

Parks, Recreation, & Open Space (PRO) Plan
Preliminary Survey
Results

Survey Conducted by Hebert Research, Inc.
Presentation to City Council: July 20, 2010

Purpose of the Study

- To provide statistical and scientifically valid information on a wide range of parks and recreation initiatives.
- To provide information that will help guide development of the 6-year Parks, Recreation and Open Space (PRO) Plan.
- To provide information specific to the potential development of a Community Center/Aquatic Center.

Methods

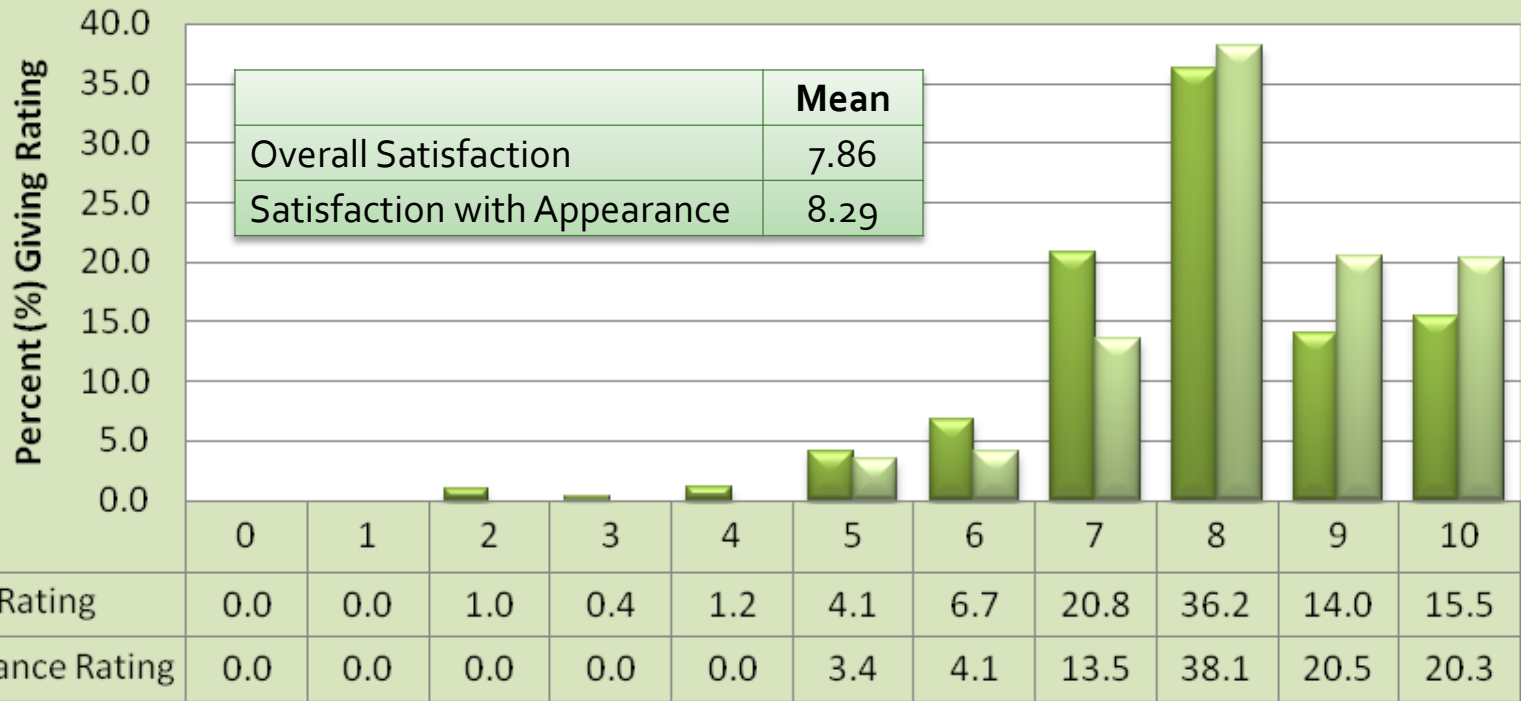
- Statistically valid phone survey to 400 Sammamish residents.
 - Completed July 1 to July 7
 - 67.2% response rate.
- Online survey (not statistically valid) was also made available via the City's website.
 - Approximately 330 responses received.
 - Survey questions modified slightly due to web format.
 - Analysis is not complete, but trends appear to be similar to the phone survey.



WARM-UP QUESTIONS

Have a Say in How We Play!

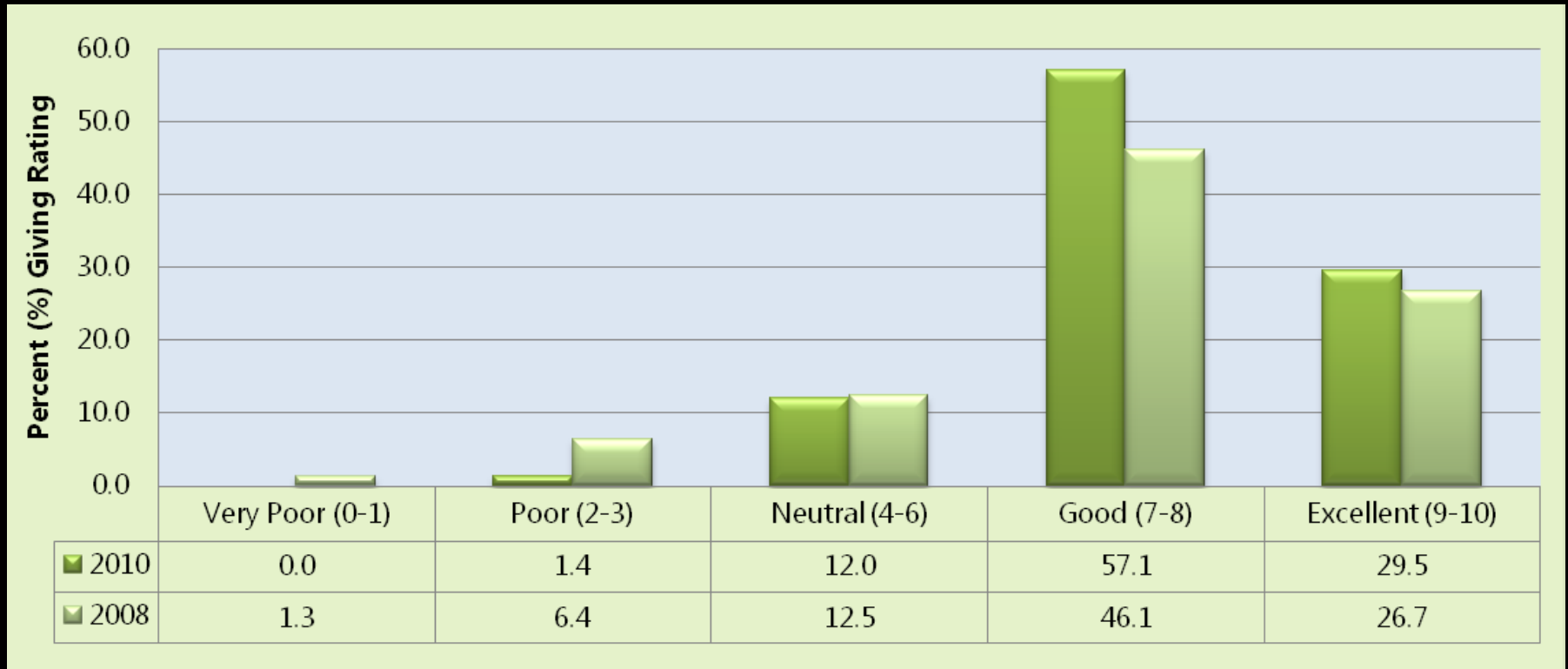
Parks Satisfaction/Appearance



Ratings for both questions are generally strong.

Overall Parks Satisfaction

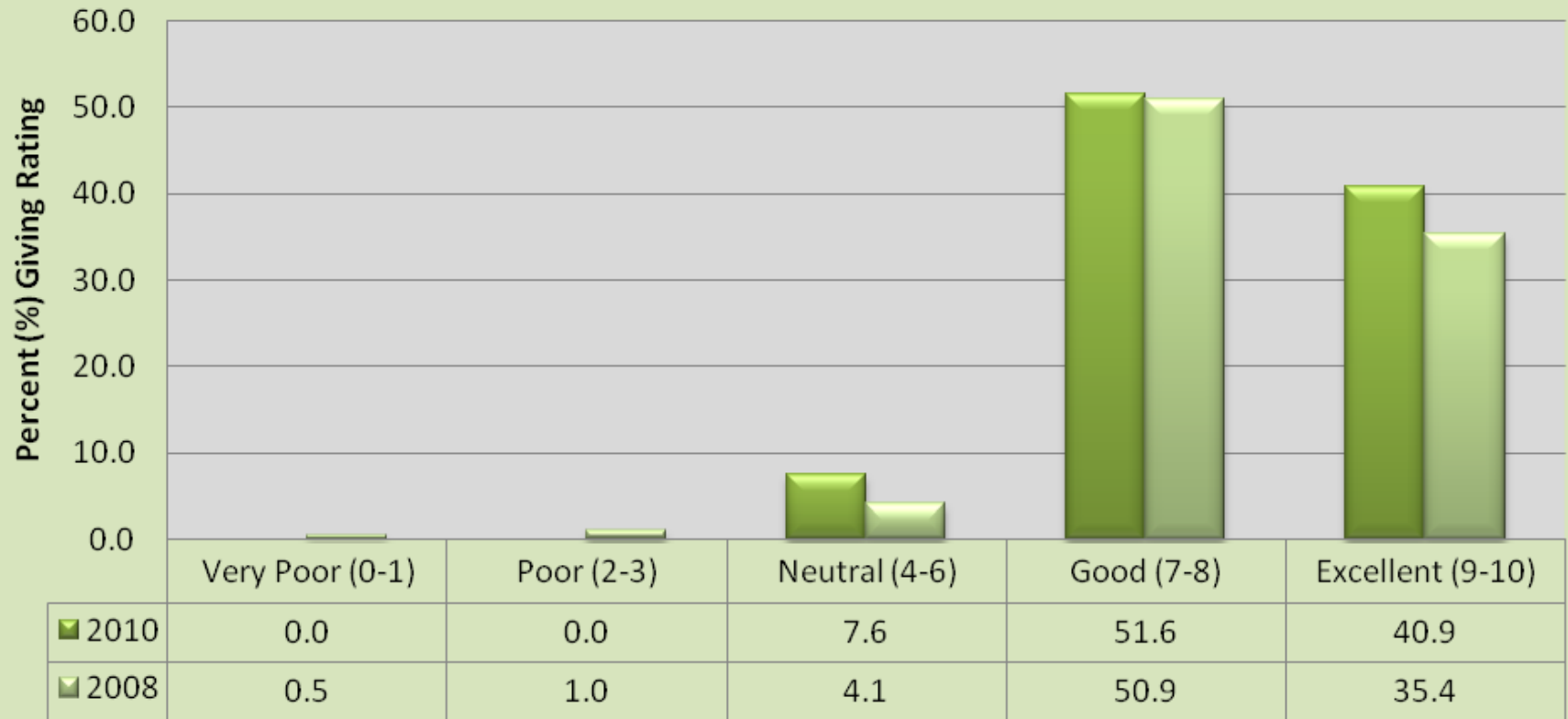
2008 vs. 2010



Results show slight improvement in overall satisfaction.

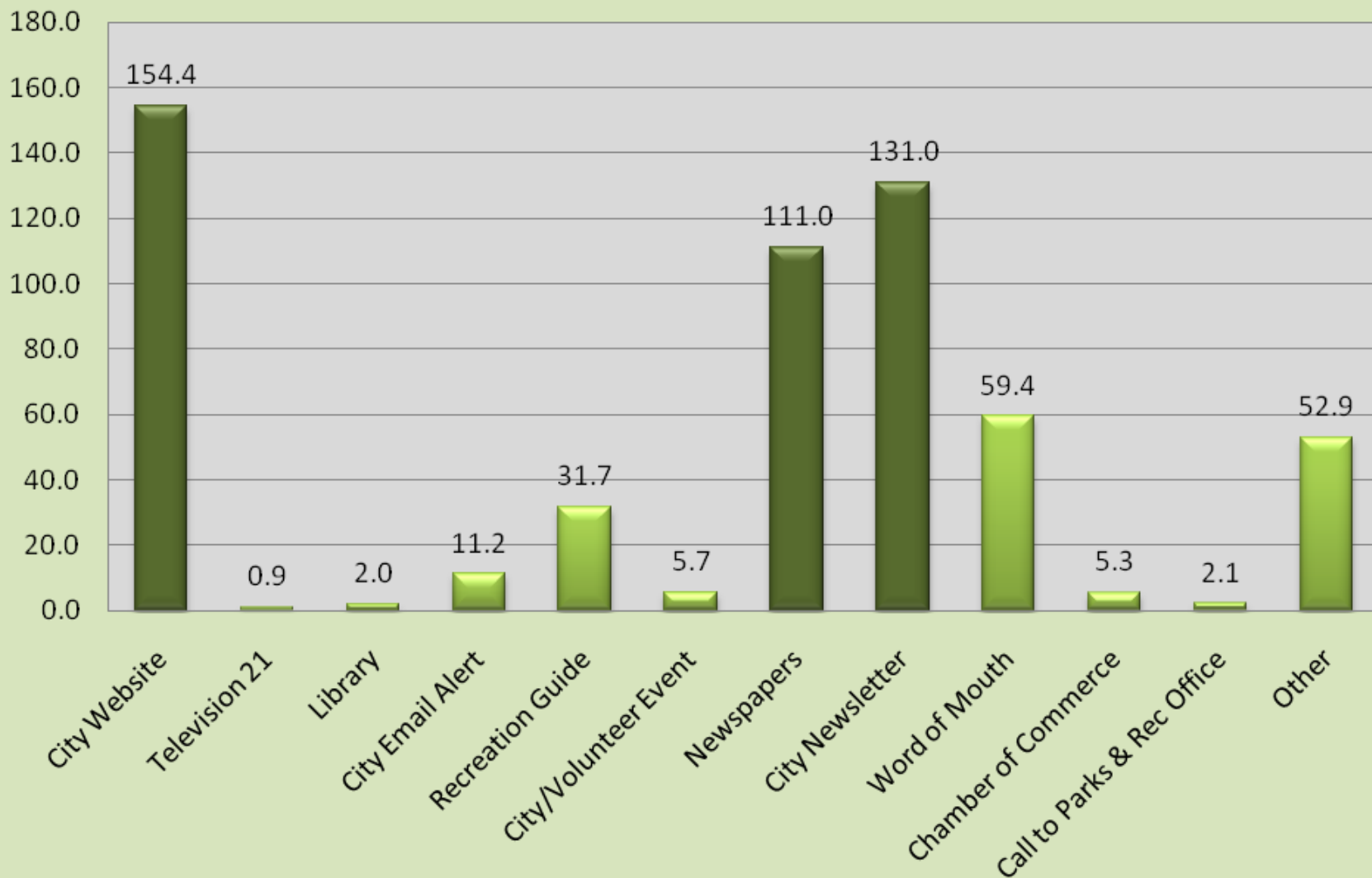
Satisfaction with Appearance

2008 vs. 2010



Not a significant change since 2008.

Sources of Information Used to Learn about Parks & Rec Programs

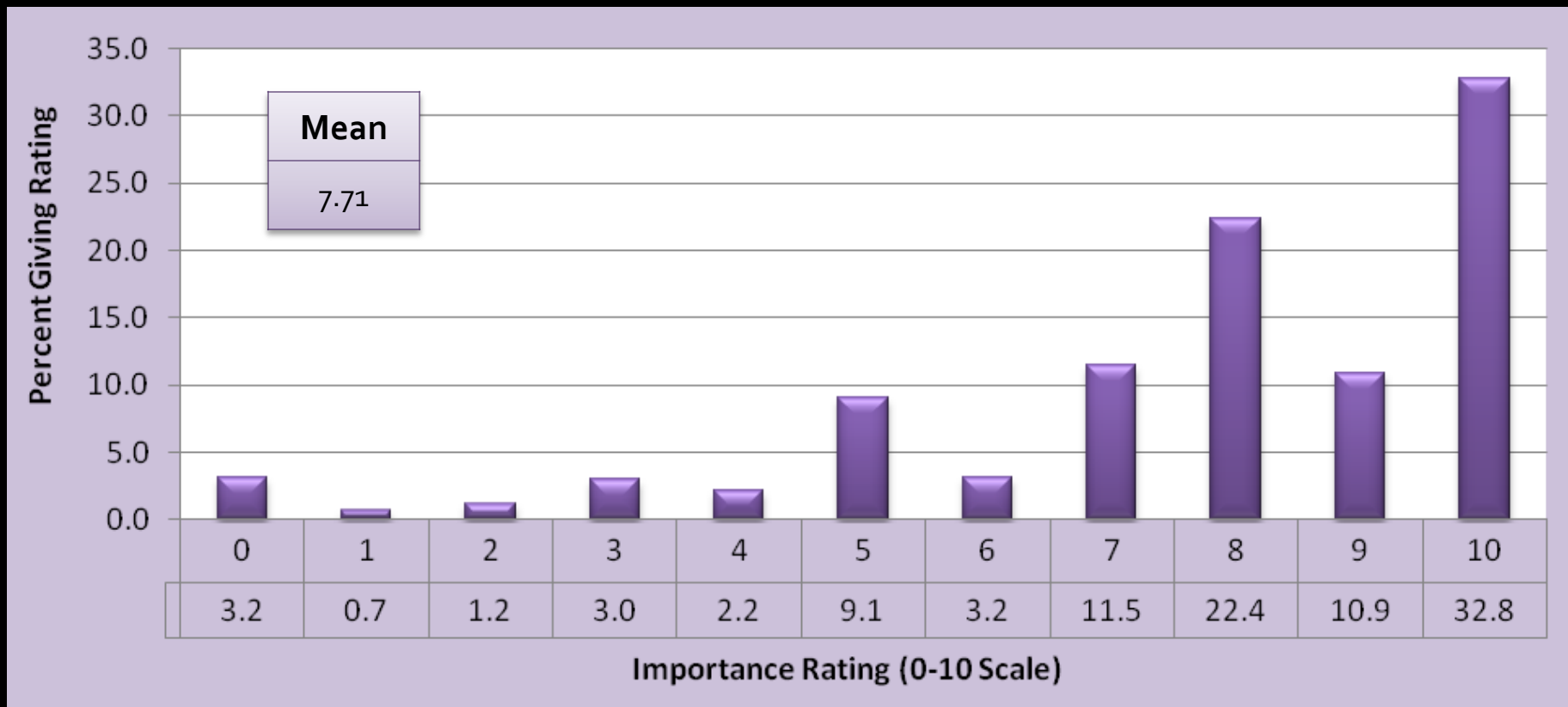




HEALTH & WELLNESS

Have a Say in How We Play!

Importance of Parks & Recreation Facilities for Overall Health & Wellness



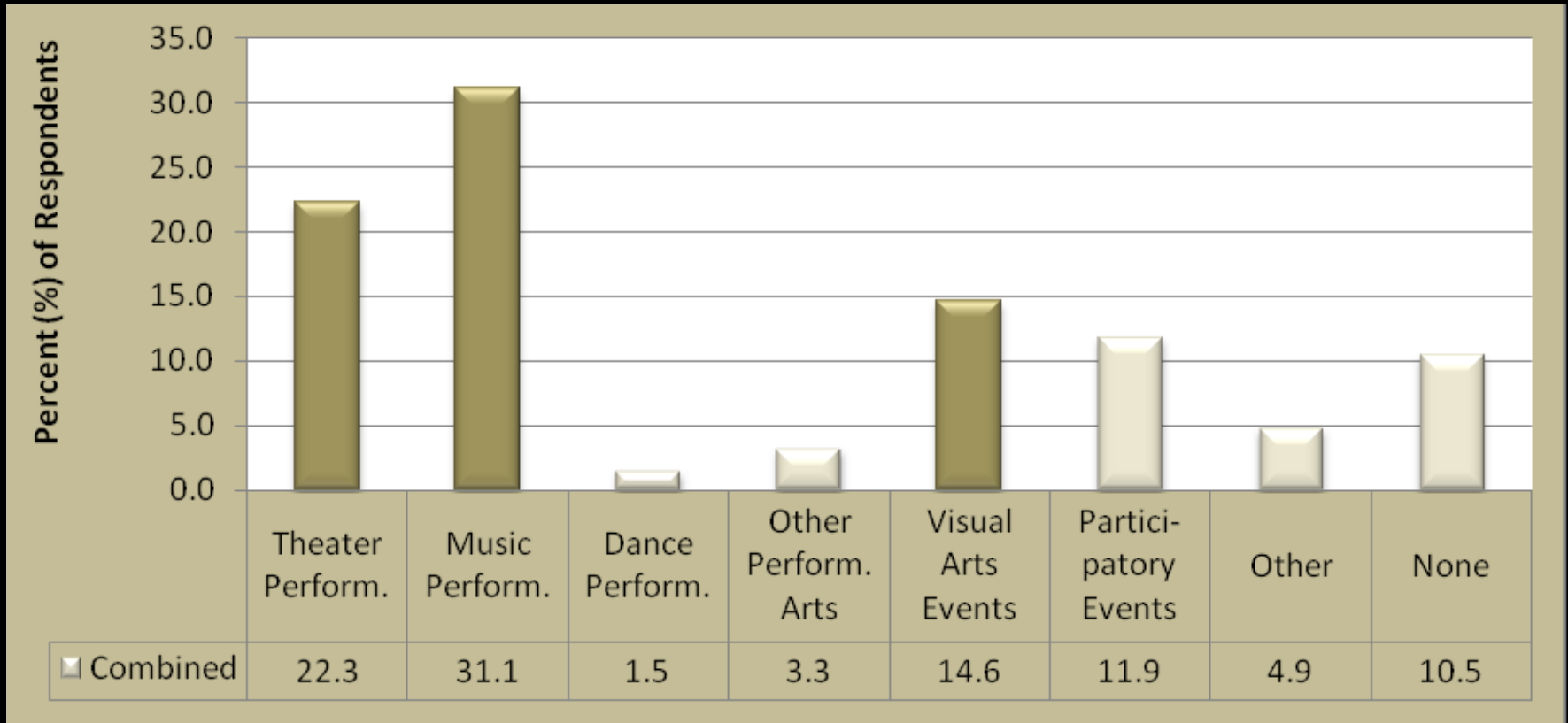
- Over 30% gave the highest score of 10.
- Substantial portion of the residents consider parks & recreation extremely important for health & wellness.



CULTURAL ARTS

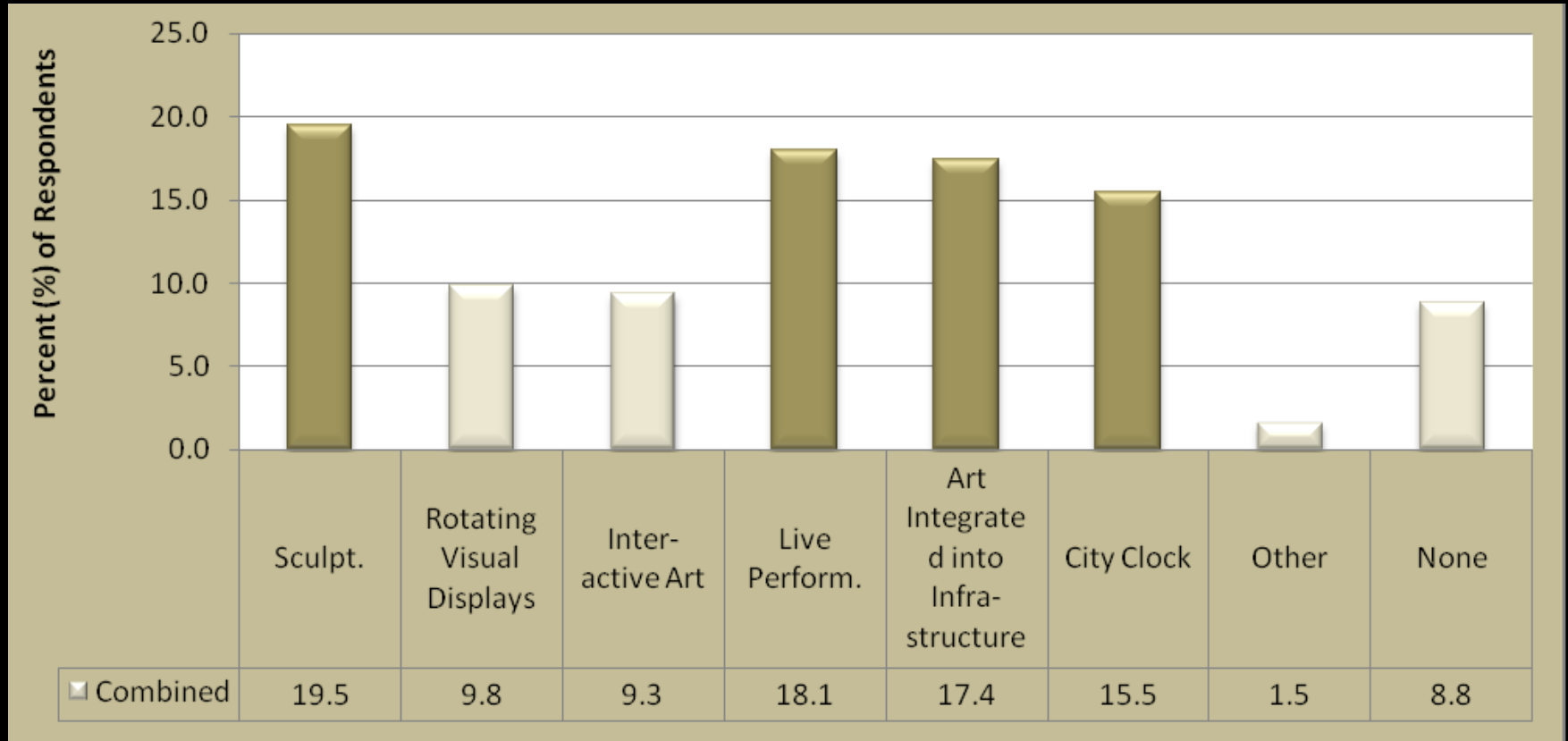
Have a Say in How We Play!

Preferred Cultural Arts Programs for the City to Offer



Music performances were the top choice followed by theater performances and visual arts events.

Preferred Types of Public Art for Sammamish Town Center



Sculptures topped the list, followed by live performances, art integrated into infrastructure, and a city clock.



TRAILS & WALKABILITY

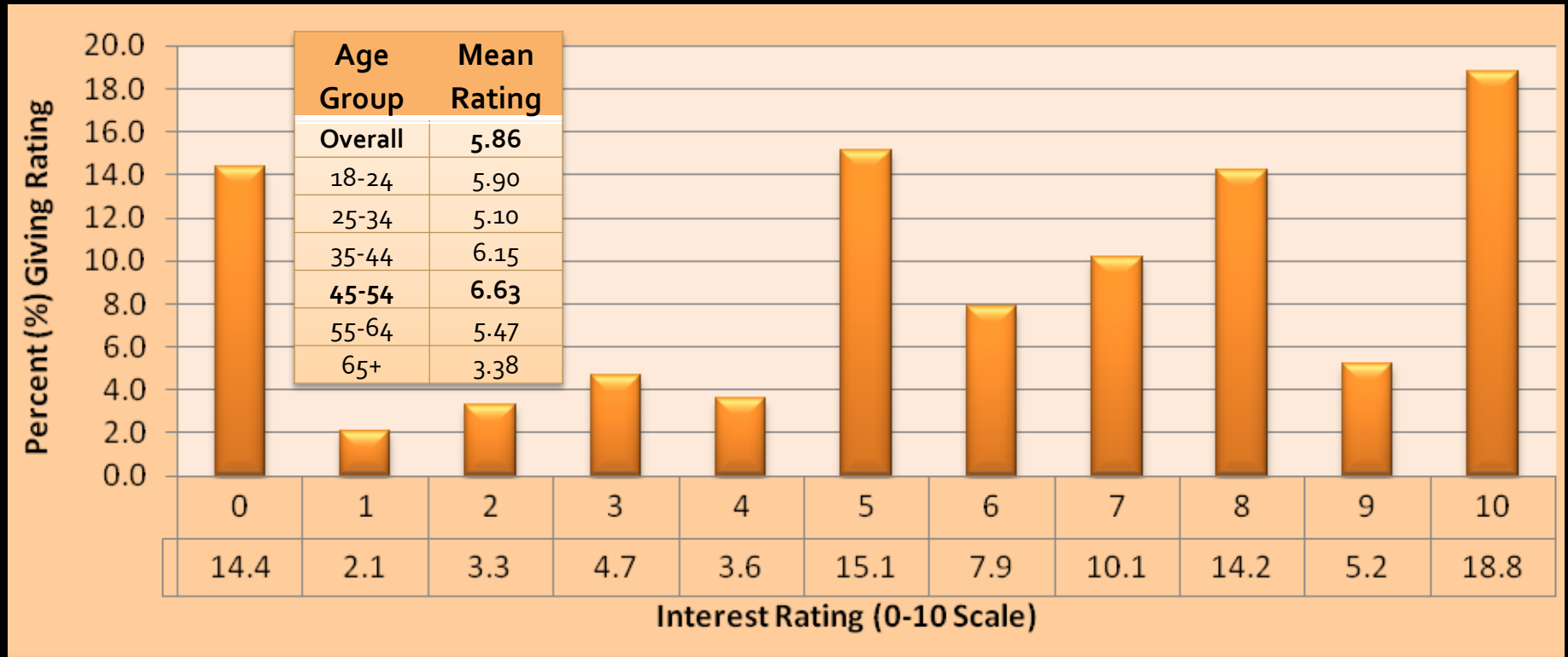
Have a Say in How We Play!

Overall Satisfaction with Existing Sammamish Trail System



Responses suggest that, while the community is not dissatisfied with the trail system, improvements could be made to bring the trail system up to the standards of other parks & recreation programs.

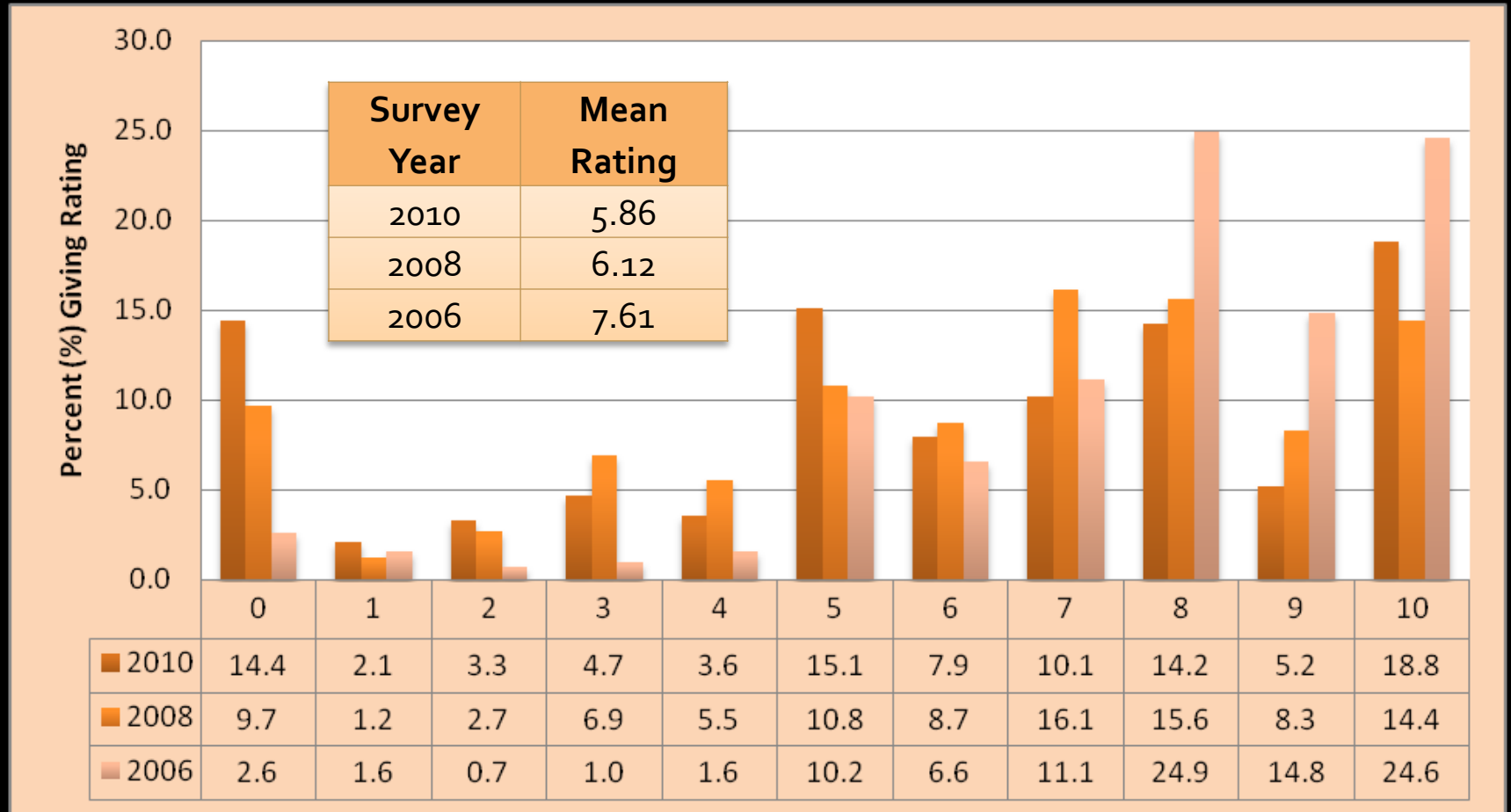
Interest in New Trails, Bikeways and Paths



- Largest single group gave a rating of 10.
- Residents between 45 and 54 were most interested in new trails.
- Significant difference between age groups.

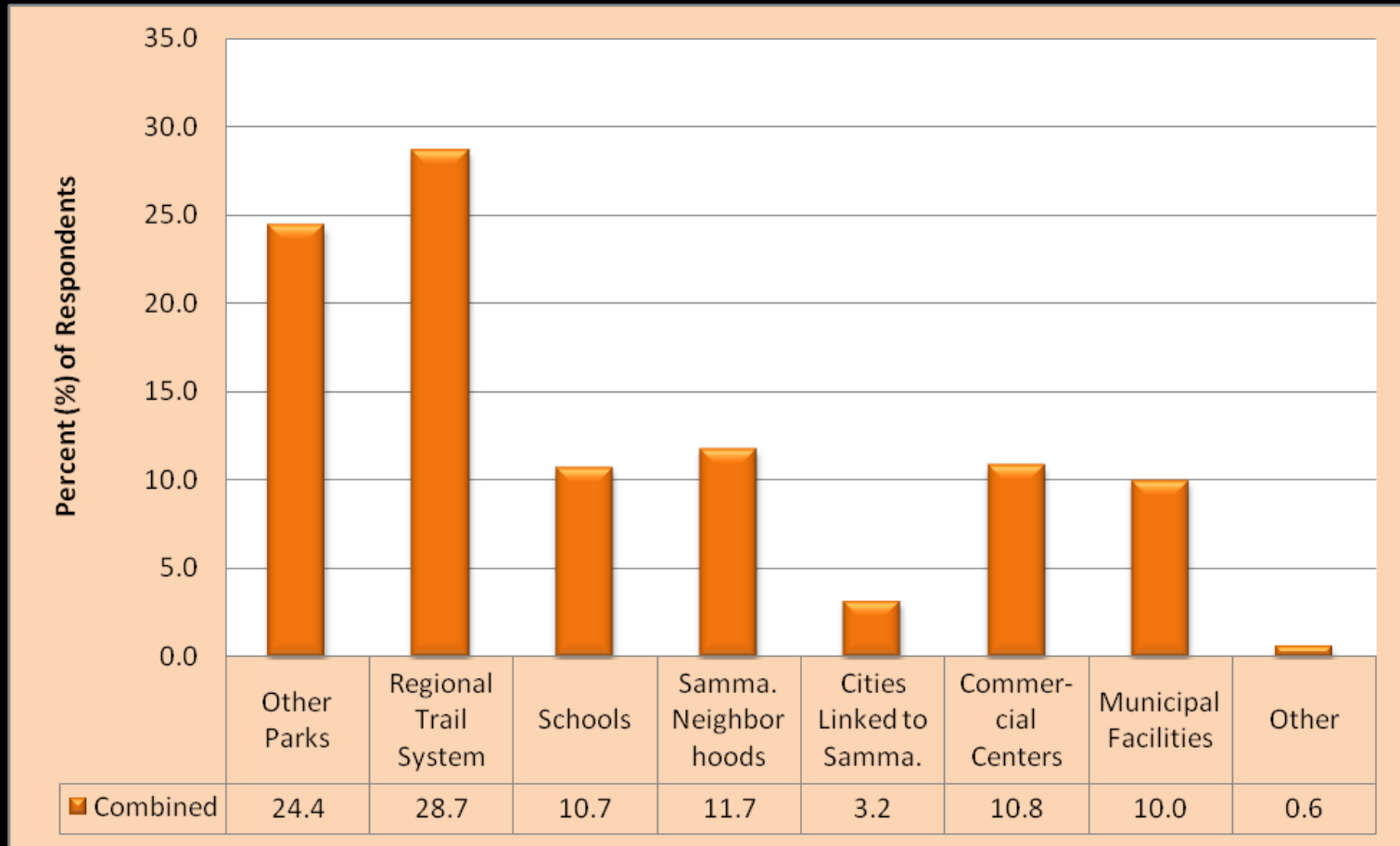
Interest in New Trails

2006 - 2008 - 2010



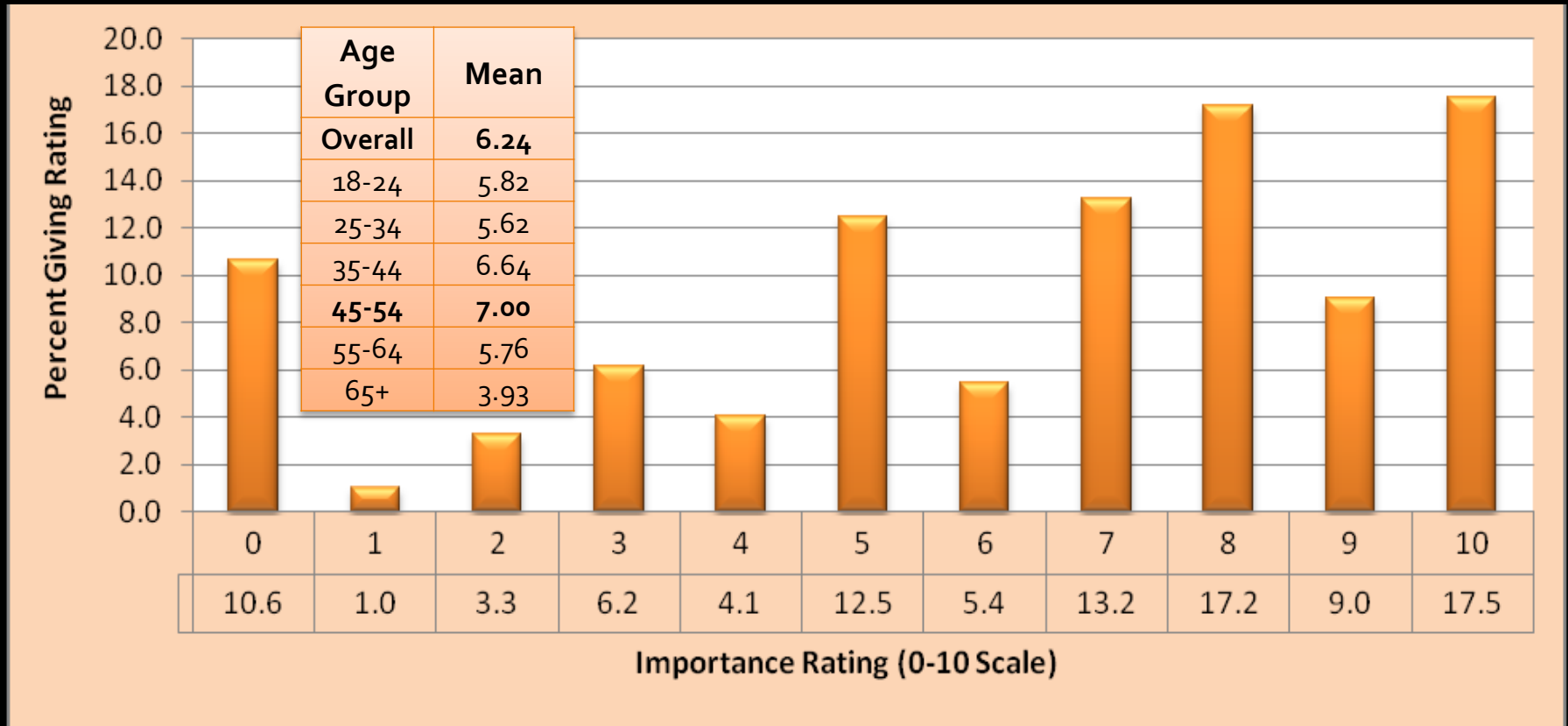
Average level of interest in new trails has declined since 2006.

Most Important Destinations for Trails



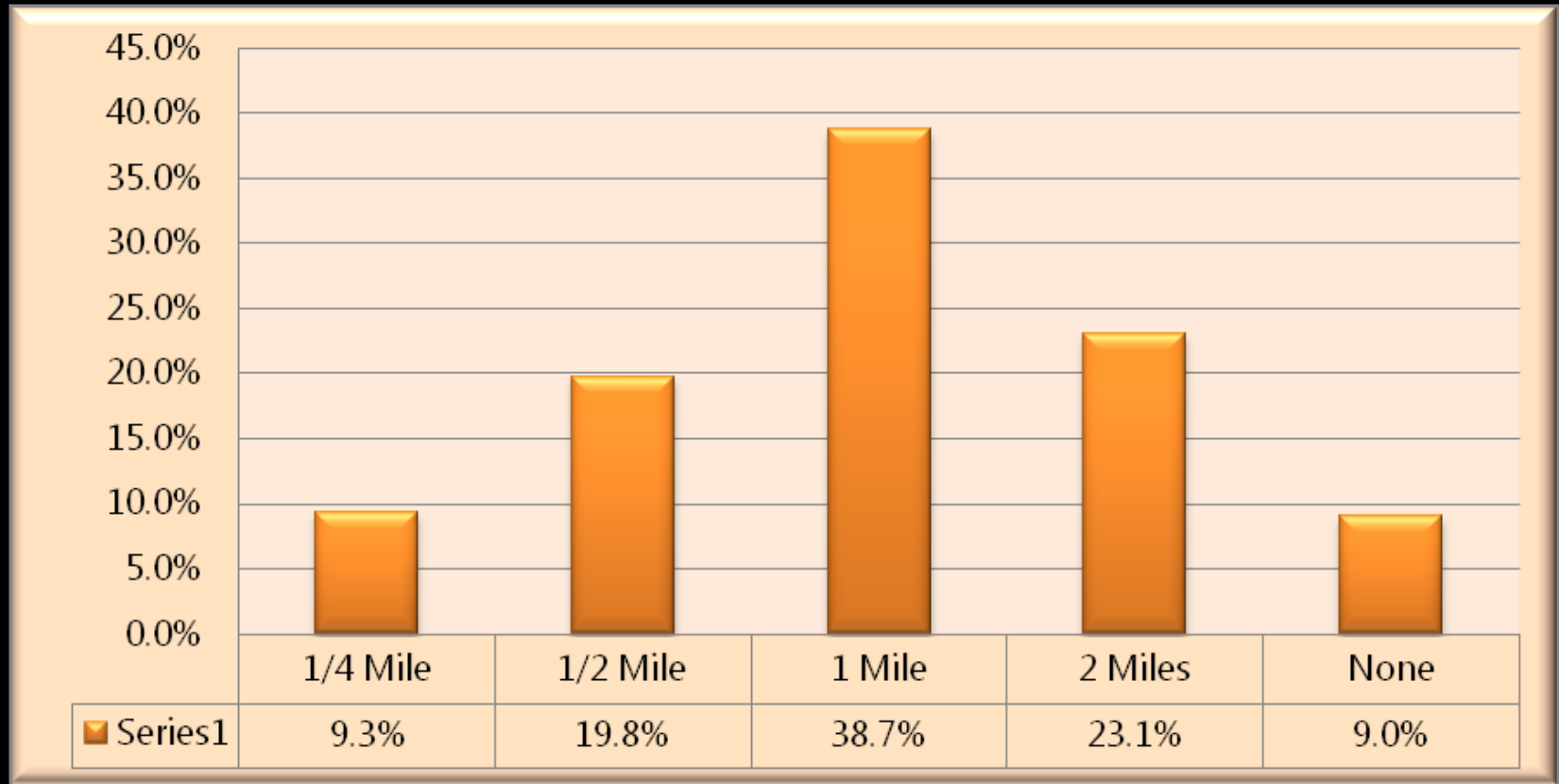
- Regional trail systems and other parks were the top two choices for trail connectivity.
- Indicates that residents place a strong value on an interconnected recreation system.

Importance of Ability to Walk to Parks and Recreation Facilities



- Mean score was 6.24, indicating walkability is of moderate importance.
- Members of the 45-54 age group rated the importance of walkability the highest.

Maximum Distance Willing to Walk to Parks & Recreation Facilities



- Over 60% of respondents were willing to walk at least a mile.
- Only 9% were not willing to walk any distance.
- Level of willingness to walk to park facilities is generally high.

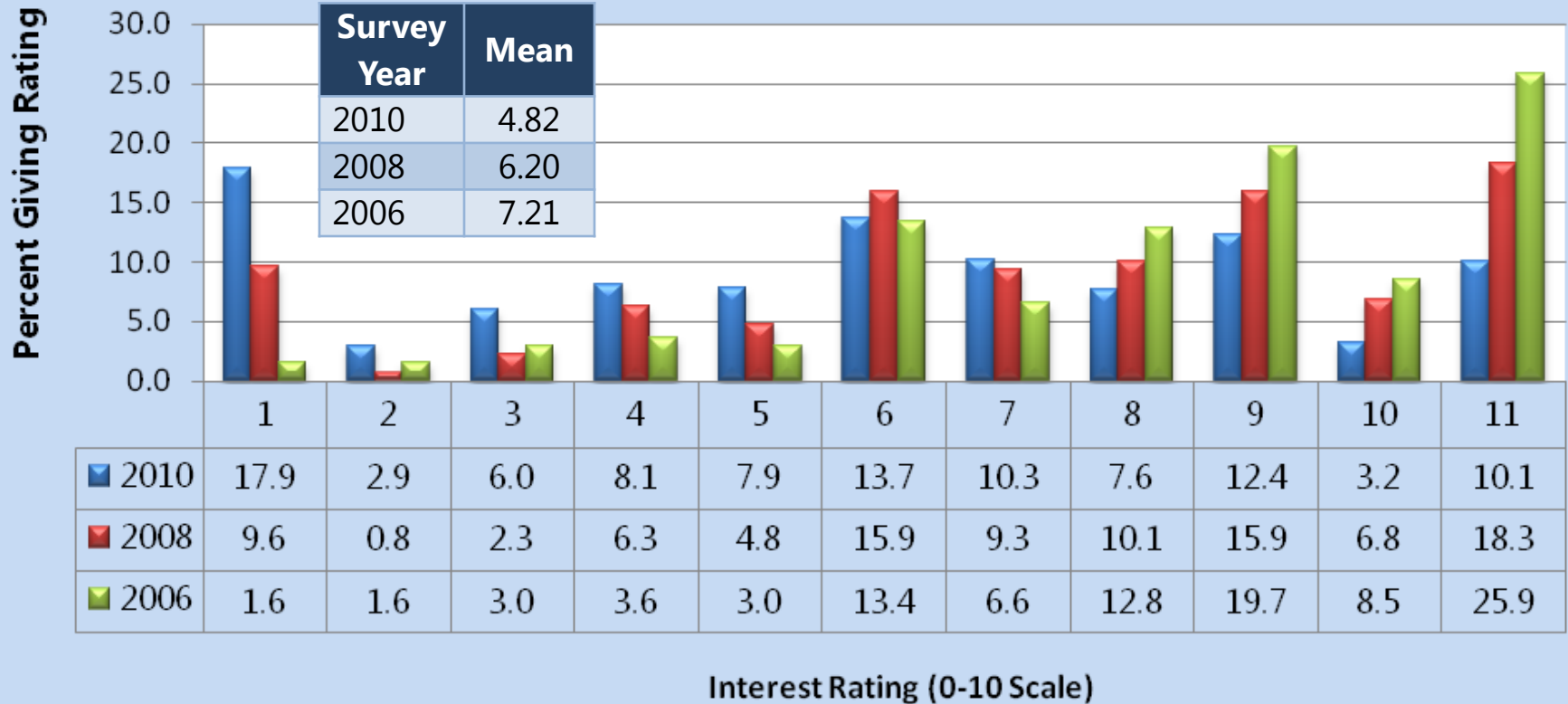


PARKS

Have a Say in How We Play!

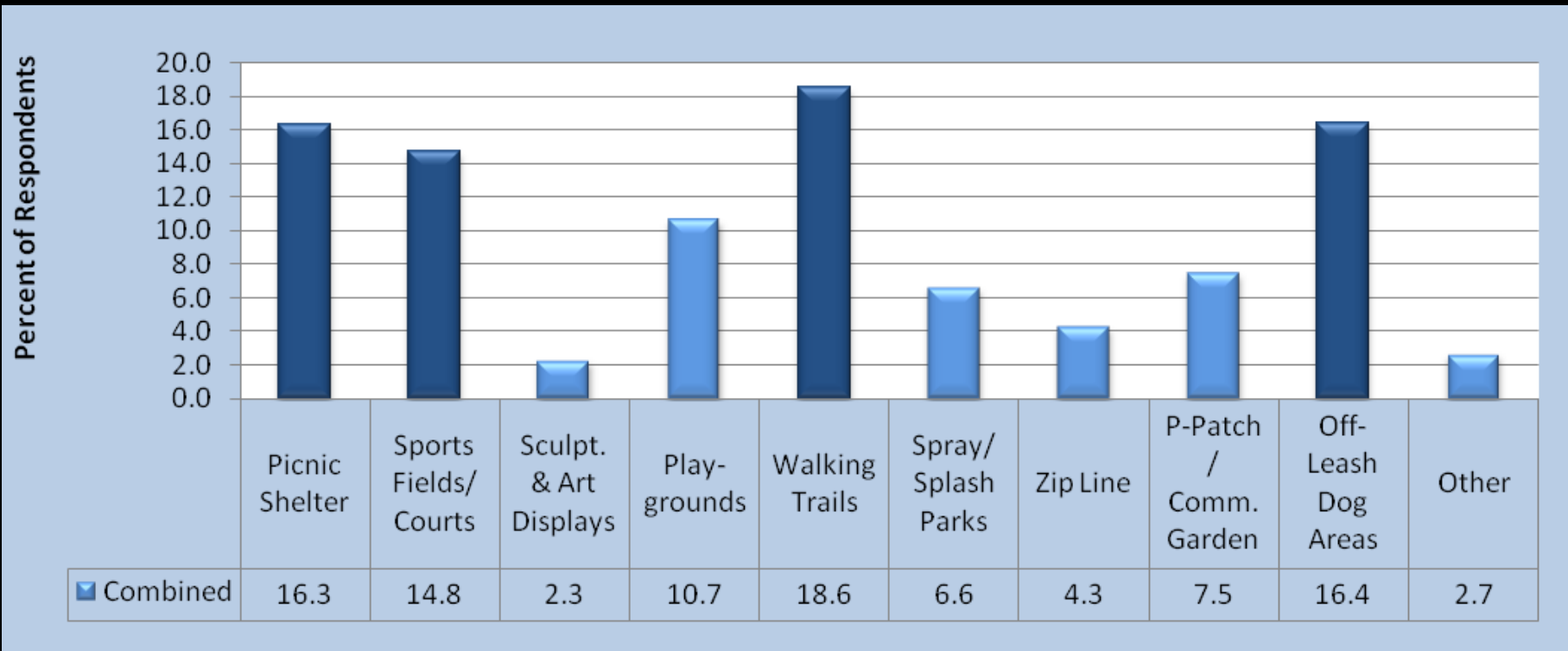
Interest in Athletic Fields

2006 – 2008 - 2010



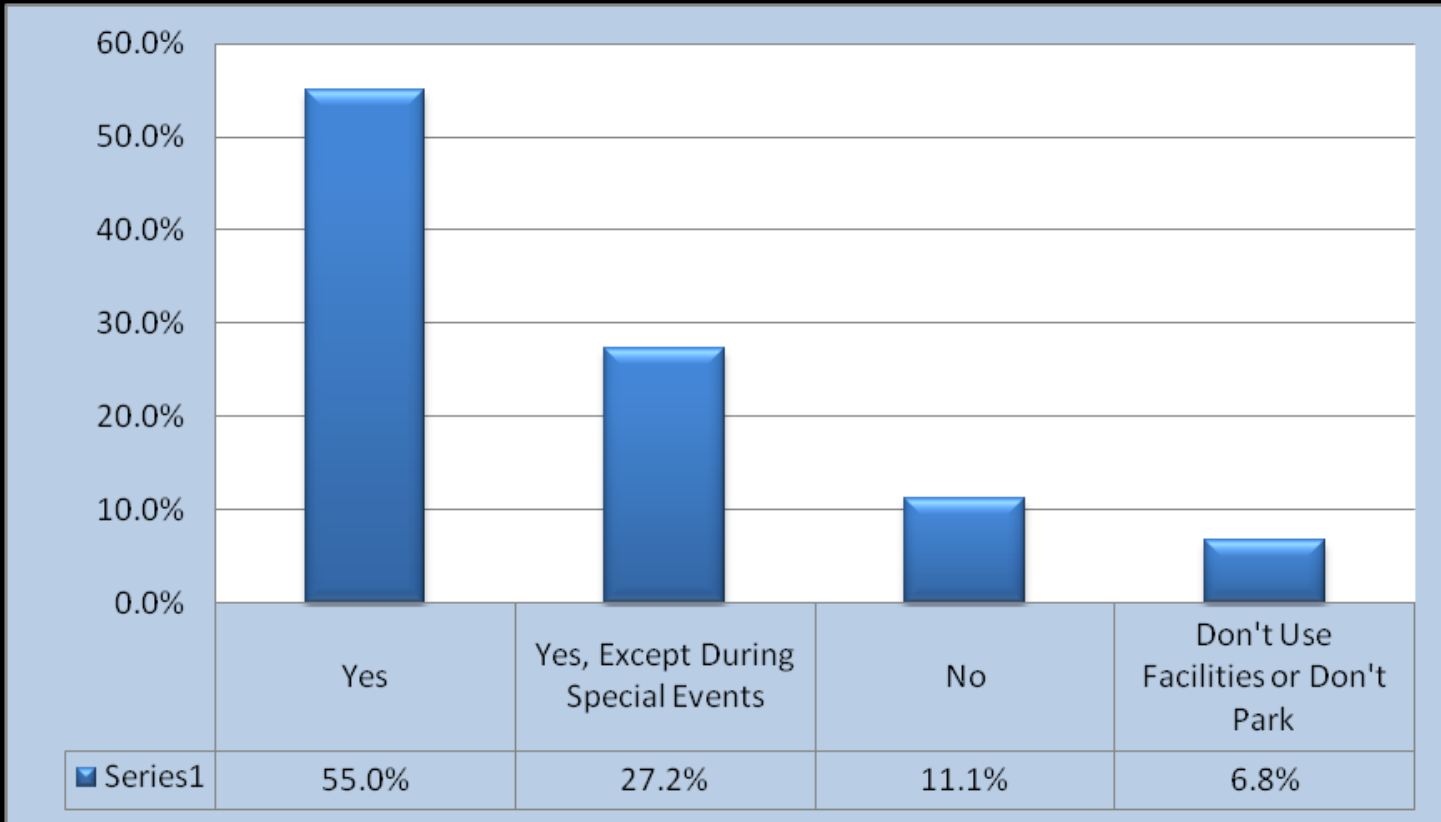
Interest in athletic fields has undergone a steady decline since 2006.

Most Important Amenities for Future Parks



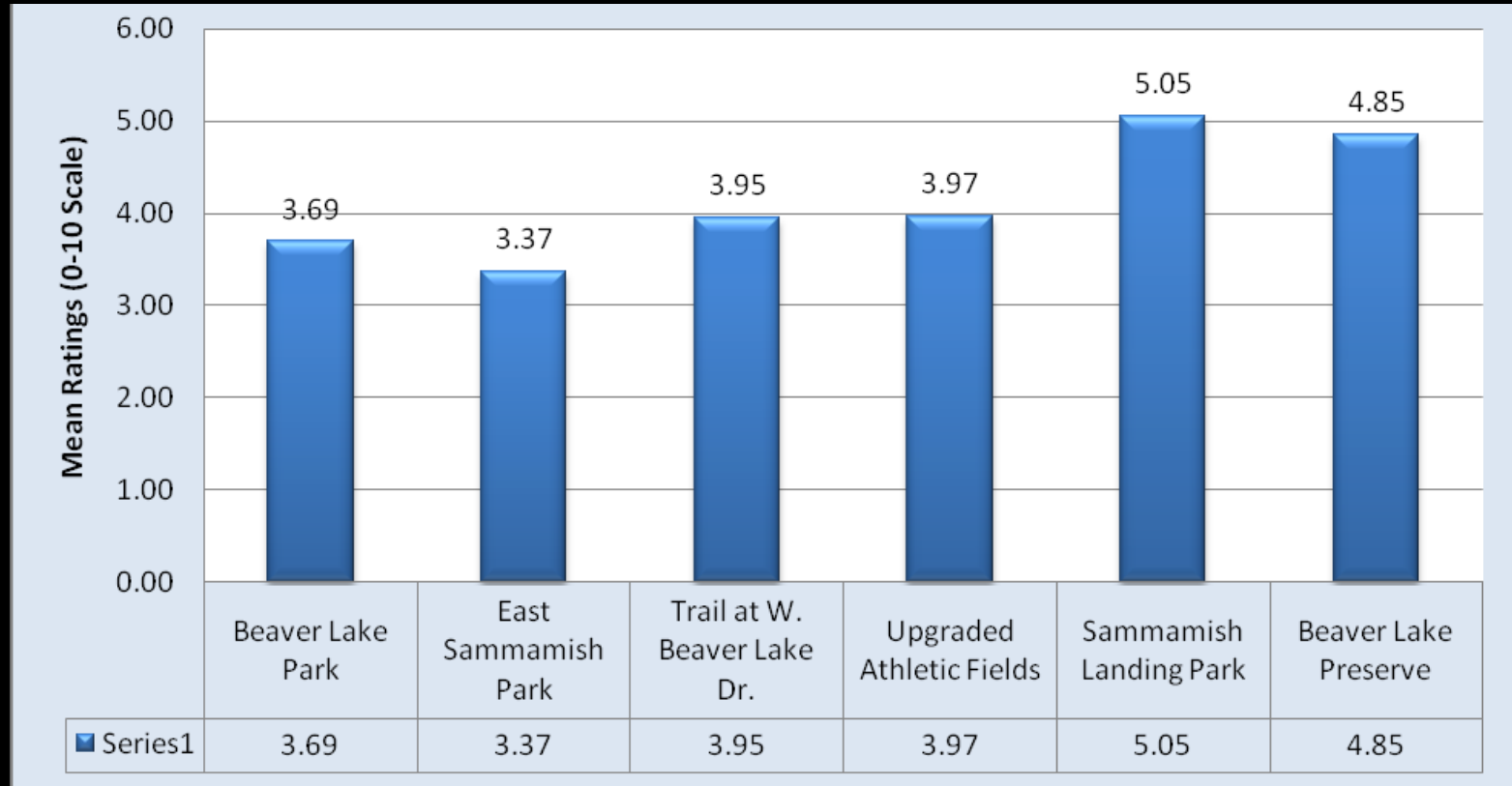
- Walking trails ranked the highest, with off-leash dog areas and picnic shelters coming second. Sports fields/courts were third.
- Consistent with our current park designs.

Ability to Find Parking at Existing Parks



The majority of residents (55%) reported that they can generally find parking at Sammamish parks and recreation facilities.

Likelihood to Use New or Improved Facilities



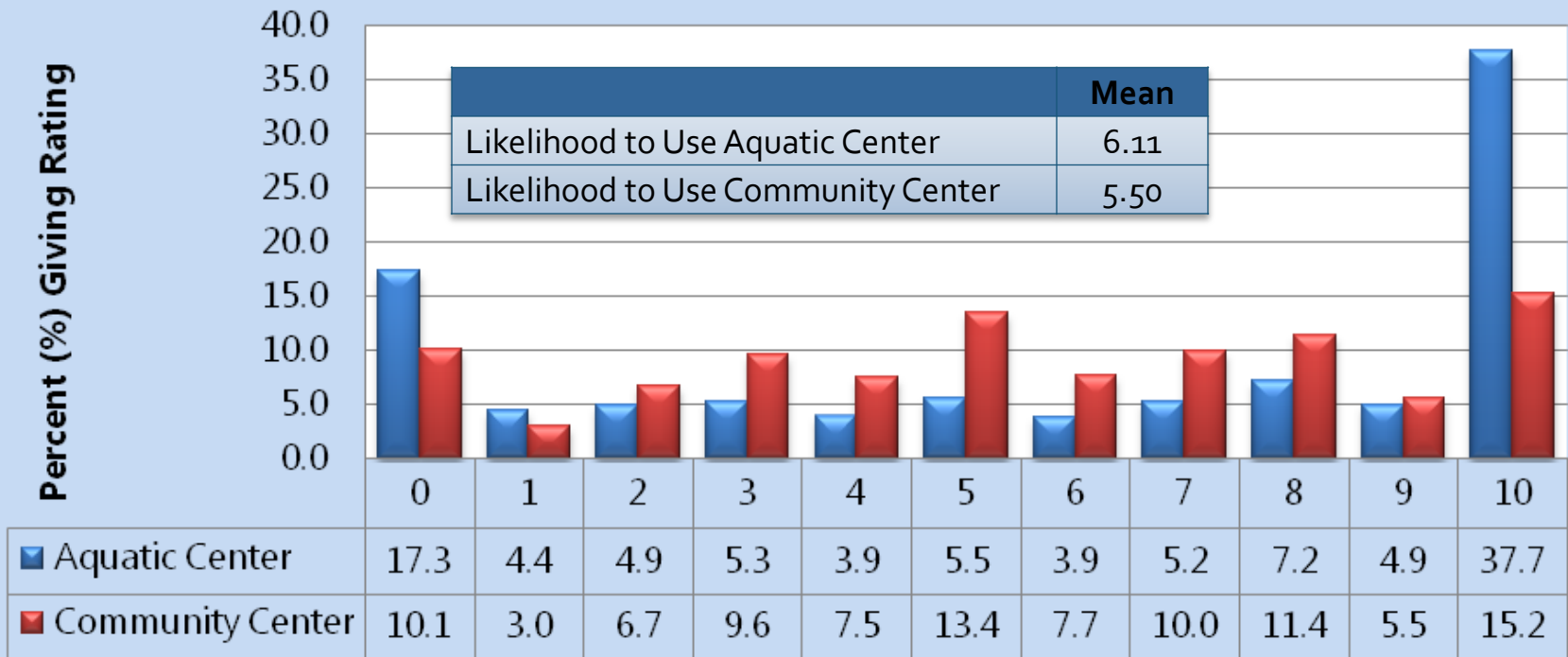
- Two highest ranking projects are Sammamish Landing and Beaver Lake Preserve.
- Responses likely influenced by proximity to each park, familiarity with each park and/or the proposed project.



FACILITIES

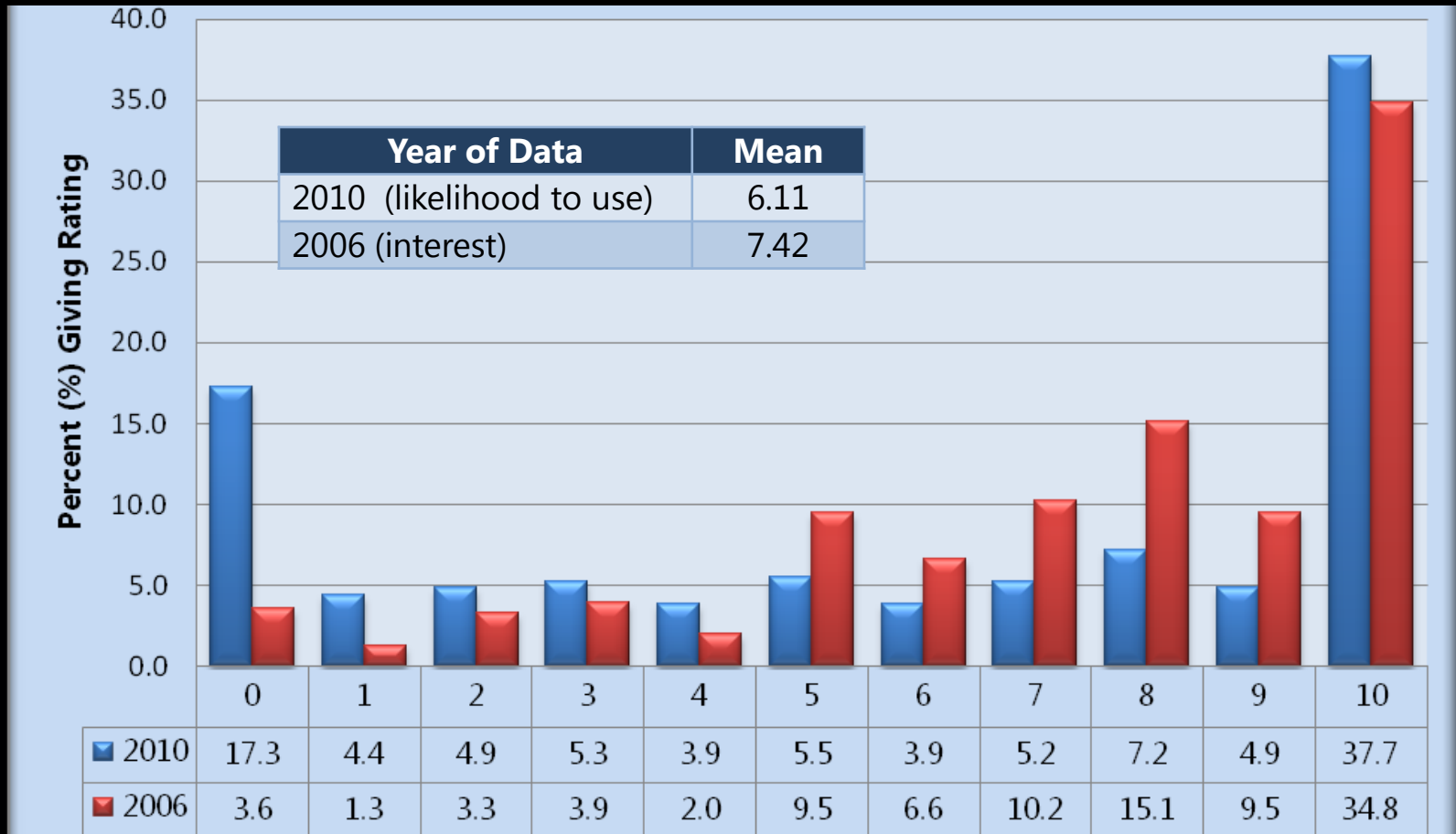
Have a Say in How We Play!

Likelihood to Use Community & Aquatic Center



Residents reported a moderate likelihood to use both a community center and an aquatic center.

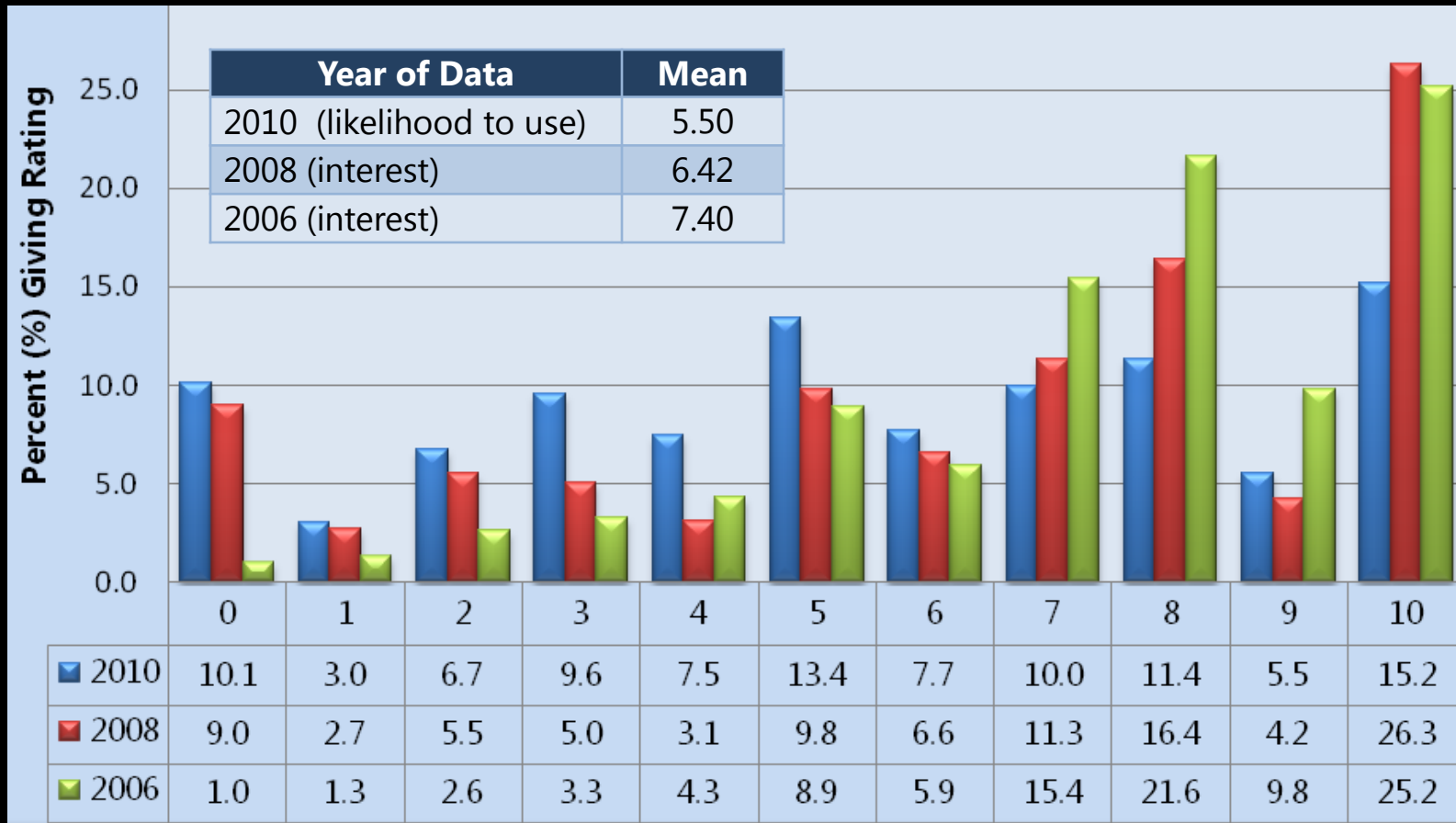
Likelihood to Use /Interest in Aquatic Center 2006 vs. 2010



- 2010 question was changed to “likelihood to use an aquatic center” versus “interest in an aquatic center” as asked in 2006.
- Not a true “apples to apples” comparison.

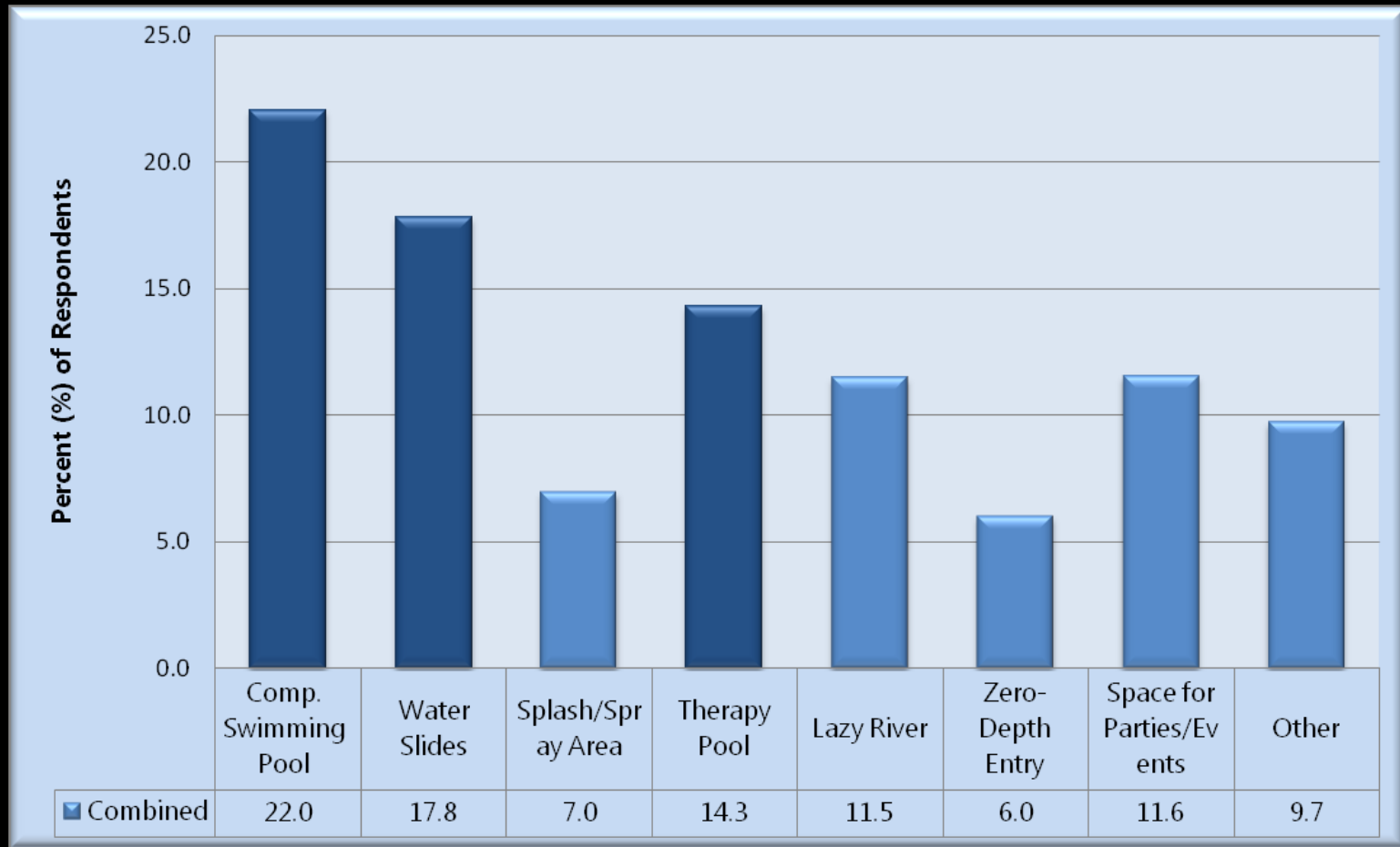
Likelihood to Use /Interest in Community Center

2006 - 2008 - 2010



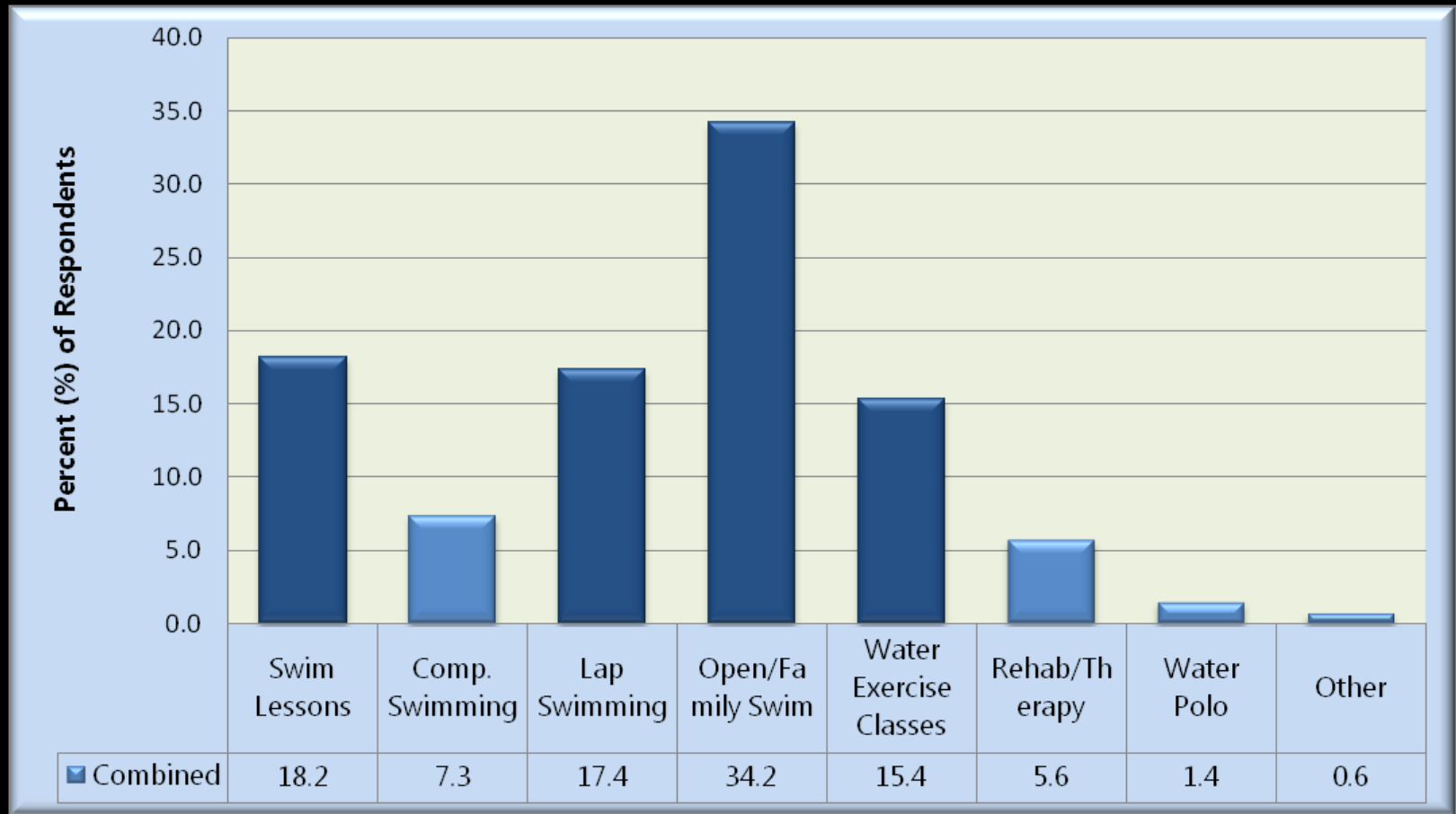
- 2010 question was changed to “likelihood to use an community center” versus “interest in an aquatic center” as asked in 2006 and 2008.
- Not a true “apples to apples” comparison.

Aquatic Center Features Most Likely to Use



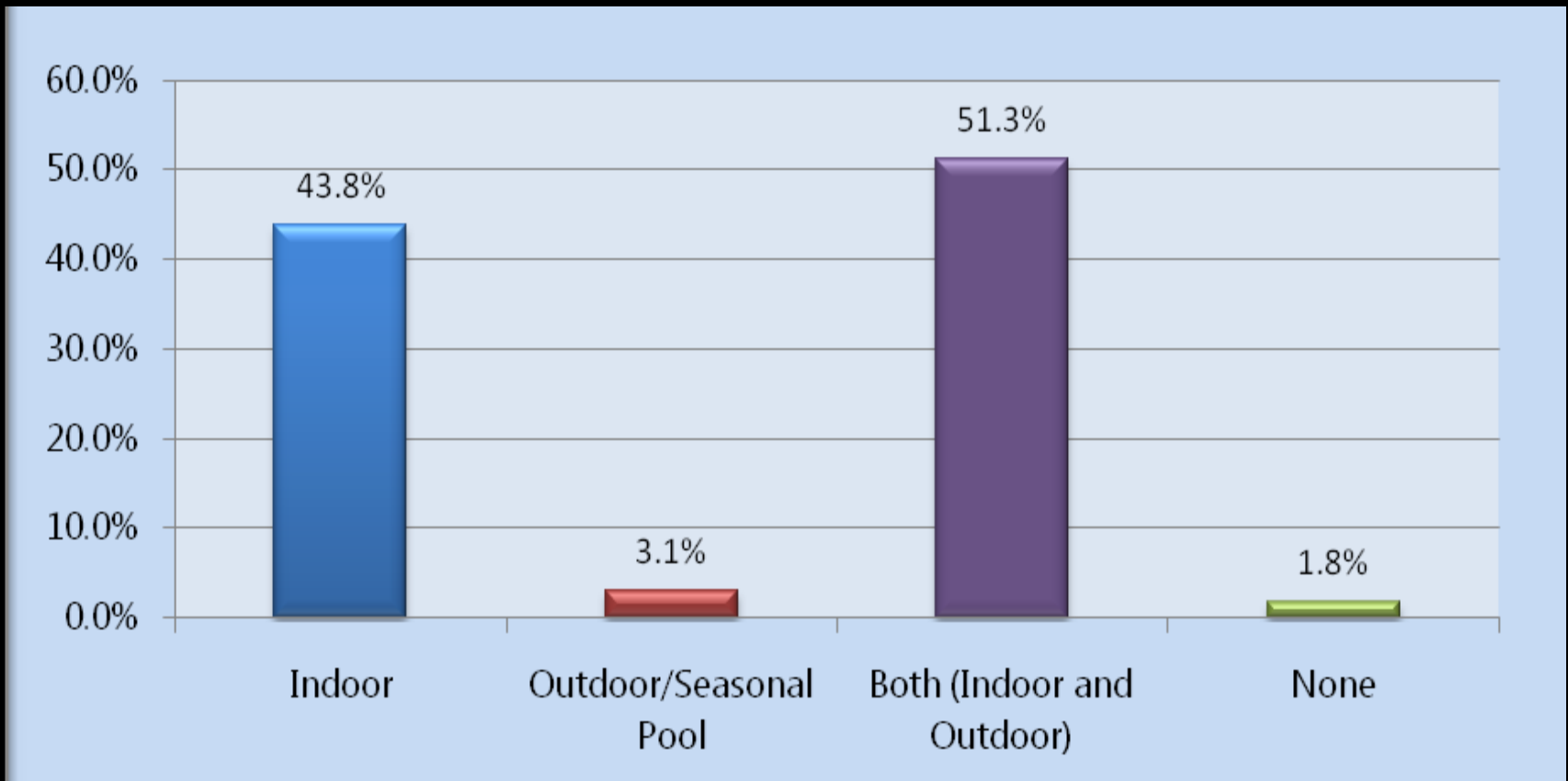
- This question focused on facility features, not programming.
- Competitive swimming pool was at the top, but may represent a wide variety of uses.

Aquatic Center Programs Most Likely to Participate In



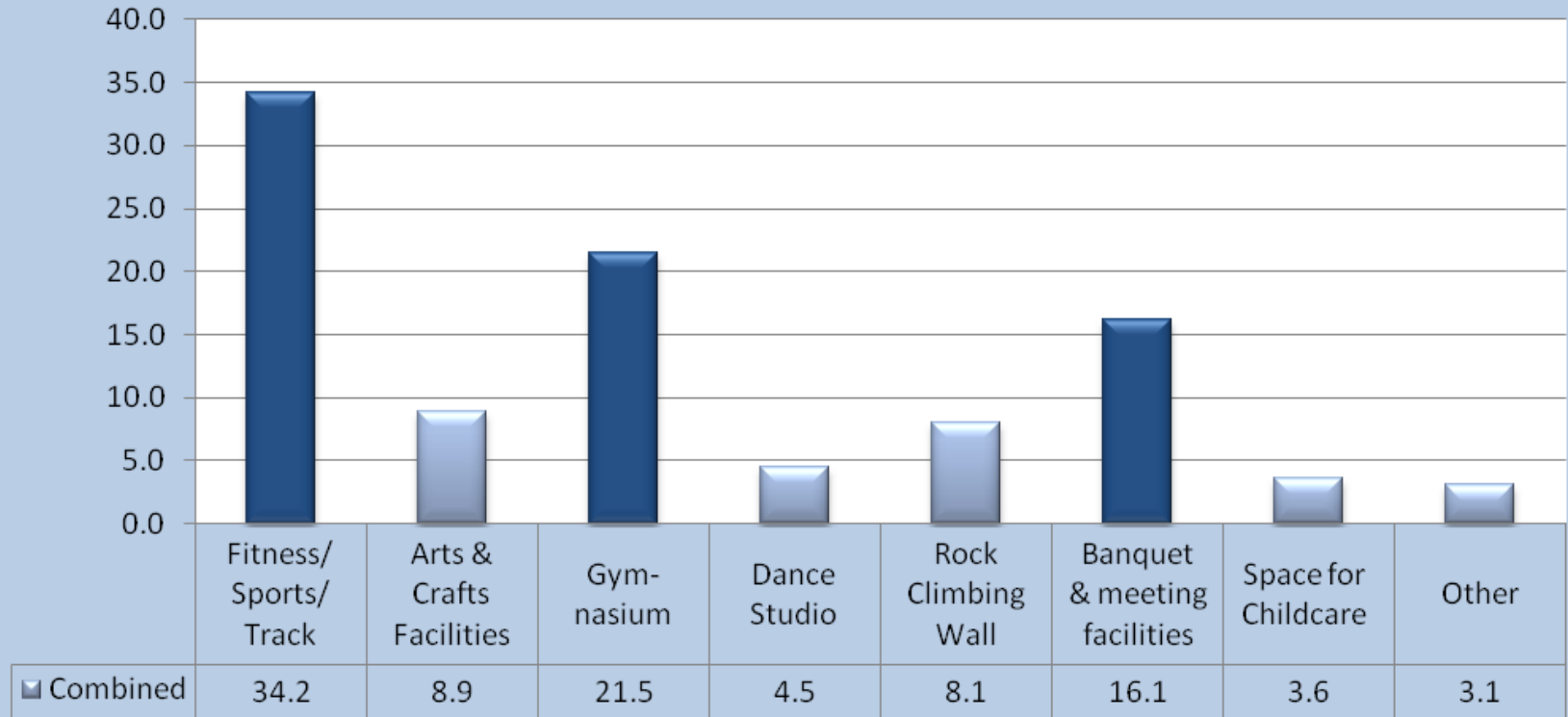
Data suggests residents would prefer a substantial portion of the aquatic center resources be set aside for recreational swimming rather than more specialized activities.

Indoor vs. Outdoor Aquatic Center



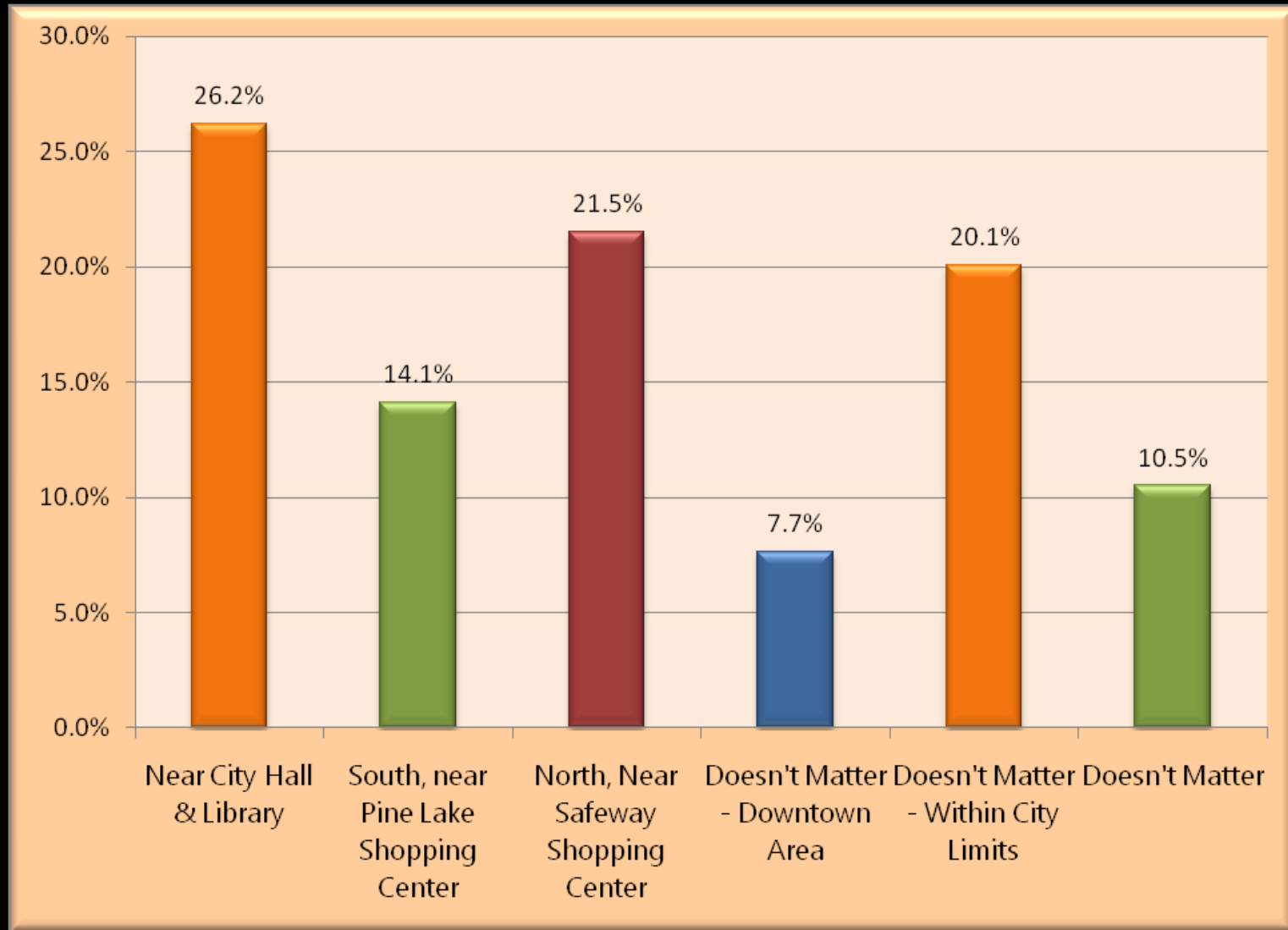
Data suggests that it is important to have aquatic programs/facilities available year-round.

Most Important Features in a Community Center

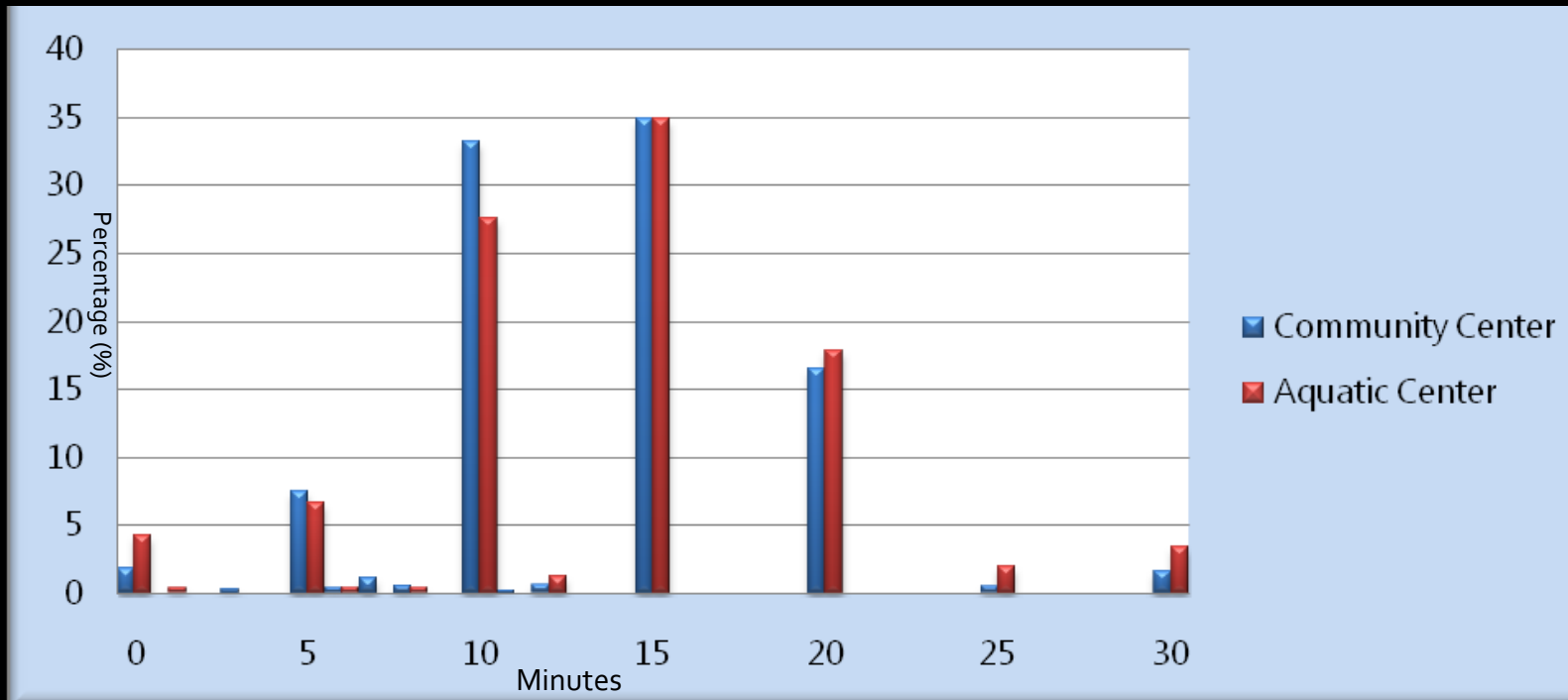


Top rated feature was a fitness room, sports courts and running track. Gymnasium facilities came in second, with banquet and meeting spaces in third.

Preferred Location for an Aquatic and Community Center



Longest Time Willing to Drive to Community Center & Aquatic Center



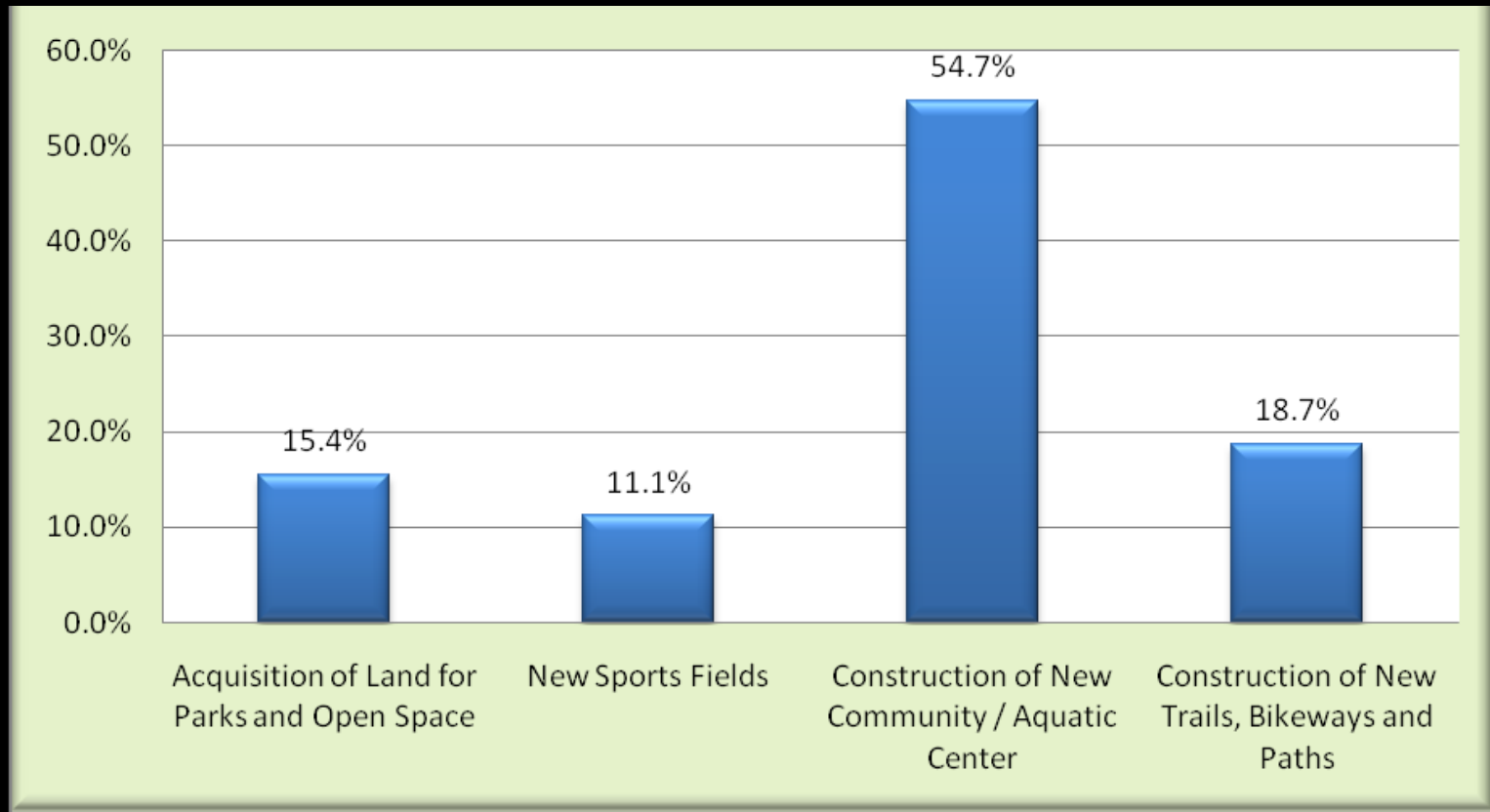
	Mean (Minutes)
Time Willing to Travel to Aquatic Center	14.39
Time Willing to Travel to Community Center	13.40

Likelihood to Support Increased Property Taxes for Community & Aquatic Center



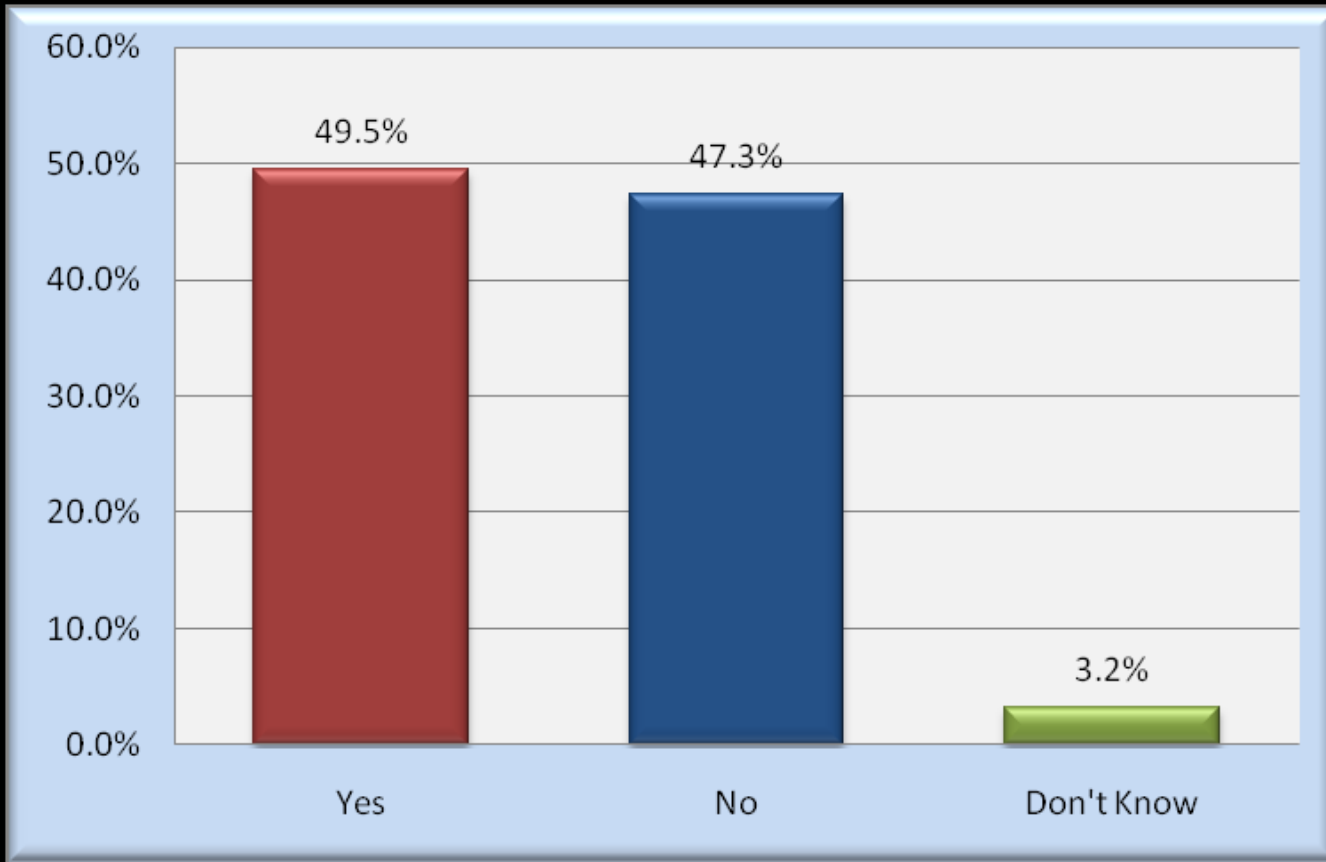
Moderate tolerance for tax increase demonstrated between the range of \$5 per month to \$20 per month.

Preference for Primary Parks and Recreation Project Focus

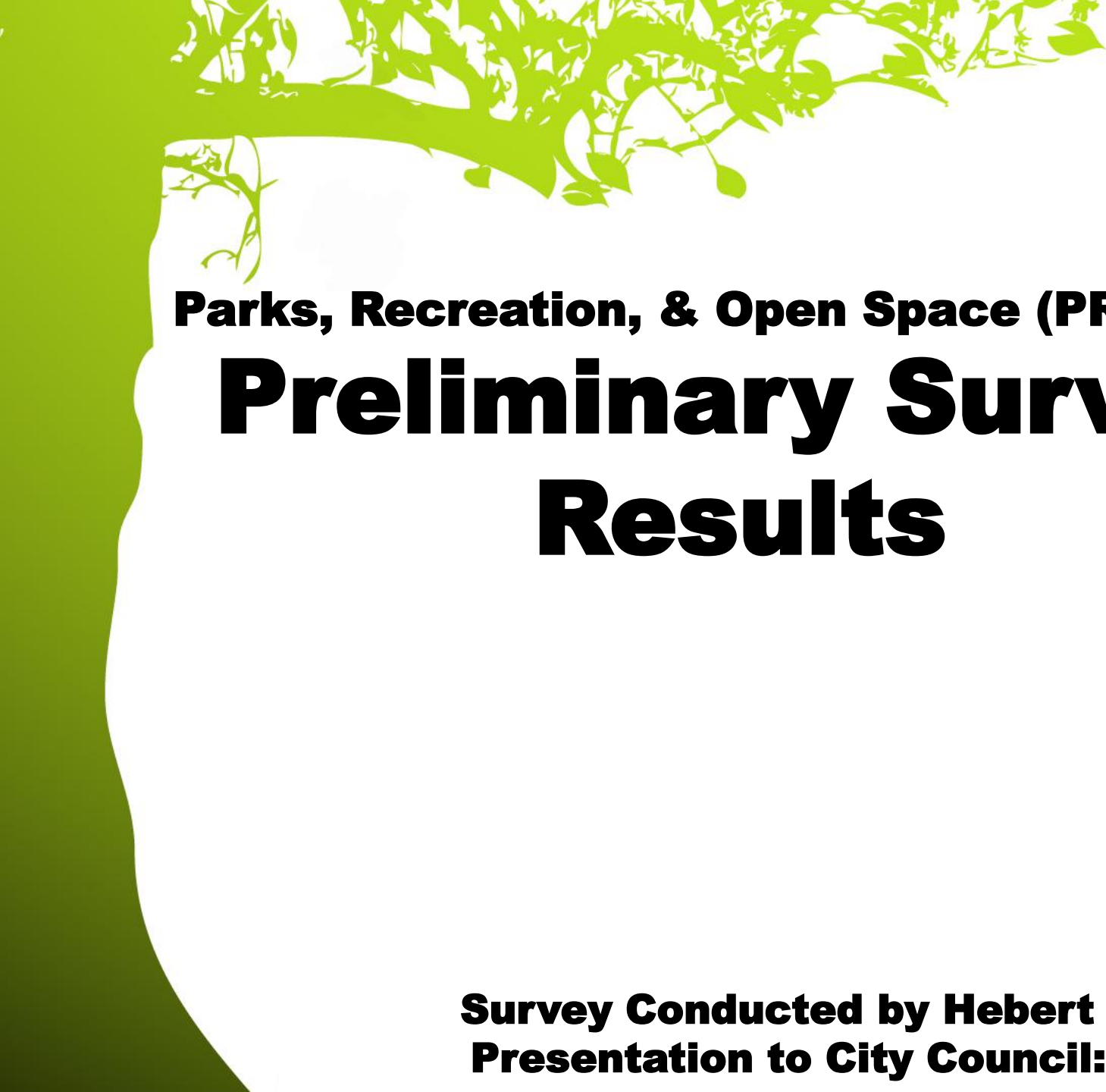


- Residents were asked to select the one area that should be the primary focus, knowing that the other options would not be funded.
- Strong preference for construction of new community center/aquatic center.

Interest in Participating in a Focus Group



- Nearly half of respondents expressed a willingness to participate in a focus group.
- Indicates a strong level of citizen interest in parks and recreation in Sammamish.



Parks, Recreation, & Open Space (PRO) Plan
Preliminary Survey
Results

Survey Conducted by Hebert Research, Inc.
Presentation to City Council: July 20, 2010