

King County Parks Levy Task Force



Meeting #6

Tuesday, August 28, 2012

4 – 6 pm

Mercer Island Community and Event Center

Meeting #6 Proposed Agenda

- I. Welcome / Introductions
- II. Task Force Business
- III. Public Comment
- IV. Public perspectives on funding parks, trails and open space
- V. Task Force Discussion and Deliberation
- VI. Next steps



Community engagement at
Movies@Marymoor

Task Force Business

- Review Meeting #6 agenda
- Approve Meeting #5 Summary
- Announcements
 - Future meetings scheduled:
 - Sept 11
 - Sept 25



The Blue Trees: Burke-Gilman Trail



Volunteer at Cavanaugh Pond

Public Perceptions on Parks, Trails and Open Space



200 PARKS 175 MILES OF TRAIL 26,000 ACRES OF OPEN SPACE

King County Parks **Your Big Backyard**  King County



MARKET
& OPINION
RESEARCH
SERVICES

811 First Avenue
Suite 451
Seattle, WA 98104
(206) 652-2454 TEL
(206) 652-5022 FAX

436 14th Street
Suite 820
Oakland, CA 94612
(510) 844-0680 TEL
(510) 844-0690 FAX

3857 N. High Street
Suite 302
Columbus, OH 43214
(614) 268-1660 TEL
EMCresearch.com

King County Parks

Levy Task Force Survey

Presentation of Results

TOPLINE REPORT

August 2012

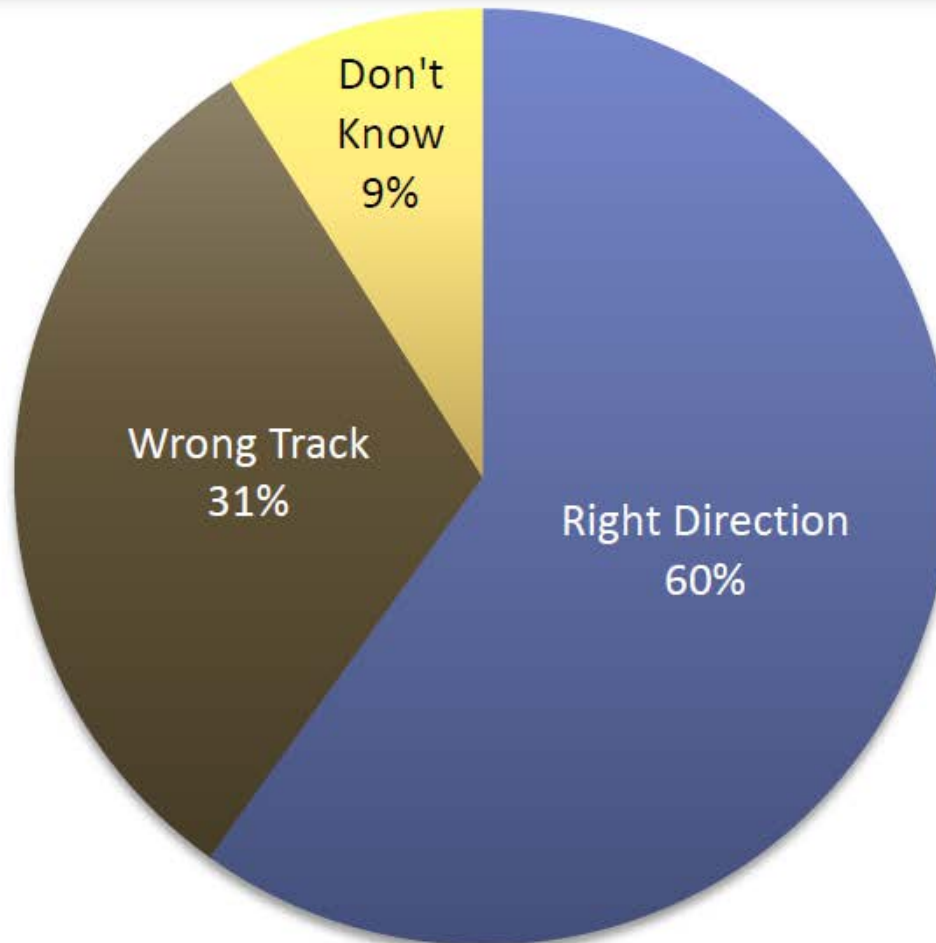
- Telephone survey of King County residents
- Used Random Digit Dialing (RDD) to include all possible residential phone numbers in King County; Screened for adults 18+
- Conducted August 20th – 22nd, 2012
- 400 total interviewers with a Margin of Error of ± 4.9 points at the 95% confidence interval. This means that if we were to conduct the survey 100 times, for 95 of those times, we could expect the results to be within ± 4.9 percentage points.
- Trained, professional interviewers

Please note that due to rounding, some percentages may not add up to exactly 100%.

County and Parks Ratings

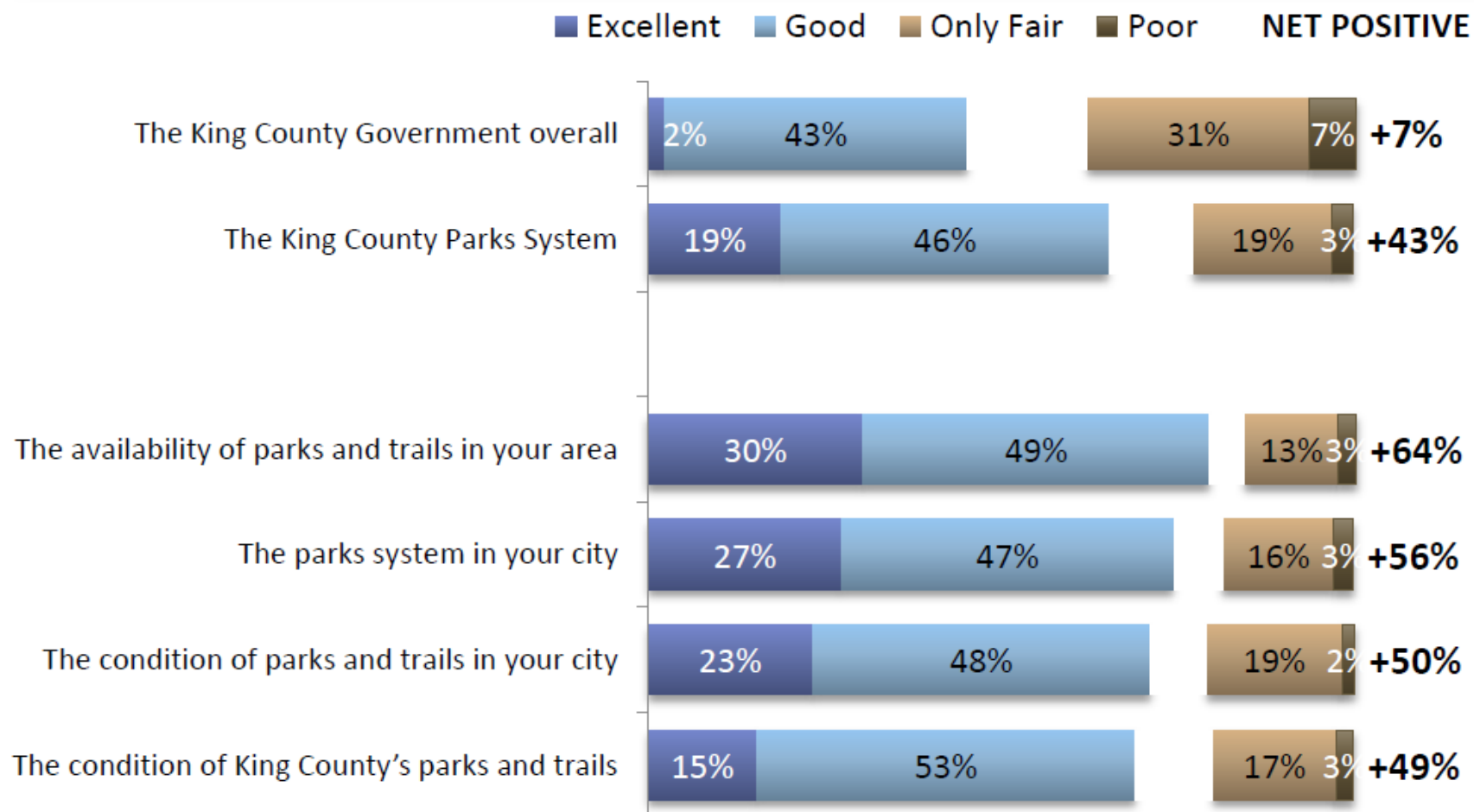


Do you feel things in King County are generally going in the right direction, or do you feel things have gotten off on the wrong track?



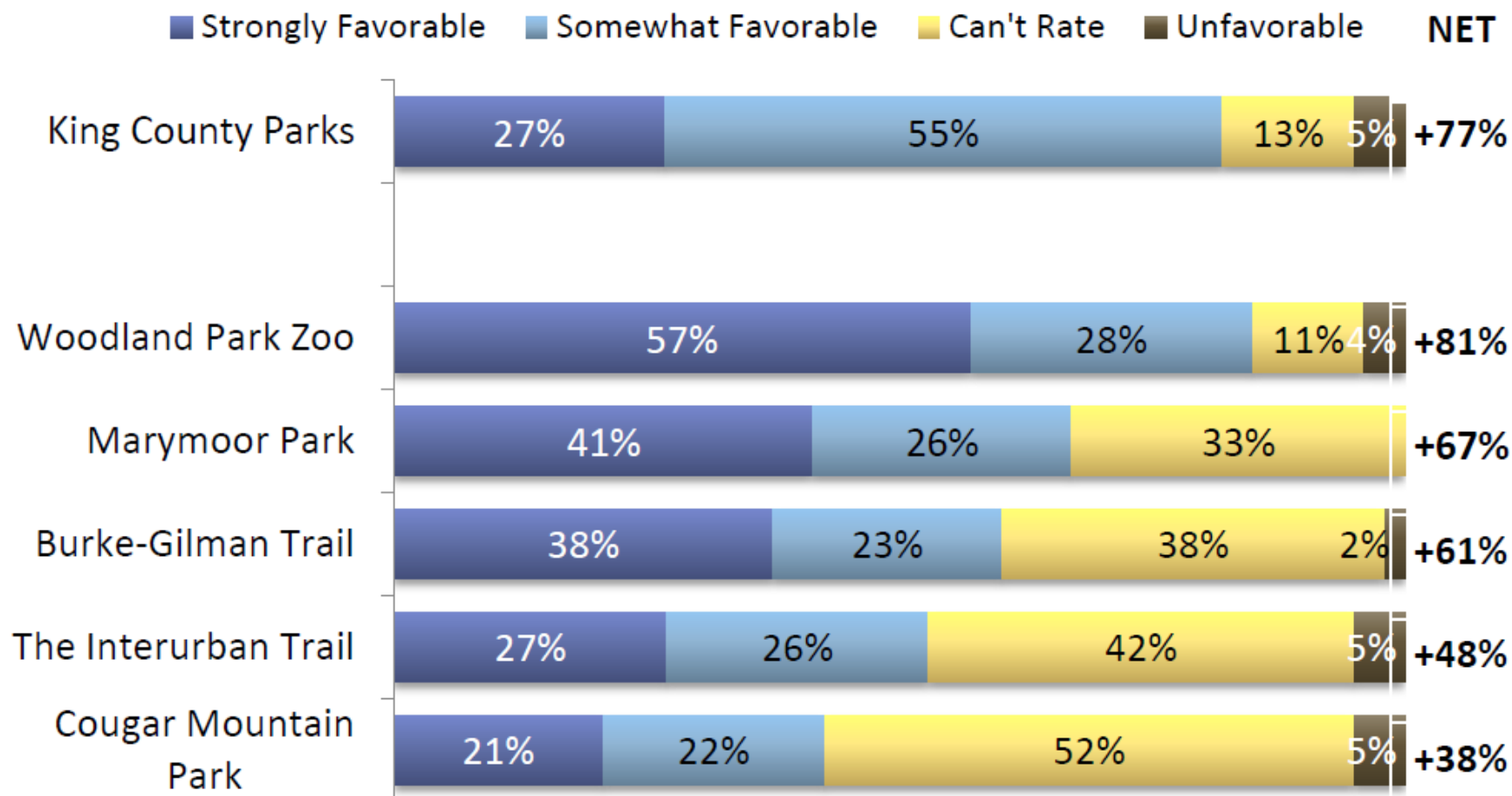
Park Ratings

I'd like to ask you about the condition and performance of some items in the region. For each, use a scale of excellent, good, only fair, or poor. If you're not sure, please just say so.



Individual Park Favorable Ratings

I'm going to read you a list of park facilities and agencies in King County. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one please just say so.

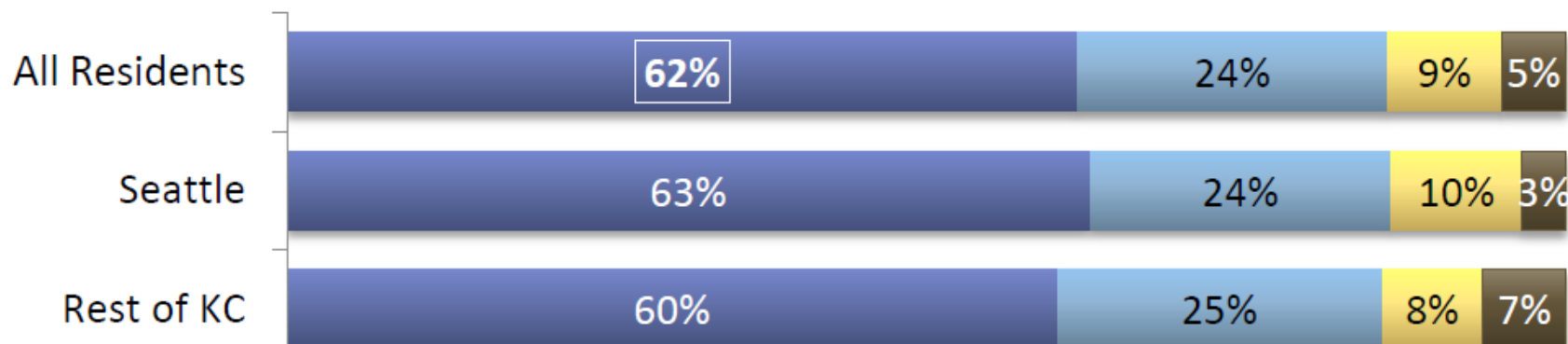


Priorities and Cost



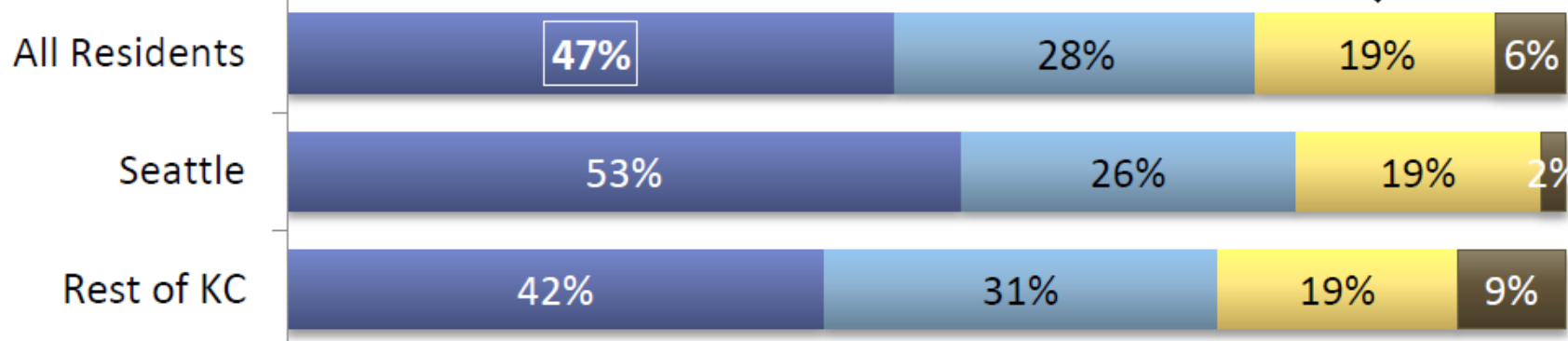
Initial Ops & Capital Importance w/o Cost

■ Very Important (5) ■ Somewhat Important (4) ■ Undecided (3/DK) ■ Not important (1-2)



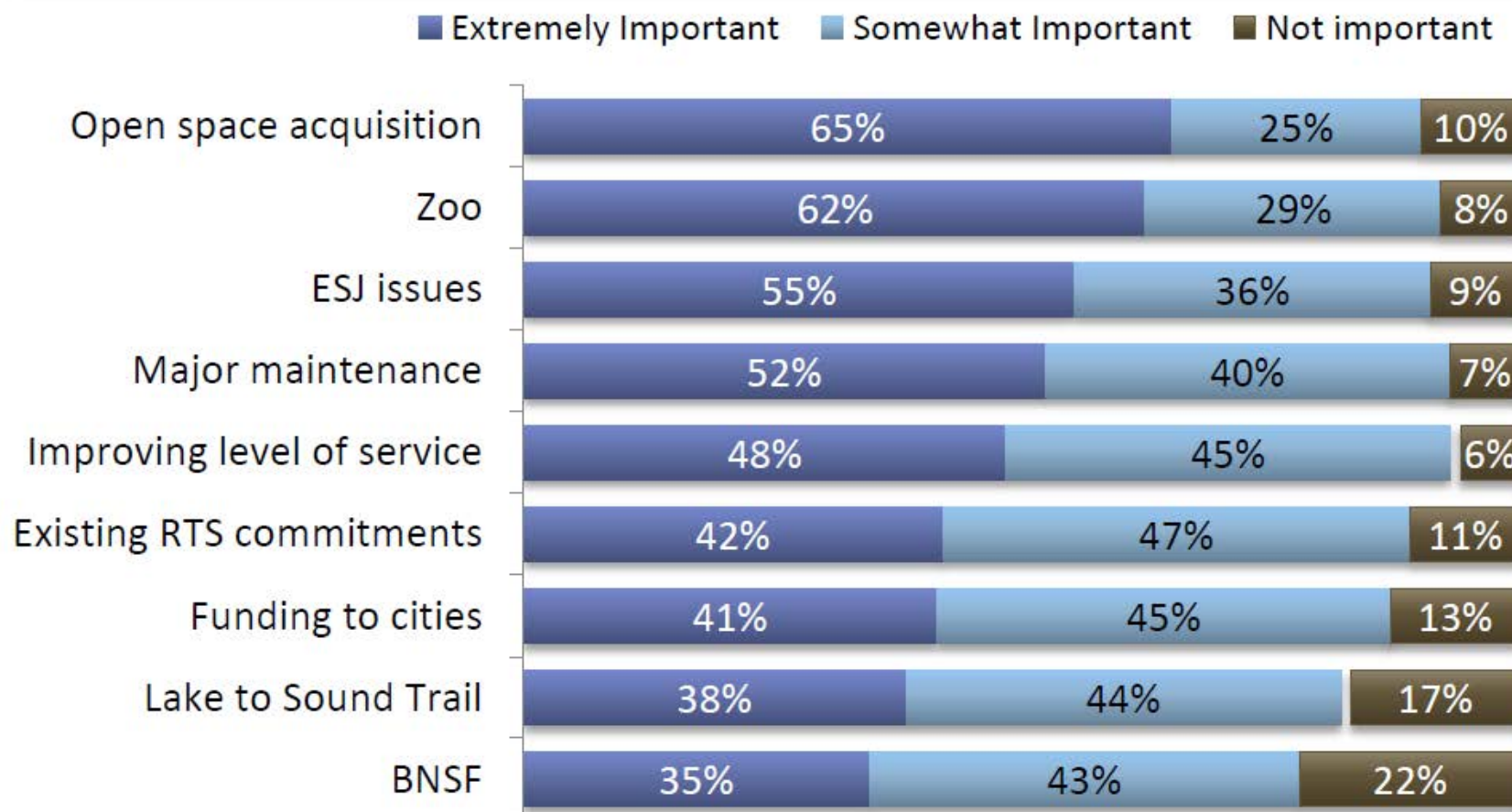
↑ **Operations (concept only; no cost)**

Capital (concept only; no cost) ↓



Investment Priorities – All Residents

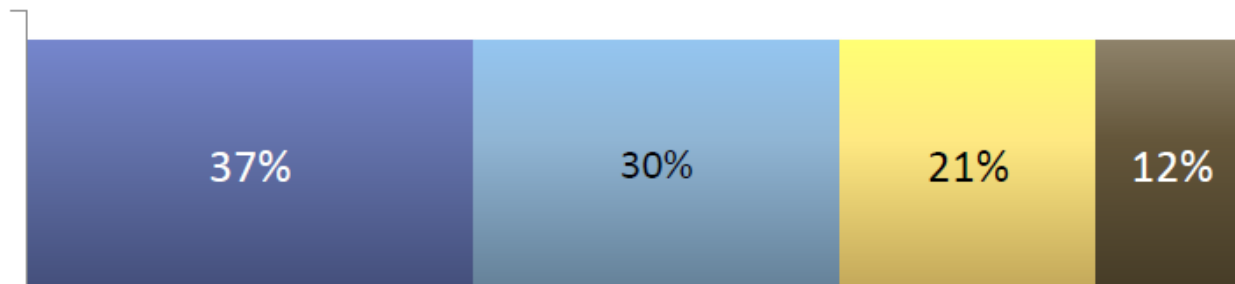
I'd like to tell you some more about what King County Parks is considering in the next several years. For each item, please tell me if you feel that it is extremely important, somewhat important, or not important for King County Parks to invest in that item.



All King County Residents

■ Very Important (5) ■ Smwt Important (4) ■ Undecided (3/DK) ■ Not important (1-2)

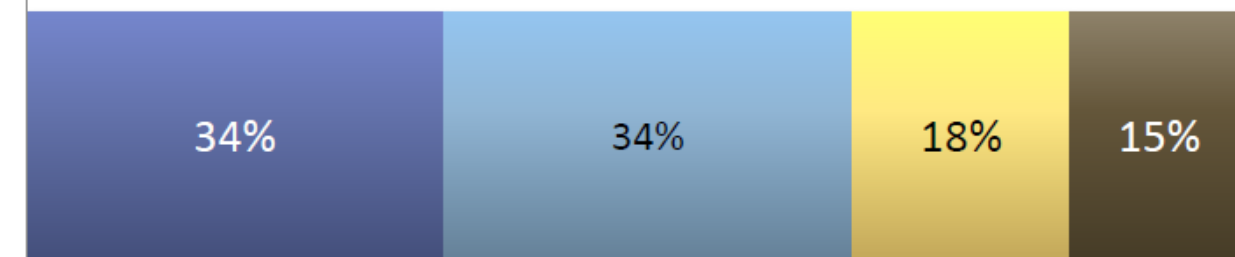
Enhanced Ops @
\$58.70/yr avg. (Q30)



Basic Operations @
\$28.40/yr avg. (Q31)



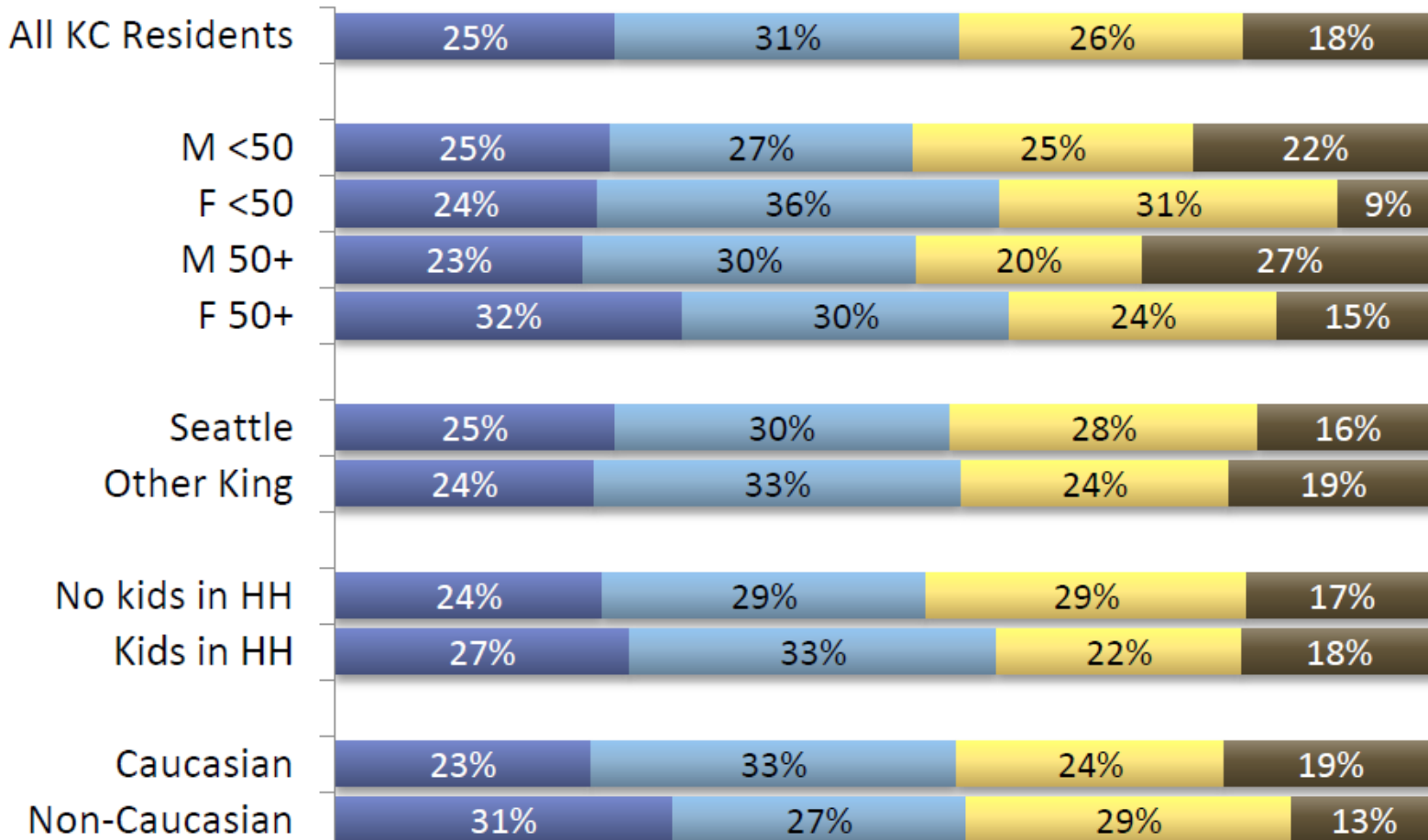
Capital Funding @
+\$14.90/yr avg. (Q32)



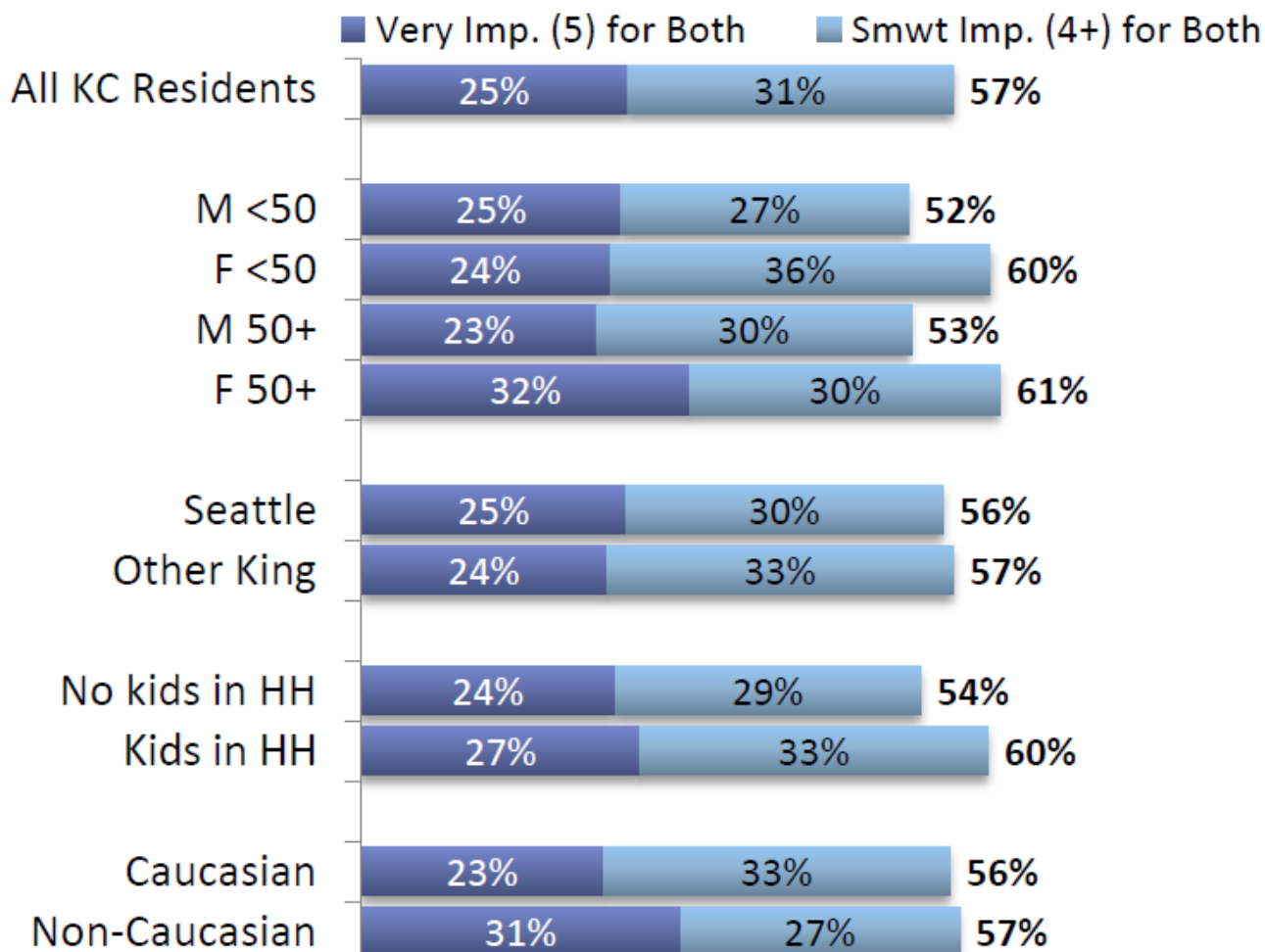
Combined Ops. + Capital Imp. w/ Cost

Combined Operations (\$58.70) + Capital (\$14.90) Importance by Subgroup

■ Very Imp. (5) for Both ■ Smwt Imp. (4+) for Both ■ Undecided (3+/DK) for Both ■ Not Imp. (1-2) for Either



Combined Operations (\$58.70) + Capital (\$14.90) Importance by Subgroup

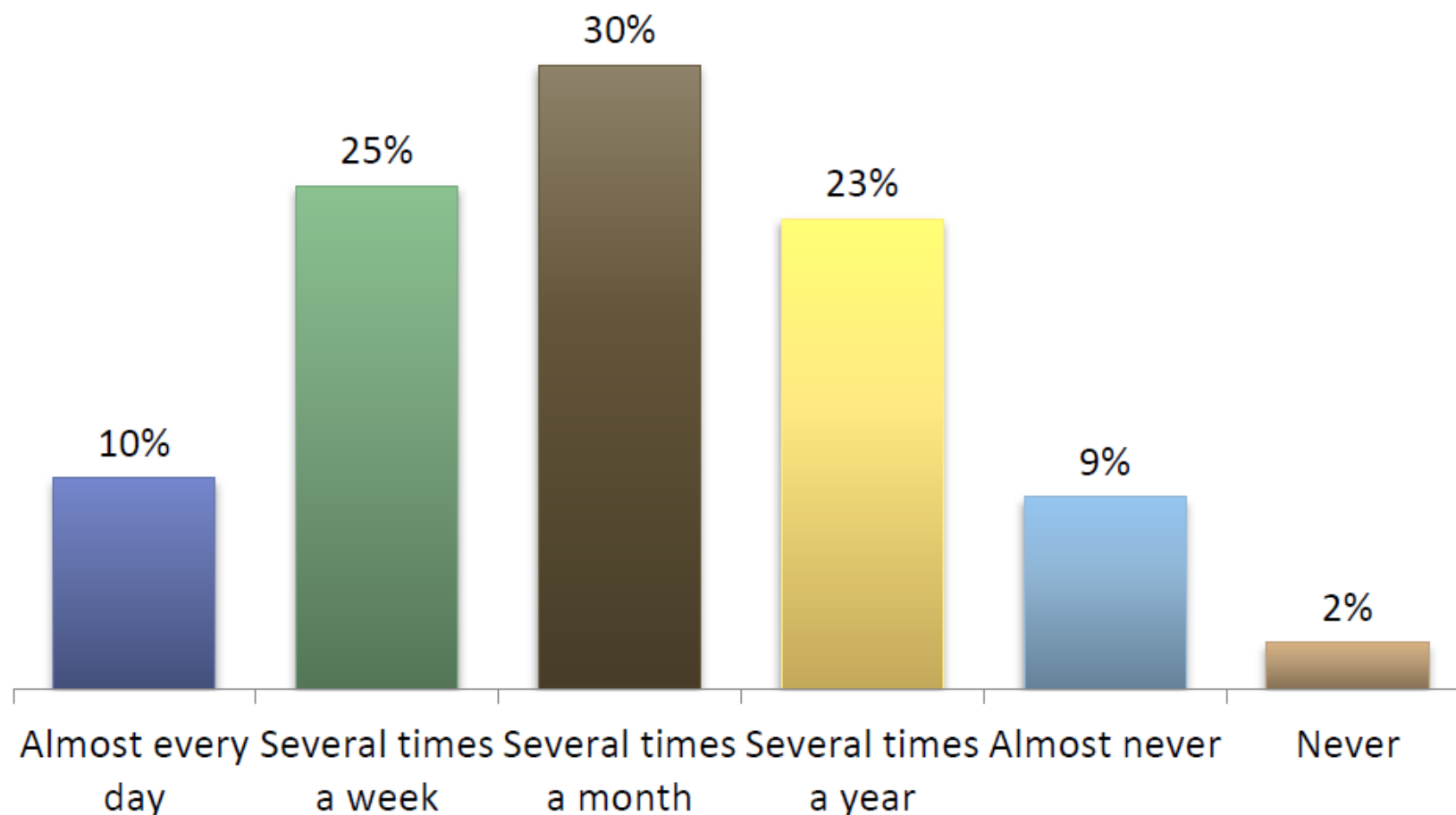


Park Usage and Behaviors



Frequency of Park Visits

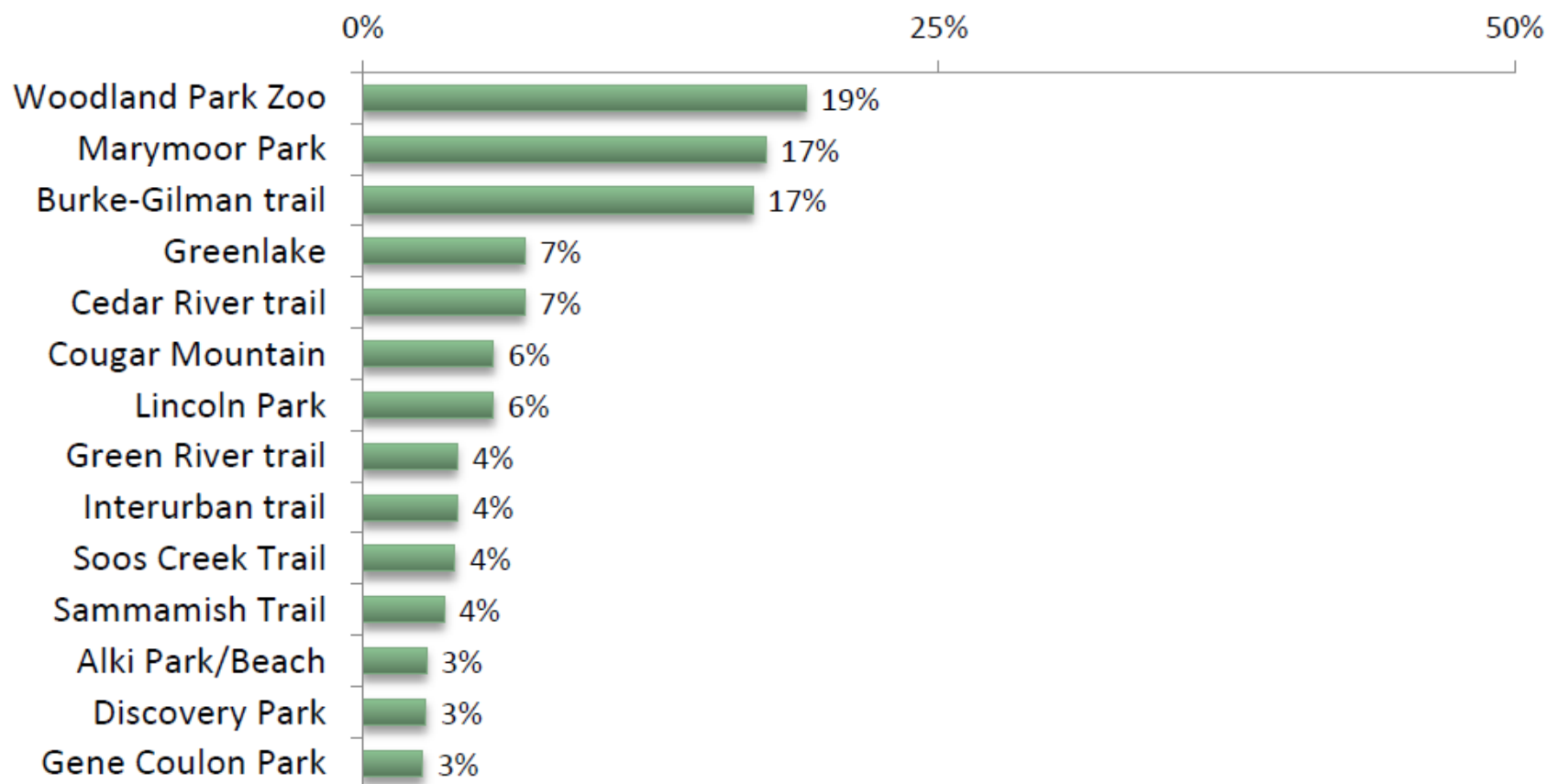
On average, how often would you say you visit a park, trail or recreation facility in King County? (READ RESPONSES)



Most-Visited Parks, Trails, Rec Facilities

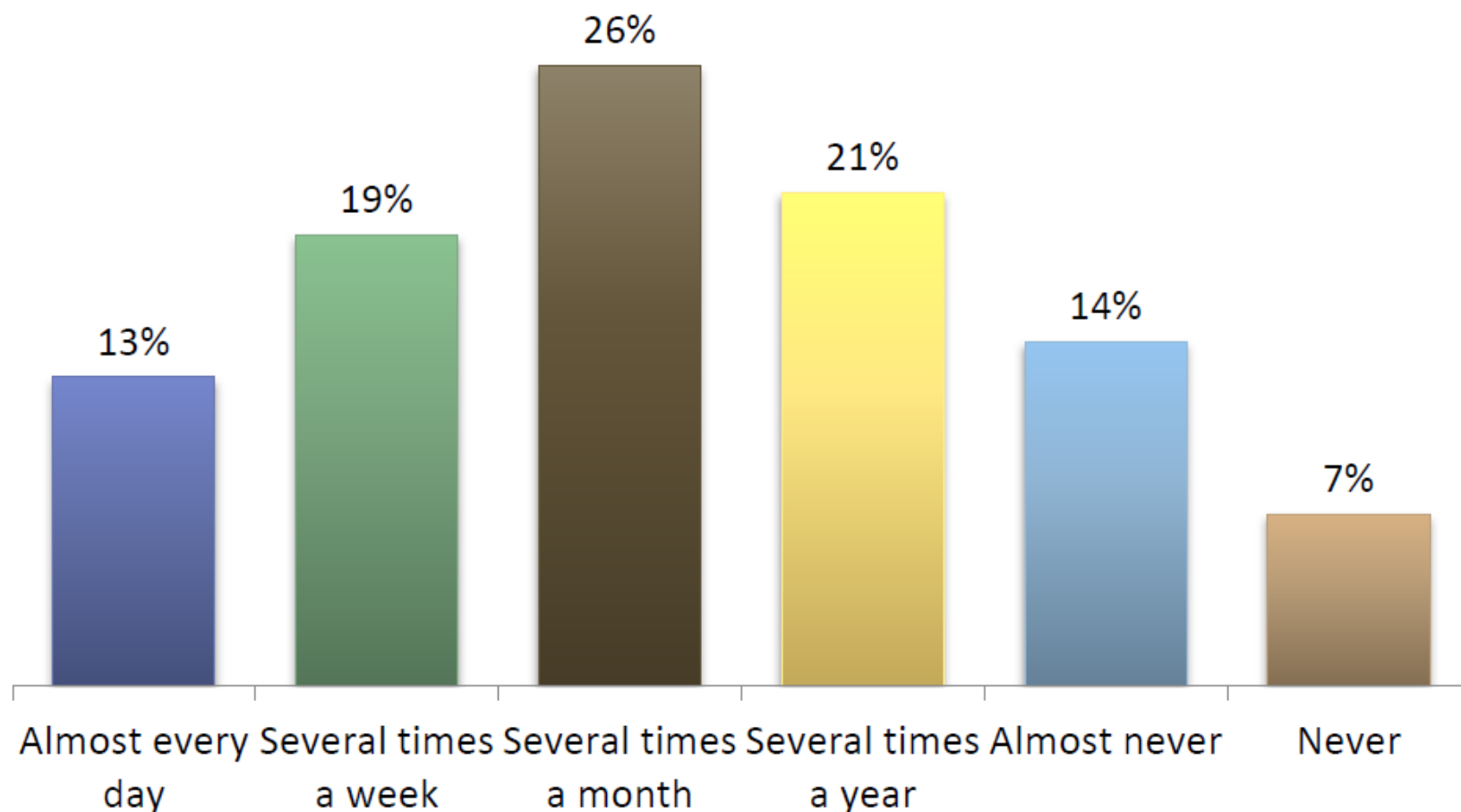
What are the two or three parks, trails or recreation facilities you visit most often? (TAKE UP TO 3 RESPONSES)

% of Parks Users Visiting Each – Top Mentions



Frequency of Trail Use for Walking/Biking

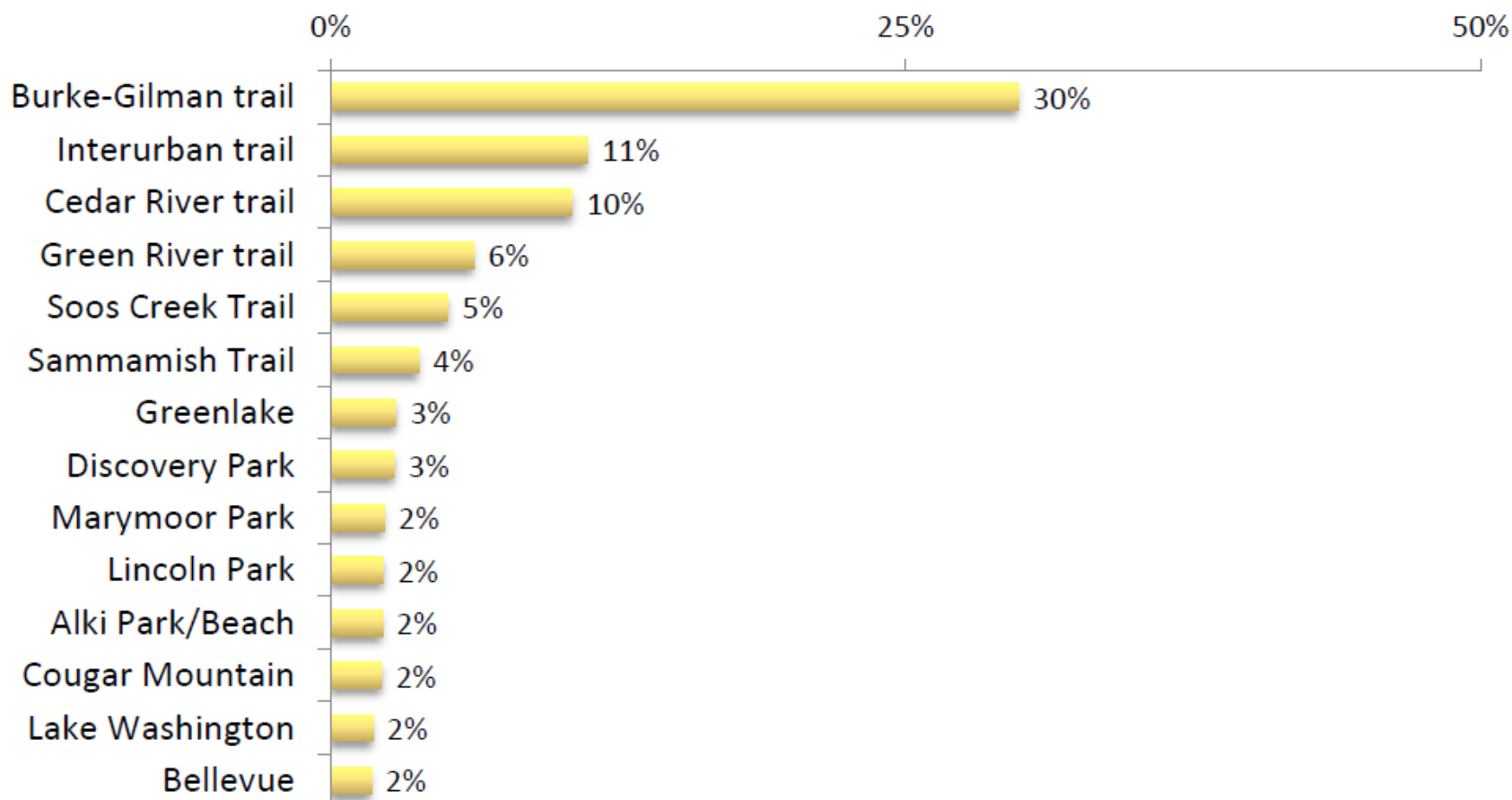
On average, how often would you say you use a trail for walking or biking (READ RESPONSES)



Most-Visited Trails

What are the one or two trails you visit most often? (RECORD VERBATIM; TAKE UP TO 2 RESPONSES)

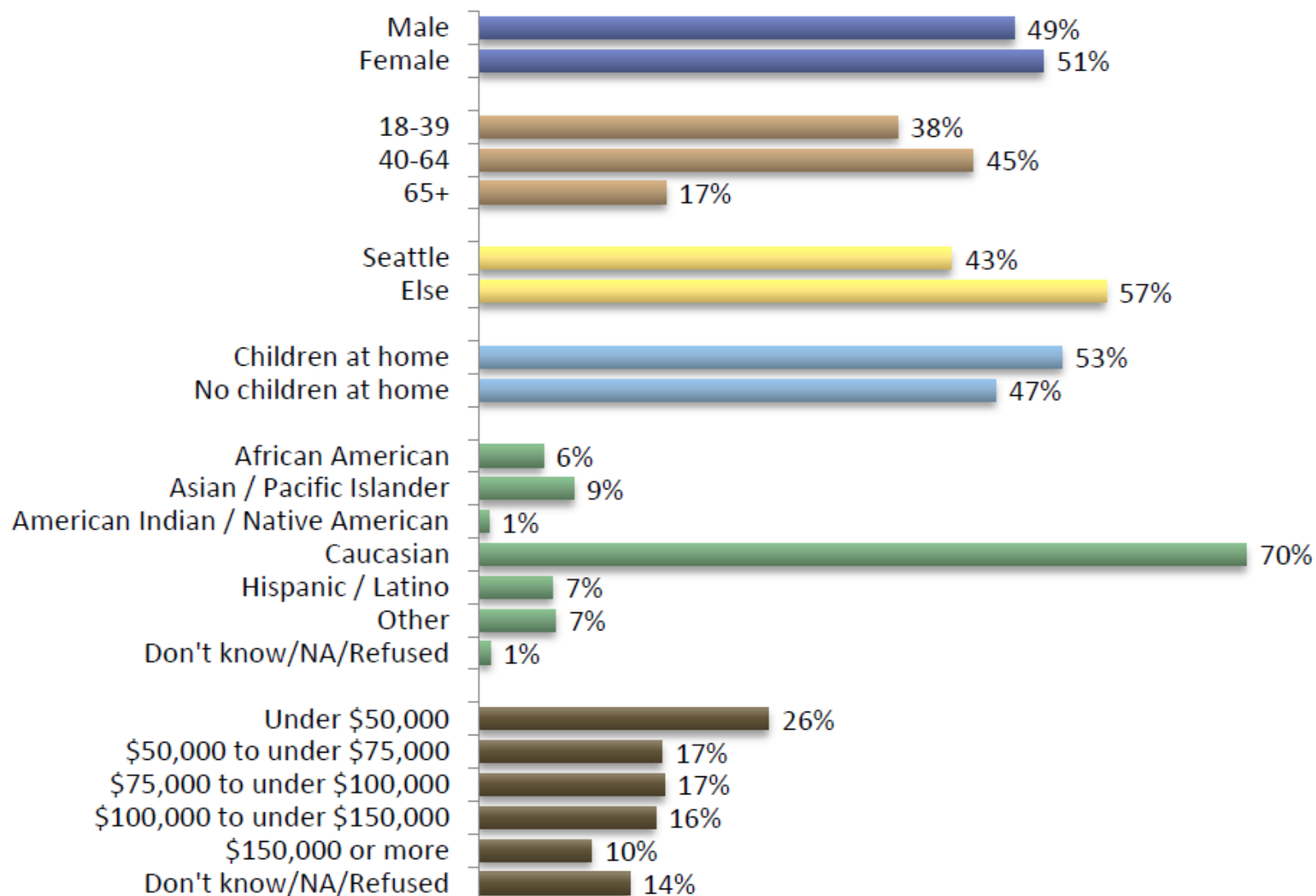
% of Trail Users Visiting Each – Top Mentions



Demographic Information



Demographics



Task Force Discussion



200 PARKS 175 MILES OF TRAIL 26,000 ACRES OF OPEN SPACE

King County Parks **Your**
Big Backyard  King County

Round Robin

Based on what you've heard so far, please **briefly** share with the group:

- a) **What are your priorities in terms of outcomes of the task force effort?**
- b) **What are your biggest questions or concerns?**

Decision Making

How will the Task Force make decisions?

Ground rules state “The Task Force will operate by consensus to the extent possible while being respectful of differing viewpoints among members. If it is necessary to vote, each Task Force member will have one vote.”

The Co-chairs recommend a further definition of consensus to reflect 80% of those present and voting.

Decision Criteria

What criteria should the Task Force use to evaluate and prioritize the options before you?

Example: *King County Strategic Plan*

- Promote fiscally responsible, quality local and regional services
- Safeguard and enhance King County's natural resources and environment
- Incorporate sound financial management to build long-term fiscal strength
- Be responsive to community needs
- Be consistent with guiding principles: collaborative, innovative, accountable, fair, and just

Decision Criteria

What criteria should the Task Force use to evaluate and prioritize the options before you?

Example: *Equity and Social Justice*

- *Promote equitable access to parks and natural resources across the county – in terms of both geographic and socio-economic equity*

Decision Criteria

What criteria should the Task Force use to evaluate and prioritize the options before you?

Example: *Ideas offered by Task Force members*

- *Realistic proposal that will preserve the parks system*
- *Prioritizing taking care of the existing system vs. expansion*
- *Likelihood of success if put in front of voters*
- *Other??*

Discussion

What additional detail does the group need in order to move forward?

Next Steps



200 PARKS 175 MILES OF TRAIL 26,000 ACRES OF OPEN SPACE

King County Parks **Your** Big Backyard  King County

Meeting #7

Sept 11, 4 pm – 6 pm
Mercer Island Community & Event Center

- Main Topics:
 - Discussion and deliberation among Task Force members

Preston Athletic Fields and Community Park

