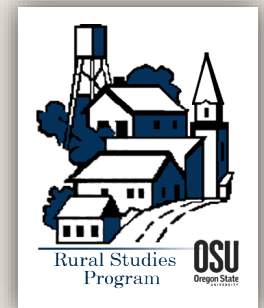


# 2009 Wallowa County Vitality Assessment



## THE VITAL WALLOWA INDICATOR PROJECT



# Community Vitality Assessment Methodology



1. Community vitality: Capacity to work productively together and realize positive social, economic, and environmental outcomes
2. Developed 26 indicators of Wallowa County vitality: 2006 Vision & additional community input
3. Gathered data from:
  - Federal, State, County, and City agencies
  - Local organizations and businesses
  - Wallowa County adult residents
4. Developed indicator targets
5. Made assessment of community vitality

# Vital Wallowa Indicator Project Survey



## Survey Methodology:

- Hand-delivered February - May, 2009 by local residents
  - Wallowa HS FCCLA, Joseph HS FBLA, Enterprise HS FBLA
  - Adult volunteers
- Mail-back response rate: 63%
- Received completed questionnaires from 276 randomly selected Wallowa County adult (18+) residents
- Quotas established for area of the county to ensure a representative sample
- Margin of error:
  - $\pm 5.8\%$  for permanent adult resident estimates
- All published estimates have been weighted to represent the Wallowa County population of adult residents

# 2009 Community Vitality Assessment Findings



## Areas of Strength ( $\geq 1/2$ )

Environment: 6/8

Community Capacity: 7/9

Economy: 4/7

## Areas of Weakness ( $< 1/2$ )

Social: 6/17

According to the 2009 assessment, Wallowa County is roughly 56% vital, and in three areas out of four, more than half of the indicators met or exceeded targets.

# Social

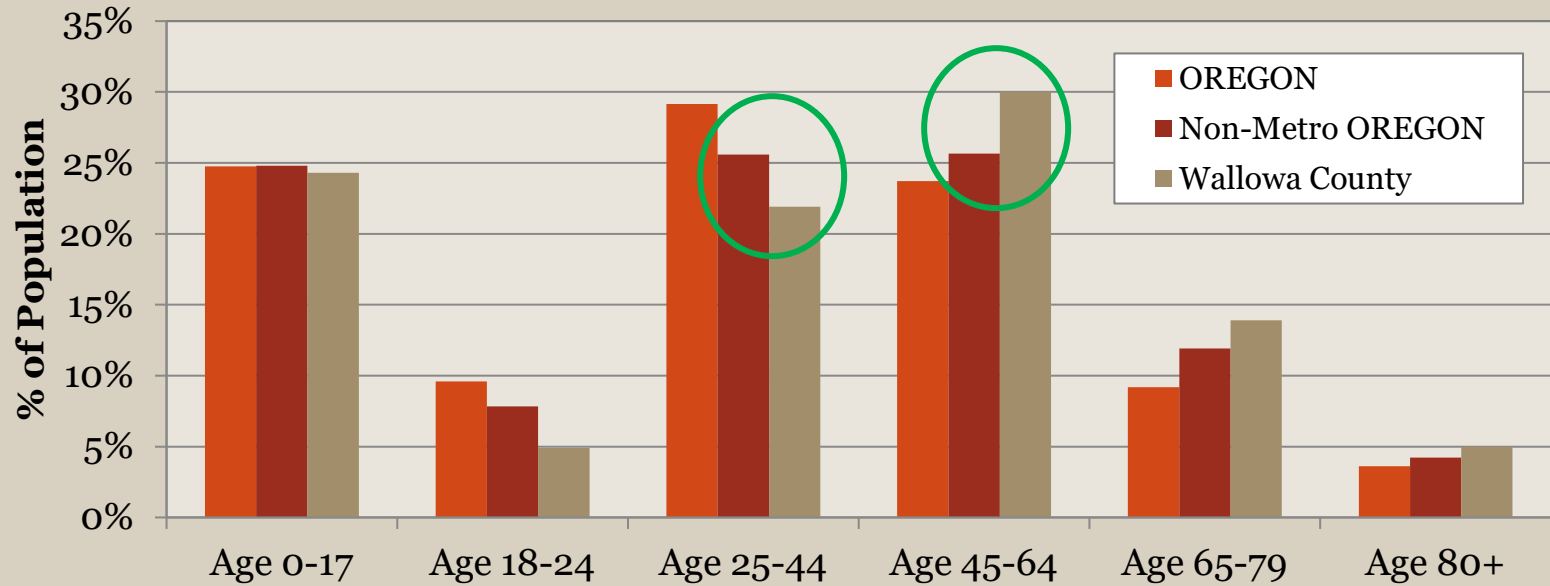


## *Goal 1.1*

Wallowa County is rich in year-round residents, with a foundation of young people and families. Our quality of life attracts families, young people, and newcomers with similar values.

# Social: Goal 1.1

**Population by Age, 2000 –  
Oregon, Non-metropolitan Oregon, and Wallowa County**  
*Source: U.S. Census Bureau*

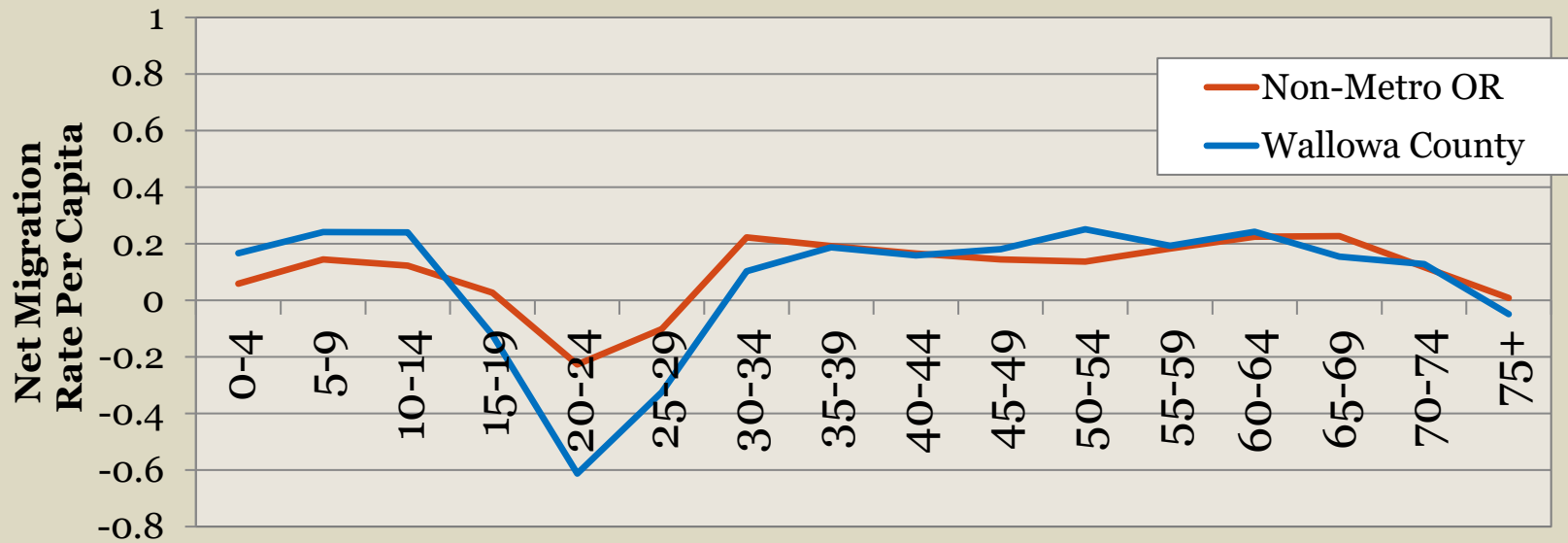


1. Population by Age: The percentage of population age 25-44 in Wallowa County was lower than desired and the percentage of population age 45-64 in Wallowa County was higher than desired by residents

# Social: Goal 1.1

## Age-Specific Net Migration Rates, 1990 - 2000 Wallowa County, OR and Non-metropolitan Oregon

Source: U.S. Census Bureau; National Center for Health Statistics; Voss, McNiven, Hammer, Johnson, and Fuguitt, 2004



- Migration by Age: The net migration rates of Wallowa County residents were higher than desired for some age groups.

# Social



## *Goal 1.2*

We intentionally care for and nurture one another.



# Social: *Goal 1.2*

## 3. Health Care Satisfaction:

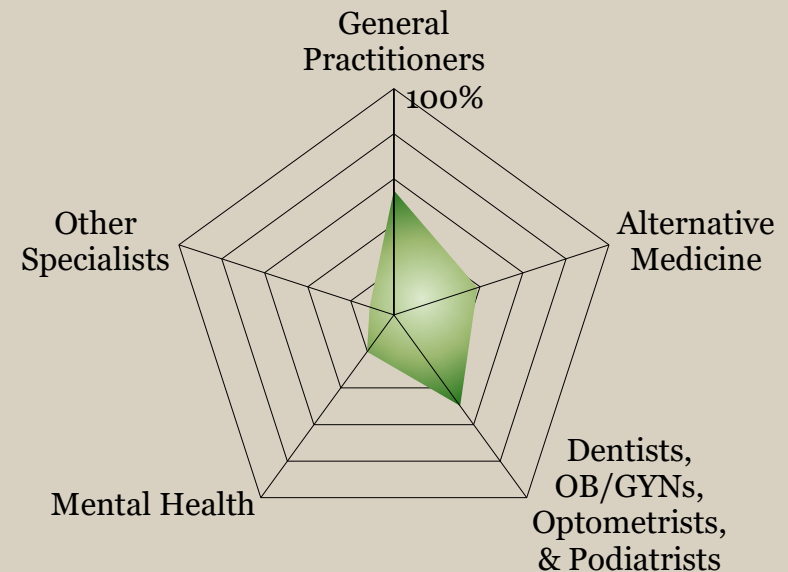
Quality – In 2009, the majority of residents (86%) were satisfied with the quality of care in the county

Options – In 2009, too many residents delayed care due to lack of options (16%) and felt there were too few provider options

Access – In 2009, the majority of residents were satisfied with the distance they traveled, did not travel far, and did not travel outside the county for care

### **% of Wallowa County adults satisfied with the number of health care providers in Wallowa County**

Source: 2009 Vital Wallowa Indicator Project Survey



# Social: *Goal 1.2*



4. Health Care Affordability: In 2006, a greater proportion of Wallowa County residents did not have health insurance than the proportion in Oregon. More than a quarter of residents delayed care in 2008-2009 because of cost.

# Social



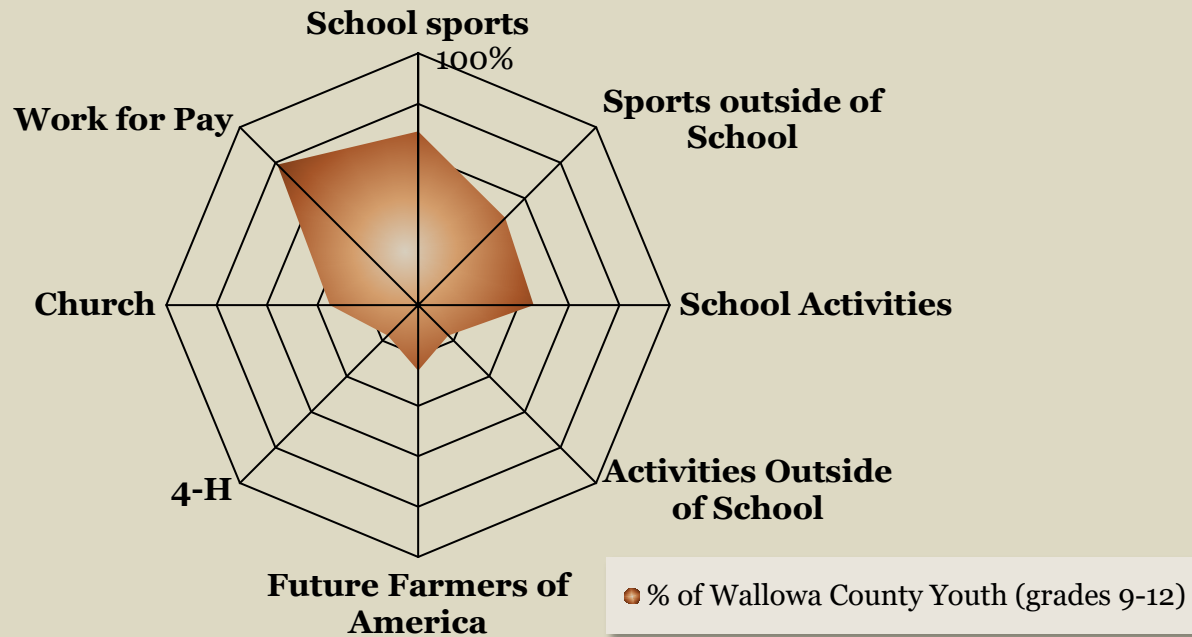
## *Goal 1.3*

We focus on our children, finding ways to connect youth with new opportunities in the community and to have a positive community experience. We support our population of young people and families.

# Social: Goal 1.3

## Wallowa County Youth Participation in Activities, 2007

Source: Looking Toward the Future: Examining Aspirations among Rural Youth (Shamah, 2007)



5. Youth Engagement: In 2007, Wallowa County was on target with respect to the proportion of youth who participate in activities outside of school hours. Youth tend to be concentrated in two activities, namely working for pay and school sports.
6. Childcare Utilization: In 2009, preliminary results indicate that the most common form of care of youth under 14 was parental or unsupervised care.

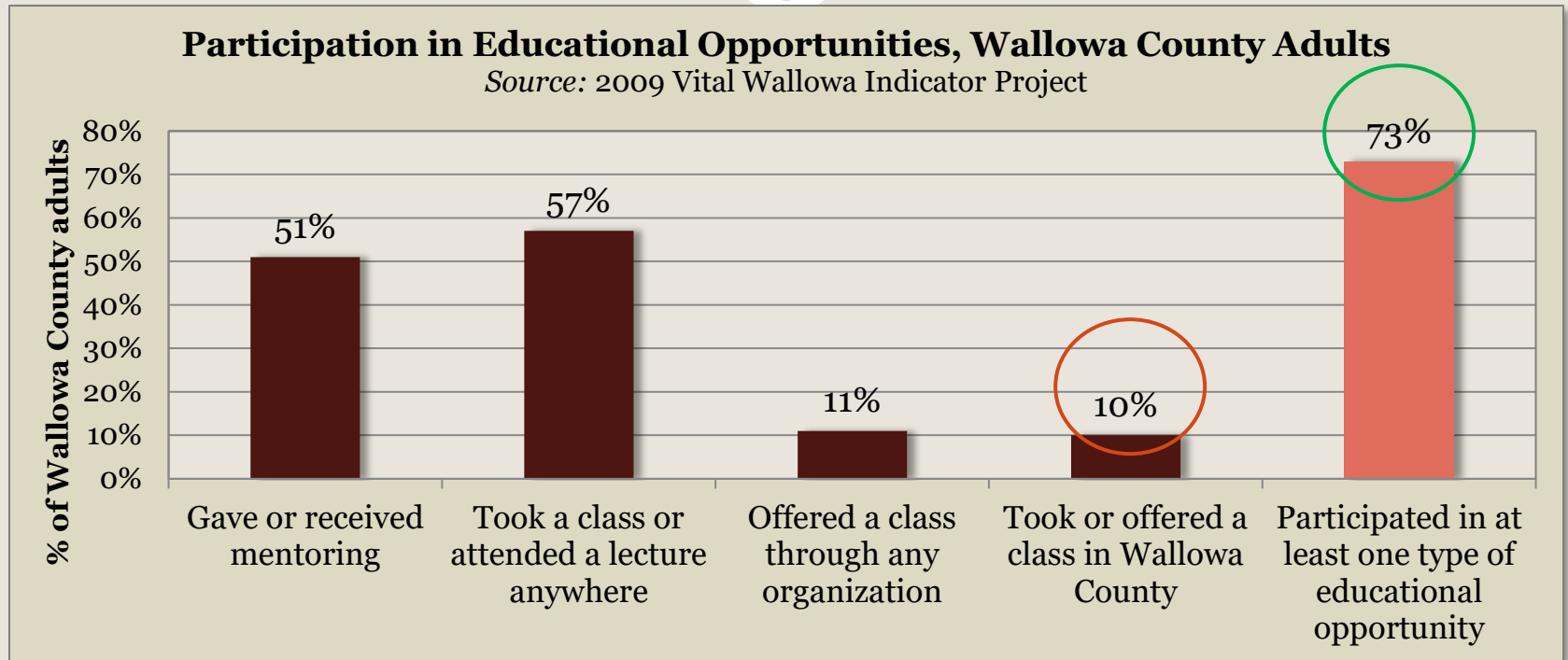
# Social



## *Goal 1.4*

Educational and recreational opportunities are cultivated, and our culture of lifelong learning encourages sharing of our experiences

# Social: Goal 1.4



7. Lifelong Learning: In 2008-2009, while the proportion of adult residents who participated in some form of lifelong learning was above target (70%), the proportion of adult residents who participated in lifelong learning opportunities within the county was below goal.

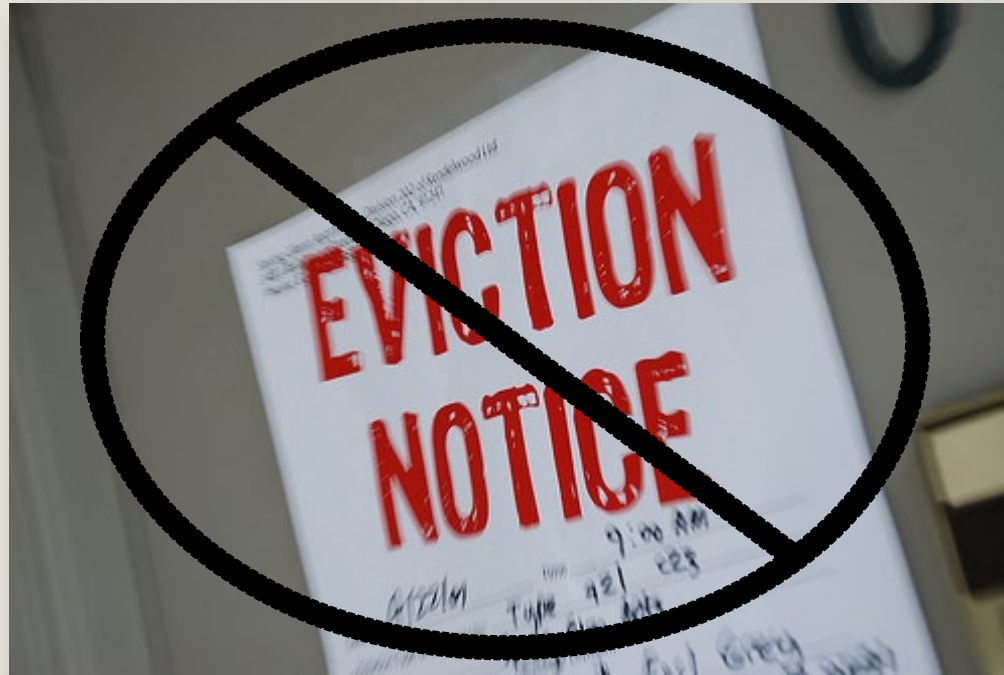
# Social



## *Goal 1.5*

Our community is rich in year-round residents of young people and families who do not endure extreme economic disparity and who can carry the heritage of agriculture and ranching forward in the next generation.

# Social: *Goal 1.5*



9. Workforce Housing: In 2000, the majority (65%) of Wallowa County renters who earned less than the county median income spent more than 30% of their income on housing.



# Social: *Goal 1.5*



- 10. Farm & Ranch Ownership:** In 2009, 56% of private farm, ranch, or forest landowners lived in Wallowa County, while 44% lived elsewhere.

# Social: *Goal 1.5*



## 11. Seasonal Homeownership

% of housing units vacant for seasonal use

**Wallowa County** **13%**

ZIP code 97828 11%

ZIP code 97842 31%

ZIP code 97846 16%

ZIP code 97857 8%

ZIP code 97885 4%

East County:

Joseph, the east side of  
Wallowa Lake, and Imnaha 15%

West County:

Wallowa, Lostine, and Troy 11%

Central County:

Enterprise and the west side  
of Wallowa Lake 12%

# Economy



## *Goal 2.1*

Wallowa County provides stable and living wage jobs

# Economy: *Goal 2.1*



2007 Cost of living (Basic Family Budget) for Wallowa County families of various compositions:		2007 Average Wallowa County Earnings:	Ratio of Average Earnings to Cost of Living (single wage- earner)
<b>1 parent with 1 child</b>	<b>\$25,236</b>	\$25,523	<b>1.01</b>
1 parent with 3 children	\$41,556		.61
<b>2 parents with 1 child</b>	<b>\$34,368</b>		<b>.74</b>
2 parents with 3 children	\$47,004		.54

12. Living Wage Jobs: In 2007, it was only possible for single-wage earner families of one parent and one child to support themselves with the average job in Wallowa County.

# Economy



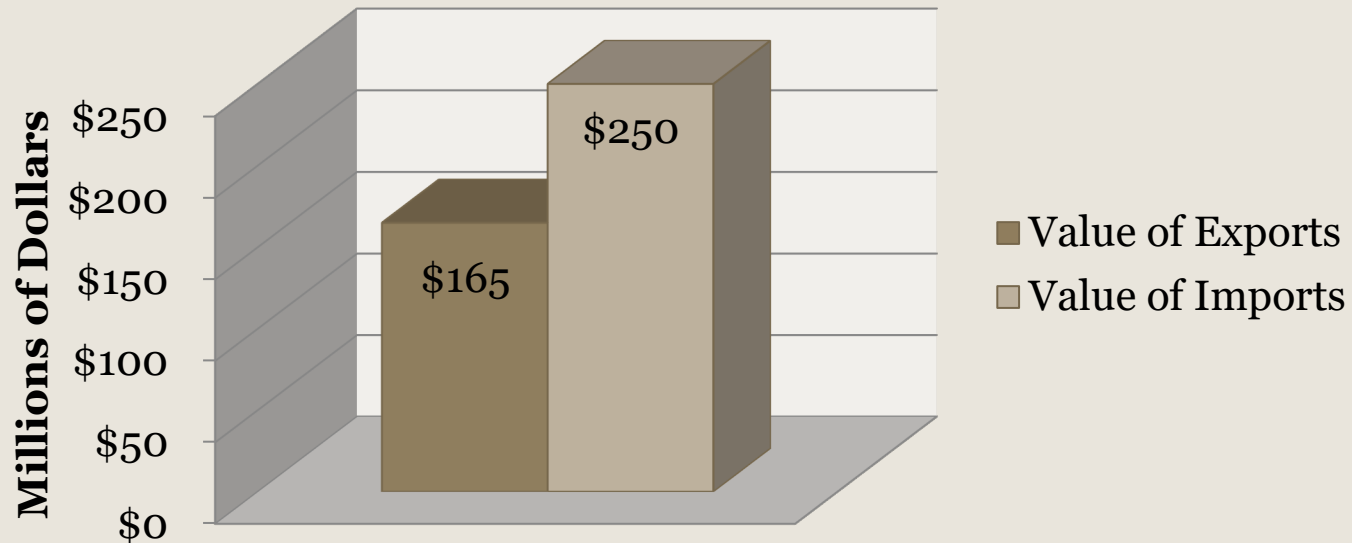
## *Goal 2.2*

We capture the value of local businesses and high quality agriculture through new products and niche markets serving residents, visitors, and customers outside the area.

# Economy: *Goal 2.2*

## 2007 Values of Exports from & Imports into Wallowa County

Source: Minnesota IMPLAN Group, Inc., Sorte (2009)



14. Balance of Trade: In 2007, the value of exports was 66% the value of imports.

# Economy



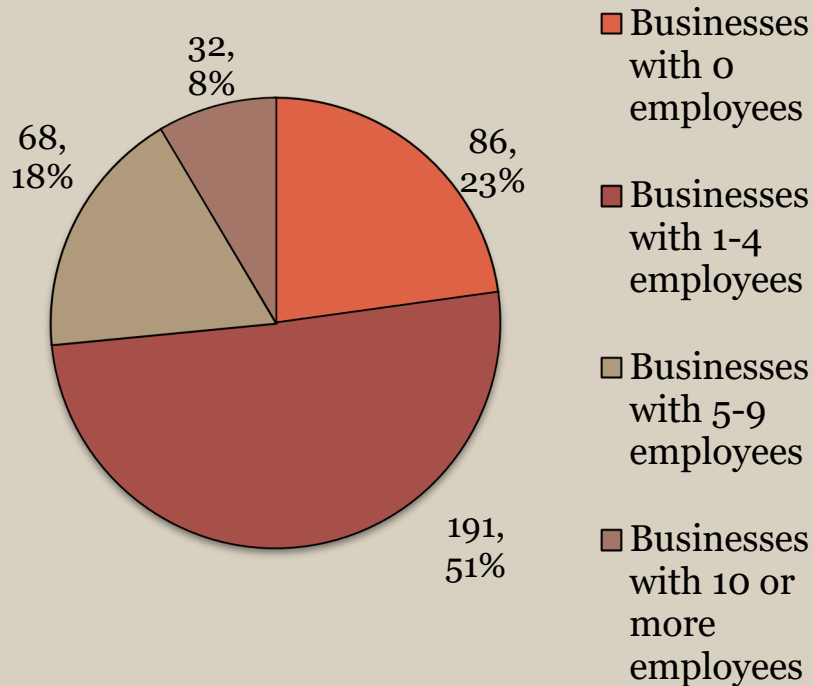
## *Goal 2.3*

In addition to carrying agriculture and ranching forward into the next generation, Wallowa County cultivates a balance of compatible locally-owned small businesses, which add to our diverse and innovative economy.

# Economy: Goal 2.3

## Businesses by Employee Size, Wallowa County, OR 1st Quarter 2009

Source: OR Employment Department



- Small & Large Business Health: Between 2008 and 2009, the growth rate of small businesses was +6% and for large businesses was -16%.
- Employers by Size: In 2009, Wallowa County was below target for the number of firms in each employee size class, but on target with respect to the percentage of businesses in the county of each size class.

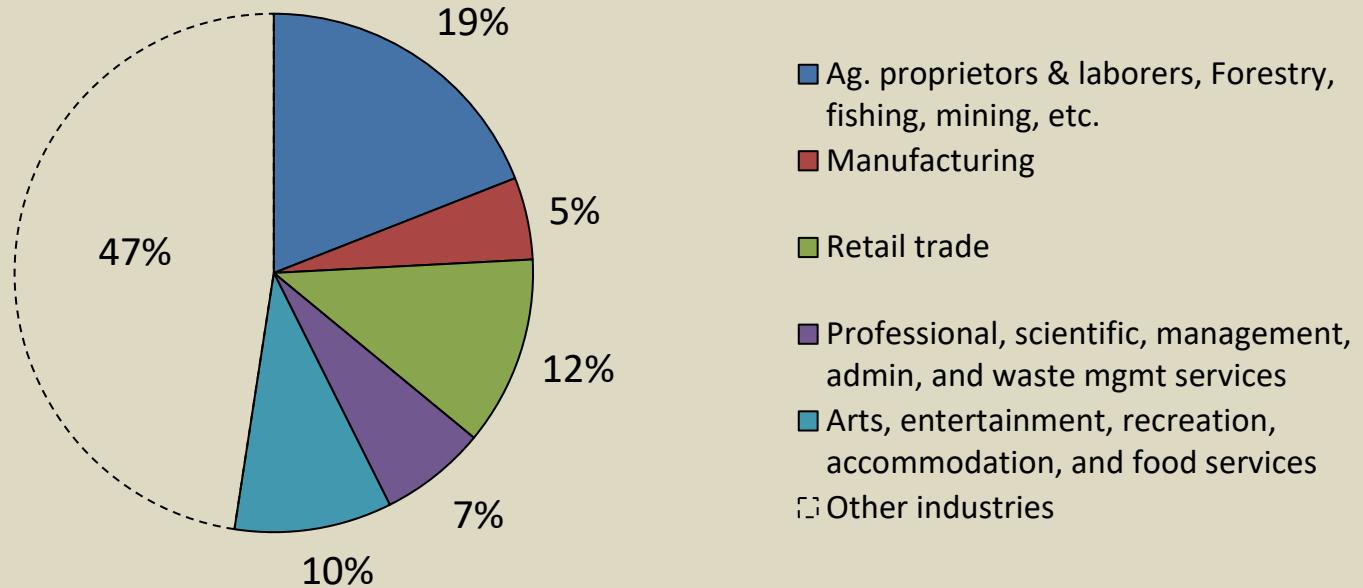


# Economy: *Goal 2.3*



**Percentage of Jobs by Industry, Wallowa County, OR 2007**

Source: U.S. Bureau of Economic Analysis



17. Employment in Industries Targeted by Economic Development Strategy: In 2007, the five targeted industries were responsible for about 53% of all jobs in the county.

# Environment



## *Goal 3.1*

High-speed telecommunication and transportation infrastructure helps us export our products and services as well as attracts families and young people

More data needed

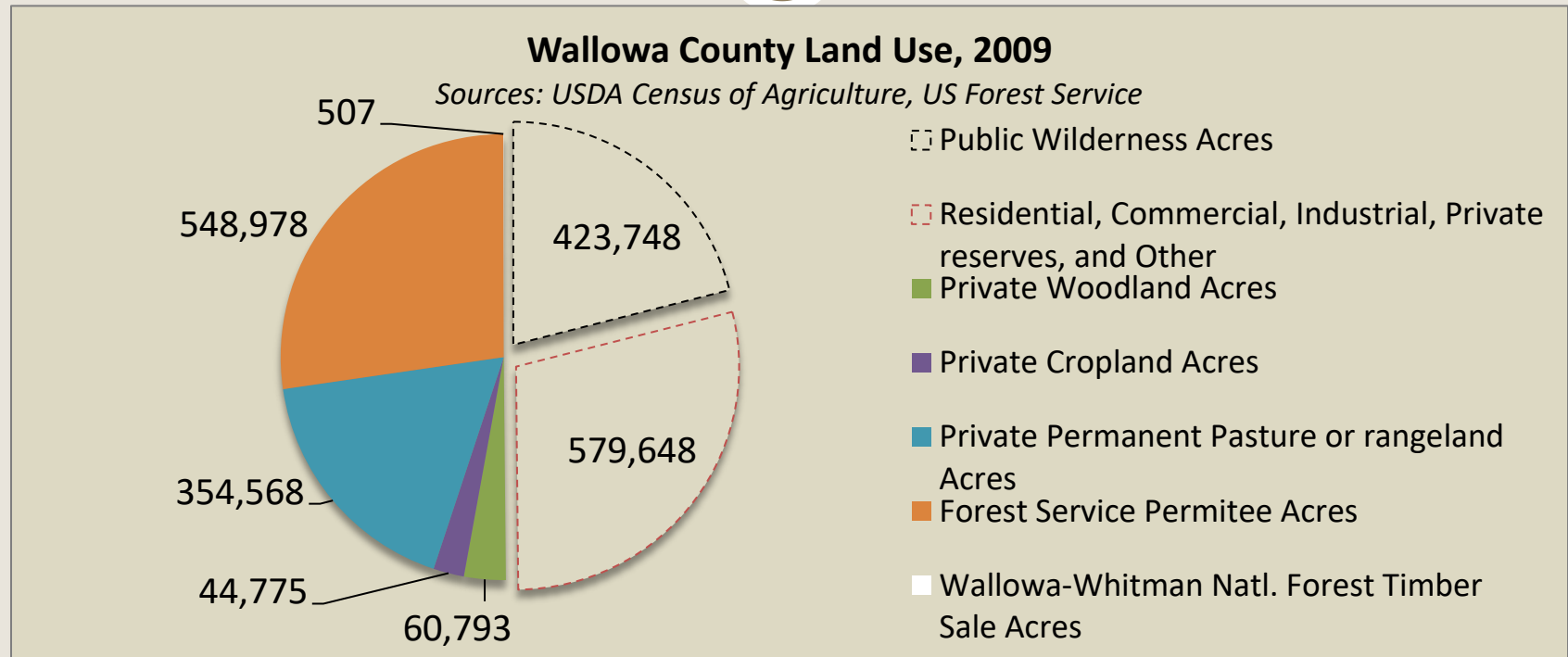
# Environment



## *Goal 3.2*

Wallowa County is home to wide-open spaces, intact ranchlands, and a healthy environment

# Environment: Goal 3.2

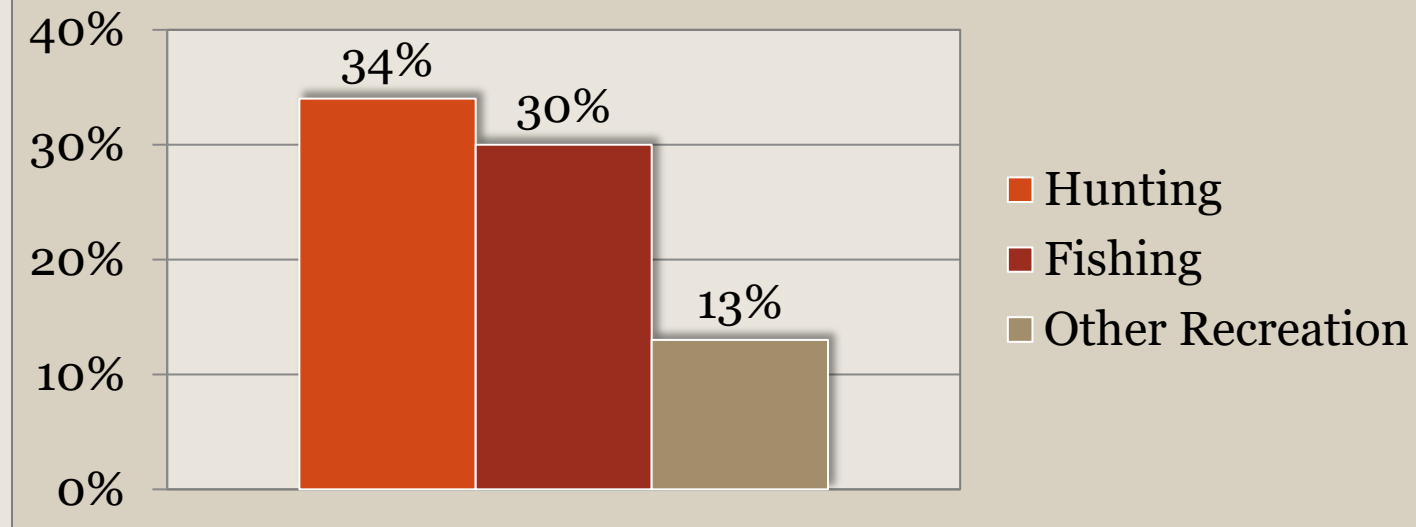


19. Working Landscapes: In 2009, 50% of Wallowa County land was actively managed for grazing, timber, and farming.

# Environment: *Goal 3.2*

## Percentage of Private Wallowa County Landowners who allow the public access to their land for hunting, fishing, or other recreation, 2009

Source: 2009 Vital Wallowa Indicator Project Survey



20. Land Access for Hunting, Fishing, & Recreation: In 2009, adequate amounts of public land (423,000 acres) and private landowners allow public access for these activities.

# Environment: *Goal 3.2*



**Scotch Thistle**

Image courtesy of Eric Coombs, Oregon Dept. of Agriculture

21. Water Quality: In 2004-2006, 522 miles of stream reaches in Wallowa County were “water quality limited.”
22. Noxious Weeds: In 2009, the number of acres treated met current year goals, the number of acres formally inventoried met annual goal levels, and only the number of acres under active restoration was slightly below target.

# Community Capacity



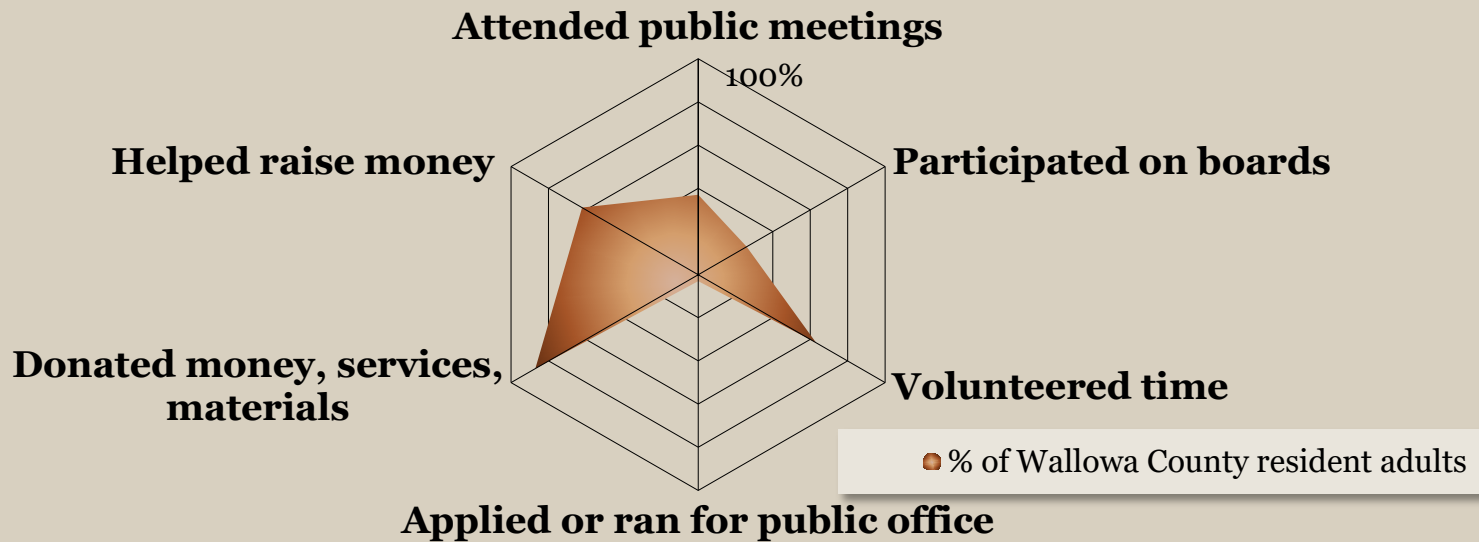
## *Goal 4.1*

Our small towns, local businesses, and active volunteers collaborate to create a shared future for the county

# Society & Culture: Goal 4.2

## Civic Participation of Wallowa County Adults

Source: 2009 Vital Wallowa Indicator Project Survey



23. Civic Participation: Between 2008 and 2009, 79% of Wallowa County adults participated in 2 or more civic activities in the county. **Some groups were not equitably represented, however.**
24. County Government Revenues: In 2008-2009, 35% of revenues came from fees, taxes, and grants and spending was at about \$2,000 per capita



# Community Capacity



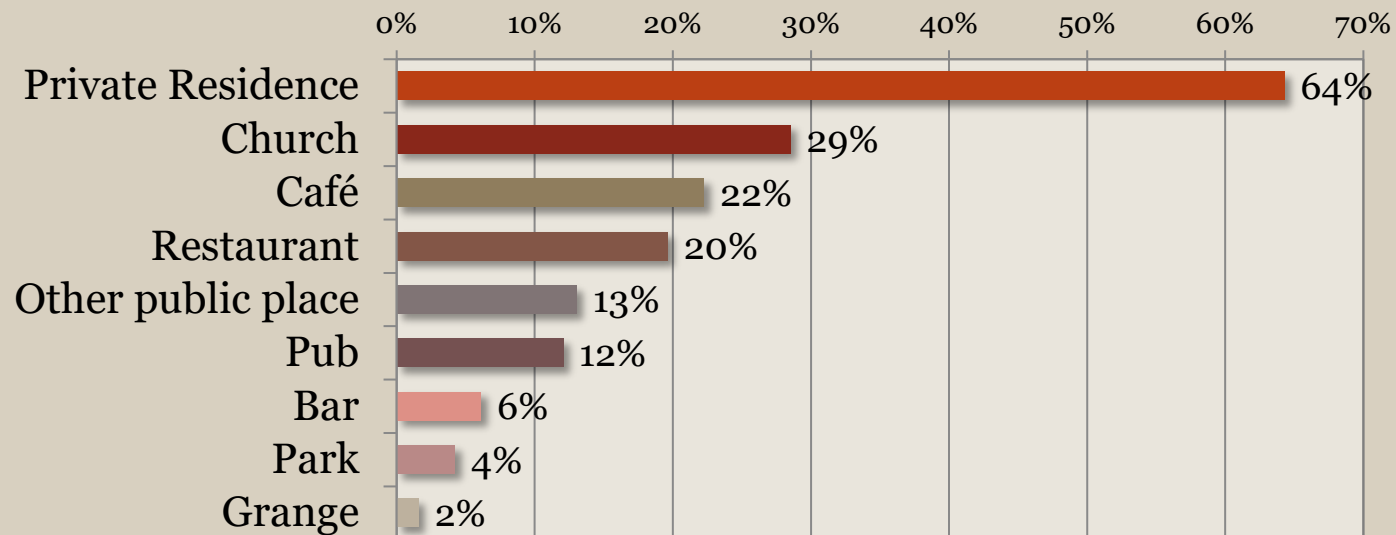
## *Goal 4.2*

We intentionally nurture and connect year-round residents, including young people and families, through community events and community spaces, in order to foster a cohesive and collaborative community environment

# Society & Culture: *Goal 4.2*

## The Places Wallowa County Residents Often or Always Got Together with Friends or Neighbors in 2009

Source: 2009 Vital Wallowa Indicator Project



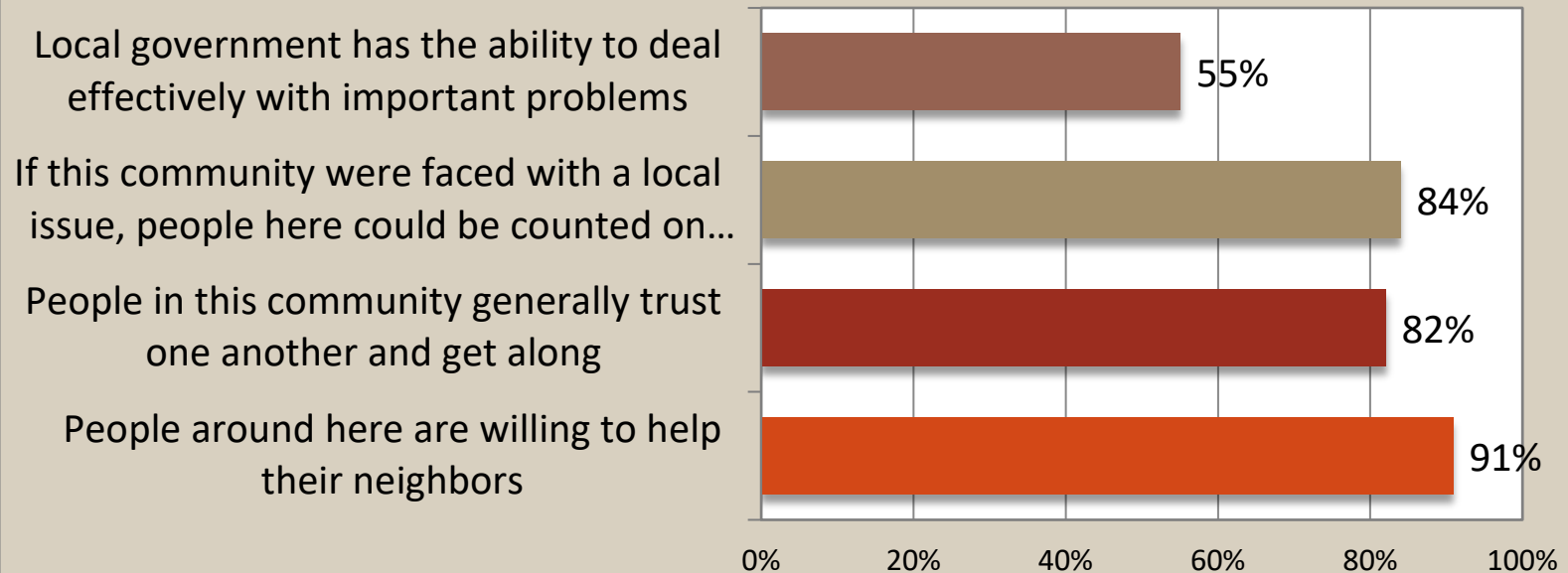
25. Community Gatherings & Spaces: In 2009, there were abundant spaces in the community to meet, though many residents preferred to get together with each other at private residences.

# Society & Culture: *Goal 4.2*



## Community Capacity & Trust in Wallowa County, 2009 (% of Wallowa County adults who agree that...)

Source: 2009 Vital Wallowa Indicator Project Survey



26. Community Capacity: In 2009, Wallowa County residents felt that they worked together well as a community.

# 2009 Community Vitality Assessment Findings



## Areas of Strength ( $\geq 1/2$ )

Environment: 6/8

Community Capacity: 7/9

Economy: 4/7

## Areas of Weakness ( $< 1/2$ )

Social: 6/17

According to the 2009 assessment, Wallowa County is roughly 56% vital, and in three areas out of four, more than half of the indicators met or exceeded targets.

# Discussion



- Is this assessment consistent with your perceptions of the strengths and weaknesses of the county?
- What has helped the county realize its positive outcomes?
- What strategies could be adopted to start improving in particular areas?

# For more information...



- Indicator Report Summary
- Full Indicator Report  
contact Nils Christoffersen: [nils@wallowaresources.org](mailto:nils@wallowaresources.org)  
or Lena Etuk: [lana.etuk@oregonstate.edu](mailto:lana.etuk@oregonstate.edu)
- Oregon Rural Communities Explorer:  
[www.oregonexplorer.info/rural](http://www.oregonexplorer.info/rural)
  - In the Community Vitality section

*Thank You!*