

SEATTLE PARKS AND RECREATION STRATEGIC ACTION PLAN



Summary of Public Feedback Phase 1: Plan Development and Visioning

1.0 SUMMARY OF SAP PHASE 1 PUBLIC PROCESS AND FEEDBACK

Seattle Parks and Recreation is developing a Strategic Action Plan (SAP) to establish a vision and guide decision-making over the next five years. Public and staff participation are integral parts of this process to ensure that the Plan reflects the needs of the Seattle community.

Purpose of the SAP. Over the past decade, there has been a substantial expansion in Seattle's park and recreation system. In the face of continued growth, changing demographics, and emerging parks and recreation trends, Parks must strategically evaluate its facilities, services, and operations in order to continue to meet its commitments to Seattle citizens to create community through people, parks, and programs.

The SAP will identify emerging issues and policy questions relating to Parks and Recreation's current strengths, challenges and opportunities. The purpose of the Plan is to focus and prioritize Parks and Recreation's activities to ensure the most efficient and effective use of public tax dollars. The SAP is not intended to be a laundry list of proposed services and facilities, but rather a roadmap that will express Parks and Recreation's vision and mission. It will also guide budget, capital development and investment decisions, and provide a planning framework for partnerships with other departments, organizations and businesses.

Organization of Public Feedback Summary Document

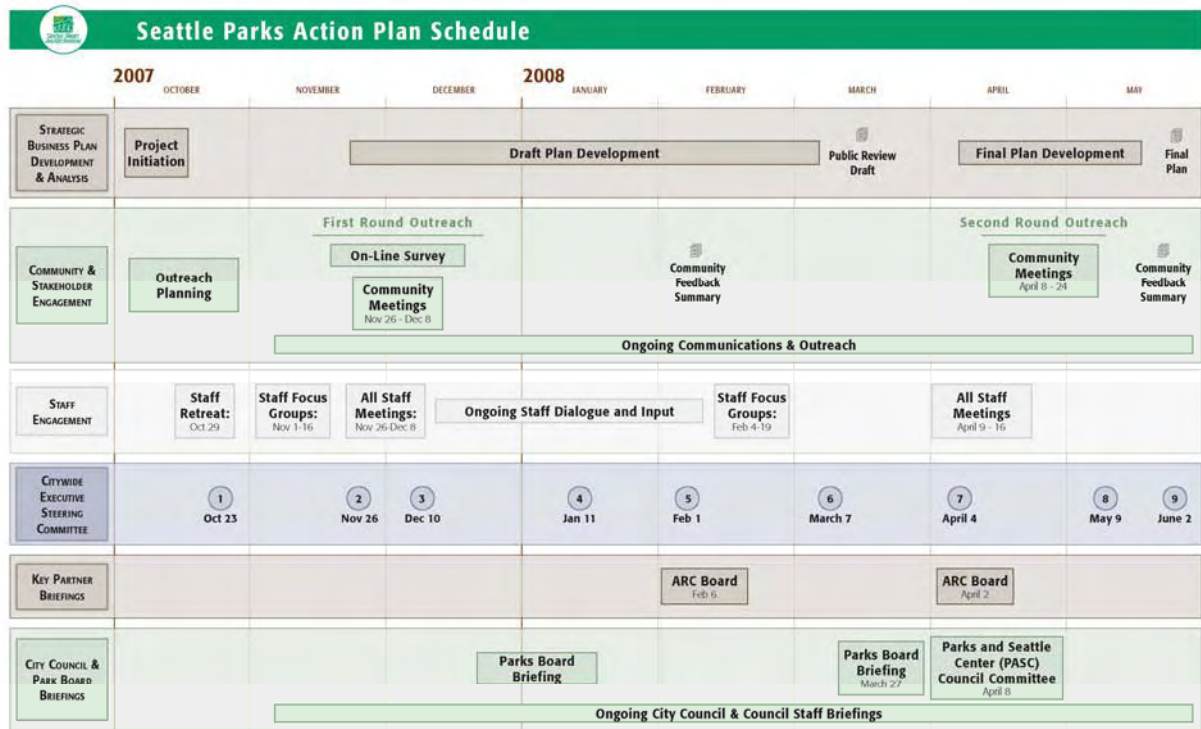
This document summarizes the efforts to communicate the SAP with the public and the public feedback received in Phase 1 of the Plan development.

Section 1 summarizes the entire Phase 1 public process and high level themes from public feedback. Section 2 focuses on the 35 public meetings conducted in Phase 1 that support the Plan's development. For complete meeting summaries, please see Appendix A. Section 3 summarizes the findings from the Phase 1 community survey. All the materials used in the outreach process, as well as all comments received through the survey and meeting comment forms are in appendices to this document.

1.1 Project Schedule and Plan Development

Parks and Recreation is developing the Plan in two phases. In the first phase, Parks and Recreation will assess its' strengths, challenges, opportunities, and threats and next steps for action. In Phase 2, Parks and Recreation will develop implementable, time-bound goals and action strategies to guide decision-making and identify its' priorities.

Project Schedule (as of March 2008)



Updated March 14, 2008

Public Feedback Process

Public involvement is a critical part of Parks and Recreation’s planning and decision-making process. Hearing from stakeholders across the City is a major priority and focus for the study and Parks is firmly committed to soliciting citizens’ ideas and incorporating that feedback thoughtfully to shape the SAP. Public comment will be used to assess what Parks and Recreation does well, what it could improve, strategic opportunities, and to inform the overall vision.

Purpose of Phase 1 Outreach

The purpose of Phase 1 outreach was to:

- Share the Parks and Recreation SAP purpose, process, timeline and opportunities for public comment
- Engage in informal community dialogue and obtain public feedback that will help guide the SAP

Multiple Ways to Provide Feedback

Park and Recreation has and will continue to solicit public ideas and comments in multiple ways throughout the planning process. In Phase 1, Parks and Recreation supplied the following opportunities for the public to provide feedback:

- **Convened 35 Public Meetings.** Parks and Recreation convened 35 public meetings across the City in November and December 2007. Meetings were held at each community center, environmental learning center, and at Parks and Recreation Headquarters and the Washington Park Arboretum. A

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complete summary of feedback received at the public meetings, as well as general themes from each meeting is presented in Section 2.0. Individual meeting summaries are in Appendix A.

- **Conducted a Community Survey—Online and Paper.** Parks and Recreation also conducted a community survey in November and December 2007. The survey was available online through the Parks and Recreation website and paper copies were available in all Parks and Recreation facilities and by request. A summary of the survey and analysis of the survey results are available in Section 3.0. Complete qualitative responses are available in Appendix C.
- **Open to Direct Communication.** Parks and Recreation also collected feedback through a project specific email address (parksplan@seattle.gov), telephone calls, and mail directed to Parks Headquarters.

1.2 Publicity for Phase 1 Feedback Opportunities

Parks and Recreation undertook the following activities to publicize the Phase 1 outreach process:

- E-mail notice to over 13,000 people;
- Posters in all Parks and Recreation facilities, including community centers;
- Press release to all local newspapers and advertisement in the Sunday Seattle Times;
- Webpage that was linked from the front page of Parks and Recreation’s website; and

Materials used in publicizing Phase 1 outreach are in Appendix F.

1.3 Summary of Participation in Phase 1

Over 600 people attended the public meetings, with 63 of the attendees submitting additional comment forms. There were 1,780 online survey respondents and an additional 124 paper copy survey respondents, totaling to 1,904 survey participants.

Summary of Public Participation

	Public Meetings	Online Survey	Paper Survey	Comment Forms	Total
Participation	600	1,904	124	63	2,691

1.4 Themes from Public Feedback

The themes from the community meetings, community survey, comment forms, and other modes of submittal were largely the same. There was some disagreement within meetings and across the City about how Parks and Recreation should prioritize spending and balance the needs of the City’s diverse community.

Many participants expressed the need for continued acquisition of land in order to increase green, open spaces in the City and create places of respite and recreation in the midst of a City growing in population and density. Many participants envision Seattle Parks and Recreation working to complete the Olmsted Plan. Some survey respondents and public meeting attendees noted the desire for more active recreation parks and facilities, demonstrating the need to balance green “unstructured” park space with structured activities facilities.

Many participants also discussed the need to distribute all facilities equally throughout the City. Improving maintenance and the up-keep of land and facilities was also a top priority, with some advocating for ensuring maintenance before any new acquisitions. Participants advocated for a “greener,” more environmental Parks and Recreation department, with increased focus on habitat restoration, more natural, native landscaping, and a reduction of energy use throughout the Parks and Recreation system. There was considerable concern that, with the ending of the Pro Parks Levy, Parks and Recreation does not have the budget to acquire or maintain parks and facilities as necessary, and that it is not seen as a City priority.

Most agreed that Parks and Recreation needs to improve its public engagement. Participants discussed a vision for public outreach in which Parks and Recreation strives to build and maintain trusting, strong relationships with the communities it serves. People expressed a desire for better marketing of Parks and Recreation’s facilities, programs and services. They also voiced a desire for greater transparency and better communication about how decisions are made within Parks and Recreation. Participants envision a Parks and Recreation system that is accessible to everyone in the City regardless of language or income barriers, and are worried that lack of outreach to underserved populations and increases in user fees will make accessing programs, services, and facilities even more difficult in the future.

1.5 Feedback on the Phase 1 Process and Lessons Learned

In order to consistently improve its success at reaching the community, Parks and Recreation solicited and received feedback on the success of the process and publicity throughout the Phase 1 outreach process.

Many members of the community expressed appreciation for the opportunity to engage in dialogue with Parks and Recreation and appreciated the variety of formats offered for public participation and feedback.

Both Parks and Recreation and some public respondents felt that Parks and Recreation had been unsuccessful at reaching members of the community who are not already involved and that the process was being dominated by organized special interests. Parks and Recreation also heard from some members of the community that the meetings and survey should have been more broadly advertised.

Parks and Recreation is committed to improving its public engagement processes and in Phase 2 will continue to work to bring in new members of the community who may not use the Parks and Recreation system currently or be aware of what the system has to offer.

2.0 SAP PHASE 1 PUBLIC MEETINGS

2.1 Overview and Purpose

Purpose of the Meetings

Parks and Recreation convened 35 public meetings to share the SAP purpose, process, timeline and opportunities for public comment and engage in informal community dialogue and obtain public feedback that will help guide the SAP. The public meetings also offered an opportunity for community members to engage in two-way dialogue with one another.

Meeting Format

Three Parks and Recreation employees were assigned at each meeting to facilitate public dialog and record public comment. At least one staff member represented the local community or even specifically the facility at which the meeting was being held. Each meeting began with a brief introduction, including explanation of the SAP, the planning process timeline, and a description of the meeting agenda and purpose.

The bulk of each meeting was spent in group discussion. At larger meetings, with 20 or more attendees, staff broke participants out into small groups for discussion. Staff members then led the groups in a discussion of the following questions:

- What could Parks and Recreation improve?
- What does Parks and Recreation do well?
- What are the threats facing Parks and Recreation?
- What are the opportunities for Parks and Recreation?
- What is your vision for Parks and Recreation?

In meetings with small group discussions, the facilitators reserved time for the small groups to report out to the entire group to ensure participants were able to share what they felt were the most important comments. Please see Section Appendix A for individual meeting summaries and Appendix A for meeting materials.

Facilitator Training. To prepare the more than 80 facilitators for each meeting Parks and Recreation convened two facilitator training sessions. At the facilitator training sessions, facilitation consultants and Parks and Recreation staff discussed the format and purpose of the meetings, the preparation needed from each facilitation team, and ways to ensure each community member would have a chance to provide feedback and know that their feedback was being heard and influencing the draft SAP.

Location and Schedule of Meetings

Parks and Recreation originally scheduled 32 meetings, at 32 different locations, including each community center, the environmental learning centers, Parks and Recreation Headquarters, Discovery Park, and Washington Arboretum. Public meetings were reconvened at the Van Asselt, International District, and South Park Community Center because attendance at the original meetings was low. Below is a schedule of the public meetings convened in the Phase 1 SAP outreach process.

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Schedule of Public Meetings with Number of Participants

Meeting	Date	Public Participants
Alki Community Center	December 5, 2007	22
Arboretum	December 4, 2007	9
Ballard Community Center	November 29, 2007	14
Bitter Lake Community Center	December 8, 2007	20
Camp Long	December 5, 2007	11
Carkeek Environmental Learning Center	December 1, 2007	19
Delridge Community Center	December 1, 2007	9
100 Dexter	November 28, 2007	8
Discovery Park Environmental Learning Center	December 6, 2007	28
Garfield Community Center	November 26, 2007	20
Green Lake Community Center	December 1, 2007	27
Hiawatha Community Center	December 4, 2007	9
High Point Community Center	November 29, 2007	5
International District/China Town Community Center, Meeting 1	November 29, 2007	6
International District/China Town Community Center, Meeting 2	January, 5 2008	14
Jefferson Community Center	December 1, 2007	19
Langston Hughes Performing Arts Center	November 29, 2007	59
Laurelhurst Community Center	November 29, 2007	11
Loyal Heights Community Center	November 28, 2007	18
Magnolia Community Center	November 27, 2007	18
Magnuson Community Center	December 5, 2007	45
Meadowbrook Community Center	December 4, 2007	26
Miller Community Center	December 8, 2007	12
Montlake Community Center	November 26, 2007	12
Northgate Community Center	December 6, 2007	25
Queen Anne Community Center	December 5, 2007	24
Rainier Beach Community Center	November 26, 2007	10
Rainier Community Center	December 6, 2007	25
Ravenna-Eckstein Community Center	November 27, 2007	15
South Park Community Center, Meeting 1	November 27, 2007	12
South Park Community Center, Meeting 2	January, 5 2008	36
Southwest Community Center	November 28, 2007	34
Van Asselt Community Center, Meeting 1	December 8, 2007	0
Van Asselt Community Center, Meeting 2	January 5, 2008	0
Yesler Community Center	December 5, 2007	23

2.2 Key Themes From Across the Meetings

While there was agreement across and within meetings that Parks and Recreation needs to strengthen its partnerships with the Seattle Public School District, Seattle Public Utilities and Seattle Department of Transportation, there was considerable disagreement as to the role that corporate sponsorships should play in helping to fund Parks and Recreation programs, services and facilities. Some participants were adamantly opposed to any sort of private entity involvement with Parks and Recreation, some advocated that such relationships are absolutely necessary, and others felt there was room for some types of sponsorships but not for others. Comments reflected participants' concern about what the end of the Pro Parks Levy meant for funding Parks and Recreation.

Many comments focused on programs and services provided by community centers. There was a division between those that felt that Parks and Recreation delivered a good variety of programs and services and those that felt that Parks and Recreation had too many priorities and was trying to please too many special interest groups. While some advocated for more programs and services for teens, adults, seniors, and ethnic communities, others argued for restraint, focus and prioritization of mission driven services and programs.

At public meetings across the City, participants praised front-line Parks and Recreation staff for their dedication to their work. People commented that they appreciated living in a City with so many beautiful parks, particularly destination parks. Specific praise was bestowed upon Discovery Park, Green Lake, the Volunteer Park Conservatory, and the recent developments and renovations at Magnuson Park, although the need to keep Magnuson free of privatization was pointed out repeatedly. Other specific issues related to parks and facilities were also discussed, including funding and implementing the Skatepark Plan and the need for more pools (especially outdoor pools). Participants expressed enthusiasm for the Burke-Gilman trail, the desire for more trails of this type, and the importance of adequately maintaining the trail.

For complete meeting summaries, please see Appendix A.

3.0 STRATEGIC ACTION PLAN PHASE 1 COMMUNITY SURVEY

3.1 Overview of Survey

Purpose. The survey was designed to allow all Seattle residents and Parks and Recreation users and non-users (regardless of whether they attended a public meeting or not) to tell Parks and Recreation what facilities, programs, and services were important to them. The survey was meant to help Parks and Recreation determine what facilities, programs and services respondents most use and find most satisfactory, as well as what changes would encourage respondents to use Parks and Recreation more than they do now. The survey allowed Parks and Recreation to share the SAP purpose, process and timeline.

The survey was available online at www.seattle.gov/parks from November 13, 2007 through December 17, 2007. Paper copies were distributed at community centers and at the 35 public meetings. See Attachment A for the survey instrument.

Publicity. To advertise the survey, Parks and Recreation sent e-newsletters with a link to the survey to over 13,000 people; displayed posters and paper copies of the survey in the community centers; linked the survey from the front page of Parks and Recreation's website; made paper copy surveys available at all 35 public meetings; placed an advertisement that included the survey link in the Sunday Seattle Times; and sent press releases with the survey link to all local newspapers.

3.2 Community Survey Results

1,780 people responded to the online survey with an additional 124 paper surveys completed, for a total of 1,904 survey responses. Of that number 1,643 (92.3%) completed the survey. 1,105 offered comments on what would encourage them to use the Parks and Recreation system more with an additional 1,504 comments offered throughout the survey.

The survey asked respondents to identify the Parks and Recreation facilities, programs, and services they used; the frequency with which they used them; which facilities, programs, and services were most important to them; and their satisfaction with Parks and Recreation facilities, programs, and services. There were multiple opportunities for respondents to write in their own answers and a question that asked them to make any further comments (if they wished). In general, respondents thought park land was more important than community centers, arts and culture, and other facilities programs and services. Open spaces, developed parks, and regional destination parks were used the most frequently by respondents. There were several topics that received greater attention. In open-response questions, respondents advocated for European-style clothing-optional facilities, funding and implementing the Skatepark Plan, adding more pools and swim times, and fostering more opportunities for alternative sports, such as ultimate Frisbee, skateboarding, mountain biking, roller derby, and lacrosse. Respondents reported particular pleasure with Volunteer Park Conservatory, Magnuson Park, Discovery Park and Cal Anderson Park. The frequency of some responses indicates that response rates were high from groups organized around particular issues.

While some of the responses from different populations were compared against each other, responses from different ethnicities were not compared due to the small number of non-white respondents. Similarly, type of home and renters versus homeowners were not compared and analyzed.

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The following pages describe the survey results in more detail. It is important to note that the findings are not statistically significant or fully representative of the City population as a whole. All exhibits were prepared by Berk & Associates, 2008.

Please note all percentages are calculated based on the number of respondents to each individual question. Response rates for each question are listed in the exhibit title or below the exhibit.

About the Survey Respondents

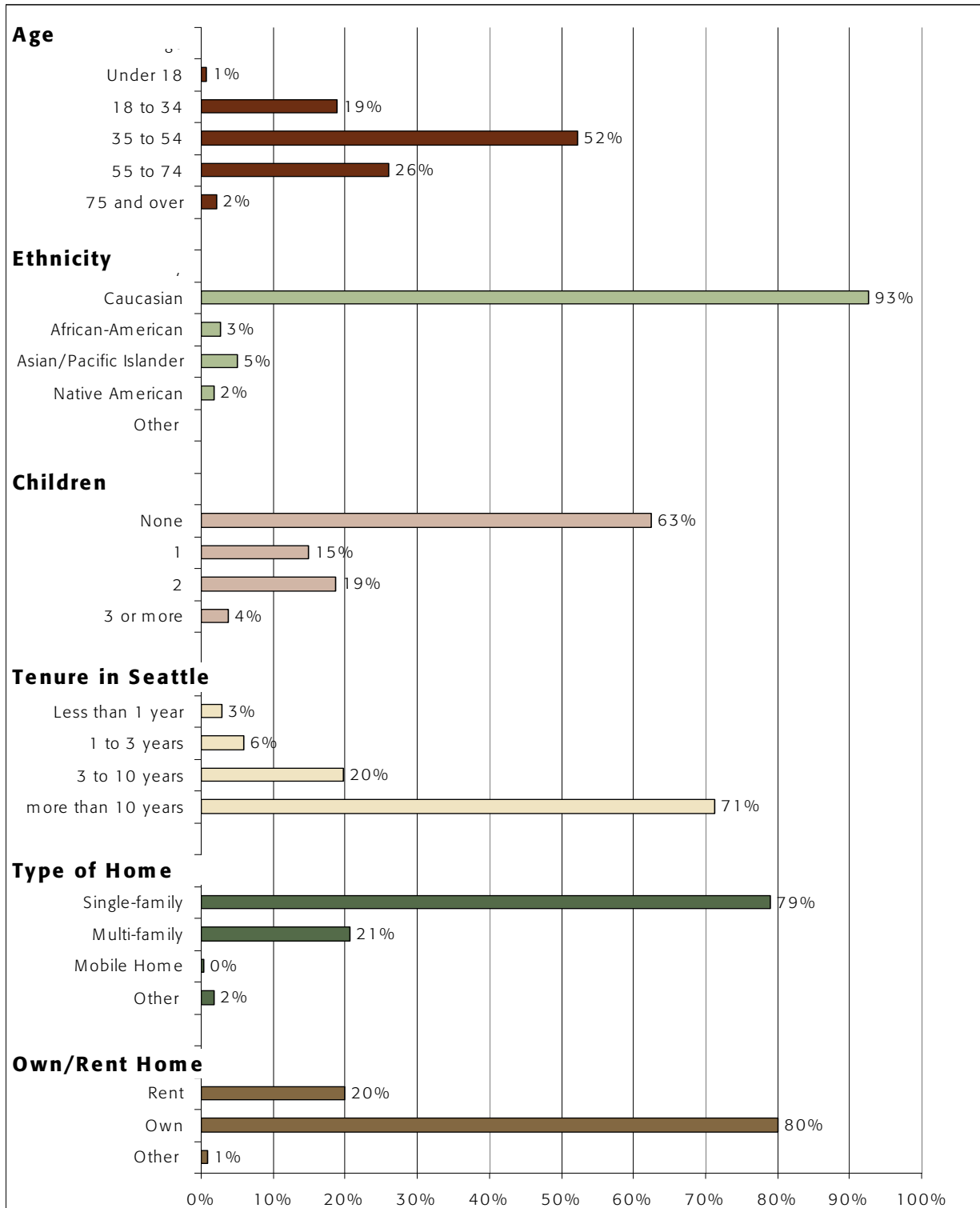
Exhibit 1, on page 23, shows the distribution of survey respondents by zip code across the City of Seattle. *Neighborhood boundaries are inexact and approximate.*

- 1,449 (82%) respondents who provided a zip code lived in Seattle
- 22% of respondents lived in the zip codes (98115 and 98103) of the Wedgewood, Ravenna, Greenlake and Wallingford neighborhoods
- Many (18%) respondents lived in the zip codes (98118, 98144, 98122, and 98112) east of I-5 and south of the Lake Union Ship Canal along Lake Washington
- Of the remaining 19% of respondents that do not live in Seattle, 2% lived Renton or Bellevue, and 2% of respondents were from out of state, including some respondents from Canada

Exhibit 2, on page 24, shows the respondents' age, ethnicity, children, tenure in Seattle, type of home, and whether they own or rent their home.

- The majority of survey respondents were between 35 and 54 (52%); 26% were 55 or older
- 93% of respondents were Caucasian
- More than 63% of respondents had no children under 18 living in their homes
- More than 70% have lived in Seattle more than 10 years; Nearly 80% live in a single-family home; and 80% own their own home

**Exhibit 2
Demographics of Respondents**

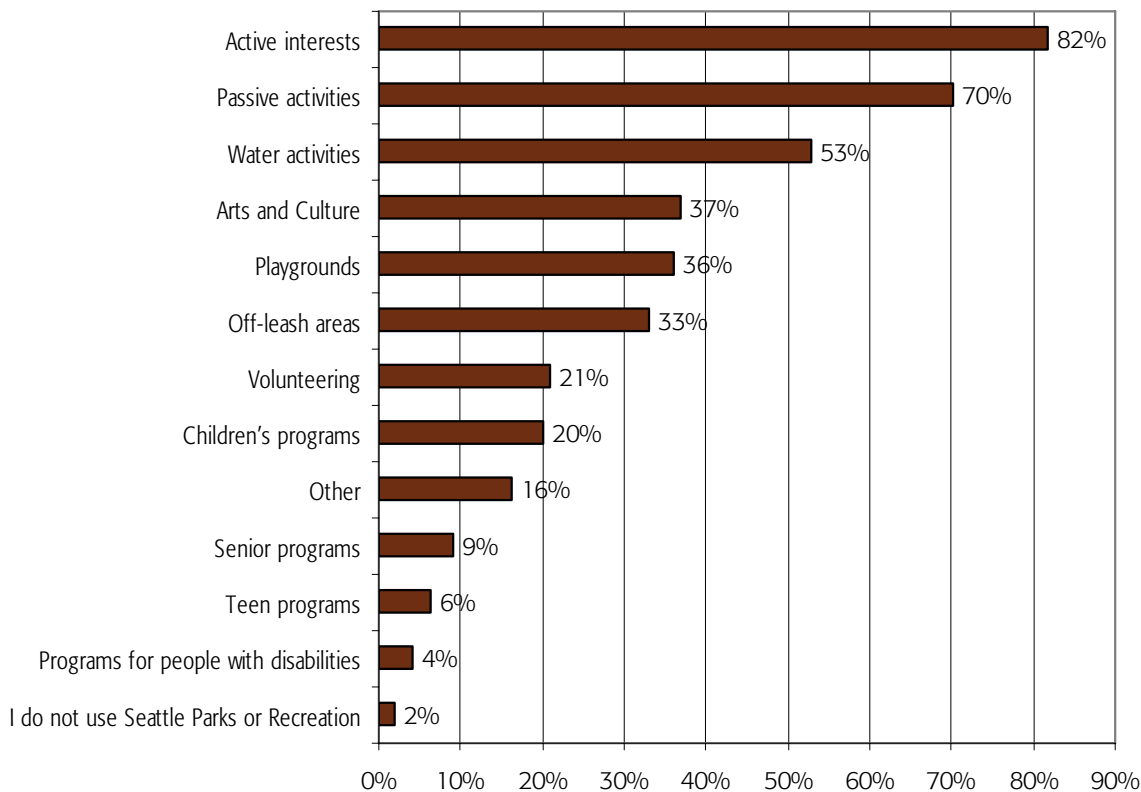


Response rates by question: Age: 1,612; Ethnicity: 1,582; Children: 1,611; Tenure: 1,601; Home: 1,623; Rent: 1,731

Facility, Program, and Service Use

Exhibit 3 shows the percentage of respondents that reported using Parks and Recreation facilities, programs, and services.

**Exhibit 3
Facilities, Programs, and Services Used, 1,904 Respondents**



- The top three uses reported were active interests (e.g. walking/running, sports), nearly 82% (1,556) of respondents; passive activities (e.g. picnicking, reading, relaxing), 70% (1,337) of respondents; and water activities (e.g. swimming and boating), more than 53% (1,008) of respondents
- Programs for people with disabilities were the least used by respondents with 4% (79) of respondents reporting use

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- Respondents who chose “other” as their response frequently commented that they use parks to retreat from the City and enjoy nature and wildlife; for example:
 - *“... There are many of us who long for peaceful walks where we can be sure to see and hear plenty of evidence that we can co-exist with our natural world. It is so important to have public places which are cherished like this, and for the educational as well as inspirational qualities they furnish.”*
 - *“Bird watching, observing and photographing wildlife, community gardens, appreciating green space visually and by hiking.”*
 - *“Enjoy having green space in urban areas.”*

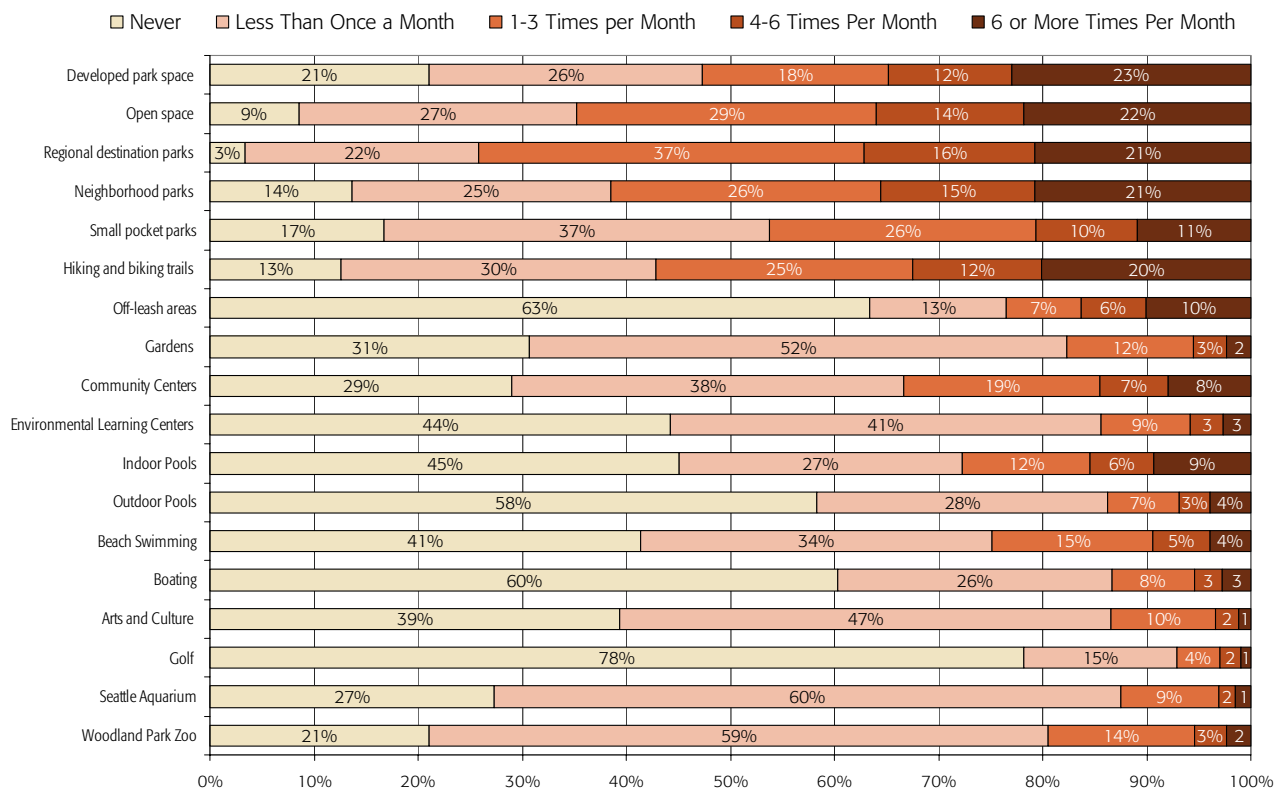
Parks and Recreation Non-Users

- 2% (35) of respondents did not use Seattle Parks and Recreation facilities, programs, or services
- The people that answered “did not use parks” cited safety, distance, access, not interested, lack of time, physical limitations and not knowing about Parks and Recreation as reasons they didn’t use Parks and Recreation
 - *“I would use our parks more (especially open spaces) if there were fewer druggies and bums using those areas, making them unsafe for everyone, including Parks employees.”*
 - *“Sport fields are unavailable to rent due to such high demand so I have to go to Shoreline or Redmond.”*

Frequency of Facility, Program, and Service Use

Exhibit 4 shows how often respondents use facilities, programs and services; the different color bars represent the different frequencies of usage.

**Exhibit 4
Frequency of Facility, Program and Service Use, 1,629 Respondents**



- Developed park space, open spaces, regional destination parks, and neighborhood parks are the facilities used most often by respondents
 - Approximately two-thirds of respondents use open-space (65%) and regional destination parks (74%) more than once a month
- More than 50% of respondents said that they never use dog off-leash areas (1,010), outdoor pools (1,021), boating (1,055), or golf facilities (1,368)
- 28% (484) and 14% (240) of respondents say they use Indoor Pools and Outdoor Pools more than once per month, respectively
- Approximately one-third of all respondents use community centers at least once per month
 - 55% of respondents with children used community centers more than once a month (data not shown)

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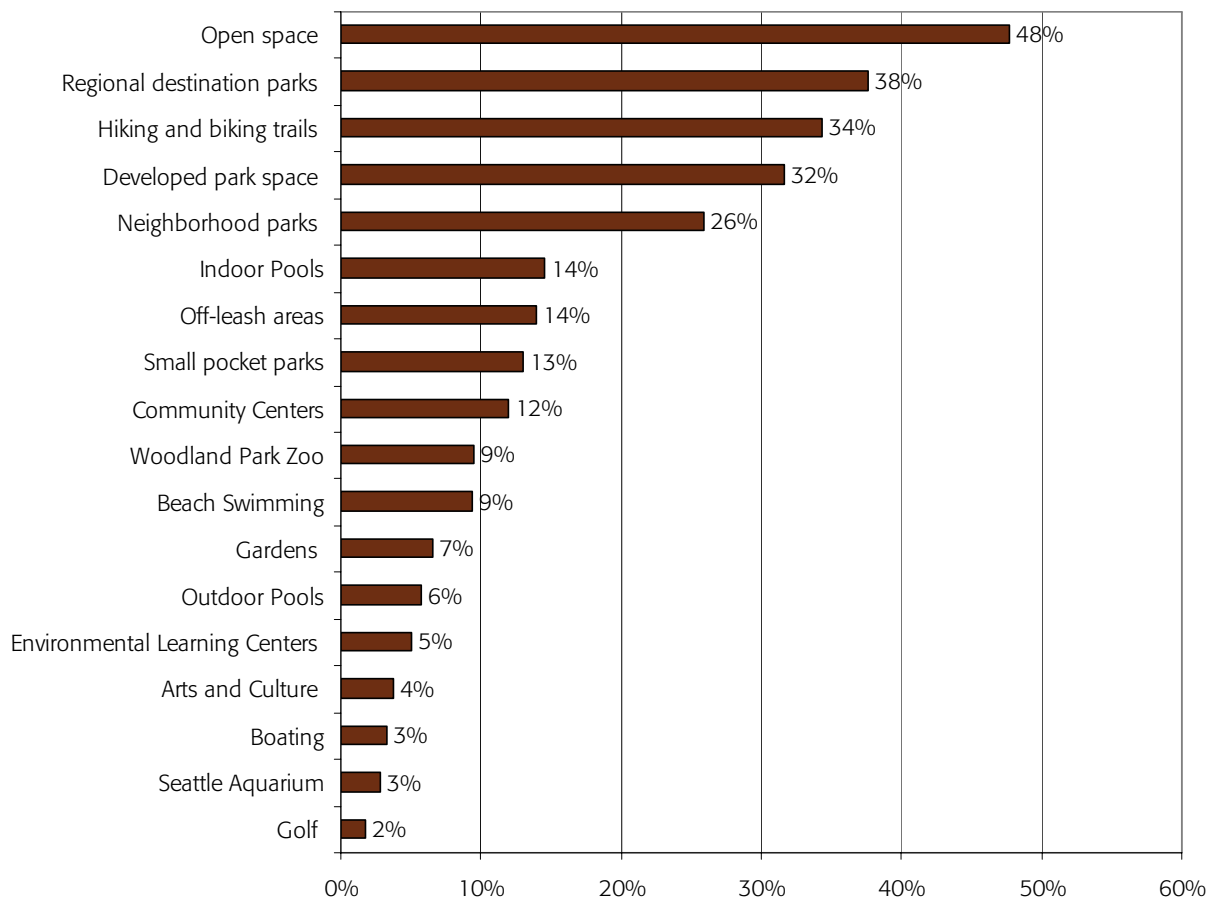
- In general people with children reported using Parks and Recreation facilities and programs with more frequency than people without children (data not shown)
 - 80% of respondents with children used developed parks more than once a month as compared to respondents without children, 40% of whom reported using developed parks more than once per month
 - 77% of respondents with children used neighborhood parks more than once a month as compared to the 53% of respondents without children, who reported using developed parks more than once per month
- In general respondents who lived in Seattle for longer than 10 years reported using Parks and Recreation facilities and programs with the same frequency as people who had lived in Seattle for 10 years or less (data not shown)

Importance of Facilities, Programs, and Services

Most Important Facilities, Programs and Services

Exhibit 5 shows what facilities, programs, and services survey respondents chose as their three most important facilities, programs, or services.

**Exhibit 5
Most Important Facilities, Programs, and Services, 1,534 Respondents**



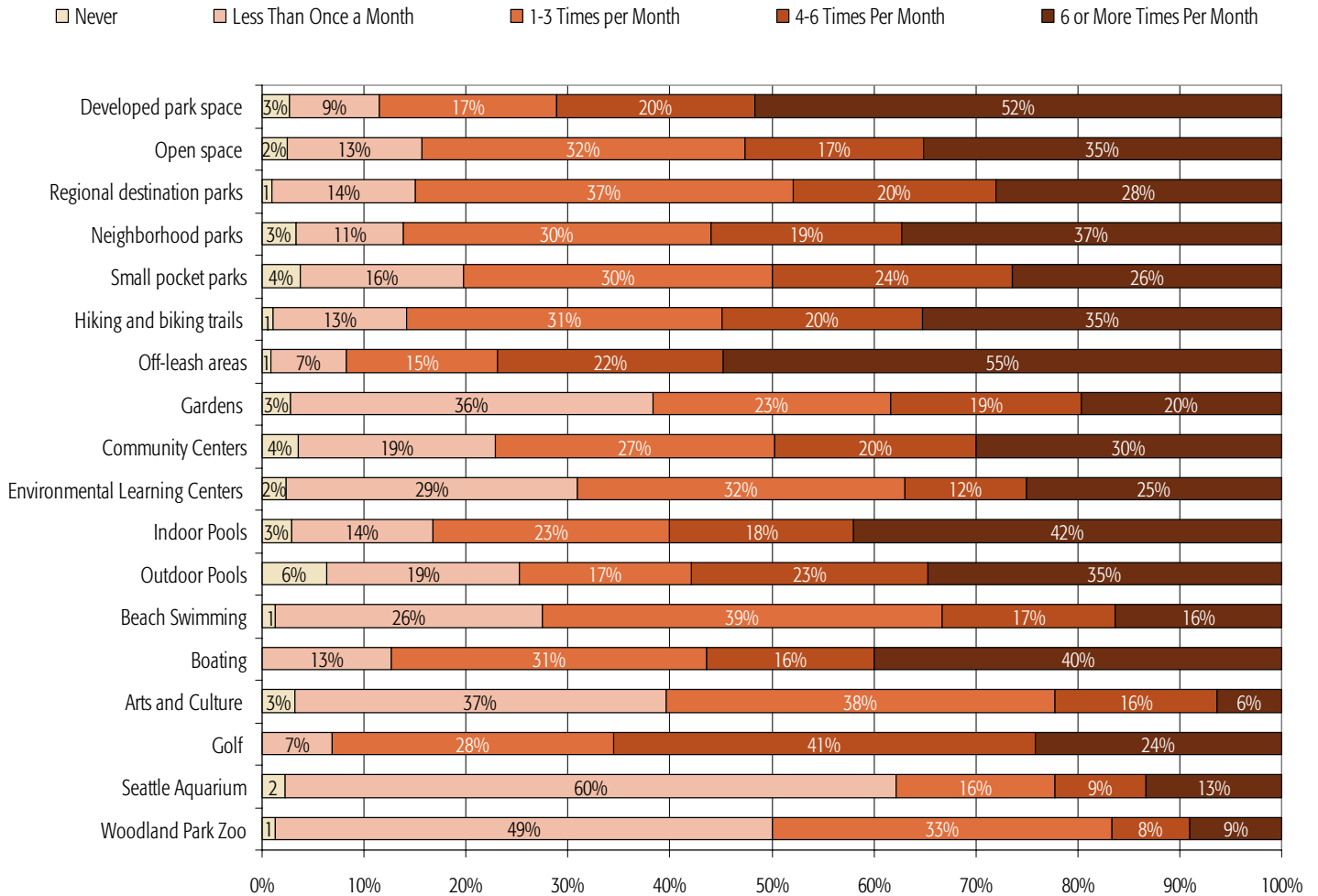
- The three most important facilities, programs, and services for respondents were open spaces, selected by 48% (790) of respondents; regional destination parks, selected by 38% (623) of respondents; and hiking and biking trails, selected by 34% (570) of respondents
- Frequently mentioned facilities in the “other” most important facilities category included the Amy Yee Tennis Center, Magnuson Park, the Green Lake Small Craft Center, and Volunteer Park
- Responses to this question did not differ significantly by age, tenure in Seattle, or number of children under 18 in the home (data not shown)

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Most Important with Most Used

Exhibit 6 shows how frequently survey respondents use the facilities, programs, and services that are most important to them. For example, respondents who said community centers were one of the three facilities, programs, or services that were most important to them, use community centers more than four times per month.

Exhibit 6
Frequency of Most Important Facility, Program and Service Use, 1,629 Respondents

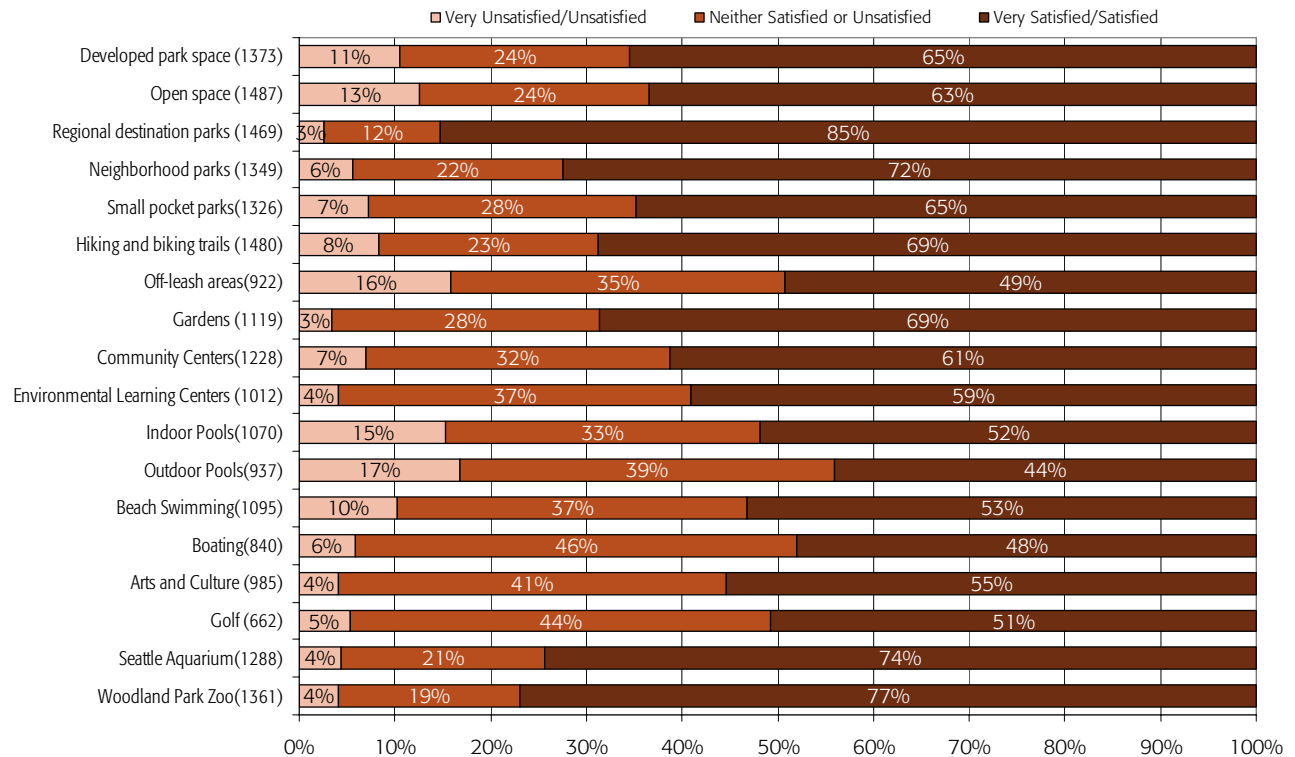


- Respondents reported using facilities, programs, and services that they chose as most important to them more frequently than they reported using Parks and Recreation facilities, programs, and services that they did not select as most important to them

Satisfaction with Parks and Facilities

Exhibit 7 shows how satisfied respondents reported being with Parks and Recreation’s facilities, programs, and services. **The Exhibit excludes no opinion responses, showing only the satisfaction levels of people who have an opinion.** Because the “no opinion” responses were excluded, each category varies in sample size. Percentages are based on the sample size shown in parenthesis next to the label.

Exhibit 7
Satisfaction with Facilities, Programs, and Services, Varying Sample Sizes

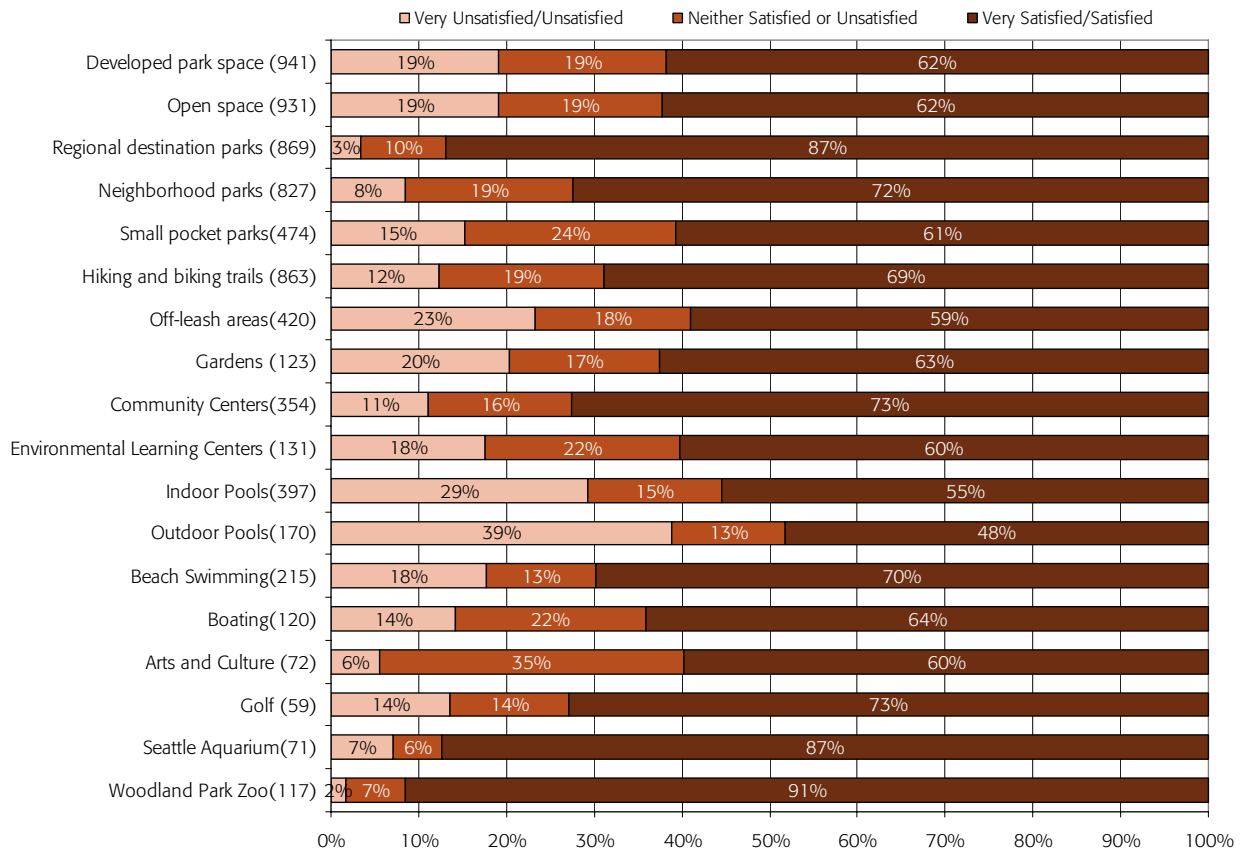


- Respondents were largely satisfied with Seattle Parks and Recreation facilities, programs, and services
 - No more than 17% of respondents were very unsatisfied or unsatisfied with any program
- Satisfaction was highest with Regional Destination Parks (85%); Woodland Park Zoo (77%); the Seattle Aquarium (74%); and Neighborhood Parks (72%)
 - 38% of respondents also felt that Regional Destination Parks were one of the three most important programs, facilities, or services
- Overall, there were fewer respondents who were very satisfied or satisfied with Outdoor Pools (44%); Boating (48%); Off-leash areas (49%); and Golf (51%)
 - Only 2% of respondents and 3% of respondents said that Golf and Boating, respectively, were one of the three most important facilities respectively
- Respondents who are 35 to 54 years of age were overall more satisfied than other respondents (data not shown)

Satisfaction with Most Used Services

Exhibit 8 shows how satisfied respondents reported being with Parks and Recreation’s facilities, programs, and services if they used that service more than four times per month. **The Exhibit excludes no opinion responses, showing only the satisfaction levels of people who have an opinion.** Because the “no opinion” responses were excluded, each category varies in sample size. Percentages are based on the sample size shown in parenthesis next to the label.

Exhibit 8
Satisfaction with Facilities, Programs, and Services, Varying Sample Sizes



- In general, people feel more strongly about satisfaction when they use a service more than four times per month implying an association between usage and satisfaction
 - In every case, the number of respondents who were neither unsatisfied or satisfied decreased
- Therefore, in nearly every program, service or facility, more respondents who use a service more than four times per month were satisfied or very satisfied with that service than respondents as a whole
 - More respondents who use a service more than four times per month were also unsatisfied or very unsatisfied with that service than respondents as a whole
- The largest difference in frequent users who were satisfied or very satisfied was for users of Golf: 51% of all respondents were satisfied or very satisfied with golf (Exhibit 7), while 73% of

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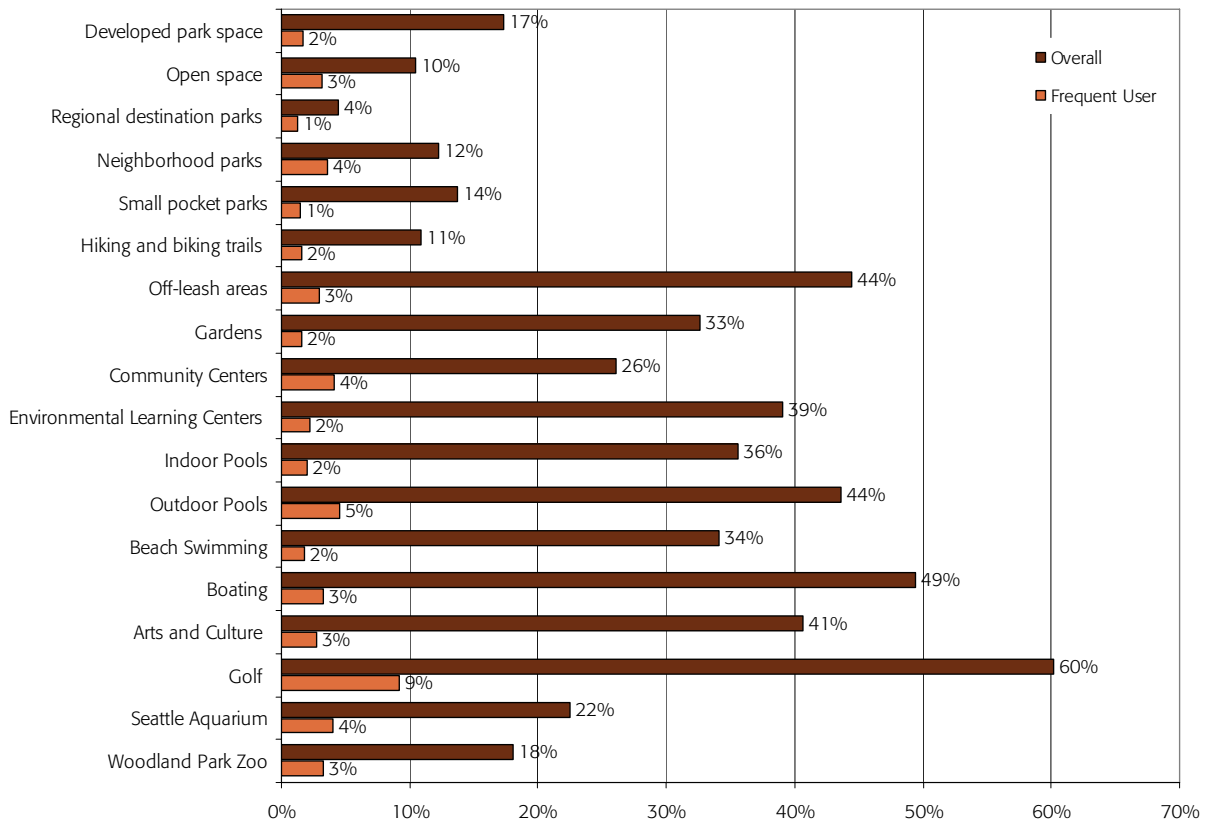
respondents who use golf more than four times per month were satisfied or very satisfied with Golf (Exhibit 8), meaning those who use Parks and Recreation's Golf facilities frequently were more satisfied with them, a difference of 22 percentage points, than those respondents who use golf facilities less frequently or not at all

- Other large differences between overall satisfaction and the satisfaction of frequent users include Beach Swimming (a 17 percentage point difference between overall satisfaction and the satisfaction of frequent users); Boating (a 16 percentage point difference); the Woodland Park Zoo (14 percentage points difference); and the Seattle Aquarium (13 percentage points difference)
- The largest difference in frequent users who were unsatisfied or very unsatisfied was for users of Outdoor Pools: 16% of all respondents were unsatisfied or very unsatisfied with Outdoor Pools (Exhibit 8), while 38% of respondents who use outdoor more than four times per month were unsatisfied or very unsatisfied with Outdoor Pools (data not shown), meaning those who use Parks and Recreation's Outdoor Pools frequently were more less satisfied with them, a difference of 22 percentage points, than those respondents who use Outdoor Pools less frequently or not at all
 - Other large differences between the frequent users and overall respondents who were unsatisfied or very unsatisfied include Gardens (a 17 percentage point difference between overall respondents and frequent users); Indoor Pools (a 14 percentage point difference); and Environmental Learning Centers (13 percentage points difference)

Satisfaction: No Opinion

Exhibit 9 shows the percentage of respondents who had no opinion on satisfaction, both overall and for respondents who use a program, facility, or service more than four times per month.

**Exhibit 9
Overall and Frequent Users with No Opinion on Satisfaction,
1,661 Overall, Varying Frequent User Sample Sizes (See Below)**



Sample Size for Frequent Users: The sample sizes, including no opinion for respondents who use a service more than four times per month are as follows:

	Developed park space	Open space	Regional destination parks	Neighborhood parks	Small pocket parks	Hiking and biking trails	Off-leash areas	Gardens	Community Centers
Sample Size	966	960	880	858	481	881	433	127	373
	Env. Learning Centers	Indoor Pools	Outdoor Pools	Beach Swimming	Boating	Arts and Culture	Golf	Seattle Aquarium	Woodland Park Zoo
Sample Size	135	410	178	220	128	75	65	74	123

- In every case, fewer frequent users had no opinion about a program, service, or facility, confirming the data from Exhibit 8 that shows that frequent use of a facility leads to stronger opinions on satisfaction
- Overall, 60% of respondents had no opinion on Golf facilities, followed by Boating (49%), Off-leash areas (44%), and Outdoor Pools (44%)

Needs

What would encourage you to use Parks and Recreation more?

- Respondents used this section to thank Parks and Recreation
 - *“Congratulations on your developing commitment to native plantings and low water and chemical use landscaping.”*
 - *“Thanks for having great parks in Seattle! It really makes a difference in our everyday lives.”*
- People also used this section to identify needs for reduced program and facilities costs, better maintained facilities, more facilities and programs, and better public transportation access
 - *“Parks and recreation in Seattle is an asset for the City, but facilities need better upkeep to preserve what we have and there should be on going acquisition of space for the future so less space reverts to development.”*
- This section also revealed many of the conflicting opinions on which programs and services Parks and Recreation should prioritize, such as active and passive parks uses and recreation opportunities for dog owners
 - *“There is too much passive park space relative to active park space in the City.”*
 - *“I support more open space and less development in parks. We need to acquire more land for parks and open space, especially as housing development is denser in the City now – particularly in neighborhoods and downtown.”*
 - *“Loose dogs are a potential hazard to reforestation projects, wildlife, and disrupt the peace and quite of hiking and enjoying the beauty of the parks.”*
 - *“Larger spaces for dogs to run freely off-leash. Current off-leash areas are too small for adequate play”*