



Your county. Your vision.

Survey Report
February, 2024

OVERVIEW

Thurston County Community Planning encouraged residents to take a survey and share their thoughts on what's most important to them over the next 20 years. This feedback is one of the first steps in the multi-year review of the county's comprehensive plan.

The results of this survey will inform the comprehensive plan update process over the next two years.

METHODS

The survey included five short-answer questions and three demographic questions. The complete results are available by request.

Outreach for the survey included:

- Survey and flyer were translated into Spanish, Vietnamese, and Korean.
- Flyer was posted at over 40 locations across the county.
- Social media posts in four languages.
- Direct outreach to BIPOC and multi-cultural organizations.
- News release.
- Constant Contact direct emails.
- Participation in 15 county events.
- 11 Presentations to county groups.
- 2023 Public Participation Report on page 8.

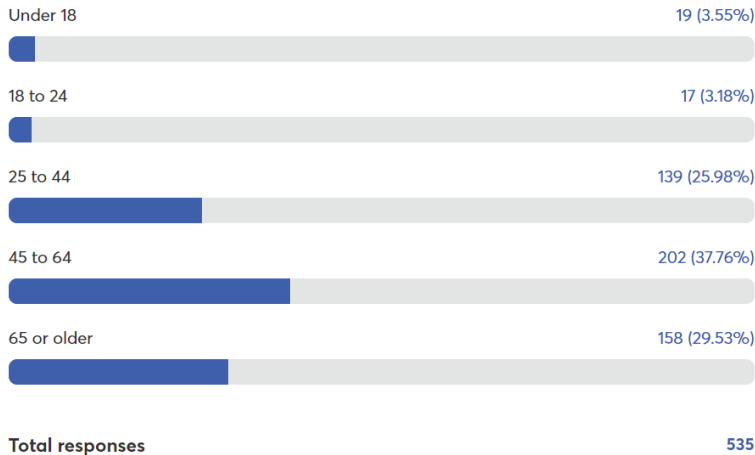
For more information visit the Comprehensive Plan Update webpage: Thurston2045.org.

Thurston2045.org

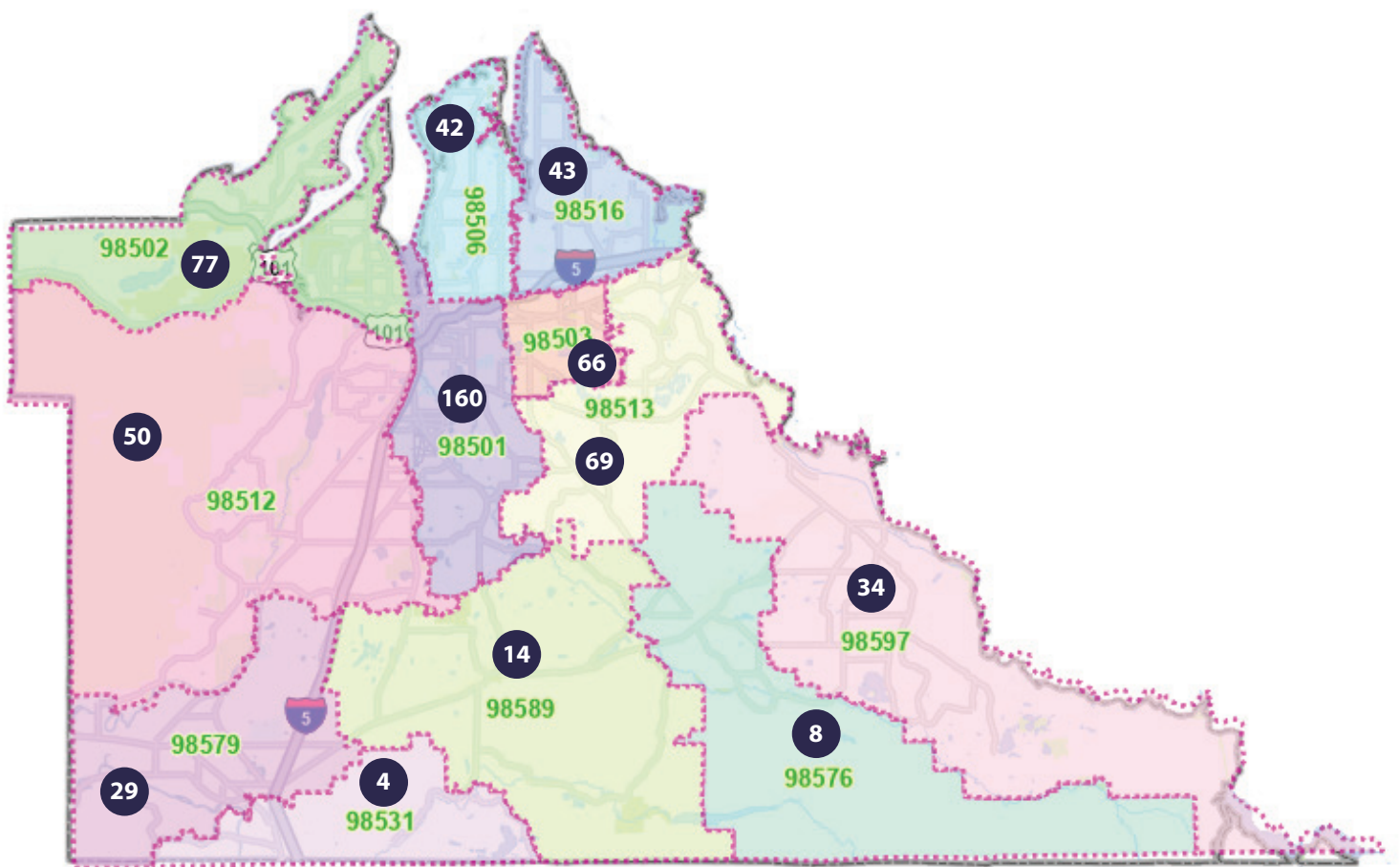
WHO TOOK THE SURVEY

553 people submitted the survey from across Thurston County. 97% of respondents selected English as the primary language in their household. 13 selected Spanish, and 2 selected Other.

Number of Respondents by Age



Number of Respondents by Zip Code



SURVEY RESULTS

Respondants were asked five open-ended questions. Below each question is a word cloud where larger words represent more responses and smaller words represent fewer responses. Below that is a list of the top five categories for each question.

Q1

What comes to mind when you think of Thurston County?



Top Five Comment Categories

-  Environment, Clean Water, Natural Beauty - 187
-  Community, Home - 80
-  Unhoused Population - 68
-  Growth Challenges - 48
-  State Capitol - 44

Q2

What is something you currently enjoy about Thurston County?



Top Five Comment Categories



Parks, Outdoor Activities - 178



Natural Beauty, Environment - 141



Community Events, Culture, Art - 66



Rural Living - 64



Agriculture, Farmers Markets - 51

Q3

Is something currently missing from your local community?



Top Five Comment Categories



Recreation for All Ages - 81



Affordable Housing - 80



Public Transportation, Bike Lanes, Walkability - 69



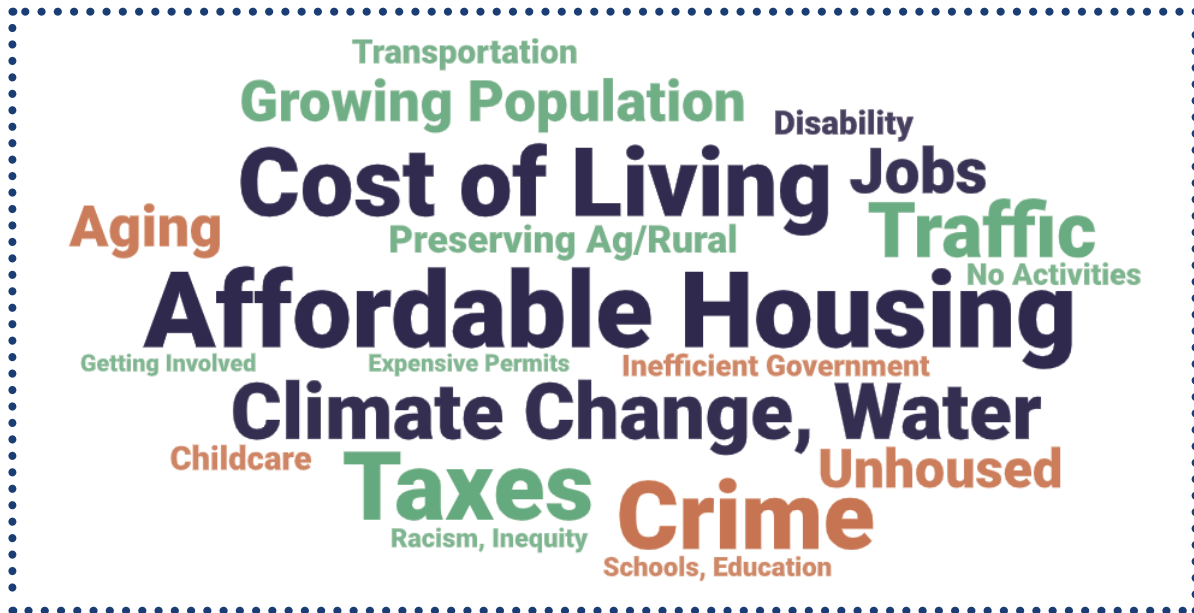
Safety, Less Crime - 64



Better Natural Resource Protection - 50

Q4

What are the biggest challenges you face now or expect to face over the next decade?



Top Five Comment Categories



Affordable Housing - 113



Climate Change, Environment, Clean Water - 93



Rising Cost of Living - 88



Crime - 71



Infrastructure for Population Growth - 70

Q5

What does your ideal Thurston County look like 20 years from now? What services, spaces, and opportunities will it have?



Top Five Comment Categories



Protected Environment, Green Spaces - 138



Affordable Housing for All - 82



Public Transportation - 64



Less or No Crime - 62



Fewer Unhoused - 61



Thurston 2045

Public Participation Report: February, 2024

Thurston County Community Planning have been asking residents what their vision for the county is. **This feedback is a first step in the multi-year review of the county’s comprehensive plan.** The results of this feedback will inform the comprehensive plan update process over the next two years.

Outreach Actions

Communication	Reach	Interested Parties
5 Constant Contact Emails 1 direct email to underrepresented groups	<ul style="list-style-type: none"> 1000+ email recipients 40-45% open rate 	Interested parties signed up for Community Planning updates.
Thurston 2045 Website	1000+ page views in 2023	All
Flyer (Spanish, Vietnamese, Korean)	Placed at ~40 locations across the county	All
2 Surveys	<ul style="list-style-type: none"> 1: 993 responses 2: 553 responses 	All
Social Media Posts (Facebook, Instagram, Twitter, LinkedIn)	~15 Social Media Post each platform in three languages.	Social media users
News Release (2022)	Picked up by local newspapers and blogs.	All
Events	13 events across the county to date	Audience varies with event.
Focused presentations and listening sessions	<ul style="list-style-type: none"> 11 presentations to community groups. 2 listening sessions. 	Audience varies with event.

What We Heard



Affordable Housing



Accessible Healthcare



Safety



Healthy Environment



Rural Character

Outreach Actions Timeline

1 Late 2022-Early 2023

Survey #1 & outreach. Results will inform scope of update project but will not decide contents of the update.

2 Mar 2023-Mar 2024

Active outreach to include listening sessions & open houses at diverse locations, surveys, and “town hall” meetings.

3 Mar-Sep 2024

Planning Commission review. Outreach to explain how to formally comment at public hearings.

4 Sep-June 2025

BoCC review & action. Outreach to explain how to formally comment at public hearings.