



Building Vitality in Rural Washington

The Power of Partnerships

WPPA Spring Meeting 2017

Paul Kimmell

Business & Public Affairs

Avista Corporation

Malden faces revenue pinch

December 28, 2016

By Kara McMurray
Gazette Reporter



“Revenue is dropping,” said Karen Wallace, Malden town clerk/treasurer. While discussing the revenues for the town, Wallace also mentioned that it may be time for Malden to start looking into attracting businesses. “We have no plans right now,” she told the Gazette.

“But we need to attract businesses.”

Mayor Christine Ferrell said she does not know what type of businesses Malden could attract in the future. **“When you have nothing, anything works,”** she said.

Ferrell said it would take a good plan to be able to attract a business or two to the rural community.

“I don’t know how we would approach it,” she said. “It’s pretty hard to attract.”

Ferrell added that the general conversation right now is to be tight on spending. “Doing our budget, we realized we have to be careful with everything,” she said.

“We would absolutely entertain any ideas.”

Building Vitality in Rural Washington

The Power of Partnerships

- ❑ Overview of Avista and our role in economic prosperity
- ❑ Tools and strategies we employ and support
- ❑ Economic snapshot of an eastern Washington county - EMSI
- ❑ ALICE PNW Report – why economic development matters in rural WA
- ❑ Going forward – 2017 Economic & Community Vitality Roadmap
- ❑ Parting thoughts



Avista Corporation

Incorporated in Washington 1889

Headquartered in Spokane

Primary business is the regulated utility

About 1,600 employees

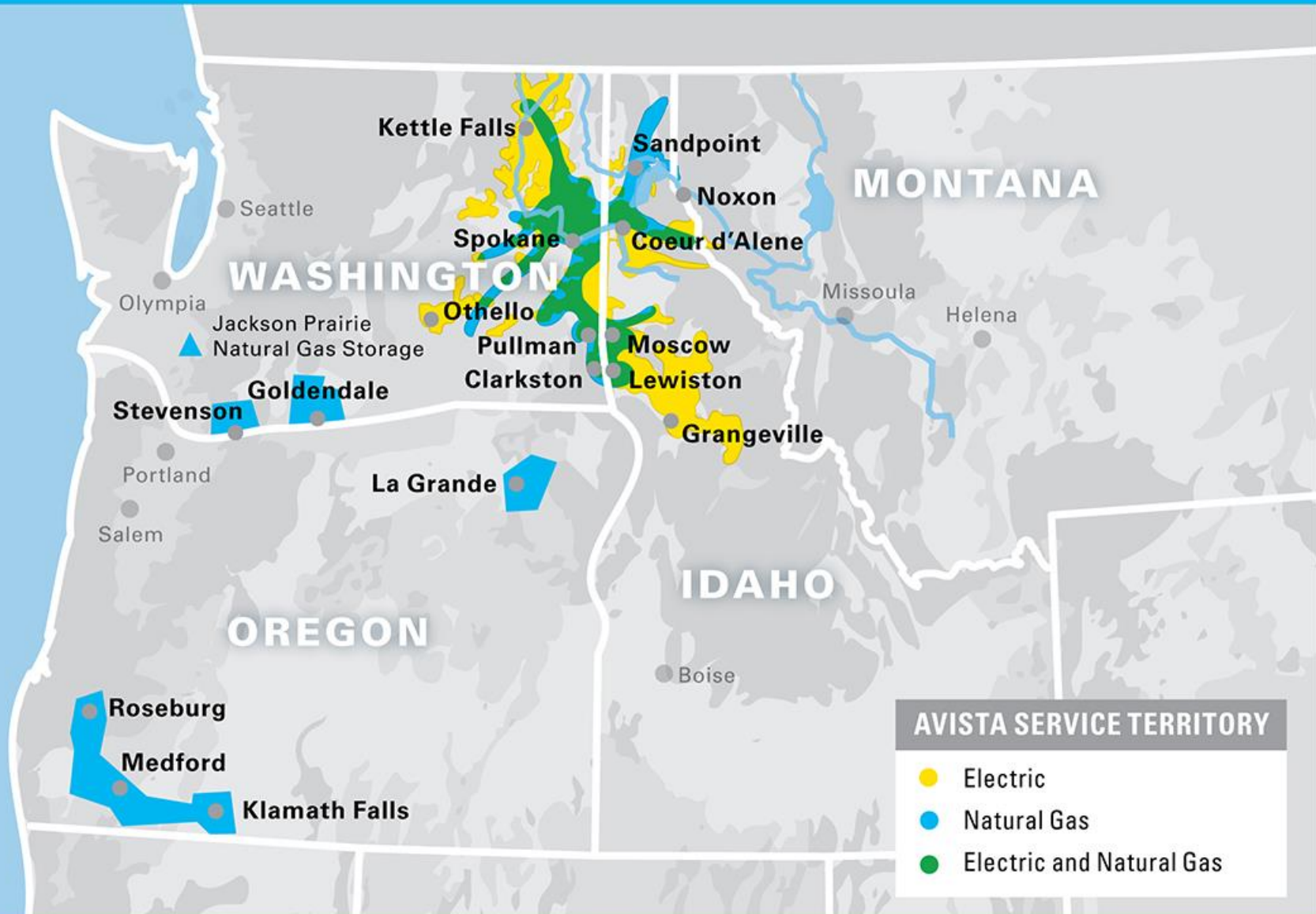
Electric and natural gas service

370,000 electric customers

330,000 natural gas customers

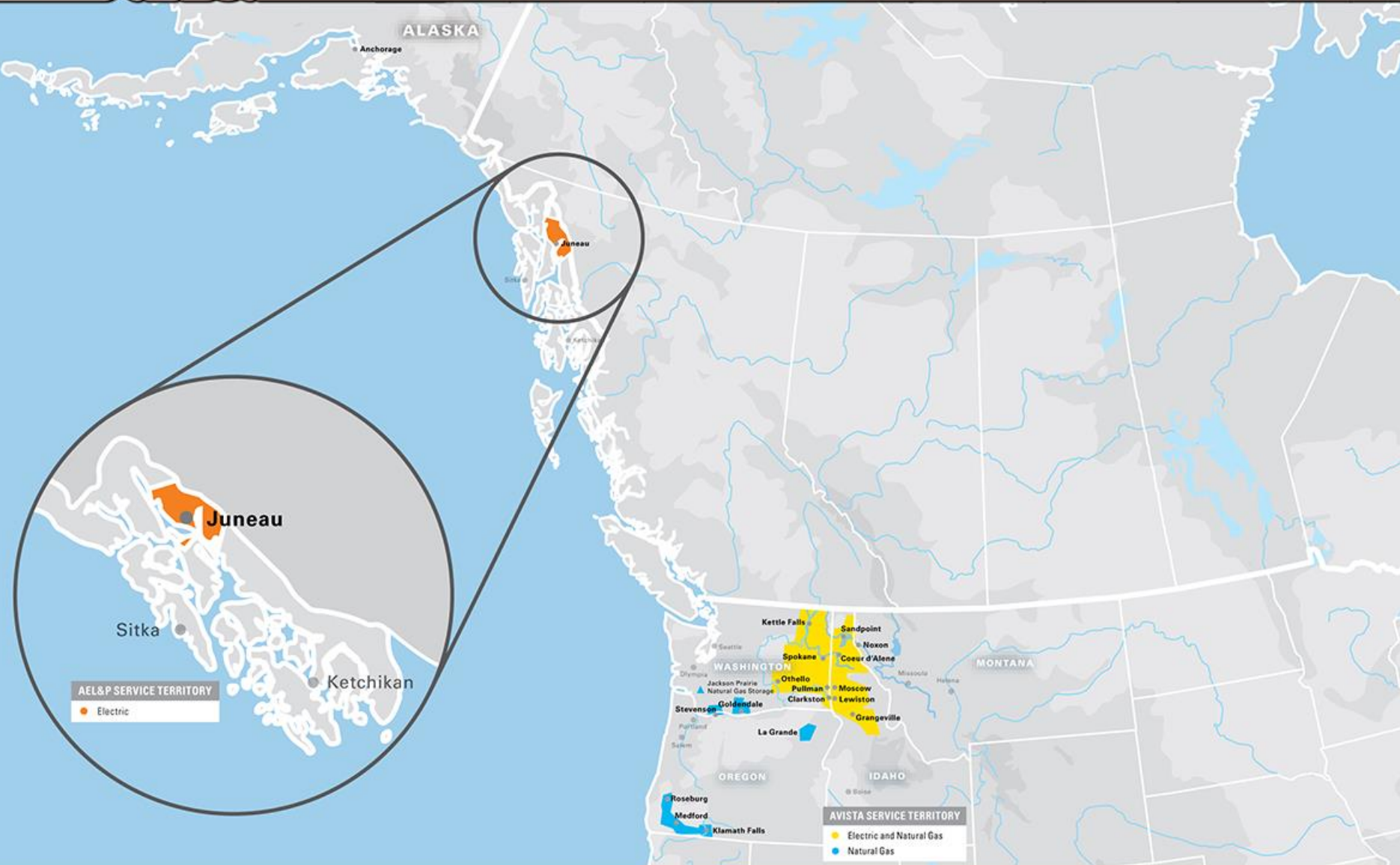


Avista Service Territory



AVISTA SERVICE TERRITORY

- Electric
- Natural Gas
- Electric and Natural Gas



The Annex Creek Transmission Line





OUR FOCUS

Our Vision

Delivering reliable energy service and the choices that matter most to our customers.

Our Purpose

To improve life's quality with energy.

Safely – Reliably – Responsibly

Our Lasting Principles

TRUSTWORTHY

Our word is reliable, we do what is right

INNOVATIVE

We continuously improve and find better ways to get things done

COLLABORATIVE

We are respectful and are at our best when working together



Customer Engagement & Value

Deliver more value to more customers and strengthen engagement

People & Performance

Reinforce a values-driven culture of employees who do the right thing to help us succeed

Financial Performance

Strengthen financial performance to remain a healthy company and an attractive investment

Community Vitality

Act through partnerships, financial resources and service to enhance community vitality and prosperity in the communities we serve

Safe & Reliable Infrastructure

Invest in our infrastructure to achieve optimum life-cycle performance – safely, reliably and at a fair price



Responsible Resources

Control a portfolio of resources that responsibly meet our long term energy needs

Effective Public Policy Outcomes

Drive positive outcomes at the local, state, regional and federal level



2017 Focus Areas

Customer Engagement



Products & services
Digital strategy
Customer choice

Financial Performance



Alaska opportunities
System modernization
Investments for growth

Community Vitality



Economic development
Avista partnership
Smart City

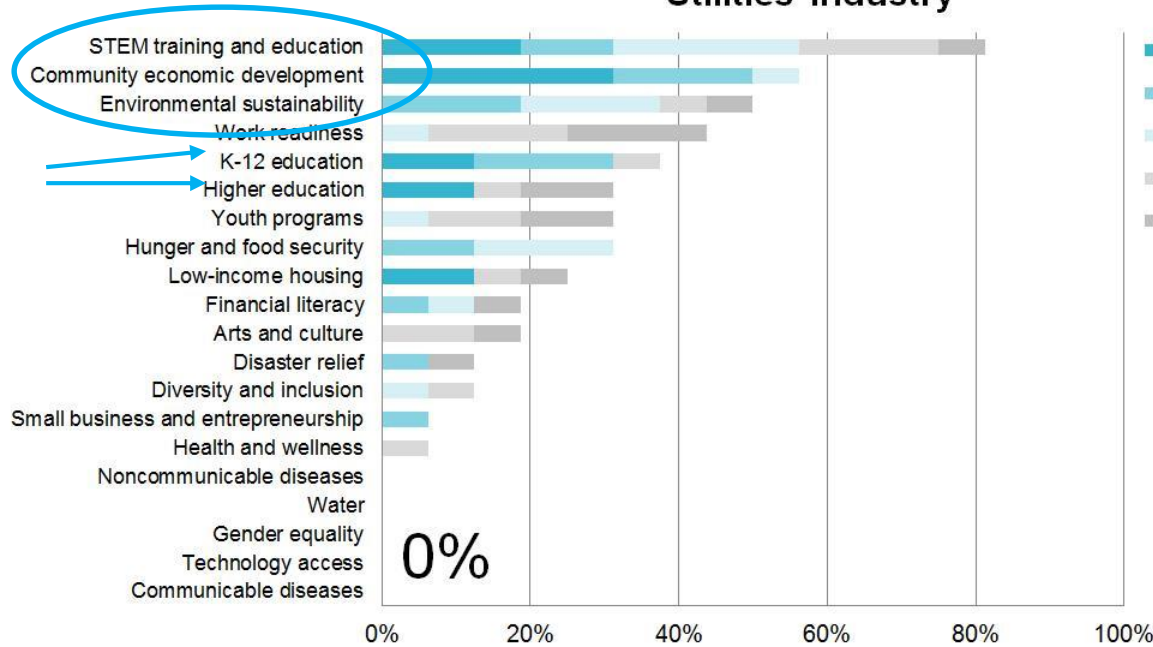
People & Performance



Safety
Innovation
Alignment

Top social issues

Top social issues addressed through community involvement efforts Utilities industry



- Ranked No. 1
- Ranked No. 2
- Ranked No. 3
- Ranked No. 4
- Ranked No. 5

The social issues that are most prioritized are typically aligned to the core competencies and unique demands of a particular industry. More than 80% of utilities companies include STEM training and education among the issues they prioritize for attention and investment. At least one-half of utilities companies prioritize community economic development and environmental sustainability. Nearly 40% include K-12 education among the top five issues, and the inclusion of education as a top issue addressed is a trend that has remained stable since the survey was first conducted in 1995.

CI_2015_Figure 9
n=16 for the Utilities industry and N=206 for the Total

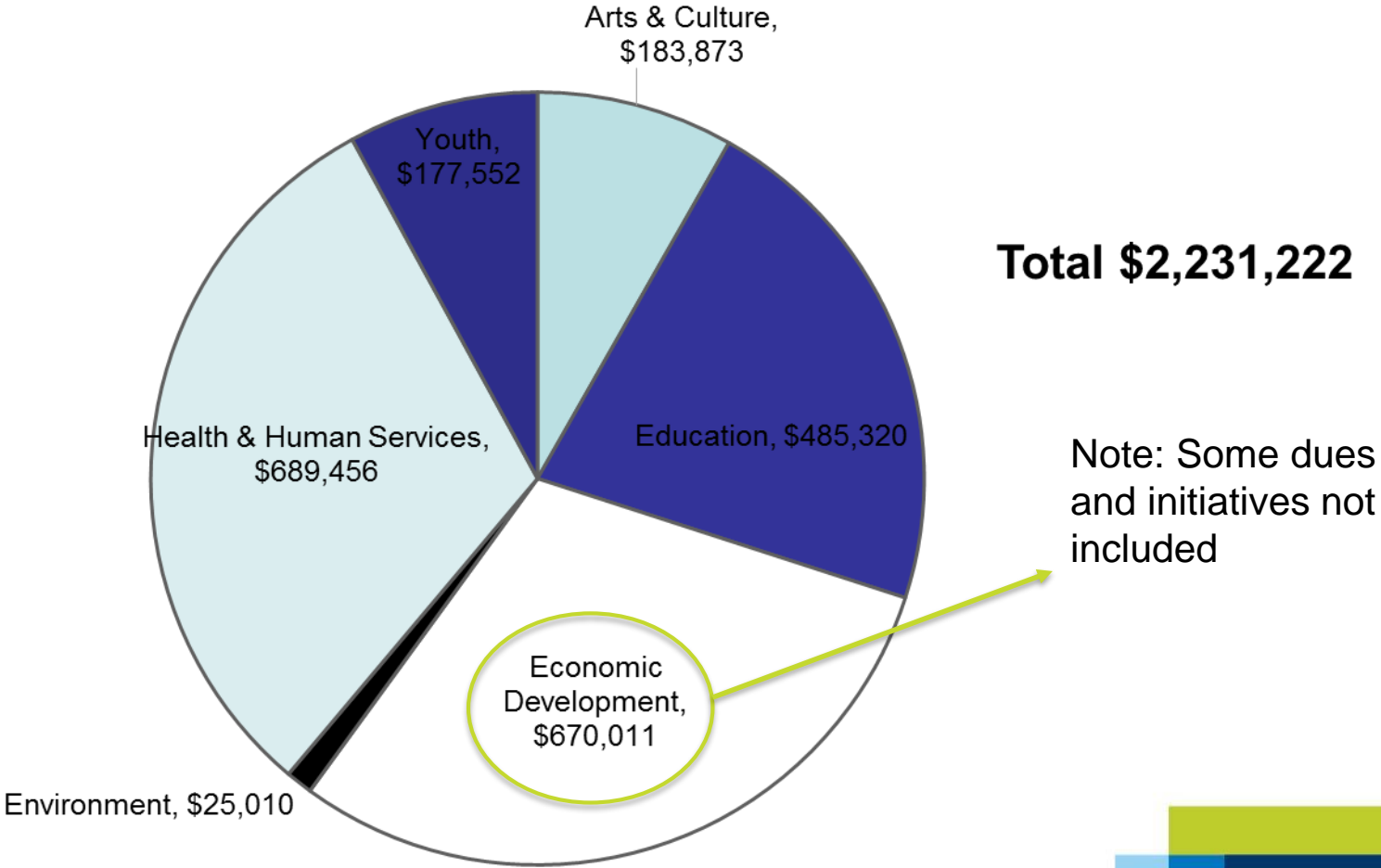
ECONOMIC PROSPERITY AT AVISTA

Avista's **geographical diversity** requires a responsive and flexible economic prosperity strategy.

Avista **contributes to the growth** of its communities and customers as a **professional, stable and supportive corporate partner**.

Strategies are **regionally specific and targeted** to provide the **greatest sustainable economic lift** in order to retain and grow businesses, jobs, wages and populations.

2016 PHILANTHROPY



ECONOMIC PROSPERITY AT AVISTA

Desired Outcomes

Responsible service territory growth

Economically strong service territories

Prepared Workforce

Community Vitality

Positive contribution to the company's financial goals

Expansion and retention of existing customers and support the recruitment of new customers

STRATEGY: WHAT WE DO AND WHY

Rising Tide Initiatives that build the community's capacity for sustainable and responsible growth. *(WSU Medical School/U District)*

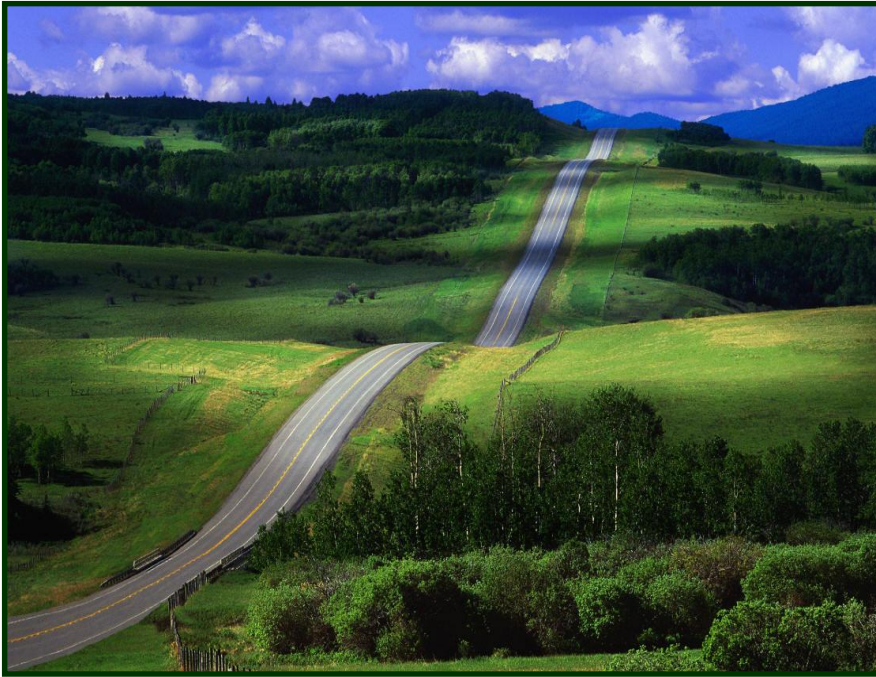
Strategic Involvement and Investment in organizations that lead in business attraction, recruitment and expansion, redevelopment initiatives, and public policy advocacy. *(38 EDOs; loaned execs)*

Provide Resources for community organizations and initiatives vital to economic prosperity. *(UI Vandal Gap Fund; Co-Working Space-Spokane)*

Purposeful Intelligence Gathering that enables Avista's senior leaders to make well-informed and wise economic prosperity investments. *(Key placements – 300+)*

Advise and Facilitate customer retention and expansion efforts

RURAL PROSPERITY



Raise our communities' capacity for responsible economic growth by both leading and supporting collaborative initiatives that increase long-term prosperity and help build sustainable rural communities.

RURAL PROSPERITY

In order to foster prosperity within the rural communities we serve, we will strive to attain **economically sustainable, environmentally responsible and entrepreneurial thinking** in a **collaborative** community framework.



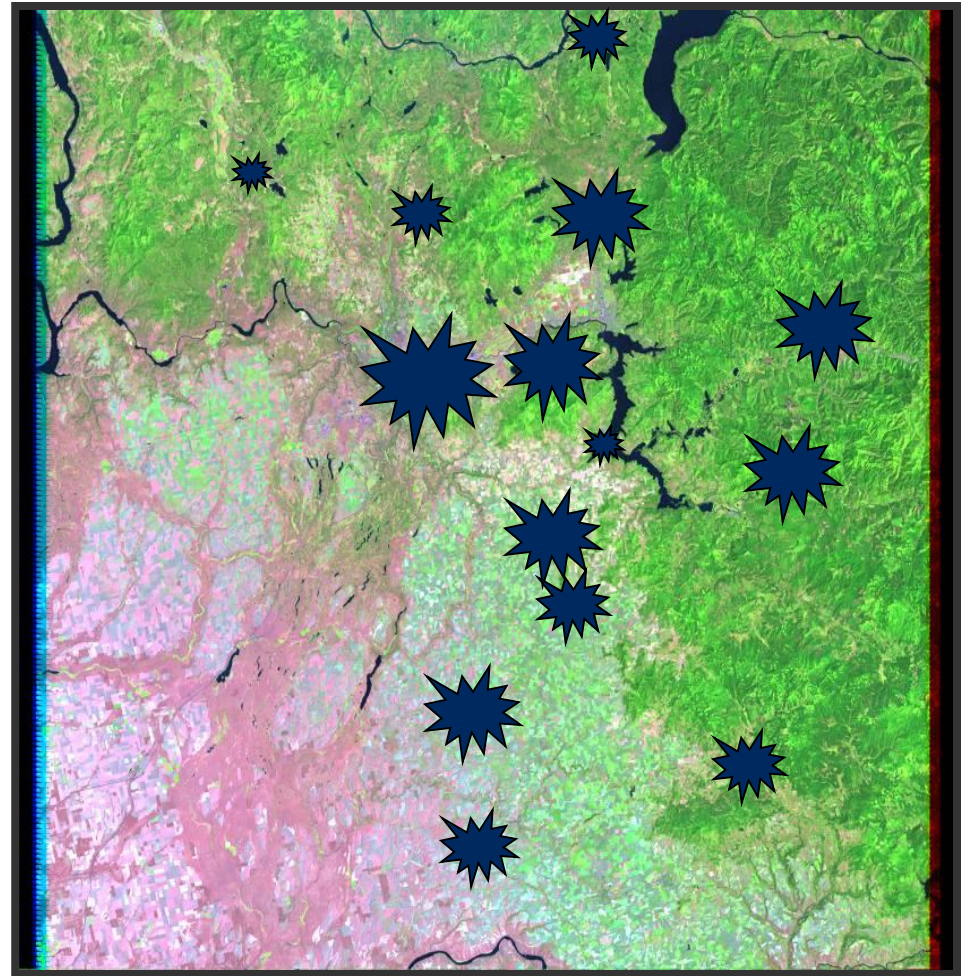
RURAL PROSPERITY

We want to help build strategies that are *flexible, responsive and reflective* to the needs of our communities and have the ability to translate these into *locally-driven, appropriately scaled initiatives.*



KEY TARGETS

- **Community Capacity**
building local governance and leadership
- **Infrastructure**
investment, expansion and enhancement
- **Education/Workforce**
development, recruitment, retention and expansion
- **Economic Development**
initiatives and collaborations, sustainable and affordable growth



**Building the Economy:
Infrastructure Needs
in Washington**

The benefits of infrastructure investment in Washington to support local, state, and national economic growth

March 2017

#BuildWA

Building the Economy: Infrastructure Needs in Washington

Infrastructure is the Foundation of a
Prosperous Economy.....

.....Cities, Counties, Ports, and
Businesses are Part of the
Solution.

Connecting the Dots of Ohio's Broadband Policy

OSU Study, April 2017



“It is widely agreed upon that having high-speed Internet access is becoming an essential utility for almost all households and businesses to participate in our economic, cultural and public institutions. “If you don’t have high-speed wireless broadband, if you can’t check that box, you’re not going to get that business and you’re not going to keep the 20-somethings.”

The Study calls high-speed Internet an **“essential utility”** and more proof that its necessity is harder and harder to debate.

The report also considered the economic aspects to expanding broadband instead of merely focusing on quality-of-life issues — and agreed with its assertions that “adoption matters more than availability,” and that access alone may not boost employment numbers.

“The real interesting equation will be, what will be the cost if you do nothing? Because if you overlay where broadband access is not available and adoption is below standard ... you see higher unemployment, stagnant or decreasing household incomes and population migration.”

ECONOMIC PROSPERITY

Choosing the appropriate strategies

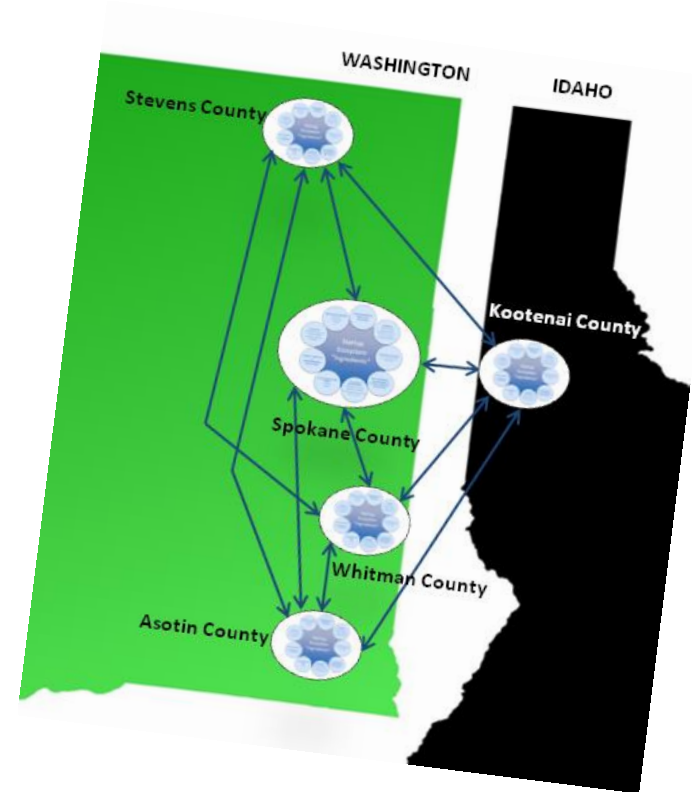


Partnerships are critical.

Most important elements of any successful ED strategy – **relationships and collaboration.**

Not just a seat at the table, but **actively engaged as full partners** in strategies for economic development.

Driving Regional Economic Growth Through Entrepreneurship



Startup Washington 365

Success Across the Region



During the 2015-2016 biennium, eastern Washington was fortunate to receive funding from the State Legislature. The **Startup Washington 365 (SW365)** appropriation through the Department of Commerce provided operating and programming dollars to create rural Centers for Entrepreneurial Success.

Startup Whitman and **Startup Asotin** were created to provide a myriad of events and programming to support entrepreneurs and small businesses in south eastern Washington.

Startup Washington 365

Success Across the Region

Together, **Startup Spokane**, **Startup Asotin**, and **Startup Whitman** are connecting urban and rural ecosystems in an effort to deliver support to entrepreneurs, regardless of their stage or industry.

The following outcomes to-date* show the impact being made by SW365:

Startup Asotin and Startup Whitman

- 68 events
- 623 event attendees
- 126 entrepreneur assists
- 30 business starts

Startup Spokane

- 152 events
- 8421 event attendees
- 183 entrepreneur assists
- 88 business starts



(*September 2015 – December 2016 metrics)

Community Capacity By Building Local Governance and Leadership



The **Inland Northwest Partners** is focused on enhancing the long-term vitality of a two-state region. The non-profit organization facilitates knowledge sharing to build strong economic bases among member communities.

More than **300** business and community leaders from eastern Washington and northern Idaho are members. Educational meetings, programs, and seminars are the core offering.

www.inwp.org



Laying the Groundwork for Better Communities & Neighborhoods

AGENDA

- 8:30 a.m. – 9:00 a.m. **Registration and Continental Breakfast**
- 9:00 a.m. – 9:15 a.m. **Welcome & Introductions**
Paul Kimmell, Board Chairman, INP Board of Directors
- 9:15 a.m.-10:00 a.m. **Foundations for Survival:
Trends Affecting Small Towns**
Becky McCray, Consultant
Hopeton, Oklahoma
- 10:00 a.m.- 10:15 a.m. **Break**
- 10:15 a.m.-11:00 a.m. **Filling the Gaps: What to Do About Downtown Vacancies,
Empty Lots & Roofless Buildings**
Becky McCray, Consultant
Hopeton, Oklahoma
- 11:00 a.m.- 11:15 a.m. **Break**
- 11:15 a.m. – 12:15 p.m. **Regional Case Studies**
Courtney Kramer, Executive Director
Beautiful Downtown Lewiston

Kathleen Ryan, WSU Faculty Member &
Co-Director, Rural Communities Design Initiatives

Michelle Bly, Principal
TD&H Engineering
- 12:15 p.m.-2:00 p.m. **Lunch & Keynote Presentation**
**Shaping the Future of Your Community:
Innovative Business Models & Job Creation Strategies**
Becky McCray, Consultant
Hopeton, Oklahoma
- 2:00 p.m. - 2:15 p.m. **Community Reports & Concluding Remarks**

Inland Northwest Partners
2017 Summer Meeting

Wednesday
June 7, 2017

The 1912 Center
412 East Third St.
Moscow, ID 83843

FOUNDING INVESTOR
Avista Corporation

MAJOR INVESTORS

Alaska Airlines
City of Post Falls
Gritman Medical Center
Idaho Department of Commerce

CONTRIBUTING INVESTORS

Bank of America
Garco Construction
Hotstart
Nez Perce Tribal Enterprises
TD&H Engineering
The Spokesman-Review
Washington State University

MEETING SPONSOR



About Becky McCray: Becky McCray is a small town business owner; she and her husband Joe own a retail liquor store and a cattle ranch. She shares insights from this real-world experience at her highly ranked website, *Small Biz Survival*, and in her award-winning book, *Small Town Rules*. Her practical perspective is often featured in a wide range of media, from *The New York Times* to *The High Plains Journal*. She makes her home in Hopeton, Oklahoma, a community of 30 people. Her goal is to deliver practical steps you can put into action right away to shape the future of your town.

Cost: \$40 for INP members; \$60 for non-members; (cancellations with refunds will be accepted through June 2);

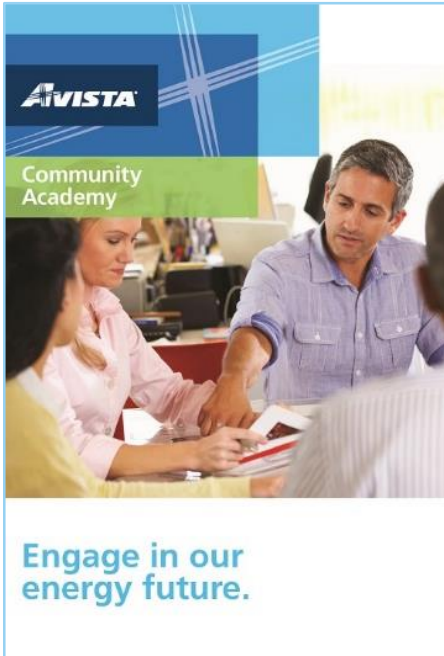
To Register: Just fill out the form below and mail it, along with your pre-payment to INP, PO Box 164, Liberty Lake, WA 99019 or register online at www.inwp.org.

For more information: Call (509) 495-4064 or visit our web site www.inwp.org.

Directions to the 1912 Center, 412 East Third St. Moscow, ID 83843: Approaching Moscow from the north via US 95, proceed approximately 1 mile through town to Third Street. Turn left and proceed 1/3 mile – the event center is on your left. Approaching Moscow from the south, you will enter Moscow via US 95 - which turns into Washington St. As you approach downtown Moscow, turn right onto Third St. and proceed 2 blocks – the event center is on your left. Approaching from Pullman on Highway 8 –proceed west towards downtown Moscow and continue across Main St. for 2 more blocks – the event center is on your left.



Community Capacity By Building Local Governance and Leadership



Economic Development Initiatives and Collaborations



INLAND NORTHWEST ECONOMIC ALLIANCE - INEA

Spanning two states and more than a dozen counties, the Inland Northwest presents a value proposition characterized by low costs, rich resources and abundant opportunities. The growing region is easily accessible and offers an appealing urban or rural lifestyle enhanced by four distinct seasons.

Most importantly, it's supportive of business growth.

Directly supporting 14 EDOs w/tools, strategies and training.

<http://inlandnorthwestregion.com/>

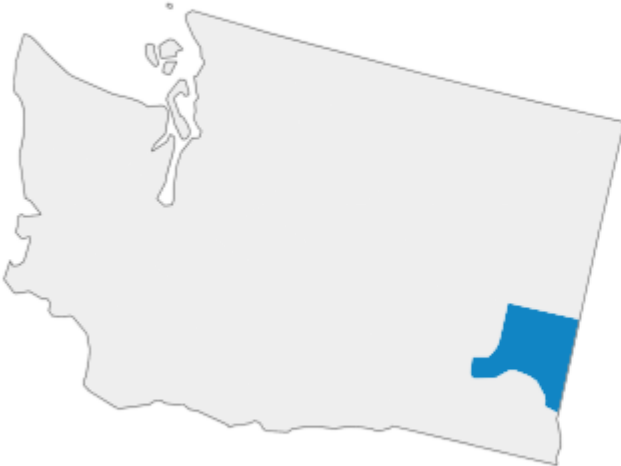


Economy Overview

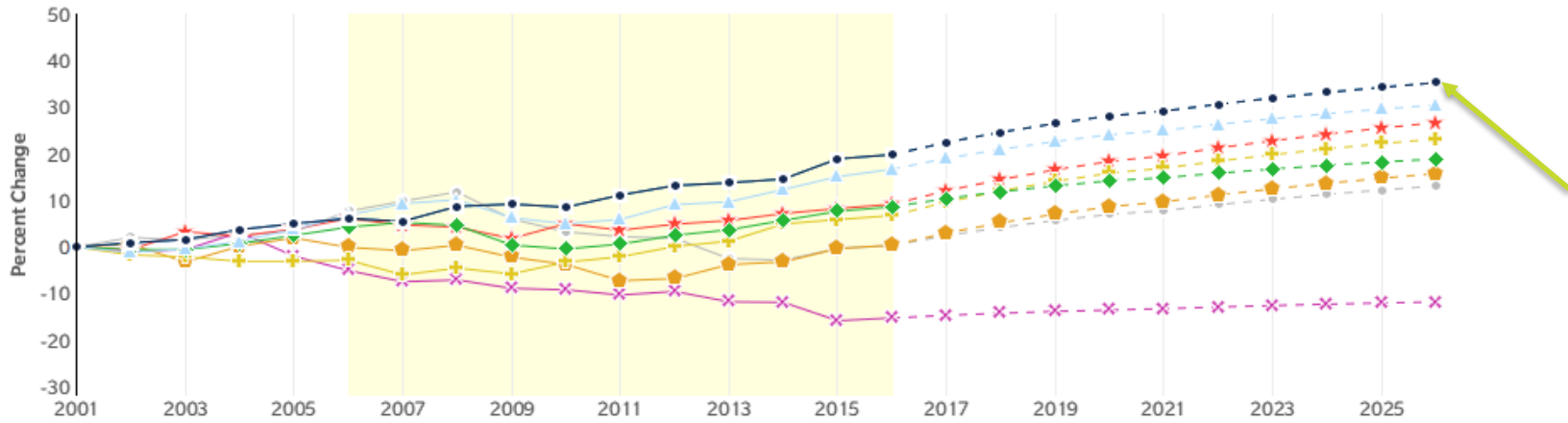
Whitman County, WA

Export ▾

Economy Overview



Population (2016) ⓘ	48.5K
Jobs (2016) ⓘ	21.9K
Average Earnings (2016) ⓘ	\$51.7K
COL Adjusted Average Earnings (2016) ⓘ	\$48.3K
Unemployed (10/2016)	1.1K
Completions (2015) ⓘ	7.2K
GRP (2016) ⓘ	\$1.7B
Exports (2016) ⓘ	\$2.3B
Imports (2016) ⓘ	\$2.2B



Region	2006 Jobs	2016 Jobs	Change	% Change	
● Region	19,377	21,880	2,503	12.9%	
■ Whitman County	19,377	21,880	2,503	12.9%	✘
▲ State	3,284,469	3,587,783	303,314	9.2%	✘
◆ Nation	150,997,139	157,312,564	6,315,425	4.2%	✘
✚ Adams County, WA	7,828	8,600	772	9.9%	✘
★ Asotin County, WA	6,624	6,816	192	2.9%	✘
⬢ Ferry County, WA	2,032	2,041	9	0.4%	✘
✖ Garfield County, WA	937	837	-100	-10.7%	✘
● Pend Oreille County, WA	3,749	3,492	-257	-6.9%	✘

Occupation Snapshot

Export ▾

Electrical and Electronic Equipment Assemblers in Whitman County, WA ▾ Details

Occupation Summary for Electrical and Electronic Equipment Assemblers



286

Jobs (2016) ?

871% above National average

+130.6%

% Change (2006-2016)

Nation: -11.0%

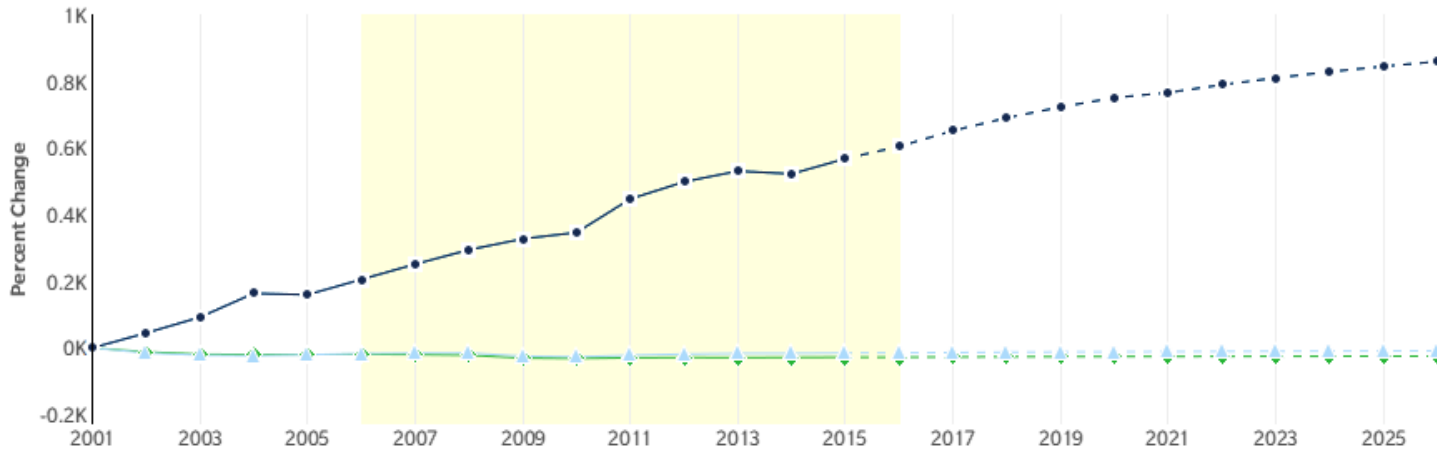
\$17.56/hr

Median Hourly Earnings ?

Nation: \$15.07/hr


Regional Trends

[Jump to Compare Occupation Across Regions](#)



Growing & Declining Industries



Industry	Change in Jobs (2006-2016)	
 Relay and Industrial Control Manufacturing	1,215	
 Colleges, Universities, and Professional Schools (State Government)	521	
 Warehouse Clubs and Supercenters	199	
 Commercial Banking	-75	
 State Government, Excluding Education and Hospitals	-89	
 General Medical and Surgical Hospitals	-123	

Industry Snapshot

Export ▾

Relay and Industrial Control Manufacturing in Whitman County, WA ▾ Details

⌕

2,066

Jobs (2016) ⓘ

32,791% above National average

+142.8%

% Change (2006-2016)

Nation: -5.1%

\$86,465

Avg. Earnings Per Job (2016) ⓘ

Nation: \$103,314

Industry Detail

⌕

Payrolled Business Locations (2016) ⓘ

1

Jobs Multiplier ⓘ

1

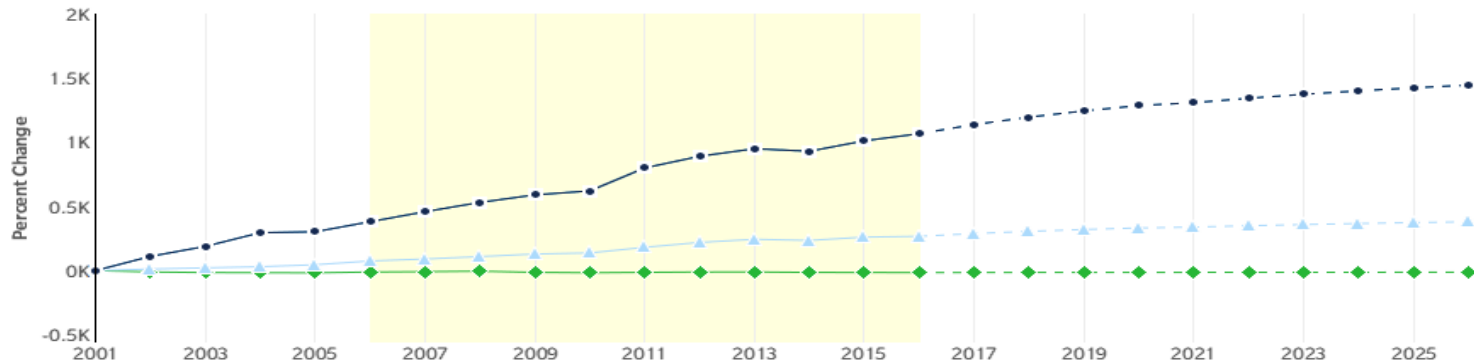
Unemployed (10/2016) ⓘ

Only Available for 2-Digit

Regional Trends

Jump to Compare Industry Across Regions

⌕

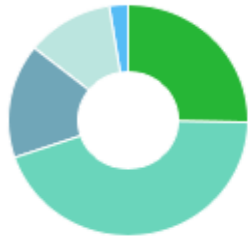


2016 Educational Attainment ?



Education Level	2016 Population	2016 Percent
Less Than 9th Grade	296	1.2%
9th Grade to 12th Grade	814	3.4%
High School Diploma	4,672	19.6%
Some College	5,267	22.1%
Associate's Degree	2,172	9.1%
Bachelor's Degree	5,322	22.4%
Graduate Degree and Higher	5,241	22.0%

2016 Age Cohort Demographics



Age Cohort	2016 Population	2016 Percent	
Under 20 years	12,268	25.3%	<div style="width: 25.3%;"></div>
20 to 39 years	21,587	44.5%	<div style="width: 44.5%;"></div>
40 to 59 years	7,736	15.9%	<div style="width: 15.9%;"></div>
60 to 79 years	5,702	11.8%	<div style="width: 11.8%;"></div>
80 years and over	1,233	2.5%	<div style="width: 2.5%;"></div>

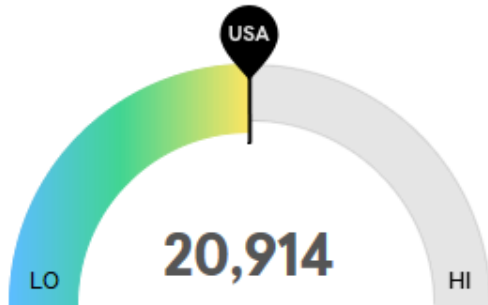
2016 Race/Ethnicity Demographics



Race/Ethnicity	2016 Population	2016 Percent	
All Other Race/Ethnicities	2,077	4.3%	<div style="width: 4.3%;"></div>
Two or More Races, Non-Hispanic	1,824	3.8%	<div style="width: 3.8%;"></div>
White, Hispanic	2,478	5.1%	<div style="width: 5.1%;"></div>
Asian, Non-Hispanic	3,736	7.7%	<div style="width: 7.7%;"></div>
White, Non-Hispanic	38,412	79.2%	<div style="width: 79.2%;"></div>

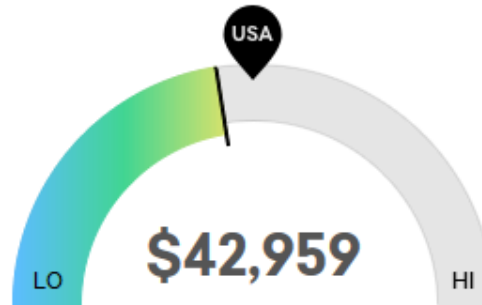
Executive Summary

Aggressive Hiring Competition Over an Average Supply of Regional Talent



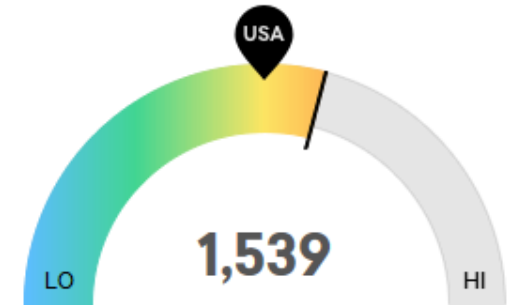
Supply (Jobs)

Whitman County is about average for this kind of talent. The national average for an area this size is 20,914* employees, while there are 20,914 here.



Compensation

The cost for talent is about average in Whitman County. The national median salary for your occupations is \$43,808, while you'll pay \$42,959 here.

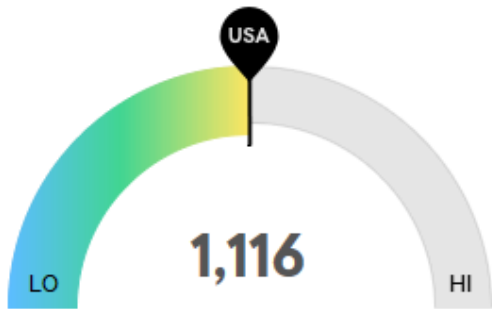


Demand (Job Postings)

Competition from online job postings is high in Whitman County. The national average for an area this size is 1,222* job postings/mo, while there are 1,539 here.

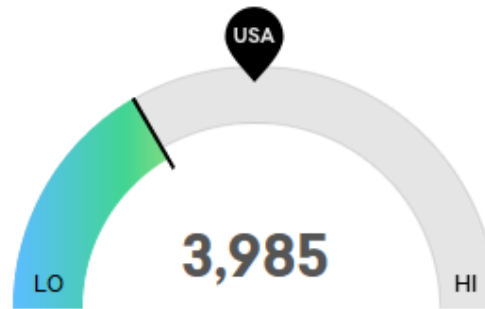
*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and Whitman County. In other words, the values represent the national average adjusted for region size.

Retirement Risk Is About Average, While Overall Diversity Is Low



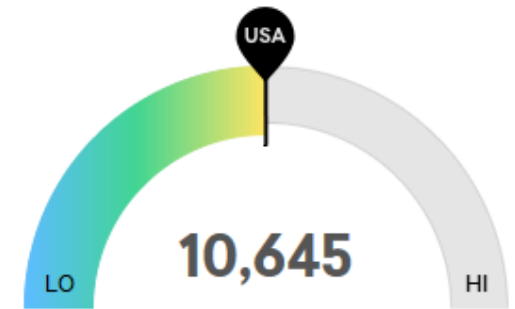
Retiring Soon

Retirement risk is about average in Whitman County. The national average for an area this size is 1,116* age 65+ employees, while there are 1,116 here.



Racial Diversity

Racial diversity is low in Whitman County. The national average for an area this size is 6,843* racially diverse employees, while there are 3,985 here.



Gender Diversity

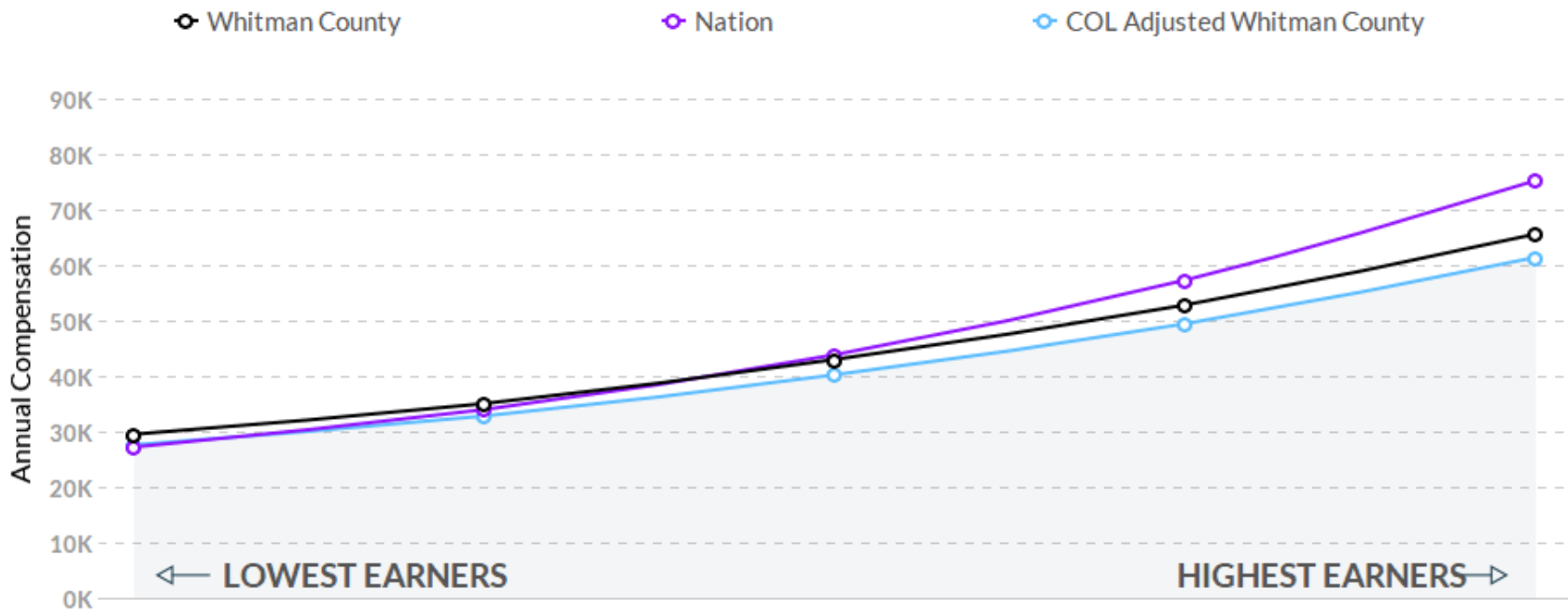
Gender diversity is about average in Whitman County. The national average for an area this size is 10,645* female employees, while there are 10,645 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and Whitman County. In other words, the values represent the national average adjusted for region size.

Compensation

Talent Is 2% Cheaper, While the Cost of Living May Make Attraction Difficult

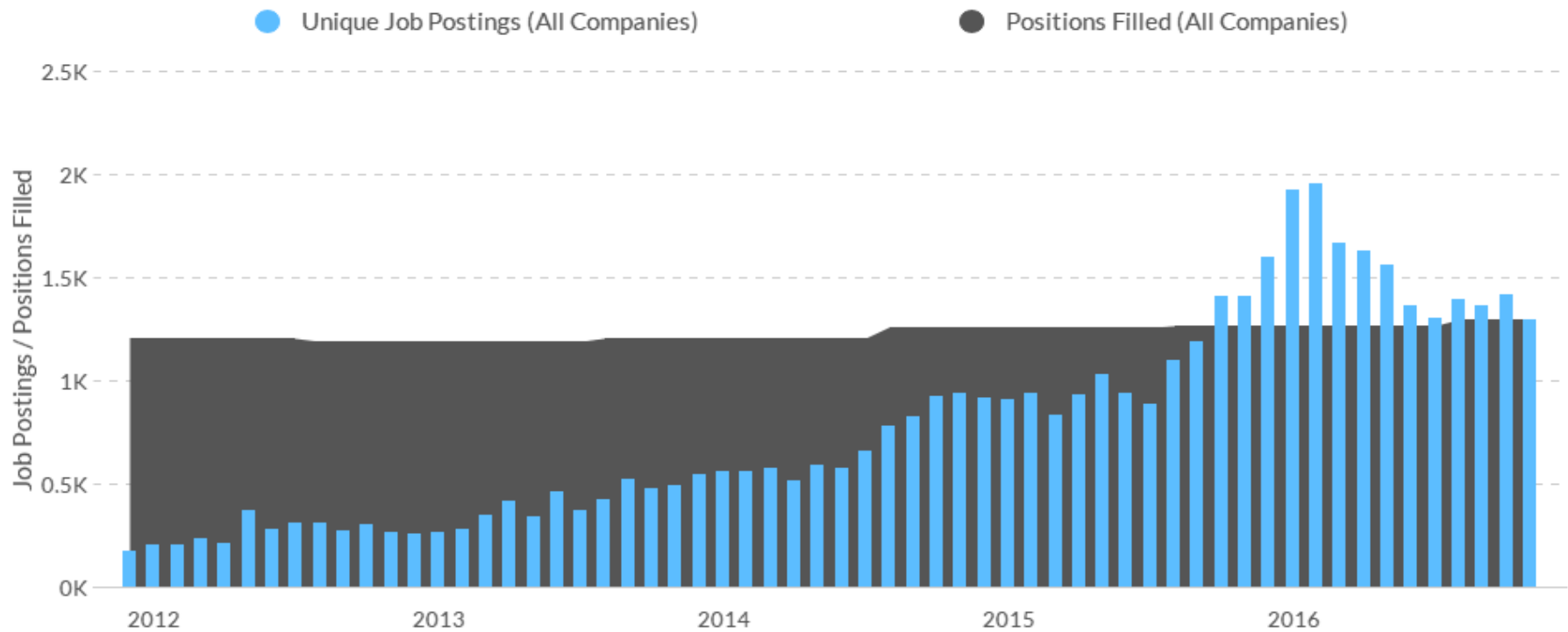
In 2015, the median compensation for your occupations in Whitman County is \$42,959. Based on the national median wage of \$43,808 for this position, this means you will spend about 2% less to employ your occupations here. However, their actual purchasing power will be 8% less than the national median when we adjust for regional cost of living (which is 7% higher than average). This may make it harder to attract talent to the region at this price.



Demand (Job Postings)

For Every 1,539 Unique Job Postings, Only 1,276 Positions Are Filled

If there is a gap between unique job postings and positions filled, it may indicate unmet demand for your occupations. In the average month over the last 12 months, there were 1,539 unique job postings for your occupations, while 1,276 positions were filled. When there is significant unmet demand, competition will likely be higher.



549 Companies Are Competing for Talent



In the last 12 months, 549 companies in Whitman County competed to hire your occupations. The top 10 competitors and their job posting activity are listed below. Higher ratios of total postings to unique postings may suggest more intense hiring activity, as companies go to greater lengths to fill those positions.

Company	Total/Unique Job Postings (May 2016 - Apr 2017)	Posting Intensity	Unique Postings Trend (May 2016 - Apr 2017)
Washington State University	8,848 / 2,392	4 : 1	
Swift Transportation Company	6,875 / 1,001	7 : 1	
CRST International, Inc.	15,104 / 839	18 : 1	
Schweitzer Engineering Laboratories Inc.	5,438 / 671	8 : 1	
Blitz Media, Inc.	1,226 / 598	2 : 1	
Sammons Trucking	662 / 331	2 : 1	
C.R. England, Inc.	5,528 / 323	17 : 1	
Ansys, Inc.	638 / 288	2 : 1	
Parallon Business Solutions, LLC	2,680 / 275	10 : 1	
Bureau of Customs and Border Protection	2,053 / 273	8 : 1	

Graduate Pipeline

1 School Is Producing Graduates

Over the last 5 years, 1 school in Whitman County produced graduates relevant to your occupations. This school is listed below. The highest share of these graduates come from Social Sciences, General programs.

School	Relevant Graduates (2015)	Graduate Trend (2011 - 2015)
Washington State University	6,814 	

- Certificate
- Associate
- Bachelor
- Masters or Higher



ALICE[®]

ASSET LIMITED, INCOME CONSTRAINED, EMPLOYED



PACIFIC NORTHWEST IDAHO, OREGON, AND WASHINGTON

ALABAMA, ALASKA, ARIZONA, ARKANSAS, CALIFORNIA, COLORADO, CONNECTICUT, DELAWARE, FLORIDA, GEORGIA, HAWAII, IDAHO, ILLINOIS, INDIANA, IOWA, KANSAS, KENTUCKY, LOUISIANA, MAINE, MARYLAND, MASSACHUSETTS, MICHIGAN, MINNESOTA, MISSISSIPPI, MISSOURI, MONTANA, NEBRASKA, NEVADA, NEW HAMPSHIRE, NEW JERSEY, NEW MEXICO, NEW YORK, NORTH CAROLINA, NORTH DAKOTA, OHIO, OKLAHOMA, OREGON, PENNSYLVANIA, RHODE ISLAND, SOUTH CAROLINA, SOUTH DAKOTA, TENNESSEE, TEXAS, UTAH, VERMONT, VIRGINIA, WASHINGTON, WEST VIRGINIA, WISCONSIN, WYOMING



Fall 2015

STUDY OF FINANCIAL HARDSHIP

GIVE. ADVOCATE. VOLUNTEER.

United Ways of the
Pacific Northwest

UnitedWayALICE.org/PNW



This United Way ALICE Report for the Pacific Northwest shows that one-third of our population struggled for basic necessities.

- Jim Cooper
President and CEO
United Ways of the
Pacific Northwest

The AVISTA logo, featuring the word 'AVISTA' in a bold, sans-serif font with a stylized sun or starburst graphic to the left.

EXECUTIVE SUMMARY

In the Pacific Northwest, 1.6 million households – fully 35 percent — struggled to afford basic household necessities in 2013.

Who is ALICE?

With the cost of living higher than what most wages pay, **ALICE** families – an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mloyed — work hard and earn above the Federal Poverty Level (FPL), but not enough to afford a basic household budget of housing, child care, food, transportation, and health care. ALICE households include women and men, young and old, urban, suburban, and rural, and of all races and ethnicities, and they live in every county in the Pacific Northwest.

Who is struggling?

While the FPL reports that only 14 percent of Pacific Northwest households face financial hardship, the ALICE Threshold provides a clearer and more updated estimate. In 2013:

- In Idaho, 15 percent (87,233 households) lived in poverty, and 22 percent (130,397 households) were ALICE
- In Oregon, 15 percent (230,328 households) lived in poverty, and 23 percent (348,700 households) were ALICE
- In Washington, 13 percent (343,878 households) lived in poverty and 19 percent (510,342 households) were ALICE

Why are there so many ALICE households in the Pacific Northwest?

Low wage jobs dominate the local economy: More than half of all jobs in the Pacific Northwest pay less than \$20 per hour, with most paying between \$10 and \$15 per hour (\$15 per hour full time = \$30,000/year). These jobs — especially service jobs that pay below \$20 per hour and require only a high school education or less — will grow far faster than higher-wage jobs over the next decade.

The basic cost of living is high: The cost of basic household expenses in the Pacific Northwest is more than what most of the region's jobs can support. The average annual Household Survival Budget for a Pacific Northwest family of four (two adults with one infant and one preschooler) ranges from \$46,176 in Idaho to \$52,152 in Washington — double the U.S. family poverty rate of \$23,550.

Jobs are not located near housing that is affordable: Through the Great Recession, both housing affordability and job opportunities dropped steeply. Housing continued to decline slightly from 2010 to 2013 and job opportunities on average stayed flat, so it remains difficult for ALICE households in the Pacific Northwest to find both housing affordability and job opportunities in the same county.

Public and private assistance helps, but doesn't achieve financial stability: Assistance provides essential support for households below the ALICE Threshold but cannot lift all households to economic stability. Government, nonprofit, and health care organizations spend \$21 billion on services for ALICE and poverty-level households in the region to supplement their income, but even that total is still 25 percent short of lifting all households in the Pacific Northwest above the ALICE Threshold.

1.6M Households / 35% struggled to afford basic necessities.....

In WA.....13% (343,878 households) in poverty.
.....19% (510,342 households) were ALICE...

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- Low wage jobs dominate the local economy
- The basic cost of living is high
- Jobs are not located near housing that is affordable
- Public/private assistance helps...but doesn't achieve financial stability



What are the consequences, and what would improve the economic situation for ALICE households?

Consequences: When ALICE households cannot make ends meet, they are forced to make difficult choices such as forgoing health care, accredited child care, healthy food, or car insurance. These “savings” threaten their health, safety, and future – and they reduce productivity and raise insurance premiums and taxes for everyone. The costs are high for both ALICE families and the wider community.

Effective change: While short-term strategies can make conditions less severe, only structural economic changes will significantly improve the prospects for ALICE and enable hardworking households to support themselves. Strengthening the Pacific Northwest economy and meeting ALICE’s challenges are linked: improvement for one would directly benefit the other. The ALICE tools can help policy makers, community leaders, and business leaders to better understand the magnitude and variety of households facing financial hardship, and to create more effective change.

Consequences:

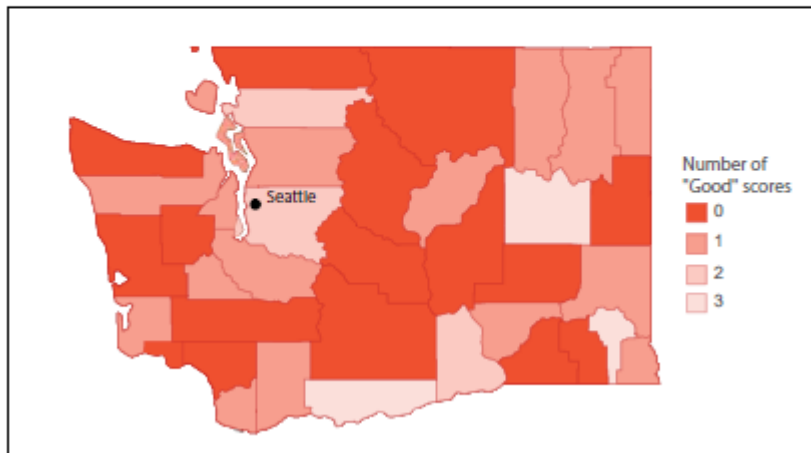
ALICE households forced to make difficult choices such as forgoing healthcare, accredited childcare, healthy food, or car insurance.....

Effective change:

Only structural economic changes will significantly improve the prospects for ALICE households. ***Critical linkage between strengthening economy and meeting ALICE’s challenges.....***

County	Housing Affordability	Job Opportunities	Community Resources
Kittitas County	poor	poor	fair
Klickitat County	good	good	good
Lewis County	fair	poor	fair
Lincoln County	good	good	good
Mason County	fair	poor	poor
Okanogan County	fair	fair	fair
Pacific County	fair	poor	good
Pend Oreille County	fair	poor	good
Pierce County	poor	good	fair
San Juan County	poor	fair	good
Skagit County	poor	good	good
Skamania County	good	poor	good
Snohomish County	poor	good	fair
Spokane County	poor	fair	fair
Stevens County	fair	fair	good
Thurston County	poor	good	poor
Wahkiakum County	fair	poor	poor
Walla Walla County	fair	fair	fair
Whatcom County	poor	fair	fair
Whitman County	poor	poor	good
Yakima County	fair	fair	poor

Economic Viability Dashboard, Number of "Good" Scores, Washington, 2013



Sources and Methodology: See Appendix F

Economic Dashboard

- Housing Affordability
- Job Opportunities
- Community Resources

“The key indicators for job opportunities are income distribution, the unemployment rate, and new hire wages.

The more job opportunities there are in a county, the more likely a household is to be financially stable.”

Whitman County, 2013

Town	Total HH	% ALICE & Poverty
Albion Town	252	36%
Colfax City	1,243	39%
Colton Town	145	17%
Endicott Town	117	48%
Garfield Town	239	38%
Lacrosse Town	147	55%
Oakesdale Town	170	26%
Palouse City	408	30%
Pullman City	10,560	63%
Rosalia Town	249	46%
St. John Town	301	50%
Tekoa City	270	49%
Uniontown Town	168	26%

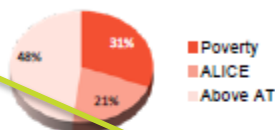
ALICE IN WHITMAN COUNTY

2013 Point-in-Time Data

Population: 48,026 | Number of Households: 17,340
Median Household Income: \$34,410 (state average: \$58,405)
Unemployment Rate: 8.4% (state average: 7.9%)
Gini Coefficient (zero = equality; one = inequality): 0.53 (state average: 0.46)

How many households are struggling?

ALICE, an acronym for Asset Limited, Income Constrained, Employed, are households that earn more than the U.S. poverty level, but less than the basic cost of living for the county. Combined, the number of poverty and ALICE households equals the total population struggling to afford basic needs.



What are the economic conditions?

The **Economic Viability Dashboard** evaluates community conditions for ALICE in three core areas. Each is an index with a scale of 1 (worst) to 100 (best).

Housing Affordability
poor (34)

Job Opportunities
poor (38)

Community Resources
good (62)

What does it cost to afford the basic necessities?

This bare-minimum budget does not allow for any savings, leaving a household vulnerable to unexpected expenses. Affording only a very modest living in each community, this budget is still significantly more than the U.S. poverty level of \$11,490 for a single adult and \$23,550 for a family of four.

Household Survival Budget, Whitman County

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Housing	\$473	\$749
Child Care	\$-	\$1,150
Food	\$191	\$579
Transportation	\$350	\$700
Health Care	\$119	\$474
Miscellaneous	\$126	\$383
Taxes	\$129	\$179
Monthly Total	\$1,388	\$4,214
ANNUAL TOTAL	\$16,856	\$50,568
Hourly Wage	\$8.33	\$25.28

Source: U.S. Department of Housing and Urban Development (HUD), U.S. Department of Agriculture (USDA), Bureau of Labor Statistics (BLS), Internal Revenue Service (IRS) and state Treasury, and ChildCare Aware, 2013; American Community Survey, 1 year estimate.

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NOTE: Municipal-level data on this page is for Census Places. Totals will not match county-level data; municipal-level data often relies on 3- and 5-year averages and is not available for the smallest towns that do not report income.

2017 Economic and Community Vitality Roadmap



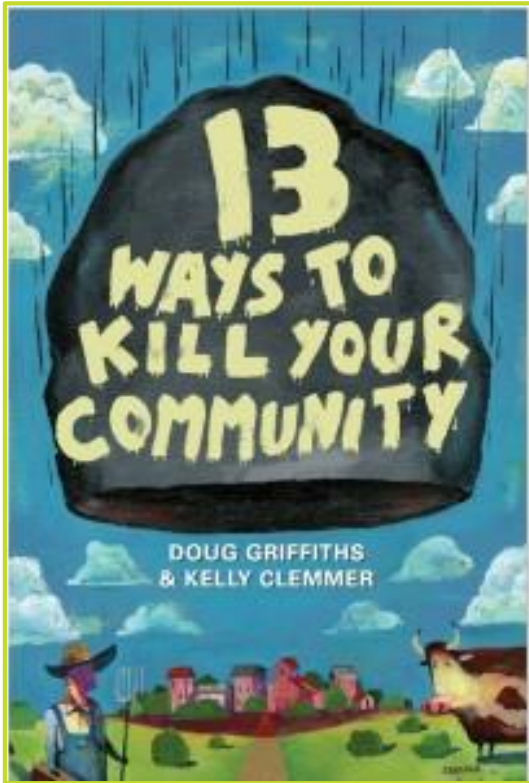
What's happening now?

- Double down on EDOs
- Governance capacity focus
- Startup WA build out
- Economic Gardening
- Site Readiness/Community Preparedness
- Big Ideas on Small Town Main Streets



Final Thoughts.....

13 Ways to Kill Your Community



1. Don't have quality water.
2. Don't attract business.
3. Ignore your youth.
4. Deceive yourself about your real needs or values.
5. Shop elsewhere.
6. Don't paint.
7. Don't cooperate.
8. Live in the past.
9. Ignore your seniors.
10. Reject everything new.
11. Ignore outsiders.
12. Become complacent.
13. Don't take responsibility

“Behaviors we tend to characterize as the harmless ingredients of everyday life are, in fact, proactive efforts towards the death of our own communities.”

- Doug Griffith & Kelly Clemmer



LaCrosse Community Pride Projects Embody Town Motto

July 1, 2015

By Kara McMurray
Gazette Reporter

LaCrosse is the **“little town that could—and did!”** The town tries to emulate this motto and has, in recent years, been making several improvements to keep the town of 320 residents on the map.

Alex McGregor, a board member of LaCrosse Community Pride (LCP), said in a letter to Port of Whitman County Commissioners dated May 28, **“We’ve pulled together, as a community, and overcome the odds of what the Spokesman-Review a few years ago called the inevitable demise of a rural farm town.”**

McGregor is pleased with the work that has been done and knows **it could not have been done without the town unifying.**

“It’s a dramatic story of everyone pitching in and making it happen. It’s been really fun to see what a community of 320 can do.”

Rosalia Charging Station Commissioned

March 2, 2017

By Kara McMurray
Gazette Reporter



Mayor Konishi shared a success story from the charging station with the Gazette. “A young man came in to town, saw it and went into city hall and asked about it because he is interested in locating his business here,” she said.

Konishi said the individual had already been thinking of Rosalia as a place to locate, and while the charging station was not initially a factor in his decision, she said it is **helping him to see the community as one that is fostering growth.**

“It was proof that his sense was on track,” she said. **“You get one thing going in town, and it gets everyone else stirred up.”**

Konishi said she is excited to see the impact the charging station and other efforts in town have on the community.

“We’re very excited about the future,” she said. **“It just all feels like it’s happening now, and it’s not just a dream.”**

Economic prosperity in Washington is now dependent on innovation and creativity.....





Start having an honest conversation about the economy.....

Start having an honest conversation about attitudes.....



THANK YOU!

