



Community Interest and Opinion Survey

Executive Summary Report

Overview and Methodology

ETC Institute conducted a Community Interest and Opinion Survey for the City of Covington during the summer of 2015 to establish priorities for the future improvement of recreation facilities and programs and parks within the community. The survey was mailed to a random sample of households in the City of Covington.

The goal was to complete a total of 300 surveys. A total of 346 households completed the survey. The results for the sample of 346 households have a 95% level of confidence with a precision rate of at least +/- 5.2%.

Major Findings

VISITATION OF PARKS AND RECREATION FACILITIES

- **Park and facilities usage:** Based on the percentage of respondents, 36% indicated they had used the *Covington Community Park Trails*. Other facilities used include: Covington Community Park Sports Field (25%), Jenkins Creek Trail (21%), and Jenkins Creek Park (19%).
- **Quality of Parks and Recreation Facilities:** Based on the percentage of respondents who have visited parks/facilities, 88% rated the *quality of Covington Community Park Trails* as either “excellent” or “good”. Other facilities with a similar quality rating: Covington Community Park Sports Field (86%) and Friendship Park (81%).

PROGRAM PARTICIPATION

- **Program and Activity Participation:** Thirty-two percent (32%) of respondents indicated they have participated in recreation, sports, aquatics, cultural or special events programs/activities offered by the City of Covington Parks and Recreation in the past 12 months. Of the respondents who indicated they participated in a program in the last 12 months, 56% participated in *Covington Days*. Other programs households have participated in include: swim lessons (36%), special events/festivals (29%), and youth soccer (28%).



- **Quality of Programs and Activities:** Based on the percentage of respondents who have participated in programs and activities, 63% rated the quality of programs and activities participated in as *good*. Other ratings of program and activity quality are: excellent (25%), fair (9%), and poor (3%).

FACILITY NEEDS

- **Facility Types Households Have a Need For:** Based on the percentage of respondents, 69% or 3,985 households indicated that they have a need for *paved walking and biking trails*. Other facilities respondents have a need for include: small neighborhood parks (63% or 3,647 households), large community parks (60% or 3,513 households), soft surface trails (54% or 3,130 households), and indoor swimming pool (50% or 2,891 households).
- **Most Important Facilities:** Based on the percentage of respondents' top four most important facilities, 40% indicated that *paved walking and biking trails* are the most important facility. Other most important facilities include: large community parks (31%), small neighborhood parks (30%), soft surface trails (23%), indoor swimming pool (22%) and off-leash dog park (22%).

PROGRAM NEEDS

- **Programs Households Have a Need For:** Based on the percentage of respondents, 43% or 2,507 households indicated that they have a need for *Community special events/festivals*. Other programs respondents have a need for include: swim lessons (39% or 2,286 households), adult fitness and wellness programs (35% or 2,018 households), water fitness programs (31% or 1,780 households), and youth sports programs (28% or 1,629 households).
- **Most Important Programs:** Based on the percentage of respondents top four most important programs, 28% indicated that *swim lessons* is the most important program. Other most important programs include: community special events/festivals (28%), adult fitness and wellness programs (23%), youth sports programs (19%), and outdoor education/nature programs (15%).



TIMES FOR OFFERERERING PROGRAMS AND ACTIVITIES

OVERALL

- Based on the percentage of respondent households, fifty-seven percent (57%) noted *weekday evenings before 8 pm* as a time they would be interested in Covington Parks and Recreation Department programs and activities. Other times households would be interested include: Saturday mornings (55%) and Saturday afternoons (55%).

BY AGE GROUP

- **Ages 0 to 5 years:** Based on the percentage of respondent households with children age 0 to 5 years, eight percent (8%) would support programming on weekday mornings. Other times residents would support include: Saturday mornings (6%) and weekday afternoons (5%).
- **Ages 6 to 10 years:** Based on the percentage of respondent households with children age 6 to 10 years, eight percent (8%) would support programming on weekday evenings before 8 pm. Other times residents would support include: Saturday mornings (7%) and Saturday afternoons (6%).
- **Ages 11 to 18 years:** Based on the percentage of respondent households with children age 11 to 18 years, ten percent (10%) would support programming on weekday evenings before 8 pm. Other times residents would support include: Saturday afternoons (8%) and Saturday mornings (4%).
- **Ages 19 to 54 years:** Based on the percentage of respondent households with adults age 19 to 54 years, nineteen percent (19%) would support programming on weekday evenings before 8 pm. Other times residents would support include: Saturday afternoons (14%) and Saturday mornings (13%).
- **Ages 55 years and older:** Based on the percentage of respondent households with adults age 55 years and over, six percent (6%) would support programming on weekday mornings. Other times residents would support include: weekday afternoons before 3 pm (5%) and Saturday afternoons (4%).



MULTI-USE FULL-SERVICE INDOOR FACILITY DEVELOPMENT

- **Level of Support for a Special Recreation District:** Based on the percentage of respondent households, 48% indicated they would be *very supportive* of creating a special recreation district composed of residents of the City of Covington and neighboring communities. Other levels of support are: somewhat supportive (27%), not supportive (14%), and not sure (11%).
- **Level of Support for Upgrade School District Sports Fields:** Thirty-four percent (34%) of respondents indicated they would be very supportive of the City of Covington partnering with the School District to upgrade sports fields with tax dollars. Other levels of support are: somewhat supportive (36%), not supportive (17%), and not sure (13%).

PROGRAMMING SPACES

- **Program Spaces Residents Would Use:** Based on the percentage of respondent households, 46% indicated they would use a *walking and jogging track* if developed. Other programming spaces residents would use if developed include: leisure pool (44%), aerobics/fitness/dance class space (37%), indoor children's playground (34%), and space for meetings, parties and banquets (33%).
- **Program Spaces Residents Would Use the Most:** Based on the percentage of respondent households top four choices, 36% indicated they would use a *walking and jogging track* most often, if developed. Other programming spaces residents would use most often include: leisure pool (34%), indoor children's playground (28%), aerobics/fitness/dance class space (22%) and weight room/cardiovascular equipment area (22%).

COSTS TO PROVIDE PROGRAMMING & TAX DOLLAR SUPPORT

- Respondent households were asked how they felt the costs to provide recreation programming. Seventy-nine percent (79%) of respondents indicated *adult programs* should be paid by "100% fees/0% tax" or "75% fees/25% tax". Fifty-three percent (53%) of respondents indicated *programs for disabled* should be paid by "0% fees/100% tax" or "25% fees/75% fees".
- **Facility Development Fees:** Based on the percentage of respondents, 52% indicated the facility development should be paid *mostly by user fees*. Other ways the facility should be paid for include: mostly from taxes and some user fees (27%), 100% from user fees (20%), and 100% from taxes (0.3%).
- **Tax Revenue Willingness:** Based on percentage of respondents, 26% indicated they would be willing to pay a *maximum of \$5-\$6 per month* in additional tax revenue for costs to develop and operate indoor programming spaces. Other maximum amounts of additional tax revenues include: \$3-\$4 per month (26%), nothing (20%), \$9 or more per month (15%), and \$7-\$8 per month (13%).



AQUATIC FEATURES

- **Usage and Reasons for Usage of the Aquatic Center:** Thirty-four percent (34%) of respondents indicated they have used the *Covington Aquatic Center* in the past 12 months. Of the respondents who indicated they had used the Covington Aquatic Center in the past 12 months, 67% used it for recreation. Other purposes for usage of the Aquatic Center include: swim lessons (45%), private parties (31%), and excise/lap swimming (21%).
- **Frequency of Usage:** Based on the percentage of respondents who have used the Covington Aquatic Center in the past 12 months, 40% indicated they used it *1-5 times*. Other number of times used include: 11-25 times (23%), 6-10 times (16%), 26-50 times (12%), 51-100 times (6%), and 101 times or more (3%)
- **Satisfaction with Experience:** Based on the percentage of respondents who have used the Covington Aquatic Center in the past 12 months, 51% indicated they were *very satisfied*. Other satisfaction levels are: somewhat satisfied (43%), not satisfied (3%), and not sure (3%).

SATISFACTION WITH VALUE RECEIVED FROM PARKS AND REC. DEPT.

- **Overall Value Received:** Thirty percent (30%) of households indicated they were *somewhat satisfied* with the overall value they receive from the City of Covington Parks and Recreation Department. Other levels of satisfaction include: neutral (40%), somewhat dissatisfied (14%), very satisfied (8%) and very dissatisfied (7%).

OTHER

- **Reasons Residents Do Not Use Parks:** Based on the percentage of respondents forty-eight percent (48%) indicated *not knowing what is offered* as the reason they do not use parks. Other reasons residents do not use parks include: too busy (32%), facility is not offered (29%) and program is not offered (26%).
- **Organization/Facility Usage:** Based on the percentage of respondent households, forty-seven percent (47%) noted they used *King County parks and facilities* in the last 12 months. Other organizations/facilities used include: school district facilities (39%), private fitness clubs (32%), and City of Covington Parks and Recreation Department (31%).
- **Ways Residents Have Learned About Programs and Activities:** Based on the percentage of respondents, 36% learned about the City of Covington's Programs and Activities through *community event signs* during the past 12 months. Other ways respondents learned about programs and activities include: from friends and neighbors (32%), newspaper (28%), City website (26%), and City's Recreation Guide (26%).