

**RECREATIONAL FACILITIES AND
PROGRAMMING ASSESSMENT
STUDY OF HOUSEHOLDS IN THE
CITY OF DUPONT, WASHINGTON**

Jonathan Pierce, Ph.D. and Megan Hillyard

Prepared for: City of DuPont and Partnerships
Aligning, Recreation, Parks, and Community Services

July 18, 2018

PURPOSE

- Understand public perceptions about the City of DuPont's recreational facilities and programs, and particularly the level of support among DuPont residents for new recreational facilities and programming.
- To inform the decision-making process that aims to meet the community's needs and desires.

METHODOLOGY

- Meeting with stakeholders to develop focus and scope of the study.
- Develop, implement, and analyze survey of households in DuPont.
- Disseminate results of the survey to the public and conduct a focus group with stakeholders to draw conclusions and recommendations from results.

SURVEY METHODS I

- Recruitment letter mailed to all households in DuPont (4,191) inviting a member of each household to complete an online survey.
- Link to survey was posted on the City of DuPont's website entitled "Recreation and Community Center Survey 2018".
- City of DuPont and P.A.R.C.S. encouraged people respond to survey via social media and online platforms.
- Respondents incentivized to complete the survey by entering random drawing to receive a gift card.

SURVEY METHODS II

- Survey was opened on June 5 and closed on June 27, 2018.
- To help ensure independence of observations (one survey per household):
 - 1. Survey instructions indicate one response per household.
 - 2. Qualtrics survey platform blocked multiple responses from the same Internet Provider (IP) address.
- Only responses that had 50% or more completed and were completed by an individual identified as 18 years old or older were included in the results.

RESPONSE RATE

- There were 567 valid responses.
- Response rate is 13.5% of households.
- 95% confident that the results are within +/-2.5% of the actual population.
- All households with a mailing address in DuPont received an invite to complete the survey. Thus, the results are generalizable to all households.

BRIEF OVERVIEW OF RESULTS

- 83% at least somewhat agree that the City of DuPont should develop new recreational programs and activities.
- 87% of respondents would use new facilities or programs at least a few times per month.
- 74% of respondents are at least slightly likely to support the following funding model: 80% from user fees, memberships, room rentals, etc. and 20% from public dollars and private donations.

SUMMARY OF RESULTS: THREE SECTIONS

- Section 1. Demographics
- Section 2. Current Utilization and Obstacles
- Section 3. Program and Facilities Preferences

DEMOGRAPHICS

DEMOGRAPHICS

Gender: Female 68%, Male 24%, prefer not to answer 8%

Age: Average is 45 years old, range is 18 – 85 years old

Highest Level Education Attained: H.S. Graduate 3%, Some College 26%, Bachelor's Degree 39%, and Graduate Degree 29%, Prefer not to answer 3%

Household Income: Median income is \$100,000 to \$124,999 and most frequent response is \$75,000 to \$99,999.

Number of people in household: average is 3.5, range is 1 – 8

Special Needs: 6% of households have someone that requires assistance to utilize public services

DEMOGRAPHICS: HOUSEHOLD TYPE

Household Type	Frequency/Respondents
Adults	85% (482)
Children	51% (289)
Teens	28% (159)
Seniors (65+)	17% (96)

DEMOGRAPHICS: RACE / ETHNICITY

Race/Ethnicity	Frequency/Respondents
White	63% (359)
Hispanic or Latino	5% (28)
Asian	5% (26)
Black or African American	3% (14)
American Indian or Alaska Native	1% (7)
Native Hawaiian or Pacific Islander	1% (4)
Other	5% (26)
Total	83% (464)

DEMOGRAPHICS: EMPLOYMENT STATUS

Employment Status	Frequency/Respondents
Employed	63% (355)
Retired	14% (78)
Other	10% (59)
Unemployed	4% (20)
Student	2% (9)
Total	93% (521)

DEMOGRAPHICS: MILITARY STATUS

Military Status	Frequency/Respondents
Non-Military (Civilian or None)	38% (218)
Military Dependent	21% (118)
Active Duty	10% (56)
Reserves	1% (5)
National Guard	1% (5)
Veteran	11% (60)
Retiree	11% (63)
Total	93% (525)

DEMOGRAPHICS: CURRENT RESIDENCE

Current Residence	Frequency/Respondents
Own	72% (407)
Rent	24% (134)
Living at Home or Other	1% (5)
Total	97% (546)

DEMOGRAPHICS: VOTING

Voting Information	Frequency/Respondents
Registered Voter	79% (447)
Voted 2016 General Election	80% (456)
Likely Voters (both registered and voted 2016)	72% (408)

CURRENT UTILIZATION AND OBSTACLES

CURRENT NEEDS BEING MET: OVERALL

To what extent does your household agree that the current recreational programs and activities provided by the City of DuPont's Parks and Recreation Agency meet your household needs?

- Scale 1 (Strongly disagree) to 7 (Strongly agree)
- Average score 4.3
- 53% of respondents indicated at least somewhat agree (5)

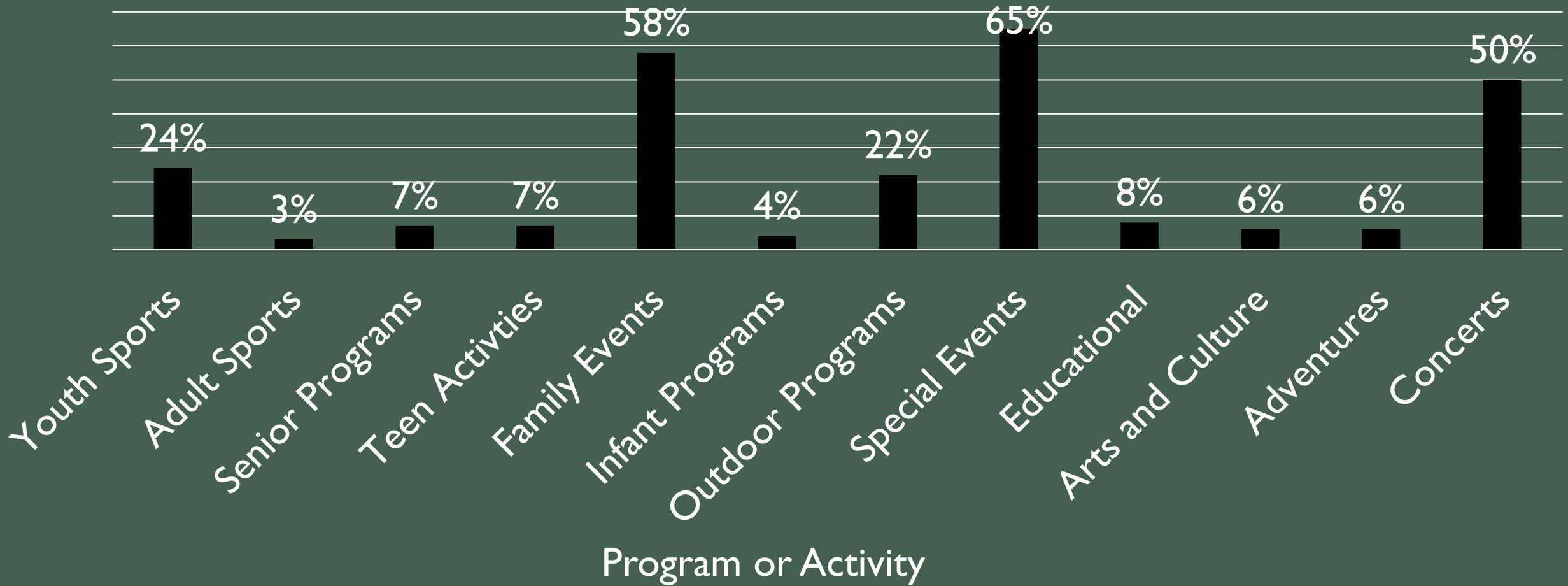
CURRENT NEEDS BEING MET: DEMOGRAPHICS

Demographic	At least somewhat agree (5) Frequency/Respondents
Likely Voters	54% (213)
Home Owner	52% (205)
Current Military	60% (19)
Veteran Retired Military	62% (74)
Non-Military	50% (103)
Households Children	51% (143)
Household Teens	47% (74)
Household Adults	54% (252)
Household Seniors	52% (47)

OBSTACLES TO UTILIZING CURRENT RECREATIONAL PROGRAMS AND ACTIVITIES

Obstacle	Frequency/Respondents
Lack of facilities or amenities available	44% (250)
Programs I want are not being offered	40% (226)
Not aware of the programs or facilities	32% (183)
Programs are not offered at times I want	20% (111)
No time or other personal issues	19% (106)
Hours of operation	8% (44)
Prefer other recreation providers	8% (43)
Quality of Equipment	5% (28)
Accessibility	3% (19)
Safety concerns	3% (18)

UTILIZATION OF CURRENT RECREATIONAL PROGRAMS AND ACTIVITIES: OVERALL



UTILIZATION OF CURRENT RECREATIONAL PROGRAMS AND ACTIVITIES: HOUSEHOLDS CHILDREN AND TEENS

Households with Children (n=289)

Program or Activity	Frequency Yes
Family Events	73% (194)
Special Events	71% (191)
Concert in the Park	51% (134)
Youth Sports (ages 4-13)	44% (120)
Outdoor Nature Programs	20% (49)

All others less than 10%

Households with Teens (n=159)

Program or Activity	Frequency Yes
Special Events	75% (111)
Family Events	70% (106)
Concert in the Park	58% (82)
Youth Sports (ages 4-13)	40% (58)
Outdoor Nature Programs	28% (37)
Teen Activities (ages 13-17)	26% (36)
Trip and Adventures	12% (15)

UTILIZATION OF CURRENT RECREATIONAL PROGRAMS AND ACTIVITIES: HOUSEHOLDS ADULTS AND SENIORS

Households with Adults (n=482)

Program or Activity	Frequency Yes
Special Events	71% (321)
Family Events	66% (301)
Concert in the Park	54% (240)
Youth Sports (ages 4-13)	29% (127)
Outdoor Nature Programs	26% (108)
Educational Programming	10% (38)

All others less than 10%

Households with Seniors (n=96)

Program or Activity	Frequency Yes
Special Events	80% (66)
Concert in the Park	64% (57)
Family Events	57% (47)
Outdoor Nature Programs	34% (25)
Senior Programs (ages 50-up)	31% (25)
Educational Programming	25% (17)

All others less than 25%

PROGRAM AND FACILITIES PREFERENCES

DUPONT SHOULD DEVELOP NEW RECREATIONAL FACILITIES AND PROGRAMMING: OVERALL

To what extent do you agree that the City of DuPont should develop new recreational facilities and programming?

- Average score 5.9
- 83% of respondents indicated at least somewhat agree (5)
- 48% of respondents indicated strongly agree (7)

CITY OF DUPONT SHOULD DEVELOP NEW RECREATIONAL FACILITIES AND PROGRAMMING: DEMOGRAPHICS

Demographic	At least somewhat agree (5) Frequency/Respondents
Likely Voters	84% (337)
Home Owner	85% (341)
Current Military	93% (166)
Veteran Retired Military	77% (92)
Non-Military	87% (187)
Households Children	90% (257)
Household Teens	89% (141)
Household Adults	86% (409)
Household Seniors	85% (77)

NEW RECREATIONAL FACILITIES AND PROGRAMMING PRIORITY FOR CITY DUPONT: OVERALL

To what extent do you agree that new recreational facilities and programming should be a priority for the City of DuPont?

- Scale 1 (Strongly disagree) to 7 (Strongly agree)
- Average score 5.6
- 79% respondents at least somewhat agree (5)
- 40% respondents strongly agree (7)

NEW RECREATIONAL FACILITIES AND PROGRAMMING SHOULD BE PRIORITY CITY OF DUPONT: DEMOGRAPHICS

Demographic	At least somewhat agree (5) Frequency/Respondents
Likely Voters	79% (316)
Home Owner	80% (321)
Current Military	88% (161)
Veteran Retired Military	79% (95)
Non-Military	80% (171)
Households Children	89% (255)
Household Teens	85% (135)
Household Adults	82% (389)
Household Seniors	77% (71)

FREQUENCY OF HOUSEHOLD UTILIZATION FOR NEW RECREATIONAL FACILITIES AND PROGRAMMING: OVERALL

If the new recreational facilities and programming had the programs and offerings that are important to your household, how frequently would members of your household utilize them?

- Scale 1 (never) to 7 (several times per week)
- Average score 6.1
- 87% at least a few times per month (5)
- 50% would use several times per week (7)

FREQUENCY OF HOUSEHOLD UTILIZATION FOR NEW RECREATIONAL FACILITIES AND PROGRAMMING: DEMOGRAPHICS

Demographic	At least a few times per month (5)
Likely Voters	91% (351)
Home Owner	95% (172)
Current Military	86% (101)
Veteran Retired Military	94% (195)
Non-Military	97% (277)
Households Children	94% (146)
Household Teens	94% (436)
Household Adults	86% (74)
Household Seniors	80% (281)

**VERY IMPORTANT OR GREATER (4)
RECREATIONAL FACILITY AND PROGRAMMING ITEM
(SCALE 1- 5)**

Facility or Program	Very Important (4) or Greater	Mean
<i>Pool</i>	58%	3.6
<i>Youth Center</i>	53%	3.5
Multi-Purpose Court / Gym	47%	3.3
Splashpad / Spray Park	46%	3.3
Expanded Library	39%	3.1
Music and Arts Center	32%	3
Facilities and Equipment for those with special needs	31%	2.9
Space for Meetings / Parties	30%	2.9
Senior Center	28%	2.7
Classroom Space	21%	2.6
Tennis Courts	20%	2.4
Skateboard Park	17%	2.3

**VERY IMPORTANT OR GREATER (4)
RECREATIONAL FACILITY AND PROGRAMMING ITEM:
HOUSEHOLDS WITH CHILDREN OR TEENS**

Households with Children (n=289)	
Facility or Program	Very Important (4) or Greater
Pool	76% (219)
Splashpad / Spray Park	68% (195)
Youth Center	66% (189)
Multi-Purpose Court / Gym	57% (161)
Expanded Library	43% (121)
Music and Arts Center	37% (103)
Facilities and Equipment for those with special needs	31% (89)
Space for Meetings / Parties	30% (84)

Households with Teens (n=159)	
Facility or Program	Very Important (4) or Greater
Youth Center	69% (108)
Pool	67% (107)
Multi-Purpose Court / Gym	57% (89)
Splashpad / Spray Park	44% (69)
Expanded Library	41% (64)
Music and Arts Center	41% (61)
Space for Meetings / Parties	34% (53)
Facilities and Equipment for those with special needs	31% (45)

All others less than 30%

**VERY IMPORTANT OR GREATER (4)
RECREATIONAL FACILITY AND PROGRAMMING ITEM:
HOUSEHOLDS WITH ADULTS OR SENIORS**

Households with Adults (n=482)	
Facility or Program	Very Important (4) or Greater
Pool	63% (298)
Youth Center	57% (268)
Splashpad / Spray Park	51% (239)
Multi-Purpose Court / Gym	50% (232)
Expanded Library	44% (202)
Music and Arts Center	35% (164)
Facilities and Equipment for those with special needs	35% (156)
Space for Meetings / Parties	30% (141)

Households with Seniors (65+) (n=96)	
Facility or Program	Very Important (4) or Greater
Senior Center	51% (46)
Youth Center	49% (43)
Expanded Library	46% (38)
Space for Meetings / Parties	44% (39)
Multi-Purpose Court / Gym	42% (37)
Pool	41% (36)
Music and Arts Center	33% (27)
Splashpad / Spray Park	32% (27)
Facilities and Equipment for those with special needs	32% (26)

All others less than 30%

EXTENT OF SUPPORT FOR FUNDING MODEL: OVERALL

Typically to support the costs of new recreational facilities and programming, cities use the following funding model: 80% from user fees, memberships, room rentals, etc. and 20% from public dollars and private donations. How likely would you support this funding model?

- Scale: 1 (extremely unlikely) to 7 (extremely likely)
- Average score 5.5
- 74% at least slightly likely to support funding model (5)
- 34% extremely likely do support funding model (7)

EXTENT OF SUPPORT 80/20 FUNDING MODEL: DEMOGRAPHICS

Demographic	At least slightly likely (5)
Likely Voters	80% (314)
Home Owner	79% (309)
Current Military	82% (146)
Veteran Retired Military	82% (97)
Non-Military	79% (162)
Households Children	82% (228)
Household Teens	84% (125)
Household Adults	80% (369)
Household Seniors	80% (281)

QUESTIONS OR COMMENTS

FOCUS GROUP QUESTIONS

FOCUS GROUP QUESTIONS

1. Are the current household needs in the city of DuPont being met for recreational programs and facilities?
2. Are there systematic obstacles to the current recreational programs and facilities that are being offered?
3. Why are special events, family events, and concerts so well attended?

FOCUS GROUP QUESTIONS

4. What conclusions can we draw from the fact that greater than 80% of respondents indicated that they agree that new recreational programs and facilities should be developed?
5. What recreational programs and facilities should be a priority for the city of DuPont to develop?
6. What conclusions can we draw from the fact that greater than 70% of respondents are at least slightly likely to support a 80/20 funding model?

CONCLUSIONS

- 1. About half of households indicate that their needs are being met, but many households feel their needs are not being met. In particular, households with teens feel their needs are not being met.
- 2. Obstacles to current utilization include: safety, age appropriate, transportation, time and convenience in particular seasonal, and times offered are not congruent to schedules.
- 3. Special events, family events and concerts are so well attended because no entry fee, higher levels of awareness and advertising, traditionally centered around the community, limited competition, safety, and brings together people across generations.

CONCLUSIONS

- 4. These proposed facilities would provide a tangible benefit that community members want and support. Such facilities represent the greater communal good today and for future generations.
- 5. Prioritized facilities should support activities that are multi-generational, community based, safe, and physically engaging. In particular, water-based facilities are highly desirable. Also, a community center should provide space for a range of activities.
- 6. There is widespread support for a funding model that is user based.