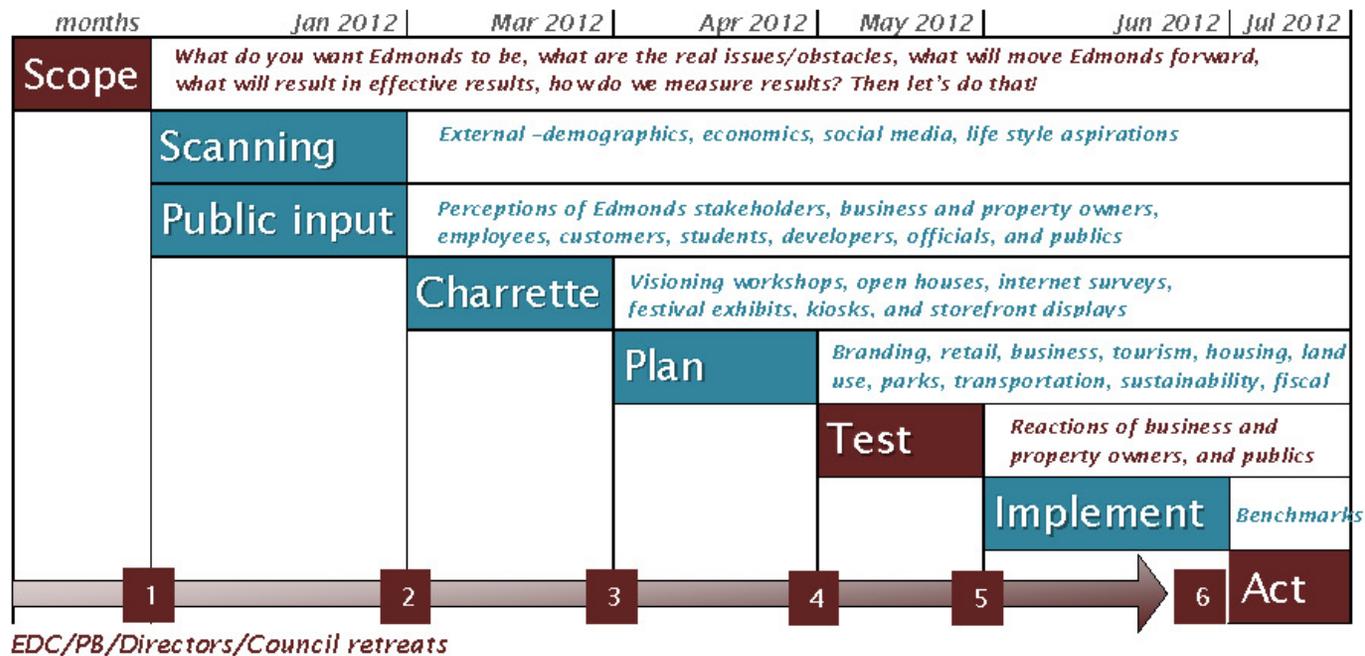


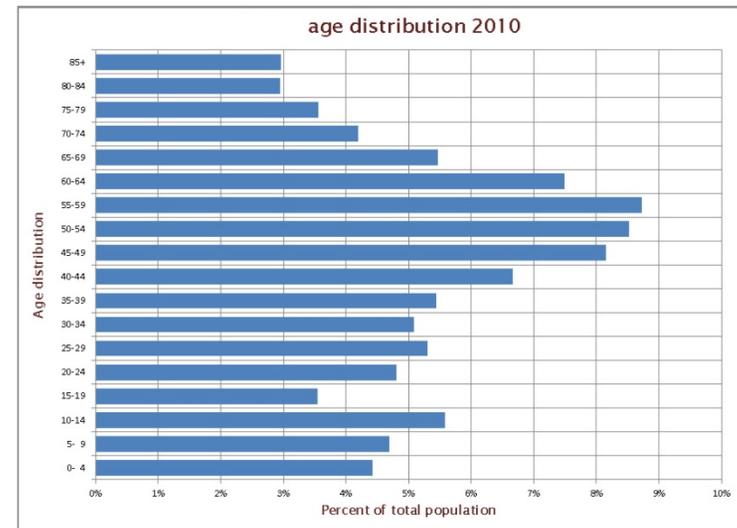
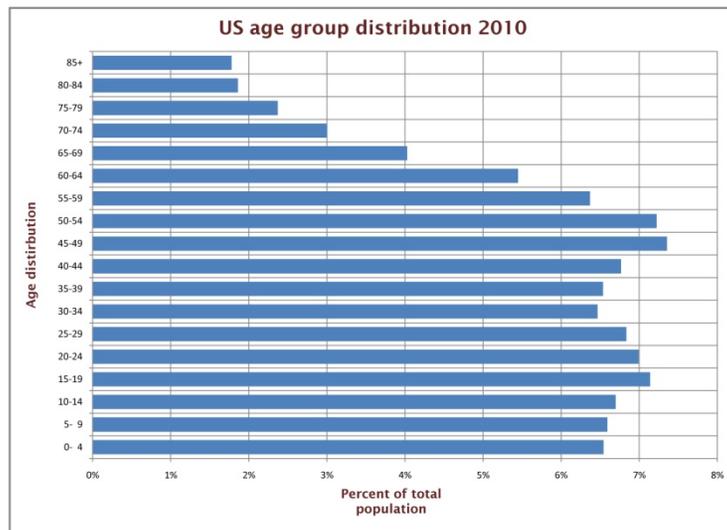
Agenda - Strategic Planning Retreat #2

6:30 pm Tuesday 24 January - Council Chambers

- 1: Edmonds US Census 2010
- 2: Edmonds ACS 2005-2009
- 3: Edmonds ESRI 2005-2015
- 4: PSRC Economic & Demographic Forecast 1970-2040
- 5: Startup Strategic Plan Public Outreach Activities – Early Returns
- 6: Future Strategic Plan Public Outreach Activities



1: Edmonds – US Census 2010

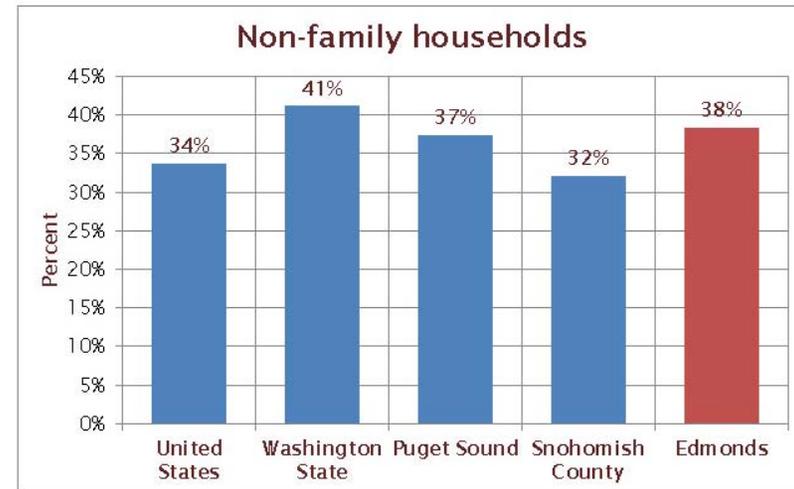
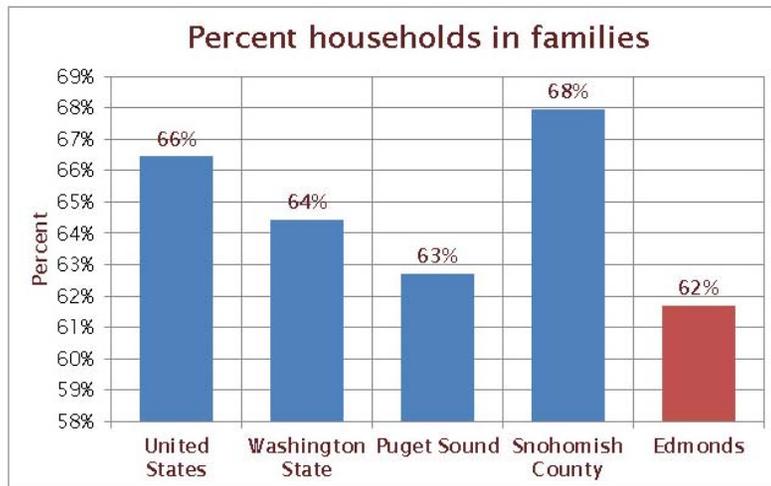


Age distribution

2010

- US – age triangle imbalanced due to combined impacts of World War 2 baby boom and declining birth rate due to desire for smaller families, working women, divorce, and contraception, as well as increased life expectancies.

- Edmonds – age triangle is exaggerated by increased proportion of baby boom middle family and empty nester populations moving into older age groups and the impacts of urban house values on the ability of younger families to buy into the area.

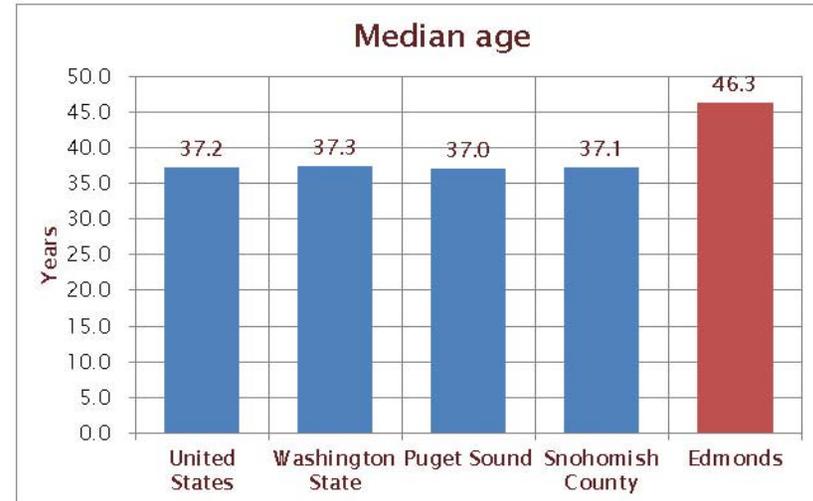
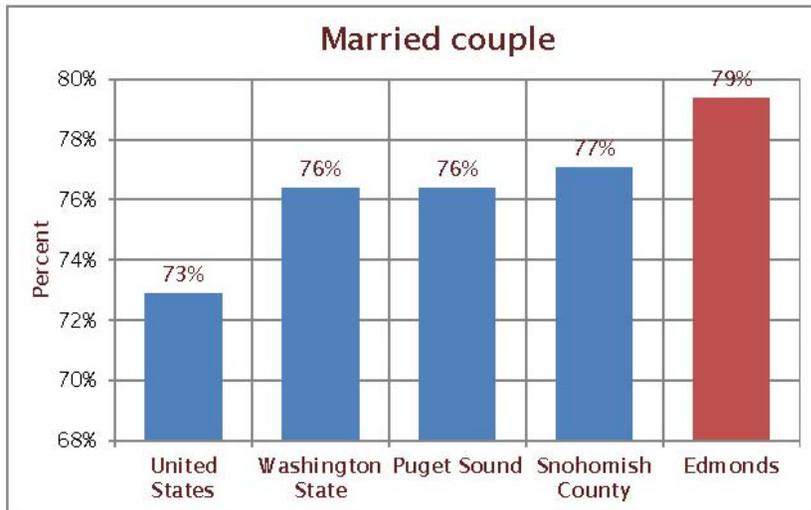


Households

2010

- **Percent in families** – households include single individuals, co-habitation, and families defined by marriage and/or blood. Edmonds has slightly lower concentration of family households compared to others due likely to urban setting and older population.

- **Percent in nonfamily** – Edmonds also has a slightly higher percent of nonfamily households – i.e., single adults and co-habitation households due likely to urban setting and older population.

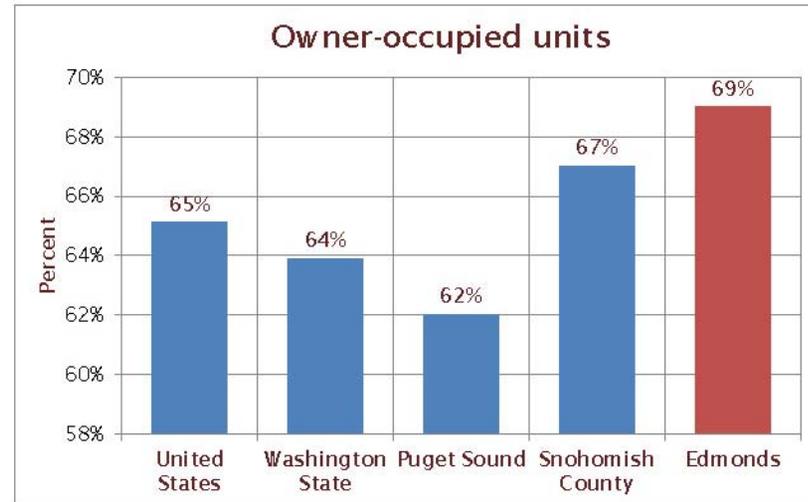
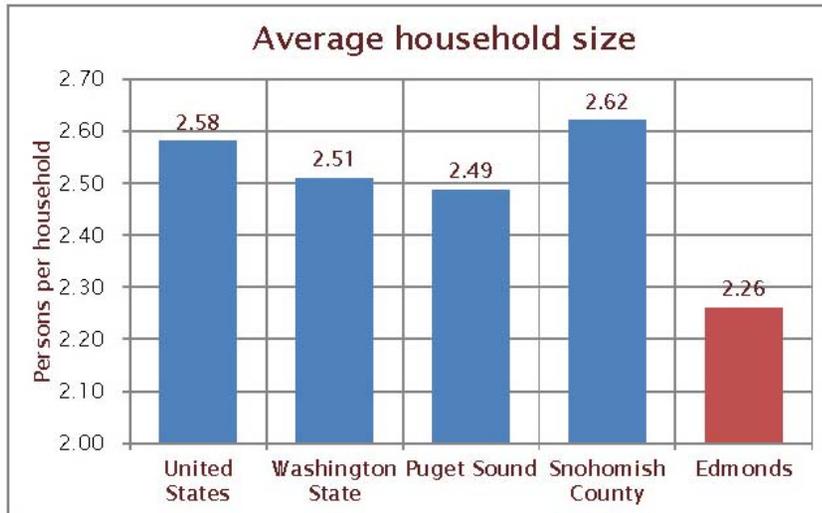


Household type and size

2010

- **Married couple** – Edmonds has a higher percent of all family households that are married couples rather than single-headed or co-habitation households compared to others.

- **Median age** – Edmonds has a significantly higher median age due to the high proportion of baby boomers moving into older ages and staying residents of the city compared to others.



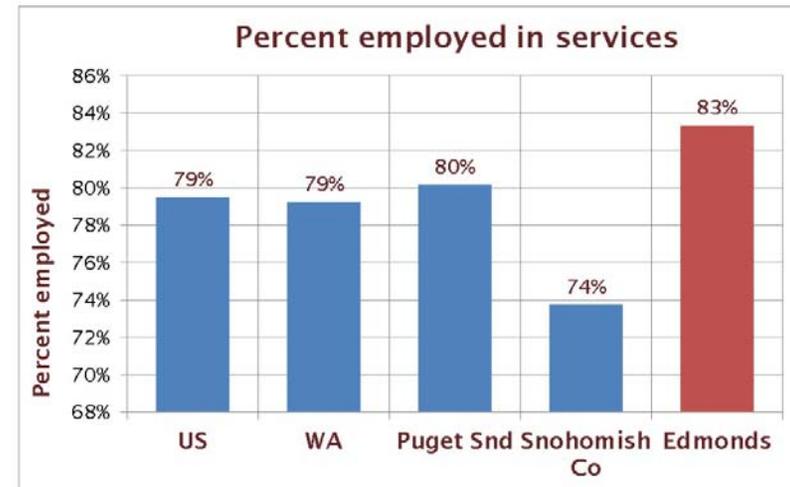
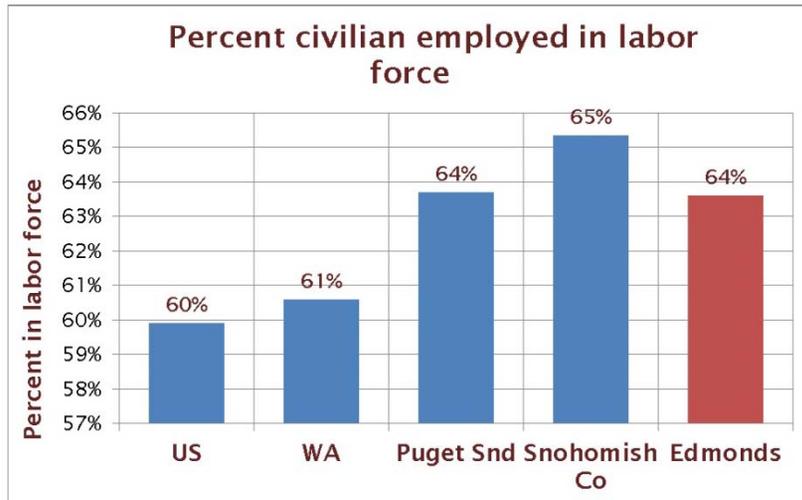
Household size and tenure

2010

- **Average household size** – Edmonds has a lower number of people per household due to the higher proportion of older adults including empty nesters and nonfamily households compared to others.

- **Owner occupied** – Edmonds has a higher percent of owner-occupied households likely due to the older age households who have lived in the city for a length of time compared to others.

2: Demographics of Edmonds – ACS 2005-2009

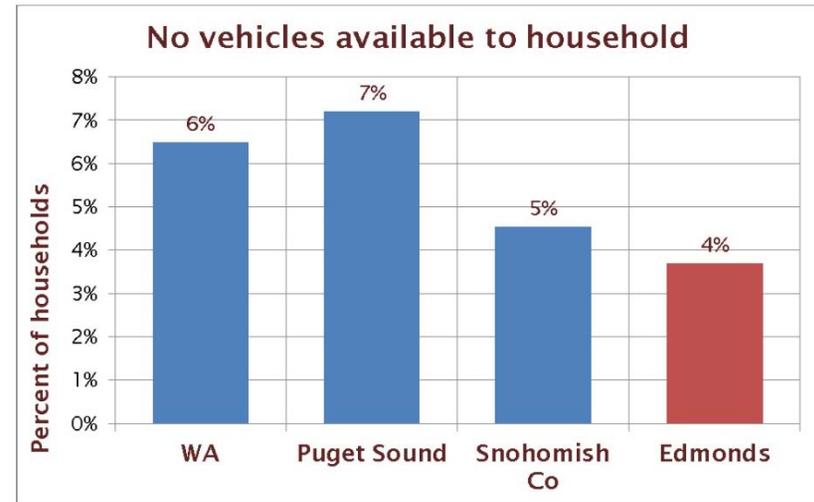


Employment

2005-2009

▪ **Percent employed** – of age 16+ persons is typical of Puget Sound, an urban area, and reflects the city’s concentration of working age adults.

▪ **Employed in services (of persons who reside in Edmonds)** – is considerably higher in Edmonds likely reflecting the lack of industrial land uses within the city and the professional and managerial skills that reside in the city.

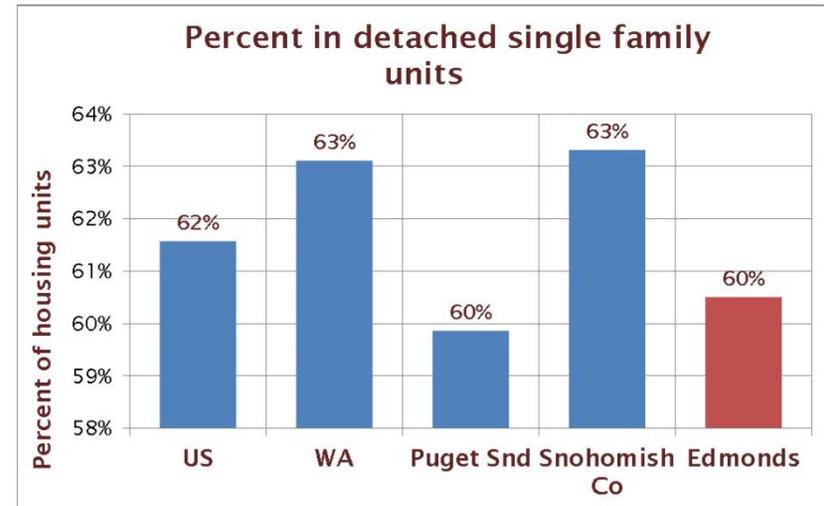
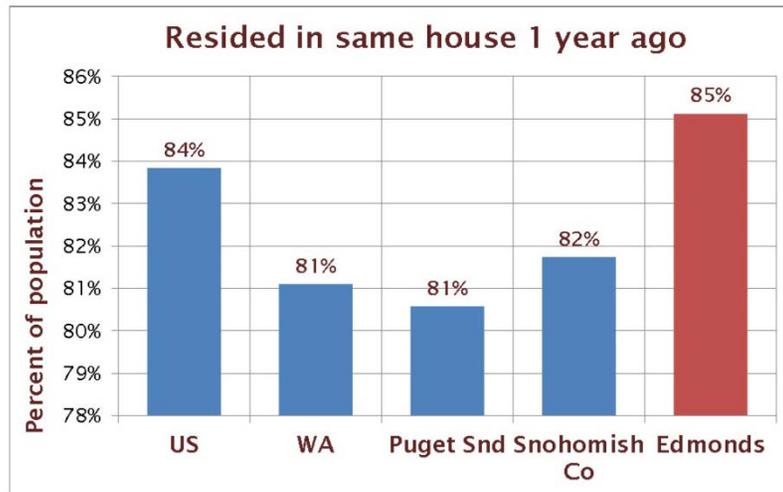


Commuting/available vehicles

2005-2009

- **Travel time** – is similar to Puget Sound in general indicating most jobs are within and/or closer to the city compared to Snohomish County. Edmonds and Puget Sound in general have longer commuting times than the rest of Washington and the

- **Vehicles available** – indicates Edmonds, like Snohomish County, is heavily reliant on private vehicle commuting.

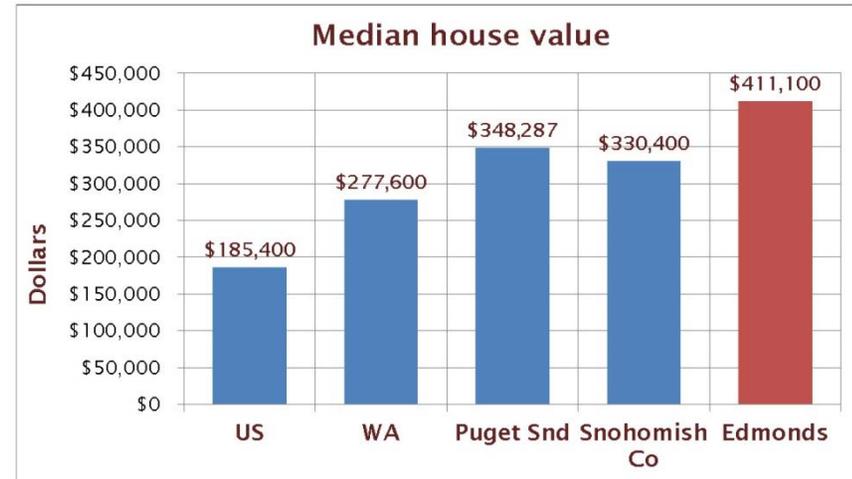
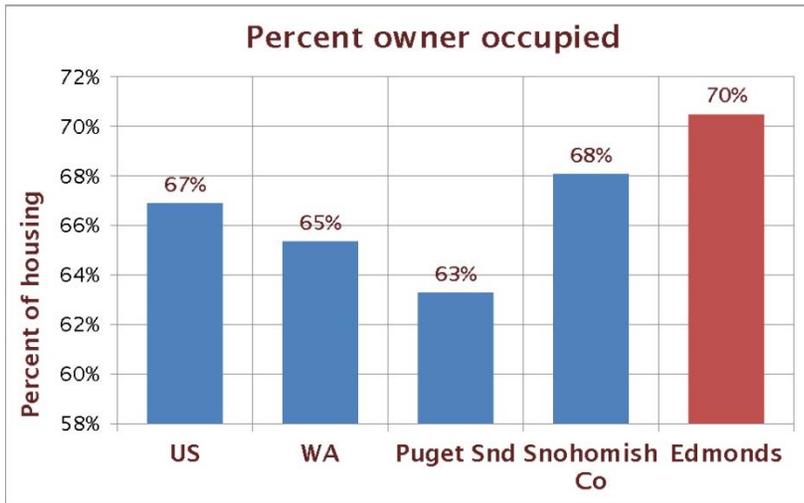


Residency/housing type

2005-2009

Residency in same house - indicates Edmonds residents have lived in the city a relatively longer term and are relatively stable compared to others.

▪ **Detached single family** - indicates Edmonds residents live in more urban housing common of Puget Sound rather than Snohomish County or other less urban areas.

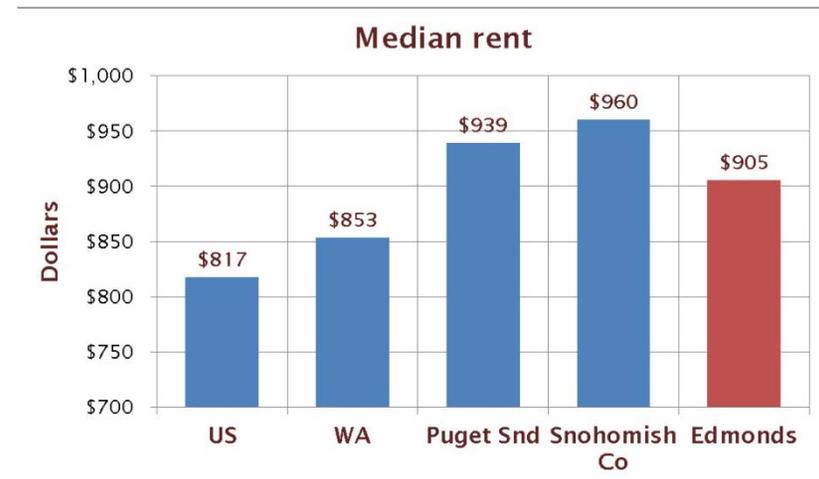
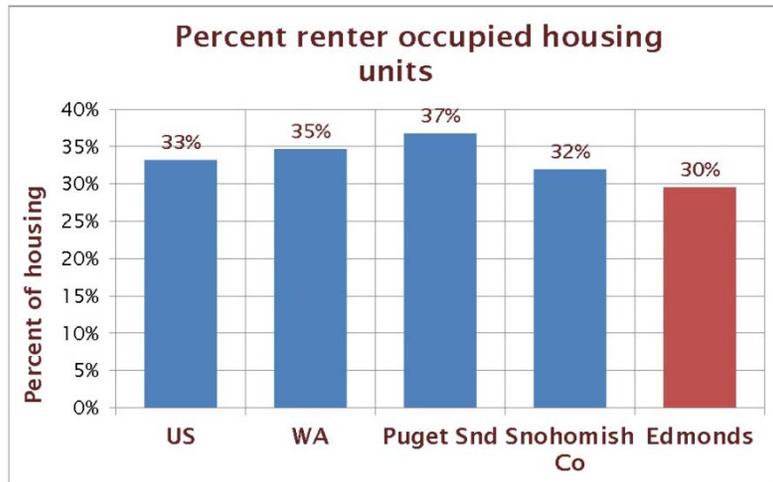


Owned housing cost/value

2005-2009

- **Percent owner occupied** – is higher in Edmonds than surrounding areas reflecting older, established households for single family and some condos.

- **Median house value** – is higher in Edmonds than surrounding areas due to the desirability of the area and the relatively close-in urban location.

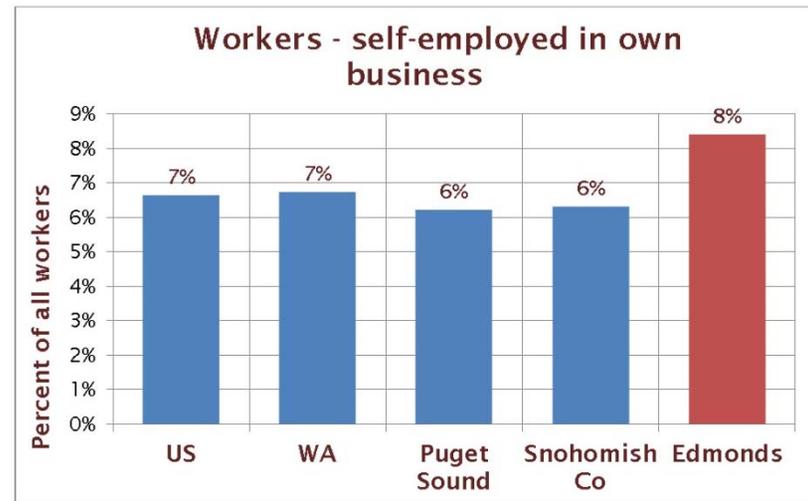
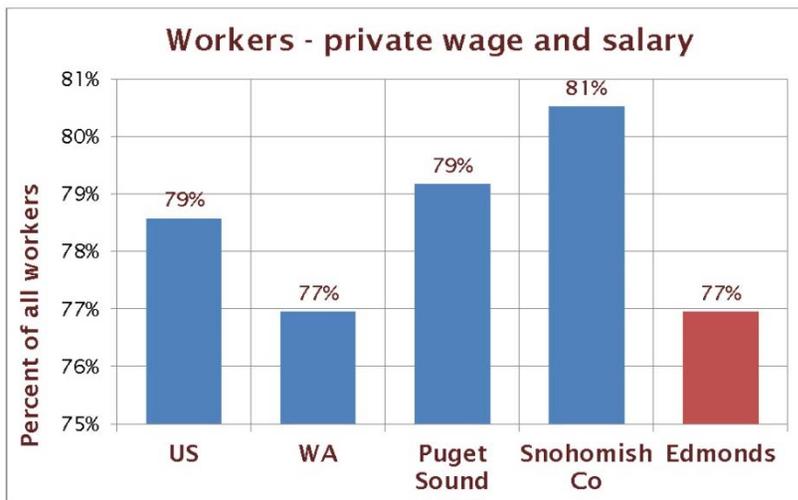


Rental housing cost/value

2005-2009

- **Percent renter occupied** – is lower in Edmonds than surrounding areas due to the stable, older, established households who own housing.

- **Median rent** – is somewhat lower in Edmonds than comparable areas likely due to the age of some of the rental units and the location in the city.

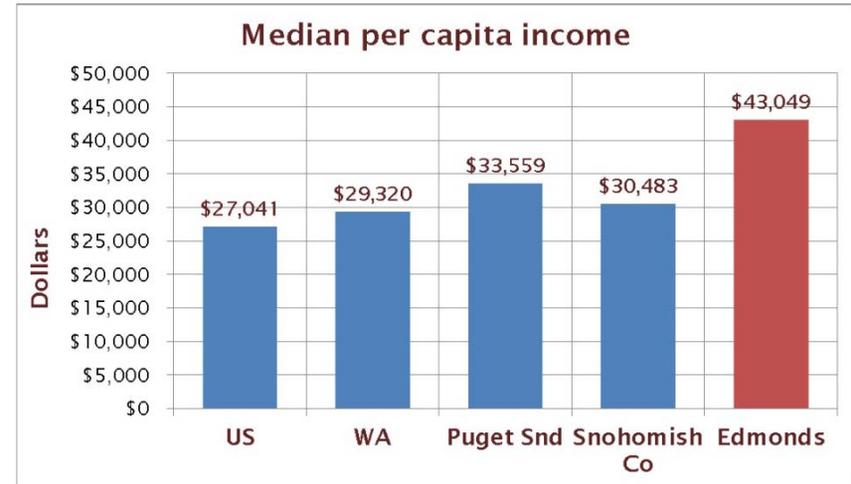
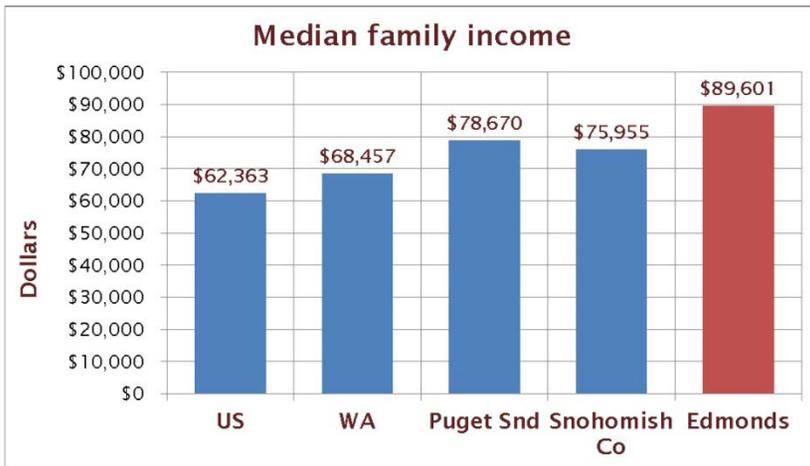


Wages and self employed

2005-2009

- Percent private wage and salary - is lower in Edmonds compared with Puget Sound and Snohomish County.

- Self employed in own business - is higher in Edmonds than surrounding areas reflecting the city's attractive living environment and concentration of professional and managerial skills.

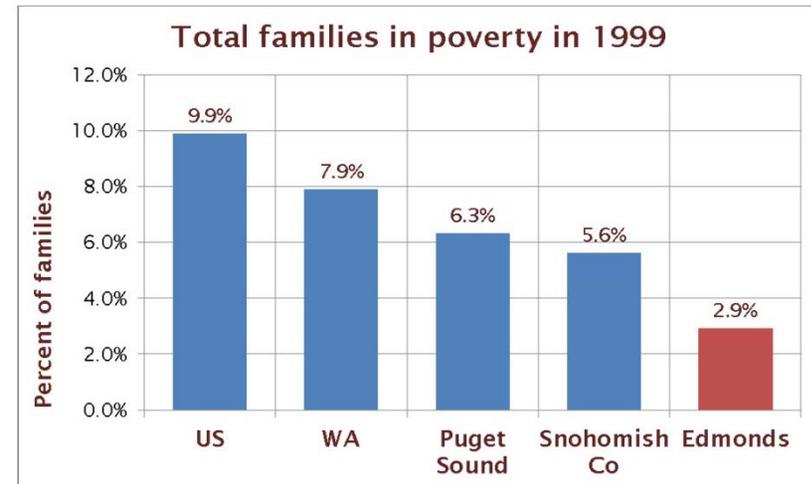
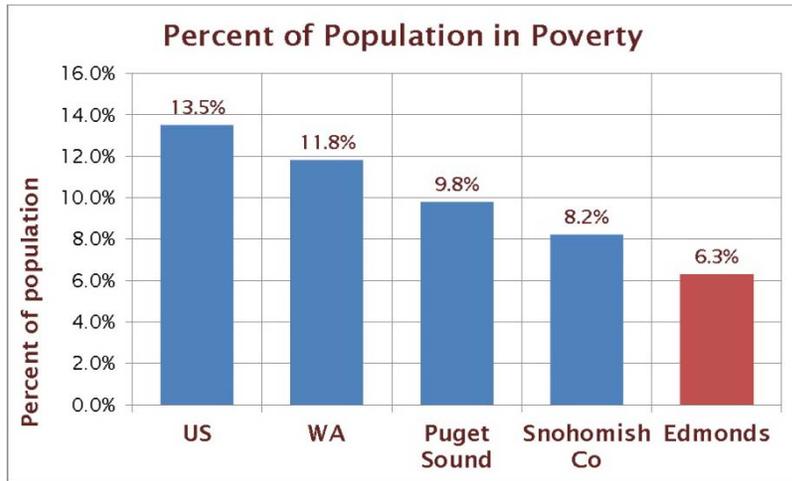


Income

2005-2009

- Median family income – is higher in Edmonds due likely to the proportion of professional and managerial skills resident in the city and the lower number of persons per household .

- Median per capita income – is higher in Edmonds due likely to the proportion of professional and managerial skills resident in the city and the lower number of non-working or dependent persons in the household and population.

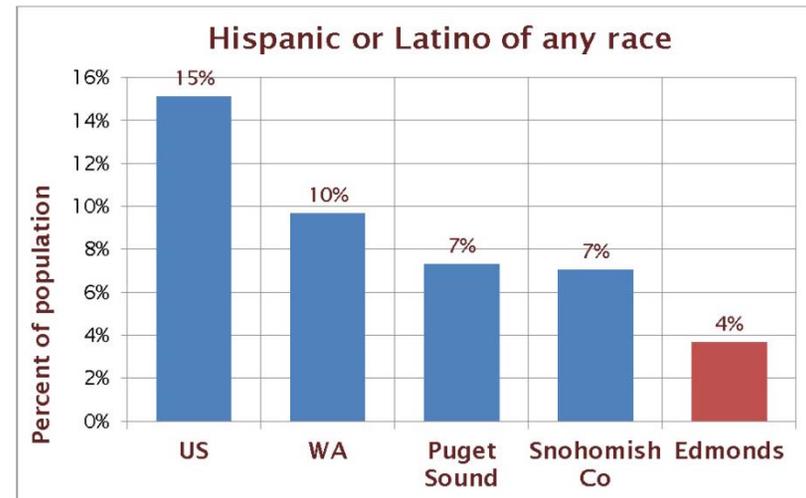
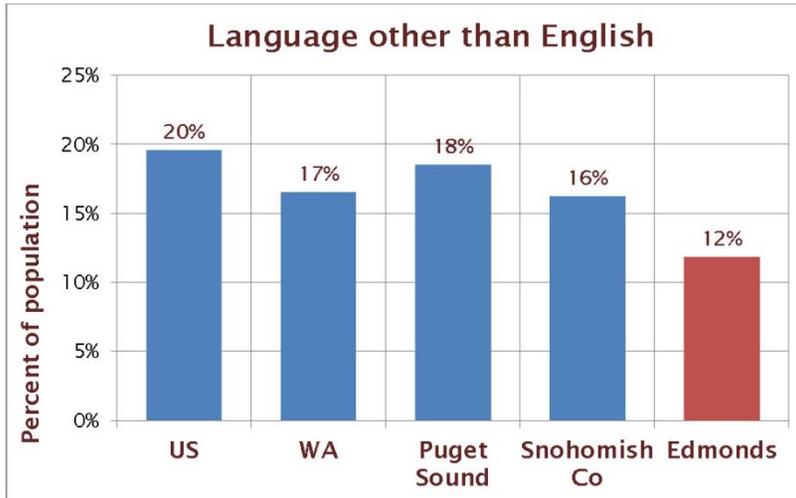


Poverty

2005-2009

- Percent of population in poverty - is lower in Edmonds compared with Puget Sound and Snohomish County due likely to the low number of non-working or dependent persons in the population, the higher incomes associated with professional and managerial skills, and the older, established nature of the resident population.

- Total families in poverty - is lower in Edmonds than surrounding areas due likely to the higher proportion of married couples in the population and the older, established, empty-nester status of family households in the city.



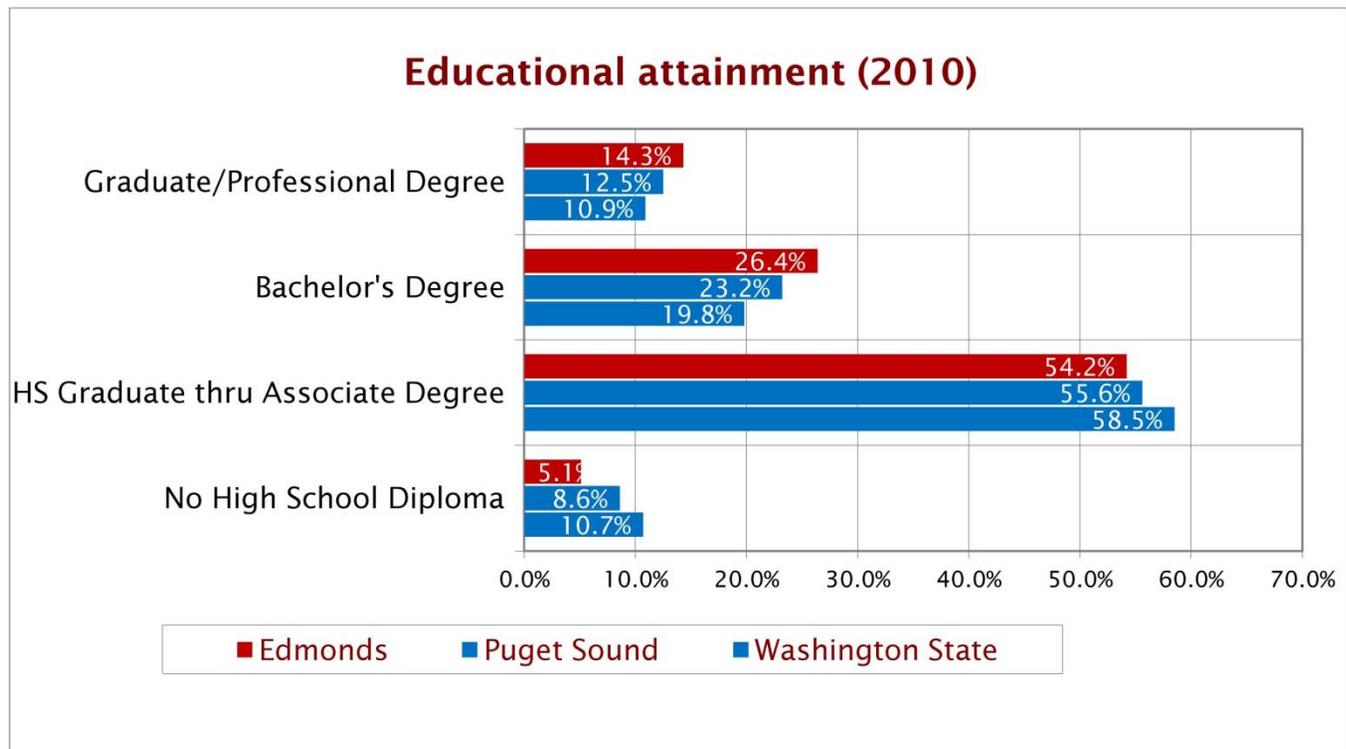
Language and race

2005-2009

- Language other than English** – is lower in Edmonds compared with Puget Sound and Snohomish County due likely to the older, established nature of the resident population when in-migrants to other areas of the region may speak other languages.

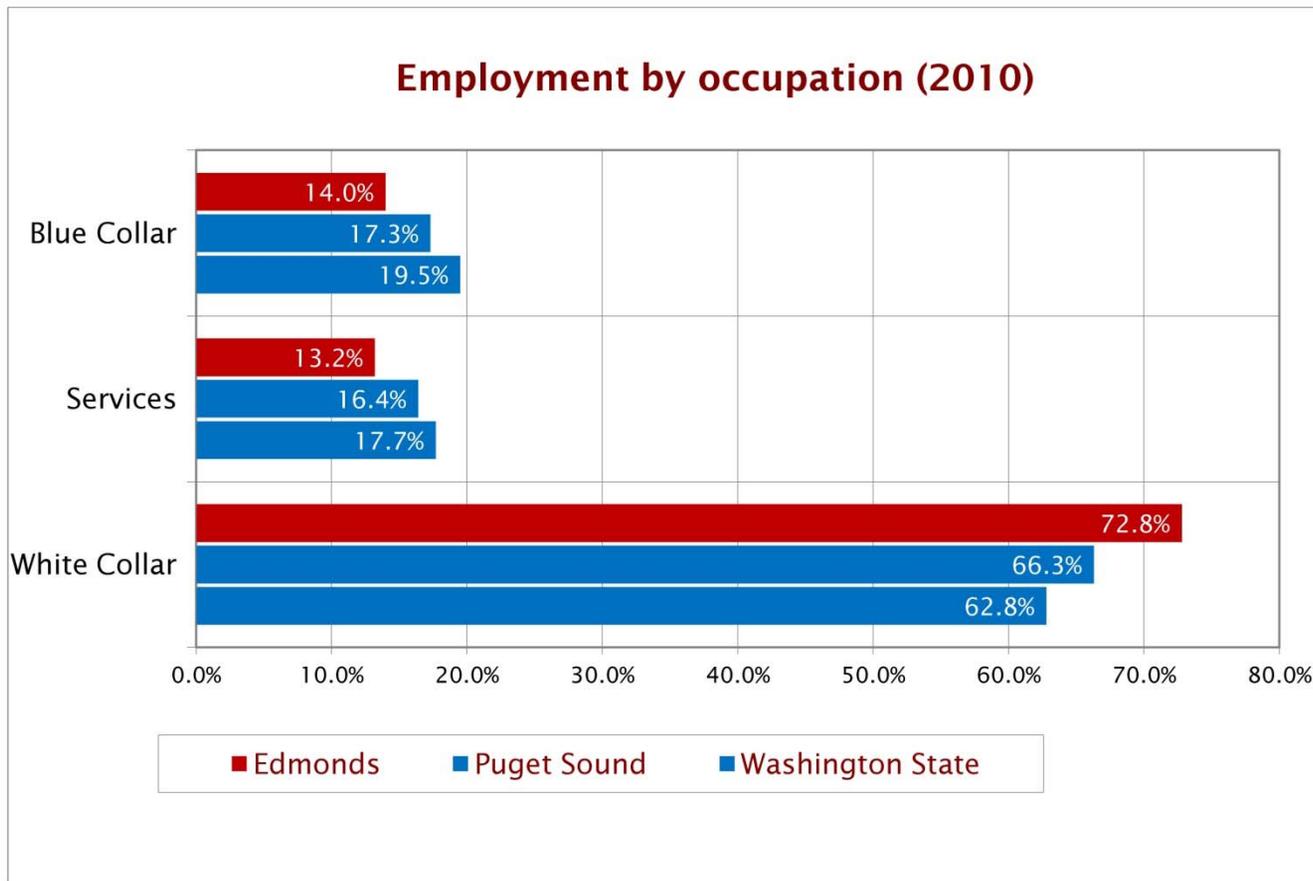
- Hispanic or Latino population** – is lower in Edmonds than surrounding areas due likely to the more urban job market and context though Edmonds does have concentrations of Asian and Pacific populations in the city.

3: Edmonds – ESRI 2010



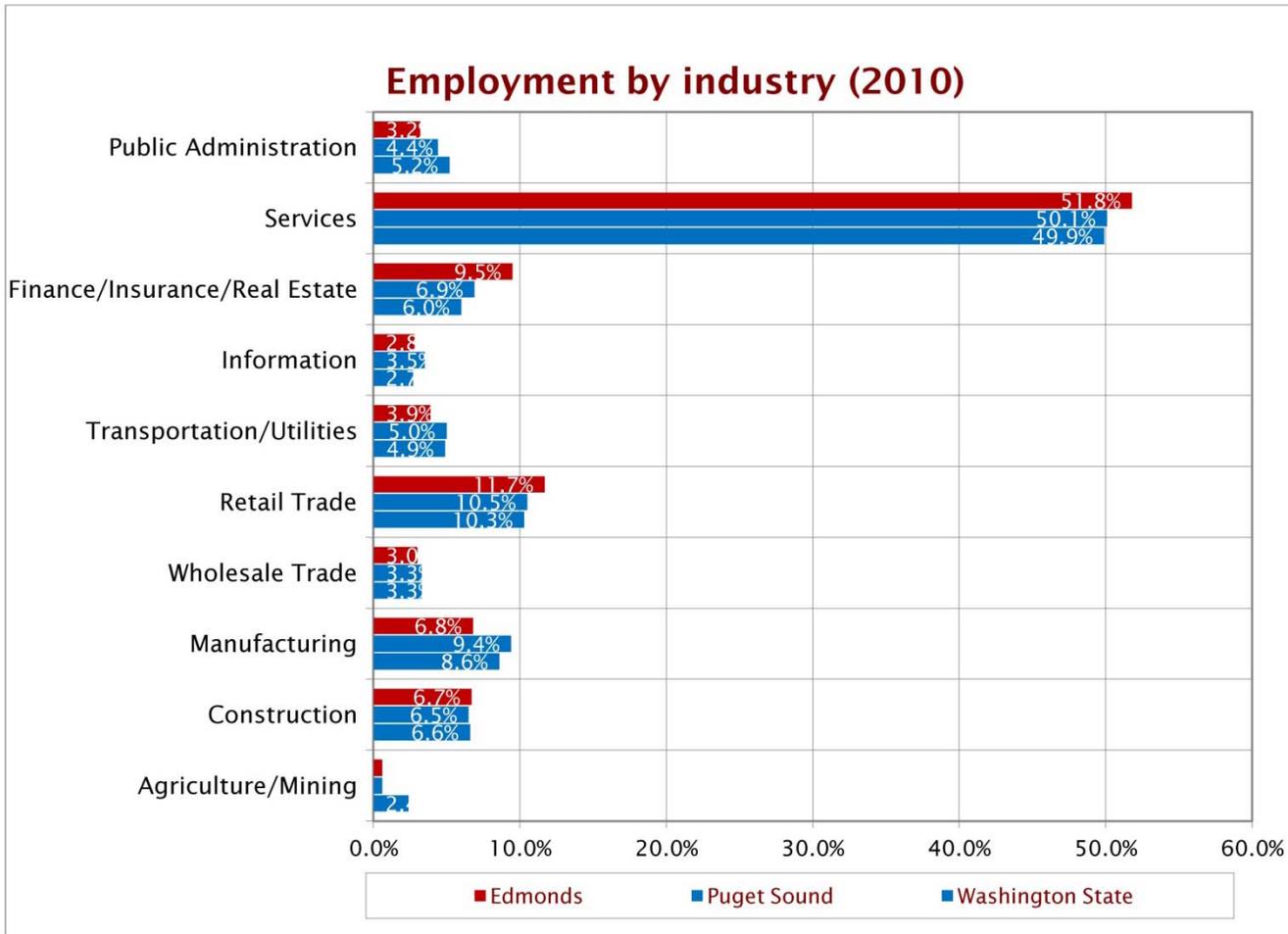
ESRI 2010

- Educational attainment – is higher in Edmonds for bachelors, graduate, and professional degrees than elsewhere in Puget Sound and Washington State.



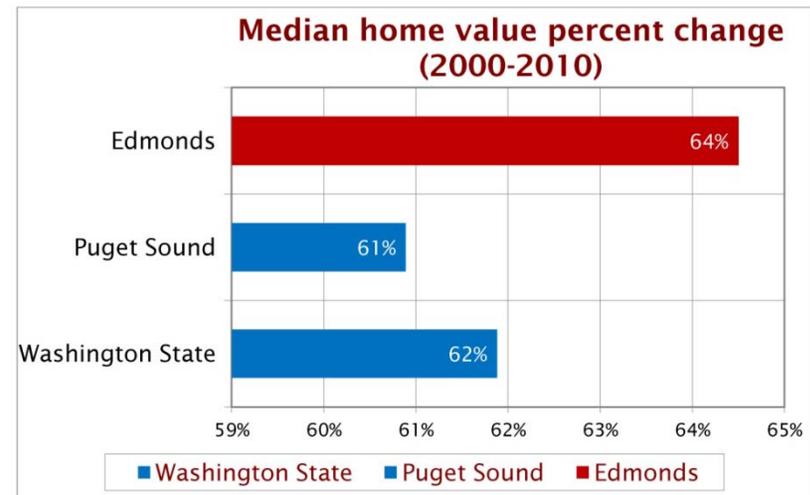
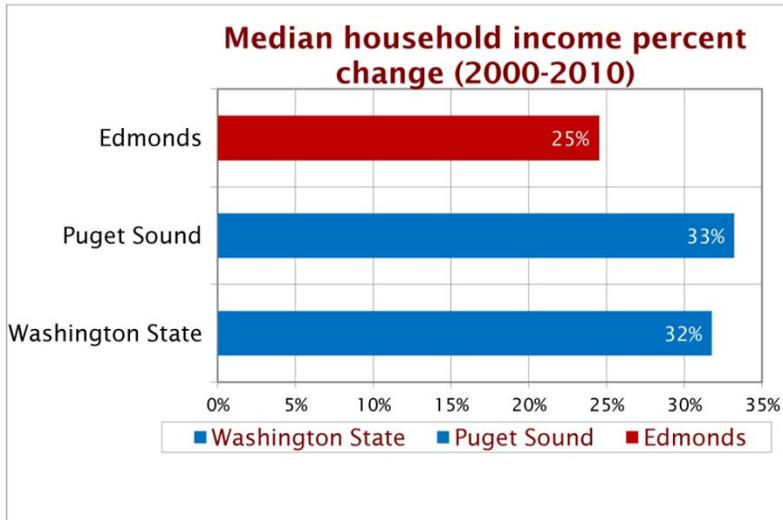
ESRI 2010

- **Employment by occupation** – a greater percent of Edmond workers are employed in white collar than elsewhere in Puget Sound and Washington State reflecting the higher educational levels of city residents.



ESRI 2010

- Employment by industry** – a greater percent of Edmond workers are employed in retail trade, finance, insurance, real estate, and services than elsewhere in Puget Sound and Washington State reflecting the higher educational levels of city residents and the lack of industrial land uses within the city.

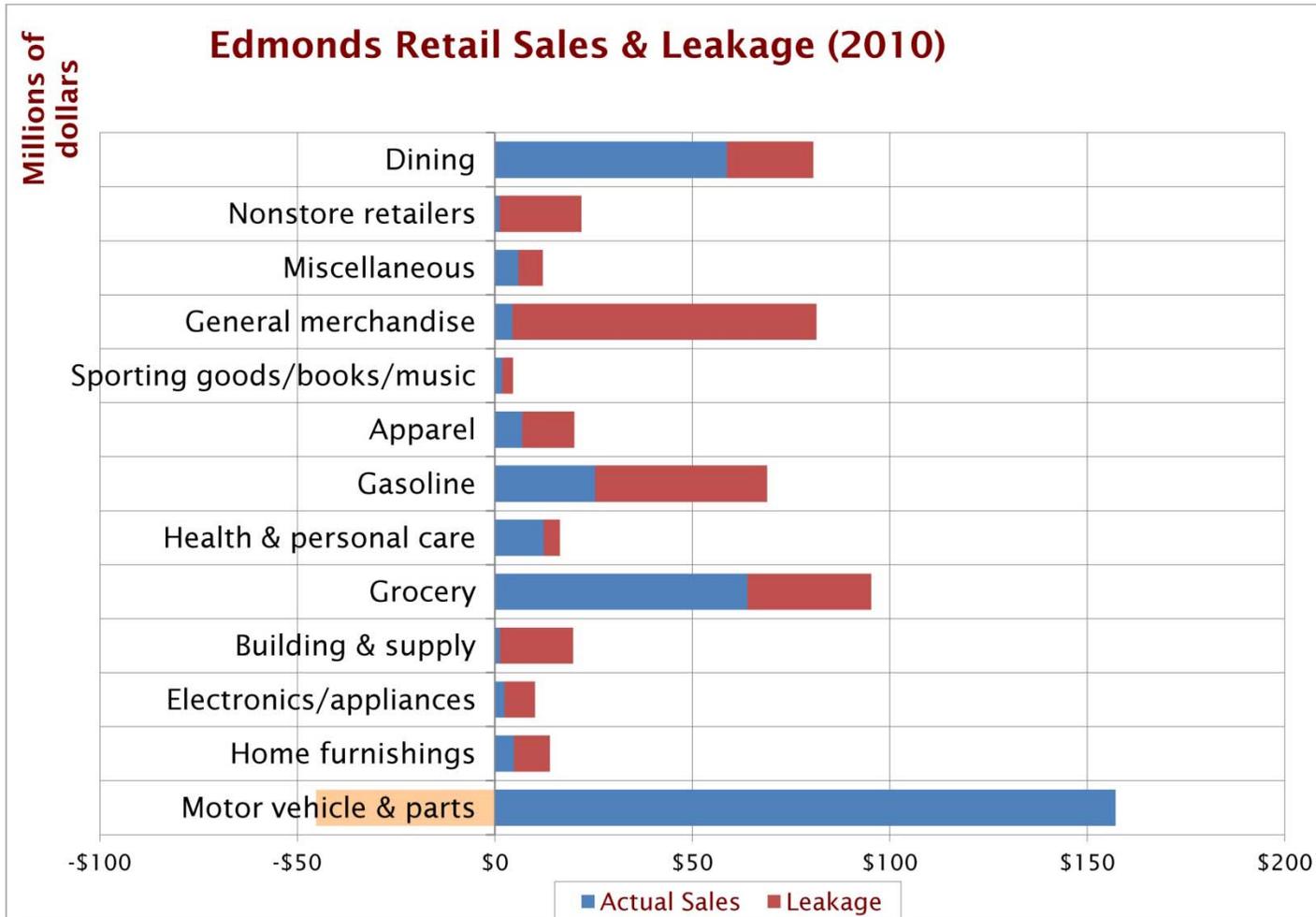


Trends

ESRI 2000-2010

- **Median household income** – increased at a lower rate in Edmonds even though city residents have higher education and occupation levels compared with Puget Sound and Washington State.

- **Median home value** – increased at a higher rate than comparable areas even during the recession and housing bubble burst likely reflecting the city’s continued livability.



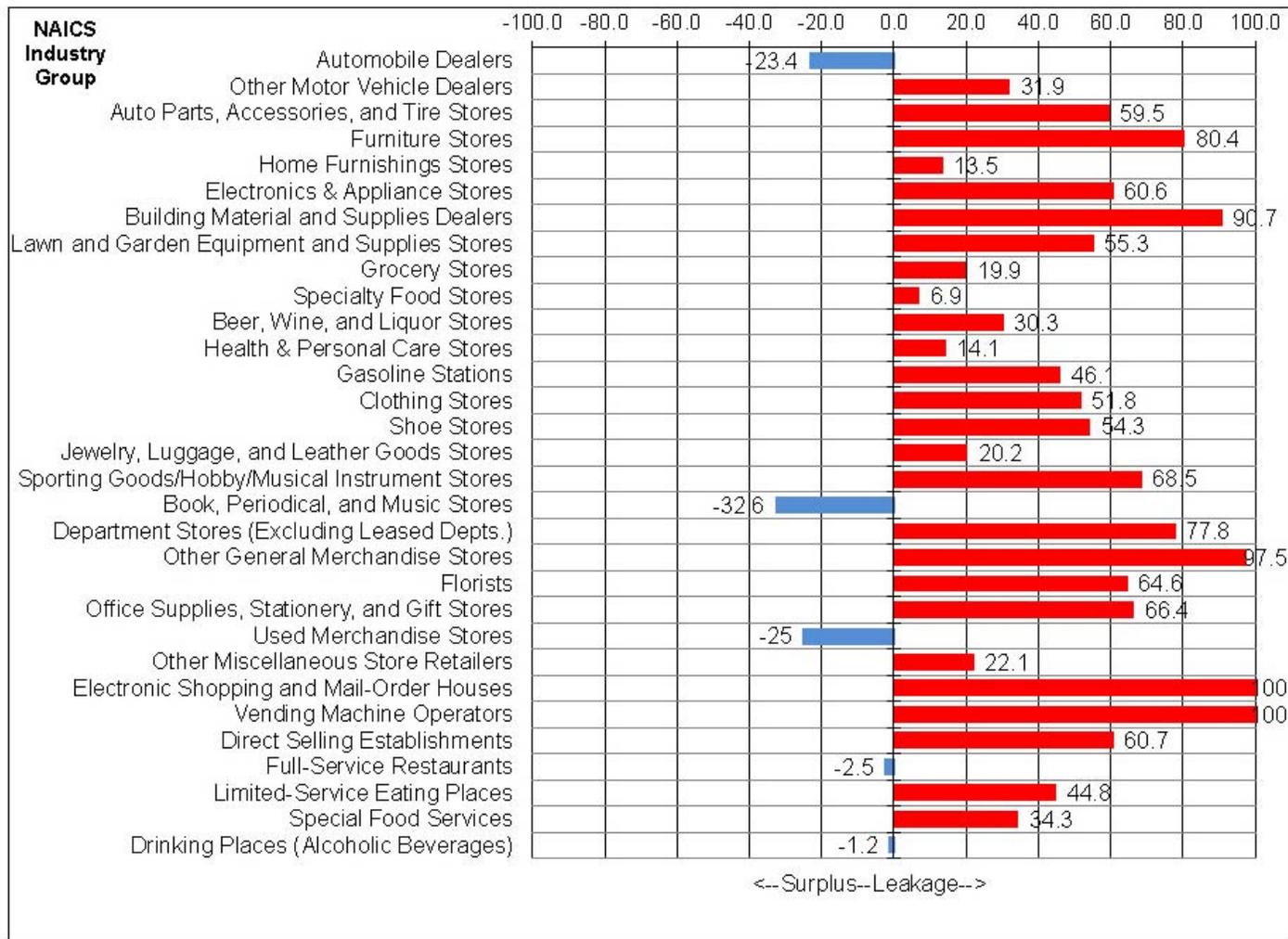
ESRI 2010

- Retail sales leakage by gross volume - city residents purchase significant portions of all sales for all retail categories other than dining, grocery, and motor vehicle and parts from vendors located outside of the city "leaking" sales potential out of the city.



ESRI 2010

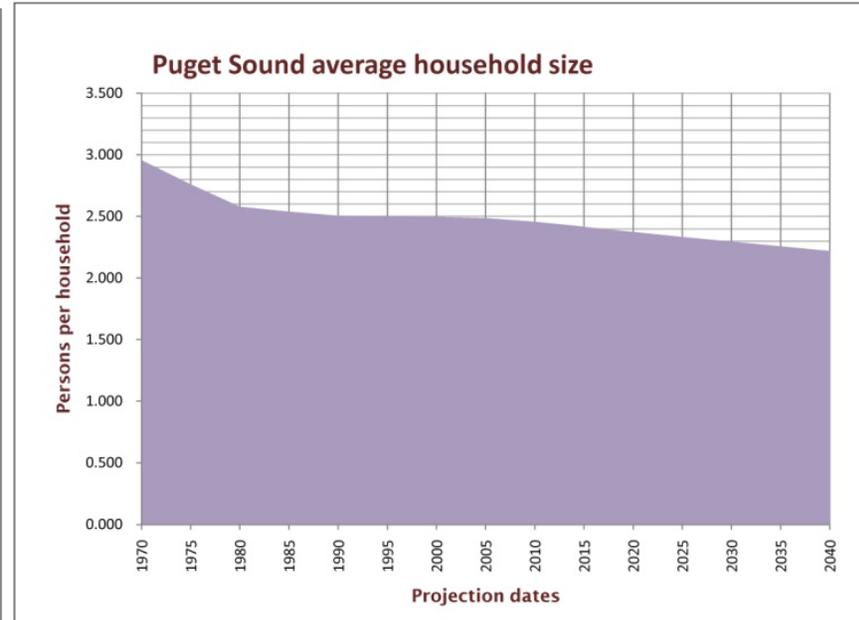
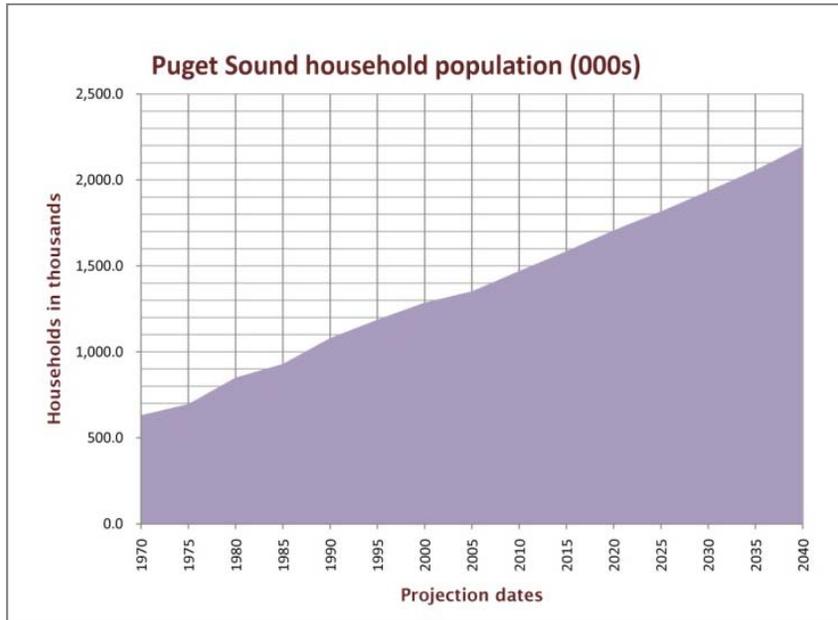
- Sales leakage (percent) by industry subsector - city residents purchase almost all retail products and services from vendors located outside of the city "leaking" sales potential out of the city. Only motor vehicle and parts dealers that are concentrated on Highway 99 are attracting sales volumes in excess of local resident spending potentials.



ESRI 2010

- **Sales leakage (percent) by NAICS industry group** - with the exception of autos, books and music, used merchandise, full service restaurants, and drinking places, Edmonds businesses are losing sales to vendors located outside of the city in all other categories of products and services.

4: PSRC Forecast - 1970-2040

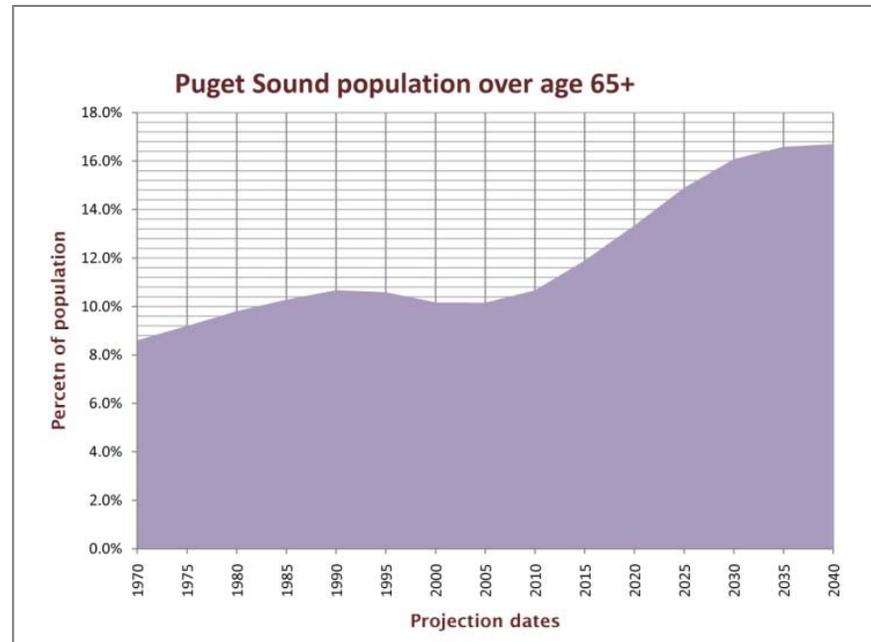
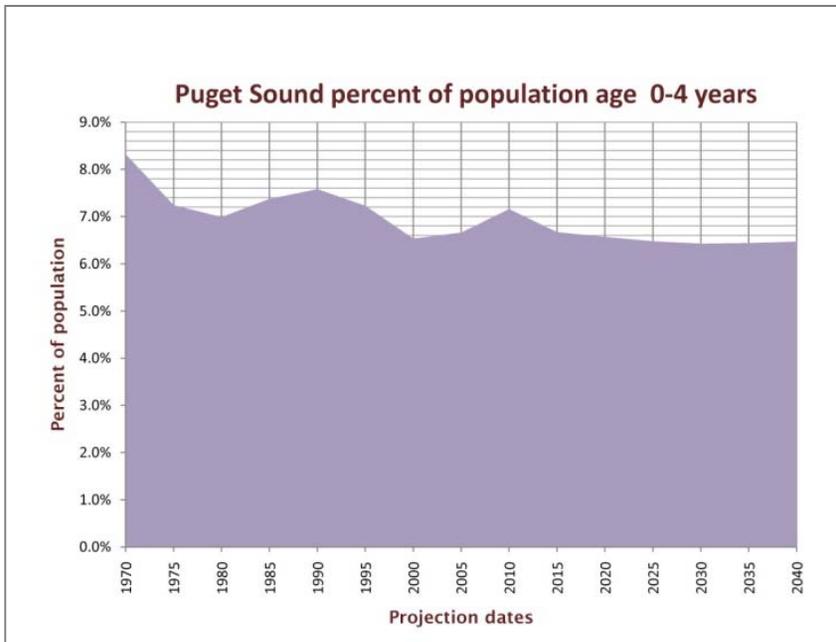


PSRC Economic & Demographic Forecast

2006

- **Population and households** - continue to increase due to in-migration and some natural change.

- **Household size** - continue to decline as a larger proportion of all households age beyond childbearing.

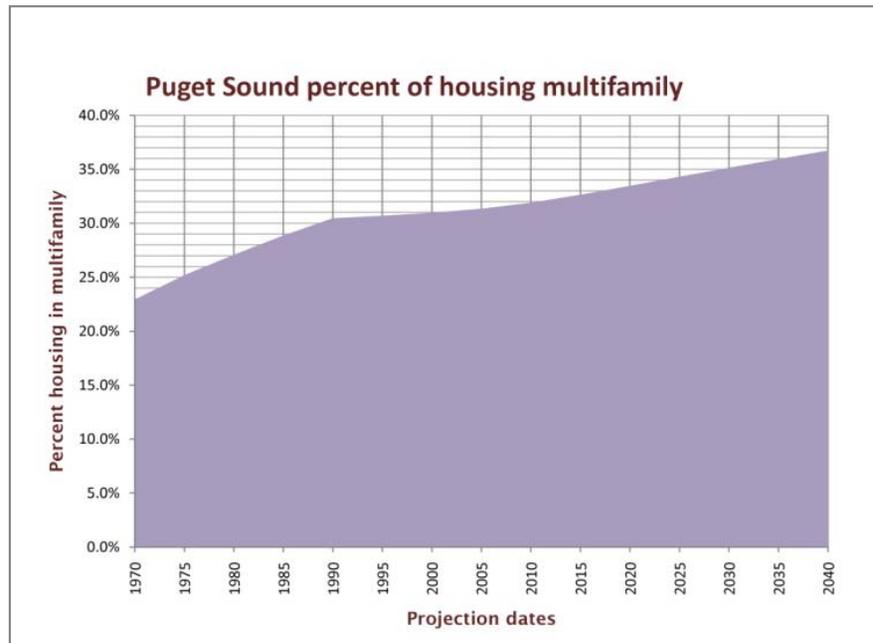
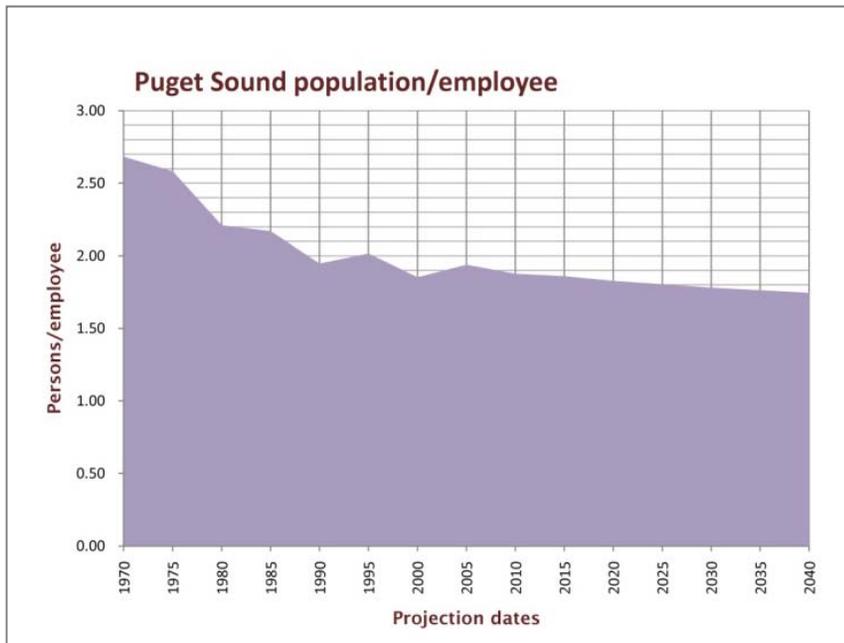


PSRC Economic & Demographic Forecast

2006

- Percent of population under 4 - will fluctuate due to the “ripple” affects of the baby boom generation but is expected to eventually stabilize between 6-7%.

- Population over age 65 - will continue to increase due to the aging of the baby boom generation and declining mortality rates.

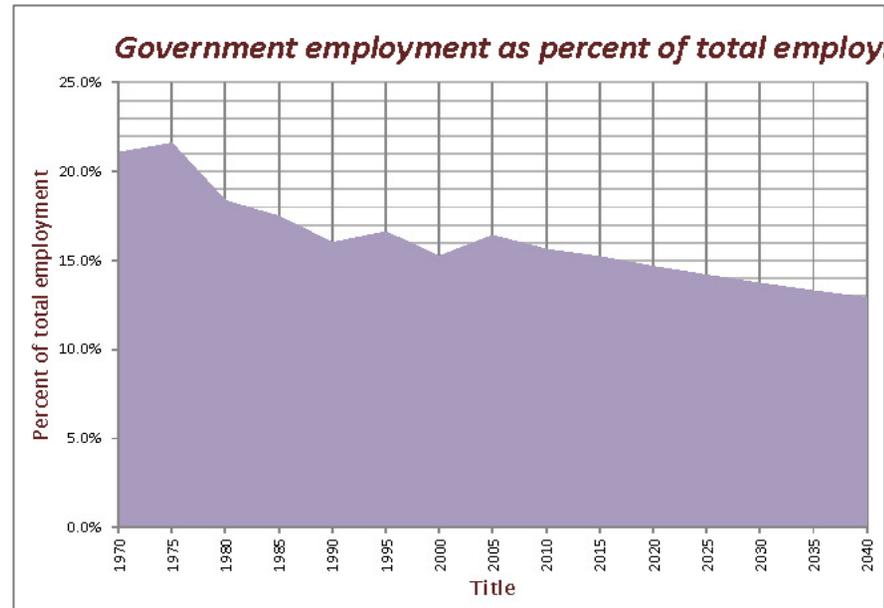
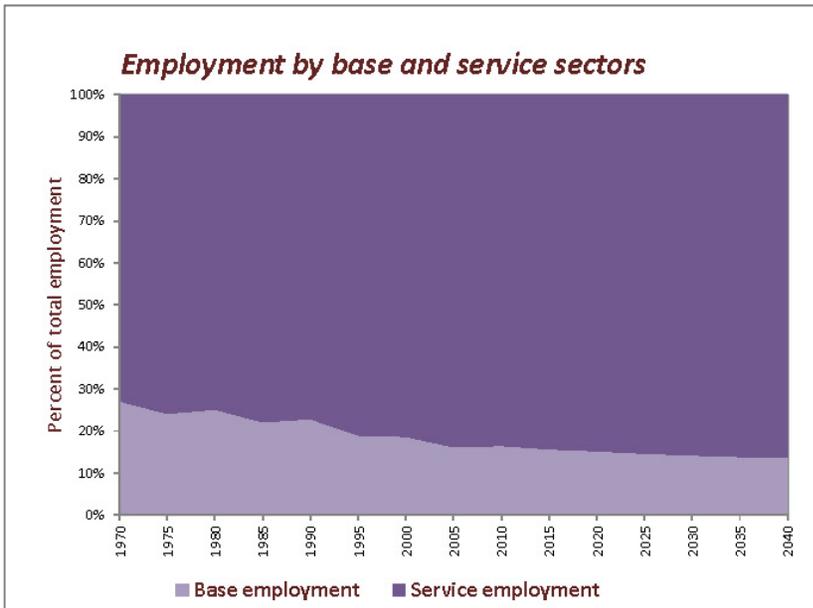


PSRC Economic & Demographic Forecast

2006

- Ratio of population to employees - will gradually decline as a larger proportion of adults age beyond working age and a lesser proportion of working adults emerge in the workplace.

- Percent of all housing multifamily - will continue to increase as empty nester and older households as well as nonfamily households increase as a proportion of the population and the region continues to urbanize.



PSRC Economic & Demographic Forecast

2006

- Base vs service employment – will gradually decline as employment opportunities shift from traditional resource and manufacturing to service industries.

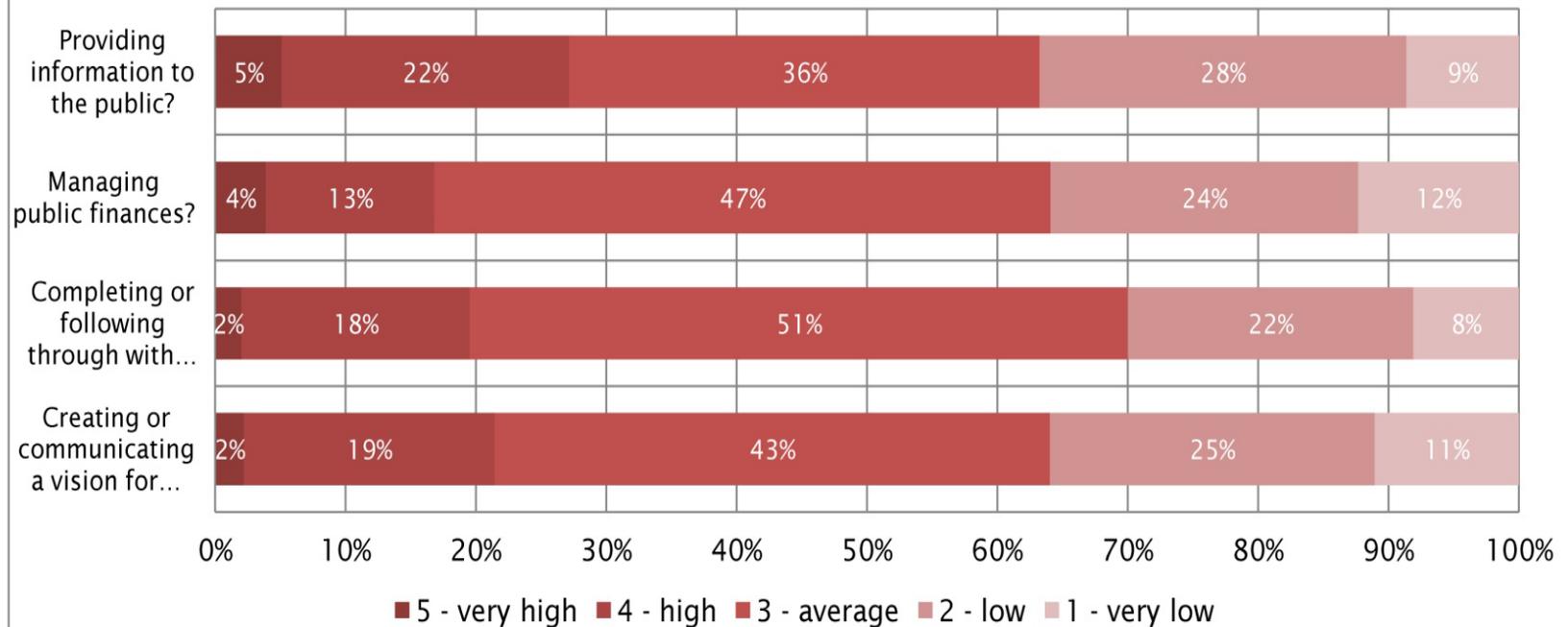
- Government employment as a percent of total employment – will continue to decline due somewhat to increased productivity but possibly also due to declining public revenues.

5: Startup Strategic Plan Public Outreach Activities

Initial outreach events

- **Focus groups** - 18 sessions involving up to 150 people discussing government, economic development, transportation, historical, environmental, parks, senior and young adult, hospital, waterfront, downtown, business district, highway 99, and development opportunities and issues.
- **Business surveys** - sent to over 1,800 businesses licensed in the city concerning business and city conditions, trends, and issues.
- **Employee surveys** - encouraged of every employee in the businesses surveyed in the city concerning where they live, shop, play and how they view Edmonds opportunities and issues.
- **Customer surveys** - of downtown and business district customers concerning where they live, work, play and how they view Edmonds services and conditions.
- **Adult resident internet survey** - concerning existing conditions and priorities.
- **Young adult resident internet survey** - concerning existing conditions and opportunities affecting young adult residents and students.

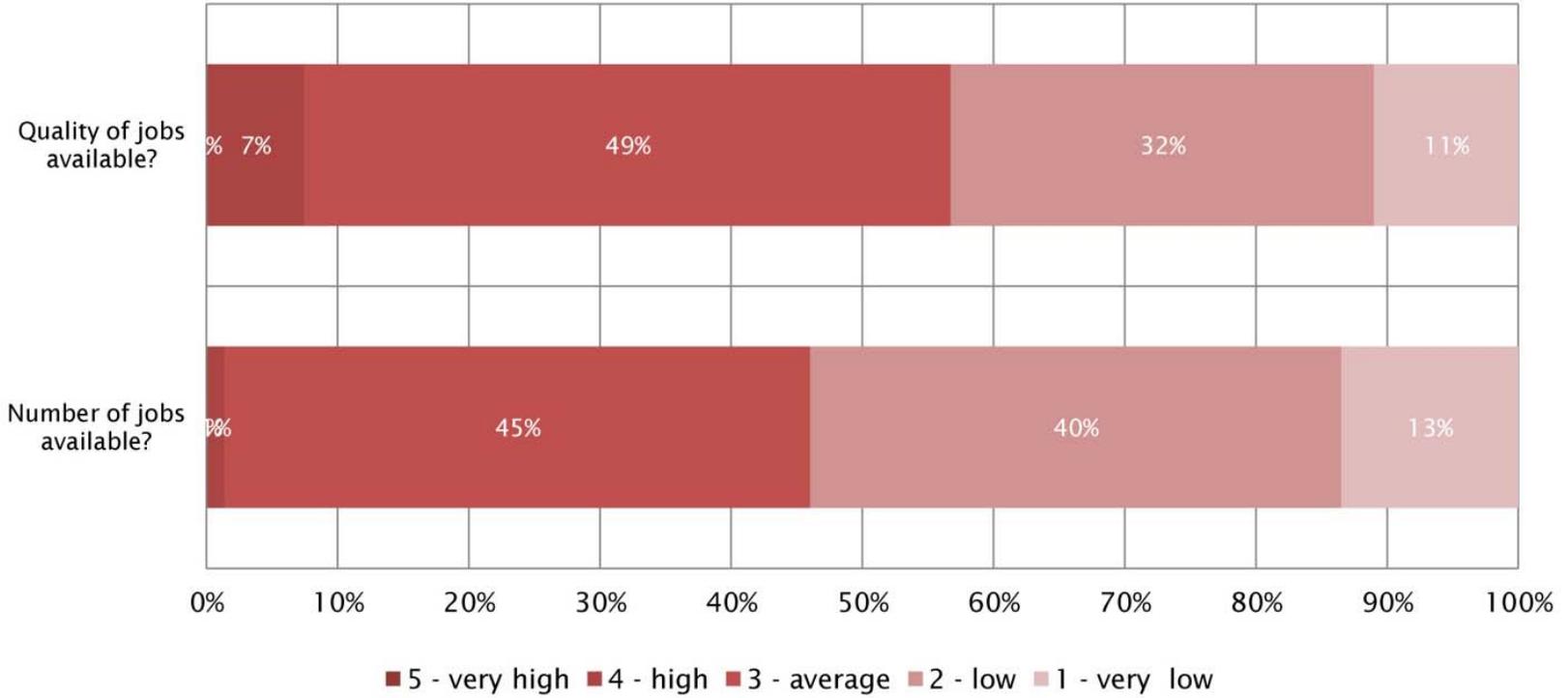
How would you rate Edmonds city governance?



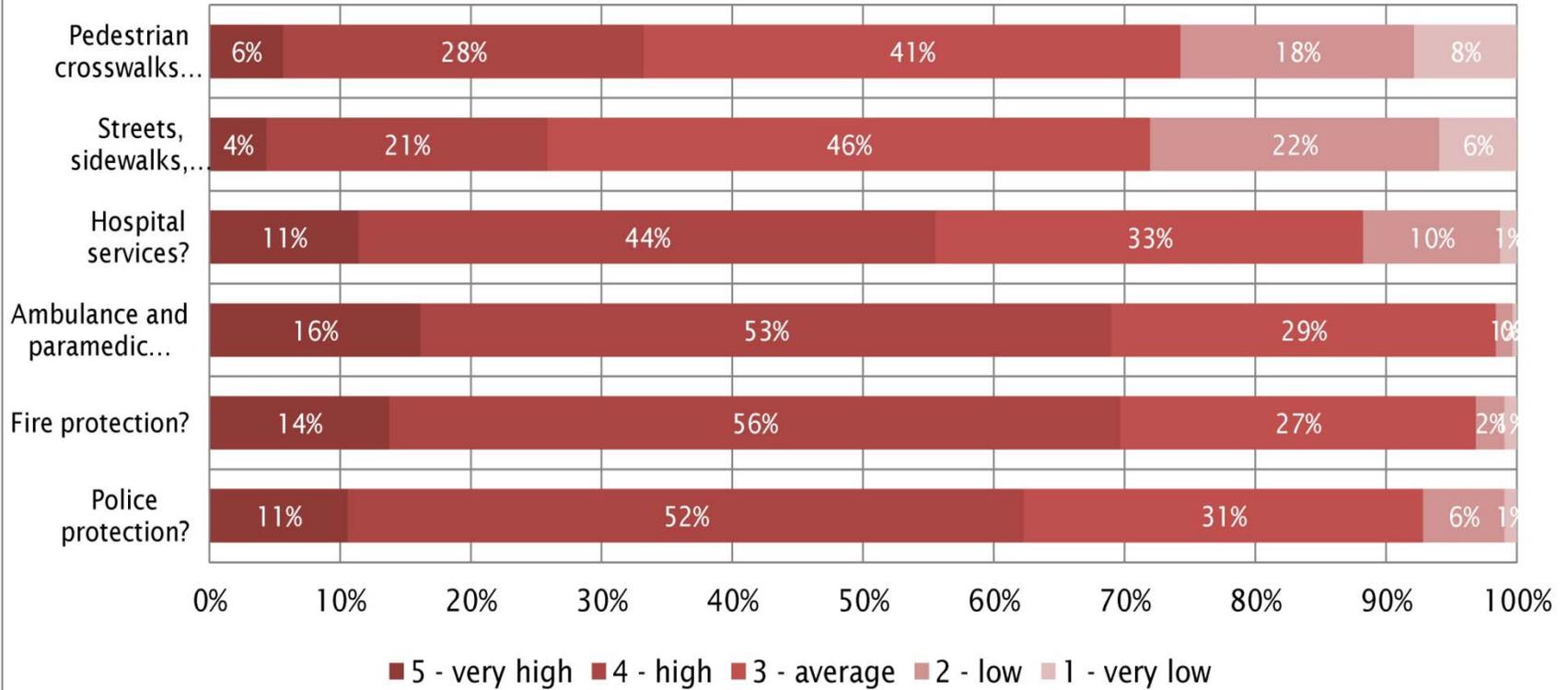
Adult resident internet survey - early returns

- Condition assessment ratings** - survey respondents were asked to rate a variety of existing conditions on a scale of 1 to 5 where 1 is the very lowest and 5 the very highest. The graphics depict the results thus far where 5 or the highest rating is shown in dark red on the left of the bar and 1 the very lowest is shown on the right of the bar. The results thus far can be assessed visually by scanning the dark red to light pink rankings.

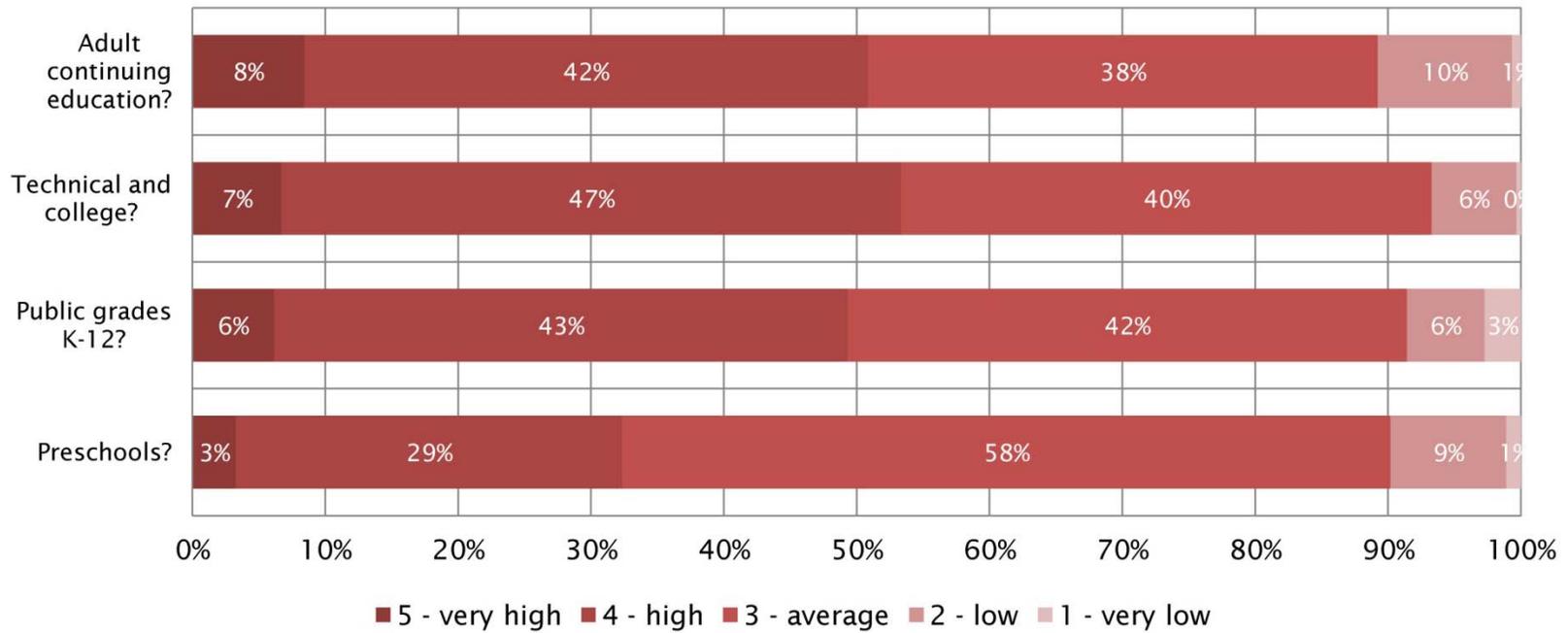
How would you rate existing employment conditions in Edmonds?



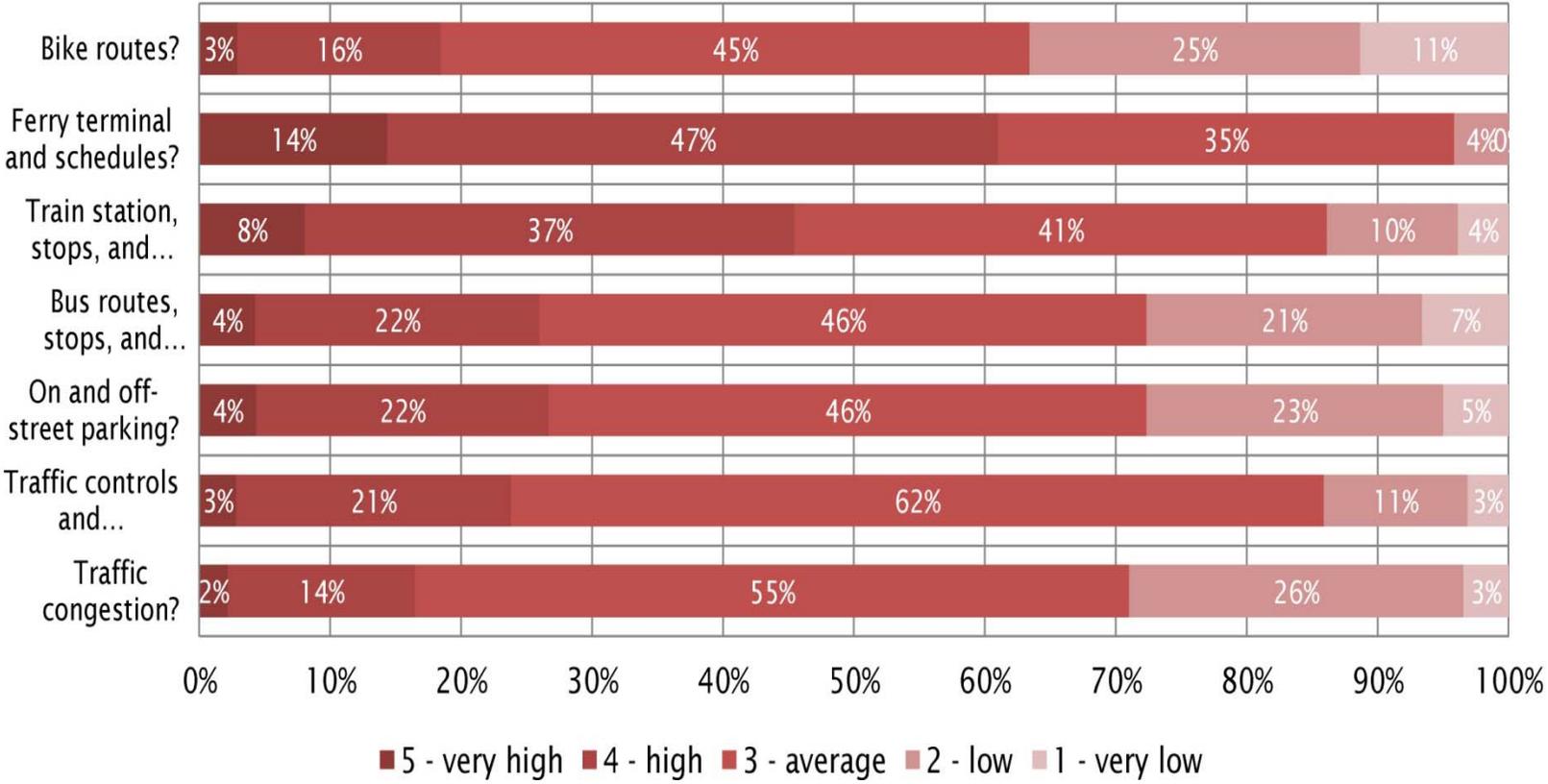
How would you rate existing safety and security measures in Edmonds?



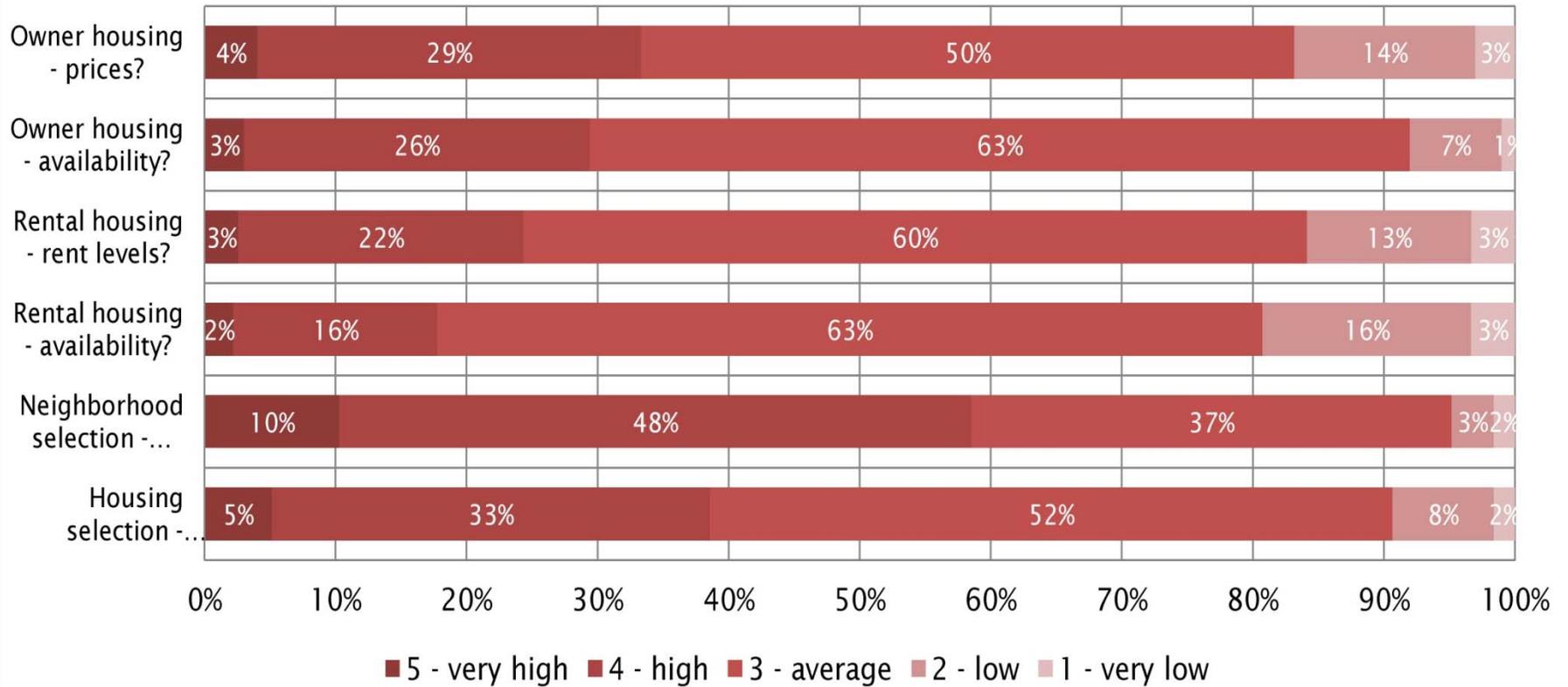
How would you rate existing educational services and opportunities in the local Edmonds area?



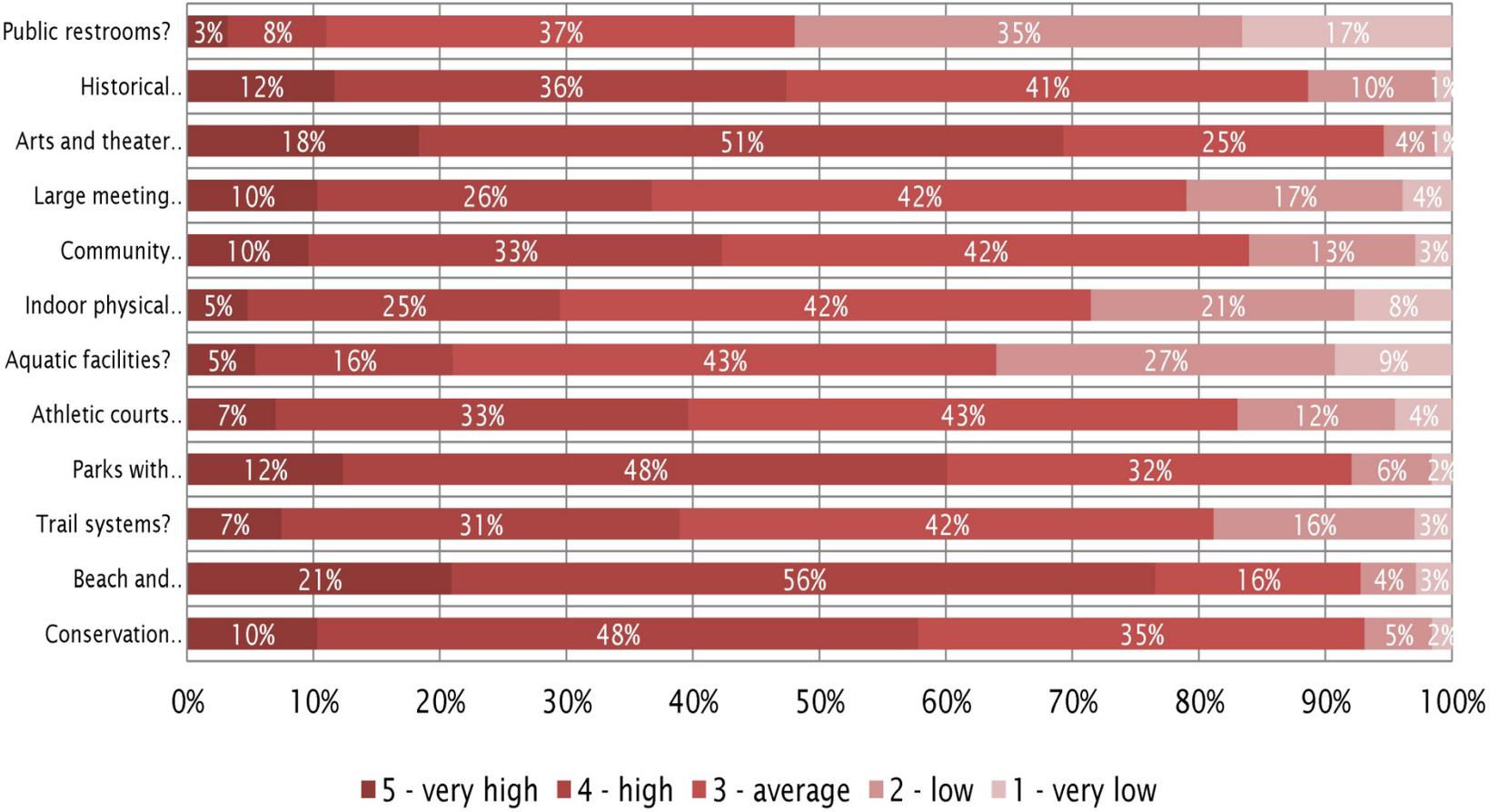
How would you rate existing transportation conditions, facilities, and services in Edmonds?



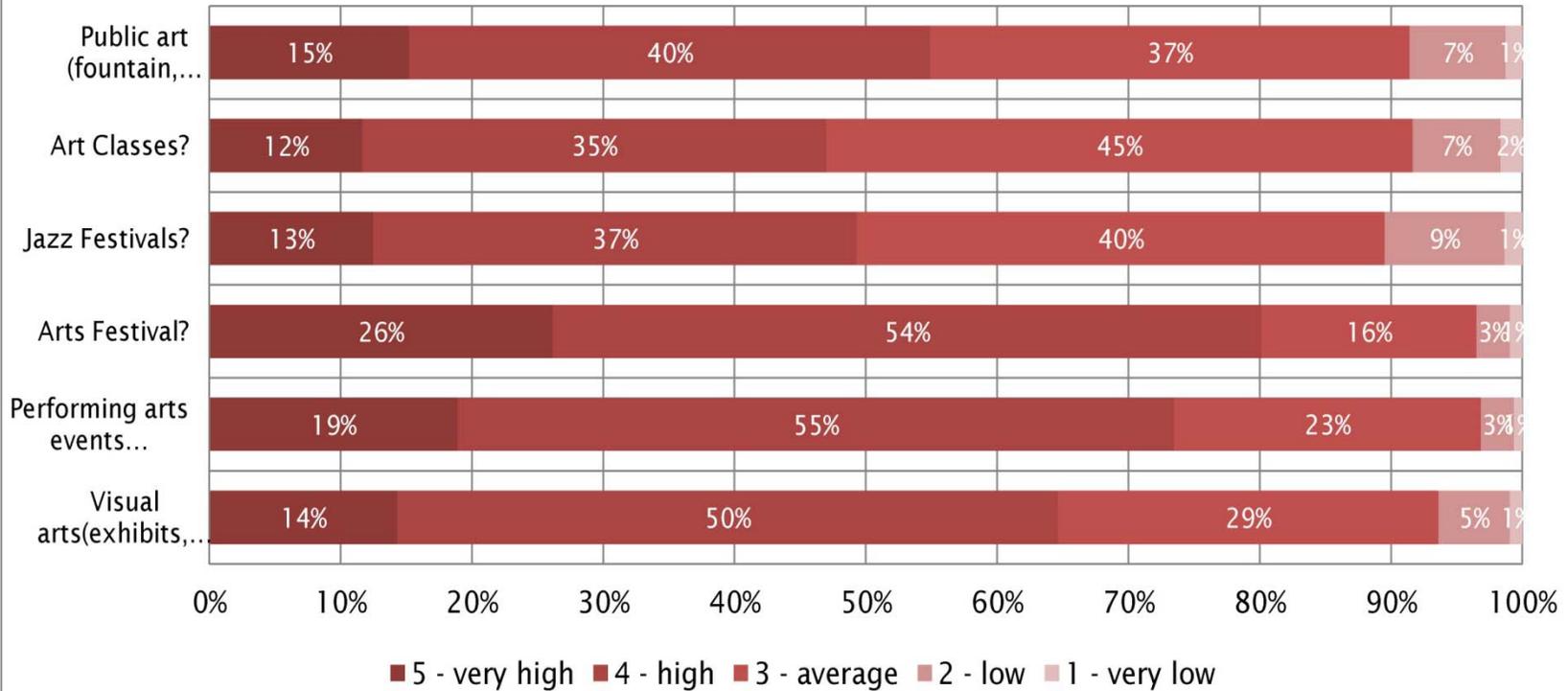
How would you rate existing housing market options in Edmonds?



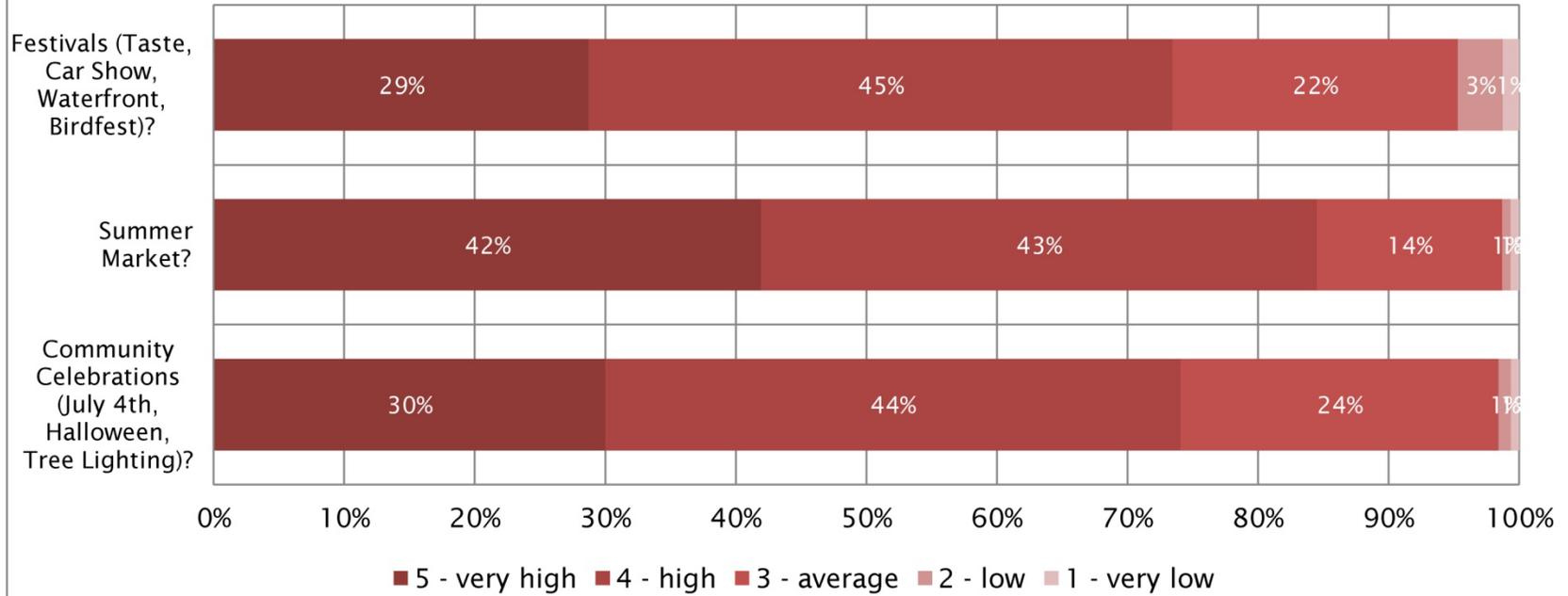
How would you rate existing park and recreational facilities and opportunities in Edmonds?:



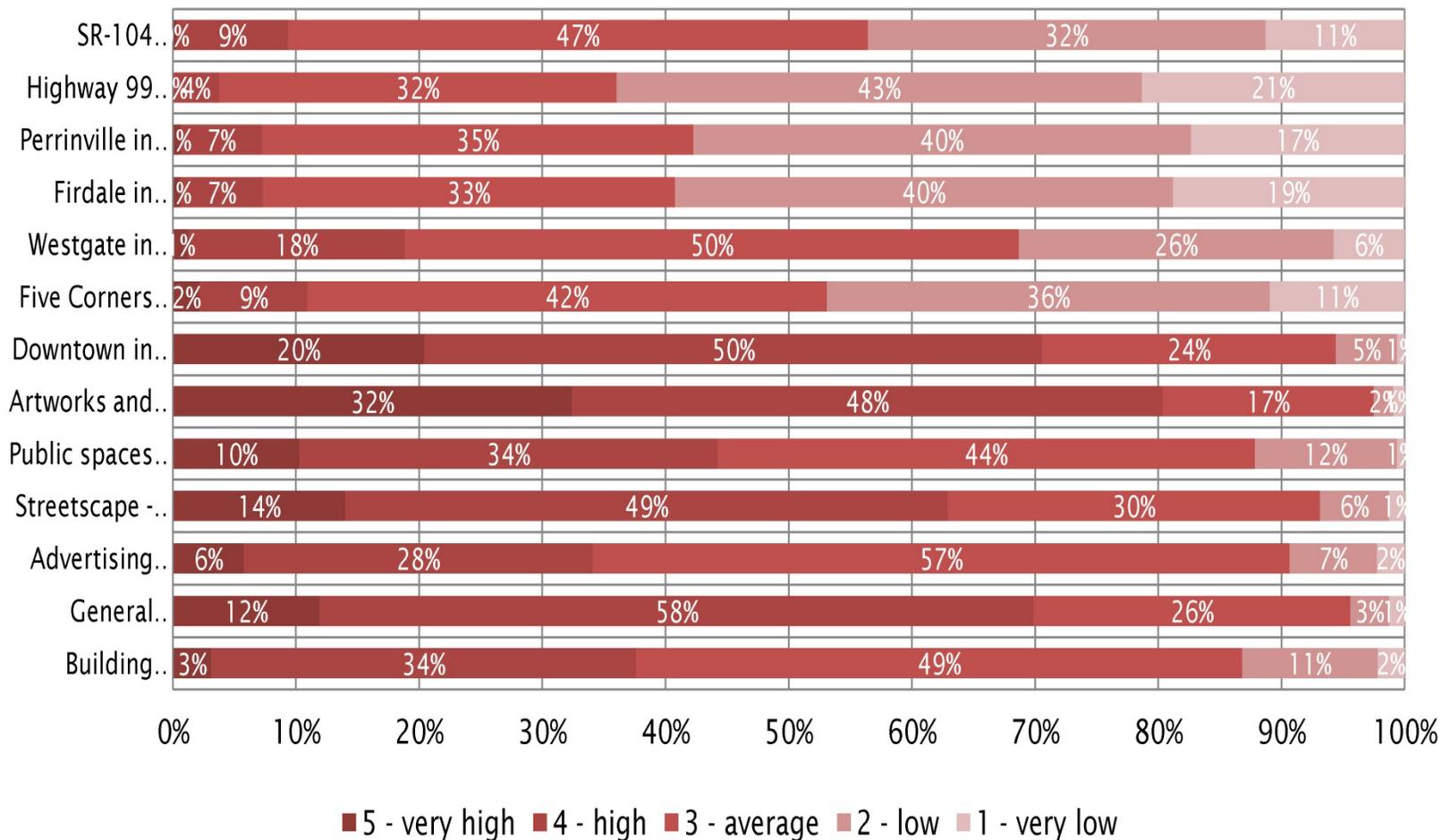
How would you rate existing arts and cultural programs in Edmonds?



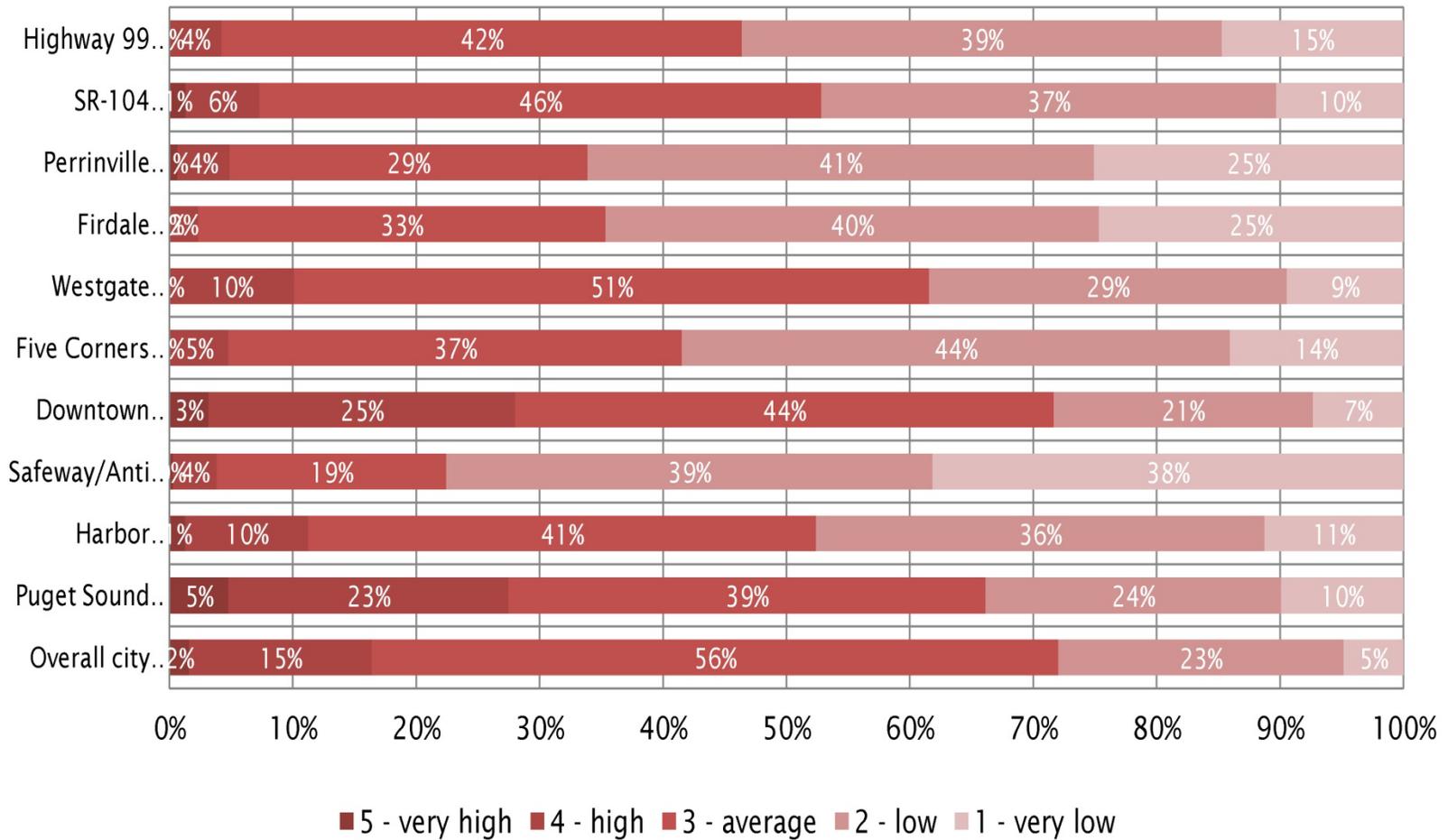
How would you rate other existing special events in Edmonds?



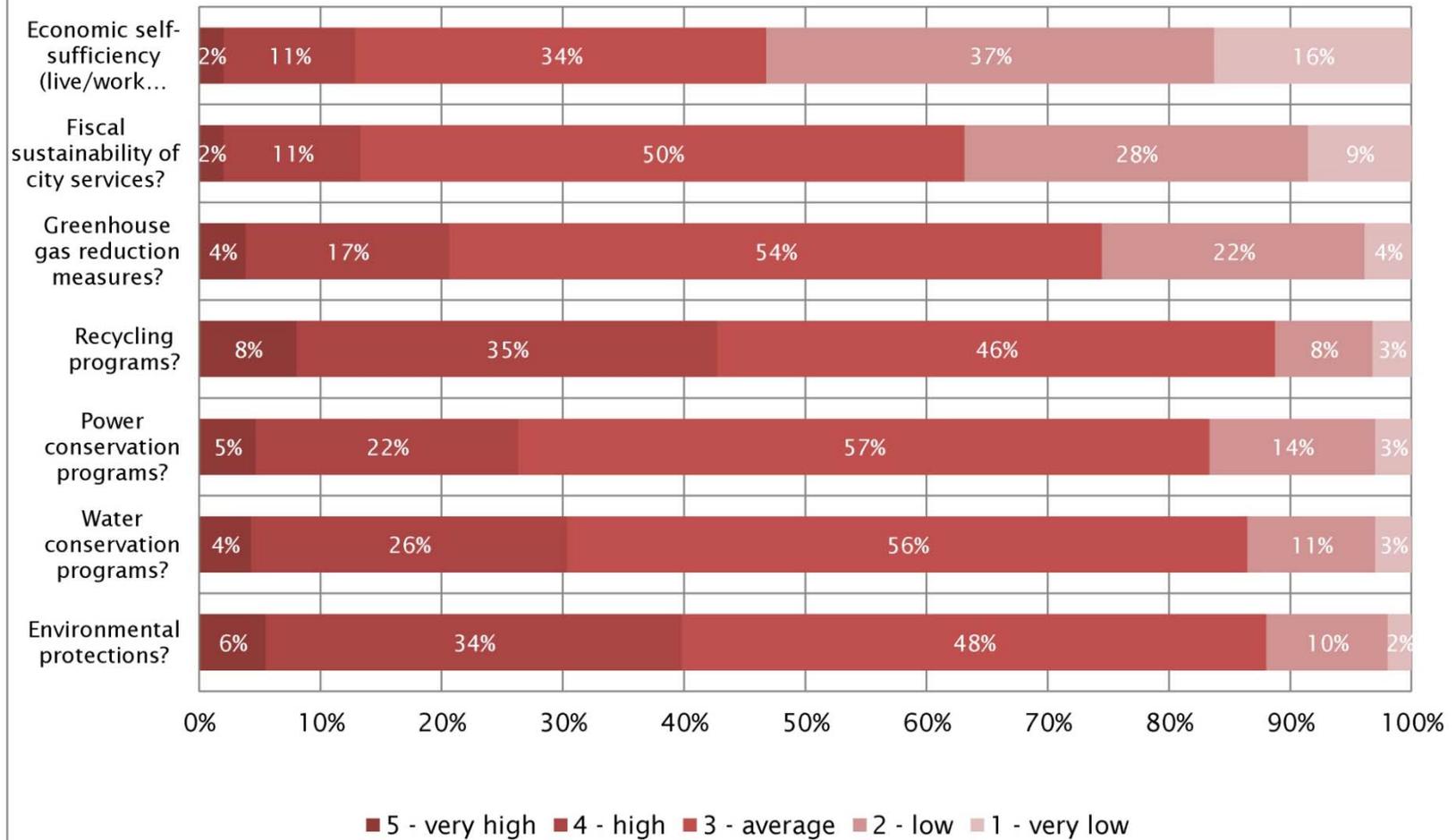
How would you rate existing design conditions and appearances in Edmonds?



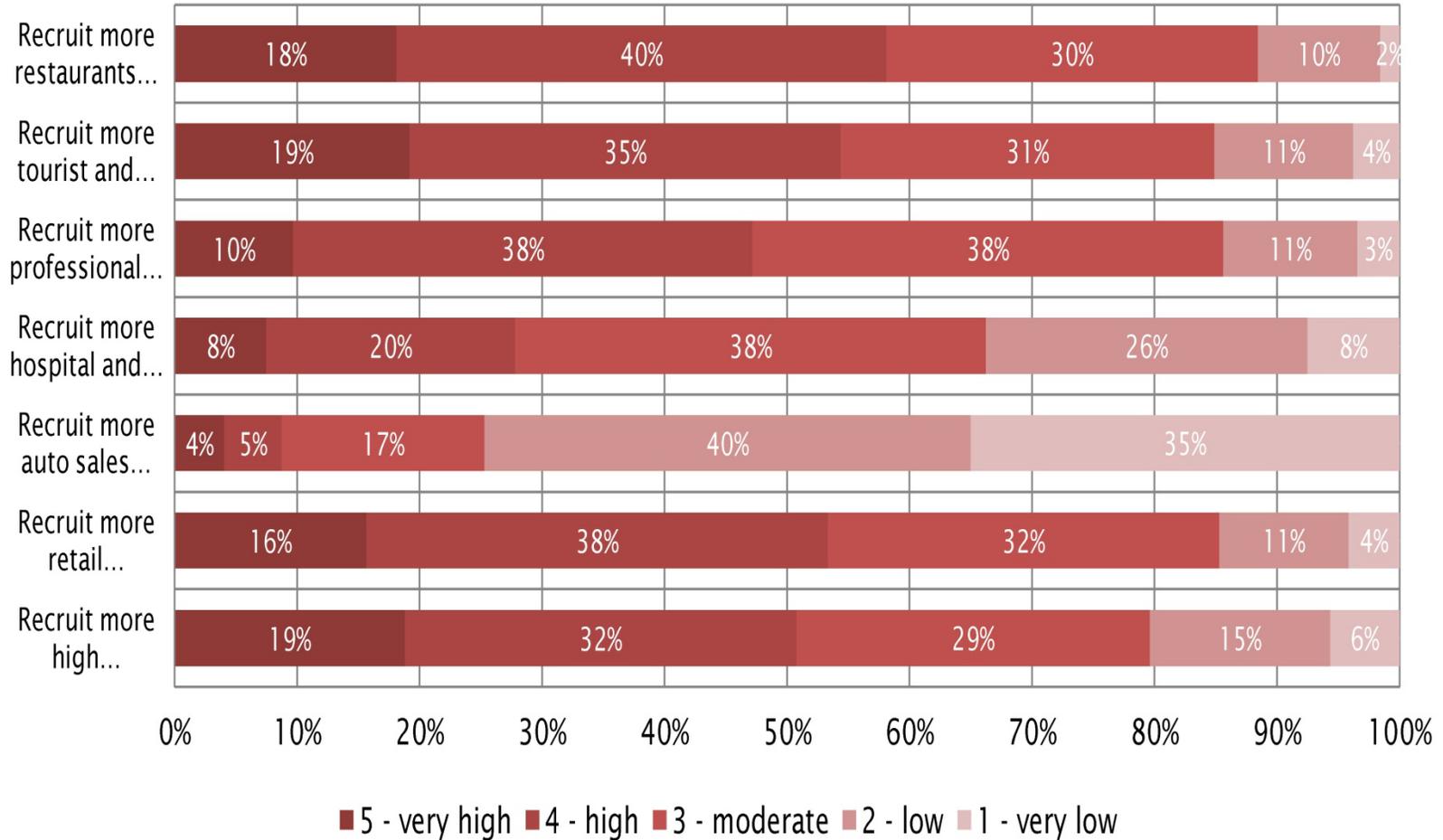
How would you rate the level of existing development in Edmonds?



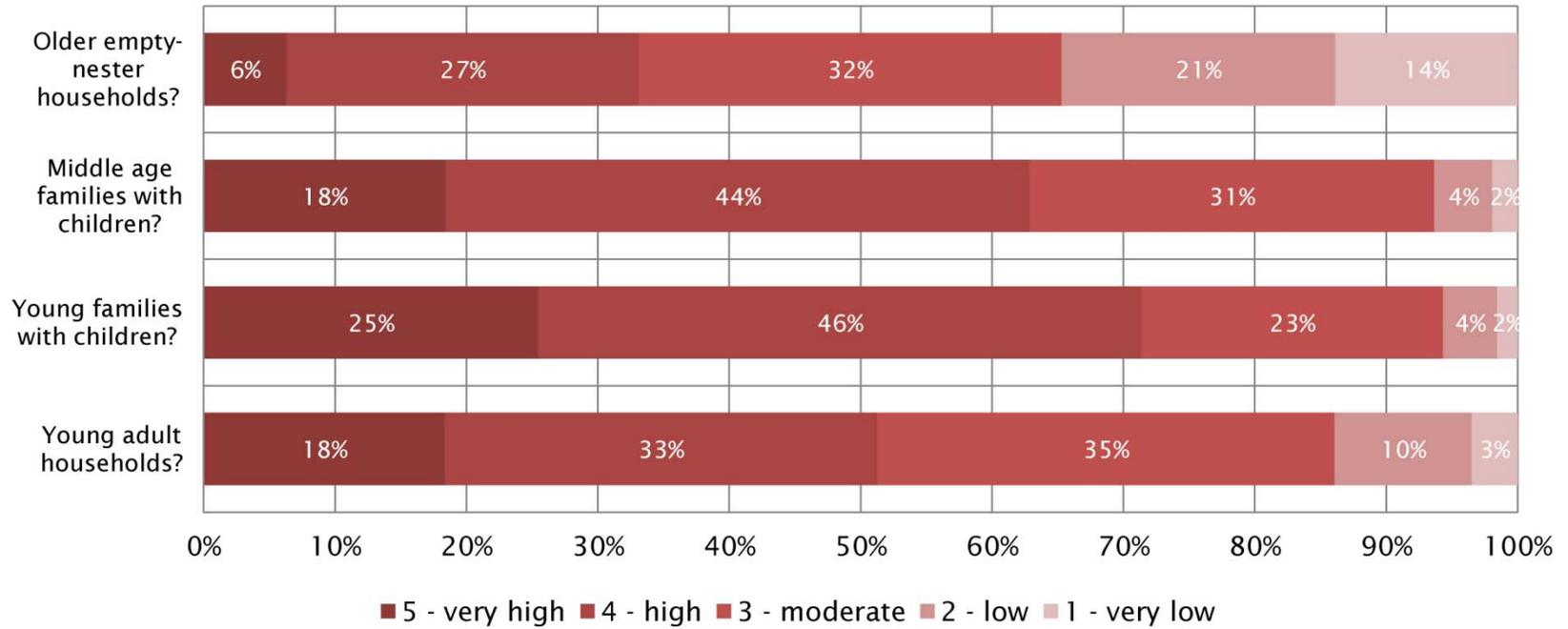
How would you rate existing sustainability conditions in Edmonds?



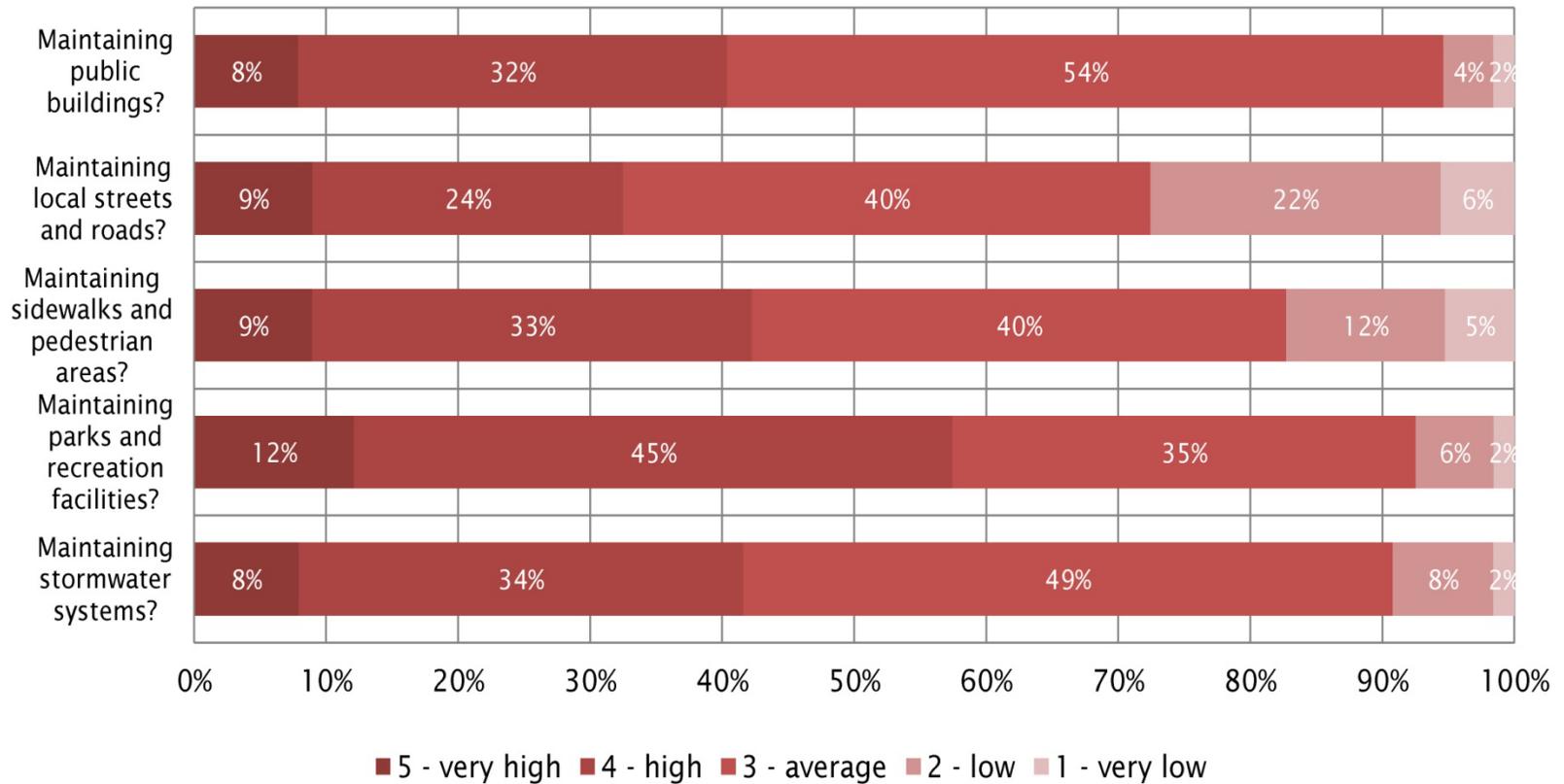
Please rate the following short-term (strategic) planning priorities for Edmonds using a 1 to 5 scale where 1 is a very low and 5 is a very high priority? How would you rate the need to attract the following types of new business development to Edmonds?



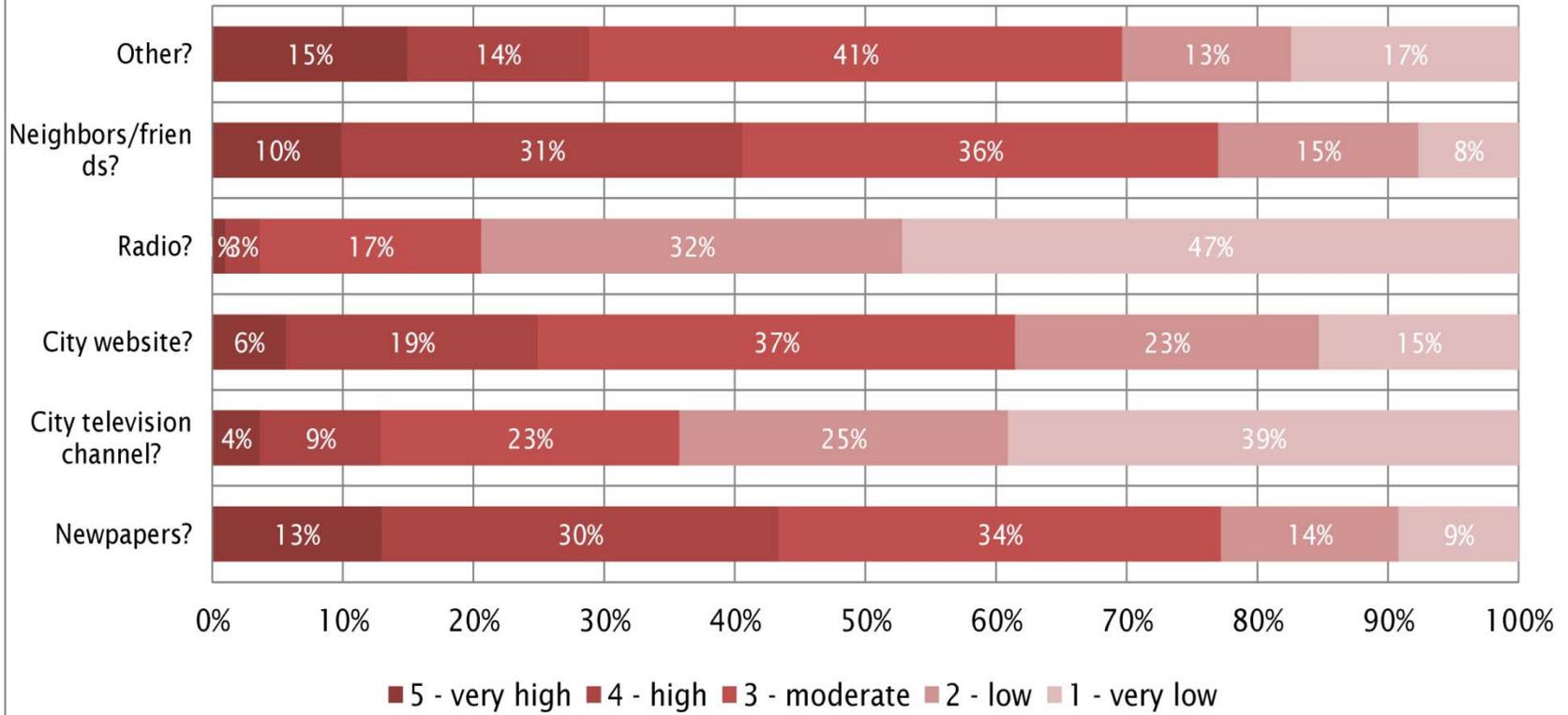
How important is it to attract the following types of households to live in Edmonds?



How would you rate the following maintenance conditions overall in Edmonds?



To what extent do the following sources provide you information about the City of Edmonds government?



6: Future Strategic Plan Public Outreach Events & Surveys

Future outreach events

- **Charrette/brainstorming session** – to develop priorities and proposals dealing with the issues and opportunities that emerge from the above.
- **Open houses** – to review emerging proposals with the public and all interested parties to obtain feedback and suggestions.
- **Website postings** – of the emerging strategic plan contents along with survey and open house comments.
- **Registered voter survey** – to test support and priority for the proposals that emerge from the charrette and subsequent strategic planning.

