



Green Lake Community Center / Pool REDEVELOPMENT

GREEN LAKE COMMUNITY CENTER AND POOL REDEVELOPMENT PROJECT

ONLINE OPEN HOUSE FINAL REPORT

JULY 22 – AUGUST 20, 2020

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SUMMARY

The Green Lake Community Center and Evans Pool is one of the oldest and most popular centers in 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 is hosting a series of online open houses and live online public meetings. Seattle Parks and Recreation hosted the second online open house between July 22 to August 20, 2020, to gather feedback on three design options as well as preferred activities and amenities for the new community center and pool.

When visiting the online open house, participants could:

- Learn more about the project background and community feedback received to date.
- Learn more about the history of the site and review a site analysis.
- Give feedback on preferred design options under consideration.
- Share feedback on preferred future amenities and activities.
- Share demographic information to help determine the effectiveness of Seattle Parks and Recreation outreach.

Promotions

Seattle Parks and Recreation used multiple methods to reach audiences and promote the online open house, including a postcard that went out to 4,700 residential and business addresses within 0.25 miles of the project area. The team also mailed 800 postcards to people who had attended public meetings for nearby projects. The project team posted flyers around the neighborhood and project signs at the community center and on kiosks.

The project team also promoted the online open house through the project webpage, social media, and neighborhood organizations to spread the word to project partners, neighborhood organizations, and project stakeholders. Seattle Parks and Recreation sent out five email announcements to subscribers, posted one update on the Parkways blog, and provided several social media updates throughout the month.

The project team sent out a press release to numerous media outlets and received press coverage from *The Urbanist* as well as other community blogs, such as the Seattle Greenlaker and PhinneyWood.com.

SURVEY METHODS

The following report captures qualitative and quantitative data from survey respondents who visited the online open house. The online open house included 31 questions that addressed the following:

- Three site options and their characteristics
- Activities and amenities

- Survey respondent demographics

All questions were optional. Not all respondents answered every question. Many questions allowed respondents to select more than one answer. In this report, questions with more than one possible answer do not use percentage to calculate any total value or representation. To determine the score of each site option based on respondents' ranking of the individual criteria, we totaled the average ranking of each criterion.

KEY FINDINGS

Use and activity

Almost 2,000 people visited the online open house; 710 individuals completed a survey; 71 individuals signed up to receive project updates by email.

Demographics

Of the 321 people who responded to the demographic questions and provided a ZIP code, 60% listed 98103 or 98115, the two ZIP codes that surround Green Lake.

Respondents who provided demographic information overwhelmingly identified as white or Caucasian and were English-speaking (96%), and 72% own their primary residence.

Site options

Of the 471 people who responded to the site option section of the survey, Lakeside Porch emerged as the top choice (43%) and Neighborhood Connector (41%) was a close second.

Respondents could evaluate each option using seven criteria, including access to the lake and access to the surrounding commercial area. For each criterion, participants rated site options on a 1-to-5 scale, with five being the best. The highest possible score was 35.

Lakeside Porch received the highest overall evaluation score (28.1), followed by Neighborhood Connector (26.7) and Park Pavilion (26.4).

Respondents liked Lakeside Porch for the access between the community center and lake, pedestrian access/walkability, and the location of sports fields/activities. Respondents liked Neighborhood Connector for the access between the community center and commercial area, as well as the pedestrian access/walkability.

Activities and amenities

321 people responded to the activities and amenities section of the survey. When considering outdoor activities and amenities, respondents preferred a destination playground for everyone, multi-use courts, and preservation of historic plantings and trees. Respondents wanted smaller areas for intimate family picnics and a covered “Evans Pool” outdoor pavilion for gatherings.

When considering the indoor activities and amenities at the community center, respondents prioritized space for classes or training sessions and youth-based craft programs. In meeting rooms, respondents preferred to have an AV system and large monitor for presentations, moveable furniture on wheels, and direct access to adjacent outdoor space. Respondents said they would most likely use rentable event spaces to host children’s parties with dining space and access to the pool, or host fundraising auctions that capitalize on lake views.

When considering the pool features, respondents valued a competition pool, hot tub, and sauna. Respondents were most interested in adult lap swim and recreational swimming.

NEXT STEPS

Along with technical considerations, the public input from the online open house will help the project team identify which site option and amenities to advance in the design process. Seattle Parks and Recreation will provide additional updates to the public and opportunities for feedback as the project progresses through design.

SURVEY RESPONSES

Design Options

Questions 1-3 Overview: What aspects of each design option are working well? Rank 1-5.

Criteria	Average Scores			Possible Score
	Park Pavilion	Lakeside Porch	Neighborhood Connector	
Pedestrian access/walkability	4.0	4.2	4.2	5
Parking and drop-off configuration	3.1	3.9	3.8	5
Access from community center to lake	4.4	4.5	3.3	5
Access from community center to commercial area	3.4	3.7	4.5	5
Location of sports fields/activities	3.5	4.2	3.5	5
Location of play area	3.6	3.5	3.9	5
Preservation of existing trees	4.4	4.1	3.6	5
Total score	26.4	28.1	26.7	35

Yellow = highest score for each criterion

Note: Each of the values for the average scores are rounded to the nearest tenths place.

Question 1: What aspects of the Park Pavilion design are working well? Rank 1-5.

Criteria	Score					Total Respondents
	★	★★	★★★	★★★★	★★★★★	
Pedestrian access/walkability	4%	7%	22%	22%	44%	100%
	13	22	67	68	136	306
Parking and drop-off configuration	18%	14%	24%	22%	22%	100%
	56	45	76	67	67	311
Access from community center to lake	4%	2%	9%	23%	62%	100%
	12	5	29	71	191	308
Access from community center to commercial area	7%	15%	28%	25%	24%	100%
	23	46	85	78	75	307
Location of sports fields/activities	10%	9%	30%	23%	28%	100%
	32	30	94	74	88	318
Location of play area	7%	7%	31%	26%	29%	100%
	22	21	95	80	90	308
Preservation of existing trees	4%	2%	9%	21%	64%	100%
	11	7	28	62	188	296

Yellow = highest share of votes for each criterion

Note: The percentages for each of the scores are rounded to the nearest integer. When rounded, the percentages may not add up to 100% exactly.

Question 2 | What aspects of the Lakeside Porch design are working well? Rank 1-5.

Criteria	Scores					Total Respondents
	★	★★	★★★	★★★★	★★★★★	
Pedestrian access/walkability	3%	4%	17%	24%	53%	100%
	8	13	53	78	168	320
Parking and drop-off configuration	7%	6%	19%	23%	45%	100%
	22	20	62	73	143	320
Access from community center to lake	2%	2%	8%	18%	70%	100%
	5	7	25	59	226	322
Access from community center to commercial area	4%	11%	28%	25%	32%	100%
	14	33	88	79	100	314
Location of sports fields/activities	4%	4%	16%	22%	54%	100%
	13	14	53	74	180	334
Location of play area	14%	11%	22%	20%	33%	100%
	44	36	72	64	105	321
Preservation of existing trees	4%	3%	18%	30%	45%	100%
	11	9	57	93	139	309

Yellow = highest share of votes for each criterion

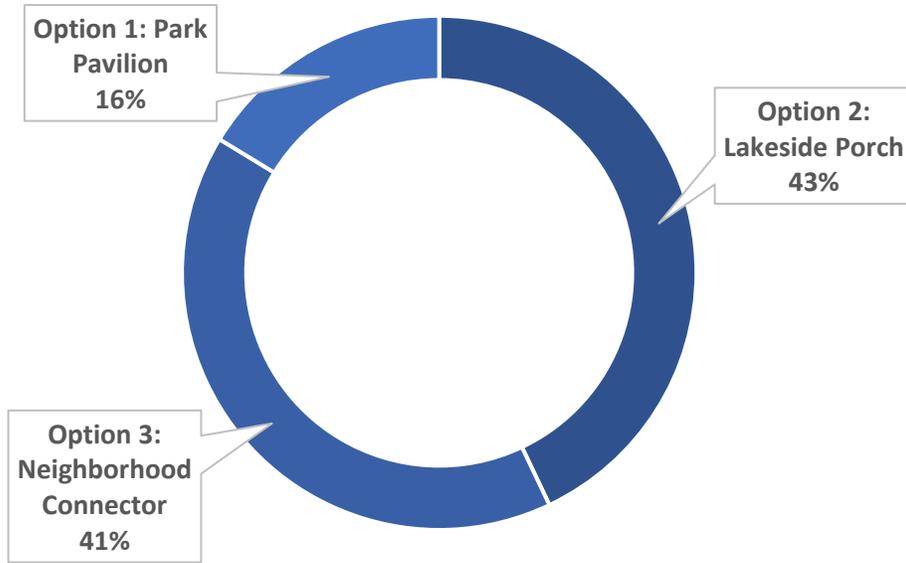
Note: The percentages for each of the scores are rounded to the nearest integer. When rounded, the percentages may not add up to 100% exactly.

Question 3 | What aspects of the Neighborhood Connector design are working well? Rank 1-5.

Criteria	Scores					Total Respondents
	★	★★	★★★	★★★★	★★★★★	
Pedestrian access/walkability	8%	4%	10%	13%	66%	100%
	26	12	31	41	212	322
Parking and drop-off configuration	13%	8%	13%	19%	46%	100%
	42	27	43	61	150	323
Access from community center to lake	15%	12%	28%	20%	25%	100%
	47	38	91	66	82	324
Access from community center to commercial area	6%	2%	6%	11%	75%	100%
	18	6	21	36	243	324
Location of sports fields/activities	16%	8%	23%	20%	33%	100%
	52	27	75	68	110	332
Location of play area	12%	6%	12%	19%	50%	100%
	39	21	39	62	163	324
Preservation of existing trees	14%	10%	18%	22%	36%	100%
	45	31	56	69	113	314

Note: The percentages for each of the scores are rounded to the nearest integer. When rounded, the percentages may not add up to 100% exactly.

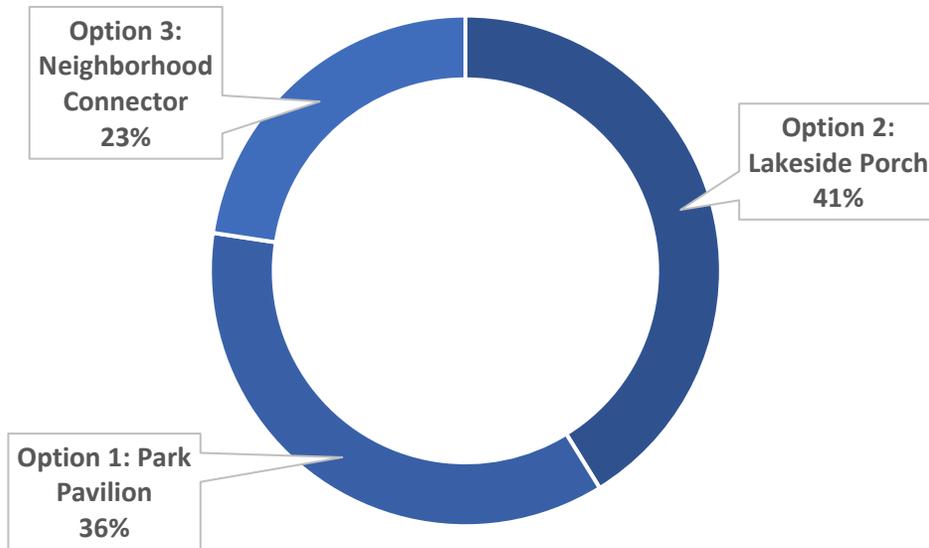
Question 4a | Which of the three design options do you like best?



Answers	Tally	Percentage
Option 2: Lakeside Porch	195	43%
Option 3: Neighborhood Connector	185	41%
Option 1: Park Pavilion	74	16%

Total respondents | 454

Question 4b | Which of the three design options is your second choice?



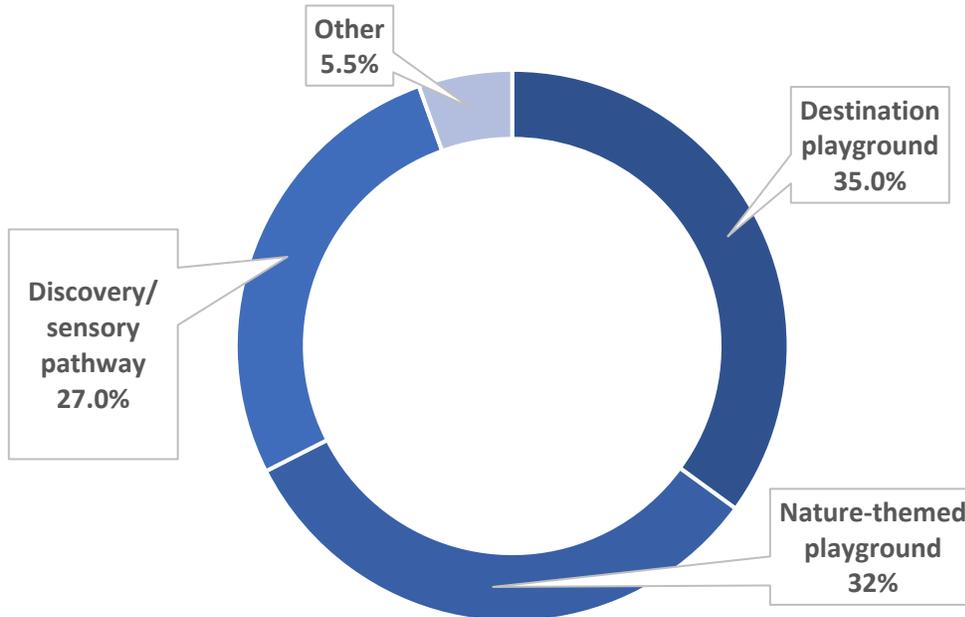
Answers	Tally	Percentage
Option 2: Lakeside Porch	173	41%
Option 1: Park Pavilion	152	36%
Option 3: Neighborhood Connector	95	23%

Total respondents | 420

Activities and Amenities

OUTDOORS

Question 1 | Due to its age, the existing playground needs to be replaced. What would you most like to see take its place? Select one.

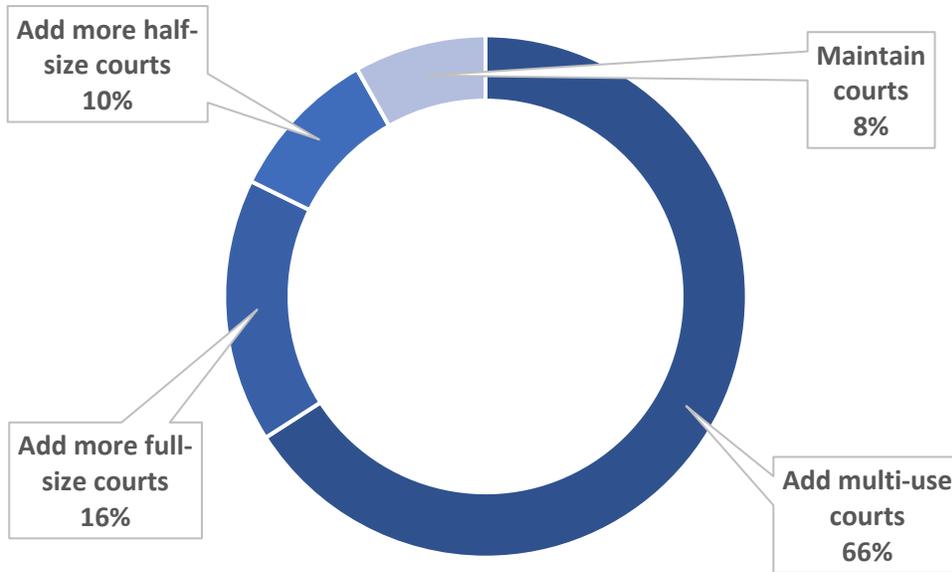


Answers	Tally	Percentage
A destination playground for everyone	83	35%
Nature-themed playground within the trees	77	32%
A series of play elements spread throughout the playground to create a discovery/sensory pathway	64	27%
Other	13	5%

Total respondents | 237

Note: The percentages for each of the scores are rounded to the nearest integer. When rounded, the percentages may not add up to 100% exactly.

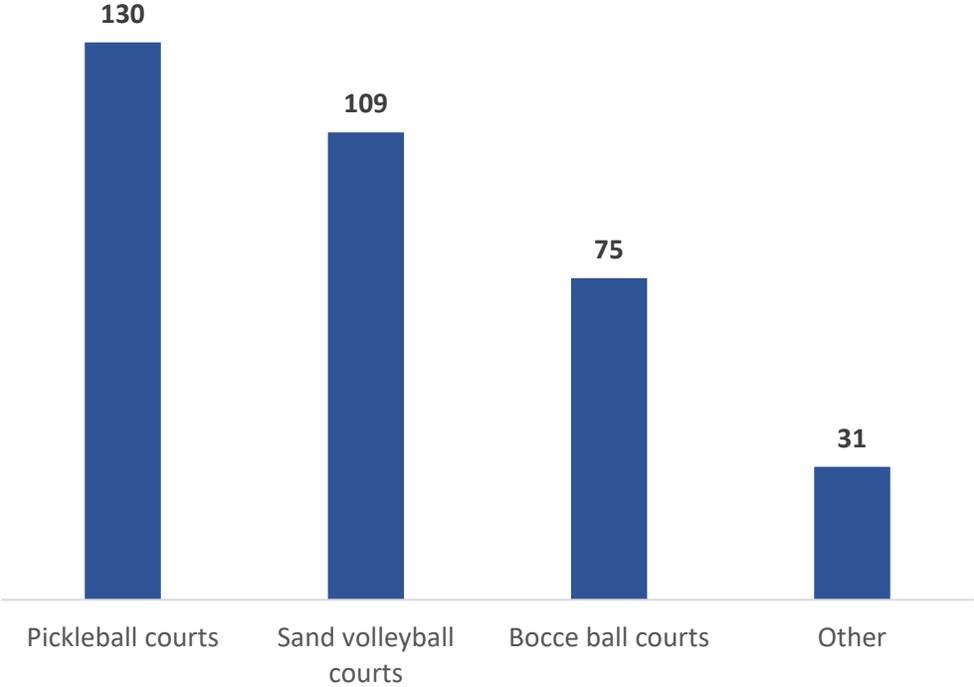
Question 2 | We will likely need to re-locate the existing [basketball] courts. What is most important to you? Select one.



Answers	Tally	Percentage
Add multi-use courts designed for multiple sports	145	66%
Add more full-size courts	36	16%
Add more half-size courts	21	10%
Maintain courts that were built with support from Seattle Supersonics NBA team	18	8%

Total respondents | 220

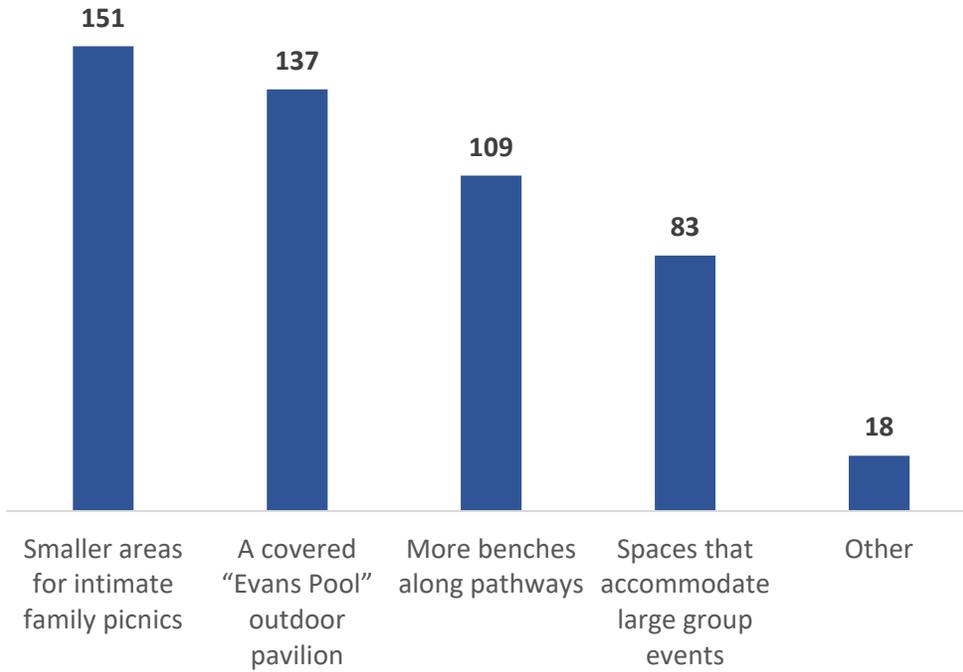
Question 3 | Which new elements you would like to see located here if we had room? Select all that apply.



Answers	Tally
Pickleball courts	130
Sand volleyball courts	109
Bocce ball courts	75
Other	31

Total respondents | 321

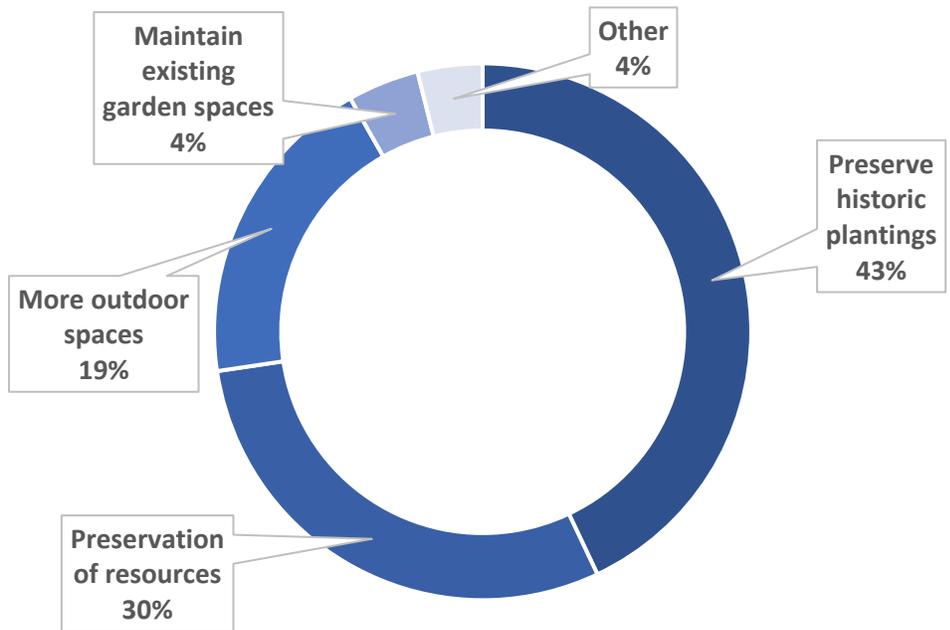
Question 4 | What types of gathering spaces would you most like to see around the new community center? Select all that apply.



Answers	Tally
Smaller areas for intimate family picnics	151
A covered "Evans Pool" outdoor pavilion	137
More benches along pathways	109
Spaces that accommodate large group events	83
Other	18

Total respondents | 321

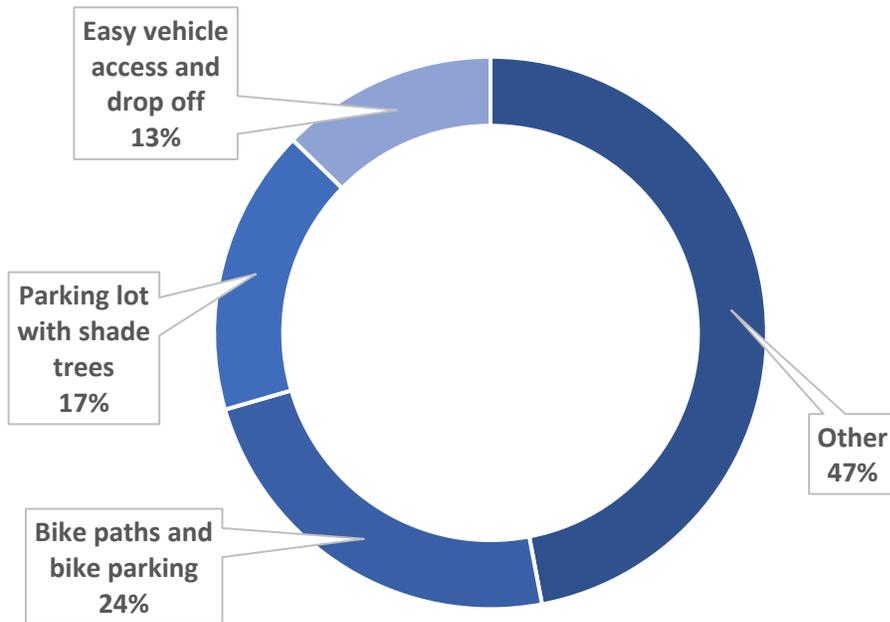
Question 5 | What is most important to you about the outdoor spaces around the new building? Select one.



Answers	Tally	Percentage
Preserve historic plantings and as many trees as possible	110	43%
Preservation of resources, such as water conservation and drought-tolerant plants	76	30%
More outdoor spaces for community center events to spill outside	49	19%
Maintain existing garden spaces	11	4%
Other	10	4%

Total respondents | 256

Question 6 | When using the site, what is most important to you? Select one.



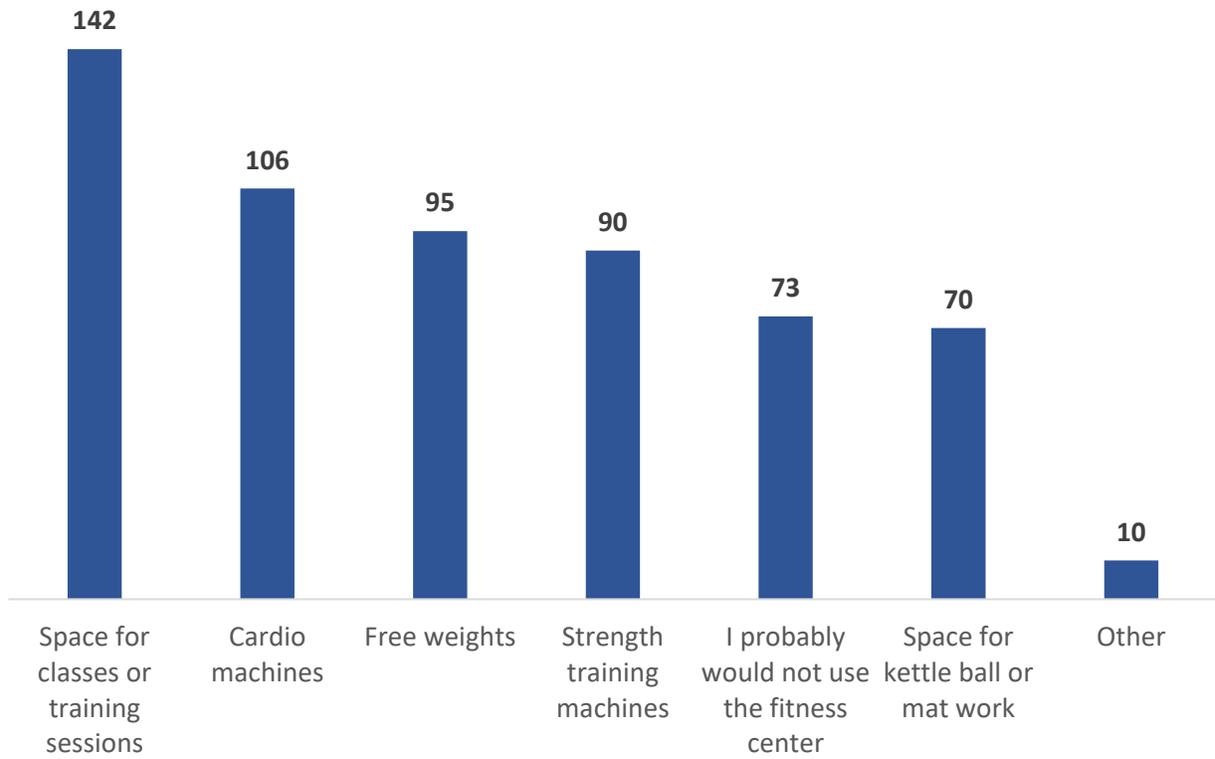
Answers	Tally	Percentage
Other	126	47%
Bike paths and plenty of bike parking	63	24%
A parking lot with plenty of shade trees	45	17%
Easy vehicle access and drop off	34	13%
Pedestrian paths to the building and lake	0	0%

Total respondents | 268

Note: The percentages for each of the scores are rounded to the nearest integer. When rounded, the percentages may not add up to 100% exactly.

COMMUNITY CENTER

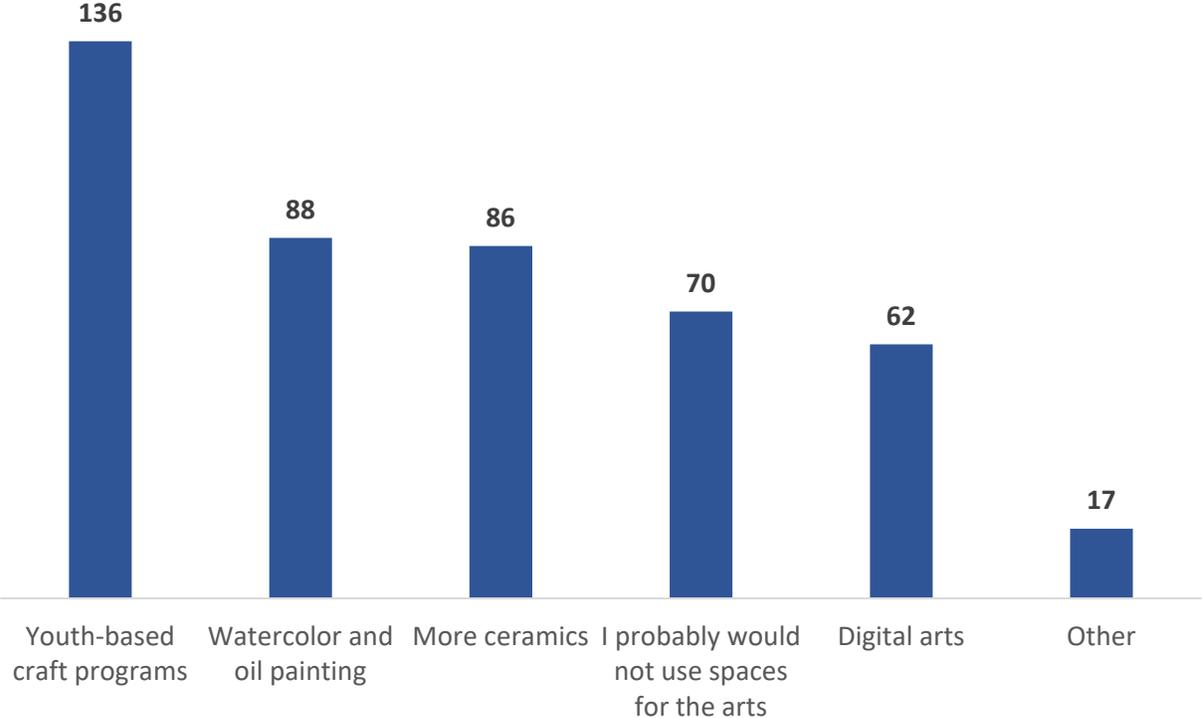
Question 7 | If the new facility included a fitness center, what equipment/amenities would you use most often? Select all that apply.



Answers	Tally
Space for classes or training sessions	142
Cardio machines	106
Free weights	95
Strength training machines	90
I probably would not use the fitness center	73
Space for kettle ball or mat work	70
Other	10

Total respondents | 321

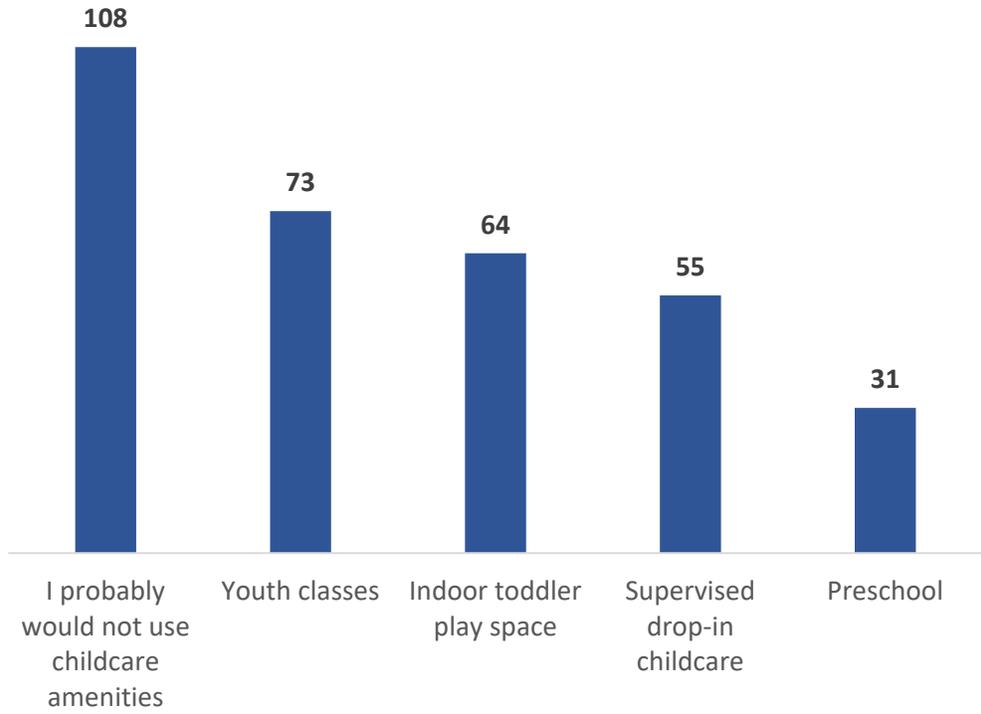
Question 8 | The current facility has space for the arts: ceramics, crafts, instruction. What art-related activities would be most important to accommodate in the new facility? Select all that apply.



Answers	Tally
Youth-based craft programs	136
Watercolor and oil painting	88
More ceramics	86
I probably would not use spaces for the arts	70
Digital arts	62
Other	17

Total respondents | 321

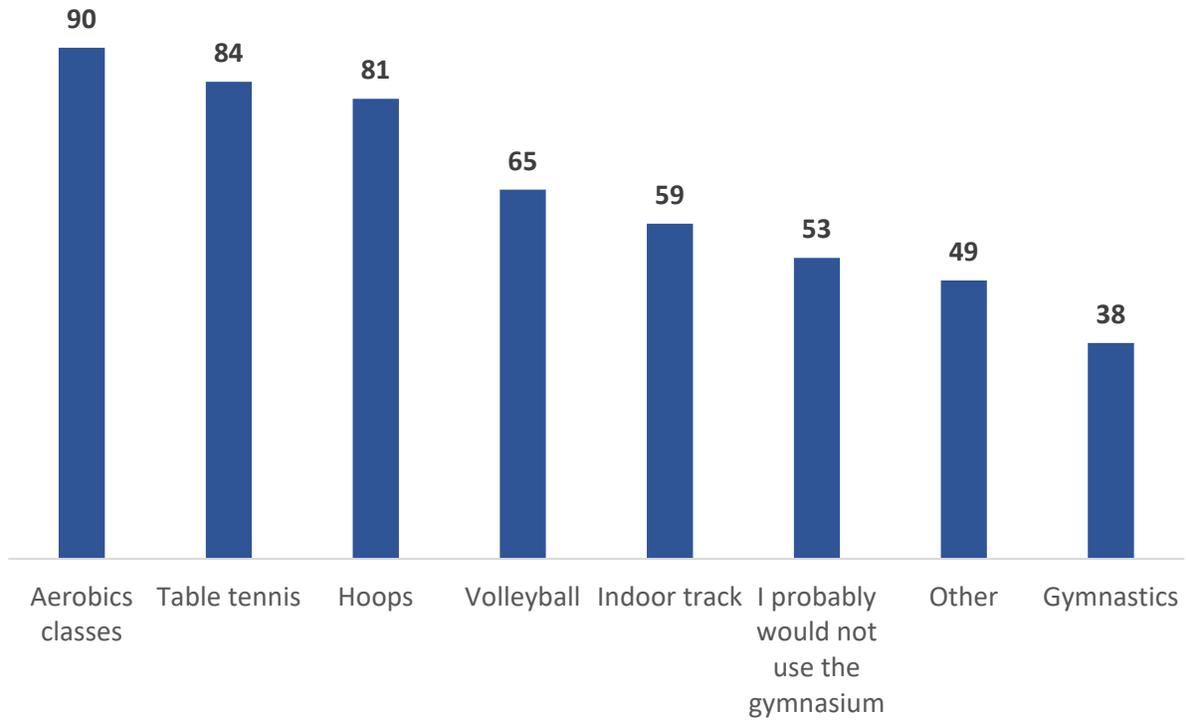
Question 9 | If you are a parent or caregiver, what childcare amenities in the new facility would be most valuable to you? Select all that apply.



Answers	Tally
I probably would not use childcare amenities	108
Youth classes	73
Indoor toddler play space	64
Supervised drop-in childcare	55
Preschool	31

Total respondents | 222

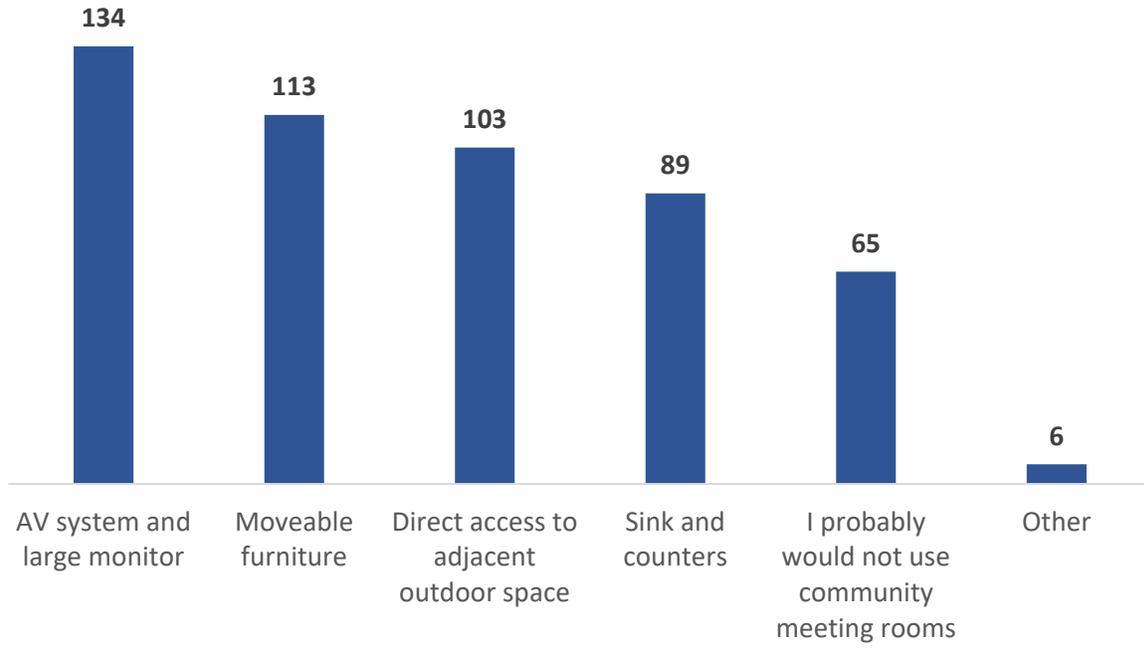
Question 10 | What activities would you most enjoy in a new gymnasium facility? Select all that apply.



Answers	Tally
Aerobics classes	90
Table tennis	84
Hoops	81
Volleyball	65
Indoor track	59
I probably would not use the gymnasium	53
Other	49
Gymnastics	38

Total respondents | 321

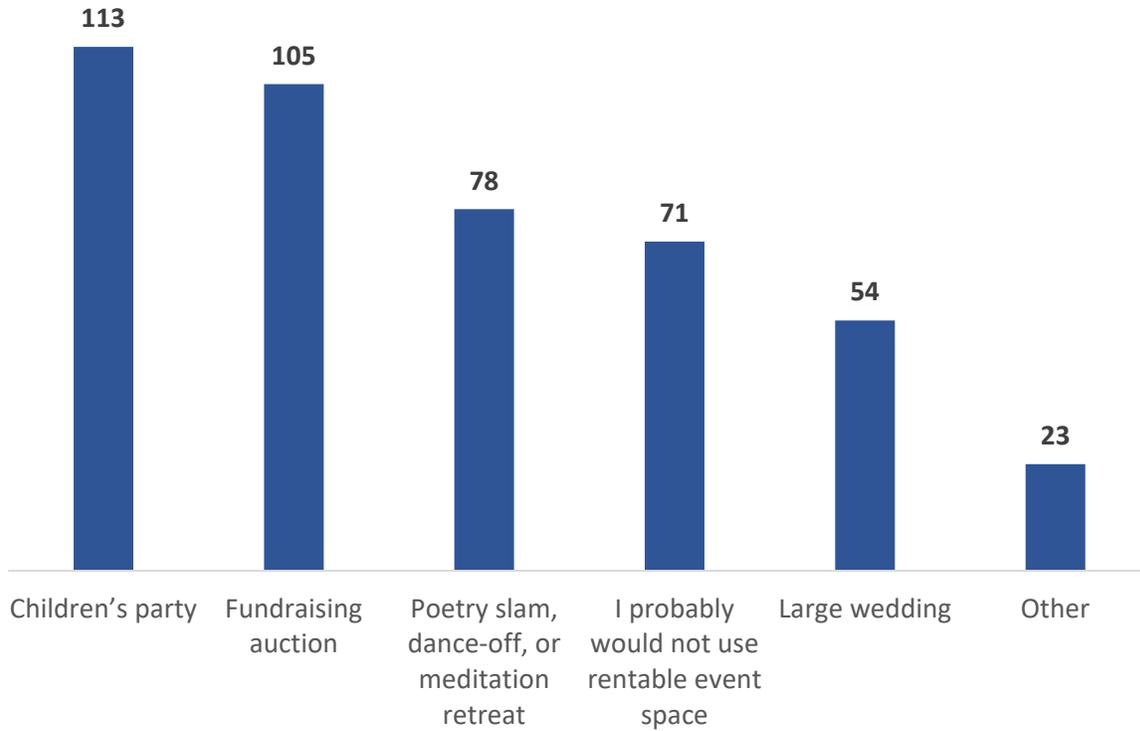
Question 11 | If the new community center had a variety of community meeting rooms, what features would be most desirable for your meetings or events? Select all that apply.



Answers	Tally
AV system and large monitor for presentations	134
Moveable furniture on wheels	113
Direct access to adjacent outdoor space	103
Sink and counters	89
I probably would not use community meeting rooms	65
Other	6

Total respondents | 321

Question 12 | If the new center had various sizes of rentable event space, what type of events would you most likely organize there? Select all that apply.

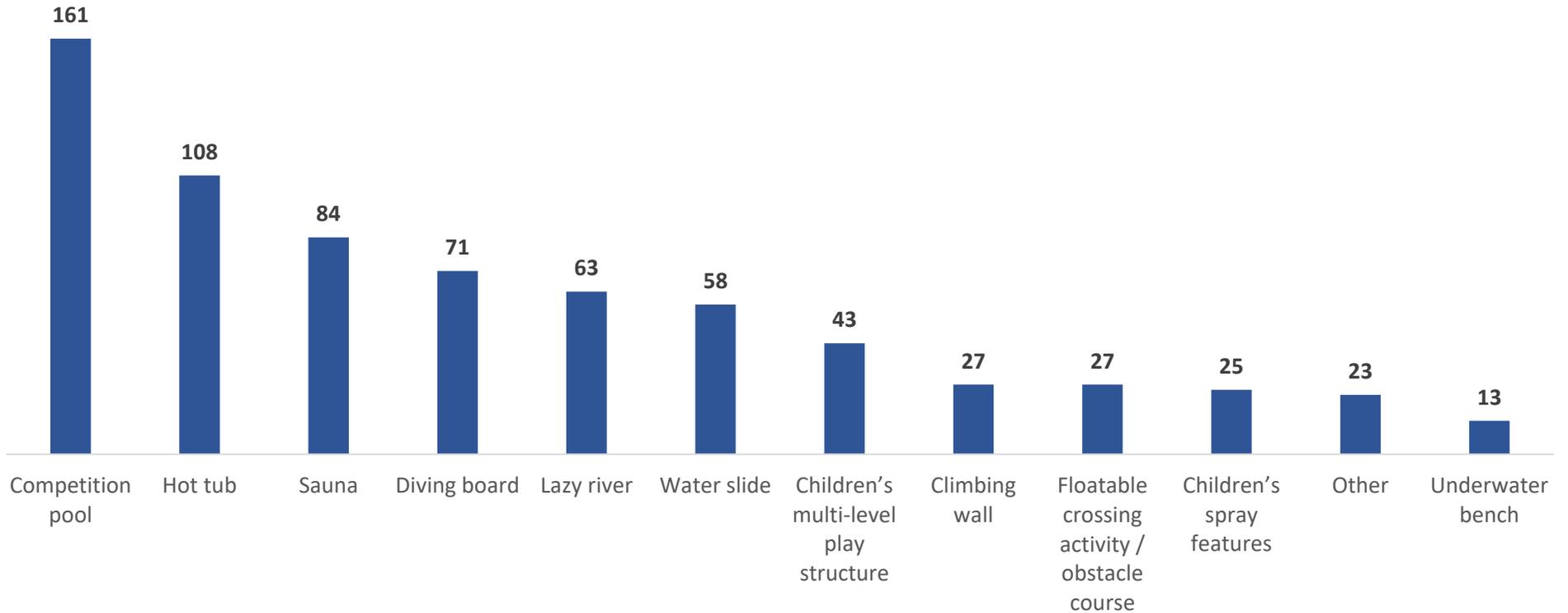


Answers	Tally
Children's party with dining space and access to the pool	113
Fundraising auction that capitalizes on lake views	105
Poetry slam, dance-off, or meditation retreat	78
I probably would not use rentable event space	71
Large wedding that would include use of catering kitchen and sound system	54
Other	23

Total respondents | 321

POOL

Question 13 | Parks is considering greatly expanding the space dedicated to aquatics programs. Which of the following would you use most frequently? Select all that apply.

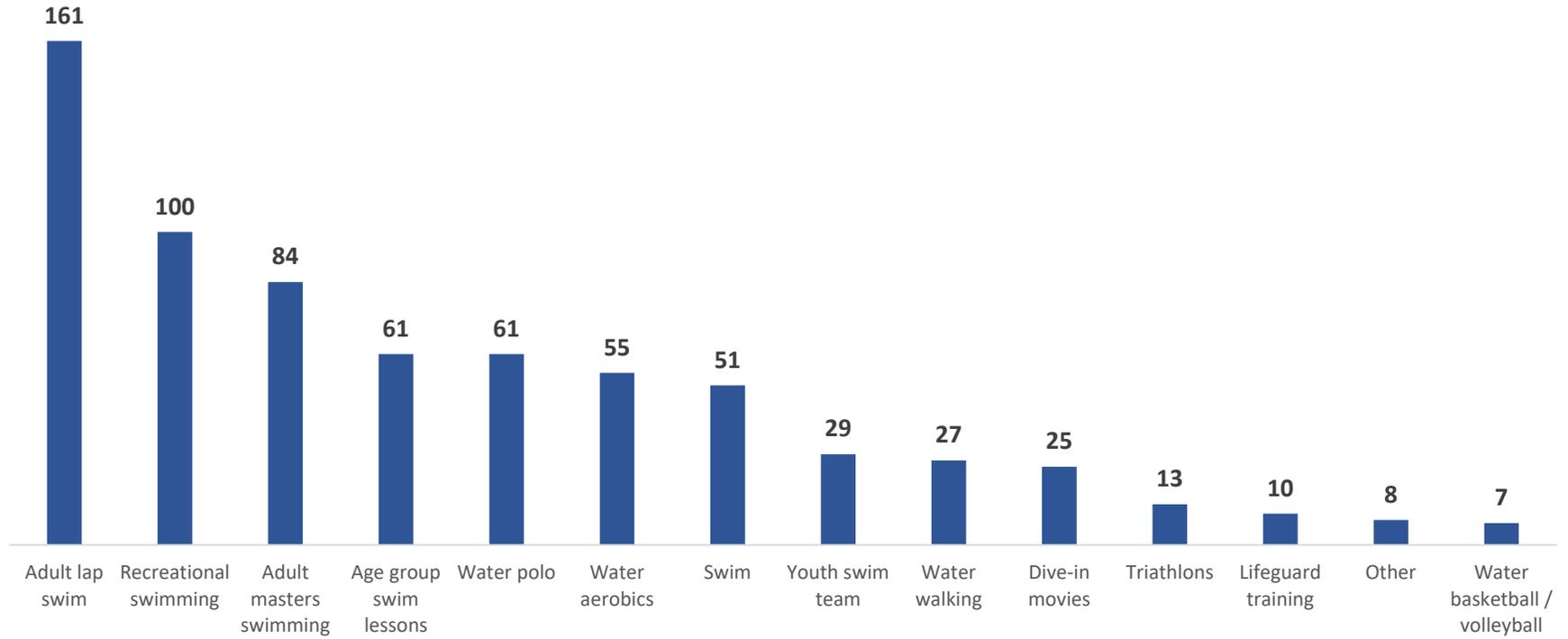


Question 13 cont. | Parks is considering greatly expanding the space dedicated to aquatics programs. Which of the following would you use most frequently? Select all that apply.

Answers	Tally
Competition pool	161
Hot tub	108
Sauna	84
Diving board	71
Lazy river	63
Water slide	58
Children's multi-level play structure	43
Climbing wall	27
Floatable crossing activity / obstacle course	27
Children's spray features	25
Other	23
Underwater bench	13

Total respondents | 321

Question 14 | Which of the following activities would you take part in most frequently? Select all that apply.

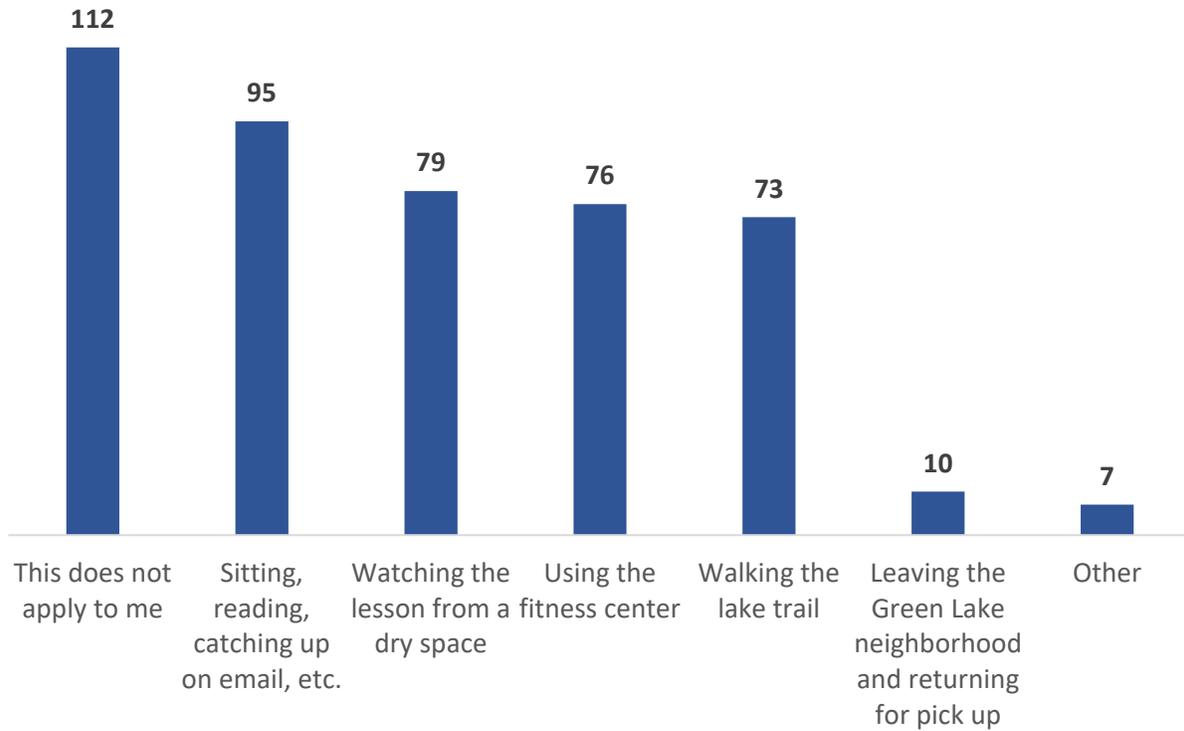


Question 14 cont. | Which of the following activities would you take part in most frequently? Select all that apply.

Answers	Tally
Adult lap swim	161
Recreational swimming	100
Adult masters swimming	84
Age group swim lessons	61
Water polo	61
Water aerobics	55
Swim	51
Youth swim team	29
Water walking	27
Dive-in movies	25
Triathlons	13
Lifeguard training	10
Other	8
Water basketball / volleyball	7

Total respondents | 321

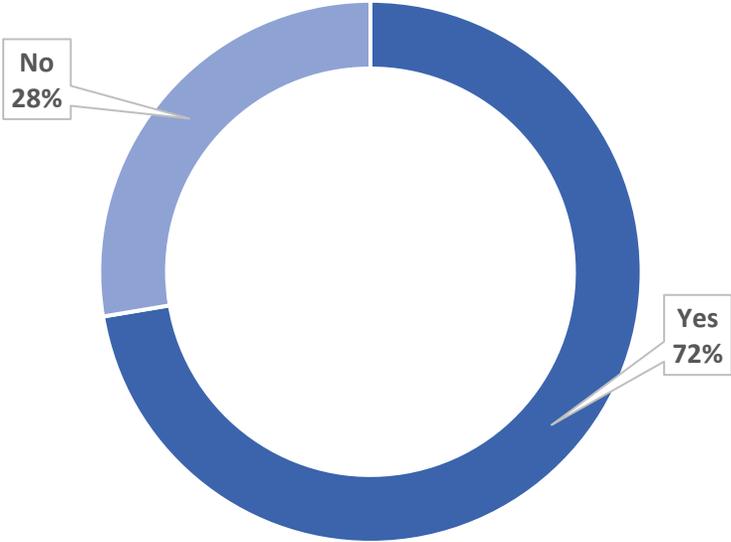
Question 15 | If you are parent/caregiver who drops off children for swim lessons, how would you typically spend the lesson time? Select all that apply.



Answers	Tally
This does not apply to me	112
Sitting, reading, catching up on email, etc., in a comfortable place	95
Watching the lesson from a dry space	79
Using the fitness center	76
Walking the lake trail	73
Leaving the Green Lake neighborhood and returning for pick up	10
Other	7

Total respondents | 321

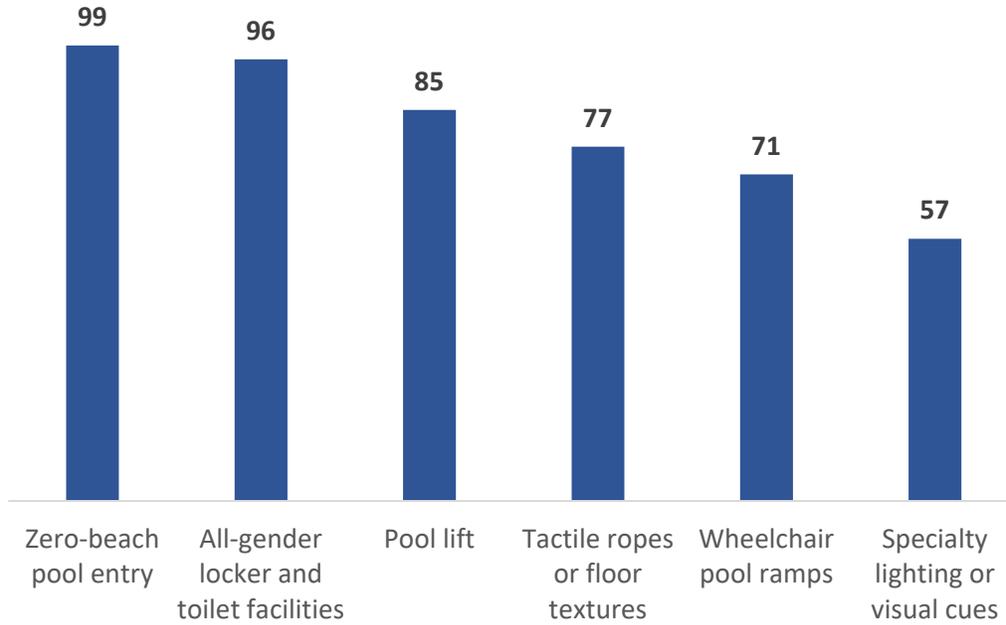
Question 16 | Would you consider having a party or special event at the pool if there was were an adjacent enclosed space for party rental reservations that could be reserved for a fee?



Answers	Tally	Percentage
Yes	178	72%
No	68	28%

Total respondents | 246

Question 17 | What features would make the pool facility more universally accessible, equitable and inclusive? Select all that apply.

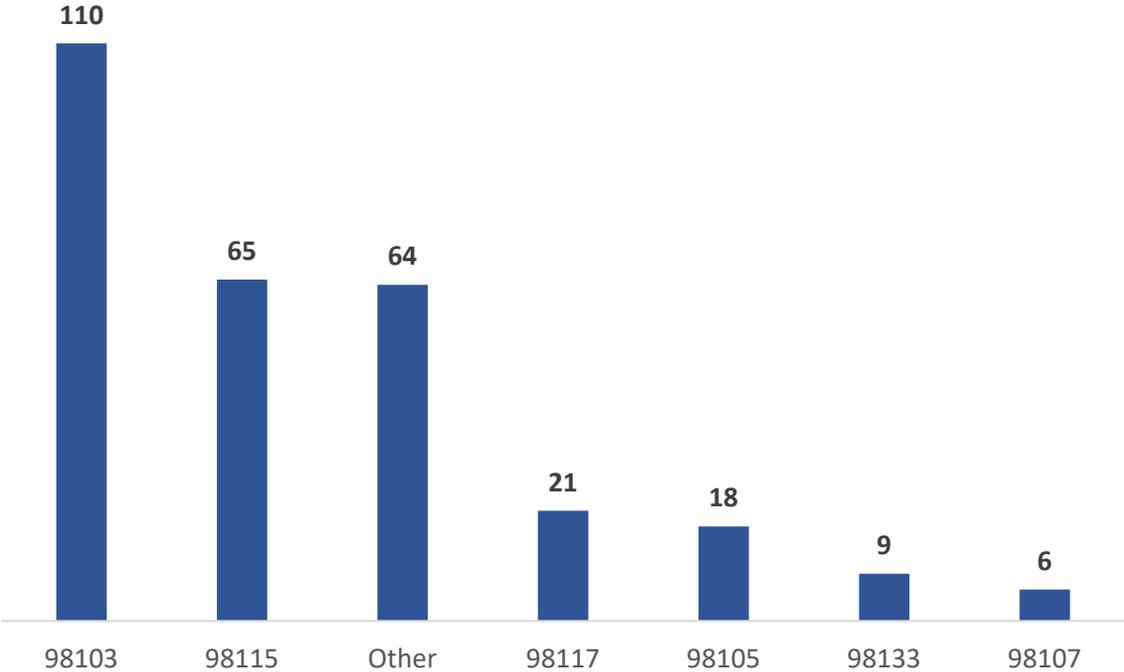


Answers	Tally
Zero-beach pool entry	99
All-gender locker and toilet facilities	96
Pool lift	85
Tactile ropes or floor textures	77
Wheelchair pool ramps	71
Specialty lighting or visual cues	57

Total respondents | 189

DEMOGRAPHIC QUESTIONS

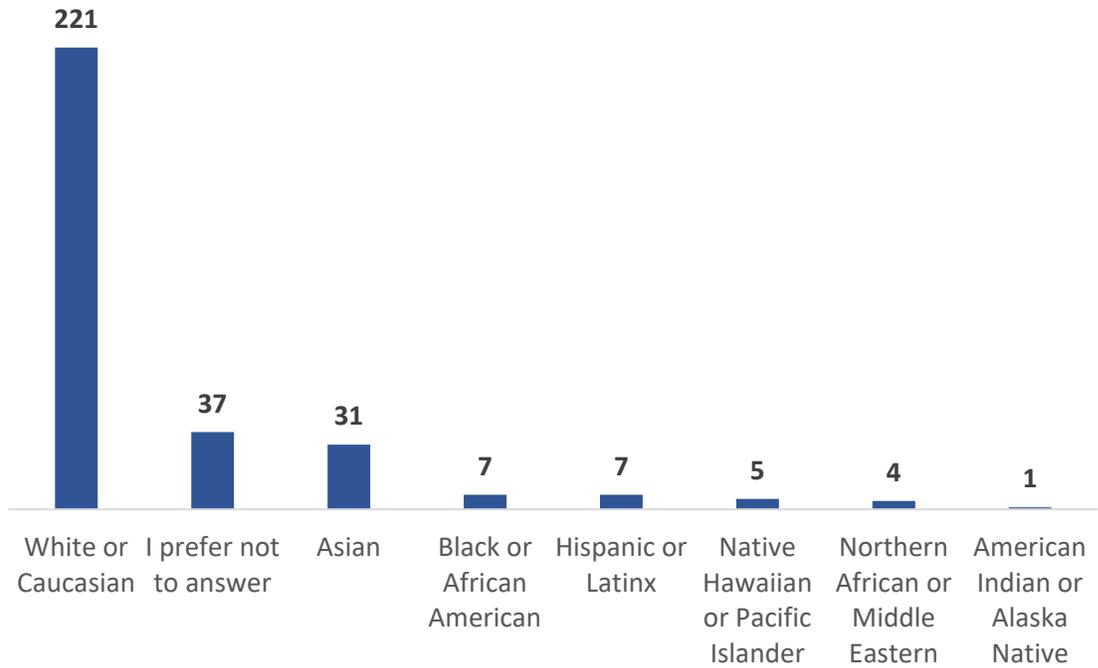
Question 1 | Please tell us the ZIP code you live in.



Answers	Tally	Percentage
98103	110	38%
98115	65	22%
Other	64	22%
98117	21	7%
98105	18	6%
98133	9	3%
98107	6	2%

Total respondents | 293

Question 2 | What ethnicity best describes you? Select all that apply.



Answers	Tally
White or Caucasian	221
I prefer not to answer	37
Asian	31
Black or African American	7
Hispanic or Latinx	7
Native Hawaiian or Pacific Islander	5
Northern African or Middle Eastern	4
American Indian or Alaska Native	1

Total respondents | 289

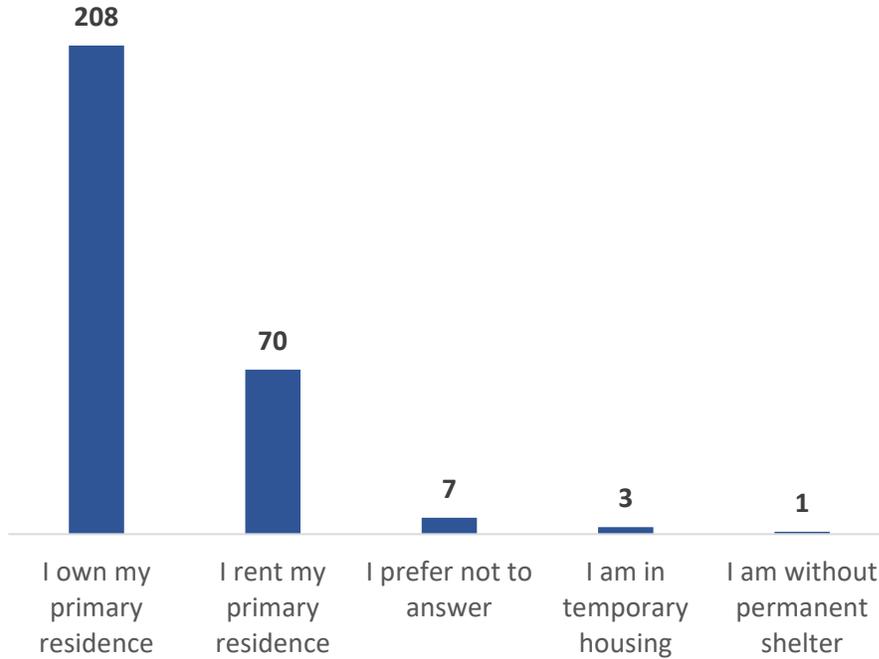
Question 3 | What is the primary language spoken in your home?



Answers	Tally	Percentage
English	276	96%
I prefer not to answer	8	3%
Mandarin (Simplified Chinese)	3	1%
Spanish	2	1%
Vietnamese	1	Less than 1%
Cantonese (Traditional Chinese)	0	0%
Korean	0	0%
Somali	0	0%
Tagalog	0	0%

Total respondents | 288

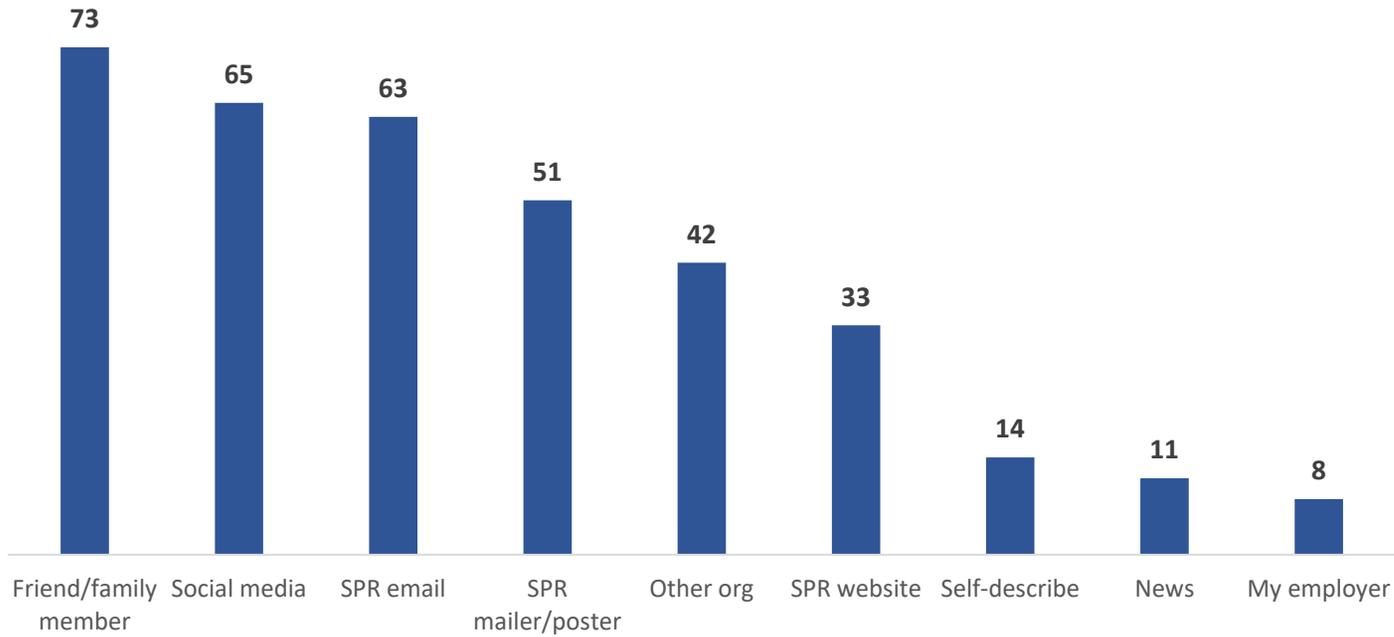
Question 4 | Which of the following best describes your current living condition?



Answers	Tally	Percentage
I own my primary residence.	208	72%
I rent my primary residence.	70	24%
I prefer not to answer.	7	2%
I am in temporary housing (ex. Staying with friends, shelter, or hotel).	3	1%
I am without permanent shelter.	1	Less than 1%

Total respondents | 289

Question 5 | How did you learn about this project? Select all that apply.



Answers	Tally
Friend or family member	73
Social media	65
Seattle Parks & Recreation email	63
Seattle Parks & Recreation mailer or poster	51
An organization I am involved with	42
Seattle Parks & Recreation website	33
Self-describe	14
News	11
My employer	8
I prefer not to answer	0

WEB ACTIVITY REPORT

URL | glcc.infocommunity.org

Users | 1,965

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

Sessions | 2,452

The number of times a user visited with the online open house.

Total pageviews | 6,649

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

Unique pageviews | 5,622

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 Home page on a Thursday and then came back to view again on a Friday, the total number of unique views of that page would be two.

Pages visited per session | 2.71

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

Session duration | 4 minutes, 1 second

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

Device use

Desktop | 53%

Mobile | 44%

Tablet | 3%

Top 5 traffic sources

Direct entry of URL | 55%

Email | 9%

Facebook | 9%

Seattle.gov | 7%

Twitter | 3%

ATTACHMENTS

APPENDIX A: Email sign-ups

APPENDIX B: Raw survey data