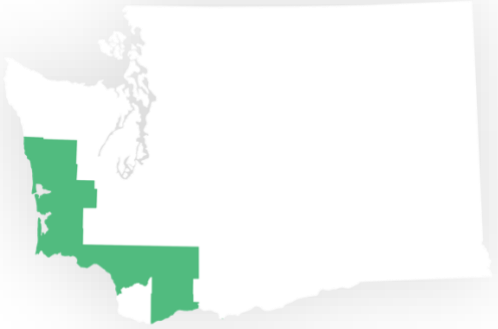


Washington = the Making™ 2040



Southwestern WA

Grays Harbor, Pacific, Wahkiakum, Cowlitz, and Skamania Counties

The Association of Washington Business Institute and the Washington Roundtable are embarking on an initiative to engage Washingtonians to shape an intentional vision for the future of our economy – one that supports economic prosperity in every county. A vision we can work towards with purpose, instead of merely reacting to the forces of change. A vision we can take to policy makers, business leaders and communities to align our strategies with a vision of the future we design.

As part of this effort, DHM Research was retained to conduct a survey of 3,500 Washingtonians from every corner of the state. By understanding both our shared values and the elements that make our local communities and economies unique, Washington in the Making 2040 is a vision for Washington driven by the voices of Washingtonians.

Here's how people think things in Southwestern WA are going...



47%

Rate the economy as good or better



58%

Are satisfied with the quality of life in their community.

Top community issues for Washingtonians in Southwestern WA

Responses to the survey question:

“Thinking about the ideal way of life for you, your family, and your community, what three issues do you think are most important for improving the future of your community?”

Public safety, crime, violence

23%

Homelessness, poverty

22%

Economy, jobs, unemployment

20%

Affordable housing, cost of housing

18%

AWB Institute Pillars and community values in Southwestern WA

For each pillar, Washingtonians were asked a series of questions asking them to indicate how important it is for them to see different changes in their community. The following charts show key insights related to the vision Washington's economy and top priorities for Southwestern WA residents.

1 Business, Entrepreneurship, and Innovation

How important is it for you to see the following changes to the economy and business environment in your community between now and the year 2040?	Total Important
Enhance, grow, and increase access to education or training programs that prepare workers for high-skill, high-demand jobs	94%
Invest in industries like manufacturing, technology, and healthcare that create family-wage jobs which help Washington's economy consistently grow	90%
Create enough jobs that allow people to afford to buy a home in their community	89%

2 Infrastructure and Connectivity

How important is it for you to see the following infrastructure changes in your community between now and the year 2040?	Total Important
Ensure Washington has adequate water supply for residential, agricultural, and industrial needs	92%
Build enough affordable housing to support a growing workforce	89%
Ensure that high speed internet access and cell phone connectivity is available in all communities	84%

3 Talent

How important is it for you to see the following changes to public education in your community between now and the year 2040?	Total Important
Expose teens to more career paths, including through work experience before high school graduation	94%
Prioritize education funding for high-skill, high-demand jobs (i.e., nursing, cyber security, trades, etc.)	88%
Increase the number of students who graduate from college, trade school, an apprenticeship, or some other professional credential program	87%

4 Place and Community

How important is it for you to see the following changes in your community between now and the year 2040?	Total Important
Do more to keep my community safe	90%
Ensure that everyone has access to healthcare services	88%
Maintain or improve local parks, playgrounds, trails, and public gathering spaces	83%