



Social and Economic Factors

History

Si View Metropolitan District (Si View MPD) was formed in 2003 and recently celebrated its 20th anniversary. Covering 27 square miles, Si View MPD includes the city of North Bend, Fire District 38, and portions of unincorporated King County. Si View MPD is the only regional recreation agency within the Snoqualmie Valley as it boasts the historic community center, indoor pool, sports fields, picnic shelters, playgrounds, mountain biking trails, and regional events.

Since Si View MPD encompasses areas outside of a singular municipality, it is imperative to examine local population and market trends to better understand *who* is living within the district and what kinds of implications they have on parks and recreation programs, services, and facilities provision.

Demographics

All demographic data was obtained from Esri in August 2024. Esri specializes in delivering the world’s most powerful mapping and spatial analytics software available.

Population

Si View MPD’s population has grown by 20% since the 2010 Census and is projected to increase by another 3% by 2029 (Figure 2). The city of North Bend accounts for approximately 47% of the district’s population. North Bend has grown by 14% since the 2020 Census.

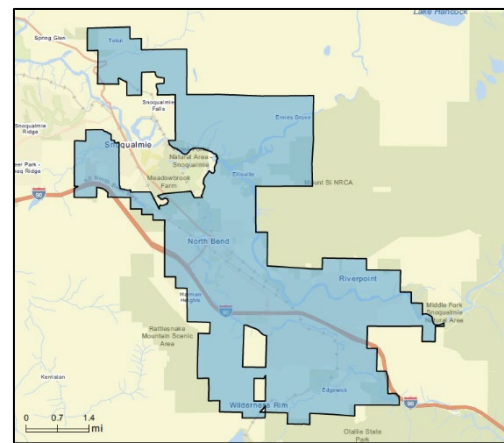


Figure 1: Si View MPD Boundaries

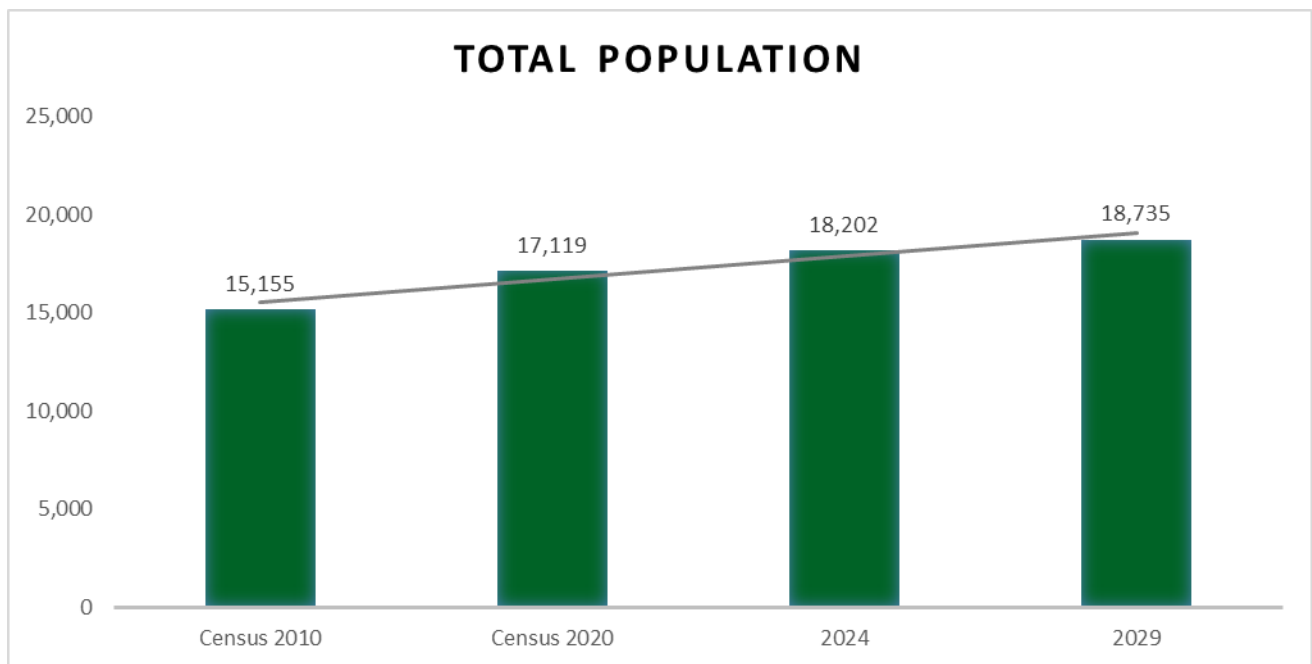


Figure 2: Si View MPD Population





Age Segmentation

Si View MPD’s median age is 42, an increase of 2 years since the 2010 Census. Looking ahead over the next five years, the district is projected to continue experiencing an aging trend with nearly 25% of the population over 60 years old (Figure 3).

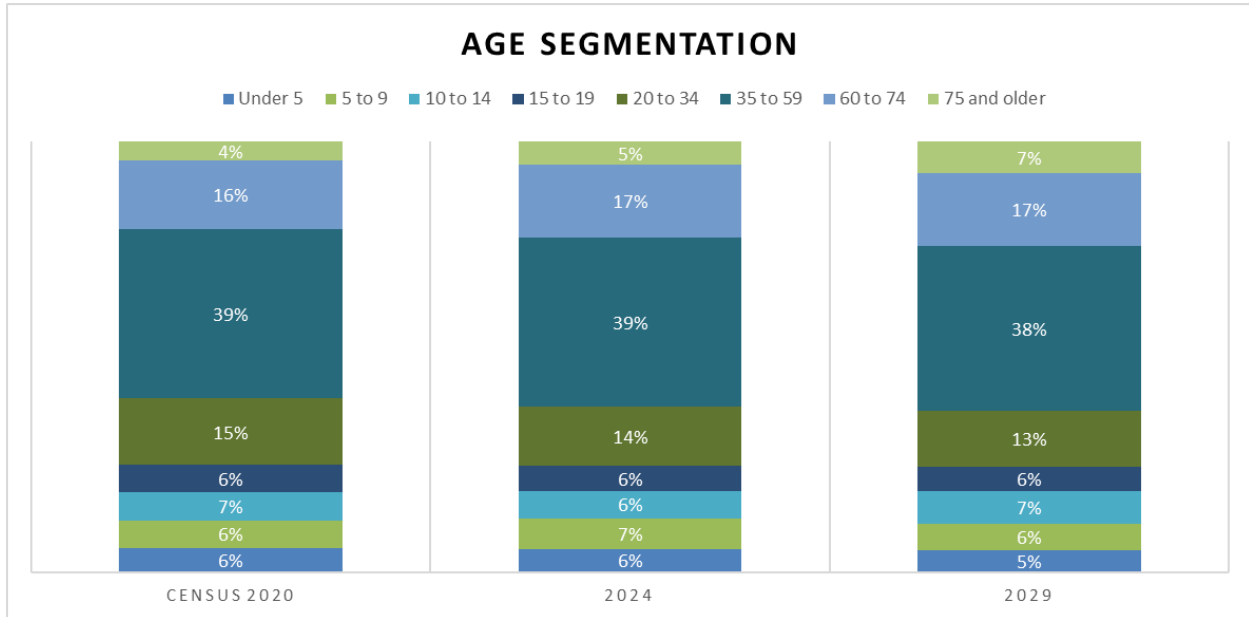


Figure 3: Age Segmentation Breakdown (2010-2029)

Race and Ethnicity

Si View MPD is diversifying and those indicating they are two or more races has grown by 7% since the Census (Figure 4). Of note, ethnicity is recorded separately from race as people who identify their origin as Hispanic, Latino, or Spanish may be of any race (Figure 5).

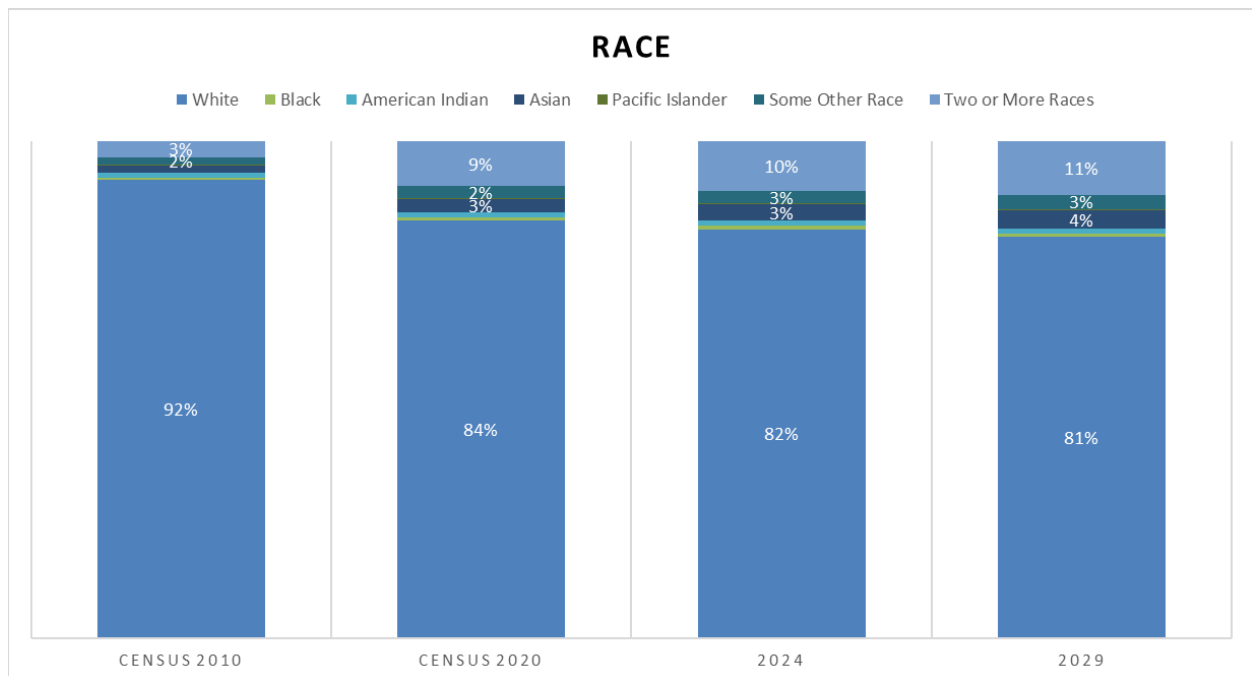


Figure 4: Race Statistics (2010-2029)



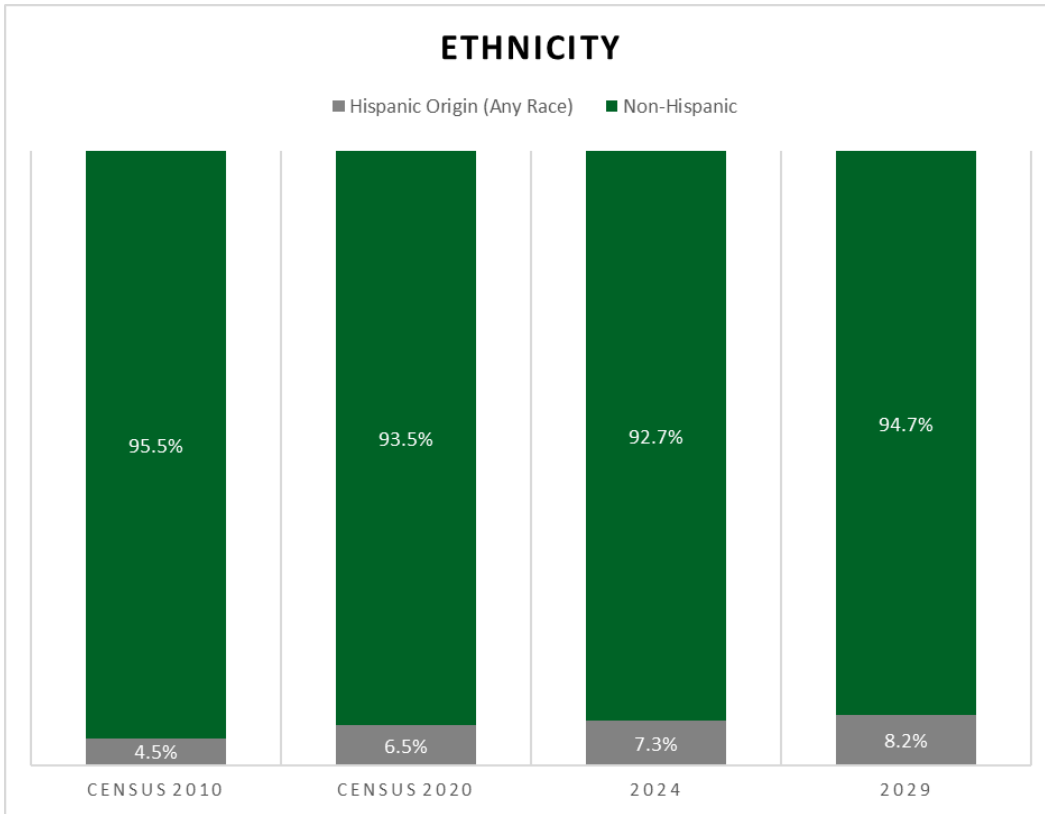


Figure 5: Ethnicity Statistics (2010-2029)

Household Characteristics

The average household size has increased since 2010, indicating the service area is becoming denser. This trend is important for Si View MPD as population density impacts parks and recreation service provision as much (if not more) than pure population growth alone.

Household Statistics				
Characteristic	Census 2010	Census 2020	2024	2029
Total Households	5,660	6,334	6,706	6,813
<i>Owner Occupied</i>	4,333	5,118	5,589	5,687
<i>Rentals</i>	1,326	1,216	1,117	1,126
Families	4,109	4,785	4,966	5,059
Avg. Household Size	2.67	2.69	2.70	2.74
Median Age	40.0	41.2	42.0	43.6

Figure 6: Household Statistics (2010-2029)





Household Income

Si View MPD’s median household income is over \$160,000, a figure well-above the median household income for the entire state of Washington (\$84,247). Additionally, the median household income is projected to increase by 20% by 2029 (Figure 7). The largest household income category in the district is households with over \$200,000 income, a group that is projected to be almost 50% of the population by 2029 (Figure 8).

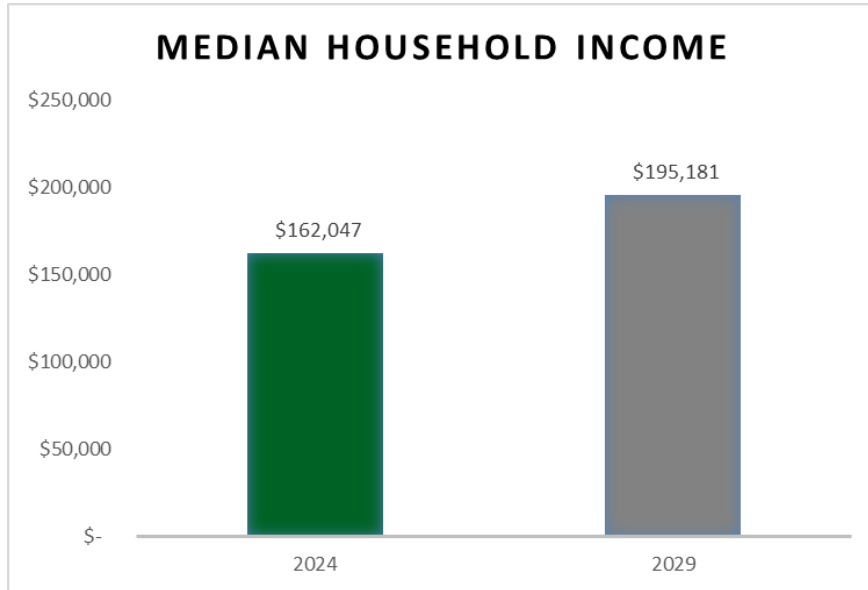


Figure 7: Median Household Income (2023-2029)

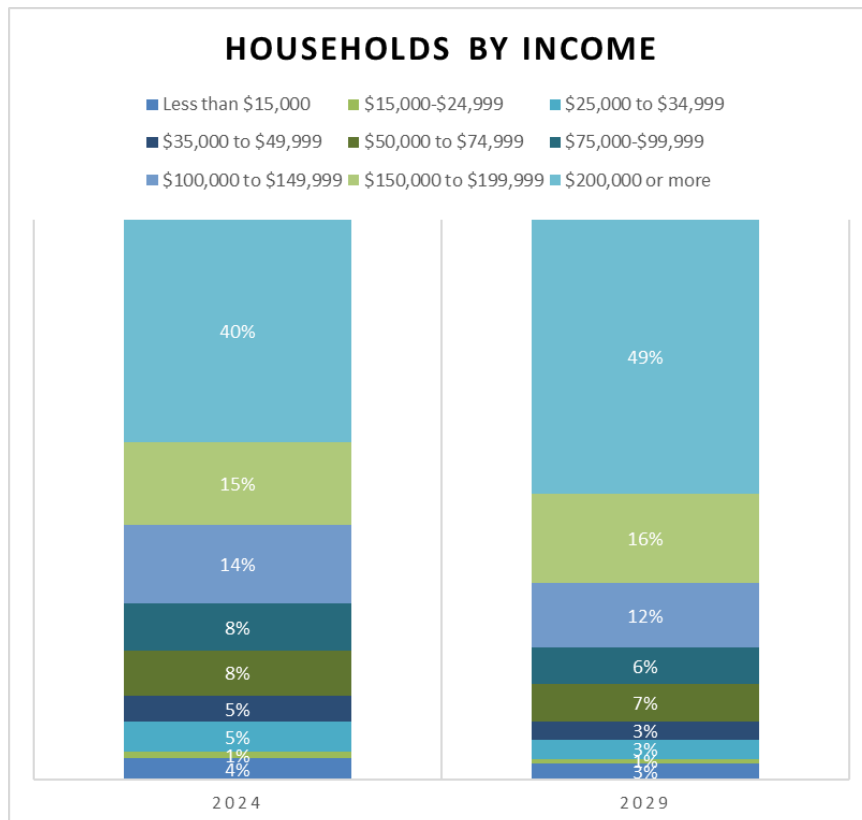


Figure 8: Household Income by Category (2023-2029)





Poverty

A grassroots movement including United Ways, corporations, nonprofits, and foundations from 23 states (and the District of Columbia) produces research that focuses on how to improve life across the country for Asset Limited, Income Constrained, Employed (ALICE) populations. ALICE represents the growing number of individuals and families who are working but are unable to afford the basic necessities of housing, childcare, food, transportation, health care, and technology.

Each ALICE Report uses standardized measurements to quantify the cost of a basic household budget in each county in each state, and to show how many households are struggling to afford it.

ALICE households earn more than the federal poverty level, but less than the basic cost of living for the county (the ALICE Threshold). To put this in perspective, King County’s poverty rate is 9%, but the ALICE population is 20%. For the Snoqualmie Valley, only 17% are considered ALICE households. This means the valley’s ALICE population is below that of the county; however, ALICE populations still exist.

Figure 9 shows King County’s ALICE households by Census County Subdivision, with the top three percentages highlighted in red on the left. The Snoqualmie Valley has the second-lowest population of ALICE households, slightly above the Issaquah Plateau. This means the county’s smallest ALICE population is concentrated in or near the district’s planning boundaries. It will be important for Si View MPD to identify ways to continue providing recreational services for ALICE populations while also serving a general population with a lot of perceived (or real) disposable income and consumptive recreational behaviors.

Census County Sub-Division	Percent of Households Below ALICE
1 Enumclaw Plateau	24%
2 Federal Way-Auburn	39%
3 Issaquah Plateau	15%
4 Seattle	32%
5 Seattle East	22%
6 Snoqualmie Valley	17%
7 Tahoma-Maple Valley	22%
8 Vashon Island	37%



Figure 9: Snoqualmie Valley ALICE Population by Census County Subdivision (left) and Map (right)

Educational Attainment

Si View MPD’s largest educational attainment category for the population 25 years and older is a bachelor’s degree, followed by those with a graduate or professional degree. Only 3% of the population does not have a high school diploma or equivalent, a statistic well-below the state average of 12.7%. These statistics indicate Si View MPD’s residents are well-educated compared to state averages.

Educational Attainment	
Level	2024
Less than 9th Grade	1%
9th - 12th Grade, No Diploma	2%
High School Graduate	15%
GED/Alternative Credential	2%
Some College, No Degree	17%
Associate Degree	10%
Bachelor's Degree	32%
Graduate/Professional Degree	21%

Figure 10: Educational Attainment Statistics (2024)





Employment

Si View MPD’s overall unemployment rate is 3.2%, slightly below the state average of 4.1% (**Figure 11**). Si View MPD’s largest employed age segment (25-54) exhibits a low unemployment rate, an encouraging statistic. Additionally, there is an obvious willingness to work in both younger and older age groups. These statistics support the idea of utilizing youth internships and training programs along with focused volunteerism and part-time work (at a minimum) for older residents.

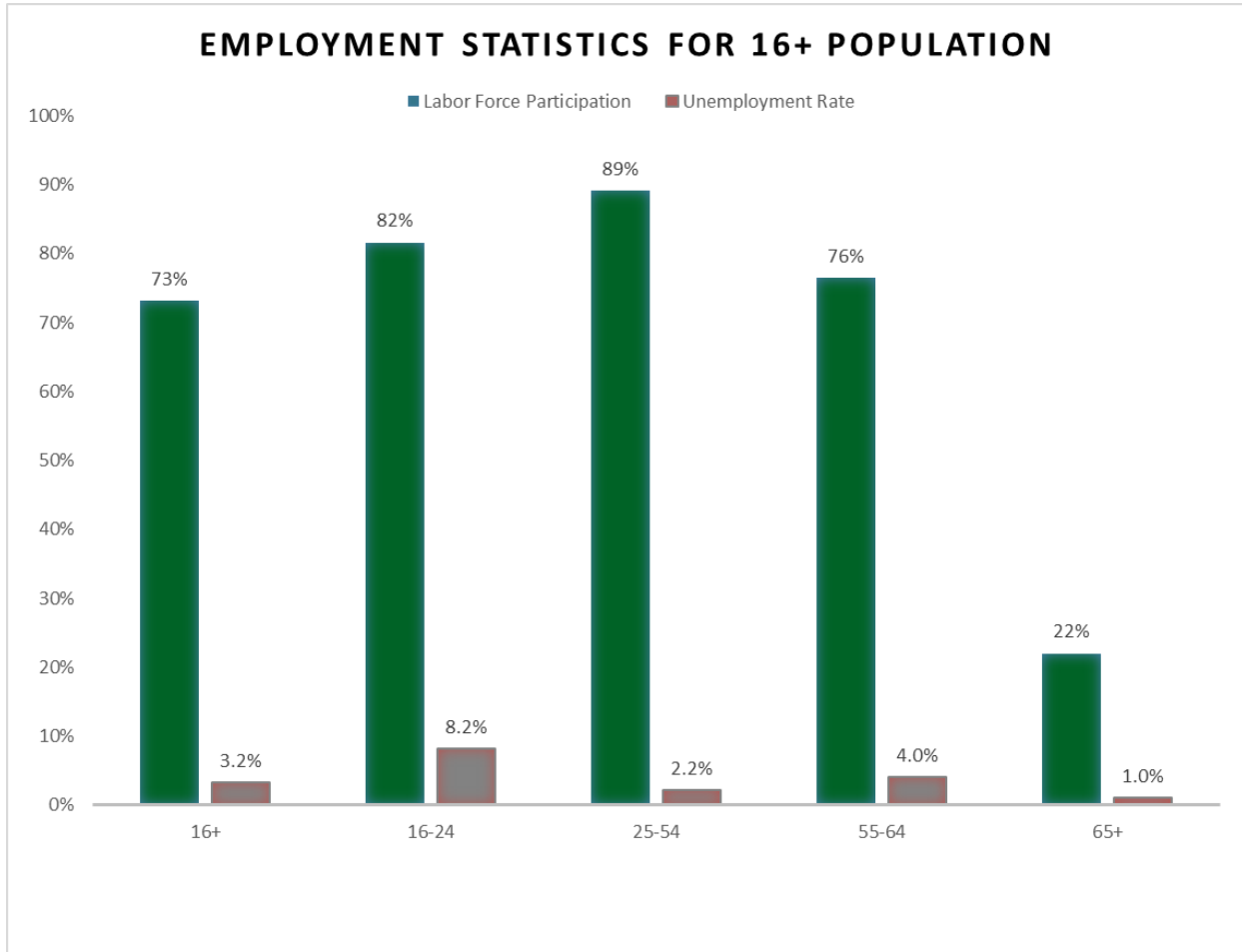


Figure 11: Employment Statistics (2024)





Industry and Occupation

Si View MPD’s top five leading industries combine to represent only 58% of all industries within the district (**Figure 12**). This statistic indicates Si View MPD’s industry composition is complex and diverse; there are not industries that dominate the local economic landscape. This can pose a challenge to Si View MPD in terms of partnership development as they will need to seek out niche opportunities with various industries to continue garnering private sector support for programs, services, and facilities.

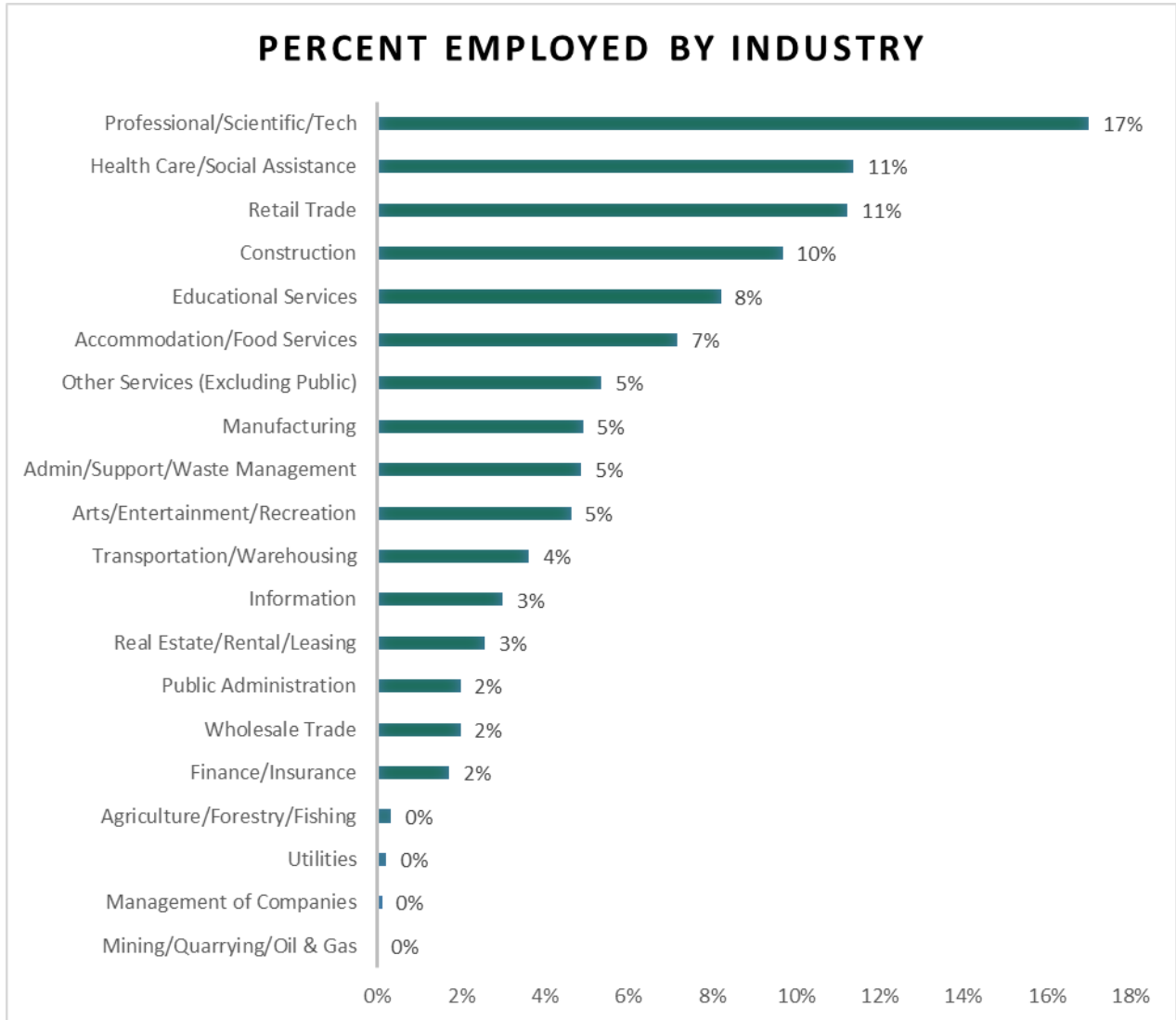


Figure 12: Industry Composition (2024)





Market Potential Index

Esri's Market Potential data measures the likely demand for a product or service in an area. A Market Potential Index (MPI) compares the demand for a specific product or service in an area with the national demand for that product or service. A value of more than 100 represents higher demand, and a value of less than 100 represents lower demand. For example, a service with a score of 125 translates into being 25% higher than the national average.

MPI scores were pulled for four categories:

1. Exercise/Personal Health Activities
2. Sport Activities
3. Outdoor Activities
4. Enrichment Activities

Exercise/Personal Health Activities

All but one of the recorded activities score above the national average (**Figure 13**). In terms of overall participation, walking for exercise is expected to have 40% population participation, followed by weightlifting (19%), swimming (19%), yoga (13%), and jogging/running (13%). These statistics indicate amenities such as trails, tracks, pools, and indoor recreation space may be popular within the district.

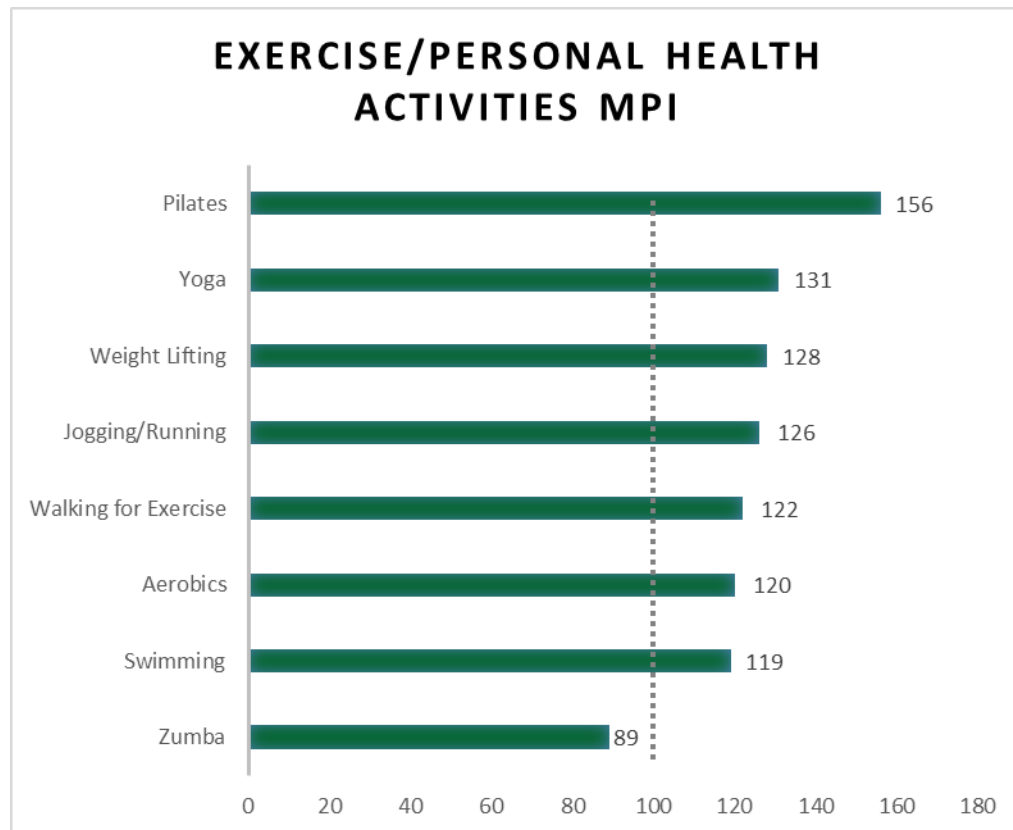


Figure 13: Exercise/Personal Health Activities MPI Scores for Si View MPD





Sport Activities

There is a high expected market potential for sport activities within the district (**Figure 14**). All recorded activities except for volleyball are near or above the national average. The top five activities for expected population percentage participation include golf (10%), bowling (8%), basketball (6%), tennis (6%), and ping pong (5%). These statistics support the expansion and implementation of sport opportunities.

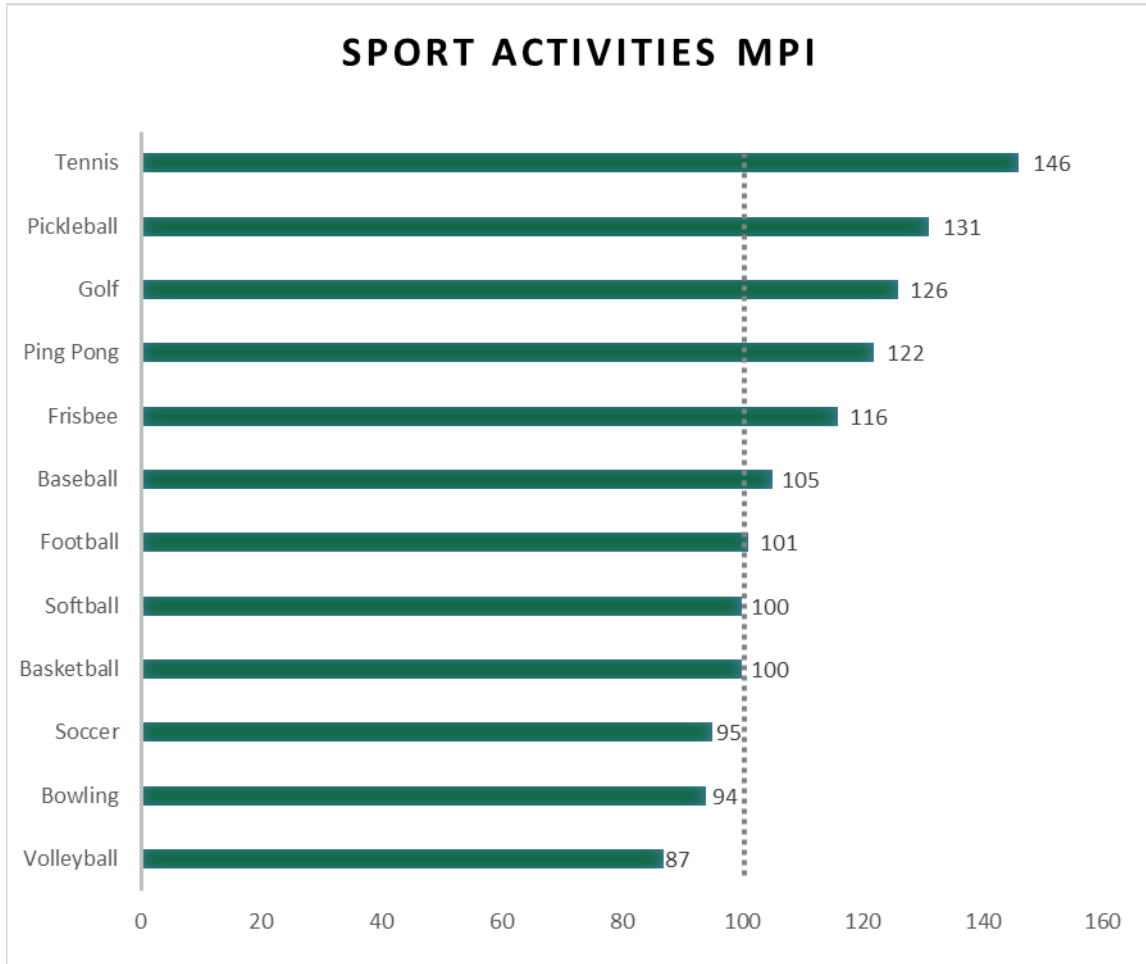


Figure 14: Sport Activities MPI Scores for Si View MPD





Outdoor Activities

Many recorded outdoor activities score near or above national averages (**Figure 15**). The top five activities for expected population percentage participation include hiking (26%), bicycling-road (15%), overnight camping (15%), canoeing/kayaking (9%), and fresh water fishing (8%). These statistics reinforce the notion Si View MPD can be both an outdoor recreation gateway and destination.

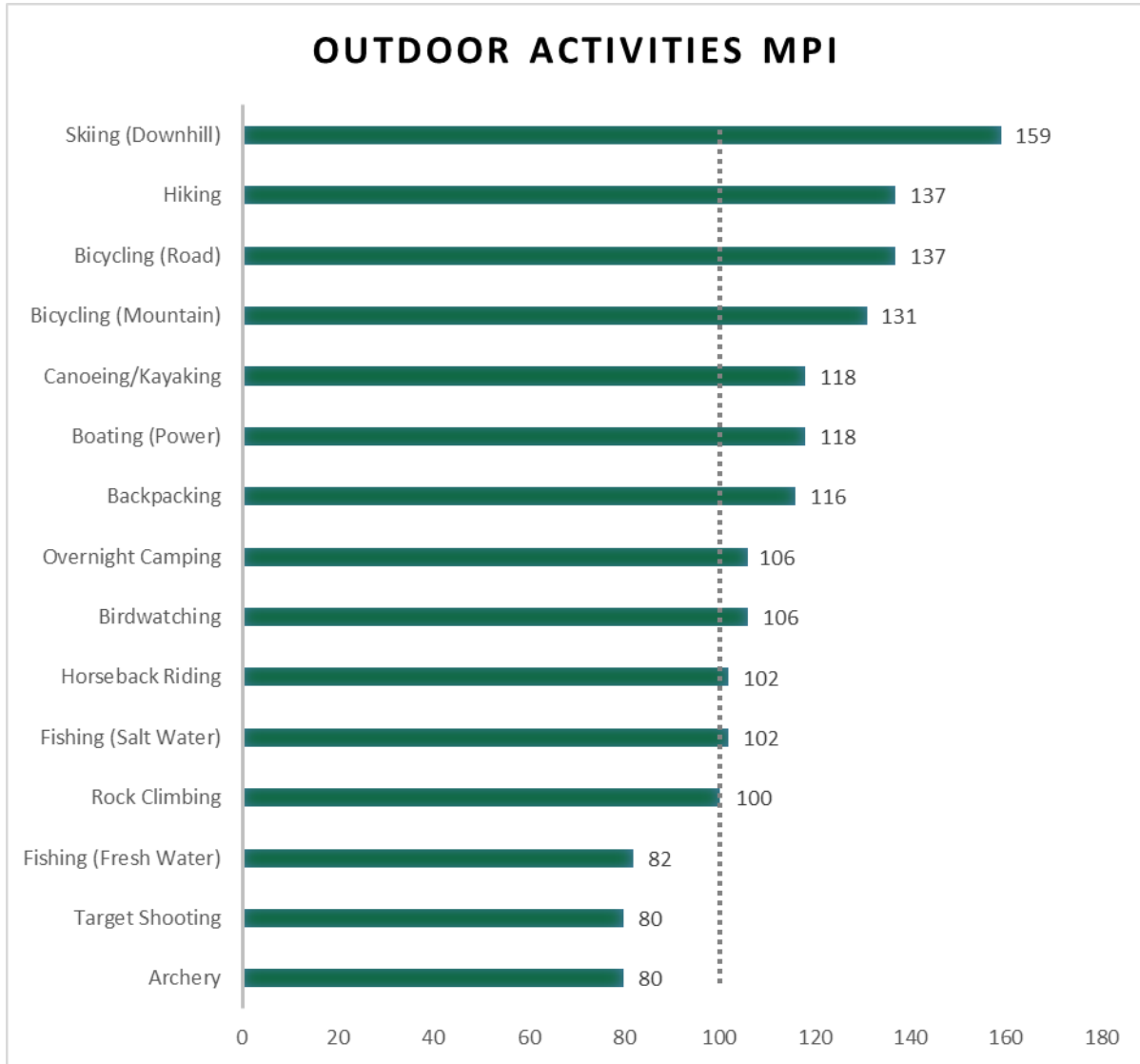


Figure 15: Outdoor Activities MPI Scores for Si View MPD



Enrichment Activities

Figure 16 presents an extensive list of enrichment type activities that district residents are expected to participate in according to market research. The intent of this list is to show diverse resident interest while identifying what role Si View MPD can play (if any) in facilitating access to these types of activities and experiences. Based on MPI scores, district residents exhibit large interests in arts and culture activities (music, art, visual, and performance).

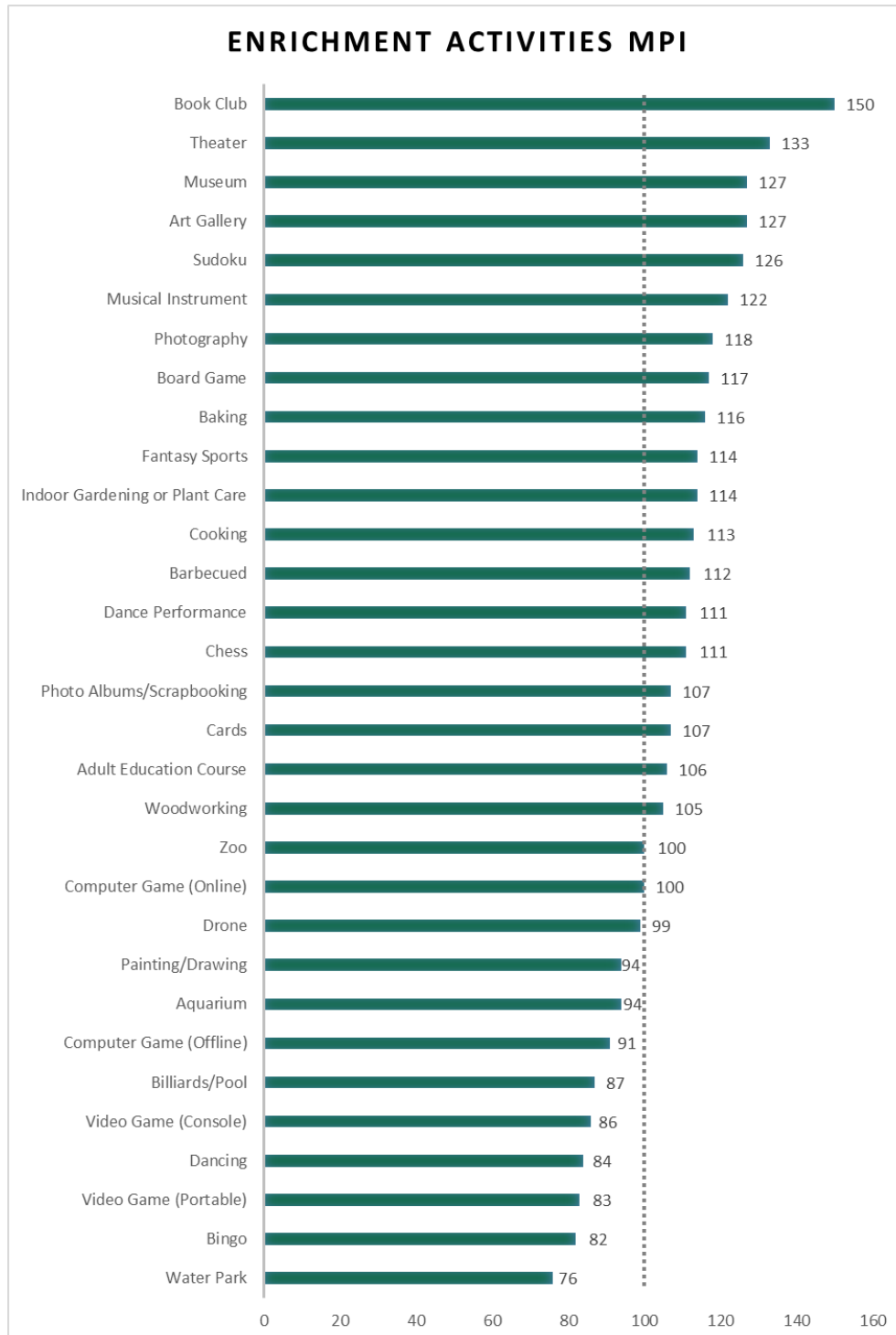


Figure 16: Enrichment Activities MPI Scores for Si View MPD





Spending Potential Index (SPI)

Esri’s U.S. Consumer Spending data is based on the latest Consumer Expenditure Surveys (CEX) from the Bureau of Labor Statistics. The Spending Potential Index (SPI) compares the average amount spent locally for a project to the average amount spent nationally. Like the MPI score, an index of 100 reflects the national average.

SPI scores were pulled for two categories:

1. Entertainment/Recreation Fees and Admissions
2. Sports, Recreation, and Exercise Equipment

District residents exhibit above average (in some cases, double the national average) SPI index scores for all spending categories within Entertainment/Recreation Fees and Admissions and Sports, Recreation, and Exercise Equipment topics (**Figures 17 and 18**). These trends may have major implications for Si View MPD as both spending power *and* willingness to pay/spend may be influential factors on district fees for services and programs. Additionally, these trends indicate there may be an increased likelihood to rent or buy outdoor recreation equipment. This may be an avenue for revenue generation opportunities within the district based on what kinds of outdoor recreation venues and facilities are available.

Entertainment/Recreation Fees and Admissions	
Activity	SPI
Fees for Recreational Lessons	235
Tickets to Theatre/Operas/Concerts	209
Fees for Participant Sports, excl. Trips	209
Membership Fees for Social/Recreation/Health Clubs	209
Admission to Sporting Events, excl. Trips	199
Tickets to Parks or Museums	189

Figure 17: Entertainment/Recreation Fees and Admissions SPI Scores for Si View MPD

Sports, Recreation, and Exercise Equipment	
Activity	SPI
Winter Sports Equipment	222
Exercise Equipment and Gear, Game Tables	202
Rental/Repair of Sports/Recreation/Exercise Equipment	195
Bicycles	193
Water Sports Equipment	177
Camping Equipment	176
Other Sports Equipment	162
Hunting and Fishing Equipment	138

Figure 18: Sports, Recreation, and Exercise Equipment SPI Scores for Si View MPD





Tapestry Segmentation

Esri's Tapestry Segmentation classifies United States neighborhoods into 67 unique segments, based on demographics and socioeconomic characteristics. Tapestry Segmentation allows organizations to understand what makes their customers, or in this case residents, unique. Understanding the district's individual uniqueness can help with planning for programs and services.

The top five Tapestry Segments for Si View MPD account for 92% of the district's overall population, compared to just 13% across the United States. Additionally, the district's top five Tapestry Segments are categorized into four LifeMode groups: Affluent Estates, Family Landscapes, Cozy Country Living, and Upscale Avenues.

Tapestry Segmentation			
Tapestry Segment (Top Five)	Si View MPD	U.S.	LifeMode Group
Professional Pride (1B)	25%	2%	Affluent Estates
Savvy Suburbanites (1D)	24%	3%	Affluent Estates
Workday Drive (4A)	19%	3%	Family Landscapes
Green Acres (6A)	14%	3%	Cozy Country Living
Pleasantville (2B)	10%	2%	Upscale Avenues
Sum	92%	13%	

Figure 19: Si View MPD Tapestry Segmentation Breakdown

In terms of geographic distribution, **Figure 20** shows how the Tapestry LifeModes are distributed across the district. North Bend is primarily Affluent Estates, Family Landscapes, and Upscale Avenues while unincorporated King County is mostly Cozy Country mixed with Affluent Estates.

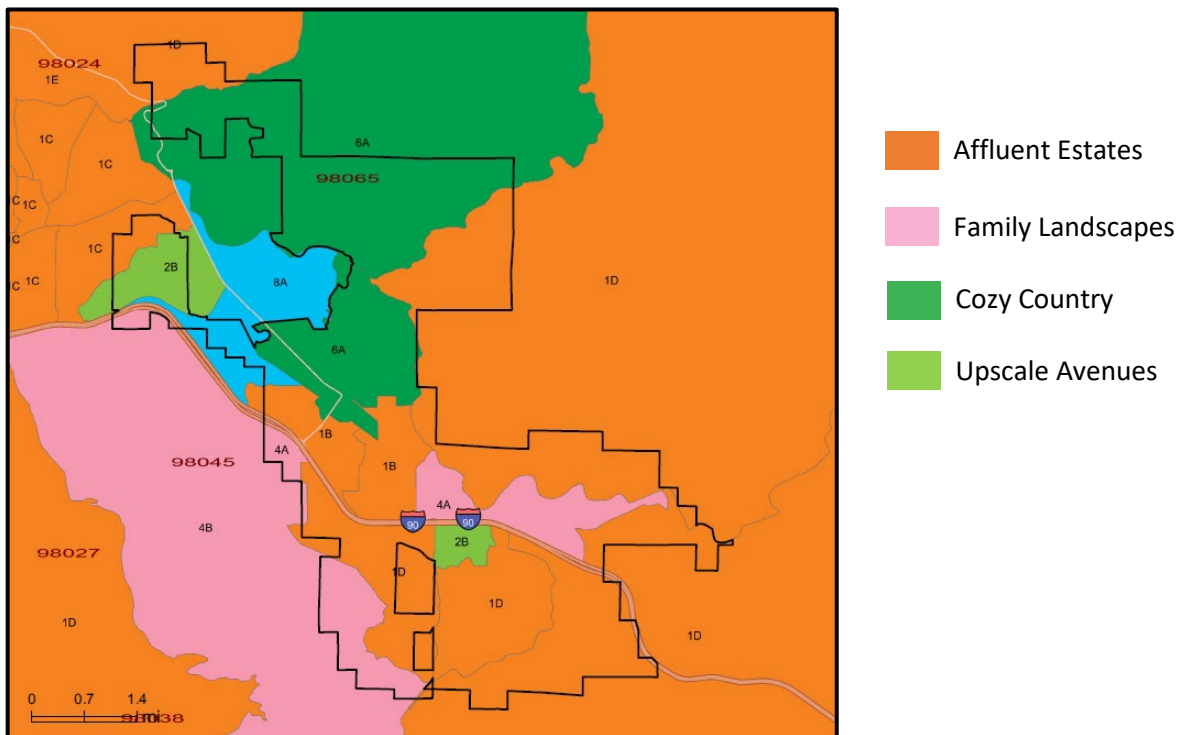


Figure 20: Si View MPD Tapestry Segmentation Map





Tapestry Segmentation and Recreation

Based on market research characteristics, the following key indicators are provided:

Professional Pride (25%)

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school-age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of \$1.6 million in net worth, and their annual household income runs at more than twice the U.S. level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in-home trends, including finished basements equipped with home gyms and in-home theaters.

Key Recreation Insight

These residents find time in their busy schedules for themselves. They work out in their home gyms. All family members are avid readers and are tech savvy.

Savvy Suburbanites (24%)

Savvy Suburbanites residents are well-educated, well-read, and well-capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

Key Recreation Insight

These residents are foodies that like to cook and prefer natural or organic products. Residents are physically fit and pursue a variety of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

Workday Drive (19%)

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

Key Recreation Insight

Love going to theme parks or zoos. Outdoor activities and sports are characteristics of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.

Green Acres (14%)

The *Green Acres* lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.





Key Recreation Insight

Residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports. Residents are active in their communities and a variety of social organizations.

Pleasantville (10%)

Prosperous domesticity best describes the settled denizens of *Pleasantville*. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority – preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the internet largely for financial purposes.

Key Recreation Insight

Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums, and attending rock concerts.

Demographic Implications

District Diversity

Si View MPD is in a unique setting in which an incorporate city is solely within its boundaries, but unincorporated portions of the county are as well. As a result, the demographics of the district vary by geography. As demonstrated by Tapestry Segmentation, there is an urban core that keep themselves extremely busy while there is a suburban (and rural) core that embrace a different pace of life. Attention must be made for offering a broad spectrum of programs, services, and facilities that are geographic-specific within the district.

Outdoor Recreation

Local market research shows a proclivity to participate in outdoor recreation activities. This area has been an increasing focus of Si View MPD over recent years and it appears it should continue to increase. Two major strategies warrant further exploration: 1) enhancing public access to water resources and 2) leveraging facilities that have implications for equipment rentals and/or purchases. This means a broader approach to both leader-led and self-directed experiences is necessary.

Sports and Athletics

It is evident athletics can be a large district focus and regional draw based on MPI scores; however, providing sports facilities may not directly align with Si View MPD's mission and vision. Clarifying district residents' viewpoints of what they desire Si View MPD's role to be in terms of athletics is paramount.

Willingness to Pay

Since market research shows a high potential willingness to pay for recreation services, Si View MPD can continue implementing its cost recovery philosophy; however, ALICE populations still exist within the boundaries and so financial assistance should still be available for programs and services. Additionally, monies generated through earned income opportunities should continue to be reinvested to enhance and/or expand recreation programming and opportunities.

