

# Tillamook County Community Visioning 2020 to 2040

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## NARRATIVE SUMMARY

Tillamook County is facing important challenges and likely transitions: expansion of tourism, threats to the environment and natural beauty of the area, the arrival and inclusion of new residents, housing affordability crisis, and overcoming political polarization, just to name a few. Oregon State University's Policy Analysis Lab sought to understand how the people of Tillamook County wish to navigate these challenges and transitions and build the community they hope to see in the future. We conducted this work during the Fall and Winter of 2020 and 2021, in the midst of a pandemic and national strife over elections, public health responses, and a struggling economy. This report reflects what we have come to believe is true of the people of Tillamook County at this point in time.

Tillamook County residents agree that the county's natural beauty is truly special. Given how highly residents value their natural areas, the majority said that environmental conservation efforts are important, and they preferred conservation over development; however, residents are split, generally along industry lines, as to whether or not they believe efforts are being made to protect natural areas. Individuals who work more closely with natural resources, recreation and tourism have more positive views of the county's efforts to conserve natural lands. Respondents with less connection to the natural resource industries were more likely to believe that the local environment is polluted, presumably due to industrial practices, as many respondents expressed concern about environmental degradation caused by the natural resources industries. This clear divide over the environmental impact of traditional industries indicates a point of contention among community members that will likely need to be addressed in the new community vision.

Residents love the way of life that attracted them or kept them in Tillamook County. Over two-thirds said they favor policies that will protect the quiet, rural way of life they know and the balance favor expanding amenities often found in rural places such as abundant open space, access to outdoor recreation and an agrarian character. This protection of the "feel" of the community is consistent with community members' love and appreciation of Tillamook County's natural beauty as well as their great pride in the natural resource-based industries that have traditionally driven the economy. These industries have instilled "barn-raising values" in the community which some believe has led to a long history of local residents collaborating in times of crisis. Tillamook County residents have an optimistic view of their community's neighborliness and community spirit when it comes to addressing crises like natural disasters, with over three quarters of them affirming that this is the general spirit of the community. They are somewhat less in agreement about how much they actually trust one another (perhaps with regard to decisions about the future of the county), and quite divided over the degree to which they believe the community is a safe place to share opinions and concerns without judgment. In practical terms this means people will help a stranded motorist or loan a piece of farm equipment to a neighbor, or evacuate a family during flooding, no matter their ideological differences, but when it comes to making community decisions or having honest safe conversations about COVID, masks, clear-cutting, tourism, politics, or religion, there is less trust and greater reservation about speaking up.

Surprisingly, nearly half of the residents said they have experienced one form of discrimination or another, with younger and non-white residents more likely to say they have experienced discrimination. However, the source of that discrimination and the recipients of that discrimination are not widely agreed upon. White, older, and conservative residents may be as likely to feel marginalized or silenced as non-white, younger, or newly arrived people, but the reasons for their feelings of mistreatment, or perhaps fears of speaking up, are varied and linked to their social status (age, race, sexual orientation, etc.). Some groups clearly are not yet heard, and there is evidence of at least pockets of criticism from those groups historically absent or silenced. Community leaders worried that the Latino community's concerns are not adequately voiced nor heard, yet also worried that some community members may have resented the fact that even our survey was made available in Spanish. Gay respondents expressed fear of coming out in Tillamook County, while some community members expressed anger that we let respondents identify their gender as something other than male or female. While we did not ask respondents to identify their political ideology, written survey responses led us to believe that some conservatives do not feel heard, particularly by the local government which they believe caters to liberal policies and is responsible for a loss of freedom and way of life.

Regarding inclusion and diversity of opinions, a significant number of students expressed a particular frustration with this issue of lack of openness to new ideas, or appreciation for new identities and people, and they indicated that this is one reason some anticipate leaving Tillamook when they are able. The loss of young people and the aging of the county is not an especially large concern for residents when compared to other concerns; however, about one third of survey respondents expressed significant concern. Many youths are in fact planning to leave to pursue educational and career opportunities, but this does not mean there is a lack of local opportunity. The TBCC receives high praise and residents care very much about the presence of educational opportunities. There is a divide over how much people think that there are enough educational opportunities available locally. On the whole, the population is also ambivalent regarding how students are performing academically and how easily they can access extracurricular activities. There is somewhat more pessimism about educational performance among younger adults, perhaps expressing concerns about their own children's experience of the educational system, in comparison to retirees with no children any longer in the system. The group ambivalence on this issue is reminiscent of other sections in this study where respondents were asked about other people's knowledge or experience, a case where some of our survey respondents may have been hesitant to venture an opinion on something about which they have no current knowledge.

The state of Tillamook County's economy and the availability of jobs is concerning to more than the community's youth, and nearly three quarters of residents expressed great concern over job security, the availability of year-round employment and jobs that pay a living wage. Such concerns ranked among the highest of all concerns for survey respondents which is not surprising given that many individuals may have lost or feared losing their jobs during the pandemic, as well as the fact that wages and job creation have been a growing topic of political conversation nationally. While residents support traditional natural resources-based industries like fishing, farming, and forestry, they also expressed a desire for increased diversification of the economy. Despite the push for new and different job opportunities, there is also a

sentiment expressed by some that the kind of jobs that Tillamook County should seek to create should uphold the existing culture and spirit of the county so that long-time residents are not pushed out of the community. For instance, rather than attempt to bring in generic corporate jobs, they hoped to see science, technology, engineering and math (STEM) positions related to the natural resources industries that already exist. Community leaders expressed a similar sentiment and highlighted innovative opportunities like prawn farming, anaerobic digestion, and the aerospace work done by NearSpace as industries that could fill open niches within Tillamook County's economy without detracting from the existing natural resources industries, while possibly adding jobs and activity in those industries as well. While we did not specifically survey the rest of the community about the kinds of economic diversification they wished to see, their support for existing industries and strong desire to maintain the existing rural feel of the community suggests that they would be accepting of the kinds of jobs and industries described above if they paid well enough.

Though widely supported, the tourism industry was also the cause of much concern for survey respondents and interviewees alike. In written survey comments, many residents expressed frustration with the low wages that the tourism industry pays as they believed that it is difficult for individuals to support themselves on low-paying, predominantly seasonal work. Residents fear that low wages would reduce the vitality of their community by increasing the number of people who are food insecure or close to homelessness and decreasing the number of skilled individuals willing to move to the county for work.

Some of the strongest sentiments expressed on any topics in both the survey and community leader interviews were related to tourism and its physical impacts, which is not surprising given that Tillamook County experienced a significant increase in the number of visitors during the summer of 2020 when our research began. In addition to overcrowding, a lack of staffing and the closure of some facilities, such as bathrooms, due to the pandemic led to increased levels of trash, human waste and bad behavior in some recreation areas. Many residents found this deeply upsetting. Most survey respondents agreed that tourism could be managed more effectively, and nearly three quarters indicated that they wanted the county to increase efforts to mitigate the negative impacts of tourism such as overcrowding and environmental impacts. Despite the issues associated with tourism, it appears that Tillamook County residents understand that tourism is a key component of their economy and not one that can be done away with. Residents believe that destination management and expanded or improved infrastructure is needed to ensure that the community is not overwhelmed by the number of people who want to visit and wish that the County would invest more to reduce tourism's impact on the community.

Community leaders linked increased tourism and the purchase of rental homes with decreased housing stock and increased home prices for year-round residents. The broader public did not show as much concern over this issue of vacation homes, but concern regarding access to safe and affordable housing ranks among the top concerns for many survey respondents. Residents tied the lack of housing, affordable or otherwise, to the inability of employers to find quality help which some believed threatened the economy as well as the resilience of the community. Community members offered two solutions to the housing supply issue 1) restrict the sale of homes that will be used as second homes and vacation rentals 2) build more housing. We did

not survey or ask interviewees about their opinions of the first solution, but did ask several questions about building and development.

Residents were evenly split with regards to their opinion as to whether the county and its cities should focus on developing multi-family or single-family homes. While one would expect differences of opinion to emerge between individuals living in the more urban incorporated areas versus the more rural unincorporated areas, no significant differences were observed. Likewise, few differences in opinion exist when the data is broken down by age, region and length spent within the county. What is notable is that few residents appear to be entirely neutral on this topic with almost one third having a very strong preference one way or the other. It is possible that factors other than those we have looked at are influencing these opinions and more work may need to be done on this subject in order to determine the kind of housing residents wish to see in each area of the county. Residents do show clear preference for keeping the majority of growth and development within existing cities which is not surprising given how much they value the rural nature of the county; however, central county and inland residents, categories that both include individuals living in the city of Tillamook, show a stronger preference for growth outside city limits perhaps due to perceptions that Tillamook city is already too developed. As expected by members of the Futures Council, some “not in my backyard” sentiment is observed in our data with residents in unincorporated areas preferring to see growth happen in cities, while residents in incorporated areas (cities) preferring that growth happen in the unincorporated areas.

As development increases and new individuals are attracted to the community either as vacationers or residents, Tillamook County will need to work to update and increase critical infrastructure to support the growing population. Improvements to roads, bridges, water, sewer, electric grid, parking, and public transportation were all noted by residents as requiring improvements in the near future in order to keep up with increased use. Overcrowding from tourism likely contributed to frustrations related to inadequate infrastructure in a community that was not built to regularly host more than double its population.

Residents were also asked about social infrastructure such as social services, childcare and broadband as these topics were found to be correlated with topics related to physical infrastructure. About half of residents expressed concern over access to social services in general. This high level of concern may warrant more research on this topic to determine which specific services residents are most concerned about. Understanding what residents consider “social services” may also provide an understanding of the regional differences in concern. On the topic of childcare, younger residents, who are likely in the process of raising children, expressed great concern about access to childcare and pessimism about the availability and affordability of existing childcare options. Although no community members drew the connection, childcare affordability is tied to the availability of jobs that pay a living wage as childcare is one more large expense that working families must finance. Access to broadband internet is also top-of-mind, but not critically concerning, for many residents. Residents note that even in areas which may have access to broadband, many still have trouble connecting due to speed and affordability issues. The pessimism regarding the access and affordability of both childcare and broadband, in addition to written comments provided by residents, suggests that

issues of equity are critical to consider when thinking about infrastructure and access of services.

Access to healthcare is one of the biggest concerns for Tillamook County residents, which is not surprising given that a significant portion of the population are retirees. Younger adults show more moderate concern. For the most part, residents believe that the healthcare that they need is available to them, but residents living on the coast and in the northern and southern areas of the county feel as though their health care needs are not being met. The answers the respondents gave about health care access are related to their answers about public transportation suggesting that the reasons some individuals may be pessimistic is due to a lack of adequate public transportation to and from health care facilities located outside of the community they live in.

When it comes to the kinds of activities that keep people healthy, most residents agree that recreation is available and affordable to them. Residents living inland and in the central portion of the county are more pessimistic about their ability to access affordable recreation. The meaning of this difference deserves further reflection regarding whether opportunities are objectively further away or perceived as more expensive, or if residents inland and central residents do not perceive nearby recreational opportunities to indeed be of the same nature as perhaps beaches and hiking on the coast. When it comes to the food required to keep people healthy, the data is somewhat unclear due to the drastic differences in opinion observed between the random and community samples. These competing findings, more in contradiction than on any other of the indicators, deserves further exploration regarding how the respondents' characteristics in these different areas may impact how people responded to this question. This volatility in measure somehow captured in the sampling method may indicate especially strong and conflicting sentiments on this topic among regions in the county. Those familiar with the geographic location of grocery stores, farm stands, farmers markets, etc. may be able to offer interpretation for why these differences appear within and between the two samples.

If 2020, revealed anything, it was that disasters and emergencies can happen when least expected. While pandemics may not have been on the minds of most Tillamook County residents prior to 2020, residents were expressing great concern over the ongoing spread of COVID-19 when we surveyed them in January 2021. Residents of all regions appeared to be similarly concerned, but older residents were unsurprisingly more concerned than younger residents. Given the general concern over COVID-19, it is possible that residents might express increased concern over future pandemics and desire that the county make efforts to prepare in advance; however, due to the limited nature of our survey, we cannot know this for a fact. Writers of the new vision may want to assess the community's sentiments about preparedness efforts related to the spread of disease.

As is the case with many coastal communities, Tillamook County sits in a precarious location and is vulnerable to a number of natural disasters including earthquakes, wildfires, tsunamis, floods and mudslides; as such, emergency preparedness is of critical importance. Residents overall expressed high levels of concern about natural disasters with slight degrees of variation among residents from different regions. The majority of residents from all regions indicated



that emergency preparedness is important to them and their community; however, they are quite evenly divided when it comes to whether or not the community is adequately prepared for a natural disaster or other emergency. Individuals living in the north are most optimistic about their community's preparedness, perhaps due to the efforts of grassroots groups like the Emergency Volunteer Corps of Nehalem Bay. Central Tillamook County lacks such a grassroots group and this may be one of the reasons that residents who live there indicate that they are the most pessimistic about their community's level of preparedness. It is surprising that no difference in opinion was observed between coastal and inland residents with regards to levels of preparedness as one might expect coastal residents to feel more or less prepared depending on their perceived level of risk and the preparedness activities they have engaged in. Given the overall level of concern about emergency preparedness that community members expressed, it is not surprising that nearly two thirds of residents would like to see the County increase their investments in emergency preparedness.

Crime ranks among one of the greater concerns, and over half of residents indicated that they are very concerned about crime. Similarly, approximately half of residents believe that the community is not safe from crime. Inland and central county residents are the most concerned and feel the least safe. It is interesting to note that index crimes as a whole have declined since 2007 and have remained mostly flat for the last decade. It is possible that the crimes these individuals are concerned about are more minor crimes (or crime adjacent activity) that are not reported in this statistic or that these individuals may feel unsafe due to increased awareness of crimes that do occur thanks in part to social media and increased media coverage.

This concludes a brief narrative summary of the findings of a survey of Tillamook County residents conducted in January 2021 and supplemented by interviews and focus groups with community leaders and targeted groups. The following report details these findings in greater detail and additional data can be found in the appendices that follows.

## INTRODUCTION

In 1997 the Tillamook County Board of Commissioners formed the Tillamook County Futures Council, an advisory council tasked with creating a strategic vision for the county's future based on an understanding of the community's diverse wants and needs. During the Spring of 2020, the Futures Council tasked OSU's Oregon Policy Analysis Lab (OPAL) with collecting the data required to develop a new strategic vision for Tillamook County. The goal of the project was to collect the data needed to develop a community vision that is inclusive and reflective of the diversity of Tillamook County's communities.

The data collection process occurred from June 2020 through June 2021 and is one part of a larger visioning process that is occurring in Tillamook County. The work that is completed will ultimately influence the development of a strategic plan for the county. This portion of the community visioning project seeks to "take stock" of the community by collecting the data necessary to better understand the community's current values and concerns, and this report details the findings of OSU's community engagement work.

## HISTORY AND CONTEXT

### **Tillamook County**

Tillamook County, which spans roughly 1,102 square miles, is located on the Northwestern coast of Oregon and is home to about 27,000 people. Residents tend to be clustered in one of seven incorporated cities with smaller numbers of people living in unincorporated areas on the coast or inland along Highway 101. Tillamook County is rural -- roughly 70% of the land is farmland, public or private forest or natural lands held by conservation agencies or land trusts (Etuk, 2015). These abundant natural resources have formed the basis of Tillamook County's economy. While traditional industries such as timber, dairy farming and fishing are still actively supporting Tillamook County's economy and culture, tourism plays an increasingly greater role as a growing number of visitors are drawn to Tillamook County's beautiful beaches, rolling mountains, lush forests and pristine waterways.

Over the last twenty years, Tillamook has experienced an increase in the number of people moving into the county. The age groups with the greatest rates of in-migration are older adults aged 55-69 who are more likely to be retired and are attracted to Tillamook County's natural amenities and recreation opportunities (Chun et al., 2020). With 26% of the population aged 65 or older, Tillamook County has a higher percentage of older adults than both the state (18%), and the nation (16.5%) (U.S. Census Bureau, 2019a). At the same time, Tillamook County has been experiencing an out-migration of younger adults aged 15-34 (Chun et al, 2020). Tillamook County is also experiencing changes in racial and ethnic diversity as the percentage of the population identifying as Latino, and to a lesser extent Asian and Black, has continued to grow (Chun et al., 2020). However, the population of Tillamook County as a whole continues to have more individuals identifying as White (93%) than both the state (87%) and country (76%) (U.S. Census Bureau, 2019a).

The economic and demographic shifts that have occurred over the last few decades have generated changes in the desires and concerns of community members. As such, a new community vision is needed to accurately represent the wants and needs of the current Tillamook County population. This new visioning process builds upon work that was conducted twenty years ago to create a strategic vision for the county.

### **The Futures Council and Community Visioning**

Following their formation in 1997, the Tillamook County Futures Council worked with the University of Oregon's Community Planning Workshop to develop a process that allowed residents to participate in the development of a new community vision. The result was the release of the 2020 Tillamook County Strategic Vision which outlined a shared vision of the future that the community wished to achieve by the year 2020. It established the strategies the county would take, the goals that they would need to meet in order to get there, and the ways they would measure progress. These indicators were updated in 2009 through a partnership

with Oregon State University's Extension Service and Rural Studies Program called the Vital Tillamook Indicator Project.

The original 2020 Tillamook County Strategic Vision outlined four vision categories -- growth and development, natural environment, economy, and society and culture -- which encompassed 19 goals the community wanted to achieve by 2020 and 52 strategies to help them achieve those goals. These vision categories were later expanded to six in 2009 with the addition of the "youth and education" and "health and human services" categories. While the goals and strategies of the vision were kept the same, the revision included the addition of 50 new indicators that would allow Tillamook County to measure how successfully it achieved its vision. These vision categories and indicators provided the basis for the current visioning project. The vision categories outlined in this report are a further expansion of the categories developed twenty years ago. The previous community vision provides a point of comparison to assess how community perceptions have shifted over time.

Much has changed in Tillamook County over the last twenty years and community members have new concerns and priorities. Both community leaders and the general population have expressed greater concern over issues related to housing, natural disasters, childcare, broadband, and the economy, as well as discrimination and government accountability. The data outlined in this report also indicate increased polarization on some issues and a general lack of trust among community members. These concerns are not surprising given the shifts that have occurred nationwide over the last twenty years as well as the historical context in which this part of the visioning process took place.

### **Context of the 2020 Visioning Process**

The 2020 visioning process took place during an exceptional time in U.S. history, a time defined by uncertainty and division brought on by the Covid-19 global pandemic, growing social unrest, increasing media coverage of racism, economic uncertainty and a divisive U.S. presidential election. The emergence of the Covid-19 Pandemic had a great impact on the visioning process. It is likely that the threat and uncertainty of the pandemic weighed heavily on the minds of many community members, and it may have been difficult for some to think deeply about the future when it was unclear what the next day might bring. Future concerns may have been replaced by more immediate problems and fears such as those related to concern for loved ones' health and well-being, managing pandemic work life, whether at home or in increasingly stressful public facing positions, and for many parents, navigating childcare and educating their children from home. These more pressing concerns are likely to have influenced community members' thoughts and opinions on the future of Tillamook County.

These new challenges also forced Tillamook County to wrestle with other long-standing concerns. First, the pandemic highlighted the vulnerability of rural healthcare systems, like Tillamook County's, which has limited capacity and ability to treat complex diseases. Fear that visitors to the county might unknowingly spread the virus prompted Tillamook County commissioners to close recreation areas to the public for several months in an effort to slow the spread and reduce the strain on rural hospitals. This immediate concern for the community likely influenced people's sentiments about health care.

After the initial lockdown, Tillamook County opened their doors to visitors again, but with many bars, restaurants, movie theatres and gyms closed and travel limitations in other parts of the state, Oregonians flocked to coastal communities like Tillamook County, much to the dismay of some residents. The influx of tourists highlighted a second emerging concern about tourism management and local infrastructure. The summer of 2020 turned out to be one of Tillamook County's busiest with over 100,000 people flocking to Tillamook County's beaches and forests over a single weekend (Tillamook County Pioneer, 2020; Baertlein, 2020). Traffic jams backed up for miles and parking lots overflowed onto highways which put pressure on Tillamook County's infrastructure as well as its police force (Swanson, 2020). Tillamook County's aging infrastructure was already seen as one of its greatest weaknesses according to local tourism stakeholders and community members, and the need for increased infrastructure was never more apparent than the summer of 2020 (Total Destination Marketing, 2014).

Third, national events that sparked a summer of protests against police violence and racism spearheaded by numerous racial justice organizations in other parts of the country brought issues of discrimination to the attention of local residents and elected officials. Within Tillamook County, the Board of Commissioners as well as the Tillamook County Sheriff's Office made statements affirming the County's commitment to inclusivity and diversity and vowed to do the work needed to ensure that Tillamook County would be a community in which everyone feels safe (Concerning policing, 2020; Tillamook County Board of Commissioners, 2020). While no publicized issues of racial intolerance arose in Tillamook County during this period, it is likely that many people, especially those of color, felt particularly sensitive to concerns of discrimination. In short, the national context of various crises undoubtedly shaped the immediate concerns of Tillamook residents who participated in this study.

Fourth, the pandemic worsened growing ideological divides as many disagreed over the severity of the pandemic and how it should be handled. These divides were then furthered by the increasingly polarized rhetoric promoted by politicians leading into the 2020 presidential election as well as the eruption of mass protests across the nation that drew attention to issues of racial injustice and police brutality. Tillamook County was not immune to the trends observed in the rest of the country, and many who live there believe that its residents were more polarized in the last year than ever before (Jaquiss, McDonald and Rosenberger, 2020). Polarization erodes trust in one another as well as in local community leaders and government officials (Banda and Kirkland, 2018; Rapp, 2016). As strong relationships and trust are two critical factors required for successful collaboration and community visioning, it is likely that these growing divisions had significant impact on the success of collaboration and the willingness of residents to participate in the community visioning process.

The pandemic also shaped how our data could be collected for this project. Stay at home orders were in place for much of the visioning process, thus the Futures Council and OPAL were required to adjust the project's methods to ensure safety and compliance. Despite initial plans to hold in-person focus groups and meetings, all of the collaborative efforts outlined in this essay took place over the Zoom video conferencing platform rather than through in-person meetings, interviews, focus groups and community meetings. The transition to the online platform significantly limited our ability to interact directly and build relationships with the community. While the depth of the differences between in-person and virtual communication

is not well understood at this point, it is possible that these disruptions may inhibit the ability to communicate as clearly and build effective relationships for future discussions.

The times during which this visioning process was undertaken were, as many have said, unprecedented due to the degree of social, political and economic turmoil. Issues related to childcare, broadband access, job security, access to healthcare, and systemic oppression and racial justice have been brought front and center and were likely top-of-mind for the residents who engaged in this portion of the visioning process. The data collected provide a snapshot of the way people in Tillamook County were feeling at the end of a very difficult year for the nation as a whole, and it is likely that these circumstances and the context in which these data were collected has significantly influenced the results, though to what degree, we are uncertain. The challenges of 2020 could not have been anticipated, and OPAL and the Tillamook County Futures Council sought to work around the challenges. Despite these efforts, it is likely that some results of the visioning process would have been different if conducted at a different time in the history of Tillamook County and the United States.

## METHODS

To hear from the residents of Tillamook County, the OSU Policy Analysis Lab surveyed locals in two different ways. First, we sent an eleven-page survey to 1,800 randomly selected addresses and asked people to either take the survey online (at a web address we provided) or to complete the survey by hand and send it back to us in a postage pre-paid envelope. See Appendix F to review the survey questionnaire. The questionnaire was available in Spanish as well. The questions raised on the survey were informed by many hours of interviews with a wide variety of community members and leaders, ranging from non-profit managers to local citizens, educators, elected officials and business leaders. Included in these interviews were both long-time residents and more recent arrivals. Care was also taken to interview people with a wide variety of backgrounds and perspectives. With the guidance of the Futures Council, the survey was created to ask residents about what they value about the county, what concerns them, what they think are its strengths, and what they hope for its future. This is not a standardized survey imported from other places nor from a university but was constructed in a cooperative manner driven by local leadership with university researcher support.

Three hundred fifty (350) people responded to the survey which is equal to one in five people who received the survey. A 20% response rate is typical for many surveys, and from this we can estimate patterns of opinions and characteristics among the Tillamook population. One of the impressive qualities of surveys is that, with a small number of people, researchers, marketers, and citizens can estimate what is true for a large population. For example, professional pollsters during elections, even if they fail to predict a winner, are usually only “off” by a few percentage points, and, more times than not, can accurately predict the differences in opinions between groups.

As is the case with most surveys, the characteristics of the group that took the survey were not an exact match for the characteristics of the county’s population. In our sample, we had a higher percentage of people over the age of 55, with advanced degrees, and with higher incomes, and a lower percentage of Latinos, young adults, people with less than a high school diploma and people making lower incomes. We addressed these inconsistencies in two ways. First, we chose to interview members of groups that we expected would be harder to reach based on the experiences of other researchers. We interviewed small groups of young people through high schools and the community college as well as Latino community leaders to gain a better understanding the opinions of members of these groups. Second, we made some standard mathematical adjustments to the survey data that make the survey even more likely to represent the sentiments of local residents. We adjusted for both age and education differences and because education strongly influences income, these adjustments also helped to address some of the differences in our sample related to income. These mathematical adjustments and their influence on the results are described in Appendix E.

We then made the survey available to the general public, announcing in various places the possibility of participating in the survey by going to a website ([TillamookSurvey.com](http://TillamookSurvey.com)). This produced another sample of local residents with around 1,062 people participating. Our report provides an analysis of this group of participants also. This group is less random than the earlier

one, since we do not really know how different people heard about the survey, but this information is helpful for understanding local residents' ideas about the county. It can also be used to confirm the findings of our random sample survey. If a similar trend is observed in both samples, we can be fairly confident that we are getting close to the community's true opinion on a topic. In the analysis included in this report, we discuss results from the "Random Sample" and compare these with results from the "Public Sample."

In general, the public sample likely drew more participants who wished to express concerns about the county. Reconciling these differences across samples is not as important as recognizing that underlying regional differences in the county may be hidden by the degree to which worried residents wish to express their concerns. In our presentation of results, we give most credibility to results that appear in both of the samples, but also resist ignoring results from the different samples that may provide clues to underlying differences across groups or places.

In this report, we mostly report the percentages of people with different responses to questions about concerns, values, and preferences, but there are some more complex analyses further down in the report which may be instructive to those who want to dig deeper into the data. When survey participants completed their survey, they had the opportunity to add in additional comments beyond the questions we asked. Some of their comments are included here too. We also have included some observations about the things that we heard in our interviews with community leaders and the small groups of young people.



## RESULTS

For each section of the report, we provide a summary of the most important indicators, highlighting differences in the distribution of answers, especially noting differences across locations, age cohort, and seniority in the county.

### About Visioning and the Future of Tillamook

We began our survey with a few broad questions to get residents thinking about community visioning and their opinions on life in Tillamook County. This section includes data gathered from these questions, as well as a ranking of the top qualities community members valued and the issues that they are concerned about. Thus, this section provides a bit of an introduction to and overview of the data that will be discussed in the following sections.

When asked how important it was for community members to contribute to a shared vision for the entire county, most residents (82%) believe that a unified community vision was very or extremely important with little difference between different groups within the population. These data derive from the random sample. A similar pattern exists in the public sample data. This information should be good news to members of the Futures Council and Board of County Commissioners as it shows that the majority of residents believe that the work that they are doing is important and worthwhile.

“Overall, how important do you think it is for community members to contribute to a shared vision for Tillamook County?”

	Not at all important (%)	Slightly important (%)	Moderately important (%)	Very important (%)	Extremely important (%)	Total
All	0	1	16	43	39	345
North <sup>1</sup>	0	1	11	50	39	114
Central	0	2	20	33	45	141
South	0	0	14	54	32	65
Coast <sup>2</sup>	0	0	11	45	45	101
Inland	0	2	18	43	38	218
Incorporated	0	2	17	41	40	218
Unincorporated	0	0	14	47	39	102
18-54	0	5	15	35	45	60
55+	0	.4	17	45	38	271
1-10 years in county	0	0	9	53	39	91
11+ years in county	0	2	18	38	41	242
Lower income <sup>3</sup>	0	0	15	44	40	104
Middle income	0	1	14	46	39	143
Higher income	0	5	13	29	53	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

<sup>1</sup> The geographical categories of north, south and central were created to match Tillamook County school districts.

<sup>2</sup> The coastal and inland categories were created using a map used in the czb “Creating a Healthy Housing Market for Tillamook Count” report. See Appendix D for map.

<sup>3</sup> Lower income refers to residents making \$39,999 or less; middle income refers to residents making \$40,000 - \$99,999; Higher income refers to residents making \$100,000 or more

When residents were asked about their opinion of the general direction of the County, the majority of residents felt that the county was “somewhere in between” the right and wrong direction; however, residents were slightly more optimistic (30%) than pessimistic (21%). Residents living in the northern region of the county were the most optimistic about the county’s direction, while residents living in the central region were the most pessimistic. Inland residents were also found to be more pessimistic about the direction that the county was headed when compared to coastal residents who were generally more neutral or optimistic. A difference in opinion was also observed between the wealthiest Tillamook County residents (those making over \$100,000 per year) and the least wealthy residents (those making less than \$40,000 per year). Lower and middle income residents were most likely to be pessimistic about the county’s direction, while higher income people were the most likely to be optimistic about the direction the county is headed in. Similar overall patterns were observed in the public sample survey; however the slight regional differences were not as noticeable.

“In your opinion, Tillamook County is generally head in ...”

	The wrong direction (%)	Mostly the wrong direction (%)	Somewhere in between (%)	Mostly the right direction (%)	The right direction (%)	Total
All	12	9	49	28	2	325
North	2	6	55	35	3	113
Central	22	9	47	20	2	141
South	10	13	44	33	0	63
Coast	7	5	53	34	1	100
Inland	15	11	47	25	3	219
Incorporated	15	7	51	25	3	220
Unincorporated	7	14	45	33	1	100
18-54	7	14	59	19	2	59
55+	13	8	48	30	2	270
1-10 years in county	5	5	55	29	3	92
11+ years in county	14	10	47	27	2	242
Lower income	14	14	43	26	2	104
Middle income	15	7	52	24	3	144
Higher income	8	3	51	36	3	39

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

The open ended nature of this question does not make clear what aspects of the county people are evaluating – government policy, economic development, concerns about loss of a sense of community, or other social and cultural concerns. We asked a variety of questions that allow us to further explore these concerns and the results of those questions are described in the

sections that follow. Some of these data are summarized below and a more detailed breakdown of the importance of or concern about these items can be found in later sections.

### **A Summary of Residents’ Values and Concerns**

Community members were asked to rank a number of positive community qualities based on how important they believed these qualities to be to them. No quality ranked among the top three most important qualities for more than one quarter of the population. Top ranked qualities were “strong local economy”, “support for environmental conservation”, and “access to outdoor recreation”, with “support for emergency preparedness” and “support for small businesses” shortly behind. These same qualities were also found to be the most highly valued of residents who responded to the general public sample.

Approximately 12% of the population chose to write-in their own positive quality that they then included among their top three choices. The options that people chose to write-in included “affordable housing,” “safety and responsible policing,” “social diversity,” “health care services” and “leadership that represents the community” among many others.

#### Community members’ top-3 positive qualities ranked

	Respondents who selected each positive quality as one of their top-3 (%)
Strong local economy	24
Support for environmental conservation	23
Access to outdoor recreation	21
Support for emergency preparedness	20
Support for small businesses	20
Support for forestry and wood product industry	15
Community feels rural	15
Support for fishing industry	11
Support for farming industry	10
Economic diversity	10
Close-knit community	8
Community members are collaborative	8
Support for dairy industry	8
Support for higher education	8
People have community spirit	5
Community civic engagement	4
Support for tourism	4

Community member's top-3 values by demographic group

Top-3 Values			
Geography	North	Central	South
	Support for environmental conservation	Support for small businesses	Support for forestry and wood product industry
	Access to outdoor recreation	Strong local economy	Strong local economy
	Strong local economy	Emergency preparedness	<u>Tied</u> : Support for environmental conservation; Access to outdoor recreation
	Coastal	Inland	
	Support for environmental conservation	Strong local economy	
	<u>Tied</u> : Strong local economy; Access to outdoor recreation	Support for small businesses	
	Emergency preparedness	Access to outdoor recreation	
Age	18-54	55+	
	Strong local economy	Support for environmental conservation	
	Support for environmental conservation	Support for small businesses	
	Access to outdoor recreation	Access to outdoor recreation	
Income	Lower	Middle	Higher
	Support for environmental conservation	Strong local economy	Support for environmental conservation
	Support for small businesses	Support for environmental conservation	Access to outdoor recreation
	Emergency preparedness	Access to outdoor recreation	Emergency preparedness

Community members were also asked to rank a number of different concerns that they believe affected their communities. Again, no single concern was ranked among the top three choices for more than one quarter of the population. The top concerns included “access to affordable homes,” “access to healthcare,” “jobs that pay a living wage,” “overcrowding from peak season tourism,” and “the COVID-19 pandemic.” Residents in the public sample also ranked “access to affordable homes,” “jobs that pay a living wage,” and “overcrowding from peak season tourism” as their top concerns; however, other concerns like the COVID-19 pandemic

ranked lower (see Appendix C for public sample data). Residents’ top concerns were somewhat consistent across demographic groups with only slight variation in the ordering and choice of concerns. About 12% of the survey respondents chose to write-in their own concerns. These written responses included “road maintenance,” “job growth,” “homelessness,” and “water quality.”

Community members’ top-3 concerns ranked

	Respondents who selected each value as one of their top-3 concerns (%)
Access to affordable homes	20
Access to healthcare	19
Jobs that pay a living wage	18
Overcrowding from peak-season tourism	16
The COVID-19 pandemic	15
Local government accountability	12
Availability of year-round employment	10
Crime	10
Environmental degradation	10
Access to broadband/internet	8
Natural disasters	7
Job security	7
Educational opportunities	5
Loss of natural land	5
Aging population	4
Aging infrastructure	4
Food insecurity	4
Access to childcare	4
Access to recreational areas	3
Discrimination	2
Access to social services	2
Youth leaving the community	2
Empty vacation homes	1
Adequate parking	1
Access to public transportation	.7

Community member's top-3 concerns by demographic group

Top-3 Concerns			
Geography	North	Central	South
	Access to healthcare	Access to affordable homes	Access to affordable homes
	Access to affordable homes	Access to healthcare	Overcrowding from peak-season tourism
	Jobs that pay a living wage	The Covid-19 Pandemic	Local government accountability
	Coastal	Inland	
	Access to healthcare	Jobs that pay a living wage	
	Access to affordable homes	Access to affordable homes	
	Environmental degradation	Access to healthcare	
Age	18-54	55+	
	Access to affordable homes	Access to healthcare	
	Jobs that pay a living wage	Jobs that pay a living wage	
	Overcrowding from peak-season tourism	Access to affordable homes	
Income	Lower	Middle	Higher
	Jobs that pay a living wage	Access to affordable homes	Access to affordable homes
	The Covid-19 Pandemic	Access to healthcare	Jobs that pay a living wage
	Access to healthcare	Jobs that pay a living wage	<u>Tied</u> : Crime; The Covid-19 Pandemic; Access to healthcare

Note: The percentage of individuals in each category that ranked each concern in their top-3 can be found in Appendix A.

## VISION CATEGORIES

Key themes that emerged from our interviews and survey results were used to define categories that could help the Futures Council in organizing their vision for the County. These categories build upon and expand previous vision categories to include the new sentiments expressed by the Tillamook County community. These categories are not meant to create silos that isolate issues and concerns, recognizing that many are very interconnected. At the end of the results section, we note the overlap between categories and the tradeoffs that may need to be made in order to achieve the desires of county residents. The emerging vision for Tillamook County's future may be slightly different from what these categories display. However, for now, we organize the results of the survey around the highlighted categories, while also including other statistical information and known objective indicators of changes in Tillamook County.

The categories that have emerged from the data collection process are defined follows:

**Natural Resources and the Environment** – The natural resources and environment category includes data related to the management of Tillamook County's natural areas for habitat, recreation and livelihood as well as environmental quality.

**Culture and Community** – The culture and community category includes data related to social and cultural life in Tillamook County which encompasses topics like community spirit, civic engagement, quality of life, governance and discrimination.

**Youth and Education** – The youth and education category includes data related to the health and wellbeing of Tillamook County's young people as well as the availability and quality of educational opportunities.

**Industry and Economy** – The industry and economy category includes data related to Tillamook County's economy and the health and diversity of its industries.

**Infrastructure and Development** – The infrastructure and development category includes data related to built infrastructure such as roads and telecommunications and social infrastructure such as access to childcare and social services as well as the development and expansion of commercial and residential areas.

**Health and Wellness** – The health and wellness category includes data related to the physical health, mental health, and welfare of the community and encompasses topics like infectious disease, access to healthcare, access to food, and access to social services.

**Emergency Preparedness and Safety** – The emergency preparedness and safety category includes data related to general community safety such as natural disaster preparedness and crime prevention.

## Natural Resources and Environment Results

For each thematic area, we provide a summary of the most important indicators, highlighting differences in the distribution of answers, especially noting differences across locations, age cohort, and seniority in the county.

Tillamook County’s natural amenities and recreation opportunities were found to be the top two factors motivating new residents to come to Tillamook County with approximately 62% of people stating that they moved to Tillamook County for its natural amenities and 34% stating that they moved to Tillamook County for its recreational opportunities. Unsurprisingly, less than 1% of respondents indicated that access to outdoor recreation was not at all important to them. As such, it can safely be said that Tillamook County’s natural beauty and abundant opportunities to get outside are points of unity among county residents.

“Which of the following factors (if any) influenced your decision to live in Tillamook County?”

	Respondents who indicated each as a reason for moving to Tillamook County (%)
Natural Amenities	62
Recreation Opportunities	34
Employment	17
Cost of land	12
Timber agriculture or other land opportunities	8
Property investment	7
Family landholding	13
To be near family	26
I’ve always lived here	22
I’ve enjoyed vacationing here	24
Other	15

Note: Percentages do not add up to 100 as respondents were allowed to choose multiple answers. All percentages reflect sampling weights assigned to account for sampling response bias.



“How important are each of these to you? . . . access to outdoor recreation”

	Not at all Important (%)	Slightly Important (%)	Moderately Important (%)	Very Important (%)	Extremely Important (%)	Total
All	1	2	13	41	45	345
North	0	0	15	39	46	113
Central	0	3	13	43	42	142
South	0	3	9	39	46	67
Coast	0	2	13	39	47	101
Inland	1	2	13	42	43	219
18-54	0	7	7	31	56	61
55+	1	1	14	43	42	271
1-10 years in county	0	1	12	45	42	92
11+ years in county	1	2	13	41	44	241
Lower income	0	0	15	44	40	104
Middle income	0	1	14	46	39	143
Higher income	0	5	13	29	53	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Overall, the majority of county residents agreed that recreational opportunities were available and affordable. In the random sample, the clustering of answers differed by where people lived in the county with respondents in the northern and southern parts of the County more likely to agree that recreational opportunities were available and affordable. However in the general public sample, there were no major differences between regions. Respondents living inland show less agreement with this statement, a finding supported by the general public survey. Unsurprisingly, wealthier residents are more likely to agree that recreation opportunities were affordable, while lower and middle income residents were most likely to disagree.

“Recreational opportunities are available and affordable”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	24	34	19	11	12	341
North	35	38	16	7	4	128
Central	16	27	25	12	20	129
South	23	42	9	17	8	67
Coast	36	36	14	12	2	131
Inland	19	34	21	11	16	193
18-54	12	30	34	16	8	81
55+	19	31	29	15	6	254
1-10 years in county	32	34	19	13	2	118
11+ years in county	21	34	18	12	15	213
Lower income	28	31	21	9	12	101
Middle income	22	35	15	12	17	144
Higher income	37	37	13	11	3	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Respondents highly value the support for environmental conservation with most residents saying that it was very or extremely important to them, and less than 10% of respondents indicating that it was only slightly important or not important at all. While most residents seem to agree on this point, some small differences among groups were observed in both the random and public sample populations. Residents living in the north and on the coast, as well as those who had most recently arrived in the county, were the most likely say that environmental conservation was “extremely important” to them. Residents living in the south believe environmental conservation to be less important. People who earned lower wages were most likely to feel that environmental conservation is “very” or “extremely important.”

“How important are each of these to you . . . environmental conservation?”

	Not at all important (%)	Slightly important (%)	Moderately important (%)	Very important (%)	Extremely important (%)	Total
All	1	8	14	35	41	343
North	2	5	9	33	51	112
Central	1	8	16	36	39	143
South	3	12	20	34	31	65
Coast	2	6	10	36	47	101
Inland	1	9	16	34	39	219
18-54	0	8	23	21	48	61
55+	2	8	13	37	41	268
1-10 years in county	2	9	3	39	47	92
11+ years in county	1	7	19	34	39	239
Lower income	0	8	7	35	50	102
Middle income	1	9	14	36	40	146
Upper income	0	6	19	31	44	36

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

A number of respondents chose to write in their own qualities that they believed to be important in a community, and many of these responses were related to natural resources and the environment. Examples of these important qualities include “response to climate change,” “fish hatcheries,” “support for wildlife corridors,” and “less restriction of beach access.”

When asked about whether or not they agreed that the natural environment was being conserved for future generations, respondents’ responses were evenly split with 39% agreeing with this statement and 39% disagreeing with it. While geography, age and number of years lived in the county did not show differences in this pattern, occupational industry did. People who worked in natural resource-based industries or those related to tourism and leisure are more likely to agree that the natural environment is being conserved for future generations than people working as professional or community service providers. (See Appendix D for a list of the industries that fall within each category). It is clear that people who work more closely with natural resources, recreation and tourism have more positive views of the county’s efforts to conserve natural lands. Higher income earners also have a more positive outlook on environmental conservation, while middle income earners are the most pessimistic.

“The natural environment is being conserved for future generations”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	12	27	23	25	14	343
North	11	28	15	33	14	128
Central	13	25	27	20	15	130
South	9	33	26	20	12	68
Coast	6	35	19	27	14	131
Inland	14	24	24	25	14	195
18-54	21	23	15	25	16	81
55+	9	28	24	25	14	256
1-10 years in county	10	28	17	33	12	118
11+ years in county	13	26	25	23	14	214
Natural Resources	27	24	21	15	15	29
Professional	7	25	14	50	4	44
Community Services	9	25	19	33	14	106
Leisure	16	41	13	19	13	35
Other	9	35	25	13	19	62
Lower income	28	31	21	9	12	101
Middle income	22	35	15	12	17	144
Higher income	37	37	13	11	3	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

When asked to choose whether they would like the county to prioritize policies that encourage development or policies that support the conservation of natural lands, almost three quarters of respondents indicated stronger support for policies that supported conservation. Geography appears to have had the greatest impact on opinions related to land use policies. While residents from all areas are more supportive of conserving natural lands overall, individuals living in the central, inland and incorporated areas appear to be somewhat more likely to support efforts to encourage development. While the majority of people of all income levels preferred conservation over development, more high-income earners (39%) preferred increased development while low-income earners were more likely to prefer land conservation.

“Should Tillamook County encourage development or seek to conserve natural lands?”

	Encourage Development (%)	(%)	(%)	Neutral (%)	(%)	(%)	Conserve Natural Lands (%)	Total
All	9	8	6	5	14	23	34	302
North	3	5	5	7	12	32	37	108
Central	15	11	4	3	15	23	28	124
South	9	9	7	2	16	12	46	57
Coast	2	8	2	6	14	26	43	89
Inland	13	8	6	4	14	23	31	203
Incorporated	12	8	5	6	14	25	32	200
Unincorporated	6	9	6	1	14	24	42	89
18-54	7	9	16	4	14	21	30	57
55+	10	8	4	5	14	25	36	240
1-10 years in county	6	11	4	4	11	33	32	82
11+ years in county	11	7	8	6	15	20	33	210
Lower income	6	2	1	6	10	26	47	95
Middle income	11	9	6	3	17	25	29	133
Higher income	8	14	17	6	17	14	25	36

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Additionally, 60% of respondents indicated that they would like to see increased conservation efforts in Tillamook County while 40% believed that existing conservation efforts were sufficient. Here too, geography plays some role in respondents’ opinions. Residents of central Tillamook County are least likely to support increased conservation efforts and most likely to believe that current efforts are sufficient. Coastal residents have a strong preference for increased conservation efforts while inland residents are more evenly split between the two policy options. These observations are mostly supported in the general public survey as well (see Appendix C).

Despite their desire to increase conservation efforts, when asked about topics of concern, Tillamook County respondents on average said that they are “somewhat concerned” about the loss of natural land. However, less than 10% of residents ranked this concern among their top three concerns (see Appendix A).

“Should Tillamook County seek to increase conservation efforts or are current efforts sufficient?”

	Increase conservation efforts (%)	(%)	(%)	Neutral (%)	(%)	(%)	Current efforts are sufficient (%)	Total
All	18	19	15	7	15	14	12	281
North	22	26	13	9	18	9	4	105
Central	11	16	16	6	14	17	19	110
South	25	15	14	6	12	17	11	52
Coast	25	29	19	5	8	10	5	89
Inland	15	15	12	8	18	16	15	179
Incorporated	14	20	14	8	18	15	12	185
Unincorporated	28	19	17	5	8	13	10	83
18-54	28	18	14	7	16	9	9	57
55+	16	20	15	7	15	15	12	220
1-10 years in county	19	23	24	3	14	10	8	80
11+ years in county	18	18	11	9	16	14	15	192
Lower income	22	22	9	5	16	9	18	88
Middle income	16	14	23	7	15	16	9	122
Higher income	17	26	11	6	17	11	11	35

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

When respondents were asked directly about the local air, water and soil, they appear fairly evenly divided with 44% agreeing and 41% disagreeing. Regional differences were observed. Those in north Tillamook County are less likely than respondents in south or central county to agree that local air, water and soil is free of pollutants. Indeed almost 50% of north county respondents disagreed, compared to 25% of south county respondents and 32% of central county respondents. Respondents who worked in a profession that relied on natural resources were slightly more likely to agree that the air, water and soil in Tillamook County were free of pollutants than individuals who did not.

“Local air, water, and soil is free of pollutants”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	14	30	16	21	20	341
North	10	26	17	19	28	128
Central	11	36	21	23	9	128
South	25	25	25	25	0	67
Coast	11	32	20	26	12	131
Inland	14	29	15	19	24	193
18-54	15	36	8	18	24	81
55+	13	29	18	22	19	254
1-10 years in county	17	29	17	24	14	118
11+ years in county	12	30	15	20	22	212
Natural Resources	21	36	9	15	18	29
Professional	11	29	21	25	14	44
Community Services	16	29	10	27	18	105
Leisure	13	31	19	22	16	34
Other	12	30	10	17	31	63
Lower income	14	34	11	17	25	103
Middle income	12	31	17	19	22	144
Higher income	19	30	14	30	8	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Respondents indicated that, on average, they were concerned about environmental degradation with more than half of residents indicating that they were at least “very concerned” about it. Similar to the patterns observed above, residents in the north are the most likely to indicate extreme concern and residents in the south are the most likely to indicate that they are not concerned at all. Older residents are also more likely to say that they are extremely concerned. Higher income earners are the least concerned about environmental degradation. Individuals who live on the coast or in the northern areas of the county are more likely to select environmental degradation as one of their top three concerns, as are newer respondents to the county (Appendix A).

“How concerned are you about environmental degradation?”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total (N)
All	7	11	20	23	39	334
North	5	10	18	21	46	112
Central	7	12	17	27	37	139
South	12	12	26	16	34	61
Coast	5	7	21	26	40	99
Inland	8	13	18	22	40	212
18-54	12	16	20	21	31	61
55+	6	10	20	24	41	263
1-10 years in county	8	7	16	33	37	89
11+ years in county	7	13	22	19	39	232
Lower income	5	11	14	25	45	100
Middle income	7	8	19	23	43	143
Higher income	11	18	26	24	24	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Respondents were allowed to list additional concerns via a write-in option and a number of these responses were related to the environment. A general theme among the write in responses were concerns related to the impact of Tillamook County’s various industries on natural lands and the relationship between conservation and continued economic growth. Such write in responses included “littering and degradation from tourists on beaches and hiking trails,” “forestry pollution and runoff,” “clearcutting, deforestation,” and “loss of agricultural land to public land.” To a lesser extent, respondents noted concerns related to difficulties accessing recreation areas such as neighborhood parks, beaches and private forest lands.

Each of these tables shown above are reproduced in Appendix C, using the data from the larger public, but non-random, sample. In many ways, the public sample supported the findings from the random sample which increases confidence in the data’s validity. With regards to natural resources, the public sample supported the importance of Tillamook County’s natural resources and outdoor recreation to the population. In addition, most general survey respondents believed that recreational opportunities were available and affordable; although, residents in the south and on the coast were more unsure about this.

Respondents in the general survey showed an increased desire for land conservation over continued development and growth and believed that increased conservation efforts were necessary. It is possible that the public sample may have drawn more participants who wished to express concerns about the county’s environment given that fewer individuals overall agreed that the environment was free of pollutants and being conserved for future generations and also expressed increased desires for conservation efforts. Weaker differences across areas within the county were also observed which may indicate that individuals with particularly strong sentiments about environmental policies had greater access to or were more



incentivized to take the survey. Reconciling these differences across samples is not as important as recognizing that underlying regional differences in the county may be obscured by the degree to which worried respondents wish to express their concerns.

### ***Supportive Material from Interview***

In our interviews with stakeholders and in the open-ended texts offered to us by residents, we heard other comments that corroborate these patterns and provide greater insight into our survey data.

Many interviewees upheld the notion that the natural environment is one of Tillamook County's greatest attractions with one even calling it "the most beautiful place on the planet." There is a widely held belief that Tillamook County is an outdoor enthusiast's paradise where one can hike, swim, hunt, fish, kayak and more without having to travel far from home. It was evident that the individuals we spoke with took great pride in Tillamook County's natural spaces and enjoyed sharing them with others; however, many were also concerned by the increasing number of tourists, particularly urban tourists, who they believe lack education about how to interact with nature and do not respect the rules. Interviewees were concerned that increasing numbers of tourists could degrade the county's ecosystems and reduce overall quality of life by crowding out the trails and fishing holes that residents love dearly. Most acknowledge that tourism is a vital component of the Tillamook County economy, and rather than wishing for fewer visitors, hope that more can be done to teach tourists how to recreate responsibly. Such sentiments were reflected in our survey data which shows both a strong support for tourism in Tillamook County overall with almost 50% of respondents stating that support for the tourism industry is very or extremely important to them, but approximately 50% of individuals disagreeing with the statement "tourism is adequately managed." (See the section on economy and industry for greater detail.)

*"People used to just drive through the forest to get to the beach (didn't stop because the forest was still recovering from terrible fires); but now they spend more time actually IN the forest, but what I'd like to see is some sort of better respect for the natural environment (by the urban people), both for the forests and the beach. So, as we deal with the need for people to recreate in our natural environment, I would like to see more respect for the environment. Some sites here in Tillamook County just get overwhelmed by people. We don't like to tell others about private, secret places; local people protect those, but maybe a better balance because other super-well-known places are getting overwhelmed."*

While recreation in Tillamook County may appear to be abundant at first glance, some interviewees are concerned that increases in privately owned and managed land are reducing access for many residents. One interviewee stated that "increasingly, some of the industrial timber lands are going to a pay-for-access model – so what used to be historically available to the public, now, individuals essentially pay for the right to trespass for hunting and fishing. This is a concern. The County parks department could be more aggressive in finding more access points for fishing and boating and maintaining those that exist. Maybe what's needed is a different attitude or model about understanding the importance of public access." This quote

mirrors some of the concerns about access to affordable recreation opportunities expressed by survey respondents.

Interviewees also noted the tension that exists between supporters and employees of Tillamook County's traditional industries and newer residents who may not fully understand forestry or farming but may still have very strong opinions about how one should go about managing natural resources in these industries. The difference in opinions about environmental quality between those who work closely with Tillamook County's natural resources and those who do not was evident in our survey results as well as in the quote below.

*"Meanwhile, environmental communities are attacking our forestry practices, don't like spraying after a clear-cut. The vast majority of pesticide misuse is not on industrial scale, it's individual homeowners who spray it all over the place. In the state of Oregon, when it comes to timber, we are required to replant all, and what you find is that carbon uptake happens fastest in young forests, and so when a forest reaches maturity, carbon sequestration slows dramatically. So, when we harvest the forest, and what people don't understand, is that we are all surrounded by wood products. All the carbon is still sequestered in those products. Yet the environmental community is attacking this. But more and more, the folks who move here to the coast, new residents, come here and espouse these views."*

To many who work in the natural resources industries, the beliefs of so-called environmentalists are confusing and hurtful because these workers feel as though they have come a long way from the "extraction mentality of their grandparents" and understand that natural cycles are "interrelated in the economy, and that each can damage the other if overdone." Community leaders indicate that "people understand that they need to be responsible with practices now," and some are concerned that too much of a focus on the quality of the environment may hurt industries. Individuals with these sentiments believe that environmental concerns must be balanced with the needs of Tillamook County's economy to ensure that there are not too many or too few restrictions.

The tension between environmental groups and traditional industries extends to land use issues as well, and one interviewee expressed great concern about losing farmland to environmental groups who seek to restore native wetlands. Similar sentiments were stated in the open-ended responses to some survey questions.

*"Much farmland has been bought up by the Nature Conservancy (TNC) that's been turned back into wetlands, which is beginning to impact neighboring farms as well. They said they were finished buying land in the county, but for the most part it's been allowed and it's damaging the beautiful farmland. Maybe there should be more regulations to prevent those types of groups from buying designated farmland and flooding it. They can pay much more for land, so I can't blame the landowners for selling. I want to know what the community thinks, because I don't even think they even know."*

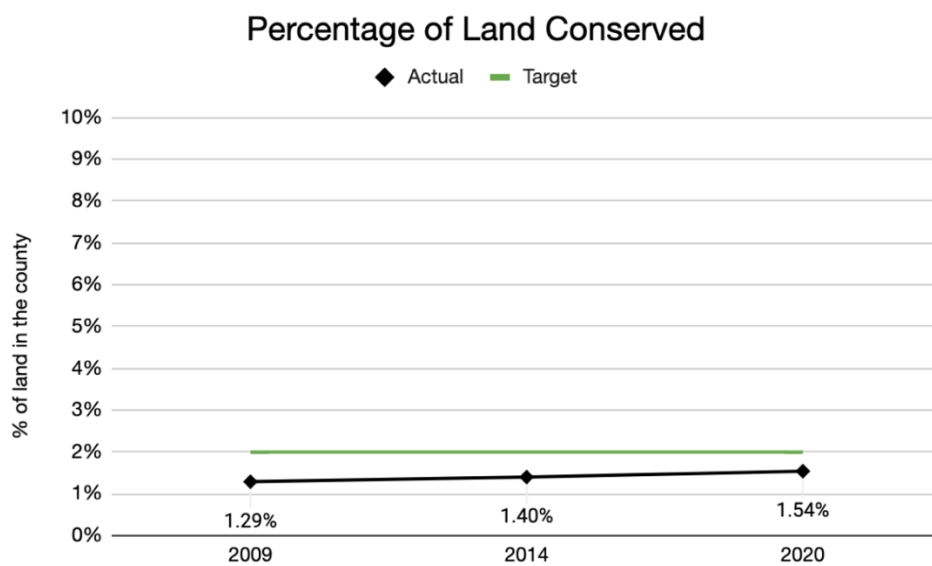
The perceptions reflected in these quotes are held by individuals and we do not try to assess if these perceptions reflect objective realities; however, these interview data do provide additional understanding of our survey data and help to paint a fuller picture of the diversity of

opinions about the natural environment held by Tillamook County community members. While the survey and interview data indicate that Tillamook County residents can unify behind a love of and appreciation for Tillamook County’s abundant natural resources and amenities, there appears to be a divide in how the community would like these resources managed. The future vision for Tillamook County will need to reconcile these differing opinions. Unbiased data may be used to provide some support for policy choices. In the following section we provide additional data that can speak to natural resources trends and patterns in Tillamook County.

### ***Additional Indicator Data***

The 2020 Tillamook County community vision used a number of indicators to assess conservation efforts and the health of the natural environment. These indicators track topics such as land conservation and restoration, populations of key species like salmon, water quality, and environmental behaviors like recycling and provide a picture of the state of Tillamook County’s ecosystems.

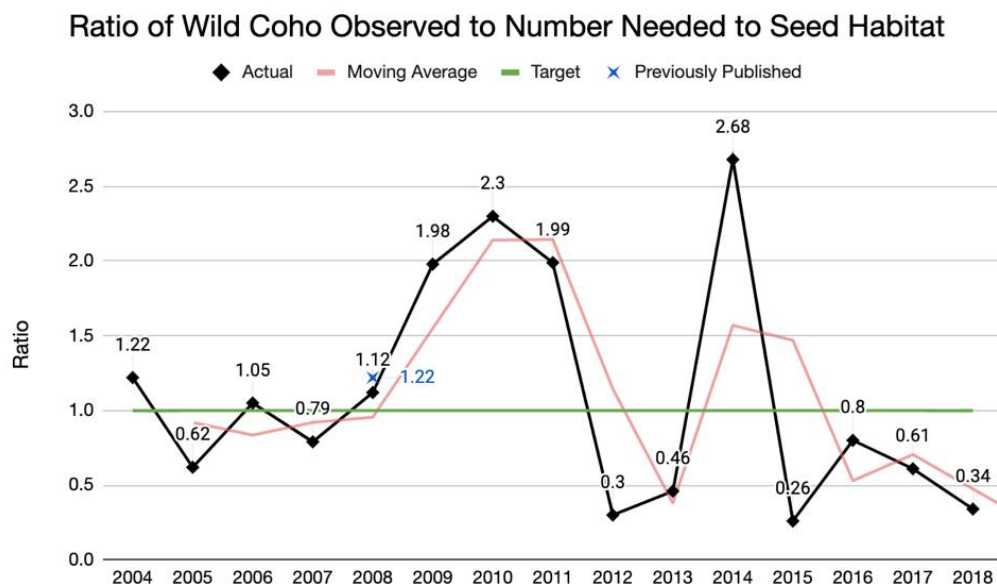
In the 2020 Tillamook County vision, residents expressed a desire for “a sustainable balance between responsible use and protection of natural resources.” Land conservation was chosen to indicate the extent of land protection and was measured by the percentage of land in Tillamook County that was designated wilderness, preserved or set aside by land trusts, nonprofits, and agencies. In 2020, the percentage of land in Tillamook County that was held in conservation by land trusts, nonprofits, or public agencies had increased from 1.40% (9,928) to 1.54% (10,843 acres). Despite this increase, the percentage of land held in conservation is still below the 2020 Vision’s target of 2%. Overall, it appears that efforts to increase land conservation have been effective but have not yet resulted in sufficient conservation to bring this indicator above its target.



Salmon populations are an important indicator of ecosystem health throughout Oregon, and Tillamook County is no exception. The Tillamook County: 2020 Strategic Vision explicitly states that a goal for the county’s rivers and estuaries is to support “magnificent runs of wild salmon.” While this goal may or may not change in the upcoming vision, we can still use these data to understand how well Tillamook County is maintaining its ecosystems.

The abundance of salmon was measured using two different methods. The first measure compares the observed number of salmon to the number of spawners needed to fully seed the habitat. The second measure compares the number of observed salmon to the number of salmon needed to meet the Oregon Department of Fish and Wildlife’s abundance goal.

The estimated number of wild adult Coho spawners fluctuates significantly year-to-year, and as a result, the ratio of spawners to the population needed to fully seed the habitat also fluctuates significantly. In 2014 the observed population was 268% of the population needed to fully seed the existing habitat, meaning there were 168% more salmon than necessary, but in 2018 the observed population was only 34% of the population needed. Following the sharp increase in 2014, the Coho salmon population declined and has remained below the target ratio of 1.0 between 2015 and 2018.

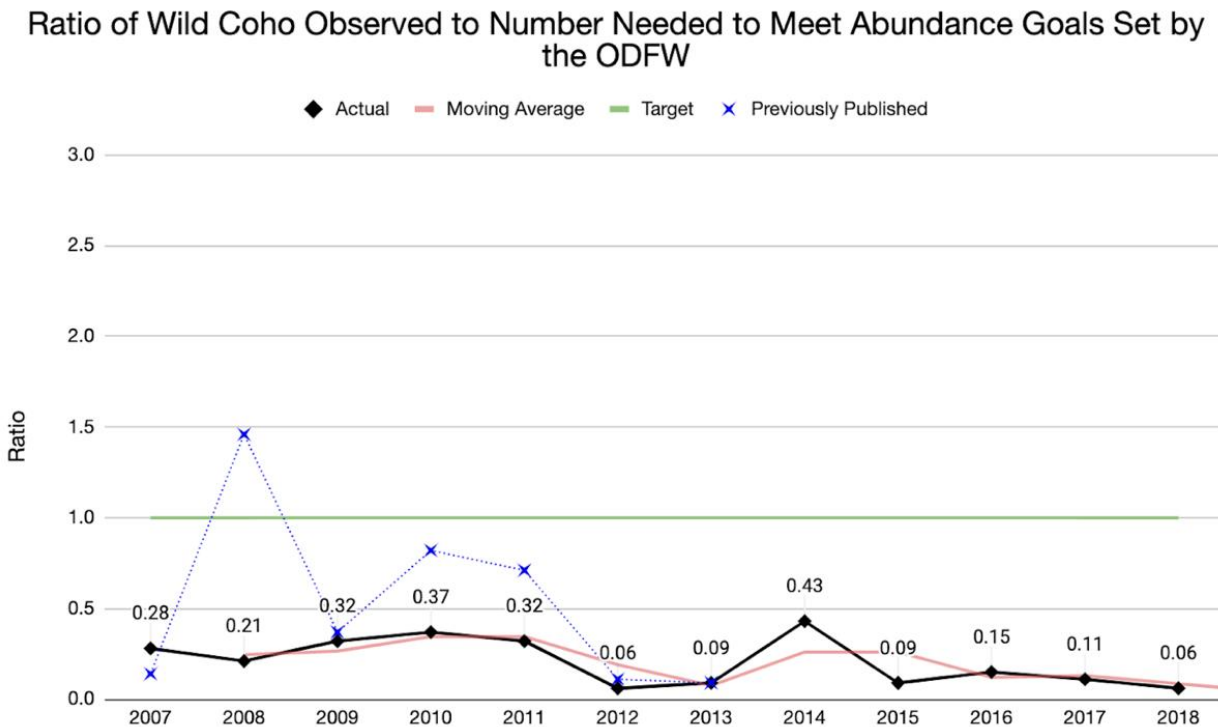


Source: Oregon Department of Fish & Wildlife, OR Adult Salmonid Inventory & Sampling Project and ODFW - North Coast Watershed District

ODFW annually sets goals for Coho population, by watershed, depending on the marine survival conditions in that year. In years when marine survival is extremely low, for instance, the population goal for the Nehalem watershed is 10,300 Coho, but when marine survival is high, the population goal for this watershed is 83,300 Coho. The ODFW Salmon & Steelhead Recovery Tracker (<http://odfwrecoverytracker.org>) provides the data for this measure, both observed counts and population goals. The ratios for each year were calculated by combining the data across the Nehalem River, Tillamook Bay and Nestucca River watersheds. The ratio of

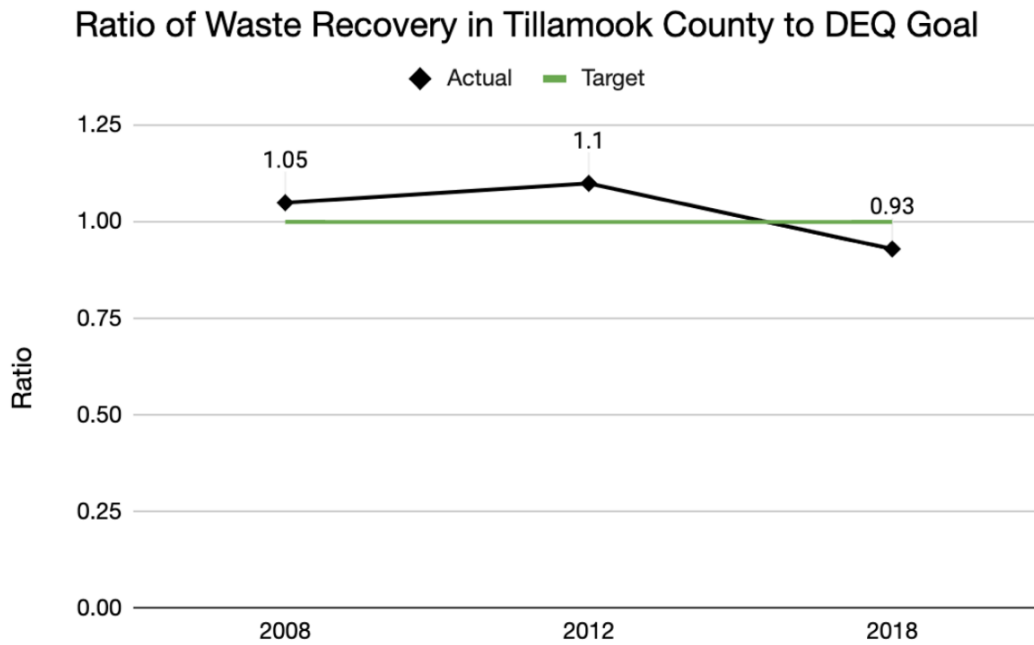
observed Coho population to population abundance goal, given marine conditions, was calculated for each year for which data were available from the Recovery Tracker website.

The ratio of wild Coho observed to the number needed to meet abundance goals also fluctuated from year to year due to fluctuations in salmon populations and marine conditions. The ratios calculated in 2020 did not match those calculated in 2015 for the majority of the years between 2007 and 2013 despite repeated review and recalculation. Those wishing to use this statistic may want to run the calculations for themselves.



Source: Oregon Department of Fish & Wildlife, OR Adult Salmonid Inventory & Sampling Project, ODFW Salmon & Steelhead Recovery Tracker and ODFW - North Coast Watershed District

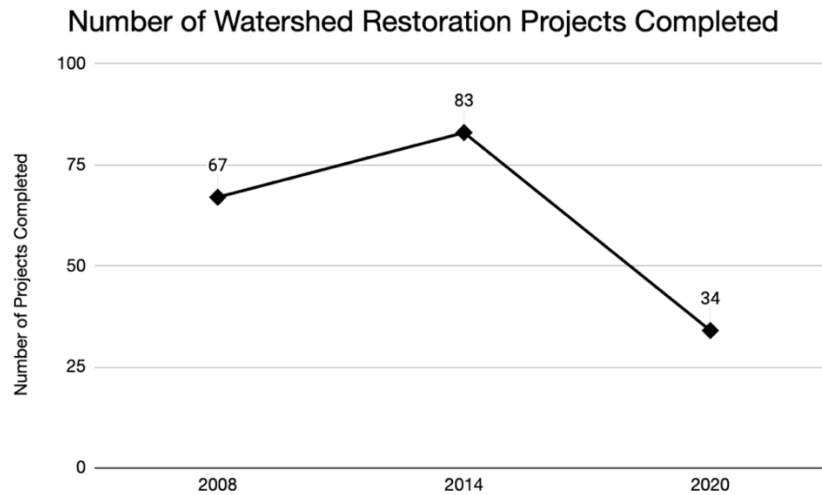
Another important dimension of the natural environment that Tillamook County residents wished to track over the course of the first vision was the participation of the community in recycling programs. The measure used compares the rate of recycling in Tillamook County to the recovery rate goal set by the Oregon Department of Environmental Quality. Since 2012, Tillamook County's rate of recycling has decreased and no longer meets the DEQ goal for the county. Having a ratio value of 1.0 or higher indicates that the county has met its target for recycling each assessment year.



Source: Oregon Department of Environmental Quality

In addition to tracking environmental outcome indicators, an implicit element of the Tillamook County Strategic Vision is that process indicators be tracked as well. Understanding the processes or conditions that must be present in order to realize particular environmental outcomes is key to attaining a vital future in the county. In particular, watershed restoration efforts are one way in which the county has expressed an environmental goal that focuses on process as opposed to outcomes like water quality.

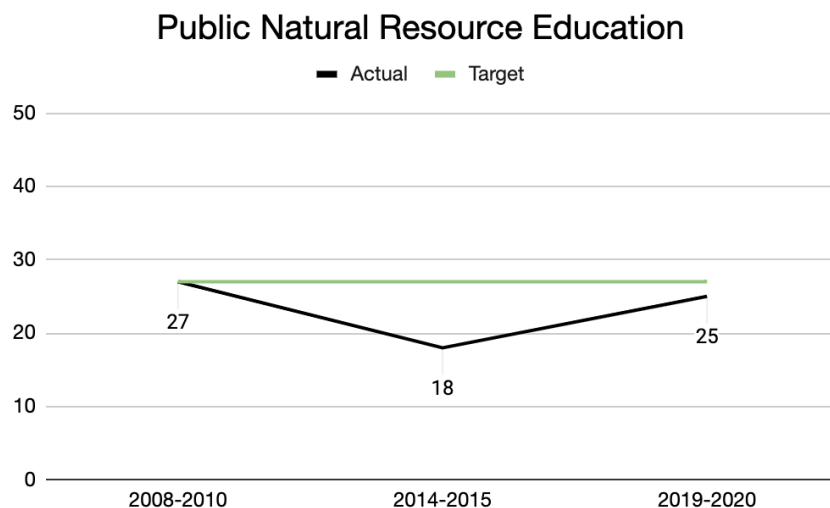
The number of watershed restoration activities completed per year declined from 83 in 2014 to 34 in 2020. No target was established for this measure. Given that the data used included below are taken at points in time and not continuously, it is possible that this sudden decrease is not consistent with the general trend in Tillamook County. The Covid-19 Pandemic made it difficult to do many kinds of activities and may have impacted the ability of organizations to engage in the kinds of watershed restoration projects measured here.



Source: Tillamook Estuaries Partnership

Preparing the rural youth and adults for lives or careers in the natural resource field is another goal expressed in the Strategic Vision. Thus, an indicator was included that evaluates the availability of public natural resource education. This is measured by the number of courses, programs, or educational offerings related to natural resources that are available in youth and to the adults through 4H, TBCC or Tillamook County high schools.

The number of natural resources course and programs available to the public has increased from 18 in 2014-2015 to 25 in 2020-2021. Despite this increase, this indicator is still below its target of 27 available natural resources courses.



## Community and Culture Results

For each thematic area, we provide a summary of the most important indicators, highlighting differences in the distribution of answers, especially noting differences across locations, age cohort, seniority in the county and income bracket.

### *Views on Government*

Residents' concerns about their community are likely related to their thoughts and attitudes toward leadership in the county. Thus we asked residents about how concerned they were about accountability of local government. Local government accountability was in the top three concerns for around 12% of the respondents. This was comparable to the level of concern expressed about COVID, crime, or availability of year round employment, but much less than concerns such as affordable housing, access to healthcare, peak season overcrowding, or living wage jobs.

At least two-thirds of the respondents expressed that they were very or extremely concerned about local government accountability. These patterns were consistent across locations and ages, seniority groups and income.

“How concerned are you about each of these issues for your community? Local government accountability”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	3	7	21	30	40	341
North	4	6	20	33	34	113
Central	2	6	24	25	43	142
South	2	11	12	31	45	65
Coast	3	11	19	33	34	102
Inland	3	6	21	28	43	219
18-54	7	7	23	17	47	60
55+	2	7	20	32	38	271
1-10 years in county	3	9	23	32	33	88
11+ years in county	3	7	20	30	41	241
Lower income	0	5	24	15	56	105
Middle income	4	7	21	39	29	143
Higher income	3	16	13	34	34	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Valuing accountability does not tell us whether or not residents find government to be effective. Residents were asked about the effectiveness of local government. Overall about one third agree it does a good job, while one third say “neither” agree nor disagree, and one third



disagree. There is a slightly more optimistic view of local government expressed among northern county residents in this sample. (The general public sample shows more starkly pessimism on this topic among southern county residents. See Appendix C.) A slight difference in opinion also occurs among income brackets with lower earners expressing slightly more optimism about the government and middle income earners expressing more pessimism. It is important to recognize that different areas may think differently about who or what is “local government” – is this county or municipal government? There are no obvious differences between coastal and inland residents in the random sample data shown here, but slightly more expressed pessimism in the general public sample (see Appendix C).

“Local government does a good job of dealing effectively with community concerns.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	7	24	32	16	22	339
North	9	26	36	15	15	115
Central	7	20	32	16	25	142
South	3	26	28	14	29	65
Coast	9	26	31	17	18	101
Inland	6	23	33	15	24	221
18-54	3	22	34	15	25	59
55+	7	24	31	16	21	271
1-10 years in county	7	27	34	17	15	88
11+ years in county	6	23	32	14	26	238
Lower income	10	26	31	9	24	103
Middle income	5	21	32	20	22	145
Higher income	5	26	32	16	21	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Written comments made by respondents in the random sample provide additional insight into the ways that some individuals view their local government. Individuals noted that they valued “clear community vision,” “leadership that represents the community,” and “efficiency in government” among other things. Others said that they were concerned about issues like “corruption,” “election fraud” “nepotism,” “lack of representation” and “transparency in government.” Additionally, while we did not ask respondents to identify their political ideology, open-ended survey responses lead us to believe that some conservatives do not feel heard, particularly by the local government which they believe caters to liberal policies and is responsible for their loss of freedom and way of life. Although these opinions may be the opinions of individuals, it is important to understand the full spectrum of beliefs that exist among Tillamook County residents. Further work will be needed to fully understand the extent of these opinions.

## Community “Feel”

Community leaders often find themselves pulled by competing concerns of constituents with regard to the future of the county. A challenge for leaders is that choosing one direction means choosing against another. When we interviewed community leaders individually, they expressed a concern that they knew was on the minds of many in the county. They suggested to us that people were concerned about how the sense of being a quiet rural community may be threatened by economic and demographic change. So we asked people directly about this tradeoff, asking them to prioritize whether they would prefer that the county “maintain its quiet and rural way of life” or continue to “develop urban amenities.”

The scale certainly tips toward maintaining the quiet and rural way of life, with around two-thirds of the residents inclined this way. Very few were completely neutral on this topic. This distribution is fairly similar across regions and demographic groups, with slightly more central county residents, middle income residents and younger residents in favor of more urban amenities at the expense of rural way of life.

“Should Tillamook County strive to maintain its quiet and rural way of life or seek to develop more urban amenities?”

	Maintain way of life (%)	(%)	(%)	Neutral (%)	(%)	(%)	Develop urban amenities (%)	Total
All	24	23	15	6	15	11	7	301
North	18	34	15	6	17	9	2	102
Central	23	15	17	6	13	13	13	124
South	33	18	15	5	10	10	3	60
Coast	17	32	19	6	17	8	2	85
Inland	26	19	14	5	14	12	9	202
Incorporated	21	25	15	6	15	10	9	197
Unincorporated	28	19	17	6	14	13	3	90
18-54	17	19	15	4	15	22	9	54
55+	25	24	15	6	15	8	6	240
1-10 years in county	14	25	14	5	26	14	4	81
11+ years in county	27	21	16	6	12	10	8	208
Lower income	32	24	13	6	9	12	4	96
Middle income	20	17	17	5	21	12	9	131
Higher income	9	21	24	15	15	9	6	33

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

## Views on Community Identity

During interviews with community leaders, it became evident that the regions within Tillamook County have a strong sense of local identity. Some lamented that this regional pride has led to division within the county. In an effort to understand what the rest of the community thinks on this issue, we asked residents to identify whether they would prefer to emphasize local

community identities or a county-wide identity. Overall, residents are split on this topic with 44% preferring a county-wide identity, 46% preferring local identities and 10% neutral. Residents living in the North and on the coast were most likely to support the development of local community identities, as were residents who had most recently moved to the county. Residents living in the central and inland portions of the county, as well as those who had lived in the county for eleven or more years were most likely to support the development of a county-wide identity. Similar patterns are observed in the public sample; however, the differences between each group are less clear.

“Should Tillamook County’s efforts emphasize its county-wide identity or the identities of local communities?”

	Emphasize county-wide identity (%)	(%)	(%)	Neutral (%)	(%)	(%)	Emphasize local community identities (%)	Total
All	19	14	11	10	12	20	14	257
North	3	15	7	11	16	25	24	93
Central	33	17	13	10	7	13	8	101
South	12	10	14	12	14	26	12	50
Coast	8	16	8	5	19	22	22	74
Inland	22	14	12	12	9	19	12	170
Incorporated	19	16	9	11	10	19	15	171
Unincorporated	14	11	14	8	16	22	16	74
18-54	12	12	8	10	12	22	22	49
55+	20	15	12	10	12	20	13	183
1-10 years in county	9	13	9	8	16	33	12	67
11+ years in county	23	14	11	12	11	14	15	183
Lower income	23	11	11	14	15	13	13	79
Middle income	17	13	8	10	11	24	18	114
Higher income	12	24	20	0	12	20	12	25

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

### *Views on Community Spirit*

To further explore this concern about how the community feels, we asked about how people relate to one another. When asked about what was important to them about their community, residents showed remarkable consistency in their answers, and high valuation on, the community spirit or sense of community. Approximately 60% regarded all of these qualities of a community as very or extremely important. While not shown in this summary table, we explored for regional or demographic differences and only detected that older residents feel more strongly than younger about valuing the “rural feel” of the community and the sense of community spirit. These patterns in the data were also observed in the general public sample. We also found that the answers people provided to each of these answers were tightly correlated with other similar answers, such that those who felt very strongly about community

feel, close-knit community, etc. also felt very strongly about these other indicators of how important these community characteristics are.

Below is a list of positive qualities that have been used to describe communities.

“Please tell us how important each of these is to you...”

	Slightly or Not at all Important (%)	Moderately Important (%)	Extremely or Very Important (%)	Total
Community feels rural	12	28	61	341
Close-knit community	12	29	60	338
People have community spirit	10	29	62	339
Community members are collaborative	8	31	62	333
Community civic engagement	13	32	55	337

In addition to asking what was important to people about their community, we asked three questions to assess what they thought was true of their fellow residents in the county. An astonishing (perhaps to outsiders and not to Tillamook residents) 81% agreed that people were willing to help neighbors. These high estimates of willingness to help showed only modest differences across locations within the county, and across age, income and seniority groups. We also asked about willingness to help in times of crisis, which again revealed a widely held optimism about community solidarity when people need help, whether in a crisis or not. We also found (see Appendix A for factor analysis) that people’s answers to these questions about the neighborliness and mutual support between residents were very consistent, with people who strongly agree that people are willing to help their neighbors also strongly agreeing that people would work well together during crisis.

“People around here are willing to help their neighbors.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	40	41	13	5	1	339
North	38	41	13	6	2	115
Central	38	41	16	5	0	141
South	48	40	6	3	3	67
Coast	45	42	8	5	0	100
Inland	38	41	16	5	1	220
18-54	33	43	13	8	3	61
55+	42	41	13	4	1	270
1-10 years in county	40	44	12	3	0	89
11+ years in county	39	40	14	5	2	236
Lower income	37	40	17	5	2	103
Middle income	39	43	11	5	1	145
Higher income	41	46	8	5	0	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

“People in this community would work together if faced with a crisis.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	48	33	15	3	2	340
North	50	37	11	2	0	113
Central	42	31	20	5	3	141
South	53	33	11	0	3	66
Coast	51	34	11	2	2	100
Inland	45	33	16	4	2	222
18-54	46	26	13	7	8	61
55+	48	35	15	2	1	272
1-10 years in county	40	43	10	5	2	89
11+ years in county	50	29	17	2	2	238
Lower income	44	34	18	3	2	103
Middle income	44	35	14	3	3	147
Higher income	54	32	8	5	0	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

However, when asked about trusting one another and getting along, people were somewhat less optimistic, with more saying “neither agree or disagree” and fewer strongly agreeing with the claim about trust and getting along. Northern and southern residents, as well as older residents, appear more optimistic about this aspect of community spirit, with central residents and younger residents somewhat more pessimistic.

In the general public sample, there was somewhat less optimism overall when compared to the random sample. The greater level of optimism among older respondents does appear in the general public sample, but the differences between regions are not as clear. Despite this, inland respondents in the general public sample appeared somewhat less optimistic about “trust” than coast residents (see Appendix C). Even with these somewhat conflicting results, the conclusion remains that there is less agreement about the the level of trust and ability to get along than there is about the overall level of helpfulness residents expect from one another when facing difficulties.

“People in this community generally trust one another and get along.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	22	45	25	6	2	339
North	22	48	18	8	4	114
Central	21	37	33	7	1	142
South	23	53	20	2	3	66
Coast	24	49	19	7	2	101
Inland	21	42	28	6	3	222
18-54	18	39	26	10	7	61
55+	22	47	25	5	1	272
1-10 years in county	25	40	27	6	2	89
11+ years in county	19	47	26	6	3	238
Lower income	19	42	27	6	6	104
Middle income	25	42	27	6	.7	146
Higher income	18	50	21	11	0	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

These three indicators, taken together, support anecdotal comments about Tillamook County’s collegiality and friendliness. The weaker optimism over trust and getting along hints at possible sources of conflict in the community, and certainly is likely to reveal some of the current political polarization in the U.S. and perhaps in Tillamook County.

Because it is related to trust, we asked residents about the freedom to express themselves without fear of discrimination. In the presence of such collegiality and mutual help described above, there is a surprisingly high level of pessimism about the freedom to express oneself without judgment or discrimination. Half of all residents, slightly more in the central part of the county and fewer in north and south, disagreed with the statement. Additionally, middle and higher income earners were slightly more likely to disagree than lower income residents. There were no obvious differences between coast and inland residents, nor between age and seniority groups. The public sample (see Appendix C) provides supporting evidence, with even greater overall pessimism expressed regarding freedom to express oneself, however regional differences shift and moderate slightly.

“People can freely express themselves without fear of judgment or discrimination.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	7	20	22	26	24	340
North	7	24	24	24	21	115
Central	6	15	23	23	33	141
South	8	29	17	33	14	66
Coast	5	25	22	30	19	101
Inland	8	19	22	24	28	222
18-54	15	13	20	23	30	61
55+	6	20	20	27	27	271
1-10 years in county	8	20	25	28	19	89
11+ years in county	6	20	20	27	27	238
Lower income	7	28	17	18	30	103
Middle income	7	16	22	31	23	147
Higher income	3	16	22	27	32	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

These data, considering the random sample and the general public sample, seem to tell a story consistent with the anecdotal comments provided by residents and community leaders. Residents generally think the community would rally under crisis and individuals would help others in crisis, but there are some levels of distrust, and significant levels of pessimism about the freedom to express oneself without fear of judgment or discrimination. Comments by community leaders about greater political polarization in the county align with these data, where people may overlook political or other ideological disagreements when helping a stranded motorist or evacuating a family from a flood, but where one another’s motives are questioned when making community decisions, and where people of different viewpoints fear the opinions of others when they express their views. This complexity of cooperation and distrust is undoubtedly important to understand when making County-level decisions about other concerns raised in this survey. Finally, the differences between regions or demographic groups appear fairly modest, with the similarities across groups more striking than the differences. These concerns about community collaboration and trust are widespread.

## *Cultural Theory*

Cultural Theory was developed as a way of understanding people's belief systems and is used by many social and political scientists to understand people's perspectives and determine points of agreement. This model places individuals in one of four categories based on their responses to a series of questions. "Fatalists" tend to display weak social bonds and an affinity for structure and rules. They believe that others are untrustworthy and that there is little they can do to make their lives better. "Hierarchs" believe they can control their world and appreciate rules and structure, but also desire tight knit communities that often value tradition. "Egalitarians" tend to desire close, communal relationships, but dislike rules, structure and tradition. Egalitarians are typically seen as compassionate, caring and willing to share. "Individualists" also do not like rules, but value self-reliance and individualism over community. Respondents who had equal scores for two or more categories display characteristics of all of those cultural identities.

Respondents to the random sample survey leaned heavily in the "fatalist" direction with 28% of residents aligning with pure fatalism and another 17% displaying traits of fatalism and at least one other culture. Individualism was the next most common culture displayed by Tillamook County residents. These findings are supported by the public sample survey. The high percentage of fatalists and individualists is surprising in light of the above mentioned communality that many residents believe characterizes Tillamook County. Although one might expect individuals within Tillamook County to display cultures that value close relationships and group cohesion, it appears that residents are more likely to display a competitive nature and a preference for individualism. This may explain some of the above findings related to trust in one another.

When it comes to solving community issues, fatalists tend to believe that all solutions are futile and are generally less willing to put in the effort to effect change. Unlike fatalists, individualists are not opposed to solutions, but are generally unconcerned by communal problems. Individualists tend to believe that all problems are self-regulating and that solutions will emerge without interference. Those who exhibit traits of this culture tend to value their personal freedom above creating solutions to community problems. The beliefs of individuals who reflect traits of these two cultures may be difficult for the County to overcome as it seeks to develop a vision and strategic plan for the entire county. Fatalists may see this effort as useless and may need to be convinced that it is worth the resources for the community and government to pursue, while individualists may not believe that a unifying vision for the county is necessary. Both groups may also oppose the inclusion of vision statements that reference the need for social welfare programs, social support systems, environmental protections and regulation of any kind. This is not to say that such statements will not be accepted by the general Tillamook County community, but that care and tact must be taken to communicate in such a way as to bring individuals who exhibit traits of these two cultures into the fold.



	(%)	Total
Individualistic	18	58
Heirarchist	15	50
Egalitarian	10	33
Fatalist	28	91
Individualistic-Egalitarian	.5	2
Individualistic- Heirarchist	11	35
Individualistic-Fatalistic	3	11
Heirarchist-Egalitarian	1	3
Heirarchist- Fatalistic	2	7
Egalitarian-Fatalistic	5	16
Individualistic-Egalitarian-Fatalistic	1	4
Individualistic-Heirarchist-Fatalistic	5	15
Fatalistic-Egalitarian-Heirarchist	.7	2

### *Views on Discrimination*

The pessimism expressed by residents about freedom to express themselves, and the likelihood that many are therefore silenced, suggest the importance of exploring more thoroughly thorny issues of prejudice and discrimination.

Based on just Census data, Tillamook County could be reasonably characterized as “mostly white, mostly old” but even if there is less diversity than other counties, that does not mean it is homogeneous. Along with the larger demographic groups (older and white), those who are in groups that receive ill-treatment elsewhere were given a chance to comment on what they have experienced in Tillamook County.

Almost half of the Tillamook respondents indicated that they were very or extremely concerned about discrimination, with another one fourth moderately concerned. This pattern appeared in the general public sample as well. The question does not yet permit us to ascertain what kind of discrimination may be most worrisome to people, a topic we return to below. Concerns about discrimination are higher in north and central county, and lowest in south county, another pattern confirmed by the general public survey data. Concerns are greater among inland residents than among coastal residents in the random sample, but nearly identical between coastal and inland residents in the general public sample. Younger respondents were evenly and unusually extremely split with 30% extremely concerned but another 30% not at all concerned, a pattern confirmed in the general public sample. Older residents were at least as likely to be concerned about discrimination as younger residents, an observation seen in both samples. Residents who made the most money were most likely to be unconcerned by discrimination, while residents who made lower and middle incomes were more likely to be “extremely concerned” about discrimination.

“How concerned are you about each of these issues for your community? Discrimination”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	18	9	26	20	27	344
North	14	11	29	23	23	114
Central	17	7	22	20	35	143
South	29	11	26	17	18	66
Coast	20	13	34	19	15	101
Inland	17	8	21	21	34	220
18-54	30	5	23	10	32	60
55+	16	10	26	22	27	271
1-10 years in county	16	17	24	23	20	90
11+ years in county	19	7	26	18	30	242
Lower income	15	6	23	19	37	105
Middle income	16	12	27	19	25	146
Higher income	34	8	26	16	16	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

When asked if they personally had experienced discrimination, and almost half of the respondents (47%) said they had (tables not shown). Younger people (under age 55) were more likely (60%) to indicate that they had experienced discrimination than older people (44%). The difference in rates between the age groups is interesting, but the high level for both groups is even more striking, consistent with the overall level of concern expressed about discrimination in the above table. Also, the somewhat higher level of concern about discrimination among older residents, even while showing less personal experience with it, gives some indication of older residents’ level of concern beyond only self-interest.

Non-white respondents were much more likely (86%) than white (45%) to express that they had experienced discrimination. When all those respondents who said they had experienced discrimination were asked about their perception of the basis of this discrimination, many respondents named “age” as a basis of this discrimination. Older people were more likely (64%) to feel discriminated against because of their age than younger people (36%).

In open-ended written responses to the survey, other respondents offered additional opinions. Some articulated a deep concern about the racial “climate” of the county, saying it was “stuck in the 1950s” in terms of racism and older white men “running the town.” Others expressed worry about “rampant” racism, a county history of racism, anti-Black sentiment, observed cases of prejudice, and about lack of protections for undocumented immigrant workers in the agricultural industry.

Concerns about gender and sexual orientation discrimination appeared also in these open-ended questions where gay respondents expressed frustration with local bigotry or admitted to being “closeted” in an environment where they felt they would be treated badly.

Some respondents expressed frustration with much fuss being made about discrimination, such as one respondent saying they were “really tired of the community trying to make (things) all better for minorities. We are all human and have human needs. We need to provide for all equally.”

### *Views on Beauty, Arts, and Culture*

Other sections of this report identify how residents highly value the natural beauty and amenities of the county, as well as the recreational opportunities. These commitments and values are part of the culture of Tillamook County. But culture is also expressed in the arts. Half the residents agree they are available, almost a third are ambivalent, and almost one fourth disagree that they are available. There are no obvious differences in the distribution of opinions about this topic across regions within the county, and younger residents are slightly more pessimistic about the availability of arts and cultural opportunities. While few residents provided written commentary about the art and cultural opportunities that exist within Tillamook County, the comments that were provided were mostly positive with residents stating that the arts community is “great” and one of the many reasons that they love living where they do. Some say they would like a greater artistic presence with more “galleries, artists workshop, shops and cultural festivals.”

“Arts and cultural opportunities are available.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	12	37	29	17	5	337
North	15	38	23	19	5	115
Central	13	37	31	13	6	143
South	6	40	32	19	3	63
Coast	12	40	24	21	3	100
Inland	13	37	30	15	6	219
18-54	12	28	22	22	7	60
55+	12	40	27	16	5	270
1-10 years in county	9	38	21	26	6	89
11+ years in county	14	26	31	15	5	236
Lower income	19	42	27	6	6	104
Middle income	25	41	27	6	.7	146
Higher income	18	50	21	11	0	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

## ***Supportive Materials from Interviews***

In our interviews with stakeholders and in the open-ended texts offered to us by residents, we heard other comments that corroborate the patterns observed in these survey data:

Community leaders expressed that the state of the county government has changed for the better in recent years. Prior governments in Tillamook County were said by some to have primarily consisted of “good old boys” who ran a “caretaker government” where they simply “took care of what happened as it happened” because they were too preoccupied “doing the fun stuff.” This “old guard” was found to be resistant to change and thus less likely to support initiatives that would allow Tillamook County to continue growing into the future. Those who spoke of the government agreed that much has changed in recent years and the current county government is taking active steps to make the community better for the people who live, work and vacation there. In addition, interviewees noted that the county government has made increased efforts to communicate directly with the community as they did during the pandemic through a weekly radio show. The government was also praised for its efforts to collaborate with the numerous non-profits and non-governmental agencies and businesses that exist within the county to tackle difficult issues like housing, healthcare and emergency service provision.

Not all those we interviewed believed that the county government was fully supporting its community. Among those familiar with the Latino population’s needs and concerns, there was a concern that “the county’s institutions are just checking the box” when it comes to Latino engagement and that many Latino residents are scared to speak up due to a perceived lack of support from the government. Several interviewees called for the government to do more to lift up Latino voices, empower Latino community leaders and actively address the issues that this population is facing. Some feel that new Latino leaders should be cultivated to increase their representation in government institutions. Overall, the perception from community leaders is in line with the individuals that completed our survey, with the majority of respondents feeling fairly positive about the steps that the government is taking to increase accountability and some feeling as though there is still more work to be done.

Similar to survey respondents, community leaders remarked on Tillamook County’s “extraordinary human community” which exemplifies “1950s-barn-raising values” and a willingness to work together that some claim they have never experienced in any other community, rural or urban. Several interviewees attributed this can-do, collaborative spirit to Tillamook County’s heritage farming, logging, fishing and generally living off the land as well as its “history with flooding and other crises that force us to come together, to respond.” Tillamook County residents were described as eager to jump in and help whether that means checking in on neighbors in need or donating their time, talent, money and other resources to causes they believe in. Some student interviewees also remarked on the caring nature of those who live in Tillamook and how much they enjoyed attending community events and activities.

Despite the overall opinion that Tillamook County’s culture promotes a strong sense of community, and that neighbors can rely on one another, interviewees noted that they have begun to notice increasing divisions among community members. The greatest divide that was acknowledged was the divide between newcomers from more urban areas and long-time rural

Tillamook County residents. Many interviewees felt as though the division came about due to differences in values, with newer residents espousing more “Portland-centric values” that conflict with the rural and natural resources-based values of longtime residents. Newcomers were also described by some as simply wanting to change the community without first getting to know it and its people. There was some sentiment expressed that “new folks are coming in and are grabbing on and wanting to change things” and that longtime residents are resistant to such changes even if they know it might make the community better -- they simply “don’t want Portland hippies” telling them what to do. Longtime residents were not the only ones described as averse to change, and newcomers are also described as lacking an open mind. One interviewee stated that “the people who are the most vocal are the ones who moved here a few years ago... they just don’t want change.” Instead, this interviewee believed that newcomers want the community to remain the way it was when they first arrived. While some of our interviewees were newer members of the community, we did not ask for their opinion on this issue.

This division between new residents and long-time residents runs deep and several interviewees noted that, despite living in the county for twenty plus years, they still do not feel as though they are “locals” and must continually justify themselves as “okay-outsiders.” Several student interviewees who came to Tillamook County from elsewhere said that they were “shamed by locals” and many agreed that Tillamook County has a strong “us versus them mentality” and a general “attitude of hatred towards tourists and outsiders.” There was a belief among some that the pandemic exacerbated this divide as “people didn’t understand how the virus could spread - people were calling police on people if they saw an out of state license plate, but they didn’t know who that belonged to, it could have been someone visiting family. They always think others are causing the problem.” Overall, interviewees generally felt as though the “failure to engage new ideas prevents opportunity to prosper and leads to growth stagnation.” Increased diversity of cultures and ideas was something that youth in the community were looking for when determining where they might want to live long term and was one of the main reasons many students said they were interested in living in a more urban environment.

Discrimination was noted as an issue that extended beyond length of residency in the county. In general, according to some community leaders Tillamook County was a place that “doesn’t understand diversity, equity, inclusion stuff” and had much work to do to be more inclusive especially with regards to race, class and gender. Interviewees had mixed opinions about whether racism was prevalent in Tillamook County, with some saying that they had not heard of any occurrences and other saying that there is a “a lot of racism.” There was a sense from some that the Black Lives Matter protests sparked renewed discussion of racism and racial injustice in Tillamook County, but some believed that these events caught people off guard as these were topics that the community had previously been oblivious to due to lack of diversity. Several students claimed that the lack of diversity and lack of support for new cultures and ideas was one of the main reasons that they did not intend to remain in the county upon graduation. There was a sentiment expressed that “people have a responsibility to expand their lens and leadership needs to set the tone” with regard to diversity, equity and inclusion. The findings of community leader and student interviews on issues of discrimination are reflective of the survey findings.

Some interviewees also reflected on the importance of arts and cultural activities in their communities. While many acknowledged that the opportunities to experience art in Tillamook County exist, some felt that artists “are tucked in little areas like Manzanita, Netarts or Ocean Side and are not as intermingled as they could be,” and that “it doesn’t feel as though there is a general respect for arts in Tillamook County.” Students felt that the arts were a “heavily under-explored” aspect of Tillamook County’s culture, and many complained that the high schools prioritized sports over the arts. Several adult interviewees believed that more could be done to create opportunities for celebrations of Tillamook County’s communities and their art and cultures. There was a desire for something beyond Tillamook County’s regular festivals and art events which “tend to be small and only attract one sector of the population.” Community members and students alike wanted to see more “big events to bring all people together to celebrate, like the June Dairy Parade, but more regularly,” as well as larger arts festivals. Young people stated that such events might draw them back to the community. The perceptions of interviewees as they related to arts and cultural events generally mirrored survey results with most interviewees who mentioned the arts acknowledging that more could be done to promote and celebrate them, and with youth slightly more critical of Tillamook County’s available opportunities to engage in the arts.

These perceptions may not always reflect objective realities. We next list additional data that can speak to concerns, trends, and patterns regarding the arts, culture, and other objective indicators in Tillamook County.

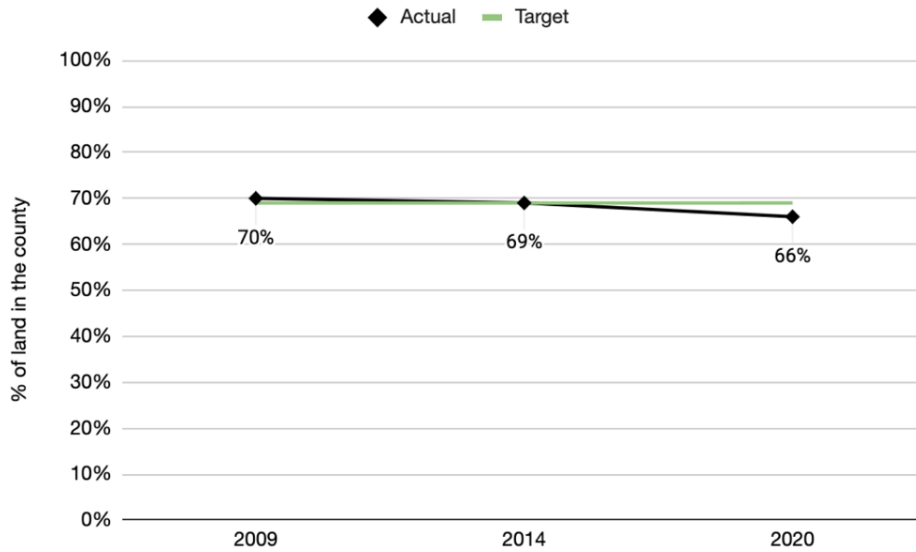
### ***Additional Indicator Data***

The 2020 Tillamook County community vision used a number of indicators to assess how successful the county was in achieving the community’s vision for Tillamook County’s society and culture. Unfortunately, many of these indicators relied on data collected through a survey that was not implemented in 2020 and thus we do not have comparable data to share on some topics. The indicator data that was collected is provided below.

In the previous vision, Tillamook County residents expressed a desire to preserve the community’s rural character, and open space is a clear visual element of rurality. An indicator was chosen that measures open space by evaluating the percentage of land in the county that is designated as farmland, woodland or other conserved land.

The percentage of land in Tillamook County that was publicly or privately owned as farm or forest land continued to decline in 2020 and is now at 66%. This decrease brings this measure below its target of 69%.

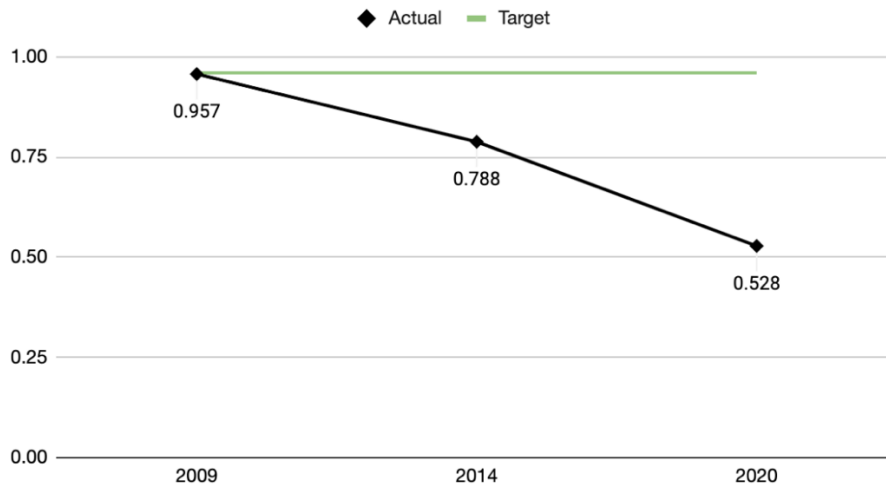
The percentage of land in Tillamook County that has been designated farm or forest land



The original Vision 2020 identified arts and culture as elements of the community that residents of Tillamook County valued and wished to preserve into the future. The availability and accessibility of arts and culture in the community were measured by the number of art and cultural organizations per 1,000 residents.

The number of arts and culture organizations per 1,000 residents continued to decline from 0.788 in 2014 to 0.528 in 2020 and this indicator remains below the target 0.96.

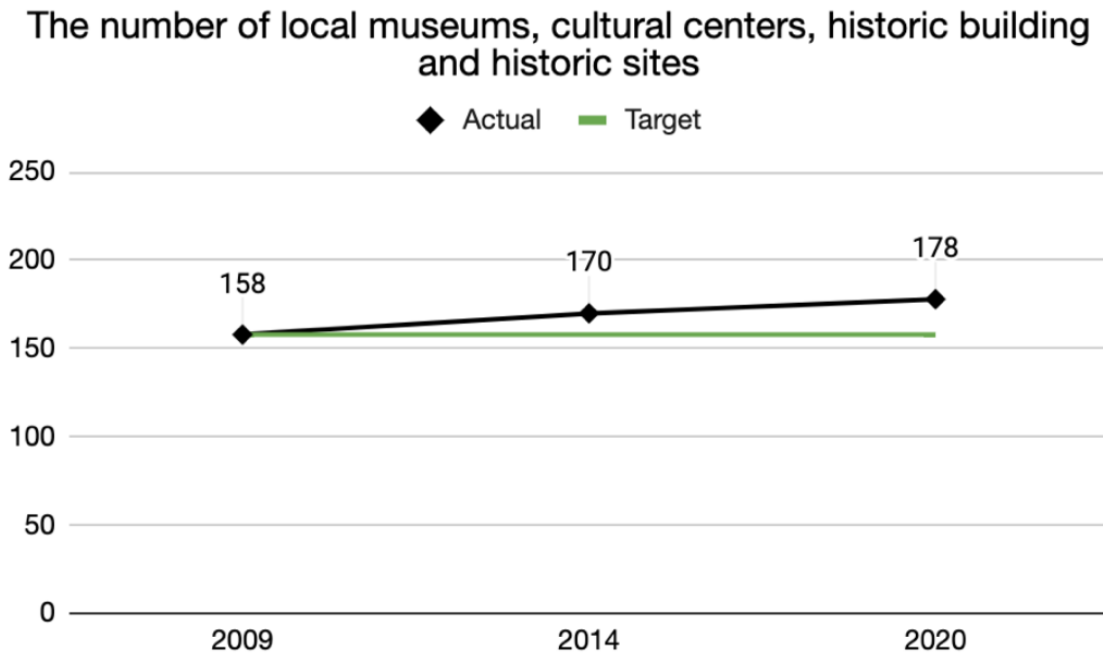
The number of arts & culture organizations per 1,000 residents



Source: Tillamook County Arts Network Website; Portland State University, Population Research Center, Tillamook Coast Visitors Association

A clear goal of Tillamook County residents, as expressed in the 2020 Strategic Vision, was to preserve the history of the area and share it with others. This can be done through museums and cultural centers; thus, the number of arts and culture organizations was chosen as a measure of historical preservation.

Between 2014 and 2020, the number of museums, cultural centers, and historic buildings and sites increased slightly from 170 to 178 which means that this indicator continues to meet the target of 158.

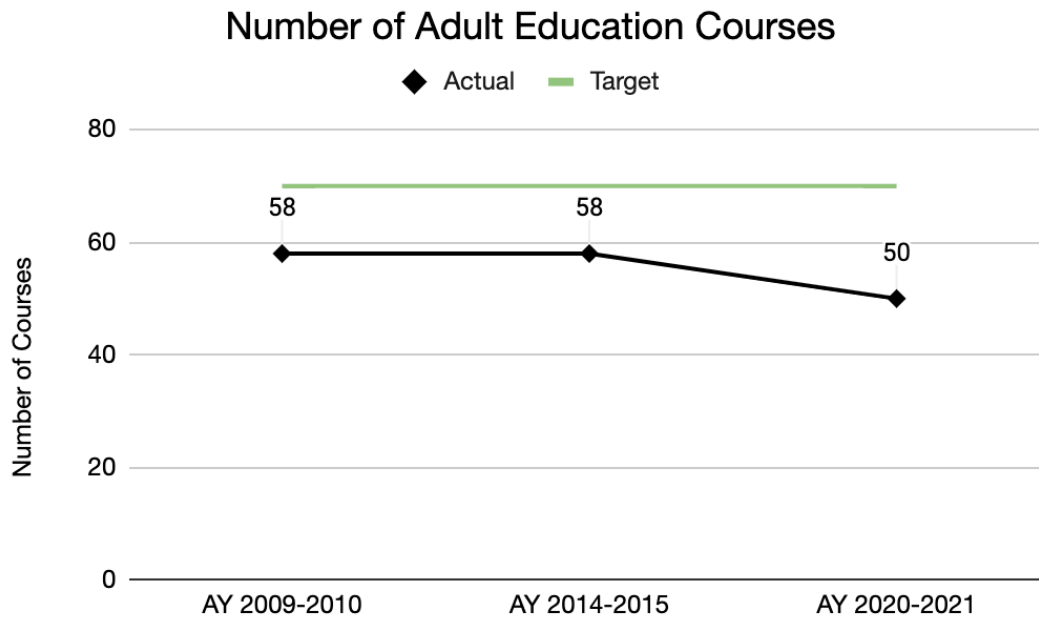


Source: TC Arts Network, OR Museum Association, Oregon Historic Sites Database

In the process used to develop Vision 2020, Tillamook County residents expressed a desire to promote a culture of life-long learning. The availability of adult education courses was used as an indicator for the community's desire to continue learning. Availability was measured using the number of degrees, certificates and continuing education course categories offered at the Tillamook Bay Community College. Course categories included truck driver training, training for healthcare professionals, small business development courses, safety and health related courses and general professional development. We include these indicators here, but also direct attention to the subsequent youth and education section of our results which also speak to educational achievements.



Between academic year 2014-2015 and 2020-2021, according to the TBCC course catalog and personal communications, the number of degrees, certificates, and continuing education course categories has decreased from 58 to 50. The indicator is still below the target of 70 degrees, certificates and categories of continuing education courses.



## Youth and Education Results

For each thematic area, we provide a summary of the most important indicators, highlighting differences in the distribution of answers, especially noting differences across locations, age cohort, and seniority in the county.

Like many rural communities, Tillamook County continues to experience an out-migration of young adults from the community. The reasons for their departure are sometimes as simple as access to a state university or as tortured as frustrations with the county's slow acknowledgement and action on issues that inspire youth around the country (social justice, discrimination, inequality, etc.) Our survey and the interviews with focus groups of high schoolers and TBCC students offer some insights into the role of education and the experiences and health of youth that are important for understanding the future of Tillamook County.

When asked about the importance of access to higher education, a dominant majority of residents indicate that access to higher education is at least moderately important, and almost three fourths say it is at least very important. There is a slightly stronger valuation placed on higher education for residents in the central and inland part of the county, but this pattern disappears in the general public sample. Indeed, the more important consideration seems to be the strong shared value across the county about the importance of access to higher education. Older and younger residents had the same level of value placed on higher education.

“How important are each of these to you . . . Access to higher education.”

	Not at all Important (%)	Slightly Important (%)	Moderately Important (%)	Very Important (%)	Extremely Important (%)	Total
All	2	6	21	42	29	339
North	1	11	23	43	22	109
Central	0	1	20	48	31	140
South	8	5	24	27	37	63
Coast	<u>5</u>	<u>9</u>	22	41	23	97
Inland	1	4	22	42	31	217
18-54	3	5	21	30	41	61
55+	2	6	22	45	26	264
1-10 years in county	2	11	18	42	26	88
11+ years in county	2	5	22	43	29	238
Lower income	2	4	23	34	38	104
Middle income	3	8	20	46	24	144
Higher income	0	6	21	38	35	34

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

While there was a high level of agreement about the importance of higher education, when residents were asked about the availability of quality education and job skills training, the population was more evenly divided in their belief about whether or not these are available for all. Central county residents are more optimistic about this than those who live in north or

south county. Those who live inland also show greater optimism about this than those on the coast. While age does not seem to influence opinions about this topic, it appears that newer arrivals are less optimistic than those who have lived in the county for at least a decade. When interpreting these numbers it is important to recognize that respondents may not only be responding to the presence of higher education opportunities, but because the questions ask about access “for all”, they may be reflecting upon the cost of higher education or other barriers that may preclude certain segments of the population from obtain higher education and skill training. These patterns are all confirmed also in the general public sample (see Appendix C).

“Quality education and job skills training are available for all.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	10	26	32	23	9	335
North	5	17	39	29	10	115
Central	14	39	26	14	7	139
South	9	19	30	28	13	67
Coast	4	11	39	27	10	101
Inland	12	20	29	20	9	216
18-54	10	25	28	27	10	60
55+	10	26	33	22	9	269
1-10 years in county	2	20	40	26	12	87
11+ years in county	12	29	30	21	9	235
Lower income	6	37	31	15	12	104
Middle income	14	16	37	23	10	146
Higher income	8	31	28	31	3	39

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

When asked about how concerned they were about educational opportunities, residents did not often count concerns about educational opportunities among their top concerns, compared to issues such as COVID, affordable homes, or living wage. However, when asked about their level of concern (regardless of other concerns), the vast majority show at least moderate concern, with over half at least very concerned. So, residents care about education opportunities, but at this time, not as much as other pressing issues. As with the previous measure, concerns about higher education are slightly higher in central and inland parts of the county compared to north and south, and the coast. These patterns are observed also in the general public sample (see Appendix C).

“How concerned are you about educational opportunities in your community?”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	6	11	30	28	26	344
North	4	19	31	27	19	113
Central	6	6	25	27	35	142
South	8	8	39	29	17	65
Coast	5	15	34	29	17	102
Inland	6	10	28	26	30	220
18-54	12	15	28	18	28	61
55+	4	10	31	29	25	272
1-10 years in county	5	14	40	27	15	88
11+ years in county	6	10	26	27	30	241
Lower income	2	9	30	26	34	104
Middle income	9	14	29	23	25	147
Higher income	5	18	18	40	18	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Residents were asked for their opinion about youth and schools. Unlike earlier patterns of responses about higher education, the distribution for the whole sample is almost a perfect bellcurve, with a peak of respondents in the middle, and then tailing off into either direction of agreement or disagreement. This pattern is seen also in the general public sample (see Appendix C). In the random sample, when location of residents is taken into account, it appears that residents in the central part of the county are more optimistic about youths’ excelling at school, and south county residents express more pessimism. Similarly, coastal residents show somewhat less optimism than inland residents. However, these regional differences are not confirmed in the general public sample. In both samples it is evident that younger residents are less optimistic about youths’ performance in school compared to older residents.

“Local youth excel in school.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	9	18	46	18	10	331
North	8	13	55	13	10	112
Central	15	21	43	15	7	136
South	3	20	39	26	12	66
Coast	4	14	55	15	12	100
Inland	12	20	43	17	8	214
18-54	7	10	35	30	18	60
55+	10	19	49	15	7	264
1-10 years in county	2	14	61	15	7	85
11+ years in county	11	19	41	19	10	231
Lower income	6	28	42	15	10	103
Middle income	13	8	50	20	9	143
Higher income	9	26	50	18	3	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Similarly when asked about extracurricular activities for youth, the overall population is fairly evenly divided. And again, the random sample shows more optimism among central county and inland residents, but these differences do not appear in the general public sample.

“Extracurricular activities are available for all youth.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	11	18	40	23	8	332
North	6	8	50	29	7	111
Central	15	27	33	17	9	138
South	11	17	42	21	9	66
Coast	8	15	49	21	8	101
Inland	12	20	37	22	9	214
18-54	13	18	33	21	15	61
55+	11	18	41	23	7	264
1-10 years in county	6	13	55	23	4	86
11+ years in county	13	20	35	22	10	234
Lower income	10	22	39	25	4	100
Middle income	15	13	38	25	8	144
Higher income	0	22	49	19	11	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Finally, when asked about youth potentially leaving the community, concerns are evenly spread out with a third moderately concerned, slightly more than a third at least very concerned, and a

third not very concerned. Concerns about this issue were slightly stronger among central and older residents in the random sample, but the general public sample shows less of a clear pattern of difference across areas and demographic groups. When asked to rank their concerns for the county, the issue of youth leaving the county was rarely in the top three areas of concern (less than 4% of any of these geographic or demographic groups). So, while some people were indeed concerned, these concerns do not register as strongly as other concerns. Whether or not county leaders may still wish to be concerned about this issue is another question to consider.

“How concerned are you about youth leaving the community”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	10	15	36	21	17	344
North	13	22	39	14	11	112
Central	9	6	37	27	21	142
South	12	23	33	15	17	66
Coast	12	22	36	21	10	101
Inland	11	12	38	20	20	220
18-54	19	26	32	13	10	62
55+	8	13	38	22	19	273
1-10 years in county	14	21	40	18	7	90
11+ years in county	10	13	34	22	22	242
Lower income	8	12	43	14	24	104
Middle income	14	14	34	27	10	146
Higher income	8	19	35	14	24	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Several respondents wrote comments related to Tillamook County’s youth and their education. Most residents envisioned a county that would support their children and provide for them in the future; however, some wished that the education system was stronger and that more parks existed for their children to play. Some complained about the availability of drugs (though they did not specify which kinds of drugs) and wished that more positive opportunities existed for kids. Many expressed concern over the number of youth leaving the county as they believed that it posed a “sustainability issue” for the community if young people did not remain engaged in the place that they grew up.

**Supportive Materials from Interviews**

In our interviews with stakeholders and youth, and in the open-ended texts offered to us by residents, we heard other comments that corroborate these patterns:

As indicated by the survey results, Tillamook County community members want a strong educational system for their children as well as ample opportunities for advanced education for

adults. Overall, community leaders believed that the local schools and teachers in the County, while perhaps “not the best,” are “doing well and making progress” and that kids are receiving the education that they need to succeed. Tillamook County’s high school students agreed with this assessment and praised the extensive course catalogs of the high schools that allowed students to try out skills like welding to determine if it would be a desirable career path. When asked what they valued most about their schools, students did not mention academics. Instead, students from all three high schools cited the close-knit, inclusive and supportive attitude of teachers and fellow students. Consistent with the adults’ responses about the County in general (see section on Culture and Community), they felt as though their schools were truly communities in which everyone looked out for one another.

Regarding the wellbeing of youth in the community, many community leaders expressed concern about mental health issues among young adults with the fear that the Covid-19 pandemic may have made these issues worse. Many of the community leaders noted that it was important for youth to be able to return to school safely and some high school students echoed this sentiment, but mental health was not an issue that they brought up. In general, students were not concerned about the quality of education they were receiving in Tillamook County high schools, but many did note that if they wanted additional education, that they would likely leave the county due to the fact that there are greater opportunities elsewhere.

Community leaders mentioned several areas in which the local elementary, middle and high schools could improve. One community leader noted that, while the schools and teachers are “not doing a bad job,” it can be difficult to keep and retain teachers which makes it harder for students to learn. Cost of living and difficulty finding housing were often cited as issues affecting teacher retention. This is another case where educational goals for the strengthening of Tillamook County’s future are related to other goals of infrastructure and economy, wherein the lack of affordable housing may impinge on educational goals.

Additional areas in which interviewees suggested that schools could improve included better broadband internet and computer access and increased hands-on, experiential learning that would prepare high school students to enter the workforce (such as increased trade skills training or mentoring programs by local business leaders). Students supported the desire for increased course work that taught “life skills,” and some believed that their schools would be better if they had additional funding to support increased advanced placement classes and extracurricular activities. Community leaders also mentioned disparities in school funding in relation to school performance issues and recreation opportunities for students which may be one reason for the geographic splits among survey respondents with regards to the availability of extracurricular opportunities. The issues mentioned by both students and community leaders did not appear to be grave concerns, an opinion mimicked in our survey data, and as one interviewee put it “the schools are good, but there’s always room for improvement.”

While there was a sense among our interviewees that “everyone graduates from high school,” some interviewees believed that more could be done to encourage further adult education within Tillamook County. Tillamook Bay Community College was widely praised by our interviewees for its adult education and vocational training programs; however, some believed that it could be doing more to advance liberal arts and STEM programs and improve its focus on

local educational pathways, rather than helping students transfer outside of the county. TBCC students were overall very pleased with their experience and cited the supportiveness of staff and faculty as well as the availability of scholarships as the main things that they valued about TBCC. They did however wish that the school offered more classes overall, and more classes either online or with multiple scheduling options, as the traveling to and from class was a barrier to some due to the cost or the lack of time. Such barriers may have led some survey respondents to disagree that education and job skills training are available to all.

The youth we interviewed who planned to leave the county intended to do so for educational or occupational opportunities that they did not believe that Tillamook County could provide. While youth did not seem to be concerned, and in fact were excited to explore and live in areas outside of the county, some of the community leaders we interviewed did find the rate of out-migration alarming. This mixed perception of this concern was mirrored in our survey results. Some youth provided a number of factors that might increase their likelihood of returning to Tillamook County at some point in the future including family ties, outdoor recreation opportunities, and employment opportunities. Others, however, stated that they believed they preferred city living and did not expect to return to such a rural place.

Lastly, several community leaders and students commented on the availability of extracurricular activities for Tillamook County's youth. Many students complained about a lack of entertainment and having nowhere to go to engage in healthy activities. While opportunities like dance classes and the YMCA were brought up as examples of activities for youth that do exist, several interviewees noted that these activities do cost money and that not all students will be interested in them. Students provided a number of suggestions regarding the kinds of activities they would like to see in the community. These included shopping, rock climbing, and more sports options such as swimming and generally more sports options for girls. Students also noted that it would be nice to have more parks, and particularly, indoor parks or spaces where they could gather and play when it is raining. Thus, like some of the adults who responded to the survey, youth seem to believe that Tillamook County could use more extracurricular activities.

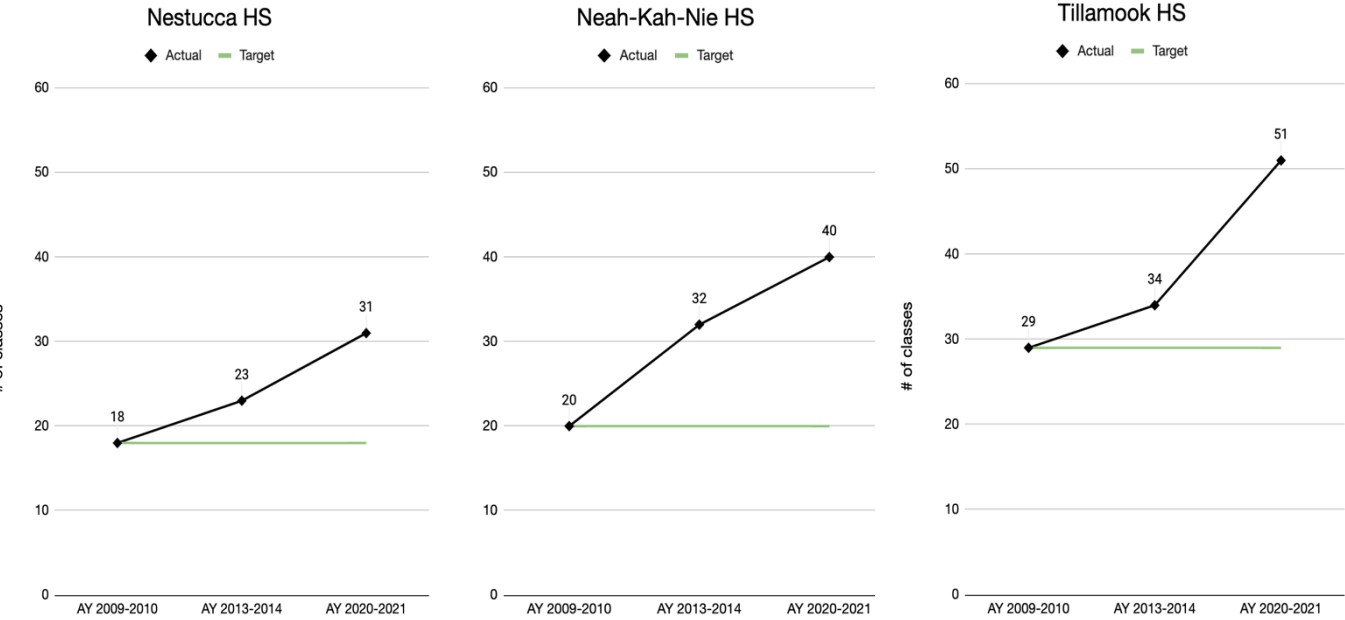
### ***Additional Indicator Data***

These perceptions may not always reflect objective realities. We next list additional data that provide insight into topics that did not come up during interviews with either high school students or TBCC students. These data should be consulted to better understand issues related to education, youth health and health-related behaviors.

The diversity of educational opportunities for high school students was chosen as an indicator of Tillamook County vitality as residents expressed a desire for high school students to have a well-rounded education. Diversity of educational opportunities was measured by the number of programs offered in each of the high schools.



Since the 2014-15 academic year, all three high schools continued to increase the number of language, lab science and vocational/technical training courses they offered and continued to exceed their respective targets of 20 for Neah-Kah-Nie High School, 29 for Tillamook High School and 18 for Nestucca High School.

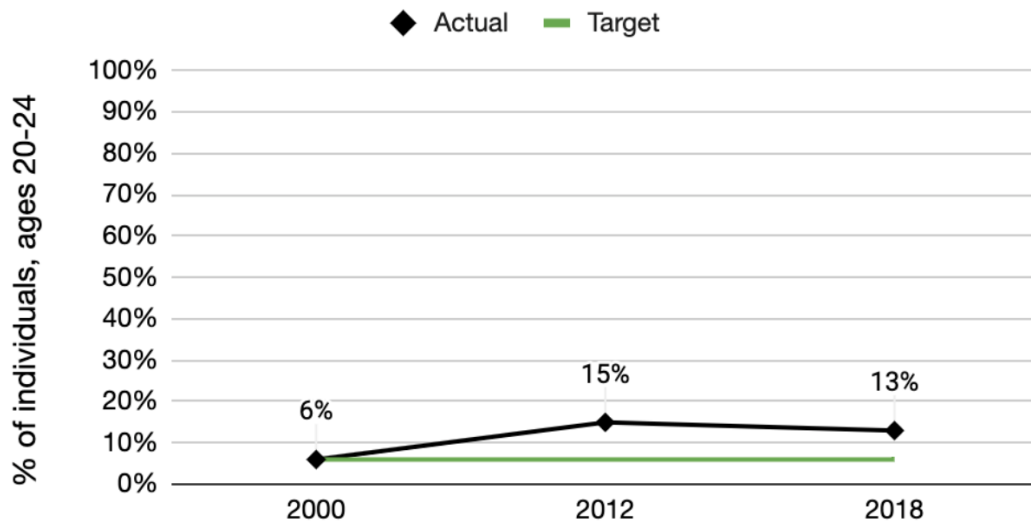


Source: Neah-Kah-Nie HS, Tillamook HS, Nestucca HS

Community members voiced a desire to ensure that youth were employable upon graduation from high school. Youth post-graduation unemployment rates can provide insight into provision of skills and the adequacy of employment prospects for young people in the county.

Between 2012 and 2018, unemployment among young adults decreased by two percentage points. The margin of error for each estimate calculates the range that we can be 90% sure includes the true value for the population. In 2000, the margin of error was 45, meaning that the true percentage of unemployed youth could be anywhere from 2% to 10%. In 2014, the margin of error was 6% and the true percentage of unemployed youth ranged from 9% to 21%. In 2018, the margin of error was 9%, thus the unemployment could be as high as 22% or as low as 4%. Due to the fact that there is significant overlap between the margins of error, the changes in youth unemployment are not statistically significant and there is a chance that the true values during these time periods are equal. At this time, we cannot determine if the rate of youth unemployment has increased or decreased, nor can we determine if the most recent rate is above or below the set target of 6%.

## Youth Unemployment Rates



Source: US Census Bureau 2000 Census and 2008-2012, 2018 American Community Survey

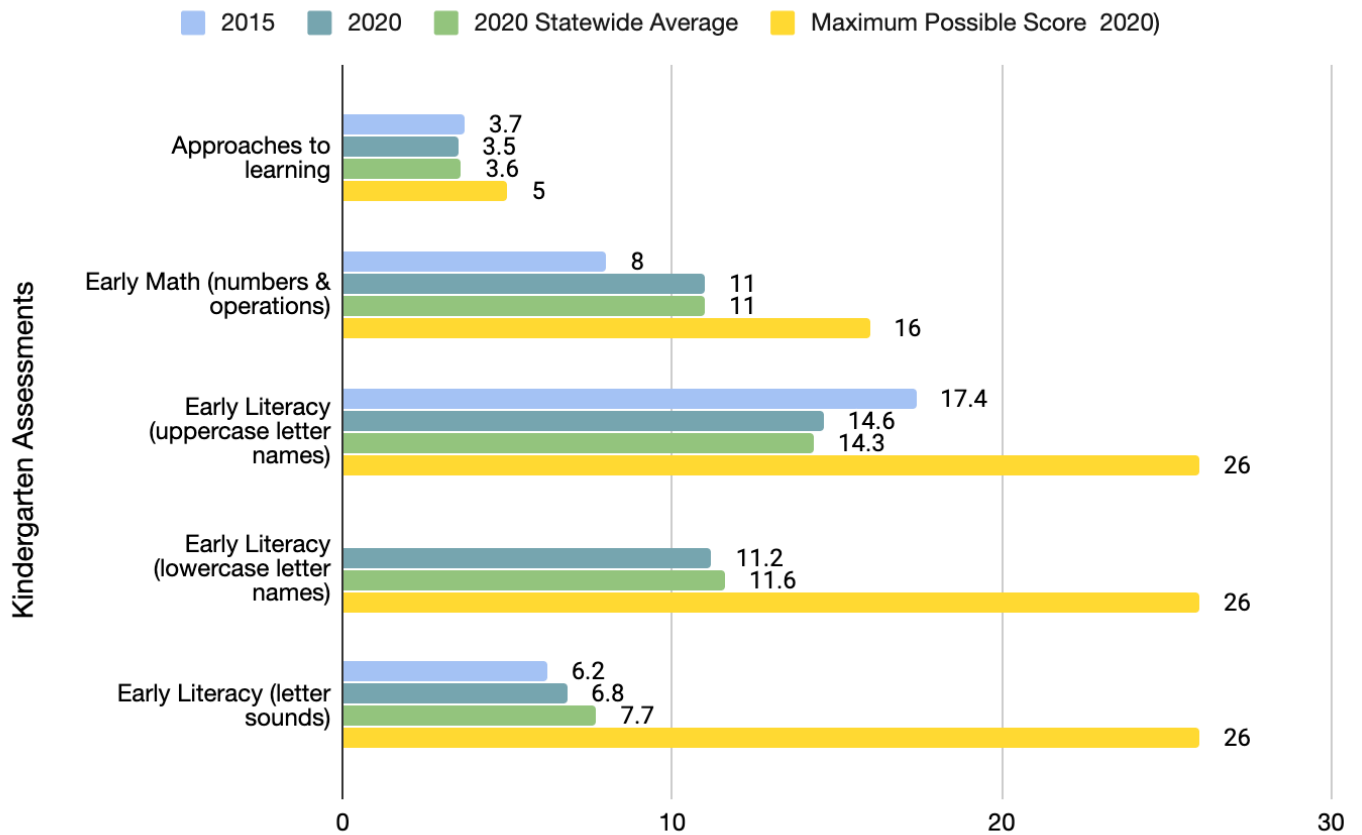
During the development of Vision 2020, many Tillamook County residents expressed a desire to see youth succeed academically. As such, youth educational achievement was chosen as an indicator for the success of the community's youth. Educational achievement was measured by comparing the standardized state testing scores of Tillamook County's youth to the statewide average.

Over the last five years, the Oregon Kindergarten Assessment has been updated and refined based on the advice of educational experts. Such refinements include new questions, lowered score ranges and splitting the letter name recognition assessment into upper- and lower-case letters. Due to these changes, we cannot compare the data reported in the previous indicator report with the data collected for this report. That said, data collected during the 2019 - 2020 school year show similar amounts of variation among assessment scores for kindergarteners in Tillamook County.

In 2019-2020, kindergarteners scored an average of 3.5 out of 5 on their approaches to learning (their ability to self-regulate and their interpersonal skills). On average, kindergarteners scored 11 out of 16 on their early math, 14.6 out of 26 on early literacy (uppercase letter names) and 11.2 out of 26 on early literacy (lowercase letter names). Tillamook County kindergarteners scored 6.8 out of 26 on early literacy (letter sounds).

Across the state, kindergarteners averaged a score of 3.6 for approaches to learning, 11 for early math (numbers and operations), 14.3 for uppercase letter name recognition, 11.6 for lowercase letter name recognition and 7.7 for letter sound recognition during the 2019-2020 school year.

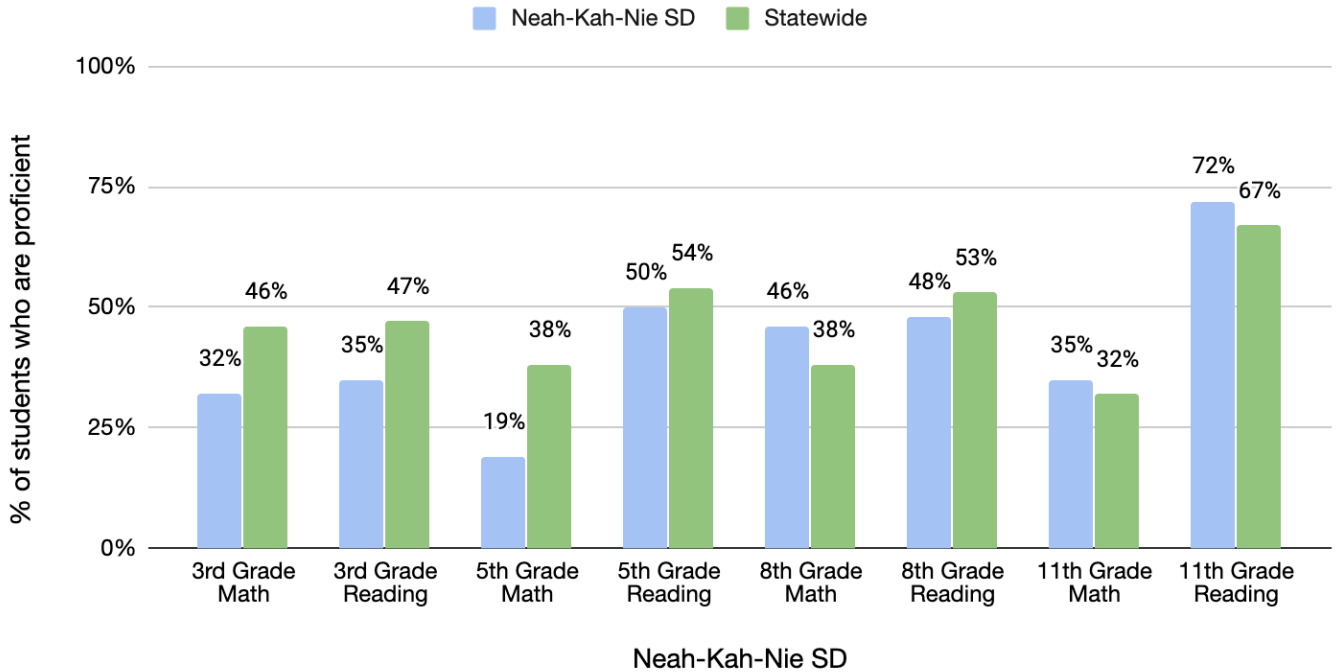
State averages were used as indicator targets and Tillamook County kindergarteners are on or above their target for early math and early literacy (upper case letters) and are very close to their target for approaches to learning. Tillamook County's kindergarteners have room for improvement when it comes to early literacy (lowercase letters) and early literacy (letter sounds).



Source: Oregon Department of Education

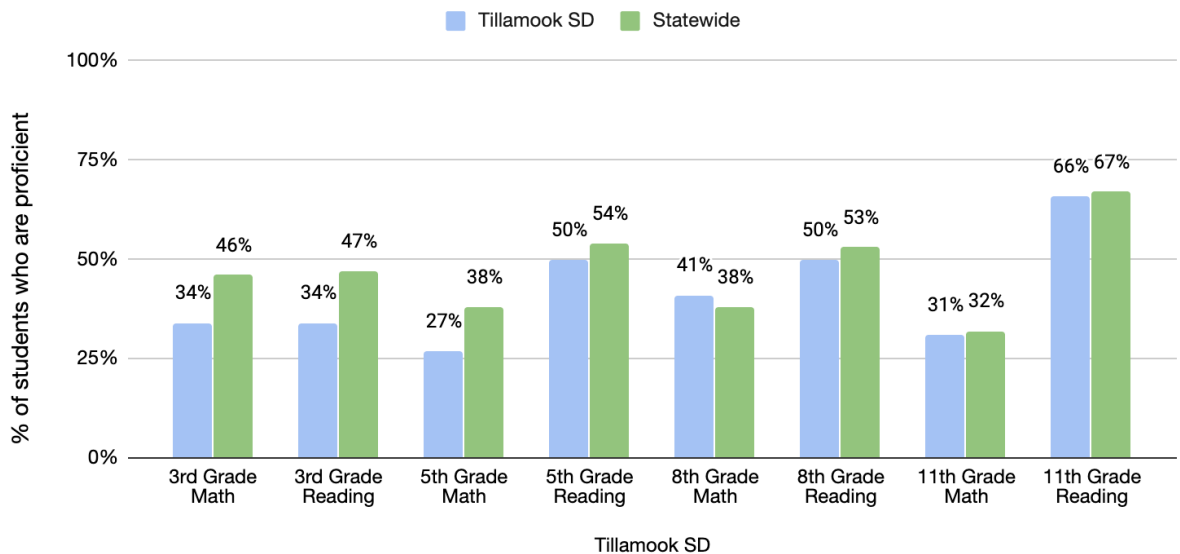
Due to changes in the way that students in Oregon were assessed, the data provided in this report are not comparable to the data reported in previous indicator reports; thus, an assessment of the data cannot be made. That said, one can compare students in each Tillamook County school district to the statewide averages.

Students in the Neah-Kah-Nie School District are more proficient, on average, than students across the state at the 8th and 11th grade math levels, and the 11th grade reading level. Students in the Neah-Kah-Nie School District fall below statewide averages for 3rd grade math and reading, 5th grade math and reading, and 8th grade reading. Proficiency in math and reading varied greatly by grade level in the Neah-Kah-Nie School District. Fifth graders were the least proficient in math for their grade level (19%), while 8th graders were the most proficient (46%). Third graders were the least proficient in reading (35%), while eleventh graders were the most proficient (72%).



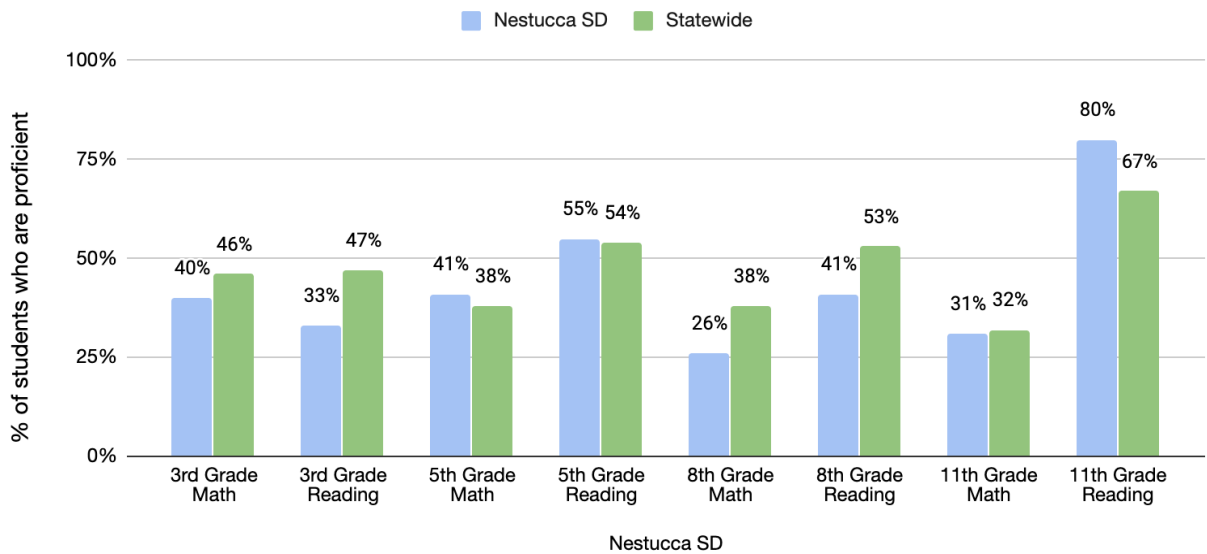
Source: Oregon Department of Education

For the same reasons mentioned above, we continue for the other two school districts to focus just on recent patterns of academic proficiency with the most recently available data. Proficiency in math and reading varied greatly by grade level in the Tillamook School District. Fifth graders were the least proficient in math for their grade level (27%), while 8th graders were the most proficient (41%). Third graders were the least proficient in reading (34%), while eleventh graders were the most proficient (66%). Students in the Tillamook School District were less proficient, on average, except in 8th grade math for which they are more proficient by three percentage points.



Source: Oregon Department of Education

Finally, proficiency in math and reading varied greatly by grade level in the Nestucca School District. Eighth graders were the least proficient in math for their grade level (26%), while fifth graders were the most proficient (41%). Third graders were the least proficient in reading (33%), while eleventh graders were the most proficient (80%). Students in the Nestucca School District were more proficient in reading at the 5th and 11th grade levels, and more proficient in math at the 5th grade level. Nestucca School District students fell below average state proficiency for 3rd grade math and reading, 8th grade math and reading and 11th grade math.

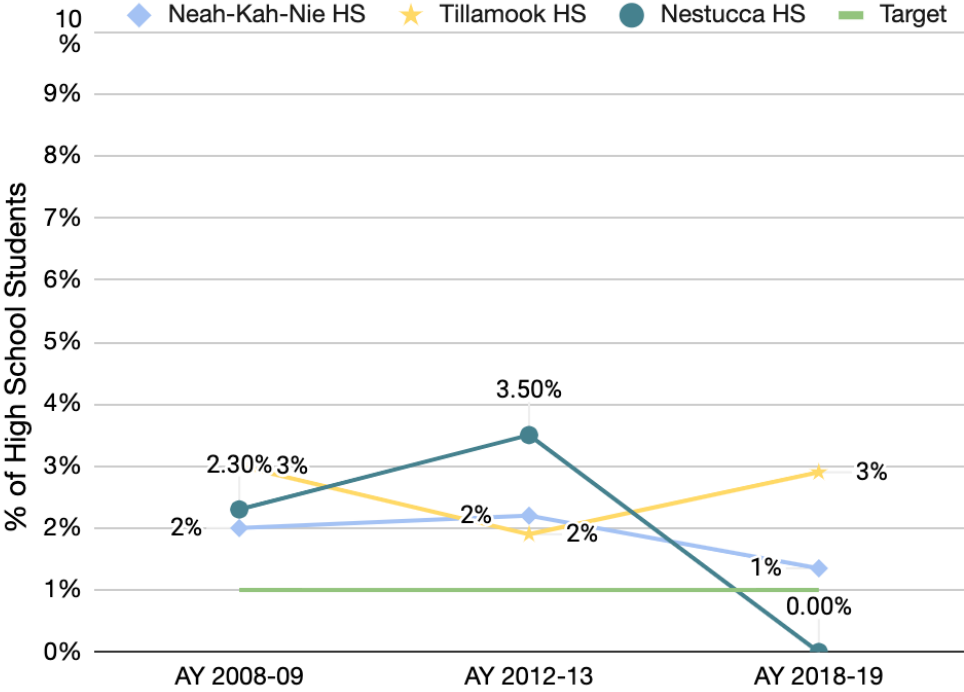


Source: Oregon Department of Education

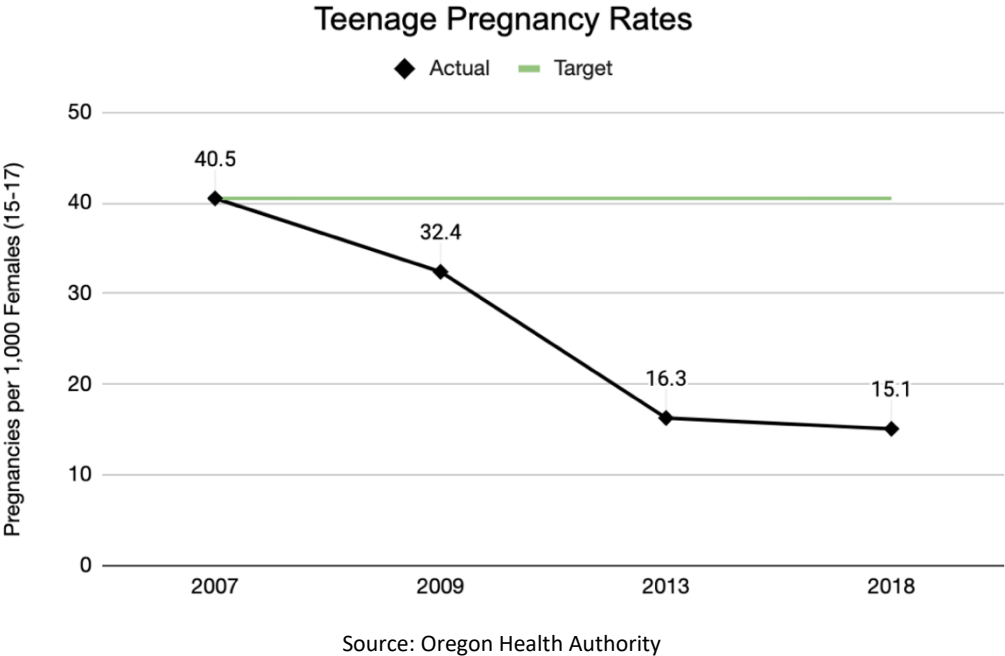
High school drop-out rates can also be used as an indicator of student academic success and are measured by the percentage of students who do not graduate or transfer to another school each school year. Dropouts do not include students who are being homeschooled, enrolled in alternative school or hospital education program, enrolled in a juvenile detention facility, enrolled in a foreign exchange program, or temporarily absent because of a suspension, family emergency or severe health problem that prevent attendance at school. These numbers also do not include students who have received a GED certificate or received an adult high school diploma from a community college. Neither does it include students who are deceased.

Between the 2012-13 and the 2018-19 academic years Nestucca HS and Neah-Kah-Nie HS experienced declines in their dropout rates while Tillamook HS saw an increase. Only Nestucca HS fell below the target drop-out rate of 1%. The statewide dropout rate for the 2018-2019 academic year was 3.26 indicating that Tillamook County students are dropping out of high school less frequently than students across Oregon.

### High School Dropout Rates



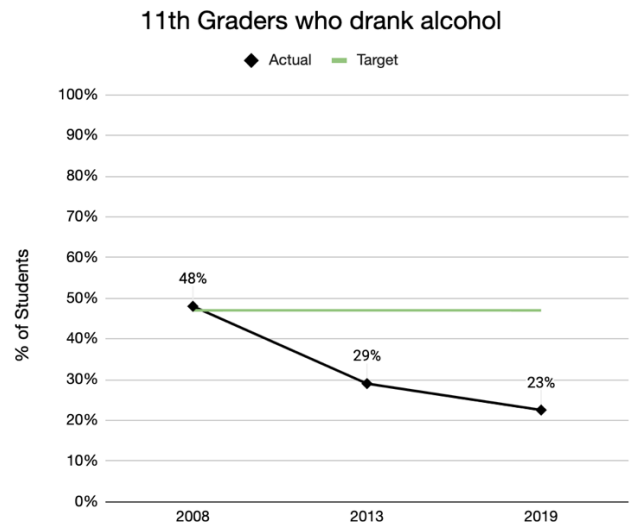
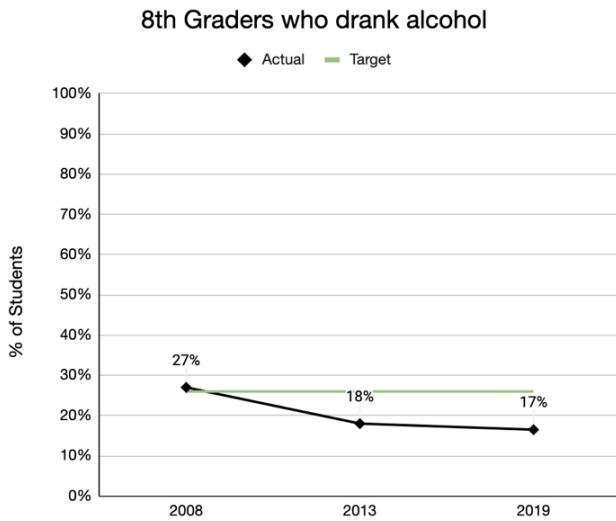
Another goal of the Tillamook County Strategic Vision is that youth will avoid self-destructive behavior. One measure the Futures Council chose to track as an indicator of self-destructive behavior is that of teen pregnancy rates.



Between 2013 and 2018, the rate of teenage pregnancies in Tillamook County declined slightly from 16.3 pregnancies per 1,000 women ages 15-17 to 15.1 pregnancies per 1,000 women ages 15-17. In 2018, Tillamook County surpassed the target of fewer than 40.5 pregnancies per 1,000 teenagers.

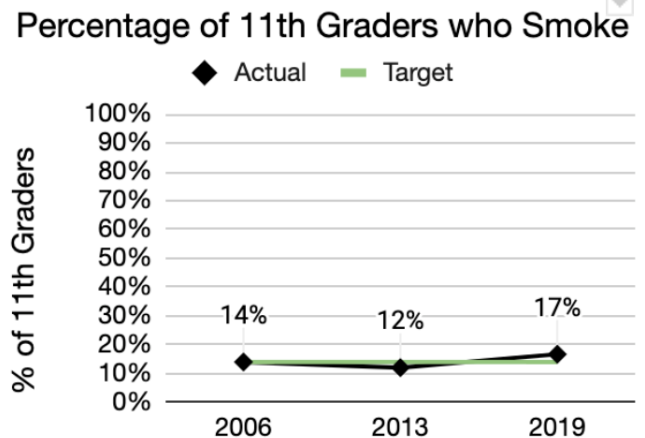
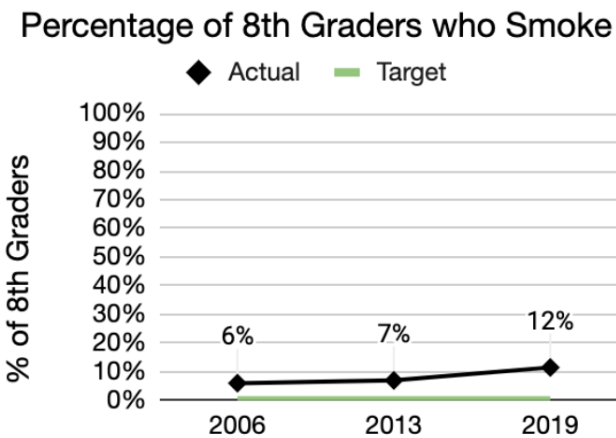
A self-destructive behavior that was used as an indicator of youth wellbeing in the previous vision was teenage substance abuse. A number of substances were included in this measure.

The percentage of 8th and 11th graders who drank alcohol in the last 30 days declined between 2013 and 2019 by 1 and 6 percentage points respectively. Both teen groups are on target for reducing alcohol consumption; in 2019, fewer than 26% of 8th graders drank alcohol and fewer than 47% of 11th graders drank alcohol.



Source: Oregon Health Authority, Public Health Division, Oregon Healthy Teens Survey

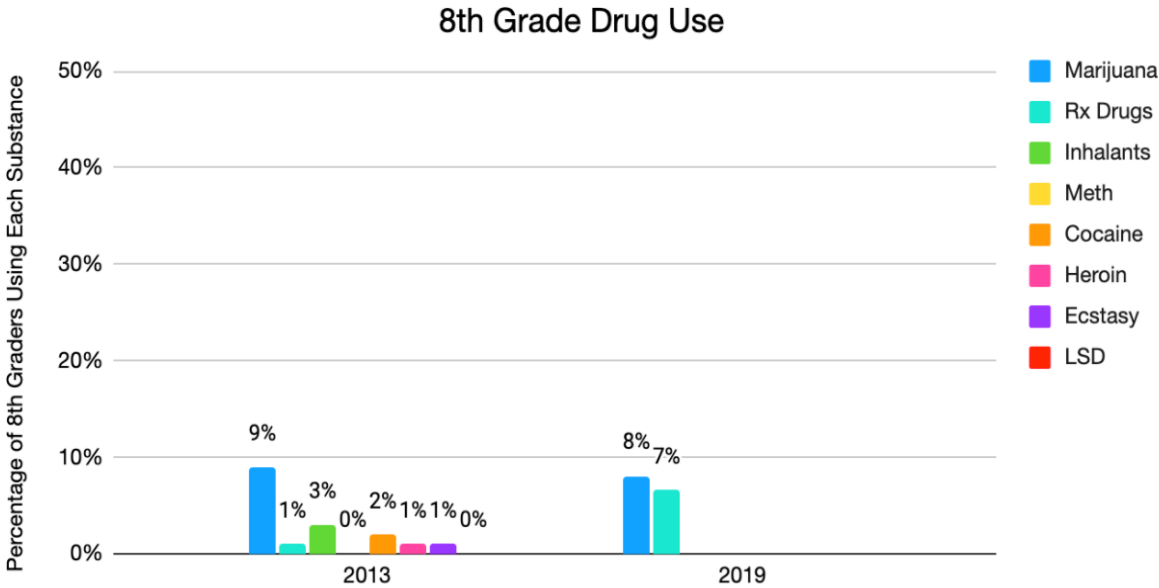
Between 2013 and 2019, the percentage of 8th graders who smoke more increased from 7% in 2013 to 12% in 2019. The percentage of 11th graders also increased from 12% in 2013 to 17% in 2019. Neither group of students is below the target rates of smoking outlined in this report.



Source: Oregon Health Authority, Public Health Division, Oregon Healthy Teens Survey

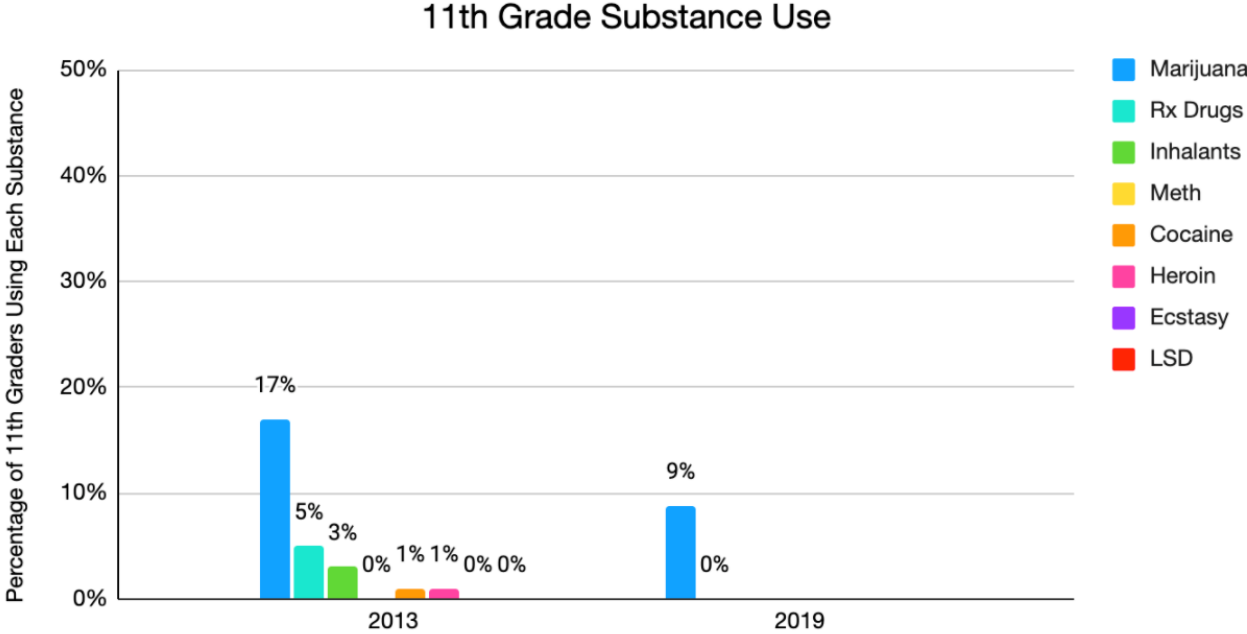


Marijuana use among 8<sup>th</sup> graders decreased from 9% in 2013 to 8% in 2019; however, the use of prescription drugs increased significantly from 1% in 2013 to 7% in 2019. Thus, Tillamook County is meeting its target of decreasing 8<sup>th</sup> grade marijuana use but is not meeting its target for 8<sup>th</sup> grade prescription drug use. The use of other drugs could not be determined as the Oregon Healthy Teens survey did not ask teens about them in 2019.



Source: Oregon Health Authority, Public Health Division, Oregon Healthy Teens Survey

Marijuana use among 11<sup>th</sup> graders decreased from 17% in 2013 to 9% in 2019 and prescription drug use decreased from 5% in 2013 to 0% in 2019. Thus, Tillamook County is meeting its target of decreasing substance use among 11<sup>th</sup> graders. The use of other drugs could not be determined as the Oregon Healthy Teens survey did not ask teens about them in 2019.



Source: Oregon Health Authority, Public Health Division, Oregon Healthy Teens Survey

## Industry and Economy Results

For each thematic area, we provide a summary of the most important indicators, highlighting differences in the distribution of answers, especially noting differences across locations, age cohort, and seniority in the county.

The health and vitality of Tillamook County’s future is dependent on a strong economy capable of providing quality jobs for its residents and the goods and services visitors and community members’ desire. The data compiled in this vision category addresses a broad range of topics related to Tillamook County’s various industries, including a section specifically about tourism, as well as the economic well-being of its residents.

When residents were asked about the local economy and the opportunity to make a living, there is somewhat more pessimism than optimism. A little over half of the residents disagreed with the claim that the community has diverse business and job opportunities, with another one-fifth ambivalent. The small regional differences seen in this table of the random sample are almost completely absent in the general public survey, thus the similarities across regions is more noteworthy than the differences. The public sample (see Appendix C) showed even higher levels of pessimism about diversity of business and job opportunities, with 60% disagreeing with the statement.

“The community has diverse business and job opportunities.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	5	24	18	33	20	340
North	6	13	18	41	22	115
Central	4	37	16	25	19	142
South	5	18	23	35	20	66
Coast	5	19	21	26	19	100
Inland	5	27	17	31	20	222
18-54	10	21	19	32	18	62
55+	4	24	18	34	20	272
1-10 years in county	7	20	17	37	19	89
11+ years in county	5	24	18	32	21	238
Lower income	10	25	22	27	16	104
Middle income	3	22	16	35	25	147
Higher income	5	24	16	45	11	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Similarly, when residents were asked about the opportunity to earn a living wage, over half disagreed with the claim, and another 15% were ambivalent. Again, regional differences that appear in the random sample are absent in the general public sample.

“Everyone has the opportunity to make a living wage.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	11	16	15	33	25	339
North	6	10	13	41	30	113
Central	17	23	15	27	18	142
South	5	15	21	29	30	66
Coast	7	13	17	42	22	102
Inland	13	19	15	27	27	222
18-54	5	18	15	34	29	62
55+	13	16	15	32	24	270
1-10 years in county	7	12	17	40	24	87
11+ years in county	12	18	14	32	25	238
Lower income	10	22	13	30	26	104
Middle income	13	13	15	34	25	146
Higher income	5	13	21	37	24	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

When asked further about their concerns about employment, wages, and the local economy, it was clear that the local economy weighs heavily on the minds of residents. For example, residents expressed great concern for there being jobs that pay a living wage with at least 90% moderately concerned, and around 70 to 75% at least very concerned. These concerns were prevalent in all regions and demographic groups, and to the same degree. And this level of concern was supported in the general public sample.

“How concerned are you about each of these issues for your community? Jobs that pay a living wage”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	2	2	19	42	35	341
North	0	3	21	44	32	113
Central	1	2	16	44	36	140
South	8	0	22	40	31	65
Coast	4	2	28	43	24	101
Inland	1	2	15	44	39	217
18-54	0	7	23	21	50	62
55+	2	2	19	47	31	269
1-10 years in county	4	4	14	52	24	90
11+ years in county	1	1	20	40	38	240
Lower income	2	2	11	36	49	105
Middle income	3	1	20	48	28	147
Higher income	3	3	23	51	21	39

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Not only did residents express great concern over there being living wage jobs, but when compared to other possible concerns, around 20% of all respondents listed jobs that pay a living wage among their top three concerns. This is in contrast with other important issues like access to childcare, or broadband internet, crime or natural disasters, all of which were in the top three concerns of under 10% of the residents. Living wage concerns rivaled concerns such as COVID, access to health care, or affordable housing.

Residents were asked for their opinion about the availability of year-round employment as well. This did not figure as prominently in the rank-order of concerns, but this does not mean people are not concerned. In fact, again, over 90% of residents were at least moderately concerned, and at least 70% were very or extremely concerned. These concerns were similarly situated among north, central, and south residents and among inland and coastal residents. There were no obvious differences between older and young residents, nor those of different income levels.

“How concerned are you about each of these issues for your community? Availability of year-round employment.”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	2	4	20	44	31	339
North	0	5	25	44	27	108
Central	1	4	14	47	35	142
South	8	3	25	43	21	67
Coast	4	6	30	42	18	100
Inland	1	3	16	46	34	219
18-54	3	7	20	34	36	59
55+	2	3	20	46	29	268
1-10 years in county	3	3	19	53	21	88
11+ years in county	1	3	20	41	35	238
Lower income	2	2	16	41	39	102
Middle income	3	4	22	43	28	145
Higher income	3	8	21	45	24	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Residents did not rank job security highly as a top-concern, but when asked about how concerned they were about it (absent comparisons to other concerns), they were nearly as concerned about job security as they were about year-round employment and availability of living wage jobs. Approximately 90% of residents expressed at least moderate concern about this issue, and again consistently across place and between demographic groups.

“How concerned are you about each of these issues for your community? Job security.”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	4	4	24	36	32	342
North	7	6	28	29	30	115
Central	3	2	18	38	40	141
South	2	8	31	41	19	64
Coast	6	6	39	31	17	99
Inland	3	4	17	37	39	221
18-54	5	3	36	20	36	61
55+	4	5	22	38	32	268
1-10 years in county	8	5	27	40	21	89
11+ years in county	3	4	22	36	35	241
Lower income	0	6	24	28	43	102
Middle income	5	3	24	41	28	145
Higher income	11	5	24	32	27	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

When asked about how important various characteristics of the county are to them, residents were given the opportunity to comment on many aspects of industry and economy. The following table consolidates the reporting of these priorities, without attending to geographic differences. All aspects of the local economy and industry are of at least moderate importance to the vast majority of residents. That unanimity is somewhat less prevalent when asked about support for the dairy and forestry/wood products industries. Support for tourism appeared less important than support for other elements of the local economy, yet it was at least moderately important to 80% of the residents. Again, these calculations have been adjusted for age and education to better represent the overall population. There is no evidence that older residents are strongly against tourism; among 55+ year old residents (tables not shown), 77% indicated that support for tourism was at least moderately important. There are no other substantial differences in these measures of support when comparing locations or across demographic groups.

“Below is a list of positive qualities that have been used to describe communities. Please tell us how important each of these is to you.”

	Slightly or Not at all Important (%)	Moderately Important (%)	Extremely or Very Important (%)	Total
Strong local economy	2	20	77	342
Economic diversity	8	23	69	337
Support for small businesses	3	12	85	342
Support for farming industry	9	14	77	345
Support for forestry and wood product industry	13	14	74	345
Support for fishing industry	7	11	82	344
Support for tourism industry	21	30	49	341
Support for dairy industry	11	17	72	343

Respondents had the opportunity to write-in their own values and concerns and several were related to jobs and the economy. Respondents valued their community’s “focus on the needs of business owners,” “employment opportunities,” and “businesses coming in.” These statements align with the more positive outlook of the economy observed among some individuals in the data presented above. Residents expressed concern over the lack of sufficient shopping options and new business, as well as a lack of job opportunities especially those that paid well. Some individuals feel that bringing new businesses into the county will provide residents with better paying job opportunities. While some believe that the “living wage is a joke” and would force small businesses to close, others feel that wages need to increase, and many tied wages to a number of other issues including the ability to afford a home, individual and community wellness, crime and the desire of young people to remain in the county (these connections are described in greater detail in the infrastructure and development, health and wellness and emergency preparedness and safety sections). A number of respondents expressed environmental concern related to the dairy and forestry industries while others expressed concern that environmental regulations might stunt economic growth (see the natural

resources section for a more detailed discussion of this topic). Lastly, many residents said that Tillamook County businesses, and therefore the people that work there, have felt the impacts of the shutdowns related to the COVID-19 pandemic.

### *Tourism*

Because the growth of tourism has been important to Tillamook’s growth in recent years, we asked several questions specifically about this part of the local economy, including its positive and negative impacts on the county. We have just noted that residents across the county and across demographic groups regard support for tourism to be important. This however leaves open the possibility that residents are concerned about the manner in which it is supported or grows.

When residents were asked if tourism was being adequately managed, about half disagreed, with another one-fifth ambivalent. There was strong disagreement with tourism management in the south part of the county (~75%) but not obvious differences between coastal and inland areas. (This observation was supported in the general public survey.) In the random sample, it appears that older residents and those who have lived in the area longer are most likely to express concerns with tourism management. This pattern is not evident in the general public survey.

“Tourism is adequately managed.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	6	23	<b>21</b>	<b>22</b>	<b>28</b>	334
North	8	26	20	23	28	113
Central	7	24	28	14	28	138
South	0	17	8	<b>41</b>	<b>34</b>	64
Coast	5	25	17	26	28	101
Inland	6	22	23	21	28	215
18-54	13	15	30	25	17	60
55+	4	21	21	22	33	231
1-10 years in county	9	32	23	22	15	88
11+ years in county	4	21	21	22	33	231
Lower income	10	21	18	21	31	101
Middle income	5	24	22	21	28	144
Higher income	3	24	26	26	21	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

When asked about concerns that may be related to tourism, at least 80% of residents indicated that overcrowding from peak-season tourism was at least a moderate concern, and around 60% are at least very concerned. These results are supported by the general public survey as well. Of particular note is the observation that around 40% of residents are extremely concerned about this issue, a number seen when people were asked about affordable housing, healthcare



access, COVID concerns, and wish for government accountability. In short, there is evidence here that there are strong feelings about this topic.

“How concerned are you about each of these issues for your community? Overcrowding from peak-season tourism.”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	7	11	21	22	<b>40</b>	343
North	7	11	23	25	33	114
Central	7	12	22	18	41	139
South	8	8	16	25	43	67
Coast	10	13	15	29	34	101
Inland	6	11	23	19	42	219
18-54	12	16	23	20	30	61
55+	6	10	20	22	42	272
1-10 years in county	11	14	25	30	20	89
11+ years in county	5	10	20	19	46	241
Lower income	5	9	25	17	44	104
Middle income	10	11	16	25	38	146
Higher income	5	19	27	14	35	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

The impression of extreme concern conveyed in this table is verified when we consider which topics were identified as top-three concerns. Overcrowding due to tourism did appear as a very common top-three concern for residents, rivaling COVID and housing affordability. Many respondents also chose to write-in their own concerns about tourism which included regulations for tourists and their lack of enforcement, “vacation rentals,” “increasing tourism,” and “tourists not respecting the land and resources.” Lack of support for the tourism industry was also mentioned as a concern. Tourism was a topic that many residents chose to comment on in the survey’s open ended question. Here, respondents tied tourism and the purchase of vacation homes to the county’s shortage of affordable homes (see Infrastructure and Development for further discussion), complained about the poor behavior exhibited by some tourists, and shared their experiences with overcrowding.

Although parking is not only a potential problem due to overcrowding, it is impacted by tourism, and also can have an impact on tourism itself. The concern about adequate parking did not register very high compared to other concerns. And among residents, when asked to indicate how concerned they were about this, responses were not skewed as in the previous table. Around 40% were not at all or slightly concerned, 30% moderately concerned, and another 30% very or extremely concerned. The general public non-random sample did not show regional differences in opinions, but the random sample did. Central county residents expressed the highest level of concern (44% at least very concerned), followed by south county residents (29% at least very concerned), with north county residents least concerned (16% at least very concerned). Inland residents appeared to be more concerned with this issue than

coastal residents, with about twice the percentage of inland residents indicating they are at least very concerned (37% versus 19% for coastal residents). Lower income residents were the most concerned about parking, a pattern that was not present in the general community sample. Further exploration of these opinions in light of objectively measured parking problems in various places in the county would be in order.

“How concerned are you about each of these issues for your community? Adequate parking.”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	19	21	29	14	16	342
North	25	23	36	10	6	113
Central	16	16	25	16	28	141
South	16	30	24	19	10	67
Coast	25	25	31	13	6	61
Inland	17	19	28	15	22	218
18-54	28	30	20	10	13	61
55+	17	19	32	15	18	272
1-10 years in county	29	19	34	10	9	91
11+ years in county	15	23	28	16	19	240
Lower income	13	15	35	14	24	104
Middle income	26	17	28	16	13	145
Higher income	27	43	19	5	5	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

In early interviews with local leaders, the concern about empty vacation homes was repeatedly raised. This issue could as easily be addressed in the infrastructure section of our report, since the use of rental homes for vacationers may reduce the availability of permanent rental housing stock and increase housing costs. However, the concern is also relevant to perceived impacts of tourism, so we introduce it here.

It should first be noted that, like adequate parking, the issue of empty vacation homes does not rank very high in the minds of residents as a significant concern, and certainly not when compared to other issues such as COVID and health care access. However, as we indicate in the infrastructure section of the report, affordable housing is a high ranking concern among residents.

The first impression of these results is that generally the residents of Tillamook County are not much concerned with empty vacation homes. Only 25% were at least very concerned, although compared to north and south county residents, central residents showed slightly higher levels of concern. (This pattern was less pronounced in the general public survey). Inland residents are more concerned about this than residents on the coast (40% at least very concerned inland versus 16% coastal). Higher income residents were the least concerned by empty vacation homes while lower income residents were, unsurprisingly, the most concerned. These patterns were supported in the general public survey.

“How concerned are you about each of these issues for your community? Empty vacation homes.”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	33	23	19	10	15	339
North	35	30	17	11	7	114
Central	29	17	19	10	25	141
South	36	23	23	9	8	64
Coast	37	32	15	10	6	98
Inland	31	19	21	21	19	219
18-54	36	15	21	15	13	61
55+	32	25	19	9	15	269
1-10 years in county	31	26	17	18	9	90
11+ years in county	32	23	20	8	18	239
Lower income	22	35	22	11	22	102
Middle income	38	21	17	10	15	144
Higher income	33	39	13	10	5	39

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

On balance it appears that with regard to tourism, possible impacts like adequate parking or empty vacation homes do not register as significant concerns, but peak-season over-crowding figures largely in the minds of residents. This may be why pessimism about the management of tourism appears as it does. We would also direct attention to other concerns expressed elsewhere in this report, concerning possible impacts of tourism on access to recreational areas, environmental degradation and housing affordability.

Finally, with regard to tourism, residents were asked directly whether the County should do more to address impacts of tourism. There is strong interest in increasing efforts to address impacts of tourism. Around 75% of residents leaned toward increasing efforts, with slightly stronger feelings in this direction among coastal residents. The general public sample shows even stronger sentiment toward addressing impacts (see Appendix C). Some of the strongest sentiments expressed on any topics in this survey are about managing the impacts of tourism.

“Should Tillamook County increase its efforts related to address the impacts of tourism or are current efforts sufficient?”

	Increase efforts to address impacts (%)	(%)	(%)	Neutral (%)	(%)	(%)	Current efforts are sufficient (%)	Total
All	33	22	19	6	8	5	8	315
North	31	22	21	4	12	3	7	108
Central	33	19	19	9	5	6	8	129
South	34	25	20	6	8	5	3	65
Coast	25	29	25	3	7	6	4	96
Inland	36	18	18	7	9	4	8	205
Incorporated	31	22	20	7	9	5	7	204
Unincorporated	36	21	22	5	7	4	5	97
18-54	31	17	17	10	9	9	9	59
55+	33	24	20	5	8	4	7	251
1-10 years in county	20	24	31	6	5	7	7	84
11+ years in county	39	20	15	7	10	3	7	221
Lower income	32	26	18	9	5	6	5	103
Middle income	32	19	22	5	11	2	9	136
Higher income	39	14	22	6	8	6	6	36

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

### ***Supportive Materials from Interviews***

In our interviews with stakeholders and in the open-ended texts offered to us by residents, we heard other comments that corroborate these patterns:

Overall, our interviewees were fairly positive about Tillamook County’s economic outlook. Many noted the increasing diversification of Tillamook County’s industries. Tillamook County’s economy was described as “resting strongly on the four legs of: 1) tourism; 2) timber; 3) agriculture/dairy; and 4) fishing.” Such diversification was viewed in a positive light as it helped to ensure economy resiliency. One interviewee noted “Having the four legs has been important so that when tourism suffered, when that leg got kicked out, the whole job component didn’t get wiped out. Other parts of the county and other surrounding regions were hit harder.” Interviewees expressed much excitement at the “burgeoning group of makers,” mostly younger folks who want to live here and make things starting innovative new businesses producing, for example, craft beer, artisanal cheese, sea salt and kelp. They felt as though these new industries were embracing the traditional natural resources focus of Tillamook County’s economy but adding a new twist that might be more attractive for younger generations.

Tillamook County’s youth agree that more unique and interesting job opportunities, particularly those that require a STEM education, might make them think twice about leaving the community after graduating from high school or Tillamook Bay Community College. They noted

that, for young people planning to attend college, it does not seem to make sense to come back to Tillamook County if the opportunities to use their education do not exist. In their eyes, “it’s all just set on one path. You either become a farmer...go into farming or logging, or you go to college and go off to Portland.” Despite the push for new and different job opportunities, there was also a sentiment expressed by some that the kind of jobs that Tillamook County should seek to create should uphold the existing culture and spirit of the county so that long-time residents are not pushed out of the community. For instance, rather than attempt to bring in generic corporate jobs, they hoped to see STEM positions related to the natural resources industries that already exist. Community leaders expressed a similar sentiment and highlighted innovative opportunities like prawn farming, anaerobic digestion, and the aerospace work done by NearSpace as industries that could fill open niches within Tillamook County’s economy without detracting from the existing natural resources industries and maybe even adding jobs and activity in those industries as well.

Despite the general optimism about the growth and diversity of Tillamook County’s economy, interviewees also expressed some of the same pessimism as survey respondents with regards to accessible housing and wages. One interviewee stated that she was “not sure how people can find what they need when there are very few affordable rentals. More vacation homes and transient residents have contributed to this problem, which has made it hard to hire qualified people because there isn’t adequate housing for them.” We note that the surveys we collected show that the general public does NOT seem to see vacation homes as a source of the housing affordability problem, even though there is strongly expressed community concern about housing affordability. Several interviewees acknowledged that they themselves had difficulty finding housing, whether to buy or rent, when they first moved to Tillamook County, especially if they were looking for one- or two-bedroom homes. The extent of the housing problem in Tillamook County was illustrated by a story another interviewee told us: “I recently saw one of my former first graders working up at [a fast-food chain] in [Tillamook County community]; she said, ‘I live in Washington, and I drive here to work here every weekend’ I asked, “why?” Because I can’t find a place to live. 3 kids, 2 other jobs, but she would come here to work on weekends.” The general sentiment of the individuals that we interviewed was that high quality jobs are inextricably linked with affordable and accessible housing for the community which aligns with the findings of the community survey.

The growth of the tourism industry was a topic that came up in nearly all of our interviews. Many community leaders acknowledged that tourism is necessary for Tillamook County’s economy to thrive. One interviewee stated that “tourism for the county is important as it brings in outside money into their economy. I don’t have a tourist business, but I recognize that the tourism industry indirectly affects me as the families that [use my business] make money from tourism and then they pay me.” Another interviewee mentioned that even the natural resources industries have become intertwined with the tourism industry and many small family farms are raising crops and animals specifically for restaurants and tourism and that this has been beneficial for many small businesses. For some community leaders, tourism represents the future of Tillamook County’s economy as they believe that there is “no going back to the main industries. We don’t have more land, and most of the eligible land is already being used. We don’t have more land for timber or farming. What else can we do? We don’t have factories, we don’t have Nike, and our other industries are fishing and tourism. Fishing doesn’t bring in

that much money, so we need tourism to support the economy and most people realize that.” Interviewees indicated that some in the county are not as supportive of the growth of tourism, and one claimed that people were stuck in the past and “don’t want to acknowledge the changes and respect the evolution that the county has made.”

The hostility towards the tourism industry appeared to be centered around issues of overcrowding and the behavior of some tourists, an idea supported by the survey data above. These interviews were conducted following a summer during which historic numbers of visitors flocked to the coast to escape the monotony of pandemic quarantine and the events of the summer were clearly on the minds of many interviewees. One community leader stated that “over 100,000 people visited the county over one weekend and they completely overwhelmed everything. The total population of Tillamook County is only 27,000 in comparison. The police force, businesses, state parks, restaurants, they were all over-run. Overcrowding by tourists is one of the biggest issues the county needs to deal with.” Such overcrowding is negatively impacting the lives of residents and making it difficult for them to carry out everyday tasks like going to the grocery store. Many also feel that visitors do not care about the community and several students noted increased levels of trash in the summer that they attributed to tourists (although other said locals are just as likely to litter).

Many interviewees expressed frustration that the bulk of the revenue generated from the transient lodging tax could not be used for larger county infrastructure projects and instead must be used for largely for tourism advertising. These individuals felt as though it was irresponsible to use the money to bring in more tourists when the county’s infrastructure was already being overwhelmed. Other community leaders had more positive opinions of the transient lodging tax and felt as though the tax was beneficial to the county as it brought in revenue that they otherwise would not have, even if it was only a fraction of the total tax collected. Some attributed Tillamook County’s ability to weather the COVID-19 pandemic to the collection of the transient lodging tax dollars and felt as though “there is a lot that can be done that isn’t only legal but supports the community” with this money.

In sum, the individuals that we interviewed believed that the key to ensuring economic vitality is the diversification of Tillamook County’s industries. Ideally residents would like to see the growth of industries that support Tillamook County’s existing communities and cultures rather than industries that might change the character of the community. Many acknowledged that tourism was a critical component of this diversification, but it is also evident that destination management and expanded or improved infrastructure is needed to ensure that the community is not overwhelmed by the number of people who want to visit. Most interviewees do not want to see Tillamook County turn into a “another Jackson Hole where there are million-dollar homes and no place to live for everyone else,” so it is vital to also ensure that county residents are paid a wage that allows them to continue living in Tillamook County even if housing prices rise.

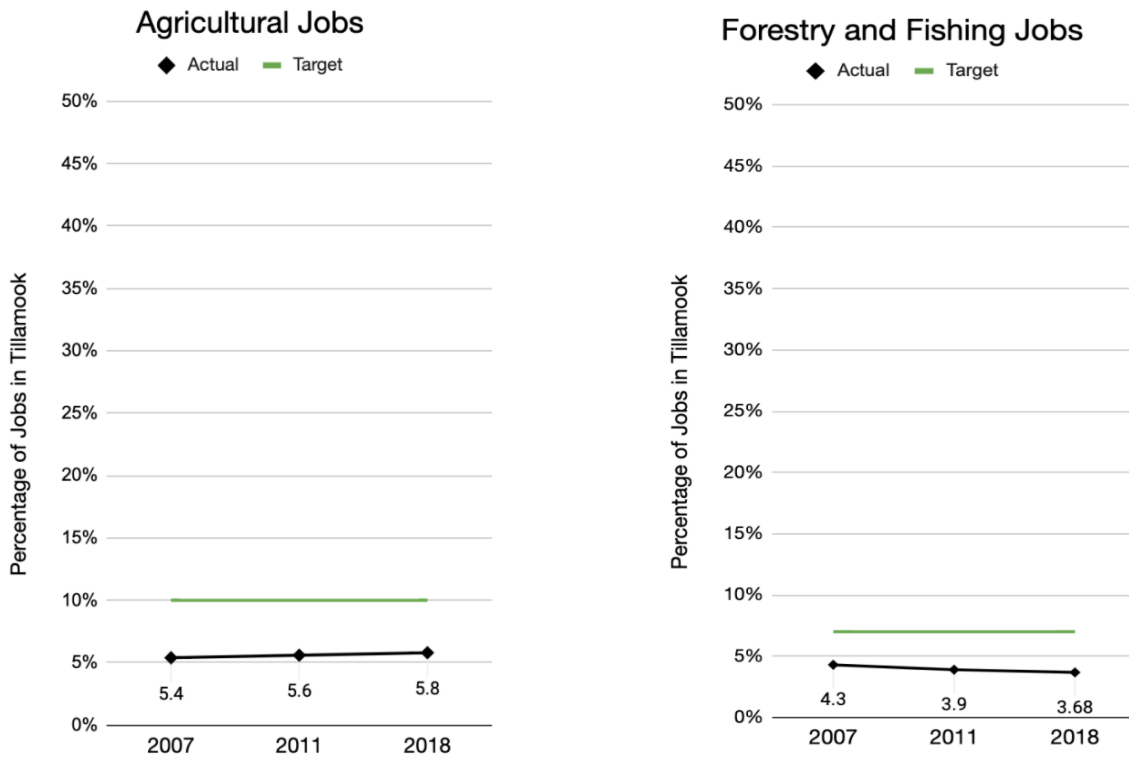
These perceptions may not always reflect objective realities. We next list additional data that can speak to health and wellness concerns, trends, and patterns in Tillamook County.

### Additional Indicator Data

Data collected using the prior vision's indicators can provide a more detailed picture of the changes that have occurred in the economy over the last twenty years. This data can also help provide some context for the responses of residents described in the above analysis.

Employment in traditional industries was important to Tillamook County residents; thus, several indicators were chosen to assess the health and vitality of the farming, fishing and forestry sectors.

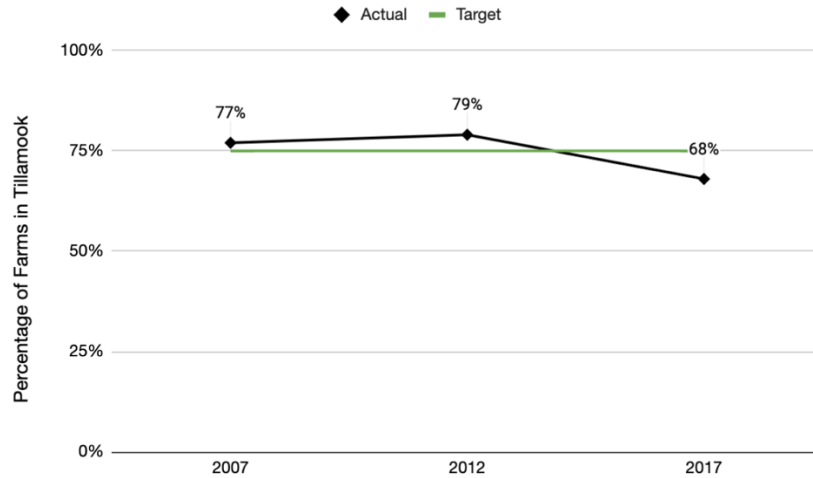
Between 2011 and 2018 the percentage of jobs in Tillamook County that were in the forestry and fishing industries declined by .22 percentage points to 3.68%, which is still below the target of 7%. Between 2011 and 2018 the percentage of jobs in Tillamook County that were in the agricultural industry increased by .2 percentage points. While this is an improvement, it is still below the target of 10%.



Source: US Bureau of Economic Analysis

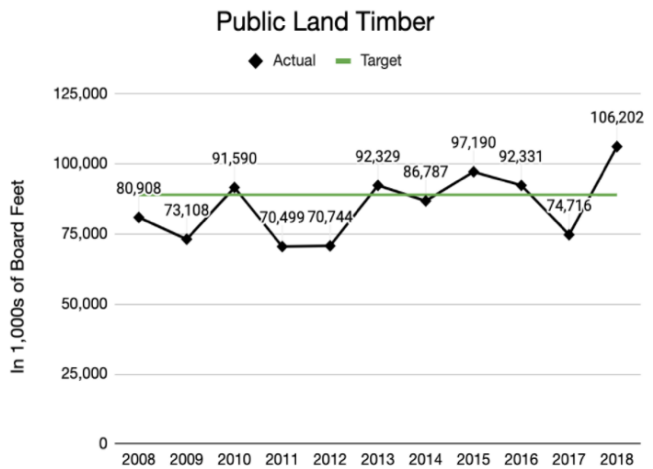
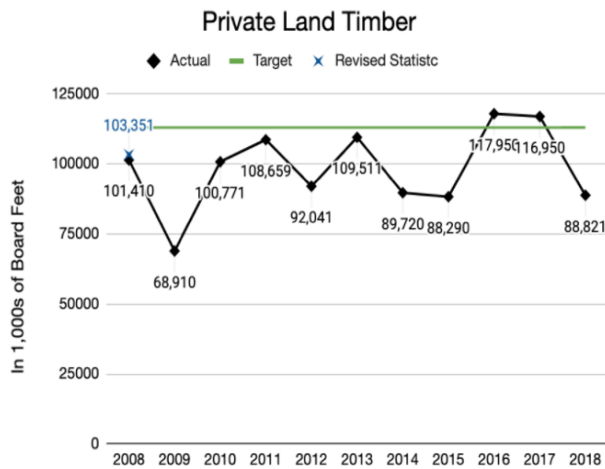
Between 2012 and 2017, the percentage of family-owned farms in Tillamook County decreased by eleven percentage points. This decline brings the measure below the target of 75% or more of the farms in the county being owned by families instead of family corporations or publicly traded corporations.

### Family Owned Farms in Tillamook County



Source: US Department of Agriculture, 2017 Census of Agriculture

Between 2013 and 2018 timber harvests on private land decreased by almost 21 million board feet, while timber harvests on public land increased almost 14 million board feet. The increase in harvest on public land has brought this measure above the target of 89 million board feet harvested annually. However, the amount of timber harvested from private land has fallen below the target of 113 million board feet that was set. Timber harvests on both public and private land continue to show significant annual fluctuations.

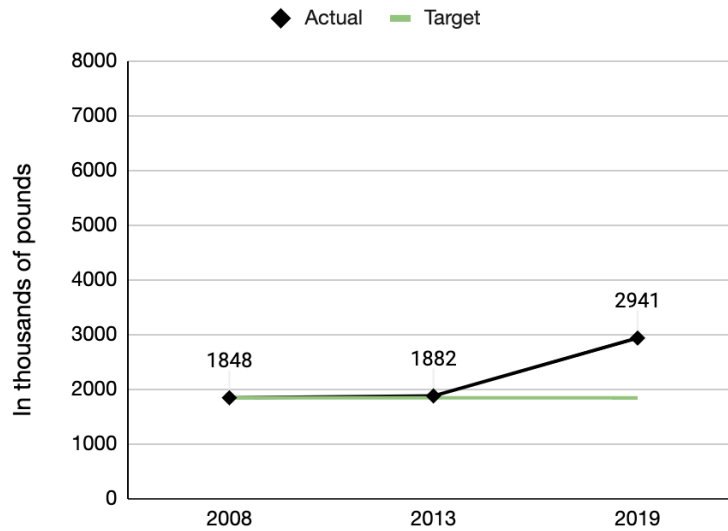


Source: Oregon Department of Forestry

Since 2008, the total pounds of fish and shellfish harvested from Tillamook County ports has increased to 2,941,000 pounds in 2019. This indicator remains above its target of no net loss of productivity.

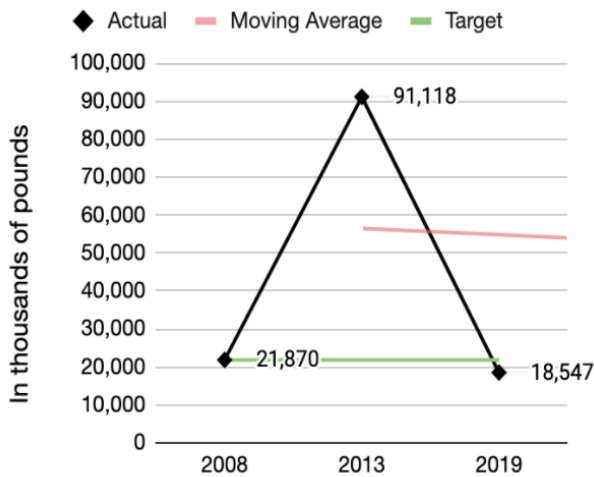


### Thousands of Pounds of Fish & Shellfish Harvested in Tillamook County Ports

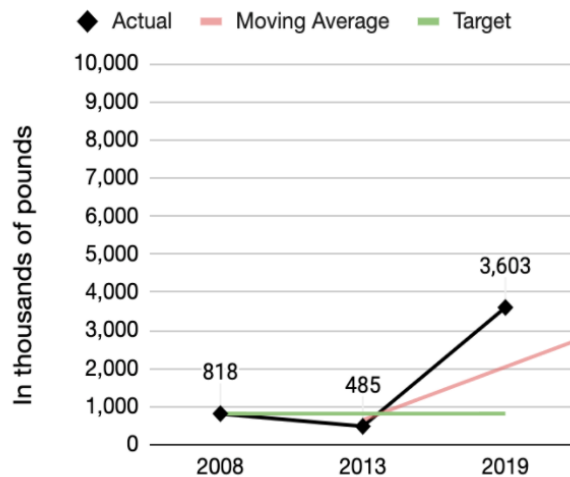


Commercial harvest of Coho salmon in Tillamook County in 2019 was more than four times higher than the harvest observed in 2013 and is well above the target rate of 818,000 pounds harvested annually. Commercial harvest of Chinook salmon has declined significantly from 91,118,000 pounds of Chinook harvested in 2013 to 18,547,000 pounds of Chinook harvested in 2019. Pounds of Chinook harvested in Tillamook County were below the target rate of 21,870,000 pounds annually.

### Commercial Chinook Harvest



### Commercial Coho Harvest



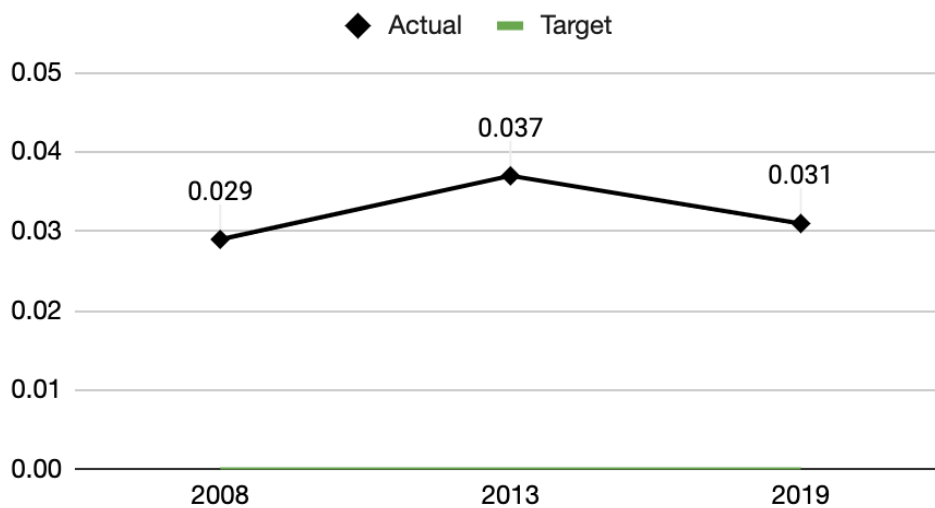
Source: OR Department of Fish & Wildlife, Commercial Landing Statistics

Another dimension of economic vitality for Tillamook County residents is the diversity of the economy and its employment opportunities. Employment diversity was measured by the Oregon Employment Department using the Herfindahl Index Score. Values of the index range between zero and one; where a one means that the economy of the county is not diverse at all

(one industry is the predominant employer in a county) and a zero means that the economy is completely diversified.

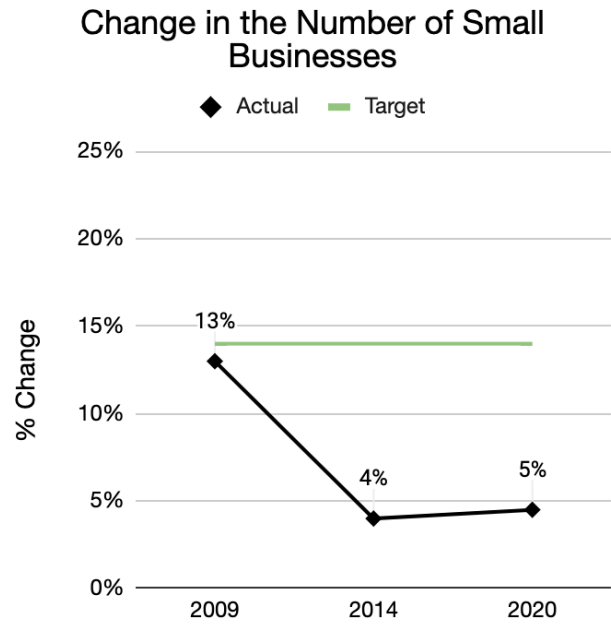
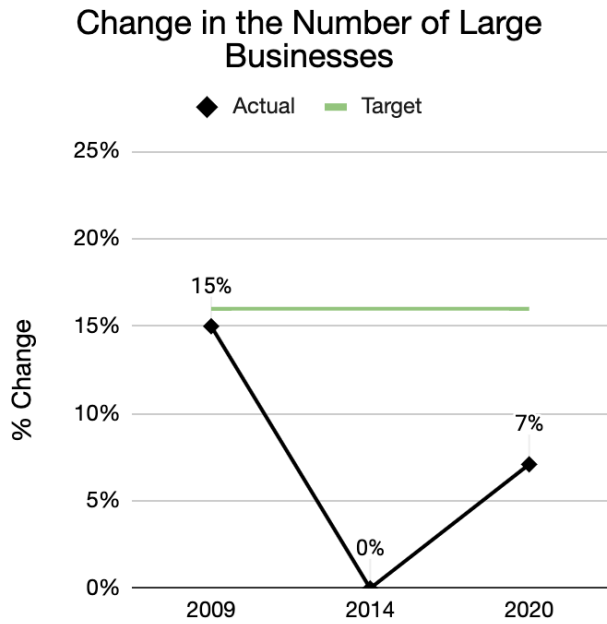
Since 2008, Tillamook County has diversified since 2013 from a score of .037 in 2013 to a score of .031 in 2019. While the County's score is still higher than it was in 2008, the County shows good economic diversity with a downward trend towards complete diversity (index score of zero). In both 2008 and 2013 Tillamook County was ranked 26th out of the 36 Oregon Counties, where a rank of 1 is most diverse and a rank of 36 is least diverse. In 2019, Tillamook County improved its rank to 25th out of all of Oregon's counties. The most diverse county in Oregon in 2019 (Clackamas) had an index score of .013.

### Herfindahl Index Score of Diversity



Source: OR Employment Department

Changes in the number of small and large businesses was also used as an indicator of economic vitality. The percent change in the number of small and large businesses over a one-year period increased between the 2013-2014 assessment period and the 2019-2020 assessment period. From the 1st quarter of 2019 to the 1st quarter of 2020 there was a 5% increase in the number of small businesses (0-4 employees) in Tillamook County, and in the same period, there was a 7% increase in the number of large businesses (50+ employees). Despite these increases, the percent change for both business categories were still below their target levels of 14% increase for small businesses and 16% increase for large businesses.



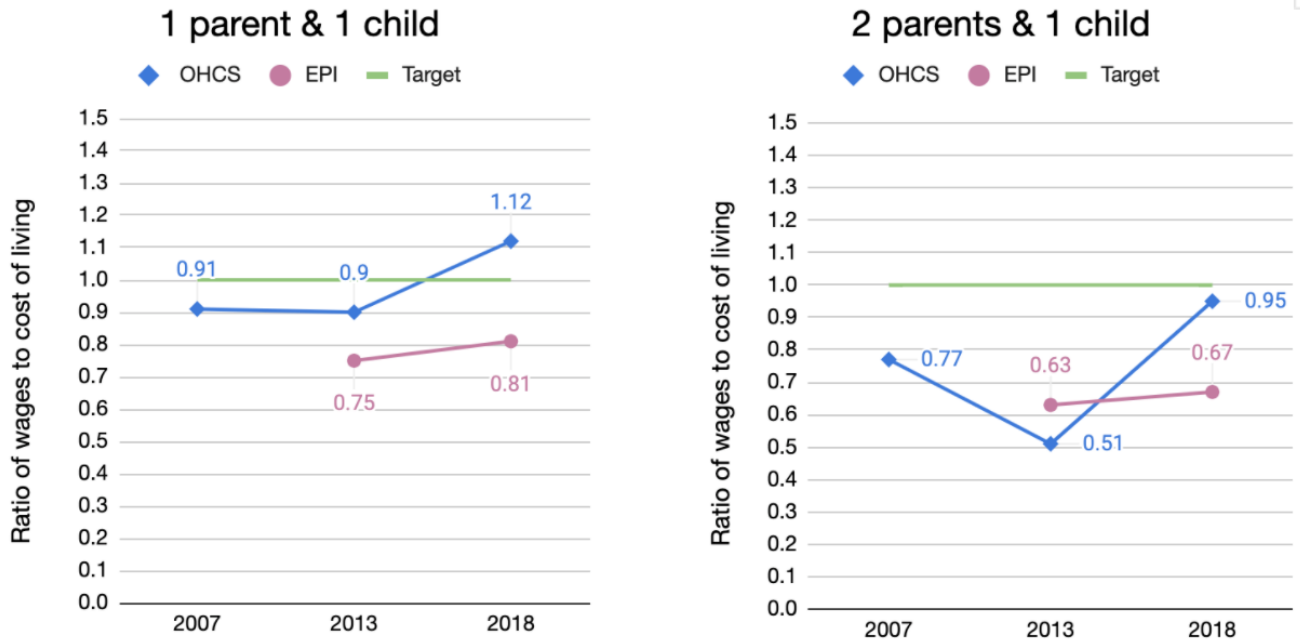
Source: OR Employment Department

Tillamook County residents included in Strategic Vision 2020 a goal that jobs in the county provide a living wage. As such, indicators were chosen that measure the ratio of wages to the cost of living in Tillamook County for different families. Cost of living data were obtained from the Oregon Housing and Community Services department (OHCS) and the Economic Policy Institute (EPI). Prevailing wage information comes from the US Bureau of Economic Analysis (BEA).

Since 2013, according to the Oregon Housing & Community Services (OHCS) calculation of the cost of living, the ability of county average wages to cover the cost of living for these two types of families has improved significantly. According to this calculation, families with one parent and one child who earn the average wage should be able to afford the items outlined in the standard budget and then some as the measure is now above the target of one. According to this budget calculation, families with two parents and one child earning the average wage should now be able to afford 95% of their household expenses (ratio of 0.95).

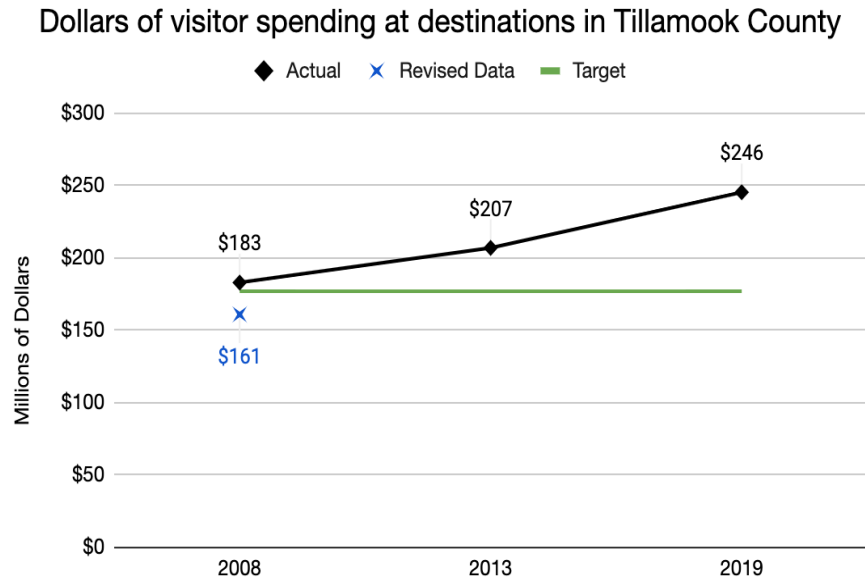
However, the picture is not quite as rosy if one uses the Economic Policy Institute's (EPI) calculation of the cost of living. While families of both types are increasingly able to afford necessities, according to the EPI calculation, it is estimated that they are not able to meet all of their budgetary needs when earning an average salary. For one parent and one child households, an average wage will cover 81% (ratio equal to .81) of a standard budget. For two parent and one child households, the average wage of Tillamook County residents would cover 67% (ratio of .67) of basic expenses.

Since the cost-of-living ratio for family of one adult and one child as calculated by OHCS is above the target ratio of 1, while the ratio calculated using the budget estimated by EPI is below the target ratio of 1, we cannot conclusively determine if the first measure is above or below its target. We can conclude that the second measure is below its target, as the living wage ratios calculated using the OHCS and EPI family budgets for two adults and one child are both below one.



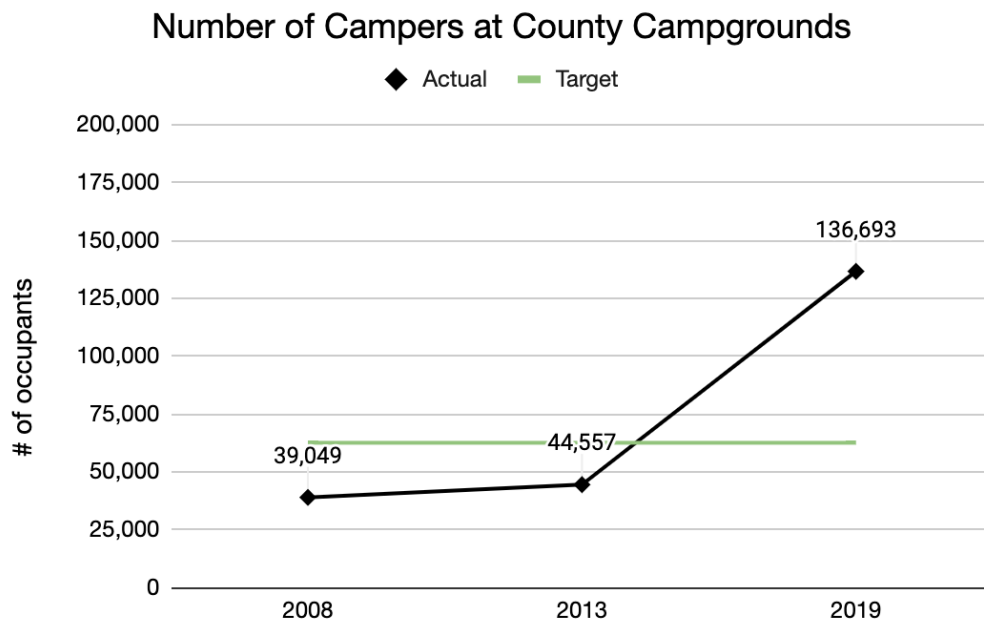
Source: US Bureau of Economic Analysis, OR Housing & Community Services, Economic Policy Institute, Family Budget Calculator

As tourism is a growing industry in Tillamook County, residents were interested in tracking the extent of its growth using a variety of measures.



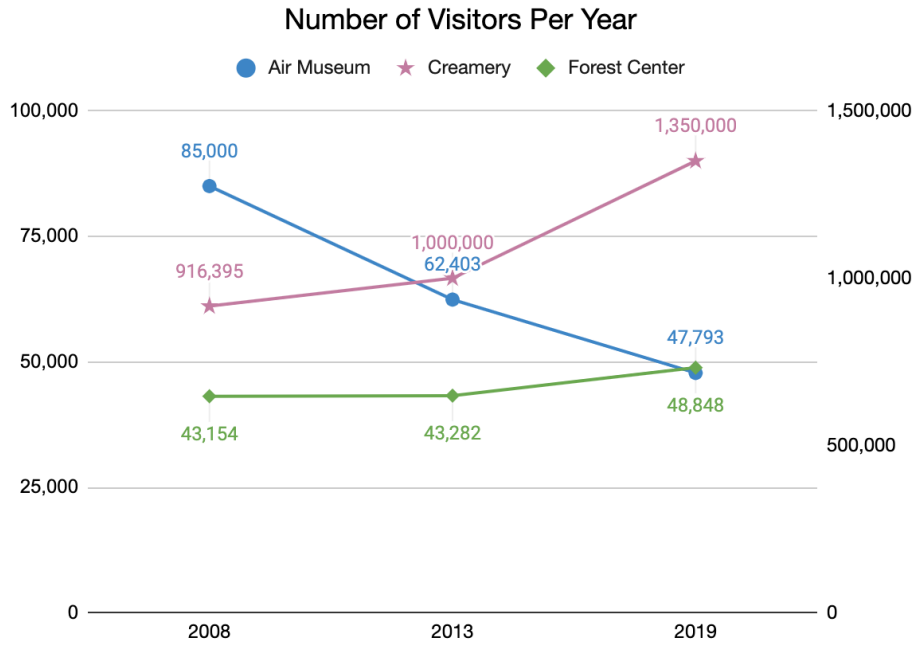
Between 2013 and 2019, visitor spending in Tillamook County increased from \$207 million to \$246 million, exceeding the target of \$177 million. The 2008 value had to be revised upward with new data for that year from Dean Runyan Associates.

The number of campers spending the night in county campgrounds has more than tripled between 2013 and 2019. In 2019, 136,693 individuals were reported to have spent the night in a Tillamook County campground. This increase has brought this measure above its target of 62,627 campers annually.



Source: Tillamook County Parks

Since 2013, visitor numbers to the Tillamook Creamery have increased from 1,000,000 to 1,350,000 in 2019. The number of visitors to the Tillamook Forest Center has increased from 43,282 in 2013 to 48,848 in 2019. The Air Museum has continued to see declining visitation during this period. There are no targets set for the number of visitors at these destinations.



Source: Tillamook Creamery Visitors Center; Tillamook Air Museum; Tillamook Forest Center

## Infrastructure and Development Results

For each thematic area, we provide a summary of the most important indicators, highlighting differences in the distribution of answers, especially noting differences across locations, age cohort, and seniority in the county.

The infrastructure and development category extends the growth and development vision category from the 2020 Tillamook County vision by placing a larger emphasis on the infrastructure that will allow growth in Tillamook County to continue. This broad category includes topics related to the availability of housing, childcare and social services, all critical for ensuring that people can continue to live and thrive as Tillamook County grows and develops, as well as the quality of built infrastructure such as roads, public transportation and broadband internet which will need to be upgraded to support an expanding population.

### *Housing*

When asked about their biggest concerns, residents of Tillamook rank access to affordable housing among the top concerns, a level of concern rivaling COVID and the availability of living wage jobs. We asked specifically about how concerned they were about access to affordable housing, and triangulated on this issue by asking residents whether residents believed that safe affordable housing was available to all.

Three-quarters of Tillamook County residents are very or extremely concerned about access to affordable homes. These concerns are widespread with modest differences across regions (north/central/south) and income, differences that are not evident in the general public survey. Inland residents show more concern than coastal residents (in both the random and the general public sample), but the rate is high in both locales. These concerns are nearly equally shared by younger and older residents, and by newer arrivals as well as long-term residents. Not surprisingly, lower income residents shows the highest levels of extreme concern about affordable housing.

“How concerned are you about each of these issues for your community? Access to affordable homes”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	3	6	18	33	41	344
North	4	9	22	29	36	113
Central	1	2	16	35	47	142
South	5	9	18	36	32	66
Coast	6	10	25	34	26	101
Inland	1	4	15	33	46	220
18-54	0	8	13	28	50	60
55+	3	5	19	35	38	271
1-10 years in county	4	6	19	43	29	91
11+ years in county	2	6	18	30	44	241
Lower income	2	12	10	29	48	105
Middle income	3	.7	19	36	42	146
Higher income	3	8	26	40	24	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Given these concerns about affordable housing, it is not surprising that nearly the same percentage of residents disagree with the statement that “safe and affordable housing is available to all.” With regard to this question, regional differences do not stand out, but younger residents strongly reject this notion, while older residents are somewhat more optimistic about available affordable housing. (This pattern was supported by the general public survey as well.)



“Safe and affordable housing is available to all.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	7	11	15	21	47	335
North	1	17	11	24	48	115
Central	13	9	14	19	45	137
South	2	9	19	25	46	65
Coast	2	15	17	26	41	102
Inland	8	10	13	20	49	217
18-54	3	7	15	13	63	62
55+	8	12	15	23	43	268
1-10 years in county	5	10	20	20	45	89
11+ years in county	8	11	13	22	47	235
Lower income	3	12	16	23	47	102
Middle income	10	8	15	19	47	144
Higher income	5	11	13	18	53	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

In open-ended survey responses residents explained their concerns regarding affordable housing. The inability to afford housing was connected to the lack of jobs that pay a living wage and feared that a lack of homes would push working and middle class people from the community, leaving behind only those too poor to move (see the industry and economy section for a more detailed discussion). Access to any housing at all was also described as a problem, with many individuals saying that, even though price was not an issue for their families, they still were not able to find a place to live when they moved to the county. Many believed this shortage of housing would lead to a shortage of qualified workers. Among respondents who chose to write about issues related to housing, it is clear that they believe a lack of housing threatens the stability and vitality of the community.

In early interviews, many people expressed concern about empty vacation homes, and the possible impact of vacation homes on the supply of housing in the area. Similar sentiments were expressed by survey respondents in open-ended questions. This is a case where concerns about tourism may be related to concerns about affordable housing. However, in the rank order of concerns expressed by residents, this topic did not figure prominently compared to other concerns. Moreover, as we describe in the Industry/Economy section of this report which discusses tourism, when asked directly about it, the majority of residents expressed little concern about empty vacation homes.

Whatever the causes of housing accessibility and affordability, many residents believe that new housing must be developed. A number of residents expressed a desire for growth in the open ended questions of the survey; however, few indicated where or how they wanted that growth to occur. Some acknowledged that growth will impact the environment and therefore needs to be carried out strategically, others seemed to want growth to occur whatever the cost.

Survey data did provide some clarification regarding the kinds of housing development residents hoped to see. Residents were asked about whether the County should promote the development of single family homes or multi-family dwelling such as duplexes, apartment complexes and townhomes. The population is divided pretty much in half with few ambivalent. While 43% favor promoting single family housing 48% favor multi-family housing. The general public survey illustrates the same story (see Appendix C).

“Should Tillamook County promote the development of single-family homes or multi-family dwelling such as duplexes, apartment complexes and townhomes.”

	Promote single-family housing (%)	(%)	(%)	Neutral (%)	(%)	(%)	Promote multi-family housing (%)	Total
All	16	16	11	7	20	13	16	284
North	11	19	12	6	19	17	15	99
Central	20	12	12	5	20	9	21	114
South	15	14	9	12	22	17	12	59
Coast	13	20	7	6	23	19	12	84
Inland	17	12	13	8	20	11	19	187
Incorporated	16	15	13	7	19	12	19	184
Unincorporated	15	15	8	8	24	17	14	88
18-54	24	9	20	7	11	7	20	54
55+	15	17	9	7	23	15	16	226
1-10 years in county	14	19	3	9	29	19	9	70
11+ years in county	18	15	14	7	16	12	19	203
Lower income	20	19	12	7	18	7	19	91
Middle income	13	16	11	4	20	19	17	119
Higher income	15	9	12	15	21	15	15	34

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Residents were also asked about how the county should grow. One might imagine that that many residents had not given much thought to this topic, at least compared to the previous question where they had an opinion about what kind of housing they would personally prefer. However, the residents of Tillamook County definitely lean toward keeping growth within cities. Nearly 60% favor keeping residential growth in cities. However, central county residents are substantially less likely to promote city growth when compared to north and south county residents. This distinction persists in the the general public survey although central and north county residents more closely resemble one another in this regard, with south county residents (where there are fewer cities) promoting County residential growth within cities. Coastal residents also favor keeping growth in cities, and inland residents advocate more for growth outside of cities. In what looks like a “not in my backyard” sort of scenario, residents in unincorporated areas prefer to see growth happen in cities, and residents in incorporated areas (cities) are more in favor of seeing the growth happen in the unincorporated areas. These patterns were supported in the general public survey as well. In the random sample, lower

income residents more strongly favored keeping growth in cities, while middle income residents expressed the greatest desire to expand growth outside cities; however this pattern was less clear in the public survey.

“Should Tillamook County promote residential growth in unincorporated areas outside of city limits or aim to keep residential growth within cities as much as possible.”

	Promote growth outside of city limits (%)	(%)	(%)	Neutral (%)	(%)	(%)	Keep residential growth in cities (%)	Total
All	12	8	16	5	11	27	21	290
North	4	9	11	5	12	40	20	102
Central	20	7	22	5	14	15	18	117
South	9	7	14	5	7	32	26	57
Coast	2	10	9	8	11	38	21	89
Inland	16	6	19	4	12	23	20	187
Incorporated	15	8	18	5	13	26	17	186
Unincorporated	6	8	12	5	9	32	29	89
18-54	12	12	19	9	12	12	23	57
55+	12	7	16	4	11	30	20	230
1-10 years in county	7	15	15	9	12	27	16	68
11+ years in county	14	5	18	4	12	26	21	210
Lower income	6	5	12	1	13	30	33	83
Middle income	18	11	18	5	9	24	17	132
Higher income	11	8	22	11	17	14	17	36

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

### *Broadband/Internet*

Given that many residents spent significantly more time on the internet during the COVID-19 pandemic, it is not surprising that they had much to say about broadband access. In open ended responses, residents said that “everything is tied to technology,” and complained about the number of existing broadband companies in Tillamook County and the quality and speed of the internet access that they provide. Many felt as though it was difficult to use the existing internet services for work and school, and were worried about communication in the event of an emergency. Many believed that higher quality internet access would bring more businesses and jobs and make the community safer and more equitable.

Despite the number of comments about broadband access, it was not often listed in residents’ top three concerns. Respondents in our survey indicated that they were quite concerned about it with 84% at least moderately concerned, and 59% at least very concerned. Perhaps surprising to some, older residents were at least as concerned about access to broadband/internet as were younger residents. These observations were supported by the general public survey as well.

“How concerned are you about each of these issues for your community? Access to broadband/internet”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	11	5	25	25	34	344
North	11	5	21	32	31	113
Central	9	6	29	28	39	143
South	16	2	22	27	33	67
Coast	14	5	19	31	31	102
Inland	10	5	28	21	36	220
18-54	15	7	34	18	26	61
55+	10	4	23	27	36	272
1-10 years in county	7	3	23	32	34	90
11+ years in county	11	6	25	25	35	243
Lower income	13	8	30	18	32	104
Middle income	13	4	20	27	36	147
Higher income	11	3	16	34	37	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

### Childcare

Recent national debates over whether childcare constitutes “infrastructure” become relevant in this presentation of data since concerns raised by residents about access to childcare are indeed correlated with their concerns about other indisputable characteristics of infrastructure (access to health care, to public transportation, to social services.) Thus, we include it here as part of the needed services to help families make a living in Tillamook County. The implications of the childcare results should be considered also when exploring results related to local economy and industry.

Access to childcare did not register as a topmost priority for most residents, when compared to other pressing concerns such as affordable housing, COVID, or living wage jobs. However, while around 10% of younger residents identified access to childcare among their top three concerns, only 2% of older residents ranked this concern highly.

To further explore community concerns and opinions about this issue, and to examine age-cohort differences, we asked two questions about childcare. When asked about community concerns, residents indicated the degree to which they were concerned about access to childcare. The level of concern was evenly distributed across the continuum of concern, with 33% not all all or slightly concerned, 24% moderately concerned, and 44% at least very concerned. South county residents were least concerned about childcare access, in both the random sample and the general public sample. Inland residents in both samples were more concerned than coastal residents. Older residents in the random sample are about as concerned about access to childcare as are younger residents, but in the general public survey they show somewhat less concern. Around 45% of younger adults in both samples are at least

very concerned about access to childcare. Lower income residents expressed the greatest amount of concern related to childcare, while higher income residents expressed the least concern, but in the general public sample this pattern is not as clear.

“How concerned are you about each of these issues for your community? Access to childcare”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	19	14	24	22	22	342
North	19	18	25	18	20	114
Central	16	9	22	24	29	141
South	25	18	22	24	10	67
Coast	25	23	23	22	9	102
Inland	16	10	24	22	28	219
18-54	17	17	22	19	25	89
55+	19	14	24	22	21	272
1-10 years in county	25	17	18	32	9	89
11+ years in county	15	14	25	19	27	239
Lower income	15	8	25	23	29	104
Middle income	20	15	22	22	20	147
Higher income	17	25	22	22	14	36

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Registering concern is not the same as expressing an opinion about what is the current situation. Thus, residents were asked to agree or not with this statement: “Quality childcare is available and affordable.” About half did not seem to have an opinion, however, younger residents were more pessimistic about childcare availability than were older residents (45% v. 32%, respectively). The general public sample tells a similar story.

“Quality childcare is available and affordable.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	6	9	51	16	18	330
North	0	11	56	16	16	110
Central	12	9	44	15	21	138
South	5	6	58	16	15	67
Coast	2	5	65	19	9	99
Inland	8	10	45	14	22	215
18-54	2	13	40	21	24	62
55+	7	8	53	14	18	263
1-10 years in county	2	5	64	19	10	84
11+ years in county	8	10	46	16	21	234
Lower income	4	13	50	9	25	102
Middle income	10	4	48	19	19	140
Higher income	3	8	54	27	8	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Thus with regard to childcare, residents are concerned about access, but not as much as they are concerned about other issues facing the community. This interpretation is supported by the fact that few chose to explain their concerns about childcare besides stating that families have a hard time remaining employed without it. Residents have a somewhat tempered or agnostic view about the situation, with the exception of younger adults who count this issue as important, are very concerned, and are critical of the current level of childcare access. Community leaders would do well to consider carefully the age-graded difference in opinions about this part of local services which may impact liveability in the county for working parents with young children.

*Other Kinds of Access*

The concern about access to other public goods was assessed as well: public transportation and social services. Neither of these topics registered very high in the rank-order of concerns for residents. However, as in other situations, even if they do not consider that as salient as other concerns, residents still express varying levels of concern about these issues.

We present the public transportation issues in the section on health and wellness because concerns about public transportation are correlated with their concerns about access to health services. But they are related to concerns about access to social services as well.

About half of Tillamook residents say they are very or extremely concerned about access to social services. The definition of social services was not specified for residents, so their concerns may be about access to anything from a sheriff’s office to a social security office. Written responses provide some insight into the kinds of services residents wish to see and these include programs that address mental health, homelessness, food insecurity and services that

support the elderly. There may be a slightly weaker level of concern about this issue in south county (also affirmed in the general public sample), but the difference is modest. In both the random sample and the general public sample, similarities across region, age, and time lived in the county are more notable than differences. Lower income residents expressed the greatest concern about access to social services while higher income residents expressed the least amount of concern.

“How concerned are you about each of these issues for your community? Access to social services”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	8	12	28	30	22	342
North	4	11	30	39	16	112
Central	11	11	24	25	30	141
South	11	19	29	28	14	65
Coast	6	16	33	36	9	102
Inland	9	11	25	28	28	219
18-54	15	22	27	15	22	60
55+	6	10	28	34	22	272
1-10 years in county	8	12	27	42	11	90
11+ years in county	8	13	27	26	26	240
Lower income	4	7	26	34	29	103
Middle income	12	13	26	28	22	147
Higher income	11	22	22	38	8	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

### ***Supportive Materials from Interviews***

In our interviews with stakeholders and in the open-ended texts offered to us by residents, we heard other comments that corroborate these patterns:

Like survey respondents, nearly all of the community leaders interviewed believed there to be a critical lack of housing in Tillamook County. Interviewees said that houses of all types including “starter homes and regular homes, small homes, duplexes, triplexes” were needed, thus not just apartments. Several interviewees told stories of individuals who accepted jobs, moved to the county and then struggled to find the housing that they needed to live and work there. With regard to workforce housing, one interviewee stated that “everyone has a hard time hiring people because there are no good housing options. People want to come here, they tour the county, like it a lot, but then can’t find housing. Not just low-end housing, but also executives, higher end too.”

Though interviewees maintained that the county needed many kinds of housing, many stressed that the county specifically needed to focus on affordable housing to support the individuals in

the workforce who have lower incomes. One interviewee stated that “The county has been essentially out of permanent housing as more houses are being sold to people who want to rent them out short term as they can make a better profit that way. This is especially hard for working families. There are also hardly any long-term rentals. Overall, there is a real shortage of the kind of long-term housing needed to house the people who work jobs that support the tourism.” Many lower income workers have jobs in the service industry which supports tourism and our interviewees agreed that if Tillamook County wants to “support the tourism industry, we need to have a workforce that can be sustained when the tourists are not here. So affordable, low-income housing (buzzwords that bother some people) is needed because they sustain the workforce throughout the tourist season.” Many would like to see an increase in the number of houses available to workers so that they are more affordable because if housing prices remain as they are, wages will need to rise in order to attract and retain employees which may be hard for local businesses.

Some individuals attributed the lack of housing to the increase in second homeowners and homes being purchased and used exclusively for vacation rentals as Tillamook County’s tourism economy grows. There is a belief among some interviewees that “the reason housing is at a premium is not because there aren’t enough homes, it’s that they are second homes, or lay unoccupied, taking up space without proving any benefit to the community. Vacation rentals, also second homes, bring in folks, putting more pressures on the infrastructure. Homes aren’t built for 20 person families, but that is part of what happens with vacation rentals. This affects the housing market and takes houses off the market. That too puts added pressure on inland properties, away from the beach and coast.” Many believe that the boom in housing and economic growth that Tillamook County has experienced in recent years has not amounted to the “right kind of development,” and many community leaders believe that the County should do more to focus on building affordable housing for those who intend to live and work in Tillamook County, particularly those who are lower income, lest Tillamook County push these individuals out. It should be noted that the majority of residents of the county do not see empty vacation homes as a problem, even while they see that the lack of affordable housing is a problem.

Community leaders described developing more affordable housing as a “balancing act” because there are so few suitable places that the County can actually develop due to topography. Moreover, many residents do not want to lose the rural feel of the community, their views or their farmland. Development of new housing has become a very contentious issue in many areas of Tillamook County with one community leader describing the divide that has emerged in the community as “heartbreaking.” Some believe that the conflict over the development of new housing is tied to a “fear of others” with one community leader stating that “Tillamook is in desperate need of workforce housing and affordable housing, for young families, but it’s always the NIMBYs who stop it. I have heard terrible things said, even in [town name obscured] which is a working-class town . . . . A builder wanted to put up an apartment complex and received death threats because people didn’t want ‘those kind of people.’” Though suggested solutions to issues of housing varied among individuals, it is clear that if Tillamook County wants to continue growing and expanding, community leaders believe that sufficient, affordable housing must be made available. The trade-off questions in the survey



illustrate this NIMBY sentiment, where unincorporated areas wish to see growth in cities, and those in cities wish to see it elsewhere.

The 2020 Covid-19 global pandemic highlighted Tillamook County's lack of sufficient access to high-speed broadband internet which many community leaders noted made it difficult to work and learn from home. Some believed that the lack of widespread internet access led to increased inequality and cut people off from the community, healthcare, school and other services. Increased broadband internet was also seen as a way to improve Tillamook County's economy by allowing for more remote work. Overall, community leaders appeared to be more concerned with broadband access than the survey respondents. Indeed, some leaders were devoting considerable time to rapidly expanding it as schools were closed and children were needing it to complete schooling from home. This difference may be due to the fact that the lower-income residents who may be most likely to lack internet access were underrepresented in this survey.

Community leaders and survey respondents identified childcare as a critical lack within Tillamook County. The lack of childcare was described as being both "an availability issue as well as an affordability issue" as the childcare that is available in the county is not necessarily within financial reach of lower-income residents. One interviewee noted that he felt as though "people are not taking advantage of opportunities that are offered such as childcare at the Y.M.C.A., but this is possibly due to affordability or perception, or maybe it's just about priorities." It was suggested that more could be done to work with private businesses to develop solutions that would allow residents to work with greater ease and less stress.

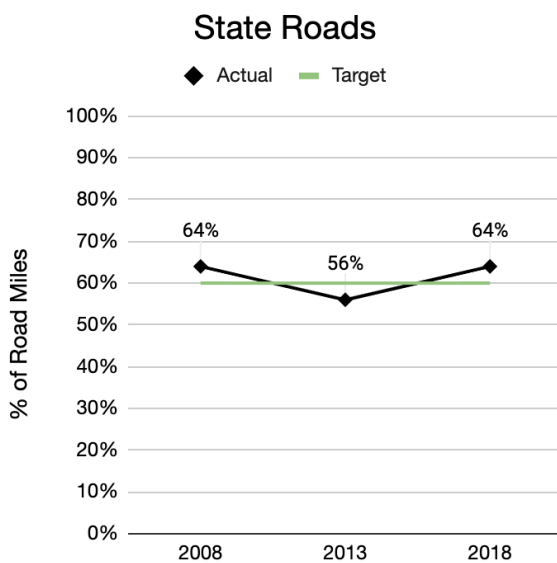
The increase in permanent and seasonal residents as well as vacationers has increased the need for further development of other kinds of infrastructure such as the sewer and water systems, and roadways and public transportation. The increased number of visitors specifically requires an increase in tourism-specific infrastructure such as more and better parking lots, trailheads, bathrooms, inter-connected trails, and increased numbers of campsites. One community leader believed that the lack of infrastructure to support increased numbers of visitors was the driving force behind an increased dislike of tourists stating "if we had the infrastructure, people would be more relaxed - everyone knows that the economy relies on tourists, but we don't have the infrastructure to support them so it frustrates people - if they just had places for people to park and mass transit, even if it was a single bus on a loop, and bathrooms and trash cans and emergency response then people might feel better about the tourists. This summer we didn't have places for people to park and due to cutbacks to staffing no clean bathrooms or empty trashcans and locals were not happy about it. This has always been an issue, but the pandemic made it much worse this summer." There was a sense among many community leaders that the community was at "this tipping point regarding the visitor experience" in which more infrastructure and development is needed to ensure that tourism is managed properly and does not impact the lives of residents. One critical issue with regards to developing and increasing new infrastructure, is that the magnitude of the improvements needed is quite large, and these improvements may not be needed all year round due to cyclical fluctuations in the number of visitors. There was a fear from some community leaders that residents would be stuck "supporting, subsidizing that, paying for a system that is designed for a population 5 times their size" that the community only truly needs during the height of tourism season.

### Additional Indicator Data

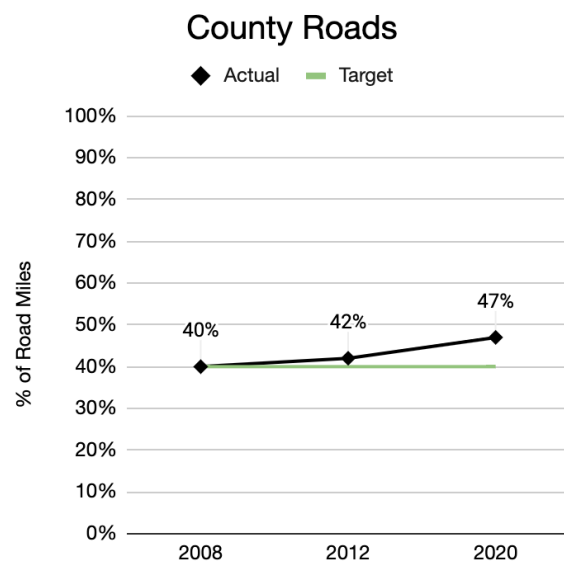
The 2020 Strategic Vision included several indicators related to infrastructure and development that address similar topics that were addressed in the survey data described above.

The condition of roads throughout Tillamook County is important to residents, as automotive transportation is the prime form of transportation across the long distances between communities. As such, it was important for the 2020 Strategic Vision to include indicators related to road conditions.

Both state and county roads have shown improvement in recent years. The percentage of state roads in good or better condition has returned to its 2008 level of 64%, while county roads have continued to improve and 47% are now in fair to good condition. Both the state and county road measures are now above their respective targets of 60% and 40%.



Source: Oregon Department of Transportation

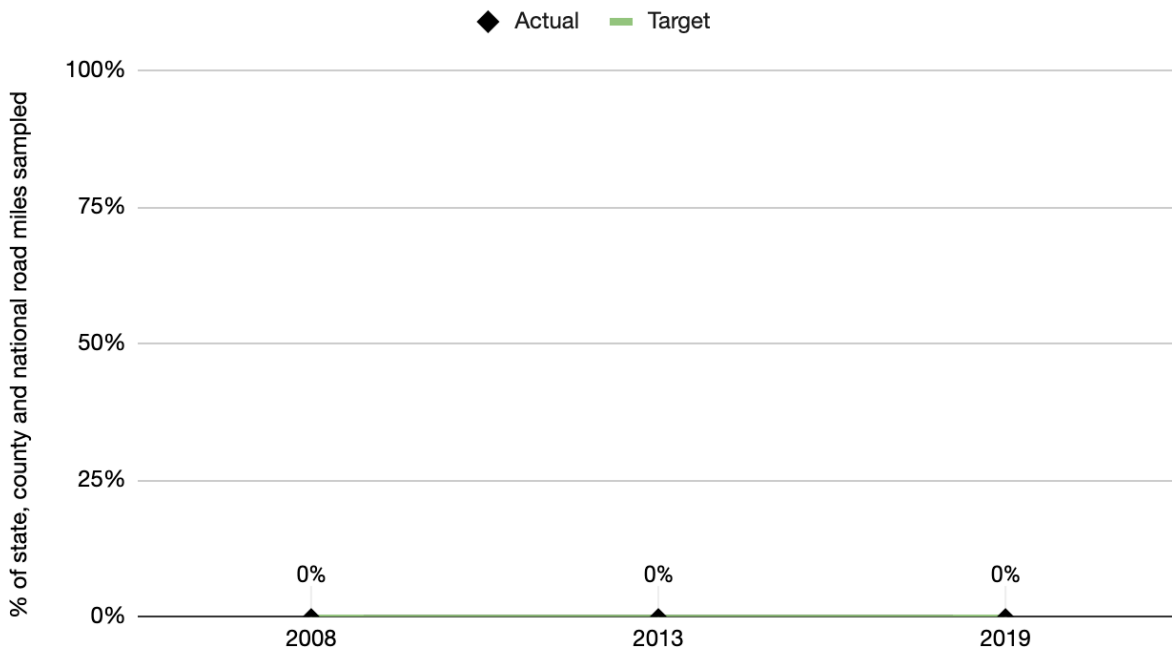


Source: Tillamook County Department of Public Works

With more people moving to Tillamook County and increased tourism, traffic was a concern for residents and road capacity was included in the strategic vision as an indicator. Road capacity was also seen as an indicator of the growth the county could support, and the development needed. Road capacity was measured as the percent of sampled road miles in Tillamook County with volume to service flow (VSF) capacity greater than or equal to the Oregon Department of Transportation (ODOT) Standard of 1.5.

Since 2013, there has been no change in the measured congestion on Tillamook County roads. In 2019, no roads in Tillamook County had a VSF capacity ratio of 1.5 or more, on target with the goal of zero percent of sampled road miles.

## Tillamook County Road Capacity

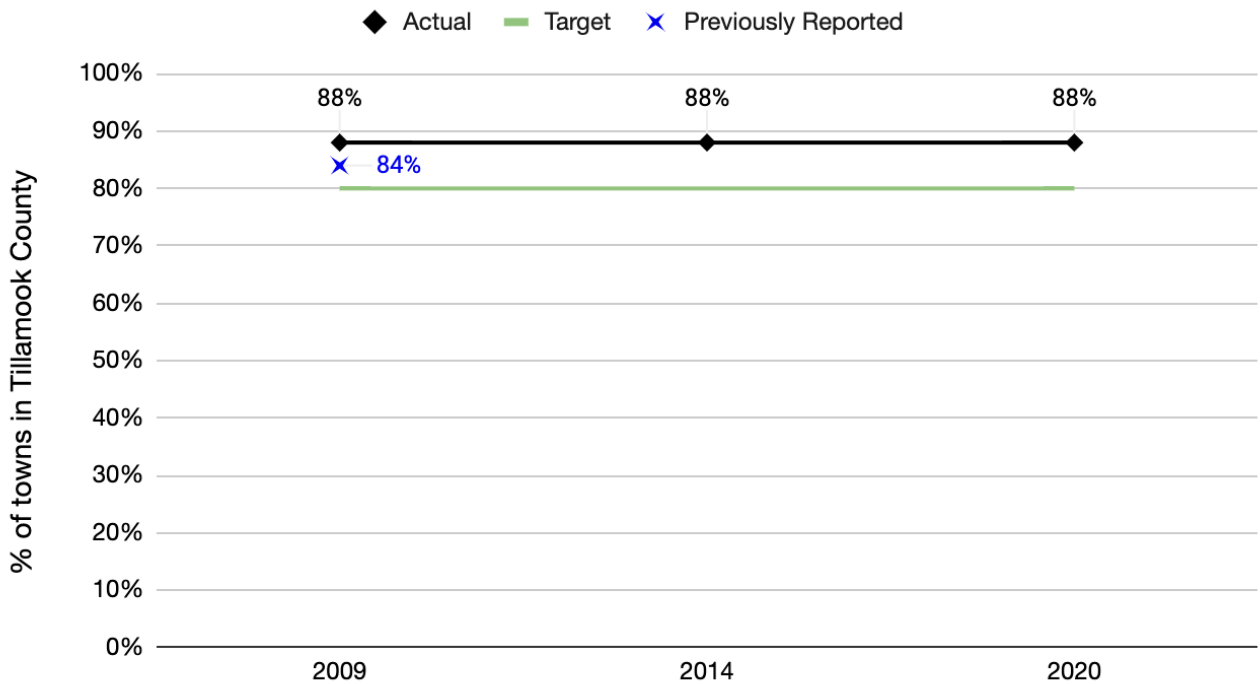


Source: Oregon Department of Transportation

One goal of Vision 2020 was for public transit to be available countywide for residents and visitors. Public transportation coverage was an important indicator that assessed how easily residents and visitors could move around the county. Public transportation coverage was measured by assessing the percentage of communities served by the WAVE bus service.

Between 2014 and 2020 the percentage of incorporated and unincorporated places served by the WAVE did not change. In Tillamook County, 88% of all the incorporated and unincorporated places were covered by the WAVE service and this measure continues to be well above the target of 80% of all the places in the county.

## Percentage of towns in Tillamook County Served by WAVE

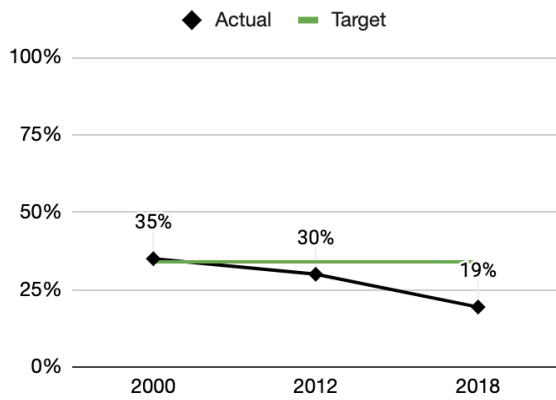


Source: WAVE route map & Oregon Populated Place Names File, 1990 USGS Geographic Names Information System

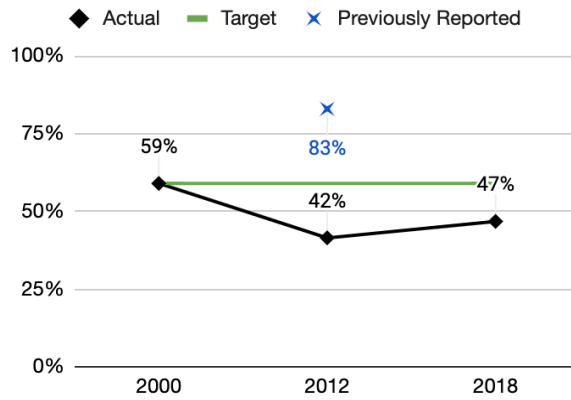
Affordable housing was an important goal in the 2020 Strategic Vision. To measure the prevalence of affordable housing the previous vision relied on the rate of housing cost-burden; a rate commonly used to assess area housing affordability.

In 2018, the median income increased from \$36,765 in 2008-2012 to \$52,486. Renters and homeowners making less than \$50,000 were categorized as low-income. Even though more people may now be included in the low-income category, the percentage of both low-income renters and homeowners who were housing cost-burdened decreased between 2012 and 2018 and are now exceeding their respective targets. The percentage of housing burdened renters increased from 42% in 2012 to 47% in 2018 and the percentage of housing burdened homeowners decreased from 30% in 2012 to 19% in 2018.

Percentage of Low-Income Homeowners that are Cost Burdened

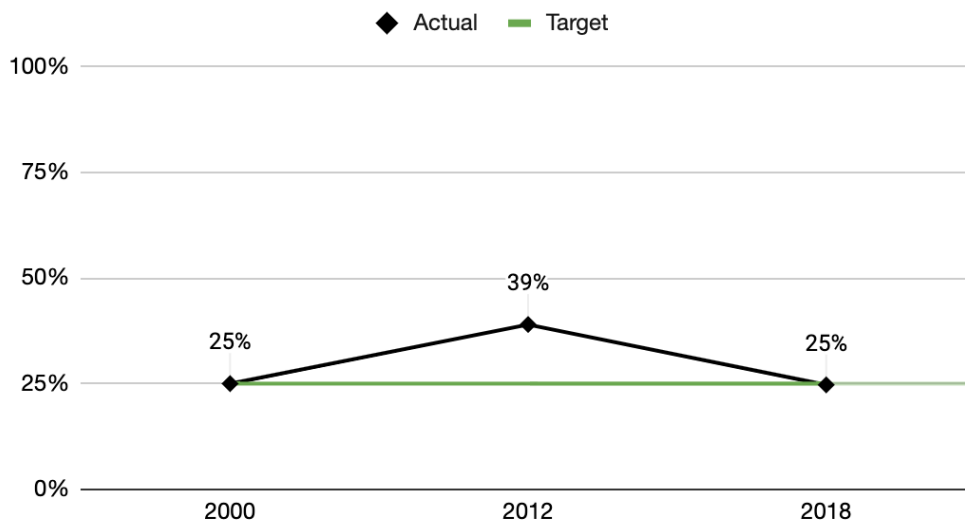


Percentage of Low-Income Renters that are Cost-Burdened



Since 2012, housing cost burden among all households in Tillamook County (renters and owners) has decreased from 39% to 25% for households earning less than the median income. This indicator is once again on target.

Percentage of all Households that are Cost Burdened



## Health and Wellness Results

For each thematic area, we provide a summary of the most important indicators, highlighting differences in the distribution of answers, especially noting differences across locations, age cohort, and seniority in the county.

### *Access to Health Care*

Access to healthcare and human services was identified as a critical issue in Tillamook County's Vision 2020, and these topics continue to be of great importance to the community twenty years later. The data compiled in this vision category addresses a broad range of topics related to the general health and well-being of Tillamook County residents and includes data related to both lifestyle factors such as healthy eating and physical activity and medical care such as access to affordable healthcare and addiction treatment services.

When asked about what were their biggest concerns, 20% of Tillamook respondents selected access to health care as among their top three concerns. This concern rivaled other important issues such as access to affordable homes or access to living wage jobs, and dwarfed other potential community concerns such as an aging population, youth leaving the community, or food insecurity (see Appendix A).

When asked about how concerned they were about access to health care, it is obvious that this is a widely shared and very salient concern. Around 88% were at least moderately concerned, and 70% were at least very concerned. These concerns are broadly shared, not very different across regions within the county, with slightly more concern among older residents. These observations were confirmed with our general public sample as well (see Appendix C). The overall high level of concern indicated here resonates with the fact that access to healthcare figured so prominently when residents were asked to name their top-three concerns.

“How concerned are you about each of these issues for your community? Access to healthcare”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	5	7	16	29	42	344
North	3	7	13	37	40	114
Central	6	5	21	23	45	141
South	9	11	15	27	38	66
Coast	3	10	18	32	38	101
Inland	6	5	16	28	44	221
18-54	8	13	28	20	30	60
55+	5	6	14	31	45	273
1-10 years in county	2	6	18	40	35	91
11+ years in county	5	8	16	26	45	240
Lower income	4	6	14	25	52	104
Middle income	7	8	16	29	41	147
Higher income	5	11	14	38	32	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

When residents were asked directly about the availability of quality health care, over 50% agreed that it was available. In the random sample, the clustering of answers differed by where people lived in the county. Those in central Tillamook County are more likely than residents in north or south county to agree that quality health care is available to them. Around 40% of north and south residents disagreed that it is available, compared to 25% of central residents. However, in the general public sample, opinions about health care appeared to be evenly distributed throughout the county. Similarly, while the random sample showed that inland residents are more likely to regard health care as readily available compared to coastal residents, this pattern was less obvious in the general public sample.

Taken together, these two tables reveal that a great majority of residents are very concerned about access to health care, and then disagree over whether or not what they need is readily available. This analysis is supported by the responses many residents wrote about healthcare. Residents who provided additional commentary noted that they were most concerned about the healthcare that they would need as they age. Some respondents connected the lack of quality in-home medical care to the inability of home health aides to find available or affordable housing. This again is a place where hopes for having available in-home health care may be thwarted by the challenges of having affordable housing available. Overall, good healthcare was viewed as necessary to have the quality of life that residents want.

“Quality health care is available to meet my needs.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	21	31	13	22	13	332
North	13	30	15	28	13	113
Central	32	30	13	15	10	136
South	12	33	15	24	16	67
Coast	11	31	14	31	13	100
Inland	25	31	14	18	12	215
18-54	13	34	21	18	13	61
55+	23	30	12	23	13	264
1-10 years in county	9	38	13	21	19	86
11+ years in county	24	28	14	23	11	234
Lower income	23	39	16	16	7	101
Middle income	23	24	11	27	15	144
Higher income	16	35	8	24	16	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

When asked about whether they thought that others knew how to access available healthcare services, residents were less sure of what others know. However opinions again appeared to vary across regions within the county, at least among those in the random sample. But the general public sample does not show these patterns (see Appendix C).

“Community members are aware of and know how to access healthcare services.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	18	30	30	16	7	335
North	10	41	27	13	9	114
Central	30	21	29	16	4	137
South	6	29	35	21	9	66
Coast	7	27	37	18	11	100
Inland	23	32	26	15	5	216
18-54	12	30	34	16	8	61
55+	19	31	29	15	6	268
1-10 years in county	8	37	36	13	7	87
11+ years in county	21	27	29	17	6	234
Lower income	24	35	21	13	8	102
Middle income	16	28	32	19	5	146
Higher income	11	32	40	11	8	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.



In these above two tables that provide the random sample data, there are hints of a greater level of optimism about healthcare services in the central part of the county. But in Appendix C, the general public sample data show less geographic variation in opinions. This difference is likely due to the fact that the public sample survey may have included more individuals who had chosen to participate in order to voice their concerns as described in the methods section. Consistent with that concern, the tables in Appendix C show (a) more overall who disagreed with these positive statements about health care, and (b) weaker differences across areas within the county, with more central and inland residents expressing more concern about health services.

While concerns about public transportation may not be the first thing to come to mind when thinking about health and wellness, the answers the respondents gave about health care access were related to their answers about public transportation. (See Appendix A for factor analysis that showed the linkage between concerns about accessing health care, social services, and public transportation.) This connection was supported by written comments from community members who expressed concern that they would not be able to effectively access medical services once they stopped driving due to the distance they would have to travel. Those who were more sure that healthcare was readily available were those who also thought public transportation was readily available (and those perceiving less access to healthcare also perceived less access to public transportation). The distribution of answers about public transportation follow a pattern that resembles what appears above with central and inland residents more likely to agree that public transportation is available for all, while south residents and coastal residents less likely to agree. Residents with more seniority in the county also speak more positively of public transportation than newer residents. In this case, the public sample (see Appendix C) confirmed these same general patterns. Lower income residents expressed the strongest agreement while higher income residents seemed unsure whether they agreed or disagreed, likely because higher income residents are less frequent users of public transportation. This pattern was not clear in the public sample where residents of all income categories expressed cautious optimism about the availability of public transportation (Appendix C).

“Public transportation is accessible for all”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	16	39	26	15	4	335
North	13	27	32	22	6	114
Central	21	47	26	4	1	137
South	11	48	15	17	9	65
Coast	11	34	29	18	9	101
Inland	19	43	25	11	2	216
18-54	23	36	23	13	5	61
55+	15	40	27	14	5	268
1-10 years in county	12	30	31	20	8	87
11+ years in county	19	41	24	14	3	236
Lower income	12	55	18	11	4	103
Middle income	24	28	28	17	3	145
Higher income	8	32	41	11	8	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

*Wellness More Broadly Defined*

Health and wellness is more than only accessing health services, and so we here address access to other sources of well-being; namely, recreational opportunities and healthy food.

When asked about recreational opportunities, it is clear that Tillamook County residents strongly value access to outdoor recreation with the vast majority describing this as important to them, and one fourth selecting this among the top 3 things they value in the area.

“Recreational opportunities are available and affordable.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	24	34	19	11	12	335
North	35	38	16	7	4	114
Central	16	27	25	12	20	139
South	23	42	9	17	8	64
Coast	36	36	14	12	2	100
Inland	19	34	21	11	16	219
18-54	30	34	15	13	8	61
55+	22	34	20	11	13	268
1-10 years in county	32	34	19	13	2	88
11+ years in county	21	34	18	12	15	235
Lower income	28	31	21	9	12	101
Middle income	22	35	15	12	17	144
Higher income	37	37	13	11	3	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

The random sample data in this table show that central county and inland residents are less convinced of their access to recreational opportunities. North and south residents, as well as those on the coast, agree that recreational opportunities are available and affordable, with 72% of coastal residents expressing this view. The meaning of this difference deserves further reflection regarding whether opportunities are objectively further away or perceived as more expensive, or if inland and central residents do not perceive nearby recreational opportunities to indeed be of the same nature as perhaps beaches and hiking on the coast. Middle income residents were more likely to disagree with the statement than lower and higher income residents. These patterns were confirmed in the larger public sample as well although the general sentiment was slightly less positive overall and the inter-regional differences not as pronounced (Appendix C).

Residents provided some commentary on the availability and affordability of recreation opportunities. Many residents would agree that “recreation is important to life and sanity,” but some felt as though their ability to experience Tillamook County’s natural areas was being limited. Some of the limitations that they mentioned included restricted beach access, increased use fees, and overcrowding in popular locations. These may be some of the reasons that residents answered the above question as they did.

When asked about access to healthy food, answers were fairly evenly divided between those who agreed and disagreed that “healthy foods are available and affordable to all.” With regard to regional differences within the county, in this case the random sample and the general public sample tell very different stories. The random sample shown here, indicates that some parts of the county showed more concern about this topic. North and central county residents, as well as inland residents, were more likely to approve of the availability of health foods, while south, coastal and lower income residents either disagreed or were ambivalent about it.

However, the general public sample (see Appendix C) showed that more people disagreed overall. More interesting is the observation that in the general public sample, south` county residents were more in agreement with this statement than others (quite the opposite from the random sample), and northern county residents were very much in disagreement with the statement. These competing findings, more in contradiction than on any other of the indicators, deserves further exploration regarding how the respondents’ characteristics in these different areas in the different surveys may impact how people responded to this question. This volatility in measure somehow captured in the sampling method may indicate especially strong and conflicting sentiments on this topic among regions in the county. Those familiar with the geographic location of grocery stores, farm stands, farmers markets, etc. may be able to offer interpretation for why these differences appear within and between the two samples.

Many residents were concerned about food security and those who chose to comment on the availability of food said that they felt concerned about it because it was a critical to the health and wellbeing of community members. Several residents tied the inability to access food with low wages and high rent, with one respondent stating that “many in our area have to make a choice between buying food and paying rent or utilities.” Some residents expressed a desire for more large grocery stores, with one stating that all they have access to is “junk food.” Given these comments and the data described above, it appears that Tillamook County may need to evaluate the geography of food access (e.g., location of grocery stores, farmstands, etc.) to ensure that all community members are being served.

“Healthy foods are available and affordable to all.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	16	27	18	23	16	336
North	9	35	17	27	12	115
Central	20	26	14	17	24	139
South	14	20	28	31	8	65
Coast	8	15	26	32	10	102
Inland	18	29	14	19	19	218
18-54	15	28	15	20	22	60
55+	16	27	18	23	15	269
1-10 years in county	9	29	29	18	15	89
11+ years in county	18	27	13	25	16	234
Lower income	9	26	14	28	25	102
Middle income	20	26	20	19	15	145
Higher income	13	34	18	24	11	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

## About COVID-19

The fact that this survey was done in the midst of a historic pandemic undoubtedly shaped some results. We asked directly about people’s concerns about COVID-19 and unsurprisingly, COVID-19 was very often among the top three concerns that people identified. When asked about their level of concern, around 84% were at least moderately concerned, and 44% were extremely concerned. The general public survey showed somewhat less concern with 71% at least moderately concerned and only 23% extremely concerned. Regional differences within the community that appear in the random sample in this table are obscured in the general public sample. However, both samples showed a consistent greater concern among older residents.

Much of the concern related to the pandemic that respondents wrote about was related to the fear that visitors might spread COVID-19 within Tillamook County. Many felt as though the tourists were less concerned about the pandemic than they should be and wished that there was more enforcement for mask wearing. Several noted that they were older and felt at increased risk. Some individuals were also concerned about the economic impacts of the pandemic on local businesses and those who are unemployed and looking for work. Lastly some were concerned with the policies that the government was putting in place to manage the pandemic. These individuals felt as though their rights were being violated.

“How concerned are you about each of these issues for your community? The COVID-19 pandemic”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	10	7	17	23	44	343
North	6	10	13	25	46	113
Central	8	4	18	23	48	141
South	15	9	20	15	41	66
Coast	8	6	17	26	43	100
Inland	10	7	16	21	47	220
18-54	22	7	30	15	27	60
55+	7	7	14	24	48	272
1-10 years in county	10	8	21	28	34	91
11+ years in county	9	7	14	22	49	239
Lower income	6	5	16	18	55	104
Middle income	9	9	19	25	38	147
Higher income	17	8	14	28	33	36

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

## ***Supportive Materials from Interviews***

In our interviews with stakeholders and in the open-ended texts offered to us by residents, we heard other comments that corroborate these patterns:

Overall, the community leaders that we interviewed had a positive view of the state of health and wellness in Tillamook County. One interviewee stated that he believed “there is a culture that really emphasizes not only physical health, but emotional and mental health as well,” while another proudly claimed that “Tillamook City is ranked #2 for fitness out of Oregon's fifty cities.” Others mentioned that Adventist Health’s hospital, specialists, community clinics were of exceptional quality and had “world class” doctors and health care professionals. Efforts to integrate the County’s mental and physical health services were also praised as a strong step towards making mental health services more accessible and reducing stigma. Several interviewees acknowledged the existence of a myth claiming that one must leave Tillamook County in order to get quality healthcare, but most agreed that Tillamook County was making progress towards creating a better healthcare system for residents.

Despite continued improvements to the healthcare system, interviewees noted that, like many other rural communities, Tillamook County continues to face a number of growing issues that threaten the health and wellness of residents. These issues include drug addiction, poverty, homelessness and food insecurity. Interviewees were especially concerned about how these issues might affect children, the elderly and veterans. One interviewee noted that “more services seem available and accessible for women, but men, particularly veterans, often find the county not helpful and many end up being sent out of state for services.” Many connected these issues to poverty and lack of housing more generally and believed that work that could assist with upward mobility such as “getting folks into a career path with a livable wage, and affordable adequate housing” could help to address some of these concerns. Political and institutional barriers were also mentioned as a topic of great concern as they can restrict the time and resources spent on controversial topics like abortion and gun safety.

Some interviewees noted that issues of health equity are a topic of concern especially among those that work with the Latino community. Some communicated that there is a lack of resources in the County to support vulnerable and undocumented populations, and that there are many barriers that make it difficult for these individuals to access healthcare. One such barrier is the fact that “educational programs for the general population (such as diabetes and other health-related matters) are always in English, therefore some non-English speaking Latinx people are excluded.” We did not have enough survey data to explore differences in opinion about health and wellness related topics among different racial and ethnic groups, but this topic should be explored in future visioning efforts. Issues of health equity were described as going beyond language and skin color and interviewees noted other barriers that can make it difficult to serve populations in need, such as access to transportation, as indicated by our survey results, as well as access to broadband.

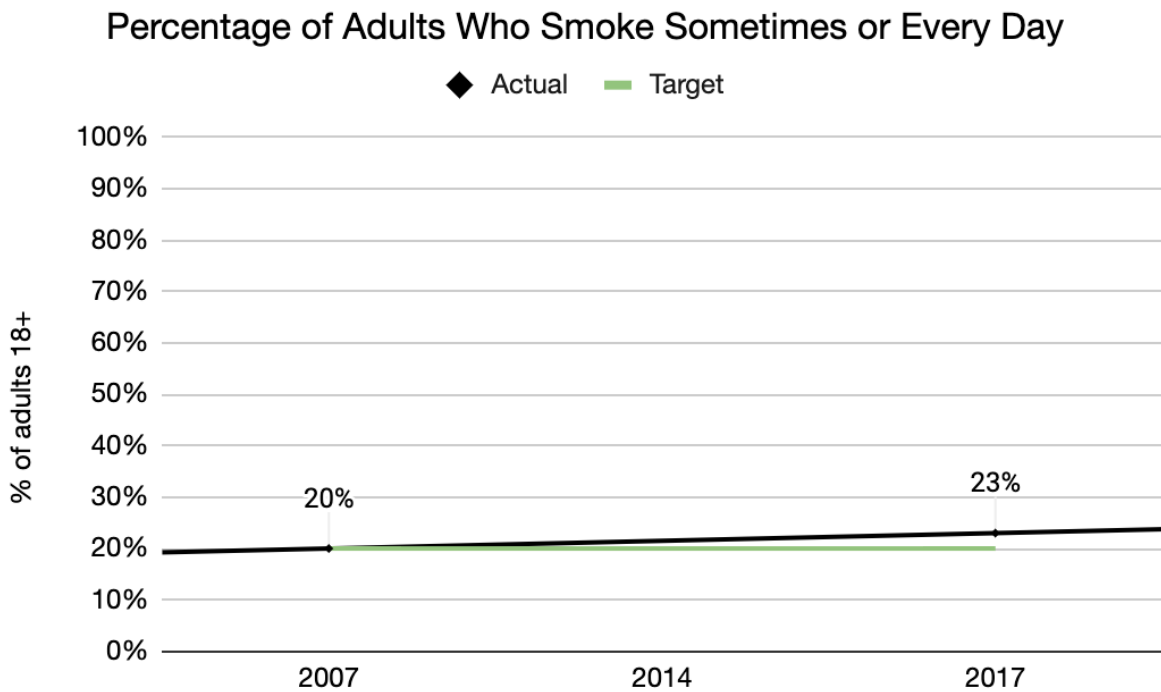
These perceptions may not always reflect objective realities. We next list additional data that can speak to health and wellness concerns, trends, and patterns in Tillamook County.

**Additional Indicator Data**

State and local health data can provide a more detailed look at the health of Tillamook County residents which provides additional insight to this vision category.

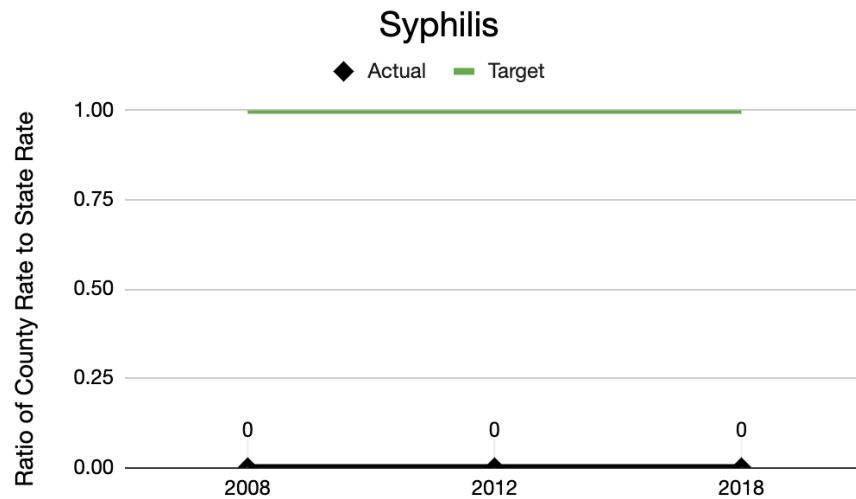
The Tillamook County Strategic Vision for 2020 set a goal to promote healthy lifestyles among residents. The health outcomes the vision chose to track fell along three dimensions, obesity, smoking, and sexually transmitted disease and measures were used to track the overall health of residents. Data related to the indicators used can be found below.

The percentage of adults in Tillamook County who smoke has increased from 20% in 2007 to 23% in 2017, and this indicator is now above its target rate of 20%. No data was available in 2014.

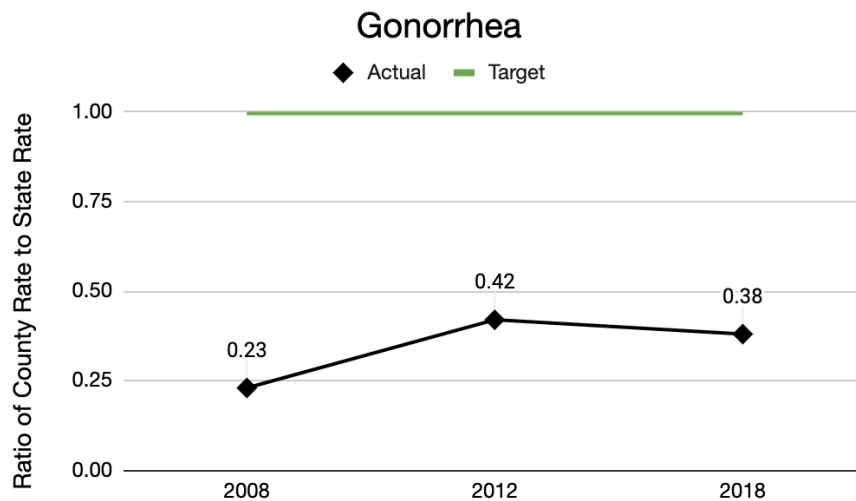


Source: Oregon Health Authority, Public Health Division, Behavior Risk Factor Surveillance System

The ratio of Tillamook County syphilis and gonorrhea incidence rates to those in Oregon were less than 1 in 2018, meaning that Tillamook County had lower syphilis and gonorrhea incidence rates than the Oregon state average that year. Syphilis rates in Tillamook County have remained at zero between 2008 and 2018. The incidence rate of gonorrhea increased between 2012 and 2018 from 16 cases per 100,000 to 53 cases per 100,000; however, the rates in Oregon increased at a greater rate from 28 cases per 100,000 in 2012 to 140.7 cases per 100,000 in 2018. The fact that the overall state rate has increased more drastically means that the overall ratio between the state and county gonorrhea rates decreased in 2018. As such, Tillamook County continues to meet its goal to have lower rates than Oregon overall (a ratio of .99 or lower) for both diseases



Source: Oregon Health Authority, Public Health Division

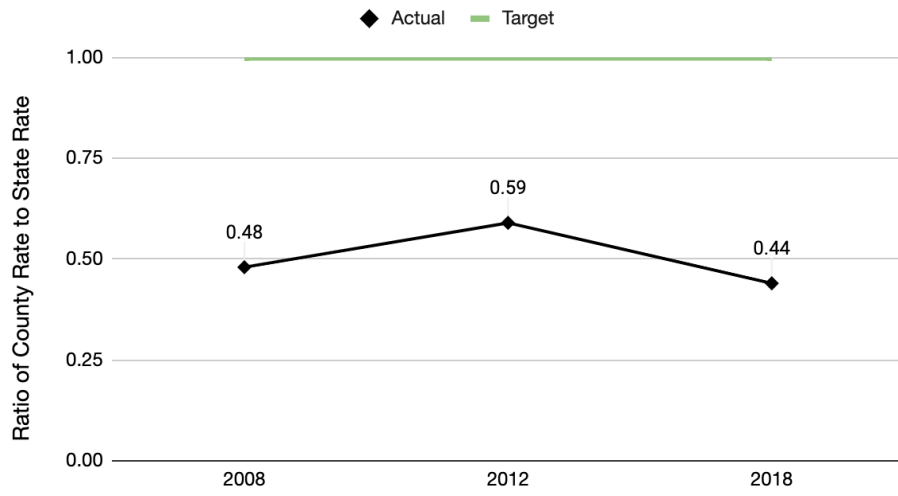


Source: Oregon Health Authority, Public Health Division

The ratio of Tillamook County’s rate of chlamydia to Oregon’s rate of chlamydia has decreased from .59 in 2012 to .44 in 2018. This decrease was in part caused by a drop in the incidence of chlamydia in Tillamook from 206 per 100,000 in 2012 to 200.8 in 2018. In this same time, state incidence of chlamydia increased from 349 cases per 100,000 to 455.5 cases per 100,000. The rate of HIV/AIDS in Tillamook has continued to approach the state rate and the ratio of the county rate to the state rate is now .62. HIV/AIDS prevalence in Tillamook County has increased from 55 per 100,000 in 2014 to 116.1 per 100,000 in 2019. The ratio of Tillamook County’s rates to the state rates for both Chlamydia and HIV/AIDS are within the target of less than 1.

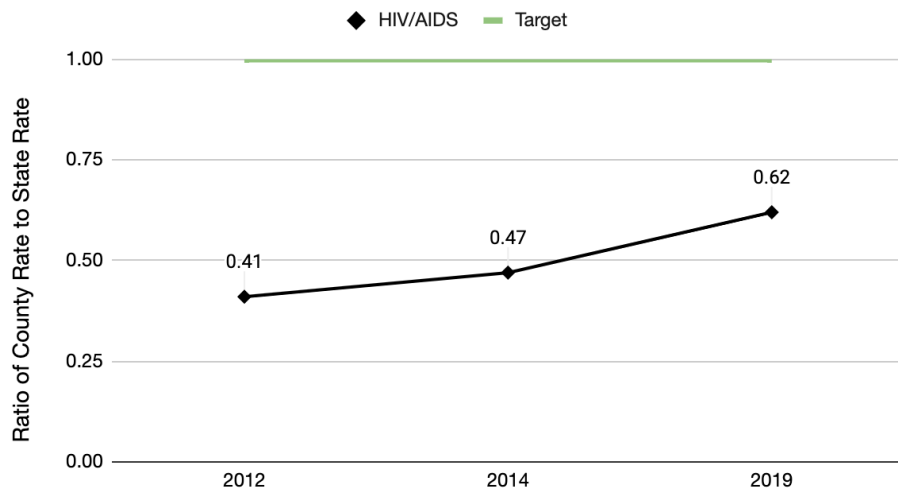


### Chlamydia



Source: Oregon Health Authority, Public Health Division

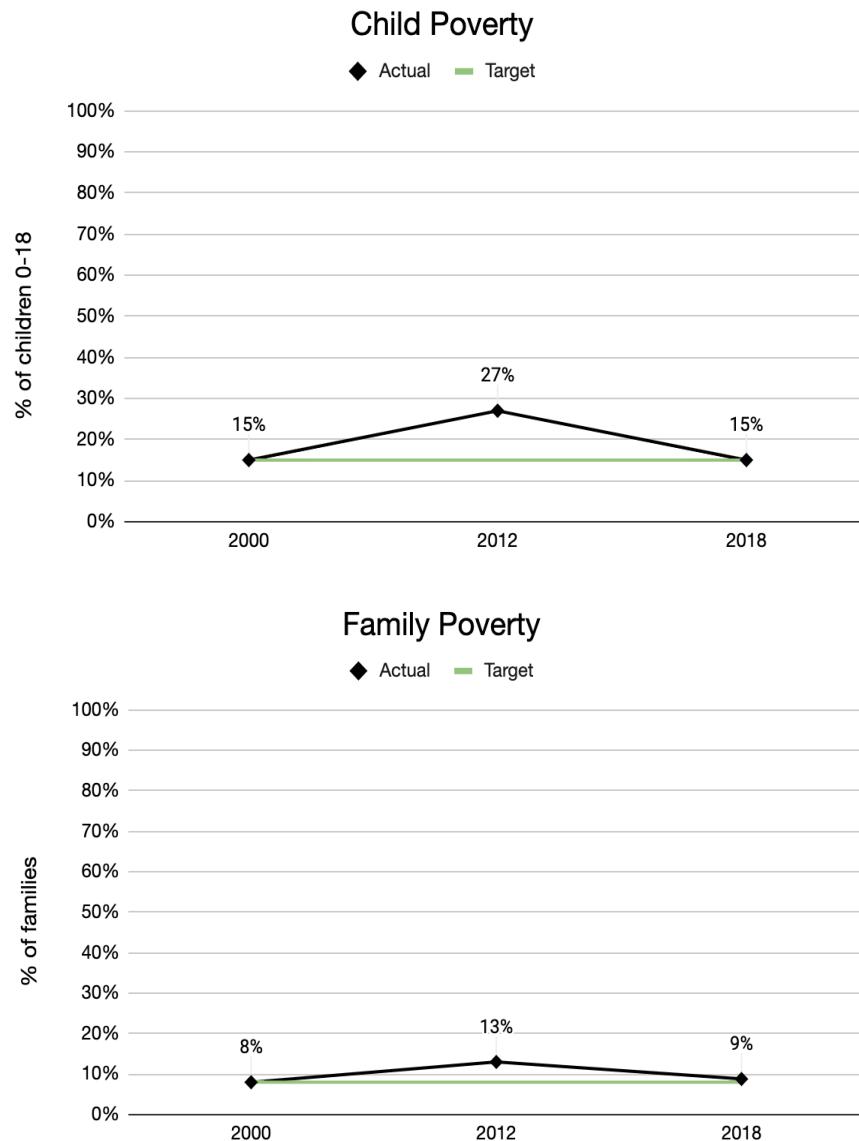
### HIV/AIDS



Source: Oregon Health Authority, Public Health Division

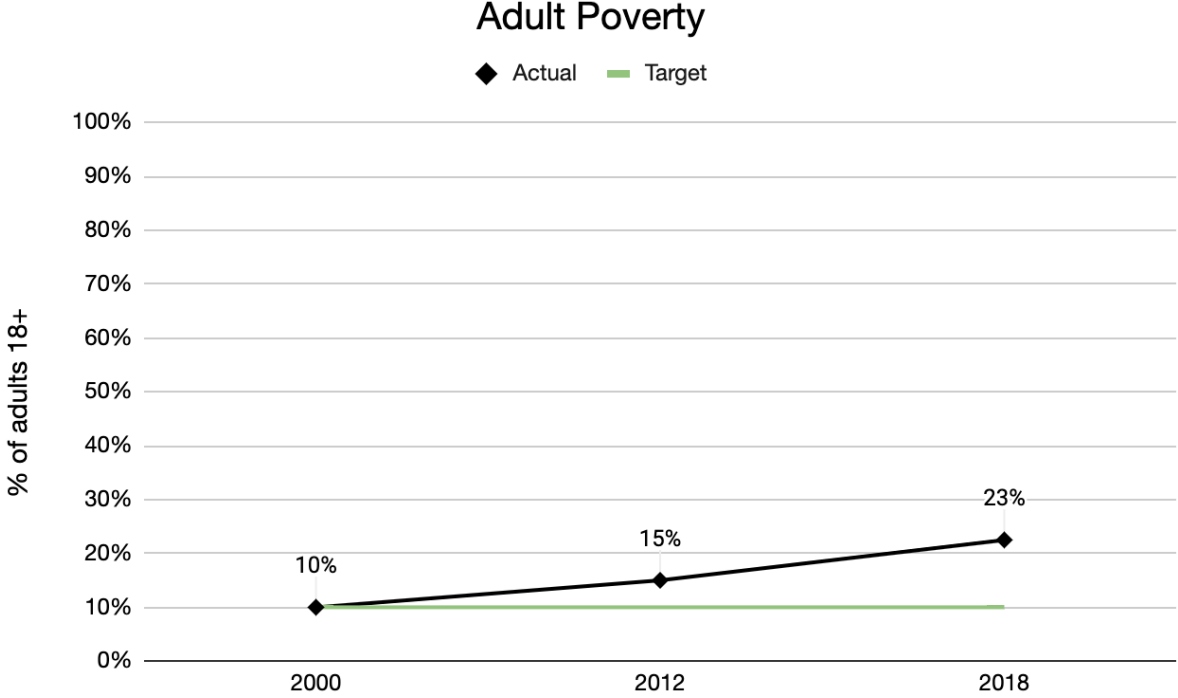
Measures of poverty provide a different perspective on the health and wellbeing of Tillamook County's community members as poverty is often related to poor health. In addition, these measures can be used to understand the extent to which the basic needs of the population are being met. Several measures of poverty can be found below.

The percentages of Tillamook County children and families in poverty decreased significantly between 2008-2012 and 2018. Child poverty has returned to 2000 levels and family poverty has returned to near 2000 levels.



Source: US Census Bureau, 2000 Census and 2008-2012, 2018 American Community Survey

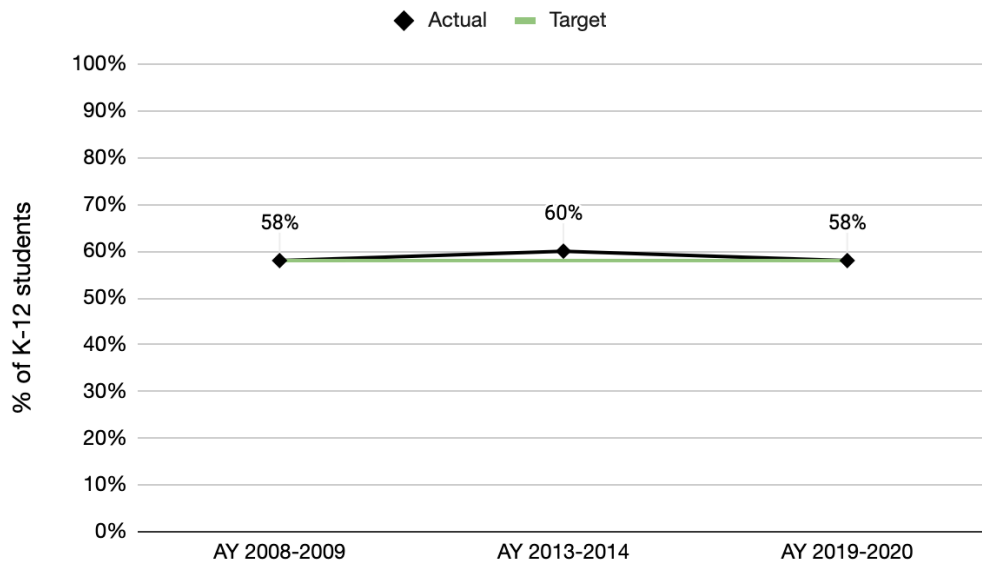
Between the 2008-2012 period and 2018, adults in poverty increased by eight percentage points from 15% to 23%. The rate of adult poverty in Tillamook County continues to exceed the target rate of less than 10%. The differences are statistically significant as the margins of error do not overlap.



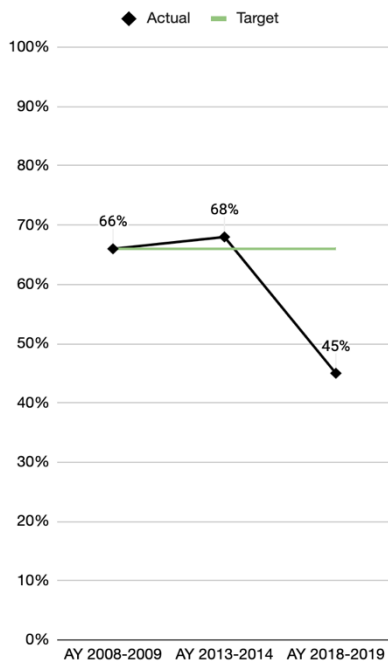
Source: US Census Bureau, 2000 Census and 2008-12, 2018 American Community Survey

Between academic year 2013-2014 and 2018-2019, the percentage of students eligible for the Free and Reduced Lunch program decreased in the Tillamook and Neah-Kah-Nie school districts significantly, while the percentage of eligible students increased significantly in the Nestucca school district. Overall, the percentage of eligible students decreased slightly countywide. Except for Nestucca school district, all school districts and the county are meeting their target for students receiving free and reduced-price lunch.

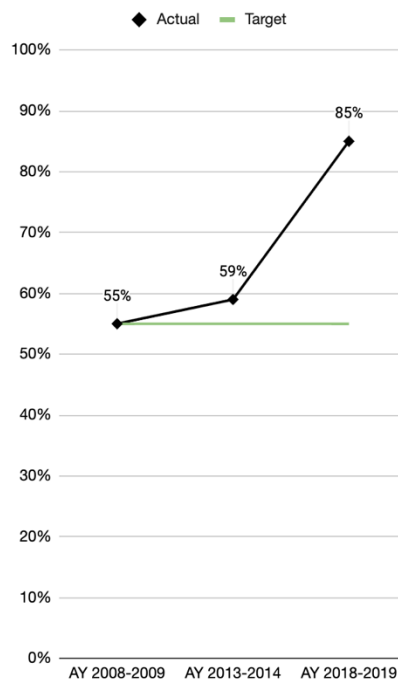
### Tillamook County



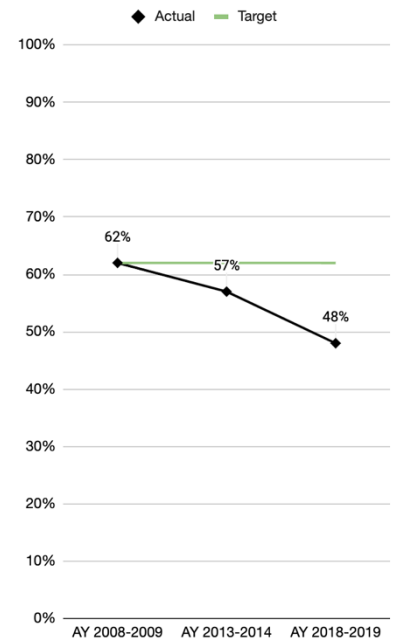
### Tillamook SD



### Nestucca SD

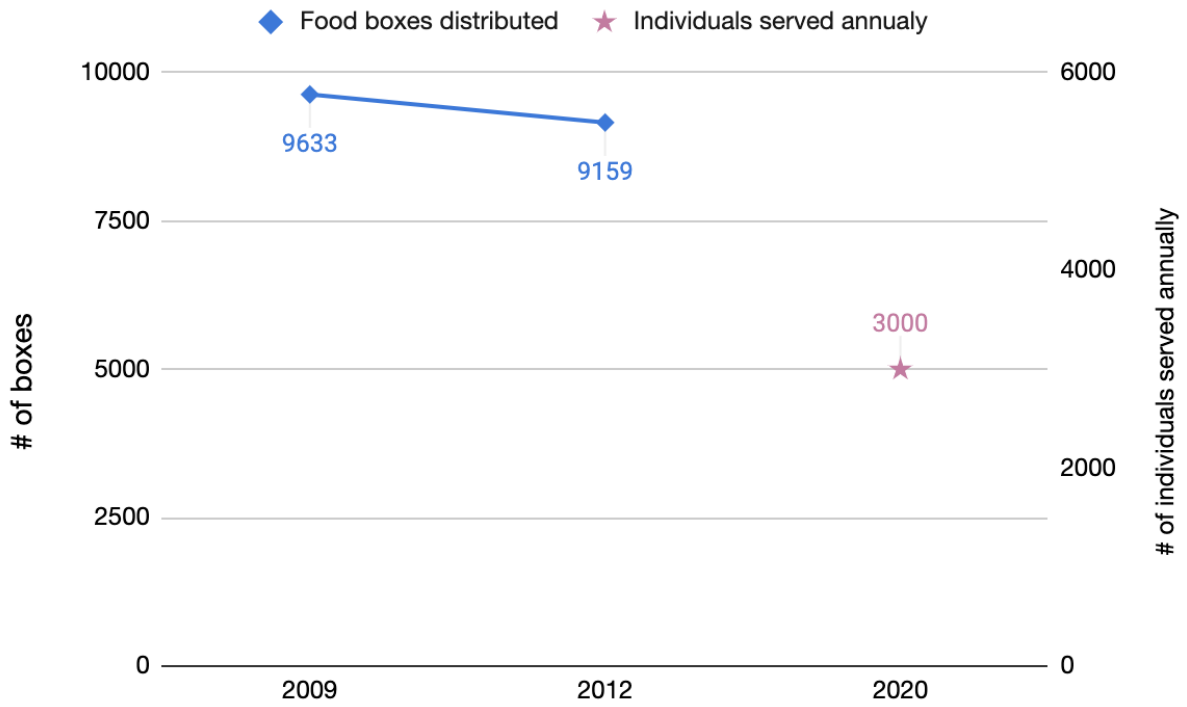


### Neah-Kah-Nie SD



Source: Oregon Department of Education

In 2020, staff at the Oregon Food Bank’s Tillamook office provided data on the number of individuals in Tillamook they estimate use their services annually as they measure food distribution in pounds, and it includes duplications. Due to this change in the data that is reported, a conclusion cannot be drawn regarding the trend of this measure.



Source: Oregon Food Bank

## Emergency Preparedness and Community Safety Results

For each thematic area, we provide a summary of the most important indicators, highlighting differences in the distribution of answers, especially noting differences across locations, age cohort, and seniority in the county.

While Tillamook County is no stranger to disaster, in the years since Tillamook County's 2020 Vision was developed, increasing attention has been paid to ensuring that the County and its communities are prepared for the next emergency. The Tillamook County Board of Commissioners is keen on understanding the needs of Tillamook County's community members with regards to safety to ensure that adequate plans are developed. As such, disaster preparedness and community safety now warrant their own separate vision category. While this category is a new standalone category, the themes and topics described here were addressed in prior vision categories. The emergency preparedness and safety category covers topics related to natural disasters and community preparedness as well as the community's thoughts on the 2020 Covid-19 Pandemic and general issues of community safety. (Also observe information about community concerns about Covid-19 in the previous section on health and wellness.)

When asked about their biggest concerns, Tillamook residents are concerned about natural disasters, but generally not as much as they are concerned about other issues. Within the county these concerns differ significantly by location. While only 1% of central county residents listed natural disasters as a top-three concern, 18% of southern residents and 9% of northern residents listed this, rivaling concerns about COVID in those locations. Coastal residents were twice as likely as inland residents to name natural disasters among their top three concerns (12% v. 5%, respectively). (See Appendix A).

When asked about how concerned they were about natural disasters (without comparing these concerns with other concerns) the pattern of responses only partially reflects residents' ranking of concerns. Around 80% of the residents were at least moderately concerned, and around 50% were very or extremely concerned about natural disasters. (Note that natural disasters were not defined, so respondents may be thinking of tsunamis, wildfires, flooding or something else.) While the general public sample did not show obvious regional differences in level of concern about natural disasters, the random sample indicated that north and central residents show similar levels of concern, while southern residents showed somewhat less concern (around 70%), even though when asked to rank their concerns against other ones (as mentioned above) they were more likely to regard this as a top-three concern. There is no obvious difference between inland and coastal residents when expressing level of concern (absent comparison to other issues), while coastal residents were more likely to rank natural disaster concerns as more salient than other concerns. In the random sample shown here, younger residents were less concerned about natural disasters than older residents, but this pattern does not appear in the general public sample. Lower income residents showed the greatest concern of all income groups, perhaps because they lower-income community are often at the greatest risk of natural disaster and may lack the resources to prepare. In sum, most of the regional and demographic differences seen in the random sample are obscured in

the general public sample, but the overall distribution of high levels of concern is supported by both samples.

“How concerned are you about each of these issues for your community? Natural disasters”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	9	11	29	21	31	343
North	5	11	33	19	30	112
Central	6	8	29	20	37	142
South	15	14	22	28	22	65
Coast	6	10	31	30	24	101
Inland	9	11	28	17	35	218
18-54	10	18	33	10	28	60
55+	8	9	29	23	32	270
1-10 years in county	4	13	31	21	30	90
11+ years in county	9	10	29	20	32	241
Lower income	7	8	27	23	36	104
Middle income	8	12	34	17	30	146
Higher income	11	21	26	21	21	38

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

When residents were asked directly about how important it is for their community to be prepared for emergencies, at least 90% of the county regarded this as at least moderately important, and 70% to 80% regarded it as very or extremely important. This pattern is even more extreme in the general public sample wherein 99% indicated emergency preparedness was at least moderately important. There are no obvious significant differences in the distribution of answers across places and demographic groups, perhaps making this the most unanimous of all indicators in the whole survey.

“How important are each of these to you . . . emergency preparedness.”

	Not at all Important (%)	Slightly Important (%)	Moderately Important (%)	Very Important (%)	Extremely Important (%)	Total
All	1	5	15	34	46	343
North	1	8	12	28	50	113
Central	1	1	12	39	47	142
South	3	9	20	28	40	65
Coast	3	5	18	33	41	100
Inland	0	5	12	34	49	219
18-54	0	0	20	33	48	61
55+	1	6	13	34	46	268
1-10 years in county	1	3	13	38	45	92
11+ years in county	0	5	15	33	46	239
Lower income	2	6	8	30	54	102
Middle income	.7	6	16	34	43	146
Higher income	3	0	24	27	46	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

However, when asked if the county is ready for an emergency, residents are more equivocal and quite divided. In the random sample, about 40% at least somewhat agree that the community is adequately prepared, but 25% say “neither agree nor disagree”, and around 30% at least somewhat disagree. The general public sample shows greater pessimism, with 46% at least somewhat disagreeing that the community is ready. Both samples show that northern residents seem more optimistic about the level of preparedness, compared to central and southern county residents. There are no obvious differences between inland and coastal residents with regard to agreement that the community is adequately prepared. There are no obvious important differences across age groups or those with more or less seniority in the county. In written comments, several residents expanded on their thoughts related to the county’s level of preparedness. Some wished for improved communication channels so that they did not need to rely on social media for up-to-date information. In general, many residents connected broadband access to emergency preparedness and believed that better internet access would help to make the county safer in the event of a natural disaster.



“The community is adequately prepared for natural disasters and other emergencies”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	11	32	25.5	18	13	338
North	16	38	18	16	12	115
Central	5	30	28	18	18	141
South	13	30	27	22	8	67
Coast	11	30	27	19	14	101
Inland	10	34	24	18	14	220
18-54	7	34	25	18	16	61
55+	12	32	26	18	13	271
1-10 years in county	9	26	34	15	17	89
11+ years in county	10	35	23	20	12	238
Lower income	16	24	35	8	16	104
Middle income	8	37	22	18	15	147
Higher income	3	40	24	16	8	38

Note: Percentages may not sum to 100% due to rounding error. All percentages reflect sampling weights assigned to account for sampling response bias.

Residents were asked whether or not more should be invested in preparing for emergencies. Overall, two-thirds of respondents leaned toward greater investment and efforts, and just under one third leaned toward considering current investments and efforts to be sufficient. In this sample, south county residents are a bit less supportive of increasing investments and efforts, but this pattern is less obvious in the general public sample. The distribution of answers is more similar than different across groups, with a repeated 60% to 70% inclined to greater levels of preparation for emergencies.

“Should Tillamook County increase its investments and efforts related to emergency preparedness or are current investments and efforts sufficient.”

	Increase investment and efforts (%)	(%)	(%)	Neutral (%)	(%)	(%)	Current investments and efforts are sufficient (%)	Total
All	22	25	20	4	8	10	11	298
North	14	30	22	6	9	10	9	106
Central	33	19	21	5	7	11	5	122
South	16	23	19	0	10	11	21	62
Coast	19	30	23	4	8	9	7	90
Inland	24	21	20	4	8	12	12	199
Incorporated	24	25	20	5	8	10	7	196
Unincorporated	20	22	22	1	7	12	17	91
18-54	28	30	11	4	11	9	9	47
55+	21	24	22	4	7	11	11	247
1-10 years in county	22	31	23	10	6	5	3	78
11+ years in county	23	23	19	2	8	12	13	209
Lower income	27	27	18	6	7	4	10	96
Middle income	21	23	18	2	8	16	11	132
Higher income	23	29	16	10	10	7	7	31

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Finally, in the section on community and culture, we also report on residents’ responses to how much people in the county would help one another during periods of crisis. Even though they indicate here a wish to invest more in emergency preparedness, and express concern about the level of preparedness, residents also anticipate that they would be a resource for one another during difficult times.

### *Crime*

Residents were also asked about crime in the community. When asked about the relative importance of crime as a concern, it was in the top-three concerns of around 15% of respondents, showing that crime is of greater concern to the public than issues such as job security, educational opportunities, or access to childcare, but is of less concern than living wage jobs, overcrowding due to tourism, or access to affordable homes.

Apart from identifying top-concerns, residents were also able to register the degree of their concern about crime. Over half of the residents are at least very concerned about crime, and around 87% are at least moderately concerned. Inland residents (in both samples) show more concern about crime than coastal residents. Additionally, lower-income residents show the most “extreme concern,” while higher income residents were most likely to express moderate concern.

“How concerned are you about each of these issues for your community? Crime”

	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total
All	3	10	33	24	31	342
North	4	16	37	30	14	114
Central	1	5	33	20	41	139
South	9	9	23	22	37	65
Coast	7	16	37	25	16	102
Inland	2	7	30	23	38	218
18-54	3	12	37	23	25	60
55+	3	9	33	23	32	269
1-10 years in county	3	20	32	25	20	91
11+ years in county	3	6	34	24	34	242
Lower income	4	8	28	23	38	105
Middle income	4	12	34	20	31	144
Higher income	3	10	41	33	13	39

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

When asked to comment on how safe they believe the community is, residents are quite divided. About one-third agree it is safe from crime and 50% somewhat disagreeing, and the remainder neutral. The random sample shown here indicates that northern residents are more optimistic about this, but as in the general public sample, the differences between regions is not large. In both samples, inland residents are more concerned about crime than are coastal residents. Other differences across demographic groups are modest as well. Lower income residents express more concern than middle- and higher-income residents in the random sample, but in the public sample, the differences between income categories are not as large (see Appendix C).

“The community is safe from crime.”

	Strongly Agree (%)	Somewhat Agree (%)	Neither (%)	Somewhat Disagree (%)	Strongly Disagree (%)	Total
All	9	24	17	27	23	340
North	10	33	18	29	10	115
Central	5	17	18	27	34	143
South	14	21	12	26	27	66
Coast	13	35	19	21	13	101
Inland	7	19	16	30	29	221
18-54	5	27	18	30	20	60
55+	10	21	18	26	29	239
1-10 years in county	11	30	18	29	11	89
11+ years in county	7	21	18	26	29	239
Lower income	10	22	17	26	25	103
Middle income	7	23	23	25	23	146
Higher income	8	41	11	22	19	37

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

In open-ended survey questions respondents had the opportunity to expand on their thoughts about crime in Tillamook County. Resident believed that crime was on the rise, in part due to a police force that lacks funding and either does not want to or cannot respond appropriately. Some call for stronger law enforcement, while others would prefer to see the police “defunded.” Fear of crime is often linked to concern about drugs and the growing homeless population as well as abandoned cars and run-down areas of the community. While some express “no compassion” for the homeless, others believe that support systems which allow individuals to move off the street and remain sober may help to address some of the concerns related to crime and drug use.

### ***Supportive Materials from Interviews***

In our interviews with stakeholders and in the open-ended texts offered to us by residents, we heard other comments that corroborate these concerns:

Following a year that included a global pandemic, social unrest and destructive wildfires, it is not surprising that emergency preparedness was on the minds of many community leaders. Several noted that disaster preparedness was not a key part of the earlier visioning work, in part due to a lack of understanding about the risks to Tillamook County caused by climate change and the Cascadia subduction zone. Community leaders reported that the County has made great strides to prepare residents, but that more work is needed to ensure that the community will be ready when disaster strikes. They believe that good efforts were being made in the north of the county related to earthquakes and rising sea levels but wished that these efforts could be expanded further south. This finding is interesting in light of our survey results which show south county residents to be slightly less concerned about natural disasters. Several community leaders expressed concern that they were unsure how seriously the county

and some of its communities were attempting to anticipate the impacts of climate change such as sea level rise and precipitation changes. This concern was amplified for some due to the belief that some areas of the county, like central county, lacked cohesive preparedness plans. Another concern regarding emergency preparedness was the fact that much of the work is conducted by grassroots organizations, many of which are run by older individuals who may need to transition out of the roles they are currently in. Some suggest that the county will need to step in to provide support and funding for these groups so that they can navigate leadership changes. Many fear the lack of funding and resources will inhibit the county's ability to roll out sufficient public education and its ability to act quickly in the face of disaster. One interviewee noted that they are not just responsible for teaching residents what to do, but also visitors, many of whom may not be as aware of the dangers of the coast and yet who are more difficult to target through educational campaigns. High school students did not comment on natural disasters.

Despite the general concern and the feeling that the county needs to move more quickly to get residents and visitors educated and prepared to act in an emergency, many felt that Tillamook County's close-knit community would help them weather any storm. These sentiments are reflected also in the survey data. Several interviewees had stories of the community rallying together to feed first responders or raise money for families that lost their homes in a fire. One interviewee noted that he believed "having the same mindset when it comes to emergency management in an area prone to disasters helps to be united in a common cause on how to prepare for it. Whenever a crisis happens, everybody is willing to jump in to be able to help and do whatever they can. Having residents that live in emergency areas keep in close contact can assist in the good performance of emergency preparedness in the county." Overall, residents felt as though they would be able to rely on their neighbors to assist in times of disaster.

Crime was also a topic of concern among the community leaders and high school students that we interviewed. Law enforcement was perceived to be doing the best that they could given their limited resources, but that they were regularly overwhelmed due to the increase of visitors and homeless people. Increased funding was the solution that most suggested when asked what they would like to see done about these issues. Several interviewees tied the lack of law enforcement resources to upticks in crime, with one individual stating that "the 'bad guys' know there are not cops here at some times" in reference to the fact that some areas do not have around-the-clock law enforcement. Several TBCC students said that they did not feel safe due to the number of homeless individuals and drug addicts that they see in town and at the grocery store. While some said that they have felt safer in areas outside of Tillamook County, some said that they felt safer than they would in a more urban area. Several community leaders also noted an influx of new individuals from outside of the community who were causing issues and urinating in the streets. It is possible that these are some of the same reasons that many survey respondents said that they were concerned about crime.

### ***Additional Indicator Data***

While Tillamook County’s Strategic Vision 2020 did not have a category specifically related to emergency preparedness or community safety, some indicators were used to measure how well the community could handle emergencies.

The number and type of emergency warning systems were used to understand how well the community was prepared for a natural disaster. Since 2014, the number of warning systems has increased by two and Tillamook County now has nine counted emergency warning systems in place in the event of a natural disaster.

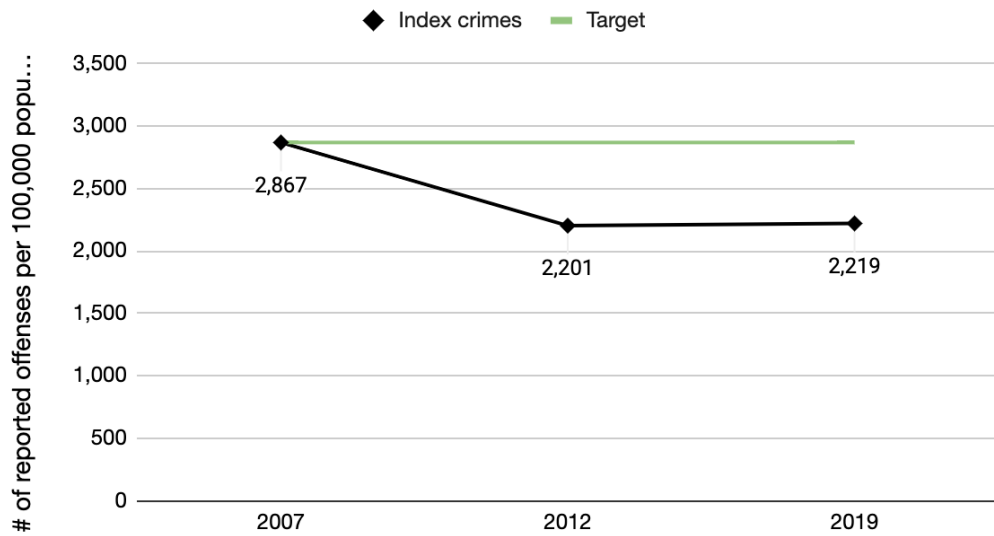
<b>2009</b>	<b>2014</b>	<b>2020</b>
1. Radio	1. NOAA	1. NOAA
2. Reverse 9-1-1 (voice)	2. All-Hazard Radios	2. All-Hazard Radios
3. Tsunami Sirens	3. Reverse 9-1-1 (voice, text & email)	3. Mass notification system (voice, text & email)
	4. Opt-in Nixle weather Alerts (email & text options)	4. Opt-in Nixle weather Alerts (email & text options)
	5. Opt-In Emergency emails	5. Opt-In Emergency emails
	6. Social media real-time updates	6. Real-time updates via social media, radio and TV
	7. FEMA’s Public Alert & Warning System	7. FEMA’s Public Alert & Warning System
		8. Civil Air Patrol announcements
		9. Deployment of Search and Rescue teams and Emergency Response teams to notify residents

Source: Tillamook County of Emergency Management

The frequency of criminal activity was also measured using index crime statistics from the Oregon Criminal Justice Commission (OCJC). According to the OCJC, index crimes correspond to person index crimes (willful murder, aggravated assault, robbery and forcible rape) and property index crimes (larceny, burglary, motor vehicle theft and arson).

Since 2012, the number of index crimes per 100,000 residents in Tillamook County has increased negligibly from 2,201 to 2,219 index crime offenses per 100,000 residents; however, the index crime rate remains below the target of 2,867 crimes per 100,000 residents.

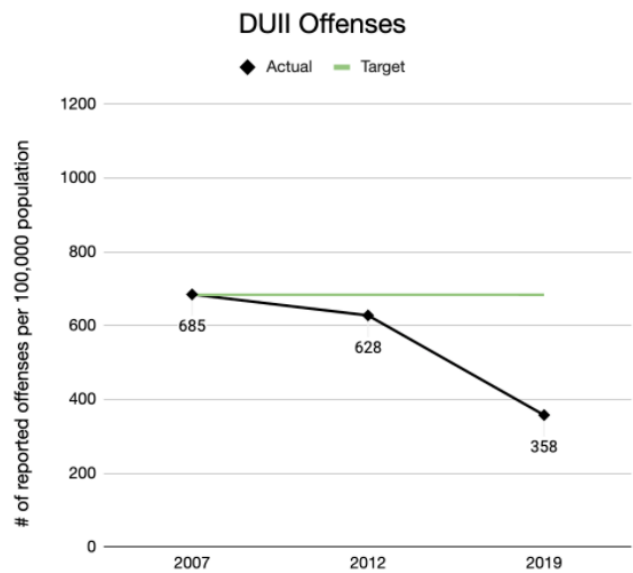
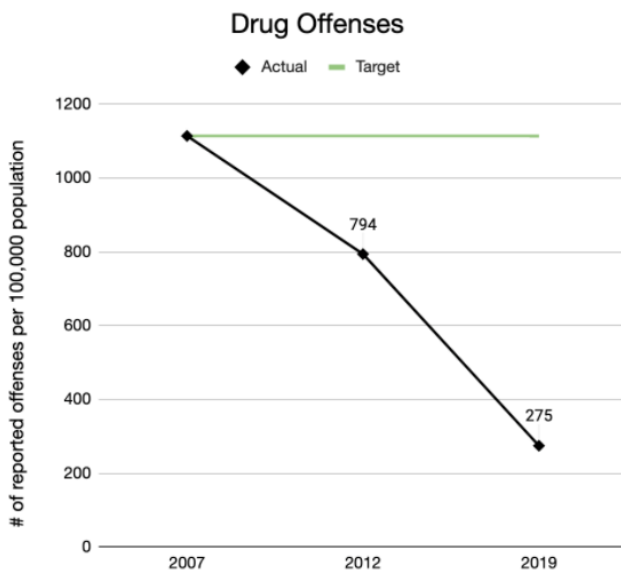
## Number of Reported Index Crimes per 100,000 Residents



Source: Oregon Criminal Justice Commission

In addition to index crimes, the writers of the previous vision were also interested in crimes related to substance abuse and measured changes in the number of drug and DUI offenses.

The rates of both drug and DUI offenses have continued declining between 2012 and 2019 and continue to be below the target of having rates lower than those in 2007.



Source: Oregon Criminal Justice Commission

## SYNTHESIS AND FURTHER RECOMMENDATIONS

While we have separated the data presented in this report into seven sections, we are well aware that significant connections exist between these categories. In this section, we highlight topics where tradeoffs must be made due to conflicting goals and desires, as well as areas in which one change may lead to multiple benefits across categories. In addition, as our survey could not ask community members about every topic or go into great detail about the topics that we did ask them about, we also provide here suggestions for further exploration.

### *Tradeoffs*

A community can experience conflicting goals, with one group having different interests than another. But a community can also be in agreement on two conflicting goals, not unlike a person who has two heart-felt goals of eating anything that sound good and of maintaining good health. To this point we have pointed out areas of wide-spread agreement or disagreement, but here we address how shared goals and values may still be in conflict with one another. We outline the greatest conflicts that may need to be reconciled in the new Tillamook County Community Vision. It should be noted that these ideas are not always in opposition, and it is possible for the county to promote two seemingly divergent goals at once; however, care must be taken to understand the rippling effects that may occur when supporting some of the desires outlined in the data above. Our goal here is to draw attention to several of the tradeoffs that may need to be considered and balanced when drafting the new community vision. This is a non-exhaustive list – community leaders will be well aware of additional tradeoffs like this and readers may identify others as well.

- Protection of Tillamook County’s natural lands and rural feel may conflict with residents’ desire to build more homes.
- For some individuals, support for natural resource industries may feel in opposition to natural resource conservation.
- Tillamook County must balance the desire for a rural quality of life with the fact that Tillamook has become a destination for many tourists.
- The community will need to find a way to attract new jobs without giving up existing rural qualities and running out traditional industries and long-time residents.
- More jobs and higher wages would help families thrive in Tillamook County but may be hard on some small businesses.

### *Synergies*

Some of the community’s broadly shared desires were found to complement one another. In these instances, efforts to realize the community’s vision in one area would also help to achieve the vision in another area. Understanding these points of synergy will allow the county to tackle more than one issue at once and can help to bring about the community’s vision for the county more efficiently and effectively.



- Youth state that they would be more likely to remain in the county if the area was more diverse with regards to jobs and people.
- Less expensive housing supports the economy and the schools by providing employees in all industries and service sectors with a place to live.
- Increased housing availability might decrease some of the animosity towards second homeowners and visitors who stay in rental houses.
- Infrastructure improvements support job growth by providing workers with the necessary services to live and work in Tillamook County.
- Infrastructure improvements would reduce concerns related to overcrowding from tourism.
- Infrastructure improvements may allow residents to feel more prepared for emergencies and thus safer in their communities.
- Addressing discrimination would improve community culture and ensure that residents feel like they can be themselves.
- Improvements to public transit may improve access to healthcare, food, outdoor recreation and reduce congestion created by visitors in the summer.
- Increasing the availability of affordable childcare would make it easier for working parents, which in turn may help to improve Tillamook County's economic growth.
- Higher wages may help make childcare more affordable for working class families.

#### *Areas of Further Exploration*

There are a number of areas in which clarification is needed to better understand what Tillamook County community members desire for the future of the county. Defining some concepts more clearly would also ensure that any policies that are created based upon the Tillamook County Community Vision for 2020-2040 reflect the direction that residents want the county to go in.

- It is important to understand why such differing opinions exist about environmental pollution among workers affiliated with different industries (Is it an education and understanding issue, familiarity with current practices and conditions, or something else?)
- More effort will need to be made to understand why some community members feel as though they cannot speak their mind and why so many feel discriminated against.
- There is a great difference between samples with regards to opinions on food access which makes it very difficult to understand how the community feels about this issue.
- What do residents mean by "commercial development"?
- What do residents picture when they think of "multi-family homes"?
- More effort will be needed to understand what social services residents are having the most trouble accessing or are generally most concerned about.
- More work is needed to understand whether access or affordability is the greater issue for a number of topics.
  - Outdoor recreation
  - Childcare
  - Housing

- More outreach to some populations, perhaps through focus groups to gain deeper understanding of complex or silenced opinions. A list of suggested populations for continued outreach are below.
  - Latinos
  - Youth
  - Seasonal residents
  - Those experiencing discrimination

## Appendix A - Additional Random Sample Data

### Exploratory Factor Analysis

Items in the survey were grouped together based on the way that individuals responded to them. Respondents indicated similar preferences for the items in each group and we can use their response to one item to estimate their response to the other. For instance, respondents were likely to feel similarly about support for the farming industry and support for the dairy industry.

#### Factor analysis of positive qualities

	Factor 1	Factor 2	Factor 3	Factor 4
Support for farming industry	.88			
Support for dairy industry	.87			
Support for forestry industry	.79			
Support for fishing industry	.77			
Strong local economy	.55		.48	
Support for tourism	.46			
Close-knit community		.84		
Community members are collaborative		.83		
People have community spirit		.82		
Community civic engagement		.78		
Emergency preparedness			.73	
Access to higher education			.71	
Support for environmental conservation			.68	
Economic diversity			.66	
Support for small businesses	.50		.59	
Community feels rural				.72
Access to recreation				.66
Eigenvalue	3.86	3.14	2.93	1.37
Percent variance explained <sup>2</sup>	22.68%	18.44%	17.25%	8.05%

<sup>1</sup> Only factor loadings larger than .40 are shown. 2 items were cross loaded. Variables coded on a 5-point scale where 1 = "not at all important" and 5= "extremely important."

<sup>2</sup> Total variance explained = 66.41%

#### Factor analysis of concerns

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7
Loss of natural land	.89						
Environmental degradation	.83						
Covid-19 Pandemic	.77						

Natural Disasters	.73						
Aging Infrastructure	.69						
Food Insecurity	.61	.46					
Access to recreational areas	.58			-.46			
Access to childcare		.81					
Discrimination		.79					
Access to social services		.77					
Access to public transportation		.68					
Educational opportunities		.66		.43			
Access to healthcare		.59			.45		
Availability of year-round employment			.88				
Job security			.81				
Jobs that pay a living wage			.78				
Access to affordable homes			.64			.50	
Aging population				.83			
Youth leaving the community			.50	.62			
Access to broadband					.76		
Adequate parking						.77	
Crime						.56	.42
Empty vacation homes					.51	.54	
Local government accountability							.83
Overcrowding from peak season tourism			.47				-.48
Eigenvalue	4.44	3.89	3.48	2.04	1.88	1.84	1.61
Percent variance explained <sup>2</sup>	17.74%	15.56%	13.91%	8.18%	7.52%	7.37%	6.42%

<sup>1</sup> Only factor loadings larger than .40 are shown. 8 items were cross loaded. Variables coded on a 5-point scale where 1 = "not at all concerning" and 5= "extremely concerning."

<sup>2</sup> Total variance explained = 76.70%

#### Factor analysis of community issues

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Extracurricular activities are available for all youth	.73				
Arts and cultural opportunities are available	.68				
Quality education and job skills training are available for all	.67				
A wide variety of social opportunities are available for people of all ages	.66				
Everyone has the opportunity to make a living wage	.66				

Local youth excel in school	.66				
Alcoholism and drug dependence are recognized, and treatment is available	.48			.46	
The community has diverse business and job opportunities	.46				
The natural environment is being conserved for future generations		.73			
Local air, water, and soil is free of pollutants		.69			
Tourism is adequately managed		.69			
The community is adequately prepared for natural disasters and other emergencies		.66			
Recreational opportunities are available and affordable		.66			
Local government does a good job dealing effectively with community concerns		.65			
The community is safe from crime		.59			
People can freely express themselves without fear of judgement or discrimination		.59			
People around here are willing to help their neighbors			.82		
People in this community would work together if faced with a crisis			.82		
People in this community generally trust one another and get along			.80		
Community members are aware of and know how to access healthcare services				.77	
Quality health care is available to meet my needs				.72	
Public transportation is accessible for all				.58	
Quality childcare is available and affordable					.77
Safe and affordable housing is available to all					.74
Healthy foods are available and affordable to all					.67
Eigenvalue	3.96	3.82	2.75	2.40	2.17
Percent variance explained <sup>2</sup>	15.84%	15.26%	10.98%	9.58%	8.66%

<sup>1</sup> Only factor loadings larger than .40 are shown. Items were cross loaded. Variables coded on a 5-point scale where 1 = "strongly agree" and 5= "strongly disagree" <sup>2</sup> Total variance explained = 60.32%

### Level of Importance by Demographic Group

Level of importance	Percent of people who rank in top three (%)	N
<b>Community feels rural</b>		
North	23	114
Central	9	142
South	20	66
Coast	17	101
Inland	15	222
18-64	15	156
65+	16	178
<11 years in county		
11+ years in county		
Lower income	17	
Middle income	16	
Higher income	5	
<b>Close-knit community</b>		
North	12	114
Central	4	142
South	6	66
Coast	6	101
Inland	8	221
18-64	5	156
65+	11	177
<11 years in county		
11+ years in county		
Lower income	7	
Middle income	10	
Higher income	5	
<b>Community members are collaborative</b>		
North	12	114
Central	7	142
South	8	67
Coast	13	102
Inland	7	222
18-64	11	156
65+	7	178
<11 years in county	12	94
11+ years in county	7	245
Lower income	3	104
Middle income	11	147
Higher income	21	38
<b>People have community spirit</b>		
North	6	114
Central	4	142
South	6	66
Coast	6	101
Inland	5	221
18-64	3	156
65+	9	177
<11 years in county	5	94
11+ years in county	6	245

Lower income	8	104
Middle income	2	146
Higher income	5	38
Community civic engagement		
North	4	114
Central	4	142
South	5	67
Coast	5	101
Inland	4	221
18-64	5	156
65+	3	177
<11 years in county	5	94
11+ years in county	4	245
Lower income	2	104
Middle income	6	146
Higher income	3	38
Access to outdoor recreation		
North	33	115
Central	12	142
South	24	66
Coast	28	101
Inland	20	221
18-64	21	156
65+	22	177
<11 years in county	28	93
11+ years in county	18	245
Lower income	17	104
Middle income	22	146
Higher income	29	38
Strong local economy		
North	29	114
Central	20	142
South	26	66
Coast	28	101
Inland	23	222
18-64	30	156
65+	20	177
<11 years in county	28	94
11+ years in county	23	245
Lower income	20	104
Middle income	29	146
Higher income	18	38
Economic diversity		
North	8	114
Central	11	142
South	8	66
Coast	7	101
Inland	10	221
18-64	10	156
65+	9	177
<11 years in county	9	94
11+ years in county	10	245

Lower income	10	104
Middle income	11	146
Higher income	8	38
Support for small businesses		
North	24	115
Central	21	143
South	14	66
Coast	18	101
Inland	22	221
18-64	18	156
65+	23	177
<11 years in county	20	94
11+ years in county	20	245
Lower income	24	104
Middle income	16	146
Higher income	18	38
Support for farming industry		
North	8	114
Central	11	143
South	14	66
Coast	7	101
Inland	12	222
18-64	6	156
65+	13	177
<11 years in county	4	93
11+ years in county	11	245
Lower income	14	104
Middle income	8	146
Higher income	13	38
Support for forestry and wood product industry		
North	7	114
Central	16	142
South	29	66
Coast	8	101
Inland	19	221
18-64	17	157
65+	14	177
<11 years in county	11	94
11+ years in county	16	245
Lower income	15	104
Middle income	15	146
Higher income	16	38
Support for fishing industry		
North	17	114
Central	7	142
South	12	66
Coast	12	101
Inland	11	221
18-64	8	156
65+	14	178
<11 years in county	14	94
11+ years in county	11	245



Lower income	13	104
Middle income	9	146
Higher income	13	38
Support for tourism industry		
North	6	114
Central	3	142
South	3	67
Coast	4	101
Inland	4	221
18-64	4	156
65+	4	178
<11 years in county	7	94
11+ years in county	2	245
Lower income	6	104
Middle income	2	146
Higher income	5	38
Support for dairy industry		
North	4	114
Central	11	142
South	11	66
Coast	6	101
Inland	10	221
18-64	11	157
65+	7	177
<11 years in county	4	94
11+ years in county	10	245
Lower income	4	104
Middle income	13	146
Higher income	5	38
Support for environmental conservation		
North	35	114
Central	15	143
South	26	66
Coast	40	101
Inland	18	222
18-64	22	156
65+	26	177
<11 years in county	30	93
11+ years in county	21	245
Lower income	25	104
Middle income	27	146
Higher income	26	38
Emergency preparedness		
North	24	115
Central	18	142
South	21	67
Coast	24	101
Inland	19	221
18-64	20	156
65+	22	177
<11 years in county	19	94
11+ years in county	20	245

Lower income	23	
Middle income	19	
Higher income	24	
Access to higher education		
North	2	114
Central	9	142
South	16	67
Coast	10	101
Inland	6	221
18-64	7	156
65+	9	177
<11 years in county	3	94
11+ years in county	11	245
Lower income	8	104
Middle income	10	146
Higher income	5	38

### Level of Concern by Demographic Group

Level of concern about:	Percent of people who rank in top three (%)	N
Jobs that pay a living wage		
North	19.3	113
Central	20.4	140
South	18.5	65
Coast	16.8	101
Inland	21.2	217
18-54	22.6	62
55+	18.2	269
<11 years in county	22.2	90
11+ years in county	16.7	240
Lower income	23.1	76
Middle income	19.0	151
Higher income	21.6	67
Availability of year-round employment		
North	7.9	108
Central	10.6	142
South	13.6	67
Coast	5.9	100
Inland	12.7	219
18-54	9.8	59
55+	11.0	268
<11 years in county	10.6	88
11+ years in county	10.6	238
Lower income	7.7	76
Middle income	11.6	151
Higher income	15.8	67
Empty vacation homes		
North	0.9	114
Central	0.0	141
South	4.5	64
Coast	3.9	98
Inland	0.5	219

18-54	3.3	61
55+	0.7	269
<11 years in county	3.2	90
11+ years in county	0.8	239
Lower income	1.9	76
Middle income	0.7	151
Higher income	0	67
Access to affordable homes		
North	20.9	113
Central	16.9	142
South	27.3	66
Coast	20.8	101
Inland	20.4	220
18-54	32.8	60
55+	17.6	271
<11 years in county	21.5	91
11+ years in county	18.8	241
Lower income	14.4	76
Middle income	25.2	151
Higher income	26.3	67
Job security		
North	6.1	115
Central	9.9	141
South	4.5	64
Coast	5.9	99
Inland	8.1	221
18-54	9.8	61
55+	6.6	268
<11 years in county	3.2	89
11+ years in county	9.0	241
Lower income	5.8	76
Middle income	8.2	151
Higher income	10.5	67
Aging population		
North	8.8	113
Central	0.7	143
South	3.0	66
Coast	4.0	100
Inland	3.6	220
18-54	3.3	61
55+	4.0	271
<11 years in county	3.2	89
11+ years in county	3.7	241
Lower income	2.9	76
Middle income	4.8	151
Higher income	5.3	67
Youth leaving the community		
North	1.7	112
Central	2.8	142
South	0.0	66
Coast	2.0	101
Inland	1.8	220

18-54	3.3	62
55+	1.5	273
<11 years in county	2.1	90
11+ years in county	1.6	242
Lower income	0	76
Middle income	1.4	151
Higher income	7.9	67
Educational opportunities		
North	2.6	113
Central	2.8	142
South	10.6	65
Coast	3.0	102
Inland	5.0	220
18-54	1.6	61
55+	5.1	272
<11 years in county	3.2	88
11+ years in county	5.3	241
Lower income	3.8	76
Middle income	2.7	151
Higher income	5.3	67
Access to social services		
North	1.8	112
Central	2.1	141
South	1.5	65
Coast	4.0	102
Inland	0.9	219
18-54	1.6	60
55+	1.8	272
<11 years in county	5.4	90
11+ years in county	0.4	240
Lower income	1.9	76
Middle income	2.7	151
Higher income	0	67
Access to healthcare		
North	23.7	114
Central	15.5	141
South	18.2	66
Coast	21.8	101
Inland	17.6	221
18-54	8.1	60
55+	21.6	273
<11 years in county	23.7	91
11+ years in county	16.7	240
Lower income	19.2	76
Middle income	20.5	151
Higher income	15.8	67
Access to childcare		
North	3.5	114
Central	4.2	141
South	4.5	67
Coast	3.9	102
Inland	4.1	219

18-54	9.8	59
55+	2.2	272
<11 years in county	4.3	89
11+ years in county	3.3	239
Lower income	4.8	76
Middle income	4.1	151
Higher income	0	67
Access to broadband/internet		
North	5.3	113
Central	8.5	143
South	10.4	67
Coast	9.8	102
Inland	6.8	220
18-54	6.6	61
55+	7.7	272
<11 years in county	12.8	90
11+ years in county	5.3	243
Lower income	4.8	76
Middle income	9.5	151
Higher income	10.5	67
Access to public transportation		
North	0.9	114
Central	1.4	142
South	0.0	67
Coast	1.0	101
Inland	0.9	219
18-54	0.0	60
55+	0.7	272
<11 years in county	2.2	91
11+ years in county	0.0	241
Lower income	1.9	76
Middle income	0	151
Higher income	0	67
Adequate parking		
North	0.0	113
Central	1.4	141
South	1.5	67
Coast	1.0	100
Inland	0.5	218
18-54	0.0	61
55+	1.1	272
<11 years in county	1.1	91
11+ years in county	0.8	240
Lower income	0	76
Middle income	0.7	151
Higher income	2.6	67
Overcrowding from peak-season tourism		
North	17.5	114
Central	10.6	139
South	24.2	67
Coast	18.8	101
Inland	14.5	219

18-54	18.0	61
55+	15.4	272
<11 years in county	8.6	89
11+ years in county	18.0	241
Lower income	16.3	76
Middle income	15.8	151
Higher income	13.2	67
The COVID-19 pandemic		
North	16.7	113
Central	14.8	141
South	16.7	66
Coast	15.7	100
Inland	15.8	220
18-54	11.5	60
55+	15.8	272
<11 years in county	17.0	91
11+ years in county	15.1	239
Lower income	21.2	76
Middle income	9.5	151
Higher income	15.8	67
Discrimination		
North	0.0	114
Central	4.2	143
South	1.5	66
Coast	1.0	101
Inland	2.7	220
18-54	6.6	60
55+	1.1	271
<11 years in county	3.2	90
11+ years in county	1.6	242
Lower income	1.9	76
Middle income	3.4	151
Higher income	0	67
Crime		
North	9.6	114
Central	8.5	139
South	11.9	65
Coast	6.9	102
Inland	10.9	218
18-54	14.8	60
55+	8.1	269
<11 years in county	10.6	91
11+ years in county	9.8	242
Lower income	10.6	76
Middle income	7.5	151
Higher income	15.8	67
Aging infrastructure		
North	2.6	112
Central	3.5	141
South	6.1	63
Coast	5.9	100
Inland	2.7	215

18-54	3.3	59
55+	3.7	269
<11 years in county	4.3	85
11+ years in county	4.1	239
Lower income	1.9	76
Middle income	3.4	151
Higher income	7.9	67
Food insecurity		
North	6.1	113
Central	2.8	142
South	3.0	66
Coast	8.9	100
Inland	1.4	219
18-54	4.9	62
55+	4.0	273
<11 years in county	5.3	90
11+ years in county	4.1	242
Lower income	3.8	76
Middle income	5.5	151
Higher income	2.6	67
Local government accountability		
North	15.7	113
Central	4.9	142
South	22.7	65
Coast	15.8	102
Inland	10.4	219
18-54	11.5	60
55+	12.8	271
<11 years in county	12.8	88
11+ years in county	12.2	241
Lower income	14.4	76
Middle income	15.1	151
Higher income	2.6	67
Natural disasters		
North	8.8	112
Central	0.7	142
South	17.9	65
Coast	11.9	101
Inland	5.0	218
18-54	0.0	60
55+	8.1	270
<11 years in county	9.6	90
11+ years in county	5.3	241
Lower income	5.8	76
Middle income	6.1	151
Higher income	7.9	67
Loss of natural land		
North	8.7	113
Central	3.5	142
South	4.5	63
Coast	5.9	99
Inland	5.4	220

18-54	4.9	61
55+	5.5	271
<11 years in county	4.3	88
11+ years in county	5.3	240
Lower income	4.8	76
Middle income	4.1	151
Higher income	5.3	67
Environmental degradation		
North	14.9	112
Central	7.0	139
South	9.1	61
Coast	20.8	99
Inland	5.9	212
18-54	9.8	61
55+	10.7	263
<11 years in county	16.1	89
11+ years in county	7.8	232
Lower income	6.7	76
Middle income	12.3	151
Higher income	10.5	67
Access to recreational areas		
North	2.6	113
Central	2.8	140
South	4.5	66
Coast	3.0	101
Inland	3.2	218
18-54	3.3	61
55+	2.9	270
<11 years in county	2.1	90
11+ years in county	3.3	239
Lower income	1.9	76
Middle income	4.1	151
Higher income	2.6	67

### Discrimination

	%
Percent of respondents who experienced discrimination of any kind	46.8%

### Comparison of demographics among those who have and have not experienced discrimination.

Variable	Those Who Have Experienced Discrimination		Those Who Have Not Experienced Discrimination	
	%	N	%	n
Age				
18-24	0	0	0	0
25-34	67	2	33	1
35-44	61	19	39	12



45-54	56	14	44	11
55-64	46	41	54	49
65+	44	67	56	86
Gender				
Man	47	70	53	79
Woman	48	68	52	74
Other	57	4	43	3
Race				
American Indian	67	2	33	1
Asian	67	2	33	1
Black	100	2	0	0
Latino	86	6	14	1
Native Hawaiian	92	12	8	1
White	45	119	55	145
Prefer not to disclose	33	5	67	10
Prefer to self-describe	55	6	45	5
Reason for discrimination				
Age		53		
Gender		15		
Race		2		
Sexual Orientation		3		
Religious Beliefs		10		
Physical attributes		14		
Physical disability		10		
Status as newcomer		24		
Other		28		

Of those who experienced discrimination:

Age	18-24	25-34	35-44	45-54	55-64	65+
n	0	2	19	14	41	67
%	0.0%	1%	13%	10%	29%	47%

Gender	Man	Woman	Other
n	70	68	4
%	49%	48%	3%

Race	American Indian	Asian	Black	Latino	Native Hawaiian	White	Prefer not to disclose	Prefer to self-describe
n	2	2	2	6	12	119	5	6
%	1%	1%	1%	4%	8%	77%	3%	4%

## Appendix B – Demographics

Comparison of Survey Demographic Data to Population Demographic Estimates from the U.S. Census Bureau

		Census Bureau Estimates (2019)	2020 Tillamook Visioning Project Random Sample	2020 Tillamook Visioning Project Community Population Sample
Age	19-24	7.6%	0.30%	1.30%
	25-34	13.5%	1.40%	7.20%
	35-44	12.7%	10.90%	17.40%
	45-54	14.5%	10.60%	18.30%
	55-64	20.9%	23.70%	20.80%
	65+	30.7%	52.40%	35.00%
Gender	Man	49.8%	49.2%	35.90%
	Woman	50.2%	50.8%	64.10%
Race	White	96.3%	93.6%	95.4%
	Black or African American	1.1%	0.5%	1.5%
	American Indian and Alaska Native	2.5%	0.9%	4.1%
	Asian	1.8%	0.8%	2.0%
	Native Hawaiian and Other Pacific Islander	0.7%	3.9%	1.4%
	Hispanic or Latino	10.3%	2.3%	5.1%
	Education	Less than college	42.2%	33.5%
	College degree	51.9%	37.1%	43.6%
	Graduate degree	8.2%	29.4%	28.7%
Household Income	Lower	33.3%	25.9%	18.1%
	Middle	49.9%	51.4%	47.5%
	Upper	9.1%	22.8%	34.3%
Marital Status	Single, Never married	28.8%	6.8%	9.5%
	Married or domestic partnership	41.0%	61.7%	72.7%
	Widowed	8.9%	13.9%	3.9%
	Divorced	19.3%	15.1%	11.2%
	Separated	2.1%	0.9%	0.6%
	Prefer to self-describe		1.5%	2.1%
Homeownership	Own	64.0%	86.4%	
	Rent	36.0%	13.6%	

## Comparison of Survey Data to Estimates from the Oregon Department of Employment

Industry	Oregon Employment Department Estimates (2020)	2020 Tillamook Visioning Project Random Sample	2020 Tillamook Visioning Project Community Population Sample
Natural Resources and Mining (including ag, forestry, fishing)	9.3%	10.5%	6.8%
Construction	5.0%	4.3%	2.6%
Manufacturing	15.6%	2.2%	2.8%
Transportation and warehousing	5.2%	1.4%	2.4%
Wholesale trade	1.4%	0.4%	0.2%
Retail Trade	11.6%	4.7%	4.7%
Information	0.8%	0%	1.1%
Finance and Insurance	2.2%	4.4%	2.9%
Professional scientific technical and business services	4.6%	11.0%	15.4%
Educational services	6.9%	12.6%	13.8%
Healthcare and social Assistance	14.3%	14.4%	12.0%
Arts and entertainment and recreation	1.2%	4.7%	3.9%
Accommodation and food services	12.7%	2.2%	3.4%
Government	5.8%	6.8%	8.1%
Other services	3.3%	2.9%	12.9%
Other	0.2%	16.9%	4.7%

### Additional Survey Demographics

	2020 Tillamook Visioning Project Random Sample	2020 Tillamook Visioning Project Community Population Sample
Average Number of Years lived in Tillamook County	11.2	13.2
Region		
North	34.6%	25.3%
Central	43.1%	46.6%
South	20.1%	29.1%
Coast	40.4%	52.3%
Inland	59.6%	47.7%
Incorporated		
Unincorporated		
Residency		
Primary residence	96.3%	85.5%
Seasonal residence	3.7%	14.5%
Average Household Size		
Adults	1.75	1.99
Children	.29	.40

## Appendix C - Public Sample Data

“Overall, how important do you think it is for community members to contribute to a shared vision for Tillamook County?”

	Not at all important (%)	Slightly important (%)	Moderately important (%)	Very important (%)	Extremely important (%)	Total
All	.4	2	11	42	45	726
North	0	0	8	44	49	131
Central	.4	1	15	40	43	241
South	0	3	5	40	52	148
Coast	1	1	7	41	50	256
Inland	0	2	14	41	43	266
Incorporated	0	1	13	43	44	279
Unincorporated	.4	3	8	39	51	243
18-54	0	2	13	39	46	225
55+	.3	1	9	43	47	306
1-10 years in county	1	2	7	43	47	256
11+ years in county	.2	1	12	42	45	429
Lower income	0	0	14	42	44	114
Middle income	0	2	8	39	51	256
Higher income	2	0	14	42	43	132

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

“In your opinion, Tillamook County is generally head in ...”

	The wrong direction (%)	Mostly the wrong direction (%)	Somewhere in between (%)	Mostly the right direction (%)	The right direction (%)	Total
All	7	17	53	21	2	716
North	10	15	53	20	2	130
Central	6	20	49	24	1	241
South	9	20	53	17	1	149
Coast	10	17	53	20	1	254
Inland	6	20	50	22	2	266
Incorporated	9	18	51	22	1	278
Unincorporated	7	19	52	21	1	243
18-54	13	18	48	21	1	223
55+	4	18	55	21	2	305
1-10 years in county	6	13	52	26	3	249
11+ years in county	8	19	54	19	1	428
Lower income	6	21	54	17	2	113
Middle income	10	18	48	24	1	257
Higher income	8	16	56	19	2	132

Note: Percentages may not sum to 100% due to rounding error. All percentages computed while applying sampling weights to account for sampling response bias.

Analysis of public sample important community qualities

<i>“How important are the following to you?”</i>	Not at all important (%)	Slightly important (%)	Moderately important (%)	Very important (%)	Extremely important (%)	Total (N)
Community feels rural	7	12	30	35	17	858
North	7	13	31	33	16	193
Central	9	11	25	36	19	265
South	3	12	30	34	21	189
Coast	3	13	33	34	17	307
Inland	10	10	24	35	21	339
18-54	12	16	26	27	20	293
55+	2	9	29	42	18	369
<11 years in county	8	15	32	29	16	296
11+ years in county	5	10	28	39	18	514
Lower income	5	15	30	32	19	112
Middle income	7	10	28	36	19	254
Higher income	8	13	26	37	17	131
Close-knit community	2	9	30	42	16	853
North	4	9	31	39	16	191
Central						

South	2	9	28	44	17	267
	1	11	23	45	20	184
Coast	2	11	30	39	18	306
Inland	3	8	25	46	17	336
18-54	3	11	23	43	20	290
55+	2	9	31	42	16	366
<11 years in county	3	10	30	44	14	294
11+ years in county	2	8	31	41	19	510
Lower income	2	10	36	34	18	111
Middle income	3	11	26	42	18	255
Higher income	2	9	27	50	13	127
Community members are collaborative	1	6	25	49	19	853
North	2	4	23	52	19	193
Central	1	6	25	49	19	265
South	2	6	32	40	20	184
Coast	1	5	28	49	17	308
Inland	2	6	25	46	21	337
18-54	2	7	22	49	20	291
55+	1	5	29	47	19	367
<11 years in county	2	2	22	53	21	293
11+ years in county	1	7	26	47	19	511
Lower income	1	1	25	56	18	113
Middle income	1	8	24	48	19	253
Higher income	2	5	22	50	20	130
People have community spirit	3	4	25	48	21	858
North	3	8	25	46	18	192
Central	2	3	22	53	20	266
South	3	3	24	41	29	189
Coast	2	3	26	47	21	308
Inland	2	6	21	48	23	338
18-54	4	6	21	45	25	292
55+	1	4	25	51	19	370
<11 years in county	2	4	25	47	22	296
11+ years in county	2	4	24	50	20	514
Lower income	3	4	26	48	20	113
Middle income	2	6	22	49	21	254
Higher income	3	2	25	45	25	130
Community civic engagement	2	5	29	52	13	858
North	0	4	28	55	13	193
Central	2	3	33	48	15	265
South	4	6	27	47	16	190

Coast	1	6	29	53	12	207
Inland	2	4	30	47	17	340
18-54	3	2	29	52	15	291
55+	1	7	30	49	14	368
<11 years in county	1	4	29	54	12	296
11+ years in county	1	5	27	52	14	514
Lower income	2	4	25	54	16	112
Middle income	0	6	30	48	16	254
Higher income	4	4	27	55	11	132
Access to outdoor recreation	1	2	11	40	47	858
North	0	2	14	42	42	191
Central	0	2	12	42	44	266
South	2	2	7	32	56	188
Coast	0	2	10	36	52	305
Inland	1	1	13	42	43	339
18-54	0	2	9	35	54	291
55+	1	2	13	43	41	370
<11 years in county	1	1	10	38	51	299
11+ years in county	1	1	11	42	46	510
Lower income	2	2	12	40	45	112
Middle income	0	1	11	42	47	254
Higher income	2	3	11	35	49	132
Strong local economy	1	2	16	44	36	860
North	0	2	17	47	35	193
Central	1	1	11	41	47	266
South	2	5	21	44	28	190
Coast	1	4	21	46	28	310
Inland	1	1	11	41	47	340
18-54	1	3	13	39	44	292
55+	0	2	19	47	33	371
<11 years in county	0	2	17	45	35	298
11+ years in county	1	2	16	45	37	515
Lower income	1	2	23	30	44	112
Middle income	0	3	13	49	35	254
Higher income	2	1	15	44	39	131
Economic diversity	3	7	22	41	27	855
North	2	6	16	45	31	193
Central	3	7	19	37	33	265
South	4	12	31	35	18	187
Coast	3	13	24	38	22	305
Inland	4	4	19	40	34	338
18-54	5	6	19	36	34	291

55+	1	10	23	43	22	367
<11 years in county	2	8	20	41	28	296
11+ years in county	3	6	22	42	26	513
Lower income	4	5	17	41	33	112
Middle income	3	9	19	39	30	255
Higher income	4	8	27	42	21	132
Support for small businesses	1	2	10	42	45	863
North	0	3	9	44	44	194
Central	1	1	7	39	52	268
South	2	7	14	37	40	188
Coast	1	4	12	46	38	310
Inland	1	2	8	35	54	338
18-54	2	3	6	34	55	292
55+	0	3	13	44	40	373
<11 years in county	0	1	9	39	52	298
11+ years in county	1	3	10	44	43	518
Lower income	0	1	9	41	49	112
Middle income	2	4	10	37	48	255
Higher income	0	2	10	46	42	131
Support for farming industry	3	6	17	39	35	853
North	4	7	16	40	33	192
Central	3	7	12	35	43	264
South	5	5	20	38	31	188
Coast	5	6	19	44	26	305
Inland	4	7	12	32	46	340
18-54	4	7	15	31	43	292
55+	4	6	18	42	32	365
<11 years in county	3	6	17	40	34	293
11+ years in county	3	5	17	38	36	514
Lower income	4	8	16	37	35	110
Middle income	2	6	18	35	39	253
Higher income	5	7	16	38	34	131
Support for forestry and wood product industry	6	13	21	31	30	854
North	13	13	24	25	26	191
Central	4	10	17	33	37	262
South	4	17	19	35	25	188
Coast	7	16	24	34	20	306
Inland	7	10	16	28	40	336
18-54	7	11	15	30	37	290
55+	6	13	25	31	26	366
<11 years in county	6	19	21	30	24	293



11+ years in county	6	9	21	32	33	514
Lower income	14	12	29	22	24	110
Middle income	6	13	17	32	32	253
Higher income	5	13	21	28	33	132
Support for fishing industry	2	5	17	41	36	860
North	2	6	14	47	30	192
Central	2	4	19	39	36	264
South	2	5	16	32	45	189
Coast	2	5	19	43	31	308
Inland	2	5	14	37	42	339
18-54	2	7	17	32	42	292
55+	1	4	16	46	33	368
<11 years in county	1	5	22	38	34	295
11+ years in county	2	5	14	42	38	515
Lower income	4	5	23	41	27	111
Middle income	1	6	14	43	36	255
Higher income	2	5	21	31	42	131
Support for tourism industry	9	15	31	28	17	854
North	7	13	29	32	19	192
Central	9	15	32	28	17	262
South	17	18	29	24	12	187
Coast	13	18	30	21	18	303
Inland	9	13	30	34	15	338
18-54	12	10	31	28	19	290
55+	9	19	30	27	15	365
<11 years in county	8	9	35	29	19	294
11+ years in county	9	17	30	28	15	512
Lower income	15	13	32	31	9	112
Middle income	8	15	30	28	19	252
Higher income	10	18	31	25	16	130
Support for dairy industry	5	8	20	35	32	854
North	6	10	19	35	29	192
Central	5	8	14	33	39	264
South	5	4	26	35	30	188
Coast	5	8	24	38	25	307
Inland	6	7	15	31	42	339
18-54	7	8	17	30	39	293
55+	4	8	22	38	29	368
<11 years in county	5	9	21	33	32	295
11+ years in county	5	7	18	38	32	512
Lower income	10	7	26	30	27	111
Middle income	4	8	17	36	35	253
Higher income						

	5	9	21	31	35	130
Support for environmental conservation	2	8	17	33	41	860
North	4	8	11	34	42	192
Central	2	10	21	25	43	264
South	1	9	20	37	33	189
Coast	2	6	15	33	45	310
Inland	2	12	21	30	35	337
18-54	2	10	19	28	42	292
55+	2	8	19	34	37	369
<11 years in county	3	7	14	29	46	298
11+ years in county	2	8	18	34	38	515
Lower income	0	4	10	32	55	113
Middle income	1	8	19	32	40	253
Higher income	4	10	21	31	34	131
Emergency preparedness	0	1	11	41	46	853
North	1	2	13	42	44	192
Central	0	2	11	38	50	264
South	1	1	13	46	40	187
Coast	1	2	12	41	45	307
Inland	0	2	11	42	45	335
18-54	1	2	11	39	47	290
55+	0	1	12	43	44	366
<11 years in county	0	3	9	40	49	295
11+ years in county	1	0	13	42	45	511
Lower income	0	0	7	46	47	109
Middle income	0	2	14	40	44	252
Higher income	2	3	10	44	42	132
Access to higher education	3	6	21	41	29	854
North	1	8	22	40	29	194
Central	1	6	18	42	33	266
South	8	9	27	36	20	186
Coast	6	11	26	38	20	303
Inland	0	4	19	41	36	340
18-54	3	7	18	35	37	292
55+	2	7	25	44	22	365
<11 years in county	3	7	22	41	26	299
11+ years in county	2	5	21	41	31	512
Lower income	0	7	21	35	36	113
Middle income	2	8	21	41	29	254
Higher income	4	7	24	44	21	131

### Analysis of public sample concerns

Concerns <i>"How concerned are you about...?"</i>	Not at all concerned (%)	Slightly concerned (%)	Moderately concerned (%)	Very concerned (%)	Extremely concerned (%)	Total (N)
Jobs that pay a living wage	4	5	21	45	25	763
North	2	8	17	45	29	193
Central	2	5	18	46	29	269
South	9	4	29	44	15	186
Coast	6	7	26	46	16	308
Inland	3	4	17	44	33	340
18-54	5	6	23	38	29	293
55+	4	4	20	51	22	370
<11 years in county	7	7	21	43	23	262
11+ years in county	2	4	21	48	25	458
Lower income	0	2	20	43	35	113
Middle income	2	6	20	44	28	255
Higher income	9	2	24	49	16	130
Availability of year-round employment	3	8	22	44	23	764
North	2	4	22	47	25	193
Central	3	7	21	44	26	267
South	6	10	25	40	19	188
Coast	5	10	26	44	16	310
Inland	2	4	19	44	31	339
18-54	4	8	25	35	28	293
55+	3	6	20	50	20	372
<11 years in county	5	9	21	39	25	262
11+ years in county	2	6	23	48	22	459
Lower income	1	6	28	33	32	113
Middle income	2	6	22	45	25	255
Higher income	4	10	21	49	16	131
Empty vacation homes	33	17	23	12	15	759
North	34	14	23	6	23	191
Central	25	19	22	18	15	269
South	44	15	25	6	10	188
Coast	37	14	26	9	14	311
Inland	30	18	21	14	18	337
18-54	31	12	21	12	24	291
55+	35	20	24	11	9	371
<11 years in county	30	17	25	12	17	260
11+ years in county	34	17	22	13	14	457
Lower income	27	16	20	12	26	113
Middle income	31	17	23	12	16	253
Higher income						

	38	15	27	12	8	131
Access to affordable homes	5	6	20	29	41	765
North	1	4	16	31	48	192
Central	3	3	17	30	47	267
South	10	14	28	22	27	187
Coast	7	8	26	28	31	310
Inland	2	4	15	28	51	339
18-54	4	7	15	23	52	293
55+	4	6	24	30	36	372
<11 years in county	7	5	21	29	39	262
11+ years in county	4	5	19	30	42	460
Lower income	0	2	19	28	51	113
Middle income	2	8	17	27	47	255
Higher income	9	6	27	28	31	131
Job security	7	7	25	36	25	761
North	4	5	24	41	26	194
Central	5	6	23	34	32	266
South	12	13	28	32	15	187
Coast	9	12	30	35	15	309
Inland	4	4	21	36	35	338
18-54	7	6	25	33	30	291
55+	7	8	25	38	22	370
<11 years in county	10	7	28	32	23	263
11+ years in county	5	7	23	39	26	457
Lower income	3	7	28	29	34	112
Middle income	5	8	23	37	27	254
Higher income	8	10	29	40	13	131
Ageing population	15	14	37	24	10	757
North	15	10	38	24	12	193
Central	9	17	40	24	11	266
South	26	12	31	24	7	185
Coast	22	13	31	26	8	306
Inland	10	13	42	23	12	339
18-54	15	16	41	18	11	293
55+	16	11	33	30	10	367
<11 years in county	19	15	35	23	9	260
11+ years in county	13	13	39	26	10	455
Lower income	9	15	38	26	12	112
Middle income	15	13	34	25	13	256
Higher income	22	17	33	32	5	130
Youth leaving the community	12	15	38	25	10	759
North	10	10	43	28	10	193
Central						

South	8	18	39	24	10	269
	22	19	29	21	9	185
Coast	15	16	38	23	8	308
Inland	10	16	37	25	12	338
18-54	16	19	34	20	12	291
55+	9	14	40	29	9	370
<11 years in county	16	13	40	23	8	262
11+ years in county	9	16	38	27	11	455
Lower income	5	20	42	29	4	113
Middle income	13	14	36	27	12	257
Higher income	16	16	33	23	12	129
<b>Educational opportunities</b>	<b>6</b>	<b>14</b>	<b>35</b>	<b>30</b>	<b>15</b>	<b>760</b>
North	6	16	35	27	17	194
Central	3	11	38	30	19	268
South	10	19	34	27	10	186
Coast	9	17	38	26	10	310
Inland	3	13	33	30	21	340
18-54	6	17	27	27	23	291
55+	5	13	41	30	10	371
<11 years in county	7	15	35	31	13	263
11+ years in county	5	14	36	30	16	456
Lower income	3	17	32	30	19	112
Middle income	4	14	36	29	18	256
Higher income	9	15	39	25	12	130
<b>Access to social services</b>	<b>9</b>	<b>11</b>	<b>34</b>	<b>32</b>	<b>14</b>	<b>758</b>
North	5	7	31	36	20	193
Central	9	13	32	30	16	266
South	14	10	35	31	10	188
Coast	11	10	30	36	13	309
Inland	8	11	35	29	17	339
18-54	13	7	30	27	22	293
55+	7	13	34	37	10	370
<11 years in county	8	10	34	32	16	262
11+ years in county	9	10	35	33	14	455
Lower income	4	7	36	32	21	112
Middle income	8	8	34	33	17	254
Higher income	13	16	32	31	8	131
<b>Access to healthcare</b>	<b>5</b>	<b>7</b>	<b>25</b>	<b>35</b>	<b>27</b>	<b>761</b>
North	3	5	19	41	33	194
Central	3	7	29	31	30	269
South	9	8	33	30	20	186
Coast	7	5	27	37	24	310
Inland	4	8	27	31	31	338

18-54	6	8	28	29	30	292
55+	4	6	25	38	27	371
<11 years in county	4	7	25	33	31	259
11+ years in county	5	7	26	38	25	459
Lower income	4	3	27	32	35	112
Middle income	5	8	24	34	29	255
Higher income	3	8	35	35	19	129
Access to childcare	17	15	30	23	16	756
North	16	14	28	25	17	189
Central	11	16	32	22	19	268
South	26	13	29	19	14	189
Coast	22	16	31	21	11	311
Inland	12	14	29	23	22	335
18-54	11	16	26	21	26	290
55+	21	14	32	24	9	370
<11 years in county	22	14	27	22	17	260
11+ years in county	13	16	33	24	15	454
Lower income	10	21	29	27	14	112
Middle income	16	12	29	23	21	253
Higher income	20	13	34	22	12	130
Access to broadband/internet	8	8	25	33	27	761
North	11	7	19	32	32	194
Central	6	9	25	34	26	269
South	8	4	33	29	26	188
Coast	7	5	27	34	26	311
Inland	8	9	24	30	29	339
18-54	11	11	21	28	30	292
55+	5	5	28	35	27	371
<11 years in county	7	5	21	37	30	262
11+ years in county	9	9	26	30	26	458
Lower income	6	14	23	32	24	111
Middle income	7	6	25	31	32	257
Higher income	9	6	23	34	28	131
Access to public transportation	16	16	34	21	12	759
North	11	13	32	28	17	191
Central	15	20	31	21	13	267
South	24	17	37	14	8	190
Coast	16	19	33	22	11	311
Inland	17	15	33	21	15	337
18-54	18	22	27	18	16	291
55+	15	12	38	24	11	371
<11 years in county	16	15	35	19	15	262

11+ years in county	15	16	35	22	11	456
Lower income	4	15	33	25	23	112
Middle income	17	16	33	22	11	255
Higher income	22	19	34	18	7	132
Adequate parking	20	19	32	18	11	760
North	24	22	33	16	6	193
Central	19	22	31	21	8	268
South	18	13	32	14	23	188
Coast	15	19	30	22	15	310
Inland	25	20	34	13	9	339
18-54	22	18	29	16	16	291
55+	19	21	35	18	8	371
<11 years in county	19	17	33	18	13	263
11+ years in county	20	19	32	19	10	457
Lower income	20	24	30	21	6	112
Middle income	20	18	33	17	11	256
Higher income	19	21	32	12	15	130
Overcrowding from peak-season tourism	8	11	21	22	38	761
North	14	11	20	24	32	191
Central	8	11	25	21	36	268
South	5	11	14	22	48	188
Coast	8	10	15	23	44	311
Inland	9	12	25	21	33	338
18-54	9	8	21	22	40	291
55+	8	13	20	21	37	372
<11 years in county	10	14	22	27	28	263
11+ years in county	8	9	21	19	43	457
Lower income	6	6	29	19	40	113
Middle income	9	12	17	26	36	254
Higher income	8	16	21	18	37	131
The COVID-19 pandemic	17	12	22	26	23	762
North	13	12	20	24	30	194
Central	21	11	18	28	22	269
South	15	14	28	27	16	190
Coast	13	12	24	28	23	311
Inland	21	12	20	25	23	338
18-54	22	15	25	19	19	293
55+	13	10	19	32	26	373
<11 years in county	20	10	24	23	23	262
11+ years in county	15	14	21	27	24	459
Lower income	11	11	19	35	26	113
Middle income	16	10	24	26	24	254
Higher income						

	23	13	17	26	22	131
<b>Discrimination</b>	<b>22</b>	<b>11</b>	<b>23</b>	<b>22</b>	<b>23</b>	<b>761</b>
North	19	8	21	23	29	192
Central	24	10	19	21	26	268
South	24	13	30	16	17	189
Coast	21	11	23	22	23	310
Inland	24	10	22	19	25	340
18-54	25	11	19	19	27	292
55+	21	10	26	22	21	371
<11 years in county	23	10	21	21	26	262
11+ years in county	21	11	23	23	22	458
Lower income	16	5	21	26	32	113
Middle income	21	12	22	21	25	256
Higher income	24	12	26	21	18	131
<b>Crime</b>	<b>4</b>	<b>16</b>	<b>27</b>	<b>33</b>	<b>20</b>	<b>762</b>
North	7	14	28	32	19	193
Central	2	15	22	37	25	268
South	6	19	30	30	14	188
Coast	7	16	31	32	15	311
Inland	2	15	22	36	25	339
18-54	7	16	26	28	22	292
55+	3	15	25	39	19	370
<11 years in county	4	20	29	29	18	263
11+ years in county	5	13	26	35	21	459
Lower income	2	17	27	39	16	113
Middle income	6	15	27	29	24	255
Higher income	7	17	27	35	15	131
<b>Ageing infrastructure</b>	<b>3</b>	<b>8</b>	<b>31</b>	<b>38</b>	<b>20</b>	<b>760</b>
North	3	7	29	42	19	192
Central	2	5	35	39	20	266
South	4	9	32	32	23	188
Coast	3	8	30	37	22	310
Inland	3	5	34	39	19	338
18-54	3	8	28	38	23	290
55+	2	6	35	38	18	371
<11 years in county	6	7	32	36	20	262
11+ years in county	1	7	32	39	20	458
Lower income	3	9	31	39	18	112
Middle income	4	6	27	40	24	255
Higher income	2	8	36	37	16	131
<b>Food insecurity</b>	<b>13</b>	<b>16</b>	<b>30</b>	<b>26</b>	<b>15</b>	<b>757</b>
North	12	15	24	28	21	188
Central	9	16	33	27	15	269
South						



	18	19	32	22	10	188
Coast	13	18	33	15	11	308
Inland	12	16	28	26	19	338
18-54	11	16	28	27	16	292
55+	14	16	31	25	15	368
<11 years in county	12	20	29	27	13	260
11+ years in county	13	13	31	27	16	457
Lower income	8	12	29	26	25	111
Middle income	9	16	32	27	15	254
Higher income	17	21	30	23	9	131
Local government accountability	2	10	26	30	32	761
North	2	6	24	31	38	193
Central	2	14	24	31	29	268
South	1	9	25	26	40	187
Coast	2	7	26	28	38	310
Inland	2	13	23	31	32	340
18-54	4	14	20	29	34	293
55+	1	7	28	30	35	371
<11 years in county	3	11	26	32	29	263
11+ years in county	1	10	25	30	34	458
Lower income	1	8	25	32	34	114
Middle income	2	11	22	29	36	255
Higher income	2	10	28	31	30	132
Natural disasters	5	12	36	28	20	762
North	6	7	43	21	24	193
Central	6	13	36	27	28	268
South	4	14	34	31	18	188
Coast	5	10	36	27	23	312
Inland	6	14	39	25	16	337
18-54	8	14	33	24	22	292
55+	4	10	40	28	19	372
<11 years in county	6	11	37	24	22	263
11+ years in county	4	12	36	30	17	458
Lower income	1	12	40	27	21	112
Middle income	5	11	38	27	20	256
Higher income	5	10	38	27	20	132
Loss of natural land	7	14	22	32	26	757
North	6	10	21	34	30	190
Central	9	14	25	27	25	268
South	5	20	19	28	29	188
Coast	6	14	16	31	32	309
Inland	7	15	28	28	23	338

18-54	7	16	22	30	26	292
55+	7	13	22	30	28	366
<11 years in county	8	10	23	31	28	262
11+ years in county	6	15	21	33	25	455
Lower income	3	12	19	31	36	110
Middle income	8	14	18	31	29	255
Higher income	5	13	33	31	19	130
Environmental degradation	7	14	22	32	26	758
North	4	13	18	34	32	191
Central	11	15	22	26	26	268
South	4	12	27	35	22	190
Coast	4	11	20	32	34	311
Inland	10	16	25	30	20	337
18-54	7	17	22	30	24	290
55+	7	12	22	31	29	372
<11 years in county	6	17	17	32	29	263
11+ years in county	6	12	24	33	25	454
Lower income	3	7	22	32	36	111
Middle income	6	14	22	30	28	256
Higher income	8	17	26	30	19	131
Access to recreational areas	5	10	30	31	24	761
North	3	9	34	28	27	194
Central	5	12	34	31	29	268
South	7	9	23	32	30	187
Coast	5	9	28	31	28	312
Inland	5	11	33	29	22	337
18-54	4	11	31	28	27	293
55+	7	10	30	32	22	372
<11 years in county	5	11	28	34	22	262
11+ years in county	5	9	31	29	25	459
Lower income	4	8	35	28	25	113
Middle income	5	10	30	30	25	255
Higher income	7	10	31	33	19	131

#### Public sample top positive qualities by demographic group

Level of importance	Percent of people who rank in top three (%)	N
Community feels rural		
North	15	132
Central	12	241
South	16	148
Coast	13	254
Inland	15	267

18-64	17	334
65+	10	199
<11 years in county	9	255
11+ years in county	12	430
Lower income	15	114
Middle income	15	299
Higher income	14	216
Close-knit community		
North	4	132
Central	12	241
South	14	149
Coast	7	255
Inland	7	
18-64	12	334
65+	8	199
<11 years in county	9	255
11+ years in county	9	431
Lower income	12	114
Middle income	10	299
Higher income	12	216
Community members are collaborative		
North	12	132
Central	10	241
South	9	148
Coast	10	255
Inland	11	267
18-64	11	224
65+	12	199
<11 years in county	11	255
11+ years in county	8	431
Lower income	9	114
Middle income	11	299
Higher income	12	216
People have community spirit		
North	5	132
Central	7	241
South	6	149
Coast	7	255
Inland	6	267
18-64	5	334
65+	8	199
<11 years in county	4	256
11+ years in county	6	431
Lower income	8	114
Middle income	7	299
Higher income	3	216
Community civic engagement		
North	8	131
Central	6	241
South	6	149
Coast	7	255
Inland	6	267

18-64	7	334
65+	6	199
<11 years in county	7	256
11+ years in county	5	430
Lower income	7	114
Middle income	5	299
Higher income	9	216
Access to outdoor recreation		
North	21	132
Central	19	241
South	28	149
Coast	26	255
Inland	18	267
18-64	29	334
65+	11	199
<11 years in county	20	256
11+ years in county	19	431
Lower income	20	114
Middle income	25	299
Higher income	20	216
Strong local economy		
North	21	131
Central	30	241
South	11	149
Coast	15	254
Inland	30	267
18-64	29	334
65+	11	199
<11 years in county	29	256
11+ years in county	21	431
Lower income	16	114
Middle income	25	299
Higher income	24	216
Economic diversity		
North	17	132
Central	17	241
South	6	149
Coast	11	255
Inland	16	267
18-64	14	334
65+	13	199
<11 years in county	13	255
11+ years in county	10	431
Lower income	14	114
Middle income	13	299
Higher income	16	216
Support for small businesses		
North	17	131
Central	22	242
South	19	148
Coast	19	255
Inland	21	266

18-64	22	334
65+	17	199
<11 years in county	18	255
11+ years in county	18	430
Lower income	20	114
Middle income	20	299
Higher income	23	216
Support for farming industry		
North	3	132
Central	8	241
South	5	149
Coast	2	255
Inland	9	267
18-64	7	334
65+	4	199
<11 years in county	3	255
11+ years in county	6	431
Lower income	6	114
Middle income	5	299
Higher income	5	216
Support for forestry and wood product industry		
North	4	132
Central	12	241
South	8	148
Coast	4	255
Inland	14	267
18-64	11	334
65+	6	199
<11 years in county	4	255
11+ years in county	9	431
Lower income	3	114
Middle income	10	299
Higher income	11	216
Support for fishing industry		
North	7	132
Central	2	242
South	12	149
Coast	9	255
Inland	3	267
18-64	6	334
65+	7	199
<11 years in county	7	255
11+ years in county	5	430
Lower income	5	114
Middle income	5	299
Higher income	8	216
Support for tourism industry		
North	6	132
Central	5	241
South	5	149
Coast	6	255
Inland	4	267

18-64	5	334
65+	7	199
<11 years in county	3	255
11+ years in county	6	431
Lower income	6	114
Middle income	5	299
Higher income	6	216
Support for dairy industry		
North	3	132
Central	11	241
South	5	148
Coast	4	255
Inland	11	267
18-64	9	334
65+	6	199
<11 years in county	4	255
11+ years in county	7	431
Lower income	4	114
Middle income	9	299
Higher income	8	216
Support for environmental conservation		
North	33	132
Central	18	241
South	25	149
Coast	29	255
Inland	19	267
18-64	23	334
65+	24	199
<11 years in county	23	256
11+ years in county	19	431
Lower income	36	114
Middle income	21	299
Higher income	22	216
Emergency preparedness		
North	18	131
Central	15	242
South	23	149
Coast	20	255
Inland	17	267
18-64	20	334
65+	16	199
<11 years in county	18	255
11+ years in county	15	431
Lower income	25	114
Middle income	18	299
Higher income	17	216
Access to higher education		
North	8	132
Central	9	241
South	3	149
Coast	5	255
Inland	9	267

18-64	7	334
65+	8	199
<11 years in county	6	255
11+ years in county	7	431
Lower income	9	114
Middle income	9	299
Higher income	5	216

Public sample level of concern by demographic group

Level of concern about:	Percent of people who rank in top three (%)	N
<b>Jobs that pay a living wage</b>		
North	20	193
Central	30	268
South	16	186
Coast	17	308
Inland	29	339
18-64	25	432
65+	20	230
<11 years in county	21	262
11+ years in county	24	500
Lower income	20	114
Middle income	26	299
Higher income	21	216
<b>Availability of year-round employment</b>		
North	5	193
Central	10	268
South	11	188
Coast	8	310
Inland	9	339
18-64	8	432
65+	9	232
<11 years in county	6	262
11+ years in county	10	501
Lower income	4	114
Middle income	9	299
Higher income	11	216
<b>Empty vacation homes</b>		
North	6	190
Central	6	268
South	3	188
Coast	4	310
Inland	6	336
18-64	8	432
65+	1	230
<11 years in county	5	260
11+ years in county	6	499
Lower income	10	114
Middle income	6	299
Higher income	2	216

Access to affordable homes		
North	36	193
Central	36	268
South	24	188
Coast	24	310
Inland	40	339
18-64	39	432
65+	22	232
<11 years in county	28	262
11+ years in county	33	502
Lower income	36	114
Middle income	34	299
Higher income	31	216
Job security		
North	2	193
Central	2	266
South	4	188
Coast	3	308
Inland	2	338
18-64	2	432
65+	4	230
<11 years in county	1	262
11+ years in county	3	499
Lower income	0	114
Middle income	3	299
Higher income	2	216
Aging population		
North	3	193
Central	2	266
South	1	185
Coast	2	306
Inland	2	339
18-64	1	432
65+	4	227
<11 years in county	1	260
11+ years in county	2	497
Lower income	3	114
Middle income	2	299
Higher income	1	216
Youth leaving the community		
North	5	193
Central	7	268
South	1	185
Coast	4	308
Inland	6	339
18-64	5	432
65+	3	230
<11 years in county	3	262
11+ years in county	5	497



Lower income	4	114
Middle income	5	299
Higher income	4	216
Educational opportunities		
North	1	193
Central	8	268
South	2	187
Coast	2	309
Inland	6	339
18-64	4	432
65+	5	230
<11 years in county	2	262
11+ years in county	5	497
Lower income	6	114
Middle income	5	299
Higher income	2	216
Access to social services		
North	4	193
Central	2	266
South	2	189
Coast	3	309
Inland	2	339
18-64	3	432
65+	3	230
<11 years in county	2	262
11+ years in county	3	496
Lower income	2	114
Middle income	4	299
Higher income	2	216
Access to healthcare		
North	19	193
Central	10	268
South	11	187
Coast	14	309
Inland	11	339
18-64	9	430
65+	18	232
<11 years in county	16	261
11+ years in county	11	501
Lower income	12	114
Middle income	11	299
Higher income	15	216
Access to childcare		
North	4	189
Central	2	268
South	5	189
Coast	2	311
Inland	5	335
18-64	5	430
65+		230

	1	
<11 years in county	4	260
11+ years in county	3	496
Lower income	3	114
Middle income	5	299
Higher income	2	216
Access to broadband/internet		
North	11	193
Central	6	268
South	11	189
Coast	10	311
Inland	8	339
18-64	10	432
65+	7	231
<11 years in county	11	262
11+ years in county	8	499
Lower income	8	114
Middle income	9	299
Higher income	11	216
Access to public transportation		
North	1	191
Central	12	268
South	0	189
Coast	1	311
Inland	2	337
18-64	2	430
65+	0	232
<11 years in county	1	262
11+ years in county	1	498
Lower income	4	114
Middle income	0	299
Higher income	0	216
Adequate parking		
North	1	193
Central	1	267
South	7	188
Coast	5	310
Inland	1	339
18-64	3	432
65+	3	231
<11 years in county	3	262
11+ years in county	3	498
Lower income	2	114
Middle income	2	299
Higher income	5	216
Overcrowding from peak-season tourism		
North	21	191
Central	16	268
South	25	189

Coast	26	311
Inland	15	337
18-64	22	430
65+	17	232
<11 years in county	21	262
11+ years in county	20	498
Lower income	26	114
Middle income	16	299
Higher income	25	216
The COVID-19 pandemic		
North	9	193
Central	5	268
South	5	188
Coast	7	311
Inland	5	338
18-64	5	433
65+	7	232
<11 years in county	5	263
11+ years in county	6	499
Lower income	9	114
Middle income	6	299
Higher income	5	216
Discrimination		
North	5	193
Central	5	268
South	3	188
Coast	4	310
Inland	5	339
18-64	5	433
65+	3	231
<11 years in county	5	262
11+ years in county	4	498
Lower income	4	114
Middle income	6	299
Higher income	2	216
Crime		
North	12	193
Central	18	268
South	14	188
Coast	11	310
Inland	19	339
18-64	17	432
65+	10	231
<11 years in county	13	262
11+ years in county	14	499
Lower income	11	114
Middle income	15	299
Higher income	14	216
Aging infrastructure		

North	11	193
Central	9	267
South	7	189
Coast	10	311
Inland	8	337
18-64	10	430
65+	8	232
<11 years in county	10	261
11+ years in county	8	499
Lower income	11	114
Middle income	9	299
Higher income	9	216
Food insecurity		
North	4	188
Central	2	269
South	3	189
Coast	2	308
Inland	4	337
18-64	2	432
65+	4	227
<11 years in county	2	260
11+ years in county	3	497
Lower income	4	114
Middle income	2	299
Higher income	5	216
Local government accountability		
North	14	193
Central	8	268
South	12	188
Coast	11	310
Inland	10	339
18-64	13	432
65+	7	231
<11 years in county	10	262
11+ years in county	10	498
Lower income	6	114
Middle income	10	299
Higher income	14	216
Natural disasters		
North	4	193
Central	6	268
South	5	188
Coast	6	311
Inland	4	338
18-64	7	432
65+	2	232
<11 years in county	6	262
11+ years in county	5	499
Lower income	7	114
Middle income	4	299

Higher income	5	216
Loss of natural land		
North	5	189
Central	7	268
South	7	188
Coast	11	309
Inland	2	337
18-64	7	428
65+	7	231
<11 years in county	7	262
11+ years in county	7	495
Lower income	8	114
Middle income	7	299
Higher income	5	216
Environmental degradation		
North	14	191
Central	10	268
South	10	189
Coast	15	311
Inland	8	337
18-64	11	430
65+	12	232
<11 years in county	14	263
11+ years in county	9	495
Lower income	14	114
Middle income	11	299
Higher income	12	216
Access to recreational areas		
North	8	193
Central	7	268
South	12	188
Coast	11	311
Inland	7	338
18-64	9	432
65+	8	232
<11 years in county	7	261
11+ years in county	9	499
Lower income	7	114
Middle income	9	299
Higher income	8	216

#### Public sample analysis of opinions on community issues

Opinions About Community Issues	Mean	Strongly agree (%)	Somewhat agree (%)	Neither (%)	Somewhat disagree (%)	Strongly disagree (%)	N
Tourism is adequately managed	3.9	5	18	21	27	29	728

North		5	20	21	30	25	193
Central		4	17	29	27	24	267
South		6	16	12	25	41	190
Coast		4	16	16	25	39	311
Inland		6	19	26	29	20	339
18-54		5	19	23	29	24	432
55+		4	17	21	26	32	232
<11 years in county		7	20	21	26	26	241
11+ years in county		4	17	21	28	30	485
Lower income		0	22	19	25	35	113
Middle income		6	15	24	29	26	257
Higher income		7	18	19	28	28	131
Local air, water, and soil is free of pollutants	3.1	10	30	18	28	15	727
North		7	27	16	31	19	194
Central		10	29	20	27	14	268
South		10	33	18	27	13	188
Coast		7	28	18	30	18	311
Inland		11	32	18	27	13	339
18-54		10	27	20	27	16	432
55+		9	31	16	30	14	233
<11 years in county		11	26	19	30	14	242
11+ years in county		10	32	18	26	15	485
Lower income		5	30	16	26	23	114
Middle income		9	24	21	30	16	255
Higher income		12	38	14	29	8	130
Recreational opportunities are available and affordable	2.6	18	37	21	18	6	723
North		22	36	18	20	5	193
Central		17	36	22	18	7	264
South		15	43	19	16	7	189
Coast		17	43	20	14	7	308
Inland		19	33	21	22	6	337
18-54		14	41	17	20	8	431
55+		22	37	21	15	5	230
<11 years in county		18	44	18	15	4	241
11+ years in county		18	34	22	20	7	482
Lower income		20	36	23	18	4	112
Middle income		20	36	17	18	9	253
Higher income		18	47	18	14	4	131
Safe and affordable housing is available to all	4.3	4	6	9	22	59	726
North		2	6	6	14	72	193
Central		4	4	8	22	62	268

South		2	6	13	34	43	189
Coast		3	7	10	32	49	311
Inland		3	5	8	15	69	339
18-54		3	7	7	18	66	433
55+		4	5	10	28	53	233
<11 years in county		4	4	8	27	57	242
11+ years in county		4	7	10	20	60	483
Lower income		3	5	3	17	72	112
Middle income		3	4	8	21	64	256
Higher income		3	9	12	33	43	132
Healthy foods are available and affordable to all	3.2	10	22	20	30	18	726
North		10	14	14	38	24	194
Central		9	23	20	31	16	269
South		11	26	28	21	14	190
Coast		8	23	22	33	14	311
Inland		12	20	19	27	22	339
18-54		8	20	19	29	25	433
55+		11	23	22	32	13	233
<11 years in county		8	18	25	33	17	241
11+ years in county		11	24	18	29	18	484
Lower income		11	15	18	31	26	113
Middle income		9	23	19	31	18	255
Higher income		10	24	24	29	14	133
Quality childcare is available and affordable	3.6	2	5	50	21	22	722
North		2	2	55	18	23	193
Central		2	7	43	23	26	266
South		3	4	55	20	19	187
Coast		2	2	63	19	14	308
Inland		2	7	38	23	30	339
18-54		3	6	41	20	31	433
55+		6	5	55	23	16	228
<11 years in county		1	3	54	23	20	240
11+ years in county		3	6	48	20	22	482
Lower income		1	4	48	25	23	113
Middle income		3	4	47	21	26	255
Higher income		3	9	52	19	18	130
Quality health care is available to meet my needs	3.1	9	31	18	25	18	725
North		9	278	17	23	24	193
Central		9	28	20	28	15	267
South		9	35	18	22	17	189

Coast		7	29	20	27	17	312
Inland		11	31	17	22	19	338
18-54		7	27	20	25	22	433
55+		11	33	18	23	15	230
<11 years in county		6	26	19	26	24	242
11+ years in county		11	33	18	24	14	482
Lower income		8	30	13	31	17	112
Middle income		9	32	17	22	19	256
Higher income		9	23	25	24	19	130
Community members are aware of and know how to access healthcare services	2.9	7.5	25.6	39.9	20.7	6.3	724
North		6	25	37	25	8	192
Central		9	26	37	23	5	268
South		6	27	44	15	8	187
Coast		6	24	45	17	8	310
Inland		9	27	34	24	5	339
18-54		7	25	38	21	9	432
55+		8	27	41	20	4	231
<11 years in county		7	20	39	24	10	242
11+ years in county		8	28	40	19	5	483
Lower income		8	29	33	25	5	113
Middle income		6	27	40	21	7	256
Higher income		9	22	47	15	8	129
Alcoholism and drug dependence are recognized, and treatment is available	3.6	4	11	35	25	25	723
North		3	15	35	20	28	194
Central		3	12	28	30	27	266
South		4	8	39	26	24	188
Coast		3	10	42	21	24	307
Inland		4	14	25	29	29	339
18-54		3	12	26	30	29	432
55+		4	12	39	24	21	228
<11 years in county		3	11	45	24	18	241
11+ years in county		4	12	30	26	28	483
Lower income		5	14	32	23	26	112
Middle income		2	10	33	26	29	256
Higher income		4	14	34	29	20	131
Public transportation is accessible for all	2.8	11	34	30	16	9	725
North		14	38	23	14	11	193
Central		12	40	28	14	7	268
South		5	28	37	21	9	188



Coast		10	32	33	17	8	312
Inland		11	40	25	15	10	339
18-54		9	31	28	19	13	432
55+		11	37	31	15	6	232
<11 years in county		9	29	36	18	8	243
11+ years in county		11	37	27	15	9	483
Lower income		10	38	25	14	13	112
Middle income		13	36	27	16	8	256
Higher income		8	30	34	20	9	131
Quality education and job skills training are available for all	3.1	5	24	35	25	11	723
North		5	27	36	23	10	194
Central		6	30	29	24	11	267
South		2	17	45	25	12	188
Coast		2	23	44	20	11	309
Inland		7	27	28	27	11	339
18-54		6	22	34	25	14	431
55+		4	26	36	25	9	232
<11 years in county		2	21	43	24	10	243
11+ years in county		6	26	31	25	11	481
Lower income		5	27	31	26	12	112
Middle income		6	25	32	26	12	253
Higher income		4	19	42	22	12	130
Local youth excel in school	3.2	4	15	45	25	11	719
North		6	19	41	26	9	192
Central		2	11	48	25	14	266
South		3	16	44	25	12	187
Coast		5	13	49	22	12	309
Inland		3	16	41	28	12	339
18-54		5	12	39	31	13	428
55+		4	16	49	21	10	231
<11 years in county		6	12	54	18	9	241
11+ years in county		3	17	40	28	12	481
Lower income		5	18	35	29	12	113
Middle income		3	14	43	26	14	252
Higher income		5	12	51	22	10	131
Extracurricular activities are available for all youth	3.2	4	20	40	22	14	716
North		5	16	42	21	16	192
Central		3	24	35	22	16	264
South		5	16	41	25	12	187
Coast		5	17	47	19	12	307
Inland		4	21	32	26	18	336

18-54		7	24	28	23	18	425
55+		3	16	48	22	11	229
<11 years in county		5	17	44	23	11	240
11+ years in county		4	21	37	23	15	476
Lower income		4	18	37	20	20	113
Middle income		4	18	37	25	16	249
Higher income		5	23	45	19	9	129
Everyone has the opportunity to make a living wage	3.7	8	11	18	30	33	722
North		5	16	11	25	43	193
Central		7	8	22	32	31	264
South		10	10	21	32	28	189
Coast		7	12	21	31	30	309
Inland		8	10	16	28	38	336
18-54		9	15	18	25	33	429
55+		6	7	19	34	34	229
<11 years in county		6	11	26	26	32	243
11+ years in county		8	11	14	32	34	479
Lower income		9	8	12	21	50	113
Middle income		6	12	18	31	34	253
Higher income		12	9	23	34	23	131
The community has diverse business and job opportunities	3.6	45	18	17	39	21	723
North		3	18	9	47	23	193
Central		6	16	20	37	20	266
South		5	21	19	33	23	189
Coast		3	17	20	37	23	310
Inland		6	19	14	40	22	339
18-54		5	23	16	31	25	431
55+		5	13	17	45	19	232
<11 years in county		3	18	17	40	22	242
11+ years in county		5	18	17	39	21	482
Lower income		6	12	11	47	25	113
Middle income		5	15	19	38	23	254
Higher income		5	26	17	34	18	130
Arts and cultural opportunities are available	3.0	7	32	28	22	12	724
North		9	34	30	16	11	193
Central		6	26	31	26	11	266
South		6	33	24	19	18	189
Coast		6	32	26	21	16	309
Inland		8	29	31	22	10	338
18-54		7	27	26	25	16	430

55+		7	35	35	19	10	231
<11 years in county		5	32	25	24	14	242
11+ years in county		7	32	30	20	11	482
Lower income		8	33	26	22	11	114
Middle income		9	30	27	22	12	255
Higher income		4	32	29	18	18	131
The community is safe from crime	3.4	5	23	17	33	22	721
North		7	28	13	30	21	190
Central		3	14	19	36	28	267
South		4	27	20	32	18	188
Coast		5	27	21	30	18	309
Inland		5	18	14	35	28	336
18-54		5	21	18	32	25	431
55+		6	25	19	32	18	229
<11 years in county		6	23	25	30	16	240
11+ years in county		5	23	14	34	25	481
Lower income		7	16	19	30	28	113
Middle income		5	23	19	33	20	253
Higher income		5	25	19	32	20	130
The community is adequately prepared for natural disasters and other emergencies	3.3	5	28	21	30	17	722
North		5	32	15	26	21	190
Central		5	25	24	31	14	268
South		1	28	22	32	18	189
Coast		3	26	18	34	20	309
Inland		5	30	23	27	15	338
18-54		3	27	23	28	20	428
55+		6	29	19	32	15	232
<11 years in county		6	23	25	27	20	241
11+ years in county		4	30	19	32	15	481
Lower income		3	35	27	15	20	113
Middle income		5	27	19	32	17	253
Higher income		6	22	19	39	15	130
A wide variety of social opportunities are available for people of all ages	3.5	2	17	30	35	16	724
North		2	19	32	32	16	193
Central		1	18	24	38	19	267
South		2	12	36	33	17	189
Coast		2	15	32	34	16	308
Inland		1	17	28	36	18	339
18-54		2	12	25	37	25	430

55+		1	20	33	35	11	232
<11 years in county		2	19	27	37	16	242
11+ years in county		2	17	31	34	16	482
Lower income		2	20	22	38	19	113
Middle income		2	18	29	33	18	255
Higher income		2	12	34	39	14	132
The natural environment is being conserved for future generations	3.2	6	27	21	29	17	724
North		4	28	19	32	18	193
Central		8	26	23	27	15	266
South		6	23	18	32	21	189
Coast		5	19	18	37	21	309
Inland		7	31	22	25	15	339
18-54		7	26	21	30	17	431
55+		6	27	19	30	18	232
<11 years in county		6	26	22	28	18	243
11+ years in county		7	27	20	30	17	481
Lower income		6	25	16	27	25	114
Middle income		7	25	20	33	15	255
Higher income		6	31	23	24	15	131
People can freely express themselves without fear of judgement or discrimination	3.7	5	14	18	34	29	722
North		7	11	16	30	36	193
Central		3	16	15	36	31	266
South		4	12	24	35	25	189
Coast		5	11	22	37	25	309
Inland		5	15	14	31	35	339
18-54		5	10	13	33	39	430
55+		5	17	21	36	22	231
<11 years in county		6	12	22	30	31	241
11+ years in county		4	15	16	36	29	480
Lower income		7	10	15	31	37	113
Middle income		4	13	17	36	30	254
Higher income		4	16	18	37	25	131
People around here are willing to help their neighbors	1.9	34	49	9	7	1	721
North		40	43	9	7	0	193
Central		33	49	9	8	1	264
South		29	59	6	4	2	189
Coast		32	53	8	6	1	305
Inland		35	47	9	7	1	339

18-54		34	43	10	11	1	432
55+		33	55	7	3	1	230
<11 years in county		37	44	11	5	2	243
11+ years in county		33	52	8	8	0	479
Lower income		33	48	11	8	0	111
Middle income		34	51	8	7	0	254
Higher income		33	52	10	5	2	132
People in this community generally trust one another and get along	2.4	15	48	19	14	4	723
North		17	45	15	18	6	193
Central		14	46	23	15	3	266
South		15	55	16	11	3	190
Coast		16	53	18	9	3	309
Inland		14	44	19	19	5	340
18-54		12	45	18	19	7	430
55+		17	51	20	11	1	232
<11 years in county		22	40	22	12	5	241
11+ years in county		12	52	18	15	3	480
Lower income		13	45	19	21	3	112
Middle income		15	50	17	13	5	254
Higher income		15	49	24	10	3	131
People in this community would work together if faced with a crisis	1.8	45	39	10	5	2	724
North		48	31	14	7	0	193
Central		46	38	9	5	2	266
South		40	49	6	4	1	189
Coast		43	44	8	3	1	308
Inland		47	35	11	6	1	339
18-54		43	36	12	7	2	430
55+		45	42	9	3	1	232
<11 years in county		49	35	9	5	2	243
11+ years in county		42	42	10	5	2	481
Lower income		47	32	11	9	1	112
Middle income		45	40	10	5	0	255
Higher income		42	44	11	2	2	131
Local government does a good job of dealing effectively with community concerns	3.4	3	21	32	25	19	722
North		5	21	28	26	20	193
Central		3	20	37	24	16	265
		1	20	25	27	28	190

South							
Coast		1	17	29	28	24	308
Inland		5	23	32	24	18	338
18-54		3	16	31	27	24	430
55+		4	24	32	25	16	230
<11 years in county		4	20	34	27	16	241
11+ years in county		3	22	31	24	21	480
Lower income		3	21	27	23	17	112
Middle income		4	20	30	26	21	254
Higher income		3	21	28	25	24	132

### Public sample analysis of policy tradeoff questions

	Policy 1 (%)	(%)	(%)	Neutral (%)	(%)	(%)	Policy 2 (%)	Total (n)
Community feel	Maintain rural way of life			Neutral (%)			Develop urban amenities	Total
All	20	19	17	7	17	12	9	650
North	17	23	12	8	20	7	12	178
Central	17	20	16	6	16	15	11	249
South	28	14	22	6	16	11	3	181
Coast	21	19	20	9	13	10	9	293
Inland	20	19	14	5	20	13	9	314
Incorporated	18	18	14	6	20	12	13	320
Unincorporated	23	20	20	7	14	11	5	286
18-54	19	14	12	5	21	16	12	279
55+	21	23	20	7	14	8	7	341
<11 years in county	18	16	14	10	23	12	8	217
11+ years in county	22	20	18	5	14	12	9	394
Lower income	23	19	12	4	23	10	8	107
Middle income	18	17	21	8	17	7	12	237
Higher income	22	18	16	6	15	21	3	120
Active land use policy	Encourage development			Neutral (%)			Conserve natural lands	Total (n)
All	4	5	13	7	16	22	33	633
North	3	5	10	7	14	25	36	177
Central	7	6	19	8	19	19	23	238
South	4	4	8	4	14	24	43	173
Coast	3	2	7	5	14	26	42	280
Inland	6	7	18	8	18	19	24	307

Incorporated	5	6	18	7	18	21	25	316
Unincorporated	4	4	7	6	13	25	42	271
18-54	3	4	18	6	16	22	31	261
55+	5	6	8	8	17	23	34	340
<11 years in county	5	3	11	5	21	22	33	203
11+ years in county	4	6	14	7	15	22	32	392
Lower income	3	4	9	5	14	27	39	108
Middle income	6	4	14	6	16	19	34	224
Higher income	3	7	13	10	19	23	26	121
Natural resource use policy	Increase conservation efforts			Neutral (%)			Current efforts are sufficient	Total (n)
All	21	18	21	7	14	9	9	597
North	23	24	17	4	14	8	11	170
Central	18	14	25	7	16	12	8	232
South	25	18	22	8	11	8	9	159
Coast	28	22	21	5	11	5	8	266
Inland	15	15	22	8	17	14	10	294
Incorporated	18	17	20	5	19	13	9	301
Unincorporated	26	20	23	9	9	6	9	257
18-54	22	16	21	8	15	12	7	250
55+	20	20	22	6	13	8	11	319
<11 years in county	25	21	17	6	13	11	7	197
11+ years in county	19	17	24	6	14	8	11	365
Lower income	31	20	17	3	17	7	5	100
Middle income	20	17	25	8	12	7	10	226
Higher income	21	16	20	5	9	19	11	105
Residential growth policy	Promote growth outside city limits			Neutral (%)			Keep residential growth in cities	Total (n)
All	7	17	16	5	14	20	21	605
North	6	21	15	8	12	19	20	161
Central	9	17	19	3	11	22	19	243
South	8	11	11	6	19	21	26	160
Coast	5	12	13	4	16	24	26	265
Inland	10	20	18	6	11	18	17	299
Incorporated	8	20	19	4	12	20	17	303
Unincorporated	7	13	12	6	15	22	25	260
18-54	13	16	20	4	11	16	20	265
55+	3	17	12	6	16	24	22	312

<11 years in county	9	14	19	7	14	19	18	206
11+ years in county	6	19	14	4	14	20	22	367
Lower income	5	23	11	10	7	23	21	97
Middle income	11	13	21	3	16	16	21	227
Higher income	3	16	11	5	16	25	23	116
Residential housing policy	Promote single family housing			Neutral (%)			Promote multi-family housing	Total (n)
All	12	12	11	9	22	20	15	601
North	13	11	12	9	20	21	15	165
Central	9	9	10	12	20	23	17	237
South	18	14	12	4	23	16	14	165
Coast	12	14	12	8	23	19	13	263
Inland	14	9	10	9	20	22	17	303
Incorporated	12	9	12	10	20	21	17	310
Unincorporated	14	13	10	7	23	20	14	257
18-54	16	11	8	8	19	18	21	270
55+	11	11	13	8	24	22	11	304
<11 years in county	15	6	12	9	19	21	17	202
11+ years in county	10	13	11	9	23	19	15	364
Lower income	10	6	9	8	22	20	24	96
Middle income	15	10	11	7	21	22	14	223
Higher income	11	11	11	6	24	22	16	114
Transportation policy	Maintain existing roadways for vehicle use			Neutral (%)			Invest in walking and biking	Total (n)
All	20	18	11	4	15	15	17	632
North	22	18	8	4	16	18	15	171
Central	19	18	12	3	15	15	18	248
South	22	17	11	6	12	13	17	172
Coast	20	16	10	3	15	18	19	274
Inland	22	19	11	6	14	14	15	317
Incorporated	21	20	12	4	13	16	15	322
Unincorporated	20	15	10	4	15	16	20	270
18-54	23	15	12	3	11	16	19	270
55+	19	21	9	5	16	15	15	322
<11 years in county	15	10	11	7	18	18	21	205
11+ years in county	22	21	10	3	14	15	15	391
Lower income	12	24	8	6	15	14	22	107
Middle income	21	16	11	4	15	17	16	230
Higher income	26	14	10	3	14	18	16	120



Job growth policy	Focus on traditional industries			Neutral (%)			Promote new industries	Total (n)
All	15	8	8	6	22	22	20	606
North	15	7	6	6	20	30	17	178
Central	12	7	7	5	22	22	26	228
South	20	12	13	6	21	16	14	164
Coast	17	8	9	5	23	21	18	267
Inland	14	8	8	6	19	23	22	303
Incorporated	14	8	6	6	21	23	22	311
Unincorporated	16	8	11	5	21	22	17	259
18-54	19	9	7	5	19	21	20	267
55+	12	7	9	6	23	22	20	315
<11 years in county	11	4	11	7	25	23	19	201
11+ years in county	16	10	7	6	20	21	21	368
Lower income	16	4	6	2	23	24	26	97
Middle income	13	8	8	8	23	22	19	227
Higher income	16	10	9	3	20	24	20	115
Commercial growth policy	Restrict commercial development			Neutral (%)			Promote commercial development	Total (n)
All	10	10	16	8	26	17	14	545
North	7	8	21	12	17	20	14	155
Central	7	5	10	6	32	23	18	216
South	16	18	18	7	24	8	9	142
Coast	15	13	22	7	18	12	13	224
Inland	5	7	11	9	32	23	14	287
Incorporated	6	7	14	9	29	21	15	288
Unincorporated	14	13	18	7	21	14	13	224
18-54	10	8	14	7	32	14	15	247
55+	10	11	17	8	21	20	13	278
<11 years in county	7	8	20	8	31	15	12	183
11+ years in county	11	10	14	8	24	19	15	329
Lower income	12	10	20	15	15	21	7	89
Middle income	8	8	15	6	31	14	18	201
Higher income	10	9	14	7	28	19	13	106
Tourism policy	Increase efforts to address impacts			Neutral (%)			Current efforts are sufficient	Total (n)
All	33	24	19	5	7	6	7	643
North	33	29	13	9	4	2	10	183
Central	28	20	25	2	9	10	6	245
South								

	40	25	14	6	7	5	4	175
Coast Inland	39	28	13	3	6	3	9	290
	28	21	23	7	9	9	4	315
Incorporated Unincorporated	27	24	21	6	6	8	8	325
	40	24	15	4	8	4	5	279
18-54 55+	36	19	20	4	8	6	7	274
	29	28	18	5	6	6	8	343
<11 years in county 11+ years in county	32	19	24	6	9	3	7	214
	33	26	17	5	6	8	7	390
Lower income Middle income Higher income	35	26	19	3	7	7	4	108
	31	22	20	4	9	5	8	239
	33	25	20	3	4	7	8	120
Community Identity	Emphasize county-wide identity			Neutral (%)			Emphasize local community identities	Total (n)
All	12	9	13	6	18	23	19	533
North Central South	10	9	9	6	18	22	25	147
	17	12	17	6	16	21	13	205
	7	6	12	7	21	25	23	155
Coast Inland	9	12	7	5	22	24	21	234
	14	7	18	8	14	22	18	274
Incorporated Unincorporated	13	10	15	6	18	19	20	266
	10	8	11	7	18	26	19	242
18-54 55+	14	7	14	6	15	20	24	242
	10	11	12	6	21	26	15	273
<11 years in county 11+ years in county	14	6	10	5	24	21	21	178
	11	10	15	7	15	24	17	331
Lower income Middle income Higher income	13	7	10	7	16	26	21	82
	12	10	13	5	20	21	18	203
	10	12	12	5	16	26	20	101
Emergency preparedness	Increase investments and efforts			Neutral (%)			Current investments and efforts are sufficient	Total (n)
All	26	23	28	6	5	7	6	595
North Central South	34	24	25	6	4	2	5	160
	22	22	33	6	5	8	5	228
	22	24	27	6	3	10	8	168
Coast Inland	27	26	27	4	6	5	5	273
	23	20	31	7	3	9	7	283
Incorporated Unincorporated	26	22	31	5	4	6	6	294
	25	24	27	6	5	7	7	261

18-54	27	22	31	3	4	4	8	245
55+	24	23	28	7	4	9	5	320
<11 years in county	26	27	23	5	7	7	6	196
11+ years in county	26	20	33	6	4	6	6	365
Lower income	24	30	22	7	7	6	4	98
Middle income	25	21	32	5	2	6	9	224
Higher income	26	22	28	5	8	8	4	109

### Public Sample Cultural Theory Analysis

	(%)	Total
Individualistic	17	90
Heirarchist	12	64
Egalitarian	13	69
Fatalist	33	173
Individualistic-Egalitarian	.4	2
Individualistic- Heirarchist	9	48
Individualistic-Fatalistic	4	19
Heirarchist-Egalitarian	1	4
Heirarchist- Fatalistic	3	15
Egalitarian-Fatalistic	5	24
Individualistic-Egalitarian-Fatalistic	1	5
Individualistic-Heirarchist-Fatalistic	2	9
Fatalistic-Egalitarian-Heirarchist	1	3

### Discrimination

% who experienced discrimination of any kind	40.5%
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Variable	Those Who Have Experienced Discrimination		Those Who Have Not Experienced Discrimination	
	%	N	%	n
Age				
18-64	57.3	248	42.7	185
65+	46.1	107	53.9	125
Gender				
Man	51.2	108	48.8	103
Woman	54.1	224	45.9	190
Other	54.3	25	45.7	21

Race				
American Indian	50.0	16	50.0	16
Asian	12.5	1	87.5	7
Black	42.9	3	57.1	4
Latino	76.3	29	23.7	9
Native Hawaiian	54.5	6	45.5	5
White	51.4	288	48.6	272
Prefer not to disclose	66.1	39	33.9	27
Prefer to self describe	41.4	12	58.6	15
Reason for discrimination				
Age		119		
Gender		117		
Race		52		
Ethnicity or Nationality		42		
Sexual Orientation		41		
Sexual Orientation		42		
Religious Beliefs		55		
Physical attributes		91		
Physical disability		26		
Status as new-comer		107		
Other		89		

### **Exploratory Factor Analysis**

Items in the survey were grouped together based on the way that individuals responded to them. Respondents indicated similar preferences for the items in each group and we can use their response to one item to estimate their response to the other. For instance, respondents were likely to feel similarly about support for the farming industry and support for the dairy industry.

#### Factor analysis of positive qualities

	Factor 1	Factor 2	Factor 3
Support for dairy industry	.87		
Support for forestry and wood product industry	.86		
Support for farming industry	.83		
Support for fishing industry	.81		

Community feels rural	.48		.42
Economic diversity		.75	
Access to higher education		.74	
Strong local economy		.67	
Support for small businesses		.62	
Emergency Preparedness		.60	
Support for tourism		.57	
Support for environmental conservation	-.41	.44	
Community members are collaborative			.79
People have community spirit			.78
Close-knit community			.75
Community civic engagement			.75
Access to outdoor recreation			
Eigenvalue	3.77	3.21	3.05
Percent variance explained <sup>2</sup>	22.19	18.86	17.92

<sup>1</sup> Only factor loadings larger than .40 are shown. 2 items were cross-loaded. Variables coded on a 5-point scale where 1 = “not at all important” and 5= “extremely important.”

<sup>2</sup> Total variance explained = 58.97%

#### Factor analysis of concerns

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Availability of year-round employment	.86				
Job security	.85				
Jobs that pay a living wage	.82				
Access to affordable homes	.74				
Educational opportunities	.59				
Access to childcare	.53				
Youth leaving the community	.44				
Aging population	.43				
Environmental degradation		.85			
Loss of natural land		.76			
Discrimination		.71			
The Covid-19 pandemic		.64			
Food insecurity	.42	.57			
Natural disasters		.45			
Access to broadband/internet			.65		
Access to healthcare			.59		
Adequate parking			.56		
Access to public transportation			.54		
Access to social services	.43	.46	.52		

Crime				.65	
Overcrowding from peak-season tourism				.63	
Aging infrastructure				.59	
Local government accountability				.54	
Access to recreational areas				.42	-.58
Empty vacation homes					.52
Eigenvalue	4.57	3.81	2.74	2.18	1.43
Percent variance explained <sup>2</sup>	18.27	15.26	10.96	8.70	5.71

<sup>1</sup> Only factor loadings larger than .40 are shown. 3 items were cross-loaded. Variables coded on a 5-point scale where 1 = "not at all concerning" and 5= "extremely concerning."

<sup>2</sup> Total variance explained = 58.90%

#### Factor analysis of community issues

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7
Quality education and job skills training are available for all	.69						
Extracurricular activities are available for all youth	.66						
Arts and cultural opportunities are available	.62						
Local youth excel in school	.59						
The community has diverse business and job opportunities	.55						
Public transportation is accessible for all	.54						
A wide variety of social opportunities are available for people of all ages	.45			.44			
Safe and affordable housing is available to all		.77					
Quality childcare is available and affordable		.69					
Everyone has the opportunity to make a living wage	.49	.61					
Healthy foods are available and affordable to all		.60					
Alcoholism and drug dependence are recognized, and treatment is available							
People around here are willing to help their neighbors			.87				

People in this community would work together if faced with a crisis			.85				
People in this community generally trust one another and get along			.81				
The community is adequately prepared for natural disasters and other emergencies				.68			
The community is safe from crime				.66			
Local government does a good job dealing effectively with community concerns				.45			.41
People can freely express themselves without fear of judgement or discrimination							
Quality health care is available to meet my needs					.74		
Community members are aware of and know how to access healthcare services					.73		
Local air, water, and soil is free of pollutants						.77	
The natural environment is being conserved for future generations						.76	
Tourism is adequately managed							.72
Recreational opportunities are available and affordable							.71
Eigenvalue	3.13	2.69	2.64	1.88	1.86	1.72	1.43
Percent variance explained <sup>2</sup>	12.50	10.75	10.54	7.50	7.46	6.89	5.71

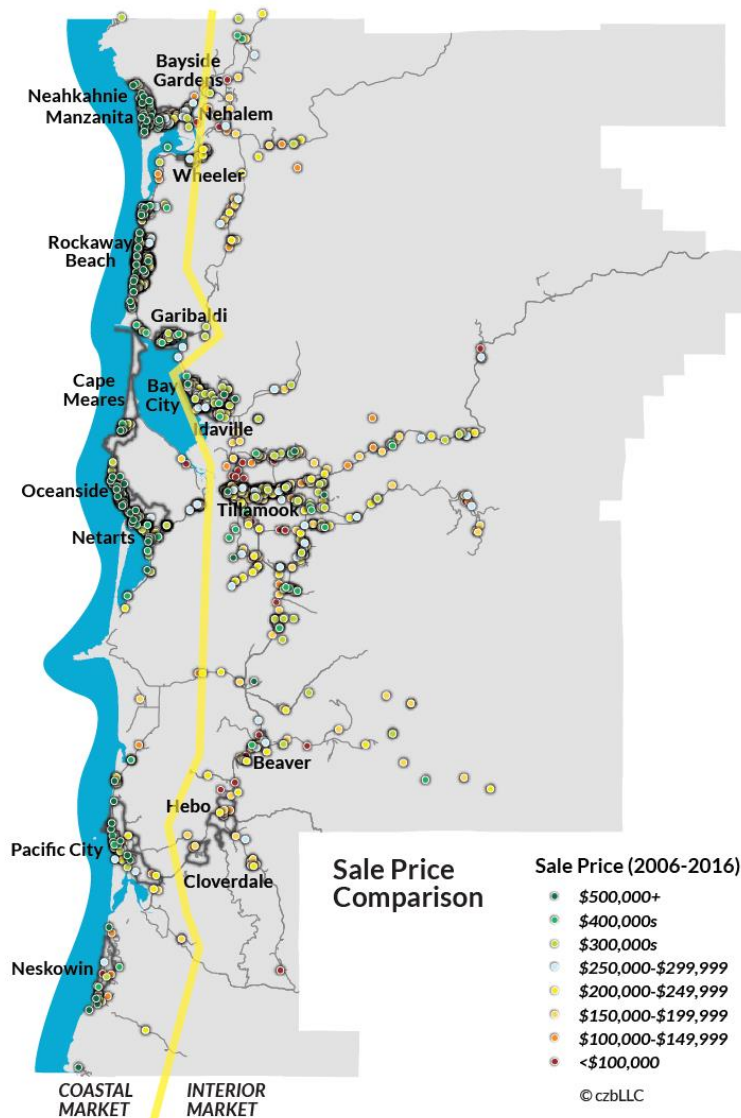
<sup>1</sup> Only factor loadings larger than .40 are shown. 2 items were cross-loaded. Variables coded on a 5-point scale where 1 = "strongly agree" and 5= "strongly disagree" <sup>2</sup> Total variance explained = 61.35%

## Appendix D - Variable Descriptions

### Region

The regional categories “north,” “central” and “south” were based upon Tillamook County school district. “North” corresponds to the Neah-Kah-Nie. “Central” corresponds to the Tillamook School District. “South” corresponds to the Nestucca School District. Residents identified their closest community and were manually organized into each category.

The designations of coastal and inland were created using the same designation described in the czb 2017 “Creating a Healthy Housing Market for Tillamook” report. The map included in this report that guided the creation of our variables is included below.





### Income

Income was categorized as follows:

Lower income: Less than \$39,999

Middle income: \$40,000 - \$99,999

Higher income: Greater than \$100,000 per year

### Industry

Employment industries were categorized to simplify analyses. The categories were created as follows:

Category	Industries included
Natural Resources Based	Natural resources and mining Agriculture, forestry, fishing, and hunting
Professional	Professional, scientific, and technical services Management of companies and enterprises Information Finance and insurance Real estate rental and leasing
Community Services	Waste management and remediation services Educational services Healthcare and social assistance Government Utilities Other services
Leisure	Arts, entertainment, and recreation Accommodation and food services Retail trade
Other	Construction Manufacturing (including food/beverage) Transportation and warehousing Wholesale trade

## Appendix E – Data Weighting

As described in the methods section this report, both the random and general public survey data has been weighted to more accurately reflect the composition of the Tillamook County population. As both samples were over-representative of individuals who were older and more well-educated, it was decided that we would weight the samples by these two variables. Weighting for education also assisted in weighting the data for related characteristics like income. We were unable to weight the data to account for a lack of representation from the Latino community because there were too few Latino participants in the random sample. The final calculated weight indicates how much the answer of someone in that category “counts” in the final analysis; a higher value indicates that the answers from individuals in that category count more in the final tally. The calculations used to create the weights are included below.

### Random Sample

	<b>% of Population</b>	<b>% of Sample</b>	<b>Weight (Census %/Sample%)</b>
Less than high school			
18-64	15.43	1.3	11.86649933
65+	5.4	1.7	3.176470588
Highschool Graduate or greater			
18-64	70.69	50	1.4138
65+	68.2	45.1	1.512195122
Bachelor's or higher			
18-64	13.89	58.8	0.236186795
65+	26.4	53.1	0.497175141

### General Public Sample<sup>1</sup>

	<b>% of Population</b>	<b>% of Sample</b>	<b>Weight (Census %/Sample%)</b>
Less than Bachelor's			
18-64	86.11	45.3	1.900883002
65+	73.6	33.9	2.171091445
Bachelors or greater			
18-64	13.89	54.7	0.25393053
65+	26.4	66.1	0.399394856

<sup>1</sup> In this sample, there were too few individuals with less than a high school diploma to accurately weight for this category; thus, it was omitted.

## Appendix F - Survey

Welcome to the Tillamook County vision and values community survey.

The Tillamook County Commissioners have charged the Tillamook County Futures Council with an update to the County's Strategic Vision. As an advisory committee to the County Commissioners, the Futures Council has a strong tradition of community engagement and seeks to create a shared community vision for all of Tillamook County. This survey will help us to better understand what community members want their communities to look and feel like in 20 years.

This survey is one part of an in-depth community visioning process. The objective is to explore the positive aspects of our communities and understand areas where our communities can do better. This survey will help inform the development of a community plan through the Futures Council and should take you approximately 15-20 minutes to complete.

We appreciate your input and effort in completing this important community survey.

**1. How many years have you lived in Tillamook County?**

\_\_\_\_\_ years

**2. Is your primary residence in Tillamook County or do you live here seasonally? (Select one)**

- Primary residence  
 Seasonal/vacation residence

**3. Which of the following factors (if any) influenced your decision to live in Tillamook County? (Select all that apply)**

- |  |  |
|--|--|
| <input type="checkbox"/> Natural amenities (forests, mountains, oceans/beaches)  | <input type="checkbox"/> Property investment opportunities |
| <input type="checkbox"/> Recreation opportunities                                | <input type="checkbox"/> Family landholding                |
| <input type="checkbox"/> Employment opportunities                                | <input type="checkbox"/> To be near family                 |
| <input type="checkbox"/> Cost of land relative to elsewhere                      | <input type="checkbox"/> I've always lived here            |
| <input type="checkbox"/> For timber, agriculture or other land use opportunities | <input type="checkbox"/> I enjoyed vacationing here        |
|  | <input type="checkbox"/> Other (please specify):<br>_____  |

**4. Overall, how important do you think it is for community members to contribute to a shared vision for Tillamook County? (Select One)**

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Not at all important  | Slightly important    | Moderately important  | Very important        | Extremely important   |

**5. In your opinion, Tillamook County is generally headed in...**

- |                       |                            |                       |                            |                       |
|-----------------------|----------------------------|-----------------------|----------------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> |
| The wrong direction   | Mostly the wrong direction | Somewhat in between   | Mostly the right direction | The right direction   |

The following questions will ask you about your experiences and opinions of your community in Tillamook County. Your community may include your neighborhood, town, region, or the county as a whole. Your answers will help us better understand where the needs of our communities are being met, what aspects of our communities are most important to us, and where we can improve.

6. Below is a list of positive qualities that have been used to describe communities. Please tell us how important each of these is to you. Mark one answer in each row: (  )

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Community feels rural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close-knit community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community members are collaborative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People have community spirit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community civic engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to outdoor recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for small businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for farming industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for forestry and wood product industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for fishing industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for tourism industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for dairy industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for environmental conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency preparedness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to higher education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify): _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify): _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Of the community qualities listed in the previous question, please rank the top three (3) that are most important to you, with 1 being the most important.

1. \_\_\_\_\_  
(Most important)

2. \_\_\_\_\_

3. \_\_\_\_\_

Why are these qualities important to you?

8. Below is a list of possible community concerns. Please tell us how concerned you feel about each of these issues for **your community**.

(Mark one answer in each row:  )

	Not at all concerned	Slightly concerned	Moderately concerned	Very concerned	Extremely concerned
Jobs that pay a living wage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of year-round employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Empty vacation homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to affordable homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aging population	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth leaving the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to social services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to healthcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to childcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to broadband/internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adequate parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overcrowding from peak-season tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Covid-19 pandemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discrimination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Aging infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food insecurity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local government accountability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural disasters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loss of natural land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental degradation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to recreational areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify): _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify): _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Of the community concerns listed in the previous question, please rank the top three (3) that are most concerning to you, with 1 being the most concerning.

1. \_\_\_\_\_  
(Most concerning)
2. \_\_\_\_\_
3. \_\_\_\_\_

Why are these most concerning to you?

10. In this section, we will ask for your opinion about a variety of community issues. The following section includes statements that can describe communities. Please indicate your level of agreement or disagreement with these statements when considering your community.

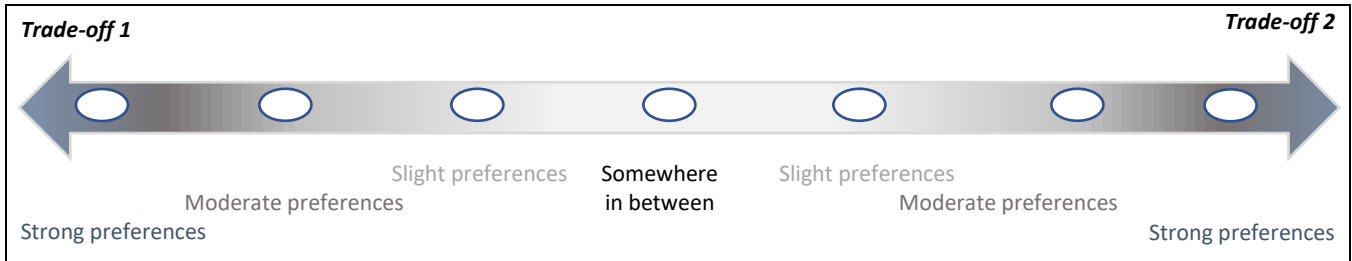
(Mark one answer in each row: ● ( ) )

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Tourism is adequately managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local air, water, and soil is free of pollutants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities are available and affordable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safe and affordable housing is available to all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Healthy foods are available and affordable to all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality childcare is available and affordable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality health care is available to meet my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community members are aware of and know how to access healthcare services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcoholism and drug dependence are recognized, and treatment is available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation is accessible for all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality education and job skills training are available for all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local youth excel in school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>
Extracurricular activities are available for all youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Everyone has the opportunity to make a living wage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The community has diverse business and job opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts and cultural opportunities are available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The community is safe from crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The community is adequately prepared for natural disasters and other emergencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A wide variety of social opportunities are available for people of all ages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The natural environment is being conserved for future generations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

People can freely express themselves without fear of judgement or discrimination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People around here are willing to help their neighbors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in this community generally trust one another and get along	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in this community would work together if faced with a crisis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local government does a good job of dealing effectively with community concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The following section will ask you to choose between two community policy alternatives (or tradeoffs). Please consider the following statements and indicate your preference by marking the bubble which best describes your opinion on the issue. The further from the center you mark, the stronger your opinion on the topic.



**11. Community Feel:** Should Tillamook County strive to maintain its quiet and rural way of life or seek to develop more urban amenities?



**12. Active Land Use Policy:** Should Tillamook County encourage development or seek to conserve natural lands?





**13. Natural Resource Use Policy:** Should Tillamook County increase its efforts to conserve natural resources or are current efforts sufficient?

Increase conservation efforts

Current efforts are sufficient



**14. Residential Growth Policy:** Should Tillamook County actively promote residential growth in unincorporated areas outside of city limits or aim to keep residential growth within cities as much as possible?

Promote growth outside of city limits

Keep residential growth in cities



**15. Residential Housing Policy:** Should Tillamook County promote the development of single-family homes or multi-family dwellings such as duplexes, apartment complexes and townhomes?

Promote single-family housing

Promote multi-family housing



**16. Transportation Policy:** Should Tillamook County maintain existing roadways for vehicle use or invest in infrastructure for walking and biking?

Maintain existing roadways for vehicle use

Invest in walking and biking infrastructure



**17. Job Growth Policy:** Should Tillamook County continue to focus on growing traditional industries (farming, agriculture, fishing) or promote new industries and business opportunities?

Focus on traditional industries

Promote new industries



**18. Commercial Growth Policy:** Should Tillamook County restrict or promote commercial development?

Restrict commercial development

Promote commercial development



**19. Tourism Policy:** Should Tillamook County increase its efforts to address the impacts of tourism or are current efforts sufficient?

Increase efforts to address impacts

Current efforts are sufficient



**20. Community Identity:** Should Tillamook County’s efforts emphasize its county-wide identity or the identities of local communities?



**21. Emergency Preparedness:** Should Tillamook County increase its investments and efforts related to emergency preparedness or are current investments and efforts sufficient?



The next few questions will ask you to think about any experiences of discrimination you may have encountered in the last 12 months in Tillamook County.

**22. In Tillamook County, in the last 12 months, how often have you been treated unfairly because of your race, ethnicity, gender, age, religion, physical appearance, sexual-orientation, new-comer status, or other characteristics?**

	Never	Rarely	Sometimes	Often
By your employers, bosses, or supervisors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By teachers or professors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By your co-workers, fellow students, or colleagues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By people in service jobs (e.g. store clerks, waiters, bank tellers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By people in health/wellness jobs (e.g. doctors, nurses, case workers, school counselors)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By institutions (e.g. schools, police, the courts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By strangers in Tillamook County	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By neighbors in Tillamook County	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By friends or family in Tillamook County	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. **In the last 12 months, how often (if at all) have the following situations impacted you in Tillamook County.**

	Never	Rarely	Sometimes	Often
You were accused or suspected of doing something wrong (e.g. stealing, cheating, breaking a law) because of your race, gender, age, sexual orientation, or other characteristic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your intention or motivations were misunderstood by others because of your race, gender, age, sexual orientation, or other characteristic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You were called names or insulted because of your race, gender, age, sexual orientation, or other characteristic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You were physically harmed or threatened with harm because of your race, gender, age, sexual orientation, or other characteristic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. **If you answered Rarely, Sometimes, or Often for either of the above questions, which of the following do you believe were the main reasons for the discrimination you experienced in Tillamook County? (Select all that apply)**

- |   |   |
|---|---|
| <input type="checkbox"/> Race                     | <input type="checkbox"/> Your physical attributes (e.g. height, weight) |
| <input type="checkbox"/> Ethnicity or nationality | <input type="checkbox"/> A physical disability                          |
| <input type="checkbox"/> Gender                   | <input type="checkbox"/> Your status as a new-comer to the county       |
| <input type="checkbox"/> Age                      | <input type="checkbox"/> Other (Please specify):                        |
| <input type="checkbox"/> Sexual Orientation       | _____   |
| <input type="checkbox"/> Religious beliefs        |   |

25. **Please indicate your level of agreement or disagreement for the following statements concerning the role of individuals in society. (Circle or mark one choice for each question)**

	Strongly Agree			Neutral		Strongly Disagree	
Even if some people are at a disadvantage, it is best for society to let people succeed or fall on their own	1	2	3	4	5	6	7
Even the disadvantaged should have to make their own way in the world	1	2	3	4	5	6	7
We are all better off when we compete as individuals	1	2	3	4	5	6	7
The best way to get ahead in life is to do what you are told to do	1	2	3	4	5	6	7

Our society is in trouble because we don't obey those in authority	1	2	3	4	5	6	7
Society would be much better if we imposed strict and swift punishment on those who break the rules	1	2	3	4	5	6	7
	<b>Strongly Agree</b>			<b>Neutral</b>			<b>Strongly Disagree</b>
What our society needs is a fairness revolution to make the distribution of goods more equal	1	2	3	4	5	6	7
Society works best if power is shared equally	1	2	3	4	5	6	7
It is our responsibility to reduce the differences in income between the rich and poor	1	2	3	4	5	6	7
Most of the important things that take place in life happen by random chance	1	2	3	4	5	6	7
No matter how hard we try, the course of our lives is largely determined by forces outside our control	1	2	3	4	5	6	7
It would be pointless to make serious plans in such an uncertain world	1	2	3	4	5	6	7

To ensure we've reached different communities in Tillamook County, we need to ask some questions about how you identify yourself. These are confidential responses, and you may choose not to answer any of these questions.

**26. Which age category best describes you? (Select one)**

- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65+

**27. What racial/ethnic backgrounds do you identify with? (Select all that apply)**

- American Indian or Alaska Native
- Asian
- Black, African American, African diaspora
- Latino, Latinx, or Hispanic
- Native Hawaiian or Pacific Islander
- White or Caucasian
- Prefer not to disclose
- Prefer to self-describe: \_\_\_\_\_

**28. What gender do you identify with?**

- Woman
- Man
- Prefer not to disclose
- Prefer to self-describe: \_\_\_\_\_

**29. What category best reflects your marital status?**

- Single, never married
- Married or domestic partnership
- Widowed
- Divorced
- Separated
- Prefer to self-describe: \_\_\_\_\_

**30. What is the highest degree or level of school you have completed?**

- Less than High School Graduate
- High School Graduate/GED
- Some College
- Associates degree or other 2-year technical degree, trade school, or certificate
- Bachelor's degree or other 4-year degree (e.g. BA, BS)
- Graduate/Professional Degree (e.g. MA, MS, JD, PhD, MD)

**31. Including yourself, how many adults, 18 years old and older, currently live in your household?**

\_\_\_\_\_ Adults

**32. How many children, 17 years old and younger, currently live in your household?**

\_\_\_\_\_ Children

**33. Which of these communities do you live in, or is closest to your Tillamook County home? If you have more than one home in Tillamook County, consider the home at which you spend the most time. (Select one)**

- |                                       |                                     |                                      |                                      |
|---------------------------------------|-------------------------------------|--------------------------------------|--------------------------------------|
| <input type="radio"/> Barview         | <input type="radio"/> Garibaldi     | <input type="radio"/> Nehalem        | <input type="radio"/> Tierra Del Mar |
| <input type="radio"/> Bay City        | <input type="radio"/> Hebo          | <input type="radio"/> Neskowin       | <input type="radio"/> Tillamook      |
| <input type="radio"/> Bayside Gardens | <input type="radio"/> Idaville      | <input type="radio"/> Netarts        | <input type="radio"/> Twin Rocks     |
| <input type="radio"/> Beaver          | <input type="radio"/> Manzanita     | <input type="radio"/> Oceanside      | <input type="radio"/> Wheeler        |
| <input type="radio"/> Blaine          | <input type="radio"/> Mohler        | <input type="radio"/> Pacific City   | <input type="radio"/> Other:         |
| <input type="radio"/> Cape Meares     | <input type="radio"/> Neahkahnie    | <input type="radio"/> Rockaway Beach | _____                                |
| <input type="radio"/> Cloverdale      | <input type="radio"/> Nedonna Beach | <input type="radio"/> Sandlake       |                                      |

**34. Do you own or rent your home?**

- I rent my home
- I own my home

35. How many years have you lived in your current Tillamook County residence?

\_\_\_\_\_ years

36. What is your current employment status? (Select all that apply)

- Homemaker
- Student
- Employed full-time
- Employed part-time
- Unemployed, but seeking employment
- Unemployed, not seeking employment
- Retired
- Self-employed

37. Which of the following best describes your type of employment? (Select one)

- |  |   |
|--|---|
| <input type="radio"/> Natural resources and mining                     | <input type="radio"/> Healthcare and social assistance    |
| <input type="radio"/> Agriculture, forestry, fishing, and hunting      | <input type="radio"/> Arts, entertainment, and recreation |
| <input type="radio"/> Construction                                     | <input type="radio"/> Accommodation and food services     |
| <input type="radio"/> Manufacturing (including food/beverage)          | <input type="radio"/> Government                          |
| <input type="radio"/> Transportation and warehousing                   | <input type="radio"/> Other services                      |
| <input type="radio"/> Utilities  | <input type="radio"/> Other (please specify):             |
| <input type="radio"/> Wholesale trade                                  | _____   |
| <input type="radio"/> Retail trade                                     |   |
| <input type="radio"/> Information                                      |   |
| <input type="radio"/> Finance and insurance                            |   |
| <input type="radio"/> Real estate rental and leasing                   |   |
| <input type="radio"/> Professional, scientific, and technical services |   |
| <input type="radio"/> Management of companies and enterprises          |   |
| <input type="radio"/> Waste management and remediation services        |   |
| <input type="radio"/> Educational services                             |   |

**38. What was your household's income before taxes last calendar year (January to December)?** *Please include income from all sources, e.g. wages and salary, pension, interest, cash assistance, etc.*

- Less than \$20,000
- \$20,000 - \$39,999
- \$ 40,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,000
- \$150,000 or more

**Is there anything this survey did not ask about that you would like us to know?**

Bienvenido a la encuesta comunitaria sobre la visión y los valores del Condado de Tillamook.

Los Comisionados del condado de Tillamook le han encargado al Consejo de Futuros de Tillamook la tarea de actualizar la Visión Estratégica del Condado. Como comité asesor de los Comisionados del condado, el Consejo de Futuros tiene una fuerte tradición basada en la participación comunitaria y busca crear una visión conjunta para el condado de Tillamook. Esta encuesta aportará mayor entendimiento sobre lo que los miembros de la comunidad esperan de su comunidad para los próximos 20 años.

Esta encuesta es parte de un proceso de desarrollo detallado de la visión de la comunidad. El objetivo es explorar los aspectos positivos de nuestra comunidad y entender las áreas en las que puede mejorar. Esta encuesta contribuirá al desarrollo de un plan comunitario a través del Consejo de Futuros, y solo debería tomarle 15-20 minutos de su tiempo.

La participación en esta encuesta es completamente voluntaria y todas las respuestas son confidenciales.

Apreciamos su aporte y esfuerzo respondiendo esta importante encuesta.

**1. ¿Cuántos años ha vivido en el condado Tillamook?**

Años \_\_\_\_\_

**2. ¿Su residencia en el condado de Tillamook es permanente o es una vivienda vacacional?**

(Seleccione una)

Vivienda permanente

Vivienda vacacional

**3. ¿Cuál de los siguientes factores (cuando sea el caso) influyó en su decisión de vivir en el condado de Tillamook?**

(Seleccione todas las que apliquen)

Atractivos naturales (Bosques, Montañas, Océano/Playas)

Oportunidades de recreación

Oportunidades de empleo

Costo del terreno con relación a otros lugares

Oportunidades para el aprovechamiento de la tierra (recursos madereros, agricultura y otras)

Oportunidades de inversión inmobiliaria

Propiedad familiar

Para estar cerca de la familia

Siempre he vivido aquí

Disfruté pasar mis vacaciones aquí

Otro: (por favor especificar)

\_\_\_\_\_

**4. En general, ¿qué tan importante cree que es para los miembros de la comunidad el contribuir a la visión conjunta del condado de Tillamook? (Seleccione uno)**

Nada  
importante

Algo  
importante

Importante

Muy  
importante

Bastante  
importante

**5. En su opinión, el condado de Tillamook está yendo en...**

La  
dirección  
incorrecta

Generalme  
nte en  
dirección  
incorrecta

En un  
punto  
medio

Generalme  
nte en la  
dirección  
correcta

En la  
dirección  
correcta

Las siguientes preguntas hacen referencia a sus experiencias y opiniones sobre su comunidad en el condado de Tillamook. Su comunidad puede incluir su barrio, ciudad, región o el condado en su totalidad. Sus respuestas nos



ayudarán a comprender mejor en qué áreas se están satisfaciendo las necesidades de nuestras comunidades, qué aspectos de nuestras comunidades son más importantes y dónde podemos mejorar.

**6. La siguiente es una lista de atributos comunitarios que ha sido usada para describir al condado de Tillamook. Por favor, seleccione qué tan importantes son estos atributos para usted.**

(Marque una respuesta en cada fila     )

	Nada importante	Algo importante	Importante	Muy importante	Bastante importante
La comunidad tiene un carácter rural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La comunidad es unida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La comunidad es solidaria	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La gente tiene espíritu comunitario	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compromiso cívico de la comunidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acceso a actividades recreativas al aire libre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economía estable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversidad económica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apoyo a pequeñas empresas/comercios	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apoyo a la industria agrícola	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apoyo a la silvicultura/forestal/industria maderera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apoyo a la industria pesquera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apoyo a la industria turística	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apoyo a la industria de lácteos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apoyo a la conservación ambiental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preparación en caso de emergencias	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acceso a educación superior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Otros (por favor especificar): _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Otros (por favor especificar): _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**7. De las cualidades de la comunidad mencionadas en la lista anterior, por favor clasifique las tres (3) cualidades que son más importantes para usted, siendo la primera (1) la más importante.**

1 \_\_\_\_\_  
(La más importante)

2 \_\_\_\_\_

3 \_\_\_\_\_

**¿Por qué son importantes para usted?**

8. La siguiente es una lista de posibles preocupaciones comunitarias. Por favor, indique qué tan preocupado se siente con respecto a cada uno de los siguientes aspectos en su comunidad. (Marque una respuesta en cada fila ☒ )

	Nada preocupado	Algo preocupado	Preocupado	Muy preocupado	Bastante preocupado
Los trabajos generan un salario digno	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disponibilidad de empleos durante todo el año	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viviendas vacacionales vacías	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acceso a viviendas asequibles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seguridad laboral	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Envejecimiento de la población	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Población joven emigrando	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oportunidades de educación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acceso a servicios sociales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acceso a servicios de salud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acceso a cuidado infantil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acceso a internet/banda ancha	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acceso a transporte público	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estacionamiento suficiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sobrepoblación durante la temporada alta de turismo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pandemia del Covid 19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discriminación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crimen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infraestructura anticuada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inseguridad alimentaria	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rendición de cuentas del gobierno local	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desastres naturales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pérdida de terreno natural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deterioro ambiental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acceso a espacios de recreación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Otro (Por favor especificar):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Otro (Por favor especificar):

**9. De las preocupaciones de la comunidad mencionadas en la lista anterior, por favor clasifique las tres (3) cualidades que más le preocupan, siendo la primera (1) la más preocupante.**

1 \_\_\_\_\_  
(La más preocupante)  
2 \_\_\_\_\_  
3 \_\_\_\_\_

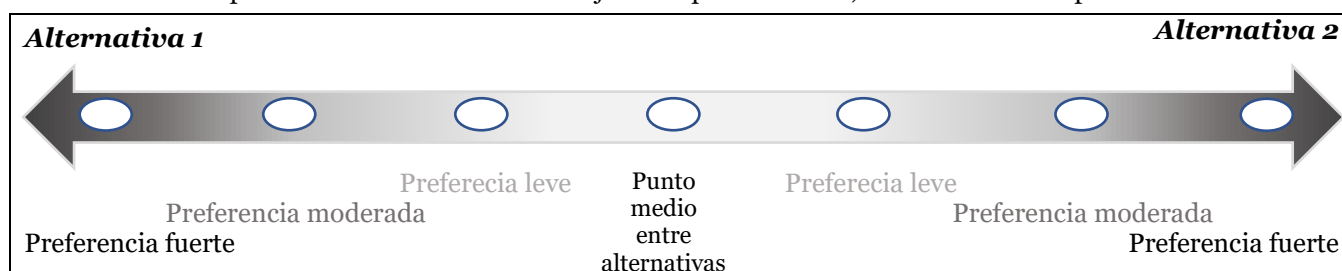
**¿Por qué son preocupantes para usted?**

**10. Esta sección preguntará sobre su opinión sobre una variedad de preocupaciones comunitarias. La siguiente sección contiene afirmaciones que pueden describir a las comunidades. Por favor, indique en qué medida está de acuerdo o en desacuerdo con estas afirmaciones considerando la situación en su comunidad. (Marque una respuesta en cada fila ⊗ ∅ )**

	Muy de acuerdo	De acuerdo	Ni de acuerdo ni en	En desacuerdo	Muy en desacuerdo
El turismo se gestiona de forma adecuada	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El aire, agua y suelo locales están libres de contaminantes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las oportunidades de recreación están disponibles y son asequibles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las viviendas asequibles y seguras están disponibles para todos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los alimentos saludables están disponibles y son asequibles para todos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los servicios de cuidado infantiles de calidad están disponibles y son asequibles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El servicio de salud de calidad está disponible para cubrir mis necesidades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los miembros de la comunidad conocen y saben cómo acceder a los servicios de salud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El alcoholismo y la drogadicción son reconocidas y existen tratamientos disponibles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El transporte público es accesible para todos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La educación de y capacitación en habilidades laborales de calidad están disponibles para todos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los jóvenes locales sobresalen en la escuela	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Muy de acuerdo	De acuerdo	Ni de acuerdo ni en desacuerdo	En desacuerdo	Muy en desacuerdo
Las actividades extracurriculares están disponibles para todos los jóvenes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Todos tienen la oportunidad de devengar un salario digno	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La comunidad tiene diversidad de negocios y oportunidades laborales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las oportunidades artísticas y culturales están disponibles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La comunidad se encuentra segura frente al crimen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La comunidad está debidamente preparada en caso de desastres naturales y otras emergencias	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Una gran variedad de oportunidades sociales está disponible para personas de todas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se conserva el medio ambiente para generaciones futuras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las personas se pueden expresar libremente sin temor a ser juzgadas o discriminadas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las personas están dispuestas a ayudar a sus vecinos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Las personas en esta comunidad generalmente confían unas en otras y se llevan bien	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Los miembros de esta comunidad trabajarían juntas si se enfrentasen a una crisis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
El gobierno local hace un buen trabajo enfrentando de forma efectiva las preocupaciones de la comunidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

La siguiente sección le pedirá que elija entre dos alternativas de política comunitaria (alternativas excluyentes; una o la otra). Por favor, considere las siguientes afirmaciones e indique sus preferencias marcando la bola que mejor describe su opinión en el tema. Entre más lejos marque del centro, más fuerte es su opinión en el tema.



**11. Entorno de la comunidad: ¿Debería el condado de Tillamook procurar mantener su estilo de vida tranquilo y rural o buscar desarrollar más infraestructura urbana?**

Mantener el estilo de vida rural

Desarrollar más infraestructura urbana



12. **Política de uso de suelos: ¿Debería el condado de Tillamook promover el desarrollo o buscar conservar los suelos naturales?**

Promover el desarrollo

Conservar los suelos naturales



13. **Política del uso de recursos naturales: ¿Debería el condado de Tillamook incrementar sus esfuerzos para conservar los recursos naturales o los esfuerzos que se hacen actualmente son suficientes?**

Incrementar los esfuerzos de conservación

Los esfuerzos actuales son suficientes



14. **Política de crecimiento residencial: ¿Debería Tillamook promover de forma activa el crecimiento residencial en áreas no incorporadas en los límites urbanos o mantener el crecimiento residencial dentro de las ciudades tanto como sea posible?**

Promover el crecimiento residencial fuera de los límites urbanos

Mantener el crecimiento residencial dentro de las ciudades



15. **Política de viviendas residenciales: ¿Debería el condado de Tillamook promover el desarrollo de viviendas unifamiliares o multifamiliares tales como dúplex, complejos de apartamentos y viviendas adosadas?**

Promover viviendas unifamiliares

Promover viviendas multifamiliares



16. **Política de transporte: ¿Debería el condado de Tillamook mantener las vías existentes para uso de los vehículos o invertir en nueva infraestructura para peatones y ciclistas?**

Mantener las vías para uso de vehículos

Invertir en infraestructura para peatones y ciclistas



17. **Crecimiento del empleo: ¿Debería el condado de Tillamook concentrarse en el desarrollo de industrias tradicionales (por ejemplo, agricultura, pesca) o promover el desarrollo de nuevas industrias y oportunidades de negocios?**

Concentrarse en industrias tradicionales

Promover nuevas industrias



18. **Política de crecimiento comercial: ¿Debería el condado de Tillamook restringir o promover el desarrollo comercial?**

Restringir el desarrollo comercial

Promover el desarrollo comercial



**19. Política de turismo: ¿Debería el condado de Tillamook incrementar sus esfuerzos para enfrentar los impactos del turismo o los esfuerzos actuales son suficientes?**

Incrementar los esfuerzos para enfrentar los impactos

Los esfuerzos actuales son suficientes



**20. Identidad comunitaria: ¿Debería el condado de Tillamook enfatizar en la identidad del condado como un todo o en las identidades de las comunidades locales?**

Enfatizar en la identidad del condado como un todo

Enfatizar en las identidades de las comunidades locales



**21. Preparación ante emergencias: ¿Debería el condado de Tillamook incrementar su inversión y esfuerzos relacionados con la preparación ante emergencias o la inversión y esfuerzos actuales son suficientes?**

Incrementar inversión y esfuerzos

La inversión y esfuerzos actuales son suficientes



Las siguientes preguntas hacen referencia a sus experiencias sobre sus experiencias de discriminación que puede haber enfrentado en los últimos 12 meses en el condado de Tillamook.

**22. En los últimos 12 meses, en el condado de Tillamook, ¿qué tan seguido ha experimentado un trato injusto debido a su raza, origen étnico, género, edad, religión, apariencia física, orientación sexual, condición de recién llegado u otras características por parte de las siguientes personas?**

	Nunca	Rara vez	A veces	A menudo
Por parte de sus empleadores, jefes o supervisores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por parte de profesores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por parte de compañeros de trabajo, compañeros de clase o colegas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por parte de personas en empleos de servicio (empleados de almacén, meseros, empleados de banco)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por parte de empleados de salud y bienestar (doctores, enfermeras, trabajadores sociales, orientadores escolares)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por parte de instituciones (escuelas, policía, la corte)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por parte de desconocidos en el condado de Tillamook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Por parte de vecinos en el condado de Tillamook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Por parte de familiares y vecinos en el condado de Tillamook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**23. En los últimos 12 meses, ¿qué tan seguido ha sido afectado por las siguientes situaciones en el condado de Tillamook?**

	Nunca	Rara vez	A veces	A menudo
Fue acusado o fue sospechoso de hacer algo malo (por ejemplo, robar, hacer trampa, infringir la ley) debido a su raza, género, edad, orientación sexual u otras características	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Su intención o motivación fue malinterpretada por otros debido a su raza, género, edad, orientación sexual u otras características	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fue agredido verbalmente debido a su raza, género, edad, orientación sexual u otras características	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fue agredido físicamente o amenazado de ser agredido debido a su raza, género, edad, orientación sexual u otras características	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**24. Si respondió Rara vez, A veces o A menudo en cualquiera de las preguntas anteriores. ¿Cuál/es de las siguientes cree usted que fue/ron la/s razón/razones principal/es por la/s que experimentó discriminación en el condado de Tillamook? (Seleccione todas las que apliquen)**

- |   |  |
|---|--|
| <input type="checkbox"/> Razón                | <input type="checkbox"/> Sus atributos físicos (estatura, peso)  |
| <input type="checkbox"/> Etnia o nacionalidad | <input type="checkbox"/> Discapacidades físicas                  |
| <input type="checkbox"/> Género               | <input type="checkbox"/> Su calidad de recién llegado al condado |
| <input type="checkbox"/> Edad                 | <input type="checkbox"/> Otros (Por favor especificar): _____    |
| <input type="checkbox"/> Orientación sexual   |  |
| <input type="checkbox"/> Creencias religiosas |  |

**25. Por favor, indique su nivel de acuerdo o desacuerdo con las siguientes afirmaciones con respecto al rol de los individuos en la sociedad. (Circule o marque una opción para cada pregunta)**

	Completamente De acuerdo			Neutral		Completamente en desacuerdo	
	1	2	3	4	5	6	7
Aunque algunas personas se encuentren en desventaja, es mejor que la sociedad permita que las personas triunfen o fracasen por su cuenta.							
Hasta las personas en desventaja deben abrirse camino en el mundo por su cuenta							
Todos estamos mejor cuando competimos individualmente							
Le mejor manera de progresar en la vida es hacer lo que le dicen que haga							

Nuestra sociedad tiene problemas porque no se obedece a la autoridad	1	2	3	4	5	6	7
La sociedad estaría mejor si impusiéramos castigos oportunos y estrictos a aquellos que rompen la reglas	1	2	3	4	5	6	7
	<b>Completamente De acuerdo</b>			<b>Neutral</b>		<b>Completamente en desacuerdo</b>	
Lo que necesita nuestra sociedad es una revolución de equidad para hacer la distribución de bienes más igualitaria	1	2	3	4	5	6	7
La sociedad funciona mejor si el poder es compartido de forma equitativa	1	2	3	4	5	6	7
Es nuestra responsabilidad reducir las diferencias de ingresos entre ricos y pobres	1	2	3	4	5	6	7
La mayoría de las cosas importantes que ocurren en la vida ocurren por el azar	1	2	3	4	5	6	7
No importa qué tanto intentemos, el curso de la vida está determinado, en gran medida, por fuerzas que se escapan de nuestro control	1	2	3	4	5	6	7
Es inútil hacer planes serios en un mundo tan incierto	1	2	3	4	5	6	7

Para asegurarnos de haber llegado a diferentes comunidades en el condado de Tillamook, necesitamos hacerle unas preguntas sobre cómo se identifica. Estas respuestas son confidenciales y puede decidir no responder ninguna de las siguientes preguntas.

**26. ¿A cuál de los siguientes rangos de edad pertenece?**

- 18 – 24  
 25 – 34  
 30 – 44

- 45– 54  
 55 – 64  
 65+

**27. ¿Cuál de las siguientes opciones describe su origen étnico? (Seleccione todas las que apliquen)**

- Indígena Norteamericano o Nativo de Alaska  
 Asiático  
 Afroamericano o Diáspora Africana  
 Latino, Latinx o Hispano  
 Hawaiano Nativo o Isleño del Pacífico  
 Blanco o Caucásico  
 Prefiere no responder  
 Prefiere autodenominarse: \_\_\_\_\_

**28. ¿Con qué género se identifica?**

- Mujer  
 Hombre  
 Prefiere no responder  
 Prefiere autodenominarse: \_\_\_\_\_



**29. ¿Qué categoría refleja más adecuadamente su estado civil?**

- Soltero/a, nunca se ha casado/a  
 Casado/a o en pareja de hecho  
 Viudo/a  
 Divorciado/a
- Separado/a  
 Prefiere autodescribirse:  
 \_\_\_\_\_

**30. ¿Cuál es su nivel educativo más alto completado?**

- Menos del título de secundaria/bachillerato  
 Secundaria/Bachillerato/GED  
 Preparatoria no culminada  
 Título/Diploma de programa técnico de 2 años, Escuela de oficios o Certificación  
 Grado Universitario/Licenciatura u otro programa de 4 años  
 Posgrado (por ejemplo, Maestría o Doctorado)

**31. Incluyéndose, ¿cuántos adultos, mayores de 18 años, habitan actualmente en su vivienda?**

\_\_\_\_\_ Adultos

**32. ¿Cuántos menores de edad, 17 años o menos, habitan actualmente en sus vivienda?**

\_\_\_\_\_ Menores de edad

**33. ¿En cuál de las siguientes comunidades vive usted o cuál está más cerca de su vivienda en el condado de Tillamook? Si tiene más de una vivienda en el condado de Tillamook, por favor considere la vivienda en la que permanece más tiempo. (Seleccione una)**

- |                                       |                                     |                                      |                                      |
|---------------------------------------|-------------------------------------|--------------------------------------|--------------------------------------|
| <input type="radio"/> Barview         | <input type="radio"/> Garibaldi     | <input type="radio"/> Nehalem        | <input type="radio"/> Tierra Del Mar |
| <input type="radio"/> Bay City        | <input type="radio"/> Hebo          | <input type="radio"/> Neskowin       | <input type="radio"/> Tillamook      |
| <input type="radio"/> Bayside Gardens | <input type="radio"/> Idaville      | <input type="radio"/> Netarts        | <input type="radio"/> Twin Rocks     |
| <input type="radio"/> Beaver          | <input type="radio"/> Manzanita     | <input type="radio"/> Oceanside      | <input type="radio"/> Wheeler        |
| <input type="radio"/> Blaine          | <input type="radio"/> Mohler        | <input type="radio"/> Pacific City   | <input type="radio"/> Other:         |
| <input type="radio"/> Cape Meares     | <input type="radio"/> Neahkahnie    | <input type="radio"/> Rockaway Beach | _____                                |
| <input type="radio"/> Cloverdale      | <input type="radio"/> Nedonna Beach | <input type="radio"/> Sandlake       |                                      |

**34. ¿Usted es propietario o arrendatario de su vivienda?**

- Arrendatario  
 Propietario

**35. ¿Cuántos años ha vivido en su residencia actual en el condado de Tillamook?**

\_\_\_\_\_ Años

**36. ¿Cuál es su situación laboral actual?**

- Ama de casa  
 Estudiante  
 Empleado, tiempo completo  
 Empleado, medio tiempo  
 Desempleado, buscando empleo

- Desempleado, no busca empleo
- Retirado/Pensionado
- Independiente/Autónomo

**37. ¿Cuál de los siguientes mejor describe su tipo de empleo? (Seleccione uno)**

- Recursos naturales y minería
- Agricultura, silvicultura, pesca y caza
- Construcción
- Manufactura (incluyendo producción de alimentos y bebidas)
- Transporte y almacenamiento
- Servicios públicos
- Venta al por mayor
- Venta al por menor
- Información
- Finanzas y seguros
- Bienes raíces
- Servicios profesionales, científicos y técnicos
- Administración de empresas y compañías
- Manejo de residuos y servicios de remediación
- Servicios de educación
- Servicios de salud y servicios sociales
- Artes, entretenimiento y recreación
- Hotelería y restaurantes/servicios alimenticios
- Gobierno
- Otro (por favor, especificar): \_\_\_\_\_

**38. ¿Cuál fue el ingreso de su familia, antes de impuestos, en el último año calendario (enero a diciembre)? Por favor incluya el ingreso de diferentes fuentes, como salarios, rentas, pensión, intereses, asistencia monetaria, etc.)**

- Menos de \$20.000
- \$20.000 – \$39.999
- \$40.000 – \$74.999
- \$75.000 – \$99.999
- \$100.000 o más

**¿Hay algo que no haya sido incluido en esta encuesta que usted quisiera que supiéramos?**

## Appendix G – Interview Guides

### Initial interview questions for community leaders

The Tillamook Futures Council is partnering with OSU’s Oregon Policy Analysis Lab to develop a strategic vision for the future of Tillamook County. Members of the Tillamook County Futures Council urged us to speak with you as we begin this project. Talking with you will help us to gather preliminary data from key members of the Tillamook County community that will guide our efforts to develop a strategic plan for the county that has broad community input. These initial interviews will also help us refine our questions and interview techniques for future interviews, stakeholder discussions and community focus groups.

You will be asked several questions regarding your opinions related to Tillamook County and the communities you are a part of there, as well as your hopes for the future of the county. These questions will be asked in a one-on one interview with the interviewer and you will be provide ample time to answer these questions. It is estimated that the interview will last about 30 minutes but may go longer if you need more time to fully answer the questions. You may elect not to participate.

We don’t anticipate any risks or discomfort with this study, but you can stop the interview at any time or refuse to answer a question. Other people may learn that you participate in this study, but the information you provide will be kept confidential to the extent permitted by law.

1. Can you please state your name and role in Tillamook County? How long have you worked for \_\_\_\_\_ / been a member of this community / lived in Tillamook?
2. What do you value most about the community that you are a part of in Tillamook County?
3. In your opinion, what is going well for people in Tillamook County? Why do you think it has turned out that way?
4. What would you like to change about Tillamook County? What would need to happen for these changes to be possible?
5. Do you have any knowledge of the 2020 Tillamook Vision that was developed in 2000? If so, do you think that there was anything missing from the 2020 Vision?
6. What are your hopes for the future of Tillamook?
7. Is there anything else that you would like to add regarding the future of Tillamook or the visioning process?

### Interview questions following edits on October 7, 2020

1. Can you please confirm for me your name and role in Tillamook County? How long have you worked for \_\_\_\_\_ / been a member of this community / lived in Tillamook?
2. What do you value most about the community that you are a part of in Tillamook County?
3. In your opinion, what is going well for people within your community or Tillamook County as a whole? Why do you think it has turned out that way? Probe: You may wish to think about pre-COVID versus more recent months.
4. What would you like to change about Tillamook County? What would need to happen for these changes to be possible? What are your biggest concerns about Tillamook County's /your community's future? What might alleviate these concerns?
5. Do you have any knowledge of the 2020 Tillamook Vision that was developed in 2000? If so, do you think that there was anything missing from the 2020 Vision?

As you know, the Tillamook Futures Council is currently working to draft a new vision for the county. What do you think would be important to include in the new visioning process? Is there anyone else that you think should be included in this visioning process?

6. If we haven't covered them already, what are your hopes for the future of Tillamook County?

Is there anything else that you would like to add regarding the future of Tillamook County or the visioning process?

### Youth interview guide

So, just a few required introductory remarks. As we've shared previously, We are \_\_\_\_\_ and \_\_\_\_\_ and we are part of a graduate student research team from OSU's Oregon Policy Analysis Lab. We are helping the Tillamook Futures Council gather information and opinions to help inform their strategic vision for the future of Tillamook County. This study is taking place within a 10-week academic quarter, so thank you so much for being willing to take the time to meet with us.

We've arranged our questions so that this interview will be loosely structured. As you answer, please keep in mind that we are interviewing you as a representative of Tillamook County and

the communities you are a part of there, so feel free to share information and knowledge reflecting your experience that you feel may be useful. This could be your connection to the high school or any other relevant student groups connected to the County.

We here at OSU don't anticipate any risks or discomfort with this study, but you may opt to stop the interview at any time or refuse to answer a question. We are planning on 30-45 minutes, but with the number of you participating some of you may want to speak at length. Please let us know if you would like more time.

Other people may learn that you participated in this study, but the information you provide will be kept confidential to the extent permitted by law. If you have any questions about this, please let me know.

So first off, we want to let you know that we will be taking notes during our conversation, so if you see us typing that is what we are doing. Moreover, we will be recording this session to allow for us to review the content afterward. May we have your permission to record our interview? Thank you.

- Do you have any questions before we begin?
- To get this started, \_\_\_\_ and I will introduce ourselves, and then we would like to ask each of you to share your name and your year in school. To make this interesting perhaps you can share what is your favorite subject that you are studying in school right now? Please enter your name in the chat window. (This is a request from your advisor that we take attendance.)
- What do you value most about the high school that you are a part of in Tillamook County? Classes, extra curriculars, events and or projects?
- What is your favorite thing about living in Tillamook County? What makes it great? What efforts should be made to protect it?
- If you could change one thing about Tillamook County, what would it be? Why?
- If you were elected leader in Tillamook County, what three things would you propose to make your community better? How would you accomplish them? What do you need to be successful?
- FOLLOWUP: "So, as you know, the Tillamook Futures Council is currently working to draft a new vision for the county."
  - To what extent do you think you and your fellow students are likely to influence what appears in the County's new vision? Probe Can you explain why you answer as you do (or "why you think that")?

- If we haven't covered them already, what are your hopes for the future of Tillamook County?
- Is there anything else that you would like to add regarding the future of Tillamook County or the visioning process?

**"Closing up:**

- That covers all of the questions we have. Is there anything else you want to add or ask us?

**Closing remarks:**

- Thank you again so much for your time, particularly in agreeing on such short notice to assisting a student team. May we contact you if we have any follow up questions?"

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