



Seattle
Parks & Recreation

healthy people healthy environment strong communities



Seattle Parks and Recreation Survey

Final Report
August 9, 2019

Methodology

- ▶ Multi-modal web and phone survey of Seattle residents using Address Based Sampling (ABS)
- ▶ Survey conducted May 10th to June 4th, 2019
- ▶ Survey administered in English and Spanish
- ▶ Total unweighted number of interviews (n) = 830
- ▶ Total weighted number of interviews (n) = 441; overall margin of error ± 4.7 percentage points
- ▶ Where applicable, results compared with the following:

Methodology	Dates	Universe	Weighted Interviews (n)	Margin of Error	EMC #
Web	November 18-December 16, 2016	Seattle Residents	513	± 4.3 percentage points	16-6056

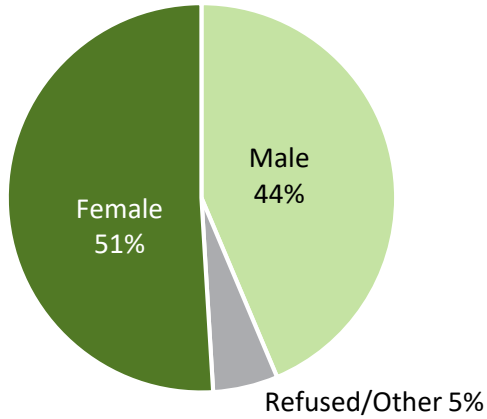
Please note that due to rounding, some percentages may not add up to exactly 100%.



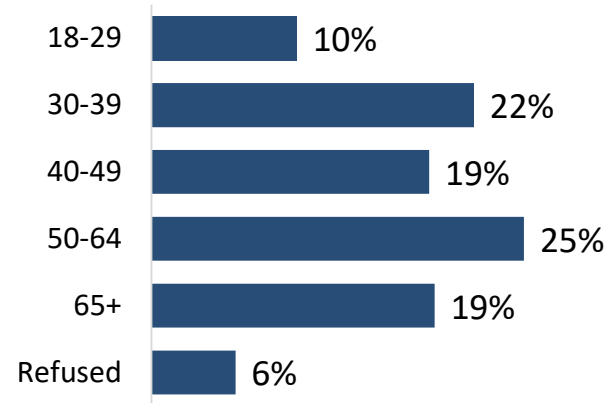
Demographics

Key Demographics

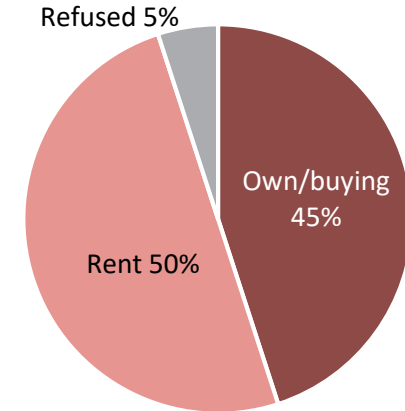
Gender



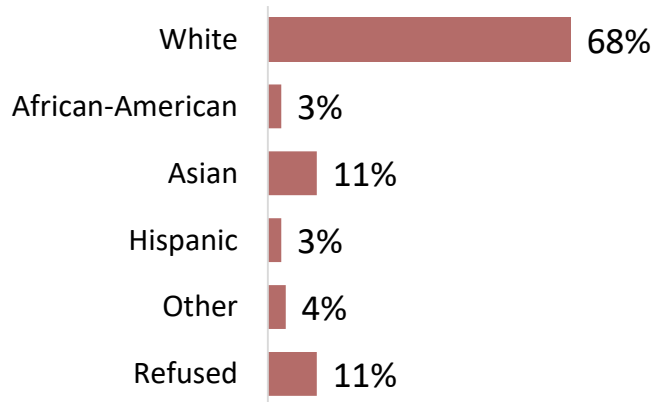
Age



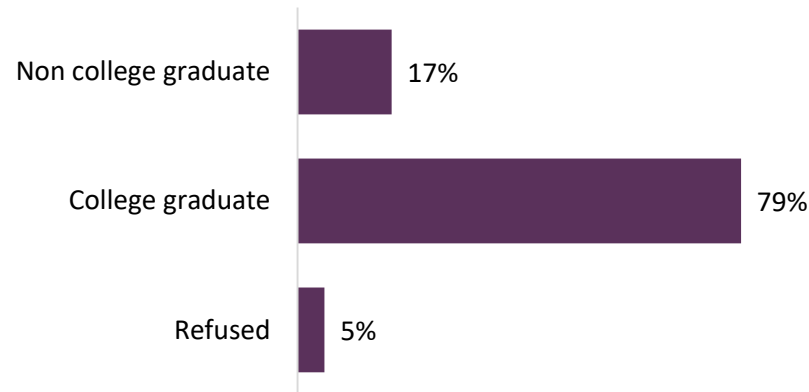
Home ownership



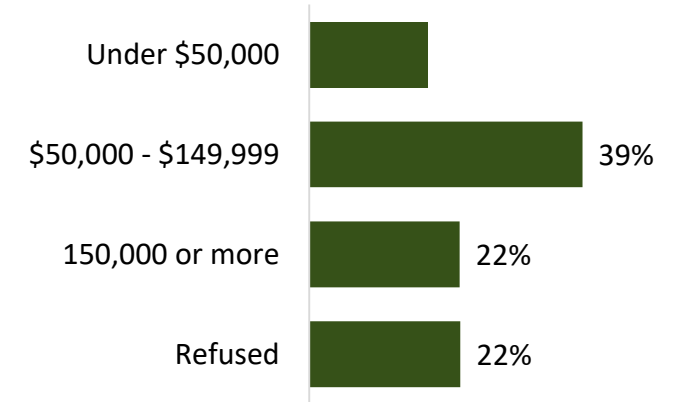
Race



Education



Income

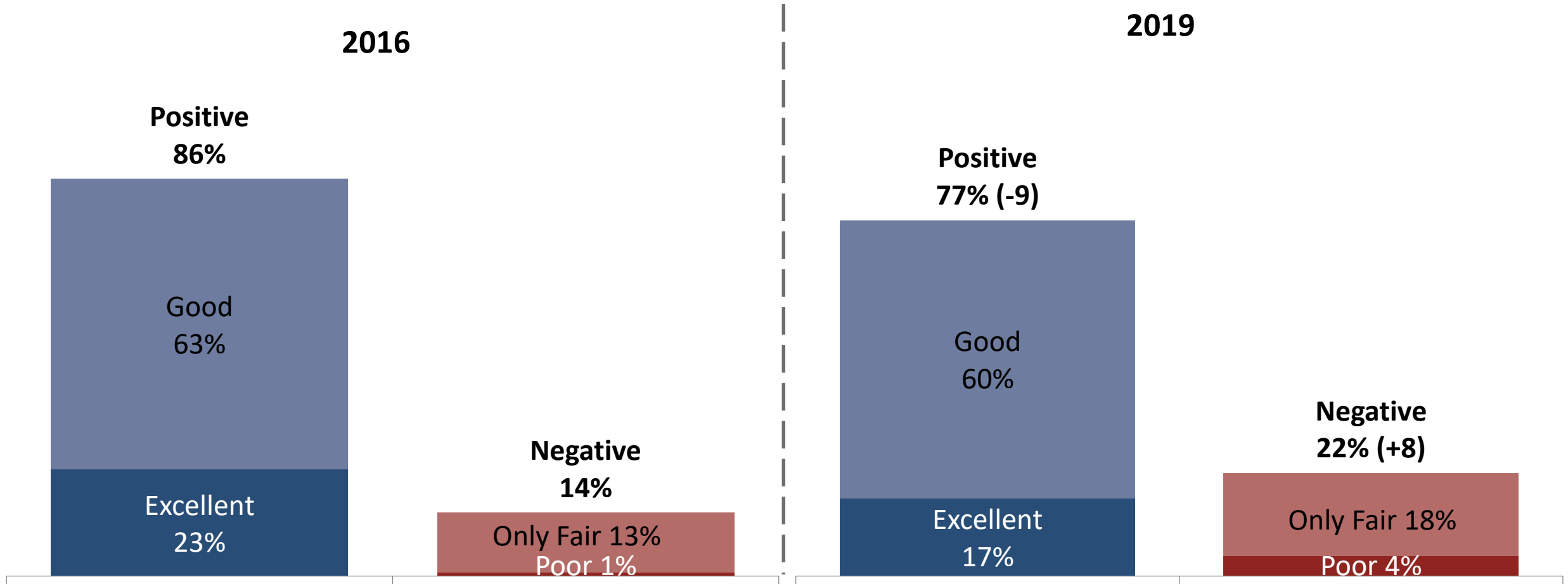




Quality of Life

Quality of Life – Over Time

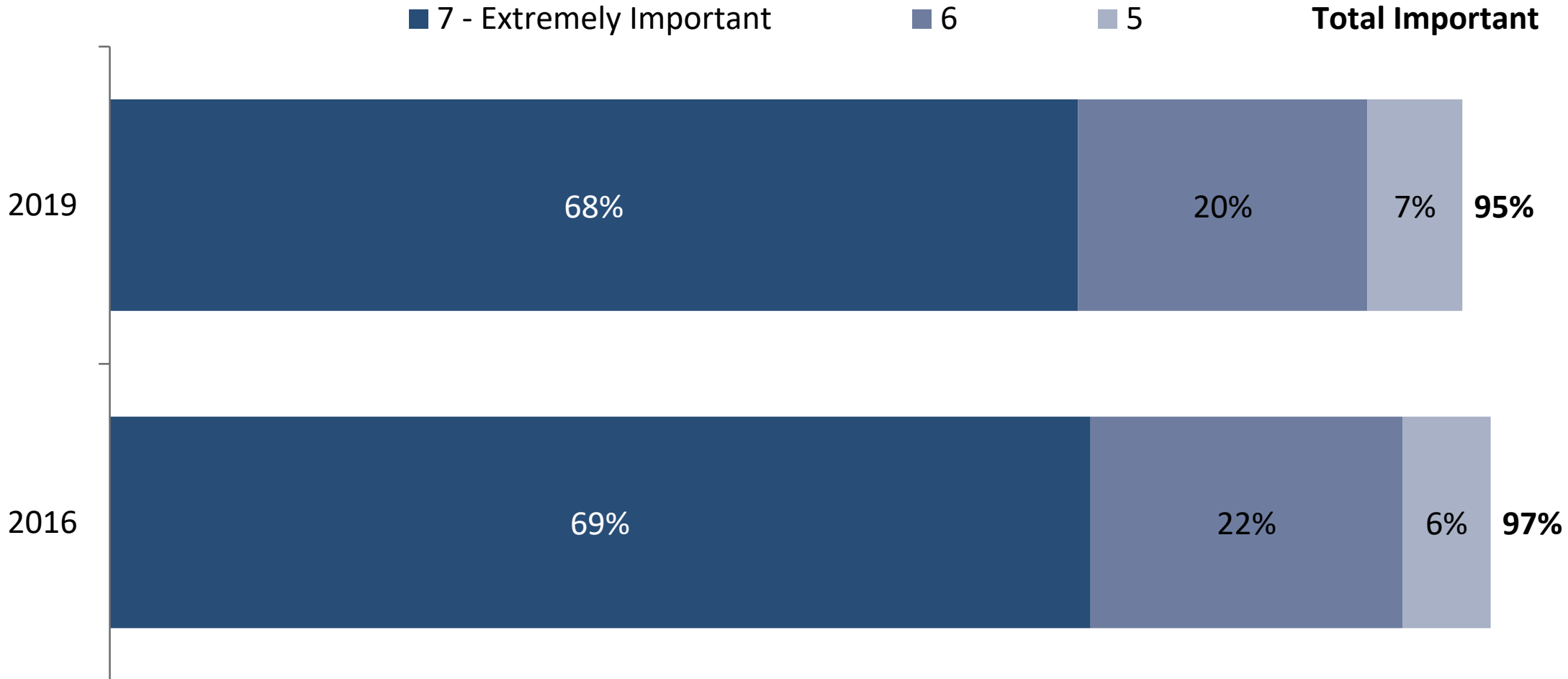
Three-quarters of Seattle residents say the quality of life in Seattle is excellent or good, compared to one-in-five who rate it as fair or poor. This sentiment has grown more negative since 2016.



Importance of Parks & Rec System – Over Time



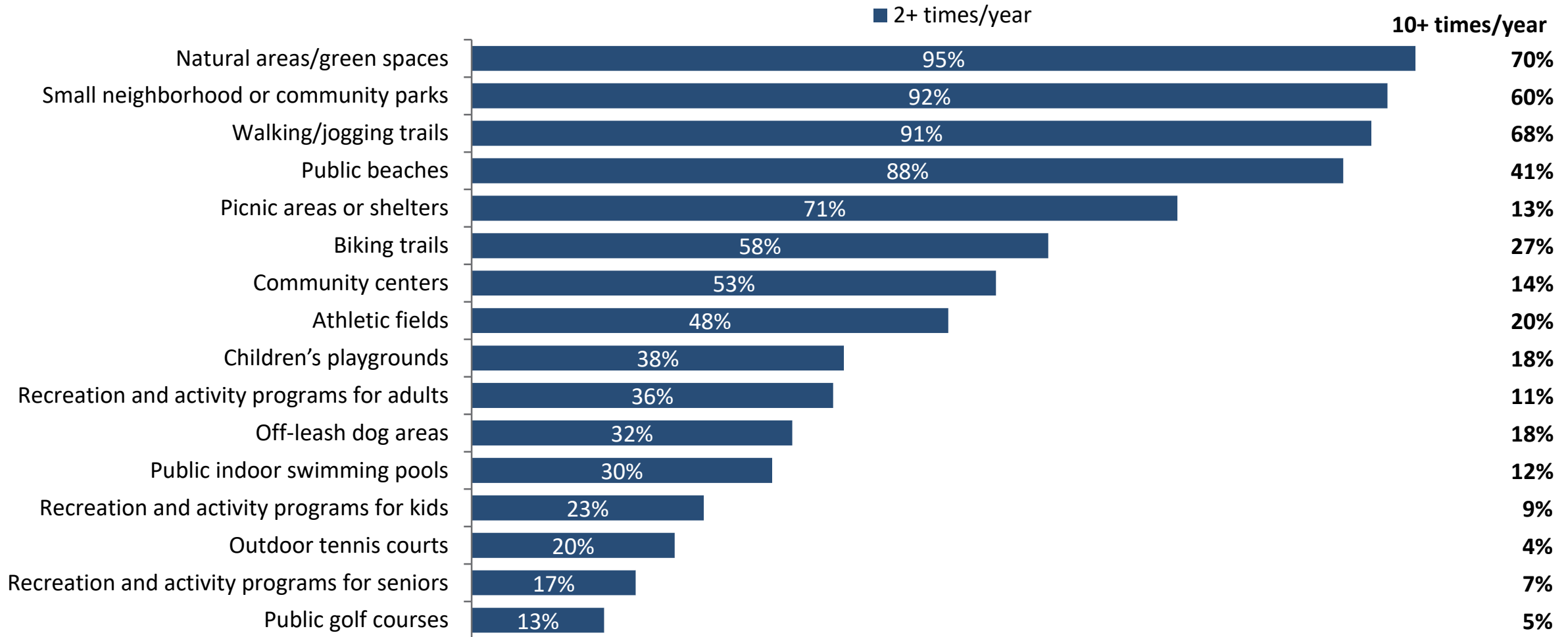
Nearly all residents continue to believe the SPR system is important to the quality of life in the city, a strong majority (68%) say the parks and recreation system is extremely important.



Q3. How important do you think Seattle’s parks and recreation system is to the quality of life here in Seattle?

Parks Usage

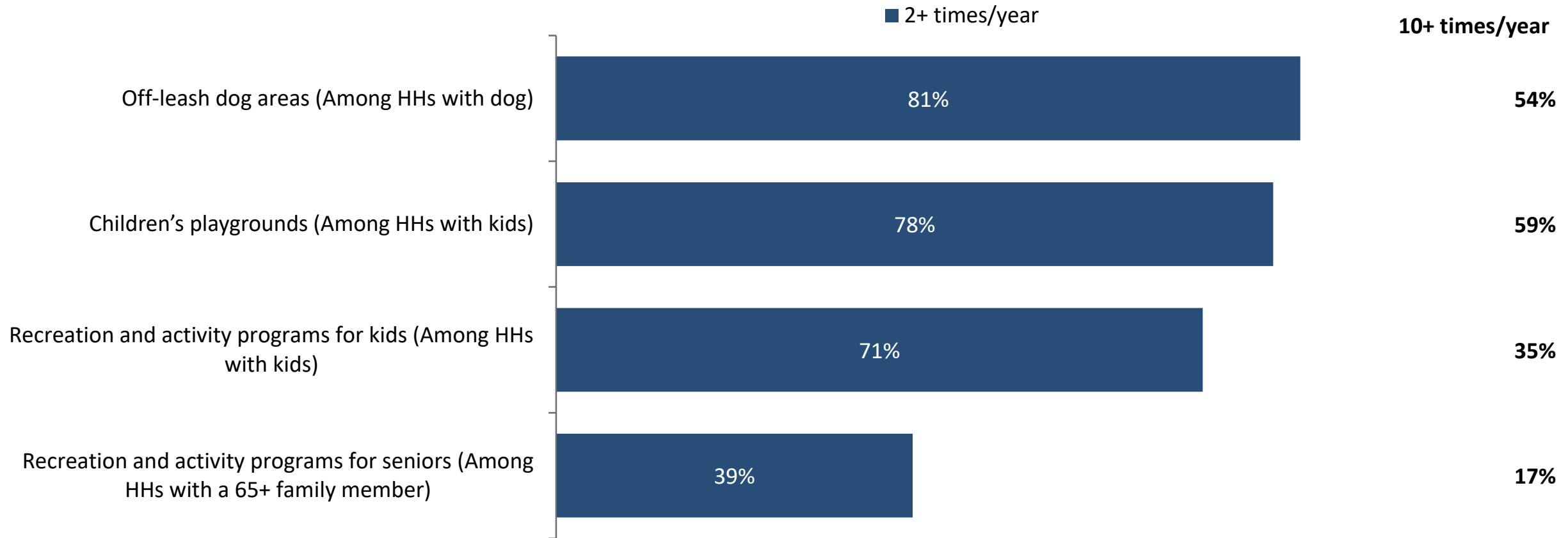
A vast majority of residents report frequently visiting natural areas/green spaces, small neighborhood/community parks, and walking/jogging trails. Recreation/activity programs for seniors and public golf courses are used the least.



Q27-42. For each of the following types of parks and recreation facilities, please indicate how often you or your family visit that type of park or facility.

Parks Usage Among Respective Groups

Among their respective resident groups, about half of residents with dogs use off-leash dog parks 10 or more times per year. Half of those with kids visit playgrounds and a third utilize kids programming 10+ times per year. Among those with someone 65 or older in the household, 2-in-5 use senior programs at least a couple of times per year.

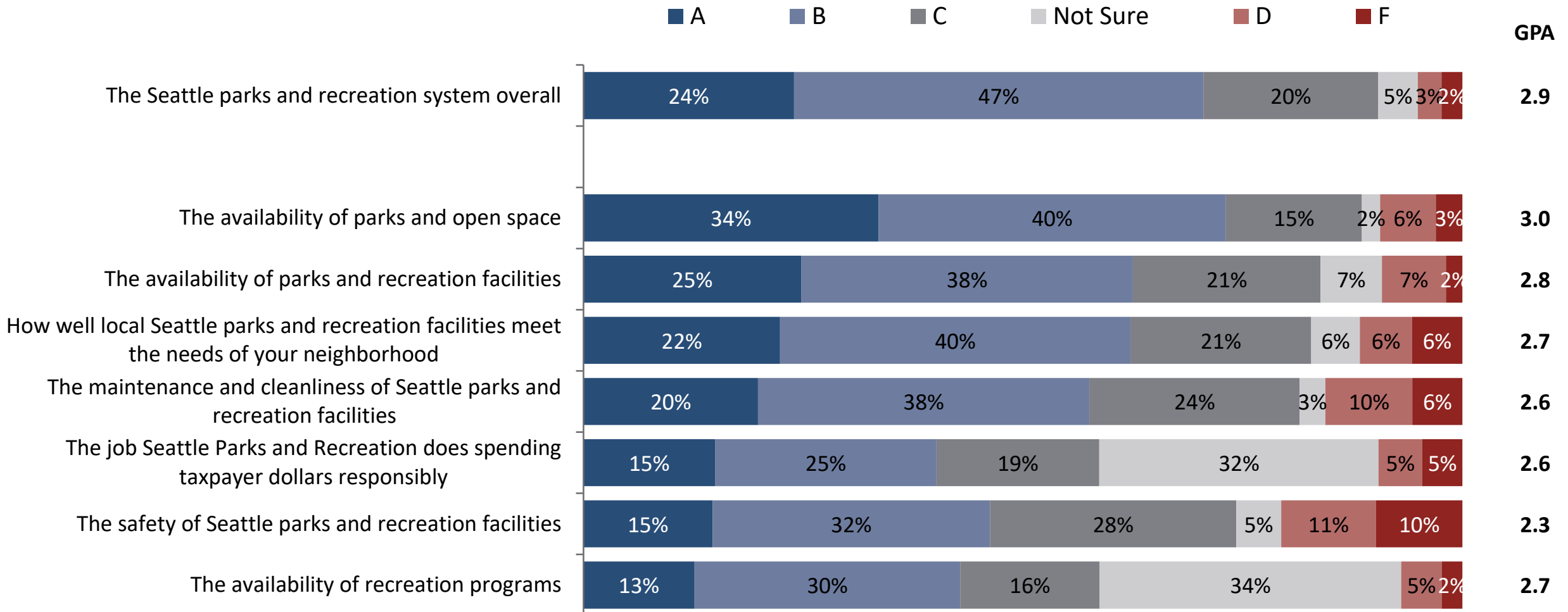




**Overall System &
Attribute Grades**

Parks and Recreation Grades

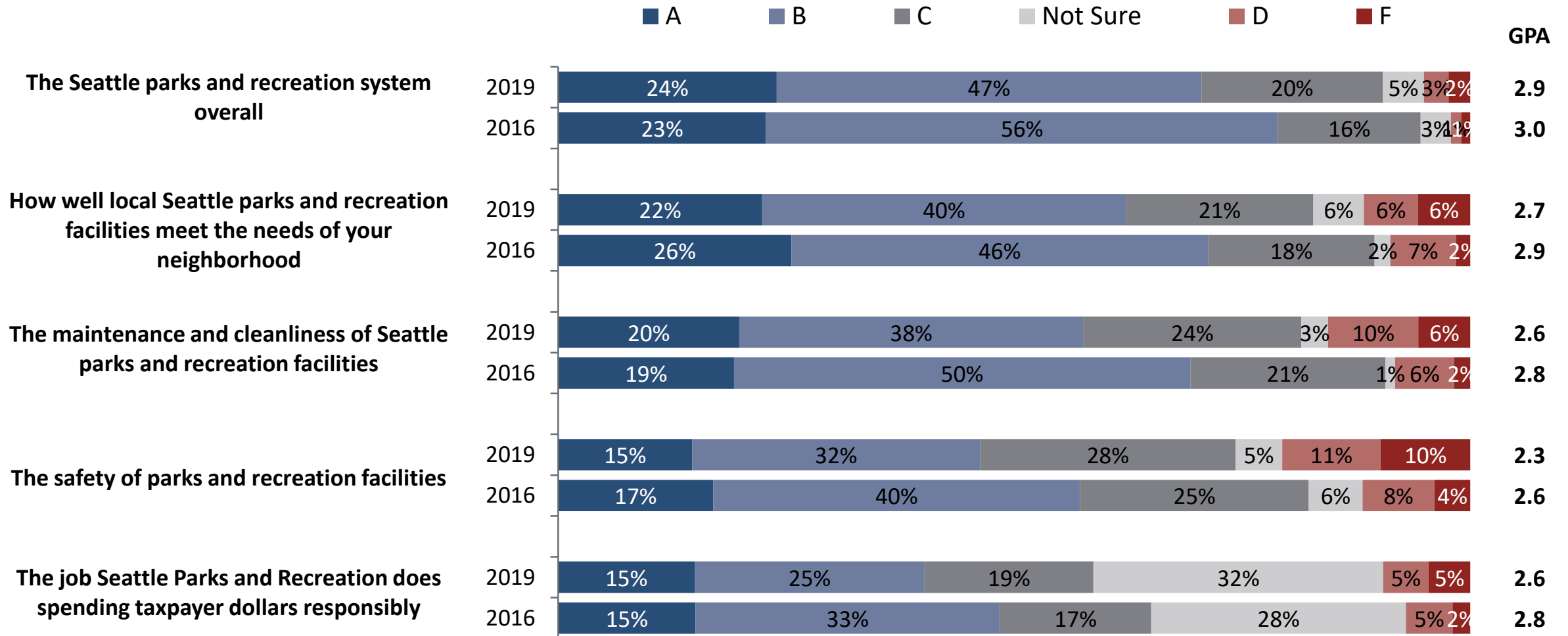
About 7-in-10 residents give the SPR system overall and the availability of parks and open space an A or B grade. One-fifth of residents rate the safety of parks and recreation facilities as a D or F.



Q4-11. How would you grade the following aspects of Seattle’s parks and recreation system? For each, please use a grading scale of A through F where A is “Excellent,” C is “Average” and F is “Failing.”

Parks and Recreation Grades – Over Time

The SPR system overall and meeting the needs of your neighborhood continue to receive the highest marks. Safety and maintenance/cleanliness grades have declined since 2016 and one-third are uncertain of the job the department does managing tax dollars.



Q4-11. How would you grade the following aspects of Seattle’s parks and recreation system? For each, please use a grading scale of A through F where A is “Excellent,” C is “Average” and F is “Failing.”

Reasons for Overall Grade (Mean 2.9)

Overall, the leading critical top-of-mind mentions include camping/homelessness, maintenance, cleanliness, and safety concerns, as well as the need for more parks. The top positive mentions include park appearance/maintenance, abundance of parks, and general enjoyment.

12. What are the main reasons for the grade you gave for <u>the Seattle parks and recreation system overall?</u> (MULTIPLE RESPONSES ACCEPTED)	2016	2019
Positives		
Parks are beautiful/well-maintained	15%	13%
There are a lot of parks/facilities	14%	13%
Enjoy the parks/good/large parks	10%	12%
Good location/close proximity/accessible	4%	6%
Programs/good/variety of programs	4%	5%
Good cleanliness	7%	5%
General positive	10%	5%
Good system overall/doing a good job	3%	3%
Negatives		
Camping/homelessness	11%	16%
Lack of maintenance	8%	13%
Lack of cleanliness	9%	13%
Safety concerns	10%	13%
More parks needed	6%	12%
Drugs/drug paraphernalia	5%	7%
Room for improvement	6%	6%
Not enough variety of programs	3%	4%
Lack of resources	2%	4%
Inconvenient scheduling/limited hours for use of facilities	1%	3%
Bathrooms need attention	5%	3%

Reasons for Safety Grade (Mean 2.3)

Regarding safety, about one-third of respondents cite concerns about homelessness, along with drugs/needles, illegal activities, camping, and cleanliness issues.

13. What are the main reasons for the grade you gave for <u>the safety of Seattle parks and recreation facilities?</u> (MULTIPLE RESPONSES ACCEPTED)	2016	2019
Positives		
I feel safe	16%	13%
General Positive	3%	5%
Parks are clean/well-maintained	2%	2%
Negatives		
Homelessness	23%	31%
Drugs/needles	17%	19%
Illegal activities	13%	11%
Camping	8%	10%
Cleanliness	5%	10%
I don't feel safe/I don't feel safe after dark	7%	8%
Other people	5%	8%
Absence of police	4%	6%
General negative	9%	4%
Inadequate lighting	8%	2%
Dogs off leash	2%	2%
Trouble/reported incidents	1%	2%
Maintenance issues	1%	2%
Female safety issues	2%	2%

Reasons for Maintenance & Cleanliness Grade (Mean 2.6)

Residents with negative opinions of the maintenance/cleanliness of SPR facilities mentioned issues related to cleanliness, restrooms, and homelessness.

15. What are the main reasons for the grade you gave for <u>the maintenance and cleanliness of parks and recreation facilities</u> ? (MULTIPLE RESPONSES ACCEPTED)	2016	2019
Positives		
The parks are clean	15%	13%
The parks are well maintained	11%	10%
Garbage is regularly collected/picked up	3%	5%
General positive	3%	3%
Non-specific positive	-	3%
Negatives		
General cleanliness	27%	23%
Restroom issues	22%	19%
Homeless related issues	8%	14%
Drug paraphernalia	7%	8%
Garbage cans full/Not enough	11%	8%
Dog poop/droppings/human waste	3%	4%
General negative	6%	3%
There is always room for improvement	2%	3%
Poor landscaping	2%	3%
Camping/campers	3%	3%

Reasons for Availability of Rec Programs Grade (Mean 2.7)

Residents that have positive views of the availability of recreation programs recognize the amount of programs/activities as well as the variety, while those that have negative views are unaware of any activities.

18. What are the main reasons for the grade you gave for the availability of recreation programs? (MULTIPLE RESPONSES ACCEPTED)

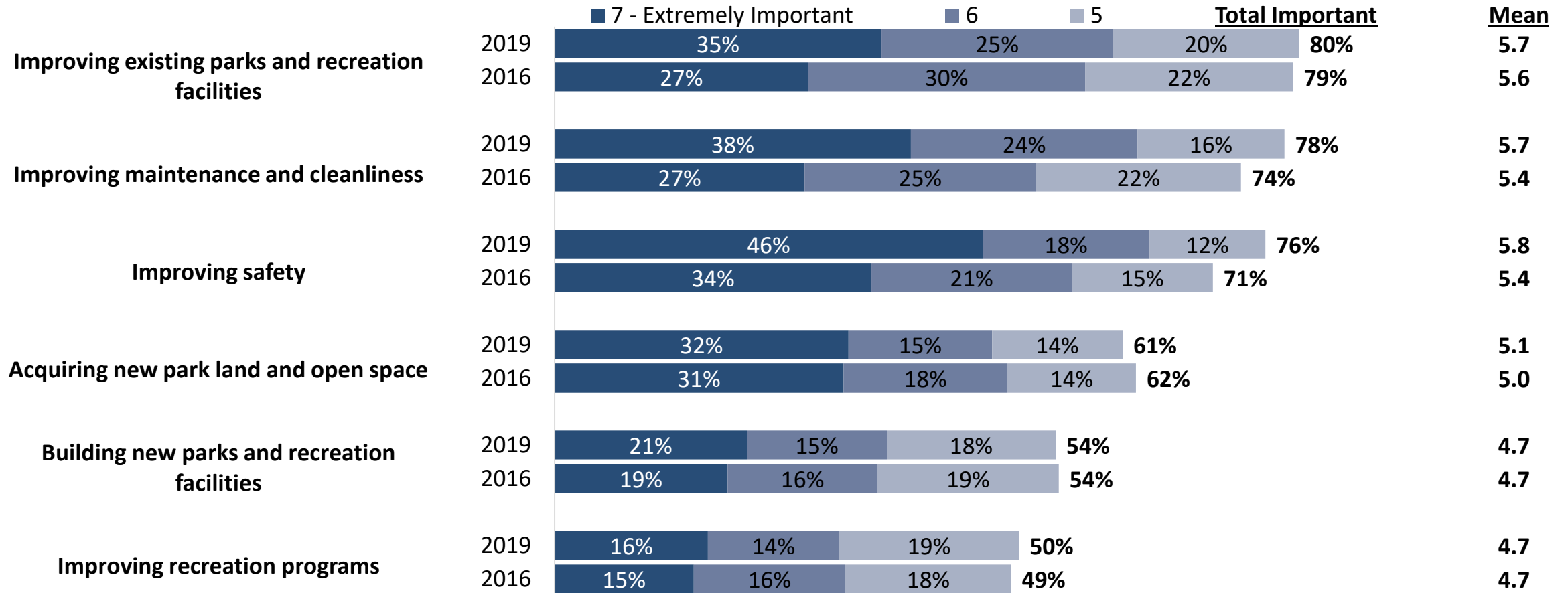
Positive Reasons	
A lot of programs/activities	11%
Programs/good/variety of programs/activities	9%
General positive	6%
Like the specific programs/classes	4%
Negative Reasons	
Unaware of programs activities/need to be advertised more	13%
General negative	11%
Not enough programs/activities	7%
Need more specific programs/classes	6%
Classes/camps fill up quickly/not enough spots	5%
Programs/classes/activity times/hours don't work with my schedule	5%
Expensive/not affordable	3%
Programs/classes/activities are not offered at the nearest location/too far away	3%



**Improvement, Expansion &
Funding Priorities**

General Funding Priorities – Over Time

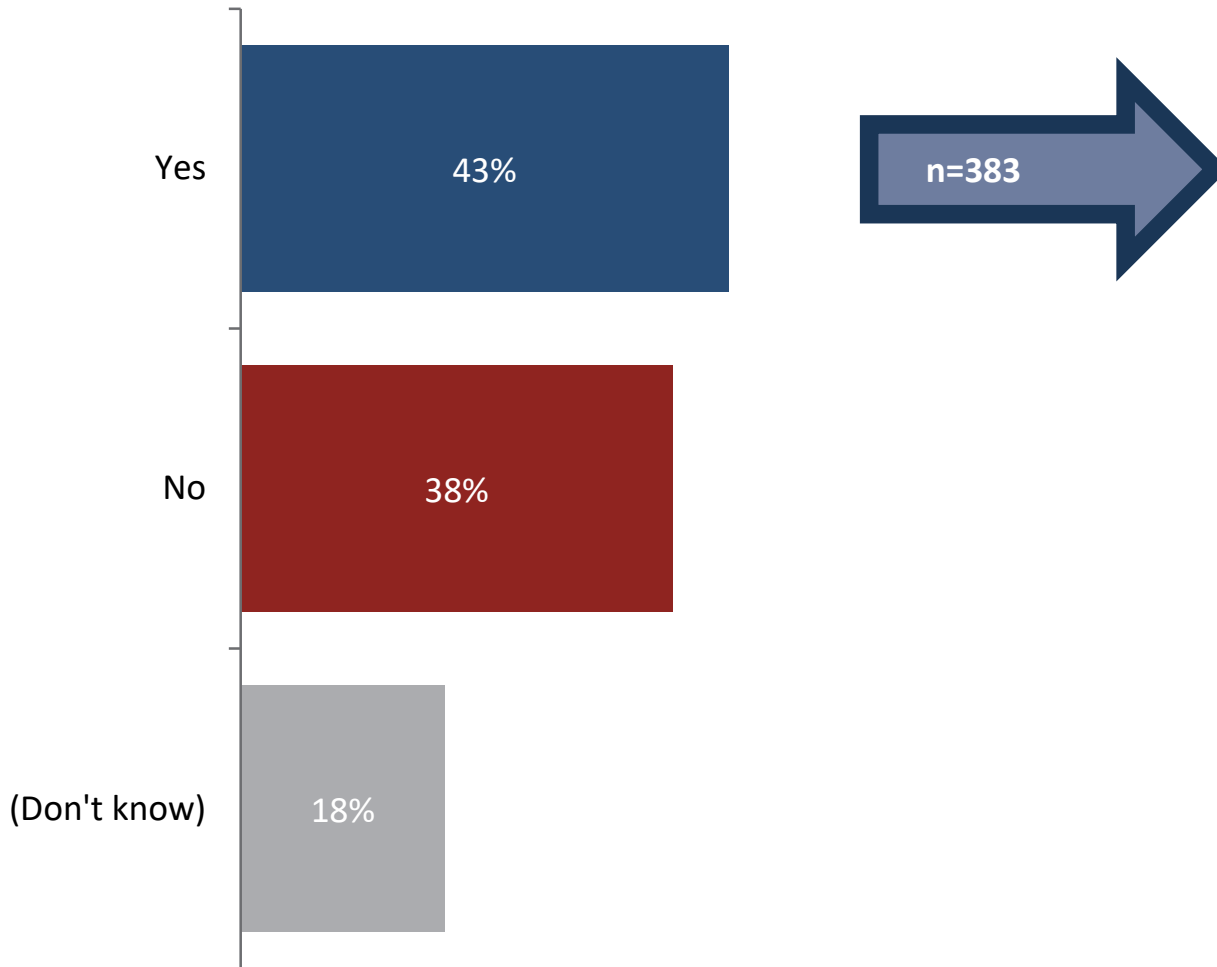
Improving existing parks/recreation facilities, maintenance/cleanliness, and safety have strengthened in importance since 2016.



Q21-26. Seattle Parks and Recreation must prioritize limited funding to address system needs over the next 10 years. For each of the following, please indicate how important you feel it is to fund that project or issue.

New Facilities

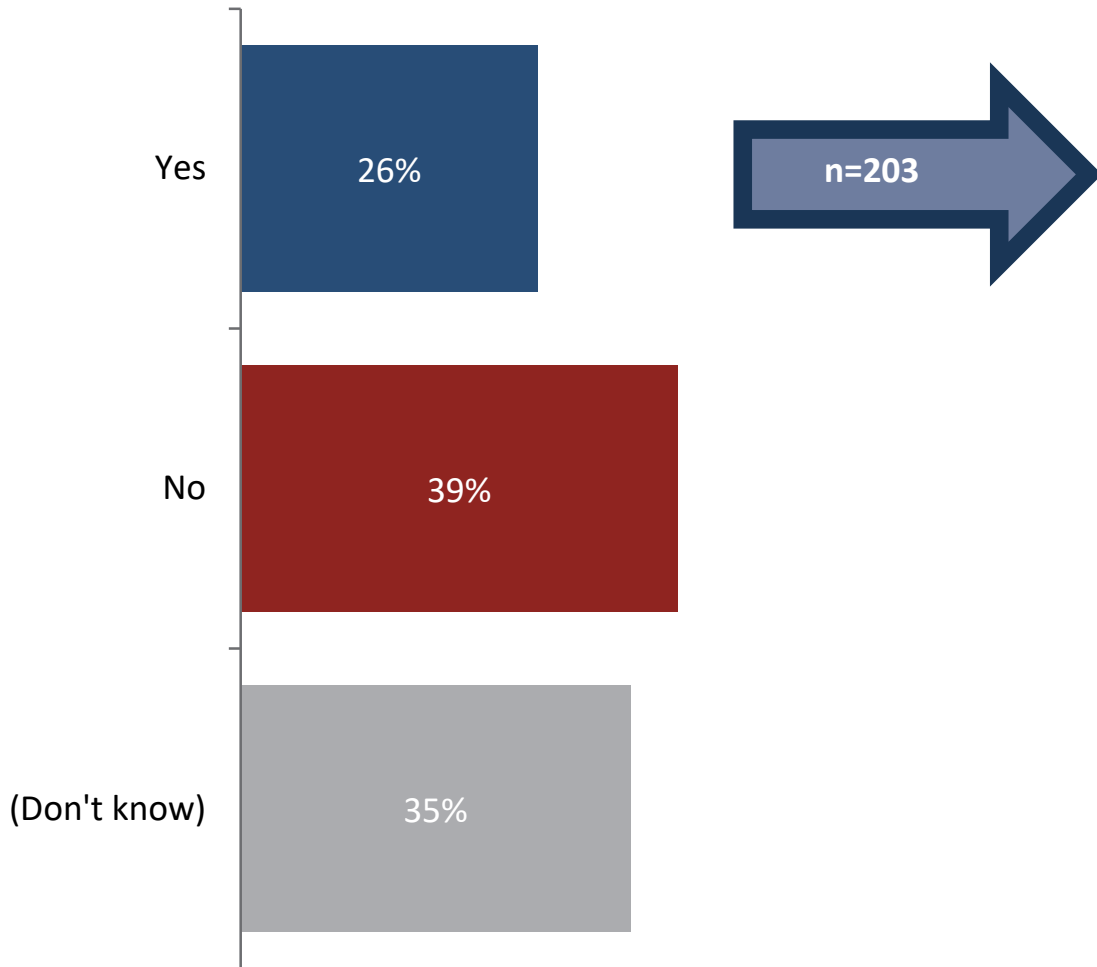
Additional green space and off-leash dog parks topped the list of facilities that residents would like to see more of.



Response	%
Green space/forested areas	13
Dog parks/Off leash parks	12
Swimming pools/Outdoor pools	8
Bike trails	7
Walking/jogging/running trails	7
Pocket parks/small neighborhood park	5
Natural areas	5
Make like a specific park (any)	4
Waterfront/water access	3
Sports fields/courts (Basketball/Baseball/Soccer)	3
Community activities/programs/events	3
Open space	3
Community gardens	3
Community/recreation centers	2
Better maintenance/update/finish projects	2
Beaches	2
Other	54
Nothing	0
Don't know	0
No response	0

New Programs

Most residents (74%) do not give a specific recreational program they would like to see offered. Swimming related programs top the list from respondents.

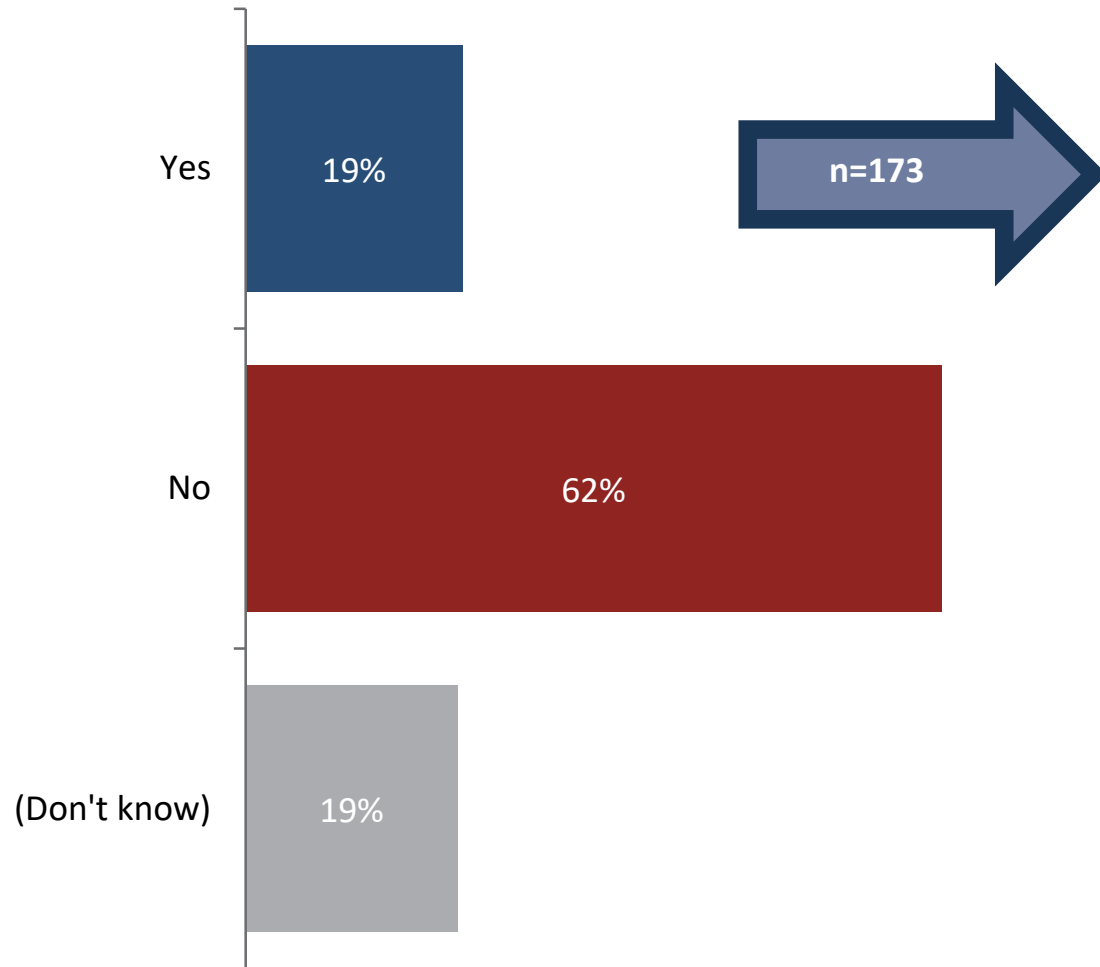


Response	%
Swimming	10
Classes/programs/activities (any)	9
Tai Chi	8
Exercise	6
Yoga	6
Sports/sport leagues	6
Dance	6
Senior programming	5
Tennis	3
Pottery/ceramics	3
Nature activities/studies	3
Sailing/boating	3
Painting	3
Musical	2
Arts/crafts programs/classes/festivals	2
Guided tours/walks	2
Other	54
Nothing	1
Don't know	2
No response	0

Q47. And are there any recreational programs that you or your family would be interested in participating in if it were offered?

Current Participation

Most residents (62%) do not currently participate in a recreational program. Of those that do, swimming-related programs top the list at 22%.



Response	%
Swimming related	22
Community classes/activities/programs	11
Soccer	7
Senior services	6
Pickle Ball	5
Yoga	4
Tennis	4
Golf	4
Basketball related	4
Biking	4
Running	3
Water exercise	3
Dance related	3
Hiking/walking/nature walks	2
Softball	2
Volleyball	2
Other	37
Nothing	4
Don't know	0
No response	0

Q46. Thinking of the recreation programs in Seattle, is there a recreational program that you or your family currently participate in?



Summary of Findings

Summary of Findings

- ▶ Over three-fourths of Seattle residents rate the quality of life in the city positively. Although still high, this rating has dropped between 2016 and 2019, a period which has also proliferation of issues like housing affordability and increased homelessness in the city.
- ▶ A strong majority of residents give the overall parks and recreation system an A or B grade.
- ▶ SPR continues to receive high marks for meeting the needs of resident neighborhoods, but has lower marks for the maintenance and cleanliness and safety. There continues to be a knowledge gap around SPR spending.
 - The presence of homelessness and camping in parks are a clear concern for residents.
 - Restroom-related issues are the top specific concern mentioned about the maintenance/cleanliness of parks and facilities.
- ▶ Just like in 2016, respondents believe improving existing facilities, improving maintenance, and improving safety should be SPR's top funding priorities.
- ▶ Additionally, respondents report using natural area/green space, small neighborhood parks, and walking/jogging trails most frequently and these are the same facilities they indicate SPR should spend more money on.
 - Seattle residents report they have the same top five park uses (natural areas/green spaces, small neighborhood/community parks, walking/jogging trails, public beaches, and picnic areas/shelters) as in 2016.



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