Kirkland, WA Comprehensive Parks, **Recreation, and Open Space Master Plan Report**







December 2021



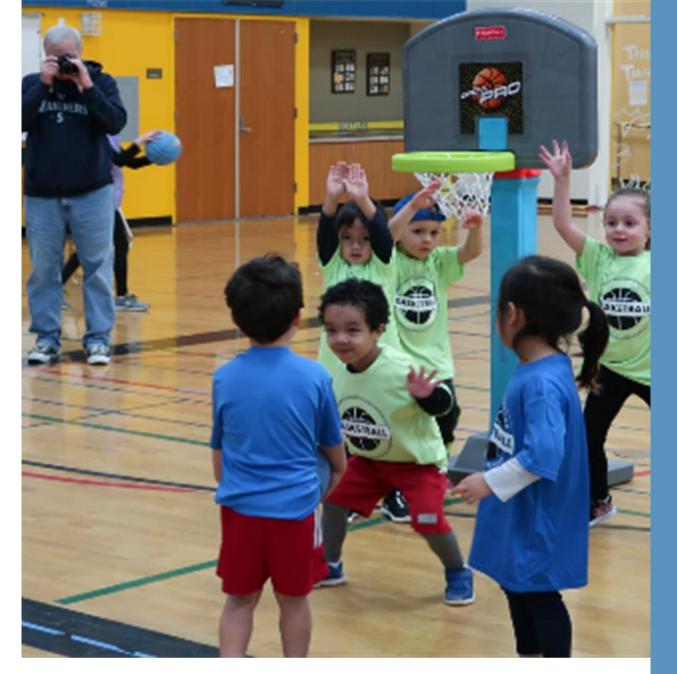
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Introduction

- The purpose of this study was to gather community feedback on the City of Kirkland parks, recreation facilities, amenities, future planning, communication, and more.
- This survey research effort and subsequent analysis were designed to assist the City of Kirkland in developing a plan to reflect the community's needs and desires.





Methodology

Primary methods:

1 = Statistically Valid (Invitation Survey) Mailed postcard and survey with an option to complete online through password protected website

2 = Open Link Survey Online survey available to all residents of Kirkland

4,864 Postcards & 4,822 Surveys Delivered



656 - Invitation Surveys Completed +/- 3.8% Margin of Error



2,345 - Open Link Surveys Completed

3,001

Total Surveys



Weighting the Data

The underlying data from the survey were weighted by age and ethnicity to ensure appropriate representation of **Kirkland residents** across different demographic cohorts in the sample.



Using U.S. Census Data, the age and ethnicity distributions in the total sample were adjusted to more closely match the actual population profile of the **City of Kirkland.**



Key Findings



PARK USAGE

City parks are the most widely used facilities, services or programs provided by Kirkland Parks and Community Services. 66% of Invite respondents and 73% of Open link respondents use City parks at least a few times a month or more. Open link respondents are more likely to be users.

COMMUNICATION

There is some room for improvement to better leverage communication efforts and information dissemination about parks and recreation to further create awareness in Kirkland. 23% of overall respondents indicated that communication effectiveness is not effective, with an average score of 3.3 (on a scale of 1 to 5).



IMPORTANCE

On a scale of 1 to 5, with 5 being very important, Invite respondents rated parks and open spaces (4.7), trails in parks and/or city trail systems (4.7) and restrooms (4.4) as the most important facilities and amenities to their households. Programs and services were less important overall with special events rating the highest at 3.6.

• NEEDS MET

In terms of facilities meeting the needs of the community, invite respondents rated all facilities and amenities and all programs and services above average (3.0). Parks and open spaces rated the highest for facilities at 4.1 and special events rated the highest for programs and services at 4.0.



Key Findings



INCREASE USE

Year-round restrooms, Recreation Center or Indoor Aquatic Complex, and better lighting (parks, trails, and facilities) are the top 3 items that if addressed would increase use at parks and recreation in Kirkland. Expanded hours of operation and lower pricing/user fees were more important to lower incomes and the Hispanic population.



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FUNDING SOURCES

More than half of respondents indicate that they would probably or definitely support a bond referendum for specific projects, indoor aquatic facility and an indoor recreation center, and increased user fees. More than half of respondents would probably or definitely not support any for of new or expanded tax.



FUTURE NEEDS

New parks in the North area of Kirkland and an indoor aquatics center are the most important needs for improvement for Kirkland Parks and Community Services over the next 5 to 10 years. Little interest/support in building new athletic fields or converting to synthetic turf (or developing more niche facilities for cricket, futsal, rugby, etc.) exists.



ADA-ACCESSABILITY

4% of overall respondents have a need for ADAaccessible facilities and services. Of the respondents who have a need for ADA-accessible facilities and services, 57% have experienced challenges in accessing parks or programs.



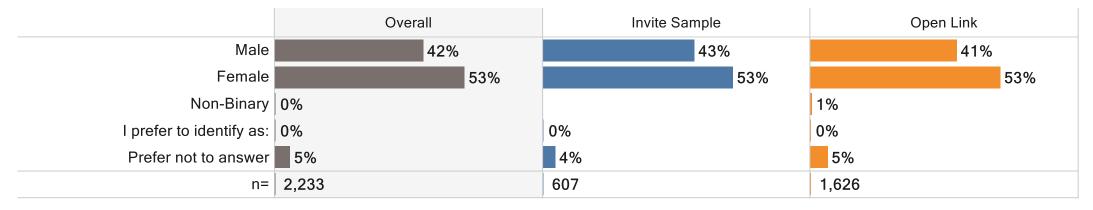
Demographics



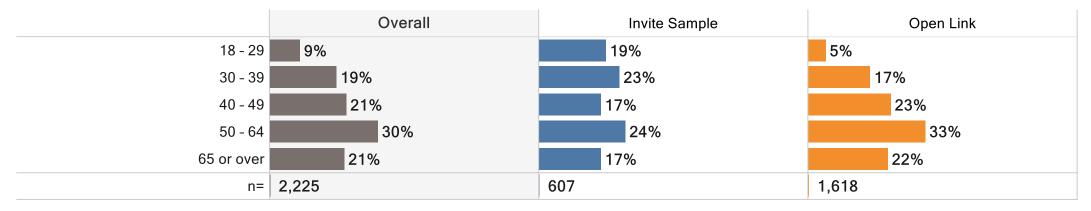
Gender & Age

Respondent gender and age.

Q: Please indicate the gender with which you identify: by "Source"



Q: What is your age? by "Source"

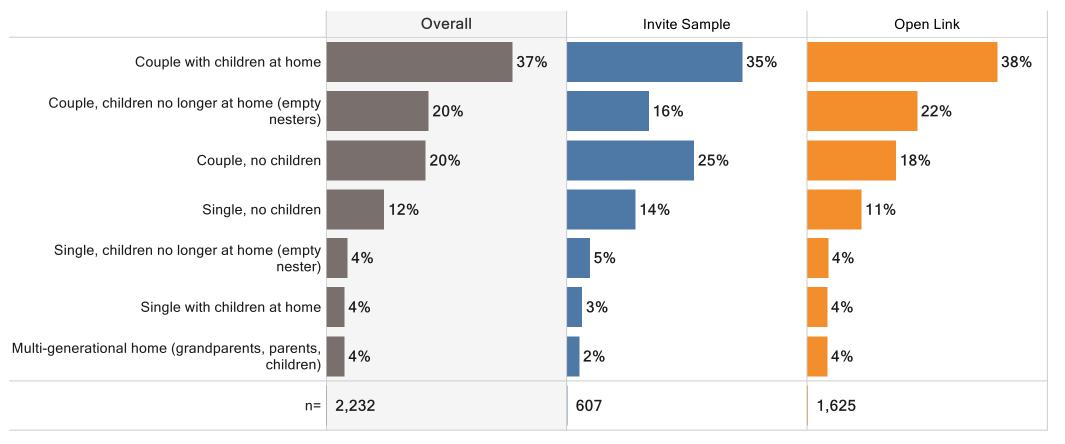




Household Makeup

Household status.

Q: Which of these categories best applies to your household? by "Source"





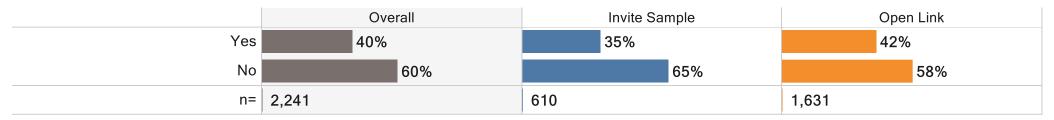
Voting Status, ADA-Accessibility and Dogs

Registered voter, ADA needs and dog ownership.

Q: Are you a registered voter in Kirkland? by "Source"

	Overall	Invite Sample	Open Link
Yes	90%	90%	90%
No	10%	10%	10%
n=	2,239	610	1,629

Q: Do you or a member of your household own a dog? by "Source"



Q: Do you own or rent your residence in Kirkland? by "Source"

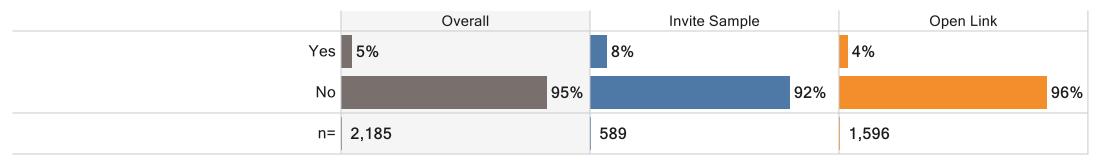
	Overall	Invite Sample	Open Link
Own	83%	80%	84%
Rent	15%	20%	13%
n=	2,240	608	1,632



Ethnicity & Race

Respondent ethnicity and race.

Q: Are you of Hispanic, Latino or Spanish origin? by "Source"



Q: What race do you consider yourself to be? (Check all that apply) by "Source"

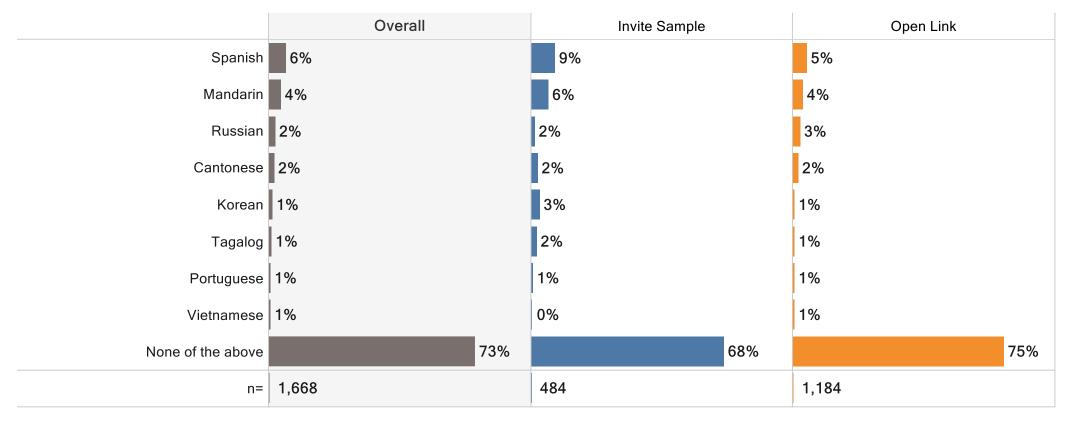
	Overall	Invite Sample	Open Link
White/Caucasian	84%	82%	85%
Asian	14%	17%	12%
Some other race	5%	4%	6%
American Indian and Alaska Native	1%	1%	2%
Black or African American	1%	1%	1%
Native Hawaiian and Other Pacific Islander	1%	0%	1%
n=	2,149	581	1,568



Language

Household languages.

Q: Are there any languages other than English used in your household to communicate? If so, please indicate below (Check all that apply) by "Source"

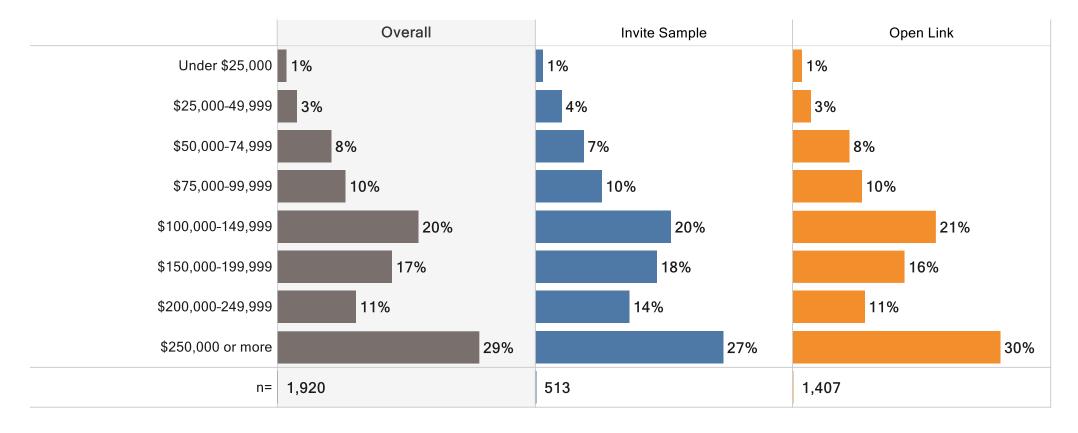




Income

Household income.

Q: Which of these categories best describes the total gross annual income of your household (before taxes)? by "Source"





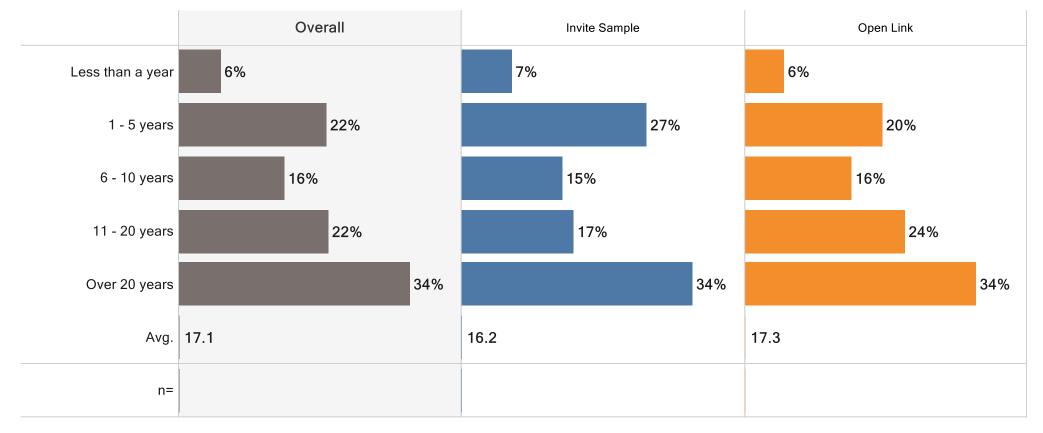
Living in Kirkland



Length of Time in Kirkland

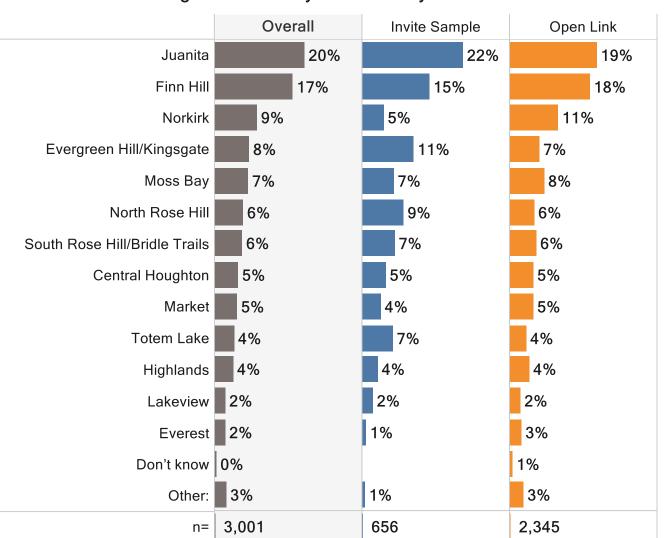
Respondent tenure in Kirkland.

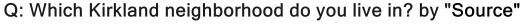
Q: How long have you lived in Kirkland or surrounding area? by "Source"

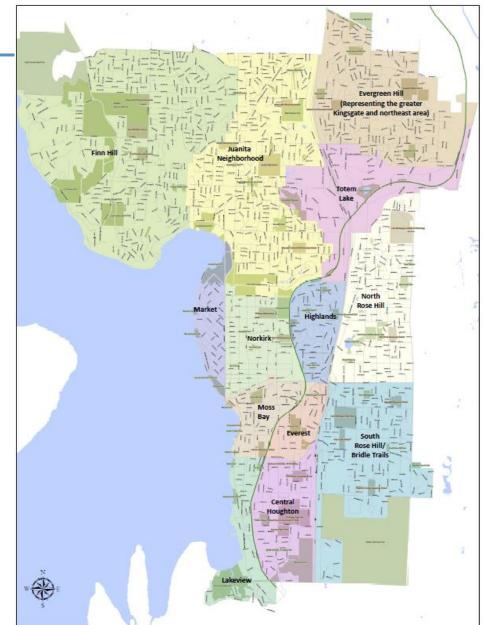




Neighborhood in Kirkland

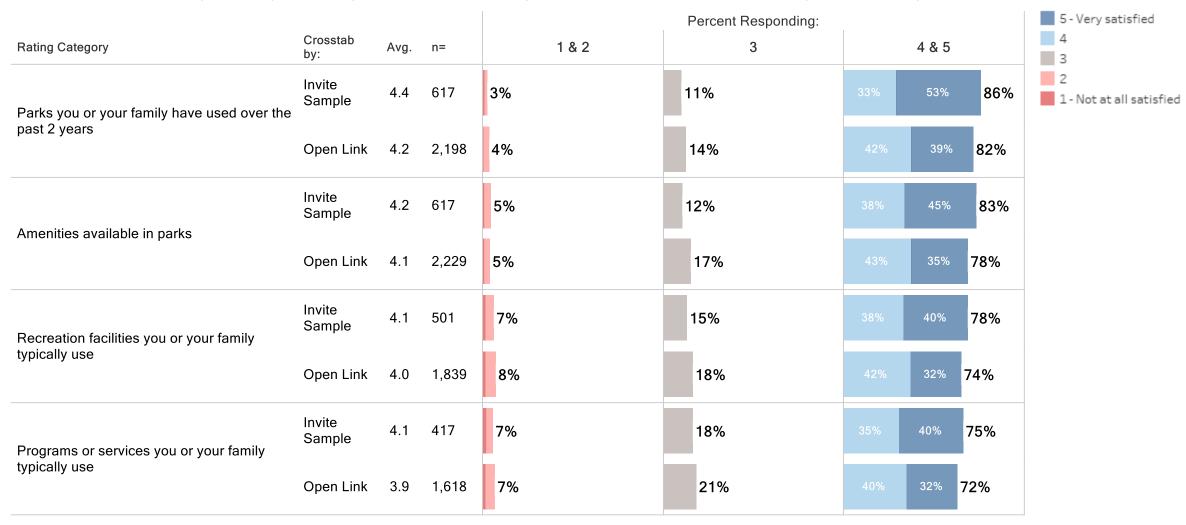








Satisfaction with Parks and Recreation Facilities



Q: How satisfied have you and your family been with the quality of Kirkland Parks and Community Services? by "Source"

Current Usage



Frequency of Use By Invite Sample

Q: Prior to the current CDC guidelines and restrictions on accessing parks and recreational facilities that were put into effect for COVID-19, how frequently have you and/or a member of your household used or participated in any of the following facilities, services or programs provided by Kirkland Parks and Community Services? by "Invite Sample"

At least once a week
A few times a month
At least once a month
A few times a year
Have not visited

				Percent Responding:		
Rating Category	Avg.	n=	1 & 2	3	4 & 5	
City parks	2.1	639	43% 66%	15%	18%	
Dog parks	4.2	623	16%	5%	65%	79%
Athletic rectangle fields (soccer, football, etc.)	4.3	618	11%	5%	63%	83%
Athletic diamond fields (baseball, softball, etc.)	4.4	620	9%	3%	71%	87%
Tennis courts	4.4	625	6%	5%	66% 22%	88%
Community Centers	4.5	622	6%	4%	66% 24%	90%
Programs	4.5	618	6%	4%	69%	91%
Basketball courts	4.5	616	7%	3%	73%	90%
Peter Kirk Pool	4.6	622	6%	1%	74%	92%
Rentals (Community Center, pavilions, etc.)	4.8	617	1%	1%	82%	98%
Volleyball courts	4.8	618	2%	2%	86%	97%
Pickleball courts	4.8	617	3%	1%	91%	96%



Frequency of Use By Open Link Sample

Q: Prior to the current CDC guidelines and restrictions on accessing parks and recreational facilities that were put into effect for COVID-19, how frequently have you and/or a member of your household used or participated in any of the following facilities, services or programs provided by Kirkland Parks and Community Services? by "Open Link Sample"

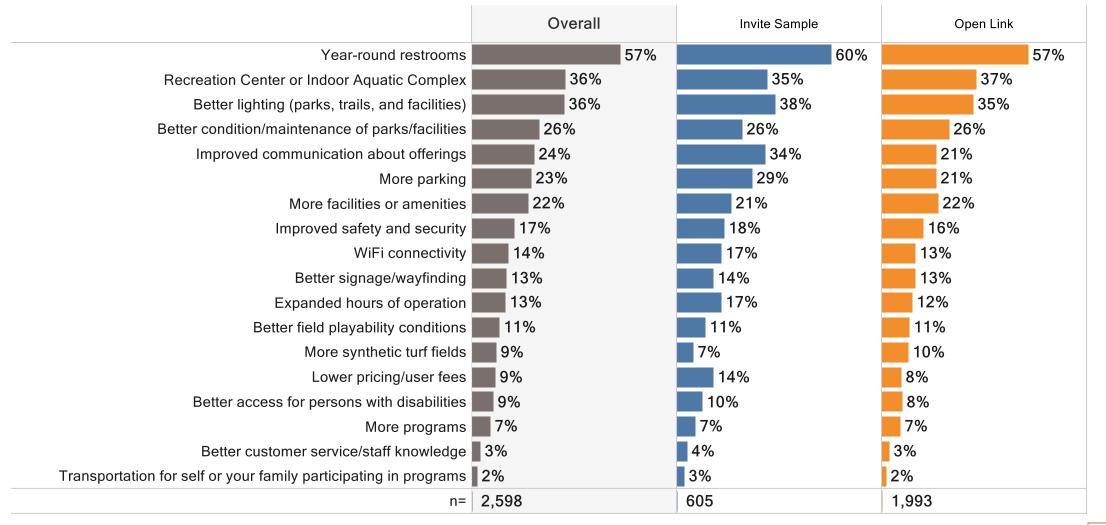
At least once a week
A few times a month
At least once a month
A few times a year
Have not visited

				Percent Responding:	
Rating Category	Avg.	n=	1 & 2	3	4 & 5
City parks	1.9	2,110	51% 73%	12%	15%
Athletic diamond fields (baseball, softball, etc.)	4.0	2,084	18%	5%	57% 77%
Athletic rectangle fields (soccer, football, etc.)	4.1	2,077	17%	6%	56% 21% <mark>77%</mark>
Dog parks	4.2	2,091	17%	4%	^{64%} 79%
Community Centers	4.3	2,081	9%	5%	58% 29% 87%
Programs	4.4	2,077	7%	3%	61% 29% 91%
Peter Kirk Pool	4.5	2,090	8%	2%	67% 23% <mark>90%</mark>
Tennis courts	4.5	2,075	6%	5%	69% 89%
Basketball courts	4.5	2,058	7%	4%	72% 89%
Pickleball courts	4.6	2,080	8%	2%	83% 90%
Rentals (Community Center, pavilions, etc.)	4.8	2,078	1%	1%	80% 98%
Volleyball courts	4.8	2,072	2%	2%	86% 96%



Increase Usage

Q: What are the most important areas that, if addressed by Kirkland Parks and Community Services, would increase your use of parks and recreation facilities, programs and services? (Check all that apply) by "Source"



Current Conditions



Importance of Current Facilities and Amenities By Average

Q: How important are the following facilities and services are to your household? FACILITIES AND AMENITIES by "Source"

		Overall			Invite Sample			Open Link		
Parks and open spaces	n=2,574		4.7	n=616		4.7	n=1,958		4.7	
Trails in parks and/or city trail systems	n=2,576		4.7	n=619		4.7	n=1,957		4.6	
Restrooms in parks	n=2,573		4.4	n=615		4.4	n=1,958		4.4	
Lifeguarded beaches	n=2,535	3.1		n=600	3.1		n=1,935	3.1		
Community gardens	n=2,527	3.1		n=594	3.1		n=1,933	3.0		
Outdoor pool	n=2,533	3.0		n=602	3.0		n=1,931	3.0		
Community Centers	n=2,533	2.9		n=603	2.9		n=1,930	2.9		
Rectangle athletic fields (soccer, football, etc.)	n=2,508	2.8		n=591	2.8		n=1,917	2.8		
Off-leash dog areas	n=2,537	2.7		n=601	2.6		n=1,936	2.7	1 - No 2	t at all important
Tennis courts	n=2,515	2.6		n=594	2.6		n=1,921	2.5	3	
Diamond athletic fields (baseball, softball, etc.)	n=2,513	2.4		n=595	2.3		n=1,918	2.4	4 5 - Ve	ry important
Synthetic turf fields	n=2,512	2.3		n=591	2.2		n=1,921	2.3		_
Pickleball courts	n=2,512	2.2		n=593	2.0		n=1,919	2.2		
Basketball courts	n=2,524	2.1		n=601	2.3		n=1,923	2.1		
Volleyball courts	n=2,512	2.1		n=598	2.1		n=1,914	2.0		



Importance of Current Facilities and Amenities By Invite Sample

Q: How important are the following facilities and services are to your household? FACILITIES AND AMENITIES by "Invite Sample"

				Percent Responding:		
Rating Category	Avg.	n=	1 & 2	3	4 & 5	
Parks and open spaces	4.7	616	2%	5%	82% 93%	
Trails in parks and/or city trail systems	4.7	619	3%	4%	80% 93%	
Restrooms in parks	4.4	615	6%	8%	62% 24% 87%	
Community gardens	3.1	594	18% 32%	24%	19% 25% 44%	
Lifeguarded beaches	3.1	600	26% 39%	17%	25% 19% 44%	
Outdoor pool	3.0	602	24% 38%	20%	24% 18% 42%	
Community Centers	2.9	603	18% 20% 38%	28%	15% 19% 34%	
Rectangle athletic fields (soccer, football, etc.)	2.8	591	17% 29% <mark>46%</mark>	20%		ot at all importa
Tennis courts	2.6	594	17% 32% 49%	20%	15% 30%	
Off-leash dog areas	2.6	601	44% 54%	11%	25% 35% 4	
Diamond athletic fields (baseball, softball, etc.)	2.3	595	17% 42% 59%	16%	24%	ery important
Basketball courts	2.3	601	47% 60%	16%	16% <mark>25%</mark>	
Synthetic turf fields	2.2	591	17% 47% 63%	19%	18%	
Volleyball courts	2.1	598	19% 45% 64%	21%	<mark>9%</mark> 15%	
Pickleball courts	2.0	593	19% 51% 69%	16%	14%	



Importance of Current Facilities and Amenities By Open Link Sample

Q: How important are the following facilities and services are to your household? FACILITIES AND AMENITIES by "Open Link Sample"

				Percent Responding:	1	
Rating Category	Avg.	n=	1 & 2	3	4 & 5	
Parks and open spaces	4.7	1,958	2%	3%	83% 95%	
Trails in parks and/or city trail systems	4.6	1,957	3%	5%	77% 92%	
Restrooms in parks	4.4	1,958	5%	11%	61% 24% <mark>85%</mark>	
Lifeguarded beaches	3.1	1,935	22% 36%	22%	24% 18% 42%	
Community gardens	3.0	1,933	20% 34%	26%	18% 21% 40%	
Outdoor pool	3.0	1,931	24% 37%	23%	24% 17% 41%	
Community Centers	2.9	1,930	19% 19% 38%	29%	18% 33%	
Rectangle athletic fields (soccer, football, etc.)	2.8	1,917	31% 43%	22%		ot at all important
Off-leash dog areas	2.7	1,936	40% 50%	13%	26% 36% 3	
Tennis courts	2.5	1,921	16% 34% <mark>50%</mark>	24%	26% 4	
Diamond athletic fields (baseball, softball, etc.)	2.4	1,918	16% 40% <mark>56%</mark>	19%	25%	ery important
Synthetic turf fields	2.3	1,921	44% 58%	21%	21%	
Pickleball courts	2.2	1,919	47% 61%	19%	20%	
Basketball courts	2.1	1,923	16% 50% 67%	17%	16%	
Volleyball courts	2.0	1,914	19% 47% 66%	22%	12%	



Importance of Current Programs and Services By Average

Q: How important are the following facilities and services are to your household? PROGRAMS AND SERVICES by "Source"

	Overal	I	Invite	Sample	Оре	en Link
Special events (Summerfest, races, etc.)	n=2,522	3.5	n=599	3.6	n=1,923	3.5
Environmental and outdoor programs	n=2,527	3.4	n=595	3.3	n=1,932	3.4
Fitness programs	n=2,533	3.2	n=601	3.2	n=1,932	3.2
Aquatic programs	n=2,516	3.2	n=591	3.1	n=1,925	3.2
Health and wellness programs	n=2,512	3.1	n=587	3.1	n=1,925	3.1
Sports programs	n=2,513	3.0	n=596	3.0	n=1,917	3.0
Arts, crafts and dance programs	n=2,516	2.9	n=595	2.8	n=1,921	2.9
Senior program and services	n=2,515	2.8	n=599	2.6	n=1,916	2.9 1 - Not at all important
After-school and summer programs	n=2,514	2.8	n=594	2.7	n=1,920	2.8 3
Special interest/education programs	n=2,498	2.7	n=590	2.8	n=1,908	2.7
Teen programs	n=2,500	2.6	n=587	2.5	n=1,913	2.6
Adaptive/special needs programs	n=2,493 2	.3	n=580	2.1	n=1,913	2.3
Culturally-specific programming for seniors	n=2,499 2.	2	n=588	2.2	n=1,911	2.2



Importance of Current Programs and Services By Invite Sample

Q: How important are the following facilities and services are to your household? PROGRAMS AND SERVICES by "Invite Sample"

				Percent Responding:		
Rating Category	Avg.	n=	1 & 2	3	4 & 5	
Special events (Summerfest, races, etc.)	3.6	599	9% 12% <mark>21%</mark>	22%	33% 24% 57%	
Environmental and outdoor programs	3.3	595	16% 24%	29%	26% 21% 47%	
Fitness programs	3.2	601	12% 18% 30%	24%	24% 22% 46%	
Health and wellness programs	3.1	587	16% 19% 35%	22%	22% 20% 43%	
Aquatic programs	3.1	591	11% 26% 37%	18%	29% 16% 44%	
Sports programs	3.0	596	29% 39%	18%	23% 20% 43%	
Arts, crafts and dance programs	2.8	595	13% 28% 42%	22%		at all important
Special interest/education programs	2.8	590	17% 26% 43%	26%	13% 18% 31%	
After-school and summer programs	2.7	594	9% 40% <mark>49%</mark>	15%	22% 14% 37% 4 5-Ver	/ important
Senior program and services	2.6	599	11% 39% 50%	16%	19% 15% 33%	
Teen programs	2.5	587	13% 41% <mark>54%</mark>	16%	17% 13% 30%	
Culturally-specific programming for seniors	2.2	588	11% 52% <mark>63%</mark>	17%	9% 11% 20%	
Adaptive/special needs programs	2.1	580	12%	16%	11% <mark>8%</mark> 19%	



Importance of Current Programs and Services By Open Link Sample

Q: How important are the following facilities and services are to your household? PROGRAMS AND SERVICES by "Open Link Sample"

				Percent Responding:	
Rating Category	Avg.	n=	1 & 2	3	4 & 5
Special events (Summerfest, races, etc.)	3.5	1,923	9% 13% 23%	22%	30% 25% 55%
Environmental and outdoor programs	3.4	1,932	12% 13% 25%	23%	29% 23% 52%
Aquatic programs	3.2	1,925	24% 33%	21%	30% 16% 46%
Fitness programs	3.2	1,932	14% 16% 30%	26%	20% 23% 44%
Health and wellness programs	3.1	1,925	13% 18% 32%	27%	19% 22% 42%
Sports programs	3.0	1,917	12% 25% 37%	23%	20% 20% 40%
Arts, crafts and dance programs	2.9	1,921	13% 24% 37%	27%	17% 19% 36% 1- Not at all important
Senior program and services	2.9	1,916	11% 31% 42%	20%	21% 17% 38% 3
After-school and summer programs	2.8	1,920	34% 43%	19%	23% 15% 37% 4 5 - Very important
Special interest/education programs	2.7	1,908	17% 28% 45%	28%	11% 16% 27%
Teen programs	2.6	1,913	12% 36% <mark>47%</mark>	21%	15% 17% 32%
Adaptive/special needs programs	2.3	1,913	14% 44% 57%	23%	10% 20%
Culturally-specific programming for seniors	2.2	1,911	14% 48% 62%	19%	8% <mark>10%</mark> 19%



Needs Met of Current Facilities and Amenities By Average

Q: How do you think they are currently meeting the needs of the community? FACILITIES AND AMENITIES by "Source"

	Overal	1	Q 0: Source			
		·	Invite Sa	ample	(Open Link
Parks and open spaces	n=2,061	3.9	n=502	4.1	n=1,559	3.9
Diamond athletic fields (baseball, softball, etc.)	n=1,078	3.8	n=283	3.9	n=795	3.8
Trails in parks and/or city trail systems	n=2,009	3.8	n=488	4.0	n=1,521	3.7
Volleyball courts	n=762	3.6	n=200	3.8	n=562	3.6
Rectangle athletic fields (soccer, football, etc.)	n=1,068	3.6	n=273	3.8	n=795	3.5
Lifeguarded beaches	n=1,362	3.6	n=349	3.7	n=1,013	3.5
Tennis courts	n=1,047	3.6	n=274	3.7	n=773	3.5
Community Centers	n=1,087	3.5	n=279	3.7	n=808	3.5
Basketball courts	n=822	3.5	n=231	3.6	n=591	3.5
Outdoor pool	n=1,350	3.4	n=343	3.6	n=1,007	3.4
Community gardens	n=1,052	3.3	n=272	3.4	n=780	3.3
Restrooms in parks	n=1,912	3.3	n=465	3.5	n=1,447	3.2
Off-leash dog areas	n=1,222	3.1	n=304	3.3	n=918	3.0
Pickleball courts	n=740	3.1	n=178	3.3	n=562	3.0
Synthetic turf fields	n=772	3.0	n=202	3.1	n=570	2.9



Needs Met of Current Facilities and Amenities By Invite Sample

Q: How do you think they are currently meeting the needs of the community? FACILITIES AND AMENITIES by "Invite Sample"

			1.0.0	Percent Responding:			1 - Not at
Rating Category	Avg.	n=	1 & 2	3		2 5 46% 010/	3
Parks and open spaces	4.1	502	4%	15%		46% 81%	4
Trails in parks and/or city trail systems	4.0	488	7%	21%	31% 41	<mark>%</mark> 72%	5 - Comp
Diamond athletic fields (baseball, softball, etc.)	3.9	283	9%	19%	33% 39	% 72%	
Rectangle athletic fields (soccer, football, etc.)	3.8	273	11%	21%	28% 40%	68%	
Volleyball courts	3.8	200	9%	30%	27% 34%	61%	
Community Centers	3.7	279	9%	26%	23% 42%	65%	
Lifeguarded beaches	3.7	349	12%	26%	23% 39%	62%	
Tennis courts	3.7	274	12%	27%	23% 37%	61%	
Basketball courts	3.6	231	16%	26%	20% 38%	58%	
Outdoor pool	3.6	343	14% 19%	21%	23% 36%	59%	
Restrooms in parks	3.5	465	17% 19%	29%	18% 34%	51%	
Community gardens	3.4	272	17% 23%	23%	21% 32%	53%	
Pickleball courts	3.3	178	14% 24%	29%	20% 27% 4	7%	
Off-leash dog areas	3.3	304	23% 29%	27%	22% 23% 44	1%	
Synthetic turf fields	3.1	202	16% 18% 34%	22%	17% 27% 44	1%	



Needs Met of Current Facilities and Amenities By Open Link Sample

Q: How do you think they are currently meeting the needs of the community? FACILITIES AND AMENITIES by "Open Link Sample"

				Percent Responding:	1	1 - Not at all
Rating Category	Avg.	n=	1 & 2	3	4 & 5	2
Parks and open spaces	3.9	1,559	6%	21%	24% 49% 73%	3
Diamond athletic fields (baseball, softball, etc.)	3.8	795	11%	23%	29% 36% <mark>66%</mark>	5 - Completely
Trails in parks and/or city trail systems	3.7	1,521	8%	26%	18% 47% 65%	
Volleyball courts	3.6	562	15%	33%	24% 28% 52%	
Lifeguarded beaches	3.5	1,013	15%	32%	20% 34% 53%	
Tennis courts	3.5	773	15%	34%	19% 32% 51%	
Rectangle athletic fields (soccer, football, etc.)	3.5	795	12% 18%	28%	21% 33% 54%	
Basketball courts	3.5	591	9% <mark>8%</mark> 18%	29%	22% 32% 53%	
Community Centers	3.5	808	15%	33%	15% 37% 52%	
Outdoor pool	3.4	1,007	15% 8% <mark>22%</mark>	29%	17% 32% 49%	
Community gardens	3.3	780	15% 22%	35%	15% 28% 42%	
Restrooms in parks	3.2	1,447	20% 23%	39%	27% 38%	
Off-leash dog areas	3.0	918	24% 13% 37%	28%	15% 20% 35%	
Pickleball courts	3.0	562	21% 17% 38%	27%	19% 17% 36%	
Synthetic turf fields	2.9	570	19% 20% 39%	28%	16% 16% 33%	



Needs Met of Current Programs and Services By Averages

Q: How do you think they are currently meeting the needs of the community? PROGRAMS AND SERVICES by "Source"

Special events (Summerfest, Oktoberfest, races)n=1,4623.9n=3384.0n=1,124Sports programsn=8603.6n=2263.8n=6343.9
Sports programs n=860 3.6 n=226 3.8 n=634 3.6
enior program and services n=650 3.5 n=174 3.8 n=476 3.4
Health and wellness programsn=7003.4n=1903.6n=5103.3
itness programs n=781 3.4 n=213 3.5 n=568 3.3
Arts, crafts and dance programs n=772 3.4 n=208 3.5 n=564 3.3
Teen programs n=530 3.4 n=152 3.8 n=378 3.2
sfter-school and summer programs n=663 3.4 n=180 3.7 n=483 3.2
pecial interest/education programs n=531 3.3 n=160 3.6 n=371 3.2
nvironmental and outdoor programs n=771 3.3 n=198 3.7 n=573 3.2
Culturally-specific programming for seniors n=403 3.3 n=136 3.5 n=267 3.1
Adaptive/special needs programs n=388 3.2 n=110 3.7 n=278 3.1
Aquatic programs n=936 3.0 n=233 3.4 n=703 2.9
Dther n=264 2.4 n=53 2.7 n=211 2.4



Needs Met of Current Programs and Services By Invite Sample

Q: How do you think they are currently meeting the needs of the community? PROGRAMS AND SERVICES by "Invite Sample"

			Percent Responding:				1 - Not at all
Rating Category	Avg.	n=	1 & 2	3	4 &	5	2
Special events (Summerfest, races, etc.)	4.0	338	8%	20%	34% 3	8% 72%	3
Senior program and services	3.8	174	15%	21%	36% 28	% 64%	5 - Completely
Teen programs	3.8	152	15%	28%	35% 22%	58%	
Sports programs	3.8	226	9% 12%	26%	28% 34%	62%	
After-school and summer programs	3.7	180	12% 14%	32%	31% 23%	53%	
Environmental and outdoor programs	3.7	198	12%	34%	28% 26%	54%	
Adaptive/special needs programs	3.7	110	16% 21%	27%	38% 15%	53%	
Special interest/education programs	3.6	160	14%	31%	29% 26%	55%	
Health and wellness programs	3.6	190	15% 19%	30%	29% 22%	51%	
Culturally-specific programming for seniors	3.5	136	17% 23%	26%	32% 19%	51%	
Arts, crafts and dance programs	3.5	208	14%	40%	22% 24%	17%	
Fitness programs	3.5	213	18% 22%	28%	25% 26%	50%	
Aquatic programs	3.4	233	20% 26%	26%	26% 21%	47%	



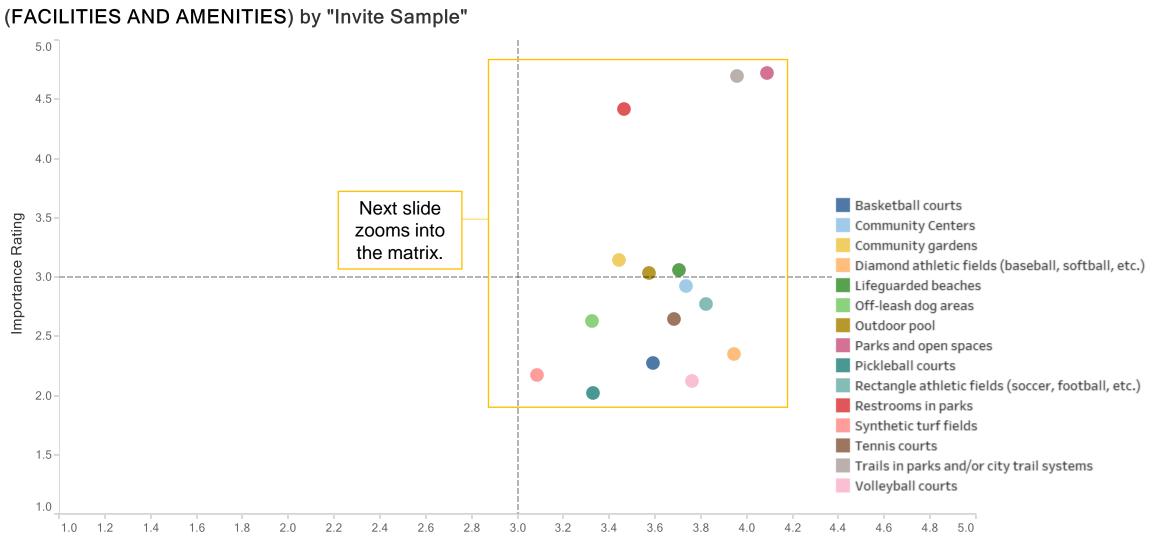
Needs Met of Current Programs and Services By Open Link Sample

Q: How do you think they are currently meeting the needs of the community? PROGRAMS AND SERVICES by "Open Link Sample"

	A		Percent Responding:			1 - Not at all 2
Rating Category	Avg.	n=	1 & 2	3	4 & 5	3
Special events (Summerfest, races, etc.)	3.9	1,124	7%	22%	26% 44% 71%	4
Sports programs	3.5	634	9% 13%	36%	15% 36% 52%	5 - Completely
Senior program and services	3.4	476	14% 20%	32%	16% 32% 48%	
Fitness programs	3.3	568	13% 18%	38%	13% 30% 44%	
Health and wellness programs	3.3	510	15% 20%	38%	14% 29% 43%	
Arts, crafts and dance programs	3.3	564	13% 19%	37%	12% 32% 44%	•
After-school and summer programs	3.2	483	14% 21%	39%	13% 27% 40%	
Environmental and outdoor programs	3.2	573	16% 23%	37%	12% 28% 40%	
Special interest/education programs	3.2	371	15% 23%	39%	14% 25% 39%	
Teen programs	3.2	378	16% 9% 25%	35%	14% 26% 40%	
Culturally-specific programming for seniors	3.1	267	17% 14% 31%	32%	20% 17% 37%	
Adaptive/special needs programs	3.1	278	18% 13% 31%	34%	16% 19% 35%	
Aquatic programs	2.9	703	25% 12% 37%	31%	23% 32%	



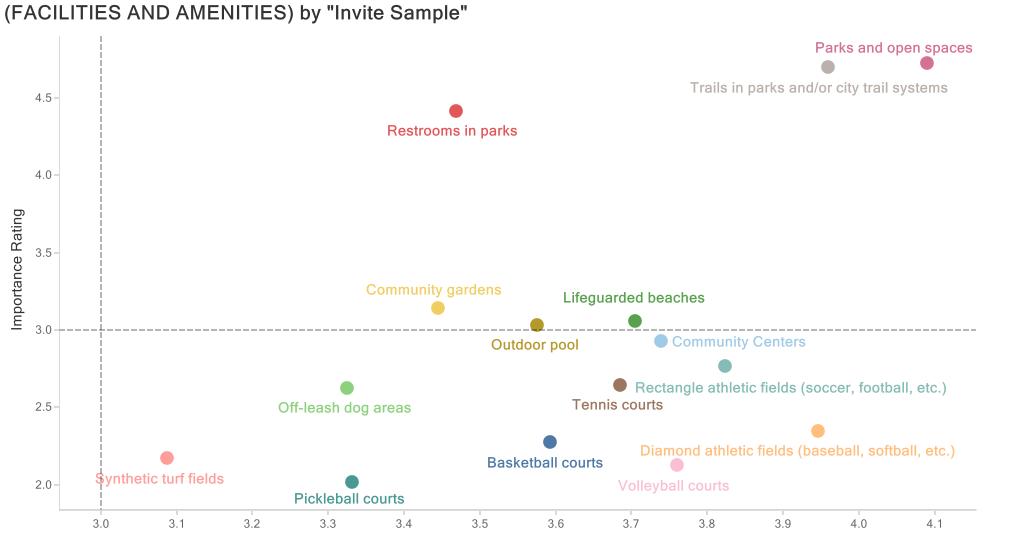
Importance/Performance Matrix Facilities and Amenities By Invite Sample



Meets Needs Rating

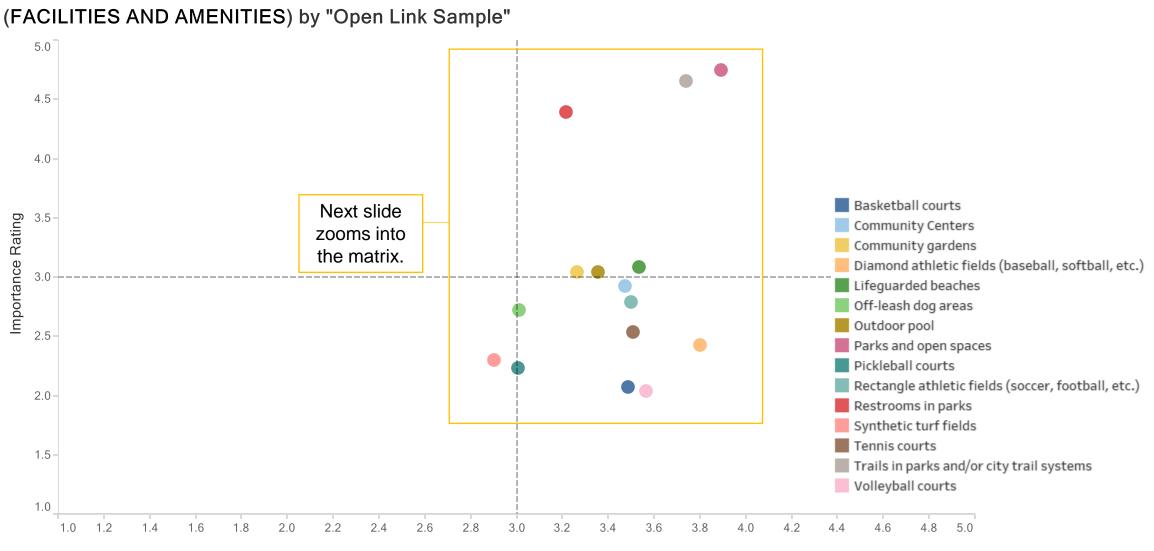


Importance/Performance Matrix Facilities and Amenities By Invite Sample



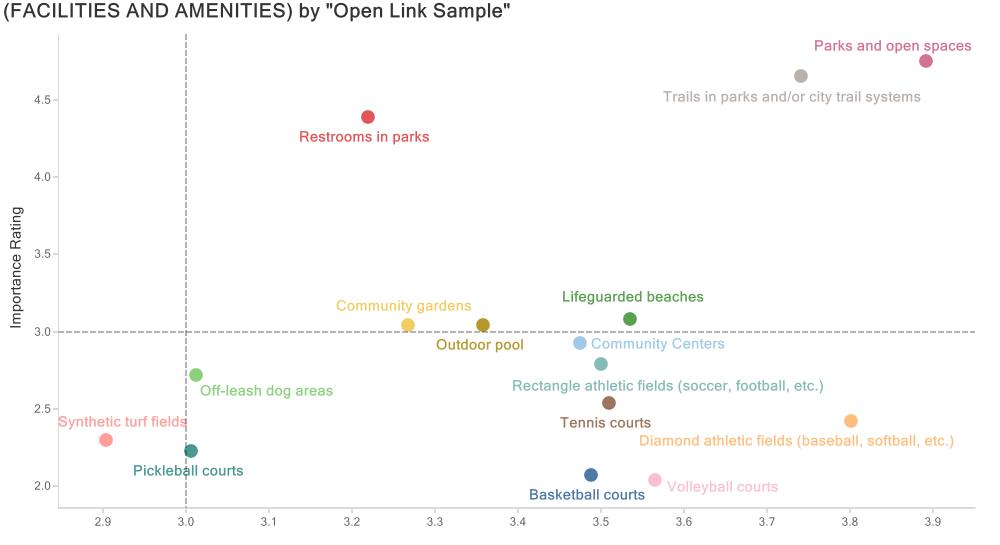


Importance/Performance Matrix Facilities and Amenities By Open Link Sample





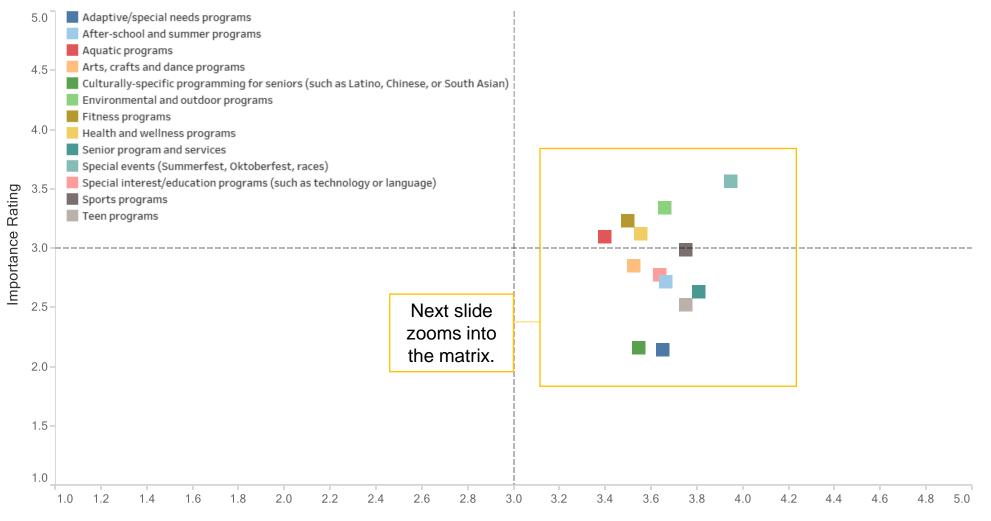
Importance/Performance Matrix Facilities and Amenities By Open Link Sample





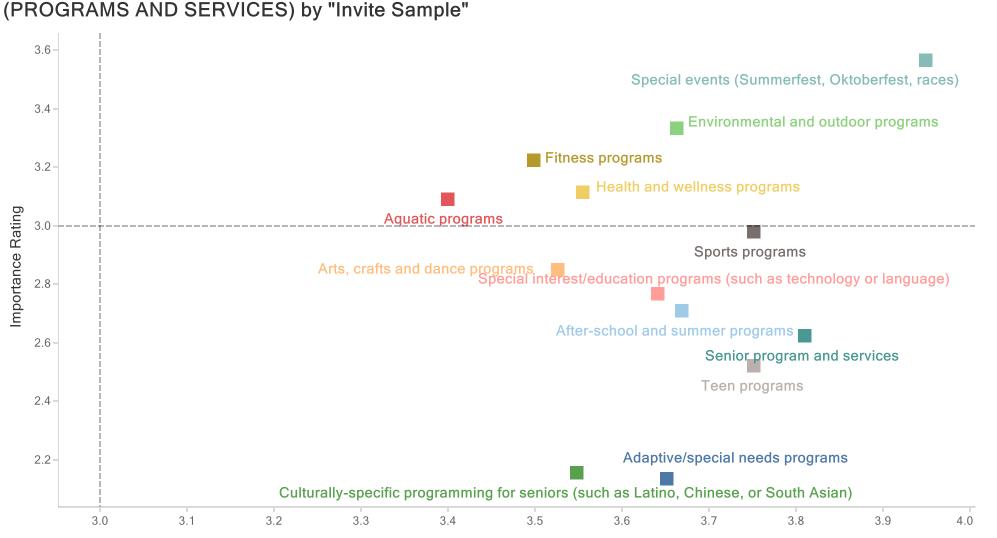
Importance/Performance Matrix Programs and Services By Invite Sample

(PROGRAMS AND SERVICES) by "Invite Sample"





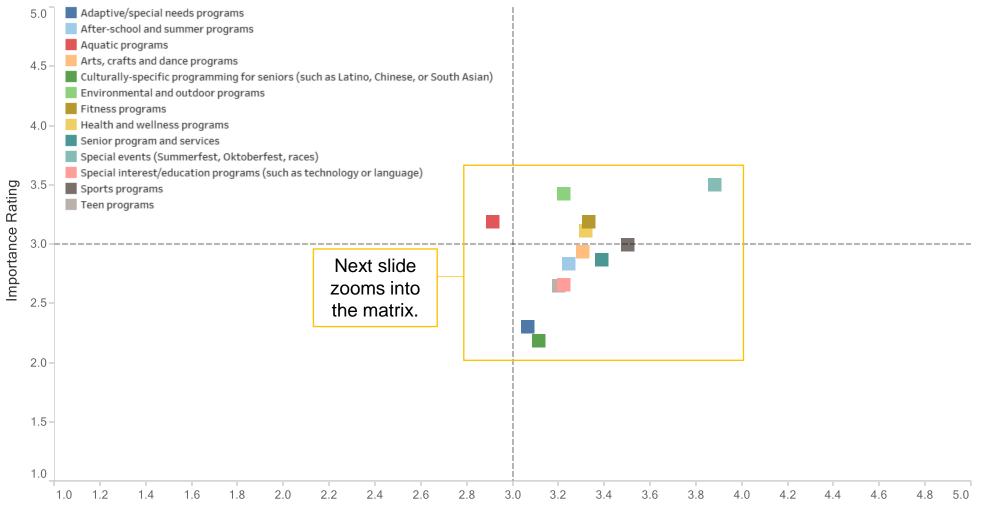
Importance/Performance Matrix Programs and Services By Invite Sample





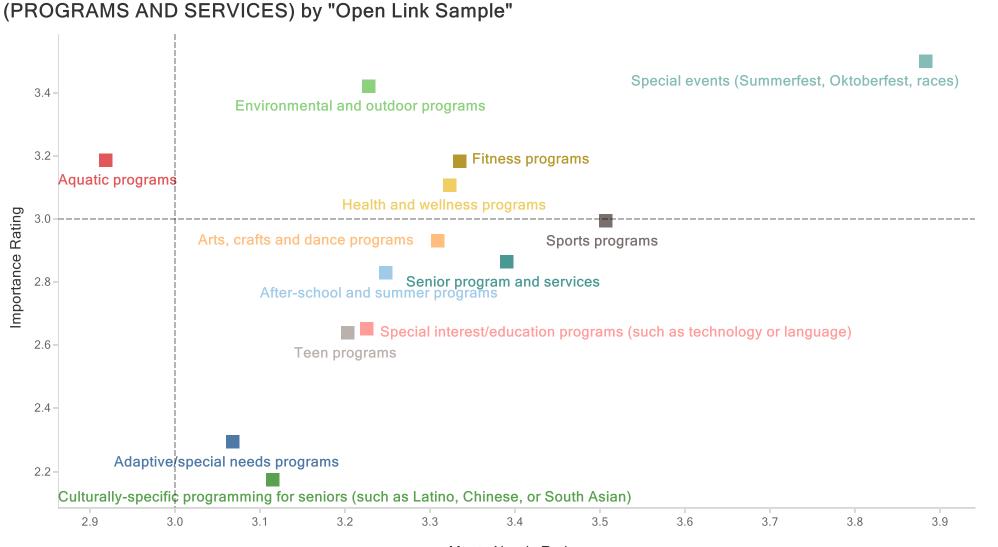
Importance/Performance Matrix Programs and Services By Open Link Sample

(PROGRAMS AND SERVICES) by "Open Link Sample"





Importance/Performance Matrix Programs and Services By Open Link Sample





Average Importance-Performance Matrix

High importance/ Low needs met

These are key areas for potential improvements. Improving these facilities/programs would likely positively affect the degree to which community needs are met overall.

High importance/ High needs met

These amenities are important to most respondents and should be maintained in the future, but are less of a priority for improvements as needs are currently being adequately met.

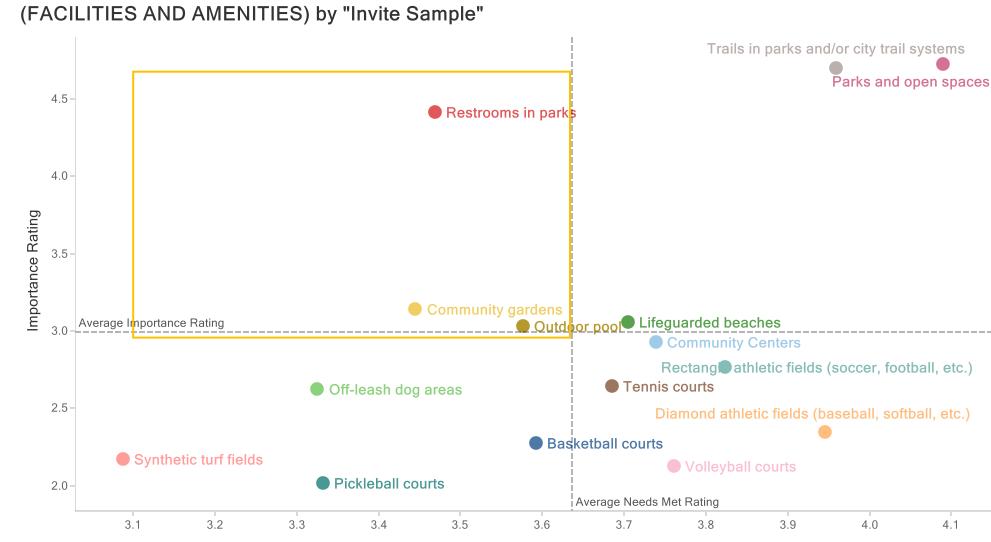
These "niche" facilities/programs have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.

Low importance/ Low needs met Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities/programs outweigh the benefits may be constructive.

> Low importance/ High needs met

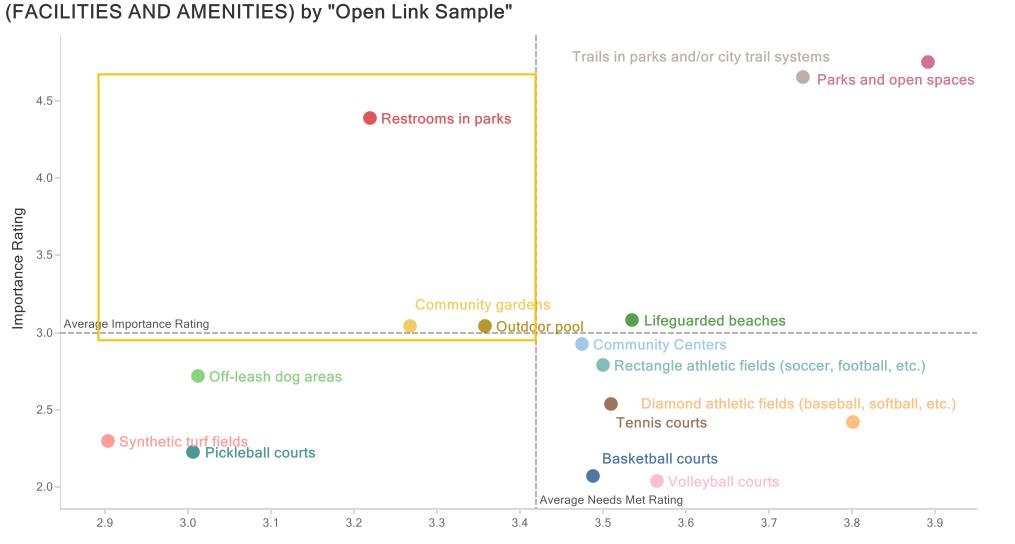


Average Importance/Performance Matrix Facilities and Amenities By Invite Sample



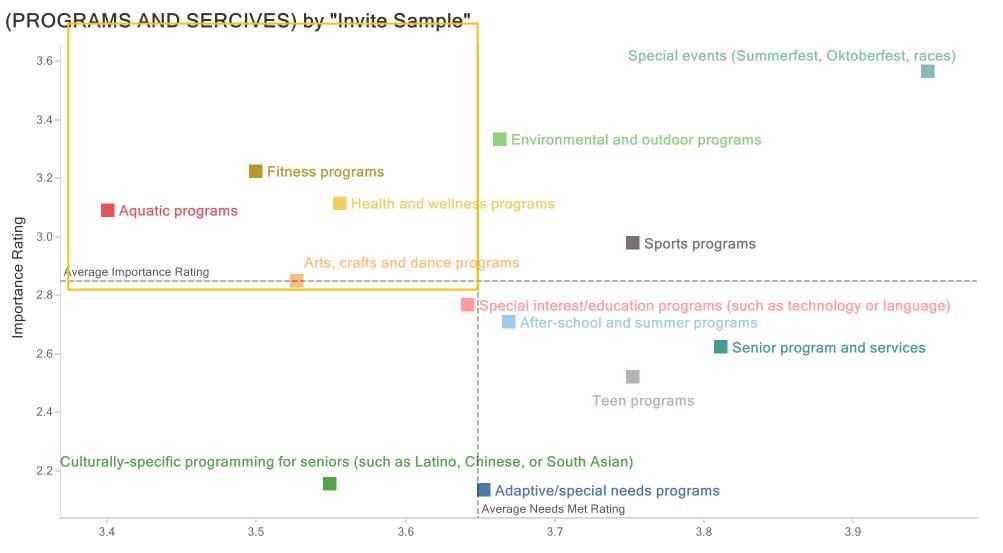


Average Importance/Performance Matrix Facilities and Amenities By Open Link Sample



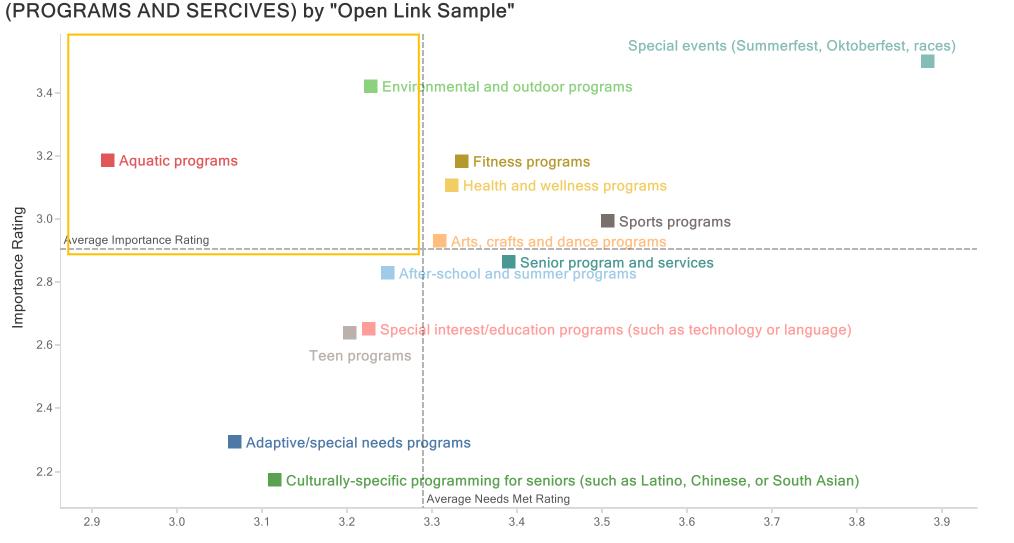


Average Importance/Performance Matrix Facilities and Amenities By Invite Sample





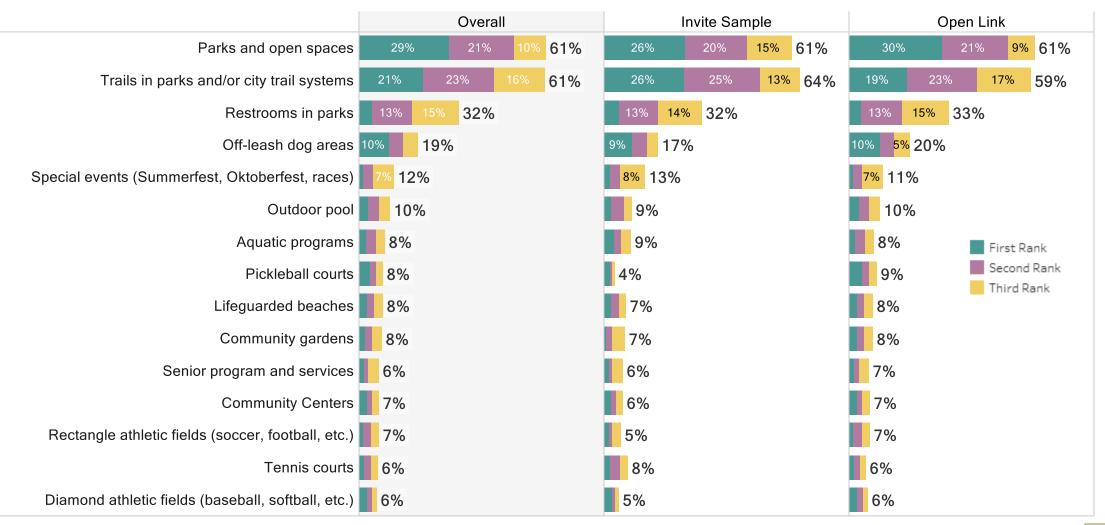
Average Importance/Performance Matrix Facilities and Amenities By Open Link Sample





Top 3 Priorities

Q: Which three facilities/amenities or programs/services are the highest priorities to your household? <u>Top 15</u> by "Source"





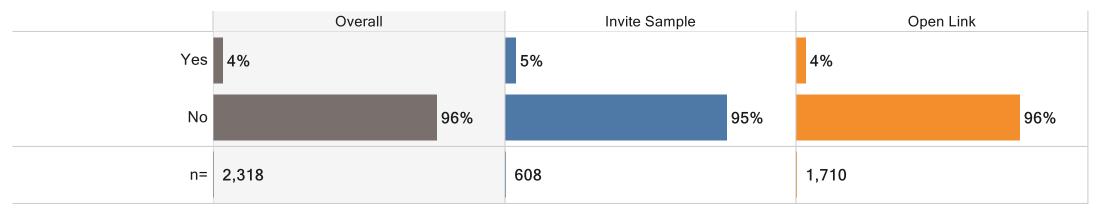
ADA Evaluation



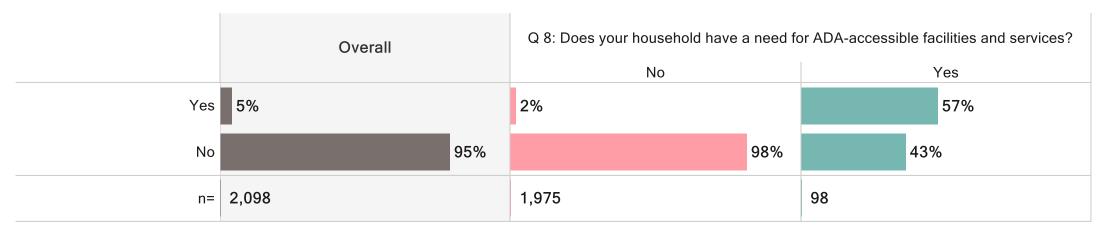
Household Need for ADA-Accessibility

4% of overall respondents have a need for ADA-accessible facilities and services. Of the respondents who have a need for ADA-accessible facilities and services, 57% have experienced challenges in accessing parks or programs.

Q: Does your household have a need for ADA-accessible facilities and services?



Q: Have there been challenges to anyone in your household in accessing parks or programs due to physical or sensory limitations? by "ADA Needs"





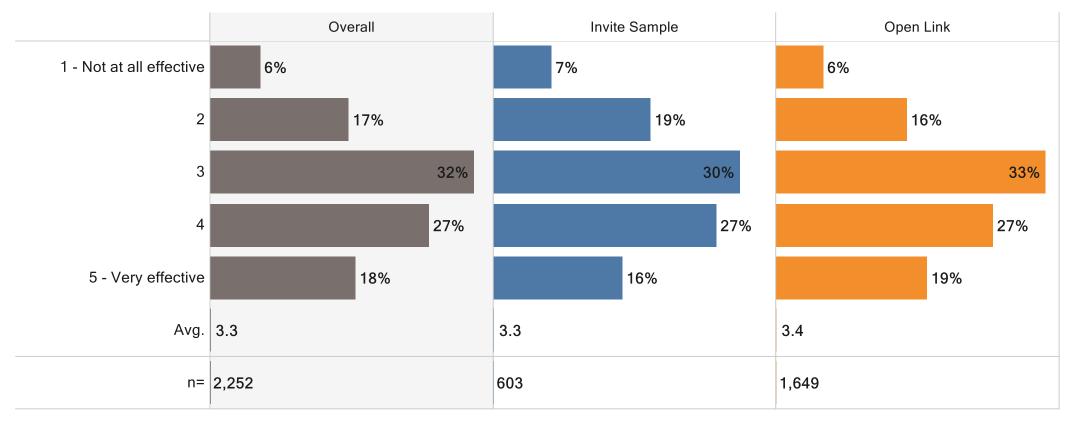
Communication



Effectiveness of Communication

Overall, 23% of respondents rated communication about parks and recreation as not effective (1 or 2). There is some room for improvement to better leverage communication efforts and information dissemination about parks and recreation to further create awareness.

Q: How effective is Kirkland Parks and Community Services at reaching you with information on parks and recreation facilities, programs, and services?

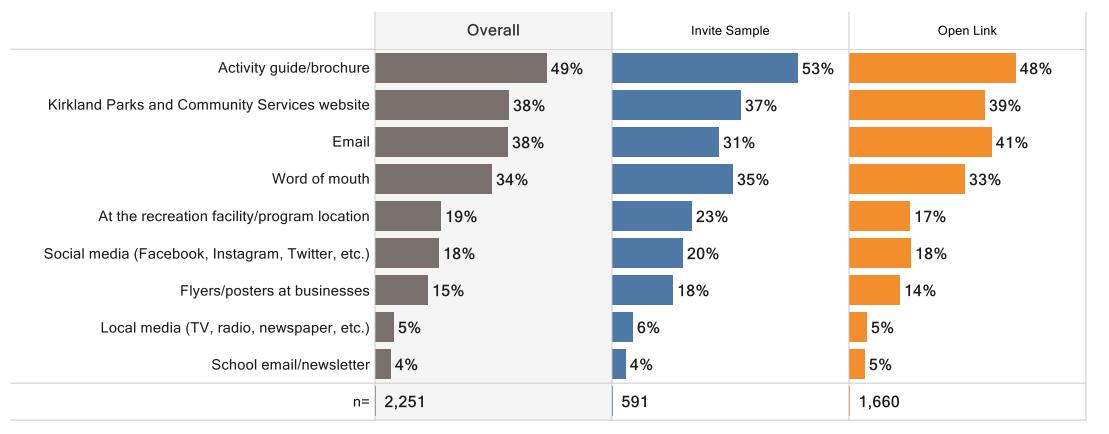




Current Communication Methods

Activity guide/brochure are how residents of Kirkland are currently receiving information about parks and recreation opportunities the most, followed by the city's website and email.

Q: How do you currently receive information on parks and recreation facilities, services, and programs? (Check all that apply) by "Source"

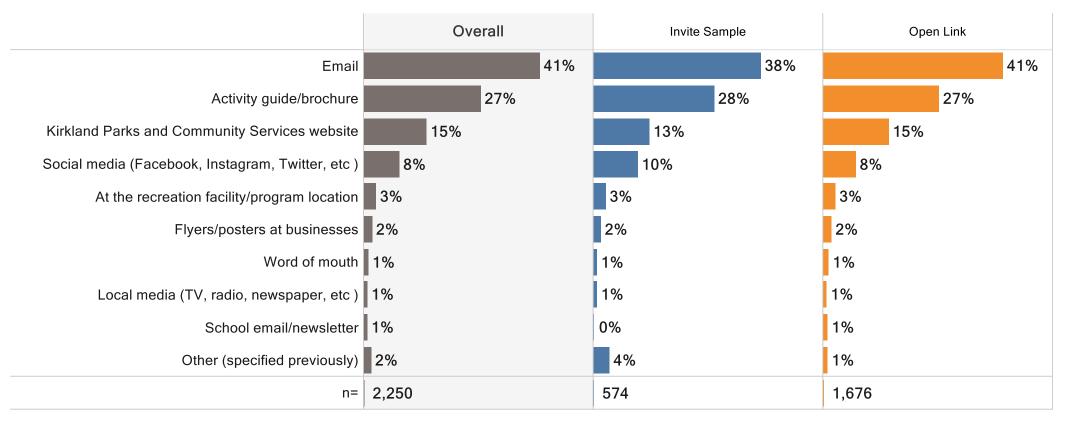




Preferred Communication

Email and activity guide/brochure are the preferred methods of communication to reach residents about information on parks and recreation.

Q: What is the preferred way for you to receive information on parks and recreation facilities, services, and programs? by "Source"

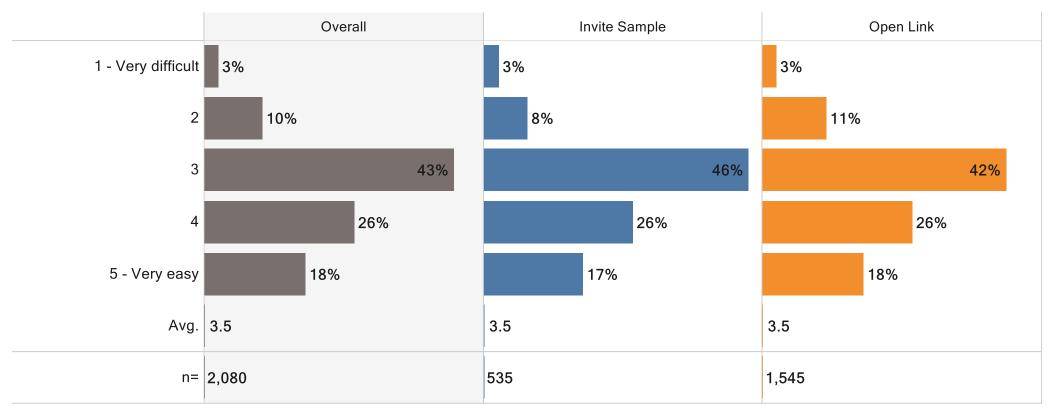




Ease of City's Webpage

Nearly 40% of overall respondents are currently receiving information about parks and recreation opportunities from the city's website. Overall respondents rated the ease of use slightly above average at 3.5 out of 5.

Q: How difficult or easy is it for you to use the City's webpage to sign up for programs, reserve facilities and find needed information? by "Source"





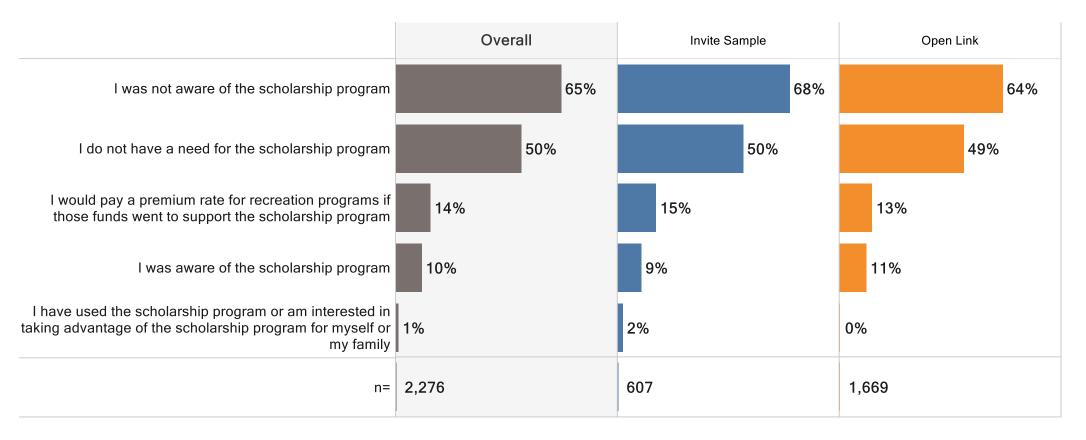
Financial Choices/Fees



Knowledge of Scholarship Opportunities

The majority of respondents are not aware of or do not have a need for the scholarship program.

Q: Which best describes your knowledge and experience with the scholarship program? (Check all that apply) by "Source"

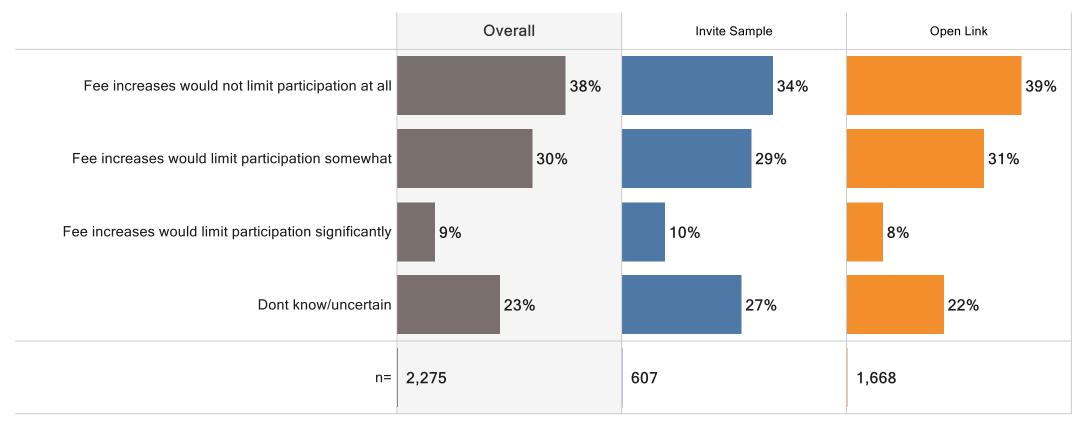




Fee Adjustments

Fee increases would NOT limit 38% of overall respondents at all, another 30% would be somewhat limited, and 9% would be limited significantly. Overall, more respondents would be limited somewhat be fee increases than not limited.

Q: Which of the following best describes the potential impact, if any, that fee increases would have on your current level of participation? by "Source"





Support of Funding Sources By Invite Sample

Q: The recommendations from this survey could possibly require financial support. Current funding sources for Kirkland Parks and Community Services are property taxes, sales tax, state aid, grants, donations, and fees. Please indicate how strongly you support each of the following potential funding sources. by "Invite Sample"

				Percent Responding:		
Rating Category	Avg.	n=	1 & 2	3	4 & 5	
Bond referendum for specific projects	3.6	524	9% 8% 17%	22%	23% 37%	60%
Bond referendum for indoor aquatic facility	3.5	553	9% 15% 23%	16%	30% 30%	60%
Bond referendum for indoor recreation center	3.5	541	11% 21%	22%	22% 35%	57%
Increased user fees	3.4	580	12% 12% 24%	20%	22% 34%	56%
New tax body such as a Metropolitan Park District	2.5	502	15% 36% 51%	22%	9% 18% 28%	_
Increased property tax	2.4	580	17% 40% 57%	17%	19% 26%	Definitely not supp Probably not supp Neutral
New dedicated sales tax	2.3	566	22% 40% 62%	14%	18% 24%	 Probably support Definitely support



Support of Funding Sources By Open Link Sample

Q: The recommendations from this survey could possibly require financial support. Current funding sources for Kirkland Parks and Community Services are property taxes, sales tax, state aid, grants, donations, and fees. Please indicate how strongly you support each of the following potential funding sources. by "Open Link Sample"

				Percent Responding:		
Rating Category	Avg.	n=	1 & 2	3	4 & 5	
Bond referendum for specific projects	3.6	1,446	17%	18%	24% 41%	65%
Bond referendum for indoor aquatic facility	3.5	1,522	13% 24%	16%	32% 28%	60%
Bond referendum for indoor recreation center	3.5	1,509	9% 12% 21%	20%	24% 35%	59%
Increased user fees	3.5	1,585	12% 7% 19%	25%	18% 37%	56%
Increased property tax	2.6	1,561	18% 32% 49%	19%	21% 31%	
New tax body such as a Metropolitan Park District	2.6	1,363	18% 30% 48%	26%	9% 18% 27%	Probably not su Neutral
New dedicated sales tax	2.3	1,523	22% 37% 59%	19%	16% 22%	Probably support Definitely support



Future Facilities, Programs, and Services



Facilities, Programs, and Services

Q: How much do you agree or disagree with the following statements related to parks and recreation facilities? by "Source"

					Percent Responding:		
Rating Category	Crosstab by:	Avg.	n=	1 & 2	3	4 & 5	
I feel welcome in parks and recreation	Invite Sample	4.3	560	2%	11%	45% 42% 879	%
facilities and programs	Open Link	4.3	1,545	2%	12%	42% 45% 879	%
The City should purchase land for future park	Invite Sample	4.0	559	7%	21%	39% 32% <mark>72%</mark>	
development	Open Link	4.1	1,543	8%	16%	42% 34% 76%	
The City should take a more active role in Big	Invite Sample	3.7	359	11%	37%	34% 18% 52%	
Finn Hill Park	Open Link	3.6	995	9%	39%	25% 27% <mark>52%</mark>	
More space is needed for self-directed active	Invite Sample	3.4	473	20%	31%	18% 30% 49%	
sports	Open Link	3.4	1,274	16%	40%		1 - Completely disagre 2 - Disagree
There is enough parking	Invite Sample	3.0	543	26% 34%	33%	26% 33%	3 - Neutral 4 - Agree
	Open Link	3.0	1,486	27% 34%	30%	29% 36%	5 - Completely agree



Most Important Needs for Improvement By Average

Q: What are the most important needs for improvement for Kirkland Parks and Community Services over the next 5 to 10 years? by "Source"

	0	verall	In	vite Sample		Open Link	
Indoor aquatics center	n=2,078	3.5	n=562	3.5	n=1,516	3.5	
New parks in the North area of Kirkland	n=1,821	3.4	n=498	3.5	n=1,323	3.4	
Indoor recreation center	n=2,043	3.3	n=545	3.4	n=1,498	3.3	
New parks in my neighborhood	n=2,081	3.3	n=550	3.4	n=1,531	3.2	
More free or non-fee based special events and activities	n=1,995	3.2	n=537	3.4	n=1,458	3.2	
Splash pads and other water play features	n=1,999	3.0	n=534	3.0	n=1,465	3.0	
New outdoor aquatic center	n=1,982	2.7	n=530	2.7	n=1,452	2.6	
More culturally-specific special events and activities	n=1,897	2.6	n=512	2.8	n=1,385	2.6	
Build new or convert existing athletic fields to synthetic turf	n=1,751	2.3	n=485	2.2	n=1,266	2.3 1-Not	at all important
Disc golf courses	n=1,913	2.1	n=523	2.2	n=1,390	2.1 ³ 4	
Develop facilities for cricket, futsal, rugby, and lacrosse	e n=1,846	2.0	n=508	2.0	n=1,338	2.0	y important



Most Important Needs for Improvement By Invite Sample

Q: What are the most important needs for improvement for Kirkland Parks and Community Services over the next 5 to 10 years? by "Invite Sample"

			Percent Responding:		
Rating Category	Avg. n=	1 & 2	3	4 & 5	
New parks in the North area of Kirkland	3.5 498	8% 16% 24%	20%	34% 23% 56%	
Indoor aquatics center	3.5 562	19% 26%	15%	35% 24% 59%	
Indoor recreation center	3.4 545	11% 15% 26%	21%	26% 27% 53%	
More free or non-fee based special events and activities	3.4 537	13% 12% 25%	24%	24% 26% 50%	
New parks in my neighborhood	3.4 550	12% 17% 29%	18%	28% 26% 54%	
Splash pads and other water play features	3.0 534	12% 24% 36%	23%	18% 23% 41%	
More culturally-specific special events and activities	2.8 512	16% 27% 43%	21%	15% 20% 35%	
New outdoor aquatic center	2.7 530	19% 29% 48%	21%	15% 17% 31%	
Disc golf courses	2.2 523	20% 44% 63%	18%	8% 12% 19% 2	ot at all important
Build new or convert existing athletic fields to synthetic turf	2.2 485	17% 47% 64%	16%	13% 21%	ery important
Develop facilities for cricket, futsal, rugby, and lacrosse	2.0 508	21% 46% <mark>66%</mark>	22%	8% 12%	



Most Important Needs for Improvement By Open Link Sample

Q: What are the most important needs for improvement for Kirkland Parks and Community Services over the next 5 to 10 years? by "Open Link Sample"

						F	Percent Respondin	g:					
Rating Category	Avg.	n=		1 & 2			3			4	& 5		
Indoor aquatics center	3.5	1,516	9% 16%	25%			20%		34%	2	1% 559	%	
New parks in the North area of Kirkland	3.4	1,323	9% 15%	25%			23%		29%	239	· 52%	I	
Indoor recreation center	3.3	1,498	11% 14%	25%			27%	2	1%		48%		
New parks in my neighborhood	3.2	1,531	12% 18%	% 30%			25%	2	25%	20%	45%		_
More free or non-fee based special events and activities	3.2	1,458	12% 16%	27%			30%	19	9%		43%		_
Splash pads and other water play features	3.0	1,465	12% 24	4% 36%			23%	19	9%	22%	41%		
New outdoor aquatic center	2.6	1,452	17%	32%	19%		22%	16	% 13	3% 29%)		
More culturally-specific special events and activities	2.6	1,385	17%	31% 4	8%		25%		17%	27%		- - - - -	
Build new or convert existing athletic fields to synthetic turf	2.3	1,266	16%	42%	58%		20%	119	6	22%		2 3	ot at all important
Disc golf courses	2.1	1,390	20%	47%	67%		19%		14	%		4	ery important
Develop facilities for cricket, futsal, rugby, and lacrosse	2.0	1,338	22%	48%	70%		18%	8%	129	%		5-Ve	ary important



Comments/Suggestions

At the end of the survey, respondents were given the opportunity to provide any additional comments about parks and recreation facilities, programs, and services in Kirkland. A random selection of verbatim responses is shown below. See Appendix for full listing of comments provided.

We have amazing park assets, but the maintenance seems to be less than it was previously. When I was involved at Everest park, volunteers were needed to maintain the fields, pick up trash and fund improvements. I am happy to pay for parks through property taxes it is one of the reasons I love Kirkland.

Just a safer, better connection to OO Denny park from upper Holmes Point. Like the trail behind St Eds to water. Wide, safe, multiple people in both directions with bikes or strollers. Huge impact.

Accessibility and inclusion for individuals with disabilities and for a wide variety of cultures/ethnicities.

Please work on restoring forests in natural parks to support bird habitat. Please partner with local environmental groups like Eastside Audubon to educate and teach residents about local birdwatching, conservation, and climate change initiatives.

Please keep an eye of homelessness. Started seeing some around Costco Kirkland area. Don't want to affect community areas if possible.

I think the main focus should be preserving wild and trail land for parks and not building new athletic buildings or fields. Tennis courts, athletic fields are often empty and it seems like a very big waste of space and nature.

Connectivity along the waterfront between Juanita and Downtown would be amazing!

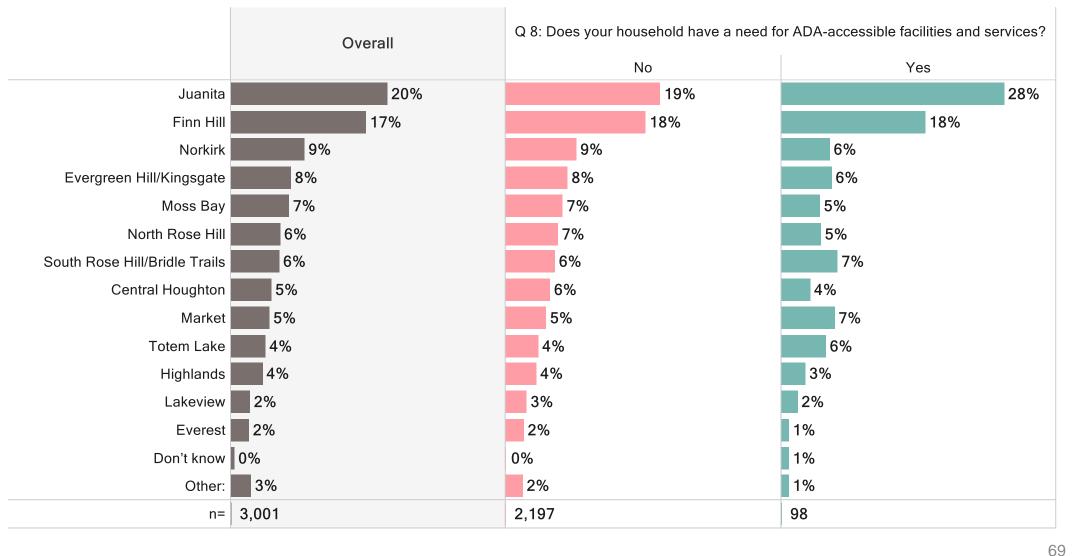


Additional Crosstabs



Neighborhood By ADA Needs

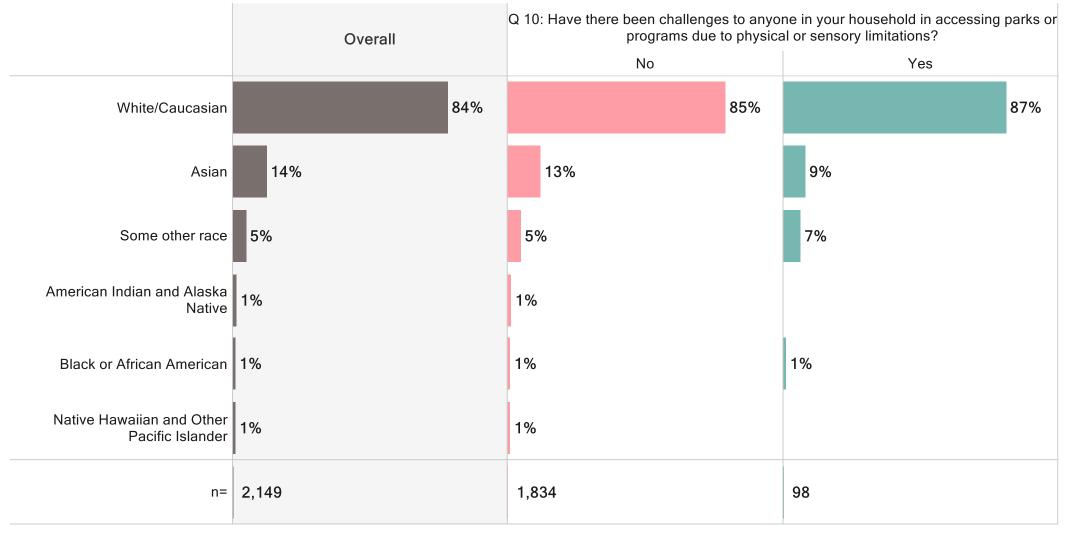
Q: Which Kirkland neighborhood do you live in? by "ADA Needs"





Race by ADA Challenges

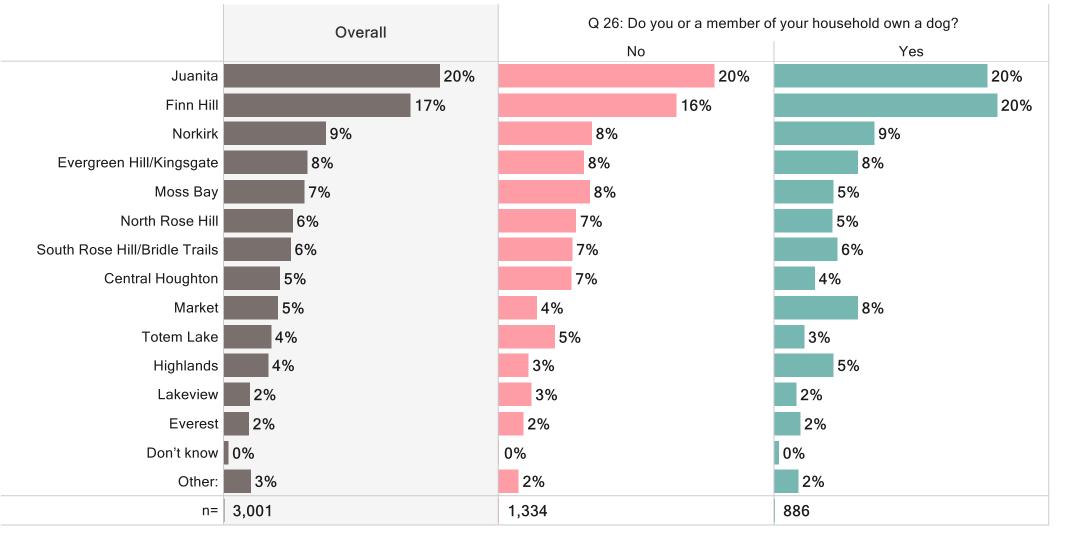
Q: What race do you consider yourself to be? (Check all that apply) by "ADA Challenges"





Neighborhood By Dog Ownership

Q: Which Kirkland neighborhood do you live in? by "Dog Ownership"





Preferred Communication By Age

Q: What is the preferred way for you to receive information on parks and recreation facilities, services, and programs? by "Age Categories"

	Overall	Q 22: What is your age?						
		18 - 29	30 - 39	40 - 49	50 - 64	65 or over		
Email	41%	37%	45%	41%	42%	36%		
Activity guide/brochure	27%	18%	23%	24%	28%	36%		
Kirkland Parks and Community Services website	15%	12%	14%	14%	15%	15%		
Social media (Facebook, Instagram, Twitter, etc)	8%	16%	9%	11%	8%	3%		
At the recreation facility/program location	3%	6%	3%	3%	2%	2%		
Flyers/posters at businesses	2%	4%	2%	1%	2%	1%		
Word of mouth	1%		2%	1%	1%	2%		
Local media (TV, radio, newspaper, etc)	1%	1%	0%	0%	1%	3%		
School email/newsletter	1%		2%	2%	0%			
Other (specified previously)	2%	6%	1%	2%	2%	2%		
n=	2,250	98	396	480	679	495		



Facilities, Programs, and Services by Ethnicity

1 - Completely disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Completely agree

Q: How much do you agree or disagree with the following statements related to parks and recreation facilities? by "Ethnicity"

	Overa	II	Q 27: Are yo No	ou of Hispanic	c, Latino or Spanish origin? Yes	
I feel welcome in parks and recreation facilities and programs	n=2,105	4.3	n=1,941	4.3	n=79	4.2
The City should purchase land for future park development	n=2,102	4.1	n=1,938	4.1	n=79	4.1
The City should take a more active role in Big Finn Hill Park	n=1,354	3.7	n=1,254	3.7	n=51	3.9
More space is needed for self-directed active sports	n=1,747	3.4	n=1,613	3.4	n=67	3.5
There is enough parking	n=2,029	3.0	n=1,873	3.0	n=72 3	.0



Most Important Needs for Improvement By Ethnicity

Q: What are the most important needs for improvement for Kirkland Parks and Community Services over the next 5 to 10 years? by "Ethnicity"

2 Q 27: Are you of Hispanic, Latino or Spanish origin? 3 Overall No Yes 4 5 - Very important 3.5 3.5 3.3 Indoor aquatics center n=2,078 3.4 3.4 3.5 New parks in the North area of Kirkland n=1,821 n=2.043 3.3 3.3 3.7 Indoor recreation center 3.3 3.3 3.2 New parks in my neighborhood n=2.081 3.2 3.2 More free or non-fee based special events and activities 3.5 n=1,995 2.7 Splash pads and other water play features 3.0 3.0 n=1.999 2.7 2.5 2.7 New outdoor aquatic center n=1.982 3.4 2.6 2.6 More culturally-specific special events and activities n=1,897 2.3 2.2 Build new or convert existing athletic fields to synthetic turf n=1,751 2.3 Disc golf courses 2.1 2.1 2.0 n=1,913 2.0 1.8 2.0 Develop facilities for cricket, futsal, rugby, and lacrosse n=1,846



1 - Not at all important

Most Important Needs for Improvement By Income (Under \$25K, \$25-50K, \$50-75K)

Q: What are the most important needs for improvement for Kirkland Parks and Community Services over the next 5 to 10 years? by "Income (Under \$25K, \$25-50K, \$50-75K)"

	O	verall	Q 30: Which of these categories best describes the total gross annual income of your household (before taxes)?					
			Ur	der \$25,000	\$2	5,000-49,999	\$50,	000-74,999
Indoor aquatics center	n=2,078	3.5	n=26	3.5	n=54	3.4	n=132	3.2
New parks in the North area of Kirkland	n=1,821	3.4	n=20	3.5	n=44	3.5	n=123	3.7
Indoor recreation center	n=2,043	3.3	n=26	3.6	n=58	3.3	n=127	3.3
New parks in my neighborhood	n=2,081	3.3	n=25	3.4	n=56	3.3	n=133	3.3
More free or non-fee based special events and activities	n=1,995	3.2	n=26	3.5	n=58	3.5	n=127	3.5
Splash pads and other water play features	n=1,999	3.0	n=26	2.7	n=52	3.3	n=121	3.1
New outdoor aquatic center	n=1,982	2.7	n=27	2.3	n=51	2.9	n=120	2.6
More culturally-specific special events and activities	n=1,897	2.6	n=25	2.2	n=52	2.8	n=114	2.9
Build new or convert existing athletic fields to synthetic turf	n=1,751	2.3	n=22	2.7	n=42	2.1	n=107	2.2
Disc golf courses	n=1,913	2.1	n=24	1.8	n=46	2.1	n=119	2.2
Develop facilities for cricket, futsal, rugby, and lacrosse	n=1,846	2.0	n=23	1.6	n=48	1.9	n=118	2.1



1 - Not at all important

Increase Usage By Income (Under \$25K, \$25-50K, \$50-75K)

Q: What are the most important areas that, if addressed by Kirkland Parks and Community Services, would increase your use of parks and recreation facilities, programs and services? (Check all that apply) by "Income"

	Q 30: Which of these categories best describes the to annual income of your household (before taxes)			0
		Under \$25,000	\$25,000-49,999	\$50,000-74,999
Year-round restrooms	57%	58%	74%	62%
Recreation Center or Indoor Aquatic Complex	36%	38%	29%	29%
Better lighting (parks, trails, and facilities)	36%	39%	31%	26%
Better condition/maintenance of parks/facilities	26%	32%	20%	25%
Improved communication about offerings	24%	25%	28%	25%
More parking	23%	24%	28%	26%
More facilities or amenities	22%	27%	26%	14%
Improved safety and security	17%	22%	22%	18%
WiFi connectivity	14%	9%	20%	15%
Better signage/wayfinding	13%	16%	20%	17%
Expanded hours of operation	13%	22%	15%	16%
Better field playability conditions	11%	9%	4%	6%
More synthetic turf fields	9%	17%	5%	5%
Lower pricing/user fees	9%	30%	12%	11%
Better access for persons with disabilities	9%	17%	9%	13%
More programs	7%	13%	3%	9%
Better customer service/staff knowledge	3%		3%	3%
Transportation for self or your family participating in programs	2%	6%	4%	4%
Other	14%	4%	12%	10%
n=	2,598	25	64	150

Increase Usage By Ethnicity

Q: What are the most important areas that, if addressed by Kirkland Parks and Community Services, would increase your use of parks and recreation facilities, programs and services? (Check all that apply) by "Ethnicity"

	Overall	Q 27: Are you of Hispanic, Latino or Spanish ori			
	Overall	No	Yes		
Year-round restrooms	57%	59%	54%		
Recreation Center or Indoor Aquatic Complex	36%	38%	21%		
Better lighting (parks, trails, and facilities)	36%	35%	55%		
Better condition/maintenance of parks/facilities	26%	25%	22%		
Improved communication about offerings	24%	25%	36%		
More parking	23%	23%	29%		
More facilities or amenities	22%	23%	17%		
Improved safety and security	17%	17%	19%		
WiFi connectivity	14%	14%	11%		
Better signage/wayfinding	13%	13%	17%		
Expanded hours of operation	13%	13%	24%		
Better field playability conditions	11%	11%	8%		
More synthetic turf fields	9%	9%	6%		
Lower pricing/user fees	9%	9%	19%		
Better access for persons with disabilities	9%	9%	15%		
More programs	7%	7%	9%		
Better customer service/staff knowledge	3%	3%	3%		
Transportation for self or your family participating in programs	2%	2%	4%		
Other	14%	14%	18%		
n=	2,598	2,002	80		





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