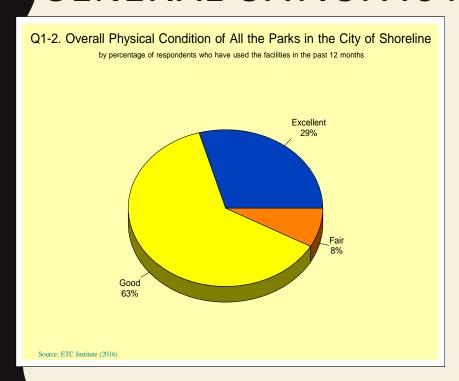
## 2016 COMMUNITY INTEREST AND OPINION SURVEY

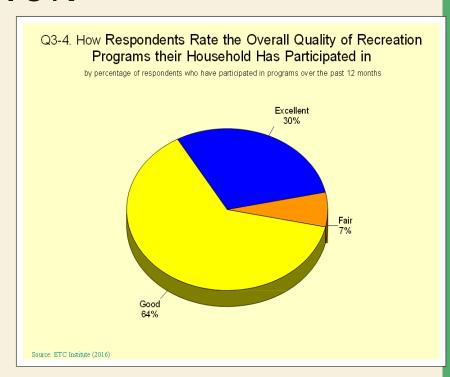
Park Funding Advisory Committee October 3, 2018

### **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%)

## GENERAL SATISFACTION

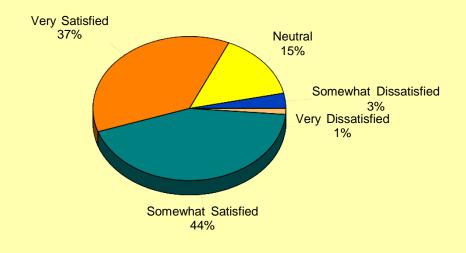






## Q18. Satisfaction with the Overall Value Received from the City of Shoreline Parks, Recreation, and Cultural Services Department

by percentage of respondents









## 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

46% Large community parks 40% 13% Small neighborhood parks 37% 43% 16% 33% 46% Playgrounds 18% 45% Outdoor athletic fields 31% 18% 6% Outdoor baseball/softball fields 32% 44% 19% 23% 51% Picnic shelters/areas 22% 23% 47% 25% Natural areas Indoor gymnasiums 26% 38% 22% 14% Paved walking/biking trails 21% 43% 31% Nature trails 23% 40% 6% 32% 36% Skateboarding area 26% 25% 13% 27% Indoor swimming pool/aquatic center 34% 28% 11% 26% 34% Outdoor tennis courts 32% 8% Outdoor basketball/multi-use courts 17% 27% 16% 40% 20% 34% Museums 9% 36% Off-leash dog parks 17% 36% 35% 13% Indoor exercise/fitness facilities 21% 30% 33% 16% 13% 22% Art gallery/indoor theater 31% 35% 8% 9% 66% Outdoor spray parks 17% Outdoor pools 4% 11% 70% 14% 80% 100% 0% 20% 40% 60%

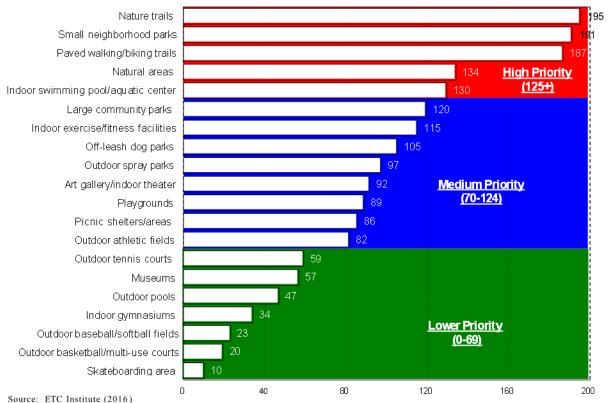
■Fully Met 

Mostly Met 

Partly Met 

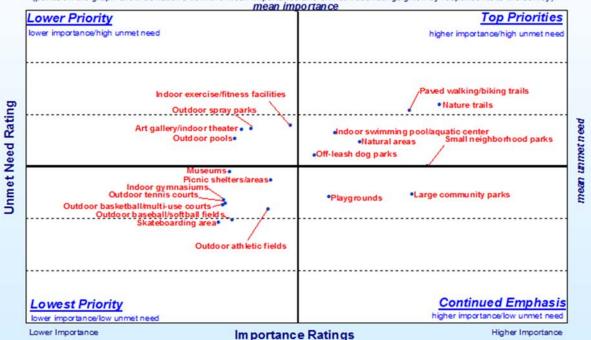
Not Met

## 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)



#### **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 Adult fitness and wellness programs 33% Programs for adults 50 and over 22% Nature/environmental education programs 19% Water fitness programs Youth Learn to Swim programs 16% Youth sports programs 13% Youth summer camps Adult painting, arts, sculpturing classes Adult sports programs 11% Preschool programs/early childhood 10% Before and after school programs 9% Adult theatre, dance, singing, musical classes Youth theatre, dance, singing, musical classes 9% Programs for people with disabilities Youth painting, arts, sculpturing classes 6% 5% Tennis lessons and leagues Youth fitness and wellness classes Martial arts programs Gymnastics and tumbling programs 3% Other 3% 0% 20% 40% 60% 1st Choice 2nd Choige 3rd Choice 4th Choice 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	%	35%		24%	19%	
Youth sports programs	15%		38%		36%	11%	
Youth summer camps	14%		34%		36%	16%	
Preschool programs/early childhood	18%		27%		37%		
Water fitness programs	14%	29	29%		33%		
Programs for people with disabilities	<mark>6%</mark>	36%		23%		36%	
Before and after school programs	16%	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%	37%			34%	
Martial arts programs	8%	22%	36%			35%	
Nature/environmental education programs	9%	20%	37%			34%	
Adult painting, arts, sculpturing classes	9%	18%	37%			36%	
Adult sports programs	<b>6%</b>	20%	38%			36%	
Adult theatre, dance, singing, musical classes	10%	15%	39%		36%		
Tennis lessons and leagues	11%	13%	21%		55%		
09	%	20%	40%	609	%	80% 100	

■Fully Met 

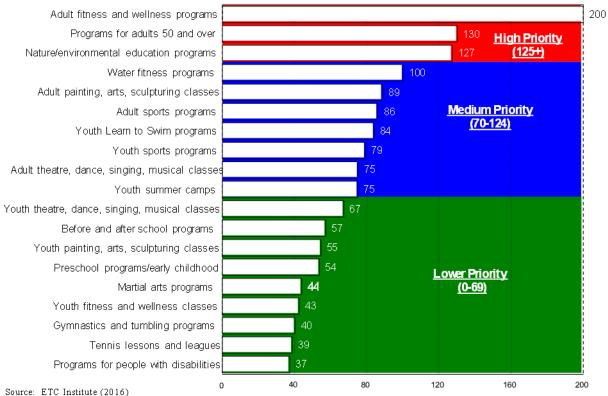
Mostly Met 

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 Lower Priority Indicate the survey of the priorities of the survey of the

Adult painting, arts, sculpturing classes ·Nature/environmental education programs unmetneed Programs for adults 50 and over Adult sports programs. · Water fitness programs Adult theatre, dance, singing, musical classes . · Youth Learn to Swim programs Youth sports programs
Youth summer camps Programs for people with disabilities Before and after school programs Preschool programs/early childhoo Continued Emphasis **Lowest Priority** higher importance/low unmet need lower importance/low unmet need

Lower Importance

Importance Ratings

Higher Importance



## GENERAL CONCLUSIONS

Facilities that call for special attention:

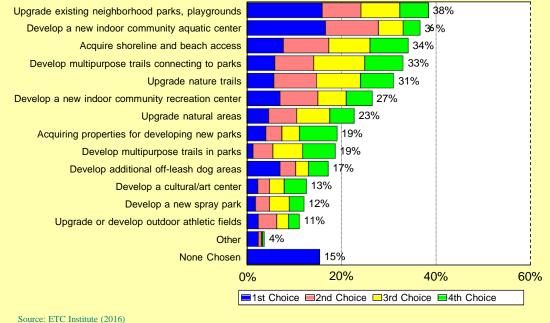
- Nature trails
- Small neighborhood parks
- Paved walking/biking trails
- Natural Areas
- Indoor swimming pool/aqua

Programs that call for special attention:

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

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

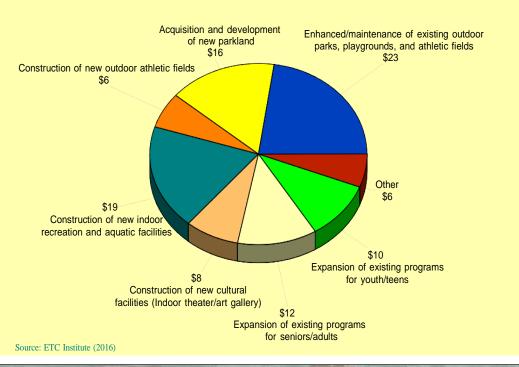
by percentage of respondents who selected the item as one of their top four choices





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

by percentage of respondents



## Questions?

THANK YOU!!