



PenMet Parks

Gig Harbor, Washington



PenMet Park District Live Telephone Survey **DRAFT REPORT**

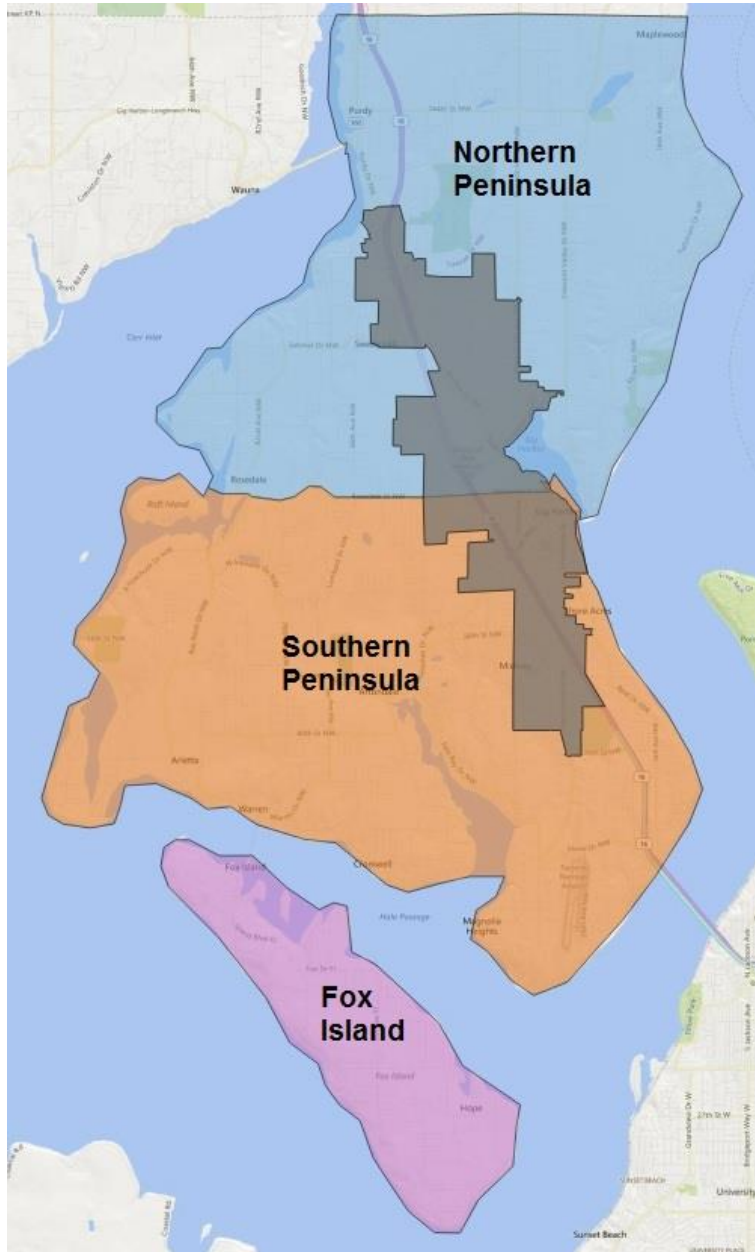
April 2016

Methodology

- ▶ Live Telephone survey in PenMet Park District, including landlines and cell phones
- ▶ Conducted April 7th – 18th, 2016
- ▶ 400 total interviews; Margin of error: ± 4.9 percentage points
- ▶ Interviews were conducted by trained, professional interviewers

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

PenMet Parks District Geography



Zip Code Definition:

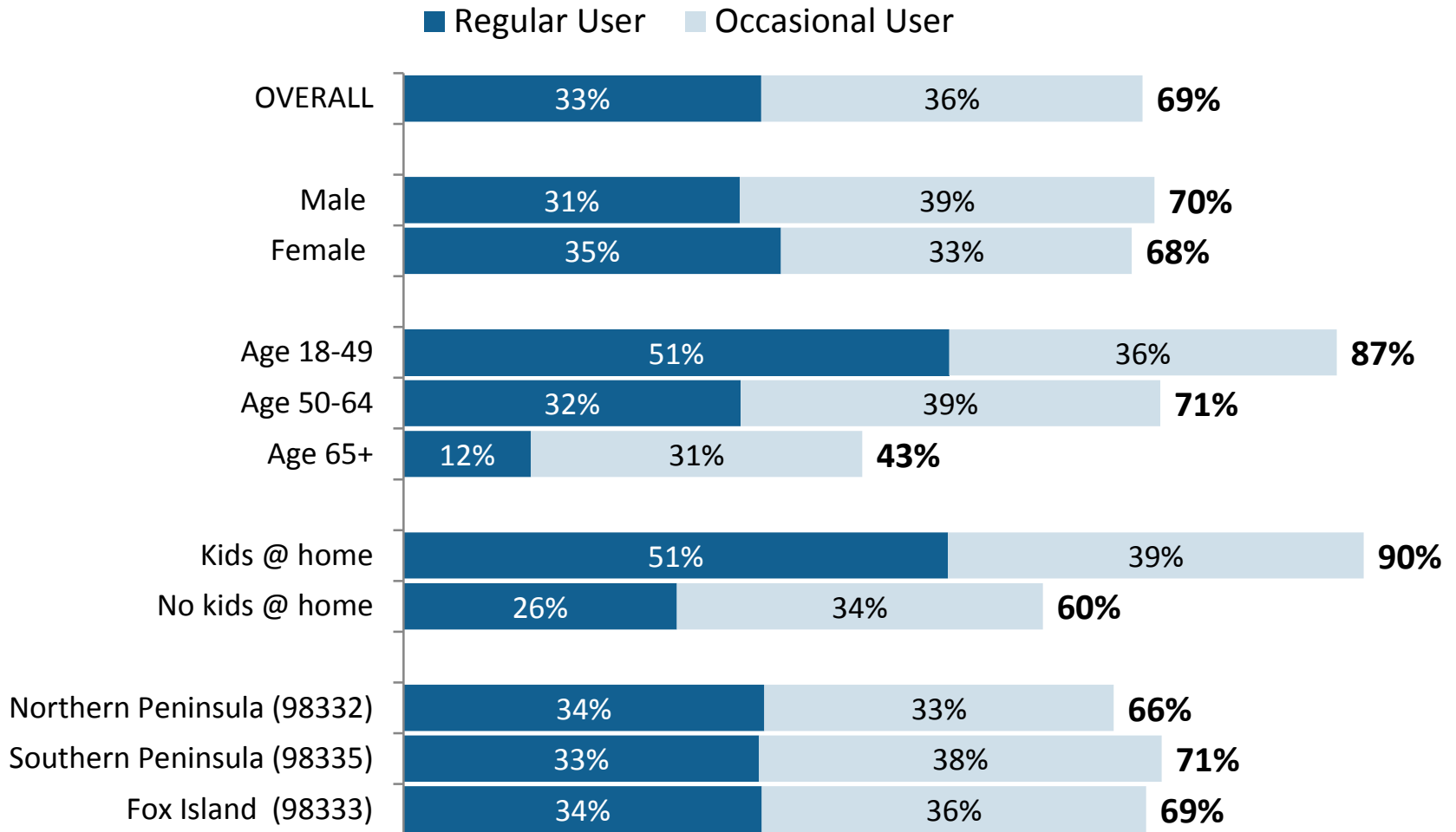
98332 = Northern Peninsula (36%)

98335 = Southern Peninsula (53%)

98333 = Fox Island (11%)

PenMet Parks Usage

Regular parks use is greatest among residents less than 50 years old and with kids in the home.



Key Findings

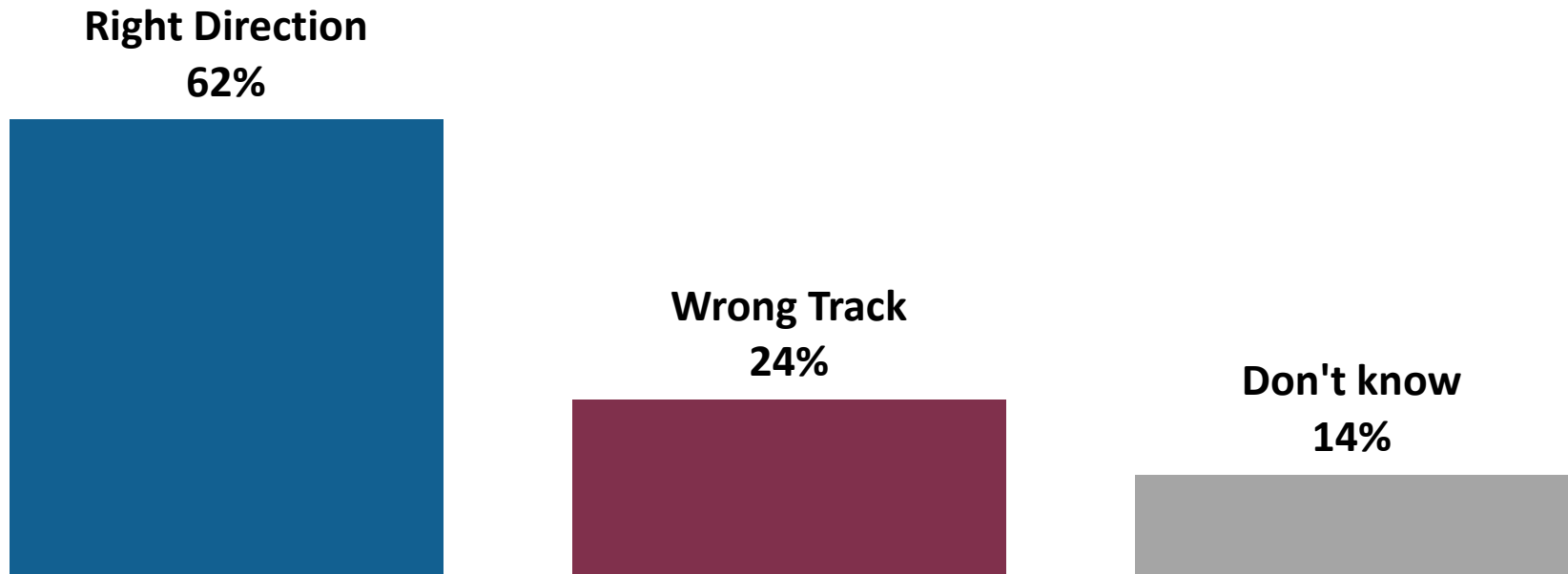
- ▶ ***A strong majority (62%) of residents think things on the Gig Harbor Peninsula are moving in the right direction – 24% think things are headed in the wrong direction.***
- ▶ ***Residents overwhelmingly (82%) believe PenMet parks are well-maintained and give positive (74%) ratings for the quality of parks and recreation facilities in the district.***
- ▶ ***Residents trust PenMet Parks to be responsible with their tax dollars (68%) however when asked if PenMet has enough money to expand and improve parks and recreation facilities without a new tax measure, a plurality (41%) were not sure.***
- ▶ ***Protecting and preserving natural open space and forested areas, improving walking, hiking and biking trails, adding inclusive playgrounds for children, and improving safety and security were the top priorities for funding both overall and by intensity. Items related to sports facilities were considered much lower priorities for funding.***
- ▶ ***A strong majority (58% to 72%) of residents found all of the information about why the measure is needed and how the funds might be used to be important (5, 6, or 7 on the scale). The most important information focused on making sure PenMet parks stay clean, green, and safe for everyone to use along with the economic benefit to the whole community and support for funding recreation programs that provide a positive environment for youth when not in school.***



Job Ratings and Opinions on PenMet Parks

Direction of Gig Harbor Peninsula

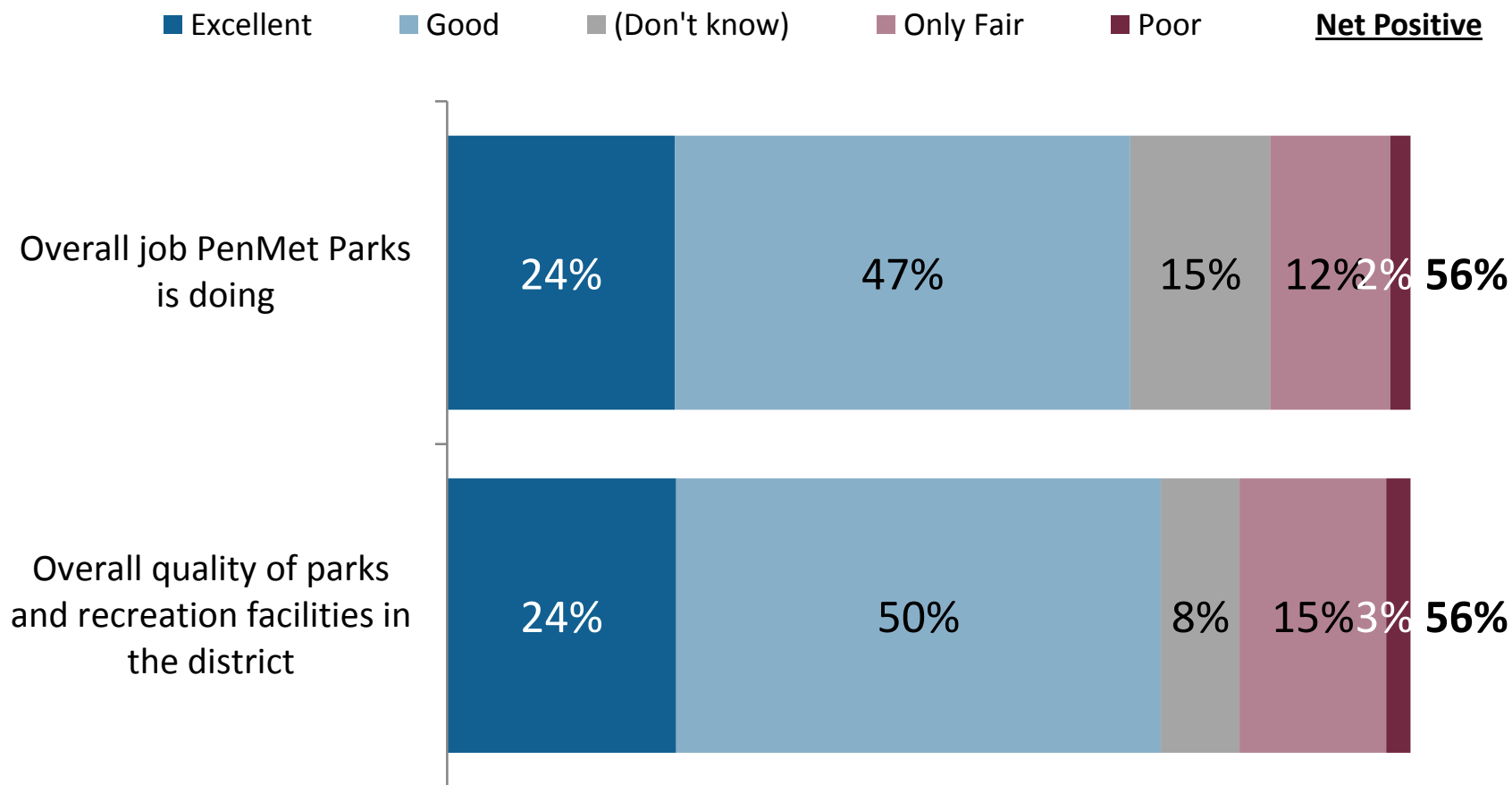
A majority of respondents (62%) feel positive about the direction of the Gig Harbor Peninsula.



Q2. Do you feel that things on the Gig Harbor Peninsula are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

PenMet Parks District Ratings

A majority of respondents give positive ratings for the overall job PenMet Parks is doing and for the overall quality of parks and recreation facilities in the district.

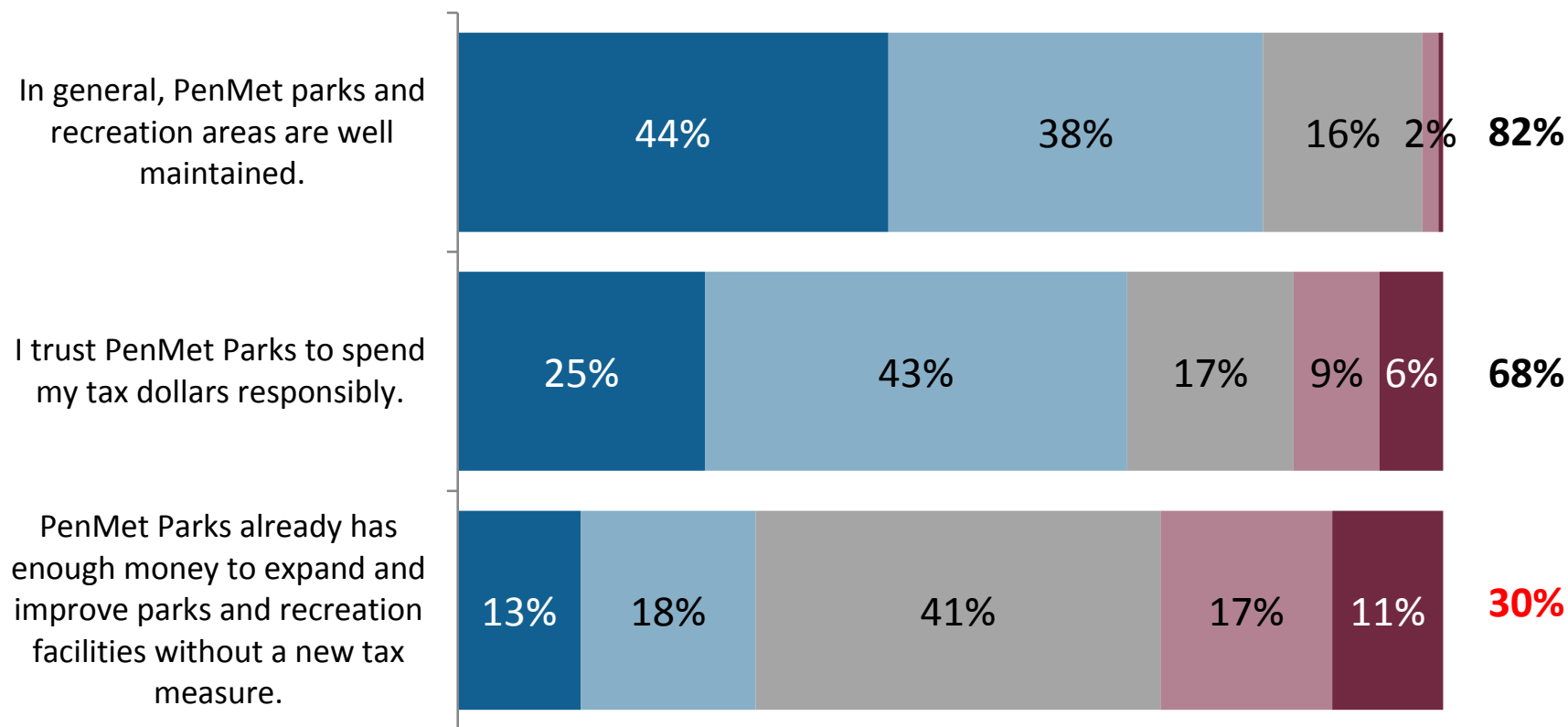


Q5-6. Now, I'd like to ask you some questions about PenMet Parks. Using a scale of excellent, good, only fair, or poor, please rate each of the following:

Attitudes about PenMet Parks

Most all respondents agree PenMet parks and recreation areas are well maintained and a strong majority trust PenMet Parks to spend tax dollars responsibly. Only a quarter (28%) disagree with the statement, the district already has enough money to expand and improve parks and recreation facilities without a new tax measure” with almost two thirds (69%) in agreement or unsure.

■ Strongly agree
 ■ Somewhat agree
 ■ (Not Sure)
 ■ Somewhat disagree
 ■ Strongly Disagree
 Total agree



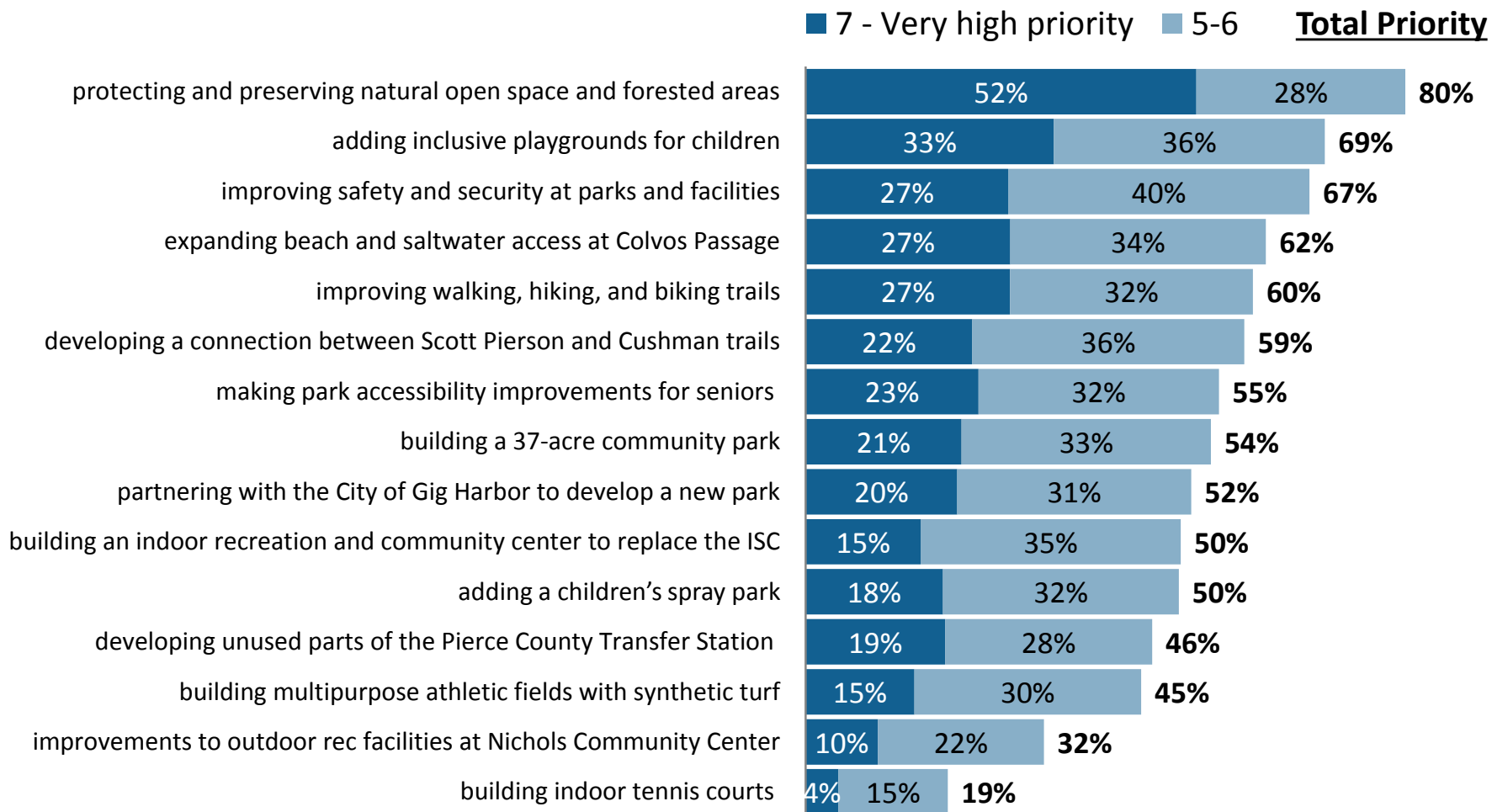
Q7-9. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements. If you do not have an opinion one way or the other, please just say so.



Funding Priorities

Funding Priorities – Total

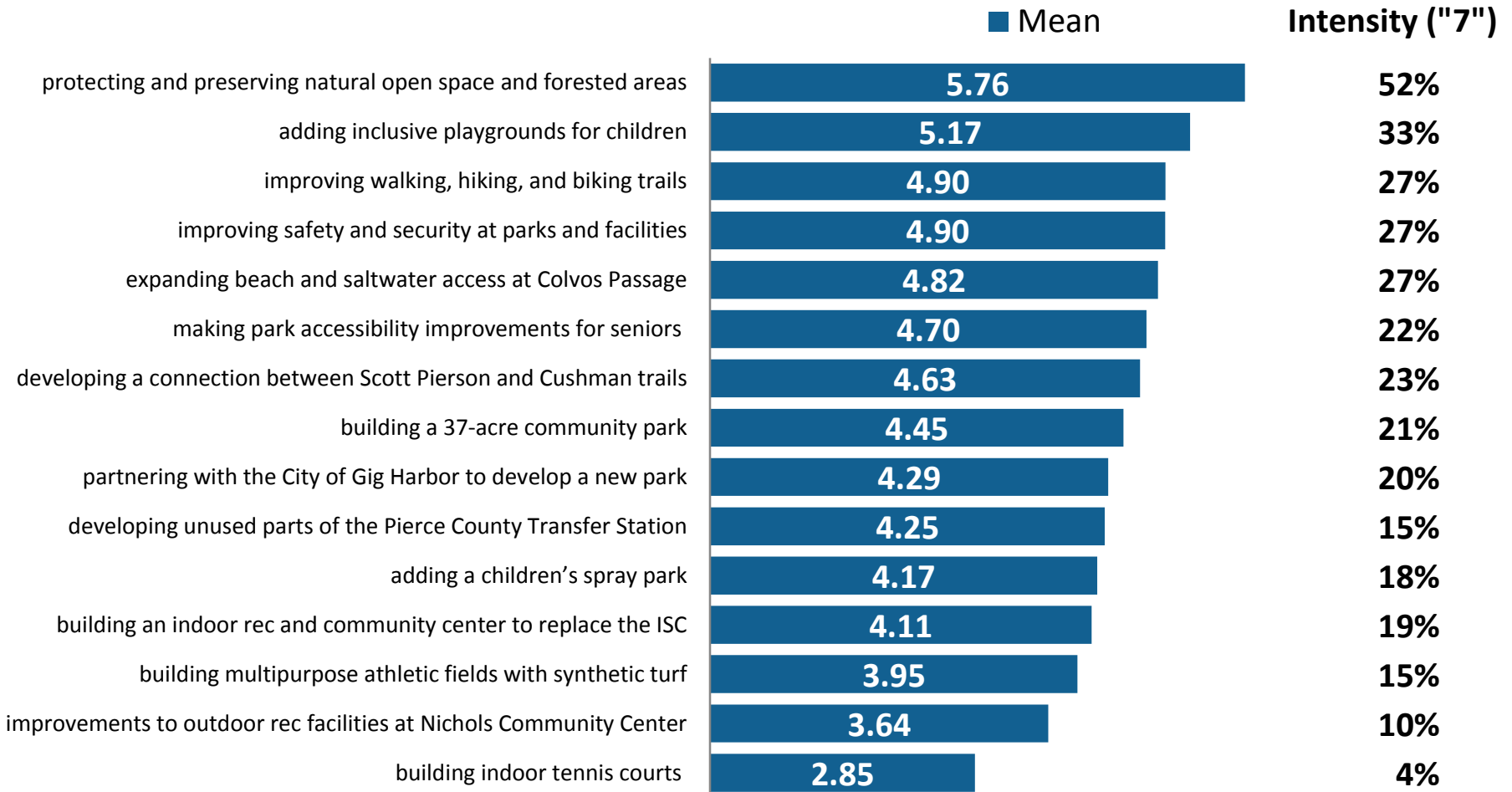
Protecting and preserving natural open space and forested areas is the top priority and the only project a majority (52%) of residents rated as the highest priority of “7”.



Q10-24. For each of the following potential funding needs, please tell me how important you feel that need is. Use a scale of 1 to 7, where 1 means you feel that need is a very low priority and 7 means that you feel that need is a very high priority. You can use any number from 1 to 7.

Funding Priorities – Mean

Protecting and preserving natural open space and improvements to children's play areas were the top priorities both overall and by intensity. Sports related courts and recreational facility improvements were less of a priority for funding.

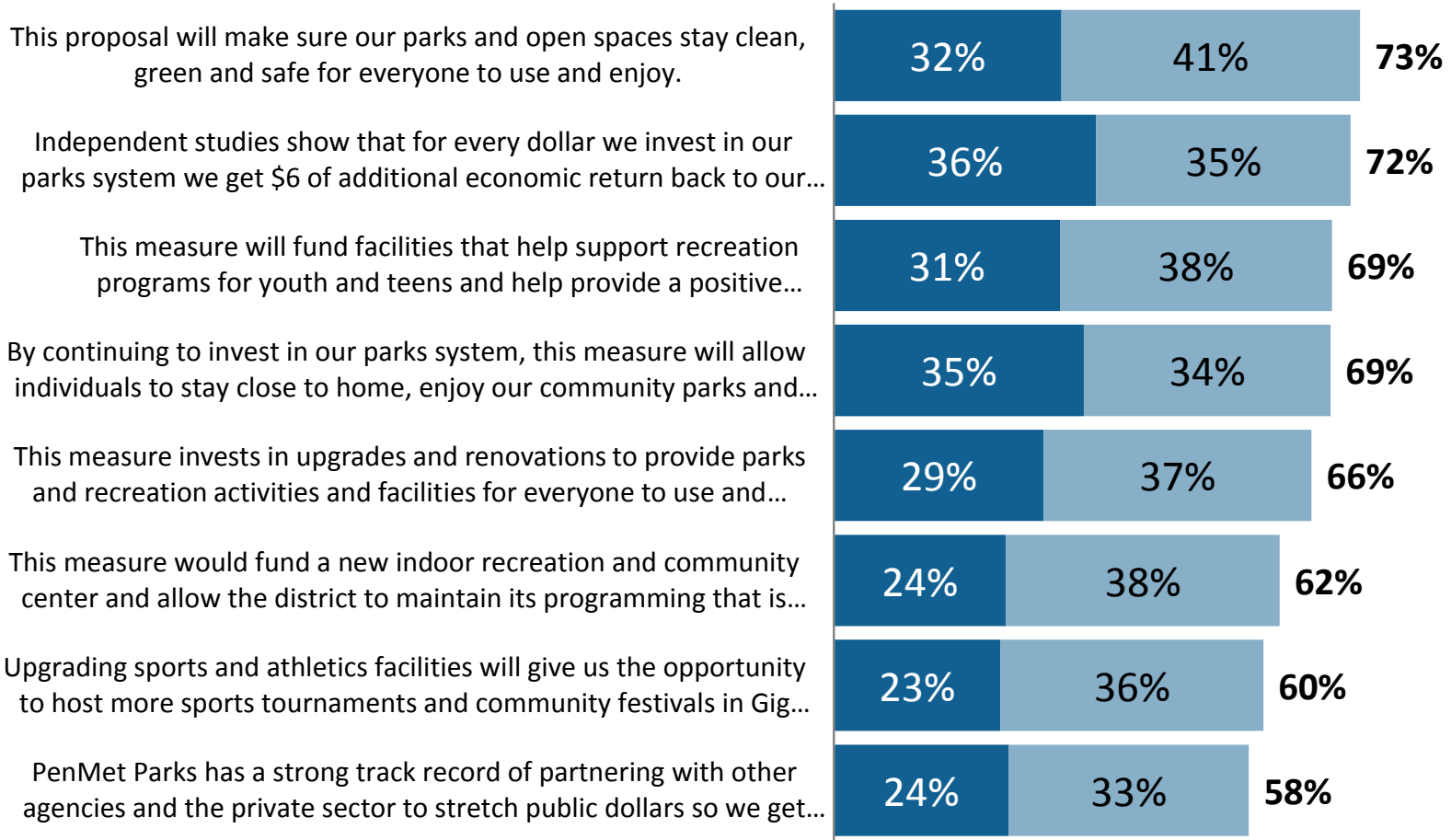


Q10-24. For each of the following potential funding needs, please tell me how important you feel that need is. Use a scale of 1 to 7, where 1 means you feel that need is a very low priority and 7 means that you feel that need is a very high priority. You can use any number from 1 to 7.

Information about Funding Priorities

Over a third of respondents believe that keeping parks clean, green and safe and the economic return from investing in the parks system are extremely important (36% and 35%, rate as a “7”).

■ 7 - Extremely Important ■ 5-6 **Total Important**



Q25-32. Now I'm going to read you some additional information about PenMet Parks funding priorities. For each statement, please tell me how important this information is to you. Use a scale of 1 to 7, where 1 means that information is not at all important and 7 means that information is extremely important. You can use any number from 1 to 7.



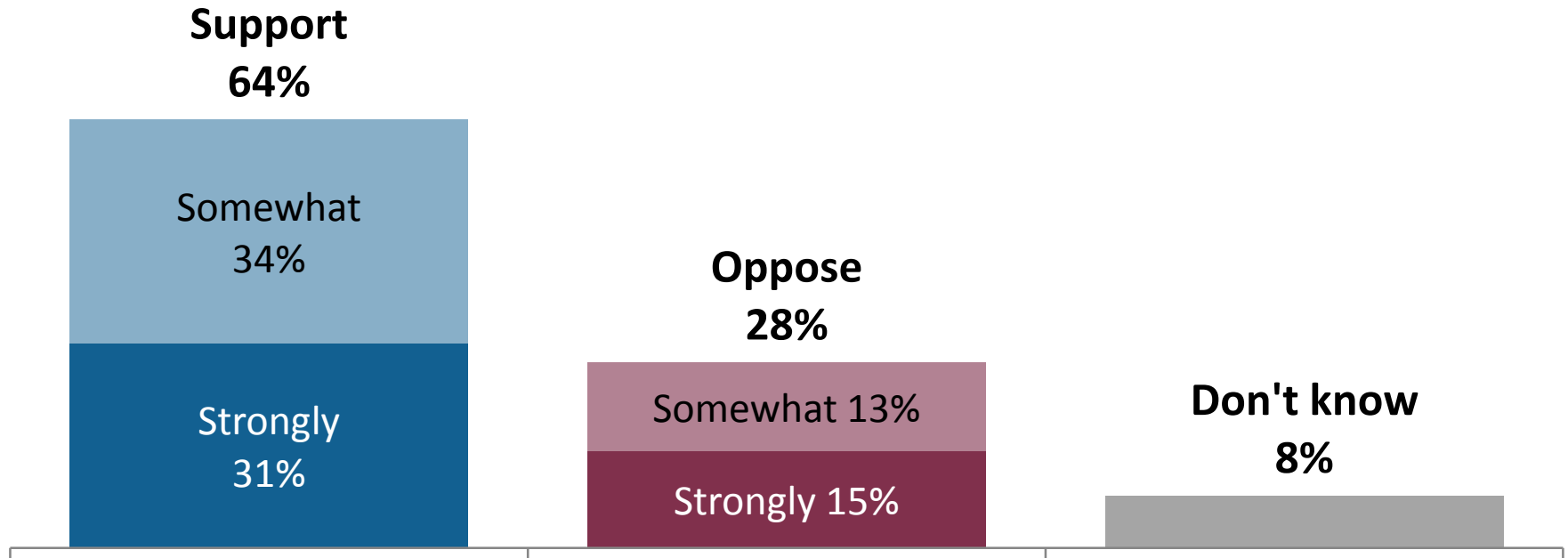


Support for Additional Revenue

Initial Support

Initial support is above the 60% needed to approve a bond measure, however intensity of support is weak with less than a third (31%) saying they would strongly support the measure.

There may be a PenMet Parks District bond measure on the ballot this year concerning community parks and recreational facilities improvements. If approved, this \$18M bond would authorize the District to fund the construction of an indoor recreation and community center; build a 37-acre community park with trails, community event space, accessible children's playgrounds, spray park, and multipurpose athletic fields; improve park access, safety, and security across the district and expand saltwater shoreline and natural open space by issuing no more than \$18M dollars of general obligation bonds maturing within a maximum term of 20 years; and levy annual excess property taxes to repay the bonds.

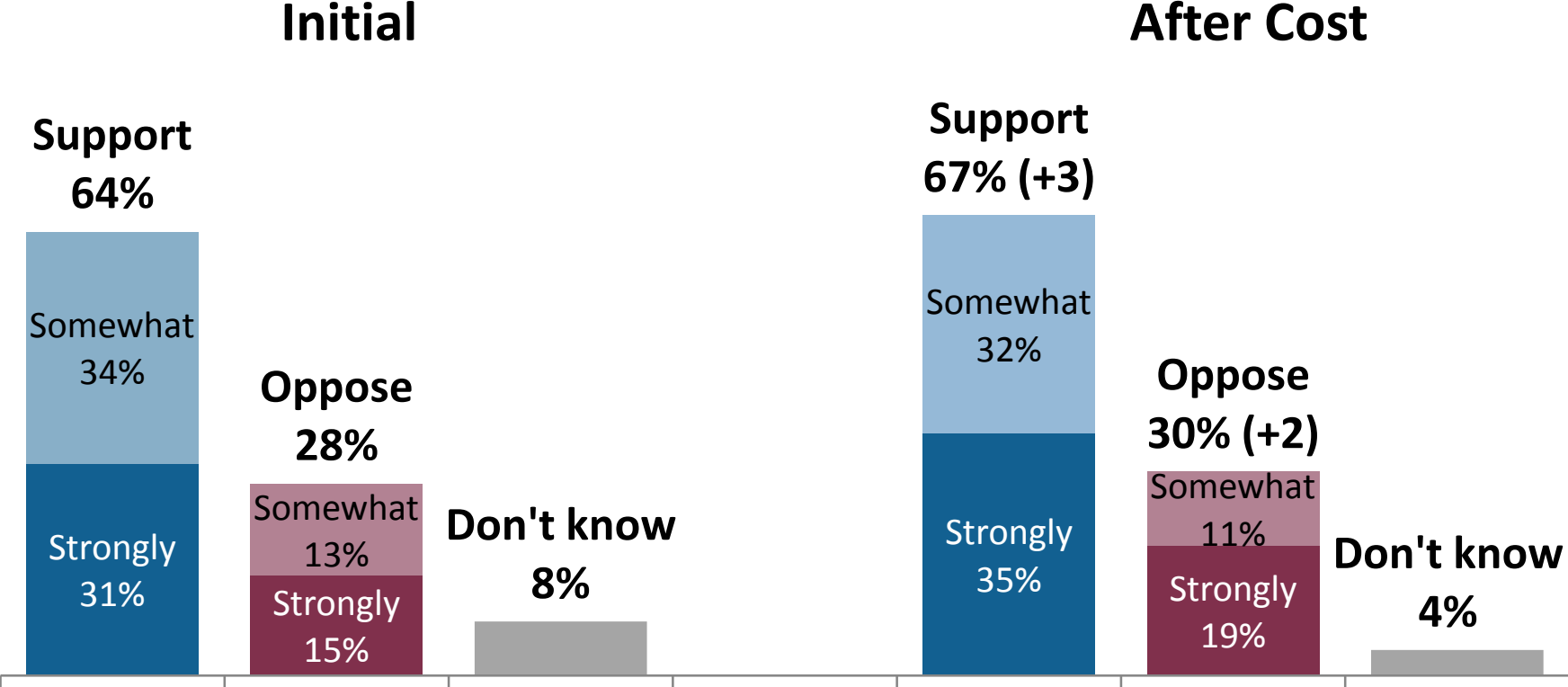


Q3. In general, would you strongly support, somewhat support, somewhat oppose or strongly oppose this community parks and recreational facilities improvements measure?

Support After Cost

After hearing the cost of the measure, support increases by 3 points to 67%.

This measure would cost the owner of a four hundred thousand dollar home about ninety-nine dollars per year or roughly eight dollars a month.

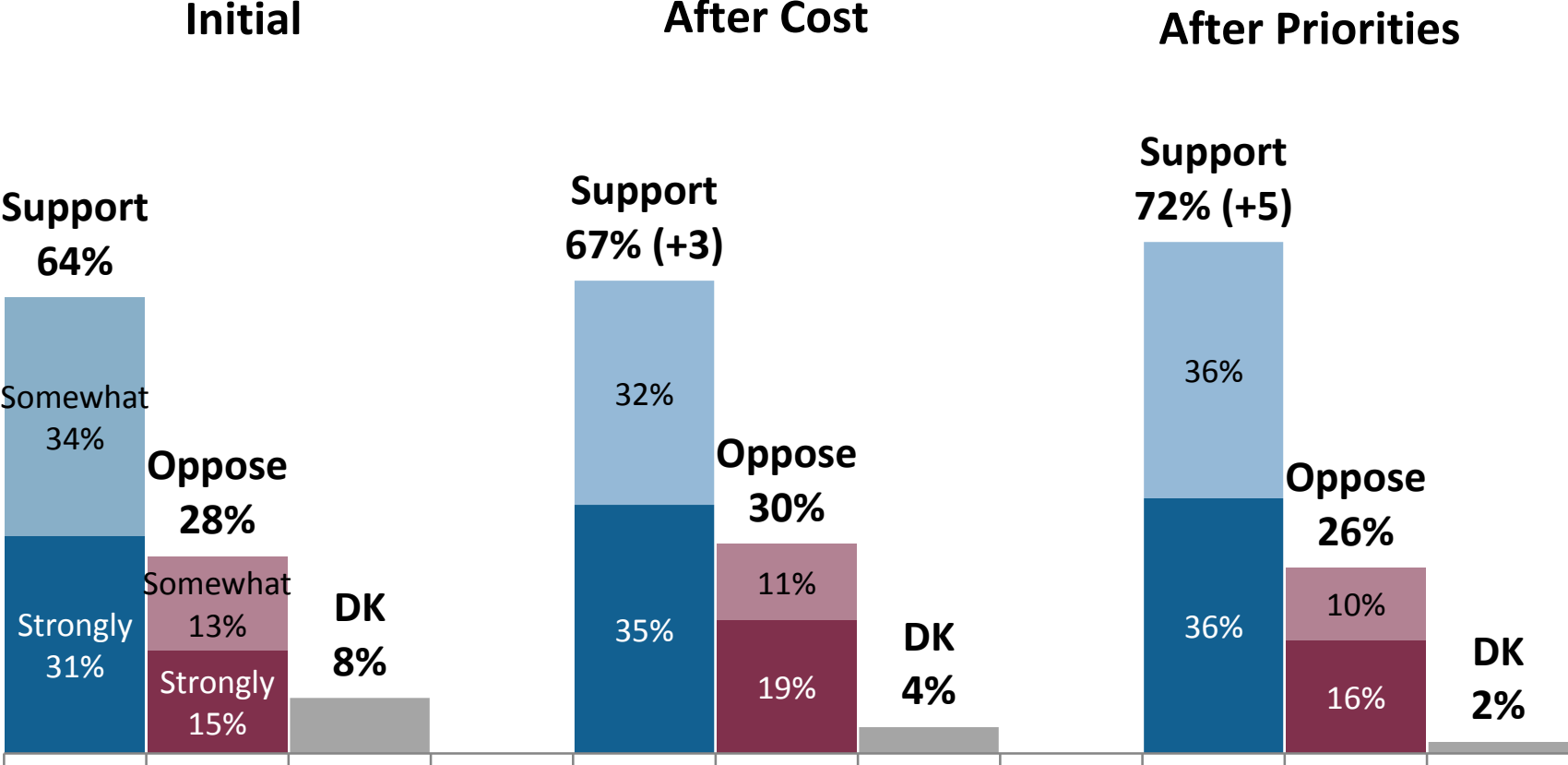


Q4. This measure would cost the owner of a \$400,000 home about \$99 per year or roughly \$8 a month. Knowing this, would you strongly support, somewhat support, somewhat oppose or strongly oppose this community parks and recreation facilities bond measure?



Support After Priorities

Support increases to 72% after residents are told the cost and asked about priorities for funding.



Q33. Thinking again about a possible PenMet Parks bond measure for community parks and recreational facilities improvements, in general, would you strongly support, somewhat support, somewhat oppose or strongly oppose this \$18M measure that would cost the average homeowner about \$99 a year or \$8 a month?

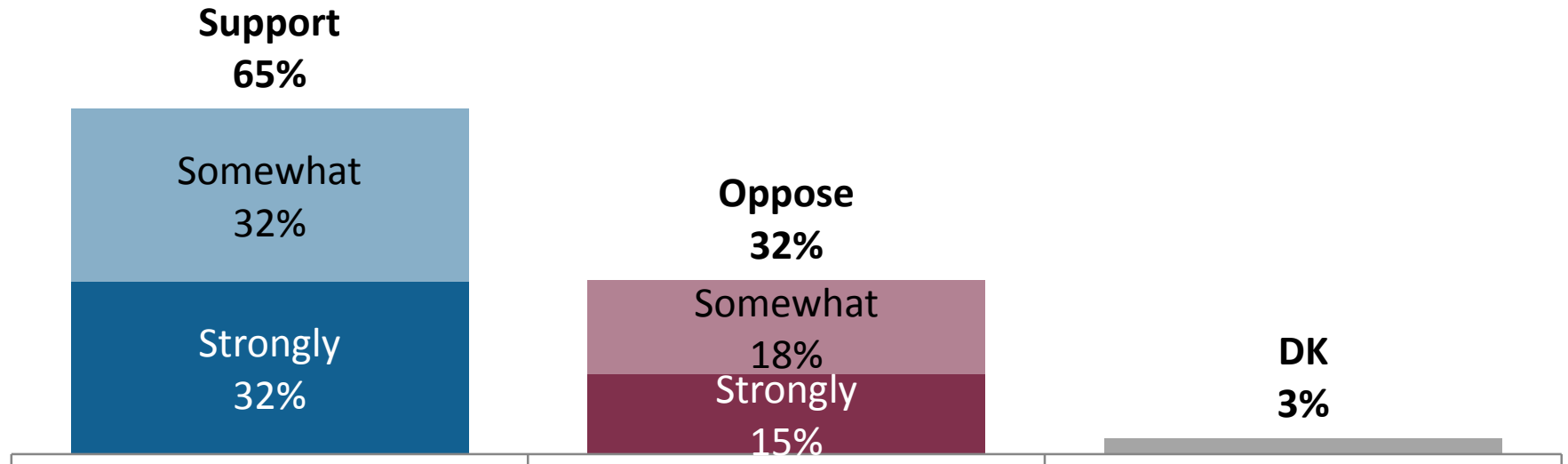


Support for Reduced Measure

Support for Reduced Measure

Support for a reduced measure focused on funding the Indoor community Center is similar to support for the full measure.

Some people say that \$99 a year is just too much for a parks and recreation measure when we have so many other pressing priorities. They say the indoor recreation and community center is important to the community and we should have a smaller measure that just funds the construction of an indoor recreation and community center to replace the Indoor Soccer Center and limited basic renovations to our parks and trails.



Q34. If there was a smaller measure that would cost the average homeowner about \$45 a year or about \$4 a month, would you strongly support, somewhat support, somewhat oppose or strongly oppose this smaller measure?

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