



## OUR VALLEY ONLINE SURVEY OF ACTION ITEMS

### QUESTION ONE: WHICH ARE THE HIGHEST PRIORITY?

Survey was conducted in June, July and August 2016 and was broken into six parts — one for each of the six focus areas. For each focus area, survey respondents were asked to choose four action items that they believe are the highest priority for the community. More than 500 residents participated in the survey, with about two-thirds casting votes online and one-third doing so at a public open house. Respondents could complete one or all six of the survey parts.

Below, action items are listed in order of rank for each focus area. Vote totals are at the end of each of the action texts.

#### **How We Prosper (economy, jobs, economic development)**

- 1. Outdoor Recreation Destination:** Capitalize on the region's outdoor recreation resources as a way to attract businesses, professionals and tourists. **128**
- 2. Quality Jobs:** Promote and pursue creation of more quality job wages and salaries in the area. **124**
- 3. A four-year university or research institute:** Develop a local institution of higher education to help set up Our Valley for the future economy and to instill a value of education in the region. **123**
- 4. Career and Technical Education Programs:** Work with local K-12 schools, Wenatchee Valley College, job training programs and other organizations to expand and strengthen career and technical education opportunities. **100**
- 5. Expanded Medical Sector:** Expand the medical facilities, including adding a teaching hospital, and related businesses and ancillary and support services **88**
- 6. High Wage Employment Opportunities:** Synergize development of high-wage employment

opportunities that capitalize on Our Valley's resources and quality of life. **87**

**7. Small Town Feel:** Promote Our Valley's small-town feel through good planning, marketing and tourism, community events and local volunteer programs. **84**

**8. Food and Agriculture – Related Tourism:** Develop our valley's orchards, farms vineyards and wineries, craft breweries and cider houses, farmers markets and related attractions as a major tourism opportunity. **83**

**9. Wine/Craft Beer/Cannabis/Cider Industries:** Grow, market and recruit value-added agriculture businesses to take advantage of locally grown products. **76**

**10. Tree Fruit Investment & R&D:** Expand Our Valley's status as the investment and research and development center for the tree fruit industry. **75**

**10. Local Venture Capital:** Develop venture capital funds to support the development of outdoor recreation, technology and other emerging businesses. **75**

**12. Waterfront Destination:** Redevelop Our Valley's waterfronts into major tourist attractions and destinations. **72**

**13. 'Spillover' Technology Businesses:** Attract "spillover" high tech businesses from the Seattle area. **71**

**14. Outdoor Recreation Economic Impact Study:** Conduct a full-fledged analysis of the economic impact of outdoor recreation in Chelan and Douglas counties and of the future economic impact tied to new and improved outdoor recreation facilities. **64**

**15. Quality of Life Recruitment:** Market Our Valley's strong quality-of-life attributes to attract new residents who own or manage businesses or have the ability to telecommute. **63**

**16. Community Education Initiative:** Open the doors at Wenatchee Valley College to allow people in the community to teach non-accredited classes (beyond existing adult education programs) and to access the WVC library and other college resources. **56**

**17. Expanded Retail Sector:** Expand our valley's retail sector in order to elevate the experience and enhance our status as North Central Washington's largest commercial hub. **55**

**18. Outdoor Recreation Equipment Manufacturing:** Recruit businesses that build or market the equipment that supports our outdoor recreation industry. **52**

**19. Integration with Local Employers:** Work with existing and potential local employers to partner local career and technical education programs with new business and industry apprenticeship and job development programs. **48**

**20. Business Cycle Resilience:** Develop strategies to make our economy more resilient and immune to impacts of business cycles. **44**

**21. Center of Excellence:** Create a career and technical education ‘Center of Excellence’ that develops and models innovative approaches linking career and technical education with job creation and placement. **43**

**21. Culinary Destination:** Develop Our Valley as a major farm-to-table destination. **43**

**23. Job Creation Based on Innovation:** Develop jobs that come from research and development around environmental change and our local resources. **36**

**24. Engaging the Private Sector:** Reach out to the private sector more extensively and ask them to be involved in the Our Valley What’s Next. **32**

**25. Assets and Resources Inventory:** Inventory major assets and resources for strengthening and diversifying the region’s economy. **28**

**25. Regional Marketing Analysis:** Conduct a regional marketing analysis that provides strategies to best utilize identified assets and reduce barriers. **28**

**27. Broadband-based businesses:** Target in recruitment businesses that have a need for a strong broadband backbone, as Our Valley does. **24**

**28. Recruit telecommuter-type businesses:** Target in recruitment telecommuter-type businesses and business owners and telecommuters themselves, all of whom are seeking good broadband, quality of life, access to air service, and close proximity to Seattle. **23**

**28. OVWN Economic Development Plan:** Encourage economic development entities to adopt *Our Valley What’s Next* as their overarching economic development plan. **23**

## **How We Plan and Grow (land use, transportation, growth, development)**

**1. Incentives for Affordable Housing:** Offer tax breaks and other incentives to builders and property owners to develop more affordable housing for middle- and lower-income earners. **136**

**1. South Wenatchee Improvements:** Implement major planned improvements of South Wenatchee neighborhoods and business districts. **136**

**3. Expanded Airline Service:** Expand airline carriers and service at Pangborn Memorial Airport, including direct flights to other cities besides Seattle. **135**

**4. Mixed-Use Planning:** Encourage mixed-use planning region wide, emphasizing higher density, pedestrian- and transit-friendly development in designated urban centers that is coordinated with regional transportation planning. **128**

**5. Riverfront Redevelopment:** Promote riverfront development on both sides of the Columbia River, including housing, shops, entertainment, and a large marina. **99**

- 5. Bike Lanes and Bike Trails:** Develop more bike lanes and bike trails throughout Our Valley. **99**
- 7. Our Valley I-90 Link:** Develop a four-lane highway linking Our Valley and Interstate 90. **71**
- 8. Restaurants and Retail Development:** Encourage and support a mix of restaurants and retail shops to elevate the experience in the area’s urban centers. **68**
- 9. Downtown Residential:** Promote and incentivize residential development in downtown urban centers. **64**
- 10. Identify Regulatory Barriers Affecting Affordable Housing:** Review development regulations to identify barriers to affordable housing and propose alternatives. **63**
- 10. Corridor Beautification:** Beautify urban corridors, including city/town entry points. **63**
- 12. Plan with Transportation in Mind:** Integrate transportation needs in land use planning. **56**
- 12. New Columbia River Bridge:** Plan, finance and develop a new third bridge over the Columbia River. **56**
- 14. Electric Vehicle Infrastructure:** Promote the development of electric vehicle infrastructure in our communities. **55**
- 15. Latino Business & Cultural Districts:** Encourage the development of a Latino cultural center catering to our local population and to visitors. **46**
- 16. Better Coordination:** Ensure better integration and coordination between transportation, land use and utility projects. **34**
- 17. Craft Brewery District:** Develop and promote/market one or more craft brewery districts in Our Valley. **30**
- 18. Bicycle Amenities and Information:** Develop new amenities and information to promote and support the use of bicycles, including more bike racks at local businesses. **27**
- 19. BNSF Freight Yard Relocation:** Relocate the BNSF railroad freight yard/operations/crew to the Malaga area. **24**
- 19. Public Transit:** Provide more linkages (i.e. transit stops, frequency) between transit and major employment centers. **24**
- 21. More Public Participation:** Broaden participation by the public in prioritizing key transportation initiatives and projects, regionally and locally. **11**
- 21. “Complete Streets” concept:** Emphasize and promote the “Complete Streets” concept. **11**

## **How We Sustain Our Environment (environment, outdoor recreation, natural resources)**

- 1. Regional Interconnected Trails Network:** Develop an interconnected trail network between the urban hub of Wenatchee-East Wenatchee, the Cascade Foothills and outlying communities. **140**
- 2. Regional Parks and Trails Authority:** Create a regional parks and trails authority for Our Valley to gain more efficiency, cost-savings and cohesion among multiple jurisdictions now involved in the development, management and maintenance of parks and trails. **124**
- 3. Healthy Forests and Wildland-Urban Interface:** Improve efforts to keep our forests and wildland-urban interface healthy to reduce the threat of wildfires. **119**
- 3. Open Space Preservation:** Preserve Our Valley's open spaces for their scenic and recreational values, and their diversity of native plants and wildlife. **119**
- 5. Indoor/Outdoor Aquatic Facility:** Develop a large indoor/outdoor aquatics facility. **115**
- 6. Climate-Sensitive Water Use:** Improve water conservation and management practices in Our Valley – for fish, agriculture, municipal uses and individuals – to address a changing climate and its environmental impacts. **111**
- 7. Trailhead Parking and Restrooms:** Develop more trailheads with restrooms and adequate parking for the Foothills Trails area. **99**
- 8. Develop long-term wildfire recovery organization:** Develop strategies to mitigate damage from summer wildfires and smoke. Foster a fire adoptive community. Be proactive in fire management. Increase awareness and education. **89**
- 9. Recreational Stewardship of Open Space and Natural Habitat:** Develop programs to encourage and support stewardship among recreational users in Our Valley, minimizing impacts on our open spaces and natural habitat as public use of these resources intensifies. **79**
- 9. Orchard Preservation:** Develop strategies to slow and reverse the loss of our orchard businesses. **79**
- 11. Recreational Signage and Mapping:** Improve access to outdoor recreation in Our Valley for both locals and visitors by installing signs and printing maps that direct people to trailheads, waterfront parks and facilities, ski areas and other recreational amenities. **76**
- 12. Regional Wildfire Emergency Operations Center:** Establish a full-service emergency operating center for wildfires in a permanent location. **71**
- 13. Carbon Neutral Valley:** Establish Our Valley as a national model for carbon-neutral planning. **59**

**13. Dog Parks:** Develop dedicated dog parks in several Our Valley communities, where pets and their owners are welcome and can play safely and responsibly. **59**

**15. Outdoor Recreation Clubs:** Establish clubs in all area high schools to promote youth involvement in outdoor recreation activities. **59**

**16. Private Land Owner Stewardship:** Work with private landowners in Our Valley to enhance and improve trail systems and access to public lands. **52**

**17. Innovate Use of Public Power:** Maintain our region's robust public power generation system and protect it from control by outside interests. **46**

**18. Fish Habitat:** Continue upgrading fish habitat on the Columbia River and the Wenatchee River and their tributaries. **44**

**19. Education on Economy-Environment Relationship:** Promote Our Valley's natural environment as economic opportunities to attract new residents and investment. **42**

**20. Children's Museum:** Establish a children's museum focused on Our Valley, its environment, natural resources and unique ecosystems and habitat. **36**

**21. Loop Trail Mile Marker Project:** Install the final eight mile markers on the Apple Capital Loop Trail as a benefit to locals, visitors and emergency responders. **24**

**22. Renewable Energy Sources:** Develop incentives for the promotion and adoption of renewable energy sources throughout the region. **18**

## **How We Live and Care For One Another (people, community, health, safety)**

**1. Homelessness Programs:** Develop more effective programs, services and resources for the region's homeless populations, including transitional housing. **152**

**2. Sidewalks and Street Lighting:** Upgrade sidewalks and street lighting in South Wenatchee and East Wenatchee, promoting safe, convenient pedestrian mobility and places for people to congregate. **127**

**3. Youth Job Opportunities:** Support initiatives that help local businesses connect young people with the world of work, including local employment options, needs and opportunities. **120**

**4. Water Park:** Plan for and build a water park, with slides and other activities for locals and visitors. Having a water park would encourage youth and family activities in our community and create a draw for tourists. **115**

**5. Poverty Reduction:** Strengthen regional programs to address the causes and symptoms of poverty, especially as it impacts families and children. **101**

**6. Activities for Young Adults:** Support and encourage increasing entertainment options, events and nightlife to attract and retain young adults. **80**

**7. Year-Round and After-Hours Activities for Families and Children:** Create an inventory of what is currently available in our community in these areas and research what other communities are doing successfully. **64**

**7. Options to Violence:** Promote alternative solutions to violence-related incidents and issues, enhancing available mental health services. **64**

**9. Hear the Voice of Poverty:** Promote greater community understanding of the impacts of poverty, including focus groups for people without homes and people living in poverty. **56**

**10. Reducing Drug Use:** Reduce the incidence of methamphetamine and heroin use in the area, focusing on treatment and counseling. **55**

**11. Schools as Neighborhood Community Centers** Create an inventory of what is currently available in our community in this area and research what other communities are doing successfully. **52**

**12. Kiwanis Methow Park:** Develop Kiwanis Methow Park to improve recreation opportunities for all Our Valley residents, especially those living in the majority-Latino neighborhood of South Wenatchee. **51**

**12. New East Wenatchee Park:** Build a new park along Ninth Street in East Wenatchee to meet the needs of a growing population, especially those living in the underserved nearby neighborhoods, and to improve recreation opportunities for Our Valley residents. **51**

**14. Soccer Complex:** Develop a large sports complex for use by local and visiting soccer teams for matches and tournaments. **48**

**14. Gang Activity:** Enhance efforts to reduce area gangs and to provide alternatives to gang activity for vulnerable populations and potential gang members. **48**

**16. Create Place Names that Honor the Latino Culture:** Encourage the use of Latino place names on public buildings, schools, parks, streets, trails, as a way to show respect toward and instill pride in the Latino culture. **47**

**17. Boys & Girls Club:** Start a Boys & Girls Club in the Wenatchee Valley. **40**

**18. Eastmont Community Park Playground:** Develop a playground at Eastmont Community Park in East Wenatchee as a way to improve recreation opportunities for Our Valley residents. **36**

**19. Bilingual Signage:** Establish more bilingual signage at key public facilities and major way-finding sites as well as for use during natural disasters, such as wildfires and floods. **32**

**20. Redistricting:** Encourage local governments to examine whether re-districting would remove barriers to equal cultural representation. **31**

**21. Civility Project:** Engage community members in a civility project that centers on showing respect for various cultures, minority groups and religions, and the sexual orientation and lifestyles of residents and visitors. **28**

**22. Festival coordination:** Encourage organizations to coordinate and to cross-promote festivals and events that celebrate cultures and food. **24**

**23. Nurse Home Visitors:** Expand the Nurse as Home visitors or similar programs, supporting first-time mothers in becoming better-informed, more responsible parents. **23**

**24. 24-7 Service Access:** Expand 24-7 services and resources in the community, including the Get Connected website and 2-1-1 social services hotline. **19**

## **How We Learn and Create (education, life-long learning, arts and culture)**

**1. Museum/Library Based Makers/Hands-on Programming:** To expand and make sustainable current makerspace programs, as well as to secure funding and qualified volunteers to run quality programs. **171**

**2. Technology Institute:** Establish a technology institute to provide technical training and career pathways for high school students not on an associate degree or four-year track. **143**

**3. Modernize the Wenatchee Public Library:** Renovate or rebuild the Wenatchee Public Library to meet the growing needs of Our Valley, specifically through technology, education, and community meeting space. **139**

**4. Arts, Music, Food and Cultural Festivals and Events:** Expand arts, food and music festivals in the region – including a showcase for Latino culture — to complement the growing number of outdoor sports events. **131**

**5. STEM Programs:** Develop top-level STEM (science, technology, engineering, math) programs in the region. **126**

**6. New School Facilities:** Finance and construct new school facilities incorporating state-of-the-art programs and technology in needed locations to meet the demands of a growing population. **119**

**7. Teaching/Research Hospital:** Plan and promote the evolution of Confluence Health into a major teaching and research hospital serving North Central Washington and beyond. **111**

**8. Local Business and Classroom Connections:** Foster stronger connections between local businesses and classrooms, creating more opportunities for students to experience real world application of classroom learning. **107**

**9. Workforce Needs Assessment:** Complete a workforce needs assessment with the major

employers in Our Valley that will guide our school districts and higher education institutions in developing programs to educate and train students to meet those workforce needs. **100**

**10. Intergenerational Education Opportunities:** Create stronger connections between the very young and elderly, including opportunities for preschool and daycare children to visit and interact with residents of local retirement centers, and for high-school students to help older public library patrons with tech issues. **76**

**12. Greater awareness of college and career pathways:** Building awareness in Our Valley of pathways to college and career readiness through training and education. **64**

**12. Public Art Programs:** Develop and fund expanded art programs to promote art of all kinds in public places throughout the region. **55**

**13. Latino Enrollment in Higher Education:** Promote expanded enrollments of Latino high-school graduates in community college- and university-bound education tracks. **48**

**14. Fresh Water Aquarium:** Develop a major fresh-water aquarium at Rocky Reach Dam. **35**

**15. Enhanced Apple Blossom Festival:** Enhance the Apple Blossom Festival to increase and market its appeal to local community members and to visitors. **31**

**16. Expanded 'Art on the Avenues':** Expand Wenatchee's Art on the Avenues outdoor sculpture program to Our Valley. **18**

## **How We Participate and Decide (governance, engagement, decision-making)**

**1. Immigrant Citizenship:** Support and promote the pursuit of U.S. citizenship among immigrants in the region, encouraging their pursuit of civic education and active participation in local democracy. **108**

**2. Constructive Civic Dialogue:** Promote increased civic discourse and participation in the region. Target more youth involvement and training for leaders and the community at large, including governmental decision-making and public meetings, by leveraging existing structures, opportunities and community celebrations. **104**

**3. More Partnerships:** Facilitate growing partnerships between urban government and community leaders and citizens, focusing on the goal of promoting greater collaboration between municipalities, including policies, plans, programs and services. **100**

**3. Comprehensive Planning:** Assist agencies to meet as a unified body to determine appropriate regional land-use planning and zoning for Our Valley. **100**

**3. Consolidation of Public Institutions:** Merge local governments, public agencies, and other public institutions where duplication of purpose exists and greater efficiencies can be achieved through consolidation or integration of functions. **100**

**6. Evaluate Opportunities to Consolidate:** Build on the success of combined fire service, and evaluate all services being provided by adjacent jurisdictions for opportunities to consolidate (i.e. police, fire, water, etc.) **81**

**7. Town Hall Series:** Bring a Town Hall Series to the community that stretches our minds and imaginations around the different structures, systems and issues that do and could support our civic lives. **79**

**8. Plan Multicultural Activities:** Enhance and diversify the multicultural opportunities for involvement of the community into existing community celebrations. **71**

**9. Culturally Competent Leadership:** Educate local political and community leaders around issues of cultural diversity and competency to better reflect and serve a diversifying population. **59**

**10. Law Enforcement:** Begin the discussion of evaluating the merger and/or collaboration of law enforcement agencies to reduce costs, improve the efficiency and provision of service. **52**

**11. Our Valley What's Next Regional Vision and Action Plan:** Encourage local political and community leaders to promote achievement of the region's long-term vision and action plan as developed by Our Valley What's Next. **48**

**12. Our Valley What's Next Annual Review and Updates:** Utilizing a variety of communication vehicles and languages, clearly articulate the progress being made on implementing the Our Valley What's Next action plan, including presentation of clear and concise metrics. **47**

**13. Real-Issues Conversations:** Create a multi-cultural board so there can be real issue conversations about what their communities are facing. **39**

**13. Diversity Training:** Institute ongoing, in-depth diversity training at local, political and community leadership levels. **39**

**13. Chamber Alignment:** Align NCW Hispanic Chamber of Commerce and the Wenatchee Valley Chamber of Commerce. **39**

**16. Formalize Our Valley What's Next:** Encourage Our Valley What's Next to become its own entity, with its own backbone organization. **36**

**17. Water System:** Evaluate the merger and collaboration of water providers to address efficiencies and/or concerns with services provided. **32**

**18. Storm Water System:** Evaluate the merger/collaboration of the local stormwater systems. **28**

**19. Sewer System:** Create a cohesive unit to address concerns with sewer system services provided. **27**

**20. Educate Regional Leaders about Our Valley:** Provide continuing outreach about Our Valley What's Next to surrounding communities through a variety of communication methods. **23**