest level of schooling you have completed:



# Q25 - Please indicate your approximate annual family income before taxes for this year:

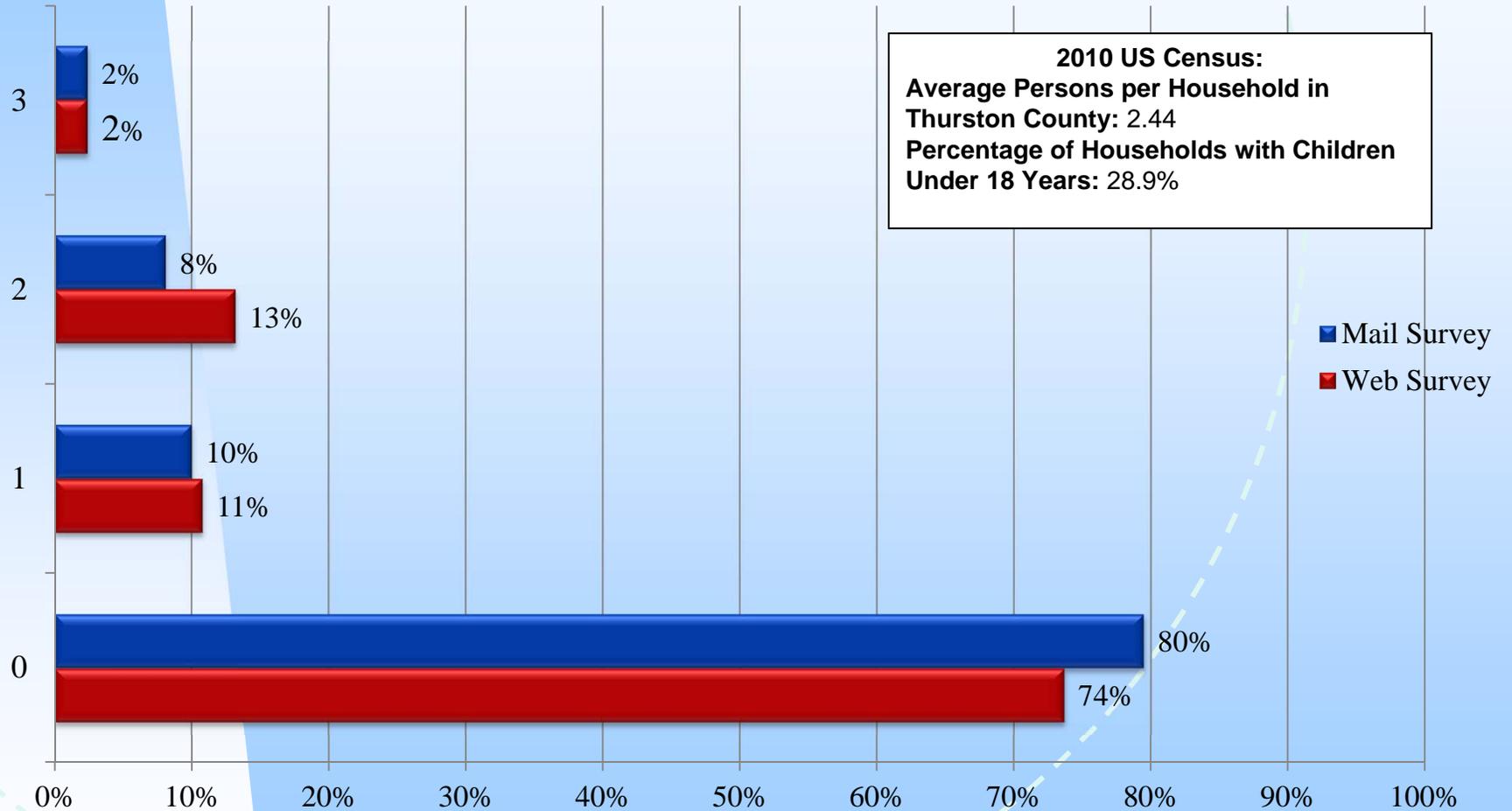


## Q23a - What is your present occupation? (If retired please mark "retired" and your former primary occupation):

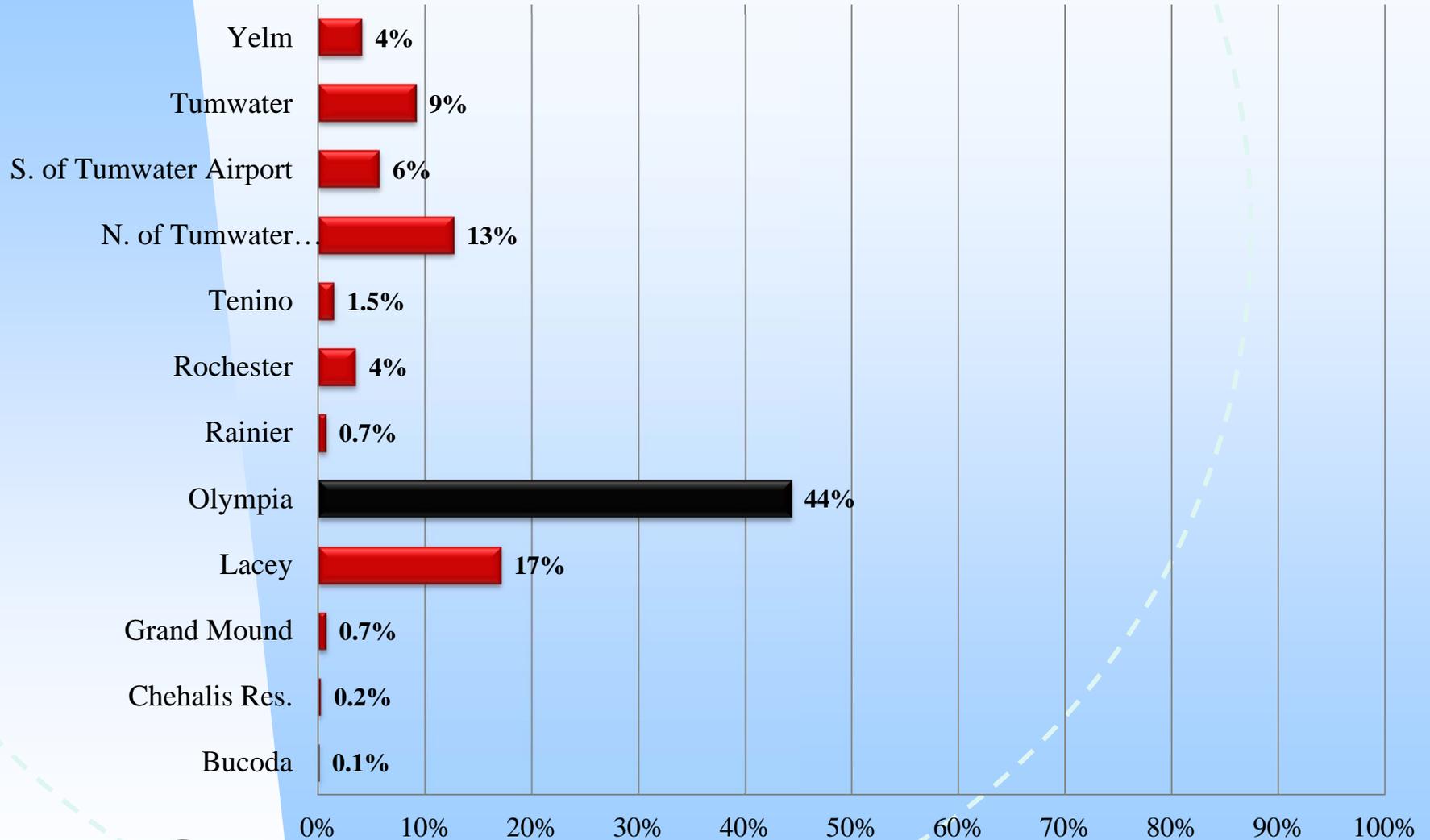


# Q24a - How many school age children (under 18 years) live in your household?

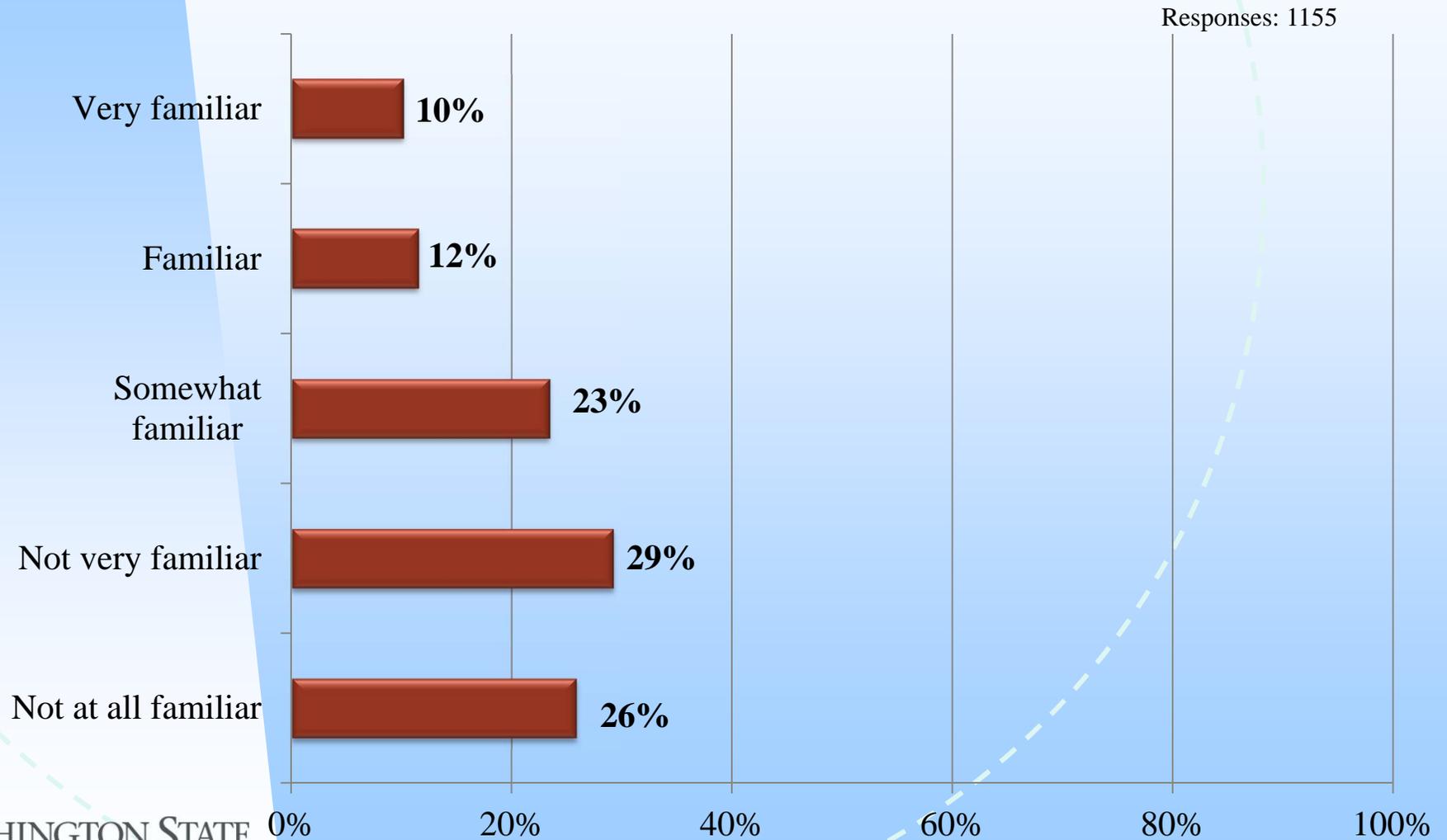
Mail Responses: 761  
Web Responses: 334



## Q1 - Please indicate the community where you live:



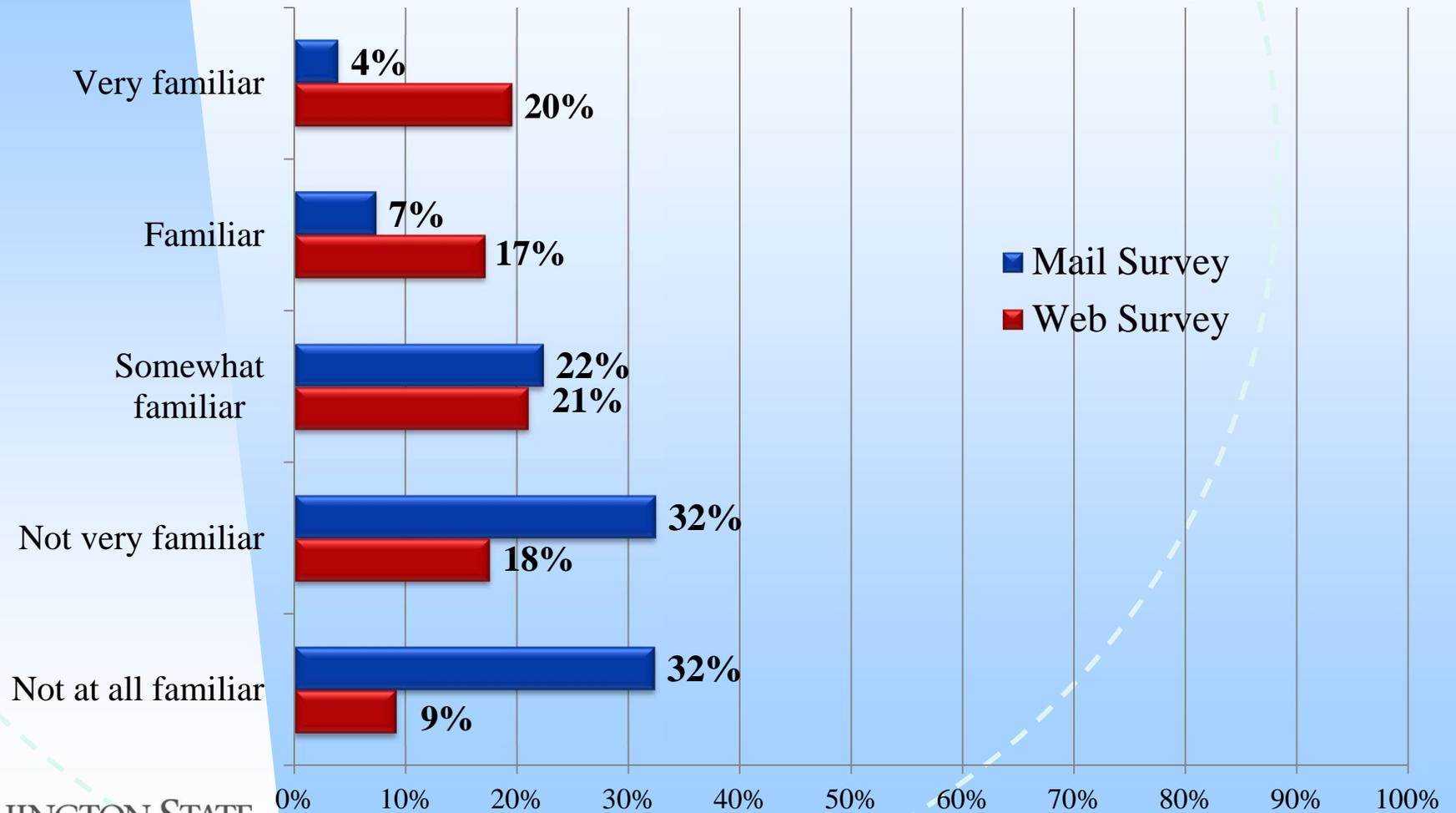
## Q2 - How familiar are you with the role of the Thurston Regional Planning Council?



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

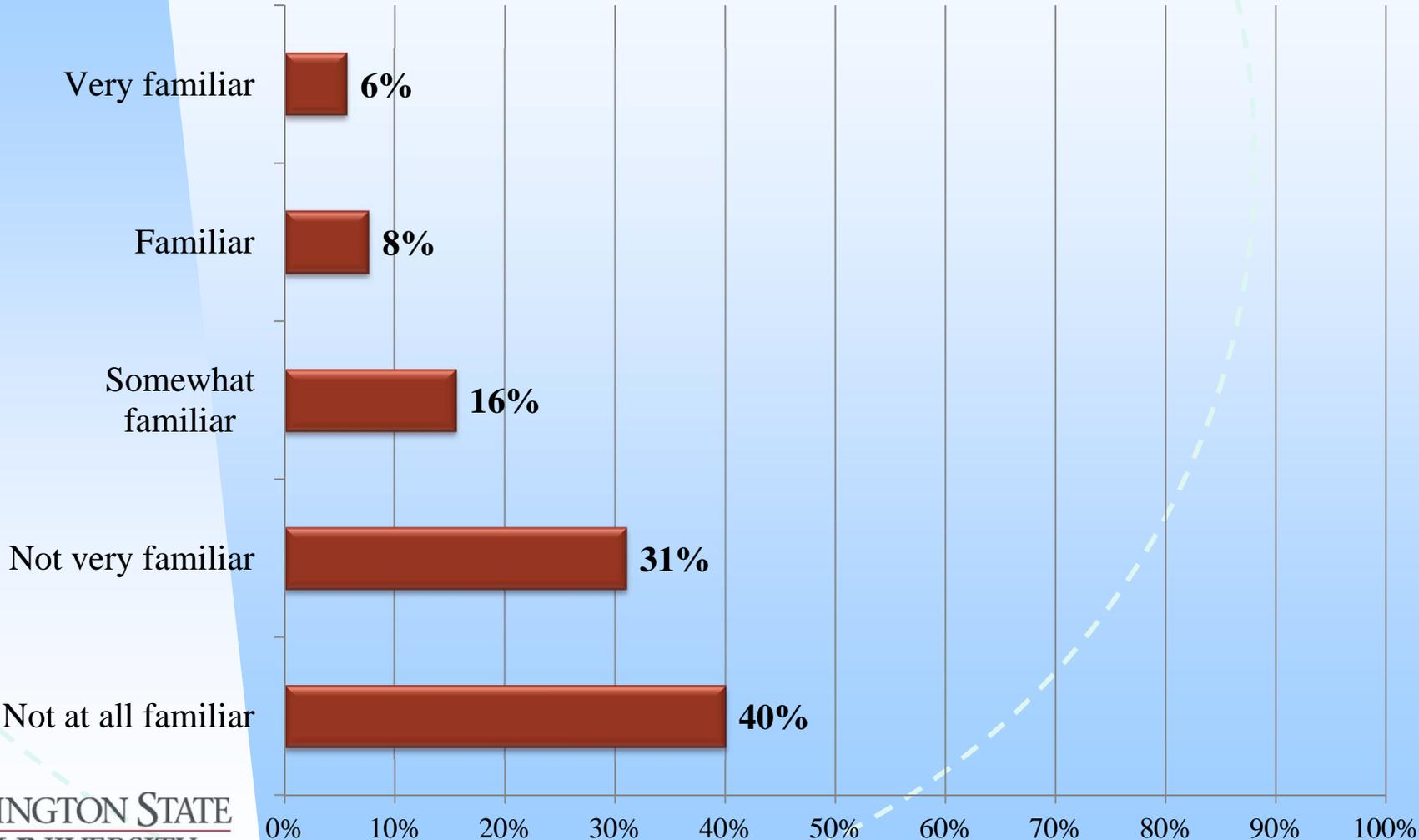
Mail Responses: 784

Web Responses: 371



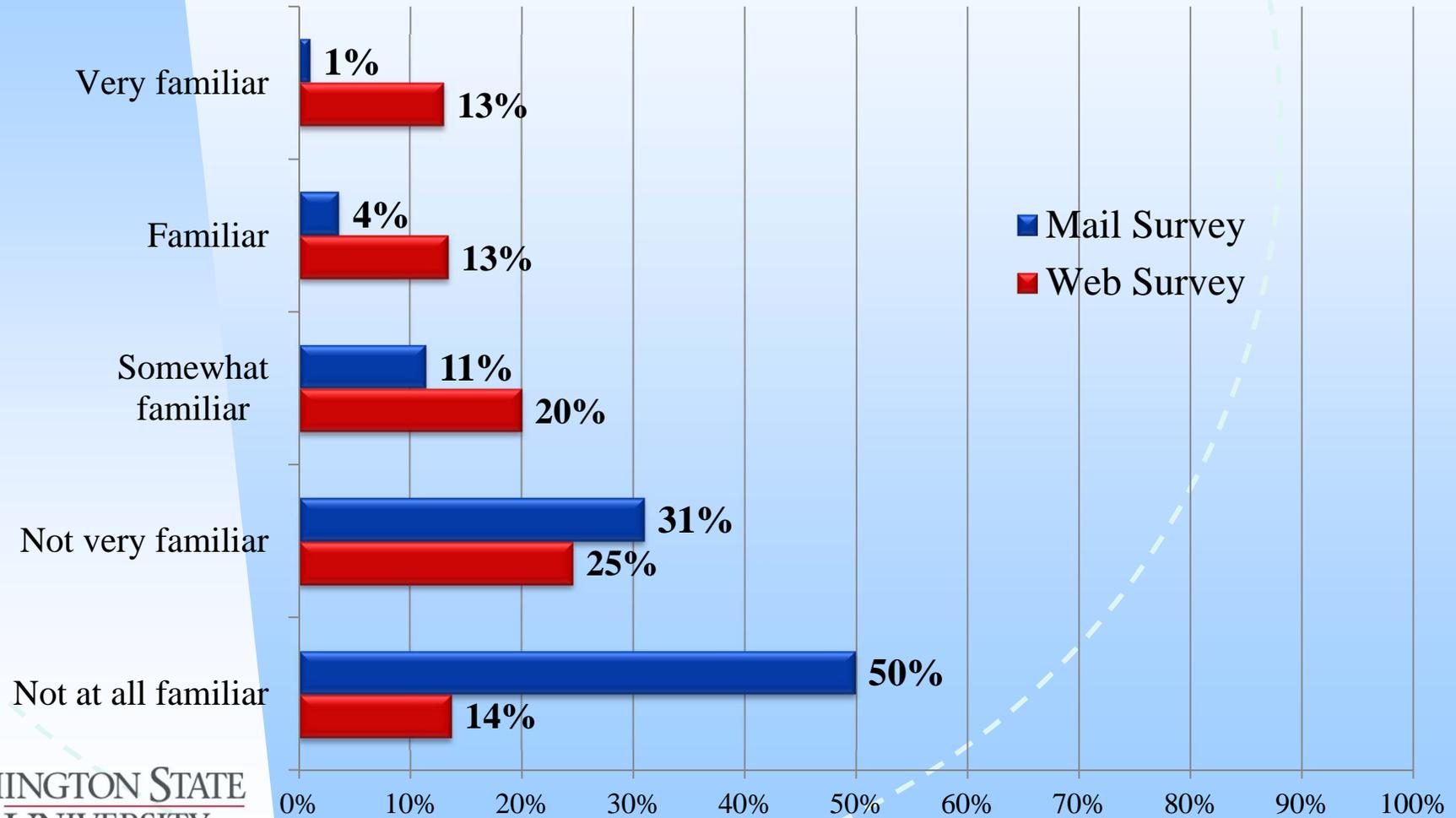
# Q3 - How familiar are you with the Sustainable Thurston Project currently underway in your community?

Responses: 1147



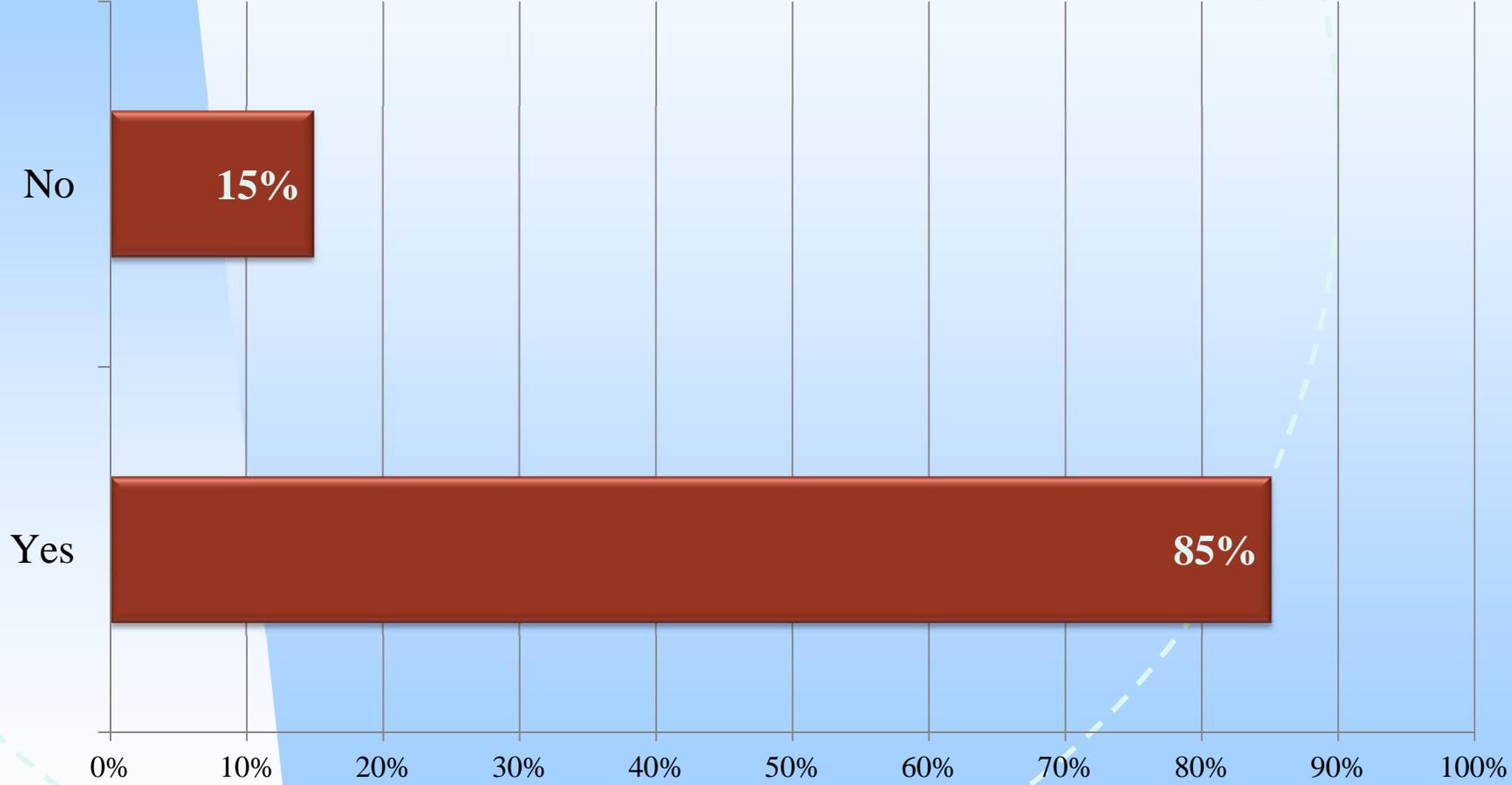
# Survey Differences: Q3 - How familiar are you with the Sustainable Thurston Project currently underway in your community?

Mail Responses: 775  
Web Responses: 372

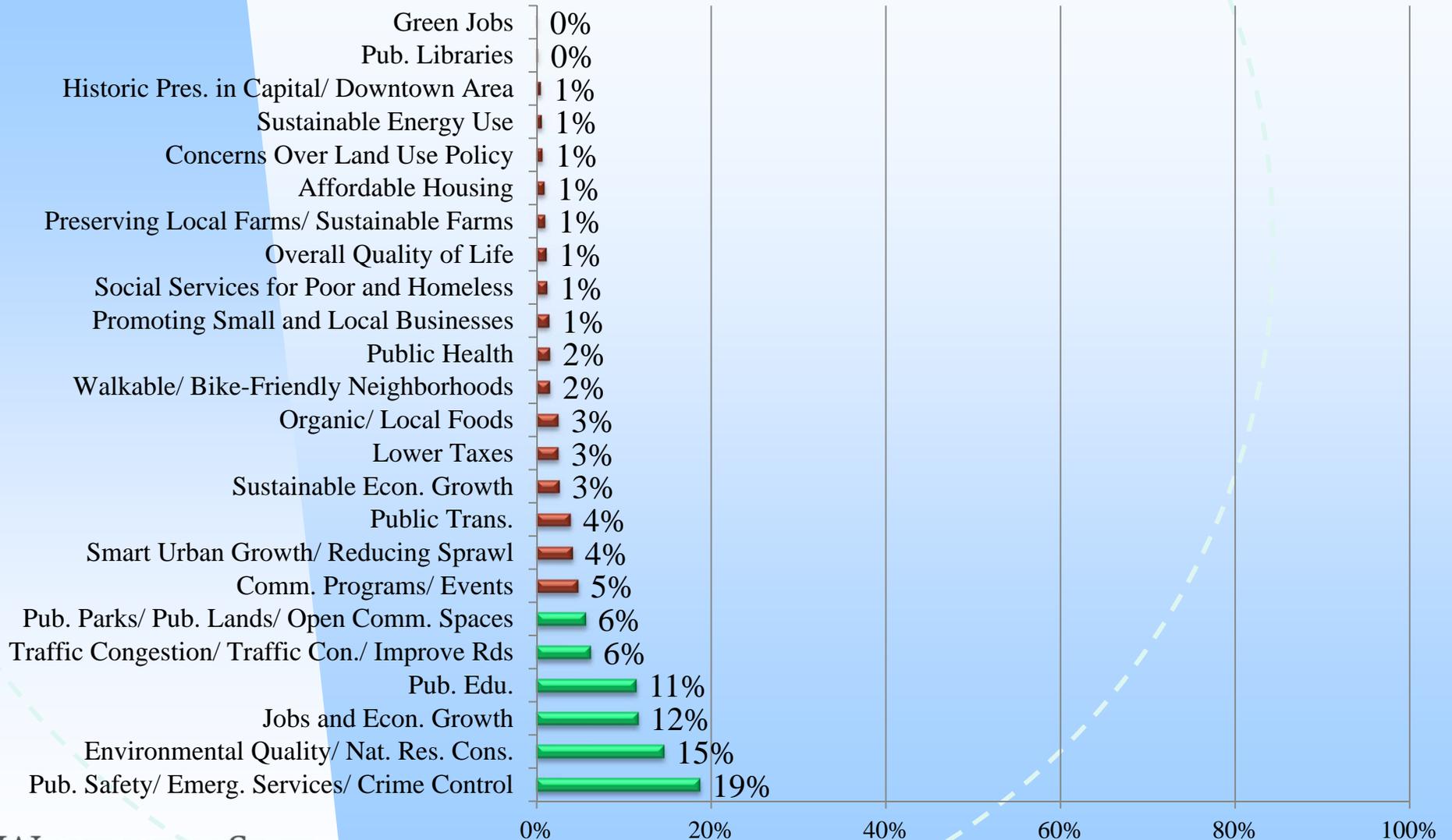


# Q7a - Do you think that working together as a region to plan for the future will lead to improved quality of life?

Responses: 1086

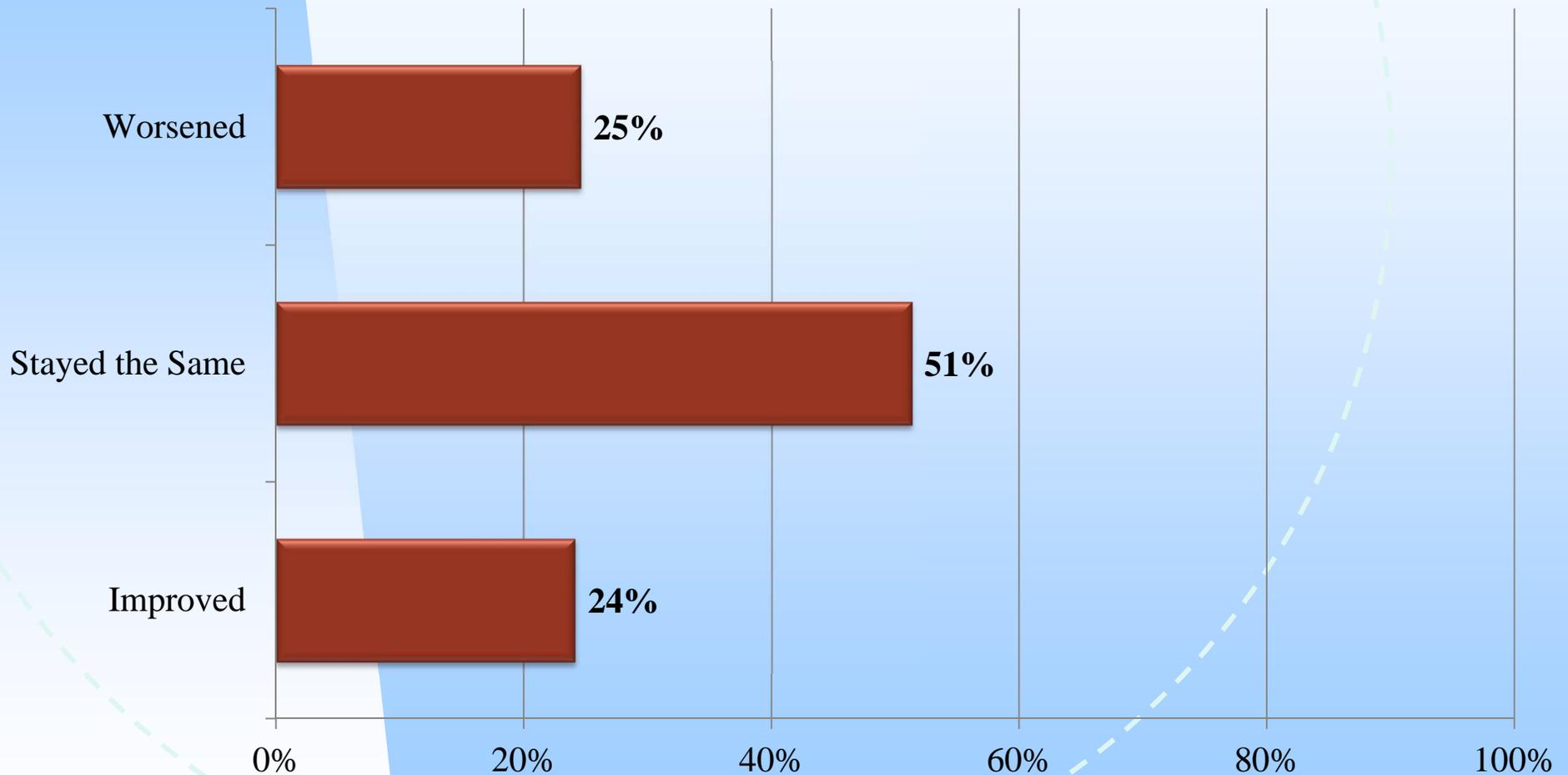


## Q5 - Ranking of issues most important to citizens.

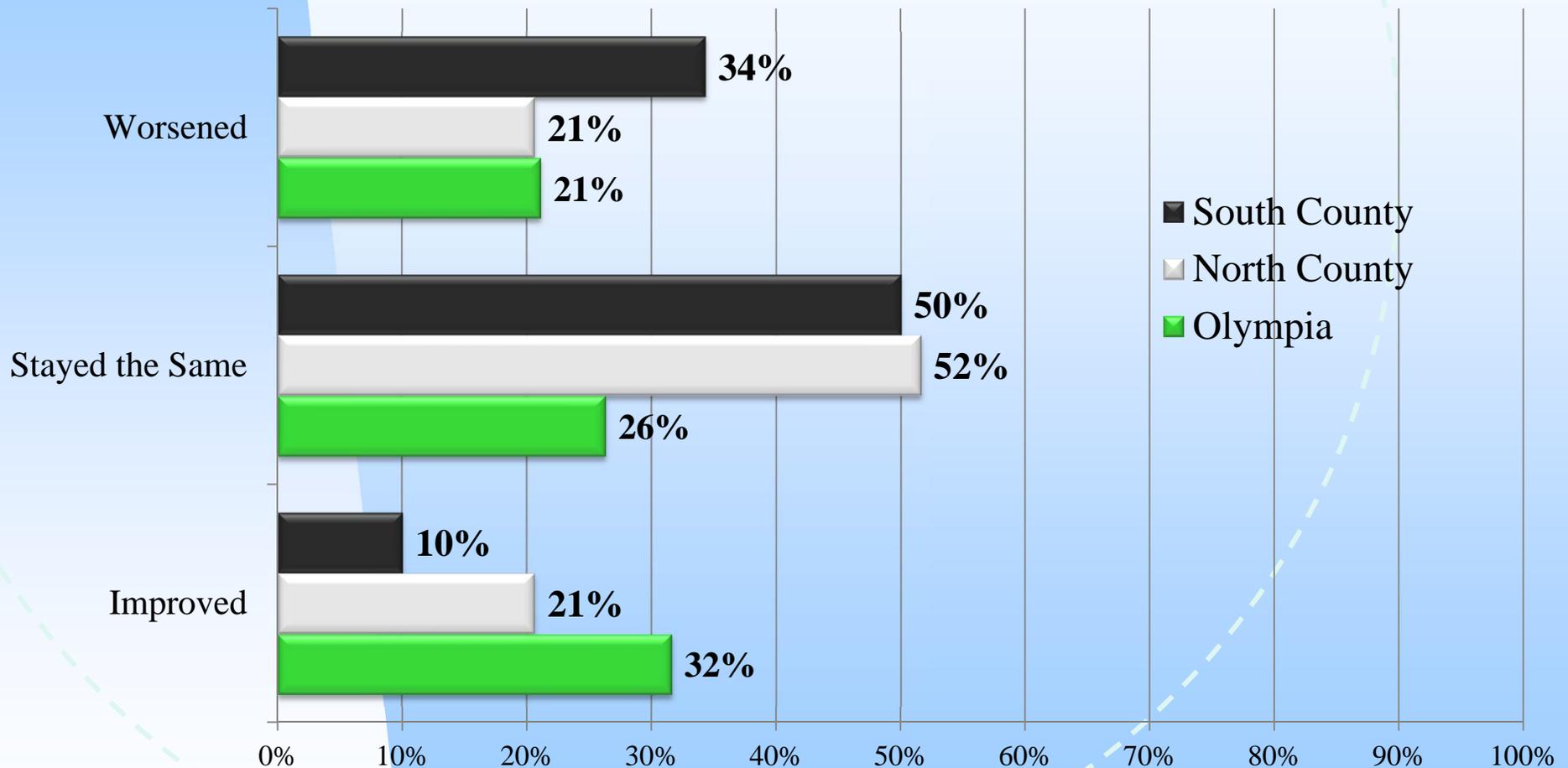


## Q6b - Thinking of the Thurston Region over the last 10 years: How has your ability to meet your basic needs changed?

Responses: 1090

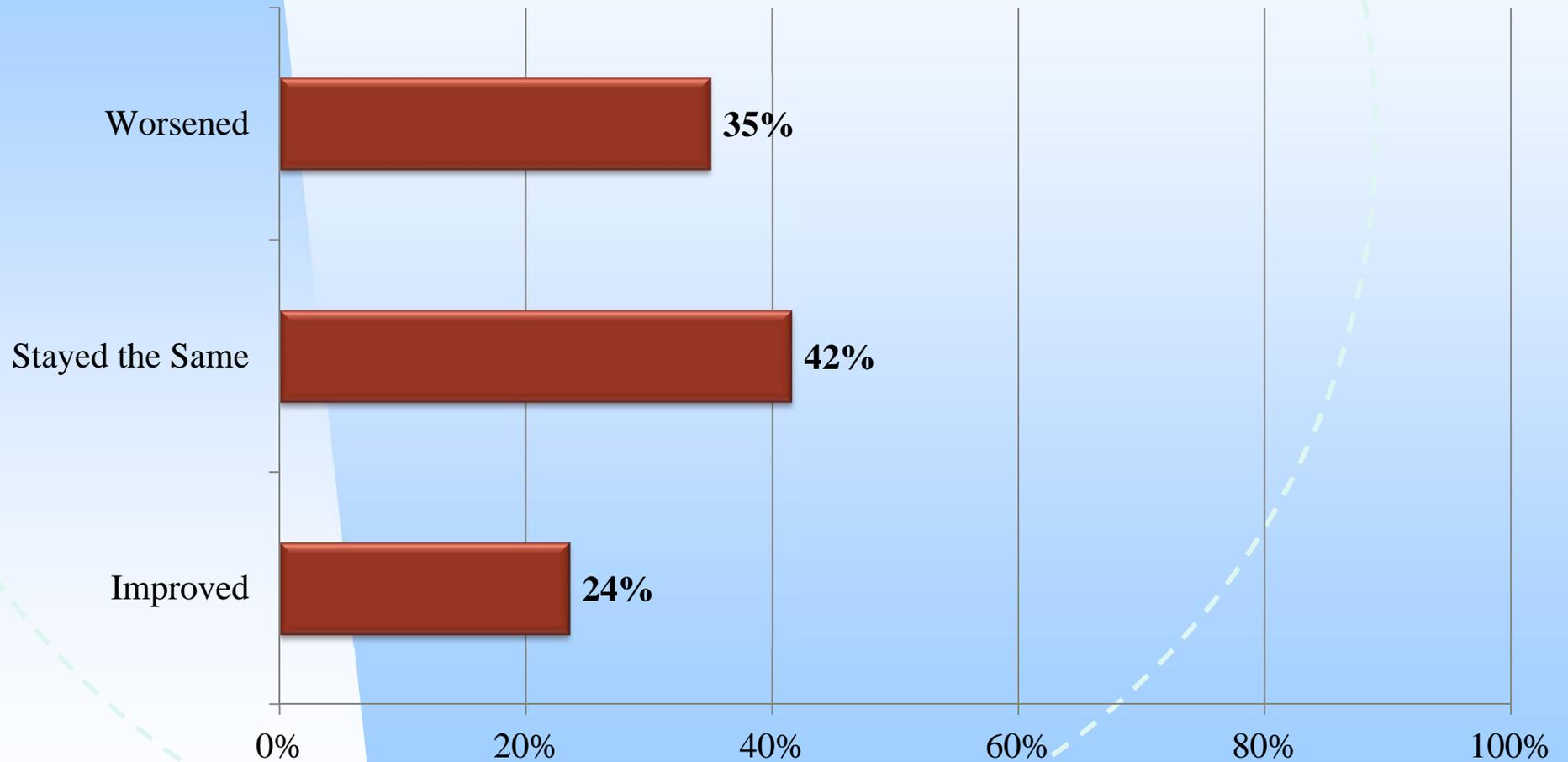


## Geographic Differences: Q6b - Thinking of the Thurston Region over the last 10 years: How has your ability to meet your basic needs changed?

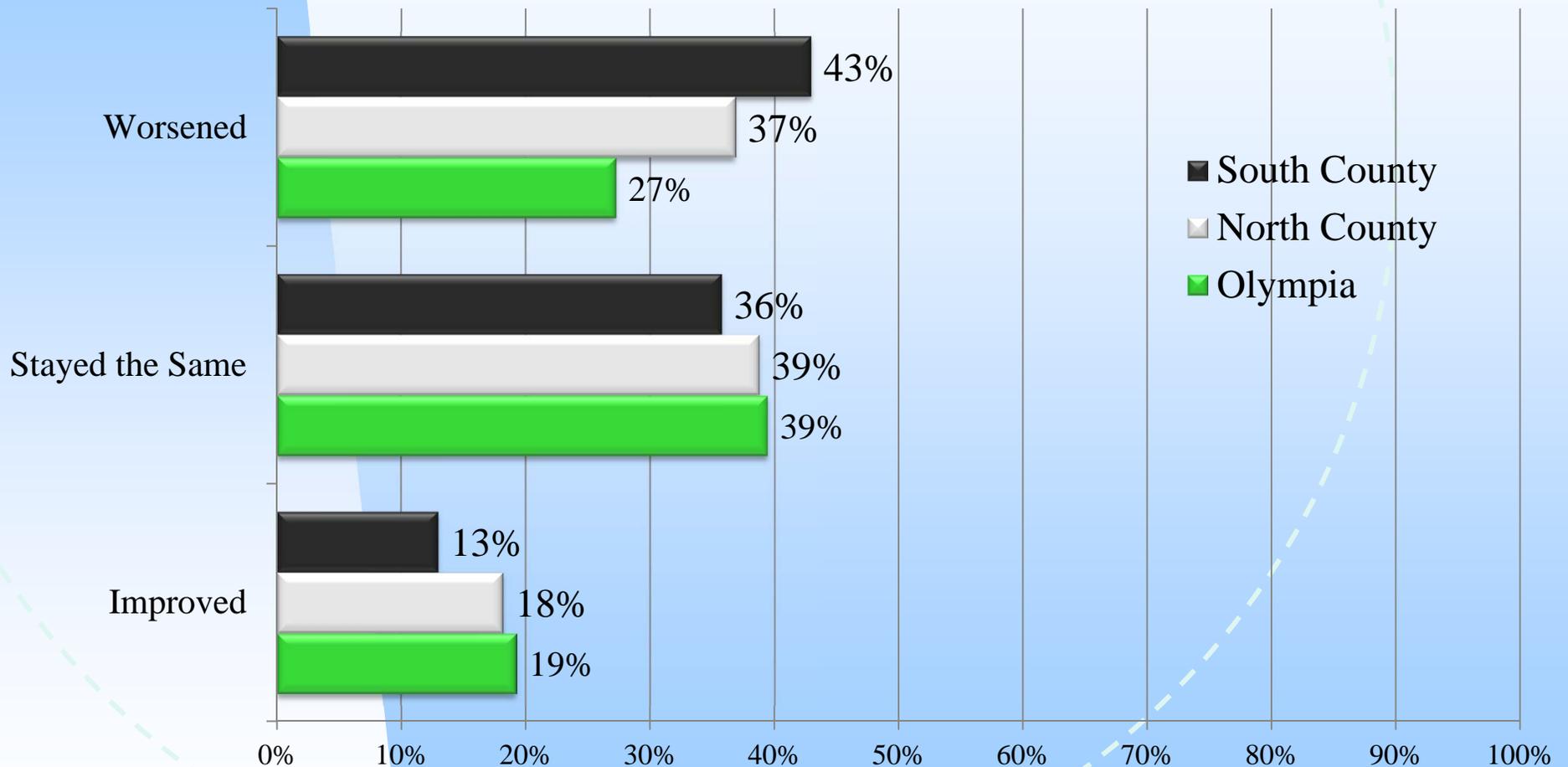


# Q6a - Thinking of the Thurston Region over the last 10 years: How has the quality of life changed?

Responses: 1093

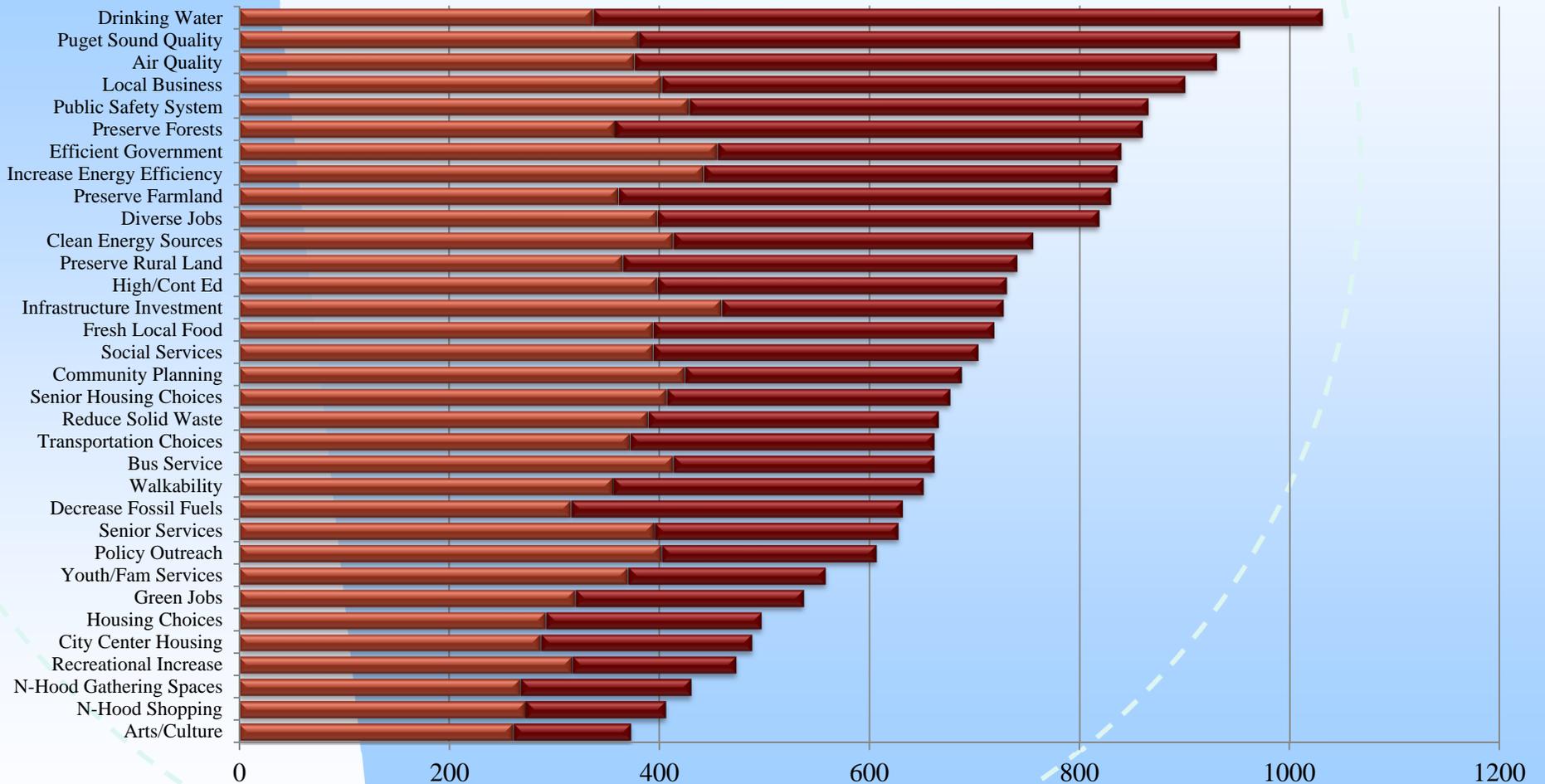


## Geographic Differences: Q6a - Thinking of the Thurston Region over the last 10 years: How has the quality of life changed?



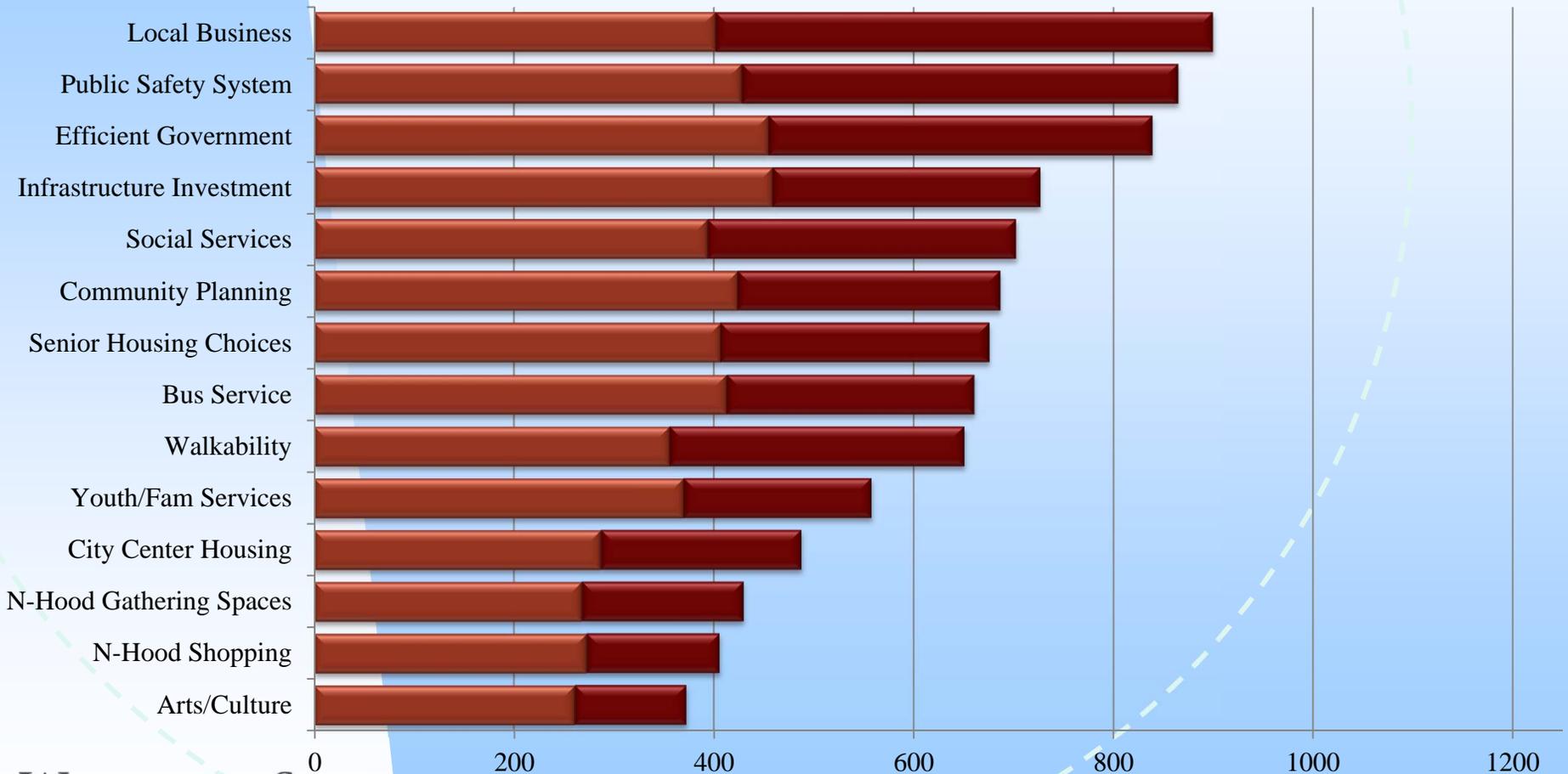
# Q8 - How important are the following activities to help build a community that is sustainable for everyone?

■ High ■ Very High



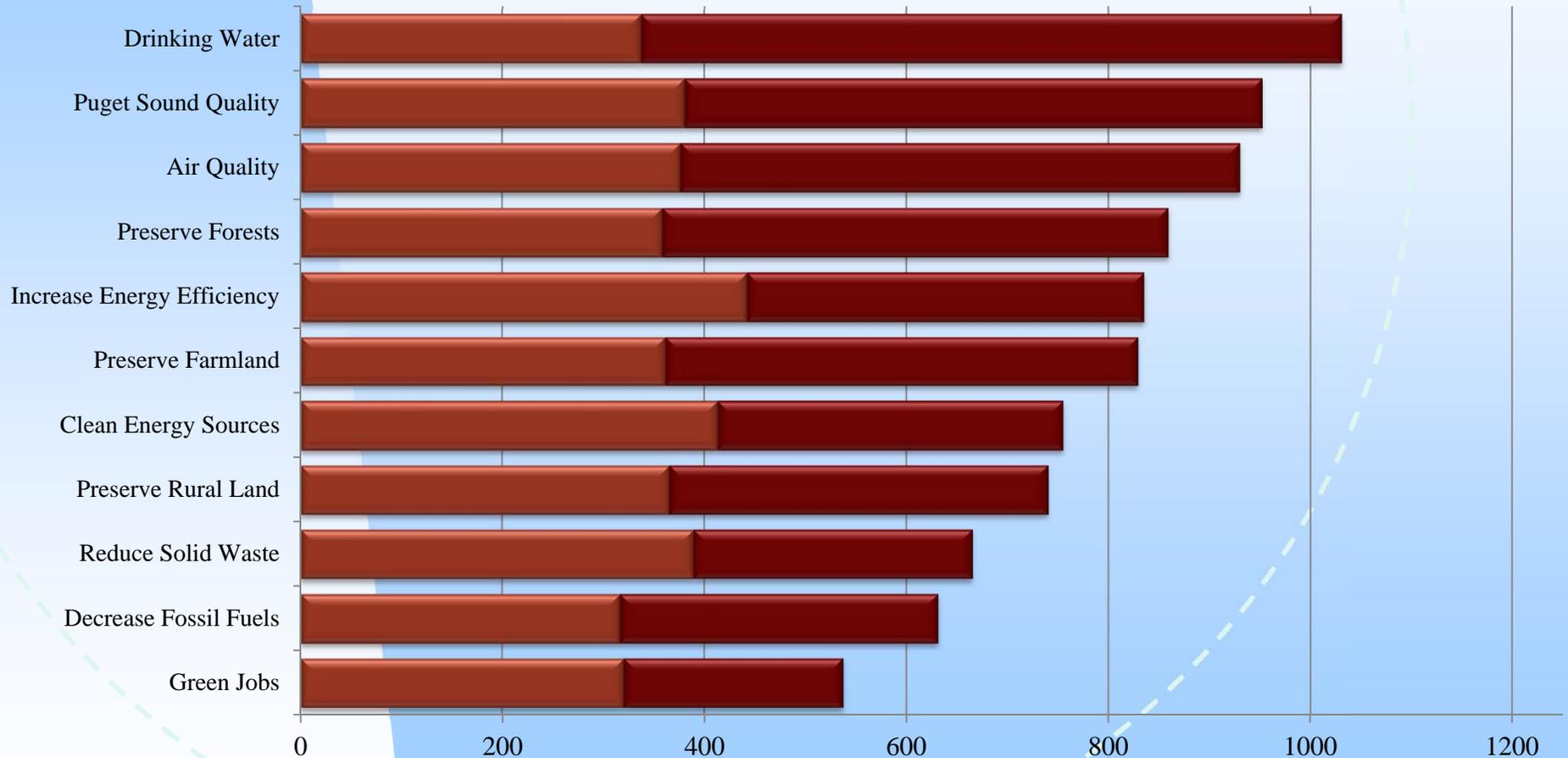
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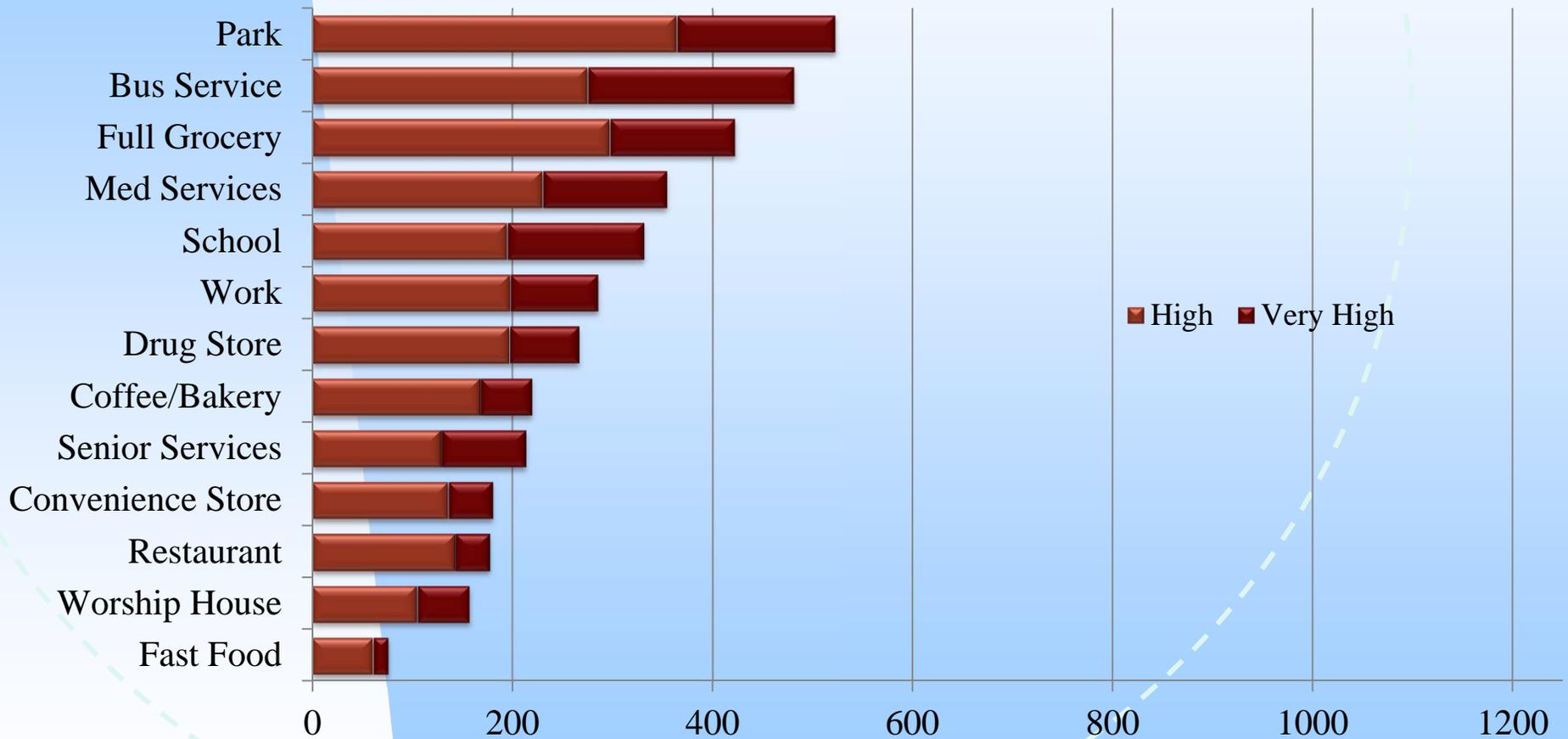


## Q8 - How important are the following activities to help build a community that is sustainable for everyone?

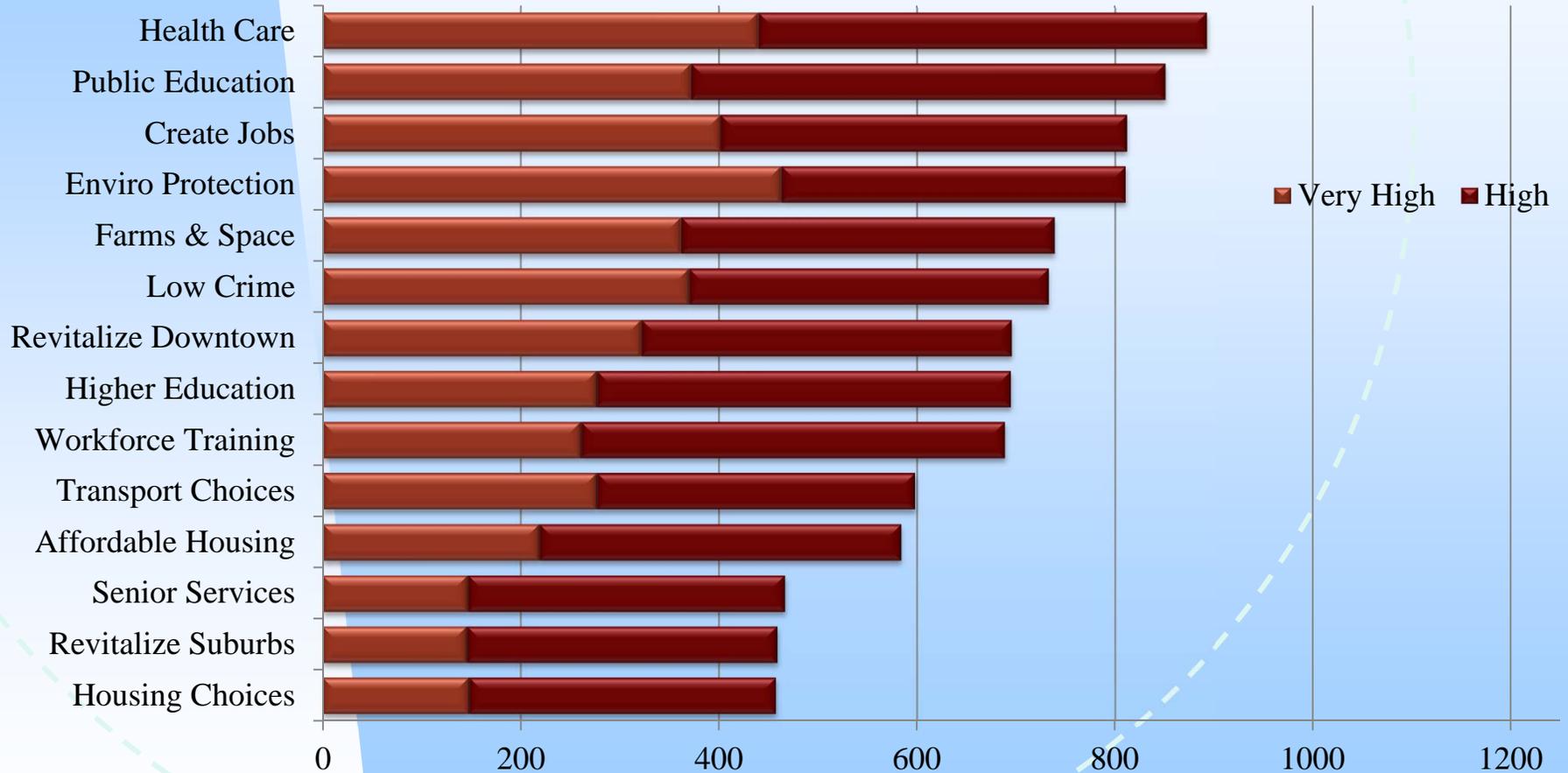
■ High ■ Very High



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

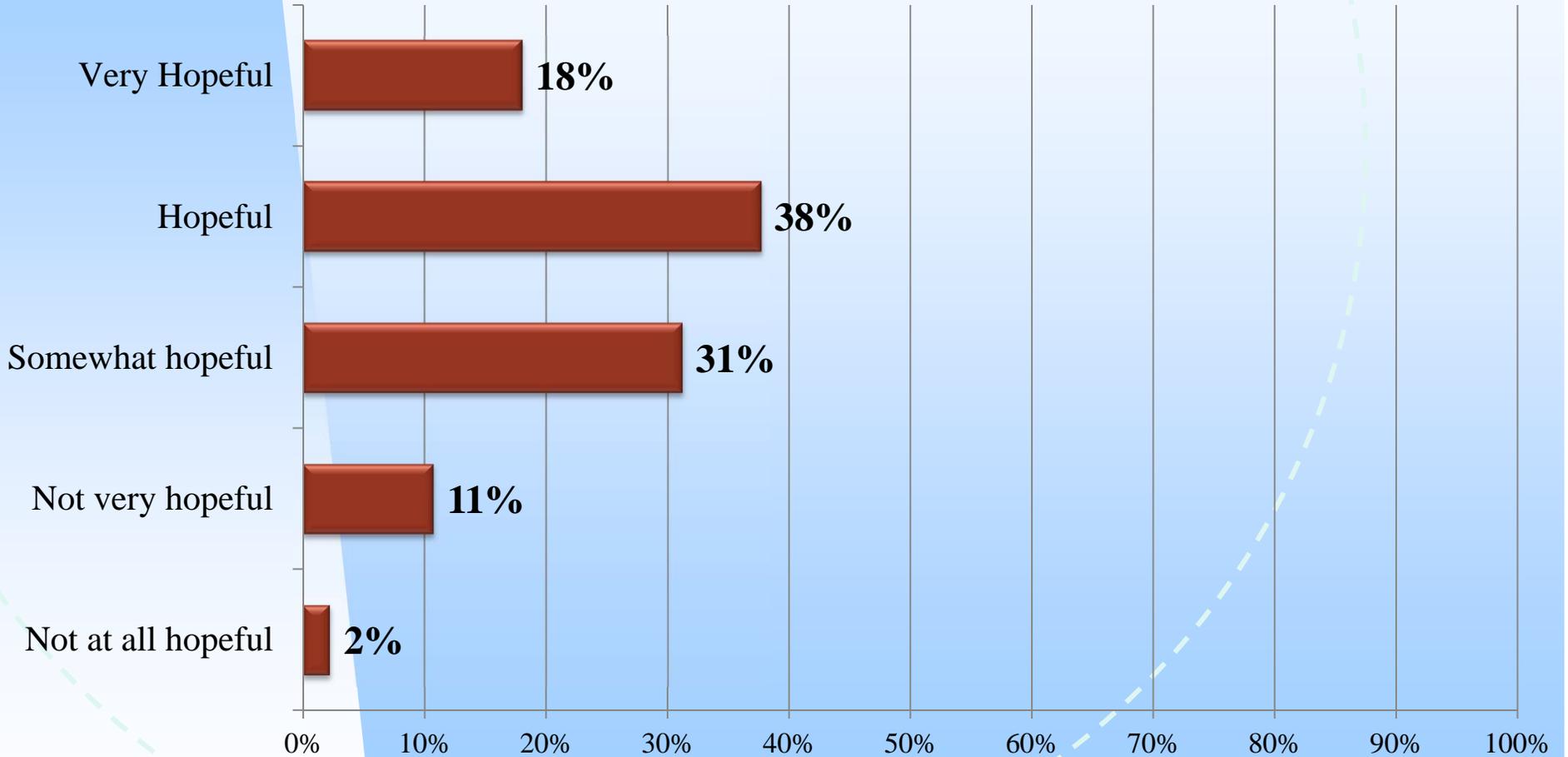


**Q10 - The following represent some of the challenges our region will face in the coming years. How would you rank the IMPORTANCE of each of these challenges?**

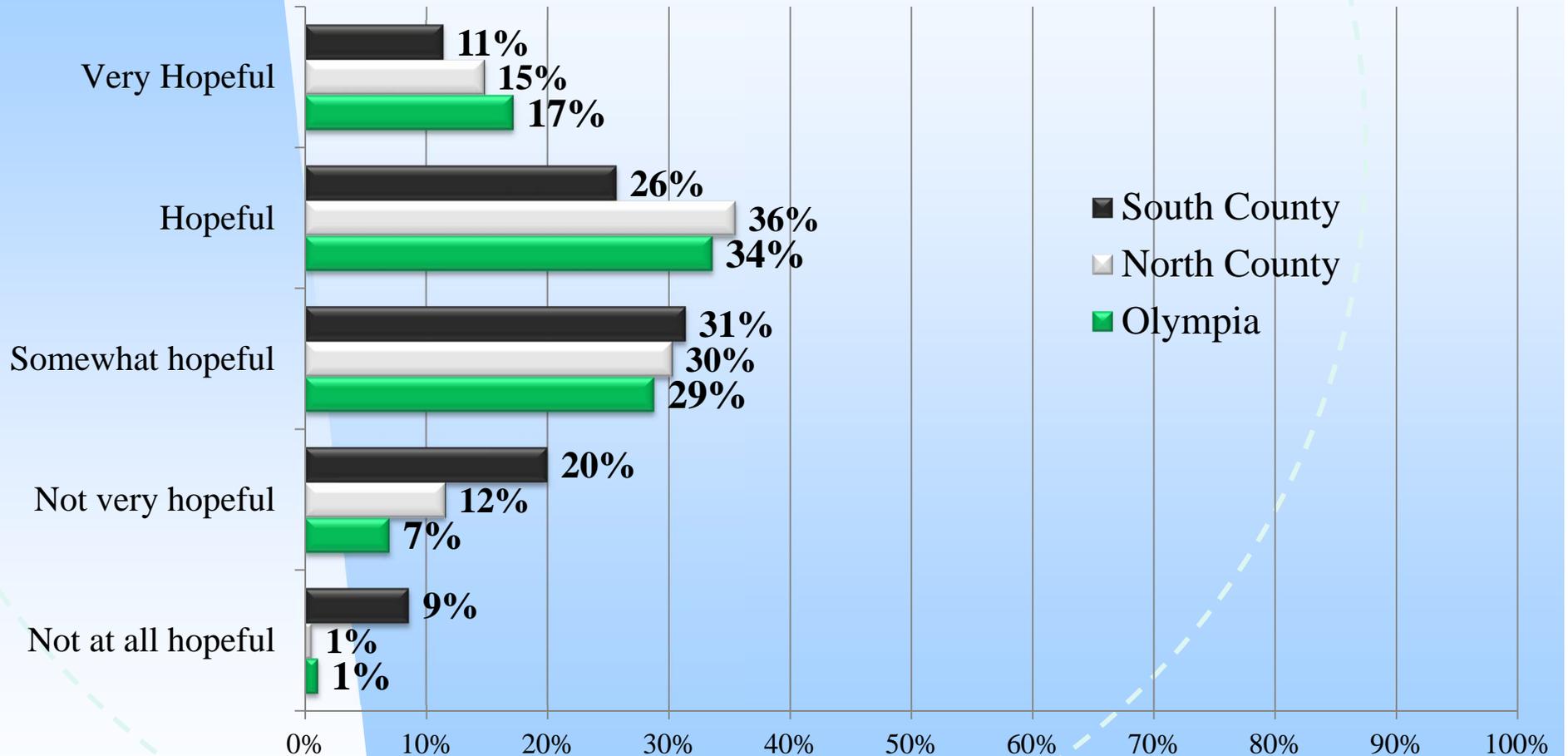


# Q11 - How hopeful are you about your region's future?

Responses: 1114



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



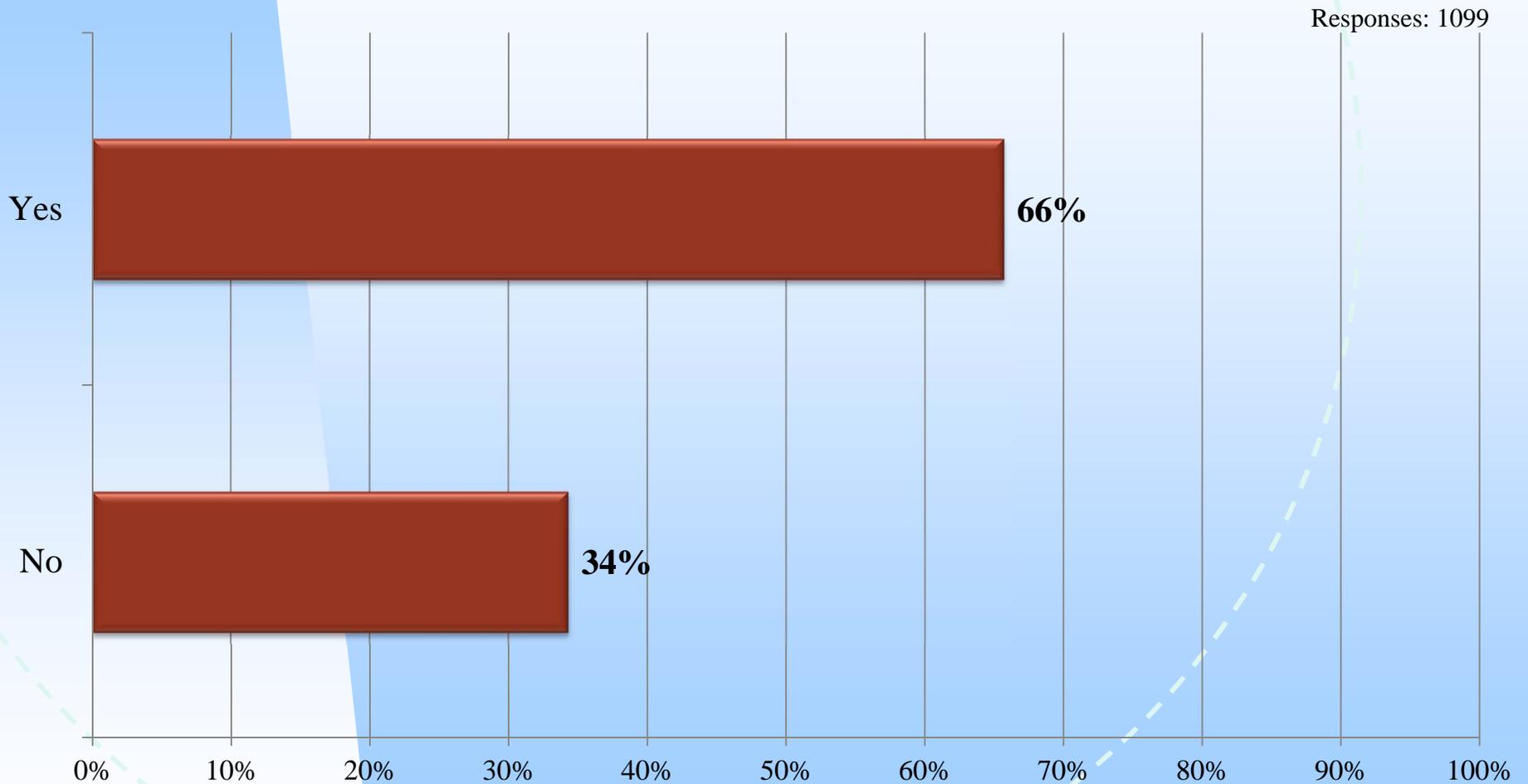
## **Q. 12 What concerns you the most about your region's future?**

### **Open-ended Question – 874 Responses**

#### **• Content Analysis for Themes & Patterns:**

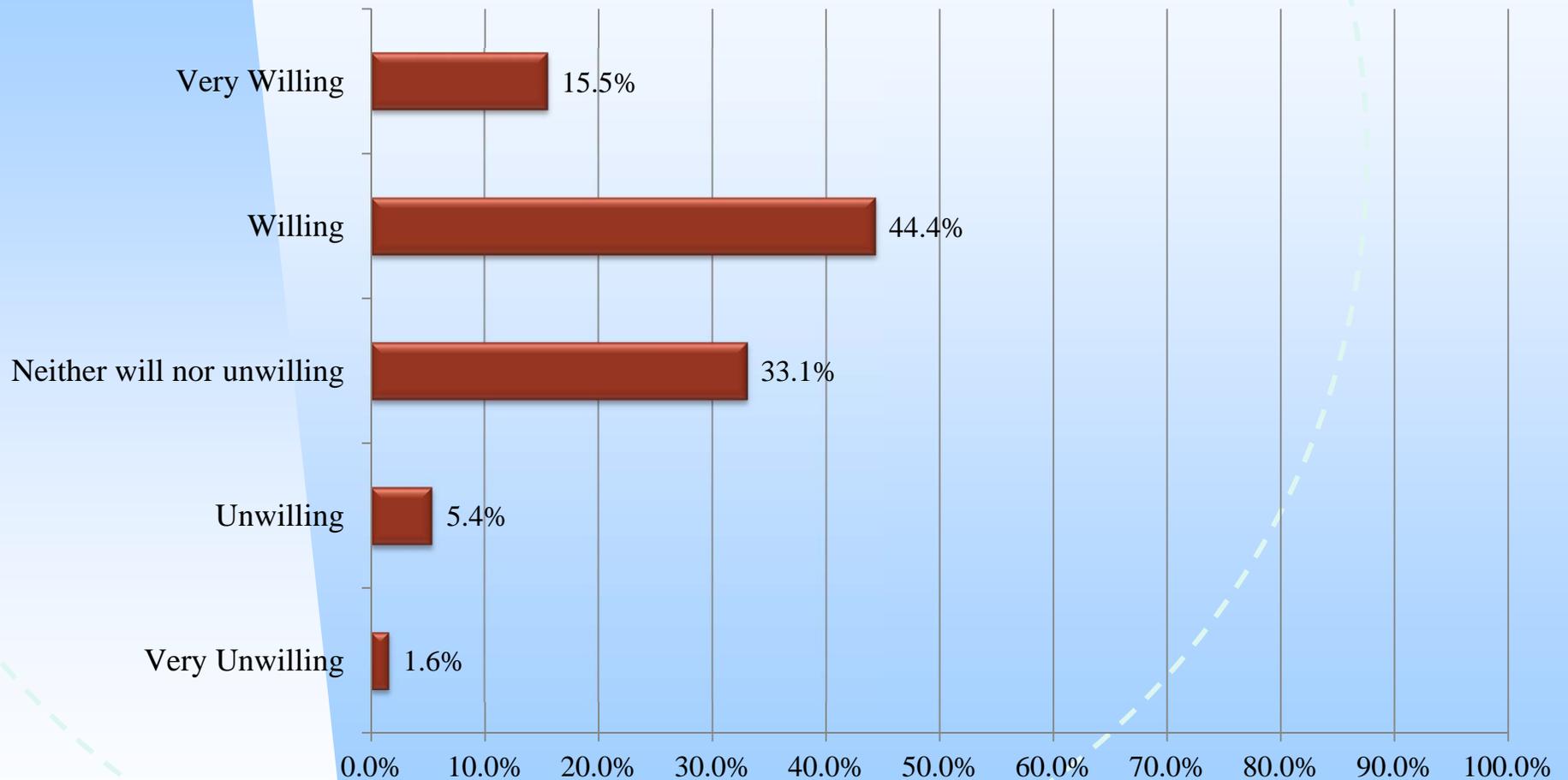
- 1. Planning/Governance Issues**
  - **Politics, Big Government, Lack of Consensus, Mistrust**
- 2. Uncontrolled Growth & Land Use**
- 3. Economy, Jobs, Taxes**
- 4. Social Capital, Quality of Life, Public Safety**
- 5. Water/Air Quality & The Environment**
- 6. Transportation & Infrastructure**
- 7. Population Growth**

# Q13 - Do you feel that your actions and participation as an individual can affect the planning and the future of your region?

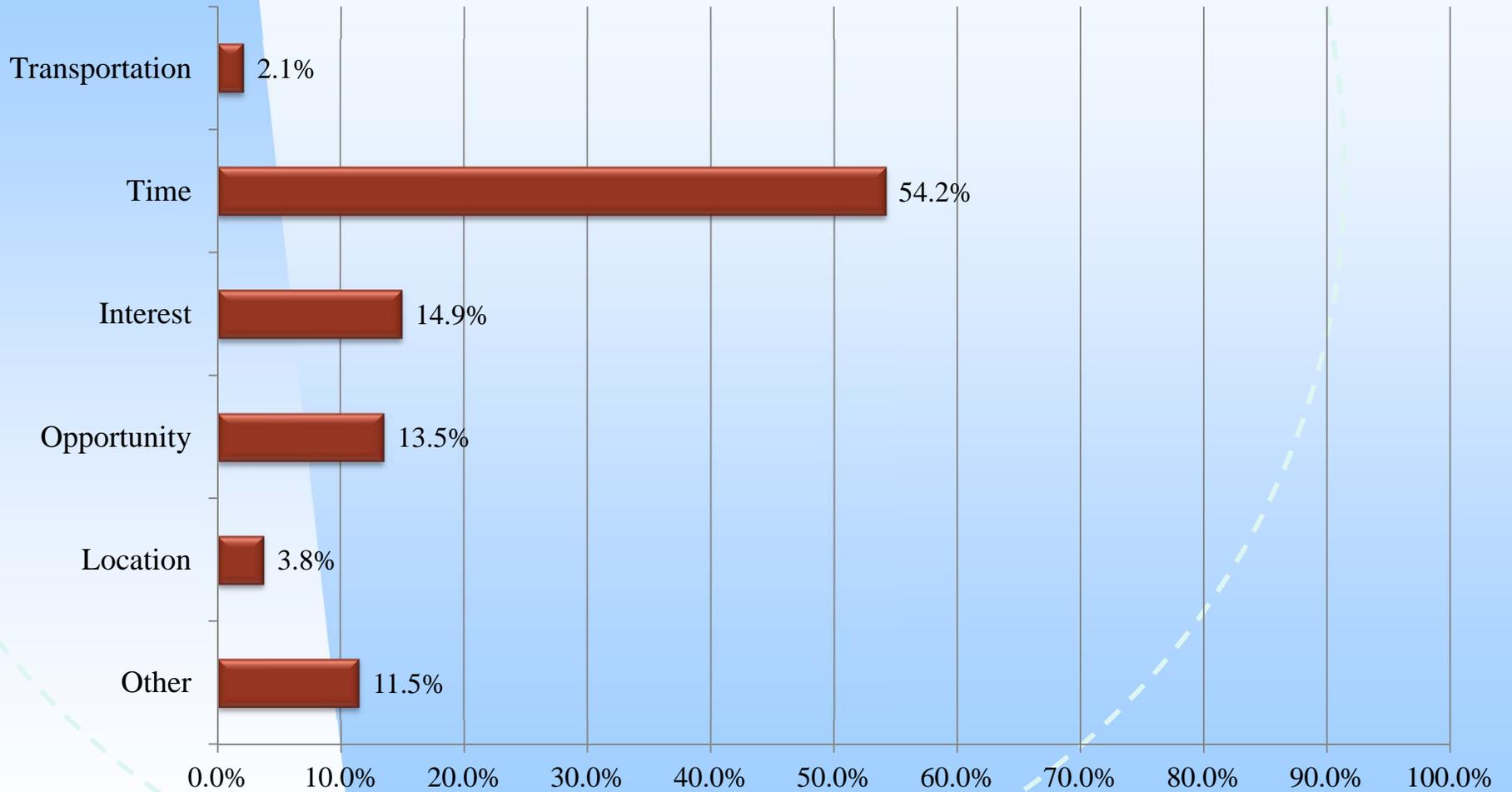


**Q14 - How willing are you to participate in the discussion about maintaining and improving the quality of life in your region- for example, going to meetings, communicating online, or encouraging friends and neighbors to get involved?**

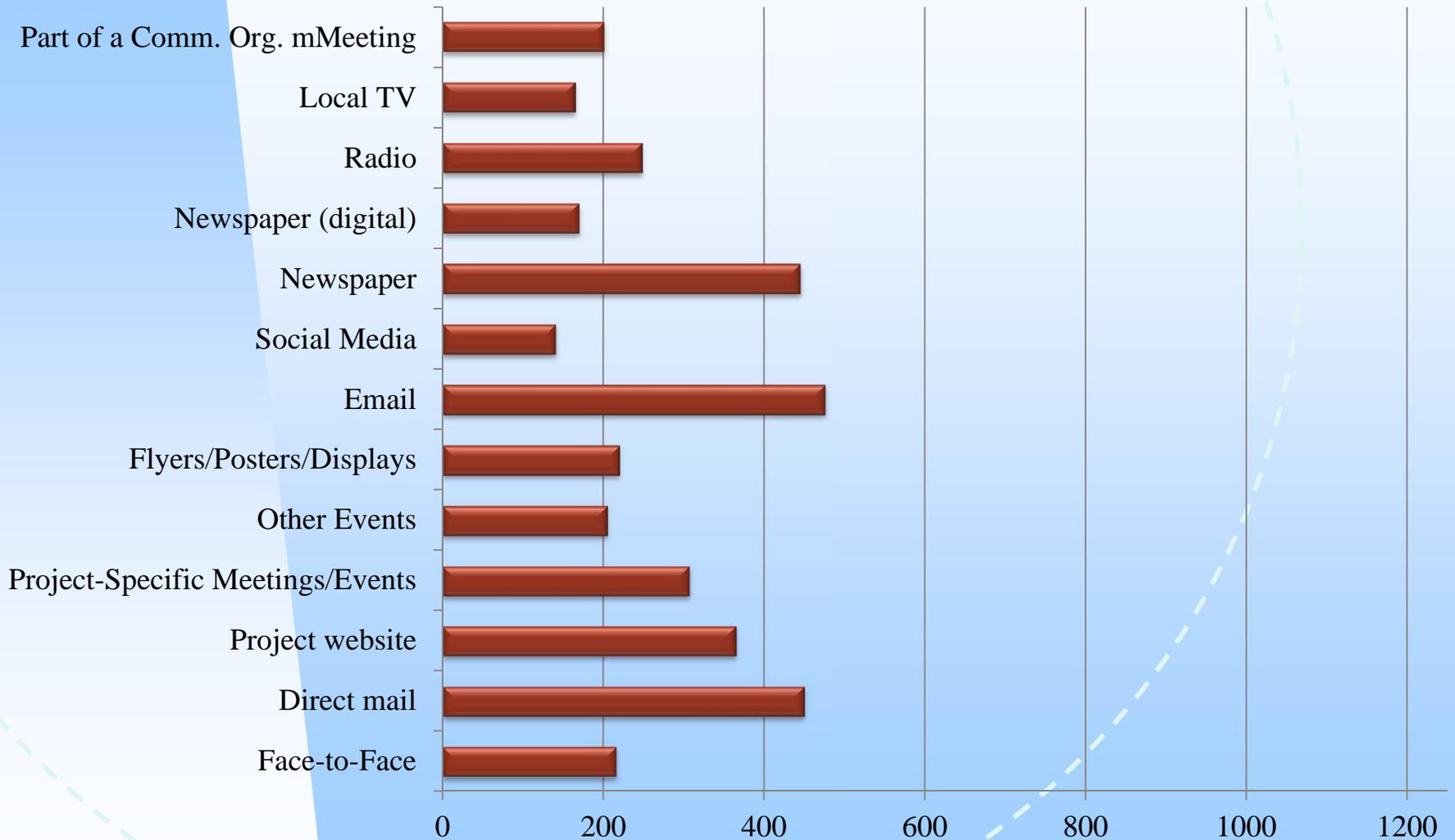
Responses: 1107



### Q15a - What is the one most critical factor affecting your personal participation in community activities?



## Q16a - How do you prefer to learn about community projects such as this sustainability work? (mark all that apply)



# Conclusions and Observations

- General Project Implementation
  - Citizen Engagement
  - Public Outreach
  - Good Participation
- Baseline Survey
  - Effective Process
  - Quality Data
  - Valuable for Continuing Efforts

# Contact Information

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