

# **Metro Parks Tacoma**

## **Community Survey Findings Report**



**Submitted By:**  
**725 W. Frontier Circle**  
**Olathe, KS 66061**  
**(913) 829-1215**  
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# Metro Parks Tacoma

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## Community Interest and Opinion Survey

### Executive Summary Report

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## Purpose

Metro Parks Tacoma is a nationally recognized independent park district that provides parks, recreation and educational services to the residents of Tacoma, Brown's Point and Dash Point. ETC Institute partnered with the Metro Parks Tacoma to conduct a citizen survey to better understand residents' priorities for parks, recreation, and educational services.

Data from the survey will help to establish priorities for the future improvement of parks, recreation facilities, programs and services provided by the park district. As a part of this effort, the survey will provide key data and information Metro Parks Tacoma needs in order to form an effective and viable comprehensive plan that will look to address current and future needs, assist in more efficient delivery of programs/services, and provide guidelines on how to program facilities and assets in the future.

## Methodology

A goal was set to obtain a minimum of 600 completed surveys within Metro Parks Tacoma Park District boundaries. A total of 6,000 surveys were sent out to a random selection of households throughout the Metro Parks Tacoma boundaries. Of the 6,000 households that were requested to participate in the survey, 641 respondents participated. The results for the sample of 641 households have a 95% level of confidence with a precision rate of at least +/- 3.8%.

## Major Findings

- **Visitation of Facilities is Higher than National Averages:** Ninety-five percent (95%)<sup>1</sup> of households visited facilities over the past 12 months, while only 5% indicated that they have not visited facilities. This is significantly above the national visitation average of 79%.
- **Participation in Programs is Higher than National Averages:** Fifty-eight percent (58%)<sup>2</sup> of households participated in programs over the past 12 months, while only 42% indicated that they have not participated in programs. This is significantly above the national program participation average of 34%.

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<sup>1</sup> Calculated based on the percentage of those who rated facilities they used over the past 12 mo.

<sup>2</sup> Calculated based on the percentage of those who rated programs they used over the past 12 mo.

## Other Findings

### Program and Facility Ratings

- **Facility Ratings:** Ninety-one percent (91%) of households, who visited Metro Parks Tacoma facilities, rated the overall condition of facilities as either “excellent” (38%) or “good” (53%). Excellent ratings are 7% above the national average of 31%.
- **Program Ratings:** Fifty-eight percent (58%) of households participated in programs. Eighty-seven percent (87%) of households rated the overall quality of programs as either “excellent” (29%) or “good” (58%).

### Reasons for Program and Facility Usage

The primary reason why households use Metro Parks Tacoma and Facilities is because of the location of the facility (73%). Other reasons include: quality of the facility (39%) and those facilities are accessible (31%).

### Organizations Households Are Using Other than Metro Parks Tacoma

Sixty-four percent (64%) of households have used County, State or other parks for their recreation, education, fitness, and arts needs over the past 12 months. Other organizations used include: libraries (58%), art or history museums (39%), churches (34%), and the YMCA (34%).

### Ways Households Learn About Programs and Activities

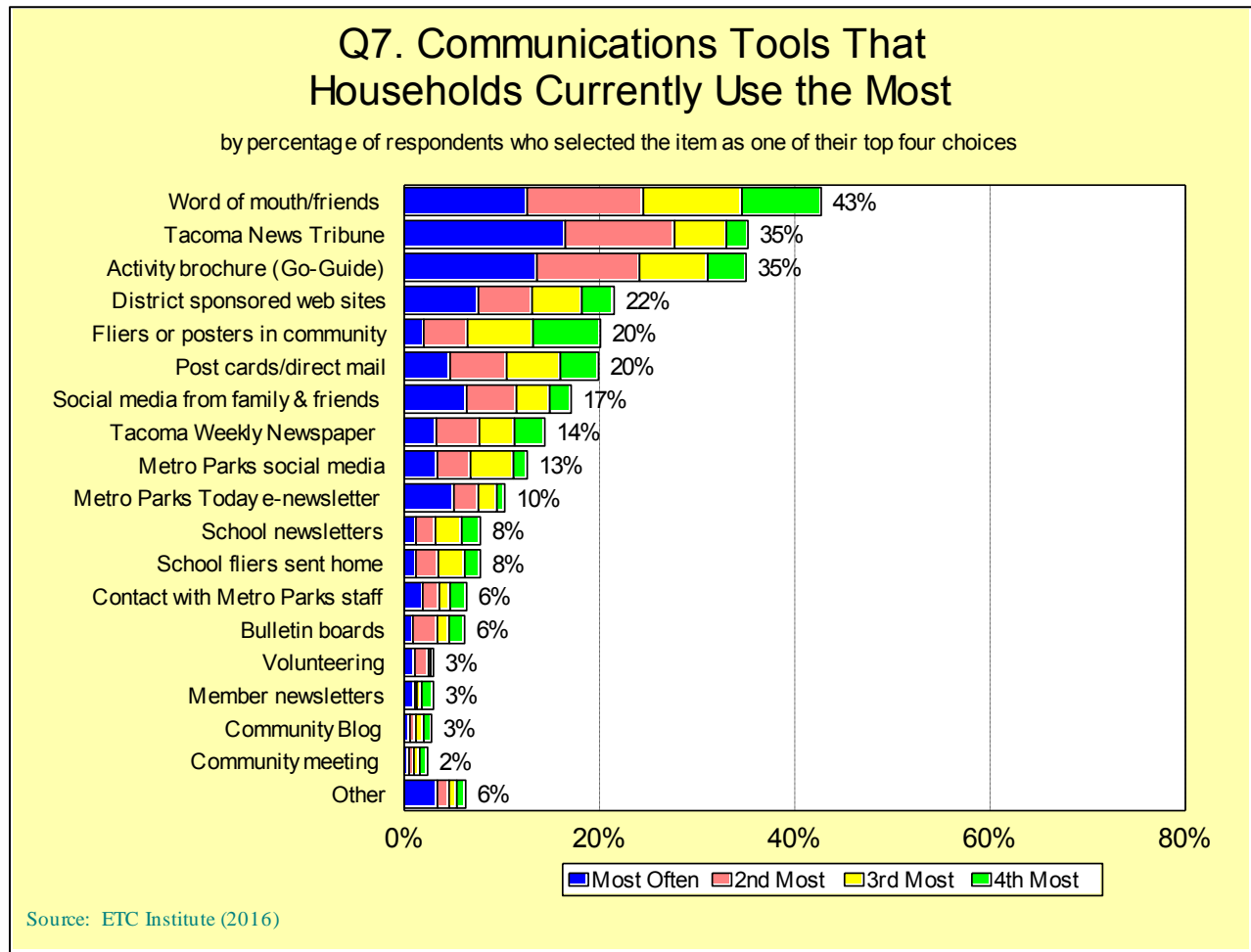
- **Word of Mouth and Friends Was the Most Utilized Resource When Finding Information About Metro Parks Tacoma Program and Activity Offerings:** Fifty-eight percent (58%) of households learn about program or activity offerings by word of mouth. This is significantly above the national average of 42% of households hearing program and activity offerings by word of mouth. Other marketing tools such as the utilization of newsletters, fliers, and brochures, as well as social media are also significantly above the national average.

**Table 1.1: National Comparisons to Utilized Communications Tools**

	<u>National</u>	<u>Tacoma</u>
Newsletters/Fliers/Brochures	31%	44%
Social media - Facebook/Twitter	7%	20%

- **Communications Tools Households Use the Most:** Based on the percentage of households top four choices, 43% learn about program and activity offering through word of mouth the most often. Other most used communications tools include: the Tacoma News Tribune (35%) and the activity brochure (Go Guide) (35%).

**Table 1.2: Most Used Communications Tools**



Note: Seventeen percent (17%) indicated they used the Tacoma Tribune the 1<sup>st</sup> most often followed by the Activity Brochure (Go-Guide) with 14% indicating they used this resource as their 1<sup>st</sup> choice most often.

## Program and Activity Needs and Importance

### Ages 18 and Older

- **Program and Activity Needs:** Fifty-three percent (53%) of households have a need for community special events. Other most needed programs and activities include: fitness programs (51%), health and wellness information or personal training (41%), “green living” educational programs (41%), and outdoor adventure trips and classes (40%).<sup>3</sup>

<sup>3</sup> Based on the percentage of respondents who indicated how well their needs were being met for the program or activity, excluding those who indicated no need for each particular item



- **How Well Household Needs Are Being Met for Programs and Activities:** Based on the percentage of households who indicated their needs were either being “fully” or “partly” met, 85% indicated their needs for runs were being met. Other met needs include: community special events (85%) and volunteerism (78%). Looking at items where needs were not met, 58% of households indicated their need for cooking classes was not being met. Other unmet needs include: dance classes or drop in dance socials (53%), skateboarding lessons (52%), and pet classes/experience (52%).

Note: It is important to take into consideration the percentage of households who indicated a need for an item when looking at unmet needs. Although skateboarding lessons have one of the highest unmet needs, there is only a small percentage of the population who indicated a need for the item in the first place.

When looking at the top four most needed programs for adults (see previous page) and taking into consideration how well their needs are being met, fitness programs, “green living” education programs, as well as health and wellness information or personal training become a much higher priority because there is a greater percentage of the population whose needs are not being met.

- **Program and Activity Importance Ages 18 to 49 Years:** Based on the sum of respondents’ top two choices, 12% indicated fitness programs was the most important to their household. Other most important programs and activities include: community special events (10%), health and wellness information or personal training (6%), and outdoor adventure trips and classes (6%).

Note: When taking into consideration only those who indicated the program or activity as their first choice most important, runs, such as 5k or marathons moves up from the 5<sup>th</sup> combined most important to the 3<sup>rd</sup> first choice most important. (See chart for question 9 for further clarification.)

- **Program and Activity Importance Ages 50 Years and Older:** Based on the sum of respondents’ top two choices, 11% indicated fitness programs was the most important to their household. Other most important programs and activities include: community special events (10%) and health and wellness information or personal training (6%).

### **Ages 17 and Younger**

- **Program and Activity Needs:** Thirty-Seven percent (37%) of households indicated a need for swimming lessons or exercise. Other most needed facilities include: community special events (35%), sports lessons and camps (32%), and outdoor adventure trips and classes (29%).<sup>4</sup>

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<sup>4</sup> Based on the percentage of respondents who indicated how well their needs were being met for the program or activity, excluding those who indicated no need for each particular item

- **How Well Needs Are Being Met for Programs and Activities:** Based on the percentage of households who indicated their needs were either being “fully” or “partly” met, 80% indicated that their needs for community special events were being met. Other met needs include: sports lessons and camps (77%), summer camps (77%), and runs (76%).

Note: When taking into consideration households whose needs are being fully met, swimming lessons or exercise is the most fully met item. (See chart for question 9 for further clarification.)

- **Program and Activity Importance Ages 17 and Younger:** Based on the sum of respondents’ top two choices, 9% indicated the most important program was swimming lessons or exercise. Other most important programs include: sports leagues for team sports (5%), community special events (5%), summer camps (4%), youth after school or other drop in programs (4%), outdoor adventure trips/classes (4%), and sports lessons and camps (4%).

## Facility Needs

- **Facilities Households Indicated a Need for:** Eighty-one percent (81%) of households indicated a need for public restrooms in parks. Other most needed facilities include: soft surface walking and hiking trails (72%), zoos, wildlife parks or nature centers (71%), natural areas and wildlife habitats (66%), picnic areas and shelters (65%), and hard surface trails (59%).
- **How Well Needs Are Being Met for Facilities:** Based on the percentage of households who indicated that their need was either “fully” or “mostly” met, 89% indicated their needs were being met for zoos, wildlife parks, or nature centers. Other met needs include: playgrounds (85%), spray plazas and spray grounds (84%), natural areas and wildlife habitats (83%), baseball and softball fields (82%), picnic areas and shelters (81%), and golf courses (81%). Zip lines or other challenge courses has the highest unmet needs with 66% indicated that their needs are only being “partly” or “not” met.

Note: It is important to take into consideration the percentage of households who indicated a need for an item when looking at unmet needs. For examples, although zip lines have the highest percentage of unmet needs, only about ¼ of the population has a need for this item in the first place.

- **Facility Importance:** Based on the percentage of households who indicated the facility as one of their top four choices, 39% indicated that soft surface walking and hiking trails was the most important to their household. Other most important facilities include: public restrooms in parks (33%), zoos, wildlife parks, or nature centers (32%), and natural areas and wildlife habitats (26%).

Note: When looking at only households who indicated the item as the first choice most important, households indicated soft surface walking and hiking trails as their first choice most important, more than any other first or second choice most important combined. (See chart for question 11 for further clarification.)

## Days and Times to Offer Programs and Activities

- Fifty-five percent (55%) of households indicated that the best day and times to offer programs and activities was weekend mornings (8am-noon). Other days and times indicated include: weekday evenings (5pm-8pm), weekend afternoons (noon-3pm) (52%), and weekend afternoons (3pm-5pm).

**Table 1.3: Household Breakdowns for Top 3 best Days and Times**

	Households with Children Under 10	Households with Children 10-19	Households with Adults 20-54 and No Children	Households with Adults 55+ and No Children
First	Weekend mornings 8am-noon	Weekday evenings 5pm-8pm	Weekend afternoons noon-3pm	Weekend mornings 8am-noon
Second	Weekday evenings 5pm-8pm	Weekend mornings 8am-noon	Weekend mornings 8am-noon	Weekday evenings 5pm-8pm
Third	Weekend afternoons noon-3pm	Weekend afternoons noon-3pm	Weekday evenings 5pm-8pm	Weekend afternoons noon-3pm

(See Appendix A: Household Types for further information.)

## Program Formats

- **Potential Interest in Program Format Types:** Based on the percentage of households who were either “very interested” or “somewhat interested”, 84% were interested in one day programs, clinics, and workshops. Other format types of interest include: drop in activities and usage (82%), self-guided independent usage (78%), and multi-week programs/classes (75%).

## Likelihood of Program Participation

- **Environmental Education:** Based on the sum of respondents who were either “very likely” or “likely”, 57% were likely to attend a hand-on learning demonstration. Other programs include: a guided outdoor hike/nature experience (50%) and a program in which you make something to take home (51%).

Note: Men are the more likely to attend (1) a traditional lecture program offered indoors and (2) a guided outdoor hike and nature experience. As women are more likely to attend (1) a program in which you make something to take home and (2) a community event to work with trained people to gather info about native plants and animals.<sup>5</sup>

- **History or Art:** Based on the sum of respondents who were either “very likely” or “likely”, 55% were likely to attend a gallery or museum exhibit viewing. Other programs include: self-guided experience through sculptures and art (47%), a guided tour with interpretation (45%), and a community performance presented by others (43%).

<sup>5</sup> See Appendix A: Age and Gender for further breakdowns

## **Reasons that Prevent Households from Using Parks, Recreation, and Arts Facilities/Programs Offered by Metro Parks Tacoma**

- Thirty-six percent (36%) of households indicated that they are prevented from utilizing facilities and programs are because they do not know what are being offered. Other reasons include: program times are not convenient (31%), too far from our residence (25%), and fees are too high (25%).

Note: When looking at area breakdowns, fees are too high is the top reason households in the SW area are prevented from utilizing parks, recreation, and arts facilities and programs offered by Metro Parks Tacoma at all or more often.<sup>6</sup>

## **Maximum Amount of Time Households Are Willing to Travel By Car or Bus**

Fifty-seven percent (57%) of households are the most willing to drive less than 10 minutes to visit their closest neighborhood park, while 28% are willing to travel up to 20 minutes. Households are willing to drive the longest to attend a special event or participate in a family function.

## **How Long Households Are Willing to Walk to Visit a Park or Program**

- Forty-one percent of households are willing to travel 10-20 minutes to visit a park or program location. Other lengths include: less than 10 minutes (29%), 20-30 minutes (15%), 30 or more minutes (9%), and not sure (6%).

## **Support for Programs to Be Funded with Tax Dollars**

- Based on the sum of households' top three choices, 37% most support youth sports programs being funded with tax dollars. Other programs include: community special events and festivals (37%) and general operations of facilities (35%).

Note: When looking at households who indicated their 1<sup>st</sup> choice most supported item, general operations of facilities actually has a higher percentage of households who most support the item being funded by tax dollars than does community special events and festivals.<sup>7</sup>

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<sup>6</sup> See Appendix A: Area for further breakdowns

<sup>7</sup> See tabular results for a thorough percentage breakdown



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Appendix A: Cross-Tabular Analysis	

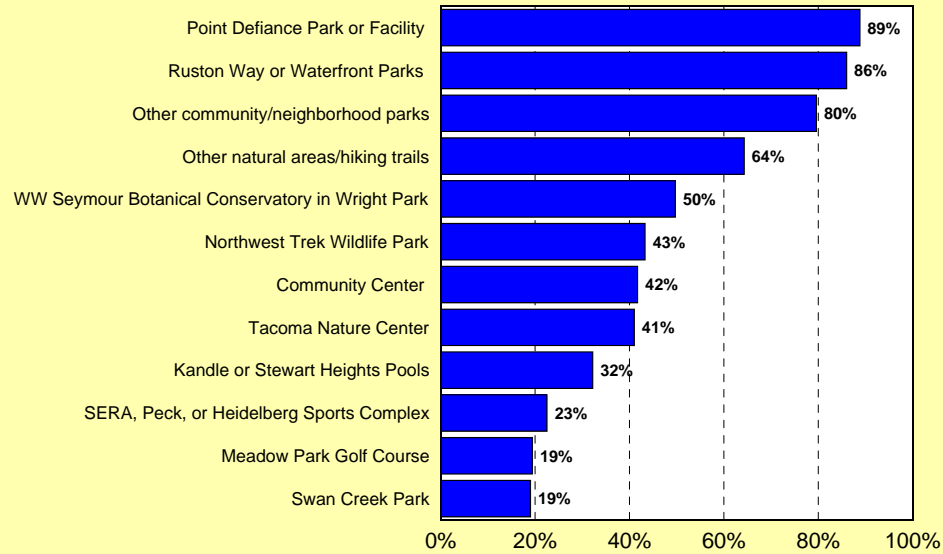
# Section 1

## *Charts and Graphs*

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## Q1. Visitation of Major Parks, Recreation, and Sports Facilities Operated by Metro Parks Tacoma Over the Past 12 Months

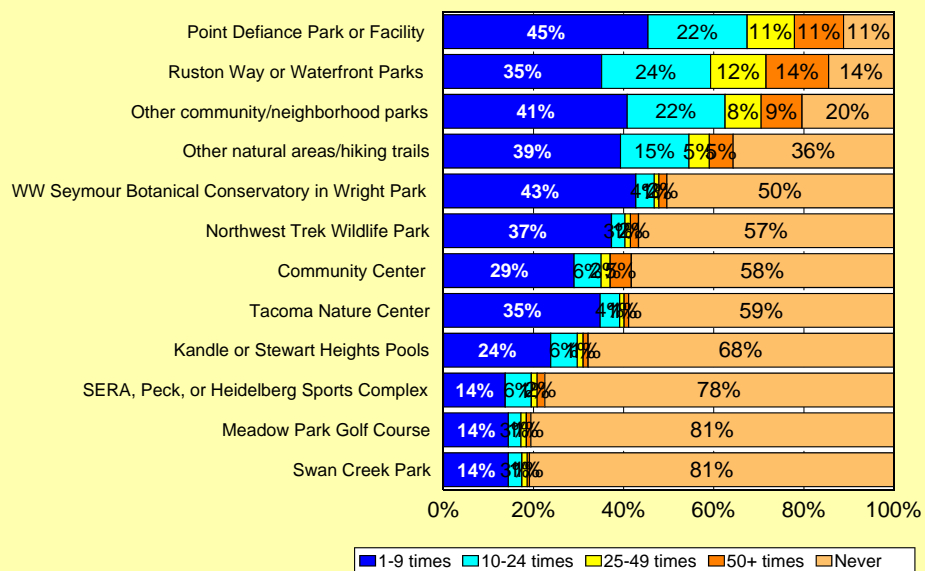
by percentage of respondents who indicated they used the park or facility at least once during the past year



Source: ETC Institute (2016)

## Q1. Visitation of Major Parks, Recreation, and Sports Facilities Operated by Metro Parks Tacoma Over the Past 12 Months

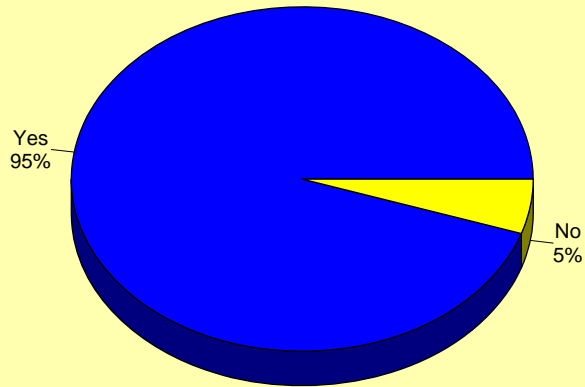
by percentage of respondents



Source: ETC Institute (2016)

## Q2. Household Visitation of Metro Parks Tacoma Facilities Over the Past 12 Months

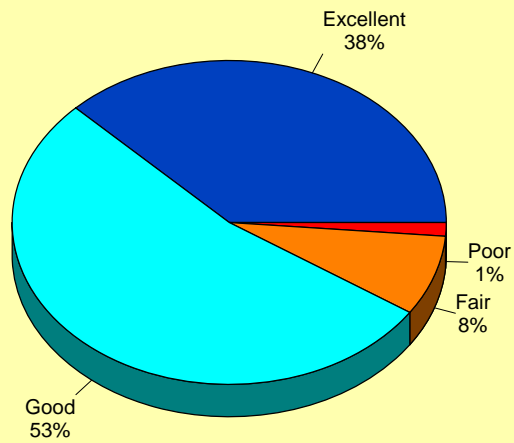
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2016)

## Q2. How Households Rate the Overall Condition of Metro Parks Tacoma Facilities

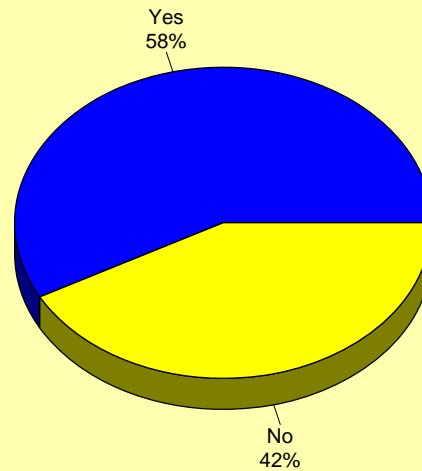
by percentage of respondents who have used the facilities in the past 12 months



Source: ETC Institute (2016)

### Q3. Household Participation in Metro Parks Tacoma Programs Over the Past 12 Months

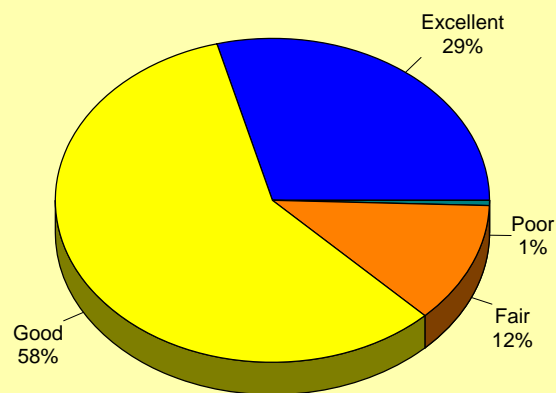
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2016)

### Q3. How Households Rate the Overall Quality of Metro Parks Tacoma Programs

by percentage of respondents who have participated in programs over the past 12 months

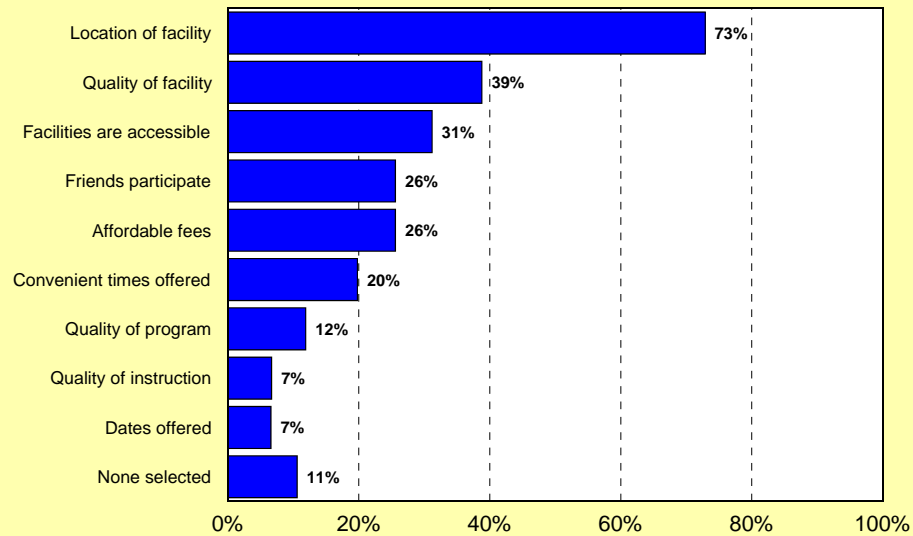


Source: ETC Institute (2016)



#### Q4. Primary Reasons Why Households Have Used Metro Parks Tacoma Programs and Facilities

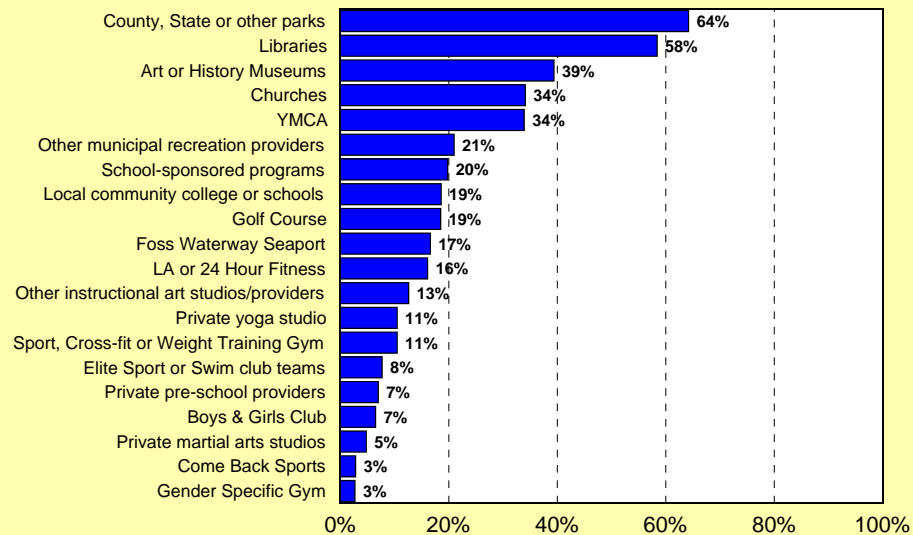
by percentage of respondents



Source: ETC Institute (2016)

#### Q5. Organizations Used for Recreation, Education, Fitness, and Arts Excluding Metro Parks Tacoma During the Last 12 Months

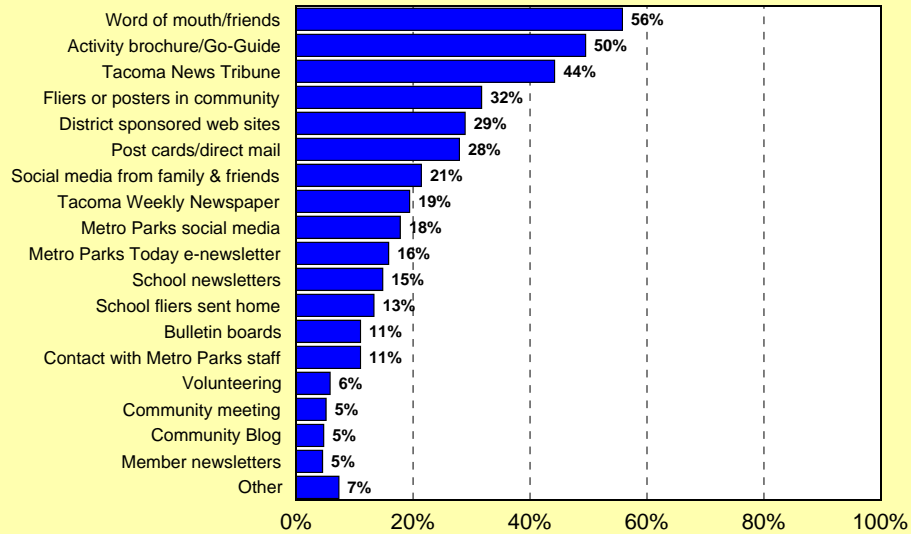
by percentage of respondents (excluding "none selected")



Source: ETC Institute (2016)

### Q6. Ways Households Learn About Metro Parks Tacoma Programs and Activities

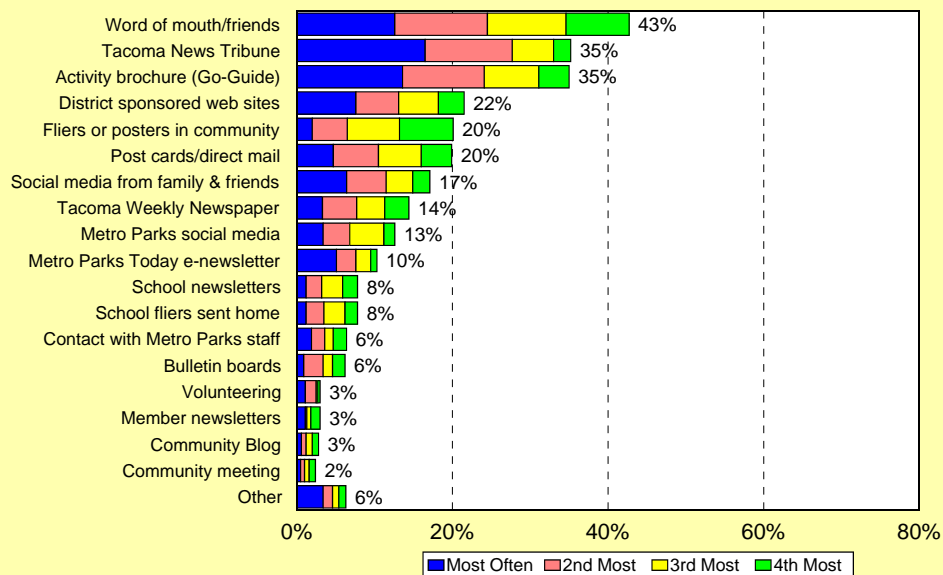
by percentage of respondents (excluding "none selected")



Source: ETC Institute (2016)

### Q7. Communications Tools That Households Currently Use the Most

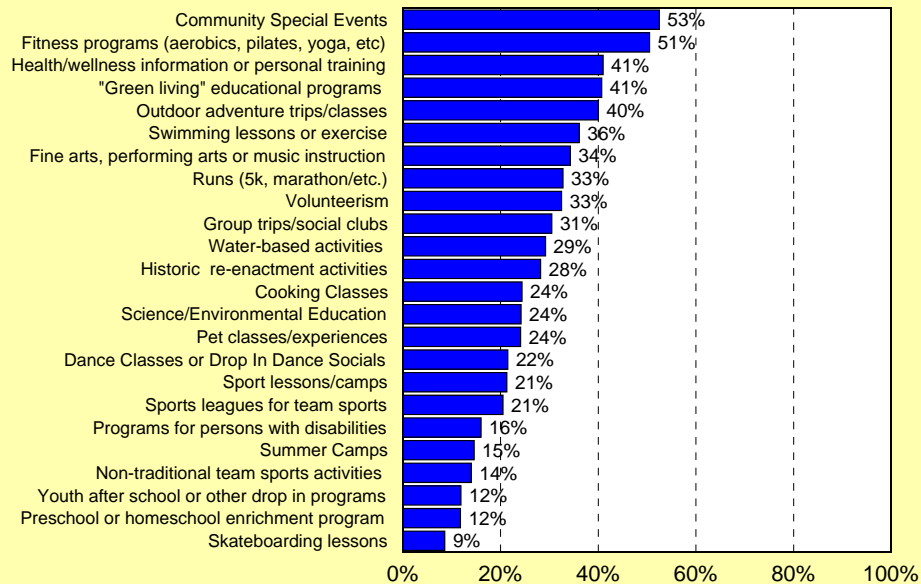
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2016)

### Q8a. Households Ages 18 Years and Older that Have a Need for Parks and Recreation Programs and Activities

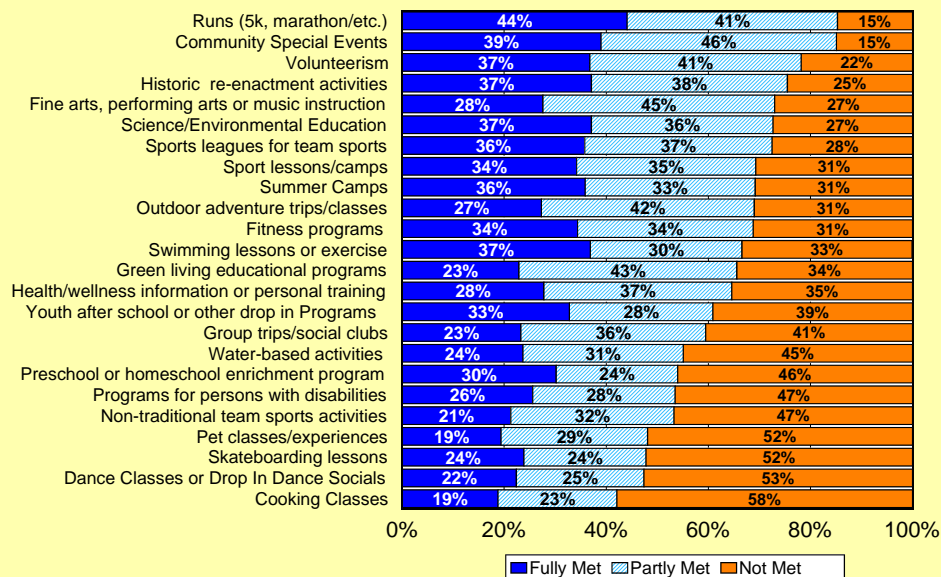
by percentage of respondents



Source: ETC Institute (2016)

### Q8a. How Well Program and Activity Needs Are Being Met for Adults Ages 18 and Older

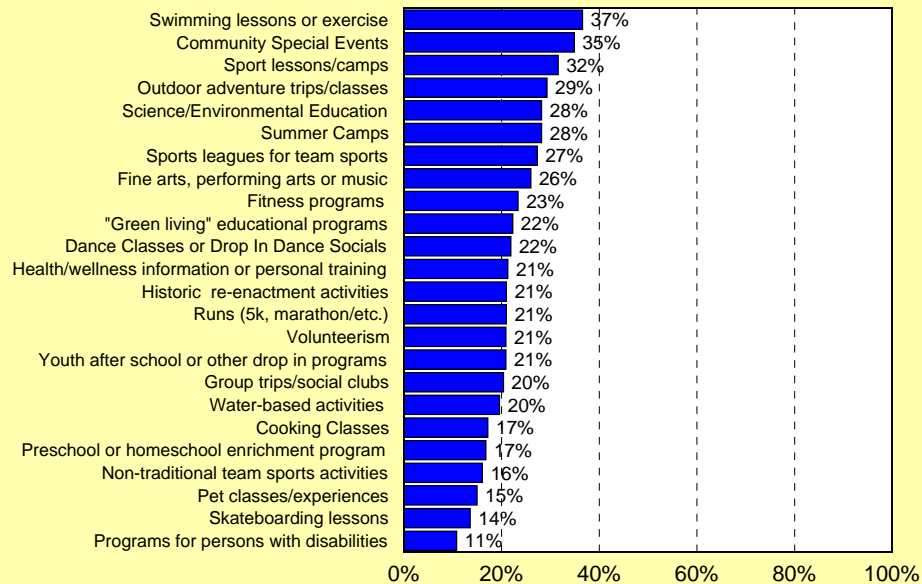
by percentage of households that have a need for facilities



Source: ETC Institute (2016)

### Q8b. Households Ages 17 Years and Younger that Have a Need for Parks and Recreation Programs and Activities

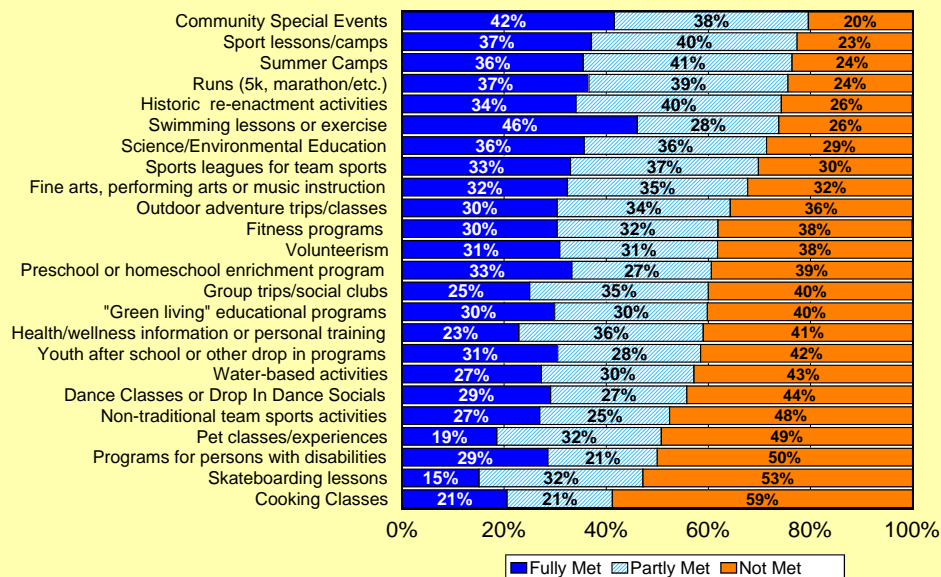
by percentage of respondents



Source: ETC Institute (2016)

### Q8b. How Well Program and Activity Needs Are Being Met for Children Ages 17 and Younger

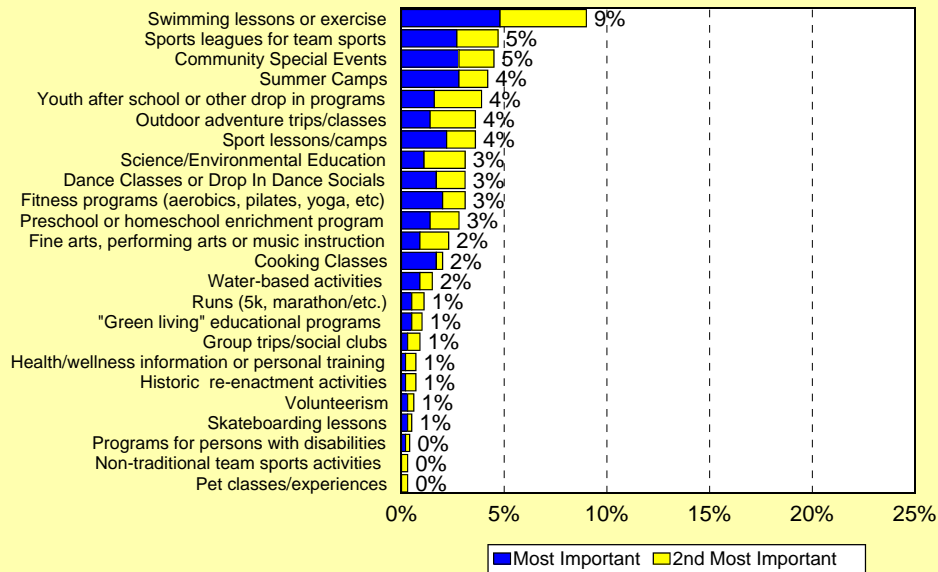
by percentage of households that have a need for facilities



Source: ETC Institute (2016)

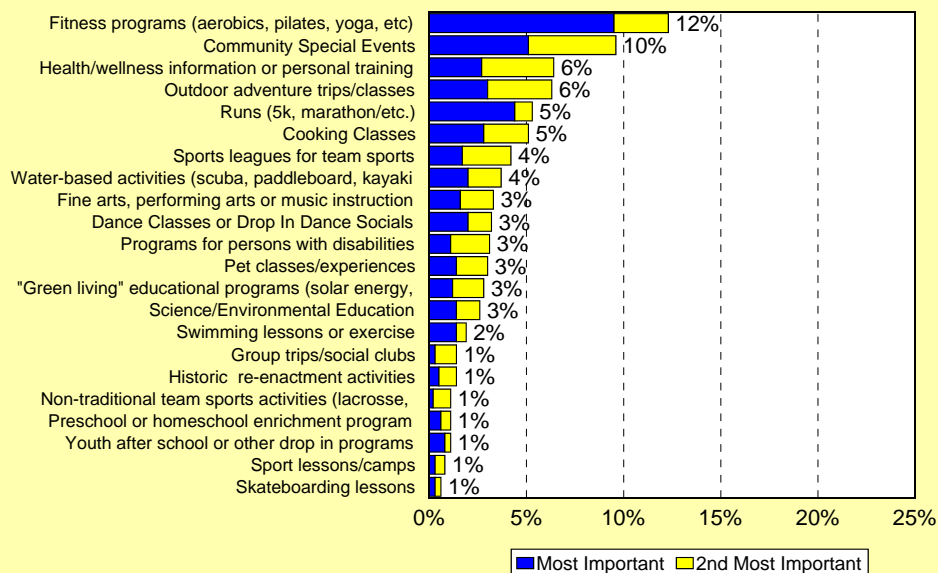
### Q9. Most Important Programs and Activities to Household Members Ages 17 and Younger

by percentage of respondents



### Q9. Most Important Programs and Activities to Household Members Ages 18 to 49 Years

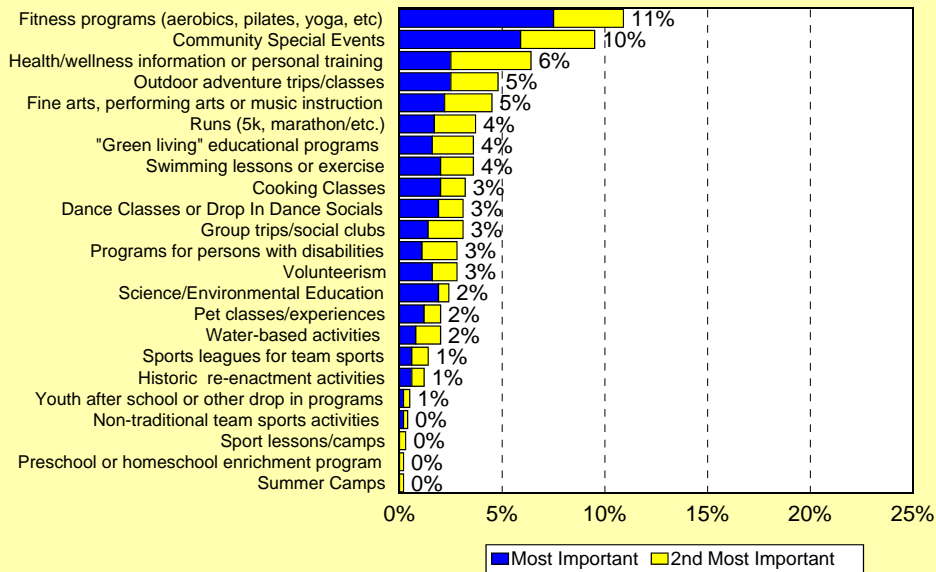
by percentage of respondents





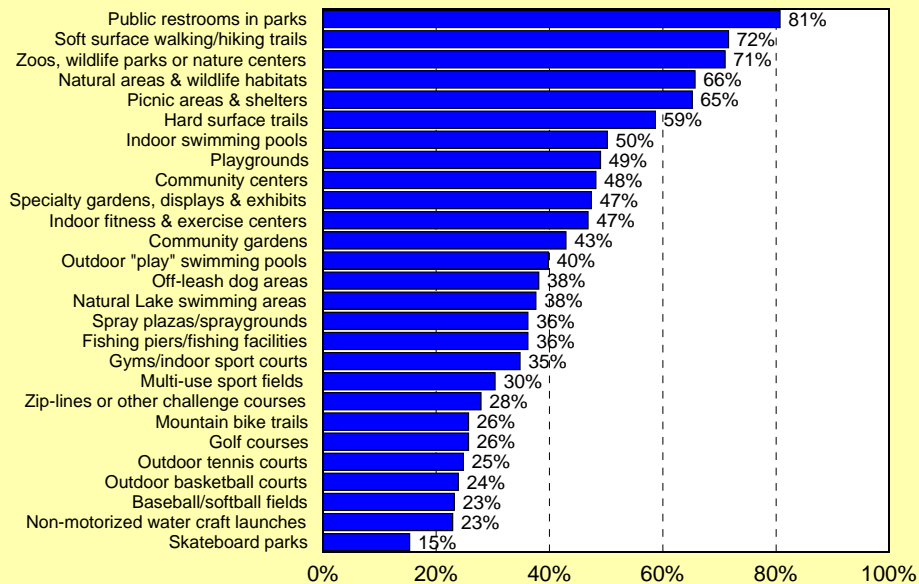
### Q9. Most Important Programs and Activities to Household Members Ages 50 and Over

by percentage of respondents



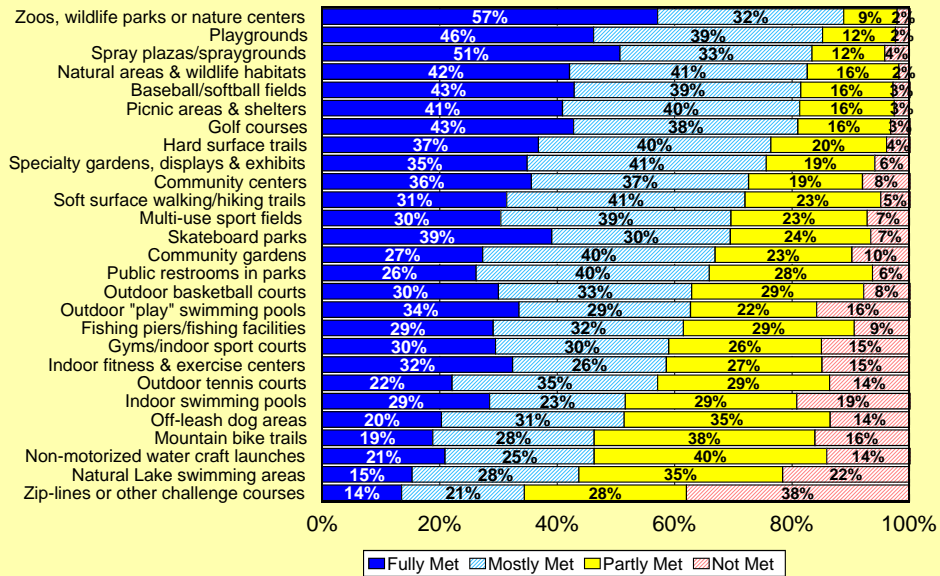
### Q10. Households that Indicated a Need for Parks and Recreation Facilities

by percentage of respondents



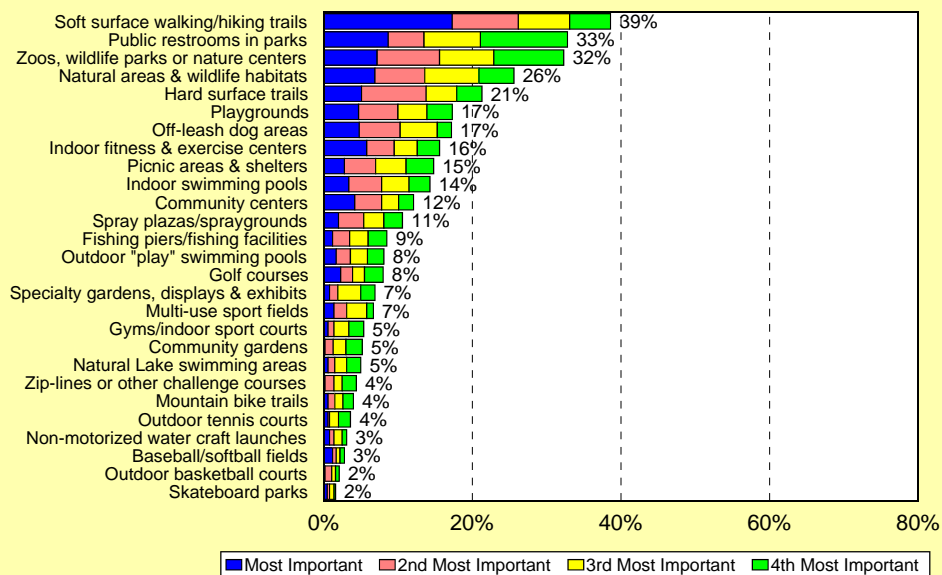
## Q10b. How Well Parks and Recreation Facilities Are Meeting Household Needs

by percentage of households that have a need for facilities



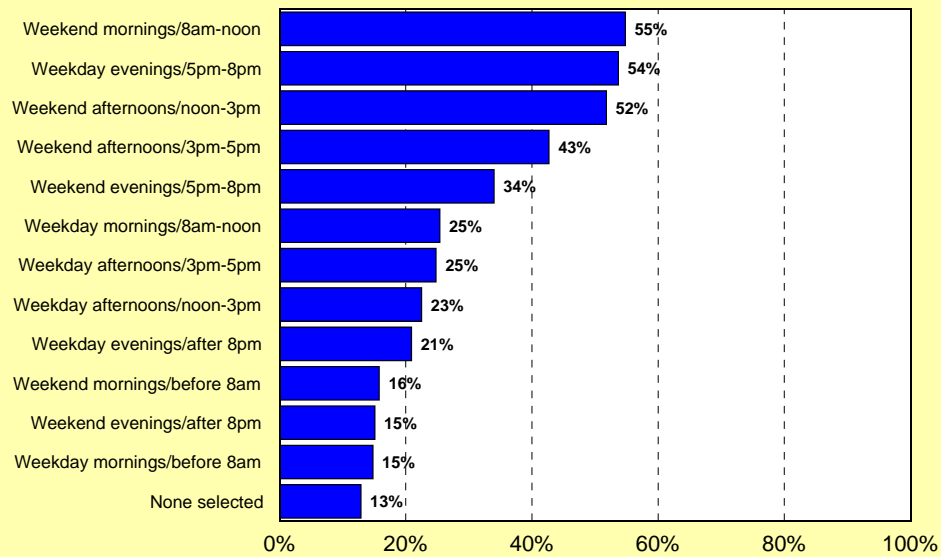
## Q11. Parks and Recreation Facilities That Are Most Important to Households

by percentage of respondents who selected the item as one of their top four choices



### Q12. Days and Times Households Would Be Interested in Metro Parks Tacoma Offering Programs and Activities

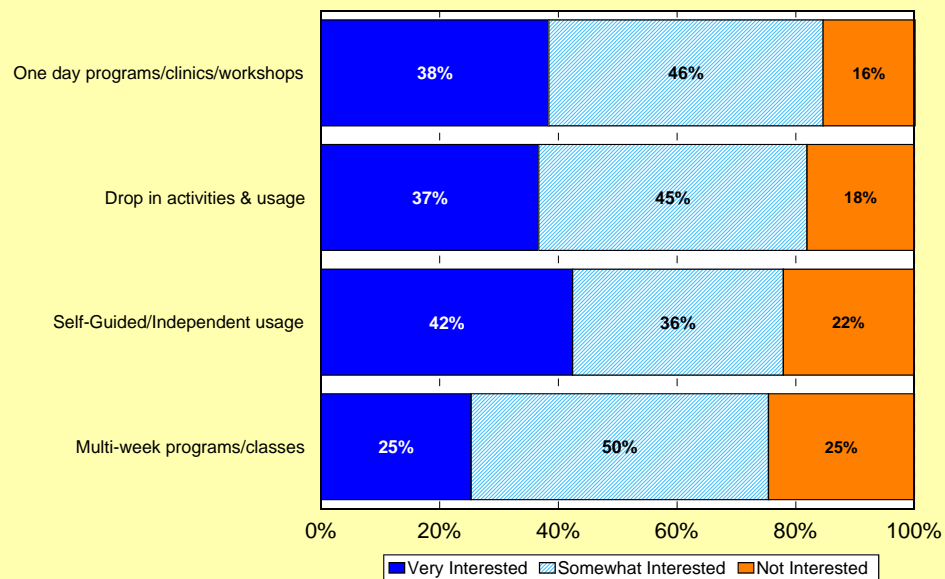
by percentage of respondents



Source: ETC Institute (2016)

### Q13. Interest in Having Metro Parks Tacoma Offer the Following Program Formats

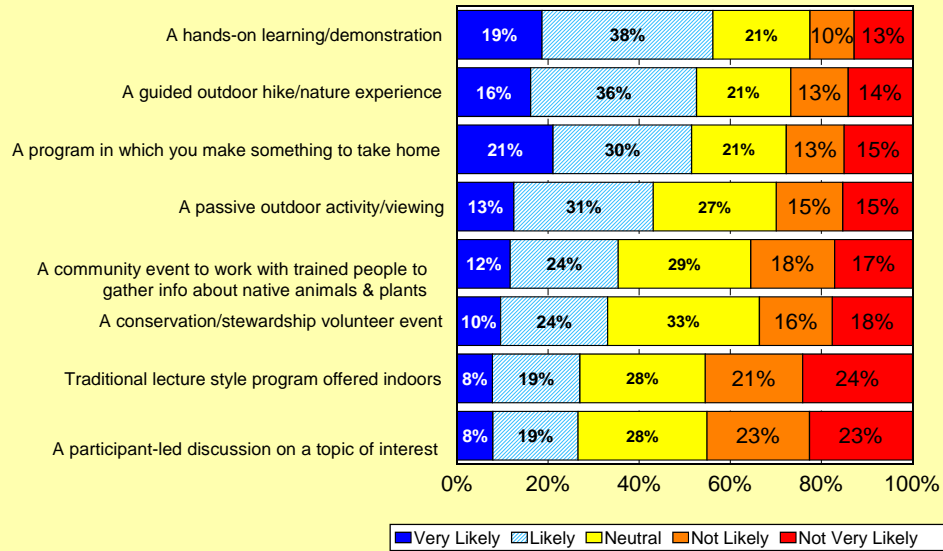
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2016)

### Q14. Environmental Education Programs Households Are Likely to Attend

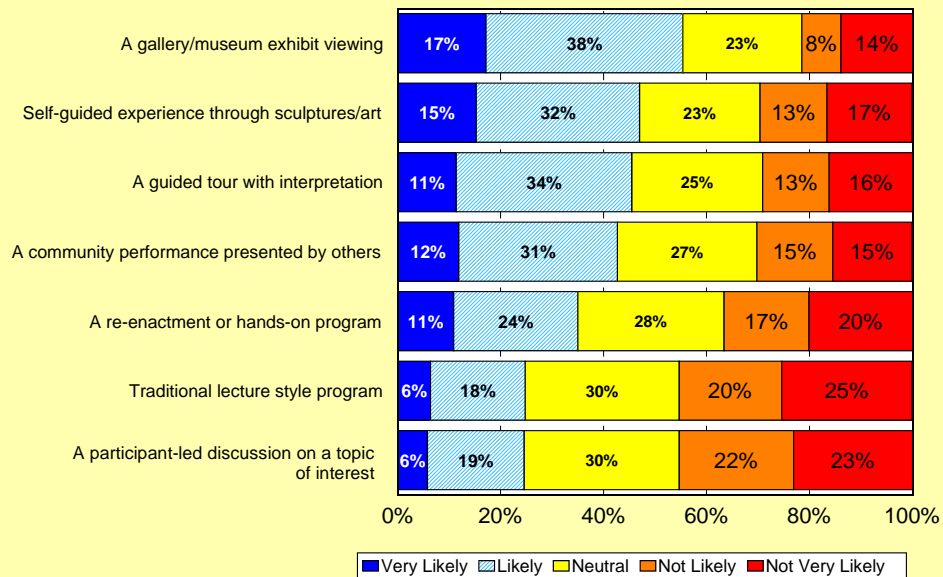
by percentage of respondents



Source: ETC Institute (2016)

### Q14. History or Art Programs Households Are Likely to Attend

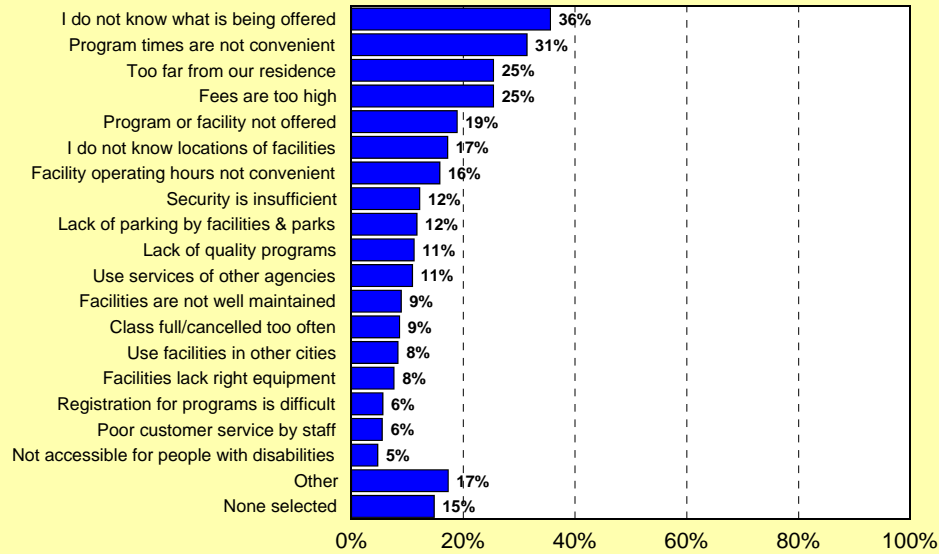
by percentage of respondents



Source: ETC Institute (2016)

### Q15. Reasons that Prevent Households from Using Parks, Recreation and Arts Facilities/Programs Offered by Metro Parks Tacoma

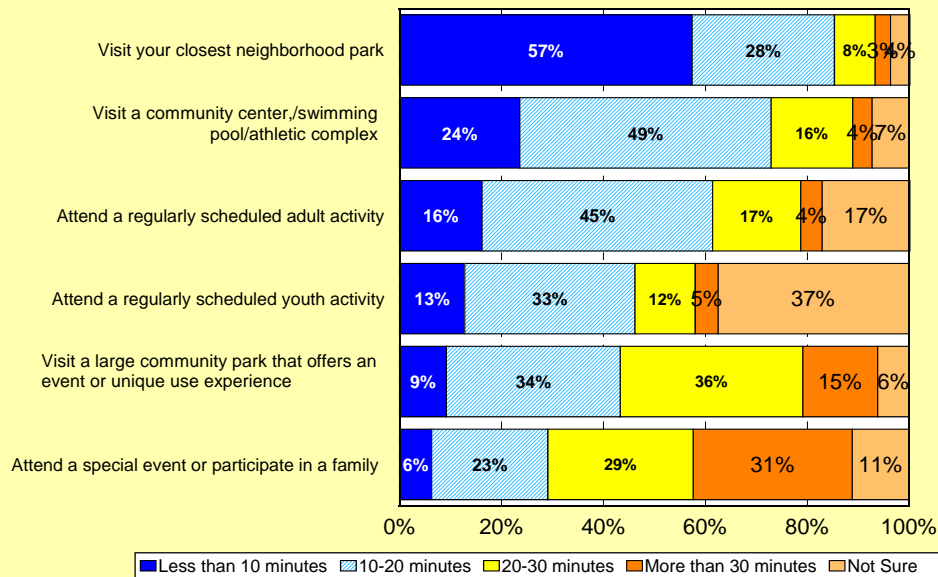
by percentage of respondents



Source: ETC Institute (2016)

### Q16. Maximum Amount of Time Households Are Willing to Travel by Car or Bus to Attend

by percentage of respondents

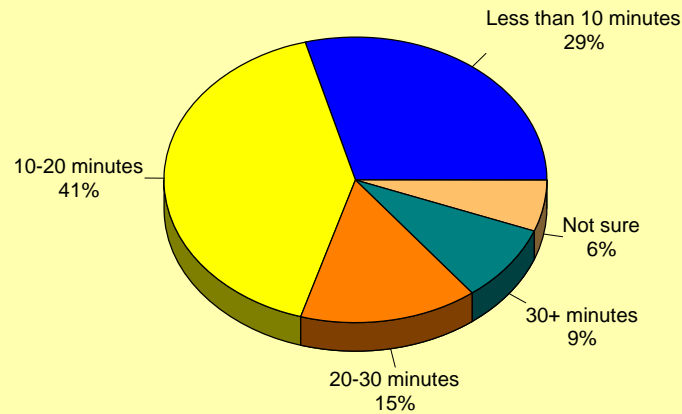


Source: ETC Institute (2016)



### Q17. How Long Households Are Willing to Walk to Visit a Park or Program Location

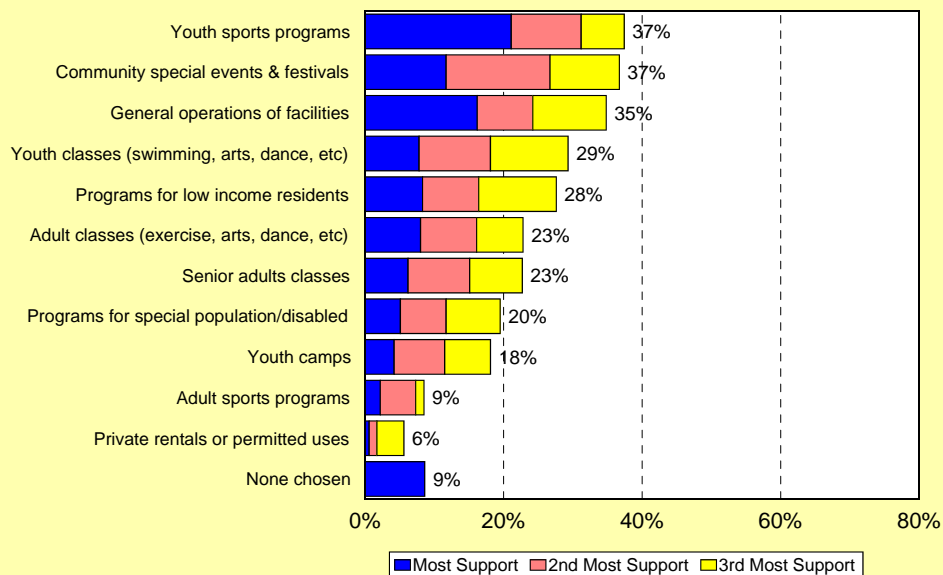
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2016)

### Q18. Metro Parks Tacoma Programs Households Most Support Being Funded with Tax Dollars

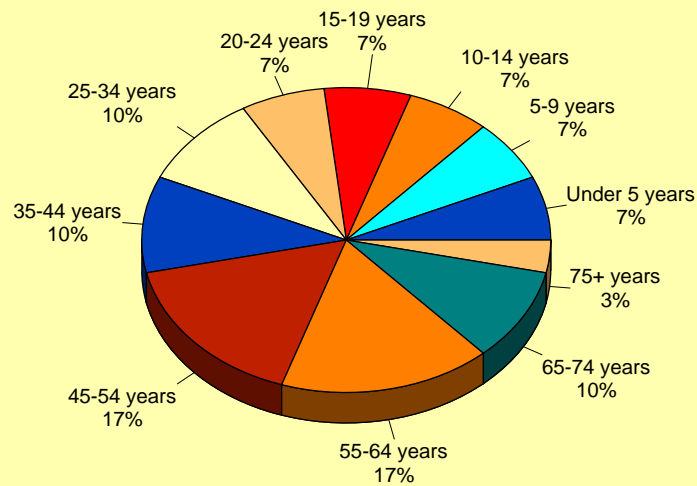
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

### Q19. Demographics: Ages of People in Household

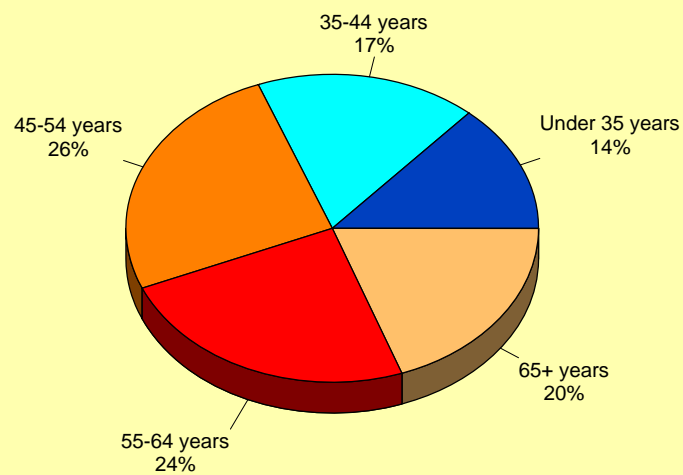
by percentage of respondents



Source: ETC Institute (2016)

### Q20. Demographics: Age of Respondent

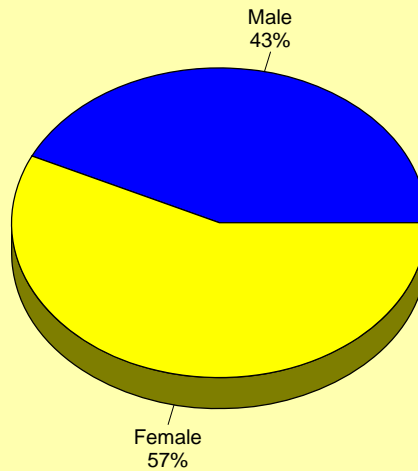
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2016)

### Q21. Demographics: Gender

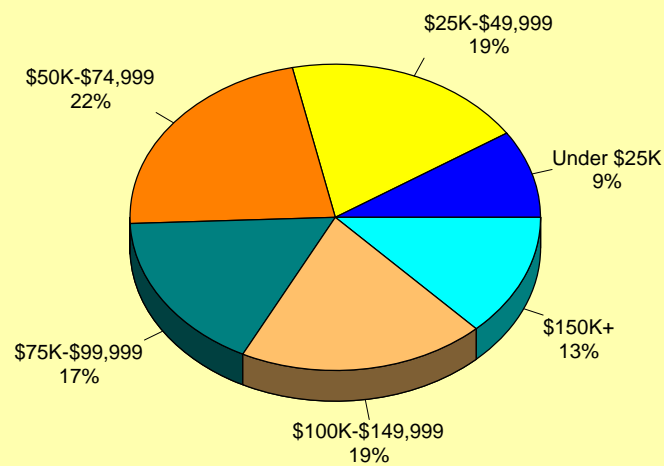
by percentage of respondents



Source: ETC Institute (2016)

### Q22. Demographics: Household Income

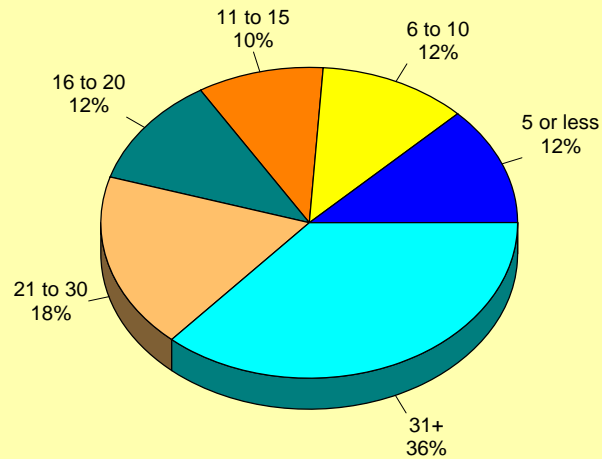
by percentage of respondents



Source: ETC Institute (2016)

### Q23. Demographics: Length of Residence

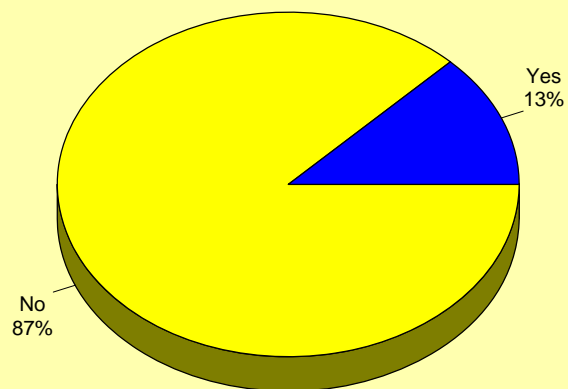
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2016)

### Q24. Demographics: Hispanic or Latino Ancestry

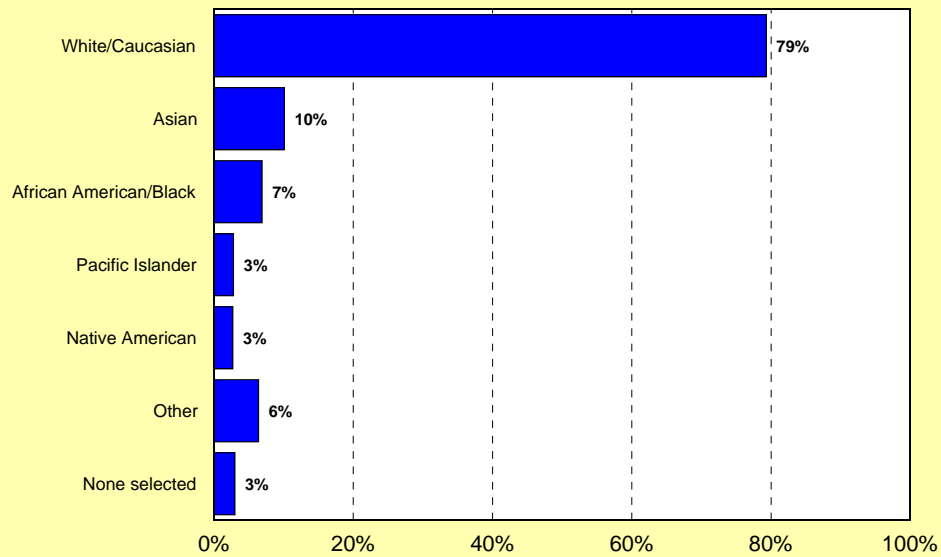
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2016)

### Q25. Demographics: Race and Ethnicity

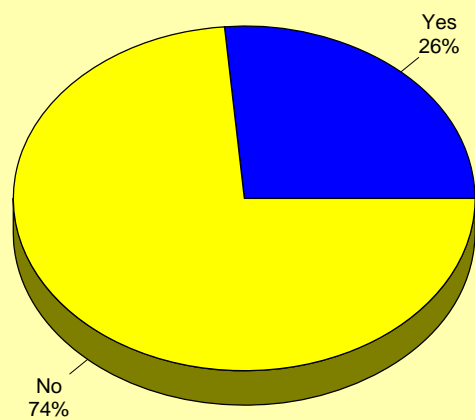
by percentage of respondents



Source: ETC Institute (2016)

### Q26. Demographics: Whether or Not Members of Respondent Households Are Currently in the Military or a Veteran

by percentage of respondents (excluding "not provided")



Source: ETC Institute (2016)



## **Section 2**

# ***Benchmarks***

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## National Benchmarking

***Since 1998, Leisure Vision (a division of ETC Institute) has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in over 45 states across the country.***

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

***“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues*** including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

***Results from household responses for Metro Parks Tacoma were compared to National Benchmarks to gain further strategic information.*** A summary of all tabular comparisons are shown on the following page.

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Metro Parks Tacoma is not authorized without written consent from Leisure Vision/ETC Institute.**

Benchmarking for Metro Parks Tacoma Community Surveys			
		<i>National Average</i>	<i>Metro Parks Tacoma</i>
Has your household visited any parks or facilities during the past year?			
	Yes	79%	95%
	No	21%	5%
How would you rate the quality of all the parks/ <u>facilities</u> you've visited?			
	Excellent	31%	38%
	Good	54%	53%
	Fair	12%	8%
	Poor	2%	1%
Has your household participated in City/County/Park District recreation <u>programs</u> during the past year?			
	Yes	34%	58%
	No	66%	42%
How would you rate the quality of all the recreation <u>programs</u> you've participated in?			
	Excellent	35%	29%
	Good	53%	58%
	Fair	10%	12%
	Poor	2%	1%

Benchmarking for Metro Parks Tacoma Community Surveys			
		National Average	Metro Parks Tacoma
<b>Ways respondents learn about recreation programs and activities</b>			
	Conversations with City/County/Park District staff	6%	11%
	Departmental Brochure (Seasonal program guide)	54%	50%
	Direct Mail	22%	28%
	Flyers/Materials at City/County/Park District facilities	18%	32%
	Newspaper	39%	19%
	School flyers (Program fliers at school)	16%	13%
	Website	21%	29%
	Word of Mouth/Friends/Coworkers	42%	56%
<b>Organizations used for parks and recreation programs and facilities</b>			
	Boys/Girls Clubs	4%	7%
	Churches	30%	34%
	City/County Parks & Recreation Department	48%	64%
	College/University Facilities	15%	19%
	Other Cities/Park Districts	24%	21%
	School District	28%	20%
	YMCA	16%	34%
	Library	52%	58%
<b>Reasons that Prevent Respondent Households From Using Programs or Facilities More Often</b>			
	Facilities do not have right equipment	7%	8%
	Facilities are not well maintained	6%	9%
	Facility operating hours are not convenient	7%	16%
	Fees are too expensive	13%	25%
	I do not know location of facilities	12%	17%
	I do not know what is being offered	22%	36%
	Lack of accessibility (Not accessible for people w disabilities)	3%	5%
	Lack of parking	5%	12%
	Lack of quality programs	8%	11%
	Poor customer service by staff	3%	6%
	Program times are not convenient	16%	31%
	Programs I am interested in are not offered	14%	19%
	Registration for programs is difficult	3%	6%
	Security is insufficient	7%	12%
	Too far from residence	12%	25%
	Use facilities in other Cities/Park Districts	9%	8%
	Use services of other agencies	8%	11%
	Waiting list/programs were full	5%	9%

Benchmarking for Metro Parks Tacoma Community Surveys			
		National Average	Metro Parks Tacoma
<b>Parks and recreation facilities that respondent households have a need for</b>			
18 Hole Golf Course		30%	26%
Baseball and softball fields		18%	23%
Boat Facilities/Paddle Boats		28%	23%
Bodies of Water/Lake with Public Access		50%	38%
Community Gardens		33%	43%
Community/Recreation Centers		44%	48%
Fishing areas (Fishing piers)		34%	36%
Indoor Fitness and Exercise Facilities		47%	47%
Indoor Gyms/Multi-Purpose Rec Center		27%	35%
Indoor Swimming Pools/Aquatic Center		43%	50%
Mountain bike trails		22%	26%
Natural areas/wildlife habitats (Greenspace and natural areas)		50%	66%
Nature Center/Nature Trails		53%	71%
Off-leash dog parks		27%	38%
Outdoor basketball/multi-use courts		24%	24%
Outdoor Swimming Pools/Aquatic Center		44%	40%
Picnic Areas and Shelters		53%	65%
Playground Equipment for Children		43%	49%
Skateboarding Park/Area		13%	15%
Splash park/pad		25%	36%
Tennis Courts (outdoor)		26%	25%
Walking & Biking Trails		69%	66%*
*Based on the combine percentage of soft and hard surface trails			
<b>Most Important Parks and Recreation Facilities to Respondent Households</b>			
18 Hole Golf Course		13%	8%
Baseball and softball fields		6%	3%
Boat Facilities/Paddle Boats		8%	3%
Bodies of Water/Lake with Public Access		21%	5%
Community Gardens		8%	5%
Community/Recreation Centers		13%	12%
Fishing areas		11%	9%
Indoor Fitness and Exercise Facilities		20%	16%
Indoor Gyms/Multi-Purpose Rec Centers		7%	5%
Indoor Swimming Pools/Aquatic Facilities		17%	14%
Mountain bike trails		6%	4%
Natural areas/wildlife habitats (Greenspace and natural areas)		17%	26%
Nature Center/Nature Trails (Nature trails/nature parks)		19%	32%
Off-Leash Dog Park		12%	17%
Outdoor Basketball Courts		5%	2%
Outdoor Swimming Pools/Aquatic Facilities		18%	8%
Picnic Areas and Shelters		17%	15%
Playground Equipment for Children		19%	17%
Skateboarding Area		3%	2%
Splash park/pad		7%	11%
Tennis Courts (outdoor)		7%	4%
Walking and Biking Trails		42%	30%*
*Based on the combine percentage of soft and hard surface trails			

## Section 3

# *Tabular Analysis*

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**Q1. Please indicate how often you and members of your household have used each of the following major parks, recreation and sports facilities operated by Metro Parks Tacoma during the past 12 months.**

(N=641)

	Never	1-9 times	10-24 times	25-49 times	50+ times
Q1-1. Community Center (STAR, Norpoint, Peoples Center or Portland Avenue)	58.3%	29.0%	6.0%	2.0%	4.7%
Q1-2. Tacoma Nature Center	59.0%	34.8%	4.3%	1.0%	1.0%
Q1-3. Kandle or Stewart Heights Pools	67.8%	23.8%	5.9%	1.3%	1.1%
Q1-4. Swan Creek Park	81.0%	14.4%	3.0%	1.2%	0.5%
Q1-5. SERA, Peck, or Heidelberg Sports Complex	77.5%	13.7%	5.8%	1.3%	1.7%
Q1-6. Point Defiance Park or Facility (Zoo, Marina or Fort Nisqually)	11.2%	45.4%	22.0%	10.5%	10.9%
Q1-7. Northwest Trek Wildlife Park	56.7%	37.3%	3.0%	1.2%	1.8%
Q1-8. Ruston Way or Waterfront Parks (Dash Pt, Theas)	14.4%	35.1%	24.2%	12.3%	13.9%
Q1-9. Meadow Park Golf Course	80.6%	14.4%	2.8%	1.2%	1.0%
Q1-10. WW Seymour Botanical Conservatory in Wright Park	50.3%	42.7%	4.1%	1.0%	1.8%
Q1-11. Other community/neighborhood parks	20.4%	40.8%	21.7%	8.0%	9.1%
Q1-12. Other natural areas/hiking trails	35.7%	39.3%	15.2%	4.5%	5.3%



**Facility Visitation (Excluding not provided)**

Facility Visitation	Number	Percent
Yes	603	95.1 %
No	31	4.9 %
Total	634	100.0 %

**Q2. How would you rate the overall quality of Metro Parks Tacoma facilities that you and members of your household have visited over the past 12 months?**

Q2. Rate overall quality of Metro Parks Tacoma facilities you have visited over past 12 months	Number	Percent
Excellent	226	35.3 %
Good	321	50.1 %
Fair	48	7.5 %
Poor	8	1.2 %
Have not visited facilities	31	4.8 %
Not provided	7	1.1 %
Total	641	100.0 %

**Q2. How would you rate the overall quality of Metro Parks Tacoma facilities that you and members of your household have visited over the past 12 months? (without "not provided" and "not visited facilities")**

Q2. Rate overall quality of Metro Parks Tacoma facilities you have visited over past 12 months	Number	Percent
Excellent	226	37.5 %
Good	321	53.2 %
Fair	48	8.0 %
Poor	8	1.3 %
Total	603	100.0 %

**Program Participation (Excluding not provided)**

Program Participation	Number	Percent
Yes	365	57.8 %
No	267	42.2 %
Total	632	100.0 %

**Q3. How would you rate the overall quality of Metro Parks Tacoma programs that you and members of your household have participated in over the past 12 months?**

Q3. Rate overall quality of Metro Parks Tacoma programs you have participated in over past 12 months		
	Number	Percent
Excellent	106	16.5 %
Good	213	33.2 %
Fair	44	6.9 %
Poor	2	0.3 %
Have not participated in programs	267	41.7 %
Not provided	9	1.4 %
Total	641	100.0 %

**Q3. How would you rate the overall quality of Metro Parks Tacoma programs that you and members of your household have participated in over the past 12 months? (without "not provided" and "not participated")**

Q3. Rate overall quality of Metro Parks Tacoma programs you have participated in over past 12 months		
	Number	Percent
Excellent	106	29.0 %
Good	213	58.4 %
Fair	44	12.1 %
Poor	2	0.5 %
Total	365	100.0 %

**Q4. From the following list, please check the THREE primary reasons why you or other members of your household have used Metro Parks Tacoma programs/facilities.**

Q4. Primary reasons why you have used Metro Parks

<u>Tacoma programs/facilities</u>	<u>Number</u>	<u>Percent</u>
Quality of instruction	43	6.7 %
Location of facility	467	72.9 %
Quality of facility	249	38.8 %
Quality of program	76	11.9 %
Convenient times offered	127	19.8 %
Friends participate	164	25.6 %
Facilities are accessible	200	31.2 %
Dates offered	42	6.6 %
Affordable fees	164	25.6 %
None selected	68	10.6 %
Total	1600	

**Q4. From the following list, please check the THREE primary reasons why you or other members of your household have used Metro Parks Tacoma programs/facilities. (without "none selected")**

Q4. Primary reasons why you have used Metro Parks

<u>Tacoma programs/facilities</u>	<u>Number</u>	<u>Percent</u>
Location of facility	467	81.5 %
Quality of facility	249	43.5 %
Facilities are accessible	200	34.9 %
Affordable fees	164	28.6 %
Friends participate	164	28.6 %
Convenient times offered	127	22.2 %
Quality of program	76	13.3 %
Quality of instruction	43	7.5 %
Dates offered	42	7.3 %
Total	1532	

**Q5. From the following list, please check ALL the organizations that you and members of your household have used for recreation, education, fitness, and arts activities instead of Metro Parks Tacoma during the last 12 months.**

Q5. Organizations you have used for recreation, education, fitness, 7 arts activities during last 12 months	Number	Percent
YMCA	204	31.8 %
LA or 24 Hour Fitness	97	15.1 %
Sport, Cross-fit or Weight Training Gym	63	9.8 %
Churches	205	32.0 %
Private martial arts studios	29	4.5 %
Elite Sport or Swim club teams	46	7.2 %
Other municipal recreation providers	126	19.7 %
Other instructional art studios/providers	76	11.9 %
School-sponsored programs	119	18.6 %
Boys & Girls Club	39	6.1 %
Private pre-school providers	42	6.6 %
Local community college or schools	112	17.5 %
Come Back Sports	17	2.7 %
Art or History Museums	237	37.0 %
Golf Course	111	17.3 %
Libraries	351	54.8 %
Foss Waterway Seaport	100	15.6 %
Gender Specific Gym	16	2.5 %
Private yoga studio	63	9.8 %
County, State or other parks	386	60.2 %
None selected	40	6.2 %
Total	2479	

**Q5. From the following list, please check ALL the organizations that you and members of your household have used for recreation, education, fitness, and arts activities instead of Metro Parks Tacoma during the last 12 months. (without "none selected")**

Q5. Organizations you have used for recreation, education, fitness, 7 arts activities during last 12 months	Number	Percent
County, State or other parks	386	64.2 %
Libraries	351	58.4 %
Art or History Museums	237	39.4 %
Churches	205	34.1 %
YMCA	204	33.9 %
Other municipal recreation providers	126	21.0 %
School-sponsored programs	119	19.8 %
Local community college or schools	112	18.6 %
Golf Course	111	18.5 %
Foss Waterway Seaport	100	16.6 %
LA or 24 Hour Fitness	97	16.1 %
Other instructional art studios/providers	76	12.6 %
Private yoga studio	63	10.5 %
Sport, Cross-fit or Weight Training Gym	63	10.5 %
Elite Sport or Swim club teams	46	7.7 %
Private pre-school providers	42	7.0 %
Boys & Girls Club	39	6.5 %
Private martial arts studios	29	4.8 %
Come Back Sports	17	2.8 %
Gender Specific Gym	16	2.7 %
Total	2439	

**6. From the following list, please check ALL the ways that you learn about Metro Parks Tacoma programs and activities.**

Q6. Ways you learn about Metro Parks Tacoma programs & activities	Number	Percent
Activity brochure/Go-Guide	298	46.5 %
District sponsored web sites	174	27.1 %
Metro Parks Today e-newsletter	95	14.8 %
Fliers or posters in community	191	29.8 %
School newsletters	89	13.9 %
Tacoma News Tribune	266	41.5 %
Metro Parks social media	107	16.7 %
Social media from family & friends	129	20.1 %
Post cards/direct mail	168	26.2 %
Volunteering	35	5.5 %
Community meeting	31	4.8 %
School fliers sent home	80	12.5 %
Tacoma Weekly Newspaper	117	18.3 %
Contact with Metro Parks staff	66	10.3 %
Community Blog	28	4.4 %
Bulletin boards	66	10.3 %
Member newsletters	27	4.2 %
Word of mouth/friends	336	52.4 %
Other	44	6.9 %
None selected	39	6.1 %
Total	2386	

**Q6. From the following list, please check ALL the ways that you learn about Metro Parks Tacoma programs and activities. (without "none selected")**

Q6. Ways you learn about Metro Parks Tacoma programs & activities	Number	Percent
Word of mouth/friends	336	55.8 %
Activity brochure/Go-Guide	298	49.5 %
Tacoma News Tribune	266	44.2 %
Fliers or posters in community	191	31.7 %
District sponsored web sites	174	28.9 %
Post cards/direct mail	168	27.9 %
Social media from family & friends	129	21.4 %
Tacoma Weekly Newspaper	117	19.4 %
Metro Parks social media	107	17.8 %
Metro Parks Today e-newsletter	95	15.8 %
School newsletters	89	14.8 %
School fliers sent home	80	13.3 %
Bulletin boards	66	11.0 %
Contact with Metro Parks staff	66	11.0 %
Other	44	7.3 %
Volunteering	35	5.8 %
Community meeting	31	5.1 %
Community Blog	28	4.7 %
Member newsletters	27	4.5 %
Total	2347	

**Q6. Other**

Q6. Other	Number	Percent
email	2	5.4 %
google	1	2.7 %
internet	1	2.7 %
girl scouts	1	2.7 %
metro parks info board across from Fred Majors on 19th St	1	2.7 %
Reader board at facility	1	2.7 %
reader board	1	2.7 %
metro parks billboard at Tyler and 19th	1	2.7 %
Long history of using facilities	1	2.7 %
bptag announcements	1	2.7 %
location	1	2.7 %
Visual	1	2.7 %
ON LINE	1	2.7 %
drive by	1	2.7 %
calendar-fall-winter-spring & summer mailed to our homes	1	2.7 %
CEDAR	1	2.7 %
Visiting the parks	1	2.7 %
Experimentally	1	2.7 %
I dont	1	2.7 %
Direct mail from leasing organizations	1	2.7 %
USA DANCE	1	2.7 %
COMMON KNOWLEDGE	1	2.7 %
safe streets	1	2.7 %
Google	1	2.7 %
TV	1	2.7 %
Google Search	1	2.7 %
Google it	1	2.7 %
Walking/driving by	1	2.7 %
Internet	1	2.7 %
internet searches	1	2.7 %
Internet search	1	2.7 %
Runners club	1	2.7 %
FLYER AT THE MARINA	1	2.7 %
LIGHT SIGNS ON STREETS	1	2.7 %
SAMI	1	2.7 %
tv	1	2.7 %
Total	37	100.0 %

**Q7. Which FOUR of the communication tools listed in Question 6 do you currently use the most?**

Q7. Top choice	Number	Percent
Activity brochure (Go-Guide)	87	13.6 %
District sponsored web sites	49	7.6 %
Metro Parks Today e-newsletter	33	5.1 %
Fliers or posters in community	13	2.0 %
School newsletters	8	1.2 %
Tacoma News Tribune	106	16.5 %
Metro Parks social media	22	3.4 %
Social media from family & friends	41	6.4 %
Post cards/direct mail	30	4.7 %
Volunteering	7	1.1 %
Community meeting	3	0.5 %
School fliers sent home	8	1.2 %
Tacoma Weekly Newspaper	21	3.3 %
Contact with Metro Parks staff	12	1.9 %
Community Blog	4	0.6 %
Bulletin boards	6	0.9 %
Member newsletters	7	1.1 %
Word of mouth/friends	81	12.6 %
Other	22	3.4 %
None selected	81	12.6 %
Total	641	100.0 %

**Q7. Which FOUR of the communication tools listed in Question 6 do you currently use the most?**

Q7. 2nd choice	Number	Percent
Activity brochure (Go-Guide)	67	10.5 %
District sponsored web sites	35	5.5 %
Metro Parks Today e-newsletter	16	2.5 %
Fliers or posters in community	29	4.5 %
School newsletters	13	2.0 %
Tacoma News Tribune	72	11.2 %
Metro Parks social media	22	3.4 %
Social media from family & friends	33	5.1 %
Post cards/direct mail	37	5.8 %
Volunteering	9	1.4 %
Community meeting	3	0.5 %
School fliers sent home	15	2.3 %
Tacoma Weekly Newspaper	28	4.4 %
Contact with Metro Parks staff	11	1.7 %
Community Blog	4	0.6 %
Bulletin boards	16	2.5 %
Member newsletters	1	0.2 %
Word of mouth/friends	76	11.9 %
Other	8	1.2 %
None selected	146	22.8 %
Total	641	100.0 %

**Q7. Which FOUR of the communication tools listed in Question 6 do you currently use the most?**

Q7. 3rd choice	Number	Percent
Activity brochure (Go-Guide)	45	7.0 %
District sponsored web sites	33	5.1 %
Metro Parks Today e-newsletter	12	1.9 %
Fliers or posters in community	43	6.7 %
School newsletters	17	2.7 %
Tacoma News Tribune	34	5.3 %
Metro Parks social media	28	4.4 %
Social media from family & friends	22	3.4 %
Post cards/direct mail	35	5.5 %
Volunteering	1	0.2 %
Community meeting	4	0.6 %
School fliers sent home	17	2.7 %
Tacoma Weekly Newspaper	23	3.6 %
Contact with Metro Parks staff	7	1.1 %
Community Blog	5	0.8 %
Bulletin boards	8	1.2 %
Member newsletters	3	0.5 %
Word of mouth/friends	65	10.1 %
Other	5	0.8 %
None selected	234	36.5 %
Total	641	100.0 %

**Q7. Which FOUR of the communication tools listed in Question 6 do you currently use the most?**

Q7. 4th choice	Number	Percent
Activity brochure (Go-Guide)	25	3.9 %
District sponsored web sites	21	3.3 %
Metro Parks Today e-newsletter	5	0.8 %
Fliers or posters in community	44	6.9 %
School newsletters	12	1.9 %
Tacoma News Tribune	14	2.2 %
Metro Parks social media	9	1.4 %
Social media from family & friends	14	2.2 %
Post cards/direct mail	25	3.9 %
Volunteering	2	0.3 %
Community meeting	5	0.8 %
School fliers sent home	10	1.6 %
Tacoma Weekly Newspaper	20	3.1 %
Contact with Metro Parks staff	11	1.7 %
Community Blog	5	0.8 %
Bulletin boards	10	1.6 %
Member newsletters	8	1.2 %
Word of mouth/friends	52	8.1 %
Other	6	0.9 %
None selected	343	53.5 %
Total	641	100.0 %



**Q7. Which FOUR of the communication tools listed in Question 6 do you currently use the most? (top 4)**

Q7. Top choice	Number	Percent
Activity brochure (Go-Guide)	224	34.9 %
District sponsored web sites	138	21.5 %
Metro Parks Today e-newsletter	66	10.3 %
Fliers or posters in community	129	20.1 %
School newsletters	50	7.8 %
Tacoma News Tribune	226	35.3 %
Metro Parks social media	81	12.6 %
Social media from family & friends	110	17.2 %
Post cards/direct mail	127	19.8 %
Volunteering	19	3.0 %
Community meeting	15	2.3 %
School fliers sent home	50	7.8 %
Tacoma Weekly Newspaper	92	14.4 %
Contact with Metro Parks staff	41	6.4 %
Community Blog	18	2.8 %
Bulletin boards	40	6.2 %
Member newsletters	19	3.0 %
Word of mouth/friends	274	42.7 %
Other	41	6.4 %
None selected	81	12.6 %
Total	1841	

**Q8. Please indicate how well you and members of your household's needs are being met for ADULTS AGES 18 AND OLDER.**

(N=641)

	Fully Met	Partly Met	Not Met	No Need
Q8-1. Science/Environmental Education	9.0%	8.6%	6.6%	75.8%
Q8-2. Cooking Classes	4.6%	5.7%	14.2%	75.6%
Q8-3. Community Special Events	20.5%	24.2%	7.8%	47.5%
Q8-4. Dance Classes or Drop In Dance Socials	4.8%	5.4%	11.3%	78.5%
Q8-5. Fine arts, performing arts or music instruction	9.5%	15.6%	9.3%	65.7%
Q8-6. Fitness programs (aerobics, pilates, yoga, etc)	17.4%	17.4%	15.8%	49.5%
Q8-7. "Green living" educational programs (solar energy, etc)	9.3%	17.4%	14.0%	59.3%
Q8-8. Outdoor adventure trips/classes	10.9%	16.7%	12.4%	60.0%
Q8-9. Group trips/social clubs	7.1%	11.0%	12.4%	69.5%
Q8-10. Health/wellness information or personal training	11.4%	15.1%	14.5%	59.0%
Q8-11. Historic re-enactment activities	10.5%	10.8%	6.9%	71.8%
Q8-12. Sport lessons/camps	7.3%	7.5%	6.5%	78.7%
Q8-13. Non-traditional team sports activities (lacrosse, rugby, other)	3.0%	4.5%	6.6%	86.0%
Q8-14. Pet classes/experiences	4.7%	6.9%	12.5%	75.9%
Q8-15. Preschool or homeschool enrichment program	3.6%	2.8%	5.4%	88.2%
Q8-16. Programs for persons with disabilities	4.1%	4.5%	7.4%	84.0%
Q8-17. Runs (5k, marathon/etc.)	14.4%	13.5%	4.8%	67.2%
Q8-18. Skateboarding lessons	2.1%	2.1%	4.5%	91.4%
Q8-19. Sports leagues for team sports	7.3%	7.5%	5.6%	79.5%
Q8-20. Summer Camps	5.2%	4.9%	4.5%	85.4%
Q8-21. Swimming lessons or exercise	13.3%	10.7%	12.0%	63.9%

**Q8. Please indicate how well you and members of your household's needs are being met for ADULTS AGES 18 AND OLDER.**

	Fully Met	Partly Met	Not Met	No Need
Q8-22. Volunteerism	12.0%	13.5%	7.1%	67.5%
Q8-23. Water-based activities (scuba, paddleboard, kayaking)	6.9%	9.2%	13.1%	70.8%
Q8-24. Youth after school or other drop in programs	3.9%	3.3%	4.6%	88.1%

**Q8. Please indicate how well you and members of your household's needs are being met for ADULTS AGES 18 AND OLDER. (Excluding no need)**

(N=641)

	Fully Met	Partly Met	Not Met
Q8-1. Science/Environmental Education	37.1%	35.6%	27.3%
Q8-2. Cooking Classes	18.8%	23.3%	57.9%
Q8-3. Community Special Events	39.0%	46.1%	14.9%
Q8-4. Dance Classes or Drop In Dance Socials	22.4%	25.0%	52.6%
Q8-5. Fine arts, performing arts or music instruction	27.6%	45.4%	27.0%
Q8-6. Fitness programs (aerobics, pilates, yoga, etc)	34.4%	34.4%	31.2%
Q8-7. "Green living" educational programs (solar energy, etc)	22.9%	42.7%	34.4%
Q8-8. Outdoor adventure trips/classes	27.3%	41.7%	31.0%
Q8-9. Group trips/social clubs	23.3%	36.2%	40.5%
Q8-10. Health/wellness information or personal training	27.8%	36.8%	35.4%
Q8-11. Historic re-enactment activities	37.1%	38.4%	24.5%
Q8-12. Sport lessons/camps	34.2%	35.1%	30.7%
Q8-13. Non-traditional team sports activities (lacrosse, rugby, other)	21.3%	32.0%	46.7%
Q8-14. Pet classes/experiences	19.4%	28.7%	51.9%
Q8-15. Preschool or homeschool enrichment program	30.2%	23.8%	46.0%
Q8-16. Programs for persons with disabilities	25.6%	27.9%	46.5%
Q8-17. Runs (5k, marathon/etc.)	44.1%	41.2%	14.7%
Q8-18. Skateboarding lessons	23.9%	23.9%	52.2%
Q8-19. Sports leagues for team sports	35.8%	36.7%	27.5%
Q8-20. Summer Camps	35.9%	33.3%	30.8%
Q8-21. Swimming lessons or exercise	36.9%	29.7%	33.3%

**Un-Weighted Tabular Data****Q8. Please indicate how well you and members of your household's needs are being met for ADULTS AGES 18 AND OLDER. (excluding no need)**

	Fully Met	Partly Met	Not Met
Q8-22. Volunteerism	36.8%	41.4%	21.8%
Q8-23. Water-based activities (scuba, paddleboard, kayaking)	23.7%	31.4%	44.9%
Q8-24. Youth after school or other drop in Programs	2.8%	28.1%	39.1%

**Q8. Please indicate how well you and members of your household's needs are being met for CHILDREN UNDER AGE 18.**

(N=641)

	Fully Met	Partly Met	Not Met	No Need
Q8-1. Science/Environmental Education	10.1%	10.1%	8.1%	71.8%
Q8-2. Cooking Classes	3.5%	3.5%	10.1%	82.8%
Q8-3. Community Special Events	14.5%	13.2%	7.1%	65.1%
Q8-4. Dance Classes or Drop In Dance Socials	6.4%	5.9%	9.7%	78.1%
Q8-5. Fine arts, performing arts or music instruction	8.4%	9.2%	8.4%	74.0%
Q8-6. Fitness programs (aerobics, pilates, yoga, etc)	7.1%	7.4%	8.9%	76.6%
Q8-7. "Green living" educational programs (solar energy, etc)	6.7%	6.7%	9.0%	77.7%
Q8-8. Outdoor adventure trips/classes	8.9%	9.9%	10.4%	70.7%
Q8-9. Group trips/social clubs	5.1%	7.1%	8.2%	79.6%
Q8-10. Health/wellness information or personal training	4.9%	7.7%	8.7%	78.7%
Q8-11. Historic re-enactment activities	7.2%	8.4%	5.4%	79.0%
Q8-12. Sport lessons/camps	11.7%	12.8%	7.1%	68.4%
Q8-13. Non-traditional team sports activities (lacrosse, rugby, other)	4.3%	4.1%	7.7%	83.9%
Q8-14. Pet classes/experiences	2.8%	4.8%	7.4%	85.0%
Q8-15. Preschool or homeschool enrichment program	5.6%	4.6%	6.6%	83.2%
Q8-16. Programs for persons with disabilities	3.1%	2.3%	5.4%	89.2%
Q8-17. Runs (5k, marathon/etc.)	7.7%	8.2%	5.1%	79.0%
Q8-18. Skateboarding lessons	2.1%	4.4%	7.2%	86.4%
Q8-19. Sports leagues for team sports	9.0%	10.1%	8.2%	72.7%
Q8-20. Summer Camps	10.0%	11.5%	6.7%	71.8%
Q8-21. Swimming lessons or exercise	16.9%	10.1%	9.6%	63.4%
Q8-22. Volunteerism	6.5%	6.5%	8.0%	79.1%

Q8-23. Water-based activities (scuba, paddleboard, kayaking)	5.4%	5.9%	8.4%	80.4%
Q8-24. Youth after school or other drop in programs	6.4%	5.9%	8.7%	79.1%

**Q8. Please indicate how well you and members of your household's needs are being met for CHILDREN UNDER AGE 18. (excluding no need)**

(N=641)

	Fully Met	Partly Met	Not Met
Q8-1. Science/Environmental Education	35.7%	35.7%	28.6%
Q8-2. Cooking Classes	20.6%	20.6%	58.8%
Q8-3. Community Special Events	41.6%	38.0%	20.4%
Q8-4. Dance Classes or Drop In Dance Socials	29.1%	26.7%	44.2%
Q8-5. Fine arts, performing arts or music instruction	32.4%	35.3%	32.4%
Q8-6. Fitness programs (aerobics, pilates, yoga, etc)	30.4%	31.5%	38.0%
Q8-7. "Green living" educational programs (solar energy, etc)	29.9%	29.9%	40.2%
Q8-8. Outdoor adventure trips/classes	30.4%	33.9%	35.7%
Q8-9. Group trips/social clubs	25.0%	35.0%	40.0%
Q8-10. Health/wellness information or personal training	22.9%	36.1%	41.0%
Q8-11. Historic re-enactment activities	34.1%	40.2%	25.6%
Q8-12. Sport lessons/camps	37.1%	40.3%	22.6%
Q8-13. Non-traditional team sports activities (lacrosse, rugby, other)	27.0%	25.4%	47.6%
Q8-14. Pet classes/experiences	18.6%	32.2%	49.2%
Q8-15. Preschool or homeschool enrichment program	33.3%	27.3%	39.4%
Q8-16. Programs for persons with disabilities	28.6%	21.4%	50.0%
Q8-17. Runs (5k, marathon/etc.)	36.6%	39.0%	24.4%
Q8-18. Skateboarding lessons	15.1%	32.1%	52.8%
Q8-19. Sports leagues for team sports	33.0%	36.8%	30.2%
Q8-20. Summer Camps	35.5%	40.9%	23.6%
Q8-21. Swimming lessons or exercise	46.1%	27.7%	26.2%



Q8-22. Volunteerism	30.9%	30.9%	38.3%
Q8-23. Water-based activities (scuba, paddleboard, kayaking)	27.3%	29.9%	42.9%
Q8-24. Youth after school or other drop in programs	30.5%	28.0%	41.5%

**Q9. Which TWO programs in question 8 are MOST IMPORTANT to the members of your household in the age group of Under 18?**

Q9. Top choice (under 18)	Number	Percent
Science/Environmental Education	7	1.1 %
Cooking Classes	11	1.7 %
Community Special Events	18	2.8 %
Dance Classes or Drop In Dance Socials	11	1.7 %
Fine arts, performing arts or music instruction	6	0.9 %
Fitness programs (aerobics, pilates, yoga, etc)	13	2.0 %
"Green living" educational programs (solar energy, etc)	3	0.5 %
Outdoor adventure trips/classes	9	1.4 %
Group trips/social clubs	2	0.3 %
Health/wellness information or personal training	1	0.2 %
Historic re-enactment activities	1	0.2 %
Sport lessons/camps	14	2.2 %
Preschool or homeschool enrichment program	9	1.4 %
Programs for persons with disabilities	1	0.2 %
Runs (5k, marathon/etc.)	3	0.5 %
Skateboarding lessons	2	0.3 %
Sports leagues for team sports	17	2.7 %
Summer Camps	18	2.8 %
Swimming lessons or exercise	31	4.8 %
Volunteerism	2	0.3 %
Water-based activities (scuba, paddleboard, kayaking)	6	0.9 %
Youth after school or other drop in programs	10	1.6 %
No one of age group in household	237	37.0 %
None chosen	209	32.6 %
Total	641	100.0 %

### **Q9. Which TWO programs in question 8 are MOST IMPORTANT to the members of your household in the age group of Under 18?**

Q9. 2nd choice (under 18)	Number	Percent
Science/Environmental Education	13	2.0 %
Cooking Classes	2	0.3 %
Community Special Events	11	1.7 %
Dance Classes or Drop In Dance Socials	9	1.4 %
Fine arts, performing arts or music instruction	9	1.4 %
Fitness programs (aerobics, pilates, yoga, etc)	7	1.1 %
"Green living" educational programs (solar energy, etc)	3	0.5 %
Outdoor adventure trips/classes	14	2.2 %
Group trips/social clubs	4	0.6 %
Health/wellness information or personal training	3	0.5 %
Historic re-enactment activities	3	0.5 %
Sport lessons/camps	9	1.4 %
Non-traditional team sports activities (lacrosse, rugby, other)	2	0.3 %
Pet classes/experiences	2	0.3 %
Preschool or homeschool enrichment program	9	1.4 %
Programs for persons with disabilities	1	0.2 %
Runs (5k, marathon/etc.)	4	0.6 %
Skateboarding lessons	1	0.2 %
Sports leagues for team sports	13	2.0 %
Summer Camps	9	1.4 %
Swimming lessons or exercise	27	4.2 %
Volunteerism	2	0.3 %
Water-based activities (scuba, paddleboard, kayaking)	4	0.6 %
Youth after school or other drop in programs	15	2.3 %
No one of age group in household	40	6.2 %
None chosen	425	66.3 %
Total	641	100.0 %

### **Q9. Which TWO programs in question 8 are MOST IMPORTANT to the members of your household in the age group of Under 18?**

Q9. Top choice (under 18)	Number	Percent
No one of age group in household	277	43.2 %
None chosen	172	26.8 %
Swimming lessons or exercise	58	9.0 %
Sports leagues for team sports	30	4.7 %
Community Special Events	29	4.5 %
Summer Camps	27	4.2 %
Youth after school or other drop in programs	25	3.9 %
Sport lessons/camps	23	3.6 %
Outdoor adventure trips/classes	23	3.6 %
Dance Classes or Drop In Dance Socials	20	3.1 %
Science/Environmental Education	20	3.1 %
Fitness programs (aerobics, pilates, yoga, etc)	20	3.1 %
Preschool or homeschool enrichment program	18	2.8 %
Fine arts, performing arts or music instruction	15	2.3 %
Cooking Classes	13	2.0 %
Water-based activities (scuba, paddleboard, kayaking)	10	1.6 %
Runs (5k, marathon/etc.)	7	1.1 %
"Green living" educational programs (solar energy, etc)	6	0.9 %
Group trips/social clubs	6	0.9 %
Health/wellness information or personal training	4	0.6 %
Historic re-enactment activities	4	0.6 %
Volunteerism	4	0.6 %
Skateboarding lessons	3	0.5 %
Pet classes/experiences	2	0.3 %
Programs for persons with disabilities	2	0.3 %
Non-traditional team sports activities (lacrosse, rugby, other)	2	0.3 %
Total	820	

**Q9. Which TWO programs in question 8 are MOST IMPORTANT to the members of your household in the age group of 18 to 49?**

Q9. Top choice (18 to 49)	Number	Percent
Science/Environmental Education	9	1.4 %
Cooking Classes	18	2.8 %
Community Special Events	33	5.1 %
Dance Classes or Drop In Dance Socials	13	2.0 %
Fine arts, performing arts or music instruction	10	1.6 %
Fitness programs (aerobics, pilates, yoga, etc)	61	9.5 %
"Green living" educational programs (solar energy, etc)	8	1.2 %
Outdoor adventure trips/classes	19	3.0 %
Group trips/social clubs	2	0.3 %
Health/wellness information or personal training	17	2.7 %
Historic re-enactment activities	3	0.5 %
Sport lessons/camps	2	0.3 %
Non-traditional team sports activities (lacrosse, rugby, other)	1	0.2 %
Pet classes/experiences	9	1.4 %
Preschool or homeschool enrichment program	4	0.6 %
Programs for persons with disabilities	7	1.1 %
Runs (5k, marathon/etc.)	28	4.4 %
Skateboarding lessons	2	0.3 %
Sports leagues for team sports	11	1.7 %
Swimming lessons or exercise	9	1.4 %
Water-based activities (scuba, paddleboard, kayaking)	13	2.0 %
Youth after school or other drop in programs	5	0.8 %
No one of age group in household	118	18.4 %
None chosen	239	37.3 %
Total	641	100.0 %

**Q9. Which TWO programs in question 8 are MOST IMPORTANT to the members of your household in the age group of 18 to 49?**

Q9. 2nd choice (18 to 49)	Number	Percent
Science/Environmental Education	8	1.2 %
Cooking Classes	15	2.3 %
Community Special Events	29	4.5 %
Dance Classes or Drop In Dance Socials	8	1.2 %
Fine arts, performing arts or music instruction	11	1.7 %
Fitness programs (aerobics, pilates, yoga, etc)	18	2.8 %
"Green living" educational programs (solar energy, etc)	10	1.6 %
Outdoor adventure trips/classes	21	3.3 %
Group trips/social clubs	7	1.1 %
Health/wellness information or personal training	24	3.7 %
Historic re-enactment activities	6	0.9 %
Sport lessons/camps	3	0.5 %
Non-traditional team sports activities (lacrosse, rugby, other)	6	0.9 %
Pet classes/experiences	10	1.6 %
Programs for persons with disabilities	3	0.5 %
Runs (5k, marathon/etc.)	13	2.0 %
Sports leagues for team sports	6	0.9 %
Summer Camps	2	0.3 %
Swimming lessons or exercise	16	2.5 %
Volunteerism	3	0.5 %
Water-based activities (scuba, paddleboard, kayaking)	11	1.7 %
Youth after school or other drop in programs	2	0.3 %
None chosen	409	63.8 %
Total	641	100.0 %

**Q9. Which TWO programs in question 8 are MOST IMPORTANT to the members of your household in the age group of 18 to 49?**

Q9. Top choice (18 to 49)	Number	Percent
Science/Environmental Education	17	2.7 %
Cooking Classes	33	5.1 %
Community Special Events	62	9.7 %
Dance Classes or Drop In Dance Socials	21	3.3 %
Fine arts, performing arts or music instruction	21	3.3 %
Fitness programs (aerobics, pilates, yoga, etc)	79	12.3 %
"Green living" educational programs (solar energy, etc)	18	2.8 %
Outdoor adventure trips/classes	40	6.2 %
Group trips/social clubs	9	1.4 %
Health/wellness information or personal training	41	6.4 %
Historic re-enactment activities	9	1.4 %
Sport lessons/camps	5	0.8 %
Non-traditional team sports activities (lacrosse, rugby, other)	7	1.1 %
Pet classes/experiences	19	3.0 %
Preschool or homeschool enrichment program	4	0.6 %
Programs for persons with disabilities	10	1.6 %
Runs (5k, marathon/etc.)	41	6.4 %
Skateboarding lessons	2	0.3 %
Sports leagues for team sports	17	2.7 %
Summer Camps	2	0.3 %
Swimming lessons or exercise	25	3.9 %
Volunteerism	3	0.5 %
Water-based activities (scuba, paddleboard, kayaking)	24	3.7 %
Youth after school or other drop in programs	7	1.1 %
No one of age group in household	123	19.2 %
None chosen	207	32.3 %
Total	846	

**Q9. Which TWO programs in question 8 are MOST IMPORTANT to the members of your household in the age group of 50 and over?**

Q9. Top choice (50 & over)	Number	Percent
Science/Environmental Education	12	1.9 %
Cooking Classes	13	2.0 %
Community Special Events	38	5.9 %
Dance Classes or Drop In Dance Socials	12	1.9 %
Fine arts, performing arts or music instruction	14	2.2 %
Fitness programs (aerobics, pilates, yoga, etc)	48	7.5 %
"Green living" educational programs (solar energy, etc)	10	1.6 %
Outdoor adventure trips/classes	16	2.5 %
Group trips/social clubs	9	1.4 %
Health/wellness information or personal training	16	2.5 %
Historic re-enactment activities	4	0.6 %
Non-traditional team sports activities (lacrosse, rugby, other)	1	0.2 %
Pet classes/experiences	8	1.2 %
Programs for persons with disabilities	7	1.1 %
Runs (5k, marathon/etc.)	11	1.7 %
Sports leagues for team sports	4	0.6 %
Swimming lessons or exercise	13	2.0 %
Volunteerism	10	1.6 %
Water-based activities (scuba, paddleboard, kayaking)	5	0.8 %
Youth after school or other drop in programs	1	0.2 %
No one of age group in household	133	20.7 %
None chosen	256	39.9 %
Total	641	100.0 %

**Q9. Which TWO programs in question 8 are MOST IMPORTANT to the members of your household in the age group of 50 and over?**

Q9. 2nd choice (50 & over)	Number	Percent
Science/Environmental Education	3	0.5 %
Cooking Classes	8	1.2 %
Community Special Events	23	3.6 %
Dance Classes or Drop In Dance Socials	8	1.2 %
Fine arts, performing arts or music instruction	15	2.3 %
Fitness programs (aerobics, pilates, yoga, etc)	22	3.4 %
"Green living" educational programs (solar energy, etc)	13	2.0 %
Outdoor adventure trips/classes	15	2.3 %
Group trips/social clubs	11	1.7 %
Health/wellness information or personal training	25	3.9 %
Historic re-enactment activities	4	0.6 %
Sport lessons/camps	2	0.3 %
Non-traditional team sports activities (lacrosse, rugby, other)	1	0.2 %
Pet classes/experiences	5	0.8 %
Preschool or homeschool enrichment program	1	0.2 %
Programs for persons with disabilities	11	1.7 %
Runs (5k, marathon/etc.)	13	2.0 %
Sports leagues for team sports	5	0.8 %
Summer Camps	1	0.2 %
Swimming lessons or exercise	10	1.6 %
Volunteerism	8	1.2 %
Water-based activities (scuba, paddleboard, kayaking)	8	1.2 %
Youth after school or other drop in programs	2	0.3 %
None chosen	427	66.6 %
Total	641	100.0 %

**Q9. Which TWO programs in question 8 are MOST IMPORTANT to the members of your household in the age group of 50 and over?**

Q9. Top choice (50 & over)	Number	Percent
Science/Environmental Education	15	2.3 %
Cooking Classes	21	3.3 %
Community Special Events	61	9.5 %
Dance Classes or Drop In Dance Socials	20	3.1 %
Fine arts, performing arts or music instruction	29	4.5 %
Fitness programs (aerobics, pilates, yoga, etc)	70	10.9 %
"Green living" educational programs (solar energy, etc)	23	3.6 %
Outdoor adventure trips/classes	31	4.8 %
Group trips/social clubs	20	3.1 %
Health/wellness information or personal training	41	6.4 %
Historic re-enactment activities	8	1.2 %
Sport lessons/camps	2	0.3 %
Non-traditional team sports activities (lacrosse, rugby, other)	2	0.3 %
Pet classes/experiences	13	2.0 %
Preschool or homeschool enrichment program	1	0.2 %
Programs for persons with disabilities	18	2.8 %
Runs (5k, marathon/etc.)	24	3.7 %
Sports leagues for team sports	9	1.4 %
Summer Camps	1	0.2 %
Swimming lessons or exercise	23	3.6 %
Volunteerism	18	2.8 %
Water-based activities (scuba, paddleboard, kayaking)	13	2.0 %
Youth after school or other drop in programs	3	0.5 %
No one of age group in household	180	28.1 %
None chosen	206	32.1 %
Total	852	

**Q10. Please indicate if YOU or any member of your HOUSEHOLD has a need for the parks and recreational facilities listed below.**

(N=641)

	Yes	No
Q10-1. Soft surface walking/hiking trails	71.6%	28.4%
Q10-2. Hard surface trails	58.7%	41.3%
Q10-3. Community centers	48.2%	51.8%
Q10-4. Indoor fitness & exercise centers	46.8%	53.2%
Q10-5. Off-leash dog areas	38.1%	61.9%
Q10-6. Natural areas & wildlife habitats	65.7%	34.3%
Q10-7. Picnic areas & shelters	65.2%	34.8%
Q10-8. Baseball/softball fields	23.2%	76.8%
Q10-9. Multi-use sport fields (soccer, football, lacrosse)	30.4%	69.6%
Q10-10. Outdoor basketball courts	23.9%	76.1%
Q10-11. Outdoor tennis courts	24.8%	75.2%
Q10-12. Spray plazas/spraygrounds	36.2%	63.8%
Q10-13. Outdoor "play" swimming pools	39.8%	60.2%
Q10-14. Indoor swimming pools	50.2%	49.8%
Q10-15. Natural Lake swimming areas	37.6%	62.4%
Q10-16. Gyms/indoor sport courts	34.8%	65.2%
Q10-17. Playgrounds	49.0%	51.0%
Q10-18. Fishing piers/fishing facilities	36.2%	63.8%
Q10-19. Non-motorized water craft launches	22.9%	77.1%
Q10-20. Zip-lines or other challenge courses	27.9%	72.1%
Q10-21. Specialty gardens, displays & exhibits	47.4%	52.6%
Q10-22. Community gardens	42.9%	57.1%
Q10-23. Mountain bike trails	25.7%	74.3%

**Q10. Please indicate if YOU or any member of your HOUSEHOLD has a need for the parks and recreational facilities listed below.**

	Yes	No
Q10-24. Skateboard parks	15.3%	84.7%
Q10-25. Zoos, wildlife parks or nature centers	71.0%	29.0%
Q10-26. Golf courses	25.7%	74.3%
Q10-27. Public restrooms in parks	80.7%	19.3%



**Q10. If YES, please rate ALL the following parks and recreation FACILITIES of this type in Tacoma on a scale of 4 to 1, where 4 means "Fully Meets Needs" and 1 means "Does Not Meet Needs" of your household.**

(N=594)

	Fully Met	Mostly Met	Partly Met	Not Met
Q10-1. Soft surface walking/hiking trails	31.4%	40.6%	23.1%	5.0%
Q10-2. Hard surface trails	36.8%	39.6%	19.7%	4.0%
Q10-3. Community centers	35.6%	37.0%	19.4%	8.1%
Q10-4. Indoor fitness & exercise centers	32.4%	26.2%	26.5%	14.9%
Q10-5. Off-leash dog areas	20.3%	31.1%	35.1%	13.5%
Q10-6. Natural areas & wildlife habitats	42.1%	40.5%	15.6%	1.8%
Q10-7. Picnic areas & shelters	40.9%	40.4%	16.1%	2.6%
Q10-8. Baseball/softball fields	42.9%	38.6%	15.7%	2.9%
Q10-9. Multi-use sport fields (soccer, football, lacrosse)	30.4%	39.2%	23.2%	7.2%
Q10-10. Outdoor basketball courts	30.0%	32.9%	29.3%	7.9%
Q10-11. Outdoor tennis courts	22.1%	35.0%	29.3%	13.6%
Q10-12. Spray plazas/spraygrounds	50.7%	32.7%	12.4%	4.1%
Q10-13. Outdoor "play" swimming pools	33.5%	29.2%	21.5%	15.9%
Q10-14. Indoor swimming pools	28.5%	23.1%	29.2%	19.3%
Q10-15. Natural Lake swimming areas	15.3%	28.4%	34.7%	21.6%
Q10-16. Gyms/indoor sport courts	29.5%	29.5%	26.0%	15.0%
Q10-17. Playgrounds	46.2%	39.0%	12.4%	2.4%
Q10-18. Fishing piers/fishing facilities	29.1%	32.4%	29.1%	9.4%
Q10-19. Non-motorized water craft launches	20.9%	25.4%	39.6%	14.2%
Q10-20. Zip-lines or other challenge courses	13.5%	20.9%	27.6%	38.0%
Q10-21. Specialty gardens, displays & exhibits	34.9%	40.7%	18.5%	5.8%
Q10-22. Community gardens	27.3%	39.6%	23.3%	9.8%
Q10-23. Mountain bike trails	18.8%	27.5%	37.6%	16.1%

**Q10. If YES, please rate ALL the following parks and recreation FACILITIES of this type in Tacoma on a scale of 4 to 1, where 4 means "Fully Meets Needs" and 1 means "Does Not Meet Needs" of your household.**

	Fully Met	Mostly Met	Partly Met	Not Met
Q10-24. Skateboard parks	39.1%	30.4%	23.9%	6.5%
Q10-25. Zoos, wildlife parks or nature centers	57.1%	31.7%	9.1%	2.2%
Q10-26. Golf courses	42.8%	38.2%	15.8%	3.3%
Q10-27. Public restrooms in parks	26.2%	39.7%	27.8%	6.3%

**Q11. Which FOUR of the facilities from the list in question 10 are MOST IMPORTANT to your household?**

Q11. Top choice	Number	Percent
Soft surface walking/hiking trails	111	17.3 %
Hard surface trails	33	5.1 %
Community centers	27	4.2 %
Indoor fitness & exercise centers	37	5.8 %
Off-leash dog areas	31	4.8 %
Natural areas & wildlife habitats	44	6.9 %
Picnic areas & shelters	18	2.8 %
Baseball/softball fields	8	1.2 %
Multi-use sport fields (soccer, football, lacrosse)	9	1.4 %
Outdoor basketball courts	1	0.2 %
Outdoor tennis courts	4	0.6 %
Spray plazas/spraygrounds	13	2.0 %
Outdoor "play" swimming pools	11	1.7 %
Indoor swimming pools	22	3.4 %
Natural Lake swimming areas	4	0.6 %
Gyms/indoor sport courts	4	0.6 %
Playgrounds	30	4.7 %
Fishing piers/fishing facilities	8	1.2 %
Non-motorized water craft launches	5	0.8 %
Zip-lines or other challenge courses	1	0.2 %
Specialty gardens, displays & exhibits	5	0.8 %
Community gardens	1	0.2 %
Mountain bike trails	4	0.6 %
Skateboard parks	3	0.5 %
Zoos, wildlife parks or nature centers	46	7.2 %
Golf courses	15	2.3 %
Public restrooms in parks	56	8.7 %
None chosen	90	14.0 %
Total	641	100.0 %

**Q11. Which FOUR of the facilities from the list in question 10 are MOST IMPORTANT to your household?**

Q11. 2nd choice	Number	Percent
Soft surface walking/hiking trails	57	8.9 %
Hard surface trails	56	8.7 %
Community centers	23	3.6 %
Indoor fitness & exercise centers	24	3.7 %
Off-leash dog areas	35	5.5 %
Natural areas & wildlife habitats	43	6.7 %
Picnic areas & shelters	27	4.2 %
Baseball/softball fields	3	0.5 %
Multi-use sport fields (soccer, football, lacrosse)	11	1.7 %
Outdoor basketball courts	6	0.9 %
Outdoor tennis courts	1	0.2 %
Spray plazas/spraygrounds	22	3.4 %
Outdoor "play" swimming pools	12	1.9 %
Indoor swimming pools	28	4.4 %
Natural Lake swimming areas	6	0.9 %
Gyms/indoor sport courts	5	0.8 %
Playgrounds	34	5.3 %
Fishing piers/fishing facilities	15	2.3 %
Non-motorized water craft launches	4	0.6 %
Zip-lines or other challenge courses	8	1.2 %
Specialty gardens, displays & exhibits	7	1.1 %
Community gardens	7	1.1 %
Mountain bike trails	6	0.9 %
Skateboard parks	2	0.3 %
Zoos, wildlife parks or nature centers	54	8.4 %
Golf courses	10	1.6 %
Public restrooms in parks	31	4.8 %
None chosen	104	16.2 %
Total	641	100.0 %

**Q11. Which FOUR of the facilities from the list in question 10 are MOST IMPORTANT to your household?**

Q11. 3rd choice	Number	Percent
Soft surface walking/hiking trails	44	6.9 %
Hard surface trails	26	4.1 %
Community centers	15	2.3 %
Indoor fitness & exercise centers	20	3.1 %
Off-leash dog areas	32	5.0 %
Natural areas & wildlife habitats	47	7.3 %
Picnic areas & shelters	26	4.1 %
Baseball/softball fields	3	0.5 %
Multi-use sport fields (soccer, football, lacrosse)	17	2.7 %
Outdoor basketball courts	3	0.5 %
Outdoor tennis courts	8	1.2 %
Spray plazas/spraygrounds	17	2.7 %
Outdoor "play" swimming pools	15	2.3 %
Indoor swimming pools	24	3.7 %
Natural Lake swimming areas	10	1.6 %
Gyms/indoor sport courts	13	2.0 %
Playgrounds	25	3.9 %
Fishing piers/fishing facilities	16	2.5 %
Non-motorized water craft launches	7	1.1 %
Zip-lines or other challenge courses	7	1.1 %
Specialty gardens, displays & exhibits	20	3.1 %
Community gardens	11	1.7 %
Mountain bike trails	7	1.1 %
Skateboard parks	4	0.6 %
Zoos, wildlife parks or nature centers	47	7.3 %
Golf courses	10	1.6 %
Public restrooms in parks	49	7.6 %
None chosen	118	18.4 %
Total	641	100.0 %

**Q11. Which FOUR of the facilities from the list in question 10 are MOST IMPORTANT to your household?**

Q11. 4th choice	Number	Percent
Soft surface walking/hiking trails	35	5.5 %
Hard surface trails	22	3.4 %
Community centers	13	2.0 %
Indoor fitness & exercise centers	19	3.0 %
Off-leash dog areas	12	1.9 %
Natural areas & wildlife habitats	30	4.7 %
Picnic areas & shelters	24	3.7 %
Baseball/softball fields	4	0.6 %
Multi-use sport fields (soccer, football, lacrosse)	6	0.9 %
Outdoor basketball courts	3	0.5 %
Outdoor tennis courts	10	1.6 %
Spray plazas/spraygrounds	16	2.5 %
Outdoor "play" swimming pools	14	2.2 %
Indoor swimming pools	18	2.8 %
Natural Lake swimming areas	12	1.9 %
Gyms/indoor sport courts	13	2.0 %
Playgrounds	22	3.4 %
Fishing piers/fishing facilities	16	2.5 %
Non-motorized water craft launches	4	0.6 %
Zip-lines or other challenge courses	12	1.9 %
Specialty gardens, displays & exhibits	12	1.9 %
Community gardens	14	2.2 %
Mountain bike trails	9	1.4 %
Skateboard parks	1	0.2 %
Zoos, wildlife parks or nature centers	60	9.4 %
Golf courses	16	2.5 %
Public restrooms in parks	75	11.7 %
None chosen	149	23.2 %
Total	641	100.0 %

**Q11. Which FOUR of the facilities from the list in question 10 are MOST IMPORTANT to your household? (top 4)**

Q11. Top choice	Number	Percent
Soft surface walking/hiking trails	247	38.5 %
Hard surface trails	137	21.4 %
Community centers	78	12.2 %
Indoor fitness & exercise centers	100	15.6 %
Off-leash dog areas	110	17.2 %
Natural areas & wildlife habitats	164	25.6 %
Picnic areas & shelters	95	14.8 %
Baseball/softball fields	18	2.8 %
Multi-use sport fields (soccer, football, lacrosse)	43	6.7 %
Outdoor basketball courts	13	2.0 %
Outdoor tennis courts	23	3.6 %
Spray plazas/spraygrounds	68	10.6 %
Outdoor "play" swimming pools	52	8.1 %
Indoor swimming pools	92	14.4 %
Natural Lake swimming areas	32	5.0 %
Gyms/indoor sport courts	35	5.5 %
Playgrounds	111	17.3 %
Fishing piers/fishing facilities	55	8.6 %
Non-motorized water craft launches	20	3.1 %
Zip-lines or other challenge courses	28	4.4 %
Specialty gardens, displays & exhibits	44	6.9 %
Community gardens	33	5.1 %
Mountain bike trails	26	4.1 %
Skateboard parks	10	1.6 %
Zoos, wildlife parks or nature centers	207	32.3 %
Golf courses	51	8.0 %
Public restrooms in parks	211	32.9 %
None chosen	90	14.0 %
Total	2193	

**Q12. From the following list, please check ALL the times that you and members of your household would be interested in Metro Parks Tacoma offering programs and activities.**

Q12. Times you would be interested in Metro Parks

Tacoma offering programs & activities	Number	Percent
Weekday mornings/before 8am	95	14.8 %
Weekday mornings/8am-noon	163	25.4 %
Weekday afternoons/noon-3pm	144	22.5 %
Weekday afternoons/3pm-5pm	159	24.8 %
Weekday evenings/5pm-8pm	344	53.7 %
Weekday evenings/after 8pm	134	20.9 %
Weekend mornings/before 8am	101	15.8 %
Weekend mornings/8am-noon	351	54.8 %
Weekend afternoons/noon-3pm	332	51.8 %
Weekend afternoons/3pm-5pm	274	42.7 %
Weekend evenings/5pm-8pm	218	34.0 %
Weekend evenings/after 8pm	97	15.1 %
None selected	83	12.9 %
Total	2495	

**Q12. From the following list, please check ALL the times that you and members of your household would be interested in Metro Parks Tacoma offering programs and activities. (without "none selected")**

Q12. Times you would be interested in Metro Parks

Tacoma offering programs & activities	Number	Percent
Weekend mornings/8am-noon	351	62.9 %
Weekday evenings/5pm-8pm	344	61.6 %
Weekend afternoons/noon-3pm	332	59.5 %
Weekend afternoons/3pm-5pm	274	49.1 %
Weekend evenings/5pm-8pm	218	39.1 %
Weekday mornings/8am-noon	163	29.2 %
Weekday afternoons/3pm-5pm	159	28.5 %
Weekday afternoons/noon-3pm	144	25.8 %
Weekday evenings/after 8pm	134	24.0 %
Weekend mornings/before 8am	101	18.1 %
Weekend evenings/after 8pm	97	17.4 %
Weekday mornings/before 8am	95	17.0 %
Total	2412	



**Q13. Please circle the number that shows your level of interest for having Metro Parks Tacoma offer each of the following types of program formats.**

(N=641)

	Very Interested	Somewhat Interested	Not Interested	Don't Know
Q13-1. One day programs/clinics/workshops	32.4%	39.0%	13.1%	15.5%
Q13-2. Multi-week programs/classes	20.9%	41.5%	20.4%	17.1%
Q13-3. Drop in activities & usage	31.8%	39.1%	15.6%	13.5%
Q13-4. Self-Guided/Independent usage	34.8%	29.1%	18.1%	18.1%

**Q13. Please circle the number that shows your level of interest for having Metro Parks Tacoma offer each of the following types of program formats. (without "don't know")**

(N=641)

	Very Interested	Somewhat Interested	Not Interested
Q13-1. One day programs/clinics/workshops	38.4%	46.2%	15.5%
Q13-2. Multi-week programs/classes	25.3%	50.1%	24.6%
Q13-3. Drop in activities & usage	36.7%	45.2%	18.1%
Q13-4. Self-Guided/Independent usage	42.4%	35.5%	22.0%

**Q14(1-8). On a scale of 5 to 1, with 5 being "Very likely" and 1 being "Not Very Likely," please circle the number to the right of each manner in which Environmental programs could be offered that you would attend:**

(N=641)

	Very Likely	Likely	Neutral	Not Likely	Not Very Likely
Q14-1. Traditional lecture style program offered indoors	7.8%	19.2%	27.5%	21.4%	24.1%
Q14-2. A participant-led discussion on a topic of interest	7.9%	18.7%	28.3%	22.5%	22.6%
Q14-3. A guided outdoor hike/nature experience	16.2%	36.4%	20.7%	12.6%	14.1%
Q14-4. A passive outdoor activity/viewing	12.5%	30.6%	27.0%	14.6%	15.3%
Q14-5. A program in which you make something to take home	21.1%	30.4%	20.8%	12.7%	15.0%
Q14-6. A community event to work with trained people to gather info about native animals & plants	11.7%	23.7%	29.1%	18.4%	17.1%
Q14-7. A hands-on learning/demonstration	18.7%	37.5%	21.3%	9.7%	12.8%
Q14-8. A conservation/stewardship volunteer event	9.6%	23.5%	33.3%	16.0%	17.6%

**Q14(9-15). On a scale of 5 to 1, with 5 being "Very likely" and 1 being "Not Very Likely," please circle the number to the right of each manner in which History/Art programs could be offered that you would attend:**

(N=641)

	Very Likely	Likely	Neutral	Not Likely	Not Very Likely
Q14-9. Traditional lecture style program	6.4%	18.4%	29.9%	19.9%	25.3%
Q14-10. A participant-led discussion on a topic of interest	5.8%	18.8%	30.1%	22.2%	23.1%
Q14-11. A guided tour with interpretation	11.4%	34.1%	25.4%	12.9%	16.3%
Q14-12. A gallery/museum exhibit viewing	17.2%	38.2%	23.1%	7.6%	14.0%
Q14-13. A re-enactment or hands-on program	10.9%	24.1%	28.4%	16.5%	20.2%
Q14-14. A community performance presented by others	11.9%	30.8%	27.1%	14.7%	15.4%
Q14-15. Self-guided experience through sculptures/art	15.3%	31.7%	23.4%	13.0%	16.5%

**Q15. Please CHECK ALL the reasons that prevent you or other members of your household from using parks, recreation and arts facilities or programs offered by Metro Parks Tacoma at all or more often.**

Q15. Reasons prevent you from using parks, recreation & arts facilities or programs more often	Number	Percent
Facilities are not well maintained	57	8.9 %
Program or facility not offered	121	18.9 %
Facilities lack right equipment	49	7.6 %
Security is insufficient	78	12.2 %
Lack of quality programs	72	11.2 %
Too far from our residence	163	25.4 %
Class full/cancelled too often	55	8.6 %
Program times are not convenient	201	31.4 %
Use facilities in other cities	53	8.3 %
Not accessible for people with disabilities	30	4.7 %
Poor customer service by staff	35	5.5 %
I do not know locations of facilities	110	17.2 %
Use services of other agencies	70	10.9 %
Fees are too high	163	25.4 %
I do not know what is being offered	228	35.6 %
Facility operating hours not convenient	101	15.8 %
Registration for programs is difficult	36	5.6 %
Lack of parking by facilities & parks	75	11.7 %
Other	111	17.3 %
None selected	95	14.8 %
Total	1903	

**Q15. Please CHECK ALL the reasons that prevent you or other members of your household from using parks, recreation and arts facilities or programs offered by Metro Parks Tacoma at all or more often. (without "none selected")**

Q15. Reasons prevent you from using parks, recreation & arts facilities or programs more often	Number	Percent
I do not know what is being offered	228	41.8 %
Program times are not convenient	201	36.8 %
Fees are too high	163	29.9 %
Too far from our residence	163	29.9 %
Program or facility not offered	121	22.2 %
Other	111	20.3 %
I do not know locations of facilities	110	20.1 %
Facility operating hours not convenient	101	18.5 %
Security is insufficient	78	14.3 %
Lack of parking by facilities & parks	75	13.7 %
Lack of quality programs	72	13.2 %
Use services of other agencies	70	12.8 %
Facilities are not well maintained	57	10.4 %
Class full/cancelled too often	55	10.1 %
Use facilities in other cities	53	9.7 %
Facilities lack right equipment	49	9.0 %
Registration for programs is difficult	36	6.6 %
Poor customer service by staff	35	6.4 %
Not accessible for people with disabilities	30	5.5 %
Total	1808	

**Q15. Other**

Q15. Other	Number	Percent
NOT INTERESTED	6	5.8 %
NO TIME	5	4.8 %
Time	3	2.9 %
TOO BUSY	3	2.9 %
Too old	2	1.9 %
close too early	1	1.0 %
dont have enough time	1	1.0 %
too busy with other stuff	1	1.0 %
elderly family member has difficulty in new situations	1	1.0 %
my own schedule/work	1	1.0 %
Health problems in family	1	1.0 %
too few classes I like	1	1.0 %
I work too much and dont have time for other activities	1	1.0 %
busy with other things	1	1.0 %
care giver	1	1.0 %
travel out of area often	1	1.0 %
other interests	1	1.0 %
time for me never works	1	1.0 %
lazy	1	1.0 %
not enough time	1	1.0 %
We walk after a meal	1	1.0 %
personal time already taken	1	1.0 %
very busy	1	1.0 %
We work too much	1	1.0 %
not enough handicap programs	1	1.0 %
better offerings at king county	1	1.0 %
lack of time	1	1.0 %
Off leash dogs	1	1.0 %
Too lazy	1	1.0 %
Weekends are generally full with personal activities	1	1.0 %
too much busy homework at tacoma schools	1	1.0 %
travel	1	1.0 %
Sports facilities need to be updated	1	1.0 %
no car	1	1.0 %
used to use Norpoint regularly until they started charging	1	1.0 %
phone numbers are not always there to register	1	1.0 %
87 yrs old women and with a walking disability	1	1.0 %
scheduling challenges	1	1.0 %
home factor	1	1.0 %
NOT ENOUGH ADULT CLASSES	1	1.0 %
PREFER ACTIVITIES AT HOME	1	1.0 %
Work	1	1.0 %
Just being too busy	1	1.0 %
need senior programs	1	1.0 %
my schedule	1	1.0 %
no good soccer goals	1	1.0 %
Not able to fit everything in	1	1.0 %
More parks, less programs	1	1.0 %
We are busy with activities and a teenager	1	1.0 %
Just isn't anything we do	1	1.0 %
I work for a living	1	1.0 %
buses stop early	1	1.0 %

**Q15. Other**

Q15. Other	Number	Percent
trails/maps at Pt. Defiance are poorly located	1	1.0 %
I already attend the ones I have energy to attend	1	1.0 %
Program not at nearest facility	1	1.0 %
NOT PART OF MY LIFE STYLE	1	1.0 %
Children are grown.	1	1.0 %
I'm lazy	1	1.0 %
do not have time to participate in programs	1	1.0 %
Lack of clean and safe bathrooms at facilities	1	1.0 %
Working	1	1.0 %
My work schedule	1	1.0 %
work schedule	1	1.0 %
We are too busy	1	1.0 %
Busy	1	1.0 %
involved in family/friend activities	1	1.0 %
Quality of instructors	1	1.0 %
Sometimes too many people occupying the facility	1	1.0 %
Lack of personal time	1	1.0 %
Toddler schedule restricts time / location flexibility	1	1.0 %
graffiti	1	1.0 %
no clue how I can find out	1	1.0 %
TOO LAZY	1	1.0 %
I GO WHEN I CAN	1	1.0 %
Just not that interested	1	1.0 %
PROGRAMS FOR TEENS	1	1.0 %
NO TIME TOO BUSY	1	1.0 %
no reason not to go	1	1.0 %
website is not user friendly	1	1.0 %
none of these	1	1.0 %
most programs are not in Northeast Tacoma	1	1.0 %
No one to go with	1	1.0 %
WOULD LIKE MORE INFORMATION IN SPANISH	1	1.0 %
MY AGE	1	1.0 %
NO NEED	1	1.0 %
I am a student/have no time	1	1.0 %
We do not receive any information	1	1.0 %
Don't speak English very well	1	1.0 %
I HAVE BAD KNEES	1	1.0 %
WEATHER	1	1.0 %
Total	104	100.0 %

**Q16. For the following activities, what is the maximum time you would be willing to travel by car or bus to attend?**

(N=641)

	Less than 10 minutes	10-20 minutes	20-30 minutes	More than 30 minutes	Not sure
Q16-1. Visit a community center, swimming pool or athletic complex	23.6%	49.3%	16.0%	3.8%	7.3%
Q16-2. Visit your closest neighborhood park	57.4%	27.9%	8.0%	3.0%	3.8%
Q16-3. Visit a large community park that offers an event or unique use experience	9.2%	34.1%	35.8%	14.7%	6.2%
Q16-4. Attend a regularly scheduled youth activity	12.8%	33.4%	11.8%	4.5%	37.4%
Q16-5. Attend a regularly scheduled adult activity	16.2%	45.2%	17.3%	4.2%	17.2%
Q16-6. Attend a special event or participate in a family day outing	6.3%	22.8%	28.5%	31.2%	11.2%

**Q17. How long are you willing to walk to visit a park or program location?**

Q17. How long are you willing to walk to visit a park or program location

	Number	Percent
Less than 10 minutes	180	28.1 %
10-20 minutes	256	39.9 %
20-30 minutes	92	14.4 %
30+ minutes	55	8.6 %
Not sure	35	5.5 %
Don't know	23	3.6 %
Total	641	100.0 %

**Q17. How long are you willing to walk to visit a park or program location? (without "don't know")**

Q17. How long are you willing to walk to visit a park or program location

	Number	Percent
Less than 10 minutes	180	29.1 %
10-20 minutes	256	41.4 %
20-30 minutes	92	14.9 %
30+ minutes	55	8.9 %
Not sure	35	5.7 %
Total	618	100.0 %

**Q18. From the list below, please select the THREE Metro Parks Tacoma programs that you and members of your household would MOST SUPPORT being funded with TAX DOLLARS.**

Q18. Top choice	Number	Percent
Youth sports programs	135	21.1 %
Adult sports programs	14	2.2 %
Youth camps	27	4.2 %
Adult classes (exercise, arts, dance, etc)	51	8.0 %
Youth classes (swimming, arts, dance, etc)	50	7.8 %
Senior adults classes	40	6.2 %
Community special events & festivals	75	11.7 %
Programs for low income residents	53	8.3 %
Programs for special population/disabled	33	5.1 %
Private rentals or permitted uses	4	0.6 %
General operations of facilities	104	16.2 %
None chosen	55	8.6 %
Total	641	100.0 %

**Q18. From the list below, please select the THREE Metro Parks Tacoma programs that you and members of your household would MOST SUPPORT being funded with TAX DOLLARS.**

Q18. 2nd choice	Number	Percent
Youth sports programs	65	10.1 %
Adult sports programs	33	5.1 %
Youth camps	47	7.3 %
Adult classes (exercise, arts, dance, etc)	52	8.1 %
Youth classes (swimming, arts, dance, etc)	66	10.3 %
Senior adults classes	57	8.9 %
Community special events & festivals	96	15.0 %
Programs for low income residents	52	8.1 %
Programs for special population/disabled	42	6.6 %
Private rentals or permitted uses	7	1.1 %
General operations of facilities	51	8.0 %
None chosen	73	11.4 %
Total	641	100.0 %

**Q18. From the list below, please select the THREE Metro Parks Tacoma programs that you and members of your household would MOST SUPPORT being funded with TAX DOLLARS.**

Q18. 3rd choice	Number	Percent
Youth sports programs	40	6.2 %
Adult sports programs	8	1.2 %
Youth camps	42	6.6 %
Adult classes (exercise, arts, dance, etc)	43	6.7 %
Youth classes (swimming, arts, dance, etc)	72	11.2 %
Senior adults classes	49	7.6 %
Community special events & festivals	64	10.0 %
Programs for low income residents	72	11.2 %
Programs for special population/disabled	50	7.8 %
Private rentals or permitted uses	25	3.9 %
General operations of facilities	68	10.6 %
None chosen	108	16.8 %
Total	641	100.0 %

**Q18. From the list below, please select the THREE Metro Parks Tacoma programs that you and members of your household would MOST SUPPORT being funded with TAX DOLLARS. (top 3)**

Q18. Top choice	Number	Percent
Youth sports programs	240	37.4 %
Adult sports programs	55	8.6 %
Youth camps	116	18.1 %
Adult classes (exercise, arts, dance, etc)	146	22.8 %
Youth classes (swimming, arts, dance, etc)	188	29.3 %
Senior adults classes	146	22.8 %
Community special events & festivals	235	36.7 %
Programs for low income residents	177	27.6 %
Programs for special population/disabled	125	19.5 %
Private rentals or permitted uses	36	5.6 %
General operations of facilities	223	34.8 %
None chosen	55	8.6 %
Total	1742	

**Q19. Counting yourself, how many people in your household are?**

	Mean	Sum
number	3.0	1813
Under 5 years	0.2	113
5-9 years	0.2	111
10-14 years	0.2	112
15-19 years	0.2	132
20-24 years	0.2	120
25-34 years	0.3	187
35-44 years	0.3	204
45-54 years	0.5	327
55-64 years	0.5	280
65-74 years	0.3	162
75+ years	0.1	65



**Q20. What is your age?**

<u>Q20. Year age</u>	<u>Number</u>	<u>Percent</u>
Under 35 years	78	13.5 %
35-44 years	99	17.2 %
45-54 years	147	25.5 %
55-64 years	139	24.1 %
65+ years	113	19.6 %
Total	576	100.0 %

**Q21. Your gender:**

<u>Q21. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	272	42.4 %
Female	369	57.6 %
Total	641	100.0 %

**Q22. What is your household income?**

<u>Q22. Your household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	50	7.8 %
\$25K-\$49,999	104	16.2 %
\$50K-\$74,999	122	19.0 %
\$75K-\$99,999	93	14.5 %
\$100K-\$149,999	106	16.5 %
\$150K+	70	10.9 %
Not provided	96	15.0 %
Total	641	100.0 %

**Q22. What is your household income? (without "not provided")**

<u>Q22. Your household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	50	9.2 %
\$25K-\$49,999	104	19.1 %
\$50K-\$74,999	122	22.4 %
\$75K-\$99,999	93	17.1 %
\$100K-\$149,999	106	19.4 %
\$150K+	70	12.8 %
Total	545	100.0 %

**Q23. How many years have you lived in Tacoma? (excluding “not provided”)**

<u>Q23. How many years have you lived in Tacoma</u>	<u>Number</u>	<u>Percent</u>
5 or less	75	12.4 %
6 to 10	70	11.6 %
11 to 15	59	9.7 %
16 to 20	71	11.7 %
21 to 30	110	18.2 %
31+	221	36.5 %
Total	606	100.0 %

**Q24. Are you or any member of your household of Hispanic/Latino ethnicity?**

<u>Q24. Are you of Hispanic/Latino ethnicity</u>	<u>Number</u>	<u>Percent</u>
Yes	78	12.2 %
No	541	84.4 %
Not provided	22	3.4 %
Total	641	100.0 %

**Q24. Are you or any member of your household of Hispanic/Latino ethnicity? (without "not provided")**

<u>Q24. Are you of Hispanic/Latino ethnicity</u>	<u>Number</u>	<u>Percent</u>
Yes	78	12.6 %
No	541	87.4 %
Total	619	100.0 %

**Q25. Which of the following best describes your race/ethnicity?**

<u>Q25. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	508	79.3 %
Asian	65	10.1 %
Pacific Islander	18	2.8 %
African American/Black	44	6.9 %
Native American	17	2.7 %
Other	41	6.4 %
None selected	19	3.0 %
Total	712	

**Q25. Which of the following best describes your race/ethnicity? (without "none selected")**

<u>Q25. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	508	81.7 %
Asian	65	10.5 %
African American/Black	44	7.1 %
Other	41	6.6 %
Pacific Islander	18	2.9 %
Native American	17	2.7 %
Total	693	

**Q25. Other**

<u>Q25. Other</u>	<u>Number</u>	<u>Percent</u>
Hispanic	9	30.0 %
Mixed	3	10.0 %
Latino	2	6.7 %
American	1	3.3 %
Hawaiian	1	3.3 %
Hispanic/Latino	1	3.3 %
Eurasian	1	3.3 %
Swedish	1	3.3 %
Alaskan Native	1	3.3 %
Venzuelian	1	3.3 %
Puerto Rican	1	3.3 %
Croatian	1	3.3 %
Multi racial	1	3.3 %
Irish	1	3.3 %
Spanish	1	3.3 %
Hispanic/mixed race	1	3.3 %
Phillippines	1	3.3 %
prefer not to answer	1	3.3 %
Mexican	1	3.3 %
Total	30	100.0 %

**Q26. Are you or any member of your household currently in the military or a veteran?**

<u>Q26. Are you currently in military or a veteran</u>	<u>Number</u>	<u>Percent</u>
Yes	165	25.7 %
No	462	72.1 %
Not provided	14	2.2 %
Total	641	100.0 %

**Q26. Are you or any member of your household currently in the military or a veteran? (without "not provided")**

<u>Q26. Are you currently in military or a veteran</u>	<u>Number</u>	<u>Percent</u>
Yes	165	26.3 %
No	462	73.7 %
Total	627	100.0 %

**Area**

<u>Area</u>	<u>Number</u>	<u>Percent</u>
NE	125	20.3 %
NW	280	45.4 %
SE	167	27.1 %
SW	45	7.3 %
Total	617	100.0 %

## **Section 4**

# ***Survey Instrument***

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**PLEASE HELP DECIDE THE PROGRAMS AND SERVICES OF YOUR PARK DISTRICT!**

Dear Resident,

**Your response to the enclosed survey is extremely important.**

Metro Parks Tacoma is a nationally recognized independent park district that provides parks, recreation and educational services to the residents of Tacoma, Brown's Point and Dash Point.

We want to provide our residents with the right programs and services. **Please take the time to complete this survey so we continue to offer what you and your family most need.** This survey is NOT going to everyone. Your household was one of a small number selected at random to receive this survey.

**Please return your completed survey within the next week, using the postage-paid envelope provided.** ETC Institute, an independent survey firm, will compile and analyze the data. Individual responses are kept confidential and will not be released to Metro Parks. If you prefer to complete the survey in a language other than English, or would like the assistance of an interpreter, please contact Roxanne Miles at 253-305-1068.

**Your survey is also your entry into a drawing to receive a Familiarization Pass, which is valid for a free visit to many Metro Parks Tacoma facilities in 2016.**

This chance to win is a small thank-you for taking the time to complete this survey. ETC Institute will identify a winner for every 100 completed surveys received. We will accept only one entry/survey per household. Thank you for helping to make our award-winning park system even better.

Sincerely,

Dave Lewis  
Director of Recreation & Community Services  
Metro Parks Tacoma  
[www.MetroParksTacoma.org](http://www.MetroParksTacoma.org)

Board of Park Commissioners:  
Larry Dahl  
Erik Hanberg  
Aaron Pointer  
Tim Reid  
Andrea Smith

Executive Director:  
Jack C. Wilson

# Metro Parks Tacoma

Your input is an important part of Metro Parks Tacoma's ongoing effort to provide quality services that the citizens of Tacoma need and value. This survey will take only 10-15 minutes to complete. Thank you for your valuable input!

1. Please indicate how often you and members of your household have used each of the following major parks, recreation and sports facilities operated by Metro Parks Tacoma during the past 12 months by circling the appropriate number to the right of each facility.

Number of times your household used these facilities during the past 12 months:

Never    1-9 times    10-24 times    25-49 times    50+ times

- (01) Community Center (STAR, Norpoint, Peoples Center or Portland Avenue) .....1.....2.....3.....4.....5  
(02) Tacoma Nature Center.....1.....2.....3.....4.....5  
(03) Kandle or Stewart Heights Pools.....1.....2.....3.....4.....5  
(04) Swan Creek Park .....1.....2.....3.....4.....5  
(05) SERA, Peck, or Heidelberg Sports Complex .....1.....2.....3.....4.....5  
(06) Point Defiance Park or Facility  
(Zoo, Marina or Fort Nisqually) .....1.....2.....3.....4.....5  
(07) Northwest Trek Wildlife Park .....1.....2.....3.....4.....5  
(08) Ruston Way or Waterfront Parks (Dash Pt, Theas) .....1.....2.....3.....4.....5  
(09) Meadow Park Golf Course.....1.....2.....3.....4.....5  
(10) WW Seymour Botanical Conservatory  
in Wright Park.....1.....2.....3.....4.....5  
(11) Other community/neighborhood parks.....1.....2.....3.....4.....5  
(12) Other natural areas/hiking trails .....1.....2.....3.....4.....5

2. How would you rate the overall quality of Metro Parks Tacoma facilities that you and members of your household have visited over the past 12 months?

\_\_\_\_(1) Excellent      \_\_\_\_ (3) Fair      \_\_\_\_ (5) Have not visited facilities  
\_\_\_\_(2) Good      \_\_\_\_ (4) Poor

3. How would you rate the overall quality of Metro Parks Tacoma programs that you and members of your household have participated in over the past 12 months?

\_\_\_\_(1) Excellent      \_\_\_\_ (3) Fair      \_\_\_\_ (5) Have not participated in  
\_\_\_\_(2) Good      \_\_\_\_ (4) Poor      programs

4. From the following list, please check the **THREE** primary reasons why you or other members of your household have used Metro Parks Tacoma programs/facilities.

\_\_\_\_ (01) Quality of instruction      \_\_\_\_ (06) Friends participate  
\_\_\_\_ (02) Location of facility      \_\_\_\_ (07) Facilities are accessible  
\_\_\_\_ (03) Quality of facility      \_\_\_\_ (08) Dates offered  
\_\_\_\_ (04) Quality of program      \_\_\_\_ (09) Affordable fees  
\_\_\_\_ (05) Convenient times offered

**5. From the following list, please check ALL the organizations that you and members of your household have used for recreation, education, fitness, and arts activities instead of Metro Parks Tacoma during the last 12 months.**

- |  |  |
|--|--|
| <input type="checkbox"/> (01) YMCA   | <input type="checkbox"/> (11) Private pre-school providers       |
| <input type="checkbox"/> (02) LA or 24 Hour Fitness  | <input type="checkbox"/> (12) Local community college or schools |
| <input type="checkbox"/> (03) Sport, Cross-fit or Weight Trng.Gym  | <input type="checkbox"/> (13) Come Back Sports                   |
| <input type="checkbox"/> (04) Churches   | <input type="checkbox"/> (14) Art or History Museums             |
| <input type="checkbox"/> (05) Private martial arts studios   | <input type="checkbox"/> (15) Golf Course                        |
| <input type="checkbox"/> (06) Elite Sport or Swim club teams   | <input type="checkbox"/> (16) Libraries                          |
| <input type="checkbox"/> (07) Other municipal recreation providers<br>(Pierce County, University Place, etc) | <input type="checkbox"/> (17) Foss Waterway Seaport              |
| <input type="checkbox"/> (08) Other instructional art studios/providers<br>(Dance Studios, Theatres)         | <input type="checkbox"/> (18) Gender Specific Gym                |
| <input type="checkbox"/> (09) School-sponsored programs  | <input type="checkbox"/> (19) Private yoga studio                |
| <input type="checkbox"/> (10) Boys and Girls Club  | <input type="checkbox"/> (20) County, State or other Parks       |

**6. From the following list, please check ALL the ways that you learn about Metro Parks Tacoma programs and activities.**

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Activity Brochure (Go-Guide)       | <input type="checkbox"/> (11) Community meeting                        |
| <input type="checkbox"/> (02) District Sponsored Web sites       | <input type="checkbox"/> (12) School fliers sent home                  |
| <input type="checkbox"/> (03) Metro Parks Today e-newsletter     | <input type="checkbox"/> (13) Tacoma Weekly Newspaper                  |
| <input type="checkbox"/> (04) Fliers or Posters in community     | <input type="checkbox"/> (14) Contact with Metro Parks staff           |
| <input type="checkbox"/> (05) School Newsletters                 | <input type="checkbox"/> (15) Community Blog (Exit 133, Tacoma Runner) |
| <input type="checkbox"/> (06) Tacoma News Tribune                | <input type="checkbox"/> (16) Bulletin Boards                          |
| <input type="checkbox"/> (07) Metro Parks social media           | <input type="checkbox"/> (17) Member Newsletters (Trek Tracks, etc.)   |
| <input type="checkbox"/> (08) Social media from family & friends | <input type="checkbox"/> (18) Word of Mouth/Friends                    |
| <input type="checkbox"/> (09) Post Cards/Direct Mail             | <input type="checkbox"/> (19) Other: _____                             |
| <input type="checkbox"/> (10) Volunteering                       |  |

**7. Which FOUR of the communication tools listed in Question #6 do you currently use the most?**  
[Using the numbers in Question #6 above, please write in the numbers below for your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle 'NONE'.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE



- 8 Please indicate how well you and members of your households needs are being met for **ADULTS AGES 18 AND OLDER** and **CHILDREN UNDER AGE 18** for each type of **Program or Activity** listed below by circling the appropriate response to the right of each program/activity. Note: If you do not have a need please circle “no need” for each age group.

Type of Programs or Activity		How Well Are Your Needs Being Met for Adults <u>AGES 18 AND OLDER</u> ?				How Well Are Your Needs Being Met for Children <u>UNDER AGE 18</u> ?			
		Fully Met	Partly Met	Not Met	No Need	Fully Met	Partly Met	Not Met	No Need
01.	Science/Environmental Ed.	4	3	2	1	4	3	2	1
02.	Cooking Classes	4	3	2	1	4	3	2	1
03.	Community Special Events	4	3	2	1	4	3	2	1
04.	Dance Classes or Drop In Dance Socials	4	3	2	1	4	3	2	1
05.	Fine arts, performing arts or music instruction	4	3	2	1	4	3	2	1
06.	Fitness programs (aerobics, Pilates, yoga, etc)	4	3	2	1	4	3	2	1
07.	“Green living” educational programs (solar energy, etc)	4	3	2	1	4	3	2	1
08.	Outdoor adventure trips/classes	4	3	2	1	4	3	2	1
09.	Group trips/social clubs	4	3	2	1	4	3	2	1
10.	Health/wellness information or personal training	4	3	2	1	4	3	2	1
11.	Historic re-enactment activities	4	3	2	1	4	3	2	1
12.	Sport lessons/camps	4	3	2	1	4	3	2	1
13.	Non-traditional team sports activities (lacrosse, rugby, other)	4	3	2	1	4	3	2	1
14.	Pet classes/ experiences	4	3	2	1	4	3	2	1
15.	Preschool or homeschool enrichment program	4	3	2	1	4	3	2	1
16.	Programs for persons with disabilities	4	3	2	1	4	3	2	1
17.	Runs (5k, marathon/ etc.)	4	3	2	1	4	3	2	1
18.	Skateboarding lessons	4	3	2	1	4	3	2	1
19.	Sports leagues for team sports	4	3	2	1	4	3	2	1
20.	Summer Camps	4	3	2	1	4	3	2	1
21.	Swimming lessons or exercise	4	3	2	1	4	3	2	1
22.	Volunteerism	4	3	2	1	4	3	2	1
23.	Water-based activities (scuba, paddleboard, kayaking)	4	3	2	1	4	3	2	1
24.	Youth after school or other drop in programs	4	3	2	1	4	3	2	1

9. Which **TWO** programs in question #8 are **MOST IMPORTANT** to the members of your household in the following age groups? [For each age group, write-in the numbers of the programs from question #8 that are your 1<sup>st</sup> and 2<sup>nd</sup> choices or circle NONE if there is no one in your household in that age group.]

Members of household . . .

Under age 18	1st: _____	2nd: _____	NONE
Ages 18 to 49	1st: _____	2nd: _____	NONE
Ages 50 and over	1st: _____	2nd: _____	NONE

**10. Please indicate if YOU or any member of your HOUSEHOLD has a need for the parks and recreational facilities listed below by circling YES or NO next to the park/facility.**

**If YES, please rate ALL the following parks and recreation FACILITIES of this type in Tacoma on a scale of 4 to 1, where 4 means “Fully Meets Needs” and 1 means “Does Not Meet Needs” of your household.**

Type of Facility	Do You NEED this type of Facility?		How Well Are Your Needs Being Met?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
01. Soft surface walking/hiking trails	Yes	No	4	3	2	1
02. Hard surface trails	Yes	No	4	3	2	1
03. Community centers	Yes	No	4	3	2	1
04. Indoor fitness and exercise centers	Yes	No	4	3	2	1
05. Off-leash dog areas	Yes	No	4	3	2	1
06. Natural areas & wildlife habitats	Yes	No	4	3	2	1
07. Picnic areas and shelters	Yes	No	4	3	2	1
08. Baseball/ softball fields	Yes	No	4	3	2	1
09. Multi-use sport fields (soccer, football, lacrosse)	Yes	No	4	3	2	1
10. Outdoor basketball courts	Yes	No	4	3	2	1
11. Outdoor tennis courts	Yes	No	4	3	2	1
12. Spray plazas / Spraygrounds	Yes	No	4	3	2	1
13. Outdoor “play” swimming pools	Yes	No	4	3	2	1
14. Indoor swimming pools	Yes	No	4	3	2	1
15. Natural Lake swimming areas	Yes	No	4	3	2	1
16. Gyms/indoor sport courts	Yes	No	4	3	2	1
17. Playgrounds	Yes	No	4	3	2	1
18. Fishing piers/fishing facilities	Yes	No	4	3	2	1
19. Non- motorized water craft launches	Yes	No	4	3	2	1
20. Zip-lines or other challenge courses	Yes	No	4	3	2	1
21. Specialty gardens, displays and exhibits	Yes	No	4	3	2	1
22. Community gardens	Yes	No	4	3	2	1
23. Mountain bike trails	Yes	No	4	3	2	1
24. Skateboard parks	Yes	No	4	3	2	1
25. Zoos, wildlife parks or nature centers	Yes	No	4	3	2	1
26. Golf courses	Yes	No	4	3	2	1
27. Public restrooms in parks	Yes	No	4	3	2	1

**11. Which FOUR of the facilities from the list in question #10 are MOST IMPORTANT to your household?** [Using the letters and numbers in the left hand column of Question #10 above, please write in the letters or numbers below for your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle ‘NONE’.]

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_ 4<sup>th</sup>. \_\_\_\_\_ NONE

**12. From the following list, please check ALL the times that you and members of your household would be interested in Metro Parks Tacoma offering programs and activities.**

**Weekday (Monday-Friday):**

- \_\_\_\_ (01) Weekday mornings (before 8am)  
 \_\_\_\_ (02) Weekday mornings (8am-noon)  
 \_\_\_\_ (03) Weekday afternoons (noon-3pm)  
 \_\_\_\_ (04) Weekday afternoons (3pm-5pm)  
 \_\_\_\_ (05) Weekday evenings (5pm-8pm)  
 \_\_\_\_ (06) Weekday evenings (after 8pm)

**Weekend (Saturday-Sunday):**

- \_\_\_\_ (07) Weekend mornings (before 8am)  
 \_\_\_\_ (08) Weekend mornings (8am-noon)  
 \_\_\_\_ (09) Weekend afternoons (noon-3pm)  
 \_\_\_\_ (10) Weekend afternoons (3pm-5pm)  
 \_\_\_\_ (11) Weekend evenings (5pm-8pm)  
 \_\_\_\_ (12) Weekend evenings (after 8pm)

**13. Please circle the number that shows your level of interest for having Metro Parks Tacoma offer each of the following types of program formats.**

	Very Interested	Somewhat Interested	Not Interested	Don't Know
(01) One day programs/clinics/workshops .....	1.....	2.....	3.....	9.....
(02) Multi-week programs/classes .....	1.....	2.....	3.....	9.....
(03) Drop in activities and usage .....	1.....	2.....	3.....	9.....
(04) Self-Guided/Independent usage .....	1.....	2.....	3.....	9.....

**14. On a scale of 5 to 1, with 5 being “Very likely” and 1 being “Not Very Likely”, please circle the number to the right of each manner in which environmental programs or history/art programs could be offered that you would attend:**

	Very Likely	Likely	<u>Neutral</u>	Not Likely	Not Very Likely
<b><u>Environmental Education:</u></b>					
(01) Traditional lecture style program offered indoors.....	5.....	4.....	3.....	2.....	1.....
(02) A participant-led discussion on a topic of interest .....	5.....	4.....	3.....	2.....	1.....
(03) A guided outdoor hike/nature experience .....	5.....	4.....	3.....	2.....	1.....
(04) A passive outdoor activity/viewing.....	5.....	4.....	3.....	2.....	1.....
(05) A program in which you make something to take home (e.g. rain barrel, compost bin, bird house) .....	5.....	4.....	3.....	2.....	1.....
(06) A community event to work with trained people to gather info about native animals & plants (i.e. BioBlitz)...	5.....	4.....	3.....	2.....	1.....
(07) A hands-on learning/demonstration (pruning, planting) ..	5.....	4.....	3.....	2.....	1.....
(08) A conservation/stewardship volunteer event.....	5.....	4.....	3.....	2.....	1.....

**History or Art Programs:**

(09) Traditional lecture style program .....	5.....	4.....	3.....	2.....	1.....
(10) A participant-led discussion on a topic of interest .....	5.....	4.....	3.....	2.....	1.....
(11) A guided tour with interpretation .....	5.....	4.....	3.....	2.....	1.....
(12) A gallery/museum exhibit viewing .....	5.....	4.....	3.....	2.....	1.....
(13) A re-enactment or hands-on program.....	5.....	4.....	3.....	2.....	1.....
(14) A community performance presented by others.....	5.....	4.....	3.....	2.....	1.....
(15) Self-guided experience through sculptures/art.....	5.....	4.....	3.....	2.....	1.....

**15. Please CHECK ALL the reasons that prevent you or other members of your household from using parks, recreation and arts facilities or programs offered by Metro Parks Tacoma at all or more often.**

- |   |   |
|---|---|
| <input type="checkbox"/> (01) Facilities are not well maintained          | <input type="checkbox"/> (11) Poor customer service by staff          |
| <input type="checkbox"/> (02) Program or facility not offered             | <input type="checkbox"/> (12) I do not know locations of facilities   |
| <input type="checkbox"/> (03) Facilities lack the right equipment         | <input type="checkbox"/> (13) Use services of other agencies          |
| <input type="checkbox"/> (04) Security is insufficient                    | <input type="checkbox"/> (14) Fees are too high                       |
| <input type="checkbox"/> (05) Lack of quality programs                    | <input type="checkbox"/> (15) I do not know what is being offered     |
| <input type="checkbox"/> (06) Too far from our residence                  | <input type="checkbox"/> (16) Facility operating hours not convenient |
| <input type="checkbox"/> (07) Class full/cancelled too often              | <input type="checkbox"/> (17) Registration for programs is difficult  |
| <input type="checkbox"/> (08) Program times are not convenient            | <input type="checkbox"/> (18) Lack of parking by facilities and parks |
| <input type="checkbox"/> (09) Use facilities in other cities              | <input type="checkbox"/> (19) Other: _____                            |
| <input type="checkbox"/> (10) Not accessible for people with disabilities |   |

**16. For the following activities, what is the maximum time you would be willing to travel by car or bus to attend?**

	Less than 10 minutes	10-20 minutes	20-30 minutes	More than 30 minutes	Not Sure
(01) Visit a community center, swimming pool or athletic complex .....	4	3	2	1	9
(02) Visit your closest neighborhood park.....	4	3	2	1	9
(03) Visit a large community park that offers an event or unique use experience .....	4	3	2	1	9
(04) Attend a regularly scheduled YOUTH activity .....	4	3	2	1	9
(05) Attend a regularly scheduled ADULT activity .....	4	3	2	1	9
(06) Attend a special event or participate in a family day outing .....	4	3	2	1	9

**17. How long are you willing to walk to visit a park or program location?**

- ☐ (01) Less than 10 minutes
- ☐ (02) 10-20 minutes
- ☐ (03) 20-30 minutes
- ☐ (04) 30 or more minutes
- ☐ (05) Not sure

**18. From the list below, please select the THREE Metro Parks Tacoma programs that you and members of your household would MOST SUPPORT being funded with TAX DOLLARS.** [Please write in the numbers in the spaces below for your 1st, 2nd, and 3rd choices OR circle none.]

<u>1<sup>st</sup></u> Support	<u>2<sup>nd</sup></u> Support	<u>3<sup>rd</sup></u> Support	None
(01) Youth sports programs		(07) Community special events and festivals	
(02) Adult sports programs		(08) Programs for low income residents	
(03) Youth camps		(09) Programs for special populations/disabled	
(04) Adult classes (exercise, arts, dance, etc.)		(10) Private rentals or permitted uses	
(05) Youth classes (swimming, arts, dance, etc.)		(11) General operations of facilities	
(06) Senior Adults classes			

**Demographics:**

**19. Counting yourself, how many people in your household are?**

Under 5 years	_____	15 - 19 years	_____	35 - 44 years	_____	65 - 74 years	_____
5 - 9 years	_____	20 - 24 years	_____	45 - 54 years	_____	75+ years	_____
10 - 14 years	_____	25 - 34 years	_____	55 - 64 years	_____		

**20. What is your age?** \_\_\_\_\_

**21. Your gender:** \_\_\_\_\_ (1) Male \_\_\_\_\_ (2) Female

**22. What is your household income?** [Check one.]

_____ (1) Under \$25,000	_____ (4) \$75,000-\$99,999
_____ (2) \$25,000-\$49,999	_____ (5) \$100,000-\$149,999
_____ (3) \$50,000-\$74,999	_____ (6) \$150,000 and over

**23. How many years have you lived in Tacoma?** \_\_\_\_\_ Years

**24. Are you or any member of your household of Hispanic/Latino ethnicity?**

\_\_\_\_\_ (1) Yes \_\_\_\_\_ (2) No

**25. Which of the following best describes your race/ethnicity?** (Check all that apply)

_____ (1) White/Caucasian	_____ (5) African American/Black
_____ (2) Asian	_____ (6) Native American
_____ (3) Pacific Islander	_____ (7) Other: _____

**26. Are you or any member of your household currently in the military or a veteran?**

\_\_\_\_\_ (1) Yes \_\_\_\_\_ (2) No

**This concludes the survey. Thank you for your time.**

Please Return Your Completed Survey in the Enclosed Return-Reply Envelope Addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential  
The address information printed to the right will  
ONLY be used to help identify geographic area interests.