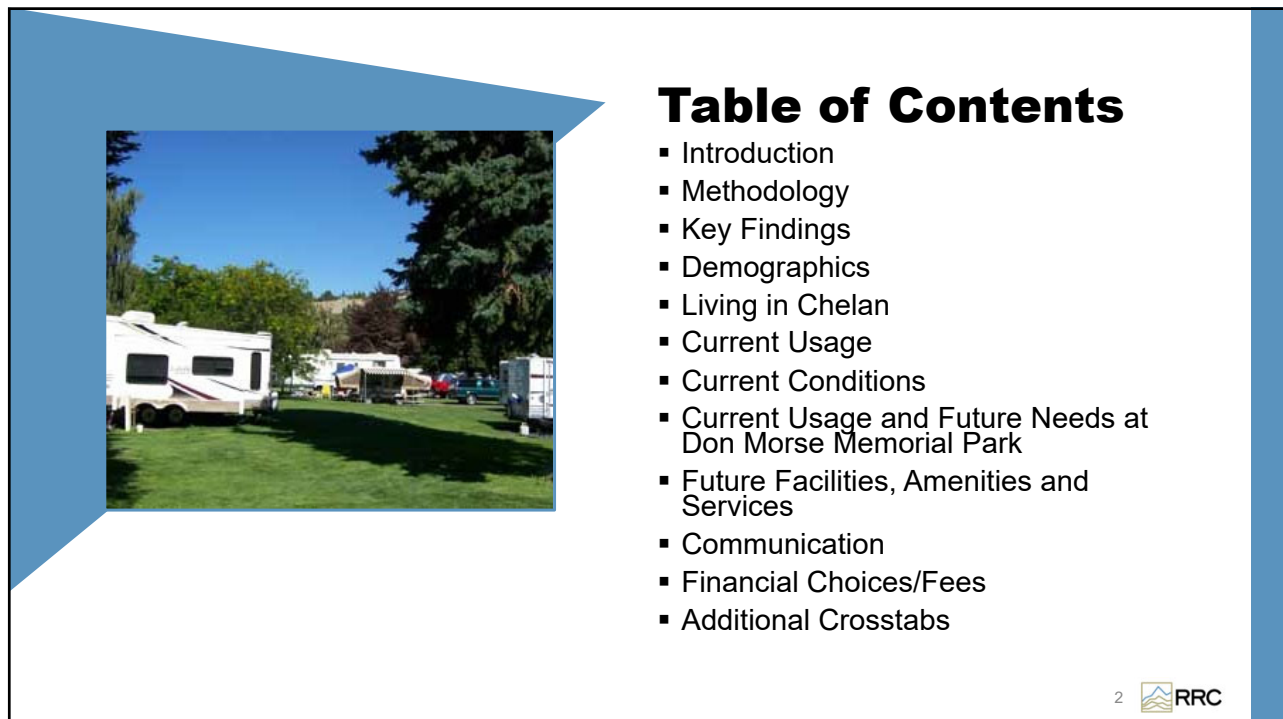




1



2

Introduction

- The purpose of this study was to gather resident and visitor feedback on the City of Chelan parks, recreation facilities, amenities, future planning, communications, and more.
- This survey research effort and subsequent analysis were designed to assist the City of Chelan in developing a plan to reflect the community's needs and desires.



3

Methodology

Primary methods:

1 = Statistically Valid (Invitation Survey)

Mailed survey with an option to complete online through password protected website & utility bill insert mailed to all residents.

2 = Open Link Survey

Online survey available to all residents of Chelan

1,591 Surveys delivered, Utility Bill insert sent to all households, Open Link Survey promoted



435 - Invitation Surveys Completed
+/- 4.4% Margin of Error



710 - Open Link Surveys Completed

1,145
Total
Surveys



4

Weighting the Data

1

The underlying data from the survey were weighted by age and ethnicity to ensure appropriate representation of **Chelan residents** across different demographic cohorts in the sample.



2

Using U.S. Census Data, the age and ethnicity distributions in the total sample were adjusted to more closely match the actual population profile of the **City of Chelan**.



5

Key Findings



PARK USAGE

Trails and paths, Don Morse Memorial Park, Lakeside Park, and Lake Chelan Golf Course are the most widely used parks and facilities in Chelan. Trails and paths have the highest daily/weekly use.



IMPORTANCE

On a scale of 1 to 5, with 5 being very important, invite respondents rated trails and path (4.1), Don Morse Memorial Park (3.8), and Lakeside Park (3.7) as the most important facilities or service to their household.



COMMUNICATION

There is significant room for improvement to better leverage communication efforts and information dissemination about parks and recreation to further create awareness in Chelan. 48% of overall respondents indicated that communication effectiveness is not effective, with an average score of 2.5 (on a scale of 1 to 5).



NEEDS MET

In terms of facilities meeting the needs of the community, invite respondents rated the Lake Chelan Golf Course (4.1), Lakeshore Marina (3.9), and Lakeshore RV Park (3.8) as meeting the needs for facilities and services the best. AAU Youth Sports and Summer Day Camps rated lowest at 3.0 and 3.3, respectively.



6

Key Findings



INCREASE USE

Additional facilities and amenities, better condition/maintenance, and improved communication are the top 3 items that if addressed would assist in household use of parks and recreation in Chelan.



FUTURE NEEDS

Top 3 combined highest priorities are additional public access to waterfront, more trails and bike paths within parks and recreation facilities, and improved connectivity to parks and trails from Downtown core. A second tier of priorities includes developing an open-air covered multi-use space, additional youth sports opportunities, and additional dog park facilities.



FUNDING SOURCES

More than half of respondents indicate that they would probably or definitely support all of the proposed funding sources, except for Development fees in Lieu, increased property tax, or new local option sales tax to fund their top 3 future needs for Chelan. Greatest support is behind corporate donations, fundraising campaigns, a lodging tax, and more private/public partnerships.



TRANSPORTATION TO PARKS

A motor vehicle is the most typical form of transportation to parks and recreation facilities. Walking and running is another widely used mode of transportation, as 56% of respondents report walking/running to parks or recreation facilities in Chelan.

7



7

Key Findings for Don Morse Memorial Park



PARK USAGE

Restrooms, beach, swimming/lake access, open lawn and walking paths are the most used amenities at Don Morse Memorial Park. Tennis courts and jet ski/motorboat rentals are the least used amenities.



HIGH PRIORITIES

Invite and Open Link respondents differ slightly in Top 2 highest priorities at Don Morse Memorial Park. Invite respondents list improved parking and new restrooms as their top 2 "First Choice" highest priorities. For open link respondents, their top 2 "First Choice" are improved parking and dog parks. Overall, the top 2 combined "First Choice" & "Second Choice" highest priorities are improved parking, new restrooms, ice skating rink, splash pad and dog parks.



RELOCATION

Overall, respondents would prefer to not relocate any of the amenities at Don Morse Memorial Park. Of the listed options, Go-Karts were the highest amenity to relocate, followed by tennis courts.

8



8

Demographics

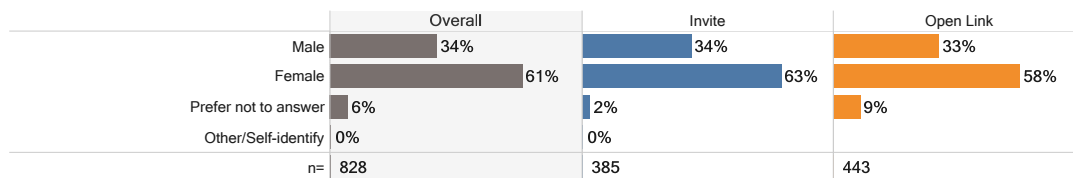


9

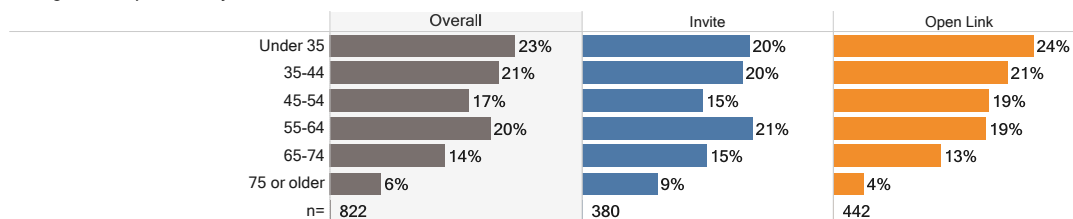
Gender & Age

Respondent gender and age.

Q: Please indicate the gender with which you identify: by "Source"



Q: Age of Respondent by "Source"



10

Ethnicity & Race

Respondent ethnicity and race.

Q: Are you of Hispanic, Latino, or Spanish origin? by " Source"

	Overall	Invite	Open Link
No	78%	70%	85%
Yes	22%	30%	15%
n=	780	357	423

Q: What race do you consider yourself to be? (Check all that apply) by " Source"

	Overall	Invite	Open Link
White	87%	88%	86%
Some other race	12%	9%	13%
American Indian or Alaska Native	2%	2%	2%
Asian	2%	2%	1%
Black or African American	1%	0%	1%
Native Hawaiian or Other Pacific Islander	0%	0%	0%
n=	765	357	408



11

Household Makeup

Household status.

Q: Which of these categories best applies to your household? by " Source"

	Overall	Invite	Open Link
Couple with children at home	41%	40%	42%
Couple, children no longer at home (empty nester)	22%	23%	21%
Couple, no children	12%	17%	9%
Single, no children	11%	11%	11%
Multi-generational home (grandparents, parents, children)	7%	6%	9%
Single, children no longer at home (empty nester)	4%	3%	4%
Single with children at home	2%	1%	4%
n=	805	382	423

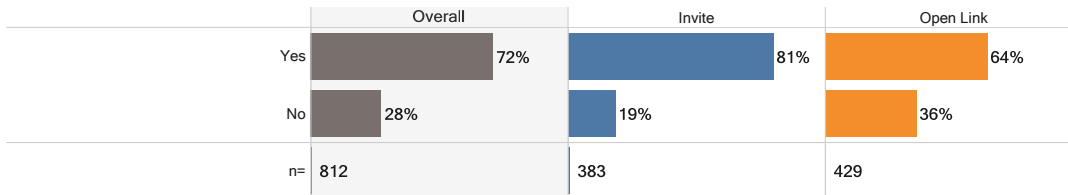


12

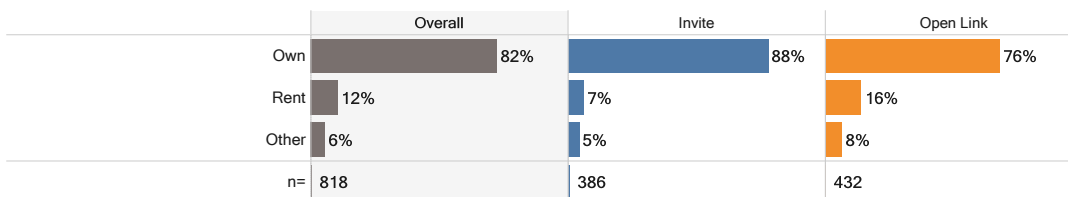
Voter Registration Status & Residence Ownership

Registered voter and residence ownership.

Q: Are you a registered voter in the City of Chelan? by "Source"



Q: Do you own or rent your residence? by "Source"

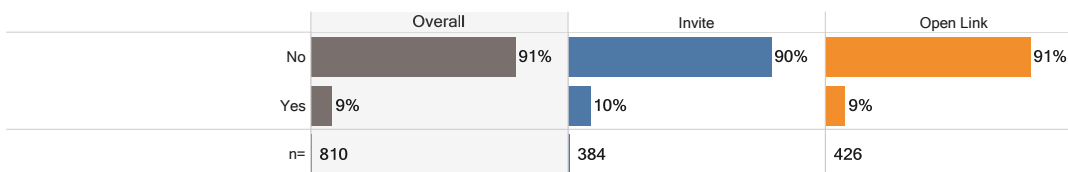


13

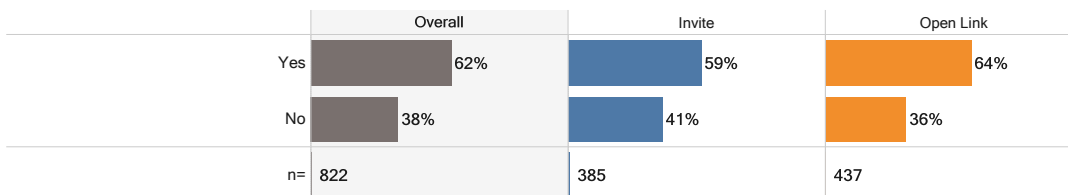
ADA-Accessibility & Dogs

ADA needs and dog ownership.

Q: Does your household have a need for ADA-accessible (Americans with Disabilities) facilities and services? by "Source"



Q: Do you or a member of your household own a dog? by "Source"

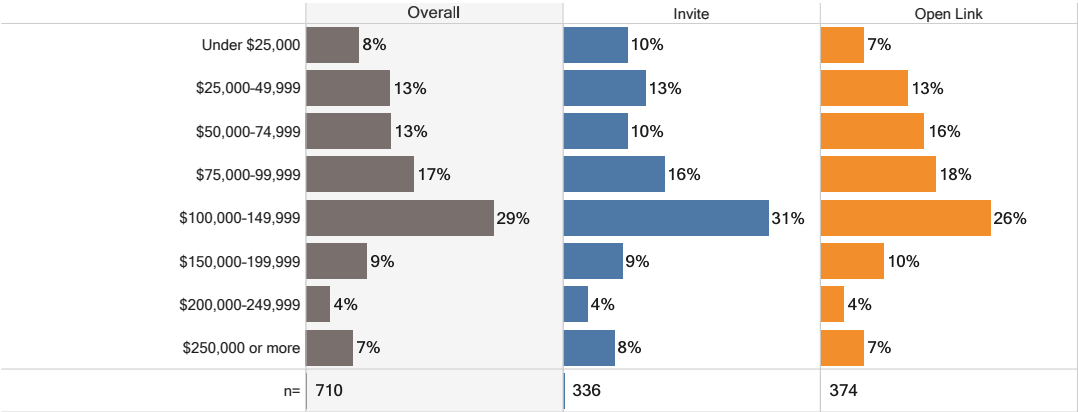


14

Income

Household income.

Q: Which of these categories best describes the total gross annual income of your household (before taxes)? by " Source"



15

Living in Chelan

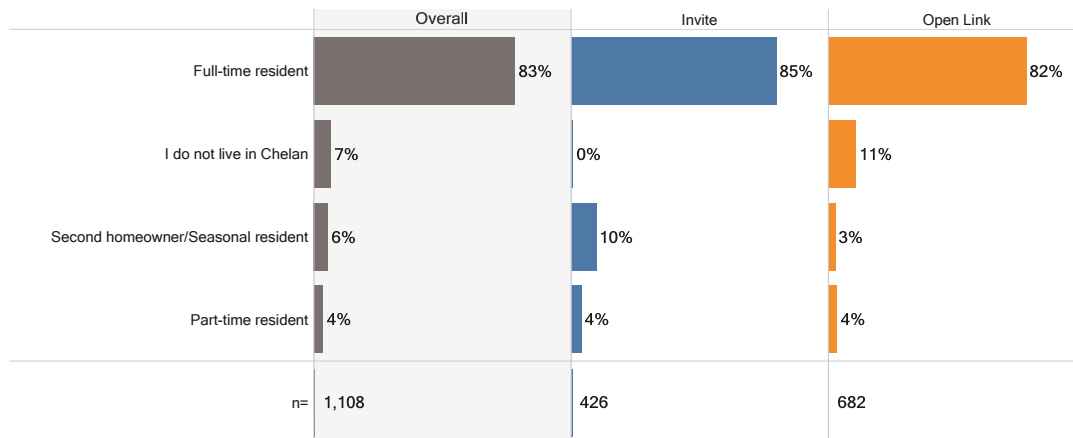


16

Type of Residency in Chelan

The majority of respondents are full-time residents of Chelan.

Q: Which option best describes your residency in Chelan? by " Source"

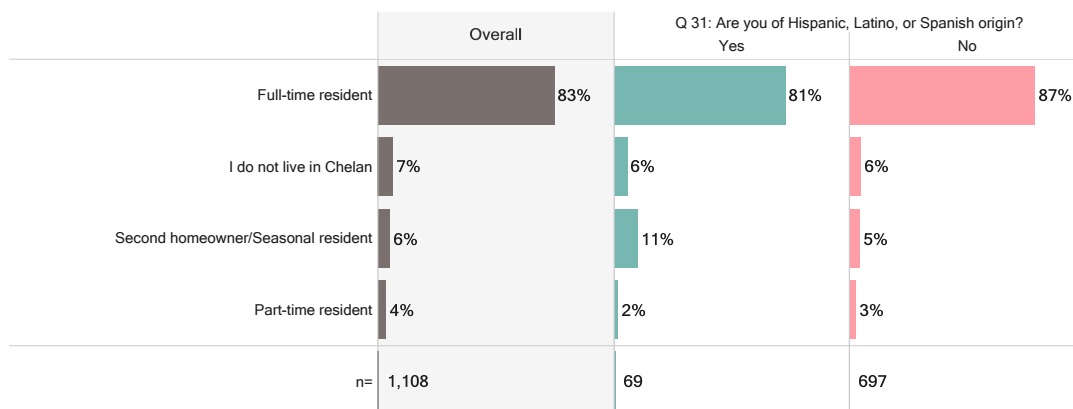


17

Type of Residency in Chelan by Ethnicity

11% of Hispanic/Latino/Spanish origin respondents are second homeowners/seasonal residents of Chelan.

Q: Which option best describes your residency in Chelan? by "Q 31: Are you of Hispanic, Latino, or Spanish origin? "

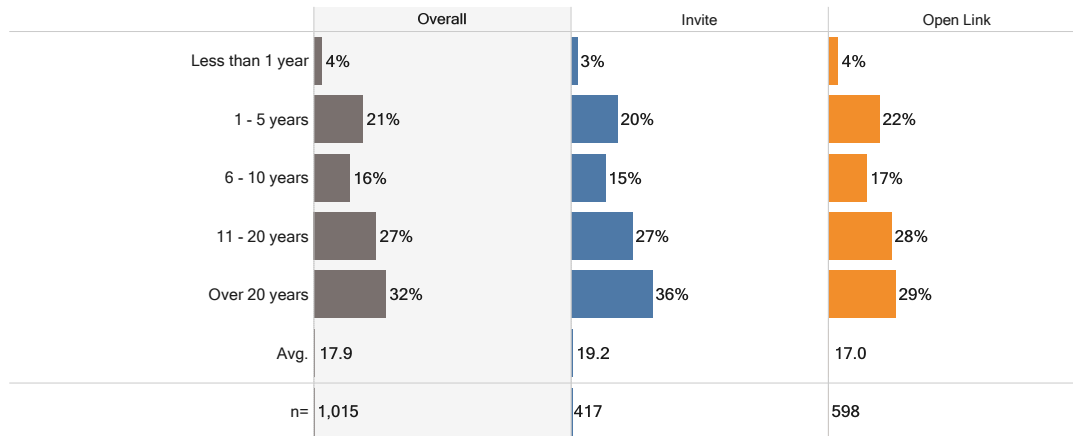


18

Length of Time in Chelan

Respondent tenure in Chelan.

Q: How long have you lived in Chelan? by "Source"

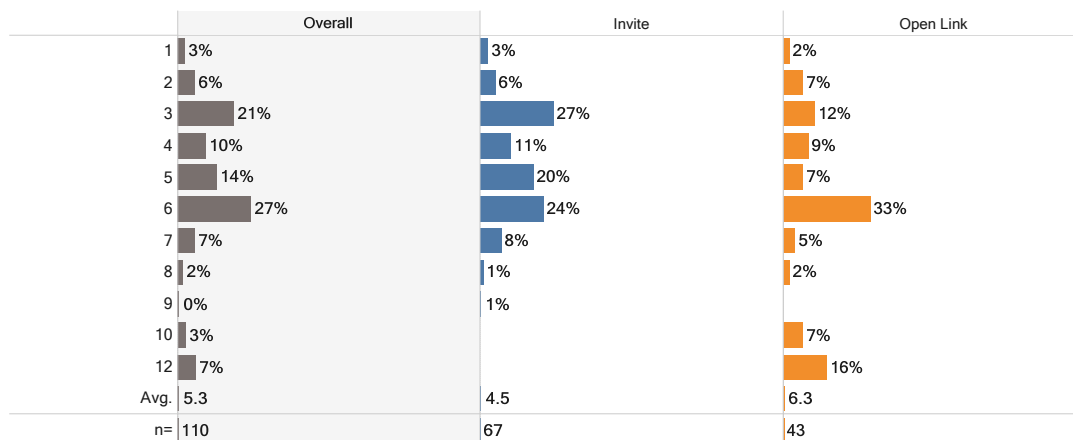


19

Part-time Residents

72% of part-time residents and second homeowners spend 3-6 months per year in Chelan.

Q: (Part-time Residents & Second Homeowners) How many months per year do you live in Chelan? by "Source"

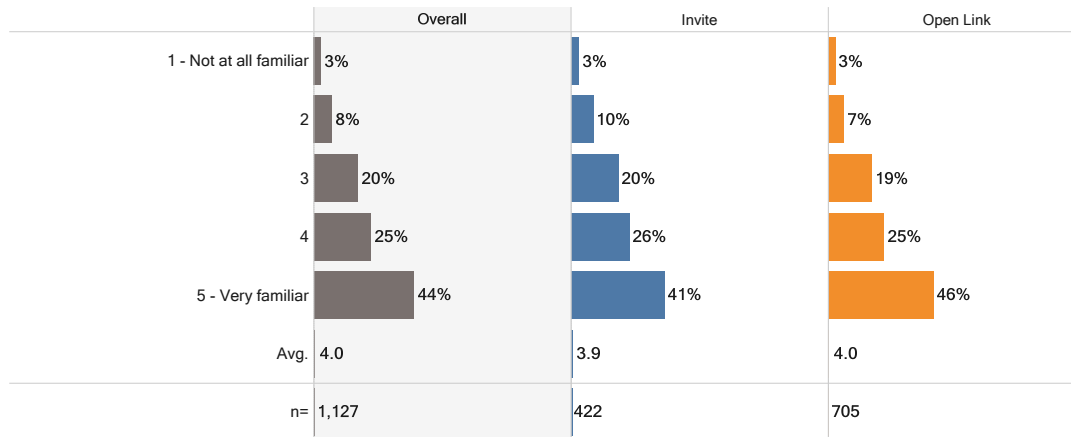


20

Familiarity with Parks and Recreation Facilities

67% of the Invite Sample is familiar or very familiar with the parks, recreation facilities, and services offered by Chelan. In comparison, 71% of the open link sample are familiar or very familiar.

Q: How familiar are you with parks, recreation facilities and services in Chelan? by "Source"



21

Current Usage



22

Frequency of Use

Q: How often do you or members of your household use Chelan parks, recreation facilities and services? by "Source"

Rating Category	Crosstab by:	n=	Percent Responding:				
			Have not used	Daily	Weekly	Monthly	Yearly
Trails/paths	Invite	407	15%	18%	26%	21%	20%
	Open Link	628	13%	9%	29%	29%	19%
Don Morse Memorial Park	Invite	416	12%	4%	23%	24%	37%
	Open Link	630	10%	9%	26%	29%	26%
Lakeside Park	Invite	412	17%	6%	9%	28%	41%
	Open Link	623	13%	7%	16%	27%	36%
Lake Chelan Golf Course	Invite	404	44%	2%	18%	9%	26%
	Open Link	621	39%	4%	14%	14%	30%
AAU Youth Sports	Invite	393	69%	2%	4%	11%	15%
	Open Link	621	62%	3%	7%	9%	20%
Lakeshore Marina	Invite	394	66%	0%	4%	8%	22%
	Open Link	619	55%	2%	5%	11%	27%
Lakeshore RV Park	Invite	395	83%	0%	2%	3%	11%
	Open Link	621	72%	2%	3%	6%	18%
Gym Walking	Invite	391	88%	5%	2%	3%	2%
	Open Link	618	82%	4%	4%	5%	5%
Summer Day Camps	Invite	393	91%	0%	0%	1%	8%
	Open Link	617	84%	1%	2%	3%	10%



23

Transportation to Parks or Recreation Facilities

A motor vehicle is the most typical form of transportation to parks and recreation facilities. Walking and running is another widely used mode of transportation, as 56% of overall respondents report walking/running to parks or recreation facilities in Chelan.

Q: How do you or members of your household get to parks or recreation facilities in Chelan? (Check all that apply) by "Source"

	Overall	Invite	Open Link
Motor vehicle (e.g., car, motorcycle)	88%	88%	87%
Walking/running	56%	57%	55%
Bicycle	26%	33%	21%
Electric vehicle	6%	6%	7%
Public transportation	3%	2%	4%
N/A - I don't use parks or recreation facilities	4%	5%	3%
Other	5%	8%	3%
n=	1,015	416	599

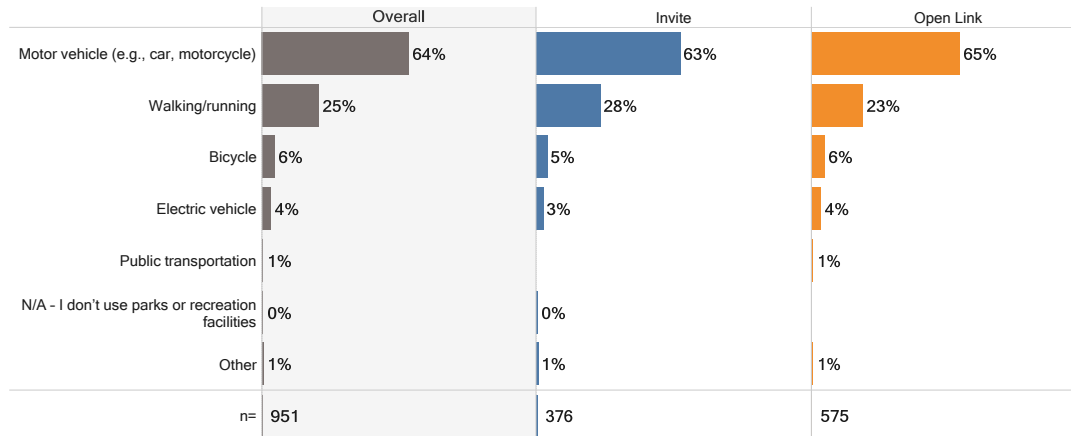


24

Preferred Mode of Transportation

A motor vehicle is the most preferred mode of transportation, followed by walking or running.

Q: From the list in the previous question, what is your preferred way of getting there? by "Source"

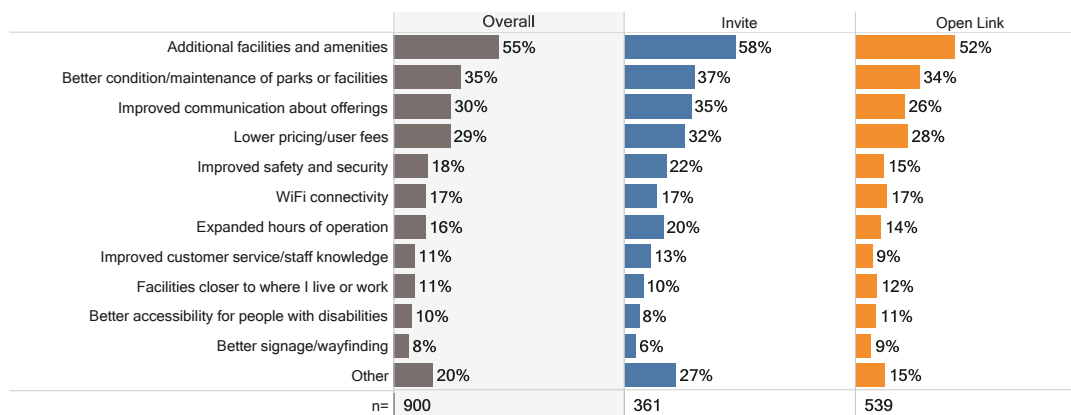


25

Assistance to Use Parks and Recreation Facilities

Invite respondents indicate that additional facilities and amenities, better condition/maintenance, improved communication and lower pricing would assist their use of parks and recreation facilities the most.

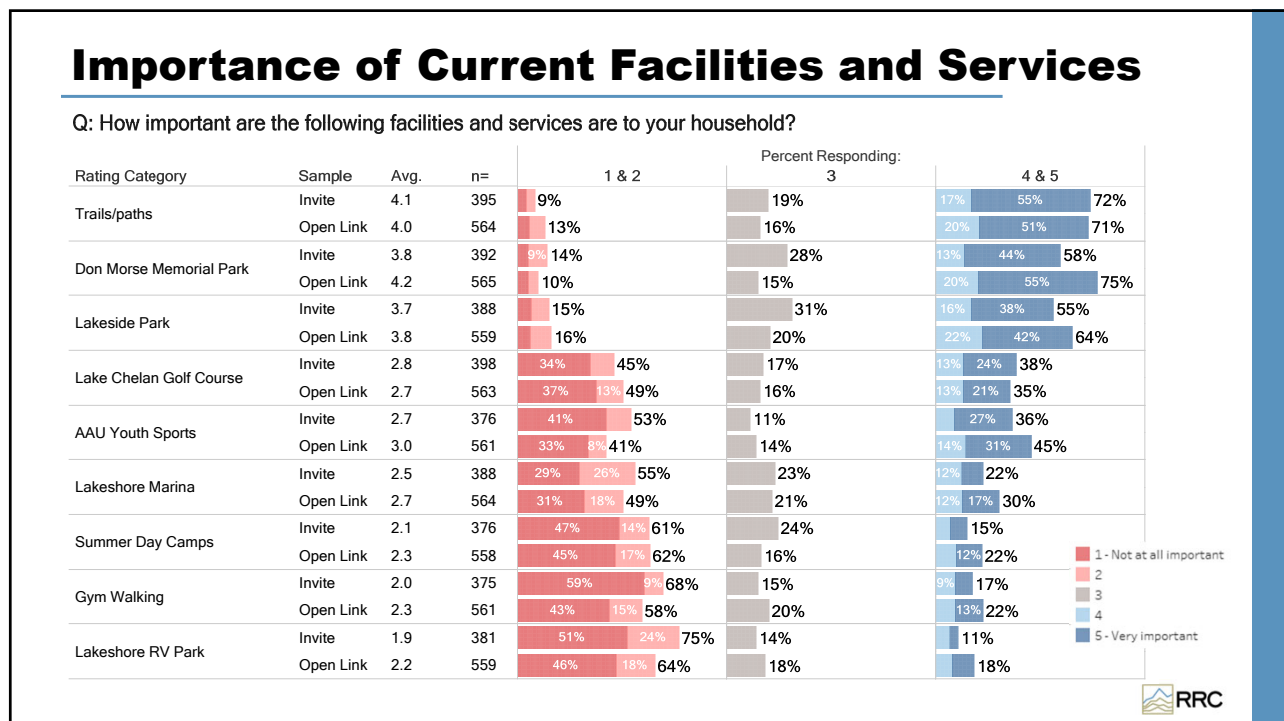
Q: What would assist you or members of your household to use parks and recreation facilities? (Check all that apply) by "Source"



26



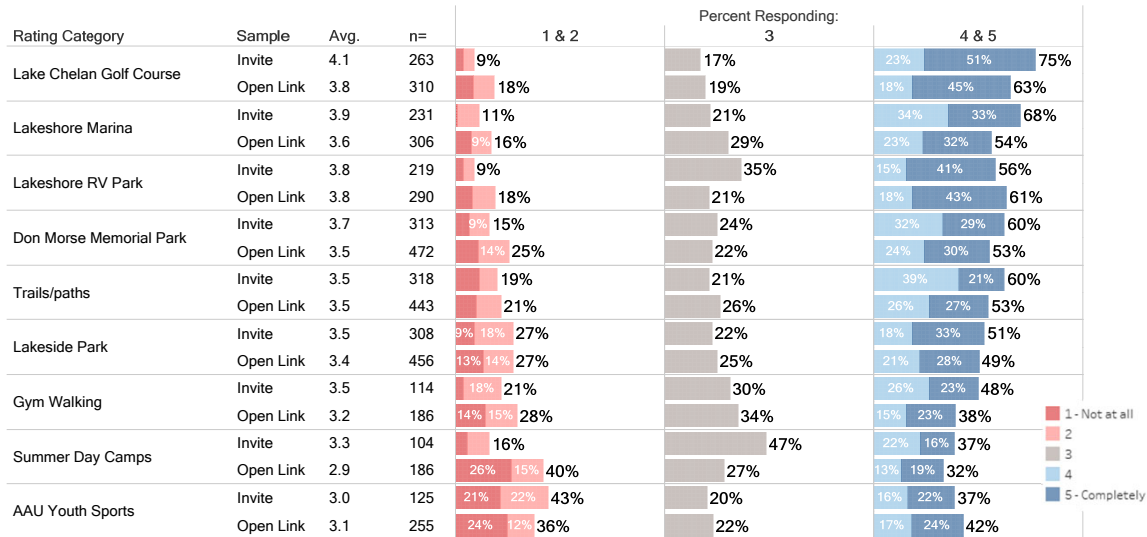
27



28

Needs Met of Current Facilities and Services

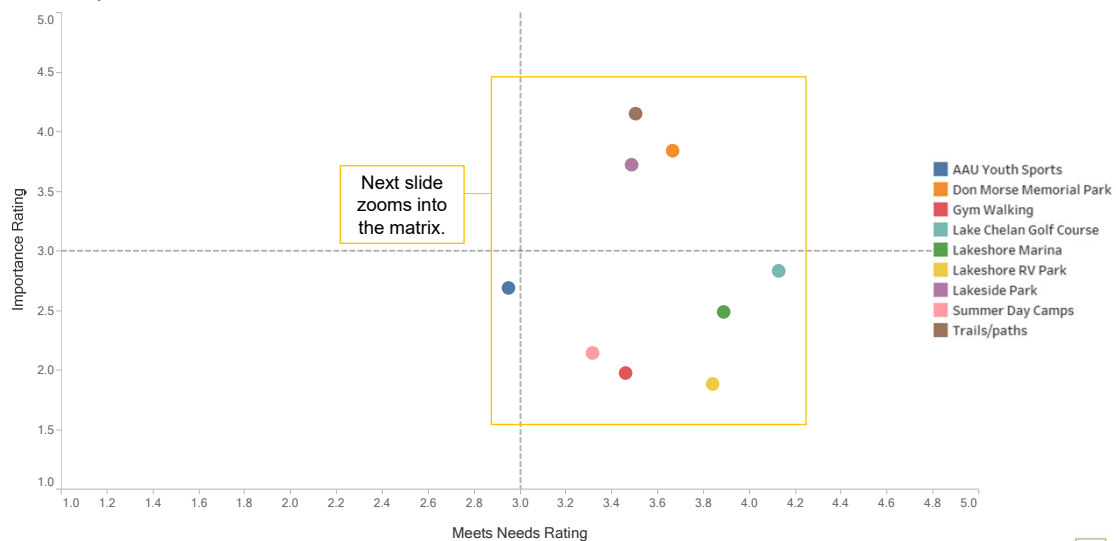
Q: How do you think they are currently meeting the needs of the community?



29

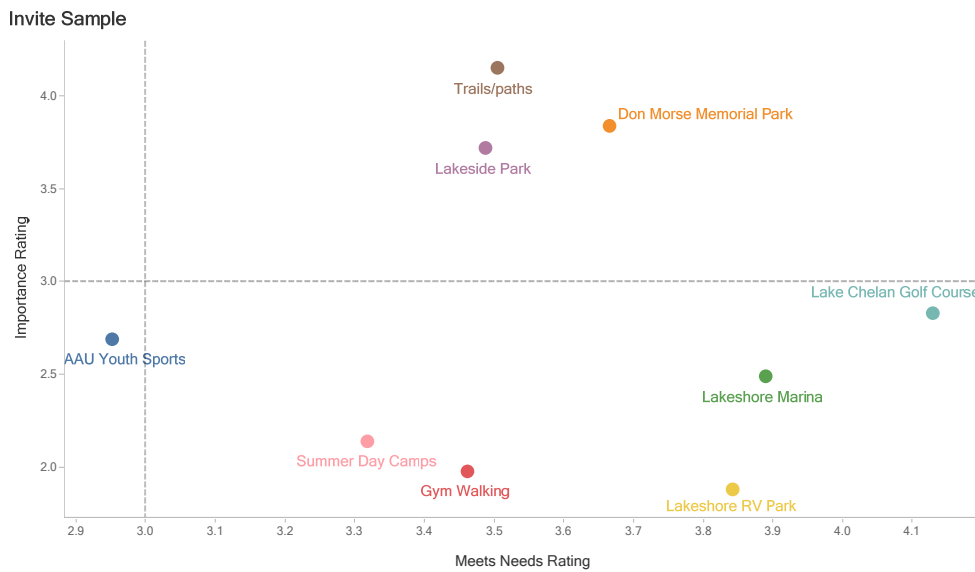
Importance/Performance Matrix By Invite Sample

Invite Sample



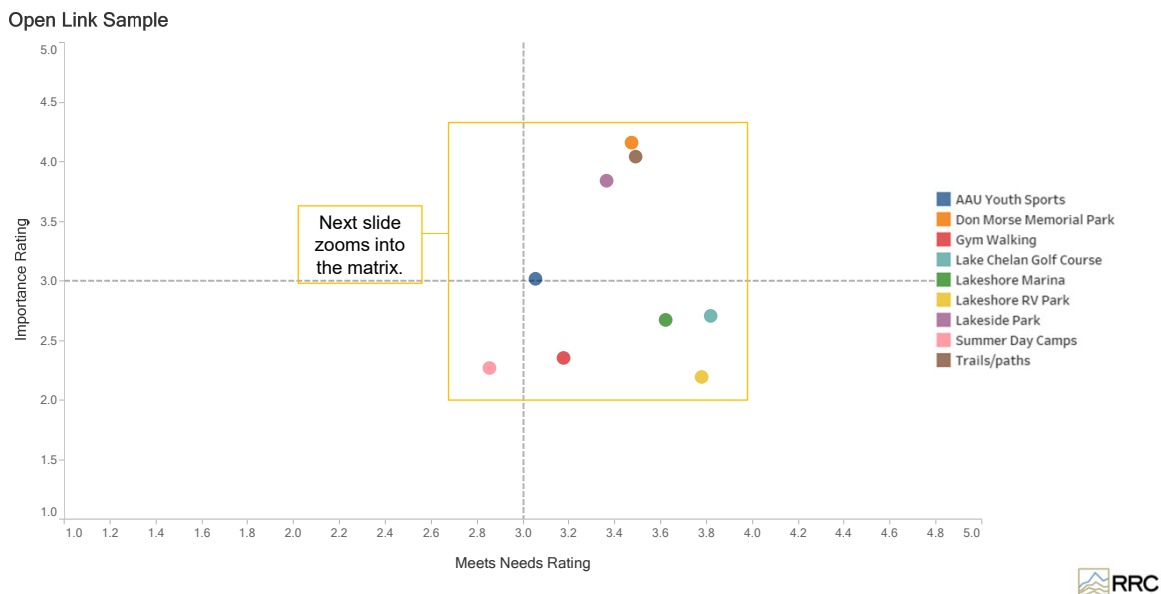
30

Importance/Performance Matrix By Invite Sample



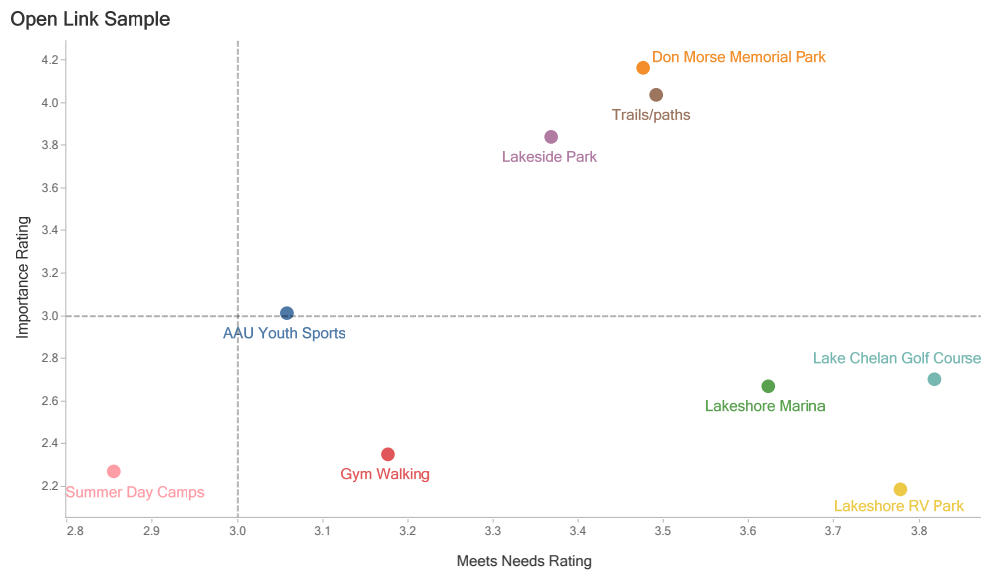
31

Importance/Performance Matrix By Open Link Sample



32

Importance/Performance Matrix By Open Link Sample



33

Average Importance- Performance Matrix

High importance/ Low needs met

These are key areas for potential improvements. Improving these facilities/programs would likely positively affect the degree to which community needs are met overall.

These “niche” facilities/programs have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.

Low importance/ Low needs met

High importance/ High needs met

These amenities are important to most respondents and should be maintained in the future, but are less of a priority for improvements as needs are currently being adequately met.

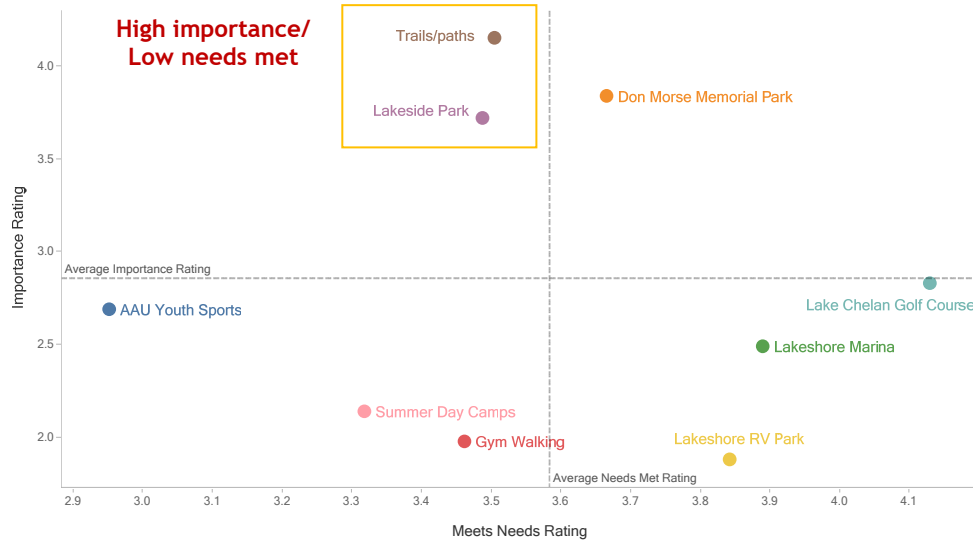
Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities/programs outweigh the benefits may be constructive.

Low importance/ High needs met

34

Average Importance/Performance Matrix By Invite Sample

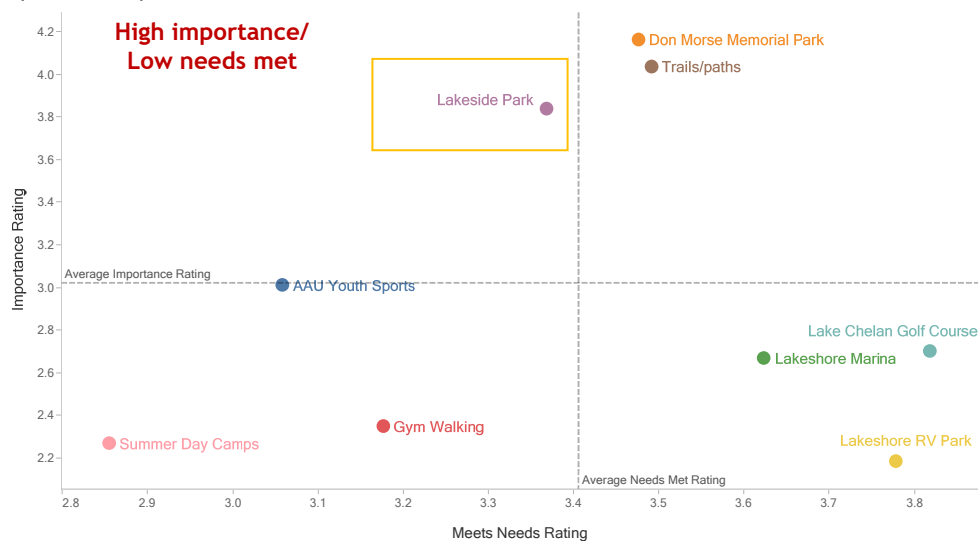
Invite Sample



35

Average Importance/Performance Matrix By Open Link Sample

Open Link Sample



36

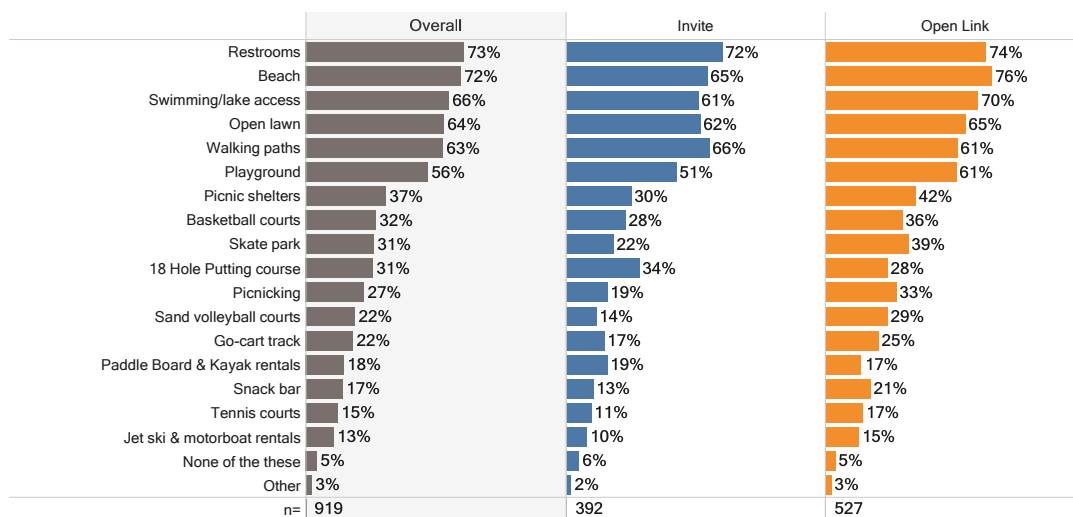
Current Usage and Future Needs at Don Morse Memorial Park



37

Activities at Don Morse Memorial Park

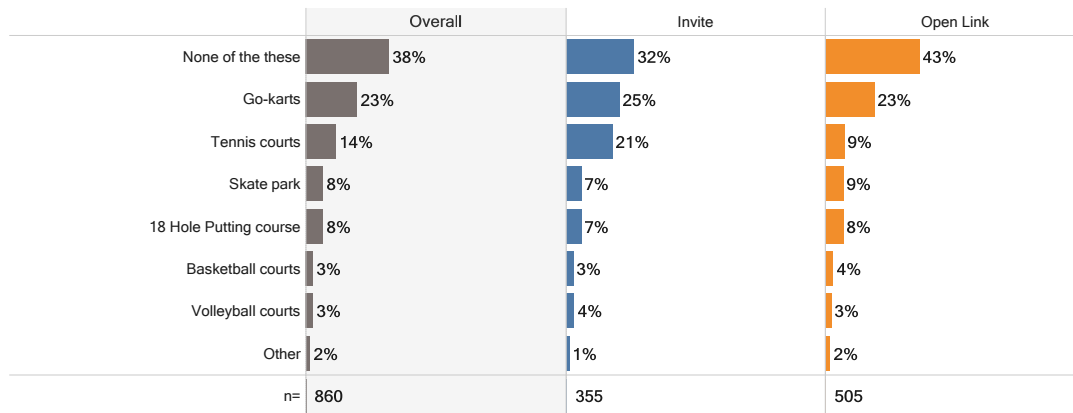
Q: What do you or members of your household use when visiting Don Morse Memorial Park? (Check all that apply) by "Source"



38

Relocation of an amenity at Don Morse Memorial Park

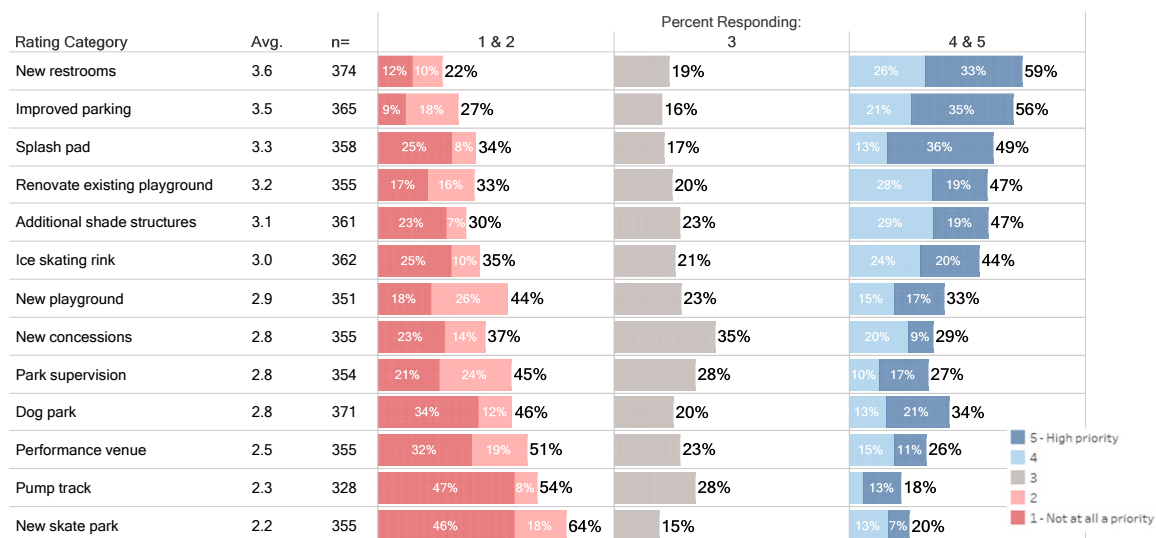
Q: If you had to relocate one amenity from Don Morse Memorial Park to elsewhere in the community which one would you chose? by "Source"



39

Don Morse Memorial Park Priorities By Invite Sample

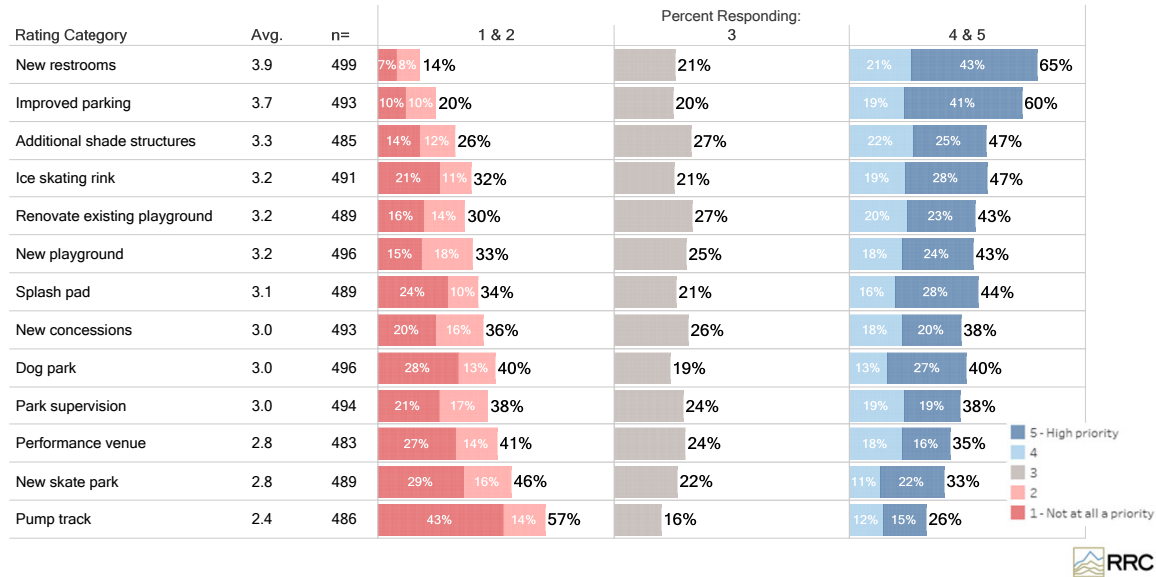
Q: How high of a priority are the following at Don Morse Memorial Park? by "Invite Sample"



40

Don Morse Memorial Park Priorities By Open Link Sample

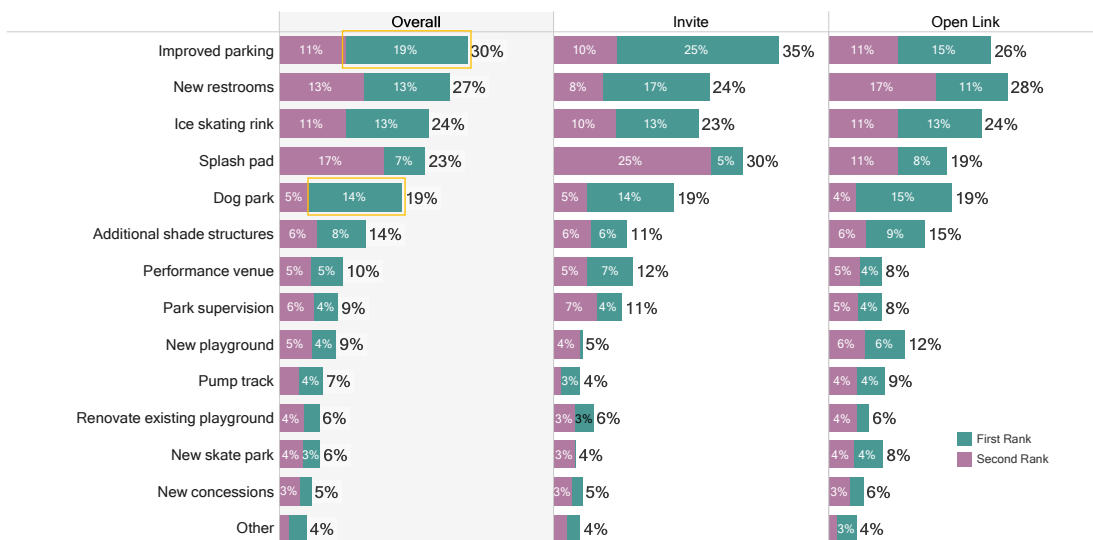
Q: How high of a priority are the following at Don Morse Memorial Park? by "Open Link Sample"



41

Don Morse Memorial Park Top 2 Priorities

Q: Which two are the highest priorities to your household at Don Morse Memorial Park? by "Source"



42

Future Facilities, Amenities, and Services



43

Improvements in Chelan - Facilities and Amenities By Average

Q: What would you or members of your household like to see improved in Chelan over the next 5 to 10 years? (Facilities & Amenities) by "Source"

	Overall		Invite		Open Link	
Additional public access to waterfront	n=798	4.3	n=349	4.3	n=449	4.3
More trails and bike paths within parks and recreation facilities	n=784	3.8	n=347	3.9	n=437	3.7
Winter activities at parks and recreation facilities	n=794	3.8	n=349	3.8	n=445	3.8
More restrooms at parks and recreation facilities	n=778	3.8	n=340	3.7	n=438	3.8
Additional parks	n=781	3.7	n=343	3.5	n=438	4.0
Improvements to existing facilities and amenities	n=768	3.7	n=333	3.7	n=435	3.7
Improved connectivity to parks and trails from Downtown core	n=792	3.6	n=353	3.7	n=439	3.6
Develop an open-air covered multi-use space	n=777	3.6	n=341	3.7	n=436	3.6
Better maintenance of existing parks & recreation facilities	n=773	3.6	n=336	3.5	n=437	3.6
Add splash pad to parks	n=750	3.3	n=329	3.4	n=421	3.2
Additional dog parks/facilities	n=791	3.1	n=350	3.0	n=441	3.2
Boat washing station at Lakeshore Marina	n=749	2.8	n=333	2.8	n=416	2.9
Shuttle service to parks and recreation facilities	n=767	2.7	n=334	2.6	n=433	2.7
Additional pickleball courts	n=764	2.6	n=340	2.6	n=424	2.7
Bike pump track	n=734	2.5	n=310	2.4	n=424	2.5
New skate park	n=750	2.4	n=320	2.2	n=430	2.6
Go-karts	n=768	2.4	n=333	2.2	n=435	2.5
Additional tennis courts	n=744	2.1	n=321	1.8	n=423	2.3

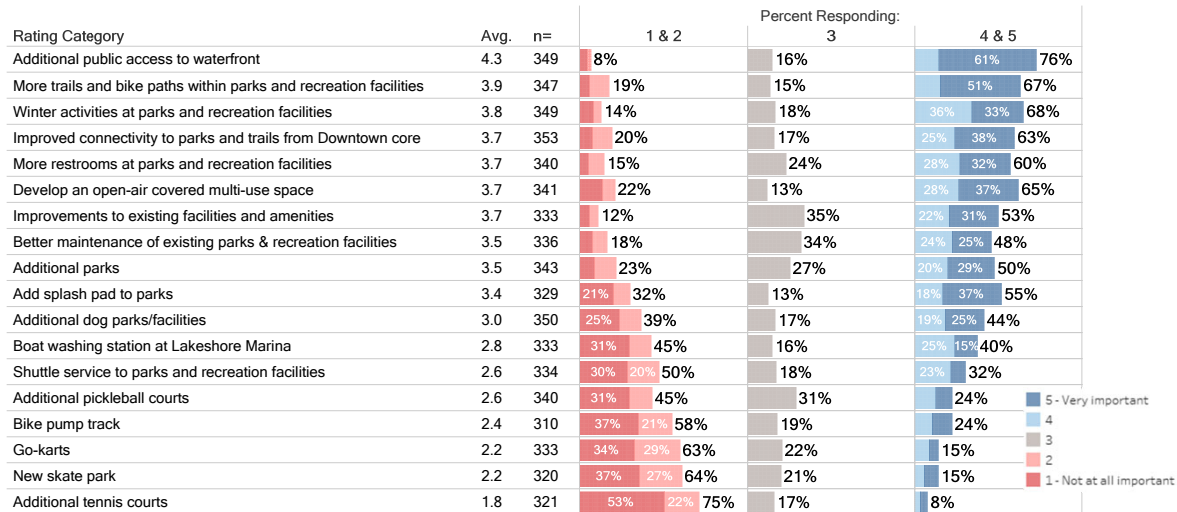


5 - Very important
4
3
2
1 - Not at all important

44

Improvements in Chelan - Facilities and Amenities By Invite Sample

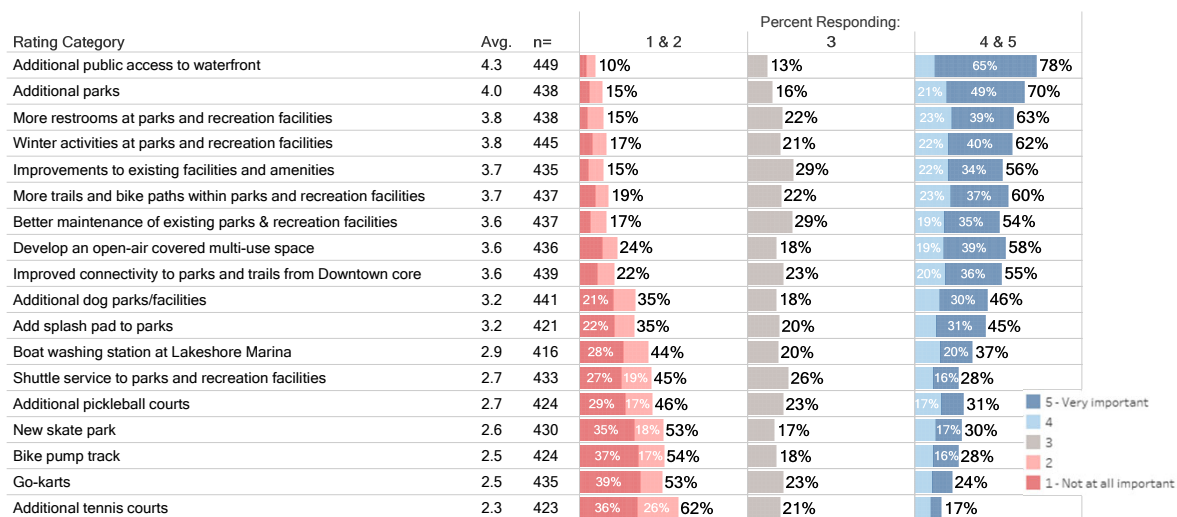
Q: What would you or members of your household like to see improved in Chelan over the next 5 to 10 years? (Facilities & Amenities) by "Invite Sample"



45

Improvements in Chelan - Facilities and Amenities By Open Link Sample

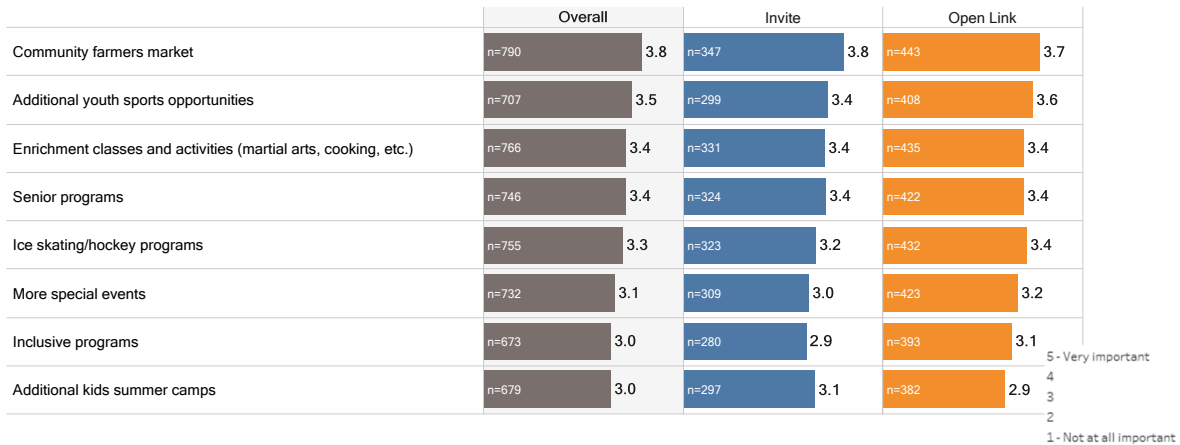
Q: What would you or members of your household like to see improved in Chelan over the next 5 to 10 years? (Facilities & Amenities) by "Open Link Sample"



46

Improvements in Chelan - Programs and Services By Average

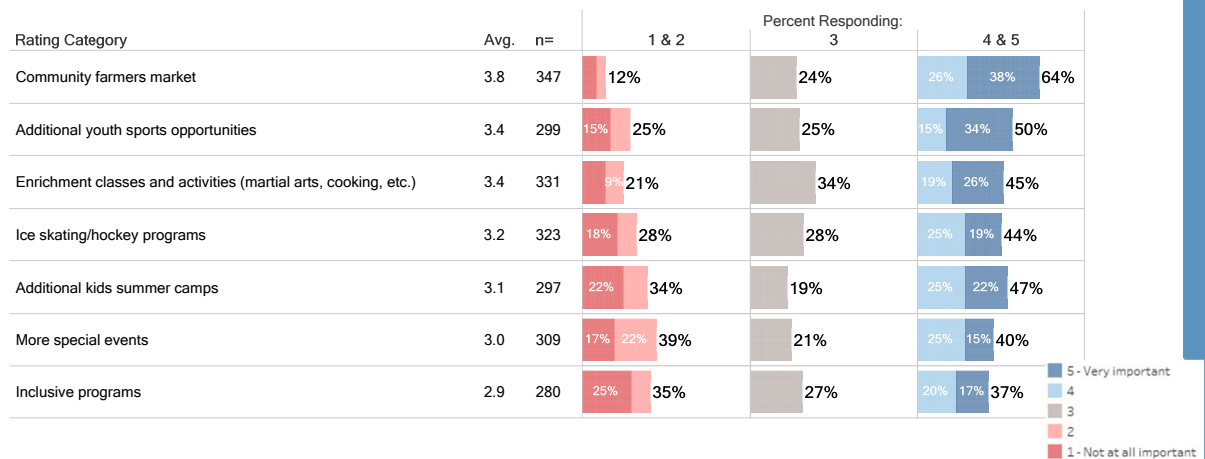
Q: What would you or members of your household like to see improved in Chelan over the next 5 to 10 years? (Programs & Services) by "Source"



47

Improvements in Chelan - Programs and Services By Invite Sample

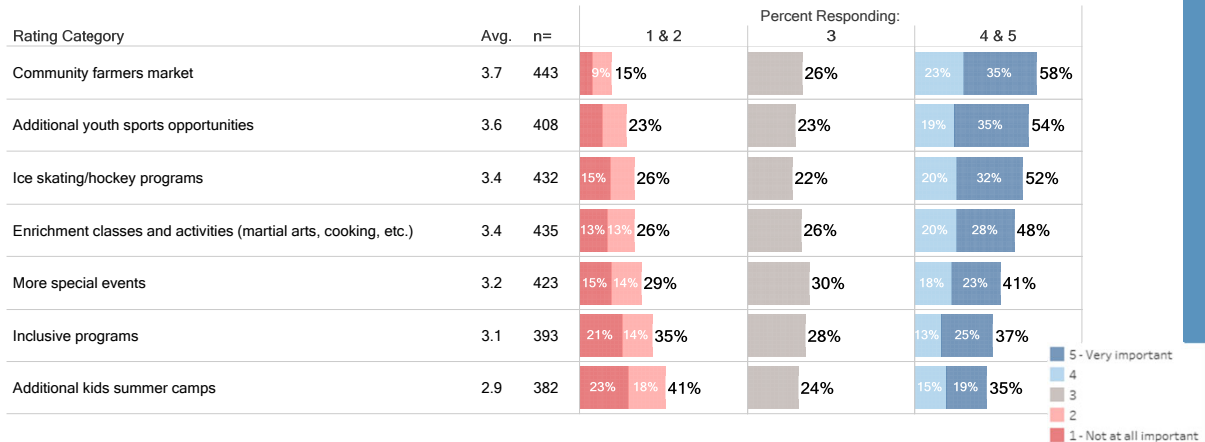
Q: What would you or members of your household like to see improved in Chelan over the next 5 to 10 years? (Programs & Services) by "Invite Sample"



48

Improvements in Chelan- Programs and Services By Open Link Sample

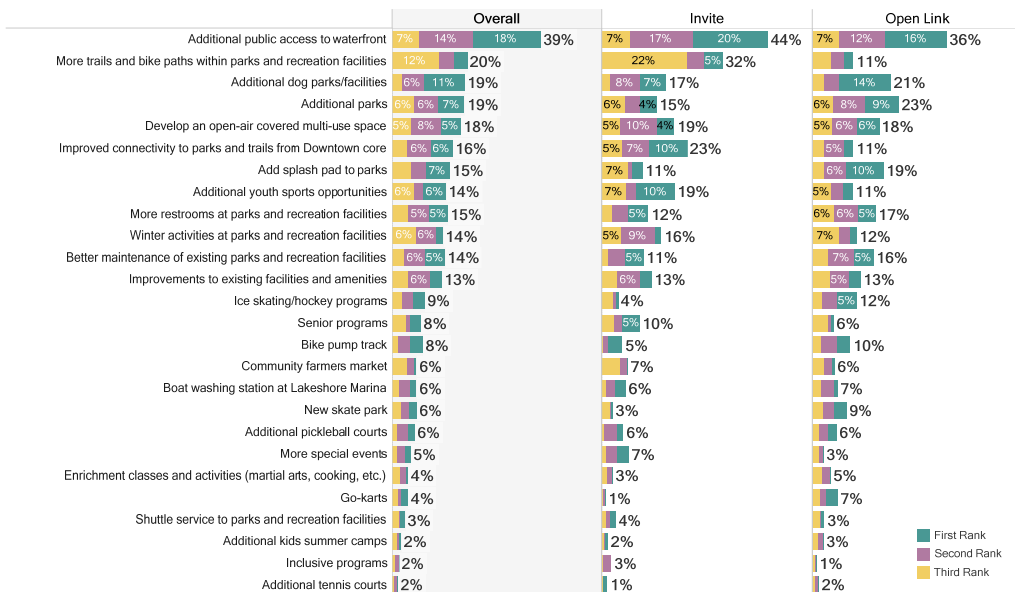
Q: What would you or members of your household like to see improved in Chelan over the next 5 to 10 years? (Programs & Services) by "Open Link Sample"



49

Top 3 Future Needs

Q: Which 3 future needs would be MOST important to you or members of your household? by "Source"



50

Communication

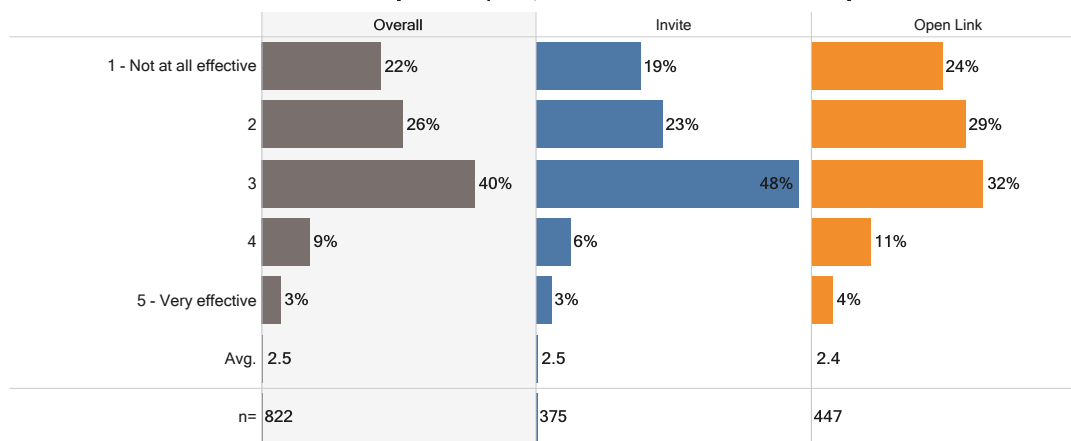


51

Effectiveness of Communication

Overall, 48% of respondents rated communication about parks and recreation as not effective (1 or 2). There is significant room for improvement to better leverage communication efforts and information dissemination about parks and recreation to further create awareness.

Q: How well does Chelan communicate with you about parks, recreation facilities and services? by "Source"

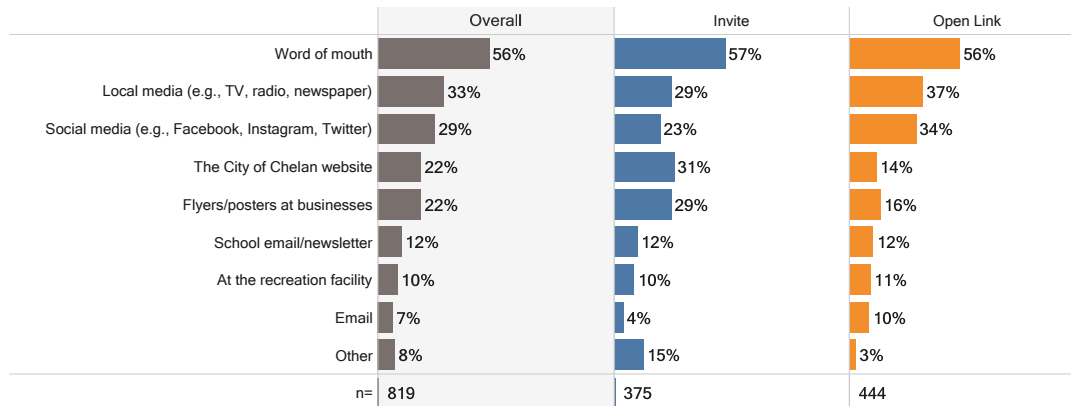


52

Current Communication Methods

Word of mouth are how residents of Chelan are currently receiving information about parks and recreation opportunities the most, followed by the local media and social media.

Q: How do you currently receive information on parks, recreation facilities and services offered by Chelan? (Check all that apply) by "Source"

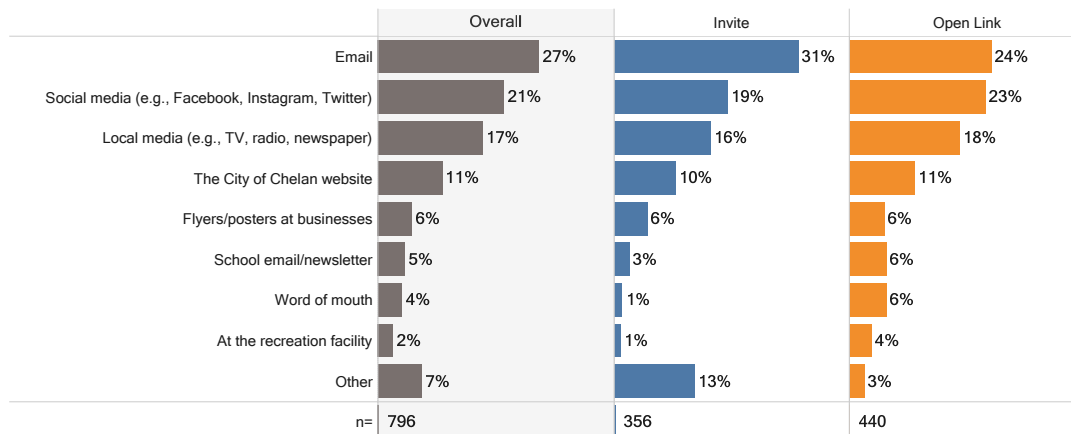


53

Preferred Communication

Email and social media are the preferred methods of communication to reach residents about information on parks and recreation.

Q: How do you want to receive information about parks, recreation facilities and services? by "Source"



54

Preferred Communication by Age Category

Q: How do you want to receive information about parks, recreation facilities and services? by "Q 25: Age of Respondent"

	Overall	Q 25: Age of Respondent					
		Under 35	35-44	45-54	55-64	65-74	75 or older
Email	27%	28%	27%	22%	30%	33%	20%
Social media (e.g., Facebook, Instagram, Twitter)	21%	24%	38%	17%	13%	13%	5%
Local media (e.g., TV, radio, newspaper)	17%	11%	8%	24%	19%	18%	40%
The City of Chelan website	11%	7%	6%	12%	13%	16%	18%
Flyers/posters at businesses	6%	9%	6%	7%	4%	4%	4%
School email/newsletter	5%	9%	6%	2%	2%	1%	2%
Word of mouth	4%	6%	3%	2%	3%	3%	7%
At the recreation facility	2%	4%	2%	2%	5%		2%
Other	7%	1%	4%	11%	12%	11%	2%
n=	796	109	130	140	178	160	45



55

Financial Choices

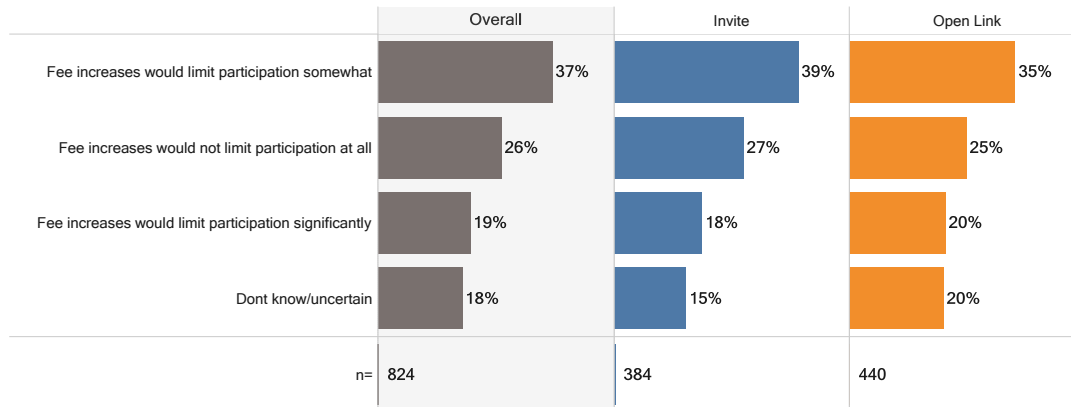


56

Fees and Levels of Participation

Fee increases would somewhat limit 37% of overall respondents, 26% of overall respondents would not be limited at all, and 19% would be limited significantly. Overall, more respondents would be limited somewhat by fee increases than not limited.

Q: Which of the following best describes the potential impact, if any, that fee increases would have on your current level of participation? by "Source"

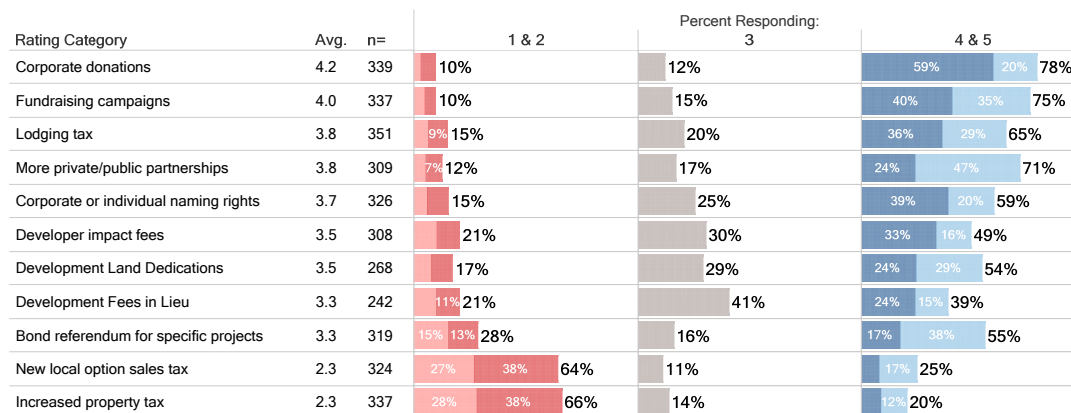


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Types of Funding Support By Invite Sample

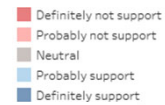
■ Definitely not support
 ■ Probably not support
 ■ Neutral
 ■ Probably support
 ■ Definitely support

Q: Please indicate how strongly you support each of the following potential funding sources for the items you indicated as your top 3 future needs in Question 17. by "Invite Sample"



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Types of Funding Support By Open Link Sample



Q: Please indicate how strongly you support each of the following potential funding sources for the items you indicated as your top 3 future needs in Question 17. by "Open Link Sample"

Rating Category	Avg.	n=	1 & 2			Percent Responding:		3			4 & 5		
Corporate donations	4.1	367	<div><div></div></div>	7%		<div><div></div></div>	19%		<div><div></div></div>	49%	<div><div></div></div>	25%	74%
Fundraising campaigns	4.0	382	<div><div></div></div>	10%		<div><div></div></div>	18%		<div><div></div></div>	40%	<div><div></div></div>	31%	71%
Corporate or individual naming rights	3.7	363	<div><div></div></div>	8%	15%	<div><div></div></div>	27%		<div><div></div></div>	37%	<div><div></div></div>	21%	58%
Lodging tax	3.7	379	<div><div></div></div>	11%	18%	<div><div></div></div>	18%		<div><div></div></div>	38%	<div><div></div></div>	25%	64%
Developer impact fees	3.7	327	<div><div></div></div>		16%	<div><div></div></div>	26%		<div><div></div></div>	39%	<div><div></div></div>	19%	58%
More private/public partnerships	3.7	357	<div><div></div></div>	8%	13%	<div><div></div></div>	27%		<div><div></div></div>	29%	<div><div></div></div>	32%	61%
Development Land Dedications	3.6	319	<div><div></div></div>	7%	11%	<div><div></div></div>	34%		<div><div></div></div>	28%	<div><div></div></div>	27%	55%
Bond referendum for specific projects	3.6	352	<div><div></div></div>	9%	19%	<div><div></div></div>	22%		<div><div></div></div>	28%	<div><div></div></div>	32%	60%
Development Fees in Lieu	3.4	290	<div><div></div></div>		18%	<div><div></div></div>	37%		<div><div></div></div>	25%	<div><div></div></div>	21%	46%
Increased property tax	2.5	386	<div><div></div></div>	24%	29%	52%	<div><div></div></div>	23%	<div><div></div></div>	17%	<div><div></div></div>	24%	
New local option sales tax	2.3	357	<div><div></div></div>	26%	35%	61%	<div><div></div></div>	17%	<div><div></div></div>	15%	<div><div></div></div>	22%	



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Comments/Suggestions

At the end of the survey, respondents were given the opportunity to provide any additional comments about parks and facilities, and services in Chelan. A random selection of verbatim responses is shown below. See Appendix for full listing of comments provided.

- We need more trails and paths and better information at Chamber - on what we have. We need access to walk on beaches. Put splash pad in dry location.
- I'd like a newsletter from the city and email would be fine if it were monthly.
- Locals and visitors need things for young families like go-karts, putt putt, and playgrounds.
- Parks need a major redesign, need a walking/ biking trail around the lake, need conservation land on the butte. Need also to plan better for new developments to provide land, developed parks or money to support the parks. Waterfront park needs a place for community events like concerts.
- The city of Chelan needs to up their game regarding walking trails, biking trails, signage to find parks, facilities, etc. We have the tax base and revenue-please use it to make our little town more fun and easier to get around.
- Need better advertisement/publicity. I am not aware of the Chelan Parks and Recreation Dept. facilities aside from Riverwalk and Don Morse park.
- We are glad to see an effort being make to improve our city Parks & Recreation. We are a top location for vacationers, but our facilities are sub par!



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