

# Securing Our Foundation, Shaping our Future

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

Community  
Interest and  
Opinion Survey  
2016

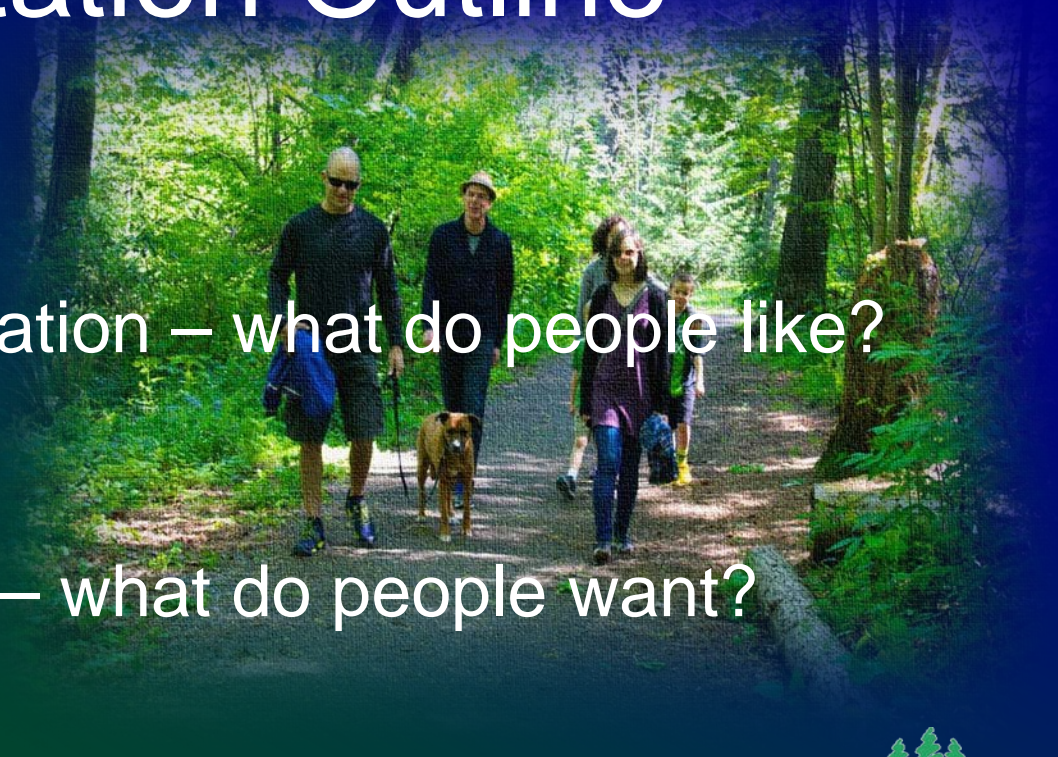


# Methodology

- 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%)

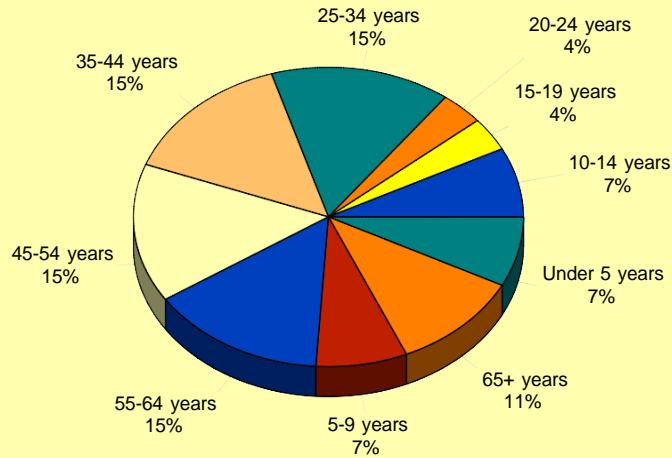
# Presentation Outline

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



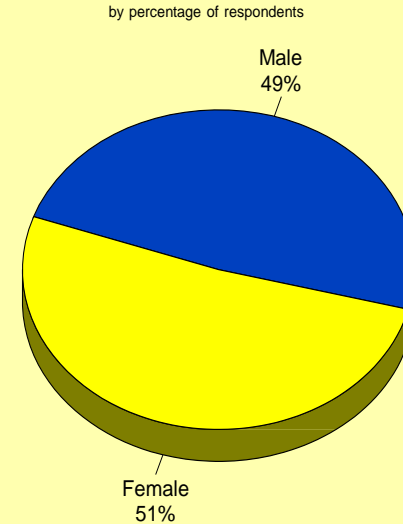
# Who Responded?

Q19. Demographics: Age of Household Members  
by percentage of respondents



Source: ETC Institute (2016)

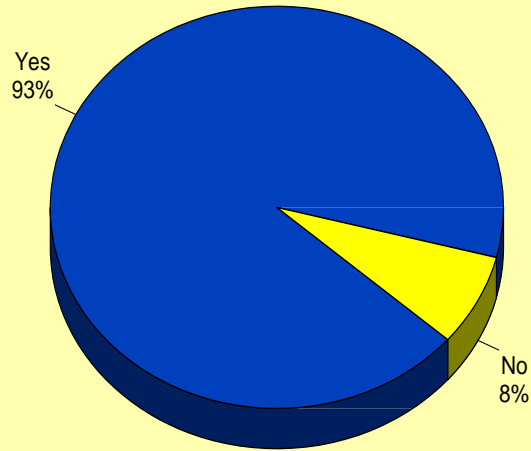
Q22. Demographics: Gender of Respondent  
by percentage of respondents



Source: ETC Institute (2016)

### Q24. Demographics: Is English Respondent's First Language

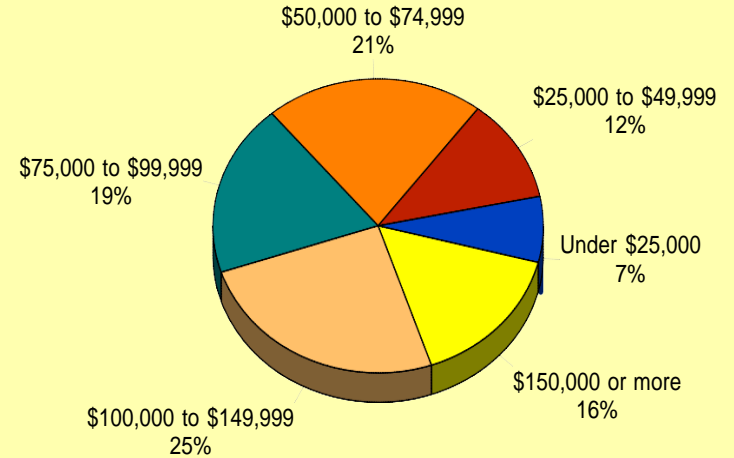
by percentage of respondents



Source: ETC Institute (2016)

### Q23. Demographics: Household Income

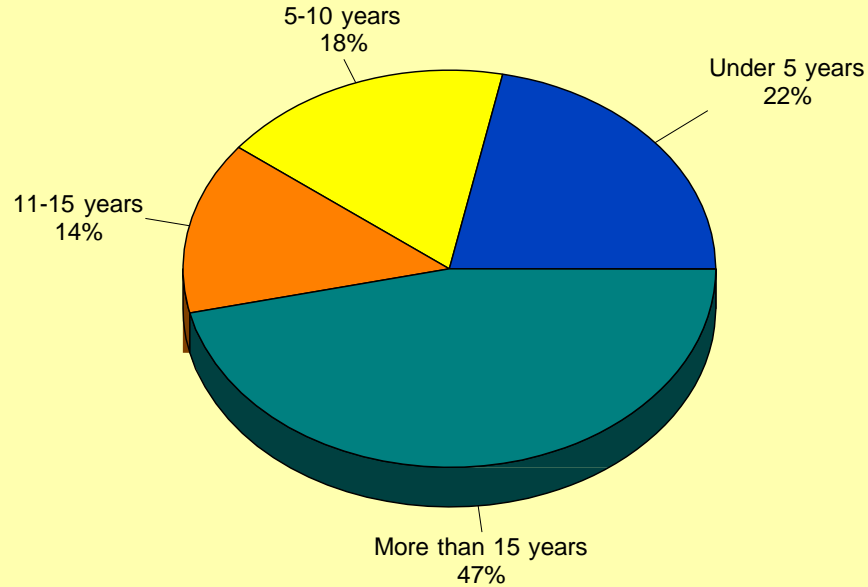
by percentage of respondents



Source: ETC Institute (2016)

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

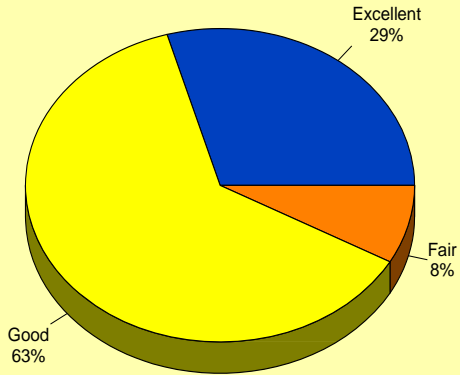
by percentage of respondents



Source: ETC Institute (2016)

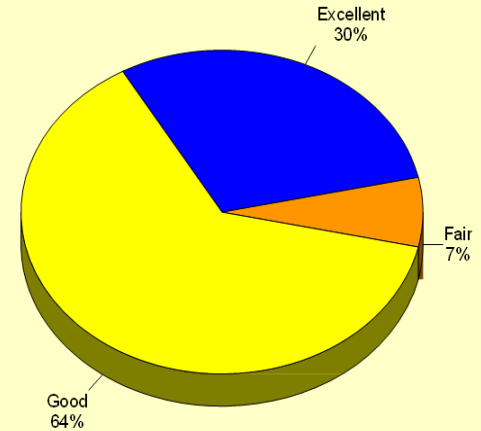
# General Satisfaction

Q1-2. Overall Physical Condition of All the Parks in the City of Shoreline  
by percentage of respondents who have used the facilities in the past 12 months



Source: ETC Institute (2016)

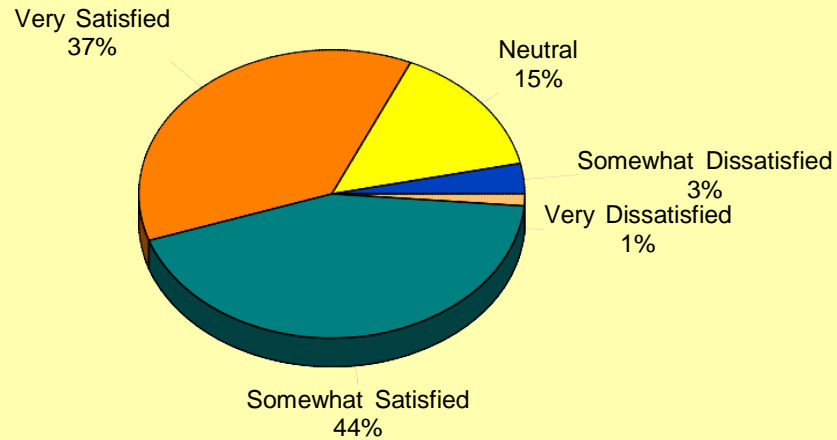
Q3-4. How Respondents Rate the Overall Quality of Recreation Programs their Household Has Participated in  
by percentage of respondents who have participated in programs over the past 12 months



Source: ETC Institute (2016)

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

by percentage of respondents



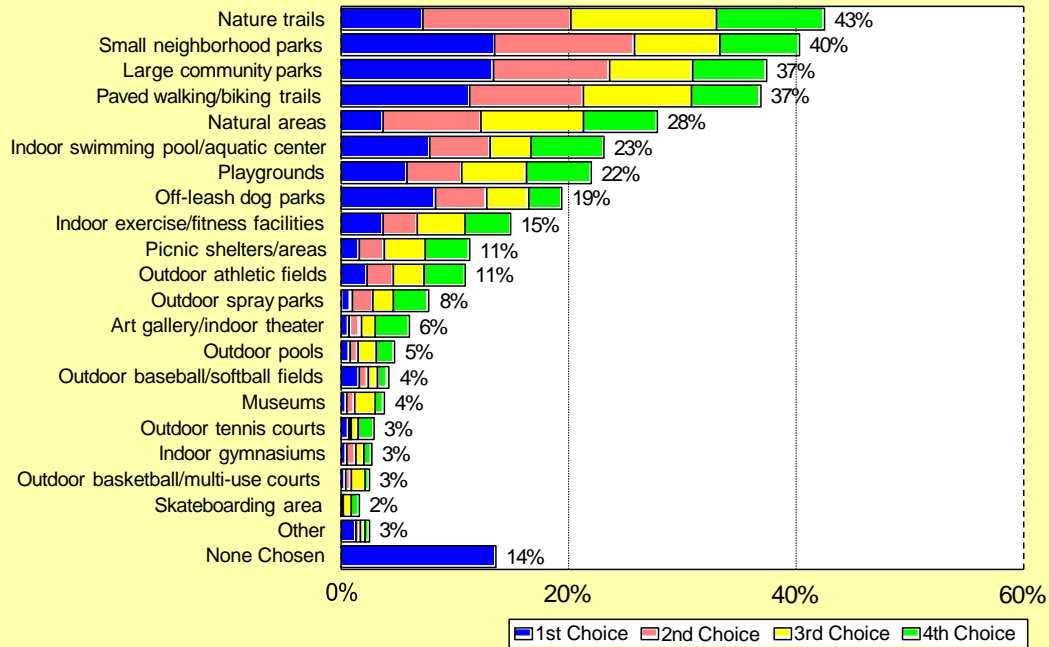
Source: ETC Institute (2016)



# Facilities

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

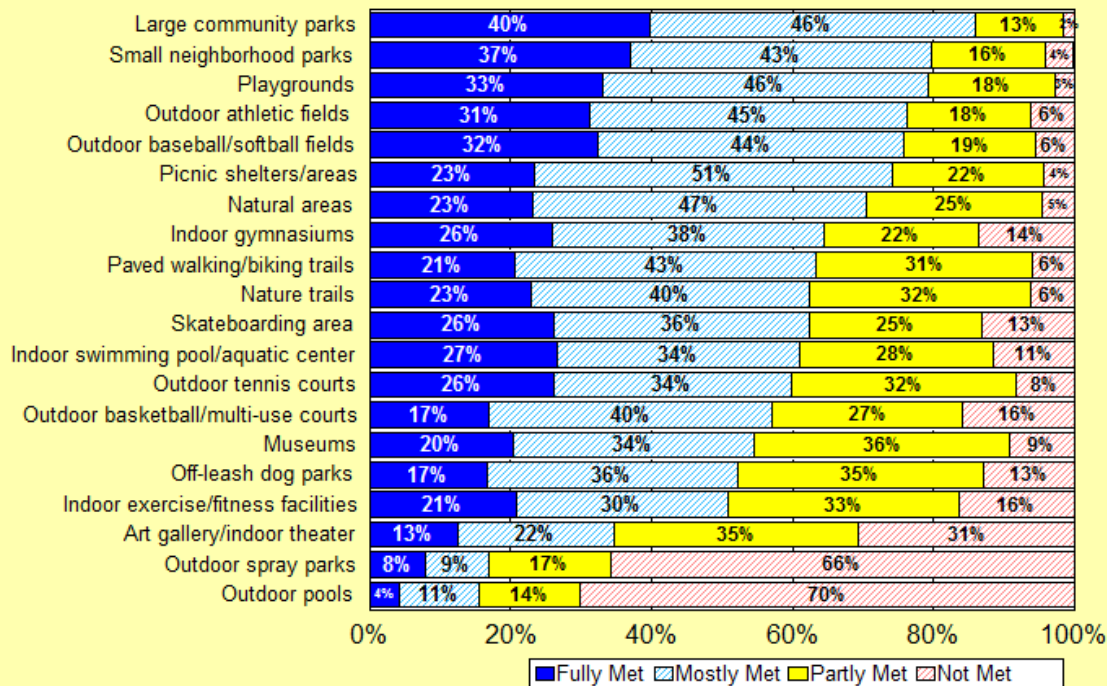
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2016)

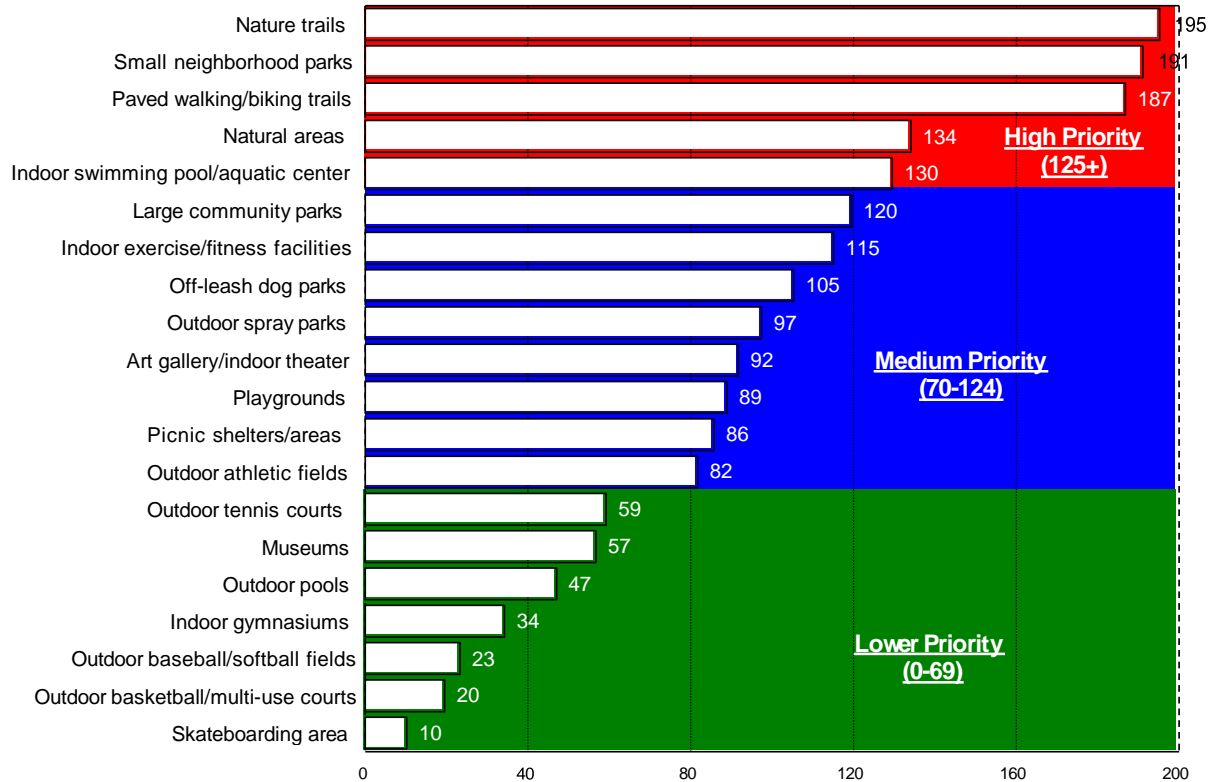
## Q8-2. How Well Household Facility Needs Are Being Met By the City of Shoreline

by percentage of households that have a need for each facilities



Source: ETC Institute (2016)

# Top Priorities for Investment for Facilities Based on the Priority Investment Rating



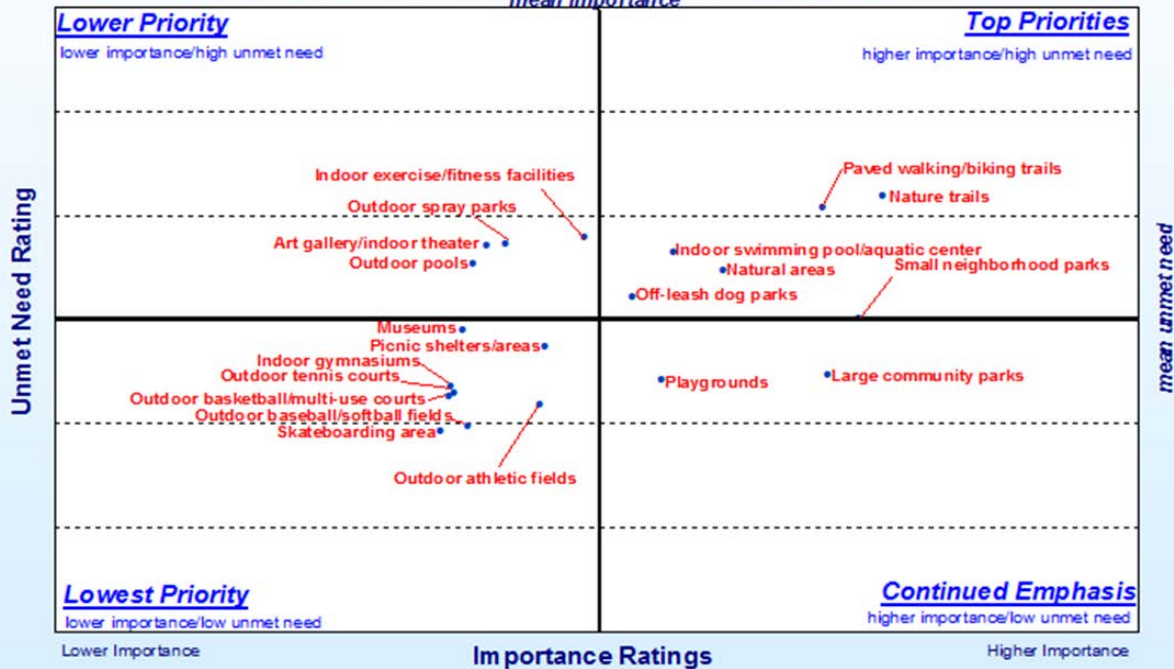
Source: ETC Institute (2016)



# 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)  
*mean importance*

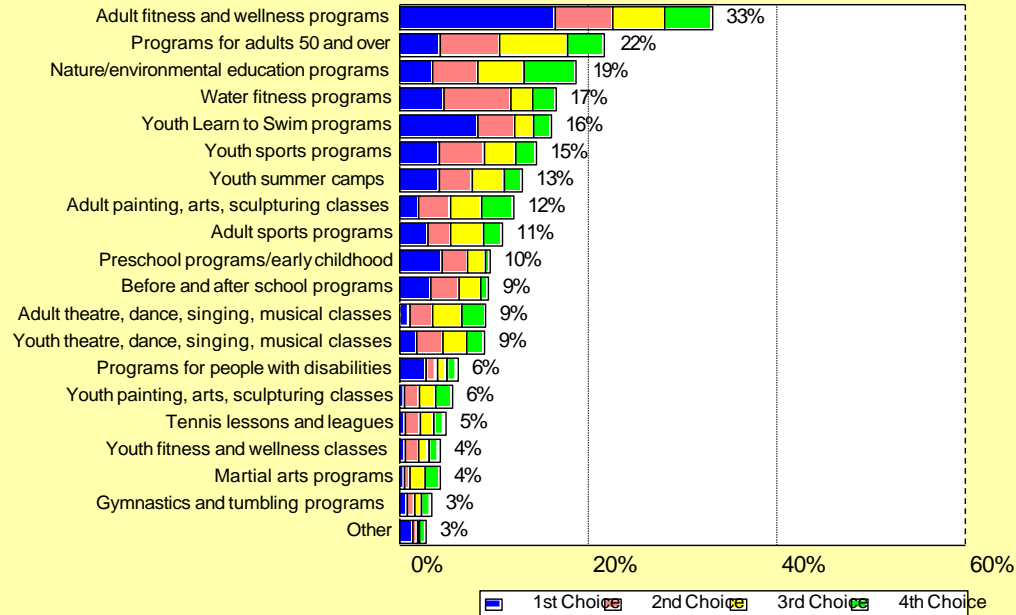


Source: ETC Institute (2016)

Table 1.3 Most Important Programs

### Q11. Parks and Recreation Programs That Are Most Important to Households

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

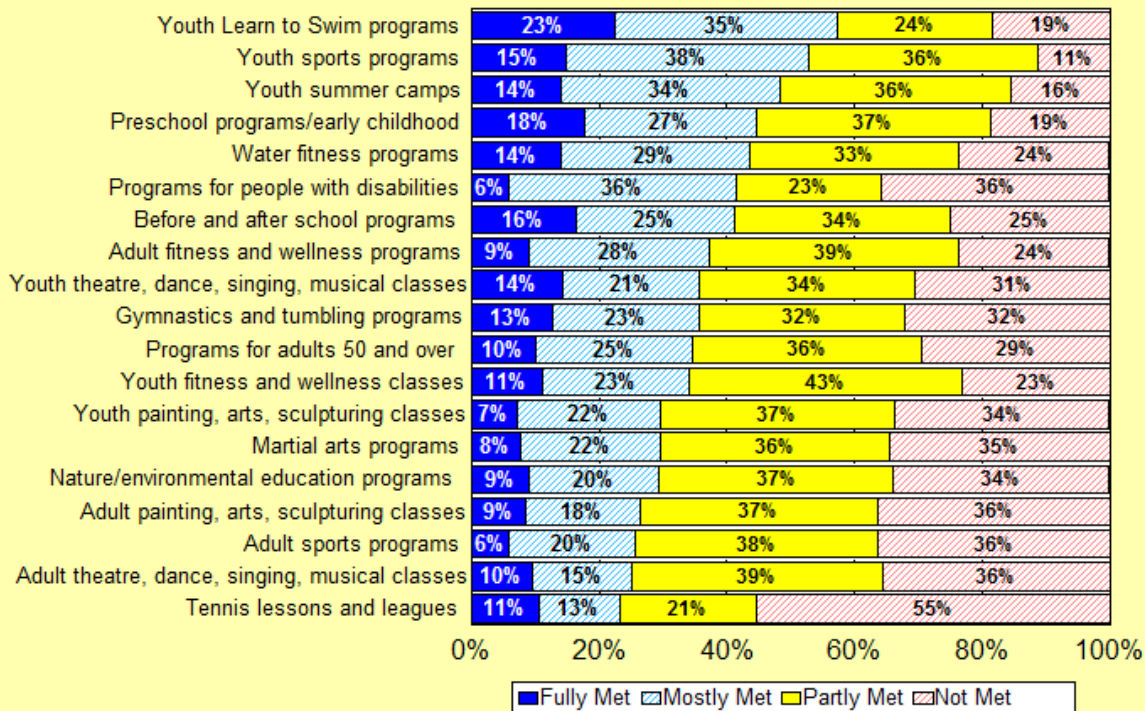


Source: ETC Institute (2016)



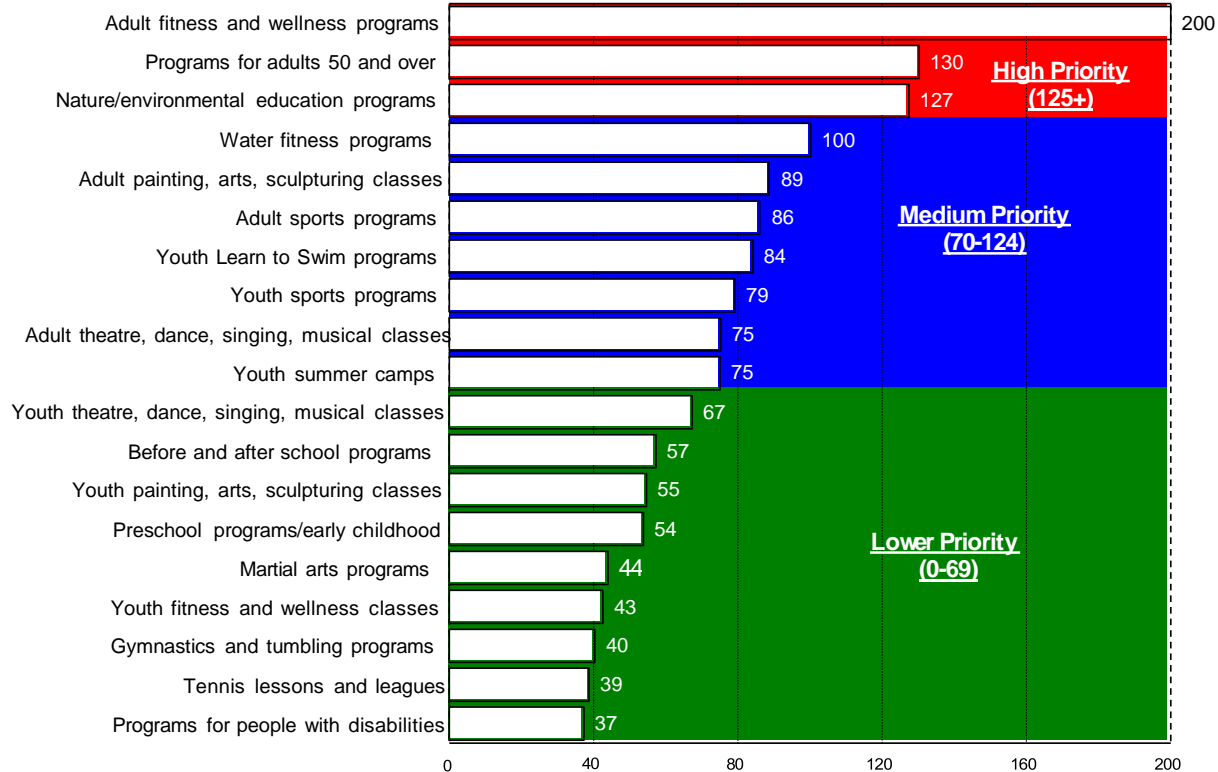
## Q10-2. How Well Shoreline Parks and Recreation Programs are Meeting the Needs of Households

by percentage of households that have a need for facilities



Source: ETC Institute (2016)

# Top Priorities for Investment for Programs Based on the Priority Investment Rating



Source: ETC Institute (2016)

# 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*



Source: ETC Institute (2016)



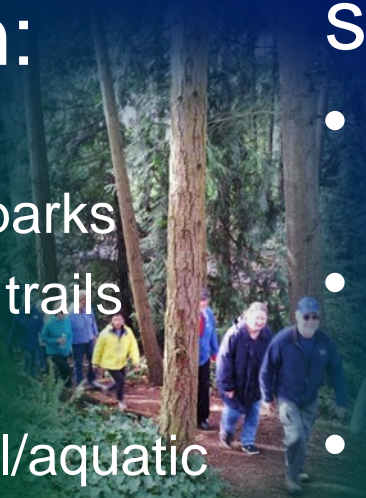
# General Conclusions

## Facilities that call for special attention:

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

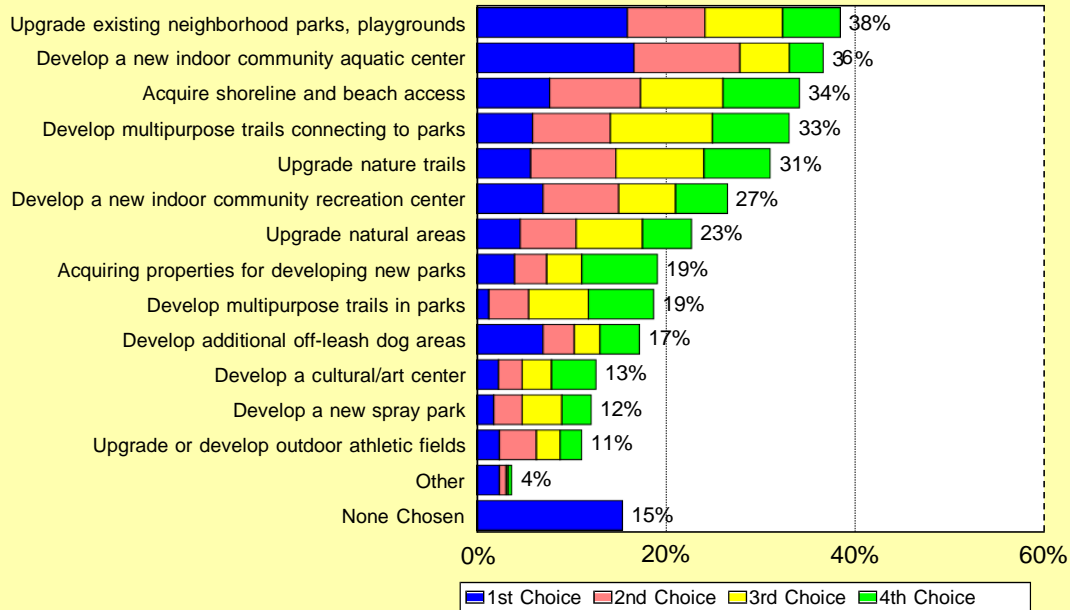
## Programs that call for special attention :

- 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

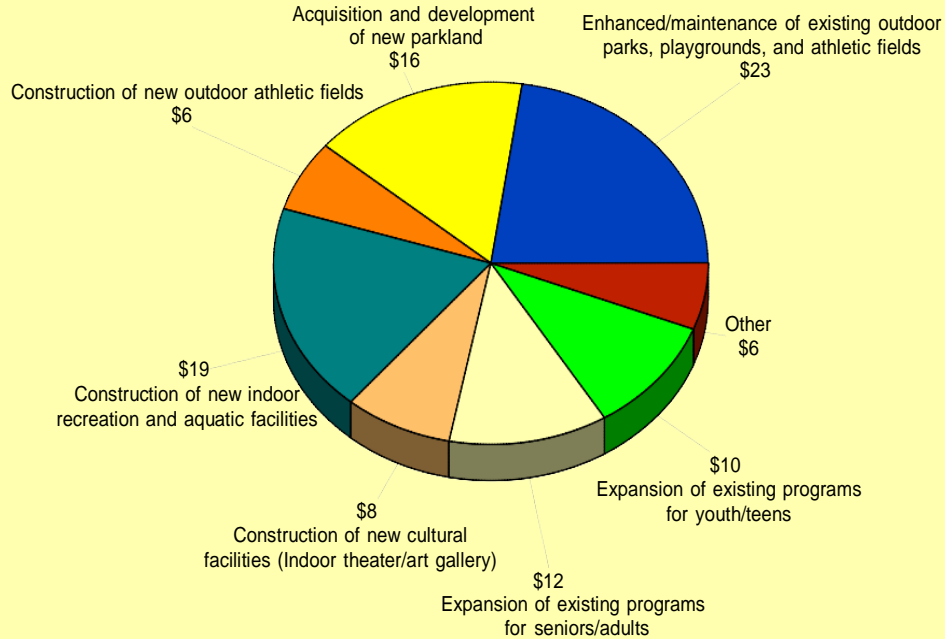
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2016)

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

by percentage of respondents



Source: ETC Institute (2016)



Questions?  
Thoughts?

City of Shoreline  
Parks, Recreation and Cultural Services

