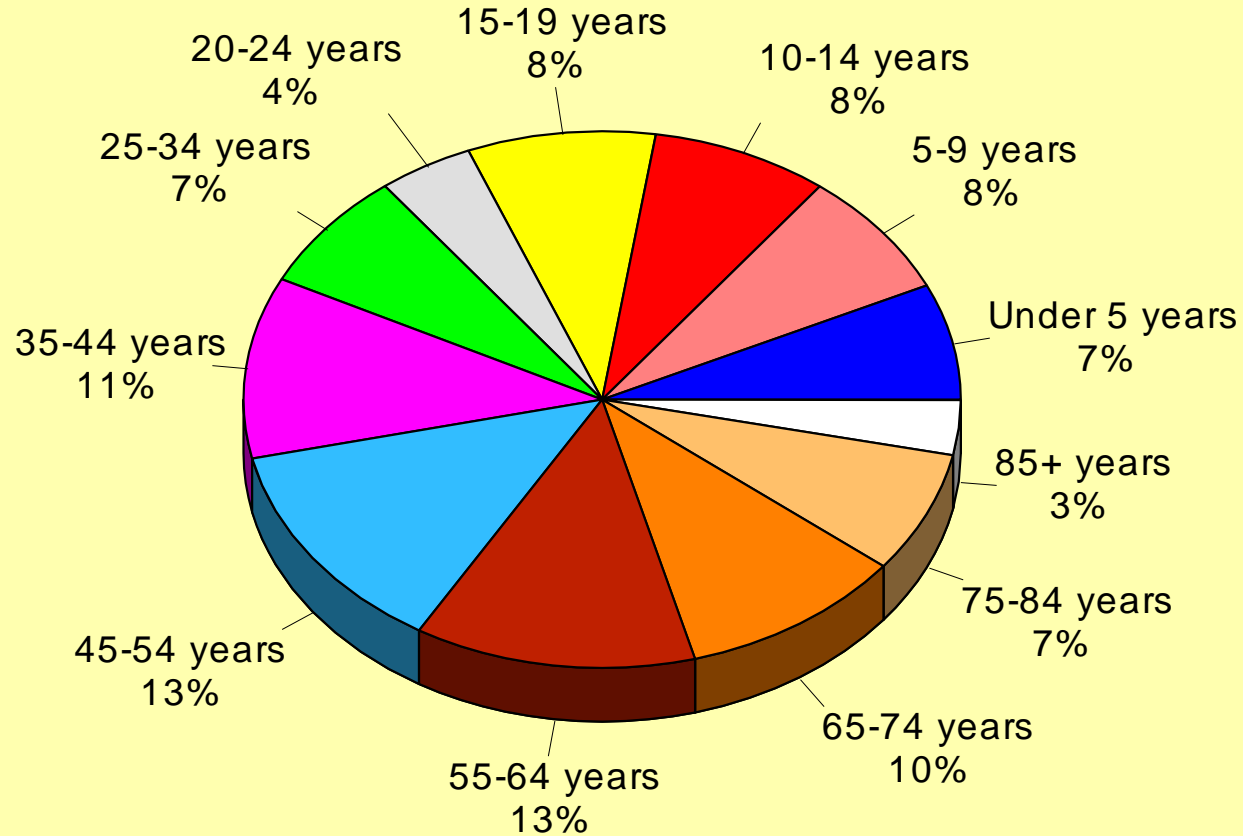


# Citizen Survey for the City of Sequim

- *Questions on full range of usage, customer satisfaction, priorities, funding, and voting issues*
- *Survey administered by mail and phone*
- *Goal of 600 completed surveys, including 300 completed surveys within the City of Sequim and 300 surveys outside the City within the Sequim School District.*
- *Actually completed 722 surveys. Results have 95% level of confidence with margin of error of +/-3.6%.*

# Q1. Demographics: Ages of People in Household

by percentage of respondents



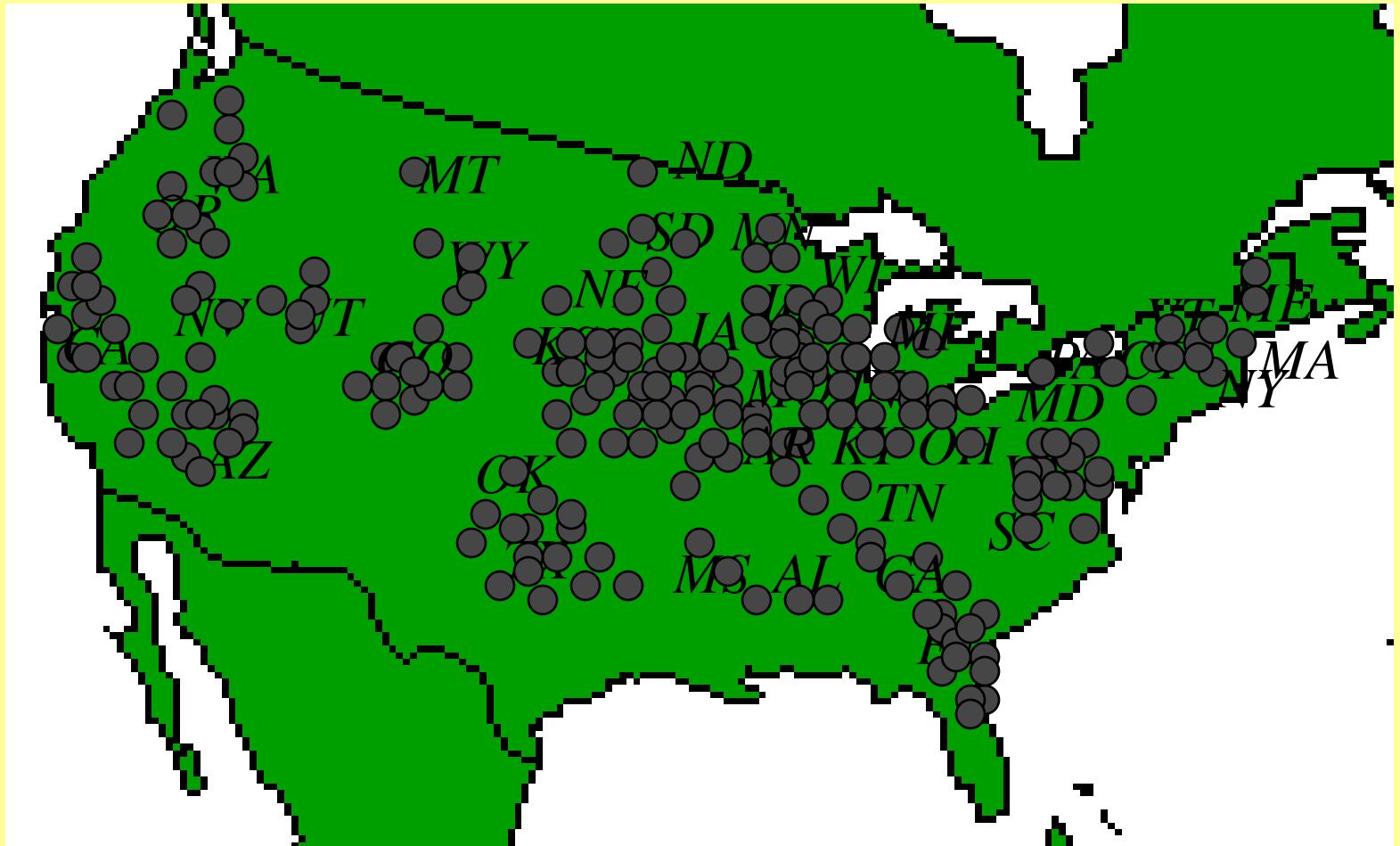
Source: Leisure Vision/ETC Institute (September 2011)

**Good Representation By AGES**

# Agenda

- ▶ **Bottom Line Up Front**
- ▶ **City of Sequim and Sequim–Dungeness Valley Parks and Recreation Site Usage**
- ▶ **Community Vision” for the Future”**
- ▶ **Funding and Voting**

*ETC Institute- More than 600 Parks and Recreation  
Assessment Surveys in 46 States*



# Bottom Line Up Front

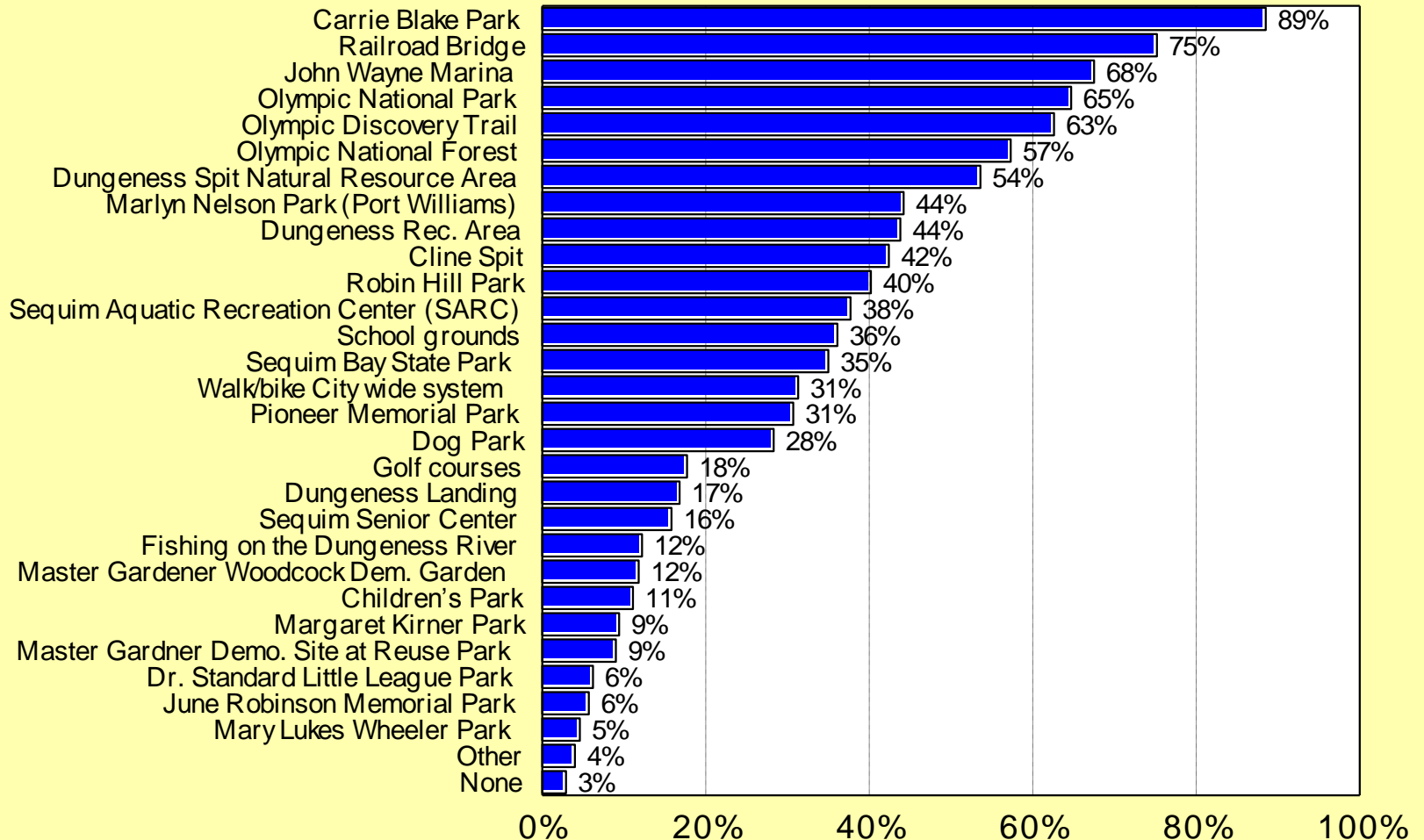
- ▶ Usage of Park Sites is very high
- ▶ High unmet needs exist for parks, trails, recreation facilities and programs
- ▶ Support is highest for developing a Regional Parks and Recreation District followed by a City of Sequim Parks and Recreation Department
- ▶ 67% of respondents would pay some level of increased taxes for enhanced parks and recreation services
- ▶ 57% of respondents would either vote in favor or might vote in favor for a parks and recreation agency providing an enhanced level of services

# Parks and Recreation Services Today

- ▶ Carrie Blake Park is the most used parks and recreation site
- ▶ Walking, hiking and biking trails are the most used recreation facilities
- ▶ Over 50% of respondents have visited parks and recreation sites in the past 12 months
- ▶ 31% of respondents would rate the condition of parks and recreation sites they have visited in and around Sequim as excellent

# Q2. City of Sequim and Sequim-Dungeness Valley Parks and Recreation Sites That Households Have Visited Over the Past 12 Months

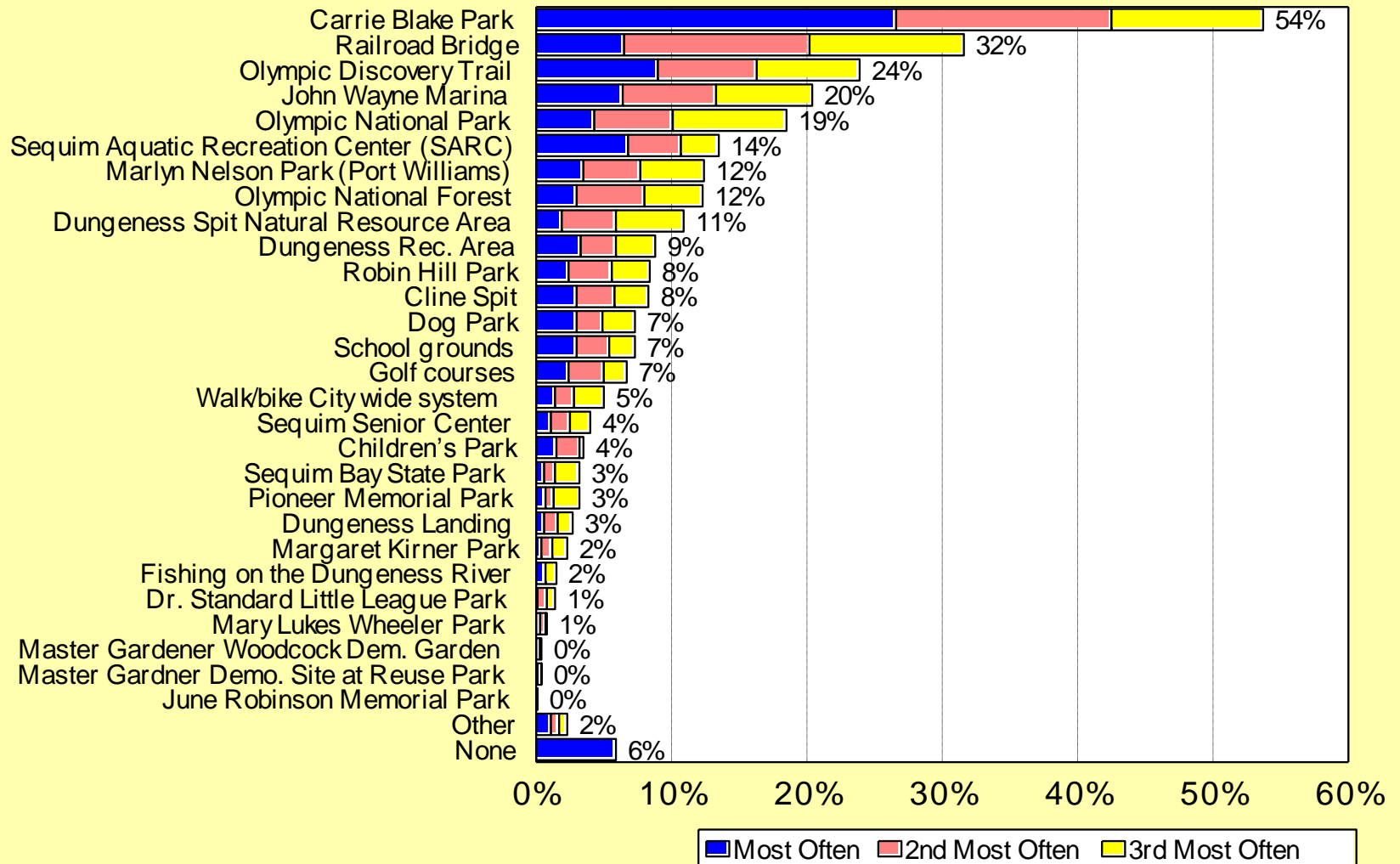
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2011)

# Q3. City of Sequim and Sequim-Dungeness Valley Parks and Recreation Sites That Households Visit Most Often

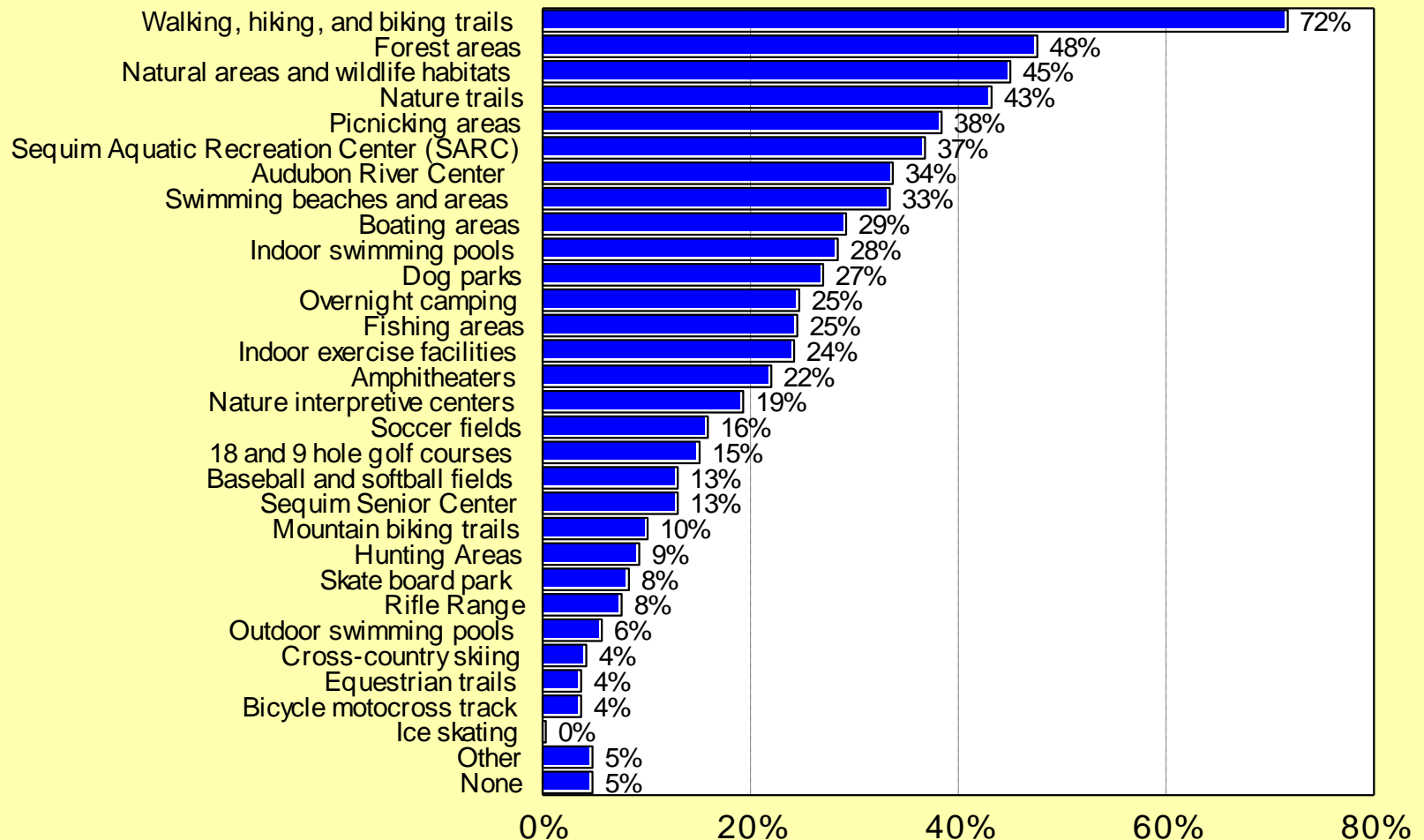
by percentage of respondents who selected the item as one of their top three choices





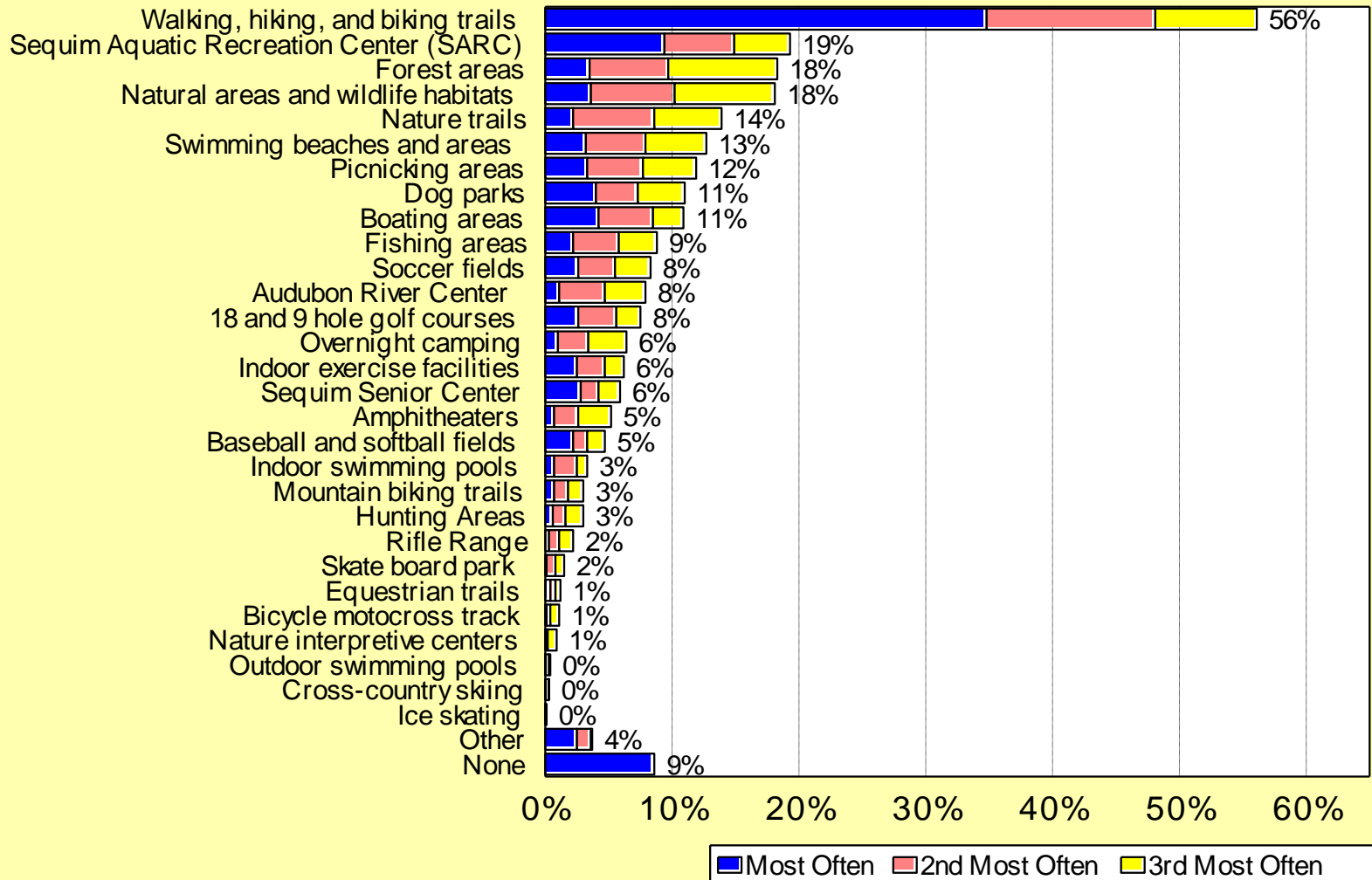
# Q4. Recreation Facilities in the City of Sequim or Sequim-Dungeness Valley That Households Have Used or Visited Over the Past 12 Months

by percentage of respondents (multiple choices could be made)



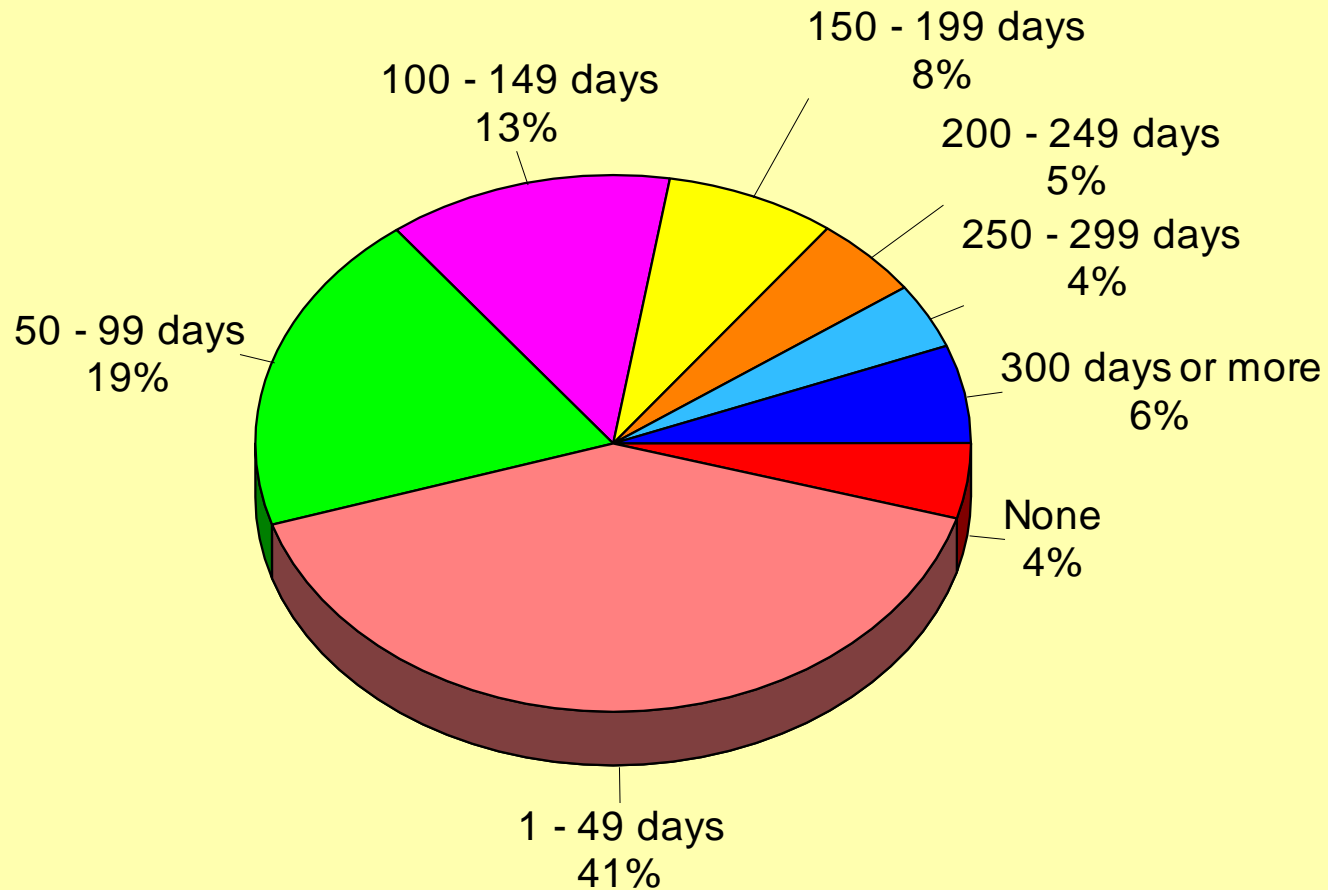
# Q5. Recreation Facilities in the City of Sequim or Sequim-Dungeness Valley That Households Visit Most Often

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



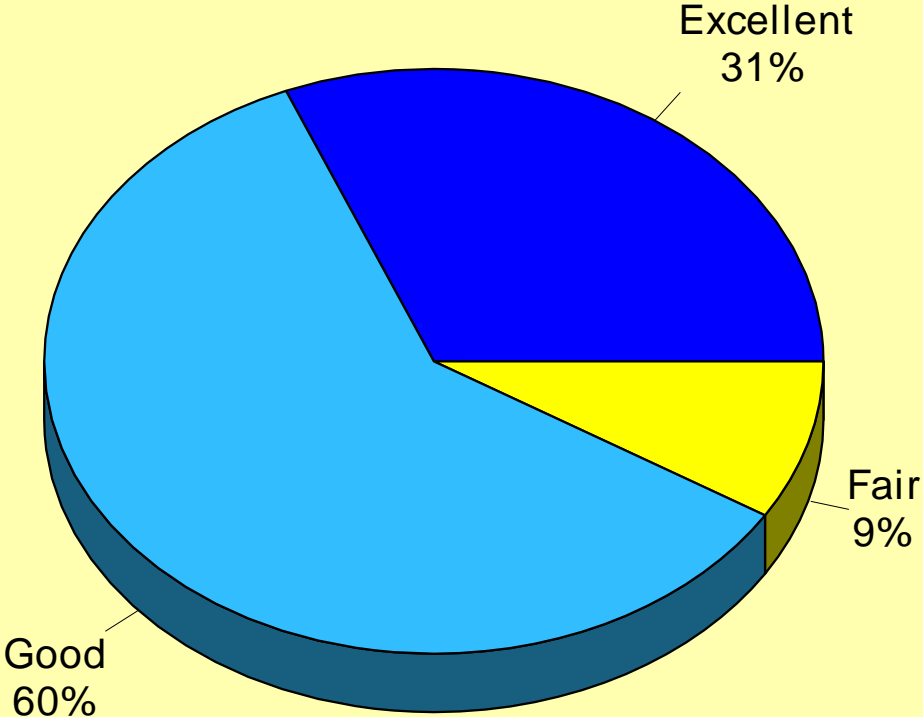
# Q6. Approximately How Many Days During the Past 12 Months Have You and/or Members of Your Household Visited Parks and Recreation Sites?

by percentage of respondents



# Q7. Overall, How Would You Rate the Physical Condition of All the Parks and Recreation Sites in and Around Sequim That You Visited?

by percentage of respondents



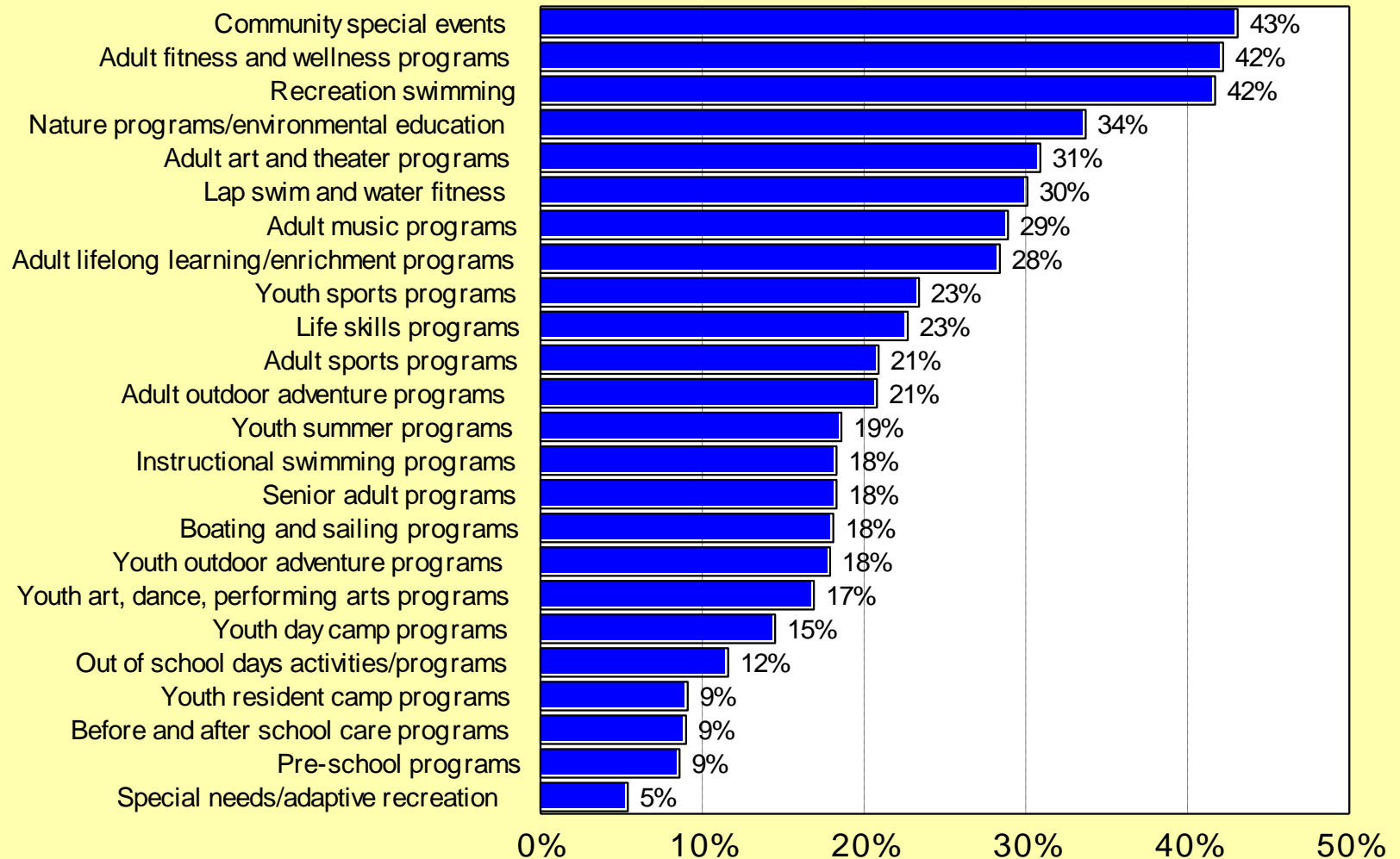
Source: Leisure Vision/ETC Institute (September 2011)

# Citizen's Vision for a Future Parks and Recreation System

- ▶ High needs and unmet needs exist for a wide range of parks and recreation facilities and programs
- ▶ Adult fitness and wellness programs, special events, and recreation swimming are most important programs
- ▶ Walking, hiking and biking trails, large state and national parks, and large City of Sequim and Sequim–Dungeness parks are highest priorities

# Q8. Recreation Programs That Households Have a Need for

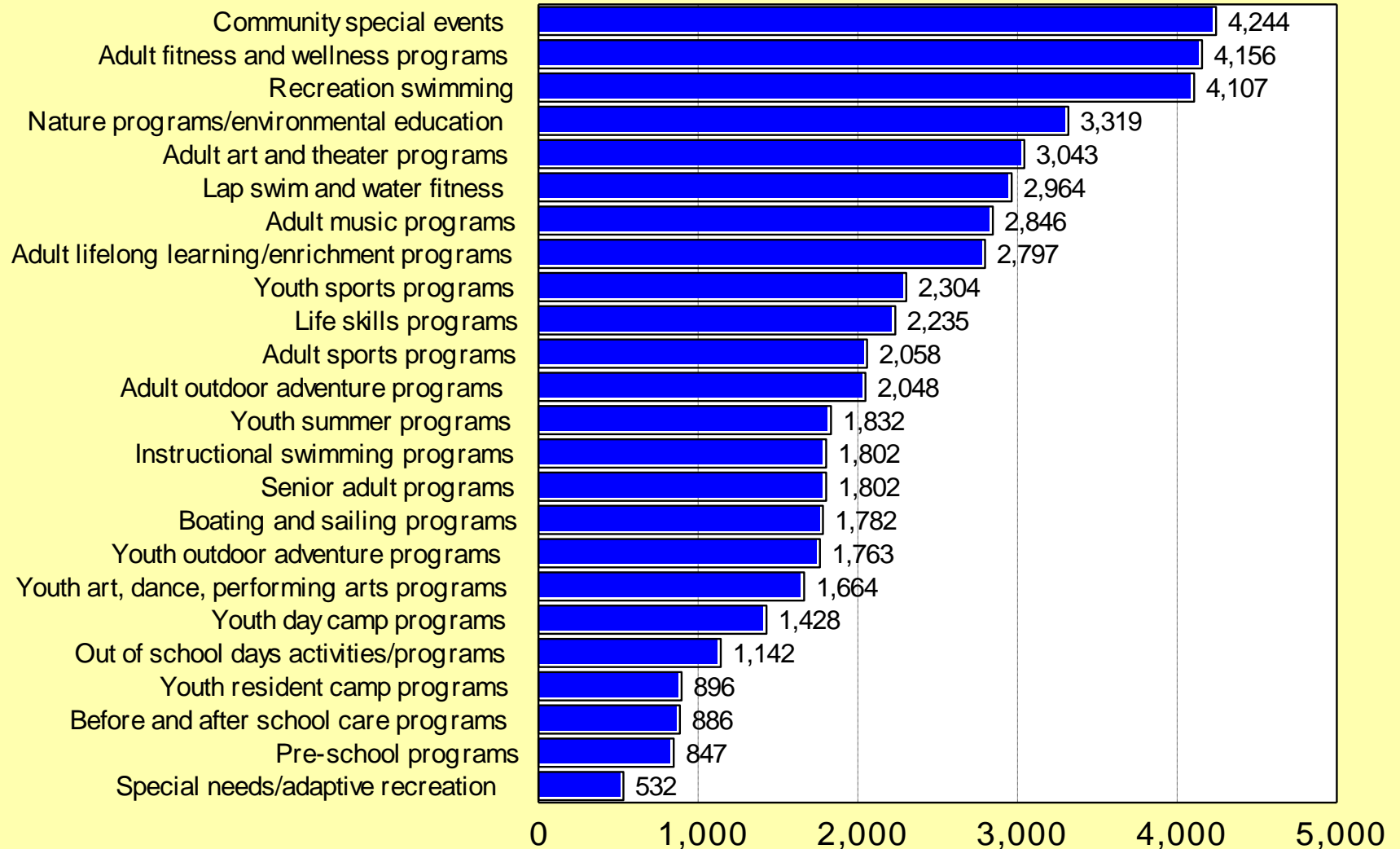
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2011)

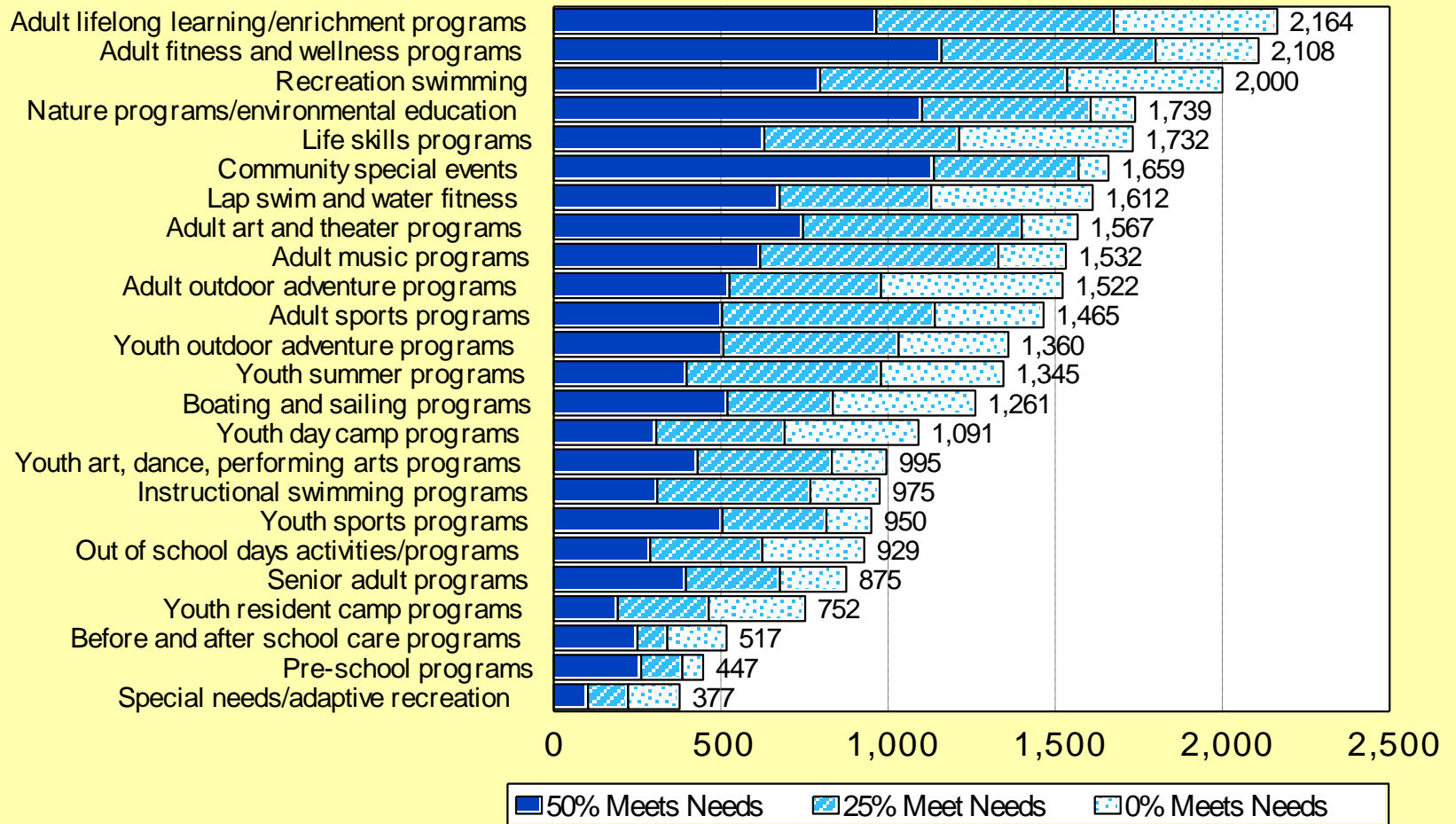
# Q8a. Estimated Number of Households in the Sequim School District That Have a Need for Various Recreation Programs

by number of households based on 9,848 households in the Sequim School District



# Q8c. Estimated Number of Households in the Sequim School District Whose Needs for Recreation Programs Are Only Being 50% Met or Less

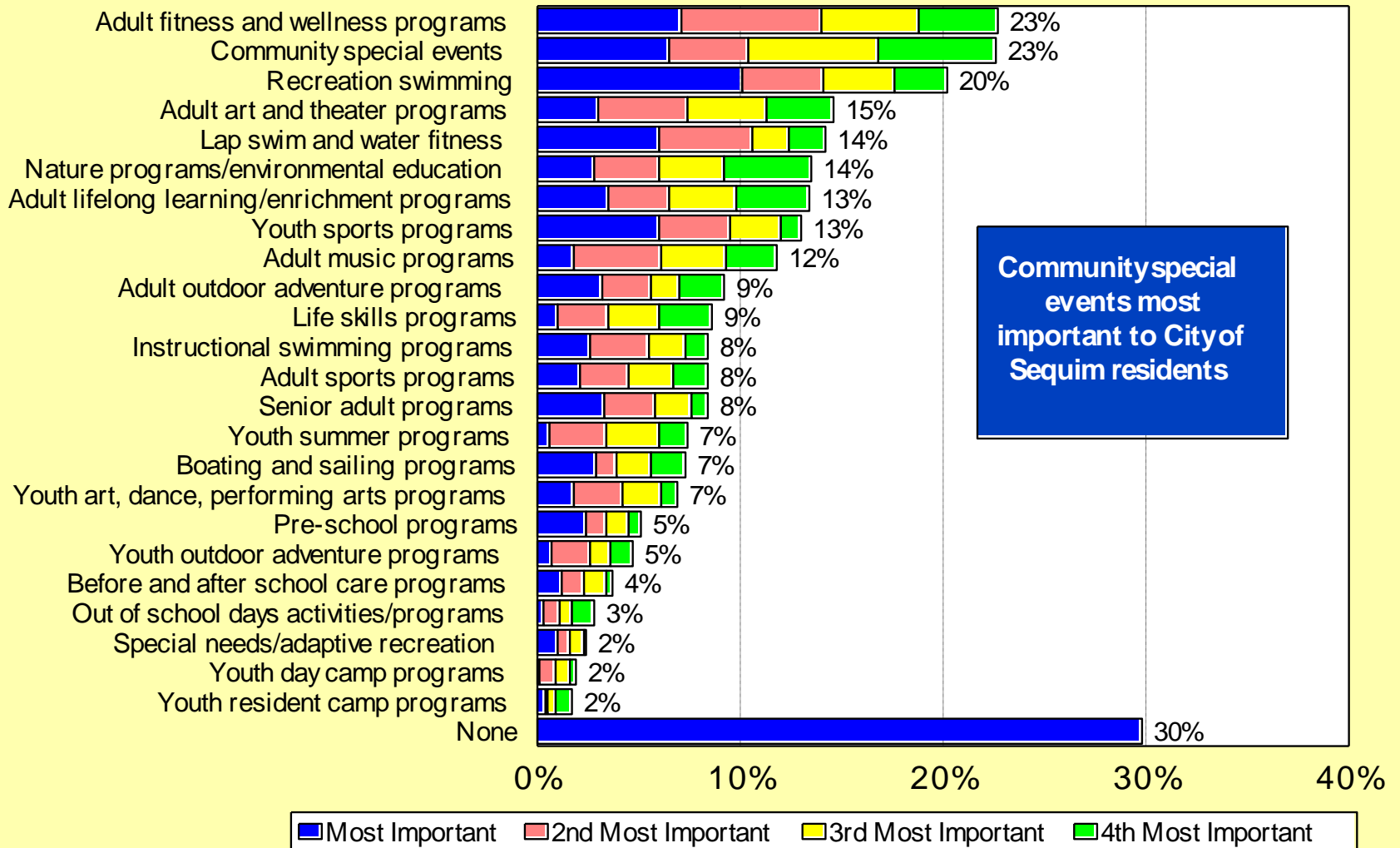
by number of households based on 9,848 households in the Sequim School District





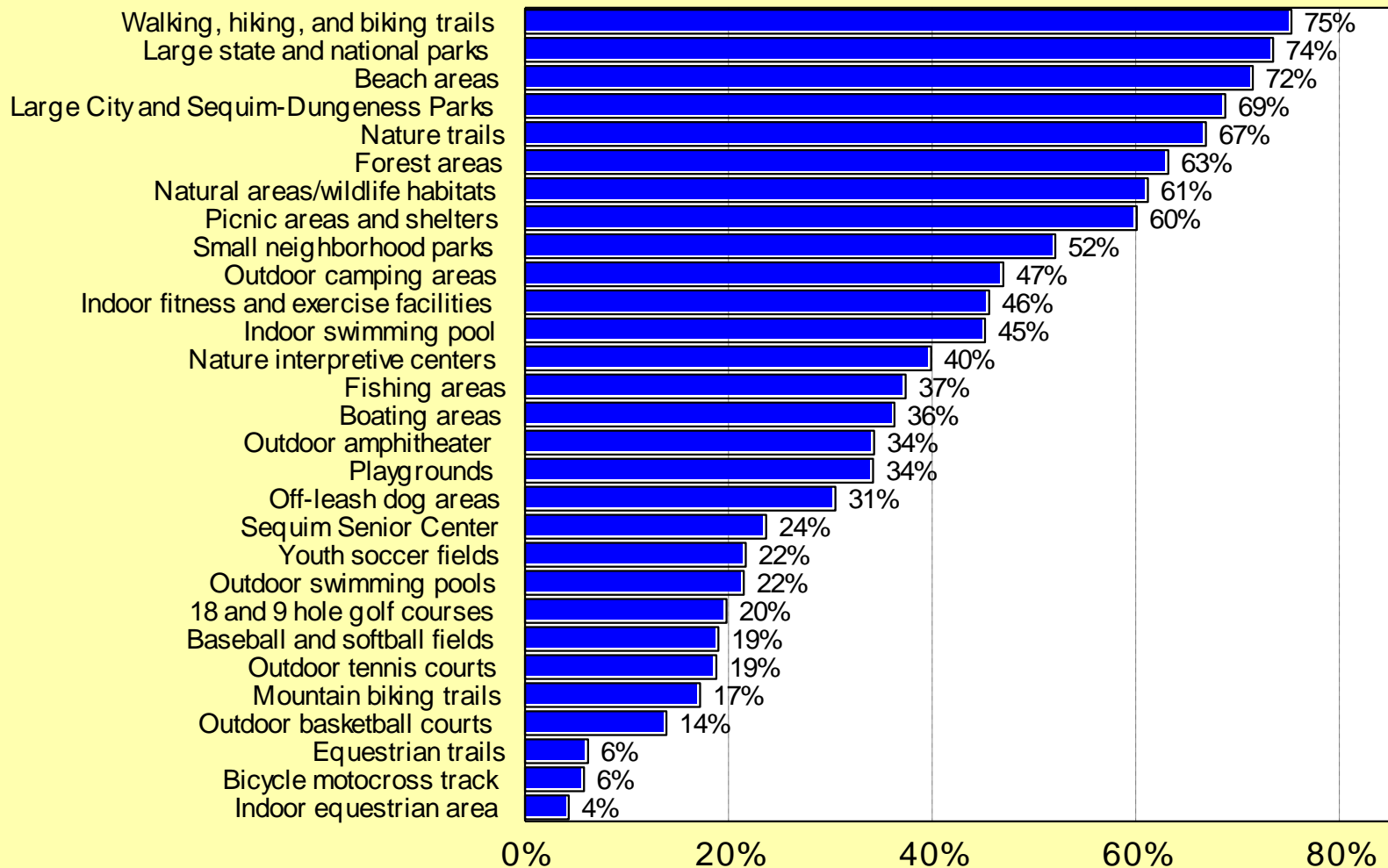
# Q9. Recreation Programs That Are Most Important to Households

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



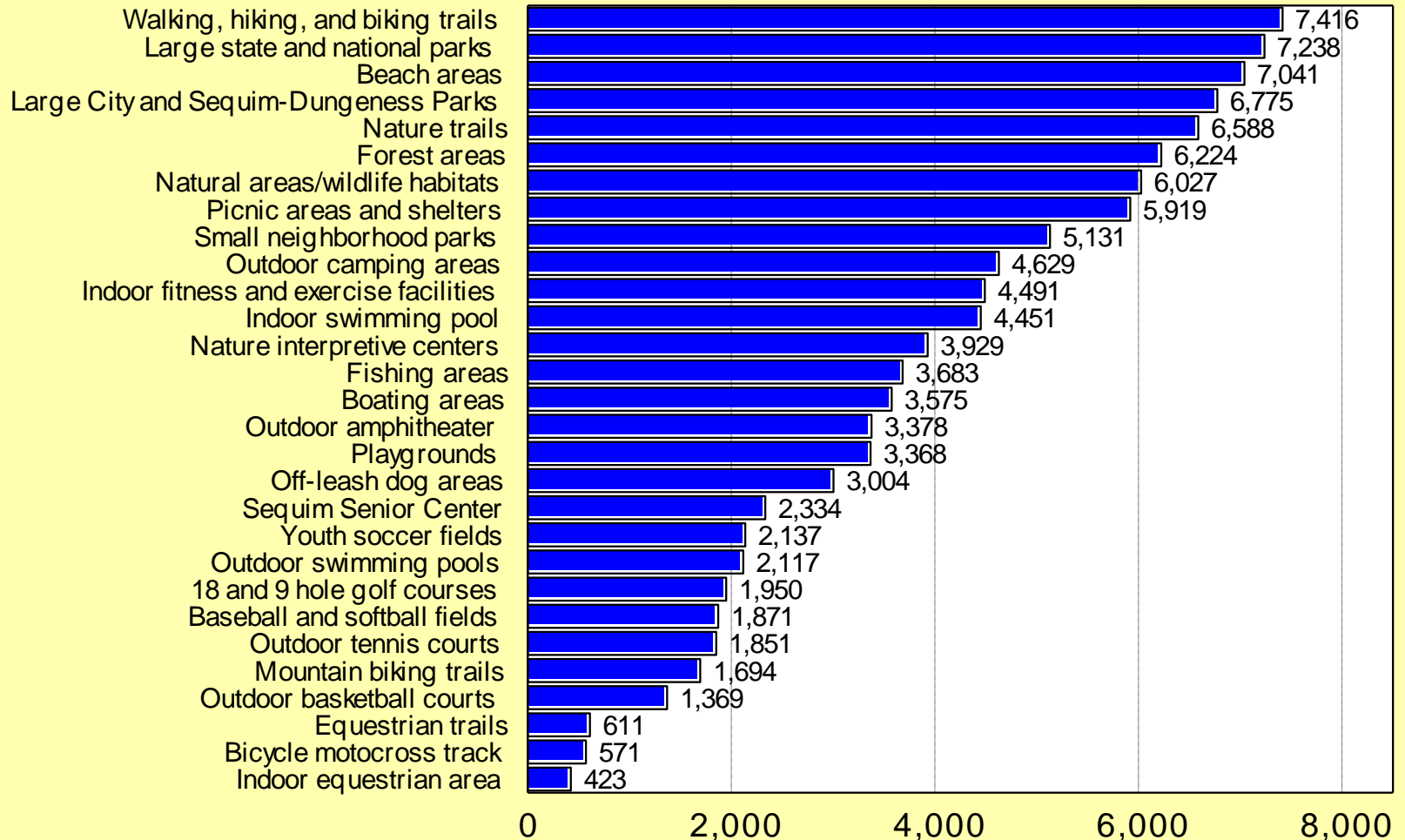
# Q10. Parks and Recreation Facilities That Households Have a Need for

by percentage of respondents (multiple choices could be made)



# Q10a. Estimated Number of Households in the Sequim School District That Have a Need for Various Parks and Recreation Facilities

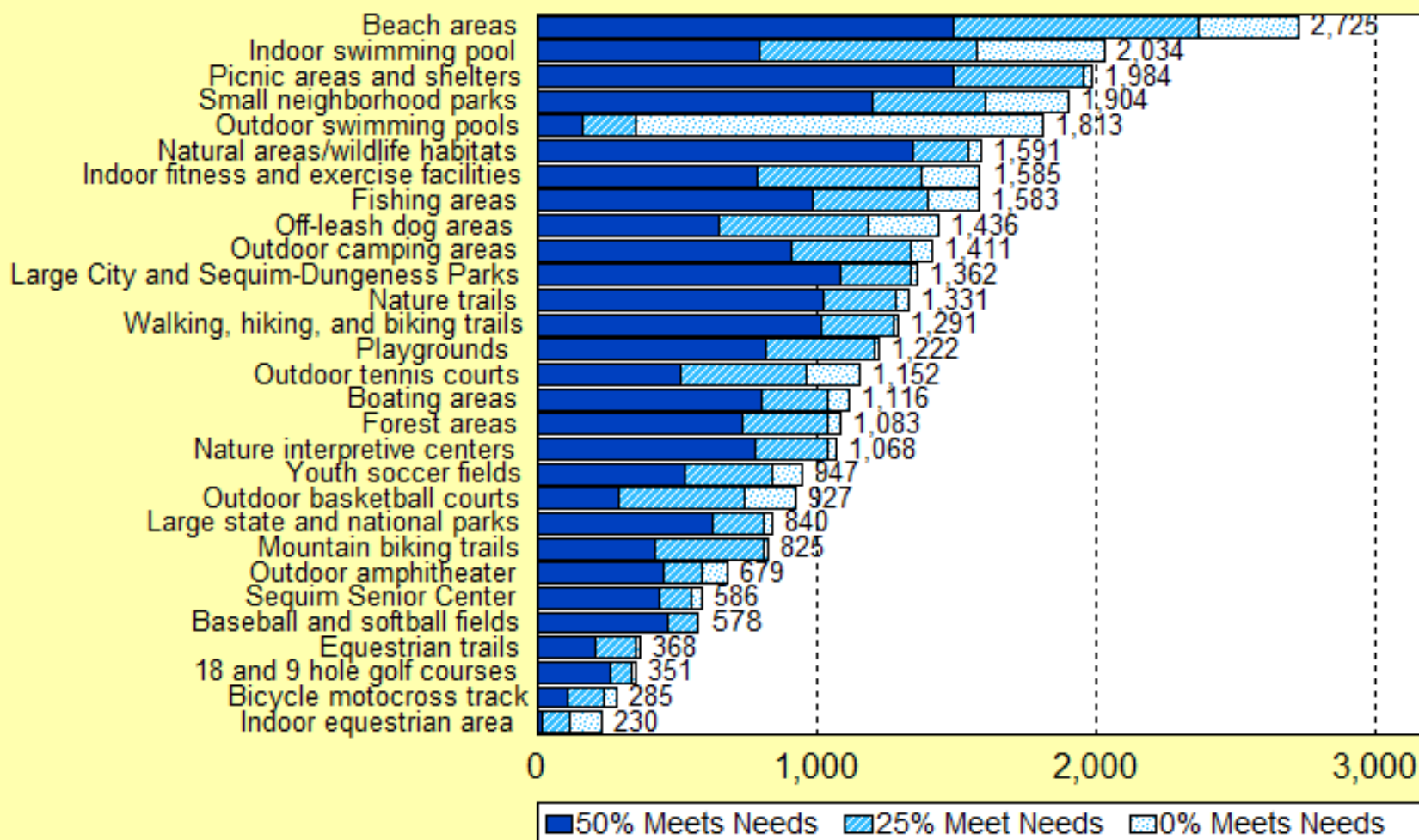
by number of households based on 9,848 households in the Sequim School District



Source: Leisure Vision/ETC Institute (September 2011)

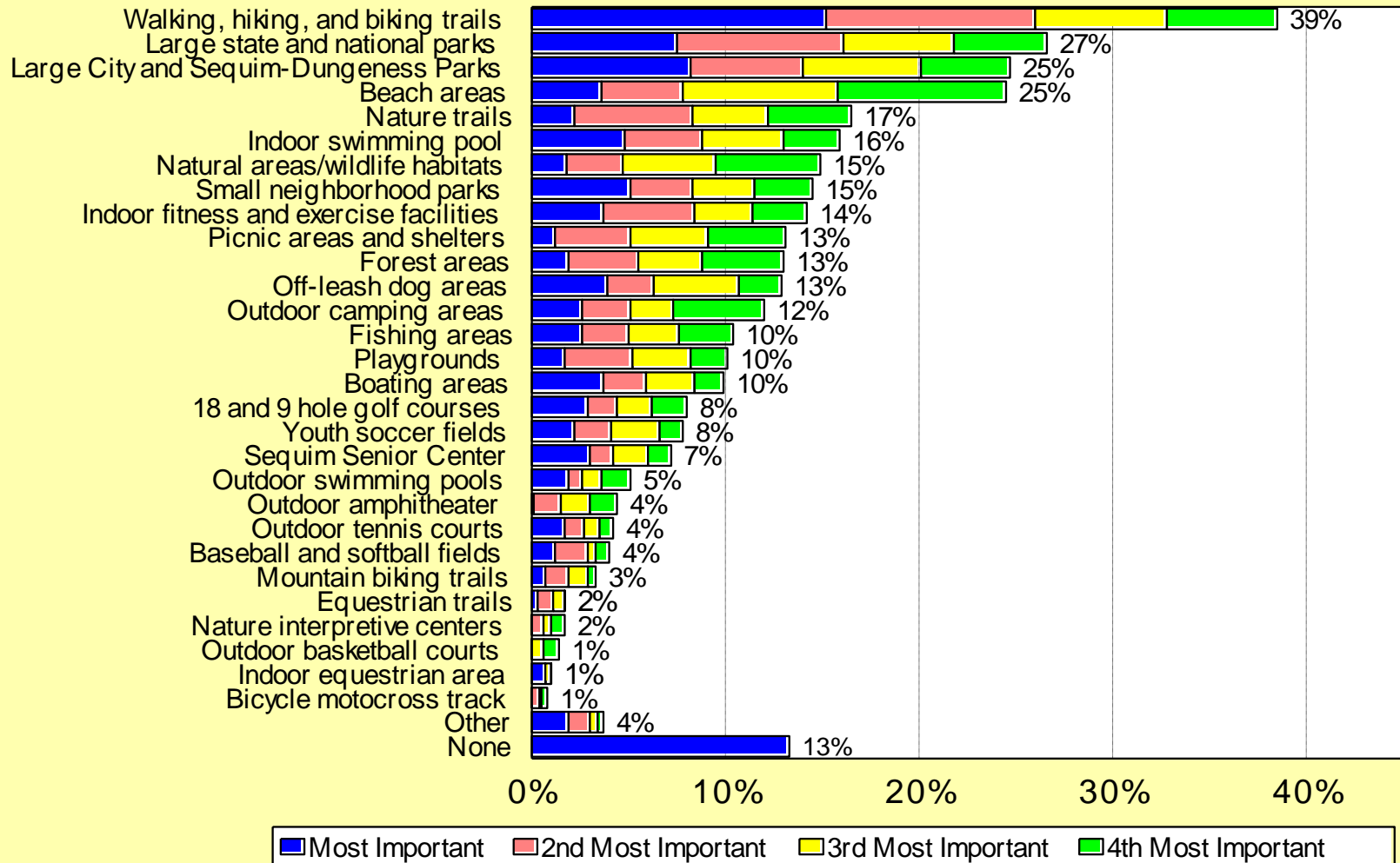
# Q10c. Estimated Number of Households in the Sequim School District Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 9,848 households in the Sequim School District



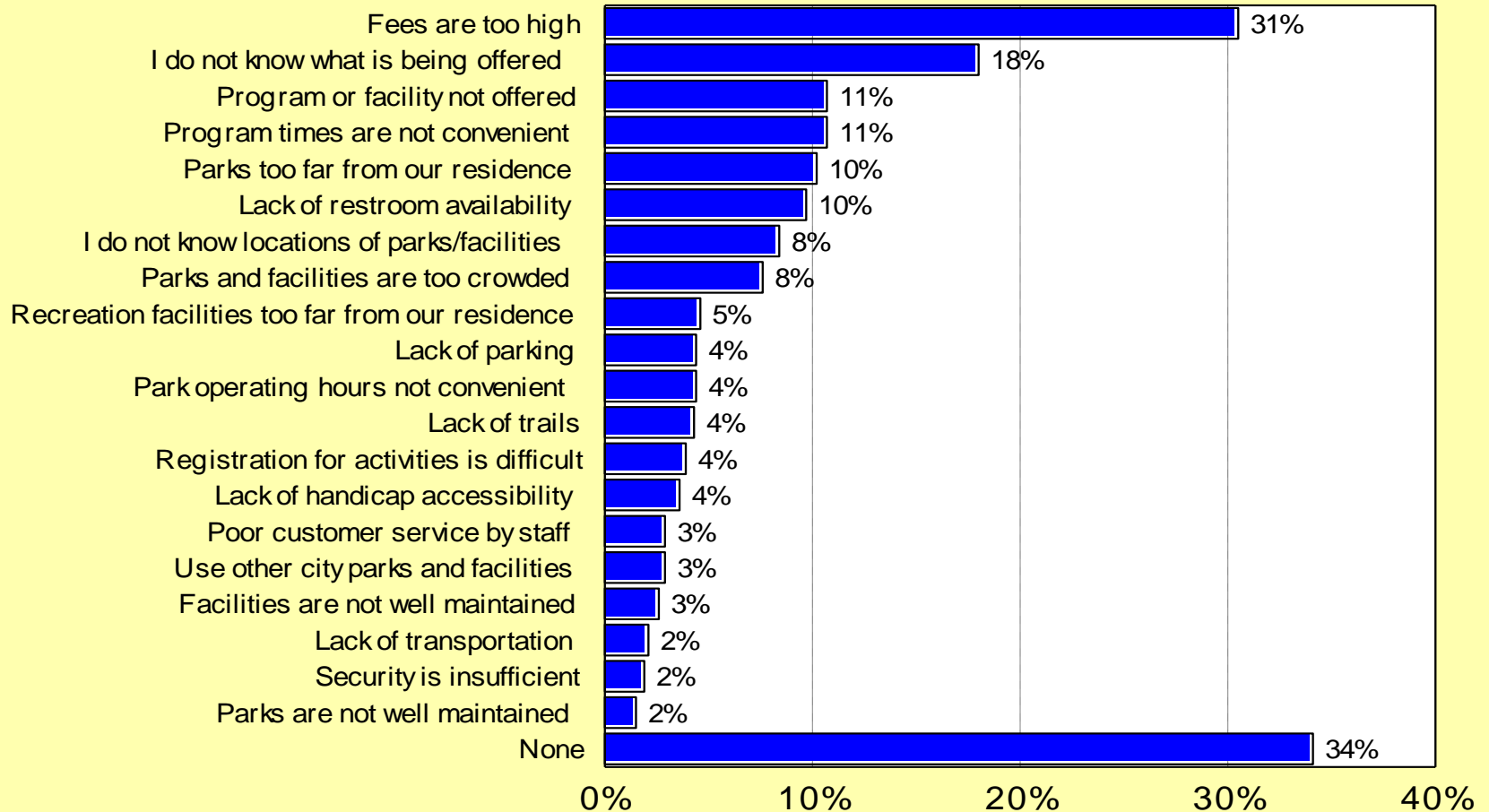
# Q11. Parks and Recreation Facilities That Are Most Important to Households

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



# Q12. Reasons Preventing Households From Using Federal, State, City of Sequim and Sequim-Dungeness Valley Parks, Trails, Recreation Facilities or Programs More Often

by percentage of respondents (multiple choices could be made)



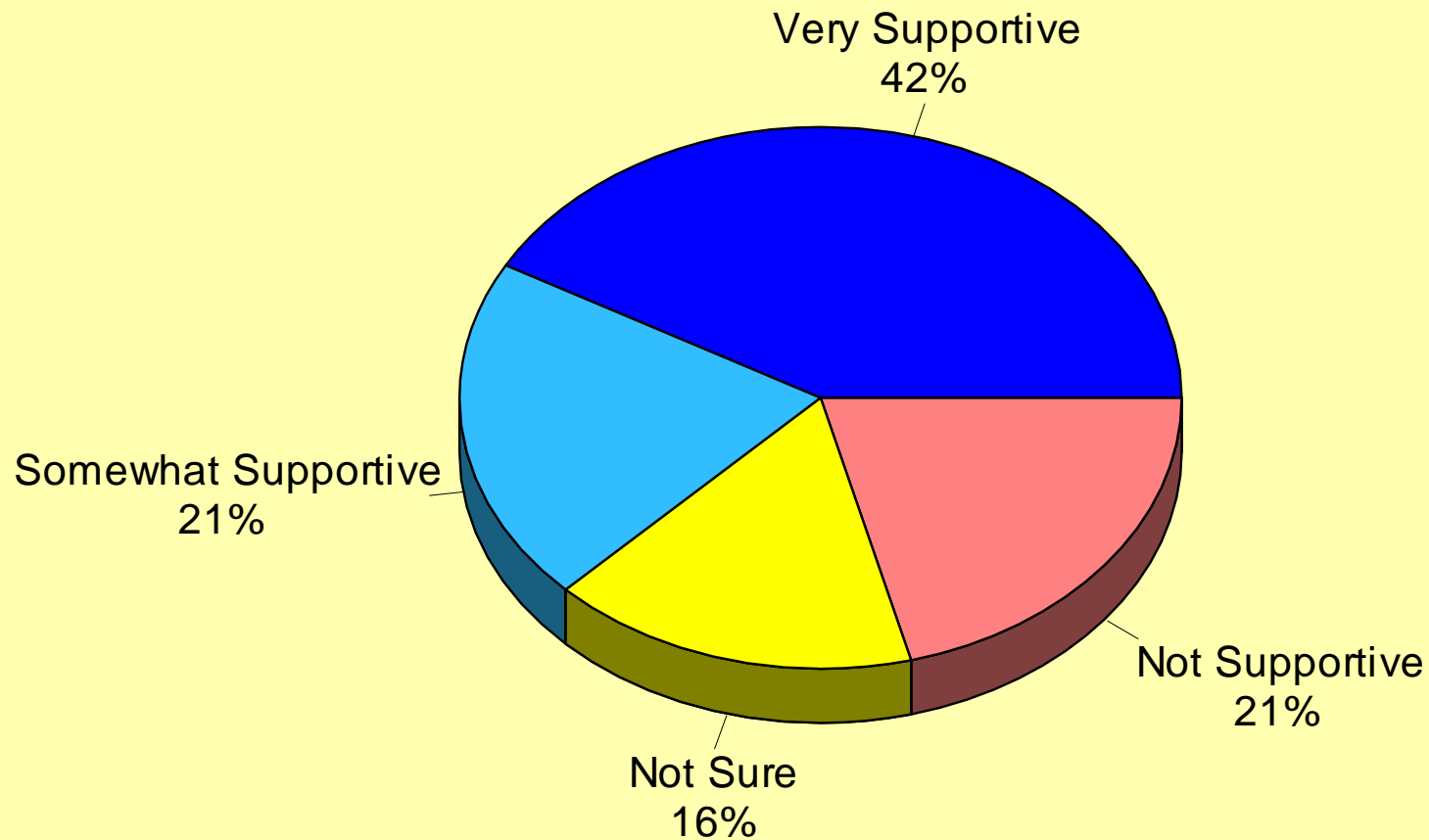
Source: Leisure Vision/ETC Institute (September 2011)

# Funding Support for Enhanced Parks and Recreation Services

- ▶ Over 60% or more of respondents are supportive of developing either a City Parks and Recreation Department or a Regional Parks and Recreation District
- ▶ Over 60% of respondents would invest some level of additional property taxes for an enhanced parks and recreation system that provided services most important to their household
- ▶ Nearly 60% of respondents would vote in favor or might vote in favor of a parks and recreation system providing for an enhanced level of services

**Q13. How Supportive Are You of the City of Sequim Developing a Parks and Recreation Department That Would Focus on Providing an Enhanced Level of Parks, Trails, Outdoor and Indoor Recreation Facilities and Programs to Residents of the City of Sequim and the Entire Sequim-Dungeness Valley Region?**

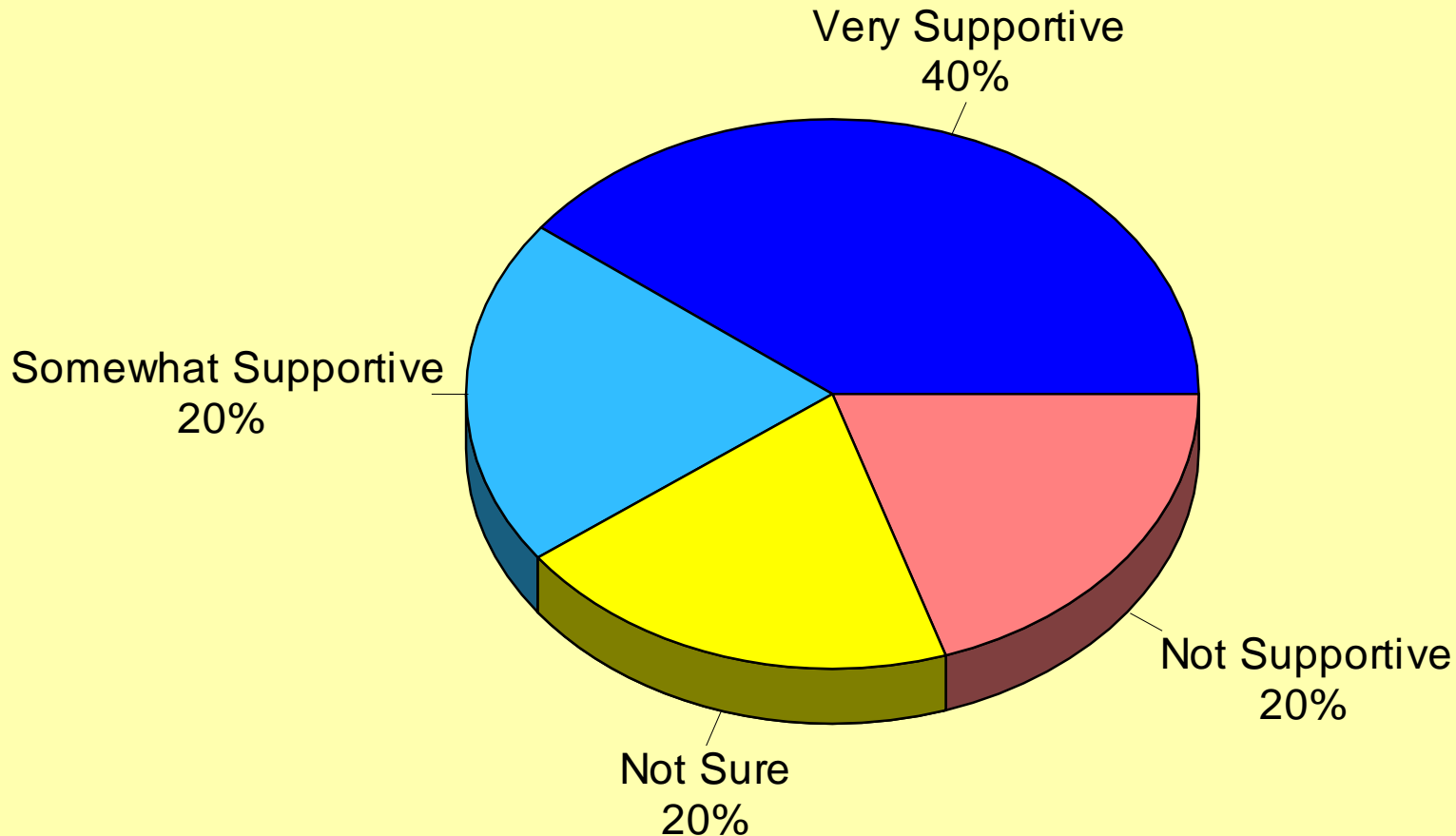
by percentage of respondents





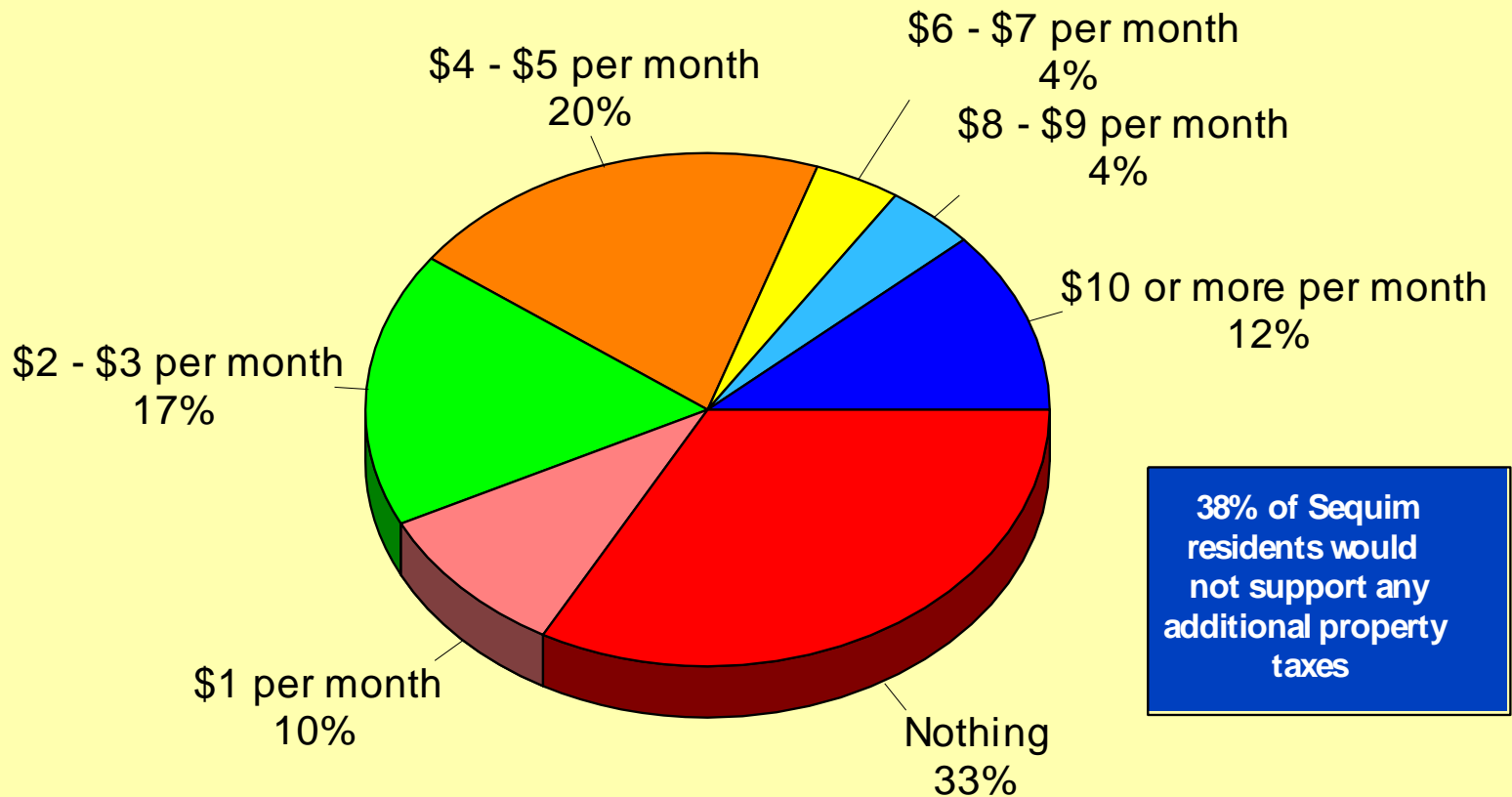
# Q14. How Supportive Are You of Developing a Regional Park and Recreation District to be Governed by a Board Representing Residents Living Both Inside and Outside of the City in the Sequim-Dungeness Valley Region?

by percentage of respondents



# Q15. What Is the Maximum Amount of Additional Property Taxes You Would Invest in an Enhanced Parks and Recreation System for City of Sequim and the Sequim-Dungeness Valley Residents, if the System Focused on the Types of Parks, Recreation Facilities and Programs Most Important to Your Household?

by percentage of respondents



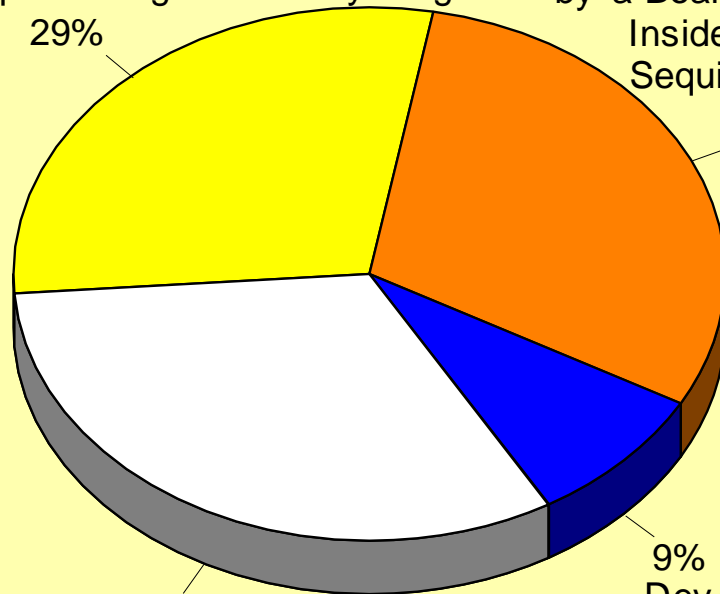
# Q16. Which Option Would You Most Support to Provide an Enhanced Level of Parks, Trails, Indoor and Outdoor Recreation Facilities and Programs to Residents of the City of Sequim and the Entire Sequim-Dungeness Valley?

by percentage of respondents

Equally Support Developing a Parks and Rec Dept within the City of Sequim and Developing a Regional Parks and Rec District that Would be Governed by a Board Representing Residents Living Inside and Outside the City in the Sequim-Dungeness Vally Region

Developing a Regional Parks and Recreation District that Would be Governed by a Board Representing Residents Living Inside and Outside the City in the Sequim-Dungeness Vally Region

11% of Sequim residents would vote in favor of a Parks and Recreation Dept. In City Government

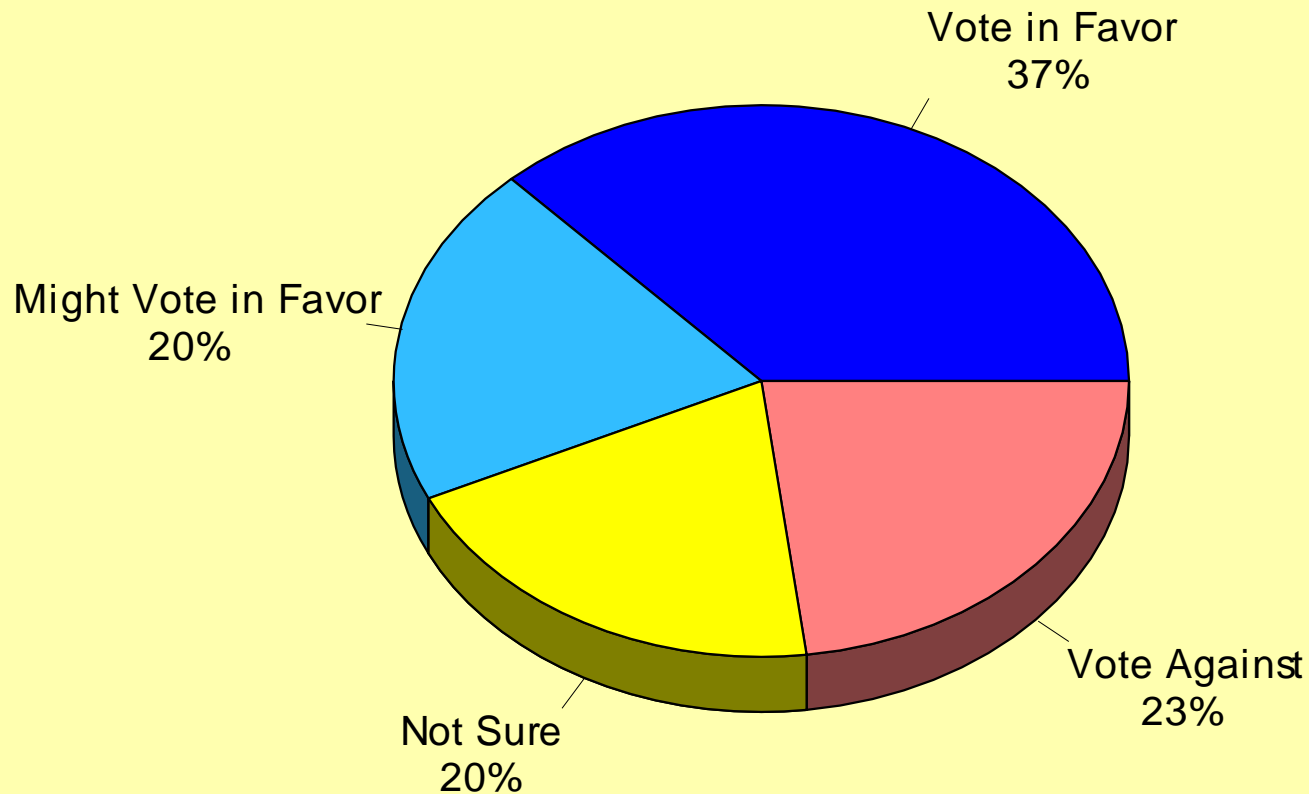


32% of Sequim residents would equally support a Parks and Recreation Dept. In City Government or a Regional District

9% Developing a Parks and Recreation Department within the City of Sequim Government

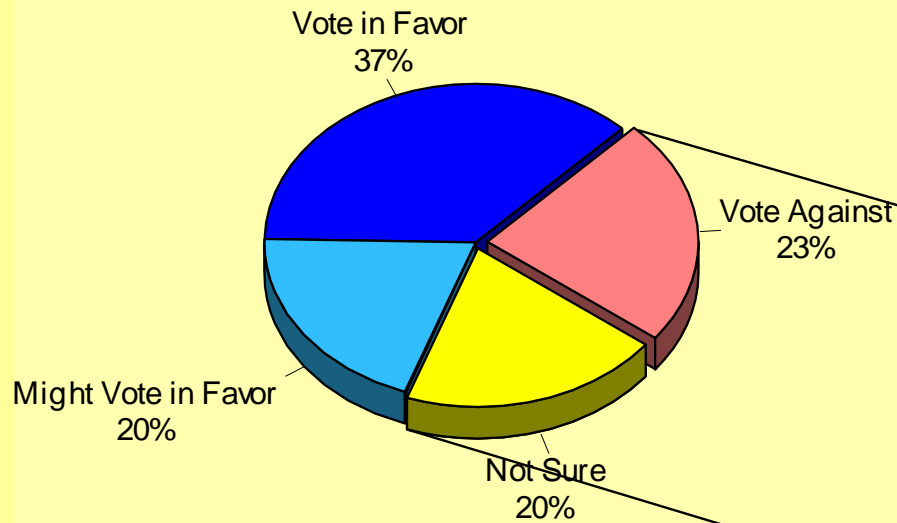
# Q17. How Would You Vote in an Election to Form a Regional Parks and Recreation District That Would Focus on the Types of Parks, Trails, Recreation Facilities and Programs That Are Most Important to Your Household, for the Dollar Amount You Would Invest?

by percentage of respondents

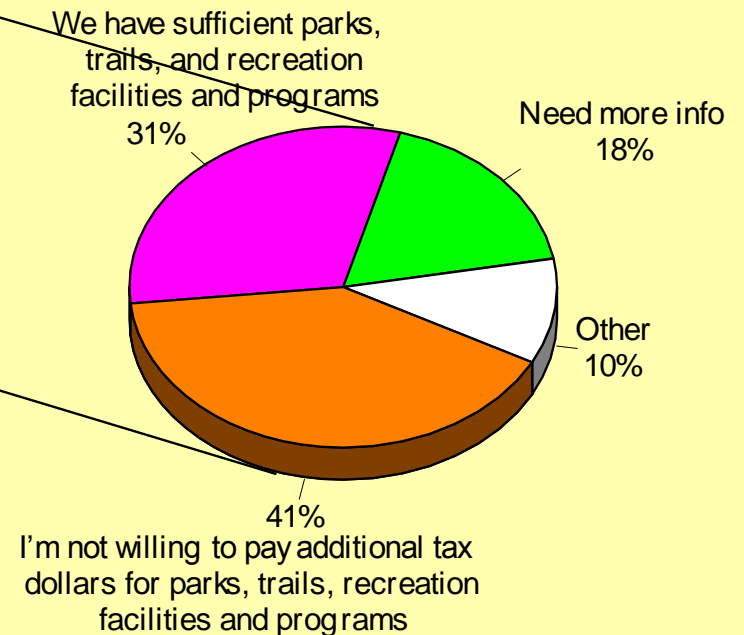


# Q17. How Would You Vote in an Election to Form a Regional Parks and Recreation District That Would Focus on the Types of Parks, Trails, Recreation Facilities and Programs That Are Most Important to Your Household, for the Dollar Amount You Would Invest?

by percentage of respondents



## Q17a. What Is the Major Reason You Are Not Sure or Would Vote Against?

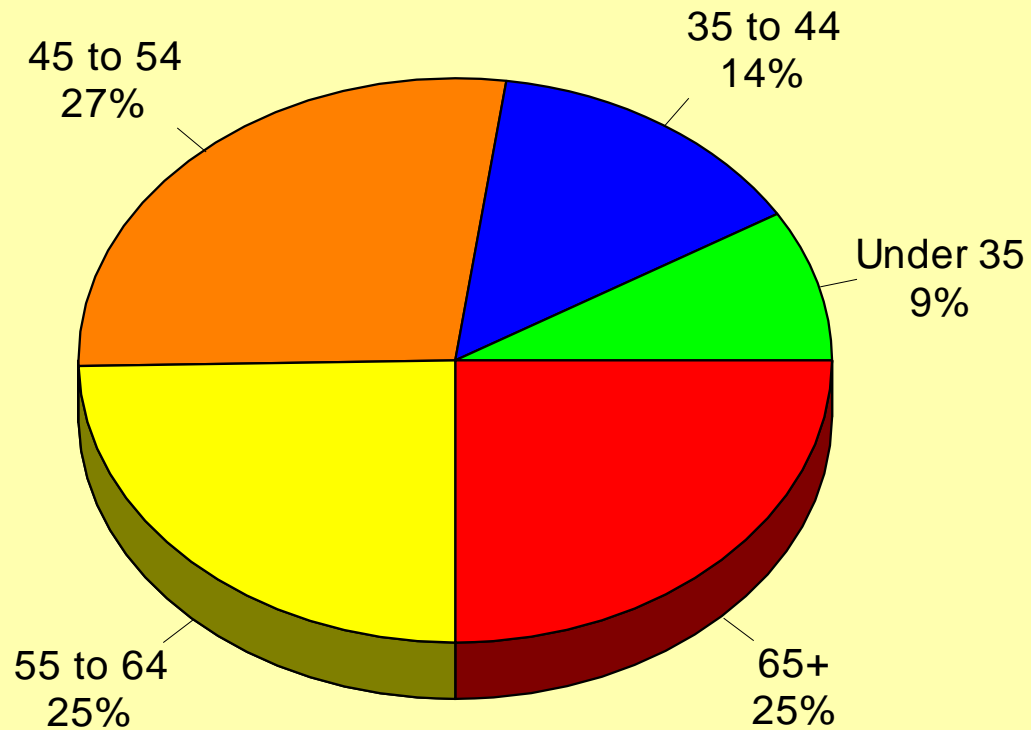


# Demographics

For City of Sequim Respondents and  
Respondents of the Sequim School District  
living outside of the City of Sequim

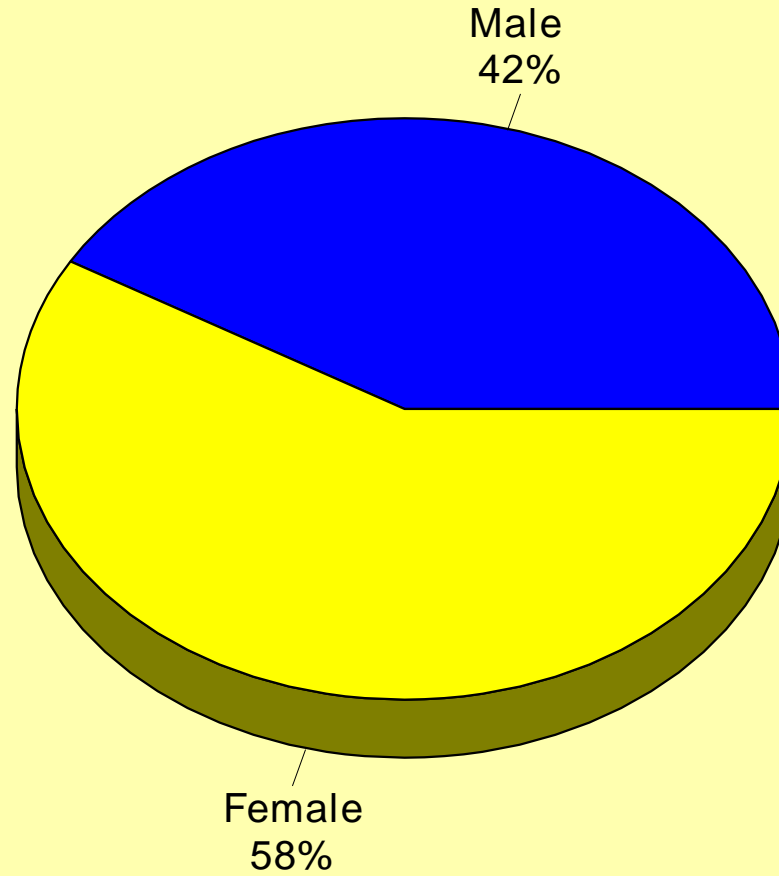
# Q18. Demographics: Age of Respondent

by percentage of respondents



# Q19. Demographics: Gender

by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2011)



# Q21. Demographics: Number of Years Lived in the City of Sequim or Sequim-Dungeness Valley?

by percentage of respondents

