

Engaging Stakeholders to Build the Washington Vitals

Featuring: Erika Borg, AWB Institute

November 15, 2023

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THE FUTURE**



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A Data to Policy Network

States for the Future is a **learning community** bringing state policy professionals together around **data**, **research**, and **action**.

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Today's Speaker: Erika Borg

Principal,
Civic Allies Consulting

Senior Advisor,
AWB Institute



The AWB Institute supports Washington employers as they build a thriving and resilient economy.

AWB Institute provides information and creates programs to bolster a world-class workforce and maximize productivity – so Washington can recover and succeed.

Key takeaways:

Engaging Stakeholders to Build the Washington Vitals - *November 15, 2023*

- **Partnerships:** Creating the Washington Vitals required skills from a range of partners - business and community leaders, researchers, designers, and communications professionals. AWB Institute's partnership with the Institute for Public Policy & Economic Analysis at Eastern Washington University brought analytic and research capacity to the project.
- **Relevance:** Anchor to existing initiatives and stay responsive to what's happening in your state when selecting indicators or designing functionality. The Washington Vitals team shifted their framework, how they framed data, and how frequently they updated data to align with, statewide focal points like COVID-19 recovery and a governor's manufacturing initiative.
- **Using the data:** Meeting people where they're at, the tool provides multiple ways to interact with the data, including, mobile, data downloads, widgets for other organizations to leverage the data on their site, webinars, social media toolkits, futurecasting, etc. This has helped drive adoption and position the tool as a go to for a wide-range of users.
- **Engagement:** The Washington Vitals rely on an Economic Advisory Council to continuously provide feedback and guidance on the tool, community roundtables to explore analysis and conversations around the data, and analytics to understand which indicators and features are being used the most. These ongoing feedback loops have made the Washington Vitals a trusted data source throughout Washington.
- **Maintaining the data:** Build rigorous processes to ensure that data are updated, checked, and continuously analyzed for new insights - this ensures the data are truly value add and not clutter.

“Let’s build a thriving, resilient and connected economy that includes every community in our state.”

Washington = the Making™

- *The Washington legacy – creativity, persistence, courage*
- *Building Washington's economy through a new vision*

What if Washington had a long-term economic vision for shared prosperity, a plan to get there and a way to measure progress in every county?

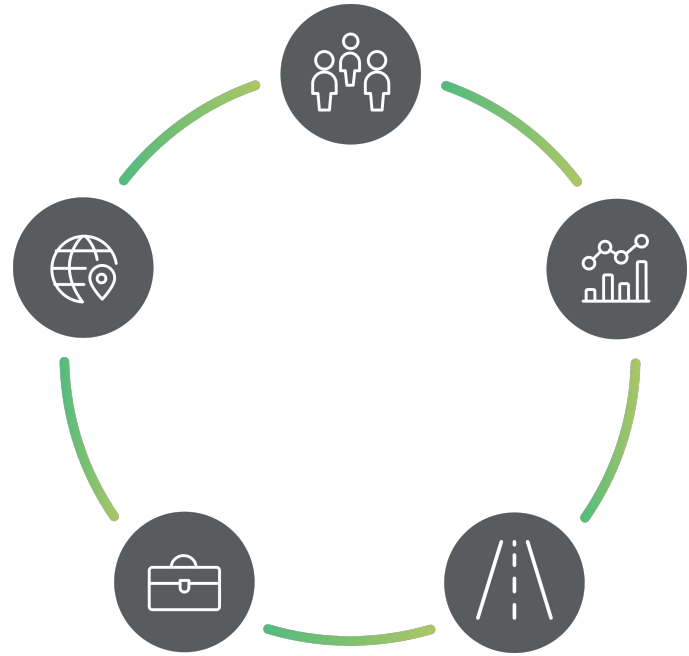
AWBI's **Washington in the Making** is a framework designed to accelerate economic recovery in every community across Washington including tools to assist employers, policy makers and community leaders who are working to build a sustainable, diverse and connected economy.

Planning Process

- 2018 and 2019
- Realization that there was no state-wide economic vision for the state and that our elected officials did not have the ability to hold a vision beyond election cycles
- We wanted to change the conversation – to focus on data at a level easily embraced by local business owners and the general public
- Decision Making Process for Red/Green Neutral
- Leveraged PNNL Super Computer and 5,000+ Economic Plans
- Put in place the right partners: Site Crafting, DH, EWU

The Five Key Pillars

- *Talent & Prepared Workforce*
- *Business Environment*
- *Infrastructure & Connectivity*
- *Entrepreneurship & Innovation*
- *Quality of Place & Community*



Decision Making Process for Vitals

- Long-Term Availability of Data
- Transparency
- Availability in Every County
- Aligned to Pillars
- Recognizing both infinite desire for customized data and trying to pick the right markers
- Convening of AWB Institute Board and Leaders



Some College or AA

20.3% ↓

Have Attended Some College

[VIEW DETAIL →](#)

Current Available Data Through December 2021

Vitals Updated December 2022



Bachelor's or Above

27.1% ↑

Have a Bachelor's degree

[VIEW DETAIL →](#)

Current Available Data Through December 2021

Vitals Updated April 2022



Residual Net Migration

0.9% ↓

[VIEW DETAIL →](#)

Current Available Data Through December 2022

Vitals Updated June 2023



Median Home Resale Price

\$727K ↑

[VIEW DETAIL →](#)

Current Available Data Through March 2023

Vitals Updated June 2023



Housing Affordability Index

62.2 ↓

[VIEW DETAIL →](#)

Current Available Data Through March 2023

Vitals Updated June 2023



Residential Building Permits

1.1 ↓

Per 1,000 Residents

[VIEW DETAIL →](#)

Current Available Data Through March 2023

Vitals Updated June 2023



Taxable Quarterly Retail Sales

7.6% ↑

From Previous Year

[VIEW DETAIL →](#)

Current Available Data Through June 2022

Vitals Updated August 2022



High School Graduation

86.8% ↑

Five-Year Graduation Rate

[VIEW DETAIL →](#)

Current Available Data Through June 2022

Vitals Updated February 2023



Smarter Balanced: 4th Grade Math

44.6%

Meeting 4th-Grade Standards

[VIEW DETAIL →](#)

Current Available Data Through June 2022

Vitals Updated September 2022



Smarter Balanced: 10th Grade Math

37.1%

Meeting 10th-Grade Standards

[VIEW DETAIL →](#)

Current Available Data Through June 2022

Vitals Updated September 2022



Smarter Balanced: 4th Grade Language Arts

55%

Meeting 4th-Grade Standards

[VIEW DETAIL →](#)

Current Available Data Through June 2022

Vitals Updated September 2022



Smarter Balanced: 10th Grade Language Arts

66.6%

Meeting 10th-Grade Standards

[VIEW DETAIL →](#)

Current Available Data Through June 2021

Vitals Updated September 2022



Poverty Rate

8.3% ↓

[VIEW DETAIL →](#)

Current Available Data Through December 2021

Vitals Updated December 2022



Households Without Internet

4.9%

Households Without Internet

[VIEW DETAIL →](#)

Current Available Data Through December 2021

Vitals Updated December 2022



Broadband Access

89.2%

Households With Broadband

[VIEW DETAIL →](#)

Current Available Data Through December 2021

Vitals Updated December 2022



STEM Jobs

27.7 ↓

Per 1,000 Jobs

[VIEW DETAIL →](#)

Current Available Data Through December 2021

Vitals Updated June 2022



Top 5 Employing Sectors

[VIEW DETAIL →](#)

Current Available Data Through December 2021

Vitals Updated May 2022



Road Maintenance

\$126.5 ↑
Spent Per Capita

[VIEW DETAIL →](#)

Current Available Data Through December 2020

Vitals Updated June 2022



Average Commute Time

29.4
Minutes Commuting

[VIEW DETAIL →](#)

Current Available Data Through December 2021

Vitals Updated December 2022



Ports

\$238.1 ↑
Spent Per Capita

[VIEW DETAIL →](#)

Current Available Data Through December 2020

Vitals Updated June 2022



Lane Miles

0.8 ↓
Miles Per 100 Residents

[VIEW DETAIL →](#)

Current Available Data Through December 2020

Vitals Updated May 2022



Median Age

37.2

[VIEW DETAIL →](#)

Current Available Data Through December 2021

Vitals Updated December 2022



Total Population

1.2% ↓
Annual Growth

[VIEW DETAIL →](#)

Current Available Data Through April 2022

Vitals Updated July 2022



Manufacturing Jobs

-5.4% ↓
Annual Growth

[VIEW DETAIL →](#)

Current Available Data Through December 2021

Vitals Updated June 2023

The Launch

- 2020 - Pace of Data Shifted – We Had to Be Nimble
- RoadShow
- Focused on Adoption and Resources to Support Adoption
- Addition of a "Recovery Pillar" and "Recovery Language"
- Toolkits for Social Media, Economic Recovery, Supporting Community Conversations Re: Data, Hosting Data Convenings
- Printing Capabilities
- Widget
- Automatic Emails for the Team to be Updated on Data
- Ability to Report Back and Track What Vitals are being Clicked on and How People are Getting There

ALL THE DATA IN THE WORLD IS ONLY AS GOOD AS IT IS USED

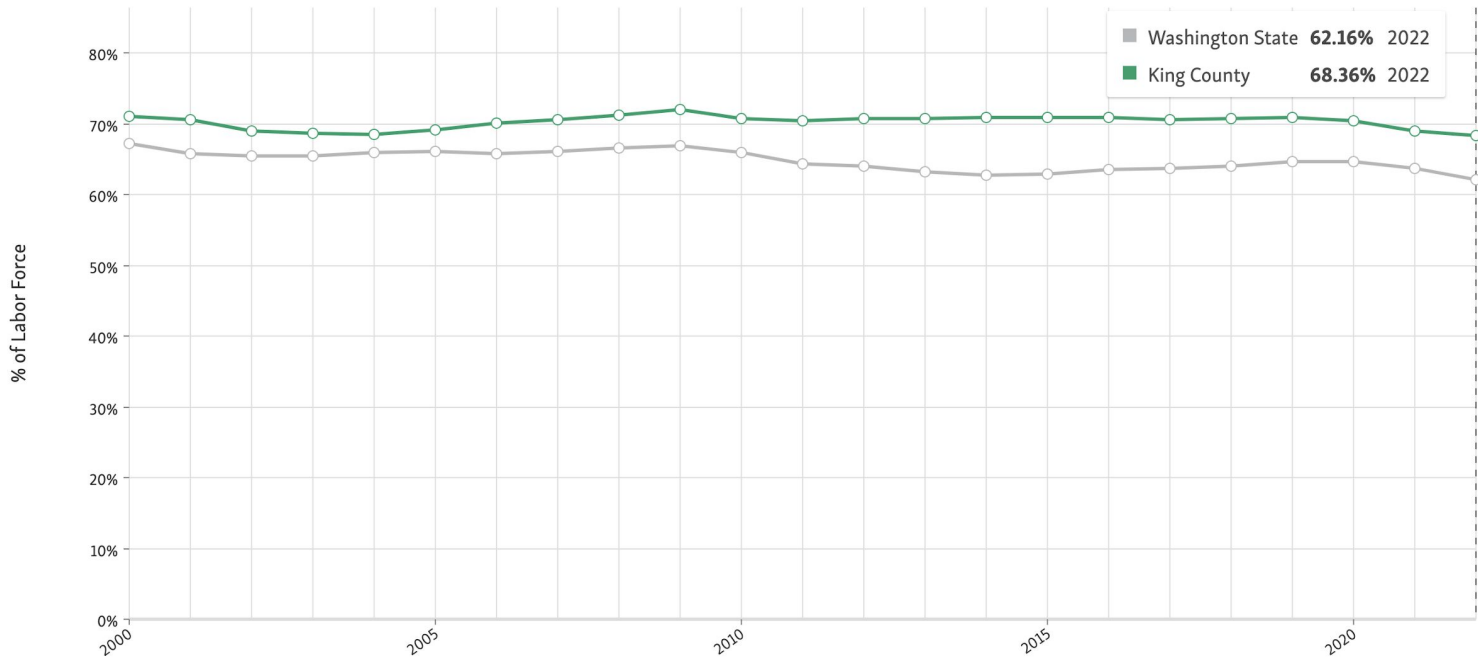
- Strategies for Adoption
- Roadshows
- Annual Webinars with State and County Elected Officials
- Printout Capability
- Launching “Widget”
- Adapting to include measures that individuals respond to and the frequency of data updates

Long Term Trends – Workforce Participation

Participation Rate King County

COMPARE TO REGION: !

Washington State

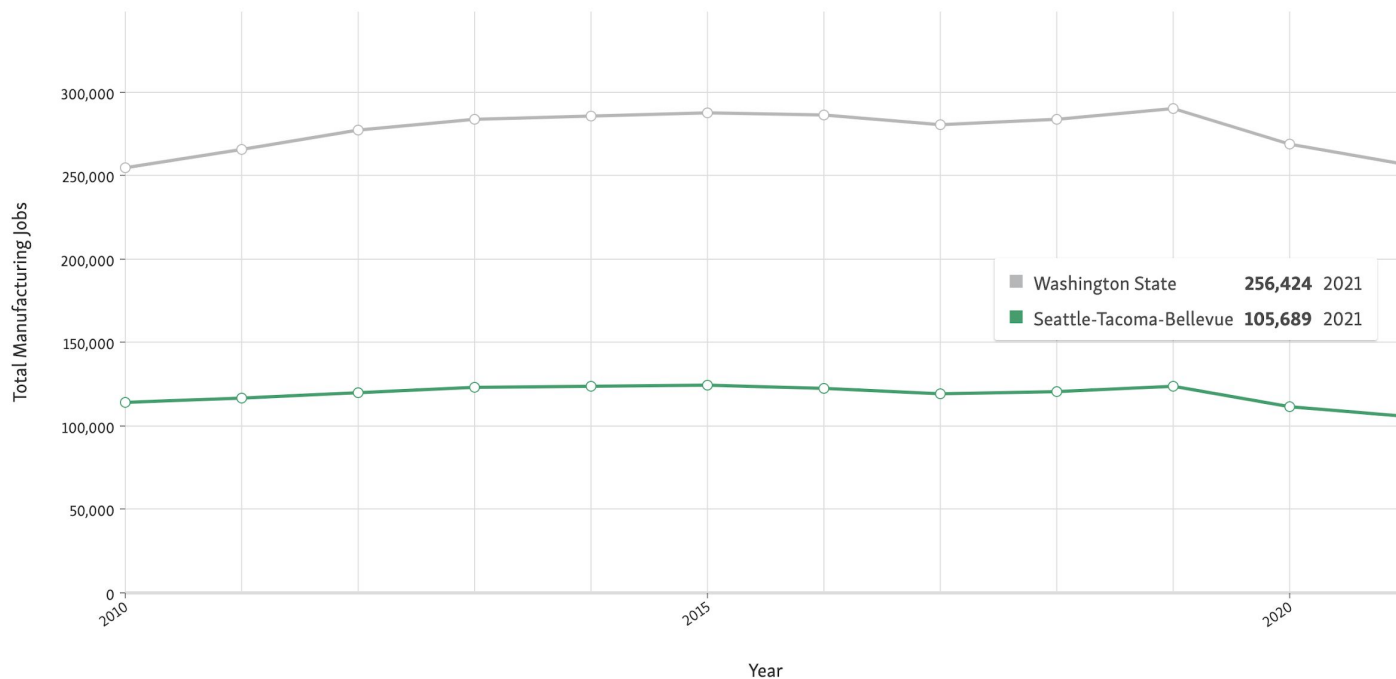


Long Term Trends – Manufacturing Jobs

Total Manufacturing Jobs **Seattle-Tacoma-Bellevue**

COMPARE TO REGION: !

Washington State



Phase 2 of Adoption

- Return to Long-Term Trends
- Address Data Gaps Left by COVID
- Removal of “Recovery Vitals”
- Addition of ”Manufacturing Vitals”
- FutureCast
- Ordering of Data and Clarifying when/how data is updated
- User ability
- Blogging

King County FutureCast

2022 Population

2,283,693

2030 Projected Population

2,474,625

Low-High Range

2,287,911 - 2,800,527

2021 Annual Average Employment

1,379,481

2030 Projected Total Employment

1,833,314

Average Annual Total Job Openings 2025 - 2030

236,101

Cumulative Job Openings 2025 - 2030

1,180,505

[More info](#)

CLOSE

Washington State FutureCast

2022 Population

7,827,874

2030 Projected Population

8,503,178

Low-High Range

7,551,759 - 9,757,009

2021 Annual Average Employment

3,347,509

2030 Projected Total Employment

4,489,495

Average Annual Total Job Openings 2025 - 2030

589,295

Cumulative Job Openings 2025 - 2030

2,946,475

[More info](#)

CLOSE



KING COUNTY FUTURECAST

Population Projections

- **2022 Population:** 2,283,693
- **2030 Projected Population:** 2,474,625
 - **Low-High Range:** 2,287,911 – 2,800,527

Employment Projections

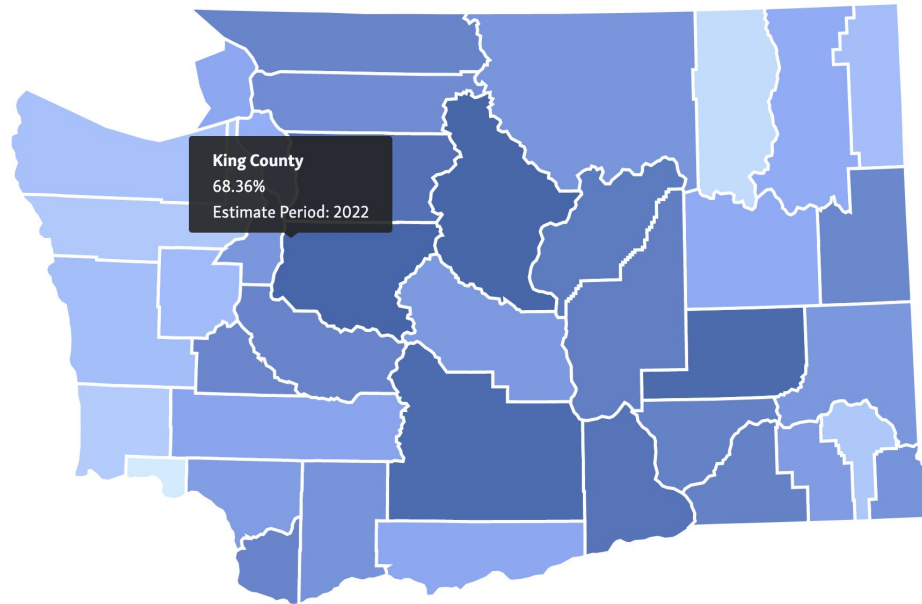
- **2021 Average Annual Employment:** 1,379,481
 - **2030 Projected Total Employment:** 1,833,314
-
- **2025 – 2030 Average Annual Total Job Openings:** 236,101
 - **2025 – 2030 Cumulative Job Openings:** 1,180,505

Where is King County Situated



Civilian Labor Force Participation Rate

Participation Rate by County



PERCENT OF LABOR FORCE

30%

75%

Who Is Adopting?

- Local Chambers of Commerce
- Smaller Counties without the Capacity for Custom
- Economic Development agencies
- Executives Exploring Expansion
- Nonprofits
- Less adoption by State Legislators

WHAT IS NEXT

- Washington 2040
 - 30+ Roundtable Discussions across the state
 - 5,000+ Survey of Washingtonians focused on finding “Shared Values”
 - Economic Vision Process
 - Launch is expected in 2024
 - Possible “Solution Summits” to follow
- Vital Focused on Childcare
- Council of Economic Advisors
- Quarterly Economic Forecast
- Capacity for Analysis of the Intersection of Vitals



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Thank you!

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