

2016 COMMUNITY INTEREST AND OPINION SURVEY

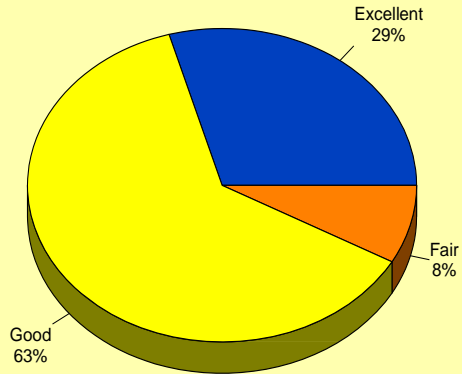
Park Funding Advisory Committee
October 3, 2018

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

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)

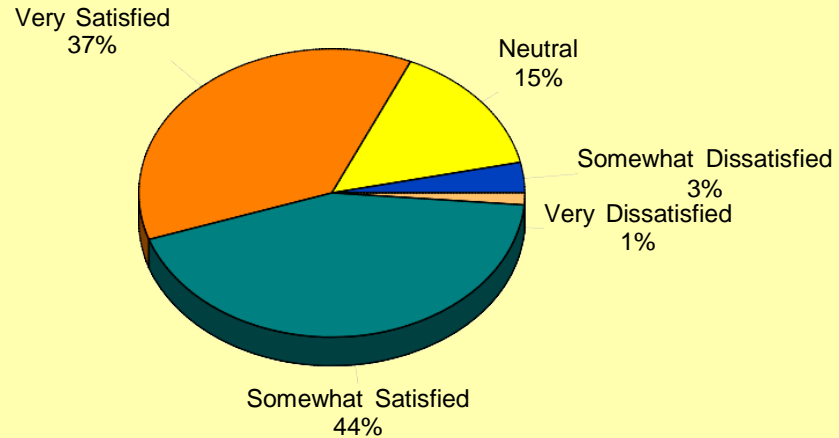
Q3-4. How Respondents Rate the Overall Quality of Recreation Programs their Household Has Participated in
by percentage of respondents who have participated in programs over the past 12 months



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



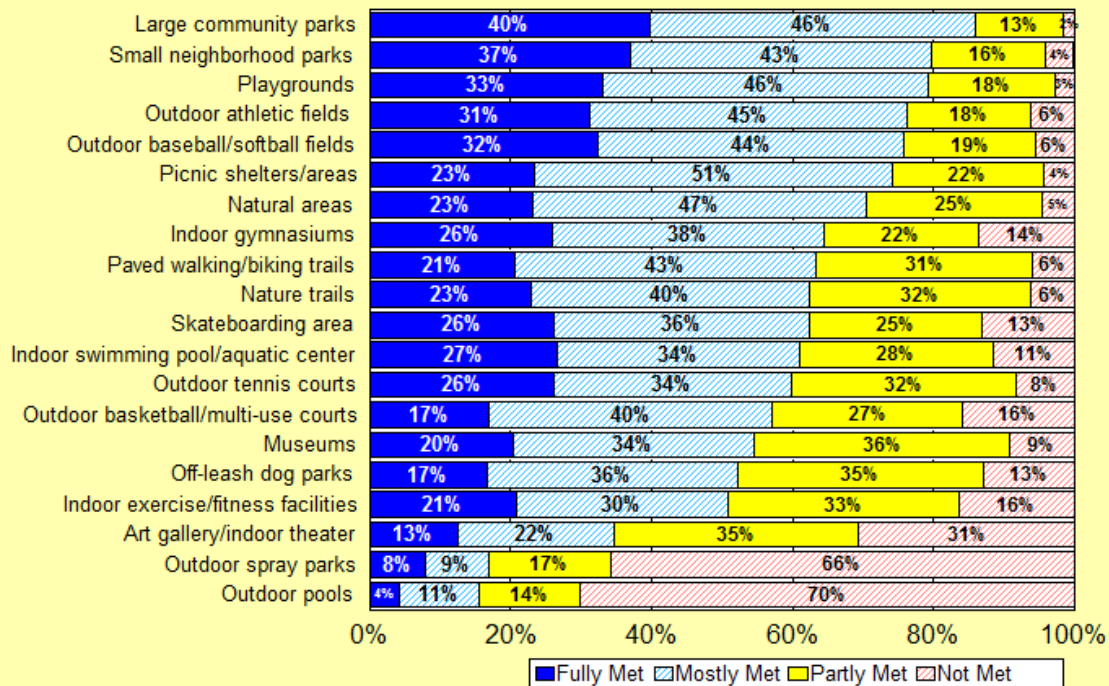
Source: EPC Institute (2016)

0% 20% 40% 60%

■ 1st Choice ■ 2nd Choice ■ 3rd Choice ■ 4th Choice

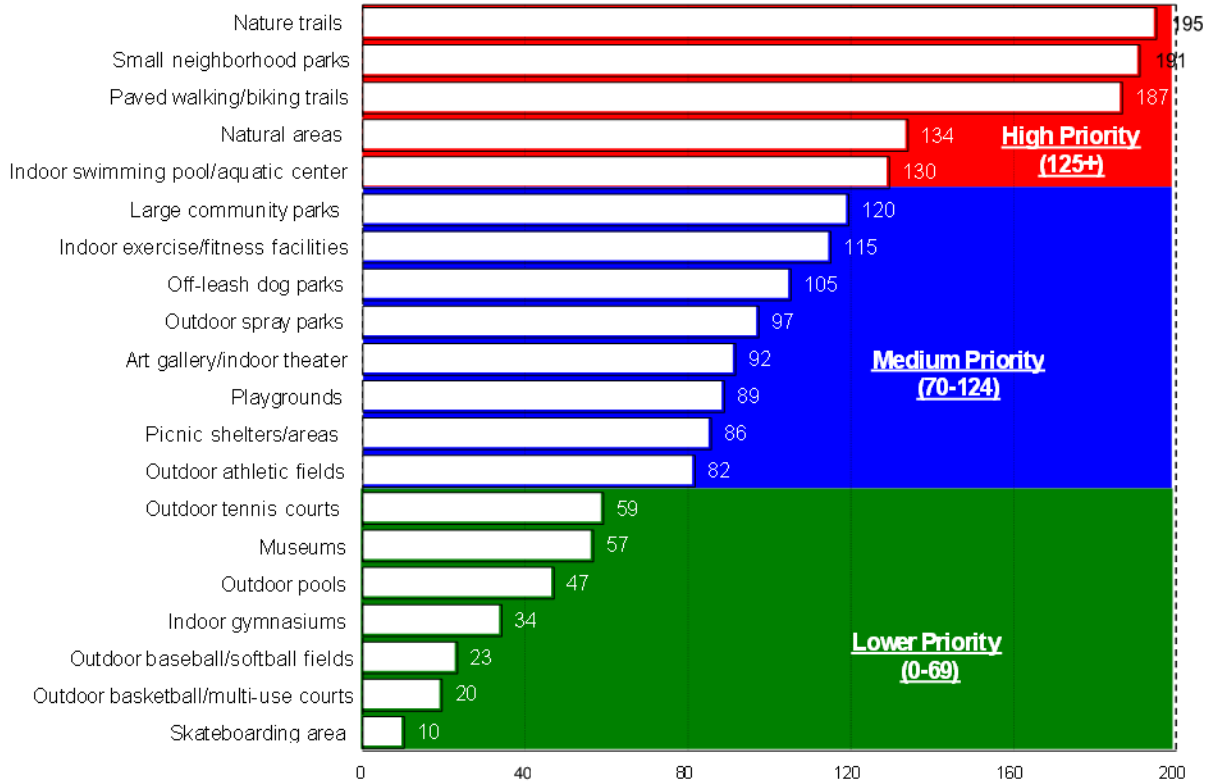
Q8-2. How Well Household Facility Needs Are Being Met By the City of Shoreline

by percentage of households that have a need for each facilities



Source: ETC Institute (2016)

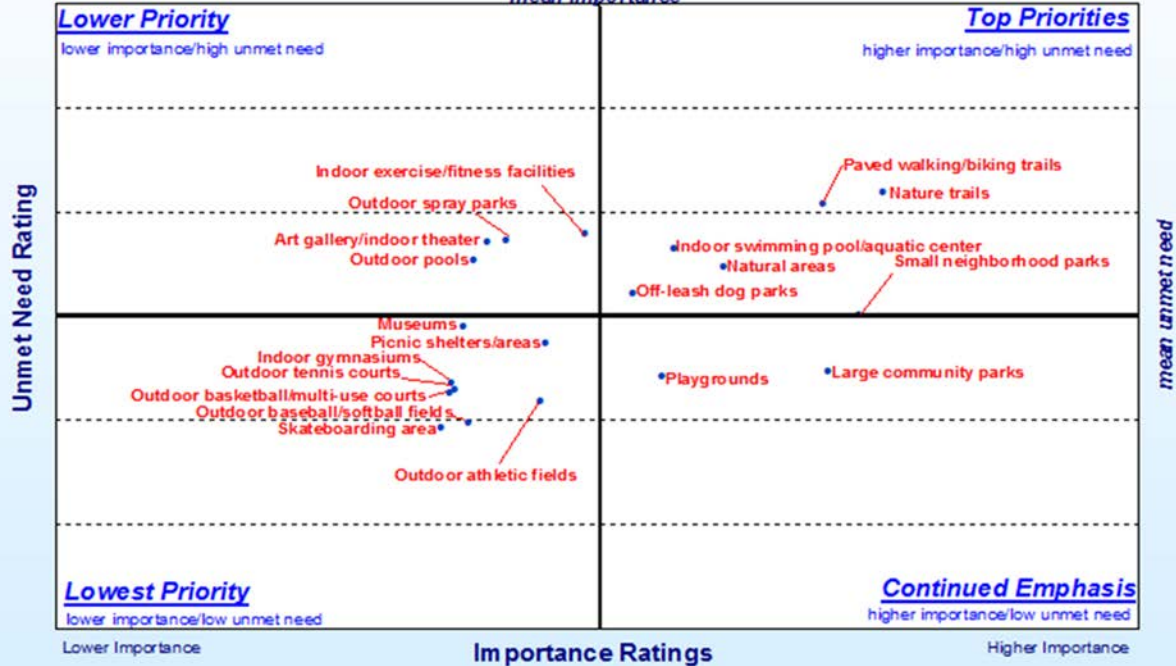
Top Priorities for Investment for Facilities Based on the Priority Investment Rating



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

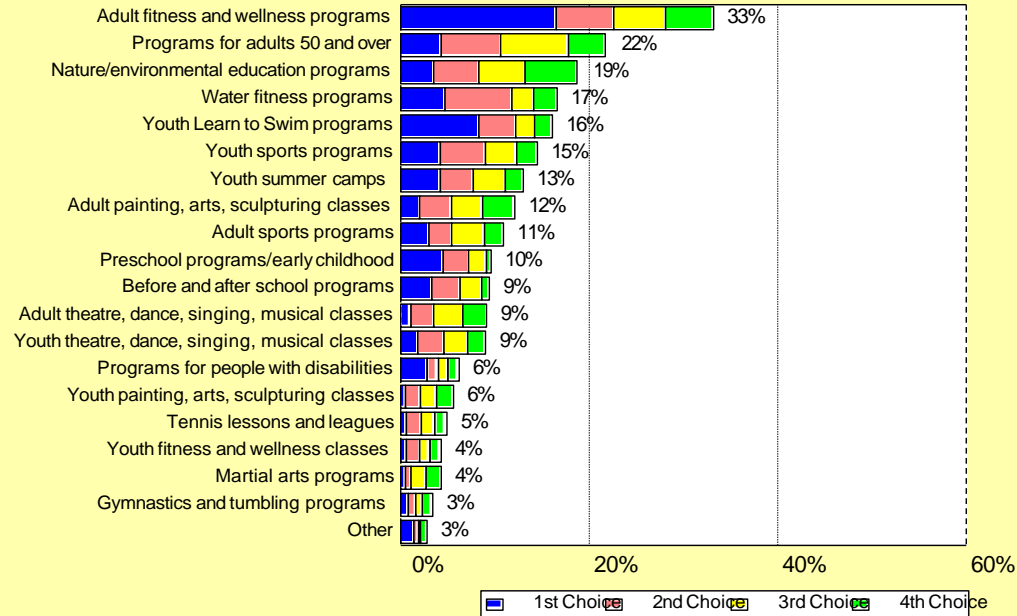


Source: ETC Institute (2016)

Table 1.3 Most Important Programs

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

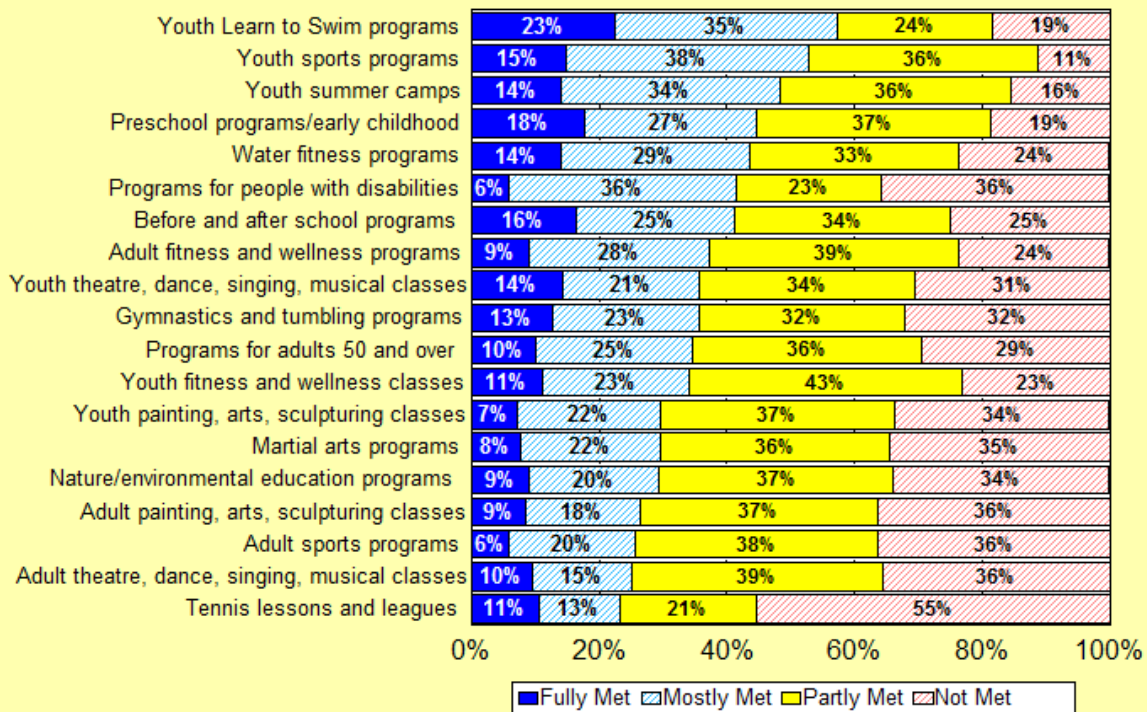
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2016)

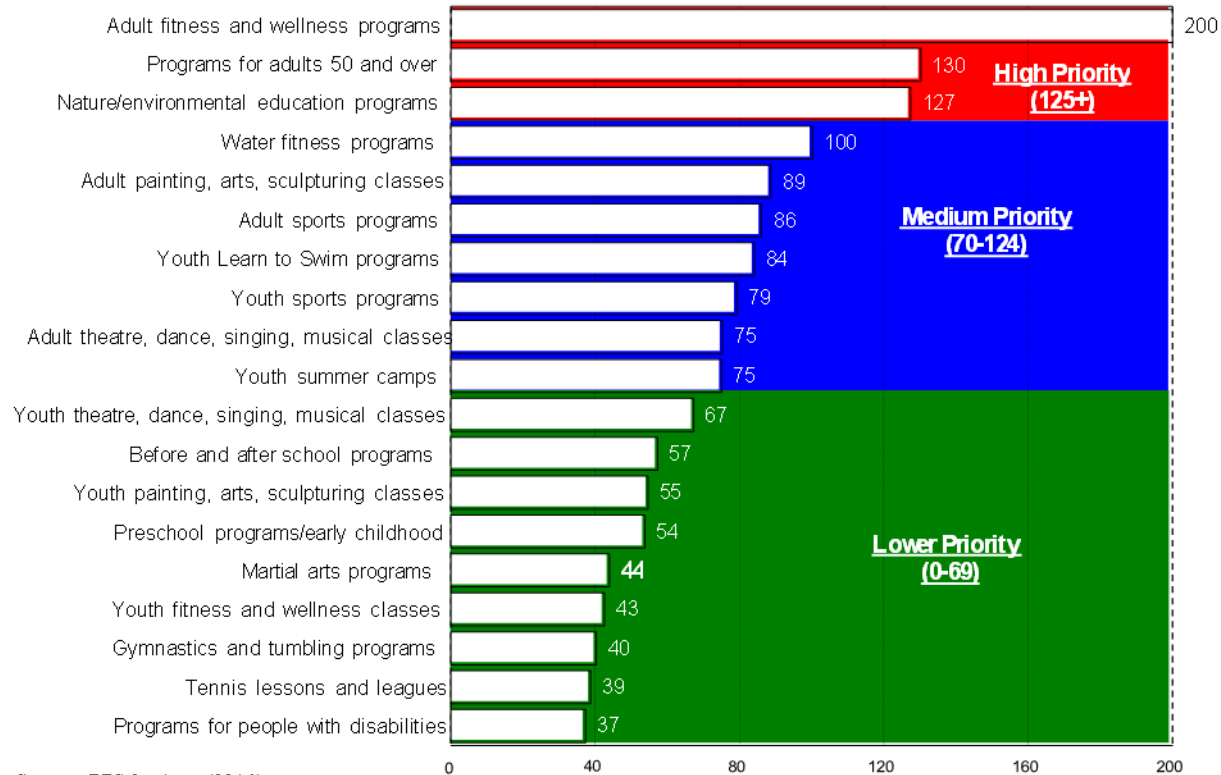
Q10-2. How Well Shoreline Parks and Recreation Programs are Meeting the Needs of Households

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

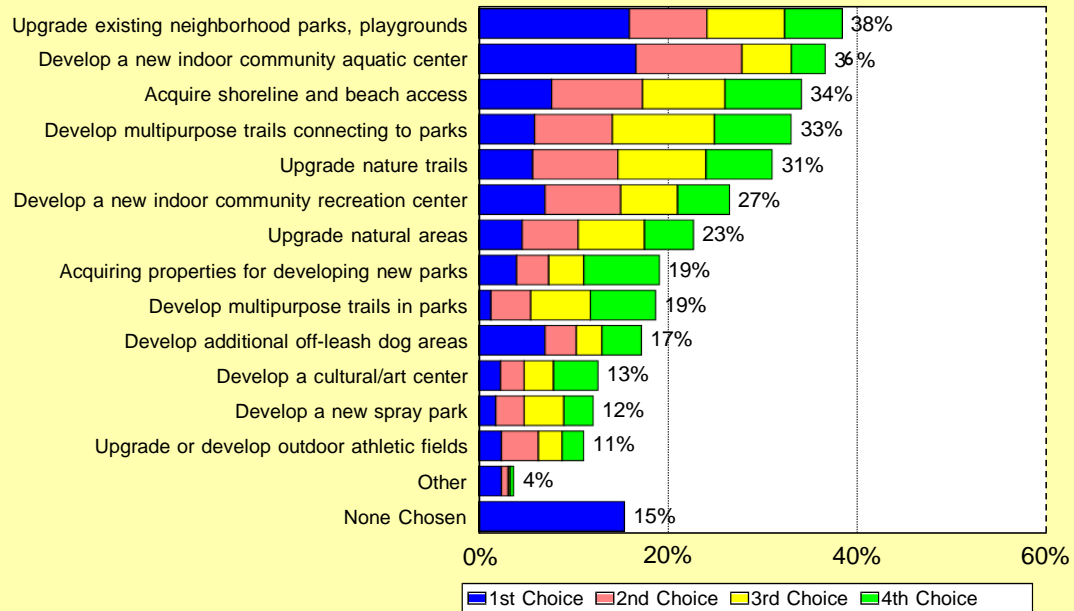
Programs that call for special attention :

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



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

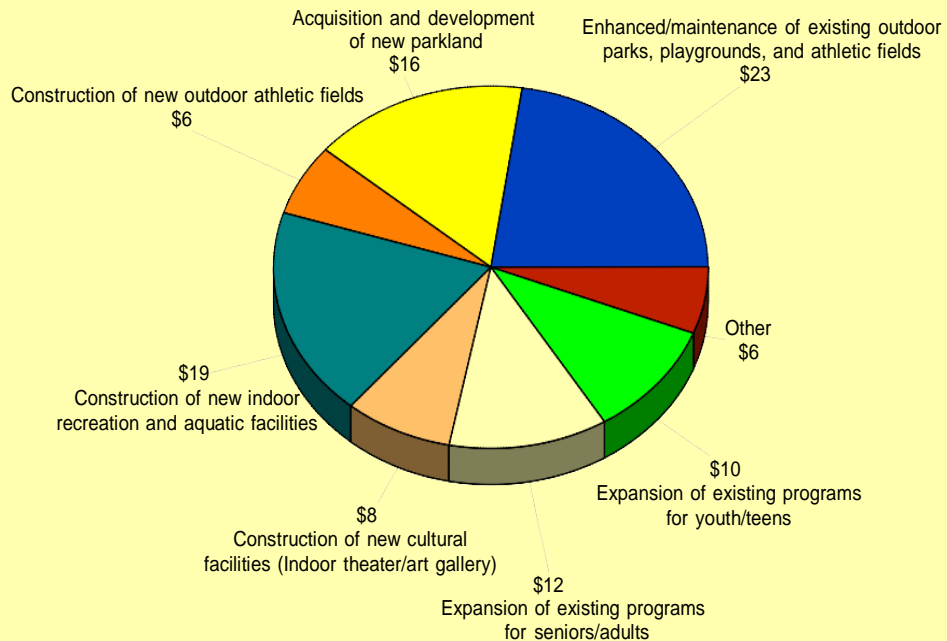


Source: ETC Institute (2016)



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?

THANK YOU!!