

# OUTREACH AND ALIGNMENT PHASE: FINDINGS SUMMARY

KITTITAS COUNTY, WA



JUNE 2022



# AGENDA

- ▶ Introductions
- ▶ Project Scope
- ▶ Economic Explorer
- ▶ Stakeholder Engagement
- ▶ Leadership Workshop
- ▶ Next Steps



The background is a solid teal color. On the left side, there is a light blue geometric shape that resembles a stylized 'L' or a corner of a building, composed of two rectangular sections meeting at a right angle.

# INTRODUCTIONS

# THEORY INTO PRACTICE

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Committed to **holistic thinking** and **sustainable development**.

We design strategies that will support your community's  
**vision for the future.**

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# 1995

YEAR FOUNDED

# 500+

ENGAGEMENTS

# 350+

CLIENTS

# 44

STATES

# 5

COUNTRIES





# STEERING COMMITTEE MEMBERS

<b>Cory Wright</b> Kittitas County	<b>Jay McGowan</b> City of Cle Elum	<b>Jeff Greear</b> Central Paving	<b>Brandis Van Itersen</b> Shoemaker Manufacturing
<b>Mike Hougardy</b> Kittitas County	<b>Jim DeVere</b> City of South Cle Elum	<b>Pam Wilson</b> Cashmere Valley Bank	<b>Dane Williams</b> Iron Horse Brewery
<b>Bruce Tabb</b> City of Ellensburg	<b>Steve Sowers</b> City of South Cle Elum	<b>Stephen Malek</b> Basecamp Books & Bites	<b>Margaret Reich</b> CenterFuse
<b>Heidi Behrends-Cerniwey</b> City of Ellensburg	<b>Richard Hink</b> City of Kittitas	<b>Jerry Lael</b> Lael Insurance & Financial Services	<b>Amy McGuffin</b> Kittitas County Chamber of Commerce
<b>David Miller</b> City of Ellensburg	<b>Hannah Woodiwiss</b> City of Kittitas	<b>Steve Townsend</b> Kittitas County Chamber of Commerce	<b>Carl Jensvold</b> Ellensburg Rodeo
<b>Geoff Scherer</b> City of Roslyn	<b>Linda Schactler</b> Central Washington University	<b>Linda Huber</b> Kittitas County	
<b>John Glondo</b> City of Cle Elum	<b>James Brooks</b> Inland Networks	<b>Mark Kirkpatrick</b> Encompass Engineering & Surveying	



# PROJECT SCOPE

# PROJECT GOAL

Develop actionable strategies that will build upon Kittitas County's economic strengths, address its challenges, and focus on community collaboration and implementation to deliver long term results.



# PROPOSED SCHEDULE



A large, light blue graphic on the left side of the image. It depicts a stylized human figure with arms raised, enclosed within a circular shape. The figure is composed of several overlapping circles and a central rectangular area, creating a modern, abstract silhouette.

# ECONOMIC EXPLORER

# ECONOMIC EXPLORER

*The Economic Explorer is a data analysis and visualization tool developed in Tableau. The slides that follow are select tabs from the main menu displayed below.*



## KITTITAS COUNTY WASHINGTON ECONOMIC EXPLORER

This Tableau workbook allows users to view data describing the economic health of Kittitas County, WA, as well as state and national benchmarks through interactive charts and figures. Charts are grouped into categories based on the content.



### HOW TO USE THIS WORKBOOK

Navigate to a topic by using the menu on the right or tabs at the bottom. Each chart has tooltips that are shown by hovering the mouse over a chart element. Series in a chart may be highlighted or emphasized by clicking on an element in the chart or in the corresponding legend. Many charts also have interactive filters in the form of drop-down menus or sliding bars to change which geographies, years, or other metrics are displayed. Each chart also has a "Return to Menu" button in the lower-right corner that returns to this page.

### ABOUT THE DATA

Developed by TIP Strategies, Inc., for Kittitas County, Washington. Sources include the US Census Bureau's 2019 American Community Survey (ACS) 5-year average sample, US Bureau of Labor Statistics, and Emsi. The US Census Bureau produces margin of error statistics (90% confidence intervals) for ACS measures. Users should exercise caution when using ACS estimates for small geographies, such as cities, as errors may be high.



### POPULATION & DEMOGRAPHICS

Population

Population Change

Population Drivers

Age

Race & Ethnicity

Household Composition

Education

School Enrollment

Median Income

Income Distribution

Poverty

SNAP

Health Insurance Coverage

Veterans

People with Disabilities



### WORKFORCE CHARACTERISTICS

Labor Force

Indicators

Total Employment Trends

Employment Recovery

Employment Change

Working from Home

Commute Time

ACS Geography Selection



### HOUSING CHARACTERISTICS

Housing Cost

Housing Distribution

Housing Stock

Occupancy

Affordability

Affordability Index

Mobility

Connectivity



### INDUSTRIES & OCCUPATIONS

County Sector Employment

Sector Emp. Change

Sector Trends

Sector Location Quotients

Occupation Employment

Occupation Employment Change

Worker Flows by Occupation



### COMMUTING PATTERNS

Commuting Overview

Where Residents Work

Where Workers Live

Commuters by Industry

Commuters by Education

Commuters by Earnings

Commuters by Race-Eth.

Commuters by Age & Sex



# TAKEAWAYS

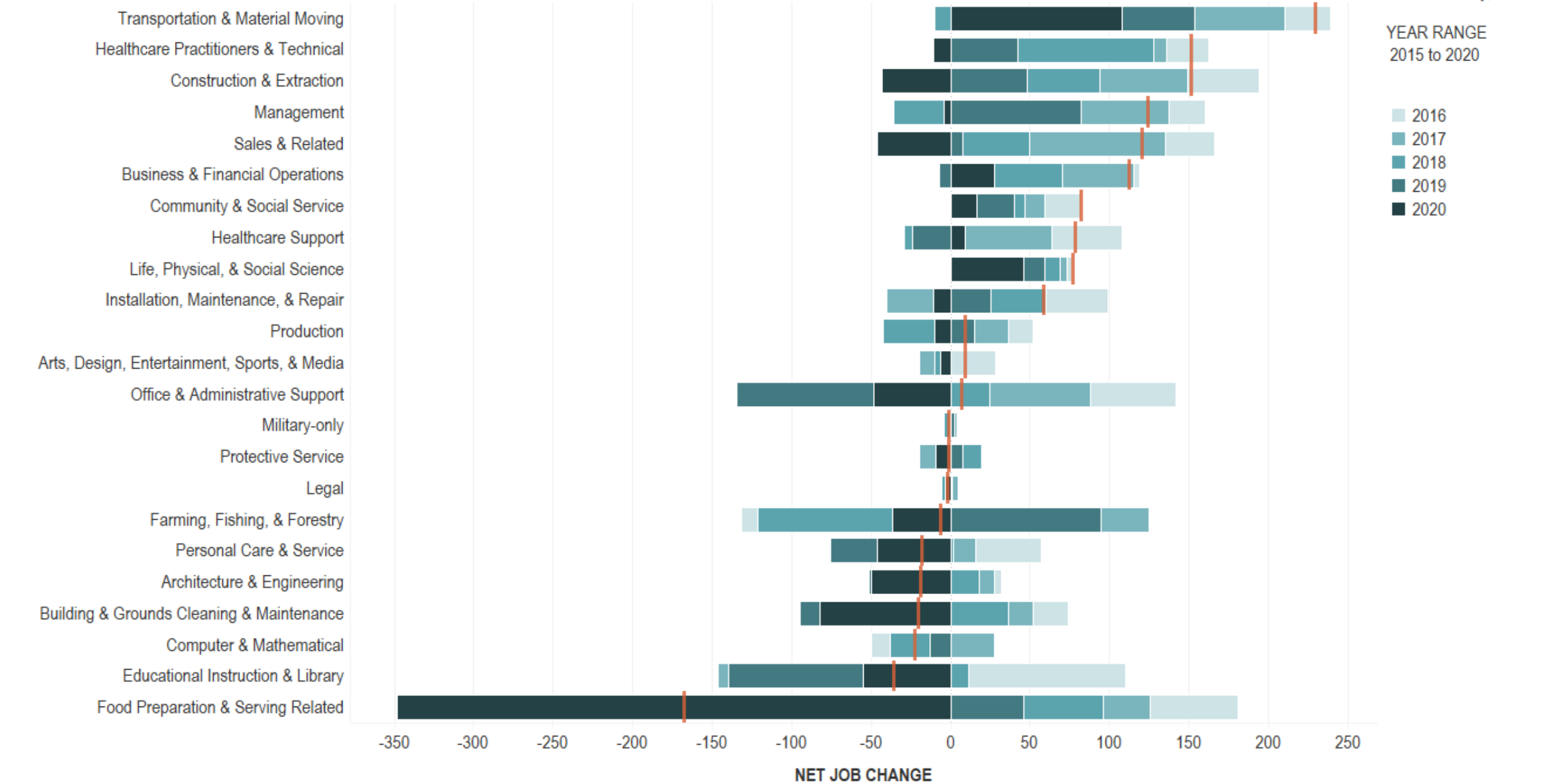
- ▶ Population in the county has grown, driven primarily by domestic migration.
- ▶ Housing has become unaffordable to many in the county.
  - ▶ A third of homeowners and over half of renters are cost-burdened.
  - ▶ There is a high vacancy rate in the county due to a large stock of vacation homes.
- ▶ Education, accommodation and food services, retail, and healthcare have been the largest four industry sectors in Kittitas County since 2009.
- ▶ More workers commute out of the county than into the county.
  - ▶ Lower income earners make up a larger proportion of those commuting into the county.



NET EMPLOYMENT CHANGE FOR SELECTED PERIOD BY OCCUPATION: KITTITAS COUNTY

GEOGRAPHY SELECTI..  
Kittitas County, WA

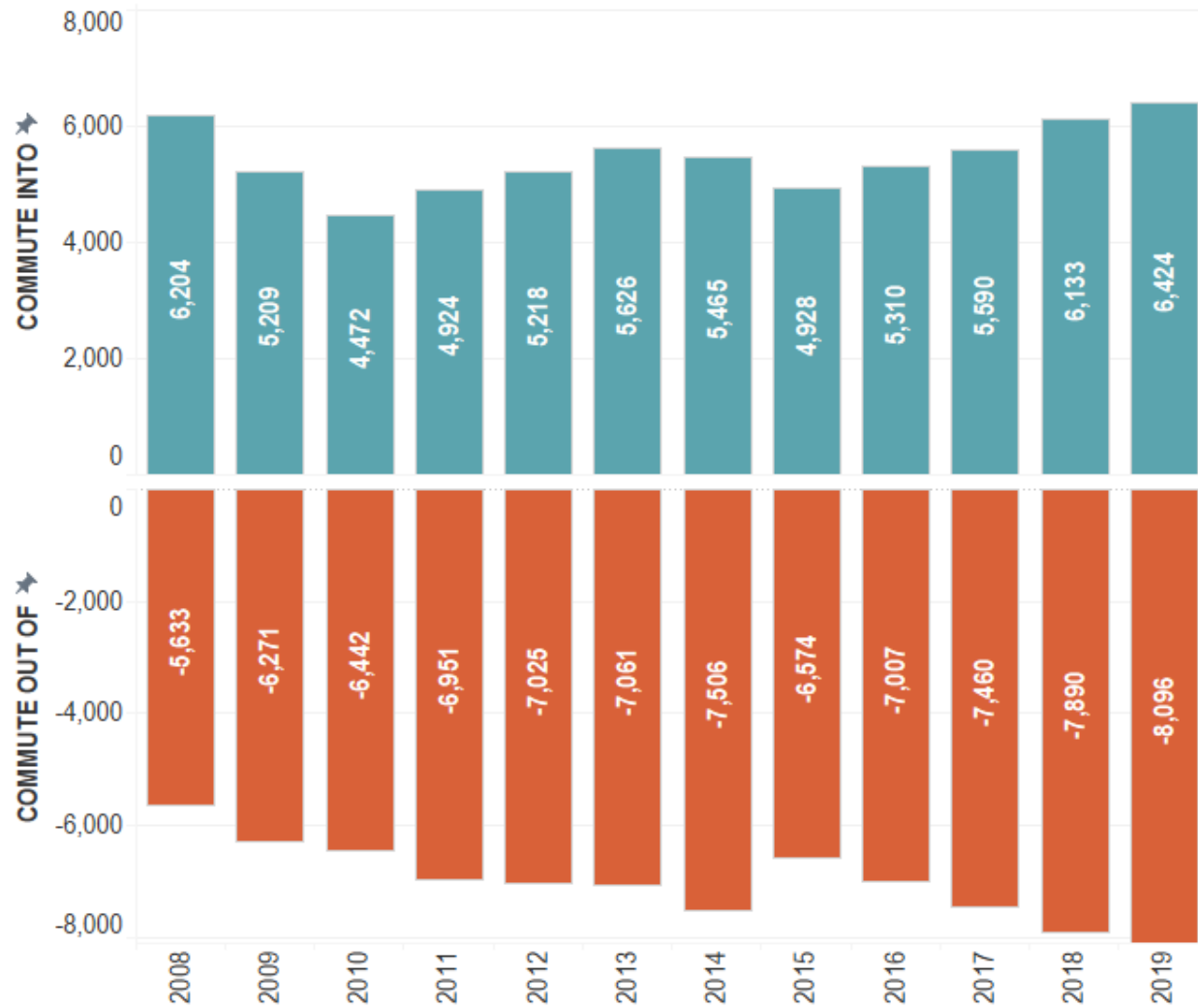
YEAR RANGE  
2015 to 2020



Notes: Year Range selection should include the previous year from the first year included in the visualization (e.g., to see 2016-2020, use the range 2015-2020). Red bars indicate the total net change for the selected period.  
Source: US Bureau of Labor Statistics (BLS); Emsi Burning Glass 2021.4 – QCEW Employees, Non-QCEW Employees, and Self-Employed; TIP Strategies, Inc.

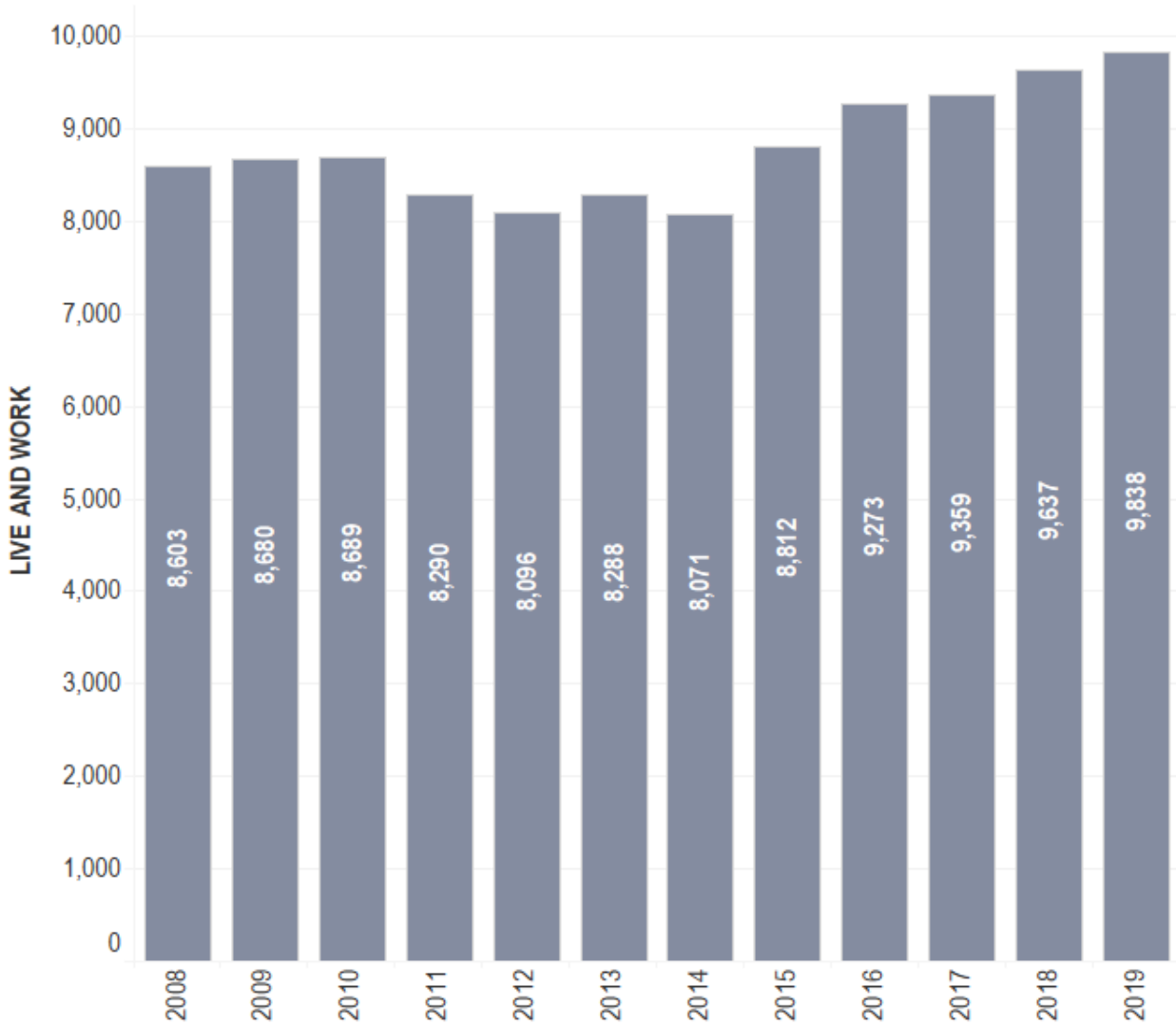
### COMMUTING TRENDS TO KITTITAS COUNTY, WA, 2008 TO 2019

Commuting **into** the region means a person lives outside of the region and works inside of the region. Commuting **out of** the region means a person lives inside of the region and works outside of the region.



### LIVE AND WORK IN KITTITAS COUNTY, WA, 2008 TO 2019

These residents have shorter commutes as they both live and work within the region.

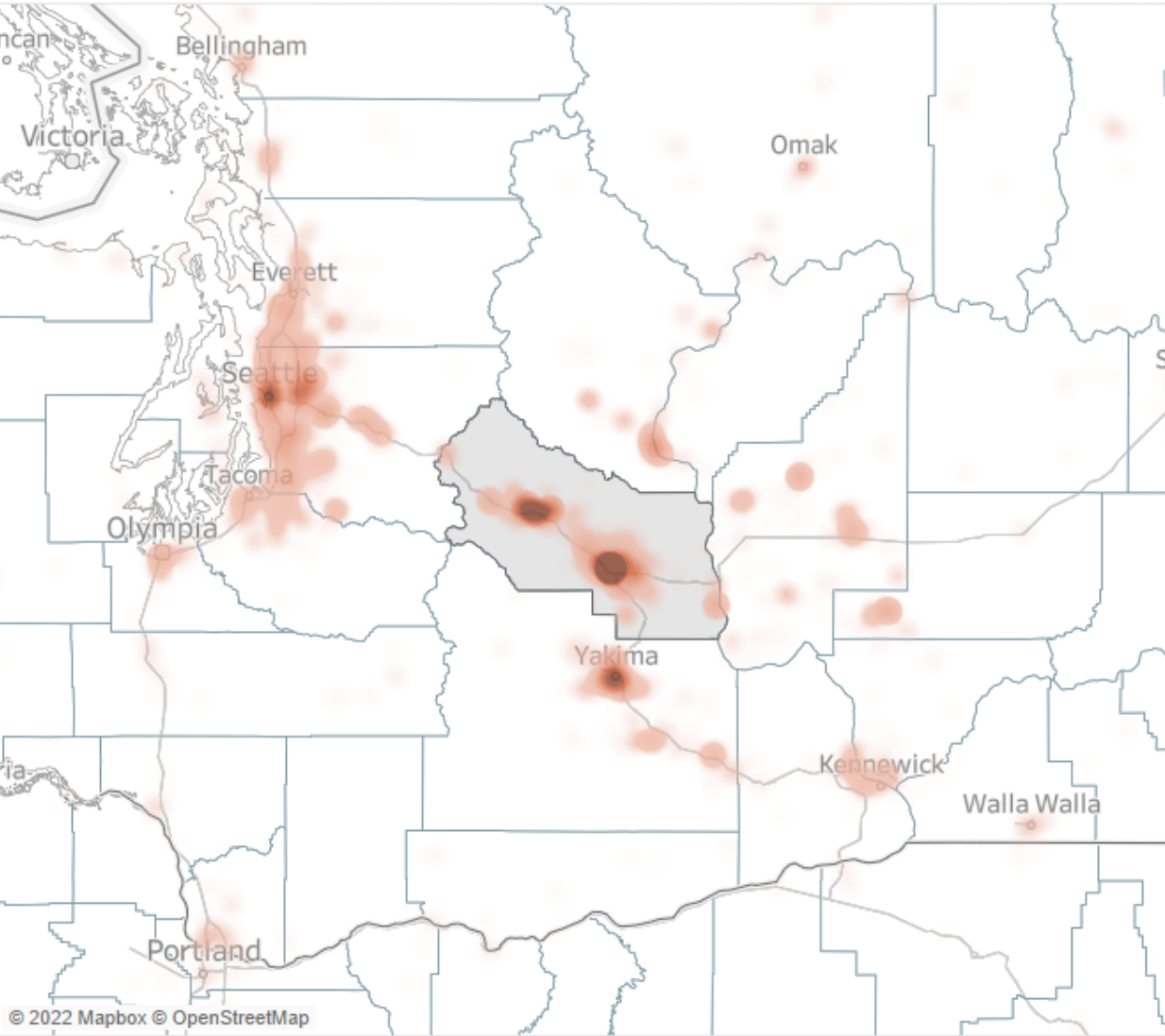


Notes: Goods-producing sectors include agriculture, mining, oil and gas extraction, construction, and manufacturing. Trade, transport, and utilities sector includes retail and wholesale trade, transportation, warehousing, and utilities. All other sectors are aggregated. Only includes residents and workers in Washington and Idaho.  
Source: Longitudinal Employer-Household Dynamics (LEHD), Origin-Destination Employment Statistics (LODES); TIP Strategies, Inc.



# WHERE KITTITAS COUNTY, WA RESIDENTS WORKED IN 2019

This map shows where residents work by census block group. Darker, larger circles indicate more residents work in the census area, and lighter, smaller circles indicate fewer residents work in that area. The boundary (the shaded gray region) shows the total number of residents with jobs in the region.



GEOGRAPHY TYPE SELECTION  
County

CITY SELECTION  
Ellensburg city, WA

YEAR SELECTION  
2019

## LIVED AND WORKED IN KITTITAS COUNTY, WA IN 2019

9,838

## CITIES WHERE KITTITAS COUNTY, WA RESIDENTS WORKED IN 2019

6,123 Ellensburg city, WA	1,046 Seattle city, WA		888 Yakima city, WA		795 Cle Elum city, WA	
	419 Bellevue city, WA	164	153	153	142	142
		121	118	116	95	95 93
	289 Redmond					
	204					
2,423 Other location in Kittitas County, WA	180					
	169					
	169					

Notes: Goods-producing sectors include agriculture, mining, oil and gas extraction, construction, and manufacturing. Trade, transport, and utilities sector includes retail and wholesale trade, transportation, warehousing, and utilities. All other sectors are aggregated. Only includes residents and workers in Washington and Idaho.  
Source: Longitudinal Employer-Household Dynamics (LEHD), Origin-Destination Employment Statistics (LODES); TIP Strategies, Inc.

A large, light blue, stylized graphic of a person with their arms raised in a 'V' shape, positioned on the left side of the image. The background is a solid teal color.

# STAKEHOLDER ENGAGEMENT



8

Roundtables

- Agriculture
- Real Estate
- Tourism
- Young Professionals
- Manufacturing
- Small Business (upper and lower county)
- Tech and remote workers



20+

Interviews

- Industry Leaders
- Government Officials
- Community Leaders
- Healthcare
- Energy
- CWU
- Regional Tourism
- Economic Development

## Community Engagement Input

### Kittitas County is a great place to live

- Tranquil, beautiful, with abundant outdoor recreation opportunities
- Need for additional indoor and family-oriented activities

### Land use/management must be a priority

- Pressure on agricultural land from residential and other development
- Forestry management is needed to reduce risk of wildfires
- Housing needs are critical (zoning, supporting infrastructure)

### The County's central location presents an opportunity

- Already serving as central location for hay exports
- Proximity to Seattle, Snoqualmie Pass, Puget Sound Ports

### The area's natural resources are an asset

- Additional infrastructure could better support access to recreation and organize visitors
- Opportunity to take an integrated approach to community branding

### There is an opportunity to unite the County

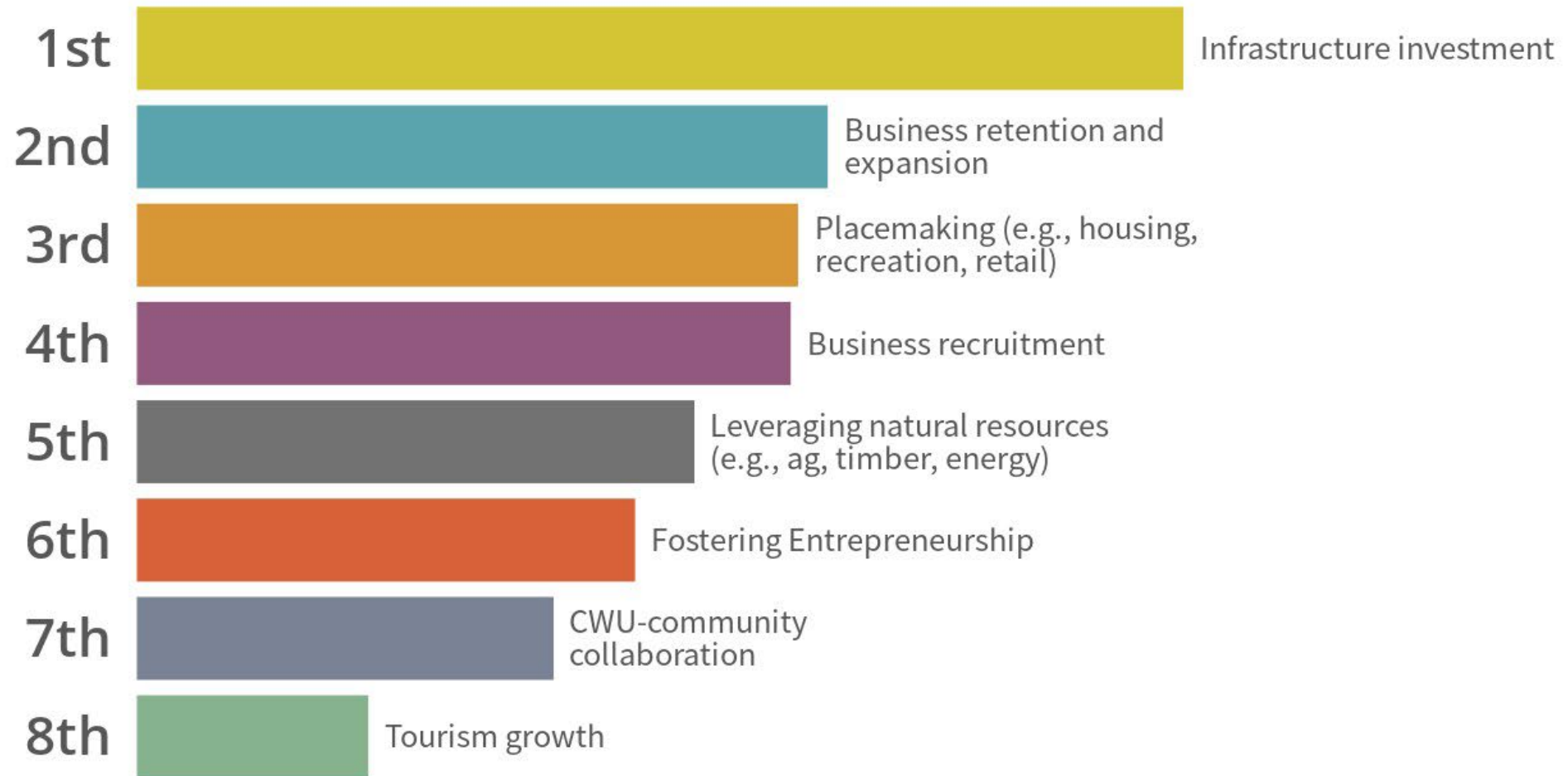
- Fragmented government structures, local organizations
- Could expand connection between community and CWU



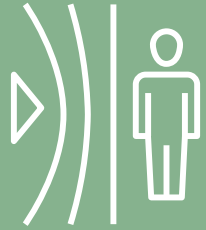


# LEADERSHIP WORKSHOP

# HOW WOULD YOU RANK THESE ECONOMIC DEVELOPMENT PRIORITIES IN TERMS OF IMPORTANCE?



# INITIAL PROJECT FOCUS AREAS



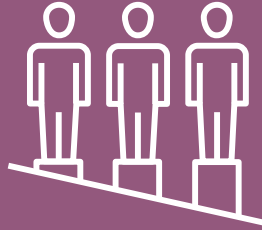
## Resilience

Provide residents with tools and resources to access jobs and opportunities in the area, including entrepreneurship.



## Collaboration

Unite upper and lower county government and organizations in shared goals and action that benefit the county as a whole.



## Balanced Growth

Direct and manage the growth of the county to build a dynamic community that remains an attractive and affordable place to live.



## Community Investment

Develop county's infrastructure to meet its current and future needs and position it to amplify the advantage of its central location.



## Preservation

Preserve the legacy of the county, valuing its assets and resources to turn them into opportunities for future generations.



NEXT  
STEPS



# NEXT STEPS

- ▶ **Opportunity Phase** (Apr - Jul)
  - ▶ Best Practices
  - ▶ Opportunity Workshop (July 20<sup>th</sup>)
- ▶ **Implementation Phase** (Jul – Sep)
  - ▶ Strategic Plan Draft
  - ▶ Final Presentation

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# QUESTIONS?

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2905 San Gabriel Street  
Suite 309  
Austin, TX 78705

512.343.9113

[www.tipstrategies.com](http://www.tipstrategies.com)

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