

Si View Metropolitan Park District
CITY OF SNOQUALMIE RESIDENTS

JUNE 2016



ELWAY RESEARCH, INC.



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INTRODUCTION

This report summarizes the results of a sample survey of residents in the City of Snoqualmie to assess their attitudes about development of a new regional swimming pool in the Snoqualmie Valley.

A total of 186 adult heads of household were interviewed June 6-20, 2016: 59 by telephone and 127 via online questionnaire. Every household in the city in which at least one person is registered to vote was contacted either by telephone or mail and invited to participate in this survey.

The survey was designed to assess:

- Snoqualmie Residents' usage of the Si View Pool and Recreation programs;
- Their opinion about the need for a new swimming pool in the region;
- Opinions about funding options for a new pool.

Demographic information was collected so as to compare and contrast answers.

The survey was designed and administered by Elway Research, Inc. The questionnaire was developed in collaboration with Park Department staff and consultants from Conservation Technix, Inc.

The report includes Key Findings, followed by annotated graphs summarizing the results to each question. The full questionnaire and a complete set of cross-tabulation tables are presented under separate cover.



METHODS

SAMPLE:	186 Heads of Household in the City of Snoqualmie.
TECHNIQUE:	Mixed Mode 59 Telephone Survey with Live Interviewers 22% via cell phone; 127 via online survey.
FIELD DATES:	June 6-20, 2016
SAMPLE FRAME:	All households within the city in which at least one person was registered to vote (N=4929). Households for which we had telephone numbers (n=2778) were included in the telephone sample; those for which telephone numbers were not available (n=2151) were included in the online sample.
MARGIN OF ERROR:	±7% at the 95% level of confidence. That is, in theory, had all similarly qualified residents been interviewed, there is a 95% chance the results would be within ±7% of the results in this survey.
DATA COLLECTION:	<p><u>TELEPHONE:</u> Calls were made during weekday evenings and weekend days by trained, professional interviewers under supervision. Up to six attempts were made to contact each number in the sample. Questionnaires were edited for completeness and 10% of each interviewer’s calls were re-called for verification.</p> <p><u>ONLINE:</u> Invitation letters were mailed to households asking residents to log on to the survey website to complete the questionnaire. A reminder postcard was mailed one week later.</p> <p>Virtually every household in the city was either called or received a letter of invitation to participate in the survey.</p>

It must be kept in mind that survey research cannot predict the future. Although great care and the most rigorous methods available were employed in the design, execution, and analysis of this survey, these results can be interpreted only as representing the answers given by these respondents to these questions at the time they were interviewed.



Mixed-Mode Survey Method

This survey was conducted using a mixed-mode sample design that combined landline and cell phone telephone with online data collection.

The most recent count indicates 4,929 voter households in the City of Snoqualmie. We obtained telephone numbers for 2,778 households, including cell phone numbers, and mailing addresses for the remaining 2,151.

All 2,778 telephone numbers were called up to 6 times each or until someone answered and either agreed or refused to be interviewed. The 2,151 households for which we had no telephone number were mailed a letter from the SVMPD Executive Director asking a designated adult¹ in the household to log on to our survey website and complete the questionnaire online. They were sent a thank you/reminder postcard one week after the initial mailing.

The telephone survey resulted in 59 interviews, for a *completion rate*² of 2%, and a *cooperation rate*³ of 18%.

The online survey resulted in 127 completed questionnaires for a completion rate of 6%.

The data from both modes were combined into a single data set. The combined data were statistically weighted by gender to align the sample with the most recent census data. This was necessary because 65% of the interviews were completed with women.

Because of this mode differential, it is often argued that the inclusion of an online survey in addition to the telephone sample produces a more representative result than either a telephone or web sample alone would have produced. In this case, compared to the telephone sample, the online sample was younger, more likely to be renters and less likely to have children.

¹ Instructions were that the survey be completed by the adult (18+) in the household with the most recent birthday. This is a common practice to randomize respondents.

² The completion rate is the percentage of completed interviews by the total number of telephone numbers dialed. It includes numbers where no one answered the call.

³ The cooperation rate is the percentage of completed interviews by the number of qualified respondents contacted.



RESPONDENT PROFILE

In interpreting these findings, it is important to keep in mind the characteristics of the people actually interviewed. This table presents a profile of the respondents in the survey. The results have been statistically adjusted by gender to align with the population. The "Combined" column displays the weighted sample profile used in this report

NOTE: Here and throughout this report, percentages may not add to 100%, due to rounding.

Sample Profile by Survey Mode

		PHONE	ONLINE	COMBINED
GENDER	Female	59%	66%	52%
	Male	41%	34%	48%
AGE:	18-35	9%	21%	17%
	36-50	54%	49%	50%
	51-64	20%	21%	21%
	65+	15%	9%	11%
POOL USE Last Year	None	61%	70%	68%
	1-2 times	15%	8%	10%
	3-4 times	3%	3%	3%
	5+ times	20%	19%	20%
PROGRAM USE Last Year	None	71%	69%	70%
	1-2 times	10%	11%	11%
	3-4 times	7%	3%	4%
	5+ times	12%	17%	15%
HOUSEHOLD:	Couple with children	59%	57%	58%
	Couple with no children	20%	28%	26%
	Single with children	5%	1%	2%
	Single with no children	14%	15%	14%
	NoAns	2%	2%	1%



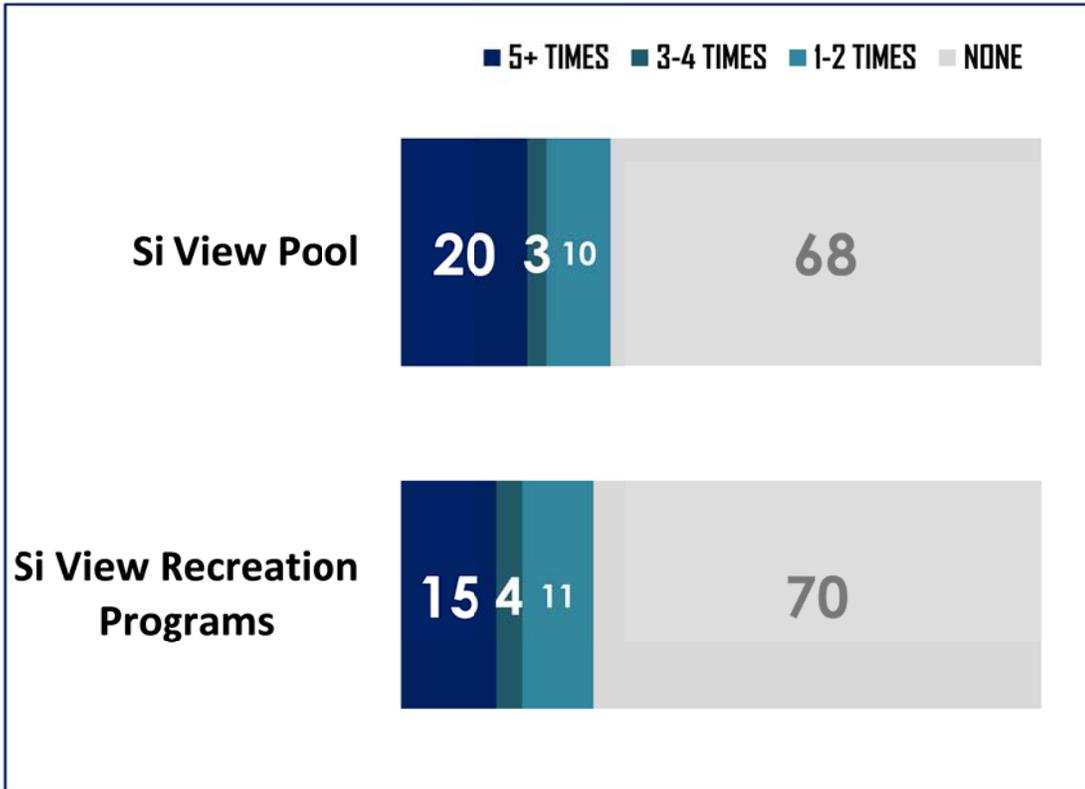
SUMMARY

- This section presents the survey findings in the form of annotated graphs.
- Bullet points indicate significant or noteworthy differences among population subgroups.



Facilities Usage

3+ in 10 Snoqualmie households report using Si View pool, SVMPD recreation programs



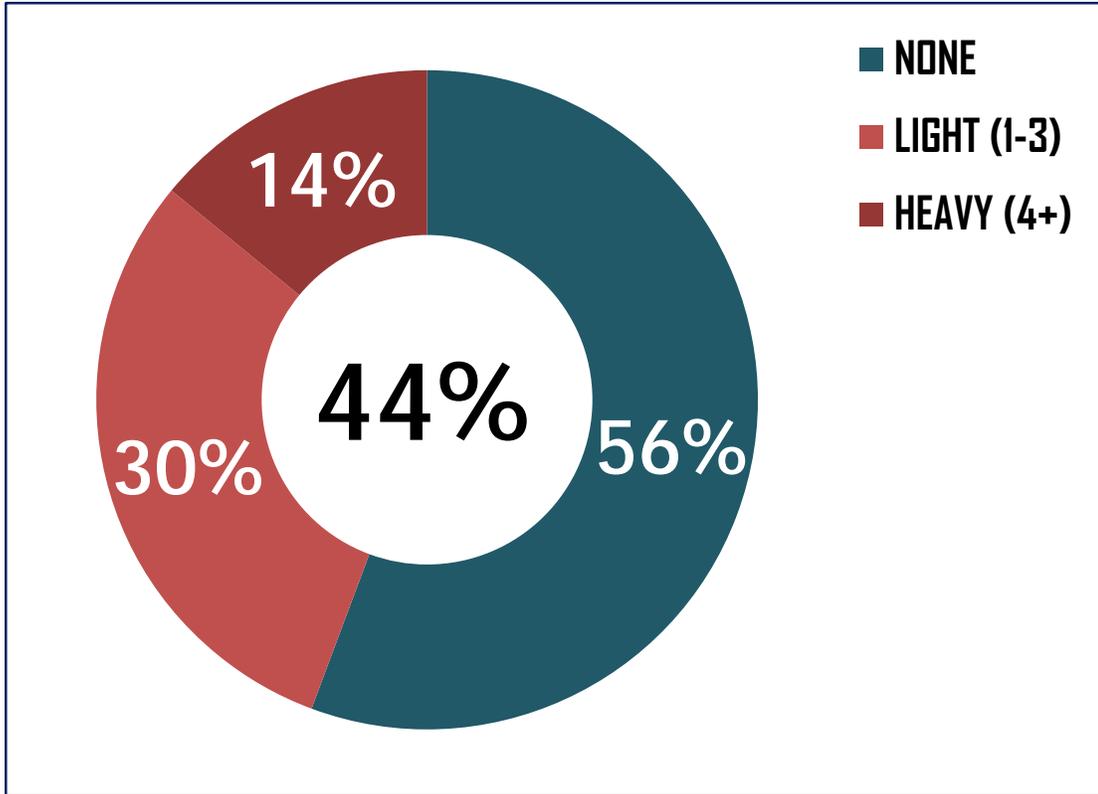
Q1: How many times – if at all – anyone from your household used the Si View Pool or Si View managed recreation programs in the last year?

- **Households with children present were most likely to use both the pool and recreation programs.**
- **Most likely to use the pool:**
 - Parents with children at home (48%) vs. 9% of non-parents;
 - Respondents between 35-50 (42%).
- **Most likely to use recreation programs:**
 - Parents with children at home (39%) vs. 16% of non-parents;
 - Respondents between 35-50 (38%).



Facilities Usage

44% used one or the other: the pool or recreation programs



Q2 + Q3: Number of times visited the pool OR used a SVMPD program.

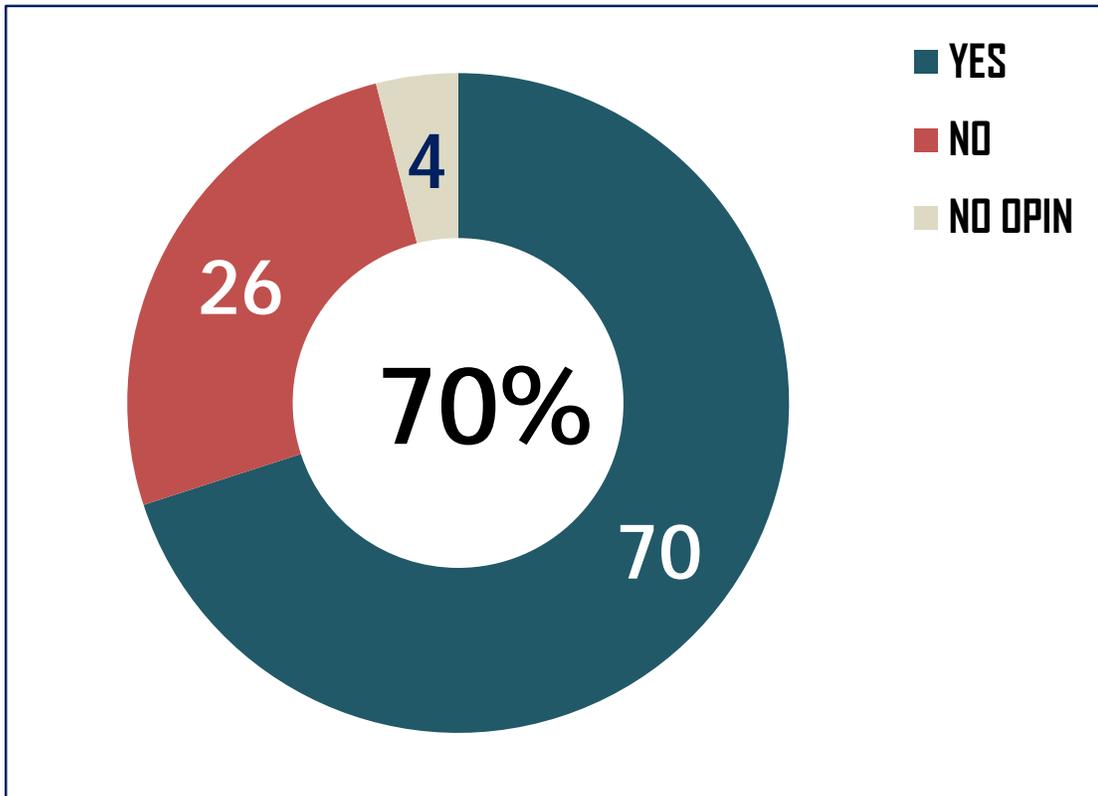
This item is a combination of the number of times the respondent's household had used either the pool or a recreational program in the last year.

- 44% had used the pool or a SVMPD recreation program in the last year, including
 - 14% who had used them at least 4 times.



Need

7 in 10 thought new pool needed in region



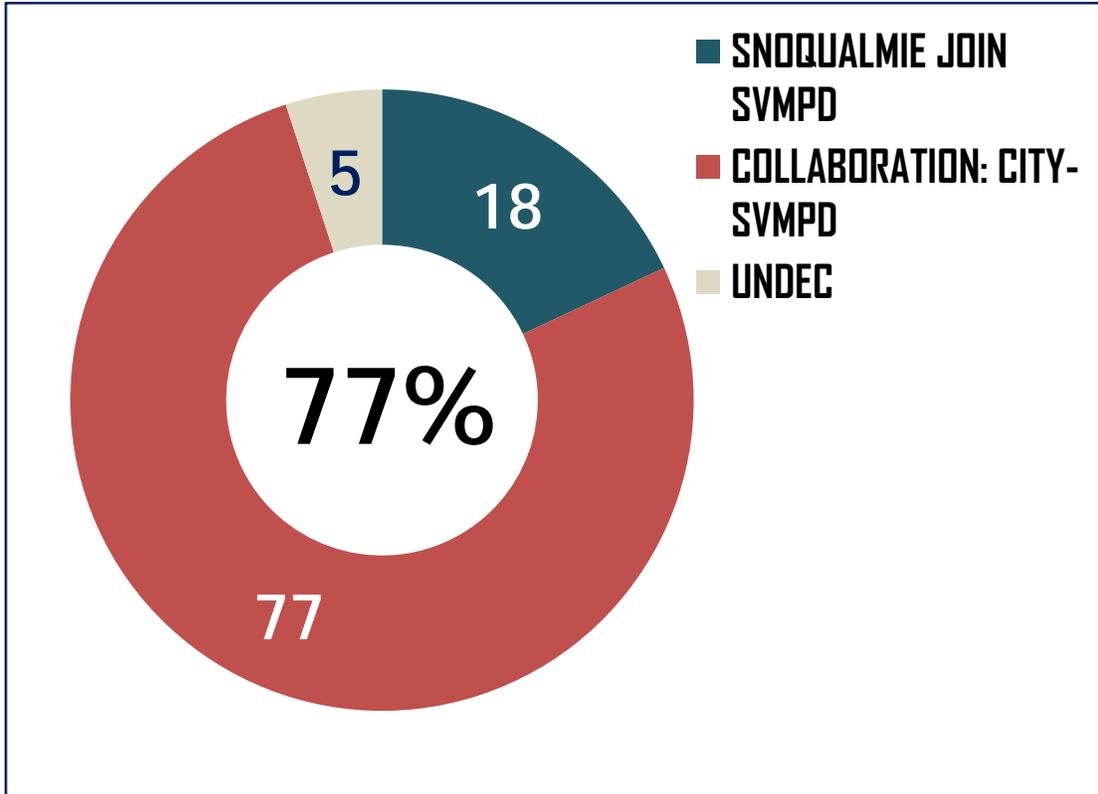
Q3: As you may know, the Si View Pool is owned and operated by the Si View Metro Parks District. The City of Snoqualmie is not part of that Park District, although Snoqualmie residents are able to use the Si View Pool. Do you think there is a need for a new regional swimming pool in the valley?

- **Most likely to think a new pool is needed:**
 - Heavy users of the pool and recreation programs (89%);
 - Parents with children at home (83%);
 - Respondents age 35-50 (84%).
- **Most likely to say a new pool is not needed:**
 - Those with no children at home (42%);
 - Those over age 65 (39%);
 - Those under age 35 (39%).



Funding

Strong preference for SVMPD – Snoqualmie collaboration if new pool to be built



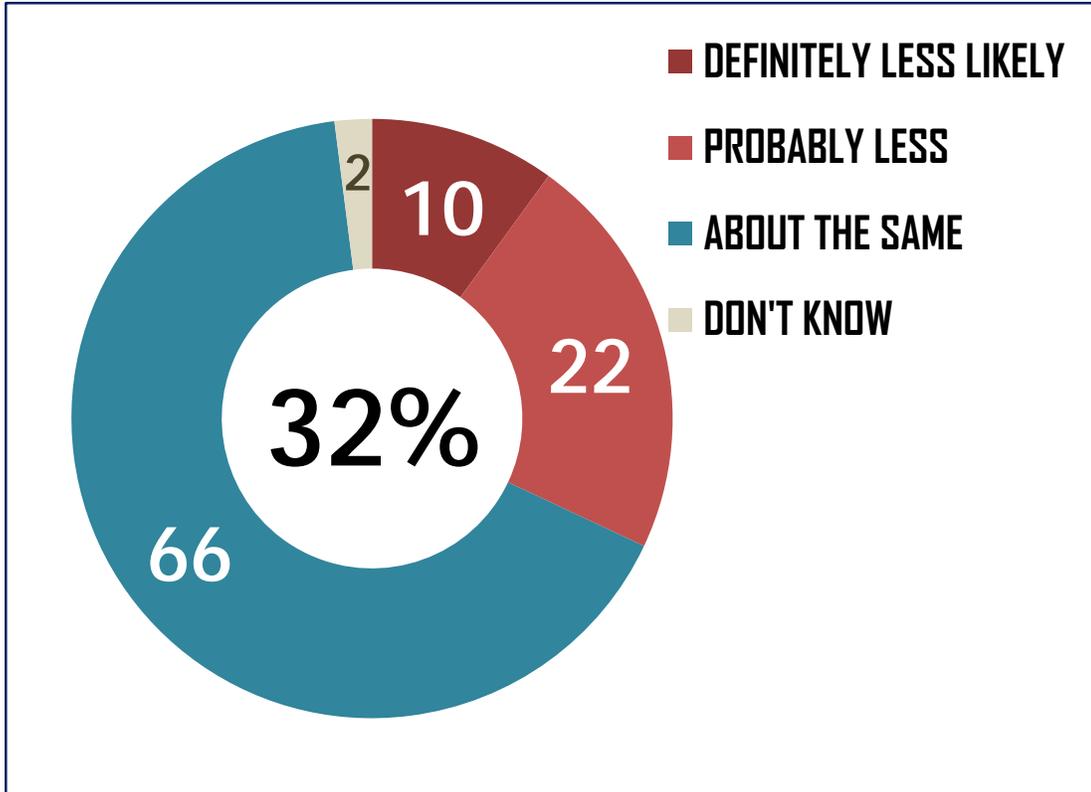
Q3.1: A regional pool requires regional resources to build, operate and maintain. In your opinion, what would be the best way to fund the construction and operation of a regional pool:

- Respondents who said a new pool is needed (n=129) were asked to choose between two potential funding mechanisms.
 - By a 4:1 margin they preferred a collaboration between the City and the SVMPD to having the City become part of the SVMPD.
 - That preference was expressed by at least 69% in every demographic category.



Funding

2/3 would use Si View facilities at same rate if they were charged



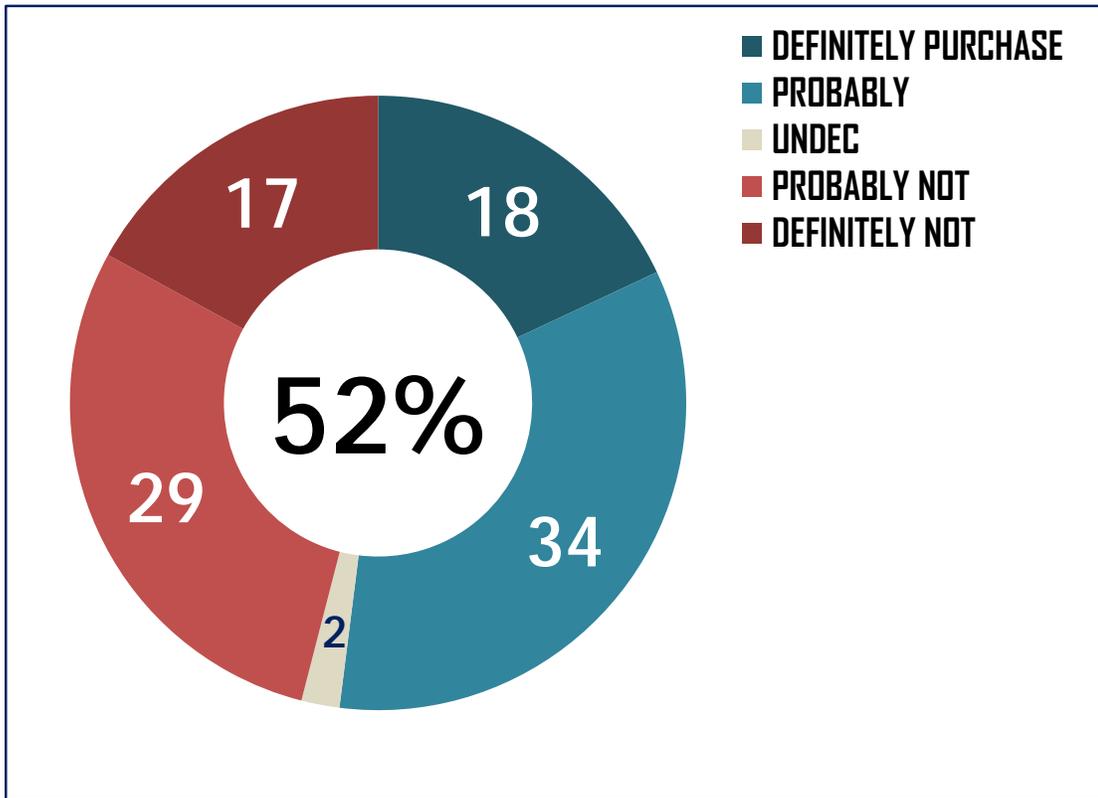
Q4: As we have said, all residents of the valley are able to use the Si View Parks facilities. However, only households in Si View Park District pay property taxes to support the district operations and facilities. Your household is not in the Si View Park District. If there were a charge for people outside the Park District to use Si View Pool or recreation programs, would you be...

- **66% of respondents said they would use Si View parks facilities "about the same as they do now" if they were charged a fee to use those facilities. This included:**
 - 58% of the heaviest users of SVMPD facilities;
 - 62% of light users.
- **Of those who said they would use the facilities less than they do now:**
 - 47% do not currently use the facilities;
 - 35% use them 1-3 times a year; and
 - 17% use them more than 4 times a year.



At last

About half willing to purchase discount card



Q5: If there were a fee for non-residents to use Si View Park facilities, would you be inclined to purchase a discount card that would let Snoqualmie residents access Si View District Park facilities at the same rates as residents? Would you say you...

- **Among the current heavy users (4+ times/year):**
 - 13% would definitely purchase a card;
 - 50% probably would;
 - 18% probably would not; and
 - 8% definitely would not.
 - 11% were uncertain.
- **Among light users (1-3 times/year):**
 - 24% would definitely purchase a card;
 - 42% probably would;
 - 19% probably would not; and
 - 15% definitely would not.



DISCUSSION

Si View Parks facilities and programs are well-used by residents of Snoqualmie, especially young parents. Nearly half of the parents with children at home had used the Si View pool in the last year and 4 in 10 had used at last one SVMPD recreation program.

Most Snoqualmie residents believe there is a need for a new pool in the region, but are not keen to join the Si View Park District to make that happen. They much prefer a collaboration between SVMPD and the City of Snoqualmie.

Most respondents, about two-thirds, would use the SVMPD facilities at the same rate they are using them now if the District charged non-District residents for access to facilities. About half said they would purchase an out-of-district discount card if there were charges and such a card were available.

These survey findings provide a broad indicator of support and willingness to pay for SVMPD facilities. The results are generally positive. Of course, the District would have to conduct a more extensive analysis to determine the potential financial impact of fees.

