

OUTREACH AND ALIGNMENT PHASE: FINDINGS SUMMARY

KITTITAS COUNTY, WA



JUNE 2022

AGENDA

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





INTRODUCTIONS

THEORY INTO PRACTICE

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

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



1995

YEAR FOUNDED

500+

ENGAGEMENTS

350+

CLIENTS

44

STATES

5

COUNTRIES



STEERING COMMITTEE MEMBERS

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





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		 HOUSING CHARACTERISTICS		
Population	Population Change	Housing Cost	Housing Distribution	
Population Drivers		Housing Stock	Occupancy	
Age		Affordability	Affordability Index	
Race & Ethnicity			Mobility	
Household Composition			Connectivity	
Education	School Enrollment	 INDUSTRIES & OCCUPATIONS		
Median Income	Income Distribution	County Sector Employment		
Poverty	SNAP	Sector Emp. Change		
Health Insurance Coverage		Sector Trends		
Veterans		Sector Location Quotients		
People with Disabilities		Occupation Employment		
 WORKFORCE CHARACTERISTICS			Occupation Employment Change	
			Worker Flows by Occupation	
			 COMMUTING PATTERNS	
Labor Force				
Indicators				
Total Employment Trends		Commuting Overview		
Employment Recovery		Where Residents Work		
Employment Change		Where Workers Live		
Working from Home		Commuters by Industry		
Commute Time		Commuters by Education		
ACS Geography Selection		Commuters by Earnings		
		Commuters by Race-Eth.		
		Commuters by Age & Sex		

TAKEAWAYS

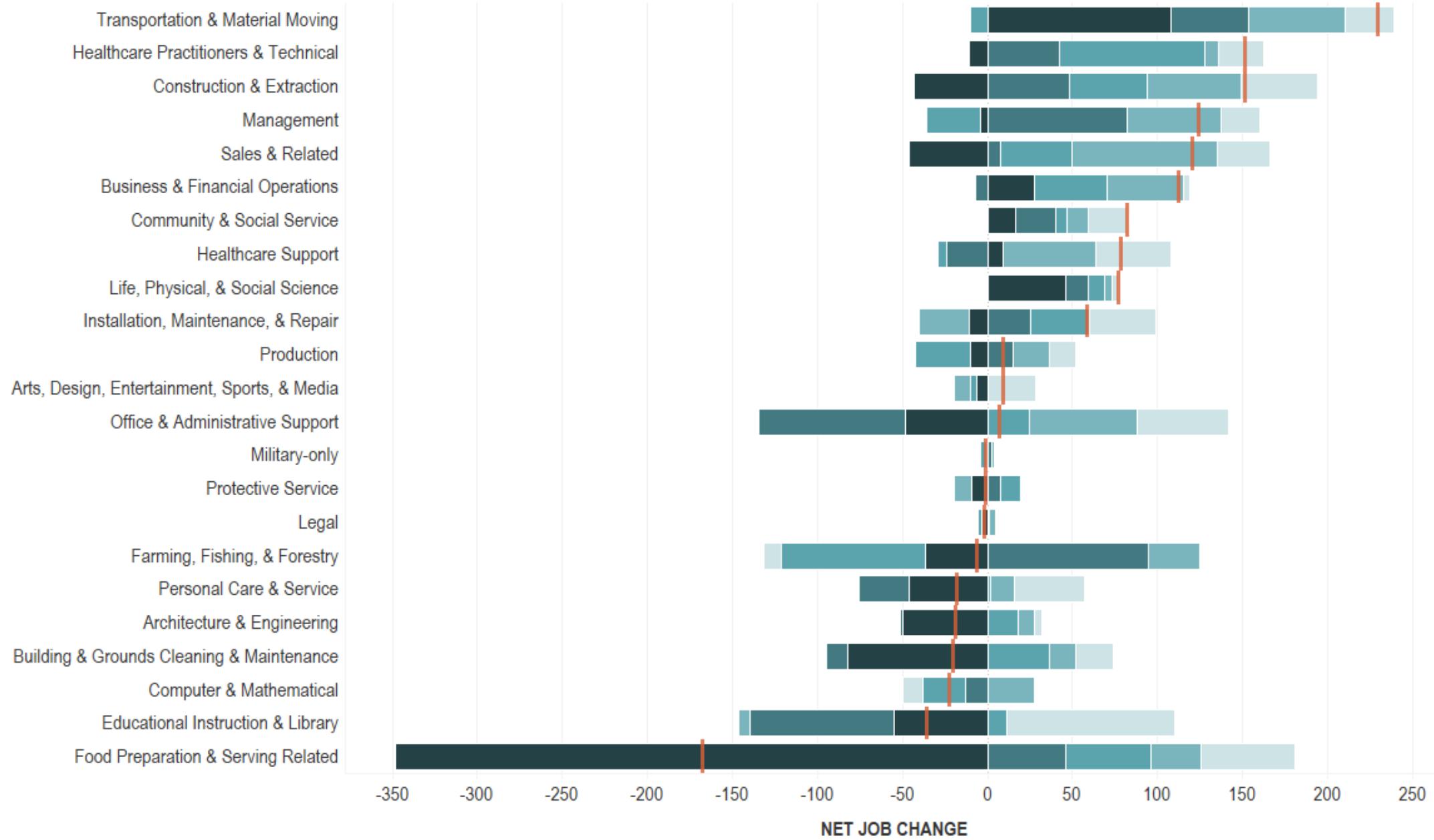
- ▶ Population in the county has grown, driven primarily by domestic migration.
- ▶ Housing has become unaffordable to many in the county.
 - ▶ A third of homeowners and over half of renters are cost-burdened.
 - ▶ There is a high vacancy rate in the county due to a large stock of vacation homes.
- ▶ 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 SELECTED:
Kittitas County, WA

YEAR RANGE
2015 to 2020

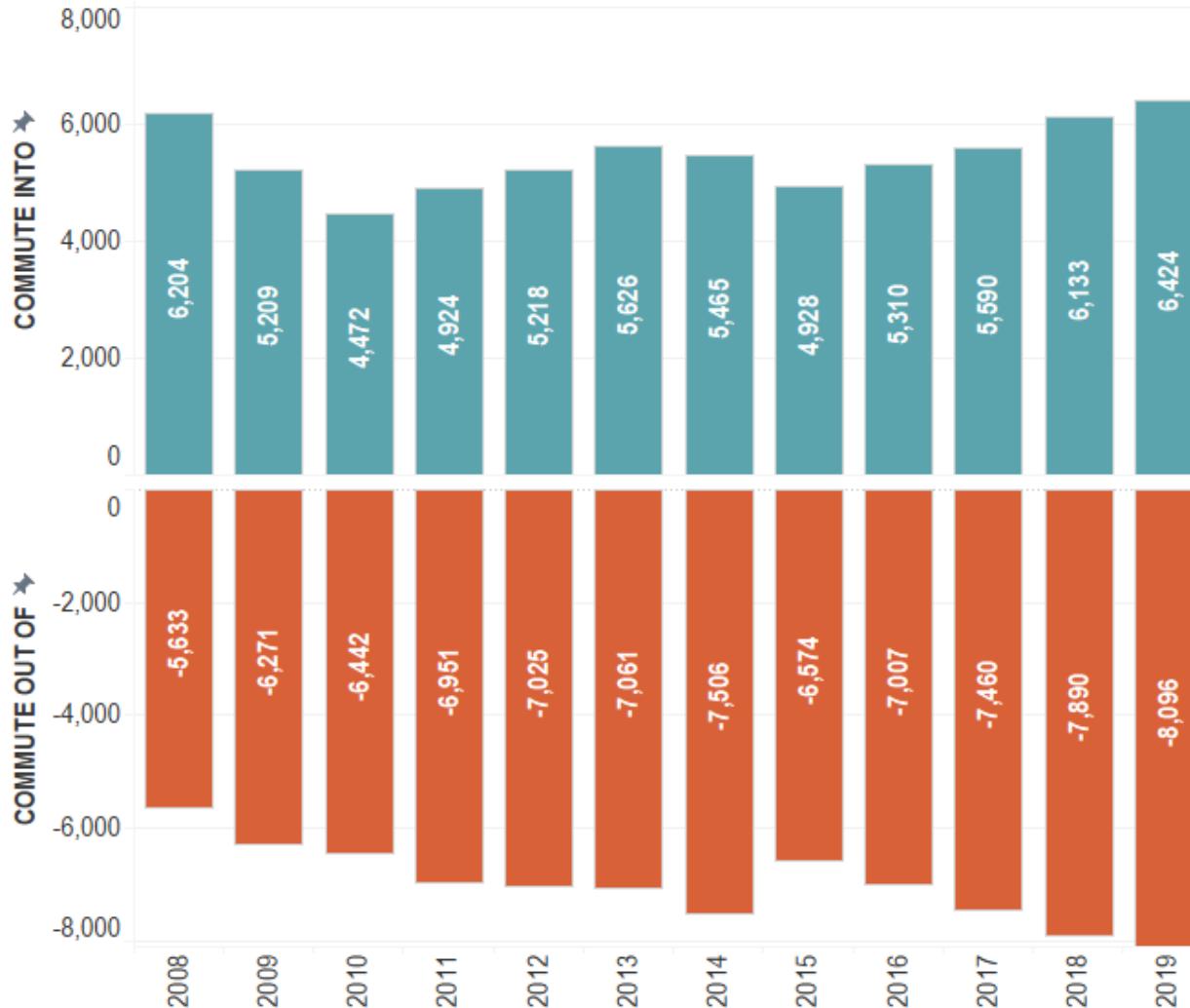


Notes: Year Range selection should include the previous year from the first year included in the visualization (e.g., to see 2016-2020, use the range 2015-2020). Red bars indicate the total net change for the selected period.
Source: US Bureau of Labor Statistics (BLS); Emsi Burning Glass 2021.4 – QCEW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

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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.



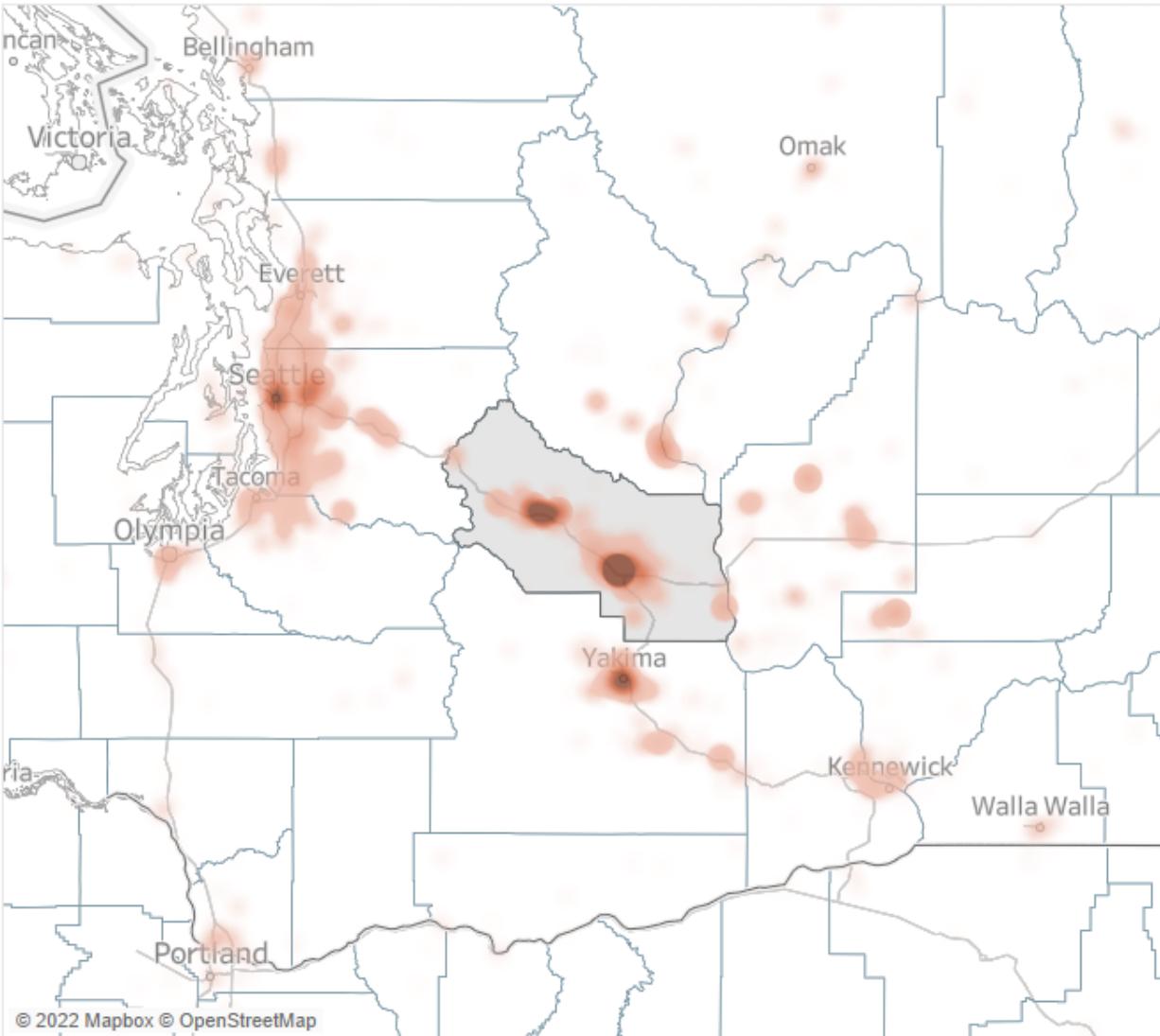
Notes: Goods-producing sectors include agriculture, mining, oil and gas extraction, construction, and manufacturing. Trade, transport, and utilities sector includes retail and wholesale trade, transportation, warehousing, and utilities. All other sectors are aggregated. Only includes residents and workers in Washington and Idaho.

Source: Longitudinal Employer-Household Dynamics (LEHD), Origin-Destination Employment Statistics (LODES); TIP Strategies, Inc.

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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	
289 Redmond	121	118	116	95	95	93
204						
180						
169						
169						

2,423
Other location in Kittitas County, WA

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.

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STAKEHOLDER ENGAGEMENT



8
Roundtables



20+
Interviews

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

- ▶ 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

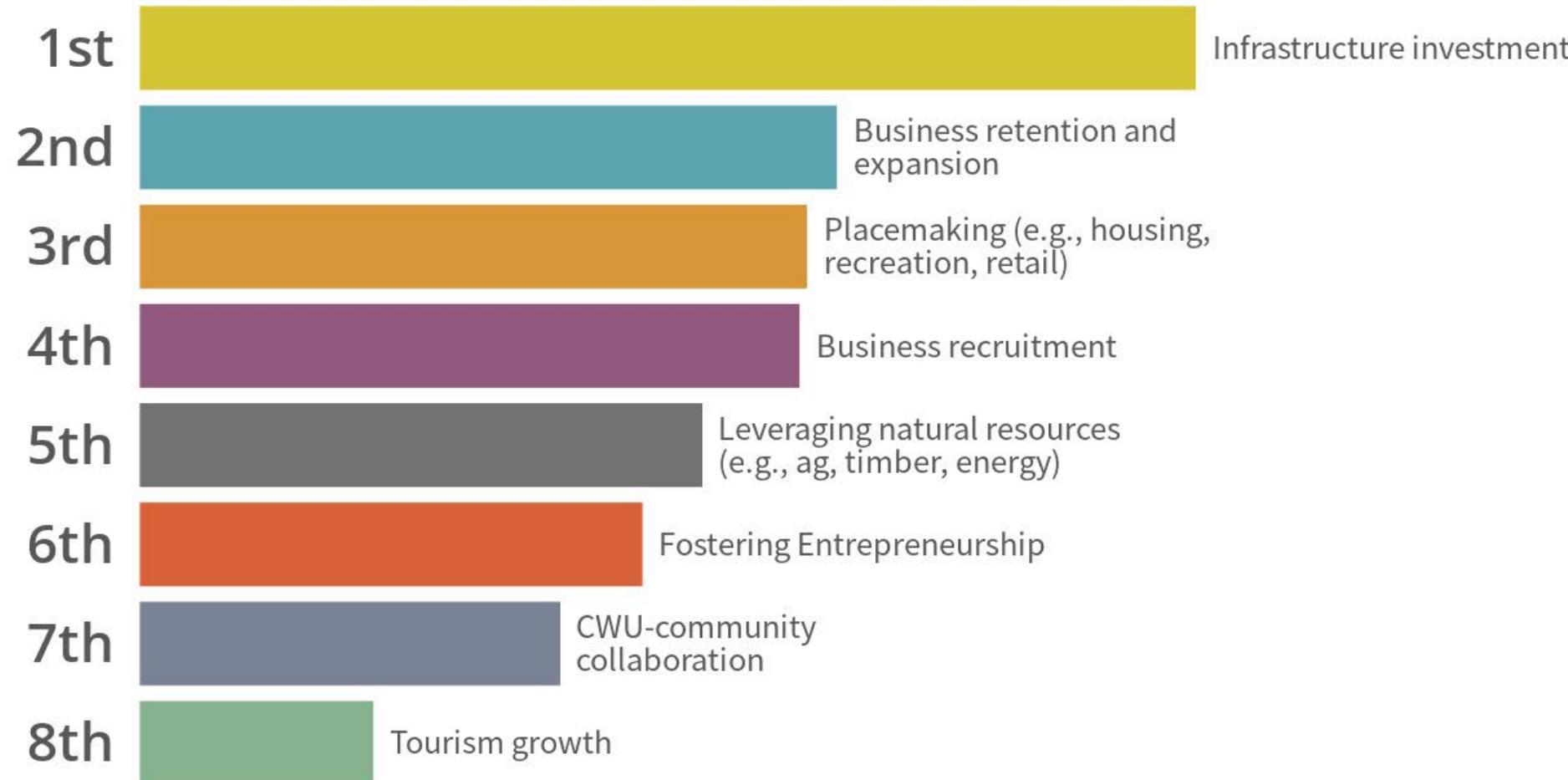
There is an opportunity to unite the County

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

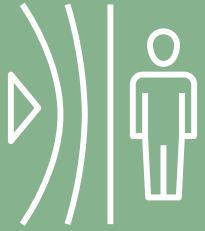
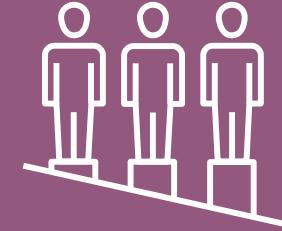


LEADERSHIP WORKSHOP

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 20th)
- ▶ **Implementation Phase** (Jul – Sep)
 - ▶ Strategic Plan Draft
 - ▶ Final Presentation

QUESTIONS?



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