



Green Lake Community Center / Pool

REDEVELOPMENT

GREEN LAKE COMMUNITY CENTER AND POOL REDEVELOPMENT PROJECT

ONLINE OPEN HOUSE FINAL REPORT

MAY 5 – 22, 2020

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SUMMARY

The Green Lake Community Center and Evans Pool is one of the oldest and most popular centers in the city of Seattle. Now more than 90 years old, the facility is at the end of its usable life. Seattle Parks and Recreation needs to build a new community center and pool in order to meet the growing needs of our community and to ensure people of all ages and backgrounds can enjoy the center and pool for many years to come.

As part of the Green Lake Community Center and Pool Redevelopment Project, Seattle Parks and Recreation (SPR) hosted an online open house between May 5 and 22, 2020 to gather feedback on which locations participants like best for a new community center and pool.

When visiting the online open house, participants could:

- Learn more about the project need, benefits, and schedule.
- Learn more about the benefits and challenges of the sites being considered.
- Give feedback on preferred site locations under consideration.
- Share demographic information to help determine the effectiveness of SPR's outreach.
- Sign up for email updates about this project.

Promotions

SPR used multiple methods to reach audiences and promote the online open house. A postcard advertising the online open house and the webinar was sent to 4,000 addresses within a quarter mile of the project area. Information about the online open house was also posted on the project webpage and on social media, and the project team worked with community center coordinators to spread the word to project partners, neighborhood organizations, and project stakeholders. For a detailed breakdown of promotional activities, please see Outreach Summary. The online open house was available in English.

METHODS

The following report captures qualitative and quantitative data from survey respondents who visited the online open house. The online open house included eight questions related to the site locations under consideration and 12 questions related to respondent demographics. All questions were optional. Not all respondents answered every question. Many questions allowed respondents to select more than one answer. Questions with more than one answer do not use percentage to calculate any total value or representation.

Use and activity

6,662 individuals visited the online open house; 4,167 individuals completed a survey, including 3,268 responses to the site selection and priorities survey and 804 responses to the demographics survey.

KEY FINDINGS

Demographics

About 63% of online open house visitors completed survey questions. Sixty-six percent (66%) of respondents who provided a ZIP code listed 98103 or 98115, the two ZIP codes that surround Green Lake.

Survey respondents who provided demographic information overwhelmingly identified as White or Caucasian and English-speaking. Most respondents were 30 or older, with the largest represented age group being those 60 years or older (31%). Seventy-eight percent (78%) of survey respondents were homeowners. Most respondents traveled to and from the community center by car and reported pool activities and gym use as their most frequent activities.

Preferences and Priorities

Seventy-five percent (75%) of survey participants selected the current location as their preferred option for the new community center. Of the six options, participants disliked Lower Woodland Tennis Courts the most.

When evaluating reasons to select a site, survey respondents identified the following as their top priorities:

- Access to parking and drop-off (61%)
- Pedestrian access/walkability (59%)
- Access to transit (46%)

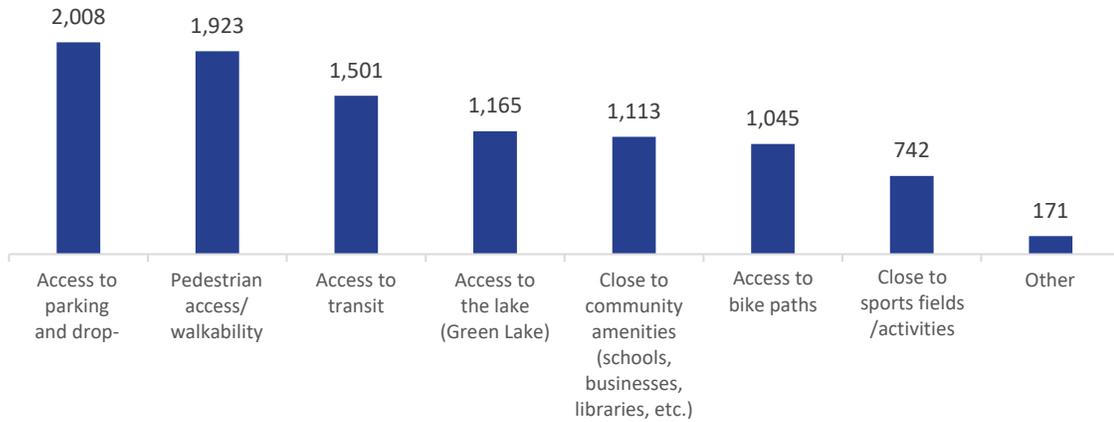
NEXT STEPS

Along with technical evaluations and programmatic needs, the public input from the May 5 – 22, 2020 online open house will assist the project team in narrowing site options. In Phase 2, the project team will identify a preferred location, begin schematic designs, and identify project costs. The project team will present more information about the design and programmatic elements to the public in Summer 2020.

SURVEY RESPONSES

Site selection questions | Reporting note: Many questions allowed respondents to select more than one answer. This is reflected in the “Tally” for answers to these questions.

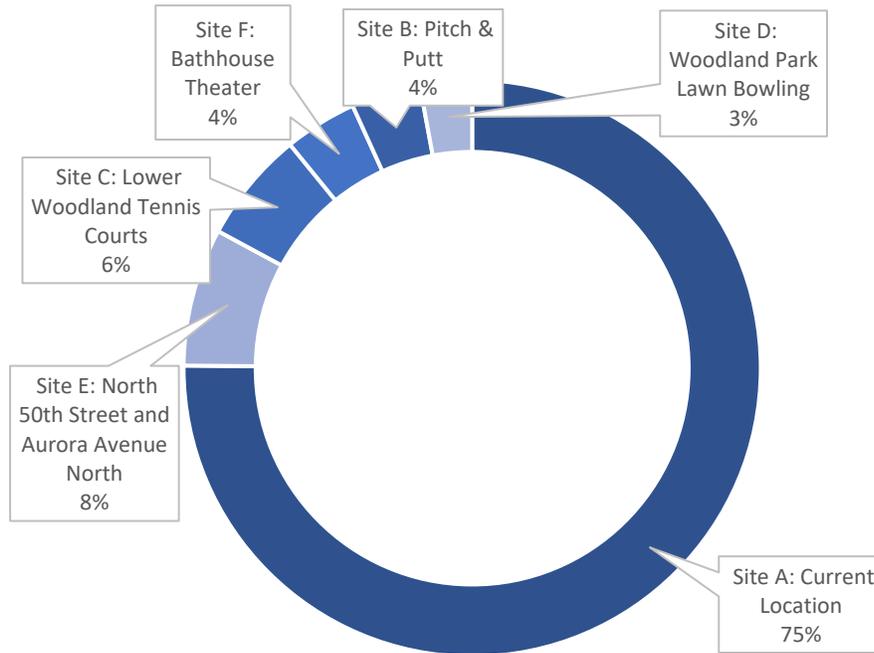
Question 1 | Which of the following elements are important to you when selecting a location for the new community center/pool? Select all that apply.



Answers	Tally
Access to parking and drop-off	2,008
Pedestrian access/walkability	1,923
Access to transit	1,501
Access to the lake (Green Lake)	1,165
Close to community amenities (schools, businesses, libraries, etc.)	1,113
Access to bike paths	1,045
Close to sports fields/activities	742
Other	171

Total respondents | 3,268

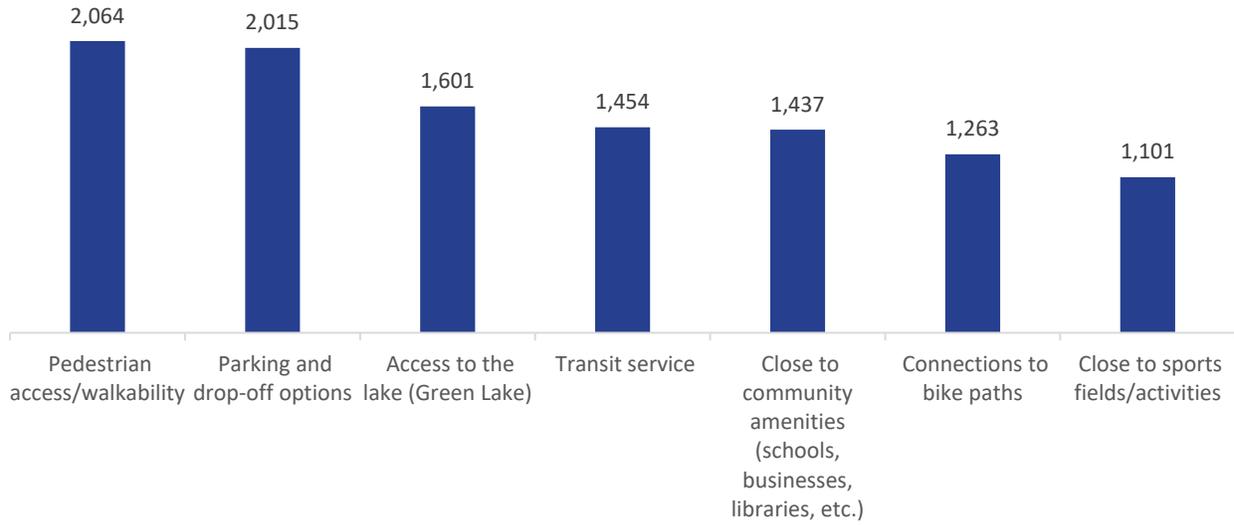
Question 2 | Which of the six community center location options do you like best?



Answers	Percentage	Tally
Site A: Current Location	75%	2,322
Site E: North 50th Street and Aurora Avenue North	8%	239
Site C: Lower Woodland Tennis Courts	6%	193
Site F: Bathhouse Theater	4%	126
Site B: Pitch & Putt	4%	120
Site D: Woodland Park Lawn Bowling	3%	90

Total respondents | 3,100

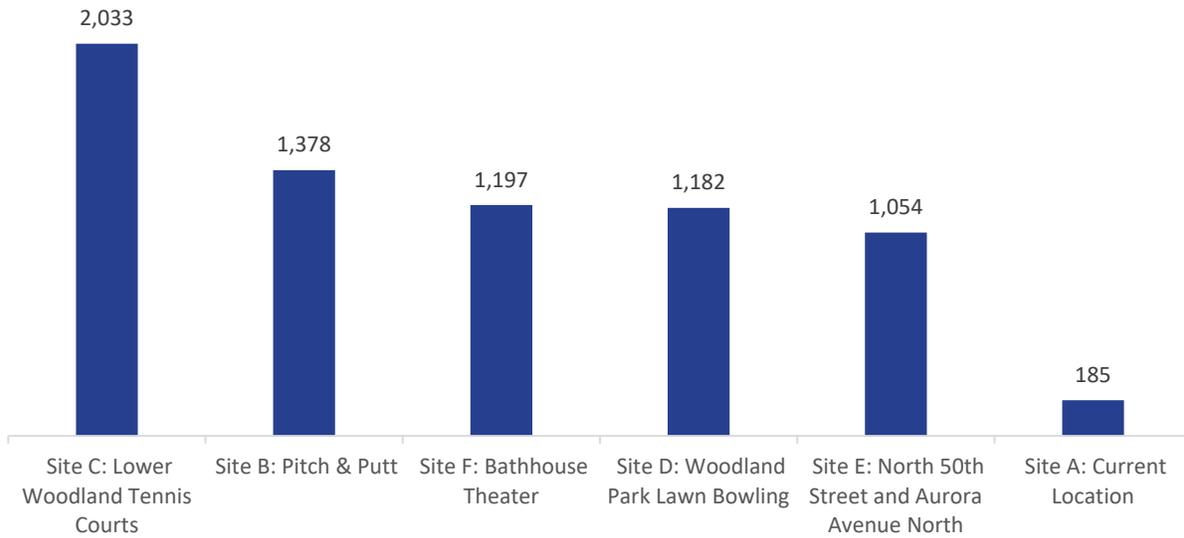
Question 3 | Please tell us more about why you like this option. Select all that apply.



Answers	Tally
Pedestrian access/walkability	2,064
Parking and drop-off options	2,015
Access to the lake (Green Lake)	1,601
Transit service	1,454
Close to community amenities (schools, businesses, libraries, etc.)	1,437
Connections to bike paths	1,263
Close to sports fields/activities	1,101

Total respondents | 2,875

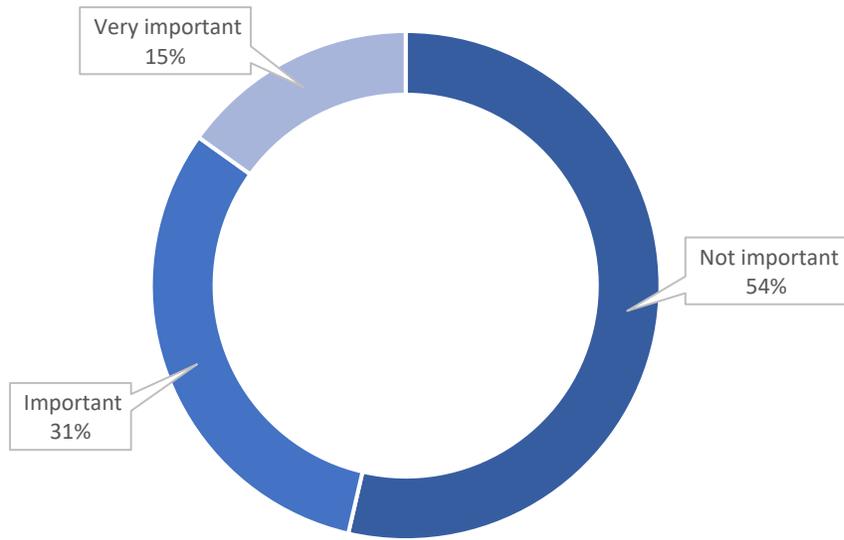
Question 4 | Which of the six options do you dislike? Select all that apply.



Answers	Tally
Site C: Lower Woodland Tennis Courts	2,033
Site B: Pitch & Putt	1,378
Site F: Bathhouse Theater	1,197
Site D: Woodland Park Lawn Bowling	1,182
Site E: North 50th Street and Aurora Avenue North	1,054
Site A: Current Location	185

Total respondents | 3,113

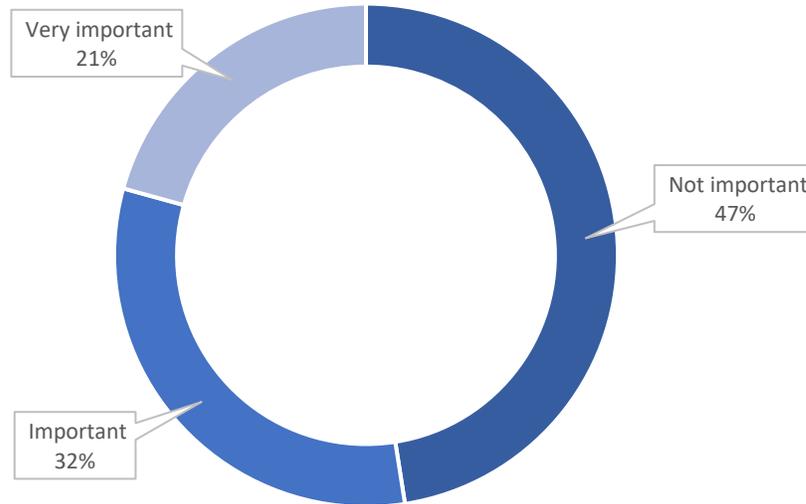
Question 5 | How important is it to you that the new facility be at or near the shoreline of Green Lake?



Answers	Percentage	Tally
Not important	54%	1,644
Important	31%	959
Very important	15%	463

Total respondents | 3,066

Question 6 | How important is it to you that the community center and pool be in the same location?

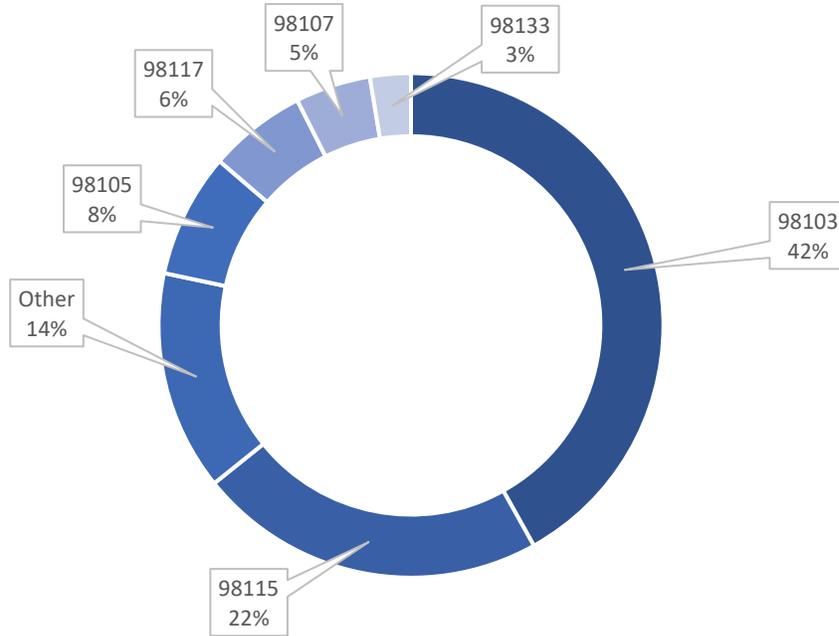


Answers	Percentage	Tally
Not important	48%	1,450
Important	32%	969
Very important	21%	632

Total respondents | 3,051

DEMOGRAPHIC QUESTIONS

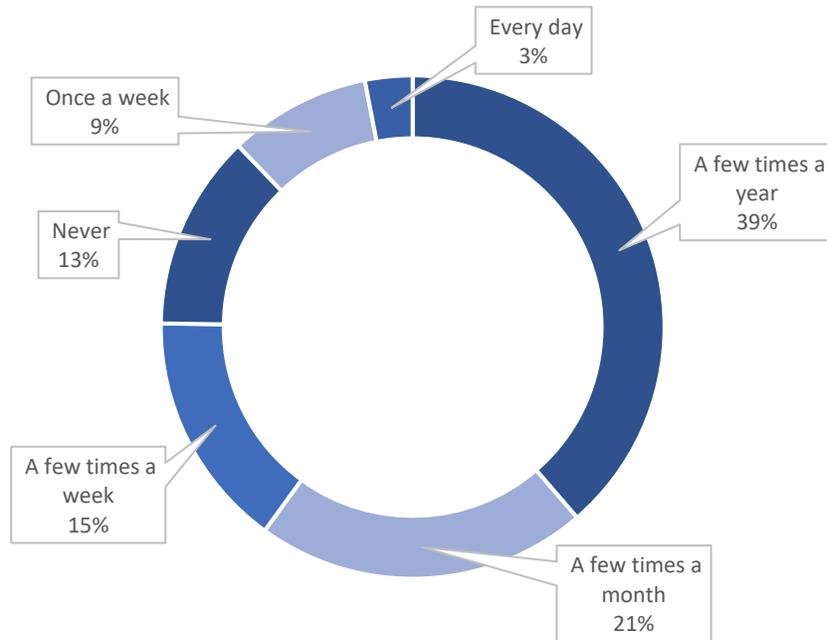
Question 1 | Please tell us the zip code you live in.



Answers	Percentage	Tally
98103	42%	321
98115	22%	171
Other	14%	108
98105	8%	61
98117	6%	48
98107	5%	37
98133	3%	20

Total respondents | 766

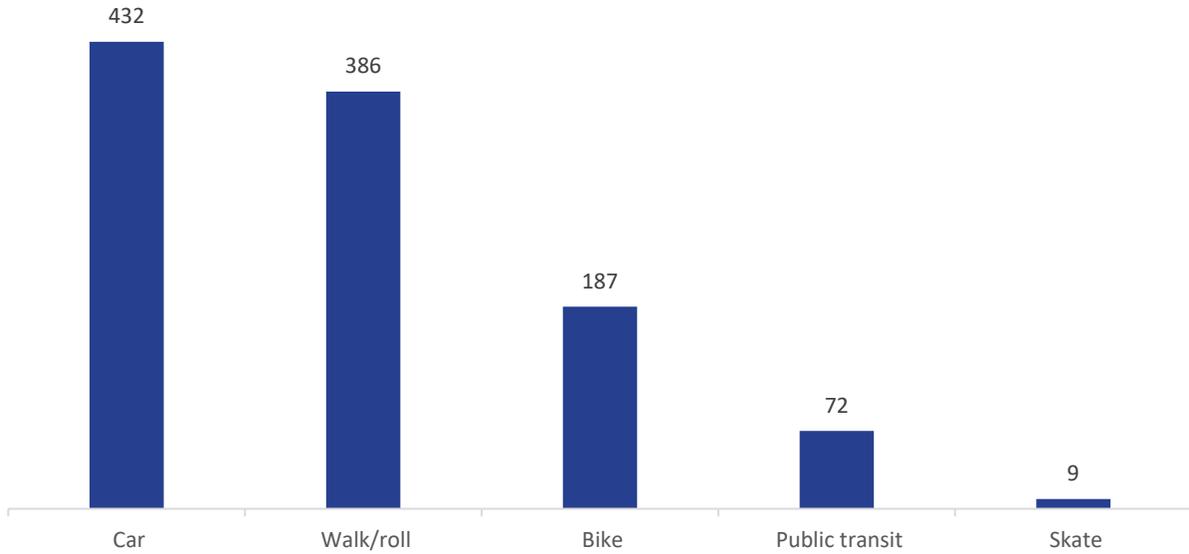
Question 2 | How often do you visit the Green Lake Community Center and Evans Pool?



Answers	Percentage	Tally
A few times a year	39%	292
A few times a month	21%	161
A few times a week	15%	115
Never	13%	95
Once a week	9%	69
Every day	3%	23

Total respondents | 755

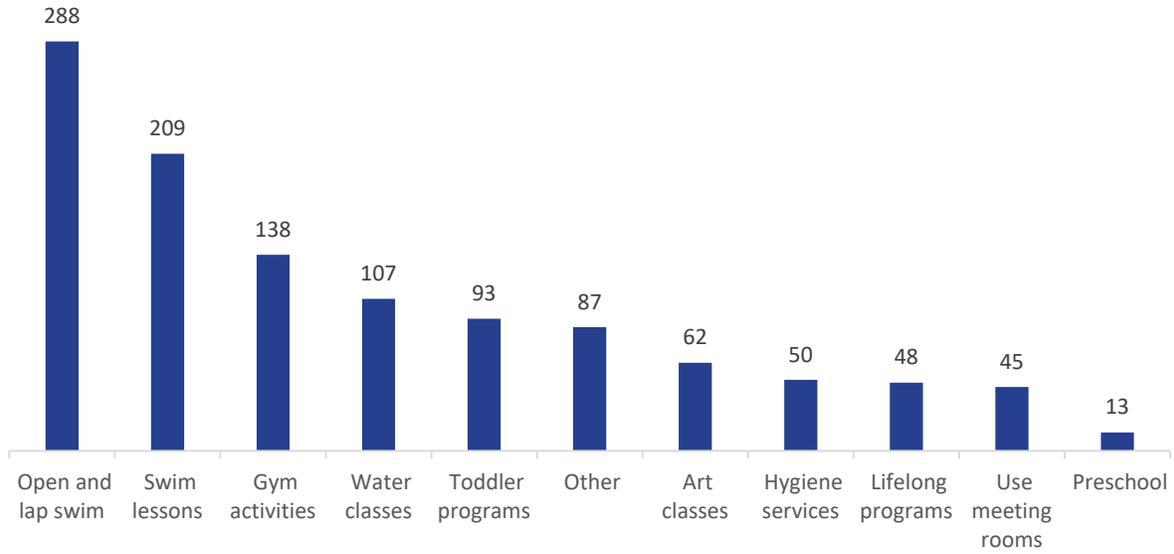
Question 3 | How do you usually get to Green Lake Community Center and Evans Pool? Select all that apply.



Answers	Tally
Car	432
Walk/roll	386
Bike	187
Public transit	72
Skate	9

Total respondents | 724

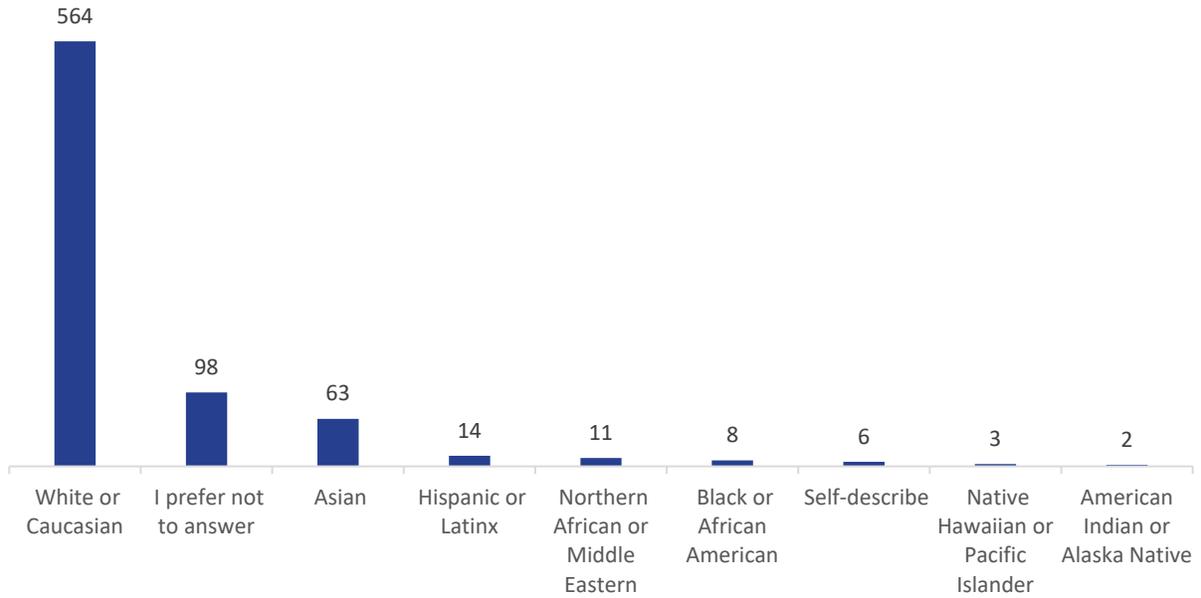
Question 4 | What activities do you participate in at Green Lake Community Center and Evans Pool?
Select all that apply.



Answers	Tally
Open and lap swim	288
Swim lessons	209
Gym activities	138
Water classes	107
Toddler programs	93
Other	87
Art classes	62
Hygiene services	50
Lifelong programs	48
Use meeting rooms	45
Preschool	13

Total respondents | 804

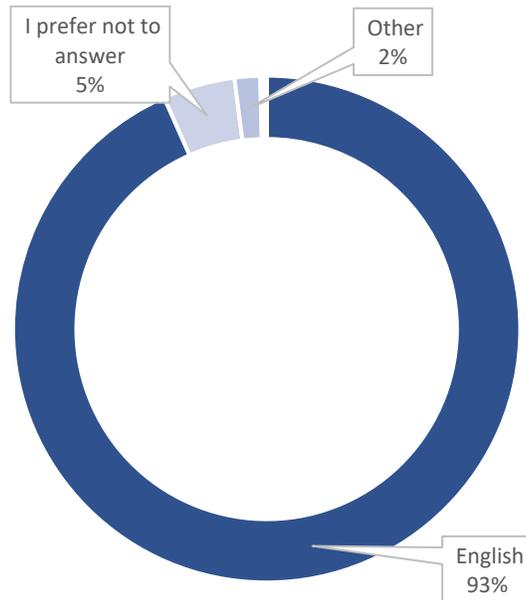
Question 5 | What ethnicity best describes you? Select all that apply.



Answers	Tally
White or Caucasian	564
I prefer not to answer	98
Asian	63
Hispanic or Latinx	14
Northern African or Middle Eastern	11
Black or African American	8
Self-describe	6
Native Hawaiian or Pacific Islander	3
American Indian or Alaska Native	2

Total respondents | 804

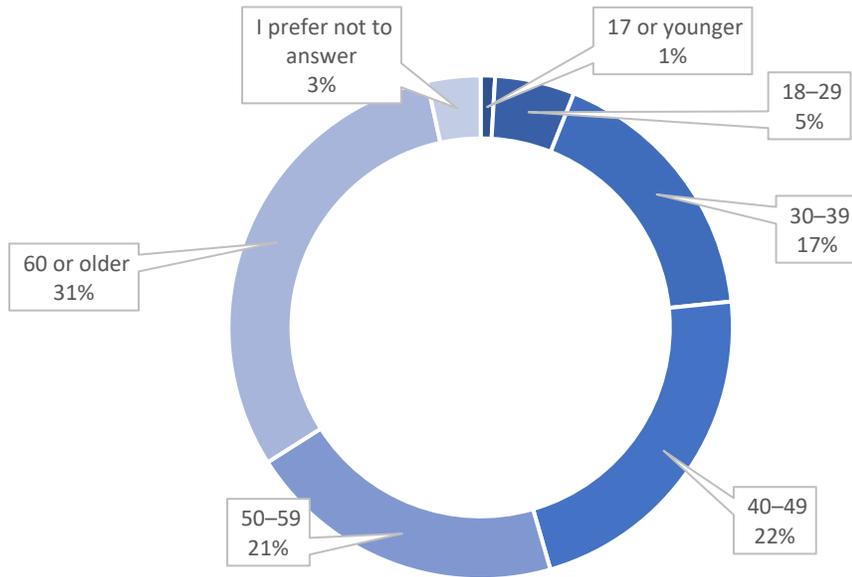
Question 6 | What is the primary language spoken in your home?



Answers	Percentage	Tally
English	93%	690
I prefer not to answer	5%	34
Other	2%	12
Cantonese (Traditional Chinese)	0%	1
Korean	0%	1
Mandarin (Simplified Chinese)	0%	1
Somali	0%	0
Spanish	0%	0
Tagalog	0%	0
Vietnamese	0%	0

Total respondents | 739

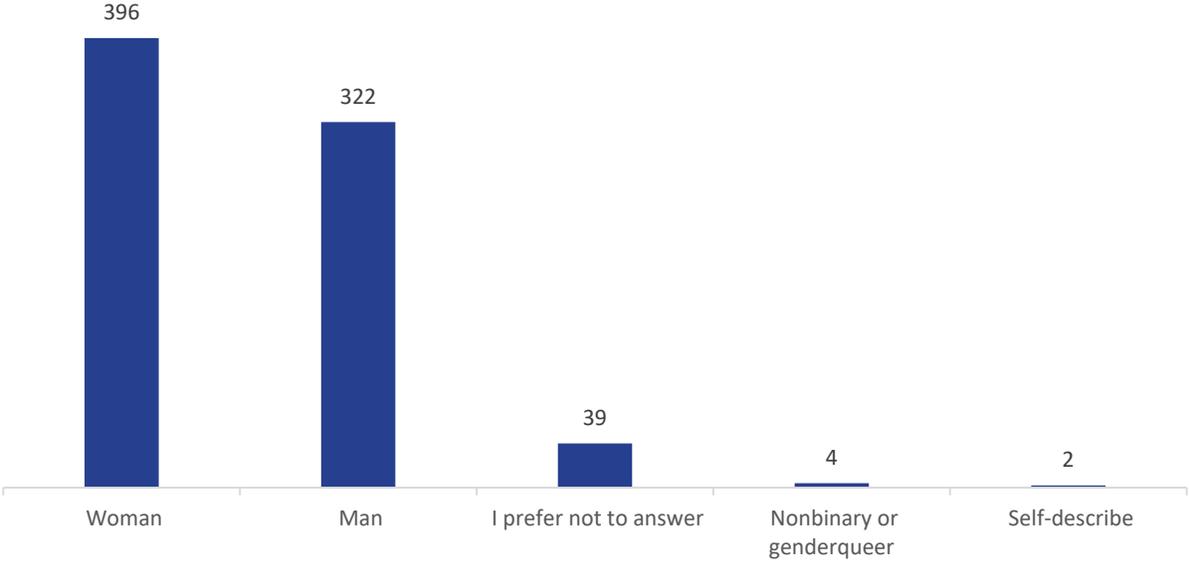
Question 7 | What is your age?



Answers	Percentage	Tally
17 or younger	1%	7
18-29	5%	39
30-39	17%	132
40-49	22%	169
50-59	20%	156
60 or older	31%	233
I prefer not to answer	3%	26

Total respondents | 765

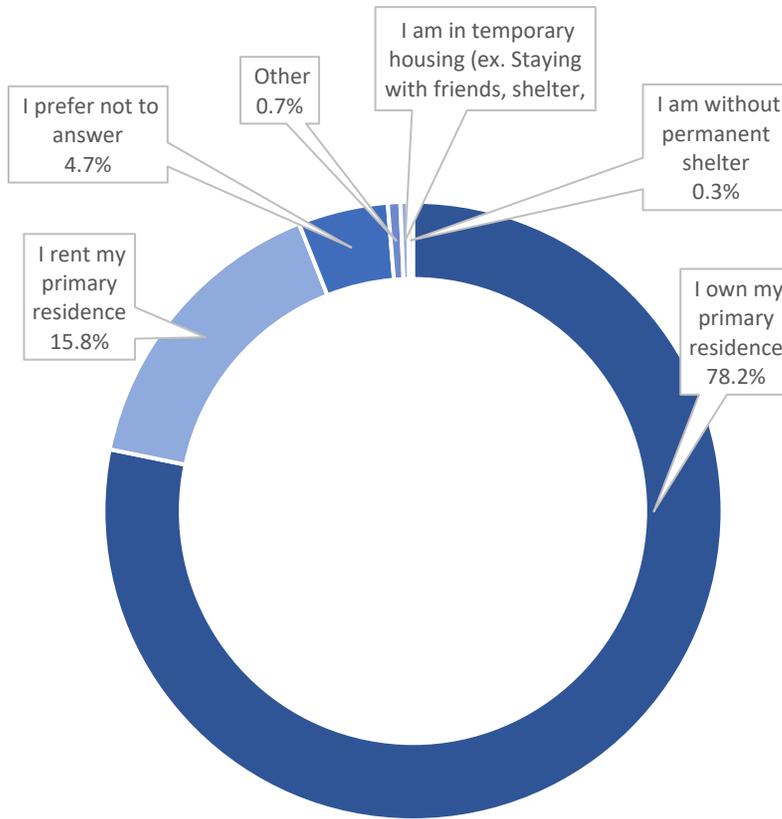
Question 8 | What gender do you identify as? Select all that apply.



Answers	Tally
Woman	396
Man	322
I prefer not to answer	39
Nonbinary or genderqueer	4
Self-describe	2

Total respondents | 804

Question 9 | Which of the following best describes your current living condition?



Answers	Percentage	Tally
I own my primary residence	78.2%	599
I rent my primary residence	15.8%	121
I prefer not to answer	4.7%	36
Other	0.7%	5
I am in temporary housing (ex. Staying with friends, shelter, or hotel)	0.4%	3
I am without permanent shelter	0.3%	2

Total respondents | 766

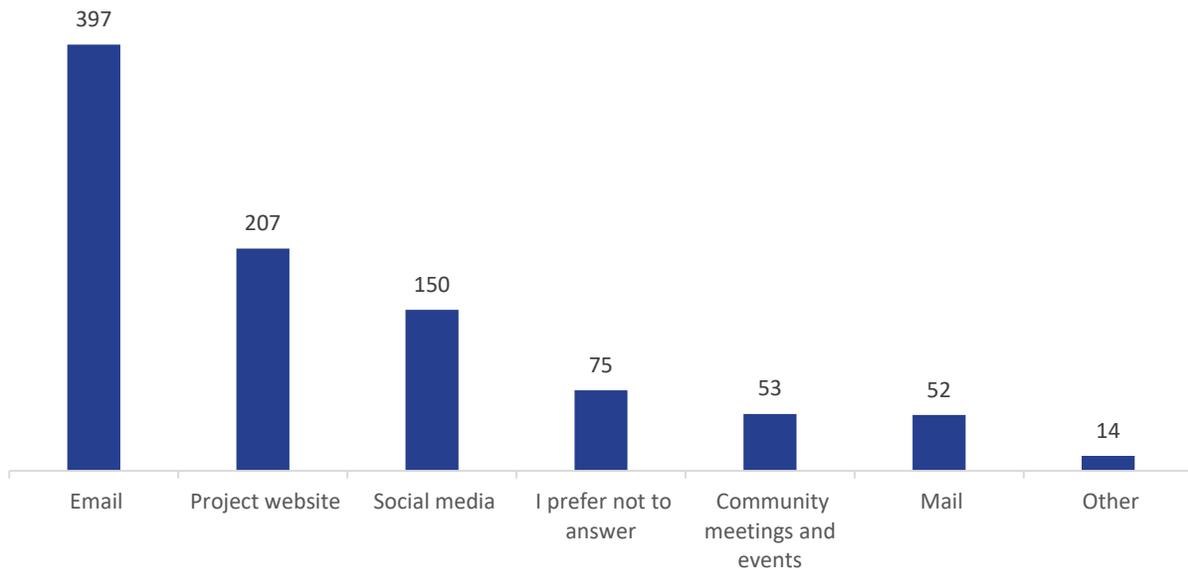
Question 10 | How did you learn about this project? Select all that apply.



Answers	Tally
Social media	221
Friend or family member	187
News	148
An organization I am involved with	89
Seattle Parks & Recreation email	65
Seattle Parks & Recreation mailer or poster	62
Other	59
Seattle Parks & Recreation website	57
I prefer not to answer	13
My employer	12

Total respondents | 804

Question 11 | What is the best way to stay in touch with you about this project? Select all that apply.



Answers	Tally
Email	397
Project website	207
Social media	150
I prefer not to answer	75
Community meetings and events	53
Mail	52
Other	14

Total respondents | 804

WEB ACTIVITY REPORT

URL | glcc.infocommunity.org

Users | 6,662

Total number of people that visited the online open house at least once.

Sessions | 8,211

The number of times a user was actively engaged with the online open house.

Total pageviews | 18,651

The total number of times all pages within the online open house were viewed.

Unique pageviews | 12,614

This number aggregates multiple visits to a page within a single browsing session. Example: If a user viewed the Home page five times within one browsing session, the total number of unique views of that page would be one. If a user viewed the online open house on a Thursday and then came back to view again on a Friday, those visits are counted as multiple pageviews.

Pages visited per session | 2.27

The average number of pages a user visited during a session.

Session duration | 3 minutes, 44 seconds

The average time a user spent viewing the online open house during a session.

Device use

Desktop | 42%

Mobile | 55%

Tablet | 3%

Top 5 traffic sources

Direct entry of URL | 51%

Facebook | 22%

Seattletimes.com | 8%

Tennislink.usta.com | 5%

Wallyhood.org | 4%

OUTREACH SUMMARY

Seattle Parks & Recreation (SPR) worked with the community center coordinators to reach out to their advisory councils and constituencies. This included special outreach to SPR Teen programs, Lifelong Learning, and Specialized Programs.

Postcards

- 4,000 postcards mailed to residents and businesses within 0.25 miles of the lake
- 500 postcards mailed to SPR list of people that have signed in at previous nearby public meetings.

Posters:

- Hung posters outside the community center and pool as well as area businesses and coffee shops where it was safe to do so during social distancing.

Press Release:

- Sent out a press release that was picked up by several local news outlets including the Seattle Times, MyBallard.com, Wallyhood, and the Seattle Greenlaker.

Social Media:

- Created a Facebook event and shared on the main SPR page as well as seven community center pages. Other social media efforts included Twitter, Instagram, and Nextdoor.

Web and Email Communications:

- Sent out three email blasts throughout May to listservs throughout the community and posted about the project on the Parkways Blog.