



Fall City Metropolitan Park District Survey Proposal

Community Survey Executive Summary February, 2011

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Research Goal and Objectives

Research Goal

The goal of this research was to conduct a statistically valid public survey with residents in the Fall City Metropolitan Park District in order to determine the overall satisfaction with Parks and Recreation services as well as to gather opinions on future parks and recreation developments.

Research Objectives

The following were the specific objectives to be accomplished in the research:

1. Evaluated the overall satisfaction that FCMPD residents experience in terms of current park offerings, etc.
2. Identified community demand for parks, open space and recreational facilities (including potential acquisition of additional land/park sites).
3. Ascertained community support and/or willingness to spend on various recreational types and locations.
4. Identified strengths and weaknesses within the current facilities and services (i.e. high vs. low usage, parking improvements, existing amenities).
5. Identified resident priorities among potential options for improvement projects (additional amenities – picnic shelters, athletic fields, walking/biking trails, playgrounds, sports fields, community gardens, parking, etc.).
6. Measured and tested whether opinions about parks differ between demographic categories.
7. Considered how best to explain prospective parks and recreation projects and improvements to achieve the greatest public understanding (i.e. messaging to residents).
8. Determined sources of information residents in the FCMPD use most to find out what is going on regarding parks and recreational opportunities and offerings.
9. Assessed the appearance of current parks and recreational facilities.

Research Methodology

Response Rate

A total sample of over 400 respondents was collected and 390 cases were included in the February, 2011 research for the Fall City Metropolitan Park District after weighting the data to the U.S. Census demographics. The response rate was 93.9%, which represents the percentage of individuals who agreed to participate in the research. This response rate is exceptionally high and indicates that citizens are interested in what is happening in their city. The sampling took place in February, 2011.

Sampling Frame

Hebert Research utilized a sampling list of residents within the Fall City Metropolitan Park District. The stratified probability sampling was applied to this research by randomly drawing a predetermined sample size in order to specifically match the sampling frame.

Estimated Maximum Margin of Error

The estimated maximum margin of error for a sample size of 400 is +/- 4.9% at the 95% confidence level.

Questionnaire

The questionnaire was developed in collaboration with the Fall City Metropolitan Park District representatives and Hebert Research, and consisted of approximately 30 questions.

Survey

The research methodology used was interactive voice. There were 10 research assistants utilized in the research.

Weighting

The data was weighted to reflect the actual distribution of residents by age and gender. The U.S. Census Bureau's age and gender data for the Fall City Metropolitan Park District was used as the baseline.

Monitoring and Verification

Interviews were monitored to ensure that all respondents completed the survey according to the specifications of the questionnaire and the data respondents provided was accurate.

Multivariate Analysis

The data was analyzed using generally accepted univariate measures of central tendency.

Multivariate analyses were also conducted to examine whether differences existed between:

- Age
- Gender
- Number of years lived in Fall City
- Satisfaction with parks services

The multivariate analysis consisted of Analysis of Variance (ANOVA), Linear Discriminant analysis, Correlation and Chi-Square analysis.

Interpretations and inferences set forth in the analysis are intended to provide an independent statistical perspective. The statistical procedures utilized were applied with a 95% confidence level for estimating values and/or providing significant inferences. A .05 significance level was used as the criterion to test the hypotheses. Multivariate analysis findings, if statistically significant, are reported at the end of each section. The statistical significance is measured by the p-value (if $p < .05$, the statistical test is significant; if $p > .05$, the statistical test is not significant).

Hebert Research has made every effort to produce the highest quality research product within the agreed specifications, budget and schedule. The customer understands that Hebert Research uses those statistical techniques, which, in its opinion, are the most accurate possible. However, inherent in any statistical process is the possibility of error, which must be taken into account in evaluating the results. Statistical research can predict consumer reaction and market conditions only as of the time of the sampling, within the parameters of the project, and within the margin of error inherent in the techniques used.

Evaluations and interpretations of statistical research findings and decisions based on them are solely the responsibility of the customer and not Hebert Research. The conclusions, summaries and interpretations provided by Hebert Research are based strictly on the analysis of the data and are not to be construed as recommendations; therefore, Hebert Research neither warrants their viability nor assumes responsibility for the success or failure of any customer actions subsequently taken.

Respondent Profile

The data was weighted in order to reflect the U.S. Census distribution for Fall City based on gender.

Gender of Respondents Weighted	
Gender	Percentage
Male	49.2%
Female	50.8%

The data was also weighted in order to reflect the U.S. Census distribution for Fall City based on the following age groups.

Age of Respondents Weighted	
Age	Percentage
18 to 34	20.4%
35 to 44	26.7%
45 to 54	22.8%
55 to 64	11.8%
65 and Older	11.0%
Refused	7.2%

On average, respondents have lived in the Fall City Metropolitan Park District for 10.21 years. Among the groups selected the highest frequency of respondents (32.3%), have lived in Fall City for 21 years or more.

Years Lived in Fall City	
Years	Percentage
1 to 5	12.5%
6 to 10	24.3%
11 to 20	30.9%
21 or more	32.3%
Mean	17.15

The majority of respondents (97.4%) live in the 98024 zip code. However, a small percentage (2.5%) live in a zip code other than 98024.

Zip Code of Respondents	
Zip Code	Percentage
98024	97.5%
Other	2.5%

The highest household income categories reported among respondents were \$50,000 to \$74,999 (18.7%) and \$125,000 or more (19.5%). It is important to note that 30.5% of respondents refused to answer this question.

Household Income	
Income	Percentage
Less than \$34,999	6.7%
\$35,000 to \$49,999	3.8%
\$50,000 to \$74,999	9.7%
\$75,000 to \$99,999	18.7%
\$100,000 to \$124,999	11.0%
\$125,000 or Above	19.5%
Refused	30.5%

Roughly one quarter of the respondents (27.1%) reported that they work in the Fall City area, while 54.9% work outside of Fall City. An additional 18.0% reported they were retired.

Work in the Fall City Area	
Response	Percentage
Yes	27.1%
No	54.9%
Retired	18.0%

Those respondents who work outside the Fall City area reported working in the following cities:

Area where Respondents Work	
Area	Percentage
Bellevue	21.2%
Issaquah	7.5%
North Bend	5.5%
Redmond	6.8%
Renton	4.1%
Seattle	15.8%
Snoqualmie	4.8%
Other	34.2%

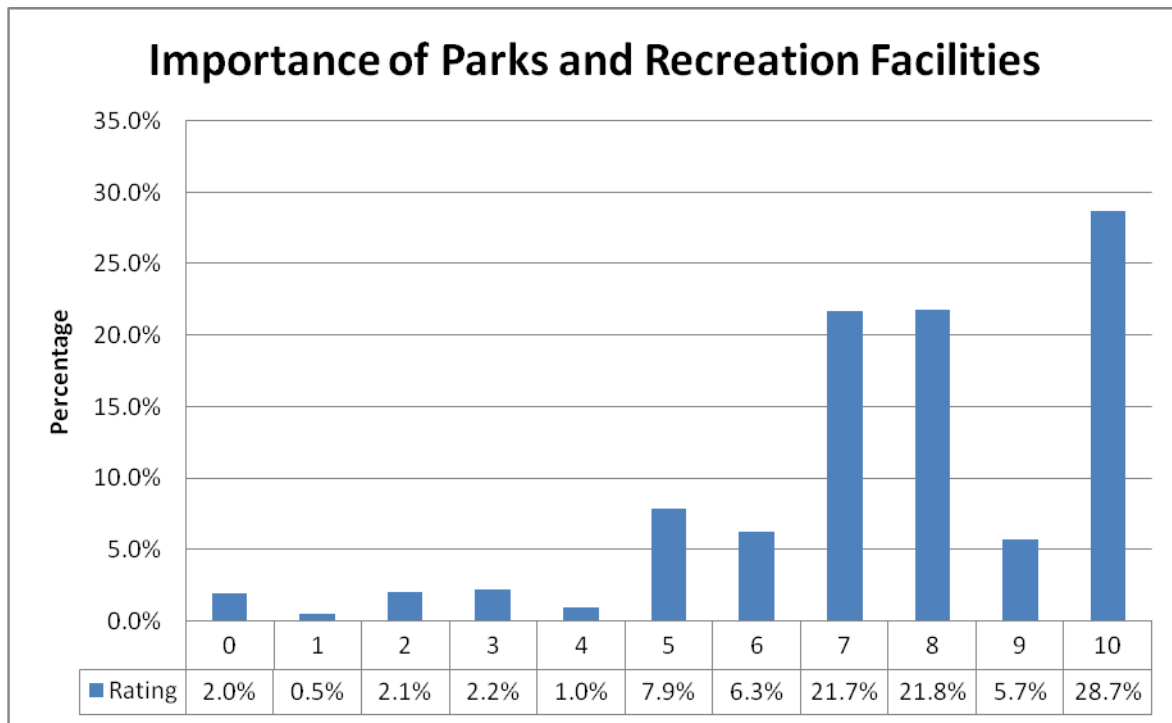
**Note: this is only of the respondents who reported they do not work in Fall City.*

Slightly more than half of the respondents reported that they live on more than one acre (51.1%). Both the mean and median values are listed. In this instance, the median value is more representative of the average property size (1.25 acres).

Property Size	
Size	Percentage
Less than 1/4 of an Acre	1.7%
1/4 Acre to 1 Acre	47.2%
More than 1 Acre to less than 5 Acres	26.7%
5 Acres of More	24.4%
Mean	4.10
Median	1.25

Importance of Parks and Recreation

Respondents were asked on a scale from 0 to 10, where 0 is not at all important and 10 is very important, how important parks and recreation facilities are to them and their families. On average, respondents found parks and recreation facilities to be highly important with a mean rating of 7.57. In addition, 28.7% of respondents gave a rating of 10 which indicates very high importance. Only 6.8% of respondents gave a rating of “3” or lower which indicates low importance.



Mean: 7.57

Std. Deviation: 2.290

Kurtosis: 1.488

Favorite Activities to Engage In

When asked what their favorite park and recreation related activity to engage in was in the last 12 months, walking and hiking were the most frequently selected with 21.0% and 20.1% respectively. The second favorite activity which respondents engaged in the last 12 months was biking with 19.5% followed by hiking with 13.4%.

Activities Engaged in the Last 12 Months		
Activity	Favorite	Second Favorite
Walking	21.0%	9.1%
Hiking	20.1%	13.4%
Baseball	8.3%	7.5%
Biking	6.4%	19.5%
Horseback riding	6.4%	2.3%
Taking children to the park	6.1%	3.7%
Soccer	6.1%	6.0%
Fishing	3.6%	1.2%
Walking the dog	3.2%	6.4%
Picnic	3.0%	4.4%
Social events	1.3%	2.3%
Swimming	1.1%	1.2%
Basketball	0.6%	1.5%
Jogging	0.4%	2.0%
Tennis	0.1%	4.2%
Frisbee	0.0%	0.4%
Other [SPECIFY]	12.3%	14.9%

**Note: where respondents engaged in this activity can be found in the appendix*

For those respondents who reported “other,” the following were their most common responses:

- Camping (n = 4)
- Kayaking (n = 2)
- Watching the kids play (n = 2)
- Relaxing (n = 2)
- Rafting (n = 2)

Usage of Fall City’s Parks and Recreation Areas

The parks and recreation area in or near the Fall City area which was most frequently utilized by respondents was the Snoqualmie Valley Regional Trail. This was visited by 52.1% of the respondents and was used on average 28.4 times in the last 12 months. This was followed closely by the Preston Snoqualmie Trail (49.9%) which was used 22.3 times on average in the past 12 months. Other areas which were utilized frequently by respondents in the last 12 months were the Snoqualmie River (48.1%), Fall City Community Park (41.1%) and schools (34.5%). A complete verbatim list of the specific areas respondents used when at these parks or facilities can be found in the appendix.

Parks and Recreation Areas Used in the Last 12 Months		
Area	Percentage Used	Mean No. of Times
Fall City Community Park	41.1%	16.2
Olive Taylor Quigley Park	26.7%	9.5
Snoqualmie Valley Regional Trail	52.1%	28.4
Preston Snoqualmie Valley Trail	49.9%	22.3
Other Parks	19.9%	24.2
Schools (Other than regular hours for children)	34.5%	19.5
Trails	15.8%	25.1
Athletic Fields	21.0%	23.9
The Snoqualmie River (Boating, Fishing, Access points, etc.)	48.1%	17.4
Other	5.5%	N/A

**Note: totals may add up to more than 100% as respondents were able to select multiple responses.*

The following are the most common places used among the above areas:

- **Other Parks:** Centennial, Aldarra (privately owned), Tolt MacDonald and Preston (both King County Parks)
- **Schools:** Chief Kanim Middle School and Fall City Elementary
- **Trails:** Lake Alice (portion of Preston Snoqualmie Trail), John Wayne Trail, Snoqualmie Ridge and Tiger Mountain
- **Athletic Fields:** Aldarra (privately owned), Chief Kanim Middle School, Centennial Park (City of Snoqualmie) and Mt. Si High School

Satisfaction with Parks and Recreation Attributes

Respondents were then read 16 attributes related to parks and recreation in the Fall City area and asked to rate each one on a scale from 0 to 10, where 0 is not at all satisfied and 10 is very satisfied.

The quality of the trails in Fall City received the highest average rating of 7.58 and was followed closely by restriction on noise with 7.31. Attributes which also received high average satisfaction ratings were the overall cleanliness of parks, the maintenance of parks in Fall City, the upkeep of sports fields and the size of parks in Fall City ratings of 6.97, 6.84, 6.79 and 6.79, respectively. The attributes which received the lowest average satisfaction ratings were park restrooms, amenities at parks and recreational facilities in Fall City (such as picnic shelters, lighting, restrooms, boat access, etc.) and garbage and recycling receptacles with ratings of 4.18, 5.05 and 5.41, respectively.

Satisfaction with Parks and Recreation Attributes			
Attribute	Mean Rating	Std. Deviation	Kurtosis
The quality of the trails in Fall City	7.58	1.927	3.456
Restriction on noise	7.31	2.341	1.000
Overall cleanliness of parks	6.97	1.977	1.043
The maintenance of parks in Fall City	6.84	2.280	0.210
Upkeep of sports fields	6.79	2.489	0.131
The size of parks in Fall City	6.70	2.525	-0.263
The number of trails in Fall City	6.61	2.407	-0.194
Parking at parks and recreation facilities in Fall City	6.53	2.789	-0.748
Signage of trails	6.37	2.469	-0.127
The number of river access points for boating, fishing, etc.	6.33	2.594	-0.676
The number of athletic fields in Fall City	6.29	2.895	-0.842
The number of parks in Fall City	6.09	2.730	-0.784
The accessibility of river access points	6.02	2.477	-0.571
Garbage and recycling receptacles	5.41	2.839	-0.861
Amenities at parks and recreational facilities in Fall City (such as picnic shelters, lighting, restrooms, boat access, etc.)	5.05	2.573	-0.437
Park restrooms	4.18	2.835	-0.661

Multivariate Analysis

The following tables report the statistically significant differences in ratings for parks and recreation attributes in Fall City:

Age

Significant Differences by Age							
Attribute	18 to 34	35 to 44	45 to 54	55 to 64	65 and older	P	eta2
The number of parks in Fall City	6.15	5.12	6.53	6.76	6.28	0.001	0.052
Parking at parks and recreation facilities in Fall City	7.77	6.15	6.08	6.57	5.96	< 0.001	0.060
The maintenance of parks in Fall City	8.14	5.98	6.55	6.83	6.83	< 0.001	0.118
The size of parks in Fall City	8.39	5.67	6.46	6.89	6.32	< 0.001	0.159
Upkeep of sports fields	7.86	5.83	6.67	7.10	7.17	< 0.001	0.098
Garbage and recycling receptacles	6.75	4.74	4.81	5.25	5.60	< 0.001	0.080
Overall cleanliness of parks	8.26	6.43	6.60	7.00	6.80	< 0.001	0.131
Restriction on noise	9.00	7.08	6.83	7.18	6.37	< 0.001	0.174

Children

Significant Differences				
Attribute	Children	No Children	P	eta2
The number of parks in Fall City	5.27	6.68	< 0.000	0.068
The maintenance of parks in Fall City	6.05	7.43	< 0.000	0.090
Upkeep of sports fields	5.94	7.59	< 0.000	0.111

Linear Discriminant Analysis

All of the respondents' attitudes regarding satisfaction with Fall City's parks and recreation attributes were moderately positive. The following discriminant analysis identifies which variables specifically attribute to overall satisfaction with the Fall City Metropolitan Park District.

A linear discriminant analysis was used which involved developing two linear regression equations for those customer groups who gave high ratings and low ratings. This variance between two logit regressions enabled standardized discriminant functions to be developed that allowed for the further development of standardized discriminant functions where:

$$D_i = d_{i1} Z_1 + d_{i2} Z_2$$

Results of the discriminant analysis were:

Eigen value:	.622
Canonical Correlation:	.619

What this means is that 66.2% of the variance was explained by the .622 Eigen value. Furthermore, the .619 canonical correlation shows the interrelated set of variables that determine satisfaction with the Fall City Metropolitan Park District. Values closest to 1.000 indicate a high correlation with overall quality of life in the City of Maple Valley. This means satisfaction with garbage and recycling receptacles, the quality of trails in Fall City, upkeep of sports fields and the maintenance of parks in Fall City are drivers of overall satisfaction with the Fall City Metropolitan Park District.

Discriminant Analysis	
Attribute	Function
Garbage and recycling receptacles	0.687
The quality of the trails in Fall City	0.575
Upkeep of sports fields	0.560
The maintenance of parks in Fall City	0.539
Overall cleanliness of parks	0.495
Restriction on noise	0.420
Park restrooms	0.392
The accessibility of river access points	0.351
The number of river access points for boating, fishing, etc.	0.330
The size of parks in Fall City	0.329
Signage of trails	0.314
Amenities at parks and recreational facilities in Fall City	0.308
The number of trails in Fall City	0.155
The number of athletic fields in Fall City	0.104
Parking at parks and recreation facilities in Fall City	0.047
The number of parks in Fall City	-0.007

Information Used to Find out about Parks and Recreation

The number one source of information used to find out what is happening at parks and recreation facilities in Fall City and utilized by nearly half of the respondents (49.1%), was the Fall City Neighbors Newsletter. Local newspapers were the second most utilized source with 33.4%, followed by Fall City Yahoo Groups and the Fall City Metropolitan Park District website, with 16.3% and 12.1%, respectively.

For those who did select local newspapers, the newspaper which was overwhelmingly read by respondents was the Snoqualmie Valley Record with 73.1%. A small percentage of respondents also mentioned the Seattle Times and the Issaquah Press.

Information Source*	
Source	Percentage
The Fall City Neighbors Newsletter	49.1%
Local Newspaper	33.4%
Fall City Yahoo groups	16.3%
Fall City Metropolitan Park District website	12.1%
Fall City Community Association	10.9%
Do not receive information	9.3%
Schools	8.9%
Word of Mouth	7.7%
Other**	13.5%

**Note: totals may add up to more than 100% as respondents were able to select multiple responses.*

****For those respondents who reported “other,” the following were the most common responses:**

- The library
- Emails
- King County Parks website
- By driving through the City
- Flyers

Most Important Area for Improvement or Expansion

When asked what one existing area/facility in Fall City’s parks and recreation system is the most important area that needs improvement or expansion, there was no clear standalone. River access was the most frequently mentioned with 22.3%, followed by athletic fields 14.2% and parks at 14.2%. Areas which received extremely low percentages were parking, natural areas, community center and swimming beaches with 0.7%, 0.7%, 0.4% and 0.0%, respectively.

Areas that Need Improvement or Expansion	
Area	Percentage
River access/Cleanup	22.3%
Athletic Fields	14.2%
Parks	14.2%
Amenities (such as picnic shelters, lighting, restrooms, boat access, restrooms, etc.)	10.7%
Trails/Walkways	10.4%
Horse arena/Horse Trails	5.9%
Playgrounds	2.9%
Canoe/Kayak/Boat launches	2.2%
Open space	1.9%
Parking	0.7%
Natural areas	0.7%
Community center	0.4%
Swimming beaches	0.0%
Other*	13.5%

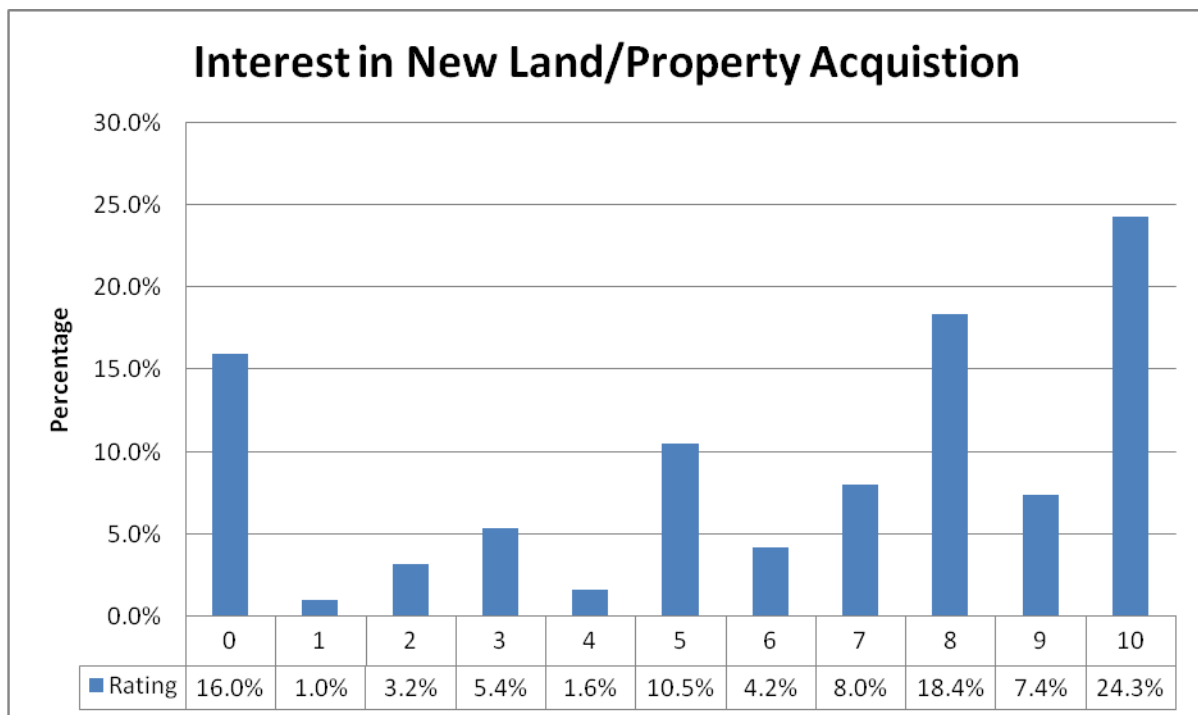
*For those respondents who reported “other” there was a great deal of variance in their answers. The following are some of the most common responses:

- No need for improvement or expansion
- Tennis courts
- Railroad grid
- Totem pole

Interest in Land/Property Acquisition for Future Developments

Next, respondents were asked on a scale from 0 to 10, where 0 is not at all interested and 10 is very interested, how interested they are in new land/property acquisition for future developed or underdeveloped areas.

On average, respondents showed moderate to high interest with a mean rating of 6.20. Additionally, half of the respondents gave a rating of “8” or higher which indicates a high level of interest. However, it should be noted that 25.6% gave ratings of “3” or lower which indicates a low level of interest in new land/property acquisition.



Mean: 6.20

Std. Deviation: 3.542

Kurtosis: -0.967

Multivariate Analysis

Respondents who have children were significantly more interested in new land/property acquisition than those who do not have children with means of 7.23 and 5.39, respectively ($p \leq 0.001$, $eta^2 = 0.067$).

Development of New Parks

When asked what the overall character of new parks should be in the Fall City area, the overwhelming majority (83.2%) of respondents selected a mixed use of both passive and active fields. There were 12.7% of respondents who preferred only passive fields and only 1.0% of respondents who selected active fields. In addition, 3.0% said they would prefer none.

Overall Character of New Parks	
Type	Percentage
Active fields (that support competitive leagues)	1.0%
Passive fields (that do not have competitive leagues but used for recreational use)	12.7%
Mixed use of both active and passive fields	83.2%
None	3.0%

New Facilities/Areas to be Developed or Created

Respondents were then asked what new facilities/areas they would like to see created/developed in Fall City’s parks and recreational system. More open space/natural areas were reported by 35.3% of the respondents, followed closely by more trails with 34.7%. More parks, more athletic fields, more community events and more river access were each selected by roughly one quarter of the respondents. In addition, 11.6% of the respondents reported that no new facilities or areas need to be developed.

New Facilities/Areas Developed in Fall City	
Facility/Area	Percentage
More open space/natural areas	35.3%
More trails	34.7%
More parks	28.9%
A community center	28.4%
More athletic fields	25.5%
More community events	24.3%
More river access	23.3%
More agricultural use, such as a pea patch	20.9%
Tribal cultural programs	16.4%
More formal programs for park related activities	15.4%
None	11.6%
Playgrounds	2.1%
Tennis Courts	1.8%
Picnic Areas	1.5%
Swimming Pool/Facilities	1.0%
Restrooms	0.8%
Other**	16.2%

**Note: totals may add up to more than 100% as respondents were able to select multiple responses.*

****For those respondents who reported “other,” the following were their most common responses (these are typically less than 1.0% of the responses):**

- Skate park
- Off road vehicle access
- Off leash dog areas
- Maintenance
- Trail connections

Management of Fall City's Parks and Recreation Resources

Respondents were read the following statement:

Do you feel that Fall City's parks and recreation resources should be managed so that parks collect funds in order to support themselves and to manage the various types of revenue for use of Fall City's parks and recreation facilities?

Approximately three out of five respondents (59.8%) agreed that parks and recreation resources should be managed so that parks collect funds in order to support themselves and to manage various types of revenue for use of Fall City's parks and recreational facilities.

Do you feel that Fall City's parks and recreation resources should be managed so that parks collect funds in order to support themselves and to manage the various types of revenue for use of Fall City's parks and recreation facilities?	
Response	Percentage
Yes	59.8%
No	40.2%

Multivariate Analysis

Respondents between the ages of 35 and 44 were significantly more likely to agree with the above statement than were the other age groups ($p = 0.001$, *Cramer's V* = 0.244).

Age	Percentage
18 to 34	50.0%
35 to 44	77.4%
45 to 54	66.2%
55 to 64	47.4%
65 and Older	51.4%

Respondents who have children were significantly more likely to agree with above statement than respondents who do not have children ($p < 0.001$, *Cramer's V* = 0.275).

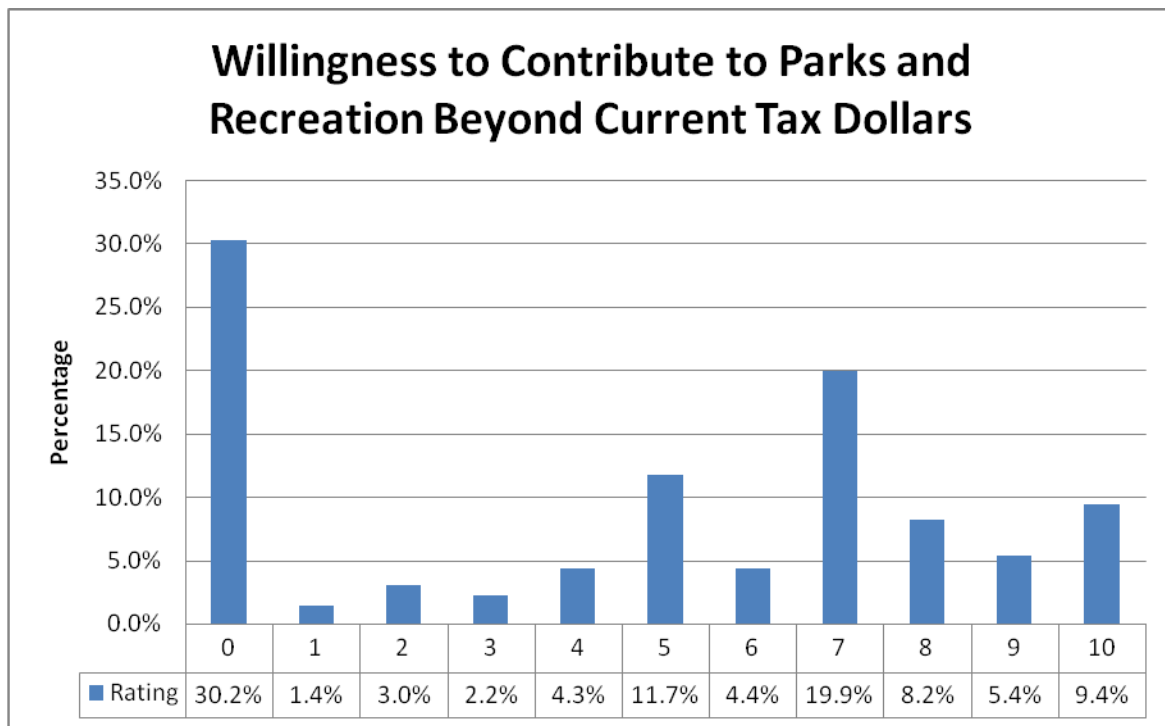
Children	Percentage
Have Children	75.7%
No Children	48.6%

Women were significantly more likely than men to agree with the above statement ($p = 0.030$, *Cramer's V* = 0.118).

Gender	Percentage
Male	53.7%
Female	65.3%

Willingness to Contribute Beyond Current Dollars

Respondents were next asked, on a scale from 0 to 10, where 0 is not at all willing and 10 is very willing, how willing they would be to contribute beyond their current tax dollars to various initiatives focused on improving/developing parks and recreation areas. Overall, respondents were moderately willing to contribute beyond their current tax dollars and gave a mean rating 4.63. However, approximately one third of respondents (36.8%) gave a rating of “3” or lower which indicates a low willingness to contribute beyond their current tax dollars. On the opposite end of the scale, 23.0% reported they would be highly likely to contribute beyond their current tax dollars and gave ratings of “8” or higher.



Mean: 4.63

Std. Deviation: 3.586

Kurtosis: -1.437

As a follow-up, respondents were asked why they gave the rating they did. The following are their most common responses:

- It is important to support parks and to give children a place to play
- I already pay too much in taxes
- Because the economy is bad right now
- I don't use the parks that much
- Parks and recreation are important to the community

Primary Focus of the Fall City Metropolitan Park District's Efforts

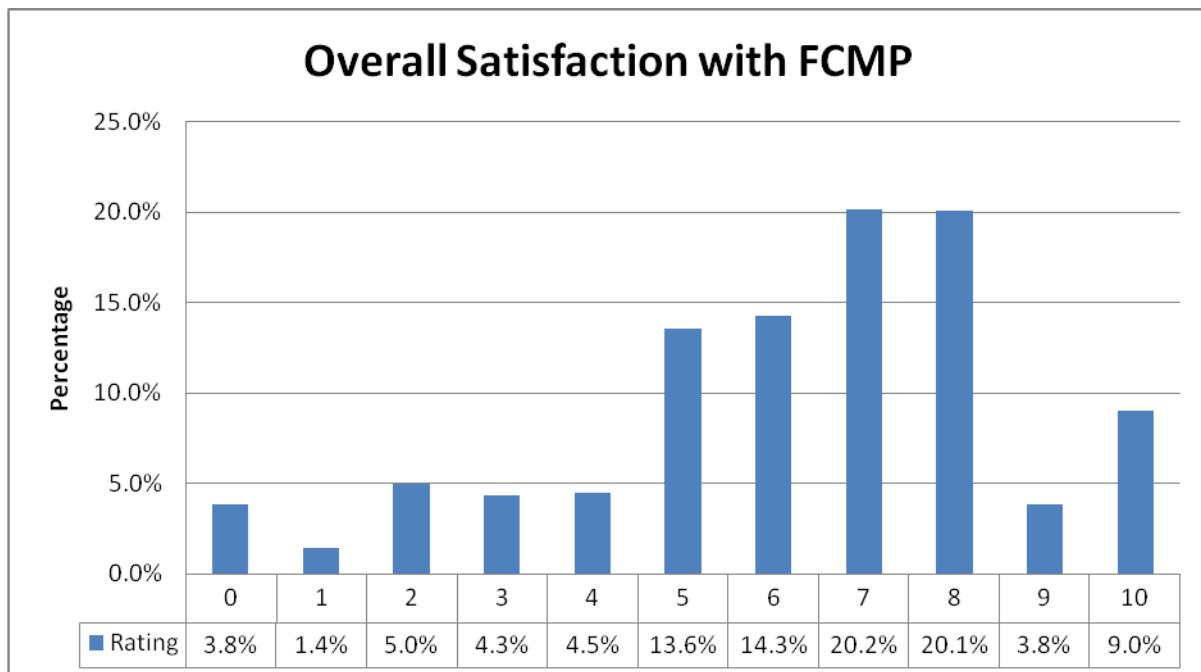
Respondents were asked on an unaided basis what they believe should be the primary focus of the Fall City Metropolitan Park District's efforts. Maintenance was the highest frequently reported response with 38.5%.

Primary Focus of the FCMPD	
Focus Area	Percentage
Maintenance	38.5%
More Parks	6.6%
Oversight	5.4%
Acquisitions	4.7%
Don't Know	3.5%
Improving Existing Facilities	2.5%
Trails	1.6%
Building Playgrounds	1.3%
More Community Activities	1.3%

The remaining responses did contain any dominant theme and can be found in the appendix.

Overall Satisfaction with the Fall City Metropolitan Park District

Respondents were asked on a scale from 0 to 10, where 0 is not at all satisfied and 10 is very satisfied, how satisfied they are with the Fall City Metropolitan Park District. On average, respondents were moderate to highly satisfied with a mean rating of 6.23. There were 32.9% of respondents who reported that they were highly satisfied with ratings of “8” or higher. Only one out of seven respondents (14.5%) reported low satisfaction with ratings of “3” or lower. More than half of the respondents (52.6%) reported that they were moderately satisfied with a rating between “4” and “7.”



Mean: 6.23

Std. Deviation: 2.440

Kurtosis: 0.182

As a follow up, respondents were asked what could be done to improve their level of satisfaction. The following were their most common responses:

- Better maintenance
- More communication with residents
- Currently doing a good job
- More information available to the public
- Nothing
- Work on cleaning up the river
- More parks

Improving Fall City's Parks and Recreation

Respondents were then asked what could be done to improve three attributes of Fall City Metropolitan Park District. The following are the attributes responded to and the most common responses:

Increase the level of awareness of Fall City's parks and recreation activities:

- Advertise on upcoming events
- Improve communication to residents
- Email communications, in particular the newsletter
- Hold more public meetings
- Send out mailers and flyers
- More parks
- Improve signage

Increase the attraction of potential partnerships and alliances to the Fall City Metropolitan Park District:

- Increased communications
- Get involved with the business community
- Have more public meetings
- Send out more information in the newsletter
- Seek sponsorships such as for signage
- Work with King County

Improve communications from the Fall City Metropolitan Park District to residents:

- Increased Emails
- Continue the newsletter
- Put out more flyers
- I think they are doing a good job
- More direct mail
- Improved signage
- Increase advertising, especially in local newspapers
- Put more information on the website

Conclusions

The following is a summary of the key findings from the research:

1. The majority of respondents (73.0%) work outside of the Fall City area in cities such as Bellevue, Issaquah and Seattle.
2. Parks and recreation are very important to the respondents in the Fall City area, who gave an average importance rating of 7.57. In addition, no significant differences were found among sub-populations, which indicates parks and recreation are important to all, regardless of demographic background.
3. Walking and hiking at Fall City's parks and recreation facilities were respondents' favorite activities to engage in, with 21.0% and 20.1% respectively.
4. The most frequently used Fall City parks and recreation areas were the Snoqualmie Valley Trail, the Preston Snoqualmie Trail, the Snoqualmie River and Fall City Community Park with 52.1%, 49.9%, 48.1% and 41.1%, respectively, having used these areas in the last 12 months.
5. The attributes respondents were most satisfied with in regard to Fall City's parks and recreation areas/facilities were the quality of the trails in Fall City, restriction on noise and the overall cleanliness of the parks. In addition, there were significant differences in satisfaction found by age and respondents who have children regarding these attributes.
6. The most frequently utilized sources of information to find out about parks and recreation activities were the Fall City Neighbors Newsletter (49.1%) and local newspapers (33.4%), in particular the Snoqualmie Valley Record.
7. The most important are for improvement or expansion in the Fall City's parks and recreations system were river access/cleanup (22.3%), athletic fields and parks, both with (14.2%).
8. There was a moderate interest in new land/property acquisitions for future developments in fall city with a mean rating of 6.20. Moreover, respondents who have children were significantly more likely to be interested in land/property acquisition for future development.
9. In the development of new parks, the overwhelming majority of respondents (83.2%) prefer parks be mixed use of both active and passive fields.

10. The specific new areas/facilities respondents most frequently reported they would like to see developed in Fall City were more open space/natural areas (35.3%), more trails (34.7%), more parks (28.9%) and a community center (28.4%).
11. Roughly three out of five respondents (59.8%) believed that Fall City's parks and recreation resources should be managed so that parks collect funds in order to support themselves and to manage the various types of revenue for use of Fall City's parks and recreation facilities.
12. In addition, the following demographic groups agreed that funds should be managed so that parks collect funds in order to support themselves and to manage various types of revenue in Fall City:
 - a. Respondents between the ages 35 to 44
 - b. Women
 - c. Respondents who have children
13. There was a moderate willingness among respondents to contribute beyond their current tax dollars to parks and recreation with a mean rating of 4.63.
14. Overall, respondents were moderately to highly satisfied with the Fall City Metropolitan Park District and reported a mean rating of 6.23.

Appendix A: Activity Means

The following table reports the average number of times respondents engaged in their favorite activities in the past 12 month (Note: some of the activities have a lower frequency of usage than others which may have an impact on the means reported below).

Average Number of Times Activity was Engaged In	
Activity	Mean No. of Times
Biking	37.75
Frisbee	6.50
Jogging	71.00
Social events	9.36
Taking children to the park	18.83
Tennis	6.00
Basketball	15.53
Baseball	33.57
Hiking	57.29
Walking	70.31
Walking the dog	68.32
Horseback riding	46.04
Fishing	56.00
Picnicking	6.36
Soccer	38.17
Other	N/A