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## **KIRKLAND PARKS AND COMMUNITY SERVICES SURVEY OF CITY RESIDENTS: ATTITUDES AND USAGE**

**Conducted October 2007**

**Prepared for**

**City of Kirkland  
Parks and Community Services  
505 Market Street, Suite A  
Kirkland, WA 98033**

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**City of Kirkland  
Parks and Community Services  
Survey of Kirkland Residents  
Conducted October 2007**

**INTRODUCTION AND METHODOLOGY**

***Purpose of the Study***

The City of Kirkland is preparing an update of its Comprehensive Plan for Parks and Community Services. As part of this process, Kirkland Parks and Community Services (hereinafter referred to as "Kirkland Parks") wanted to learn more about current the usage patterns and attitudes of Kirkland residents.

***Survey Design & Methodology***

The City contracted with Carolyn Browne Associates, a local community involvement and marketing research consulting firm, to conduct the survey. The criteria for classification as a Park User was based on a "yes" response to the question, "Have you or a member of your household been to a Kirkland city park, taken a class, or participated in any activity sponsored by Kirkland Parks and Community Services within the last year?"

Telephone interviews for Kirkland Parks were conducted from October 5 through 13, 2007 with 400 randomly selected male and female heads of households residing within the Kirkland City Limits. Calling was done from 4:00 PM to 8:00 PM, Monday through Friday, and on Saturday from 10:00AM to 6:00 PM. Interviewers were instructed to ask to speak with a head of household and to target about the same proportion of men and women. After qualifying as a possible survey candidate, the person was asked the question about park usage. Of those contacted,

The 10- to 12-minute interview included questions about awareness and usage of park facilities and services, and attitudes toward improving these facilities and services. Demographic data for the respondent and his or her household was also collected.

Interviews were conducted from the supervised telephone bank of GMA Research of Bellevue, WA. Calls were monitored and validated throughout the data collection process. GMA Research also was responsible for coding and tabulation. Carolyn Browne Tamler completed the questionnaire design, coordinated the data collection and coding, analyzed the data, and prepared this report.

Many questions were asked in an open-end format with no suggested responses supplied by the interviewers. Thus, the responses for many of the questions accurately reflect what was on peoples' minds at the time they were surveyed. For many of the tables, a statement in parenthesis - "Multiple, open-end responses; do not add to 100%" - indicates that people were allowed to answer the questions without any prompting or suggestions. Responses were coded based upon the patterns in the answers. The responses that did not fit into coding patterns (in other words, where few others had the same response) are listed for each question in the Appendix of this report.

The random sample of 400 provides data that is projectable to the total population from which it is drawn, with an error range of +/- 5% and a 95% confidence level. For sample sizes of 200 the responses will be accurate, at the same confidence level, with an error range of +/- 7.1 percent. Where data is reported based on sample sizes of less than 200, care should be taken

in drawing conclusions, as the error range increases sharply as the sample size drops below 200.

***Definitions and Report Organization***

Tables in this report include data for the 400 total residents interviewed. Comparisons are also provided for households with “Children” and “No children,” because of the many significant differences in the responses of these two segments.

For purposes of clarity, the following terms, shown in Italics, are used in this report:

**Total Sample** – all of the Kirkland heads of households who were contacted and interviewed for this survey.

***Those with children/have children*** - households having at least one child under 18

***Those without children/have no children*** – households having no children under 18

The Detailed Survey Results include tables that document the information contained in each section. Detailed Survey Tabulations, which include cross-tabulations of the survey questions, are in a separate bound volume at the City of Kirkland. Individual responses to the open-end questions and a copy of the survey questionnaire are in the Appendix.

## Executive Summary

### MAJOR THEMES

While just over a third (35%) of the households interviewed for the survey have children under 18 living at home, they represent a much greater share of Park Users (86% vs. 48% of those without children), people who attend a recreation class or program (44% vs. 19%), people who attend Kirkland sponsored concerts or events (36% vs. 28%).

Households with children, compared to those without children, have a greater interest in most of the suggestions presented for new facilities and new programs, and a much greater proportion say they are willing to pay additional taxes to support what is important to them (77% vs. 59%).

### **Other significant themes:**

- 57% of the residents are users of the Kirkland Parks facilities and services.
- Park Users are generally very satisfied with Kirkland Parks, and give high ratings to maintenance, quantity, quality and variety of parks.
- 29% of the Park Users have a household member who has attended a recreation class, arts program or recreation activity sponsored by Kirkland Parks, and three fourths (76%) give high ratings to these programs.
- 44% of the Park Users have a household member who has been on the North Creek Trail in the past year.
- 31% of the Park Users have someone in the household who attended a concert, event or exhibition in the last year sponsored by the City of Kirkland.
- Walking trails, restrooms, preservation of natural areas and children's playgrounds are the most appreciated features of the City of Kirkland parks.
- For those who give high importance ratings to covered sports courts, their primary interests are in courts for basketball and tennis.
- Those who give high importance ratings to athletic fields are most interested in fields for playing baseball and soccer.
- Youth organized sports, teen programs and activities, youth classes and activities, and classes and activities for seniors are rated the highest in importance among park programs and activities.
- The Kirkland Recreation Guide is the primary source of information for people learning about Kirkland Parks activities and programs.
- At present, few residents are looking at the City's web site for information about Kirkland Parks.
- Preservation of major greenways and open spaces is, by far, the most popular choice for new or expanded park facilities.
- The majority (64%) of Kirkland residents is willing to pay additional taxes for the new park and recreation improvements they believe are most important.

## REPORT SUMMARY

### **Park Users**

- Fifty-seven percent (57%) of the Kirkland Households are currently “Park Users” defined by those answering “Yes” to whether someone in the household had visited a Kirkland city park, used any park facility or attended any class or event sponsored by Kirkland Parks in the year prior to being surveyed.
- Household with children, compared to those without children, are considerably more likely to be Park Users (86% vs. 48%).
- Nearly half (47%) of the Park Users say that Kirkland Parks is better than other park systems they have experienced; 28% say it is about the same, and only 7% say it is worse (18% have no opinion).
- Half (50%) of the Park Users visited a Kirkland city park at least two or three times a month in the year prior to being surveyed.
- Most of the Park Users volunteered several positive comments about Kirkland Parks, including that they are well maintained, there is a good variety of parks, there are parks close to their homes, and they appreciate the trail system. Few had negative comments, and there were no significant trends in the comments.
- Twenty-nine percent (29%) of the Park Users had someone in the household who attended a recreation class or an activity sponsored by Kirkland Parks.
- Thirty-one percent (31%) had a household member who attended a concert, event or exhibition sponsored by Kirkland Parks.

### **Park features considered most important**

Four of the nine suggested park features rank nearly equal in importance (a 5 or 4 rating):

- 84% Walking trails
- 81% Restrooms
- 80% Natural areas
- 79% Children’s playgrounds

However, all but one of these nine features was given a high importance ranking by a majority of the survey respondents:

- 62% Parking
- 57% Athletic fields (primarily for baseball and soccer)
- 55% Picnic shelters
- 53% Trails for bicycles and skaters
- 30% Covered sports courts (primarily for basketball and tennis)

### **Desired Recreation Programs and Activities**

Of seven recreation programs and activities suggested, all but one (adult organized sports) were considered important (i.e., given a 5 or 4 rating) by a majority of those surveyed, and four were selected by seven out of 10 respondents:

- 80% Youth organized sports
- 79% Teen programs and activities
- 75% Youth classes and activities
- 72% Classes and activities for seniors

- 57% Pre-school age activities
- 53% Adult classes and activities
- 33% Adult organized sports

**Sources of information about Kirkland Parks and Community Services**

The Kirkland Recreation Guide is the primary source (73% of the respondents) of information for people wanting to learn about Kirkland Parks facilities and programs. A considerably smaller proportion mentioned the *Enterprise/newspaper* (18%), *Kirkland Living/Kirkland View* (12%) and friends and neighbors (9%). Only 3% mentioned the City’s web page.

When asked specifically about the Kirkland Recreation Guide, most people reported that they had looked through the most recent edition (73%). Asked about the City’s web page, only 11% said they had looked at it for information about the City’s recreation programs.

**Interest in new park facilities**

Preservation of greenways and natural open spaces ranks highest on a list of five choices for possible new park facilities. The 5 or 4 rankings for the five suggested new facilities included:

- 84% Preservation of greenways and open spaces
- 69% Development of existing vacant parkland
- 67% Further development of the citywide trail system
- 58% Acquisition of additional parkland for future development
- 46% Development of a recreational facility for activities and events

**Willingness to pay for new park facilities**

Significantly, 64% of those surveyed said they would be willing to pay some additional taxes per year for improvements they believe are important. Only 21% said they would not be willing to pay any more taxes for park and recreation facilities and improvements, and 16% were unsure.

Households with children - who are much more likely to be Park Users - are more willing to pay for new park facilities and improvements (42% vs. 23% of those without children).

Those who are willing to pay additional taxes to support the facilities and improvements they deem most important are especially interested in:

	Fund Improvements	
	<u>Willing</u>	<u>Not Willing</u>
• Restrooms	83%	77%
• Natural areas	83	76
• Children’s playgrounds	82	74
• Youth organized sports	83	75
• Teen programs and activities	83	73
• Youth classes and activities	78	71
• Classes and activities for seniors	75	68
• Preservation of greenways and open spaces	86	79
• Development of existing parkland	73	62
• Further development of the city trail system	72	57

## **Demographics of Survey Respondents**

### **Age**

The median age of the respondents is 60 years, with 54% aged 55 and over, 14% aged 35 to 44, and 26% in the 45 to 54 age range.

### **Number in Household**

Fifteen percent (15%) live in one-person households; 46% live in two-person households; 14% have three; and 25% have four or more in the household.

### **Households with Children**

Just over one-third (35%) have children under 18 in the household.

### **Type of Residence/Owner-Renter**

Of those surveyed, 77% live in single-family homes, 21% live in condominiums and 2% live in apartments.

Ninety-eight percent (98%) own their home.

### **Participation in City Elections**

Eight out of 10 (82%) of those surveyed say they voted in a city election within the past two years.

### **Sex of Respondents**

Of those interviewed, 38% are male and 62% are female.



**DETAILED  
SURVEY RESULTS  
AND  
SUPPORTING TABLES**

## **EXPERIENCE WITH, AND ATTITUDES TOWARD, KIRKLAND PARKS BY PARK USERS (Tables 1, 2, 3)**

### ***Park Users surveyed***

The definition of “Park User” throughout this report is based upon the respondents who answered “Yes” to the question: “Have you or a member of your household used any of the services or facilities provided by the City of Kirkland including visits to a city park, participation in a class or activity, or use of the trail system?” Based upon the incidence rate for the first 200 completed interviews, it was determined that 57% of the households in the City of Kirkland qualified as “Park Users.”

Once identified as Park Users, respondents were asked a series of questions about the facilities and services used by members of their household.

Households with children, compared to those without children in the household are considerably more likely to be Park Users (86% vs. 48%).

### ***Overall attitudes toward facilities and services***

Kirkland residents are generally satisfied with the park and recreation facilities and services provided. Nearly half (47%) say that that Kirkland Parks is better than other park and recreation systems they have experienced; 28% say it is about the same; only 7% say it is worse; while 18% have no opinion.

Those with children are slightly less inclined to have a generally positive attitude toward Kirkland Parks (43% vs. 49% of those without children believe the park system is better; 11% vs. 3% believe it is worse); and 13% vs. 23% had no opinion.

Fifty-nine percent (59%) of the respondents had at least one positive comment. The positive features suggested most often by those interviewed include: well-maintained parks (41%), variety of parks (21%), parks close to home (15%), and the trail system (7%).

Only 18% had a negative comment, but there were few patterns to the responses. Five percent (5%) mentioned that parks were not well maintained and that there were not enough programs for young children. The latter comment accounted for the greatest share of the negative attitudes of those with children.

### ***City park usage/attitudes toward Kirkland city parks***

One-third (33%) of the Park Users surveyed said someone in their household had visited a Kirkland park at least once a week in the previous year; 17% went to a park two or three times a month; 17% went once a month; and 22% went less frequently; 11% had used a service of Kirkland Parks but had not visited a city park.

When asked about Kirkland Parks visited by members of the household, the ones named most often included: Heron (50%), Highlands (20%), Kirkland Sports Park (20%), and Pine Meadow (11%). However, several parks were mentioned that are not owned by the City of Kirkland (McCollum, Cherry, North Creek, Chopper).

Households with children, compared with those without children, were far more likely to have been frequent park visitors (41% vs. 28% at least once a week, and 21% vs. 10% two or three times a month).

Park Users gave high ratings to the level of maintenance at city parks – 46% rate it a 5, and 43% rate it 4 on the 5-point scale, where 5 is “Excellent” and 1 is “Poor.” They gave high marks, though not nearly as high, to the quantity, quality and variety of Kirkland city parks (25% rated it a 5 and 47% gave it a 4 rating).

***Participation in recreation classes, programs and activities***

Of the total Park Users, 29% said that someone in their household had attended a recreation class, an arts program or presentation, or participated in a recreation activity provided or sponsored by Kirkland Parks.

Households with children were considerably more likely to have participated in a recreation class or program (44% vs. 19%).

Most people went to City Hall's Community Room (53%), the Kirkland Sports Park (17%) or a local school (17%) for this activity.

Three-fourths of the Park Users gave high marks to the existing Kirkland recreation programs (26% rated it a 5 and 50% rated it a 4).

Some 44% of the Park Users had a household member who was on the North Creek Trail.

Just under one-third (31%) had a household member who attended a concert, event or exhibition sponsored by the City of Kirkland in the past year.

<b>Table 1. Users of Park and Recreation Facilities and Services/ Overall Attitudes toward Kirkland Parks and Community Services</b>					
<b>Question/ Response</b>	<b>Total Sample (Weighted) (Base=300)</b>	<b>Park User (Base=202)</b>	<b>Non- User (Base=202)</b>	<b>Children (Weighted) (Base=85)</b>	<b>No Children (Weighted) (Base=157)</b>
<b>Q1. Have you, or a member of your household, used any of the services or facilities provided by the City of Kirkland, including visits to a city park, participation in a class or activity, or use of the trail system?</b>					
Yes	57%	100%		86%	48%
<b>Q2a. Do you believe Kirkland Parks and Community Services is better than, about the same or worse than park and recreation systems in other cities?</b>					
Better		47%		43%	49%
About the same		28		33	25
Worse		7		11	3
Not sure/no opinion		18		13	23
<b>Q2b. Why do you feel this way? (Open-end, multiple responses; do not add to 100%)</b>					
Positive responses (net)		59%		61%	56%
Well-maintained parks		41%		46%	37%
Variety of parks		21		21	19
Parks near my home		15		11	17
Trail system		7		7	8
Good classes/programs		4		*	*
Feel safe		4		*	*
Negative responses (net)		18%		26%	11%
Not well-maintained		5%		*	*
Not enough programs for young children (under 12)		5		11	--
Don't know		28%		24%	33%

\* Numbers too small for significance

<b>Table 2. Use of/Attitudes toward Kirkland City Parks</b>					
<b>Question/ Response</b>	<b>Total Sample (Weighted) (Base=300)</b>	<b>Park User (Base=202)</b>	<b>Non- User (Base=202)</b>	<b>Children (Weighted) (Base=85)</b>	<b>No Children (Weighted) (Base=157)</b>
<b>Q3a. In the last year, about how frequently did someone from your household visit a Kirkland City park?</b>					
At least once a week		33%		41%	28%
Two or three times/month		17		21	10
Once a month		17		19	19
Every two or three months		11		12	10
Once or twice in the year		9		4	13
Only visit in the summer		2		1	1
No one visited a Kirkland park		11		2	19
<b>Q3b. What Kirkland Parks have you or your family visited in the last year? (Open-end, multiple responses; do not add to 100%)</b>					
		(Base=181)		(Base=72)	(Base=61)
Heron		50%		60%	36%
Highlands		20		26	15
Kirkland Sports Park		20		25	16
Pine Meadow		11		17	8
McCollum**		9		11	7
Cherry**		9		*	*
Library, North Creek**, Chopper** - 8 responses each		5		*	*
Other: See Appendix					
Can't recall names		27%		18%	33%
<b>Q3c. How would you rate the maintenance of Kirkland City Parks?"</b>					
Five – "Excellent"		46%		48%	47%
Four		43		39	45
Three		7		10	4
Two/one		4		3	4
<b>Q3c. How would you rate the quantity, quality and variety of Kirkland City parks?</b>					
Five – "Excellent"		25%		26%	25%
Four		47		40	53
Three		18		21	14
Two/one		7		11	3
Not sure		3		2	5

- Numbers too small for significance
- \*\* Not a Kirkland City Park

<b>Table 3. Use of/Attitudes toward Classes, Programs and Activities Of Kirkland Parks and Community Services</b>					
<b>Question/ Response</b>	<b>Total Sample (Weighted) (Base=300)</b>	<b>Park User (Base=202)</b>	<b>Non- User (Base=98)</b>	<b>Children (Weighted) (Base=85)</b>	<b>No Children (Weighted) (Base=157)</b>
<b>Q4a. In the last year, has anyone in your household attended a recreation class, an arts program or presentation, or participated in a recreation activity provided or sponsored by Kirkland Parks and Community Services?</b>					
Yes		29%		44%	19%
<b>Q4b. Where did you go for the class or event? (Open-end, multiple responses; do not add to 100%)</b>					
		(Base=58)		(Base=31)	(Base=14)
City Hall (Community Room)		53%		42%	79%
Kirkland Sports Park		17		23	*
Local school		17		26	*
Other: See Appendix					
<b>Q4c. How would you rate the overall quality of the existing Kirkland recreational programs?</b>					
Five – “Excellent”		26%		21%	36%
Four		50		50	52
Three		19		21	12
Two/one/not sure		5		8	--
<b>Q5. In the last year, has anyone in your household been on the North Creek Trail?</b>					
		(Base=202)		(Base=85)	(Base=157)
Yes		44%		41%	48%
<b>Q6. Did anyone in your household attend a concert, event or exhibition sponsored by the City of Kirkland in the past year?</b>					
Yes		31%		36%	28%

\* Numbers too small for significance

### **PREFERRED PARK FEATURES AND IMPROVEMENTS (Tables 4a and 4b)**

A list of nine specific park features was read to respondents, with the list rotated at different starting points to eliminate bias. Respondents were asked to rate each of the park features on a 5-point scale where “5” was “Very important” and “1” was “Not at all important.”

#### ***Ratings of nine park features***

Four items on the lists are rated relatively the same in importance by eight in 10 of those who were surveyed:

- 84% Walking trails
- 81% Restrooms
- 80% Natural areas
- 79% Children’s playgrounds

All but one of the suggested park features is considered important by a majority of the respondents:

- 62% Parking
- 57% Athletic fields
- 55% Picnic shelters
- 53% Trails for bicycles and skaters
- 30% Covered sports courts

#### ***Types of athletic fields considered most important***

Those (57% of the total sample) who rated athletic fields a “5” or “4” were also asked to name the types of fields they wanted. Baseball (87%) and soccer (73%) were, by far, the most important choices. Some also suggested softball (20%) and football (17%).

The types of athletic fields were rated about the same in importance among those with and without children, with the exception of soccer, which is of somewhat more importance to those with children (85% vs. 72%).

#### ***Types of sports courts considered most important***

Only 30% of the respondents gave a high importance rating to covered sports courts. Of those to whom these are important, two major needs were listed: basketball (84%) and tennis (59%).

Tennis was listed as a need more often by those with no children in the household (64% vs. 41% of the households with children).

<b>Table 4a. Park Features Wanted in New Parks and Park Improvements</b>					
<b>Question/ Response</b>	<b>Total Sample (Weighted) (Base=300)</b>	<b>Park User (Base=202)</b>	<b>Non- User (Base=98)</b>	<b>Children (Weighted) (Base=85)</b>	<b>No Children (Weighted) (Base=157)</b>
<b>Q7a. How would you rate the importance of each of the following park features on a 5-point scale where 5 is “Very important” and 1 is “Not at all important?” (Arranged in order of the highest proportion of 5 and 4 ratings)</b>					
Walking trails	84%	87%	80%	76%	86%
Restrooms	81	82	79	80	81
Natural areas	80	82	78	73	81
Children’s playgrounds	79	83	74	88	74
Parking	62	60	64	65	58
Athletic fields	57	62	50	63	58
Picnic shelters	55	61	46	55	57
Trails for bicycles and skaters	53	55	51	56	49
Covered sports courts	30	29	32	34	28
<b>Q7b. (Asked of those who rated Athletic fields a 5 or 4) What kinds of athletic fields do you believe are important? (Open-end, multiple responses; do not add to 100%)</b>					
	(Base=164)	(Base=124)	(Base=47)	(Base=52)	(Base=87)
Baseball	87%	84%	90%	83%	86%
Soccer	73	75	69	85	72
Softball	20	23	13	15	21
Football	17	15	20	17	16
Other: See Appendix					
<b>Q7c. (Asked of those who rated covered sports courts a 5 or 4) What kinds of sports courts do you believe are important? (Open-end, multiple responses; do not add to 100%)</b>					
	(Base=87)	(Base=57)	(Base=30)	(Base=29)	(Base=42)
Basketball	84%	83%	87%	83%	88%
Tennis	59	49	72	41	64
Other: See Appendix					

\* Numbers too small for significance



**Table 4b. Ratings of Preferred Park Features**

**Q7a. On a five-point scale, where 5 is “Very important” and 1 is “Not at all important”, how would you rate the importance of each of the following park features? (List was rotated to eliminate bias; arranged in order of highest 5 and 4 ratings)**

Suggested Park Features and Improvements	Percent of Total Rating: Very important-----Not at all important (Weighted base)				
	5	4	3	2	1
Walking trails	55%	29%	13%	2%	1%
Restrooms	61	20	14	2	3
Natural areas	58	22	14	4	2
Children’s playgrounds	54	25	15	3	3
Parking	34	28	25	7	6
Athletic fields	28	29	29	8	6
Picnic shelters	23	32	33	9	3
Trails for bicycles and skaters	27	26	32	9	6
Covered sports courts	13	17	33	23	14

**PREFERRED PARK PROGRAMS AND ACTIVITIES (TABLES 5A AND 5B)**

Seven programs and activities were suggested to the respondents, who were asked to rate the relative importance of these programs on the same 5-point scale. The list was rotated to eliminate bias.

Four of the seven received high importance (5 or 4) ratings from a great majority of the respondents (80% to 72%):

- 80% Youth organized sports
- 79% Teen programs and activities
- 75% Youth classes and activities
- 72% Classes and activities for seniors

Two other suggested programs were rated as important by a majority of the respondents: 57% gave a 5 or 4 rating to pre-school age activities, while 53% gave the same ratings to adult classes and activities. However, less than one-third (32%) believe it is important to provide adult organized sports.

Those with children in the household, compared with those without children, were especially interested in youth organized sports (85% vs. 77%), teen programs and activities (83% vs. 74%), and youth classes and activities (90% vs. 67%).

<b>Table 5a. Importance of Kirkland Parks Programs and Activities</b>					
<b>Question/ Response</b>	<b>Total Sample (Weighted) (Base=300)</b>	<b>Park User (Base=202)</b>	<b>Non- User (Base=98)</b>	<b>Children (Weighted) (Base=85)</b>	<b>No Children (Weighted) (Base=157)</b>
<b>Q8. How would you rate the importance of each of the following programs and activities sponsored on a 5-point scale where 5 is “Very important” and 1 is “Not at all important”? (Arranged in order of the highest proportion of 5 and 4 ratings)</b>					
Youth organized sports	80%	81%	80%	85%	77%
Teen programs & activities	79	81	76	83	74
Youth classes & activities	75	80	69	90	67
Classes and activities for seniors	72	74	70	69	71
Pre-school age activities	57	59	55	66	51
Adult classes & activities	53	51	56	47	56
Adult organized sports	33	33	33	31	33

<b>Table 5b. Ratings of Programs and Activities</b>					
<b>Q8. On a five-point scale, where 5 is “Very important” and 1 is “Not at all important”, how would you rate the importance of each of the following programs and activities sponsored by Kirkland Parks? (List was rotated to eliminate bias; arranged in order of highest 5 and 4 ratings)</b>					
<b>Suggested Programs and Activities</b>	<b>Percent of Total Rating: Very important-----Not at all important (Weighted base)</b>				
Youth organized sports	55%	25%	11%	5%	4%
Teen programs & activities	49	29	14	4	4
Youth classes & activities	42	33	17	5	3
Classes & activities for seniors	43	30	19	3	5
Pre-school age activities	30	27	23	13	7
Adult classes & activities	23	31	29	9	8
Adult organized sports	12	20	36	20	12

**SOURCES OF INFORMATION FOR KIRKLAND PARKS AND COMMUNITY SERVICES (Table 6)**

The Kirkland Recreation Guide is the primary source of information for learning about the programs and activities of Kirkland Parks. Nearly three-fourths (73%) mentioned the guide, while just 18% mentioned The Enterprise or newspaper. Other sources mentioned included: Kirkland Living/Kirkland View (12%), friends/neighbors (9%), visits to City Hall (6%), and 3% mentioned the City's web page.

When asked specifically about how thoroughly they had looked at the most recent edition of the Recreation Guide, 41% said they had skimmed it to see what was being offered, 27% reviewed it in detail, 5% looked for a particular activity, and 6% simply discarded it. An additional 21% did not recall receiving the Guide.

When asked about the City's web site, only 11% said they had looked at the web for information about the City's spring and summer recreation programs. Households with children were somewhat more inclined to check out the web for information (20% vs. 8% for those without children).

<b>Table 6. Sources of Information for Kirkland Parks and Community Services</b>					
<b>Question/ Response</b>	<b>Total Sample (Weighted) (Base=300)</b>	<b>Park User (Base=202)</b>	<b>Non- User (Base=98)</b>	<b>Children (Weighted) (Base=85)</b>	<b>No Children (Weighted) (Base=157)</b>
<b>Q9. What are your primary sources of information for learning about Kirkland Parks and Community Services Activities? (Multiple, open-end responses; do not add to 100%)</b>					
Kirkland Recreation Guide	73%	79%	64%	81%	71%
Enterprise/newspaper	18	19	17	15	19
Kirkland View/Kirkland Living	12	12	12	7	14
Friends/neighbors	9	11	6	13	11
Visits to City Hall	6	8	3	7	4
City web page	3	5	1	7	2
Other: See Appendix					
<b>Q10. How thoroughly did you look through the latest issue of the Kirkland Recreation Guide?</b>					
Looked in detail	27%	32%	18%	35%	24%
Looked for particular activity	5	7	3	7	3
Skimmed it	41	39	45	37	39
Saw it, but discarded it	6	4	10	4	9
Don't recall seeing it	21	18	24	17	25
<b>Q11. Did you look at the City's web page for information about the spring and summer recreation programs?</b>					
Yes	11%	15%	6%	20%	8%

## **INTEREST IN NEW OR EXPANDED PARK FACILITIES (Tables 7a and 7b)**

### ***New park facilities wanted***

Given a list of five possible choices for new park facilities, Kirkland residents, by a considerable margin, rate preservation of the natural greenways and open spaces as the most desired. Eighty-four percent (84%) of those surveyed rated this option as a “5” or “4” on the 5-point scale where “5” is “Very important” and “1” is “Not at all important,” and nearly two-thirds (64%) gave this a “5” rating. Other facilities that received “5” or “4” ratings by a majority of those surveyed included: development of existing parkland (69%); further development of a citywide trail system (67%); and acquisition of additional parkland for future development (58%). Considerably less important to city residents is the development of a facility for recreational activities and events (46%).

Those in households with children were generally more supportive of all of the suggested new facilities, but they were significantly more interested than those without children in the development of existing parkland (78% vs. 68%), acquisition of additional parkland (63% vs. 54%), and development of a recreational facility (49% vs. 42%).

### ***Willingness to pay for new facilities***

When asked about their willingness to pay for new park improvements or additions they believe are important, 64% of those interviewed said they would be willing to pay something, and 38% were willing to pay more than \$50 per year in additional taxes to fund what they wanted. Only 21% said they were not willing to pay anything, while 16% said they did not know.

Those with children were considerably more willing to fund new park and recreational facilities (77% vs. 59% of the households without children).

<b>Table 7a. Interest in New Parks and Community Services Projects</b>					
<b>Question/ Response</b>	<b>Total Sample (Weighted) (Base=300)</b>	<b>Park User (Base=202)</b>	<b>Non- User (Base=98)</b>	<b>Children (Weighted) (Base=85)</b>	<b>No Children (Weighted) (Base=157)</b>
<b>Q12. Ranking of suggested new or expanded park and recreation facilities based upon the 5-point scale where 5 is “Very important” and 1 is “Not at all important” (Ranked in order of highest 5 and 4 ratings)</b>					
Preservation of greenways & open spaces	84%	84%	83%	82%	83%
Development of existing vacant parkland	69	75	60	78	68
Further development of citywide trail system	67	70	62	69	66
Acquisition of additional parkland for future development	58	62	53	63	54
Development of a facility for recreational activities & events with rooms for large meetings	46	47	45	49	42
<b>Q13. How much, if anything, would you be willing to pay in additional taxes per year to pay for the park, recreation or trails improvements or additions that are important to you?</b>					
\$1 to \$20	17%	17%	18%	15%	17%
\$21 to \$50	9	11	4	13	6
\$50 or more	38	38	38	49	36
Nothing	21	18	25	10	24
Don't know	16	16	15	13	17

**Table 7b. Ratings of Desired Recreational Facilities**

**Q12. On a five-point scale, where 5 is “Very important” and 1 is “Not at all important”, how would you rate the importance of each of the following projects for possible new or expanded park and recreation facilities? (List was rotated to eliminate bias; arranged in order of highest 5 and 4 ratings)**

Suggested Programs and Activities	Percent of Total Rating: Very important-----Not at all important (Weighted base)				
	Preservation of greenways & open spaces	64%	20%	11%	3%
Development of existing vacant parkland	38	31	24	3	4
Further development of citywide trail system	35	32	19	8	6
Acquisition of additional parkland for future development	29	29	24	11	7
Development of a facility for recreational activities and events with rooms for large meetings	26	20	32	13	9



## **DEMOGRAPHICS OF RESPONDENTS (Table 8)**

### ***Age of Respondent***

The median age of the head of household interviewed for the survey is 60 years, and over one-half (54%) is 55 and over. Only 6% are under 35 years of age, 14% are 35 to 44, and 26% are 45 to 54.

Park Users, on average, are considerably younger than the Non-Users. Median age for Park Users is 50 years, and nearly one-half (48%) are between the ages of 35 and 54 (compared with just 29% of the Non-Users in this same age group. While only 20% of the Park Users are 65 and over, this is true for 42% of the Non-Users.

In keeping with these age groups, 85% of those in the 35 to 54 age range have children in the household, compared with just 26% in this age range who have no children.

### ***Number in Household***

Some 15% of the respondents are in one-person households; 46% have two people; 14% have three; and 25% have four or more.

Park Users, compared with the Non-Users, are considerably more likely to have households with three or more people (51% vs. 22%).

### ***Children in Household***

Numbers in the household usually reflect children in the household. While just over one-third (35%) of the respondents have children, nearly one-half (49%) of the Park Users have children compared with just 13% of the Non-User households.

Of the households with children, 25% have at least one child under 6; while 51% have a child in the 6 to 12 age range; and 57% have at least one teenager.

### ***Type of Residence/Own or Rent***

Although considerable effort was made to contact as many respondents as possible living in multi-family housing, this group is still much more difficult to obtain without conducting extensive additional calling. Of the total respondents surveyed, 77% live in a single-family residence, while 21% live in a condominium, and only 2% reside in an apartment.

Nearly all (98%) of those surveyed own their residence.

Park Users are more likely to reside in single-family residences (84% vs. 69% of the Non-Users), and those with children are also more likely to reside in single-family homes (96% vs. 76%).

### ***Participation in City Elections***

The great majority of those surveyed (82%) said they voted in a city election within the past two years.

### ***Sex of Respondent***

Of those interviewed, 38% were male and 62% were female.

<b>Table 8. Demographics of Respondents</b>					
<b>Question/ Response</b>	<b>Total Sample (Weighted) (Base=300)</b>	<b>Park User (Base=202)</b>	<b>Non- User (Base=98)</b>	<b>Children (Weighted) (Base=85)</b>	<b>No Children (Weighted) (Base=157)</b>
<b>Q14. Age of respondent</b>					
Under 35	6%	8%	4%	10%	5%
35 – 44	14	19	8	40	3
45 – 54	26	29	21	45	23
55 – 64	24	24	25	5	37
65 and over	30	20	42	--	32
Median Age	60 years	50 years	60 years	50 years	60 years
<b>Q15a. Number in household</b>					
One	15%	10%	22%	--	--
Two	46	39	56	4%	78%
Three	14	15	11	24	13
Four	17	23	10	46	8
Five or more	8	13	1	26	1
<b>Q15b. Children under 18</b>					
Yes	(Base=242) 35%	(Base=179) 49%	(Base=76) 13%		
<b>Q15c. Ages of children</b> (Multiple responses; do not add to 100%)					
Under 6 years	(Base=84) 25%	(Base=86) 26%	(Base=9) 25		
6 to 12 years	51	60	--		
13 to 17 years	57	54	75		
<b>Q16. Type of residence</b>					
Single family	(Base=300) 77%	(Base=202) 84%	(Base=98) 69%	(Base=85) 96%	(Base=157) 76%
Condominium	21	14	30	1	22
Apartment	2	2	1	3	2
<b>Q17. Own or rent</b>					
Own	98%	97%	99%	97%	98%
Rent	2	3	1	3	2
<b>Q20. Voted in a city election in the last 2 years</b>					
Yes	82%	83%	83%	80%	82%
<b>Sex of respondent</b>					
Male	38%	40%	36%	22%	50%
Female	62	60	64	78	50

**PREFERENCES AND CHARACTERISTICS OF THOSE MOST WILLING TO FUND IMPROVEMENTS**  
 (Table 9)

Responses were tabulated for those who indicated they were willing to pay something in additional taxes to fund park improvements they thought were important (“Willing to Fund”), compared with those who indicated they were willing either not willing, or did not know if they were willing, to pay additional taxes to fund park improvement (“Not Willing to Fund”).

In general, those Willing to Fund believe that Kirkland Parks is better than other park systems they have experienced (51% vs. 38%).

**Rating of park features**

While an equally high proportion of the Kirkland citizens believe that walking trails are the most important park feature, those willing, compared with those Not Willing to Fund improvements, are somewhat more inclined to rate many other suggested park features as important (i.e. give a 5 or 4 rating), including:

	<b>Fund Improvements</b>	
	<b><u>Willing</u></b>	<b><u>Not Willing</u></b>
• Restrooms	83%	77%
• Natural areas	83	76
• Children’s playgrounds	82	74
• Parking	64	58
• Athletic fields	59	52
• Covered sports courts	33	25

**Rating of programs and activities**

Those willing, in contrast to those unwilling to fund improvements, generally give higher importance to every program and activity listed:

	<b>Fund Improvements</b>	
	<b><u>Willing</u></b>	<b><u>Not Willing</u></b>
• Youth organized sports	83%	75%
• Teen programs and activities	83	73
• Youth classes and activities	78	71
• Classes and activities for seniors	75	68
• Pre-school age activities	63	48
• Adult classes and activities	56	49

**Rating of new projects**

Those who say they are willing to fund the projects they most care about, compared to those who are unwilling to pay more taxes, are more inclined to give high importance ratings to every suggested new project:

	<b>Fund Improvements</b>	
	<b><u>Willing</u></b>	<b><u>Not Willing</u></b>
• Preservation of greenways and open spaces	86%	79%
• Development of existing parkland	73	62
• Further development of city trail system	72	57
• Acquisition of additional parkland	66	45
• Development of a recreational facility	52	36

***Demographics of those willing to fund projects***

Those who said they were willing to be taxed, compared with those who were not willing to be taxed to fund park projects they care about, tended to be:

- Between the ages of 35 to 54 (68% vs. 58%)
- Households with children (41% vs. 23%)
- Households with primary school-age children (54% vs. 42%)
- Households with teenagers (60% vs. 47%)
- Single-family homeowners (83% vs. 69%)

**Table 9. Preferences and Characteristics of Those Willing/Not Willing to Fund Park Improvements**

<b>Question/ Response</b>	<b>Total Sample (weighted) (Base=300)</b>	<b>Willing to Fund (weighted) (Base=161)</b>	<b>Not Willing/ Not Sure (weighted) (Base=226)</b>
<b>Attitudes toward Kirkland Parks</b>			
Believe Kirkland Parks is better than systems in other cities	47%	51%	38%
<b>Park features rated a 5 or 4 in importance</b>			
Walking trails	84%	83%	86%
Restrooms	81	83	77
Natural areas	80	83	76
Children's playgrounds	79	82	74
Parking	62	64	58
Athletic fields	57	59	52
<i>for baseball</i>	87	90	80
Picnic shelters	55	55	54
Trails for bicycles and skaters	53	52	54
Covered sports courts	30	33	25
<b>Programs &amp; activities rated a 5 or 4 in importance</b>			
Youth organized sports	80%	83%	75%
Teen programs and activities	79	83	73
Youth classes and activities	75	78	71
Classes and activities for seniors	72	75	68
Pre-school age activities	57	63	48
Adult classes and activities	53	56	49
Adult organized sports	32	34	30
<b>New projects rated a 5 or 4 in importance</b>			
Preservation of greenways and open spaces	84%	86%	79%
Development of existing vacant parkland	69	73	62
Further development of citywide trail system	67	72	57
Acquisition of additional parkland for the future	58	66	45
Development of a facility for recreational use	46	52	36
<b>Demographics</b>			
Respondents 35 to 54 years of age	64%	68%	58%
Households with three or more people	39	45	29
Children in the household	35	41	23
Children ages 6 to 12	51	54	42
Children ages 13 to 17	57	60	47
Single-family residence	77	83	69

Appendix:

Individual Responses to Open-End Questions  
Survey Questionnaire

**ADDITIONAL RESPONSES FROM OPEN-END QUESTIONS**  
(Number of responses, beyond one, shown in parenthesis)

**Q3b. What Kirkland Parks have you or your family visited in the last year?**

McCollum (17); Cherry Park (15); Library (9); North Creek (9); Chopper (9); Nickel Creek (6); Holly Park (5); Freedom Field (5); Skateboard Park (4); Cougar (3); Springtree; Evergreen; All others (3).

**Q4b. Where did you go for your class or event?**

City of Kirkland park (9); Heatherwood (3); Library (2); Church (2); Country Club (2); McCollum Park (2); Swim Club (2); Pine Meadows; Sport Park; Everett.

**Q7b. What kinds of athletic fields do you feel are important?**

Track and field (3); Ice arena; Skateboard; Tennis; Golf.

**Q7c. What kinds of sports courts do you feel are important?**

Racquetball (4); Skateboard (4); Pickle ball (3); Volleyball (3); Badminton.

**Q9. What are your primary sources of information for learning about Kirkland Parks activities?**

School (8); Library (4); Flyers (3); Walked by (2); Signs (2); Church; TV info channel; Police station; Mail; Call in.

Carolyn Browne Associates  
 16820 NE 11th Place  
 Bellevue, WA 98008  
 (425) 644-6820

INTERVIEWER \_\_\_\_\_  
 START \_\_\_\_\_  
 STOP \_\_\_\_\_

TOTAL \_\_\_\_\_

Park user: 1 Yes 2 No

Person Called: \_\_\_\_\_

Phone: \_\_\_\_\_

**KIRKLAND PARKS AND COMMUNITY SERVICES SURVEY**

April 2005

Survey Questionnaire

Hello, I'm \_\_\_\_\_ and I'm calling for the City of Kirkland to learn about public attitudes concerning Parks and Community Services facilities and services. I am with Consumer Opinion Services, a local marketing research firm. Are you a male/female head of the household? (IF NOT, ASK TO SPEAK WITH A MALE OR FEMALE HEAD OF THE HOUSEHOLD OR FIND OUT AN APPROPRIATE TIME TO CALL BACK TO TALK WITH THAT PERSON.)

1. In the last year, have you or a member of your household used any of the services or facilities provided by the City of Kirkland, including visits to a city park, participation in a class or activity, or use of the trail system?

- 1 Yes
- 2 No ) SKIP TO QUESTION 7
- 3 Not sure )

2a. Overall, do you believe Kirkland Parks and Community Services is better than, about the same or worse than park and recreation systems in other cities?

- 1 Better
- 2 About the same
- 3 Worse
- 4 Not sure/no opinion

2b. Why do you feel this way? (DO NOT READ; MARK ALL THAT APPLY)

**Positive responses:**

01	Well-maintained parks	06	Children's playgrounds
02	Variety of parks	07	Classes/activities for elementary age
03	Good classes/programs	09	Classes/activities for middle/high school youth
04	Parks near my home	10	Special events/activities in the parks
05	City aggressive in obtaining more park land		Other:

**Negative responses:**



20	Not enough neighborhood parks	25	Lack of gyms/gym space
21	Parks not well maintained	26	No pool
22	Lack of parking	27	No community facility
23	Not enough programs for teens	28	Not enough active use parks
24	Not enough programs for young children (12 and under)		Other:

30 Don't know

3a. In the last year, about how frequently did someone from your household visit a Kirkland city Park? Was it....

- 1 At least once a week
- 2 Two or three times a month
- 3 About once a month
- 4 Once every two or three months
- 5 Only once or twice
- 6 (Don't read) Only visited parks in the summer
- 7 No one visited a Kirkland Park – SKIP TO QUESTION 4

3b. What Kirkland parks have you or your family visited in the last year? (DO NOT READ; MARK ALL RESPONSES)? (PROBE) Are there any other ones that you can recall?

01	Cougar (Brighton Subdivision)	07	Pine Meadow (The Parks Subdivision)
02	Heron (Parkside Subdivision)	08	McCollumn (128 <sup>th</sup> Park & Ride)
03	Highlands	09	North Creek (wetlands boardwalk)
04	Library	10	Can't recall names
05	Kirkland Sports Park	11	Other: _____
06	Nickel Creek (Winslow Subdivision)		

3c. Overall, how would you rate the maintenance (cleanliness and attractiveness) of Kirkland city parks, using a 5-point scale where 5 is "excellent," and 1 is "very poor?" Would you rate maintenance as a 5, 4, 3, 2 or 1?

Excellent-----Very poor  
 5 4 3 2 1 0 Not sure (DO NOT READ)

3d. On the same 5-point scale, how would you rate the quantity, quality and variety of Kirkland parks and park facilities?

Excellent-----Very poor  
 5 4 3 2 1 0 Not sure (DO NOT READ)

4a. In the last year, has anyone in your household attended a recreation class, an arts program or presentation, or participated in a recreation activity provided or sponsored by Kirkland Parks and Community Services?

- 1 Yes
- 2 No ) SKIP TO QUESTION 5
- 3 Not sure )

4b. Where did you go for the class or event? (MARK ALL RESPONSES)

- 1 City of Kirkland park/Kirkland Sports Park
- 2 City Hall (Kirkland Community Room)
- 3 Local school
- 4 Other: \_\_\_\_\_

4c. On the 5-point scale, where 5 is “excellent” and 1 is “very poor,” how would you rate the overall quality of the existing Kirkland recreational programs?

- Excellent-----Very poor  
 5 4 3 2 1 0 Not sure (DO NOT READ)

5. In the last year, has anyone in your household been on the North Creek Trail in the City of Kirkland?

- 1 Yes
- 2 No
- 3 Not sure

6. And, did anyone in your household attend a concert, event or exhibition sponsored by the City of Kirkland this past year?

- 1 Yes
- 2 No
- 3 Not sure

7a. I am going to read a list of features to be considered when designing new parks or improving existing parks. On a five-point scale, where 5 is very important and 1 is not at all important, how would you rate the importance of each of the following features? First, how about \_\_\_\_\_, do you believe this is a 5, 4, 3, 2 or 1 in importance? (ROTATE LIST)

Park Feature	Very important-----Not at all important					
	5	4	3	2	1	D.K.
Restrooms	5	4	3	2	1	0
Children’s playgrounds	5	4	3	2	1	0
Picnic shelters	5	4	3	2	1	0
Walking trails	5	4	3	2	1	0
Natural areas	5	4	3	2	1	0
Parking	5	4	3	2	1	0
Trails for bicycles and skaters	5	4	3	2	1	0
Covered sports courts <sup>(1)</sup>	5	4	3	2	1	0
Athletic fields <sup>(2)</sup>	5	4	3	2	1	0

<sup>(1)</sup>7b. (FOR THOSE RATING COVERED SPORTS COURTS A 5 OR 4) What kinds of sports courts do you believe are important? (DO NOT READ; MARK ALL THAT APPLY)

- 1 Badminton
- 2 Basketball
- 3 Pickle ball
- 4 Tennis
- 5 Volleyball
- Other: \_\_\_\_\_

<sup>(2)</sup>7c. (FOR THOSE RATING ATHLETIC FIELDS A 5 OR 4) What kinds of athletic fields do you believe are important? (DO NOT READ; MARK ALL THAT APPLY)

- 1 Baseball
- 2 Football
- 3 Soccer
- 4 Softball

Other: \_\_\_\_\_

8. I am going to read a current list of programs and activities sponsored by Kirkland Parks and Community Services. Please rate the importance of each of these using the 5-point scale, where 5 is “very important” and 1 is “not at all important.” (ROTATE LIST)

Programs and Activities	Very important-----Not at all important					
	5	4	3	2	1	D.K.
Adult classes & activities	5	4	3	2	1	0
Adult organized sports	5	4	3	2	1	0
Youth classes & activities	5	4	3	2	1	0
Youth organized sports	5	4	3	2	1	0
Teen programs & activities	5	4	3	2	1	0
Pre-school age activities	5	4	3	2	1	0
Classes and activities for seniors	5	4	3	2	1	0

9. What are your primary sources of information for learning about Kirkland Parks and Community Services activities? (DO NOT READ LIST; MARK ALL THAT APPLY)

- 1 Kirkland Recreation Guide
- 2 Visits to Kirkland City Hall
- 3 Friends/neighbors
- 4 City of Kirkland Web page
- 5 Not interested in Parks and Community Services information – SKIP TO QUESTION 12
- Other: \_\_\_\_\_

10. How thoroughly did you look through the latest issue of the Kirkland Recreation Guide? Would you say you:

- 1 Looked through it in detail to see what was being offered
- 2 Looked for a particular program or activity
- 3 Skimmed it to see what was being offered
- 4 Saw it, but discarded it without looking in it
- 5 Don't recall seeing it

11. Did you look at the City's web page for information about the spring and summer recreation programs?

- 1 Yes
- 2 No
- 3 Can't recall

12. The City of Kirkland is evaluating some possible new projects for new or expanded park and recreation facilities. Please rank the following general projects, using a 5-point scale, where 5 is "very important" and 1 is "not at all important." (ROTATE LIST)

<b>Project</b>	<b>Very Important-----Not at all Important</b>					<b>Don't Know</b>
	5	4	3	2	1	
Further development of a City-wide trail system	5	4	3	2	1	0
Acquisition of additional park land for future development	5	4	3	2	1	0
Development of existing vacant park land	5	4	3	2	1	0
Preservation of major greenways and natural open space areas	5	4	3	2	1	0
Development of a facility for recreational activities and events with rooms for large meetings	5	4	3	2	1	0

13. About how much, if anything, would you be willing to pay in additional tax dollars per year for the park or recreation improvements that are important to you? (DO NOT READ LIST)

- 
- 1 \$1 to \$10
  - 2 \$11 to \$20
  - 3 \$31 to \$40
  - 4 \$41 to \$50
  - 5 \$50 or more
  - 6 Nothing

Now, I would like to ask you a few questions for comparative purposes only. These answers will in no way be identified with your name.

14. What is your age? \_\_\_\_\_ (IF PERSON HESITATES, READ THE RANGES)
- 1 Under 25
  - 2 25 - 34
  - 3 35 - 44
  - 4 45 - 54
  - 5 55 - 64
  - 6 65 and older
15. How many people, including yourself, are in your household? \_\_\_\_\_  
(IF 1, SKIP TO QUESTION 16)
- 15a. Are there any children, under 18 residing in your household?
- 1 Yes
  - 2 No - SKIP TO QUESTION 16
- 15c. And, what are their ages (is the child's age)? (MARK ANY THAT ARE APPROPRIATE)
- 1 Under age 6
  - 2 Age 6 to 12
  - 3 13 to 17
16. Do you reside in a single family home, an apartment, or condominium?
- 1 Single family
  - 2 Apartment
  - 3 Condominium
17. And, do you own or rent?
- 1 Own
  - 2 Rent
18. Did you vote in a city election in the last two years?
- 1 Yes
  - 2 No
  - 3 Can't recall
  - 4 Refused

Sex of respondent:      1 Male              2              Female

THANK YOU VERY MUCH FOR TAKING THE TIME TO HELP US.