



OUR VALLEY OUR FUTURE NEW PROJECTS FOR 2019

Community Feedback

11.30.18

In early 2018, several community groups approached Our Valley Our Future (OVOF) about adding their projects to the OVOF Action Plan. The OVOF Core Team — made up of representatives of the public, private and nonprofit sectors — vetted these potential projects to ensure they fit the community development initiative's overall mission and goals. Our Valley then asked residents for feedback. That was accomplished during a July open house at Pybus Public Market, in which attendees ranked the projects, and an October-November survey completed by nearly 500 residents. What follows is a closer look at that feedback, along with more details about each project.

PROJECT: HORAN NATURAL AREA IMPROVEMENTS

Description: Improve the ecological sustainability of the Horan Natural Area located at the confluence of the Columbia and Wenatchee rivers, providing long-term benefits for a wide variety of birds and wildlife as well as increased recreation, education and tourism activities.

Lead partners: Audubon Society of NCW, City of Wenatchee, Chelan County PUD

Focus area in OVOF Action Plan: How We Sustain Our Environment

Falls under this strategy in OVOF Action Plan: Open Space & Natural Resource Protection — Improve and expand on existing programs to preserve and protect Our Valley's natural resources, including open spaces and agricultural lands, recreational areas, wildlife habitat, and native species.

Timeline: 5+ years

Average rating from attendees at July 18 open house: 8.4 (scale of 1 to 10, with 10 being the highest)

***Results from October-November survey of 490 residents:**

Survey Q: How important is this potential new action to the future of the community?

Extremely important: 20.4 percent

Very important: 31.2 percent

Moderately important: 30.8 percent

Slightly important: 13.7 percent

Not at all important: 3.9 percent

Survey Q: Will you and/or a family member visit an improved Horan Natural Area if this project is successful?

Yes: 81.2 percent

No: 18.8 percent

Survey Q: What outcomes and/or benefits do you see occurring for the community if this action item is ultimately successful?

An analysis of the responses to this question found these to be the top themes:

1. It will create greater recreational access.
2. It will serve as a place for environmental education.
3. It will reserve greenspace and ward off development.
4. With more wildlife habitat there will be more wildlife viewing.
5. It will improve the quality of life for residents.
6. It can serve to attract tourists.
7. It will provide food for hunted animals.

PROJECT: ENVIRONMENTAL SUSTAINABILITY EDUCATION & OUTREACH

Description: Encourage greater environmental stewardship by educating and inspiring residents and businesses to reduce their impact on the environment at the individual level. Hold classes to teach participants about relevant topics, write articles for the local media, and develop a resource page for residents and businesses.

Lead partner: Sustainable Wenatchee

Focus area in OVOF Action Plan: How We Sustain Our Environment

Falls under this strategy in OVOF Action Plan: Environmental Education and Stewardship — Promote a culture of environmental stewardship in Our Valley that strengthens the connection between the natural environment and a sustainable community and economy.

Timeline: 1 to 2 years

Average rating from attendees at July 18 open house: 8.3 (scale of 1 to 10, with 10 being the highest)

***Results from October-November survey of 490 residents:**

Survey Q: How important is this potential new action to the future of the community?

Extremely important: 27.7 percent

Very important: 26.5 percent

Moderately important: 23.1 percent

Slightly important: 17.0 percent

Not at all important: 5.7 percent

Survey Q: Will you and/or a family member participate in the Environmental Sustainability Education & Outreach Program in some fashion if it successfully implemented?

Yes: 63.5 percent

No: 36.5 percent

Survey Q: What outcomes and/or benefits do you see occurring for the community if this action item is ultimately successful?

An analysis of the responses to this question found these to be the top themes:

1. It will lead to greater awareness of the environmental impact of humans on where we live.
2. It will generate more community involvement in improving the sustainability of our environment and our valley.
3. It will build a healthier place to live and to do business.
4. It will provide additional perspectives on the connections between people and nature, and how nature sustains us.
5. It will connect our youth with science and nature.
6. It will assist in bringing together all organizations that focus on the environment.
7. It will help educate people on how to reduce waste - including power and water.
8. It will help combat climate change
9. It will assist future generations.

PROJECT: WHITEWATER PARK ON THE WENATCHEE RIVER

Description: Conduct a feasibility study to identify viable locations for, and the impacts of, a whitewater park along the Wenatchee River. Explore the creation of a whitewater park, providing a much-needed outdoor recreation asset for paddlers of all abilities and levels and giving a boost to the economies of the upper Wenatchee Valley.

Lead partners: Wenatchee River Alliance, Chelan County Department of Natural Resources

Focus area in OVOF Action Plan: How We Sustain Our Environment

Falls under this strategy in OVOF Action Plan: Outdoor Recreational Access & Amenities

— Expand and improve access to Our Valley’s outdoor recreational amenities, including development of a new regional park system, expansion of the regional trail network, development of additional dog parks, construction of a new indoor/outdoor aquatic center, and other amenities.

Timeline: 5+ years

Average rating from attendees at July 18 open house: 6.1 (scale of 1 to 10, with 10 being the highest)

***Results from October-November survey of 490 residents:**

Survey Q: How important is this potential new action to the future of the community?

Extremely important: 20.0 percent

Very important: 16.2 percent

Moderately important: 27.1 percent

Slightly important: 19.8 percent

Not at all important: 16.9 percent

Survey Q: Will you and/or a family member utilize or benefit from a Whitewater Park on the Wenatchee River if this project is successful?

Yes: 53.7 percent

No: 46.3 percent

Survey Q: What outcomes and/or benefits do you see occurring for the community if this action item is ultimately successful?

An analysis of the responses to this question found these to be the top themes:

1. It will lead to more business growth, through tourism and economic development.
2. It will draw more people here from the west side of the state (some respondents say that is a positive, some say it is a negative).
3. It will broaden outdoor recreation opportunities and provide an activity that is unique across the entire United States. It will introduce more people to the sport.
4. It will create a controlled recreational experience that will mean greater safety on the river, and fewer drownings.
5. It will be a negative impact on salmon and the natural environment.
6. It will lead to greater environmental protection of salmon and natural habitats.
7. It will give young people and families something to do.
8. It will improve the health and fitness of the community.
9. There will be very little benefit for locals. This is about attracting visitors here to spend money.

PROJECT: UPPER VALLEY COMMUNITY RECREATION CENTER

Description: Explore formation of an Upper Valley Community Recreation Center. Start with community outreach, including surveys and town halls, to gauge interest and needs and to help with initial planning.

Lead partner: Upper Valley Park and Recreation Service Area

Focus area in OVOF Action Plan: How We Live and Care For One Another

Falls under this strategy in OVOF Action Plan: Family-Friendly Facilities, Programs & Activities — Develop and promote family-friendly activities in Our Valley, including new facilities for recreation, organized programs for families and children, and informal community spaces where they can safely gather and connect.

Timeline: Less than 1 year

Average rating from attendees at July 18 open house: 7.3 (scale of 1 to 10, with 10 being the highest)

***Results from October-November survey of 490 residents:**

Survey Q: How important is this potential new action to the future of the community?

Extremely important: 26.5 percent

Very important: 17.6 percent

Moderately important: 24.3 percent

Slightly important: 19.8 percent

Not at all important: 11.8 percent

Survey Q: Will you and/or a family member attend events or participate in programs at an Upper Valley Community Recreation Center in Leavenworth if the center is successfully created?

Yes: 54.3 percent

No: 45.7 percent

Survey Q: What outcomes and/or benefits do you see occurring for the community if this action item is ultimately successful?

An analysis of the responses to this question found these to be the top themes:

1. It will improve the health, wellness, safety and education of the community.
2. It will provide a community resource at a time when property values make it prohibitive to build a private recreation center.
3. It will provide a year-round facility.
4. It will bring the community together, strengthen the sense of community, and serve all ages.
5. It will provide a place for families and children to hang out, particularly during the winter months and after school.
6. It will lead to more activities and opportunities for residents.
7. Instead of being mainly for visitors like so many other new amenities in Leavenworth, the community center will be mainly for residents, and be accessible and affordable to all residents.
8. It will be another play thing for the elite and the wealthy who live in Leavenworth.
9. It will reduce crime.
10. It will lead to an increase in taxes.

PROJECT: LATINO SMALL BUSINESS DEVELOPMENT PROGRAM

Description: Increase the number and sustainability of Latino-owned businesses in the region by starting a Latino Small Business Development Program that focuses on classes and mentorship, ultimately providing for increased participation in established business-support programs.

Lead partners: Wenatchee Valley College, WSU Cooperative Extension, NCW Hispanic Chamber of Commerce, Port of Chelan County, Wenatchee Valley Chamber of Commerce

Focus area in OVOF Action Plan: How We Learn and Create

Falls under this strategy in OVOF Action Plan: New Educational Opportunities — Broaden professional and technical career pathways to diversify our local workforce by connecting people to expanded higher education and career and technical options in Our Valley.

Timeline: 1 to 2 years

Average rating from attendees at July 18 open house: 8.8 (scale of 1 to 10, with 10 being the highest)

***Results from October-November survey of 490 residents:**

Survey Q: How important is this potential new action to the future of the community?

Extremely important: 22.5 percent

Very important: 26.3 percent

Moderately important: 24.9 percent

Slightly important: 13.3 percent

Not at all important: 13.0 percent

Survey Q: Will you and/or a family member participate in, engage with, or assist a Latino Small Business Development Program if the program is successfully created?

Yes: 36.3 percent

No: 63.7 percent

Survey Q: What outcomes and/or benefits do you see occurring for the community if this action item is ultimately successful?

An analysis of the responses to this question found these to be the top themes:

1. It will help the Latino community, which in turn will help everyone in the Valley.
2. A higher priority should be placed on teaching all students in the region to become fluent in both Spanish and English. That would create a rising tide that floats all boats, not just a certain group.
3. It will lead to greater diversity, which is good.
4. It should be focused on types of businesses. More of the same doesn't help, but new ventures would be great.
5. It will lead to greater inclusiveness in the Valley. It will create a more vibrant and healthier integrated community by empowering the Latino community to develop more business and political leaders.
6. It will deter from other small business support vehicles. There are already many successful Latino businesses in the area.

PROJECT: EVERY KID AT THE PAC

Description: Improve the quality of life for underprivileged youth by offering dynamic, interactive exchanges between students and artists that are designed to inspire creativity, motivation, imagination and cross-cultural communication.

Lead partner: Numerica Performing Arts Center

Focus area in OVOF Action Plan: How We Learn and Create

Falls under this strategy in OVOF Action Plan: Youth-Oriented Educational Initiatives — Expand and promote educational exchanges and related programs in Our Valley’s K-12 schools, connecting students with local businesses and educational institutions in order to help prepare them for fulfilling careers.

Timeline: 1 to 2 years

Average rating from attendees at July 18 open house: 7.7 (scale of 1 to 10, with 10 being the highest)

***Results from October-November survey of 490 residents:**

Survey Q: How important is this potential new action to the future of the community?

Extremely important: 21.4 percent

Very important: 29.4 percent

Moderately important: 33.3 percent

Slightly important: 11.6 percent

Not at all important: 4.3 percent

Survey Q: Will you and/or a family member benefit in some fashion from an Every Kid at the PAC event/activity?

Yes: 41.4 percent

No: 58.6 percent

Survey Q: What outcomes and/or benefits do you see occurring for the community if this action item is ultimately successful?

An analysis of the responses to this question found these to be the top themes:

1. By exposing students to the arts, it will lead to greater appreciation of the arts and it will lead to a more creative community as a whole.
2. It will provide something positive for kids to do and will improve their self-esteem.
3. It will reduce crime by keeping kids from slipping through the cracks.
4. It will provide a unique educational opportunity regardless of a family’s income.
5. It will provide an experience they do not get at school.
6. It will motivate and inspire children to greater heights.
7. It will lead to a more integrated community.
8. It will serve only one segment of the community.
9. It will waste money.
10. Our kids are our future. This will lead to a more well-rounded future generation.

*** Responses to demographic questions in October/November survey**

Total survey respondents: 490

Q: What is your home town?

Cashmere: 6.7 percent
Chelan: 1.2 percent
Dryden: 0.2 percent
East Wenatchee: 15.3 percent
Entiat: 0.8 percent
Leavenworth: 33.1
Malaga: 1.9 percent
Manson: 0.4 percent
Monitor: 0.8 percent
Orondo: 0.6 percent
Peshastin: 1.6 percent
Plain: 1.4 percent
Rock Island: 0.2 percent
Waterville: 0.6 percent
Wenatchee: 31.1 percent
Other location in NCW: 1.9 percent
Do not live in NCW: 2.2 percent

Q: What is your age?

Under 18: 0.2 percent
18 to 24: 2.9 percent
25 to 34: 19.8 percent
35 to 44: 32.7 percent
45 to 54: 15.9 percent
55 to 64: 17.3 percent
65+: 11.2 percent