



MARKET  
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RESEARCH  
SERVICES



# Redmond Parks and Recreation Survey

June 2015

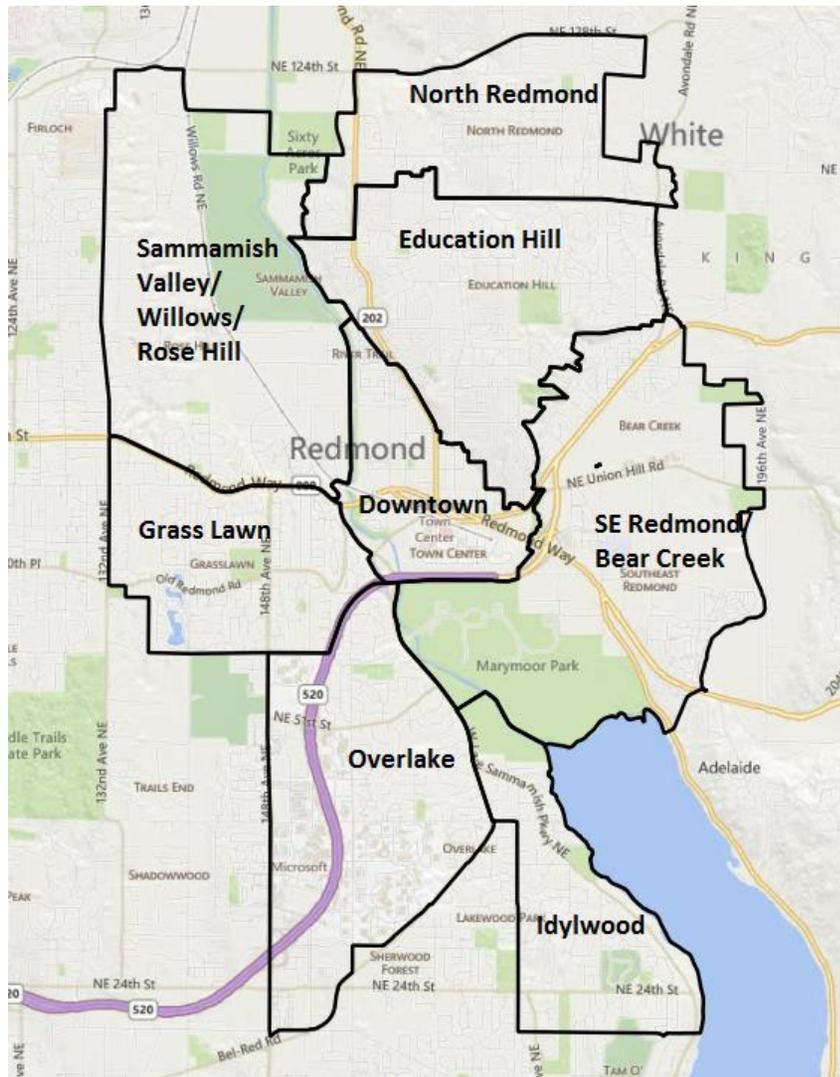
# Methodology

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- ▶ Online survey of Redmond residents
- ▶ All households in Redmond were mailed a postcard and password inviting them to take the survey online
- ▶ The survey was offered in English, Spanish, Mandarin, and Russian
  - 4 Chinese, 2 Russian, 3 Spanish, 823 English
- ▶ 2 reminders were made via Interactive Voice Response (IVR) telephone calls
- ▶ Respondents were also offered the option to take the interview over the phone with a live interviewer
  - 7 Interviews were conducted over the phone
- ▶ The survey was conducted May 5<sup>th</sup> - June 1<sup>st</sup>, 2015
- ▶ 832 total respondents; Margin of Error:  $\pm$  3.4 percentage points
- ▶ Responses were weighted by key demographics to reflect the most recent census for the City of Redmond

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

# Neighborhood



Neighborhood	%	n
Education Hill	18%	191
Downtown	15%	94
Grass Lawn	14%	135
Overlake	12%	90
Idylwood	10%	109
Sammamish Valley/Willows/Rose Hill	8%	64
Bear Creek/SE Redmond	8%	86
North Redmond	6%	63

Q3. Referring to the map above, what neighborhood do you live in?

# Key Findings

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## ***Parks, Trails, & Priorities***

- ▶ *Usage for parks and trails is very high in Redmond. Almost three quarters of residents say they visit a City of Redmond park or use a City of Redmond trail or pathway multiple times a month or more.*
- ▶ *A strong majority of residents say they are Very Satisfied with both parks and trails in Redmond and satisfaction is high across all neighborhoods.*
- ▶ *Elements related to safety and cleanliness were rated as the most important elements for quality parks and recreation facilities.*
- ▶ *When asked about priorities for the future of Redmond parks, preserving more open space natural areas was rated as the highest priority project, and separates itself from the rest of the priority items tested by a wide margin.*
- ▶ *When asked about priorities for the future of Redmond trails, most residents say “constructing small trails that better connect to the existing Redmond Trails system” should be the priority for the department of Parks and Recreation to focus on. Just over a third say “building more miles of new trails” is equally a priority.*

## ***Indoor Recreation***

- ▶ *Participation in indoor recreation activities is low when compared to parks and trails usage. Those that do participate cited exercise/fitness as their main activity.*

# Key Findings Cont.

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## *Art, Music, and Cultural Events*

- ▶ *Most residents participate in cultural events in Redmond at least a few times per year. Those that do typically attend events with their spouse and/or their children.*
- ▶ *When asked about arts and cultural events, residents show interest in outdoor fairs and festivals, music and film screenings, and indicate that they would be interested in attending these and other cultural activities in Downtown Redmond.*
- ▶ *While residents may be interested in outdoor festivals, music, and film screenings, when asked about priorities that make good quality parks, these sorts of activities rank low.*
- ▶ *Three-out-of-four residents believe public art is an important part of Redmond and should continue to be funded.*



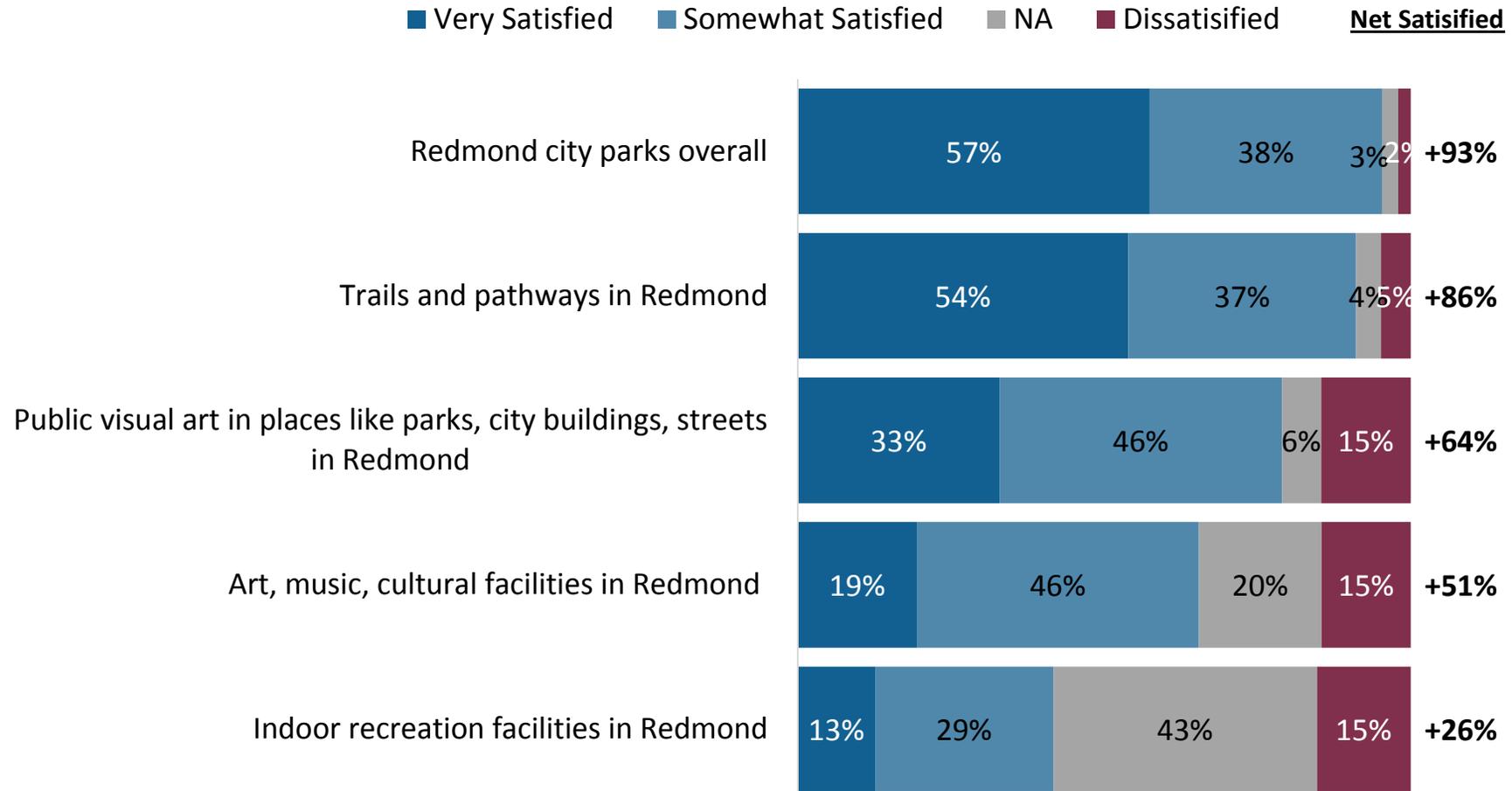
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# Redmond Parks & Recreation Satisfaction Ratings and Priorities

# Satisfaction Ratings: Redmond Parks & Recreation Facilities

*A strong majority of residents are Very Satisfied with both parks and trails in Redmond. Net satisfaction ratings are strongly positive for all parks, programs, and facilities tested.*

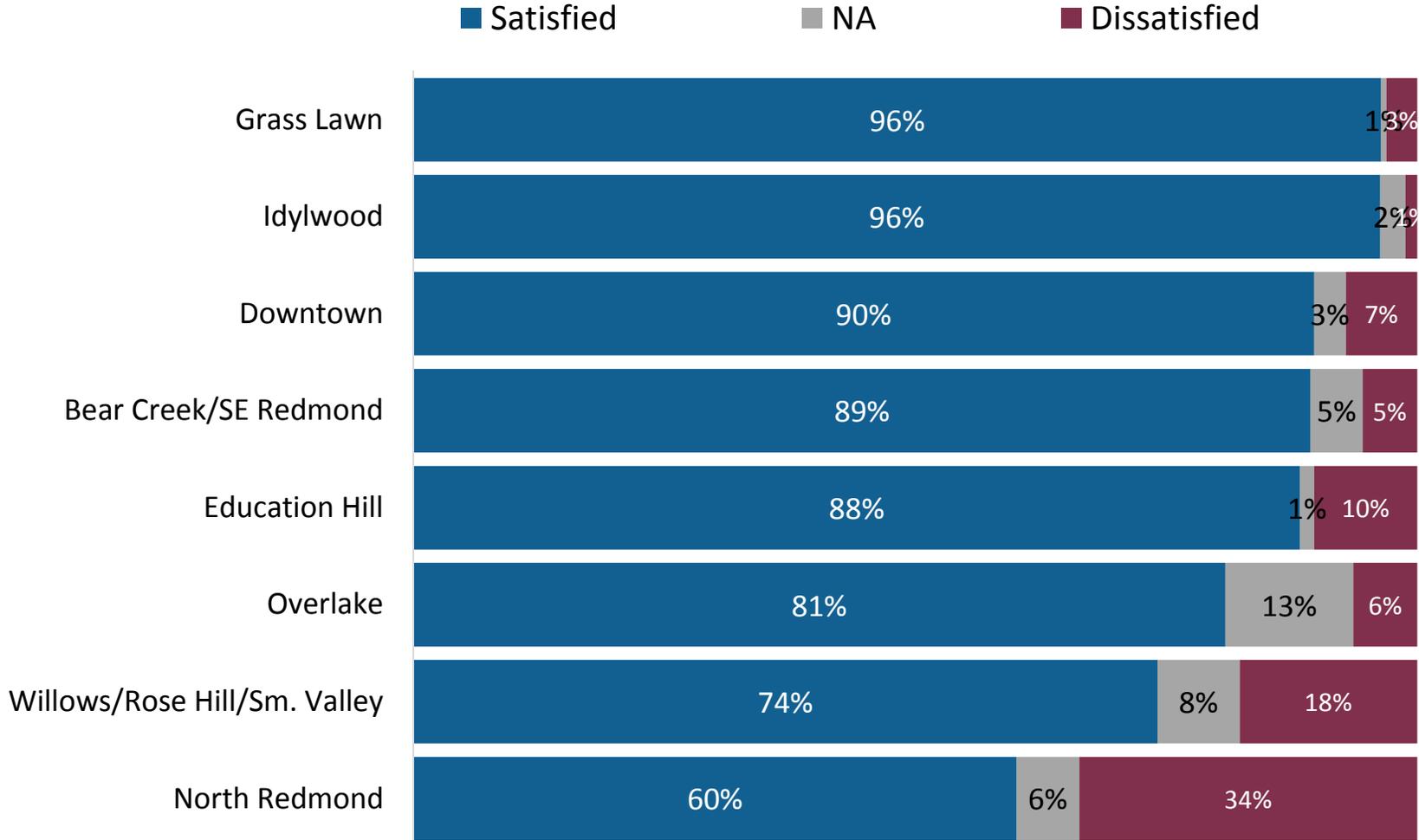


Q8-Q13. Please rate your satisfaction with each of the following City of Redmond Parks and Recreation programs and facilities:



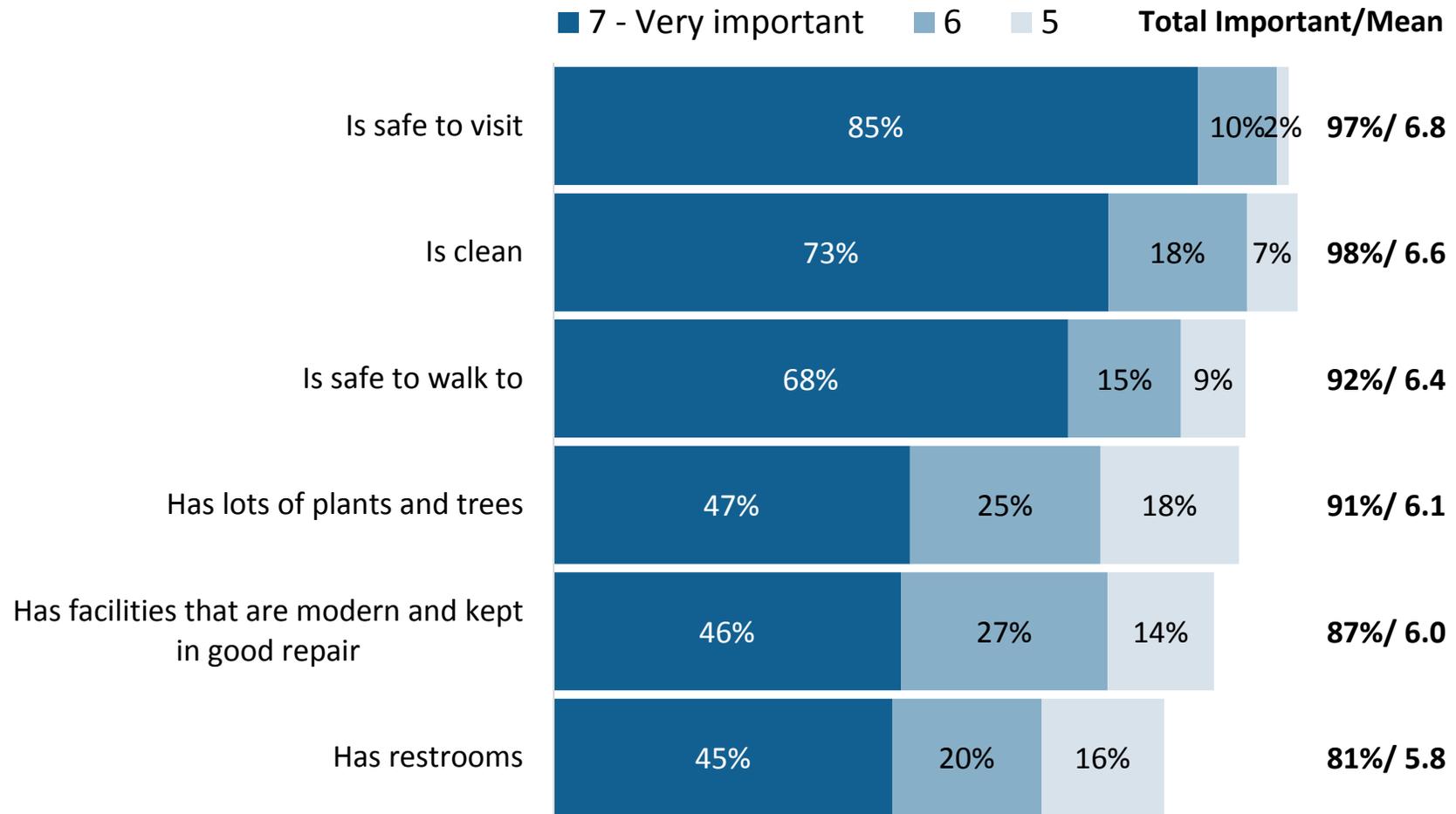
# Satisfaction Ratings: City Parks in Your Neighborhood

*Satisfaction with city parks is very high across all neighborhoods. Dissatisfaction is highest in North Redmond, but even there 60% say they are satisfied.*



# Important Elements for Quality Parks and Recreation Facilities

*Safety and cleanliness were rated as the most important elements and comprised 4 of the top 5 elements residents said are important for quality parks and recreation facilities.*

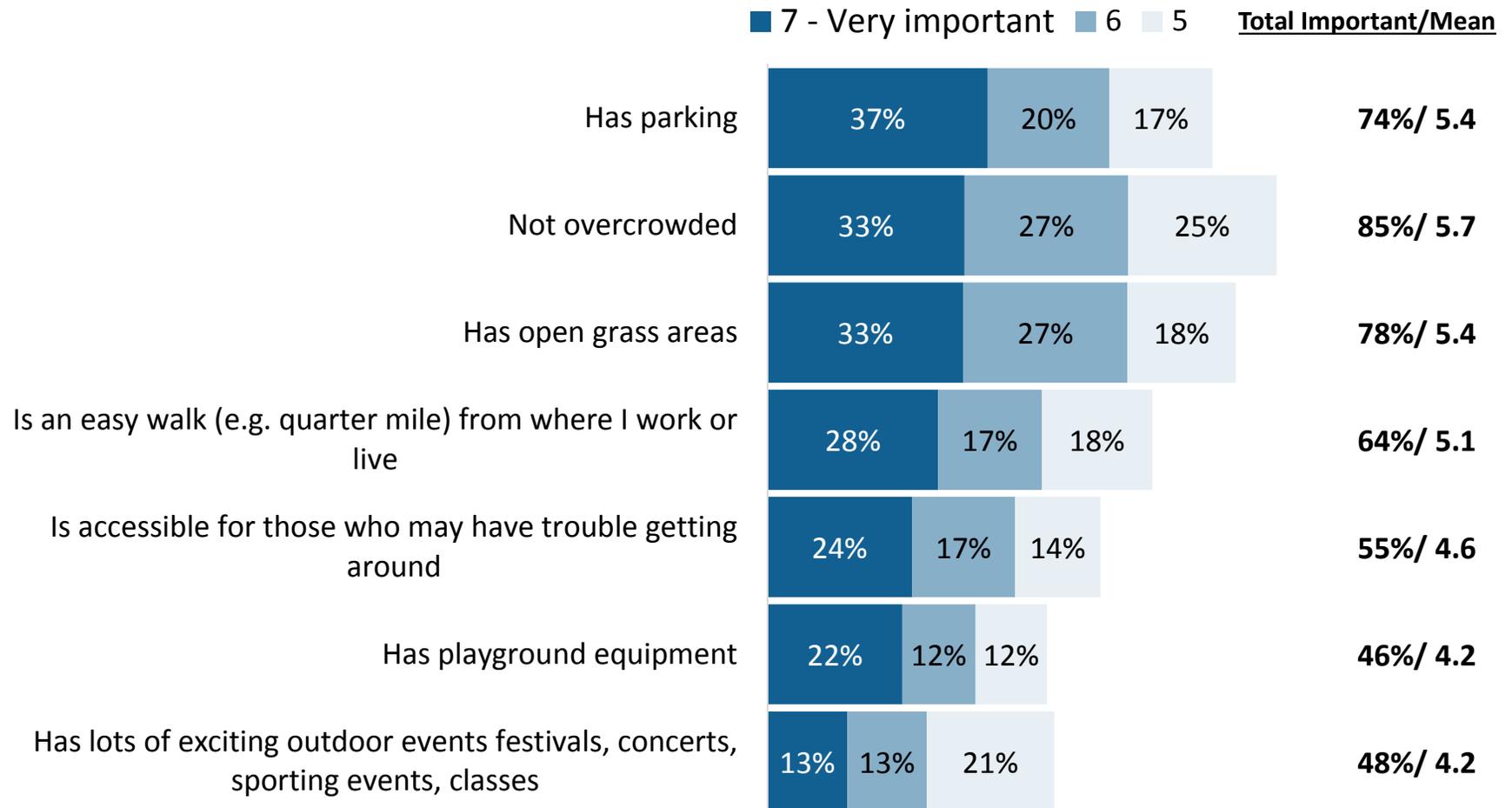


Q18-Q30. Below is a list of things people say are important to have for quality parks and recreational facilities. Using a scale from 1 to 7, where 1 is Not at all important and 7 is Very important, how important are each of these features to you personally? (n=816)



# Important Elements for Quality Parks and Recreation Facilities

*While all items were rated as important by some residents, outdoor events and playground equipment were the lowest rated priorities overall.*



Q18-Q30. Below is a list of things people say are important to have for quality parks and recreational facilities. Using a scale from 1 to 7, where 1 is Not at all important and 7 is Very important, how important are each of these features to you personally? (n=816)



# Important for a Good Quality Park : Open End

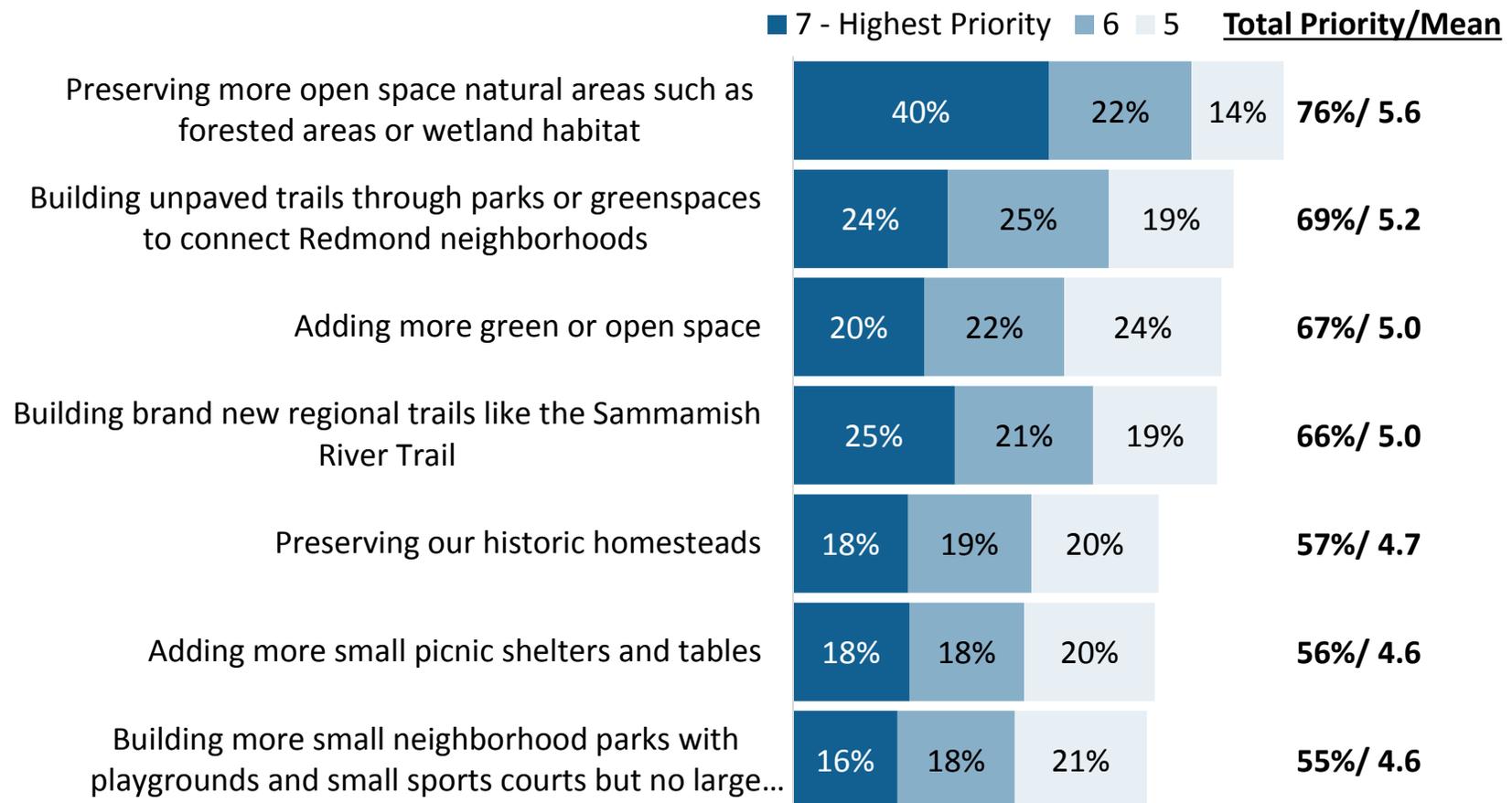
*Well maintained trails, well maintained landscaping, places to relax, pet friendliness, and cleanliness were mentioned as additional important elements of a quality park.*

	%
Well maintained trails and walkways/More trails	13%
Nothing not mentioned	13%
Benches/Covered or shaded places to relax	10%
Dog/pet friendly	8%
Well maintained landscape/lawns/grounds	8%
Cleanliness (trash cans, littering issues)/Safety	6%
Water fountains	5%
Facilities for kids/Kid Friendly	4%
Increased events/entertainment/activities	4%
Safe to be in/Safe to get to and from	4%
Quiet/overcrowded	3%
Exercise equipment/Sports fields	3%
Well maintained/Clean restrooms	3%
Conservation/provide habitat	3%
Other	20%

31. Is there anything else you feel is important for a good quality park to have? **[OPEN END, Excludes those who left response blank, n=512]**

# Priority for Potential Parks Projects

*Preserving more open space natural areas such as forested area or wetland habitat was rated as the highest priority and separates itself from the rest of the items tested. After this, the second tier of priorities are focused on building unpaved trails through parks and greenspaces to connect Redmond neighborhoods, adding more green or open space, and building brand new regional trails.*

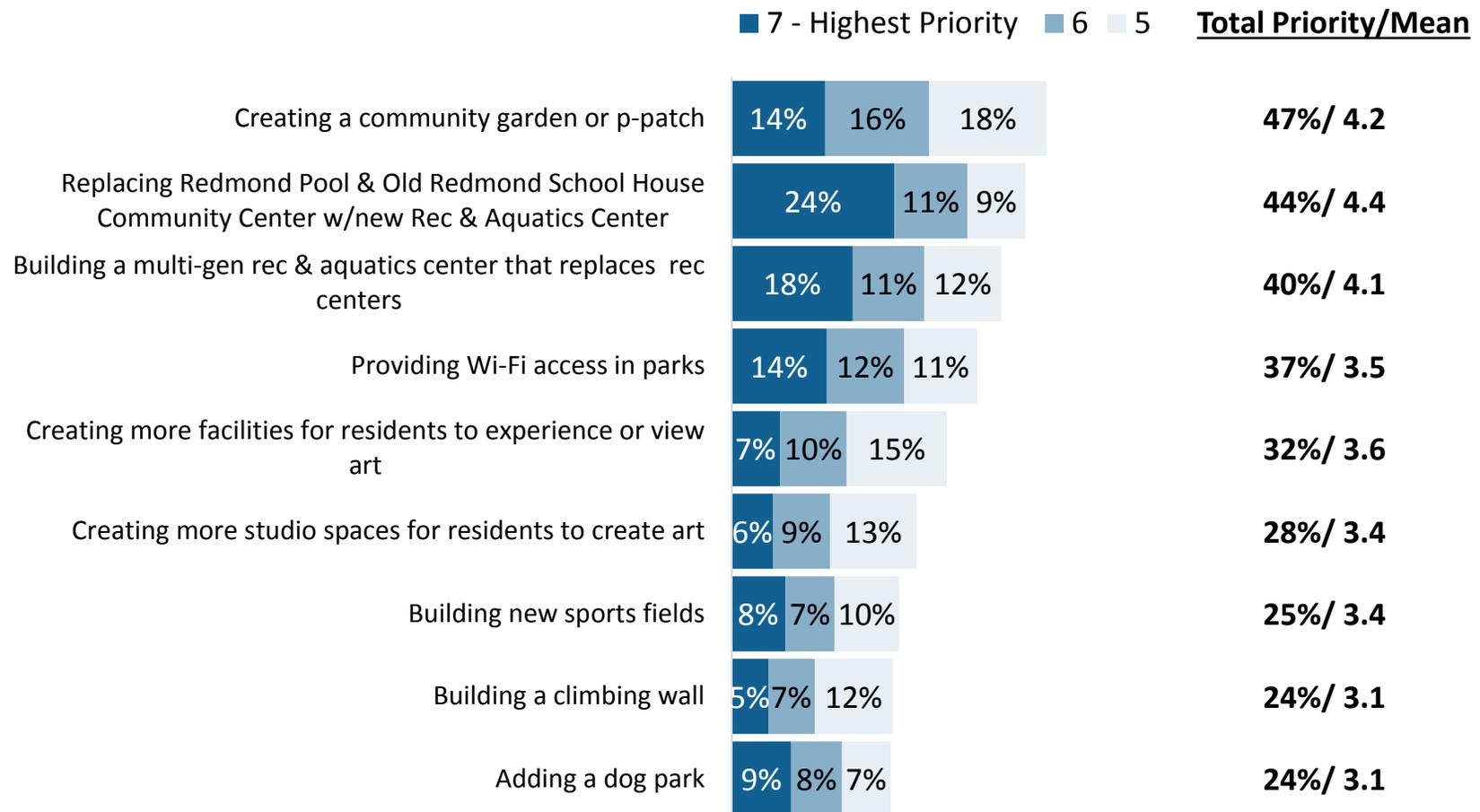


Q39-54. The Redmond Parks and Recreation Department is looking for input on some potential projects. How high of a priority are each of the potential projects below to you?



# Priority for Potential Parks Projects

*There is some intensity behind replacing the Redmond Pool with a new aquatics center, however less than a majority rated it as a priority overall. Building a climbing wall and adding a dog park were rated as the lowest priorities.*



Q39-54. The Redmond Parks and Recreation Department is looking for input on some potential projects. How high of a priority are each of the potential projects below to you?



# Potential Park Projects: Open End

*The majority cannot think of an additional priority that was not already mentioned.*

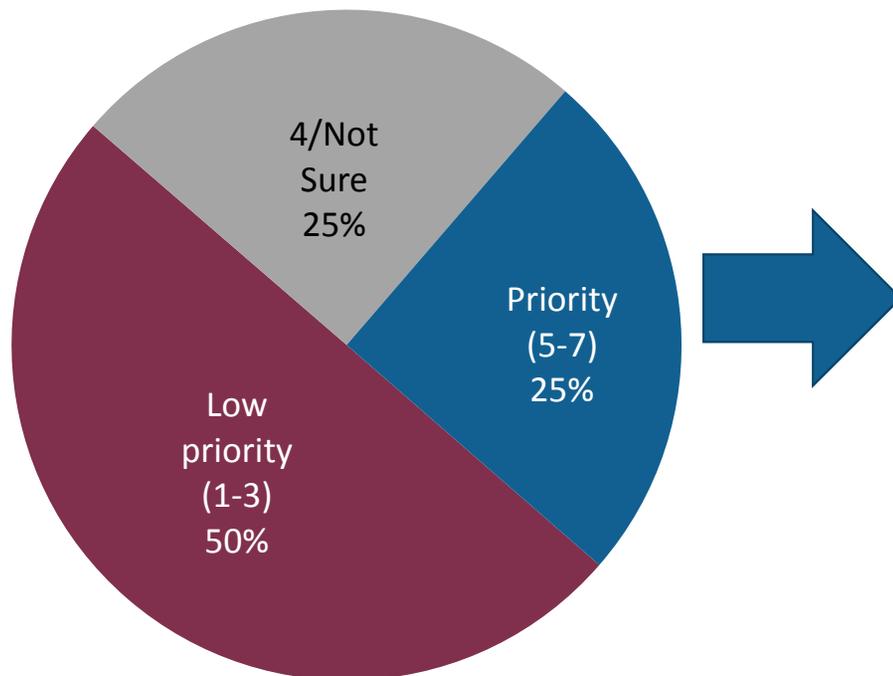
	%
Nothing not mentioned/Don't know	51%
Build small neighborhood parks/ Playground	9%
Build small/unpaved trails	7%
Focus on upgrading or maintaining existing public facilities /parks/trails	6%
Preserve open space/Keep parks natural/ Stop overdevelopment	6%
Improve or add bike lanes	4%
Build new indoor recreation/ Community center for all residents	3%
Build regional trails	2%
New pool	2%
More sports fields/Spaces to play sports	2%
Other	18%

Q56. Are there any potential parks projects not mentioned you feel should be a priority?  
[OPEN END, Excludes those who left response blank, n=441]

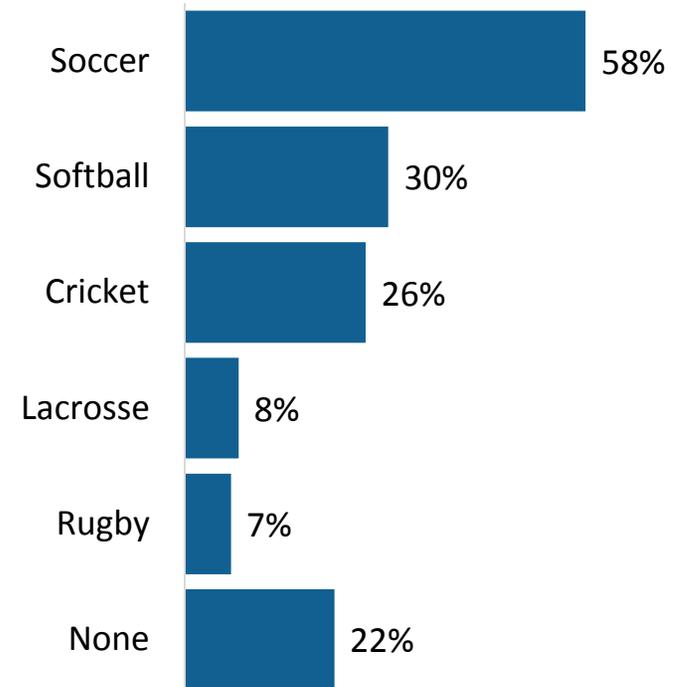
# Sports Field Priority

Only a quarter of residents rated “building new sport fields” as a priority. Of those, the majority consider soccer fields a top priority to build.

How high of a priority is: Building new sports fields

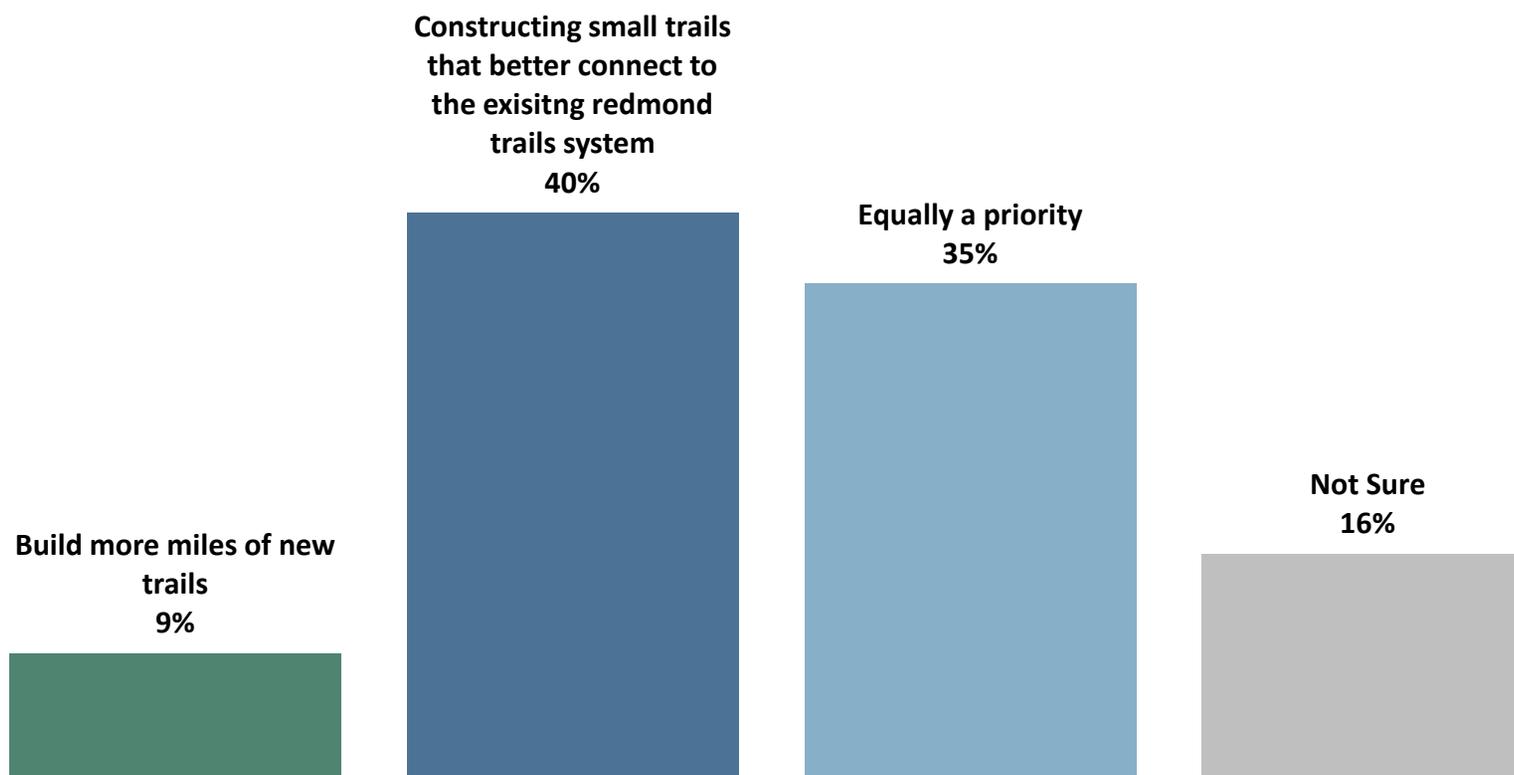


Which of the following types of sports fields do you feel are a priority to build? You can select all that apply. (n=177)



# Focus for Redmond Trails System

*Most residents say “constructing small trails that better connect to the existing Redmond Trails system” should be the priority for the department of Parks and recreation to focus on. Just over a third say “building more miles of new trails” is equally a priority. One in five are not sure.*



35. Which of the following do you think is more of a priority for the Redmond Department of Parks and Recreation to focus on:

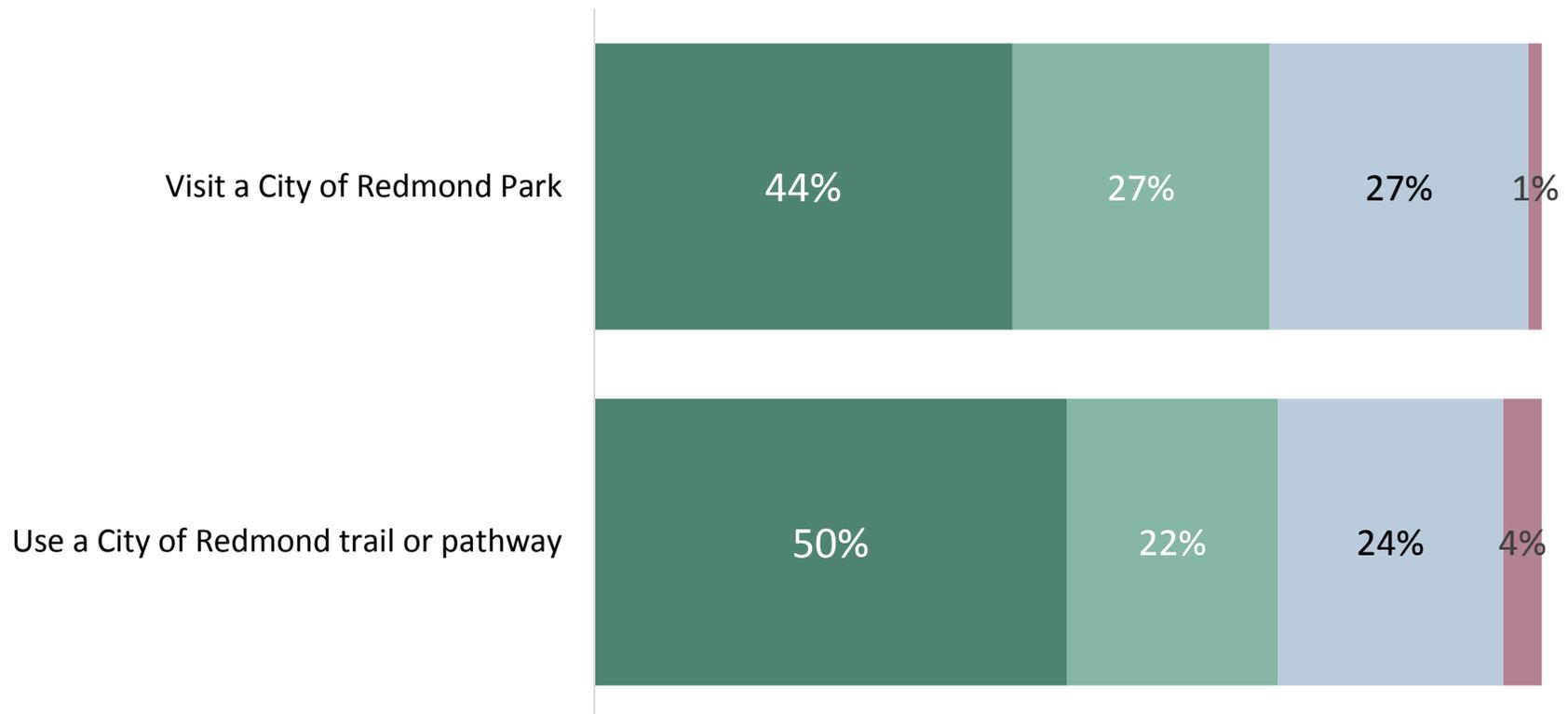


# Redmond Parks and Trail Usage

# Frequency of Use for Parks and Trails or Pathways

Usage for parks and trails is very high in Redmond. Almost three quarters of residents say they visit a City of Redmond park or use a City of Redmond trail or pathway at least a few times a month.

■ Daily/Multiple Times a Week ■ Few Times a Month ■ Few Times a Year or Less ■ Never Use

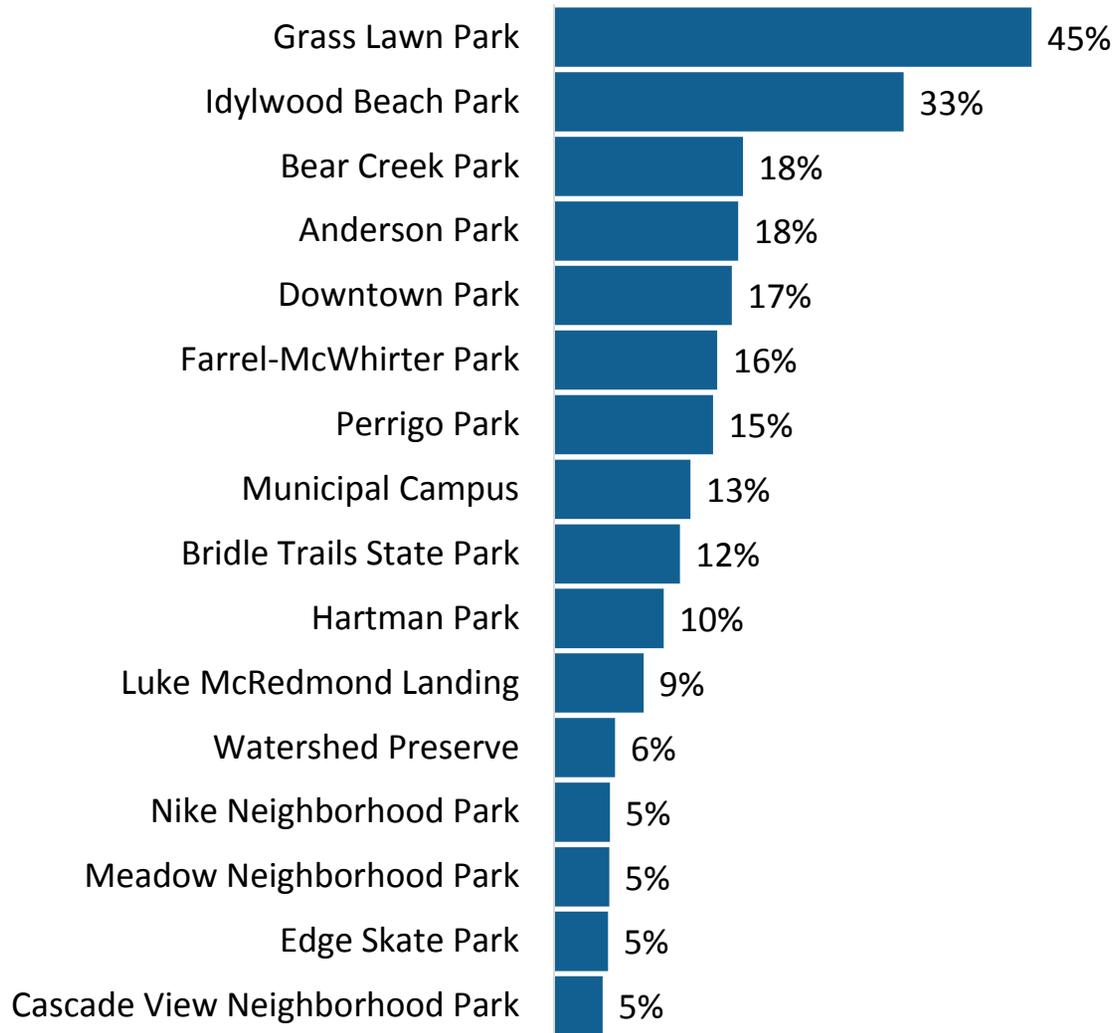


Q4-Q7. On average, how often do you:



# Top Visited Redmond City Parks

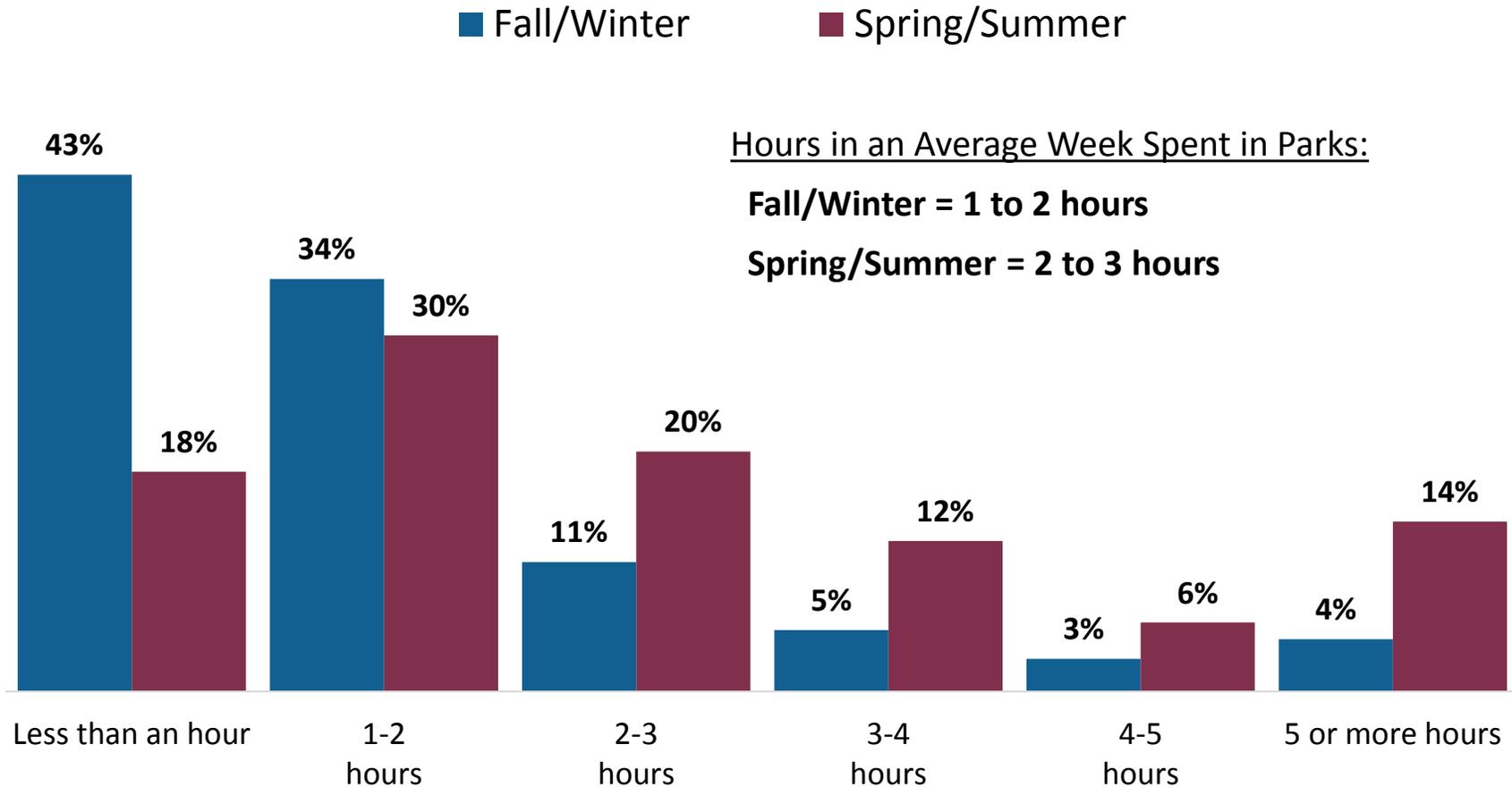
*Top visited parks are Grass Lawn and Idylwood Beach Park.*



Q14. Please select the top 3 Redmond city parks you visit most often. (Multiple Responses Shown – If Response <5% Park Not Shown, n=816)

# Seasonal Hours Spent at City Parks in Redmond

*Residents spend more time in parks during the Spring/Summer than in the Winter/Fall. The majority say they spend 3 hours or less on average during the Spring/Summer and 2 hours or less during the Fall/Winter.*



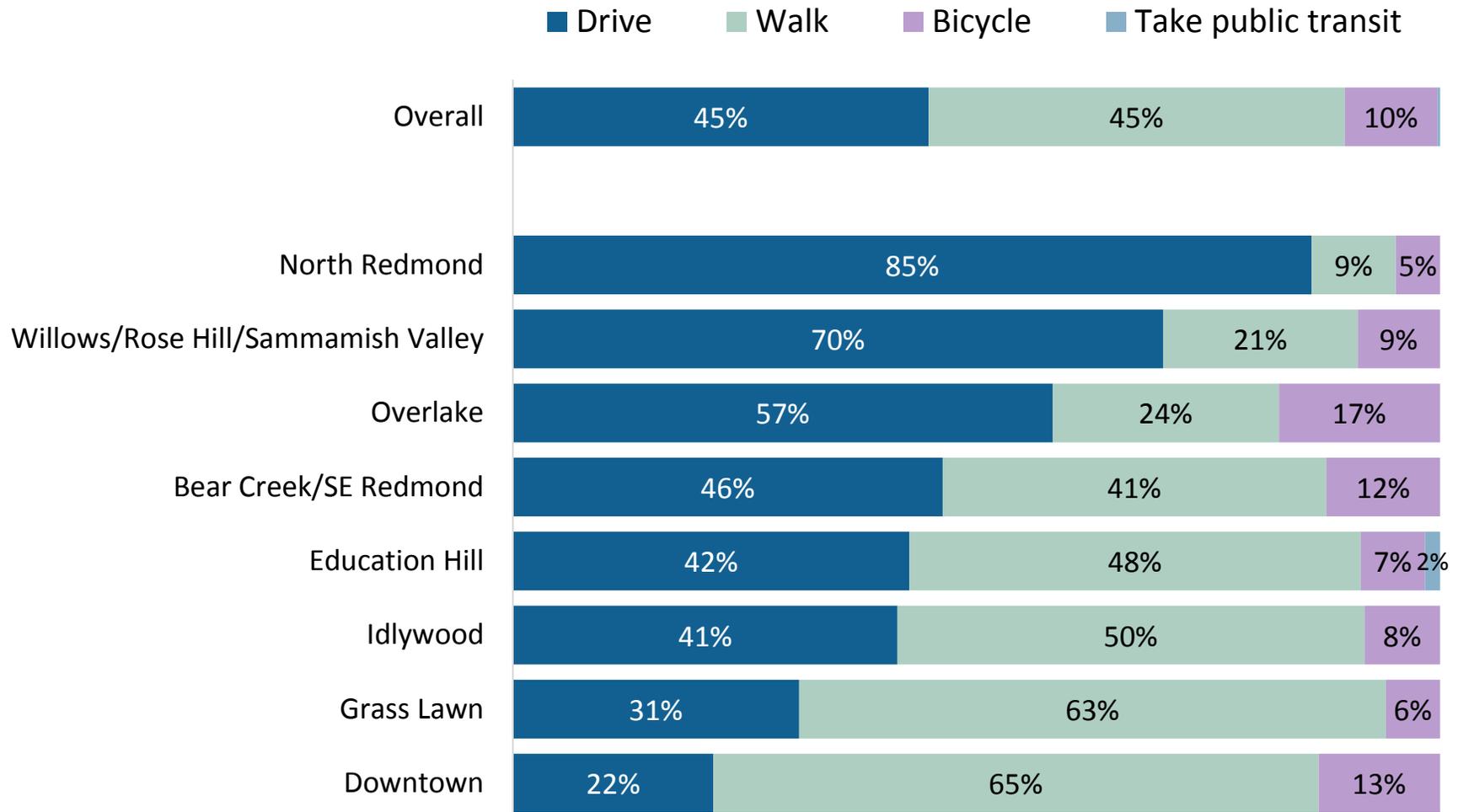
Q15. In an average week during the spring and summer (March through September), how many hours do you spend at any of the city parks in Redmond? (n=816)

Q16. In an average week during the fall and winter (October through February), how many hours do you spend at any of the city parks in Redmond? (n=816)



# Typical Mode to Get to Parks

Overall the typical mode of transportation used to get to parks is evenly split between walking and driving. However, the mode varies widely neighborhood to neighborhood.

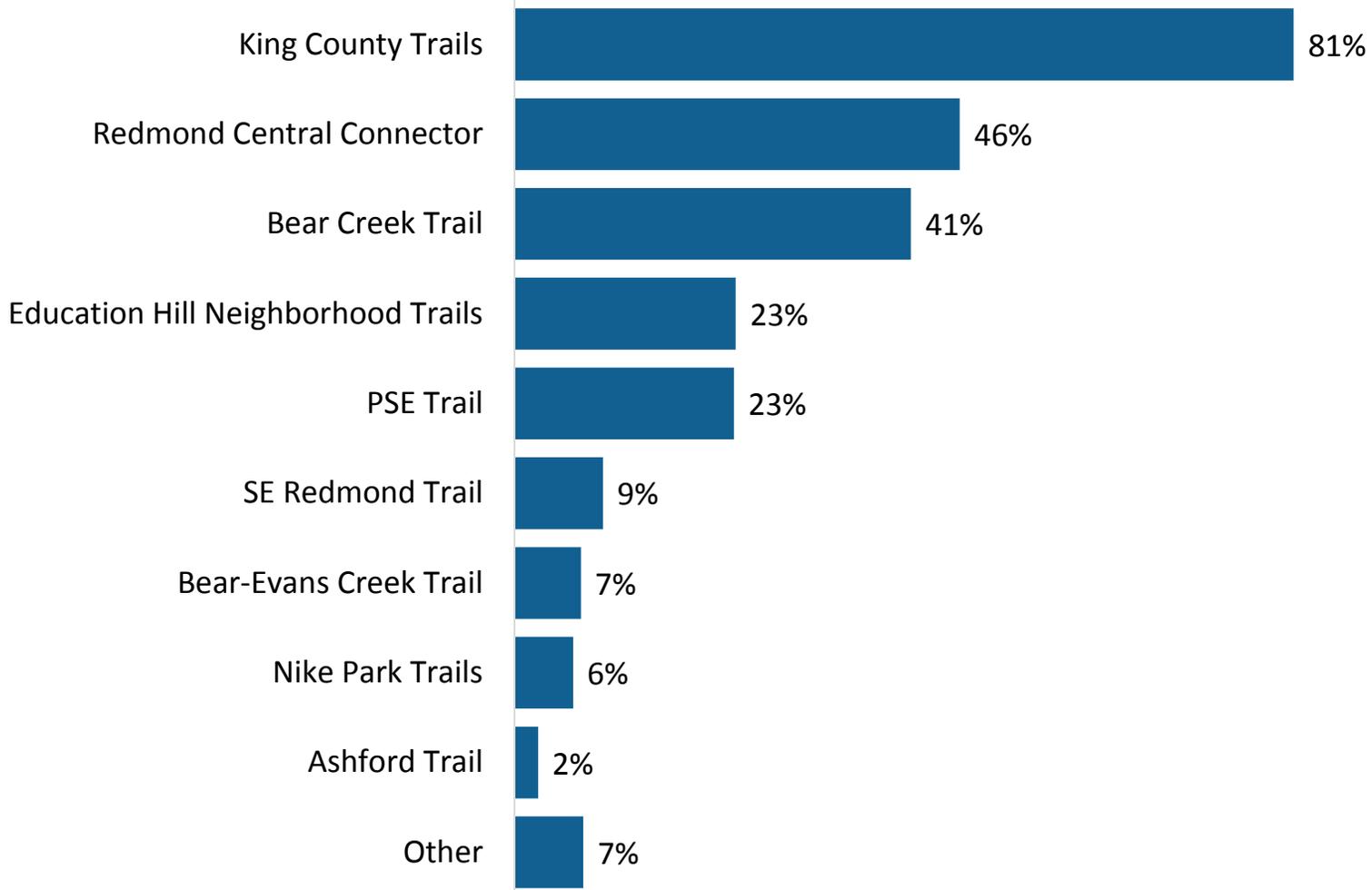


17. How do you typically get to the City of Redmond Park that you visit most often?  
(n=816)



# Top 3 Most Used Trails

*King County trails are the most heavily-used trails followed by The Redmond Central Connector and Bear Creek trails.*



Q32. Please select the top 3 Redmond trails you use most often. (n=796) Multi Response

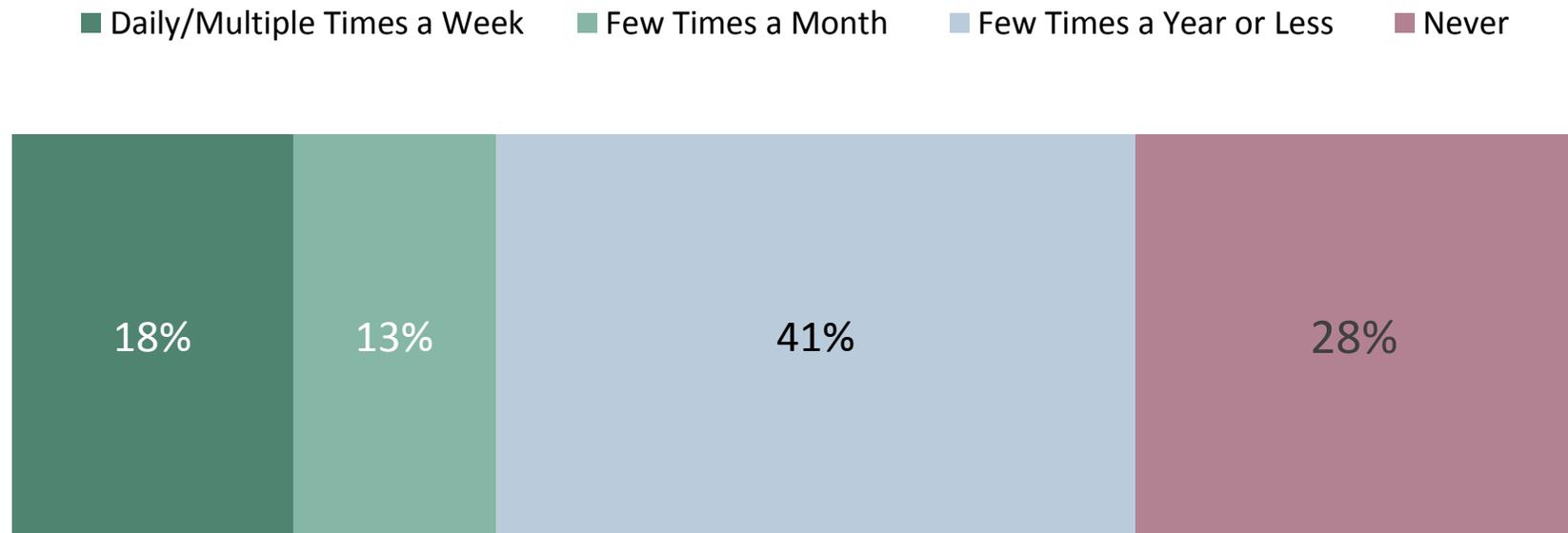




# Indoor Recreation

# Participation in an Indoor Recreation Activity

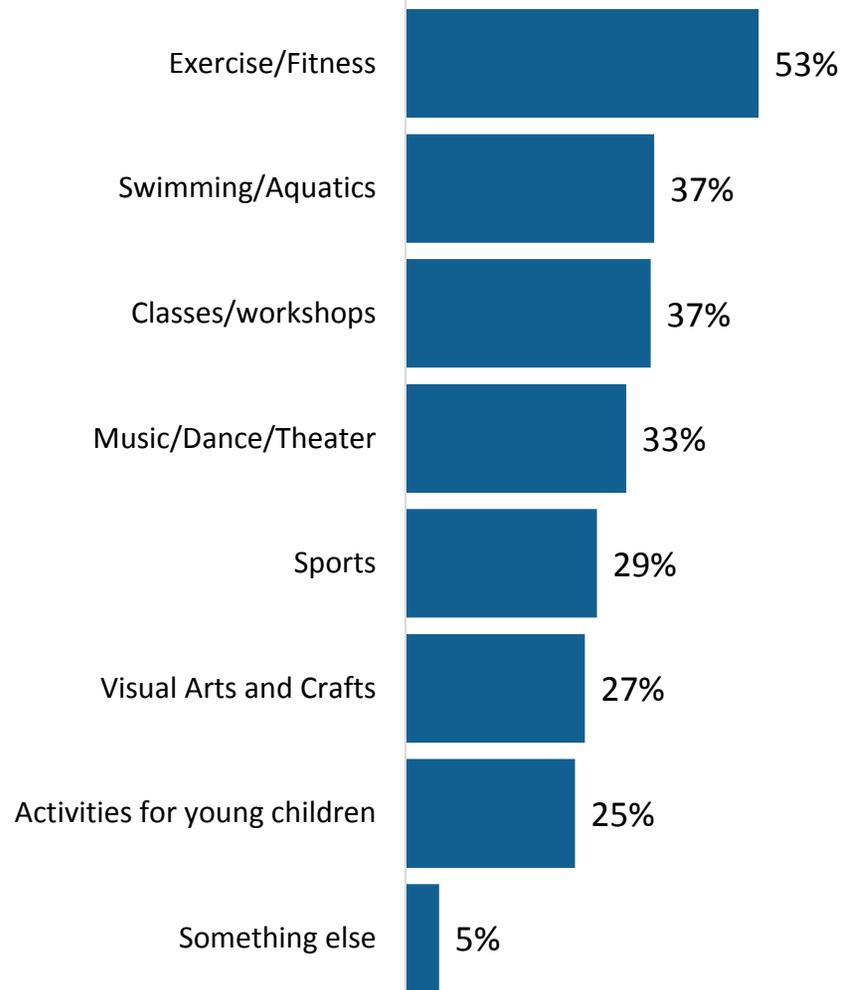
*There is a core group of residents who regularly participate in an indoor recreation activity, but the majority of residents either rarely or never participate.*



*Participate in an indoor recreation activity such as a fitness class, an art class, a sports league, or a socializing event in Redmond*

# Favorite Indoor Recreation Activities

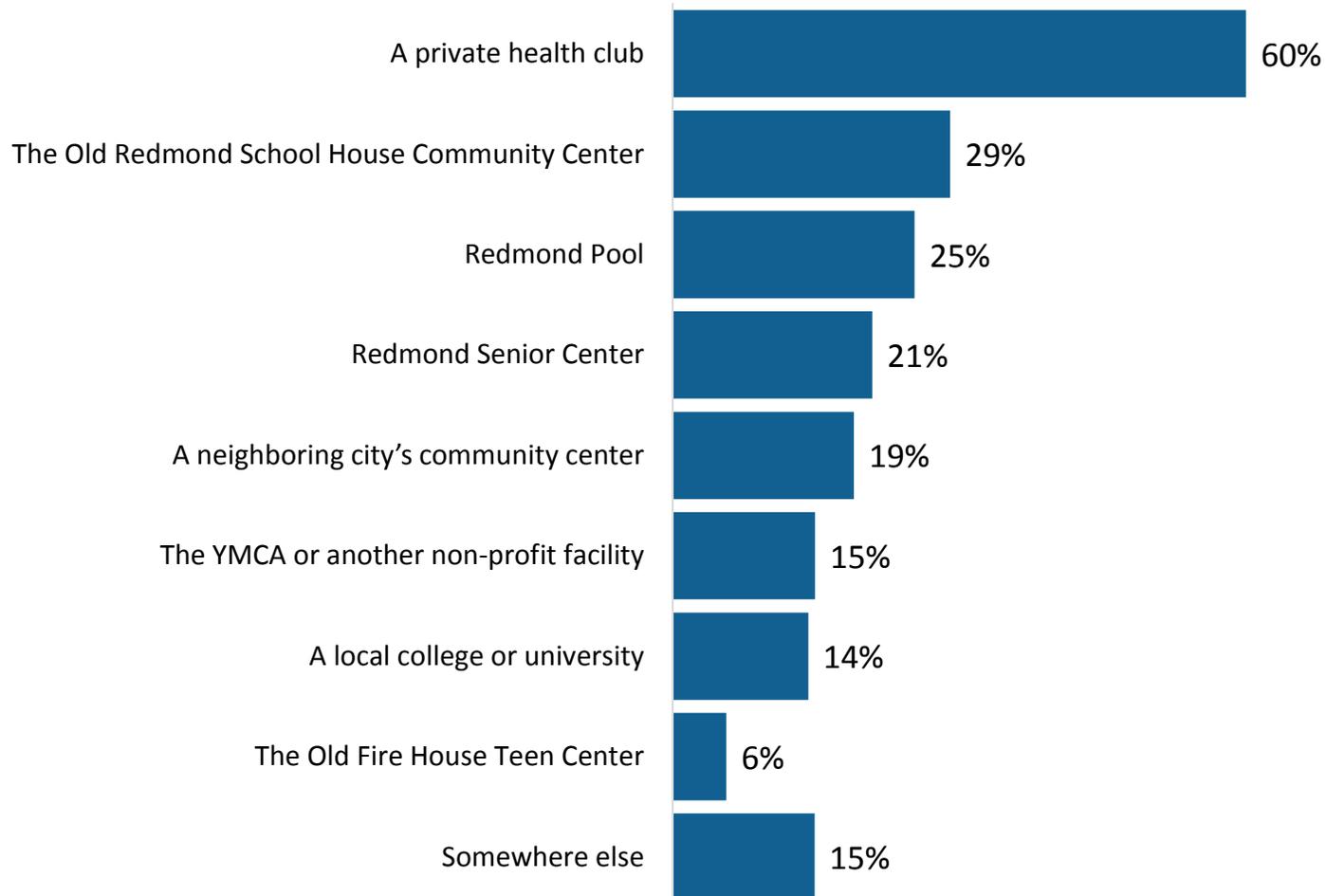
*Exercise/Fitness is the top mention for favorite indoor recreation activities.*



Q36. Of the options below, which are your favorite indoor recreation activities? (n=603)

# Places for Indoor Recreation

*The majority say they use private facilities for indoor recreation. Still, a quarter say they use the Old Redmond School House Community Center and the Redmond pool.*



Q37. Have you gone to any of the places below for indoor recreation? (n=603)

# Recreation Programs Not Currently offered: Open End

*A quarter cannot think of an activity or program that is currently lacking from City of Redmond offerings. Fitness related programming such as sport leagues, swimming, and exercise oriented activities is cumulatively the most desired type of activities.*

	%
Nothing	26%
Sports Leagues/Sports Classes	15%
Performing/Music/Visual Arts	12%
Swimming for adults/swimming for exercise	9%
Yoga	8%
Exercise classes	7%
Daycare/young children programming	4%
Swimming for children	4%
Handicrafts	4%
Social Dance	3%
After school programming	2%
Nature Education	2%
Gardening	2%
Other	17%
Don't know	4%

Q38. Which types of recreation classes or programs would you like to participate in that are not currently offered by the City of Redmond? **[OPEN END, Excludes those who left response blank, n=339]**

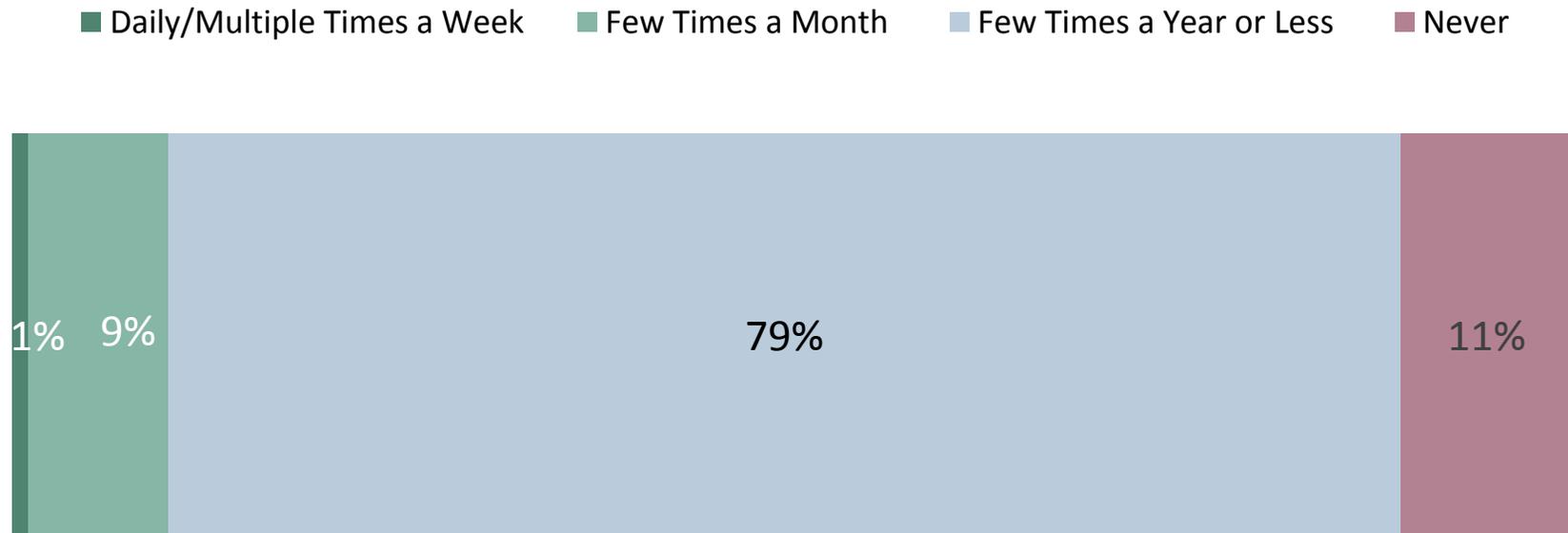


# Art, Music, and Cultural Events



# Participation in Art, Music, or Cultural Events in Redmond

Nearly 90-percent of residents say they attend art, music, or cultural events at least a few times a year; very few say they never attend such events.

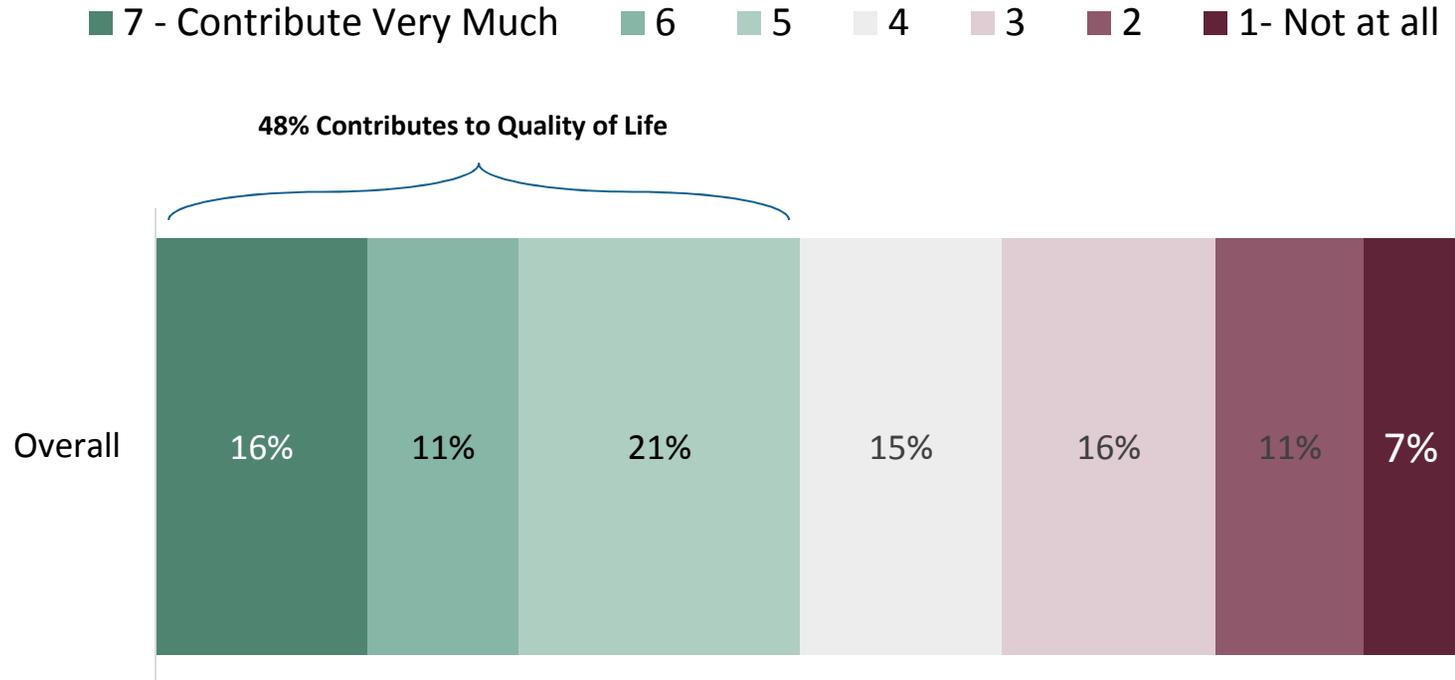


*Participate or attend an art, music, or cultural event in Redmond*

Q7. On average, how often do you:

# Contribution of Music, Art, and Culture

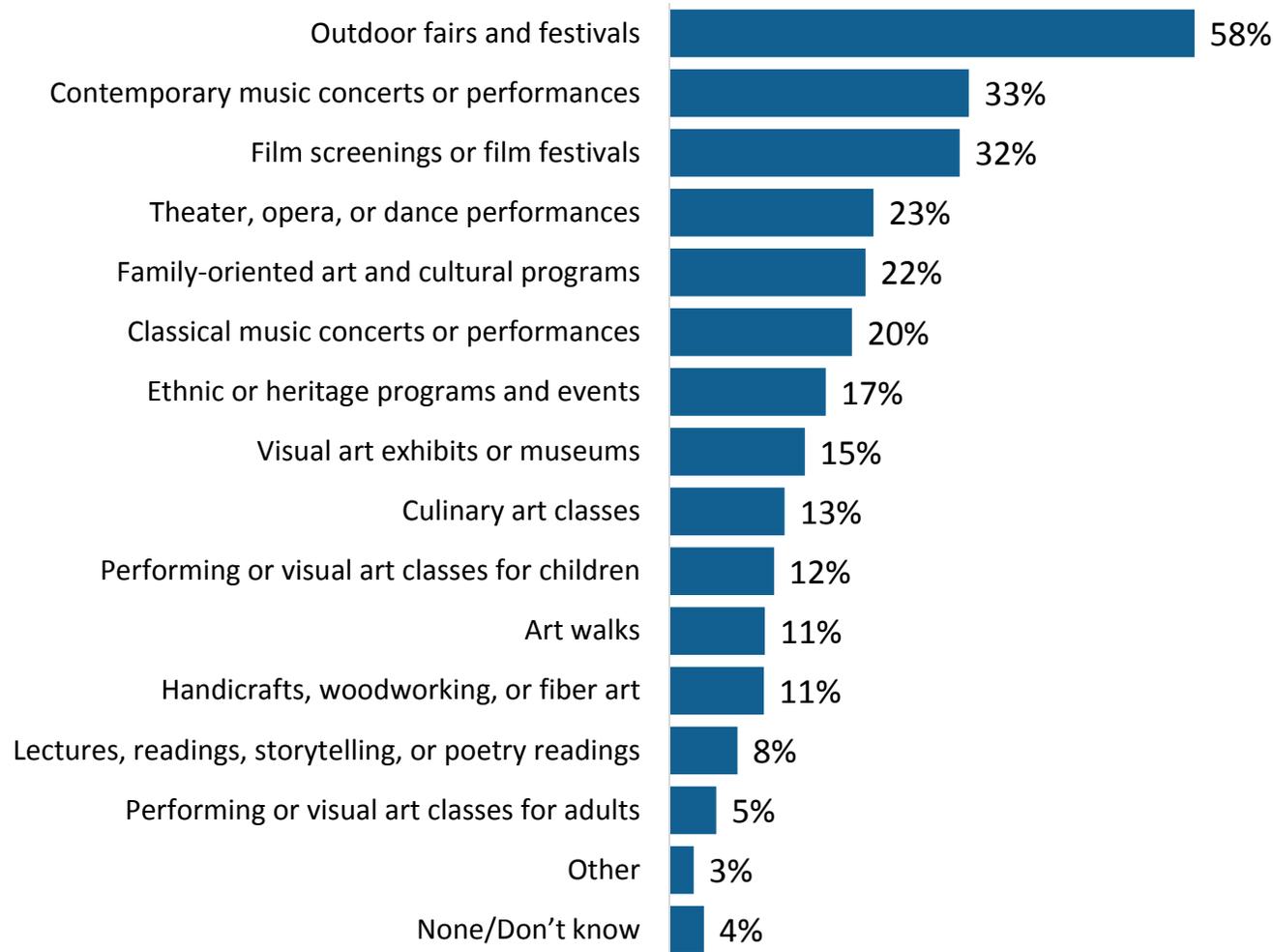
*Close to half say art, music, and cultural events contribute to their quality of life in Redmond.*



Q57. How much do art, music, and cultural events contribute to your quality of life in Redmond? (n=741)

# Interest in Art, Music, and Culture Activities

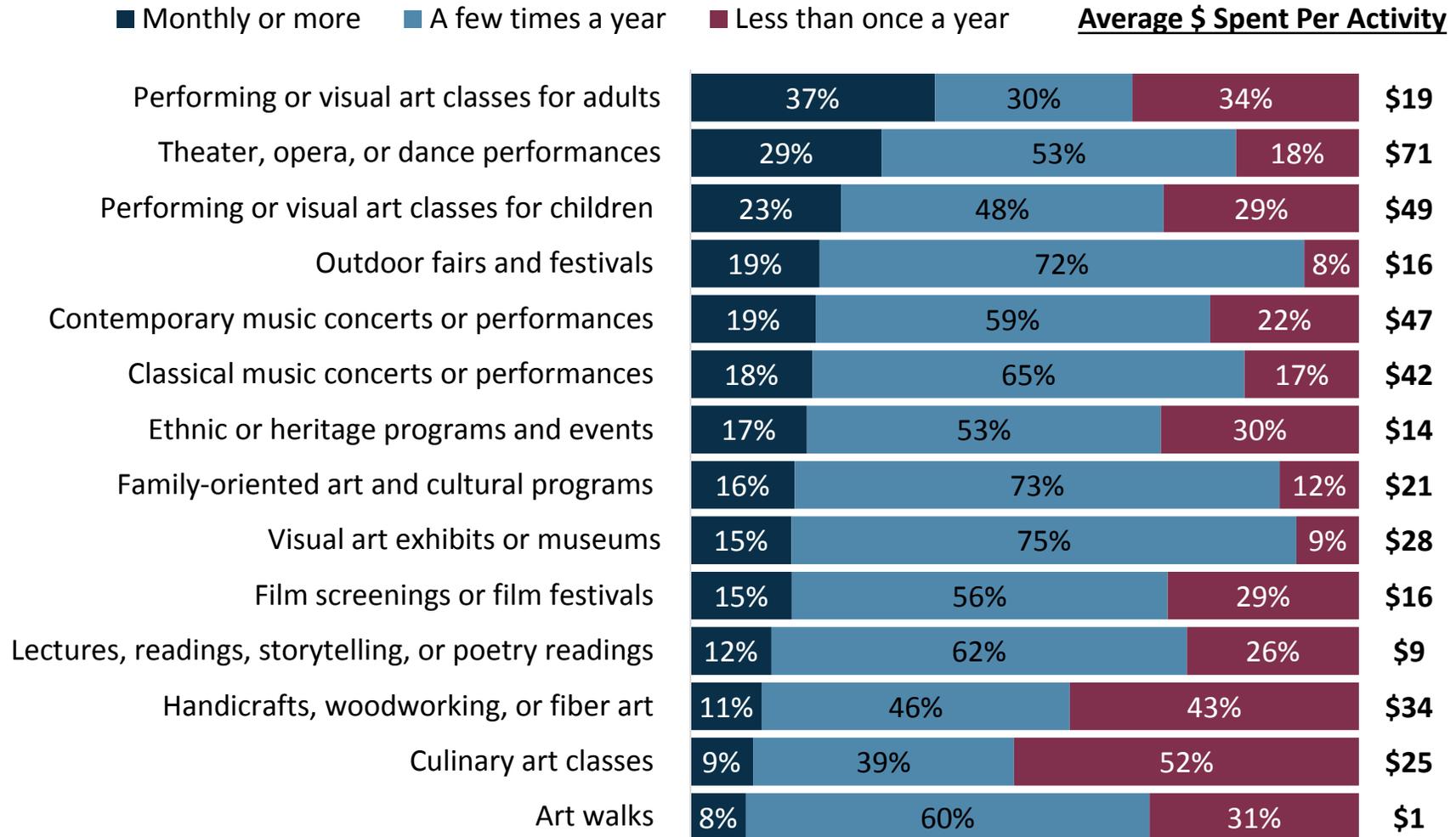
*By a wide margin, most are interested in outdoor fairs and festivals. Contemporary music performances and film screenings are also very popular.*



Q58. Please select up to the top 3 art, music, or cultural events and activities that interest you the most. (n=741)

# Art, Music, Cultural Activities Frequency and Average \$ Spent

Participation for most activities occurs only a few times a year. In general, residents are not spending a lot of money each time they engage in an arts-oriented activity.



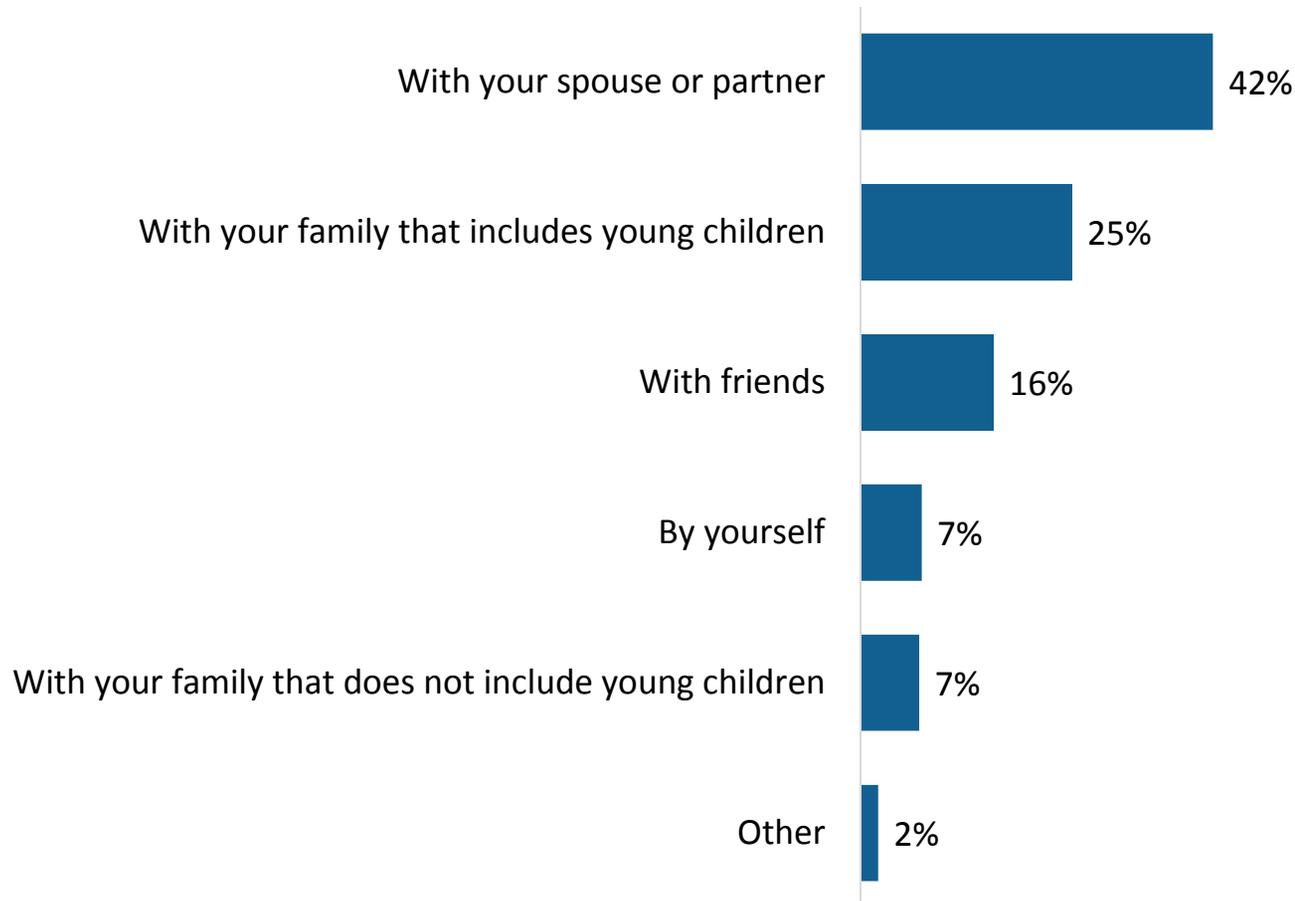
Q59. How often did you participate in or attend [activity from Q58] choice in the last year?

Q60. In the last year, what is the average amount you paid each time to participate in [activity from Q58]



# Attendance of Art, Music, or Cultural Events

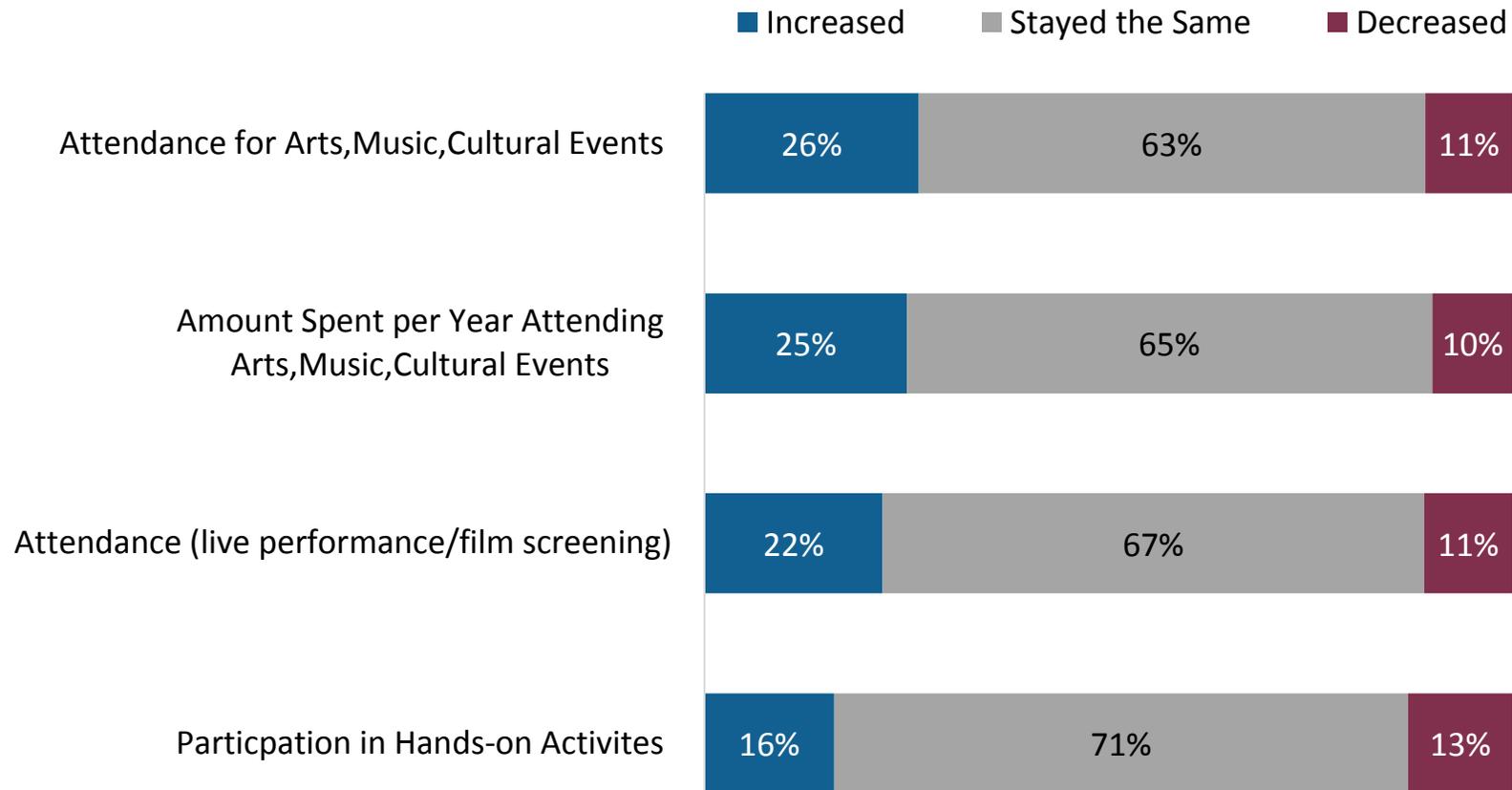
Most attend art, music, or cultural events with their spouse or partner. A quarter attend most often with young children.



Q68. When you go to an art, music, or cultural event are you usually...**(n=741)**

# Attendance for Art, Music, or Cultural Events

*The majority of residents say over the last year their attendance, participation, or amount spent in art, music, or cultural events in Redmond has stayed the same.*



Q61. Over the course of the past year, has your overall attendance to art, music, or cultural events and activities: **(n=741)**

# Reasons for Increase/Decrease: Open End

*Better events/more events/new events were the top mention for increasing attendance. Lack of free time followed by nothing of interest/less events were the top mentions for decreasing attendance.*

Increase	%
Better events/More events/New events	43%
Have more free time	19%
Kids are the right age/Kids want to go	10%
Kids getting too old/Kids don't want to go	6%
Retired	4%
More income/can afford more	4%
Unaware of what's offered	4%
Want to get out more/found more offerings I like	3%
Just because/Don't know	2%
Other	9%

Decrease	%
Not enough free time	25%
Nothing of interest/Less Events	16%
Age/Medical Issues	14%
New Baby/Kids too young/Pregnant	10%
Problems with traffic/parking	5%
Too expensive/Cost	4%
Unaware of what's offered	4%
Have more Free Time	3%
Retired	3%
Other	17%

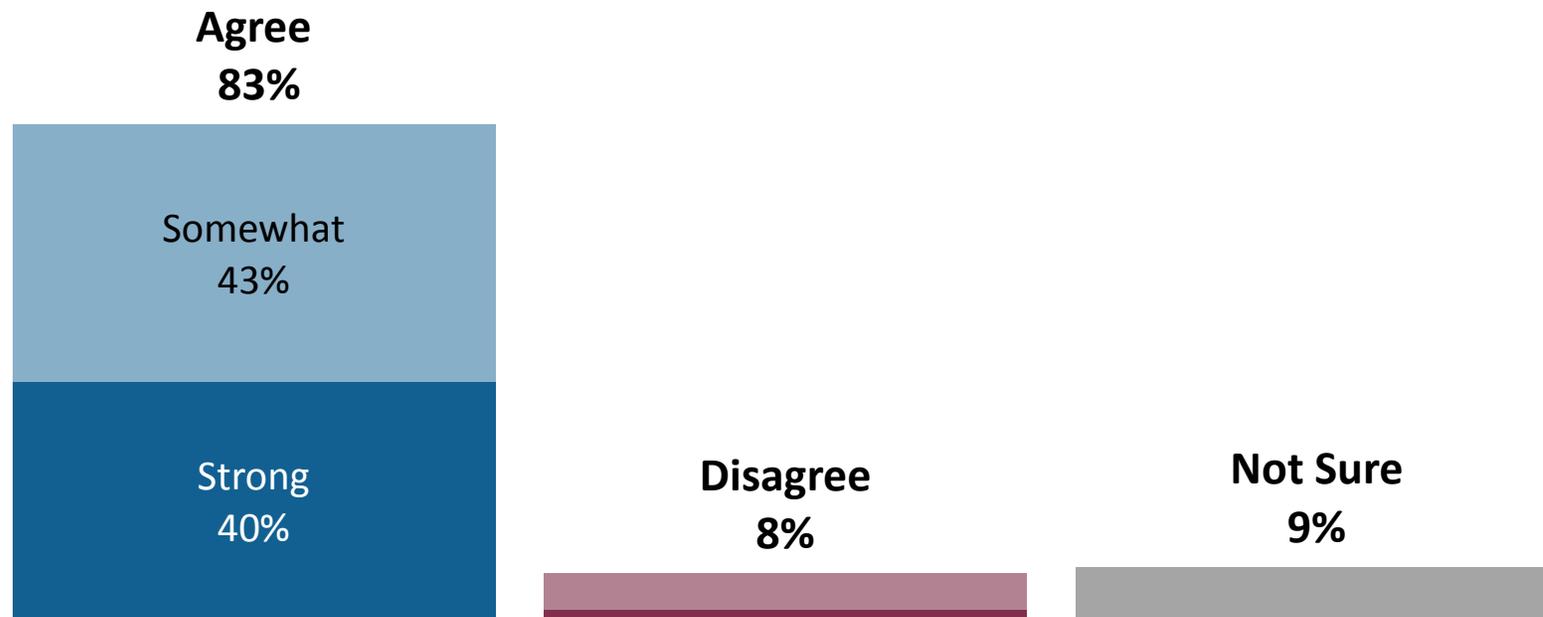
Q62. Why has your attendance [increased/decreased]? [OPEN END, Excludes those who left response blank, n=220]



# Events/Activities Located in Downtown Redmond

*The vast majority of residents say they would attend more events if they were located in Downtown Redmond.*

***“I would attend and or participate in more art, music, and cultural events or activities if they were located in Downtown Redmond.”***

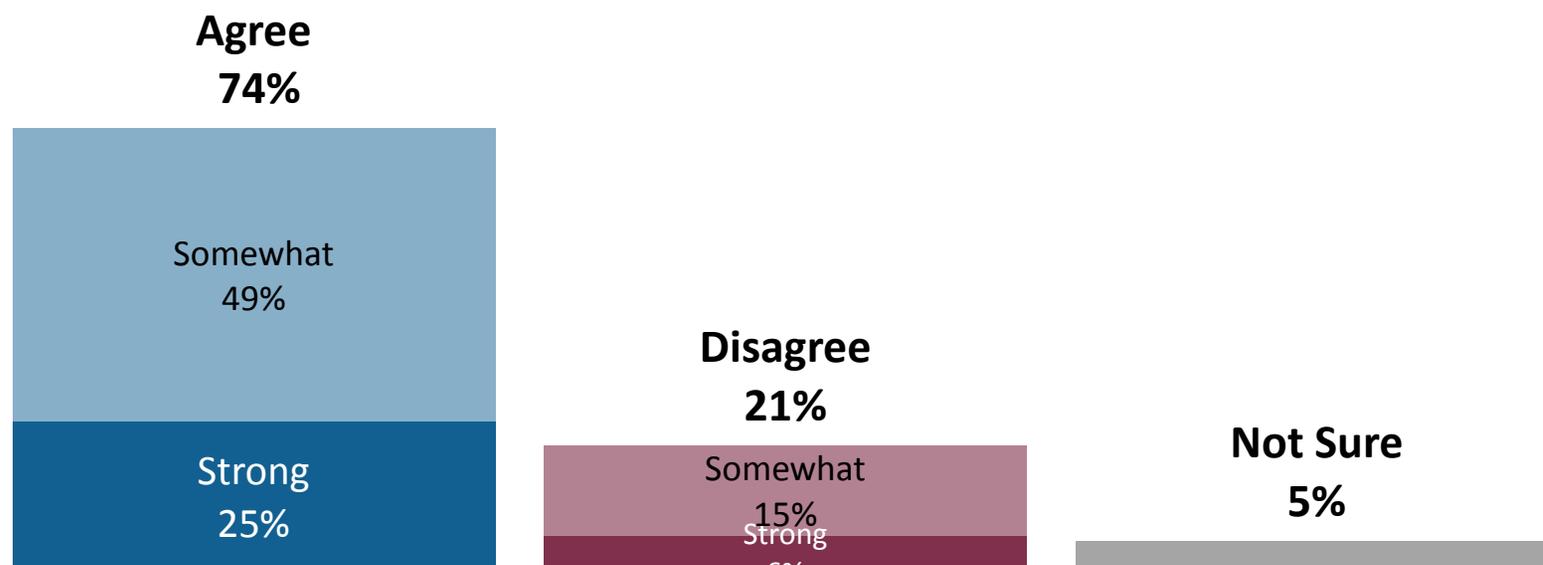


Q69. Please rate how you feel about this statement: (n=741)

# Public Art in Redmond

Three-out-of-four residents believe public art is an important part of Redmond and should continue to be funded.

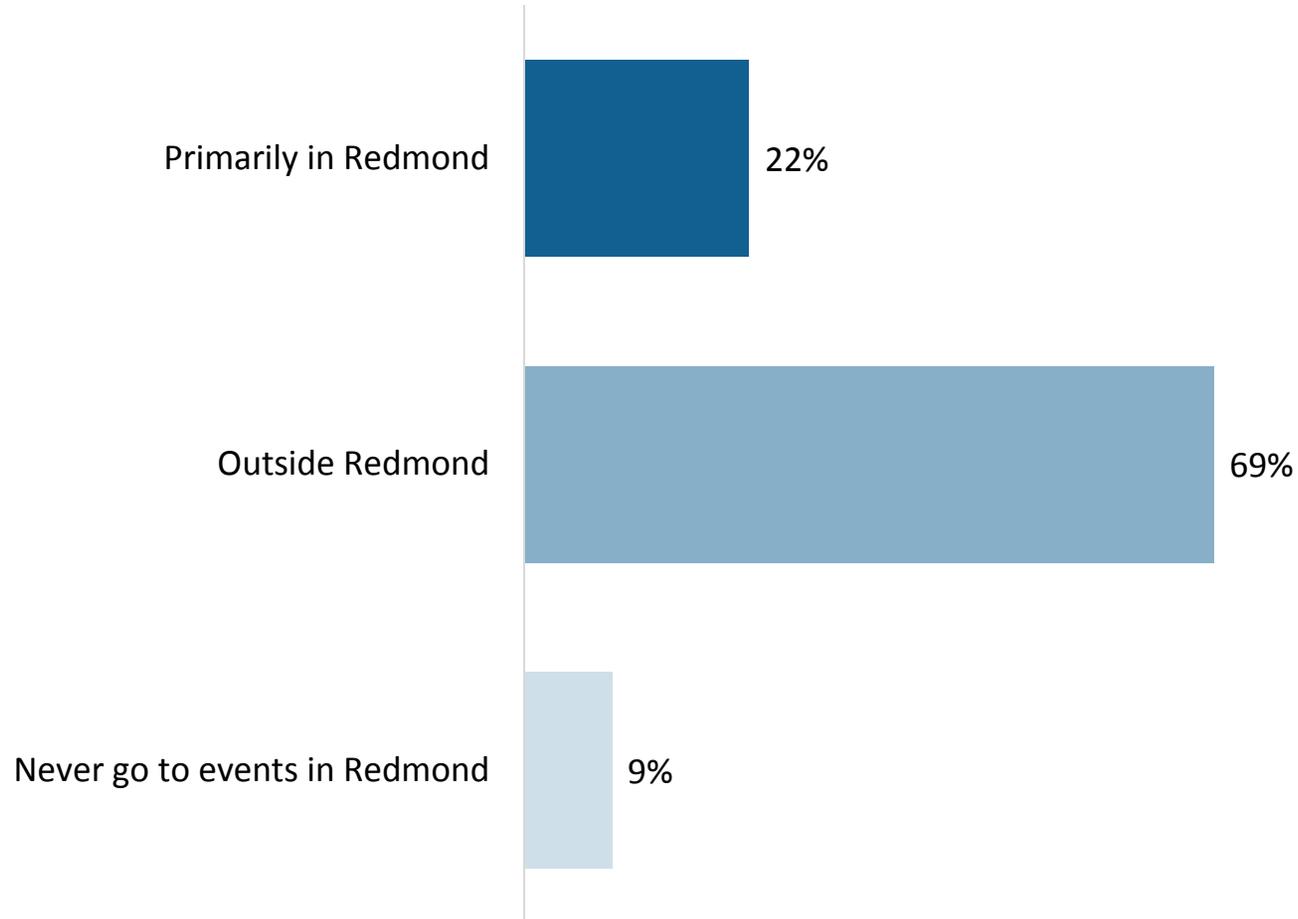
***“Public art is an important part of Redmond, and we should continue to fund and expand public art in our community in the years to come.”***



71. Now for a question about public art. Public art is visual art placed in locations accessible to the public: Please rate how you feel about this statement:

# Attendance of Events Redmond

*Most residents say they attend art, music, or cultural events outside of Redmond.*

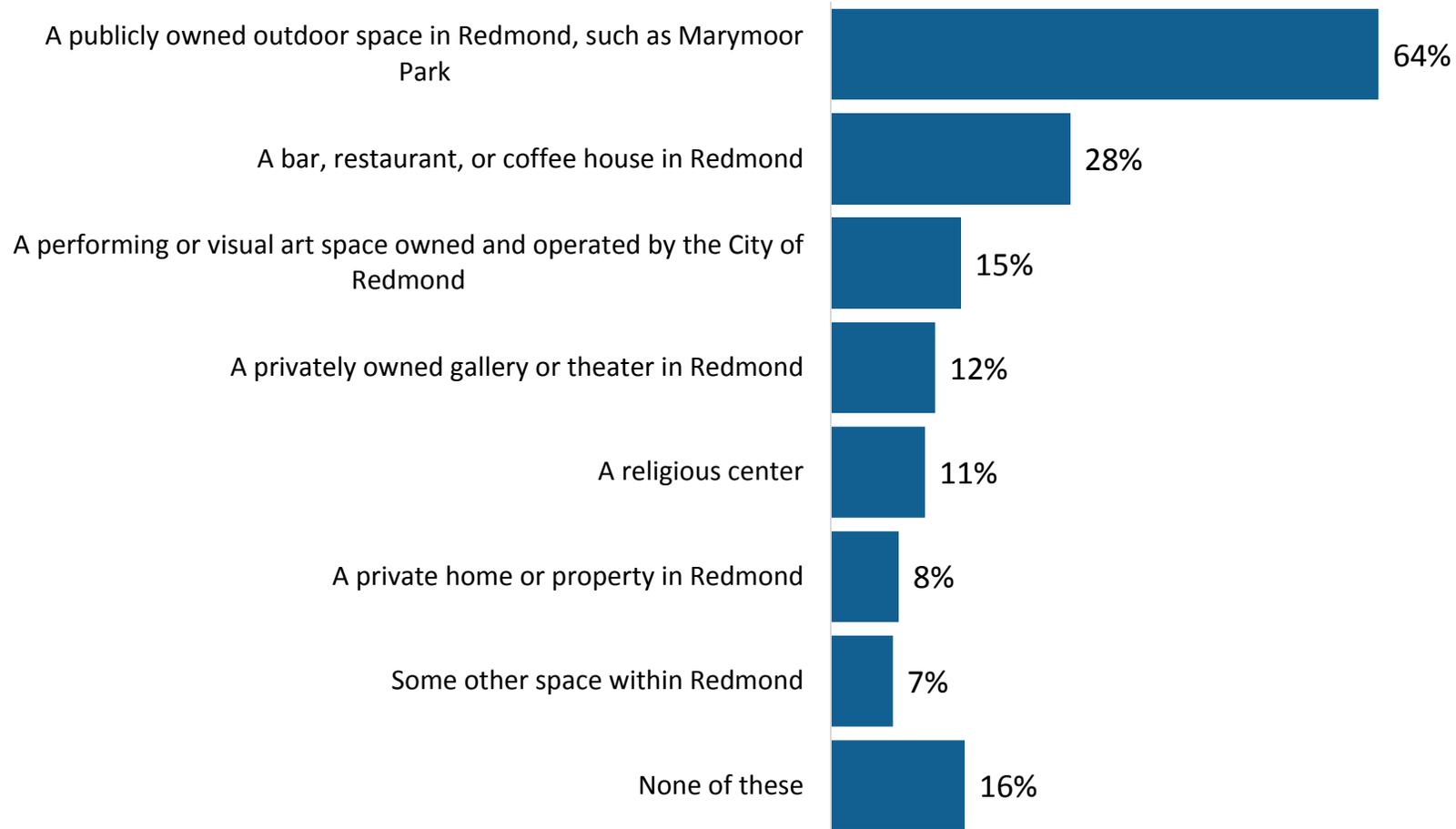


Q72. Do you primarily go to art, music, or cultural events in Redmond or outside of Redmond? (n=741)

Q73. Have you gone to an art, music, or cultural event at any of the following places in Redmond? (n=741)

# Location of Art, Music, or Cultural Events

*The vast majority have attended an event at an outdoor space. Over quarter say have gone go to a bar, restaurant, or coffee house in Redmond.*



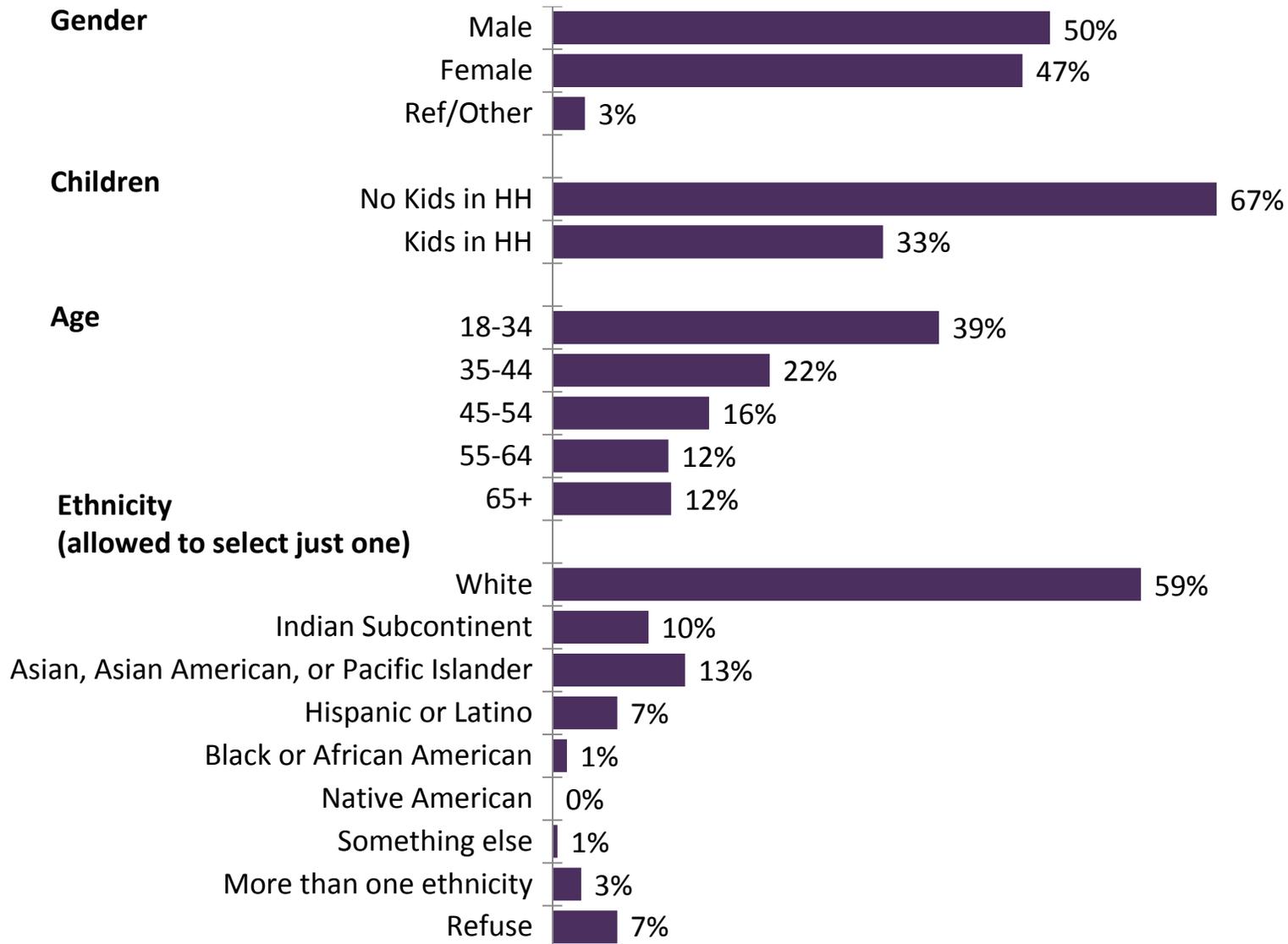
Q73. Have you gone to an art, music, or cultural event at any of the following places in Redmond? (n=741)



# Respondent Demographics

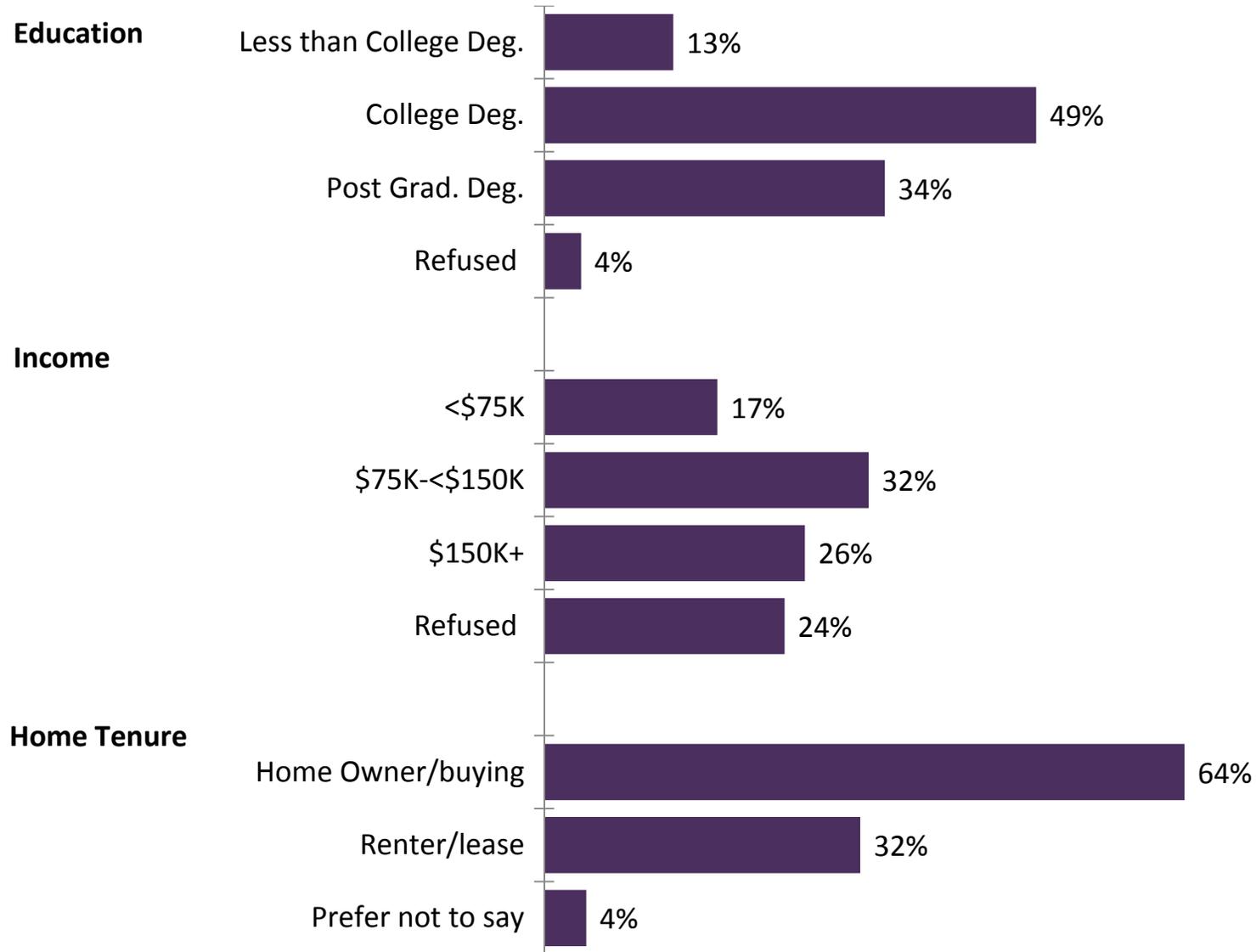
# Respondent Demographics

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# Respondent Demographics Cont.

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# Contacts

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Tom Patras

[tom@EMCresearch.com](mailto:tom@EMCresearch.com)

614.268.1660

Dominick Martin

[dominick@EMCresearch.com](mailto:dominick@EMCresearch.com)

206.652.2454

