Securing Our Foundation, Shaping our Future

Shoreline's Plan for Parks, Recreation and Cultural Services 2017-2022



Community
Interest and
Opinion Survey
2016

Methodology

- 21,561 Households in Shoreline (2010)
- 2,500 surveys sent out during the first week of January
- 830 surveys completed by the end of January
 - mail, online, phone follow-up
- 95% level of confidence (+/-3.4%)

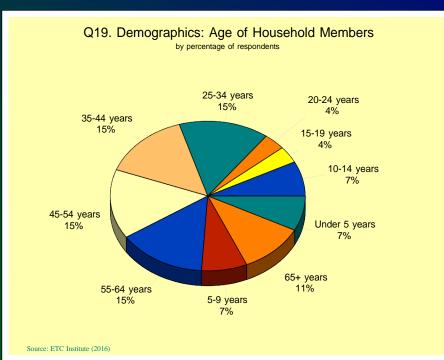


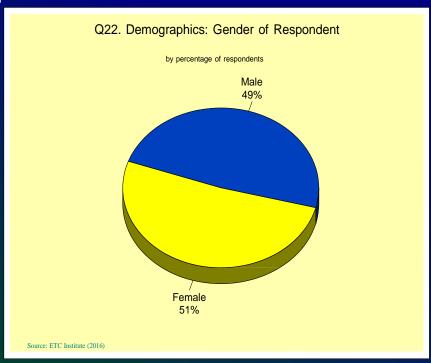
Presentation Outline

- Who Responded?
- Overall Satisfaction
- Securing our Foundation what do people like?
 - Facilities
 - Programs
- Shaping our Future what do people want?
 - Facilities
 - Programs



Who Responded?

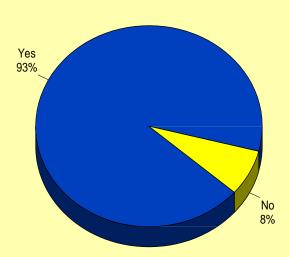




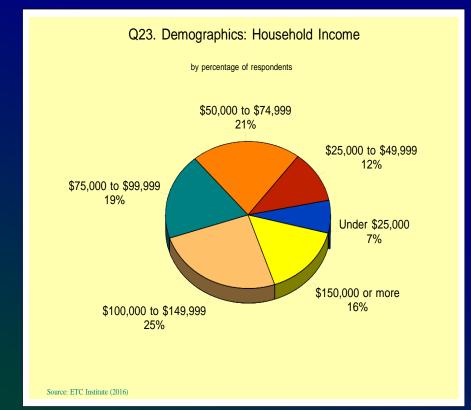


Q24. Demographics: Is English Respondent's First Language

by percentage of respondents



Source: ETC Institute (2016)

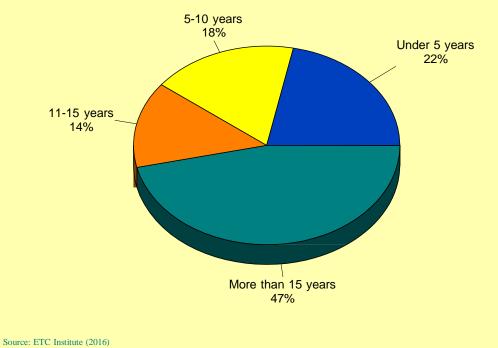






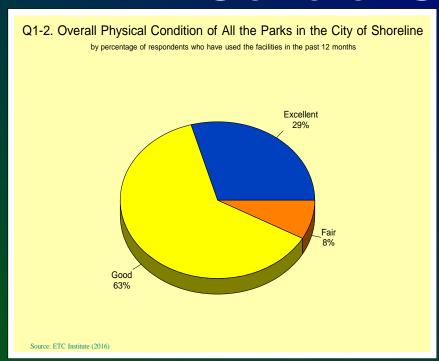
Q21. Demographics: How Long Respondent has Lived in the City of Shoreline

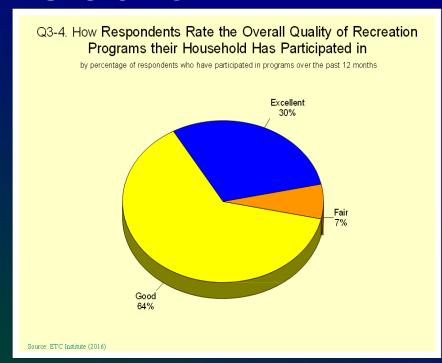
by percentage of respondents





General Satisfaction



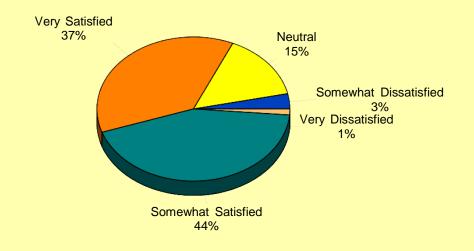






Q18. Satisfaction with the Overall Value Received from the City of Shoreline Parks, Recreation, and Cultural Services Department

by percentage of respondents



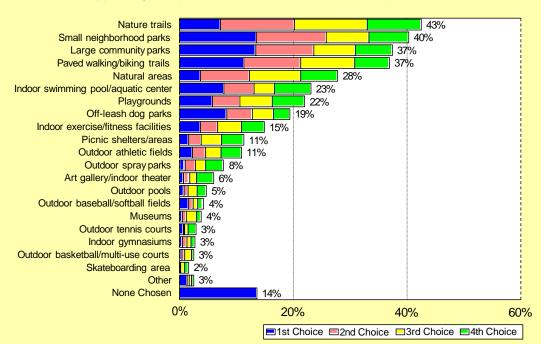




Facilities

Q9. Parks and Recreation Facilities That Are Most Important to Households

by percentage of respondents who selected the item as one of their top four choices







Q8-2. How Well Household Facility Needs Are Being Met By the City of Shoreline

by percentage of households that have a need for each facilities

Large community parks 40% 37% Small neighborhood parks Playgrounds 33% Outdoor athletic fields 31% Outdoor baseball/softball fields 32% 23% Picnic shelters/areas 23% 47% Natural areas 26% 38% Indoor gymnasiums 21% 43% Paved walking/biking trails 23% 40% Nature trails 36% Skateboarding area 26% Indoor swimming pool/aquatic center 27% 34% 26% Outdoor tennis courts 34% Outdoor basketball/multi-use courts 17% 40% 20% 34% Museums Off-leash dog parks 17% 36% Indoor exercise/fitness facilities 21% 30% 13% 22% Art gallery/indoor theater 8% 9% Outdoor spray parks 17% Outdoor pools 4% 11% 14% 0% 20% 40%

46% 13% 43% 16% 46% 18% 45% 18% 44% 6% 19% 51% 22% 25% 22% 14% 31% 6% 32% 25% 13% 28% 11% 32% 8% 27% 16% 9% 36% 13% 35% 33% 16% 35% 31% 66% 70% 80% 100% 60%

■Fully Met

Mostly Met

Partly Met

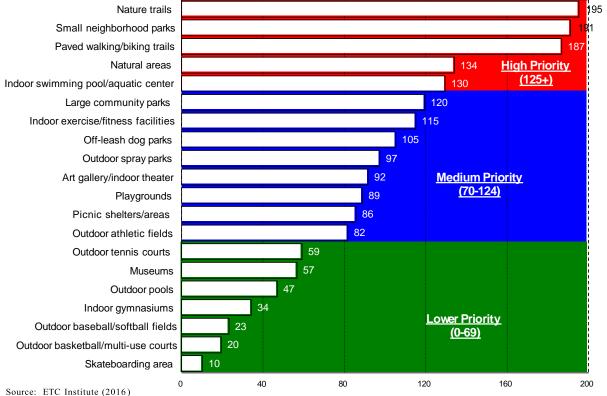
Not Met

Source: ETC Institute (2016)





Top Priorities for Investment for <u>Facilities</u> Based on the Priority Investment Rating

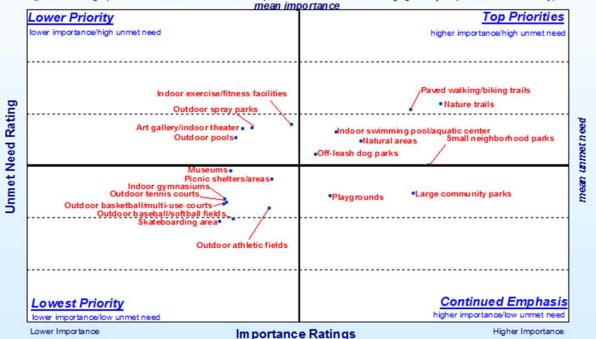






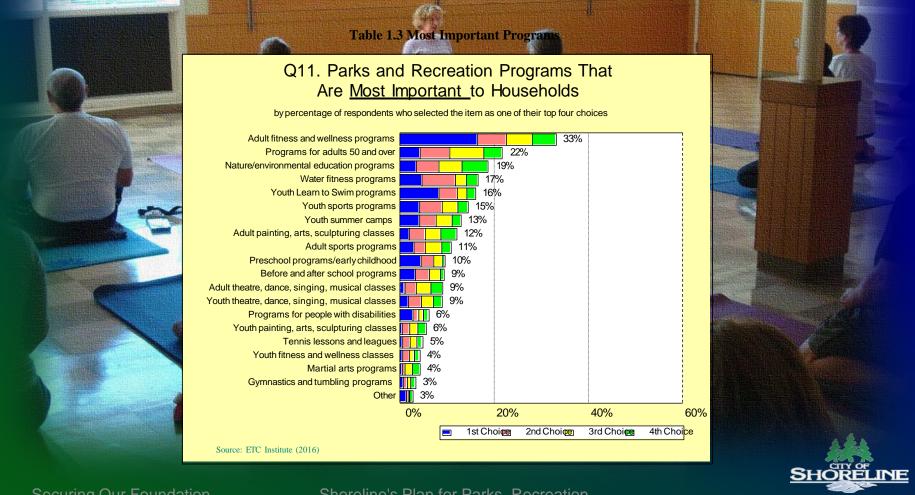
Importance-Unmet Needs Assessment Matrix for City of Shoreline Parks, Recreation, and Cultural Services Department Facilities

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey)



Source: ETC Institute (2016)







Q10-2. How Well Shoreline Parks and Recreation Programs are Meeting the Needs of Households

by percentage of households that have a need for facilities

Youth Learn to Swim programs	23	3%	35%		24%	19%	
Youth sports programs	15%		38%		36%	11%	
Youth summer camps	14%	///////////////////////////////////////	34%		36%		
Preschool programs/early childhood	18%	2	27%		37%		
Water fitness programs	14%	299	29%		33%		
Programs for people with disabilities	6%	36%		23%		36%	
Before and after school programs	16%	25	25% 34%			25%	
Adult fitness and wellness programs	9%	28%		39%		24%	
Youth theatre, dance, singing, musical classes	14%	21%		34%		31%	
Gymnastics and tumbling programs	13%	23%		32%		32%	
Programs for adults 50 and over	10%	25%		36%		29%	
Youth fitness and wellness classes	11%	23%		43%		23%	
Youth painting, arts, sculpturing classes	7%	22%	22%			34%	
Martial arts programs	8%	22%	36%		35%		
Nature/environmental education programs	9%	20%	20% 37%		34%		
Adult painting, arts, sculpturing classes	9%	18%	37%			36%	
Adult sports programs	6%	20%	38%		36%		
Adult theatre, dance, singing, musical classes	10%	15%	15% 39%		36%		
Tennis lessons and leagues	11%	13%	21%		55%		
04	%	20%	40%	60%	8	0% 100	

Source: ETC Institute (2016)



■Fully Met

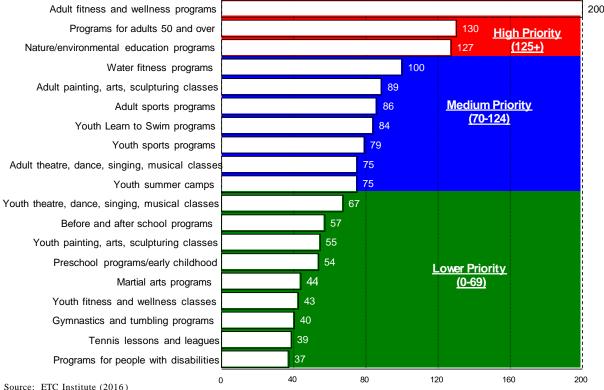
Mostly Met

Partly Met

Not Met



Top Priorities for Investment for <u>Programs</u> Based on the Priority Investment Rating







Importance-Unmet Needs Assessment Matrix for City of Shoreline Parks, Recreation, and Cultural Services Department Programs

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey)

mean importance



Importance Ratings

Source: ETC Institute (2016)

Lower Importance



Higher Importance

General Conclusions

Facilities that call for special attention:

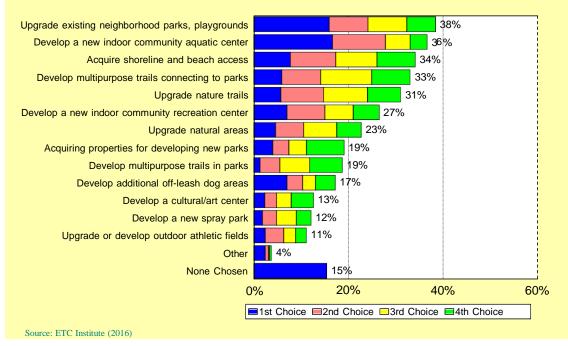
- Nature trails
- Small neighborhood parks
- Paved walking/biking trails
- Natural Areas
- Indoor swimming pool/aquatic center

Programs that call for special attention:

- Adult fitness and wellness programs
- Programs for adults 50 and over
- Nature/environmental education programs

Q16. Most Important Actions the City of Shoreline could take to Improve and Expand Parks and Recreation Facilities

by percentage of respondents who selected the item as one of their top four choices







Q17. Allocation of \$100 Dollars for the City of Shoreline Parks, Recreation, and Cultural Services Department Facilities

by percentage of respondents

