



# 2021-22 City of Bellevue Parks and Open Space Plan Update Survey

*Study conducted October 2021 thru January 2022*





## Summary Report



# Overview

The Bellevue Parks and Open Space Plan Update Survey was conducted between October 2021 and January 2022. A total of 889 respondents completed the survey: 469 were invited from an address-based sample and 420 completed the survey via an open link pushed out by the City. The survey covered several topics such as overall perceptions of Bellevue, use of parks and recreation facilities, funding priorities, development priorities, development groups, and information sources.

## Overall Perceptions of Bellevue

- Residents give Bellevue an overall rating of 3.6 out of 5-Stars. This is consistent with the ratings seen for the 2021 Performance Measures and 2021 Human Needs assessment studies.
- Of the 6 questions asked on the topic of Bellevue overall, a minimum of 75% of respondents provided ratings of good or excellent.
- Residents were asked to indicate the extent parks and recreation opportunities impacted the quality of life in Bellevue. Nearly all 95% stated that these opportunities enhance their quality of life.

## Use of parks and Recreation Facilities

- Parks and recreation facilities are used by 96% of respondents. The most commonly visited parks facilities are: 'Paved or gravel trails,' 'Trail through natural areas,' and 'Community beach, waterfront park, or boat launch.'
- Approximately 42% of households have used parks and recreation facilities 10 or more times in the past year. The places with the highest frequency of visiting are 'Paved or gravel trails,' 'Trail through natural areas,' and 'Playgrounds.'
- Those most commonly mentioned reasons for visiting a park or recreation facility are 'To enjoy or experience nature and open spaces,' 'To relax,' and 'To spend time with family and friends.'

## Priorities for the future

Survey respondents were asked a series of questions designed to gather their priorities for Parks and Open Spaces. Those invited via the address-based sample were shown three exercises: Funding Priorities, Development Priorities, and Development Groups. Those who came in on the open sample were only shown the first two exercises.

- Residents state that the most important funding priorities are 'Improving ecological health,' 'Developing smaller parks.'
- The top priorities for future development are 'Trails through natural areas,' 'Paved or gravel trails,' and 'Beach, waterfront park, or boat launch.'
- When asked which groups of residents should receive the most focus, residents prioritized 'People with disabilities,' 'Children 6-12,' and 'Adults 18-30.'

# Survey Design and Methodology Overview

## **Questionnaire Design:**

The questionnaire design process began by reviewing the survey questions asked during the 2015 in survey. Questions were omitted or modified based on current relevance.

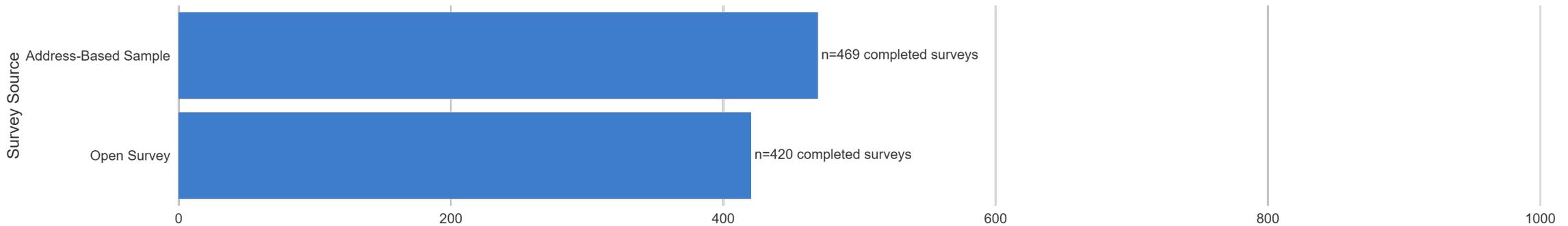
- Overall perceptions and opinions of Bellevue
- Quality and use of Parks and Recreation Opportunities
- Access to parks, trails, and recreational facilities
- Prioritizing funding
- Prioritizing developments
- Prioritizing resident groups for program targeting
- Information sources
- Demographics

The median web length was 14.7 minutes.

The median phone length was 24.9 minutes

## **Sample Methodology:**

The methodology used an address-based sample. ComEngage, LLC drew a list of residential addresses in the city limits of Bellevue (including PO boxes). The list was run against a database to append phone numbers and/or email addresses. A sample of those addresses received a post-card inviting them to participate in the survey. Another sample of residents were sent an email inviting them to participate. Non-responders from both groups were called and asked to complete the survey via phone. Additionally, a sample of residents who did not receive either earlier communication were called as well. Finally, the City did outreach using social media. Those results are separated from the Address-based sample.



# Completed Surveys

The 2021 survey effort resulted in a total of 889 completed surveys.

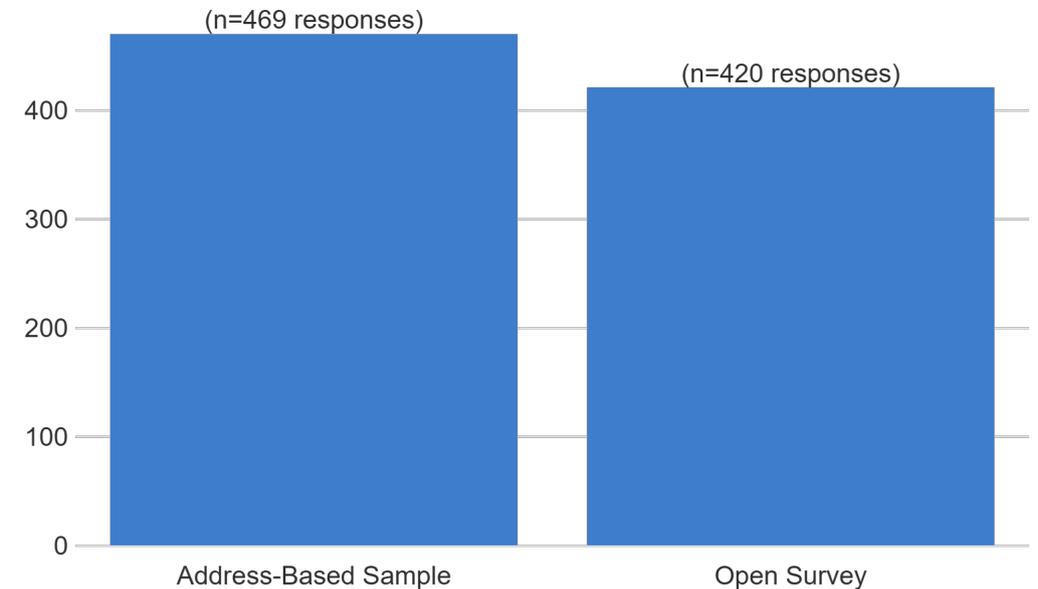
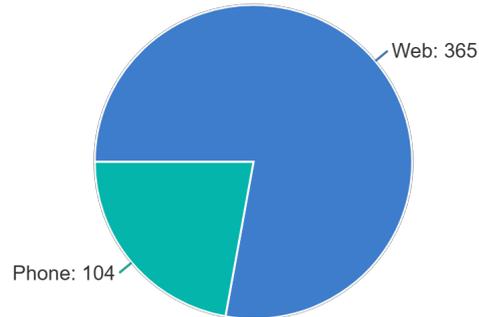
- 469 from the address-based sample survey, and
- 420 from the open survey

Among the 469 from the address-based sample, 78% (n=365) were conducted online, and 22% (n=104) were conducted by phone.

Using a 95 percent confidence level, the margin of error for the entire scientific sample is no greater than plus or minus 4.5 percentage points. This means that if the study was duplicated in the same time frame with a different 469 respondents, sampled in the same fashion, 95 times out of 100 the same result would occur within the stated range.

The median survey length for all surveys was 12.2 minutes.

- Median length for the address-based sample survey was 16.2 minutes.
- Median length for the open survey was 10 minutes.



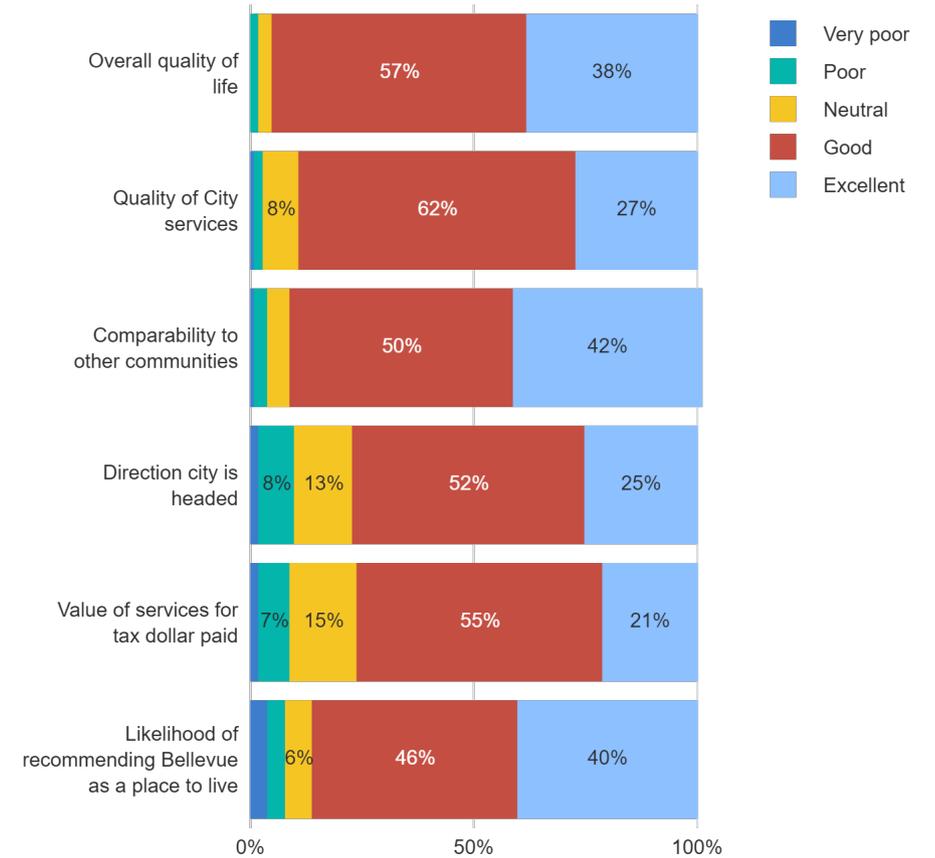
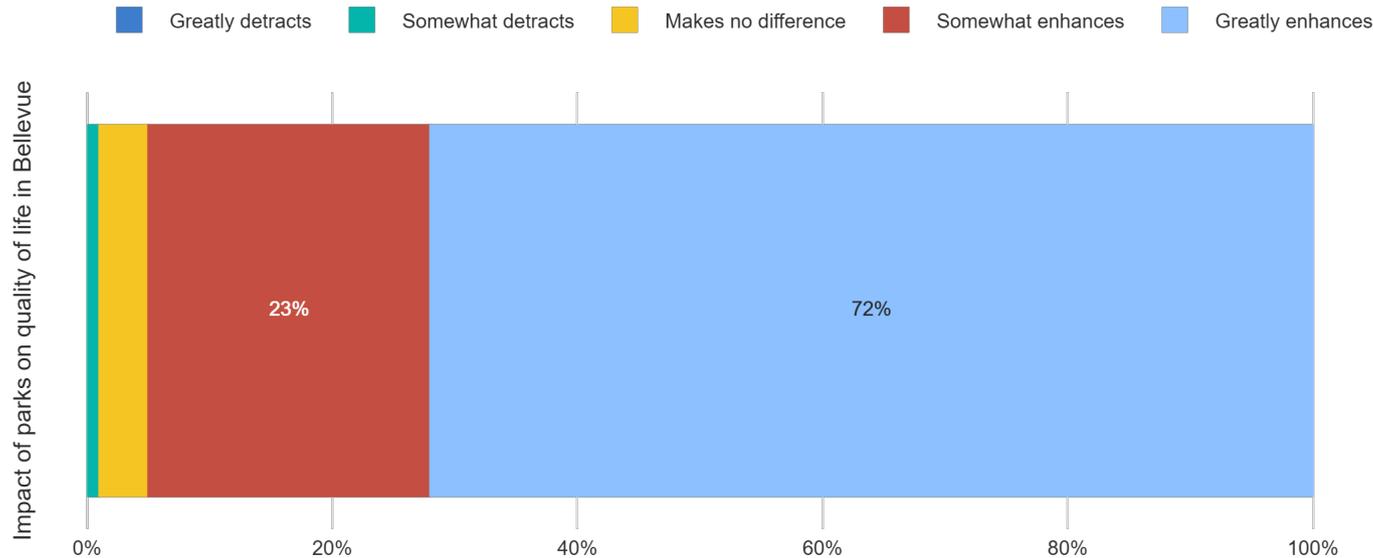
# Overall Perceptions of Bellevue

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Of the 6 questions asked on the topic of Bellevue overall, a minimum of 75% of respondents provided ratings of good or excellent.

Residents were asked to indicate the extent parks and recreation opportunities impacted the quality of life in Bellevue. Nearly all 95% stated that these opportunities enhance their quality of life.



# Current Use of Parks and Recreation Facilities

Parks and recreation facilities are very well used by residents as 96% of respondents stated that someone in their household has visited a park or recreation facility in the past year.

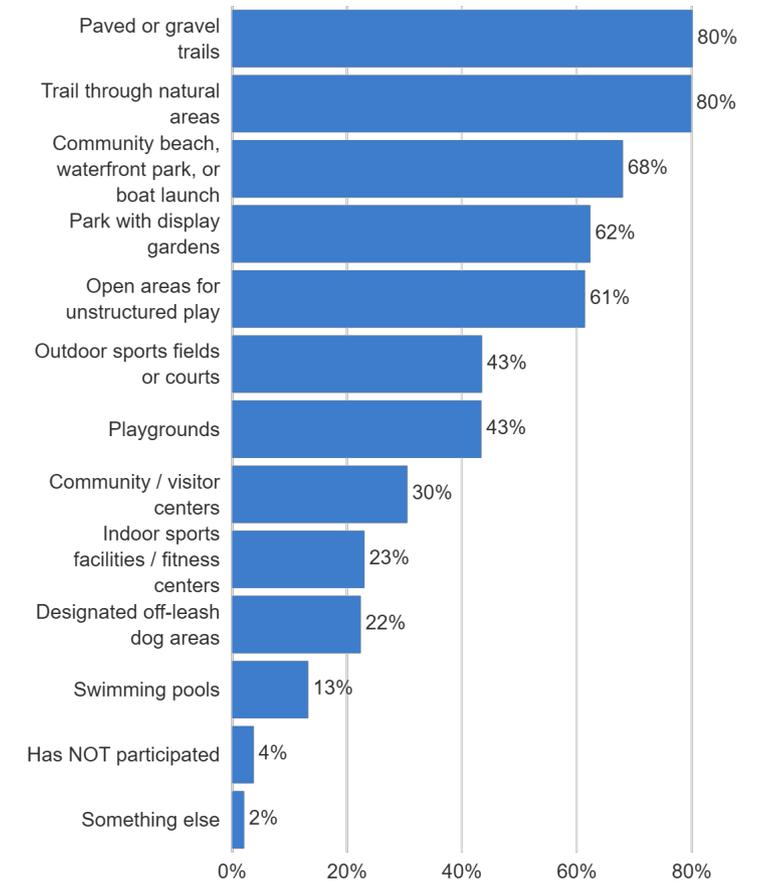
The most commonly used parks facilities are:

- Paved or gravel trails (80% of households),
- Trail through natural areas (80%), and
- Community beach, waterfront park, or boat launch (68%).

Approximately 42% of households have used parks and recreation facilities 10 or more times in the past year.

- 62% of households have visited 'Paved or gravel trails' 10 or more times in the past year. This averages out to 7.5 visits per year across all households.
- 52% of households have visited 'Trail through natural areas' 10 or more times in the past year. This averages out to 7.2 visits per year across all households.
- 46% of households have visited 'Playgrounds' 10 or more times in the past year. This averages out to 5.6 visits per year across all households.

Percent of households that have visited park or recreation facility



# Reasons for Visiting

Residents visited Bellevue parks and recreation facilities for a large variety of reasons. Those most commonly mentioned are...

- To enjoy or experience nature and open spaces (76% of households),
- To relax (68%), and
- To spend time with family and friends (65%).

	Adult Respondent	Child Under 18	Anyone in the HH
To enjoy or experience nature and open spaces	79%	61%	76%
To relax	70%	48%	68%
To spend time with family and friends	67%	72%	65%
To exercise outdoors or engage in outdoor sports	62%	60%	63%
Participation in unstructured recreation (e.g. playground)	29%	61%	32%
To exercise in an indoor facility or engage in indoor sports	16%	26%	19%
Participation in structured recreation (e.g. sports)	15%	34%	18%
To attend or participate in a cultural or community event	16%	23%	16%
To participate in a class for fitness, education or personal enrichment	8%	21%	12%
Some other reason	7%	3%	7%

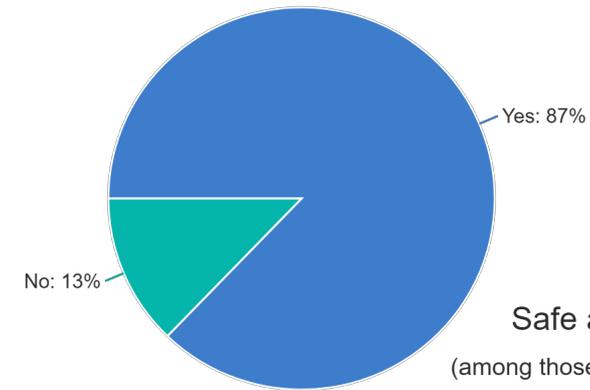
# Access and 10 Year Focus

Overall, 87% of respondents live within 10 minute walk of a park, trail entrance, or facility. Of these, 95% state they are able to safely reach this place by walking or biking.

Overall, when asked about the 10 year focus for Bellevue Parks and Community services, residents tend to have no strong preference for development.

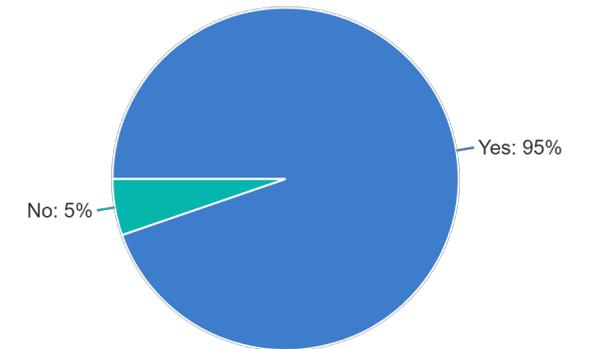
When looking at the distribution we see that, 24% of residents prefer focusing on acquiring new parkland and natural areas. Conversely, 27% prefer focusing on developing and improving currently owned parks, and 48% of residents state that the City should focus on both equally.

Live within a 10 minute walk

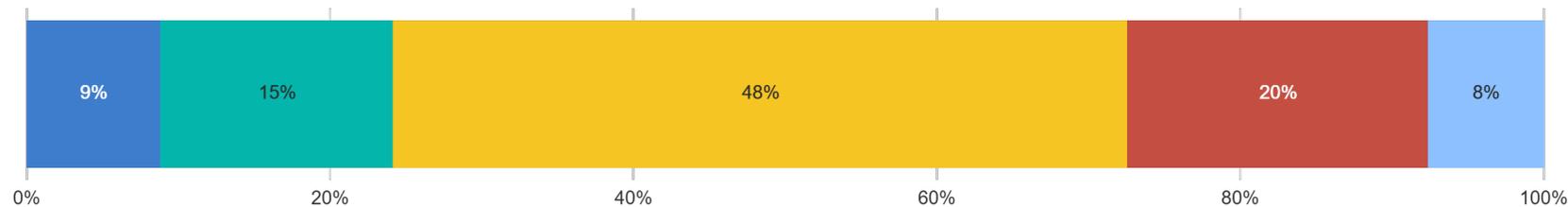


Safe access via walk / bike

(among those who live within a 10 minute walk)



10 Year Focus



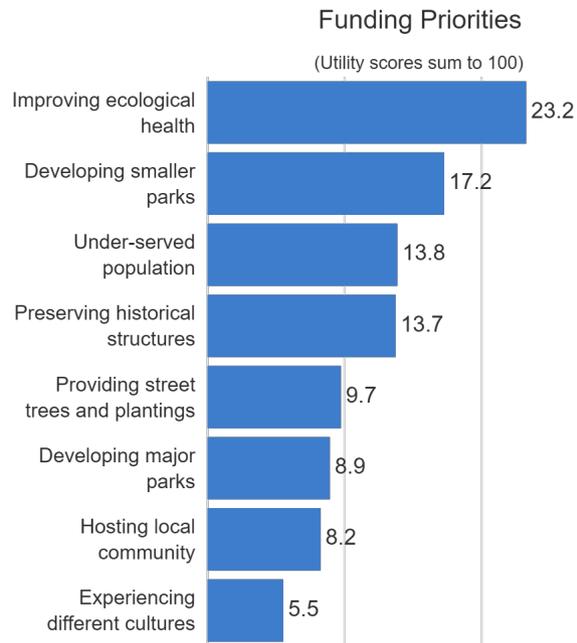
# Resident Priorities for Parks and Recreation

Survey respondents were asked a series of questions designed to gather their priorities for Parks and Open Spaces. Those invited via the address-based sample were shown three exercises: Funding Priorities, Development Priorities, and Development Groups.

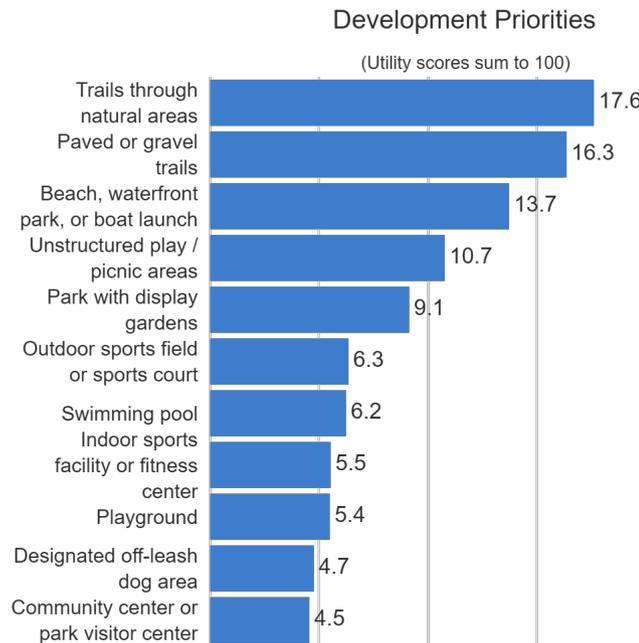
Residents state that the most important funding priorities are 'Improving ecological health,' 'Developing smaller parks,' 'Under-served population,' and 'Preserving historical structures.'

The top priorities for future development are 'Trails through natural areas,' 'Paved or gravel trails,' and 'Beach, waterfront park, or boat launch.'

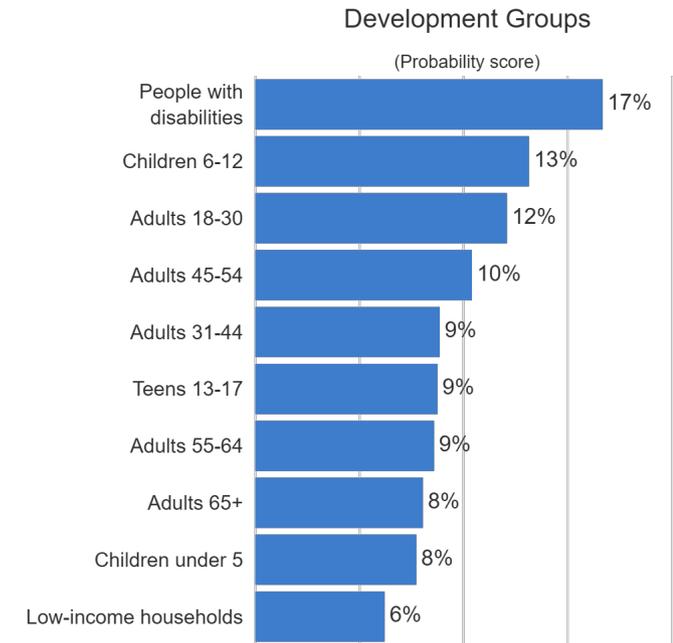
When asked which groups of residents should receive the most focus, residents prioritized 'People with disabilities,' 'Children 6-12,' and 'Adults 18-30.'



[Click here for a definition of utility scores](#)



[Click here for a definition of utility scores](#)



[Click here for a definition of probability scores](#)

# Information Sources

Currently, the primary methods of finding details on local parks, trails, recreational facilities and programs are 'Internet', 'Friends / family / word-of-mouth', and 'Parks & Community Services Website'.

Residents indicate they would prefer to get this information primarily from the 'Internet'. This is followed by the 'Parks & Community Services Website' and 'Friends / family / word-of-mouth'.

