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Olympia's Downtown Housing Vision Timeline
1/25/07

Methodology

The research proposal is both qualitative and quantitative due to a utilization of both survey and focus group techniques. The method for this project is to garner a citizen vision for housing in downtown Olympia, WA. Olympia's downtown is the geographic area defined by the State Capitol Campus, Capital Lake, Budd Inlet and Eastside Street.

Field Survey

Target Population (Who): The target participants of the field survey include anyone who has an interest in Olympia's downtown housing. E-mail surveys will be sent to specific organized interest populations including, but not limited to, the downtown and other neighborhood associations, Olympia Downtown Association, The Tenants Union and the City of Olympia. This is to prompt a snowball sample, where organizations solicit the survey to members and members are encouraged to share surveys with a broader group interested in downtown housing. Posters will also be strategically placed downtown with the web based survey link. Additionally, we are hopeful that the city of Olympia would be willing to post a link, or distribute surveys to citizen advisory committees.

Location (Where): Local organized interests will utilize a web-based survey, of which a snowball sample will be encouraged. Posters regarding web based survey information will go up in public areas around Olympia's downtown prior to the submission of the survey to organized interests.

Time (When): Execution of the survey will occur 3/1/07 to 3/15/07.

Unit of Analysis (What): Soliciting a citizen vision for housing in downtown Olympia

will include survey questions based on themes related to:

- What type(s) of housing downtown
- Design
- Affordability
- Land use (e.g., mixed use; height requirements; densities; parking)
- Aesthetics and amenities
- Income and demographics
- Incentives to live downtown

How: For the web-based survey, the researchers will be blind to the snowball sample.

The intercept survey will be held in complete anonymity, as no identifying information will be requested. Potential sensitive questions could include inquiries regarding the affordability of downtown housing units, whether participants live or would be willing to live downtown, their age, their income level, gender, race and ethnicity. The survey will include a drawing for a gift certificate to a local downtown business as a way to encourage participation.

Focus Group

Target Population (Who): The focus group will consist of 6-8 participants, all of whom consist of the general public interested in downtown housing that are not officially a part of organized interests. Focus group participants will be selected through both web-based solicitations and a convenience solicitation. Citizens who are actively involved in city committees and neighborhood associations will be screened out of the focus group sample because their perspectives are more likely to be captured in the web-based survey.

Location and Time: The focus group will be held downtown on an evening during the week of March 12, 2007. The focus group is not expected to go more than 2 hours of the participants' time. Food and beverages will be served as well a drawing for a gift

certificate to a local downtown business. We will hold the drawing for the gift certificate at the end of the night as an incentive to stay for the entire focus session.

Unit(s) of Analysis: The focus group will attempt to be organic where participants are prompted to elaborate on:

- What type(s) of housing downtown
- Design
- Affordability
- Land use (e.g., mixed use; height requirements; densities; parking)
- Aesthetics and amenities
- Income and demographics
- Incentives to live downtown
- Vision for housing in downtown Olympia including drawings by participants.

The goal of the focus group is to encourage the group to create a brief statement that encapsulates their Olympia downtown housing vision. We will focus on working with the group to glean themes from their question responses, hoping that they will create their own vision by the end of the night.

How: The focus group will be held in complete confidence; personal information about the participants will not be documented in our data. One researcher will facilitate the focus group discussion and the other will take notes. There is a possibility of an additional note taker to ensure accuracy of captured themes.