

(not) Hating

GROWTH

FORT&ERRA



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How we work



To save only one part of this place is to save none of it

VALUES-BASED RESEARCH STUDY

1.

WHY WE DID IT

2.

HOW WE DID IT

3.

WHAT WE LEARNED

4.

HOW TO APPLY IT



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3D Visualization By
CASCADE LAND CONSERVANCY
www.cascade-land.org





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HOW WE DID IT

- Sought partners in the research—PSRC, King County Council, Amazon
- Heart + Mind Strategies
- Pioneered the use of values-based research

THE RESEARCH

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Who?

Cascade Region Residents



Sample Size

N=638

- King County (n=336)
- Kitsap County (n=75)
- Pierce County (n=113)
- Snohomish County (n=114)



Field Dates

May 18th – June 1st, 2015



Interview Method

Online



Length

20 minutes



Respondent
Criteria

Sample Sourced from online panel.*

Screening Criteria:

- Live within King, Kitsap
Pierce or Snohomish counties
- At least 18 years of age



*This survey was designed to be representative on key demographics and geographical dimensions.

WHAT WE LEARNED

KEY FINDING #1

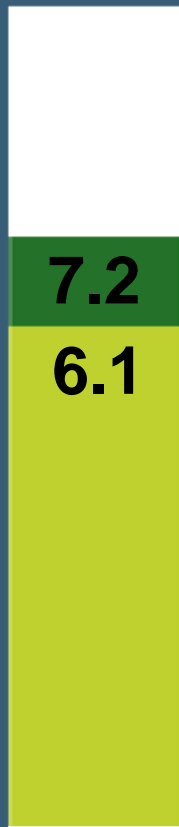
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Pacific Northwest residents enjoy a high quality of life and have a positive outlook – well above the national average – we like the life we have here.

QUALITY OF LIFE

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POSITIVE QUALITY OF LIFE



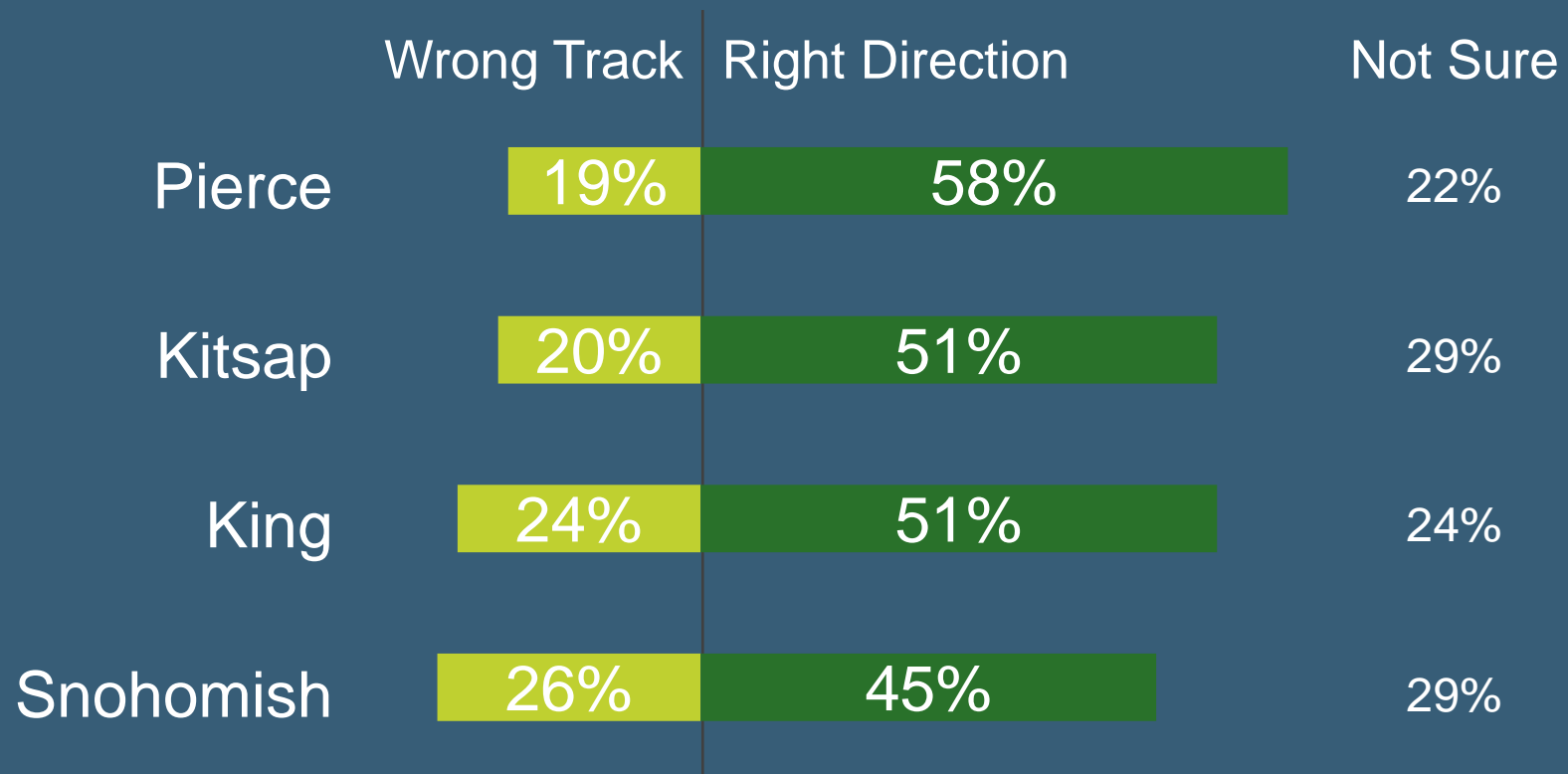
- Regional Average
- U.S. Average

LIFE IS IMPROVING



THE DIRECTION OF THEIR OWN COMMUNITY

Residents of Snohomish county are least likely to believe things are headed in the right direction, while those in Pierce county are most optimistic.



WE ARE AN ENGAGED PEOPLE

Issues related to quality of life

INTERESTED 73%



INFORMED 62%

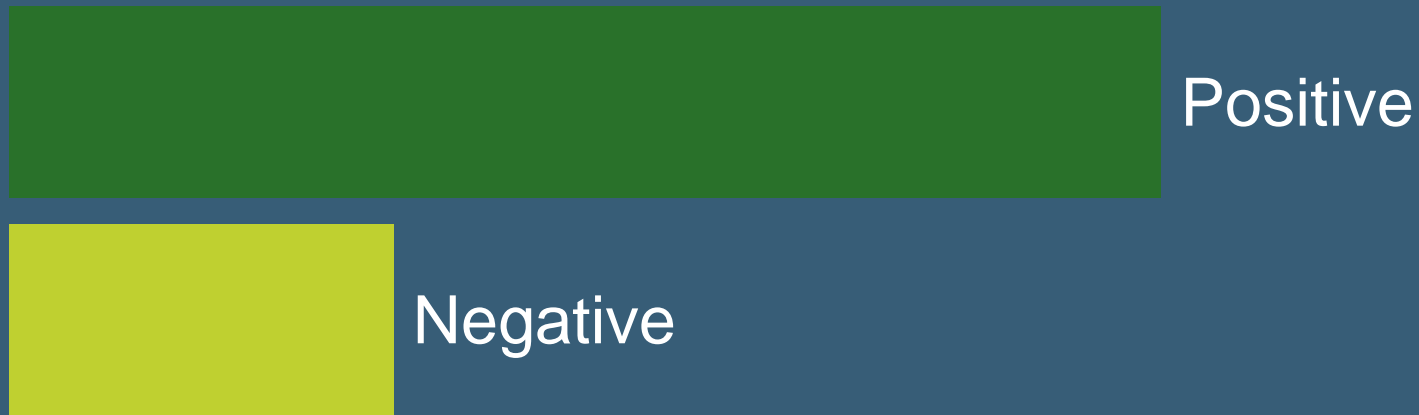


Interest is higher in King (77%) and Pierce (75%) counties than in Snohomish (61%) or Kitsap (64%).

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THE RIGHT DIRECTION

Quality of Life in the Region:
Positives outweigh the negative aspects 3 to 1



KEY FINDING #2

As a region we are realistic that growth is inevitable and overall we are optimistic that it will make our lives better.

GROWTH IS COMING

80%: The best thing to do is plan & prepare



HOW WE FEEL ABOUT GROWTH

Over half of residents agree:
growth should be encouraged & fostered

Strictly
managed
or limited

29%

17%

54%

Strongly
encouraged
& fostered

KEY FINDING #3

Four personal priorities, two positive and two negative, dominate the thinking of Pacific Northwest residents.

TOP 4 PERSONAL PRIORITIES

23%

Traffic congestion & public transportation

20%

High cost of living & income inequality

17%

Scenic beauty, outdoor recreation & healthy environment

10%

Diversity & convenience of our communities

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KEY FINDING #4

High support for regional vision focusing on natural land preservation, range of affordable housing options, with livable, affordable neighborhoods.

A COMMON VISION NEEDED



82% agree it's important to have a vision for growth in the region



72% feel we need to do a better job

TOP 6 REGIONAL GROWTH STRATEGIES

GROWTH STRATEGIES

% AGREE

Making it safe and convenient to walk or bike to neighborhood stores, businesses, and schools



Preserving and restoring remaining natural areas and creating more play fields, trails, and park facilities



Encourage a range of housing options that meet the needs and budgets of residents



Invest in new roadways and road improvements



Providing more public transportation options (bus, rail, transit)



Protect 1 million acres of working forests (93% of existing timberland) and farms (85% of current agricultural lands) and 265,000 acres of shorelines, natural areas, and parks...



COMPELLING WORDS & PHRASES

Solutions

Special for Generations
to Come

Ideas

Actions

Thoughtfully

Urgent

Environmentally Friendly

Growth

Reconnect

Mutually Supportive

Interdependent

Conserve Farm
& Forest Lands

People & Land

Help Communities
Thrive

Cherishes its Working
& Wild Landscapes

Cherishes Diverse
Communities

Prosperity

Social Well-being

Environmental Quality

Thoughtful

Compromise

Vibrant

Commute for Hours

Conserve

Sustainable

People & Green
Spaces

Livable

Sustainable

Affordability

Conservation

Equality

Land

Fairness

Healthy Environment

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WHAT GENERATES PUBLIC SUPPORT AND INTEREST?

- “Together we make the difference.”
- “When everyone does a little more, we can do a lot.”

How We Make Change



Pierce County

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Photo by Scott Hingst

MATLOCK FARM



153 acres of farmland along the Puyallup River—the largest farmland preservation project in Pierce County history

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CITIES FOR ALL



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CORRIDORS + CITIES

Working together thanks to LCLIP



Transferred Development Rights...



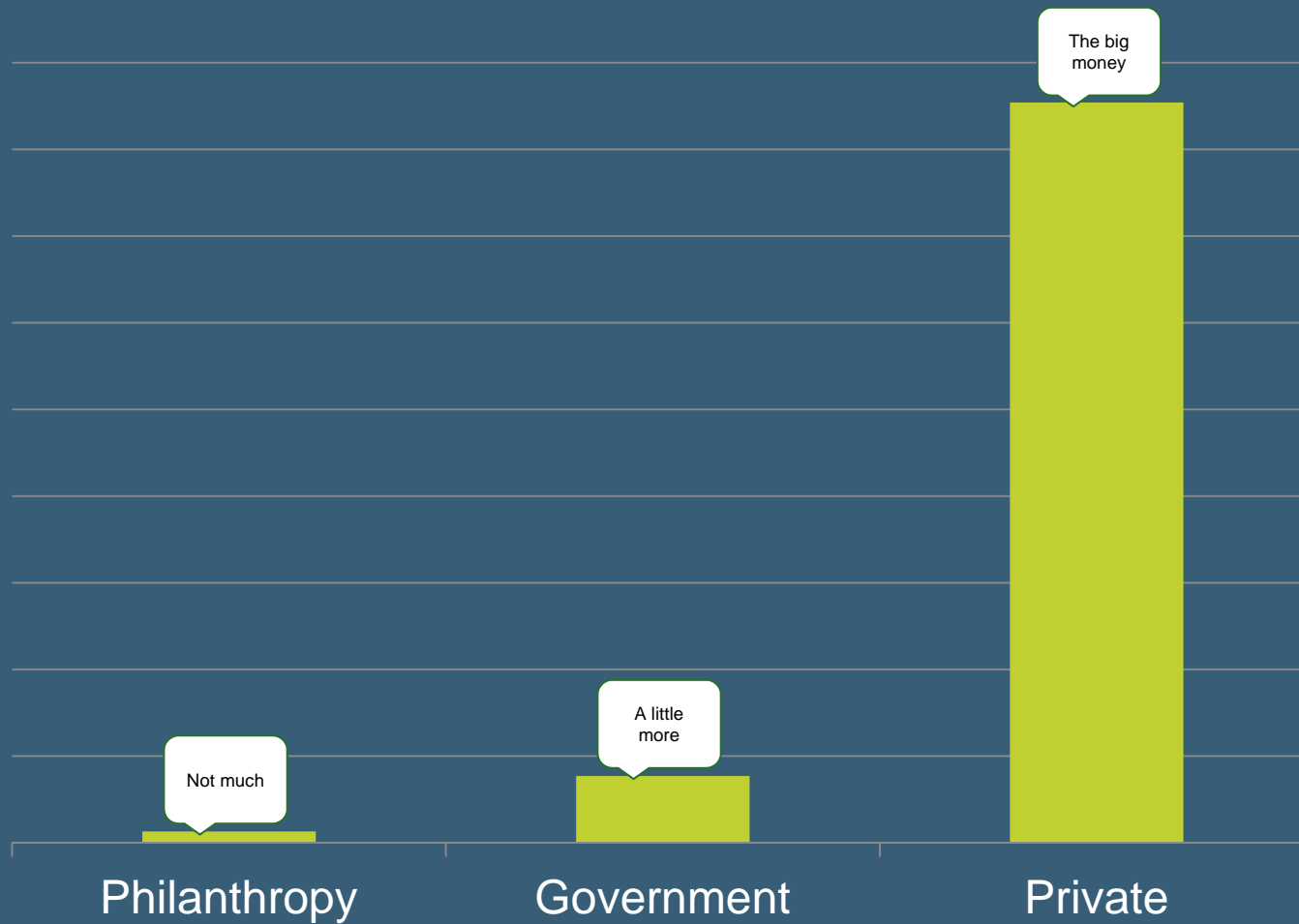
...lead to farms that stay farms...



...and cities that get better...

**...thanks to
funds from
Tax-Increment
Financing.**

Contribution to the regional economy



COMMUNITY TRANSFORMATION

BY INVESTING IN MULTIPLE PROPERTIES IN ONE COMMUNITY WE WILL SPARK REAL TRANSFORMATION

WORKFORCE HOUSING AND LOCAL BUSINESS SPACE

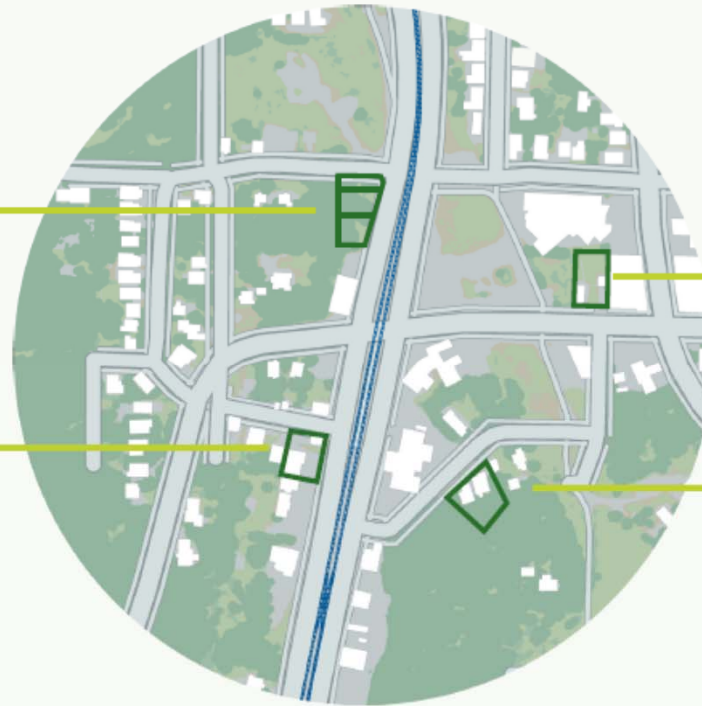
Aggregate properties and joint venture with private developer to entitle mixed-use building

5 YEARS

IDENTIFIED COMMUNITY BENEFIT

Option to investigate potential community benefit and financial feasibility

6 MONTHS



POCKET PARK

Purchase property on verge of development and help community fundraise for park

3 YEARS

AFFORDABLE HOUSING

Option and cleanup site contamination, then purchase and provide NGO time to buy

8 YEARS



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A photograph of a dense forest with tall, thin trees and a dirt path leading through them. The trees are mostly evergreens, and the ground is covered in green ferns and other undergrowth. The path is a narrow dirt trail that leads from the foreground into the distance, disappearing between the trees. The lighting is soft, suggesting a slightly overcast day or a shaded forest interior.

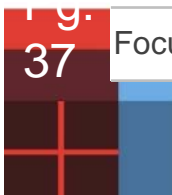
THANK YOU

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[background info]

FULL LIST OF REGIONAL GROWTH STRATEGIES, RANKED

Growth Strategies	% Agree
Making it safe and convenient to walk or bike to neighborhood stores, businesses, and schools	82%
Preserving and restoring remaining natural areas and creating more play fields, trails, and park facilities	75%
Encourage a range of housing options that meet the needs and budgets of residents	74%
Invest in new roadways and road improvements	74%
Providing more public transportation options (bus, rail, transit)	72%
Protect 1 million acres of working forests (93% of existing timberland) and farms (85% of current agricultural lands) and 265,000 acres of shorelines, natural areas, and parks...	72%
Investing in social and community services such as community centers, libraries, and youth programs	66%
It is not enough to build the right number and size of apartments, houses, office buildings, and stores that will be needed...	65%
Focusing new jobs and shopping close to where people live	63%
Focusing new growth along major transportation corridors (bus, rail)	63%
Reinvesting in the region's main streets and downtowns	60%
Maintain our rural economies and way of life, and enhance the vibrancy and livability of conversion to residential, commercial, or industrial uses in our small towns	56%
Focusing new growth in the existing cities and towns rather than on rural land	52%



BASE: ALL RESPONDENTS (n=638)

Q600.

How much do you agree or disagree with the following growth strategies to help make sure the region stays vibrant, sustainable, and healthy?

Please note that these strategies are not mutually exclusive.