



Green Lake Community Center / Pool REDEVELOPMENT

GREEN LAKE COMMUNITY CENTER AND POOL REDEVELOPMENT PROJECT

ONLINE OPEN HOUSE FINAL REPORT

NOVEMBER 16 – DECEMBER 4, 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 hosted a series of online open houses and live online public meetings in 2020. Seattle Parks and Recreation hosted the third online open house between November 16 and December 4, 2020 to gather feedback on site and building design 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 about and give feedback on the site and building design.
- 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 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 and stakeholders. Seattle Parks and Recreation sent out three 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 Seattle Times*, *Seattle P-I*, *Architect's Newspaper*, *My Ballard*, and *The Urbanist*.

SURVEY METHODS

The online open house included a total of 25 questions that addressed:

- Activities and amenities
- Site and building design
- Survey respondent demographics

All questions were optional. Not all respondents answered every question. Many questions allowed respondents to select more than one answer. The following report captures quantitative data regarding

the activities and amenities section and participant demographics. Open-ended comments about site and building design are included as appendices.

In this report, questions with more than one possible answer do not use percentage to calculate any total value or representation.

KEY FINDINGS

Use and activity

Almost 2,700 people visited the online open house.

- 611 individuals completed the activities and amenities survey.
- 232 individuals submitted comments about building design.
- 205 individuals submitted comments about site design.
- 161 individuals signed up to receive project updates by email.

Demographics

Of the 583 people who responded to the demographic questions and provided a ZIP code, 69% 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 primarily English-speaking (97%), and 77% own their primary residence.

Activities and amenities

611 people responded to the activities and amenities section of the survey, which asked about a range of participant priorities for future building and site programming.

Site access: Most respondents prioritized pedestrian paths to the building and lake.

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, benches along pathways, 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 in a fitness center and aerobics classes in a gymnasium.

Respondents wanted youth-based craft programs and more ceramics for art activities. In meeting rooms, respondents preferred to have an AV system and large monitor for presentations, direct access to adjacent outdoor space, and moveable furniture on wheels. 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 waterslide. Respondents were most interested in adult lap swim and recreational swimming.

NEXT STEPS

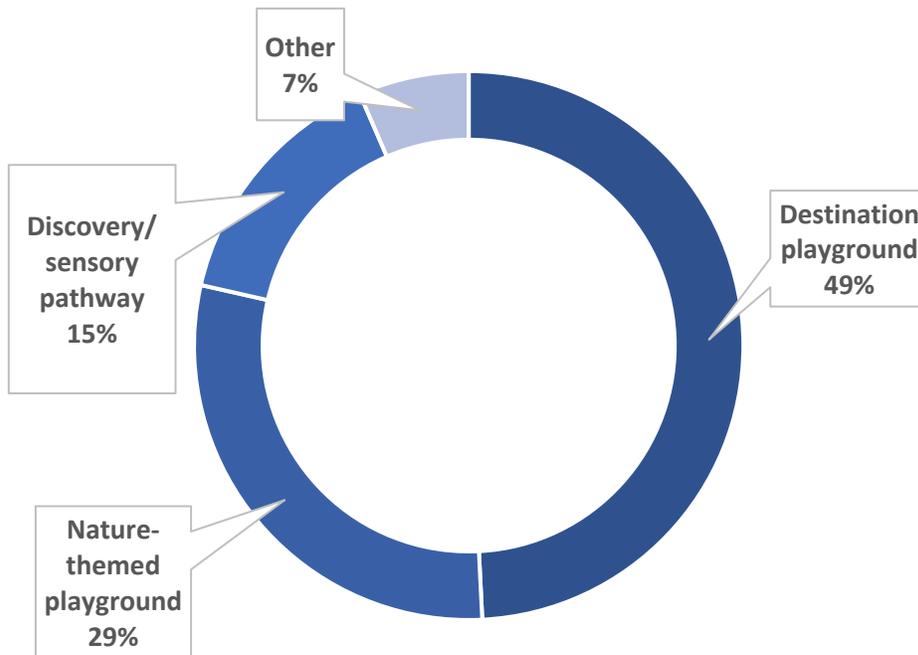
Along with technical considerations, the public input from the online open house will help the project team identify site and building amenities to include in the schematic design phase that will begin in 2021. Green Lake Community Center and Evans Pool design work will continue through winter 2021, with construction targeted to start in 2024. Seattle Parks and Recreation will provide additional updates to the public and opportunities for feedback as the project progresses through design.

SURVEY RESPONSES

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.

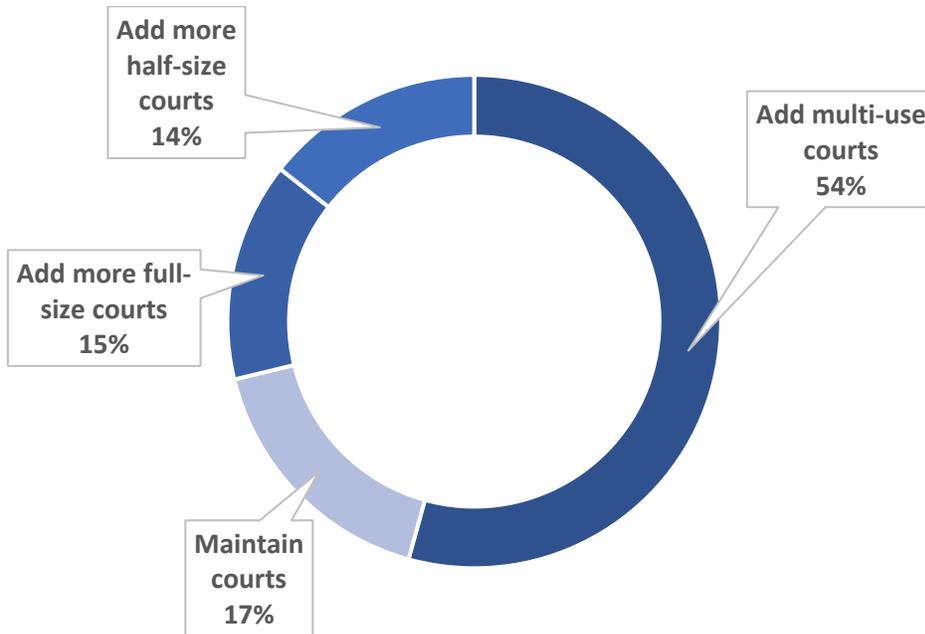


Answers	Tally	Percentage
A destination playground for everyone	250	49%
Nature-themed playground within the trees	149	29%
A series of play elements spread throughout the playground to create a discovery/sensory pathway	76	15%
Other	33	7%

Total respondents | 508

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.

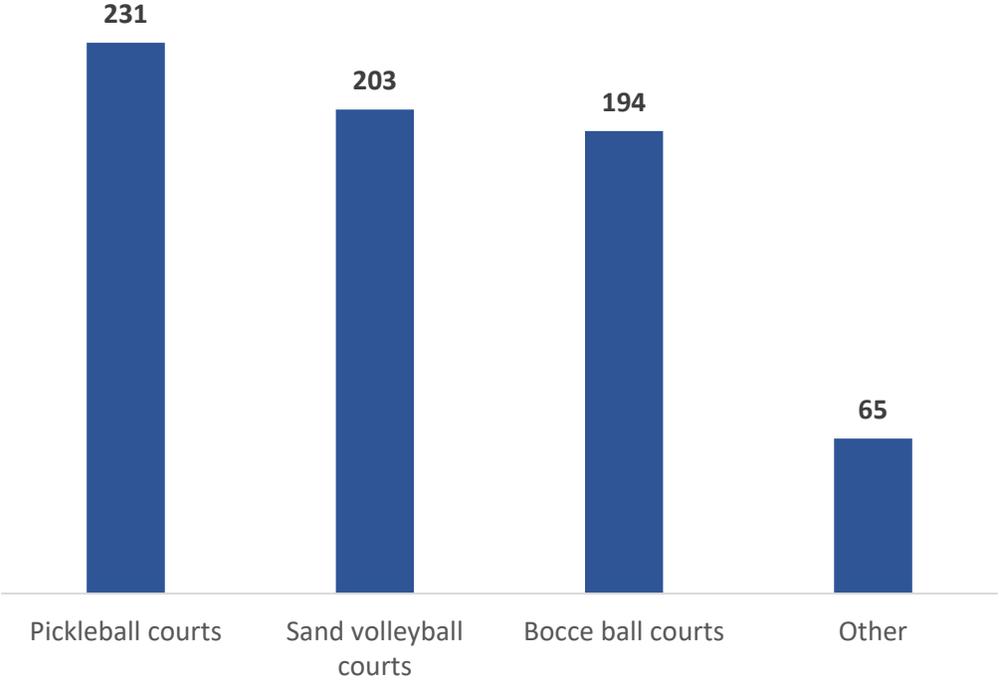
Question 2 | We will likely need to re-locate the existing [basketball] courts. What is most important to you? Select one.



Answers	Tally	Percentage
Add multi-use courts designed for multiple sports	234	54%
Maintain courts that were built with support from Seattle Supersonics NBA team	73	17%
Add more full-size courts	62	15%
Add more half-size courts	62	14%

Total respondents | 431

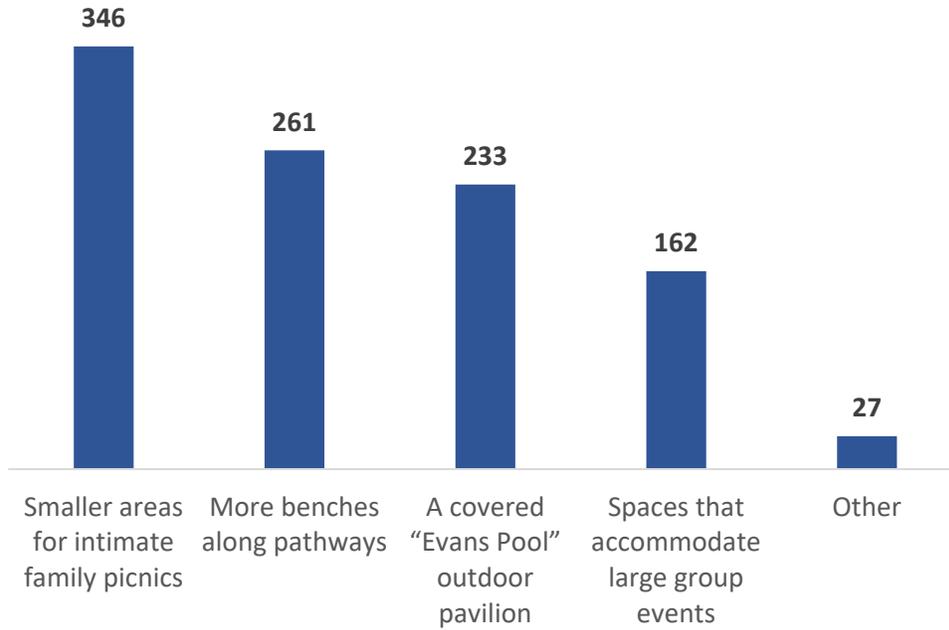
Question 3 | Which new elements you would like to see located here if we had room? Select all that apply.



Answers	Tally
Pickleball courts	231
Sand volleyball courts	203
Bocce ball courts	194
Other	65

Total respondents | 479

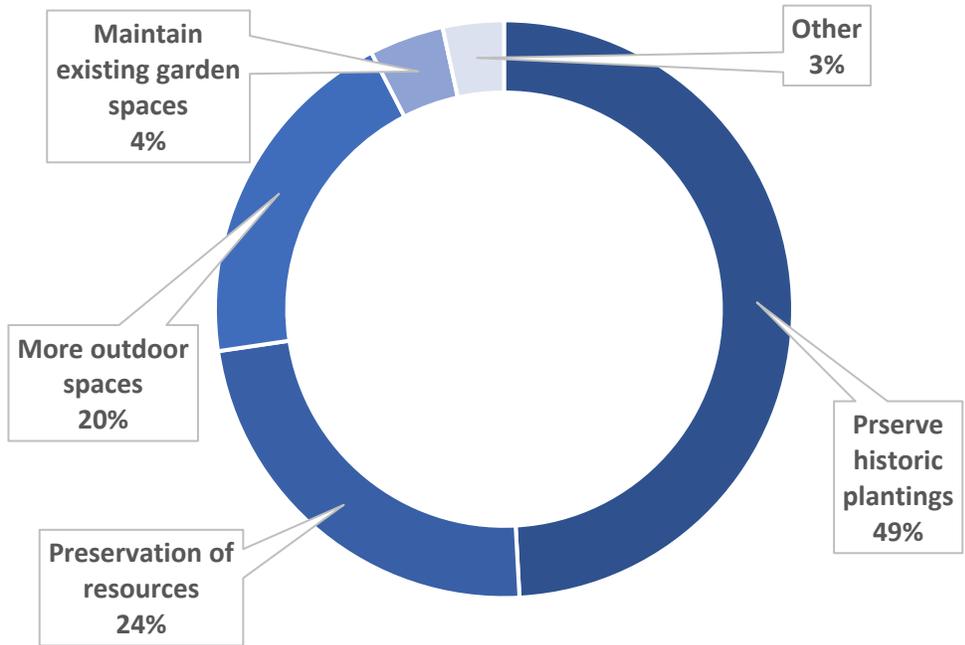
Question 4 | What types of gathering spaces would you most like to see around the new community center? Select all that apply.



Answers	Tally
Smaller areas for intimate family picnics	346
More benches along pathways	261
A covered "Evans Pool" outdoor pavilion	233
Spaces that accommodate large group events	162
Other	27

Total respondents | 517

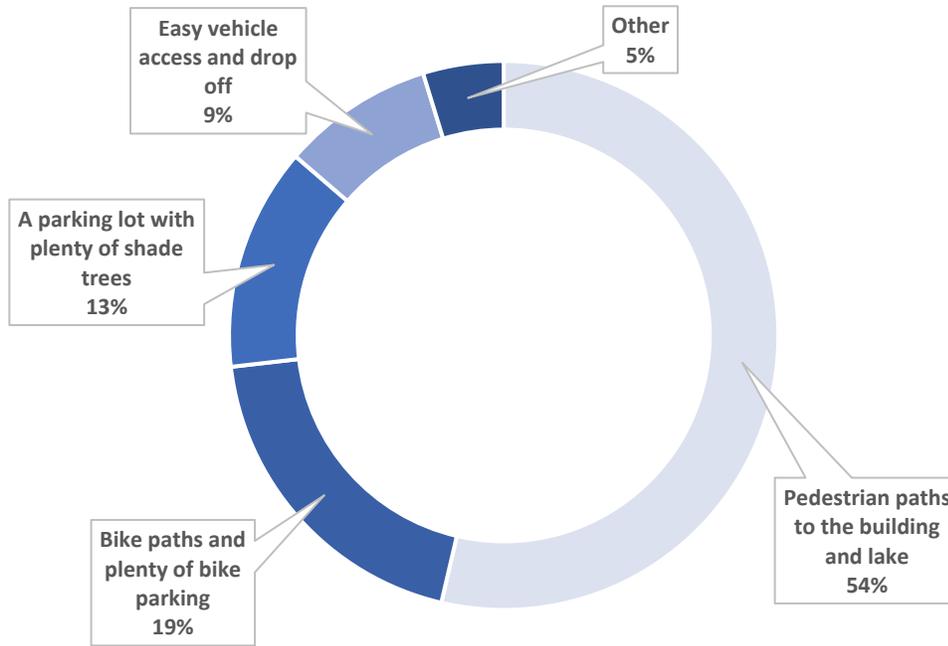
Question 5 | What is most important to you about the outdoor spaces around the new building? Select one.



Answers	Tally	Percentage
Preserve historic plantings and as many trees as possible	259	49%
Preservation of resources, such as water conservation and drought-tolerant plants	124	24%
More outdoor spaces for community center events to spill outside	104	20%
Maintain existing garden spaces	22	4%
Other	18	3%

Total respondents | 527

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

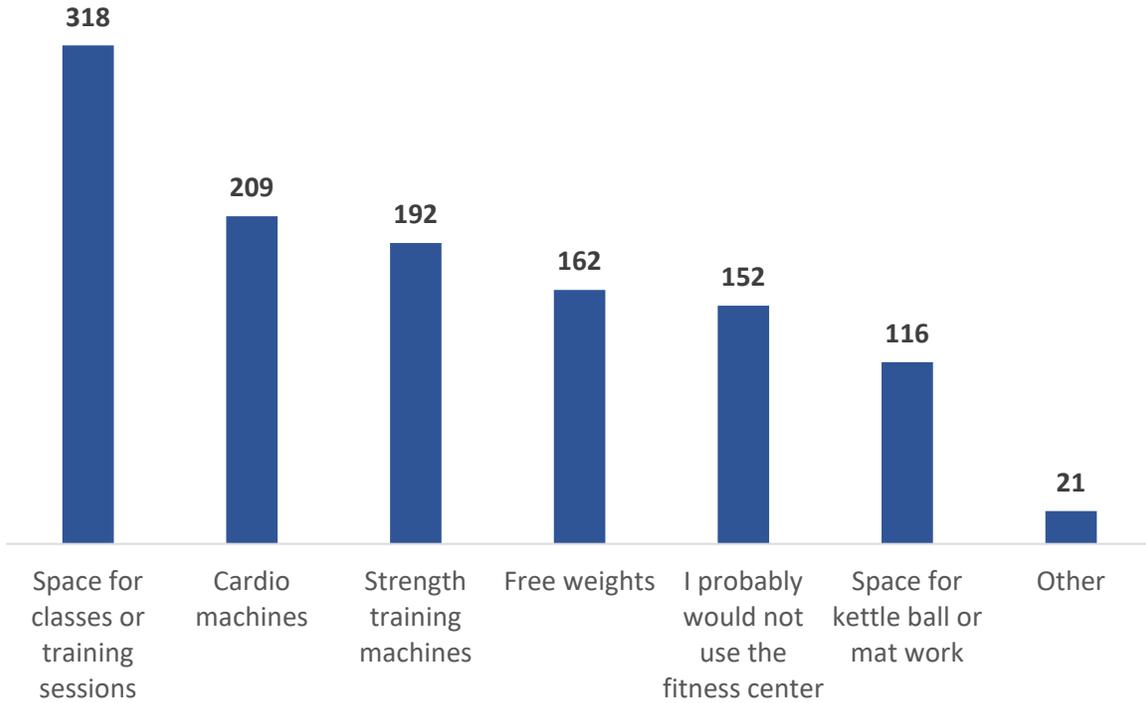


Answers	Tally	Percentage
Pedestrian paths to the building and lake	294	54%
Bike paths and plenty of bike parking	107	19%
A parking lot with plenty of shade trees	72	13%
Easy vehicle access and drop off	49	9%
Other	26	5%

Total respondents | 548

COMMUNITY CENTER

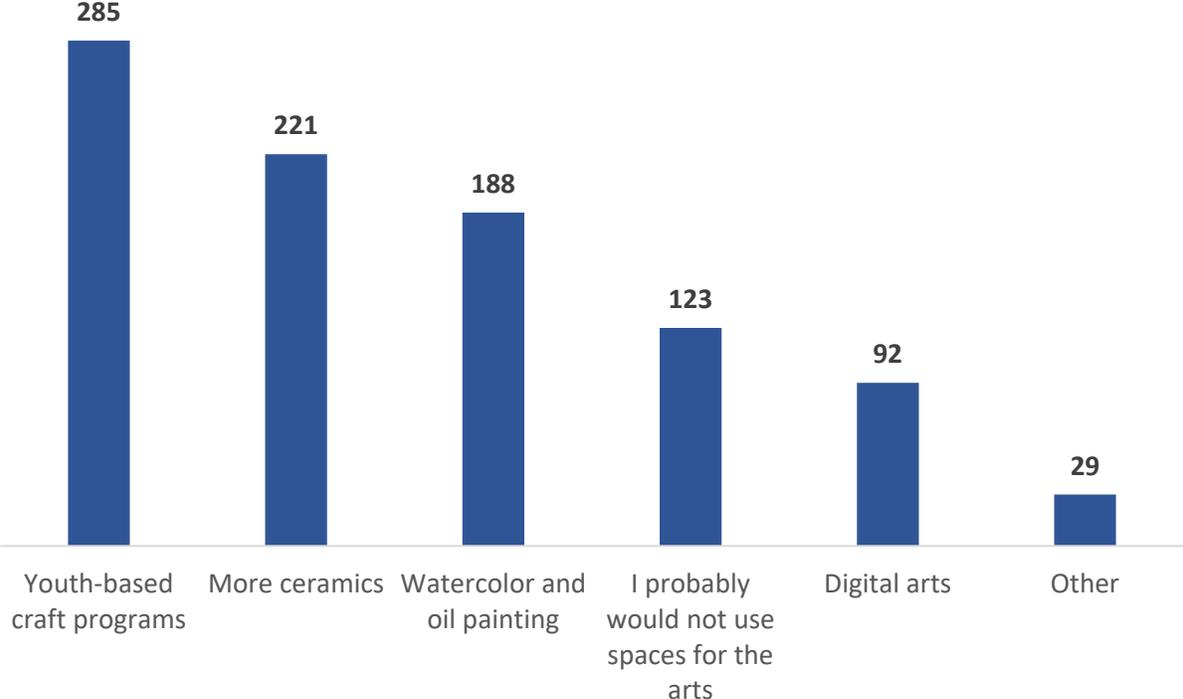
Question 7 | If the new facility included a fitness center, what equipment/amenities would you use most often? Select all that apply.



Answers	Tally
Space for classes or training sessions	318
Cardio machines	209
Strength training machines	192
Free weights	162
I probably would not use the fitness center	152
Space for kettle ball or mat work	116
Other	21

Total respondents | 544

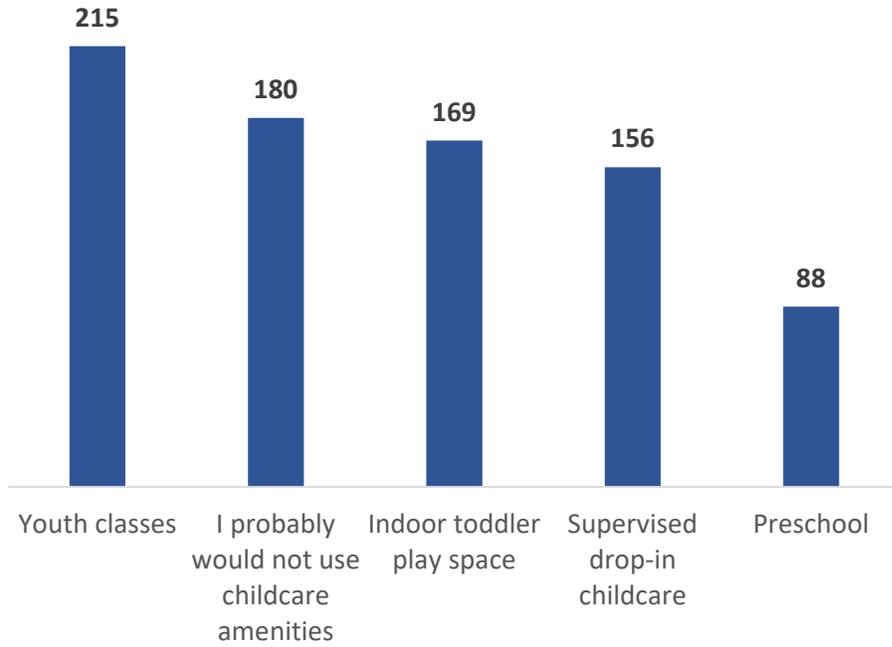
Question 8 | The current facility has space for the arts: ceramics, crafts, and instruction. What art-related activities would be most important to accommodate in the new facility? Select all that apply.



Answers	Tally
Youth-based craft programs	285
More ceramics	221
Watercolor and oil painting	188
I probably would not use spaces for the arts	123
Digital arts	92
Other	29

Total respondents | 529

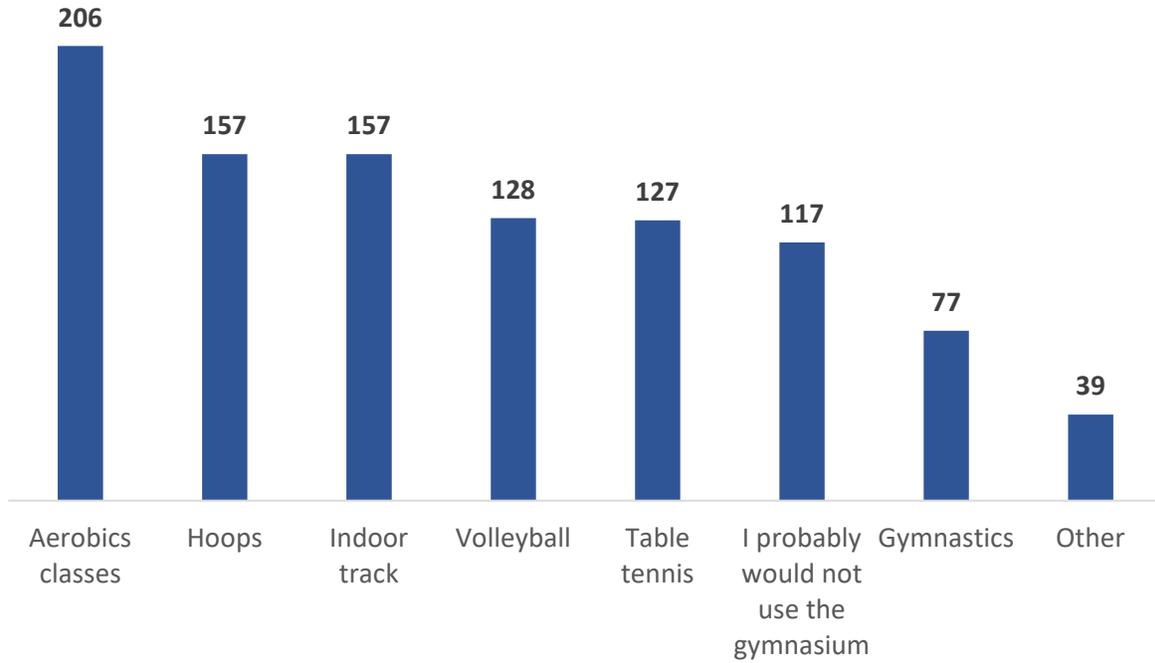
Question 9 | If you are a parent or caregiver, what childcare amenities in the new facility would be most valuable to you? Select all that apply.



Answers	Tally
Youth classes	215
I probably would not use childcare amenities	180
Indoor toddler play space	169
Supervised drop-in childcare	156
Preschool	88

Total respondents | 478

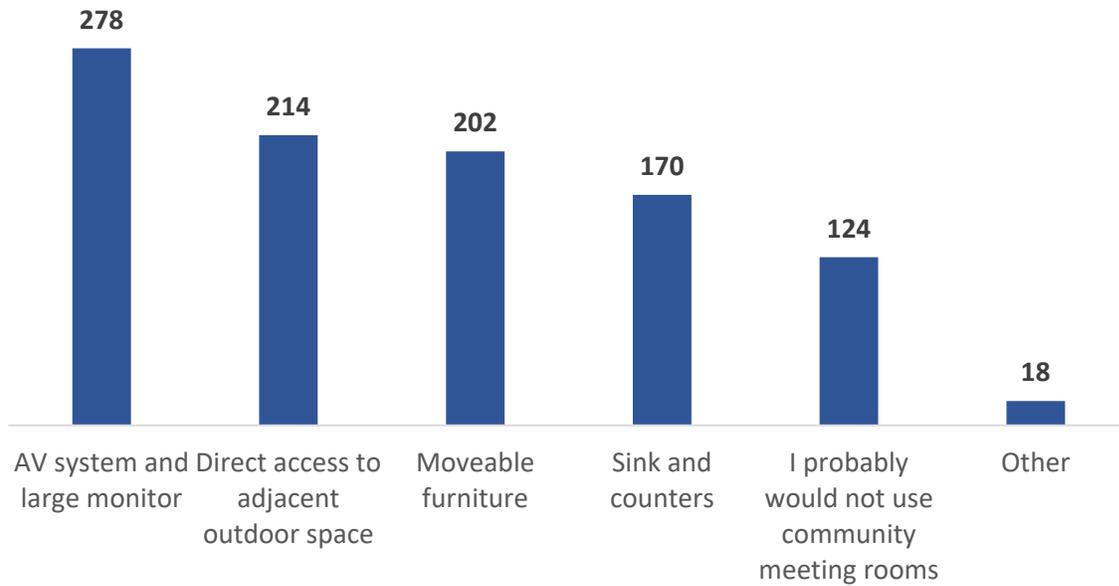
Question 10 | What activities would you most enjoy in a new gymnasium facility? Select all that apply.



Answers	Tally
Aerobics classes	206
Hoops	157
Indoor track	157
Volleyball	128
Table tennis	127
I probably would not use the gymnasium	117
Gymnastics	77
Other	39

Total respondents | 536

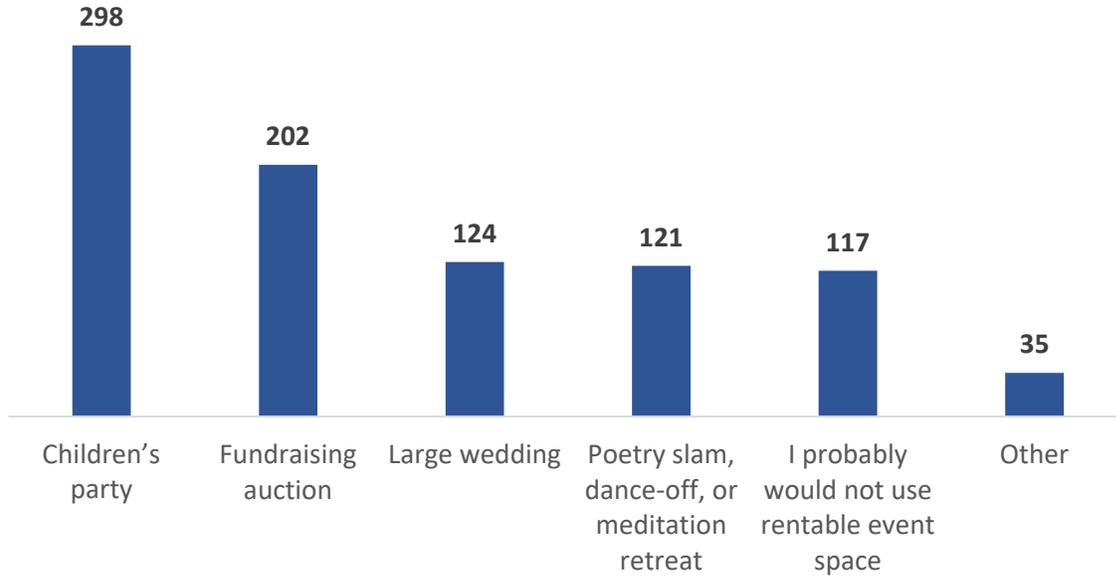
Question 11 | If the new community center had a variety of community meeting rooms, what features would be most desirable for your meetings or events? Select all that apply.



Answers	Tally
AV system and large monitor	278
Direct access to adjacent outdoor space	214
Moveable furniture	202
Sink and counters	170
I probably would not use community meeting rooms	124
Other	18

Total respondents | 517

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.

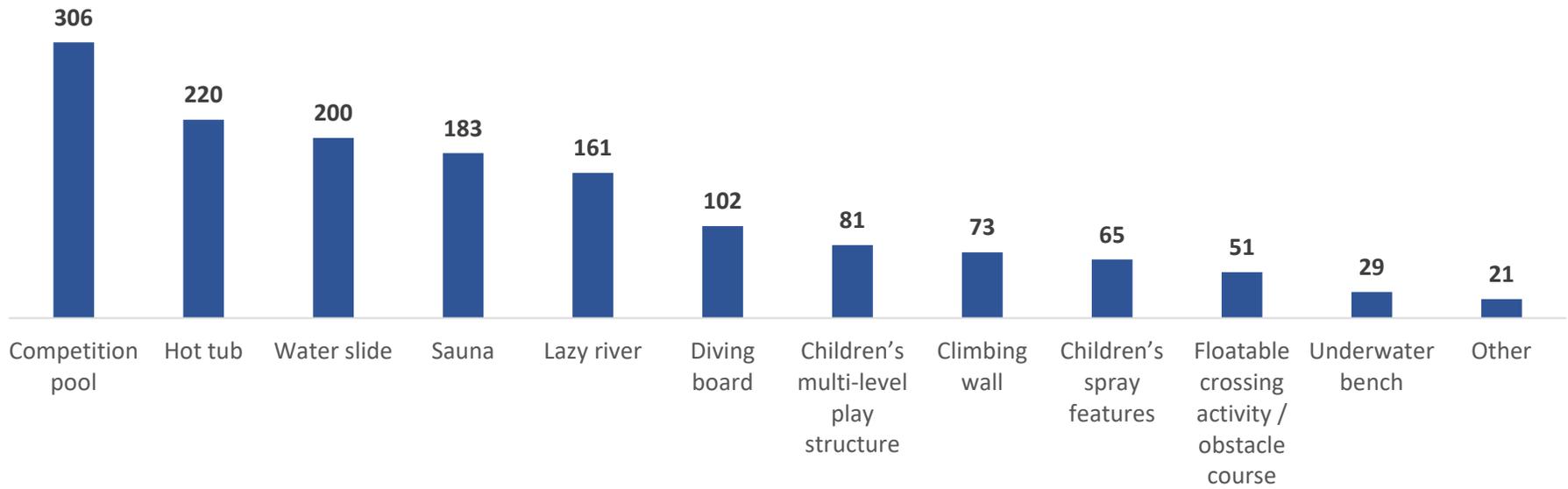


Answers	Tally
Children's party with dining space and access to the pool	298
Fundraising auction that capitalizes on lake views	202
Large wedding that would include use of catering kitchen and sound system	124
Poetry slam, dance-off, or meditation retreat	121
I probably would not use rentable event space	117
Other	35

Total respondents | 524

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.

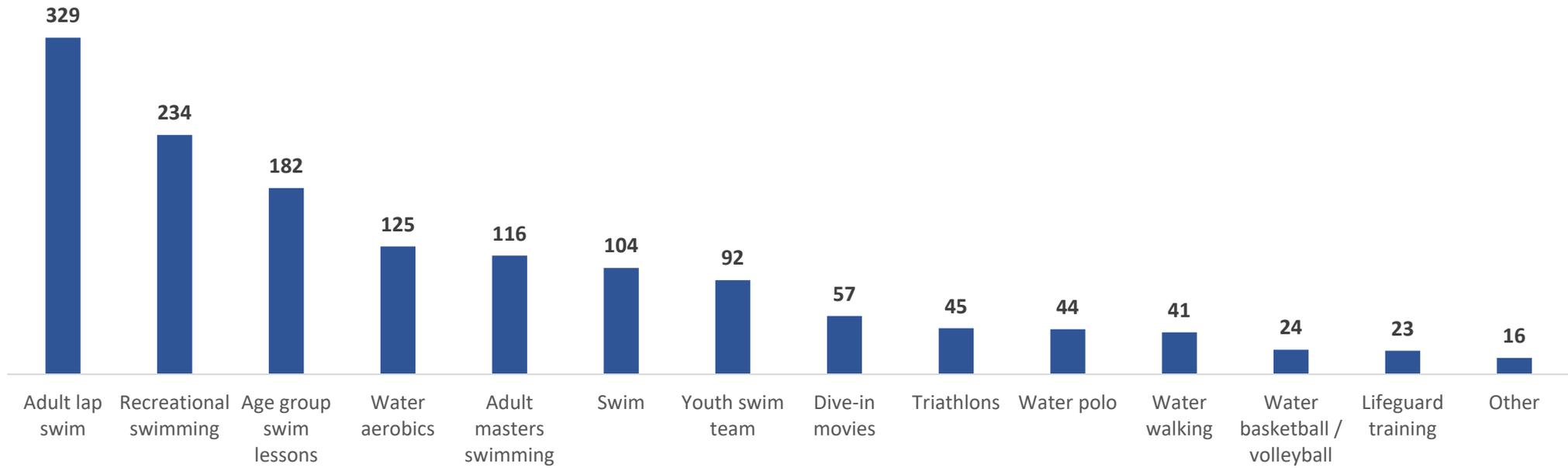


Question 13 cont. | Parks is considering greatly expanding the space dedicated to aquatics programs. Which of the following would you use most frequently? Select all that apply.

Answers	Tally
Competition pool	306
Hot tub	220
Water slide	200
Sauna	183
Lazy river	161
Diving board	102
Children's multi-level play structure	81
Climbing wall	73
Children's spray features	65
Floatable crossing activity / obstacle course	51
Underwater bench	29
Other	21

Total respondents | 557

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

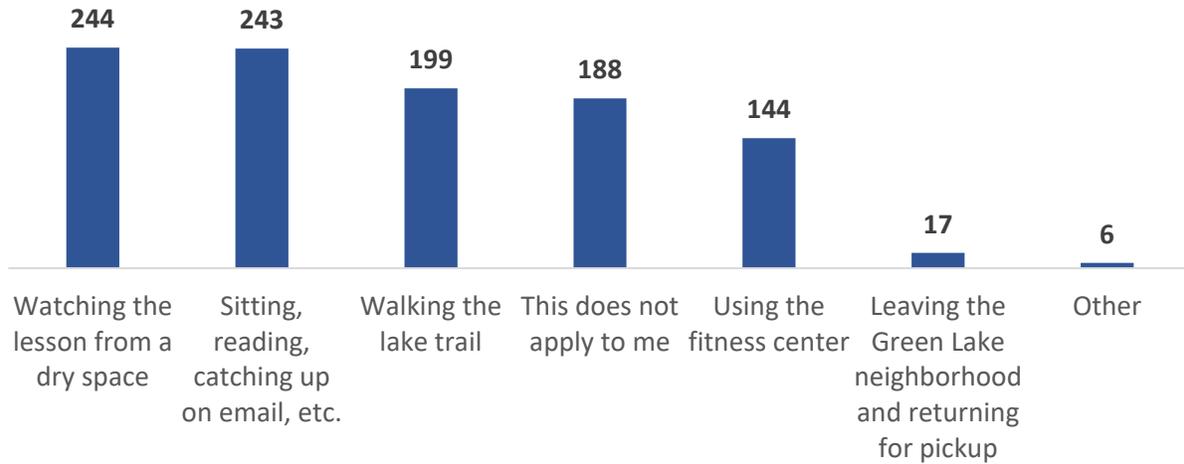


Question 14 cont. | Which of the following activities would you take part in most frequently? Select all that apply.

Answers	Tally
Adult lap swim	329
Recreational swimming	234
Age group swim lessons	182
Water aerobics	125
Adult masters swimming	116
Swim	104
Youth swim team	92
Dive-in movies	57
Triathlons	45
Water polo	44
Water walking	41
Water basketball / volleyball	24
Lifeguard training	23
Other	16

Total respondents | 553

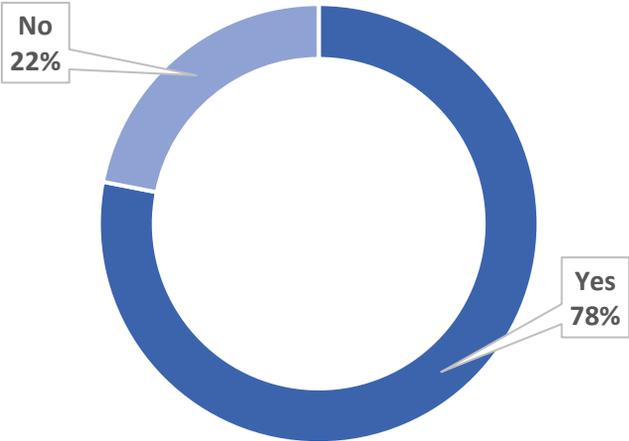
Question 15 | If you are parent/caregiver who drops off children for swim lessons, how would you typically spend the lesson time? Select all that apply.



Answers	Tally
Watching the lesson from a dry space	244
Sitting, reading, catching up on email, etc.	243
Walking the lake trail	199
This does not apply to me	188
Using the fitness center	144
Leaving the Green Lake neighborhood and returning for pickup	17
Other	6

Total respondents | 507

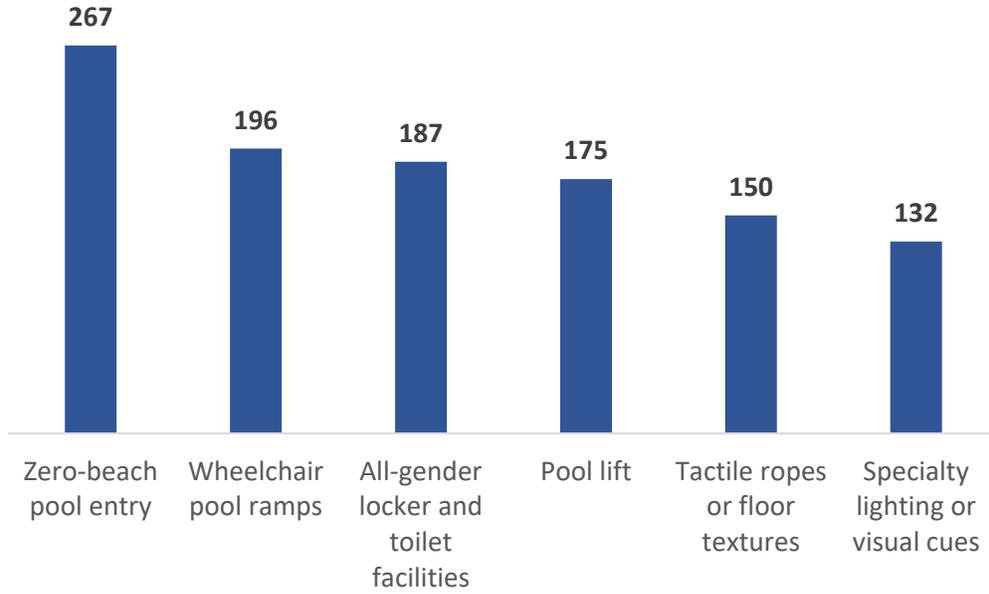
Question 16 | Would you consider having a party or special event at the pool if there was an adjacent enclosed space for party rental reservations that could be reserved for a fee?



Answers	Tally	Percentage
Yes	402	78%
No	113	22%

Total respondents | 515

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

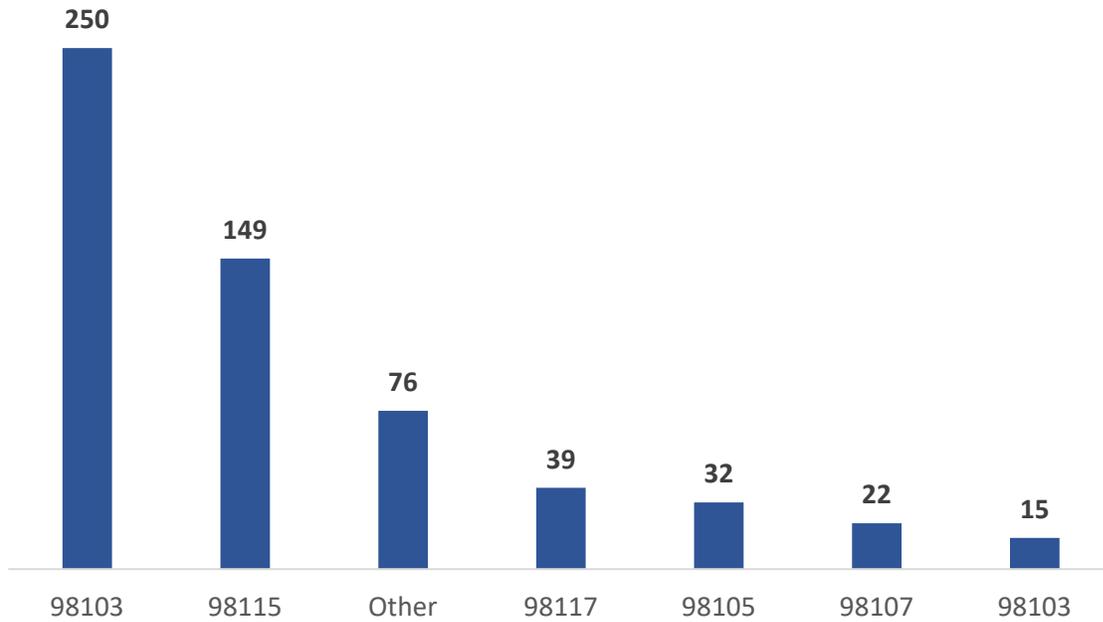


Answers	Tally
Zero-beach pool entry	267
Wheelchair pool ramps	196
All-gender locker and toilet facilities	187
Pool lift	175
Tactile ropes or floor textures	150
Specialty lighting or visual cues	132

Total respondents | 440

DEMOGRAPHIC QUESTIONS

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

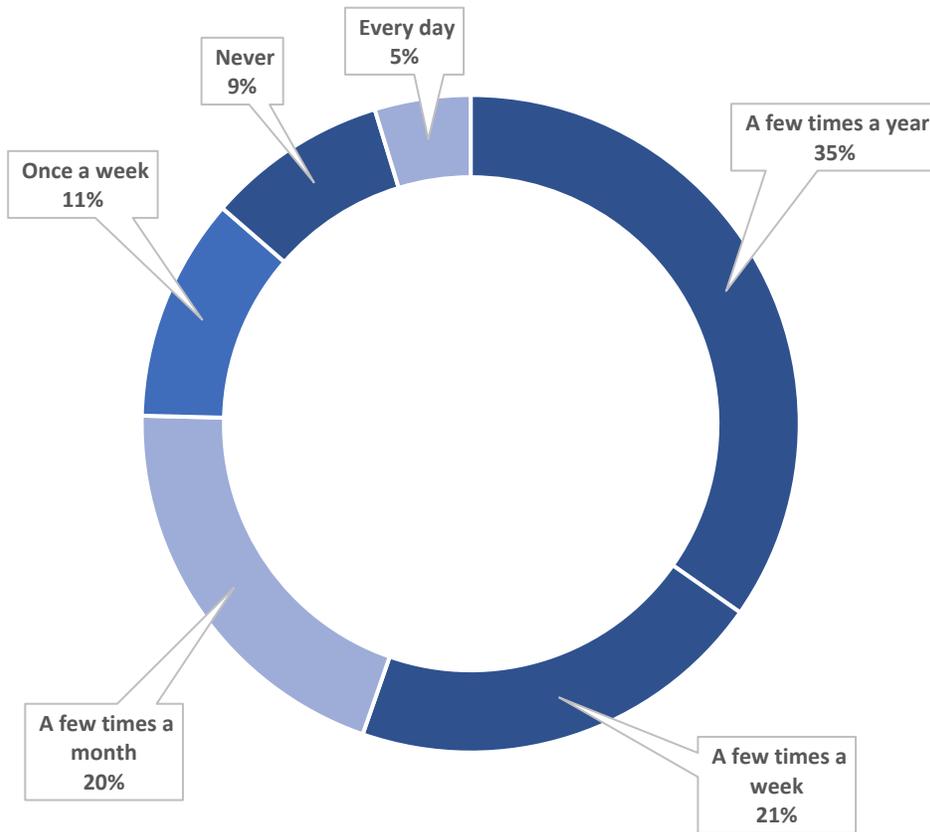


Answers	Percentage	Tally
98103	43%	250
98115	26%	149
Other	13%	76
98117	7%	39
98105	5%	32
98107	4%	22
98133	3%	15

Total respondents | 583

Reminder: When calculating single-choice questions, the percentages for each tally are rounded to the nearest integer. When rounded, the percentages may not add up to 100% exactly.

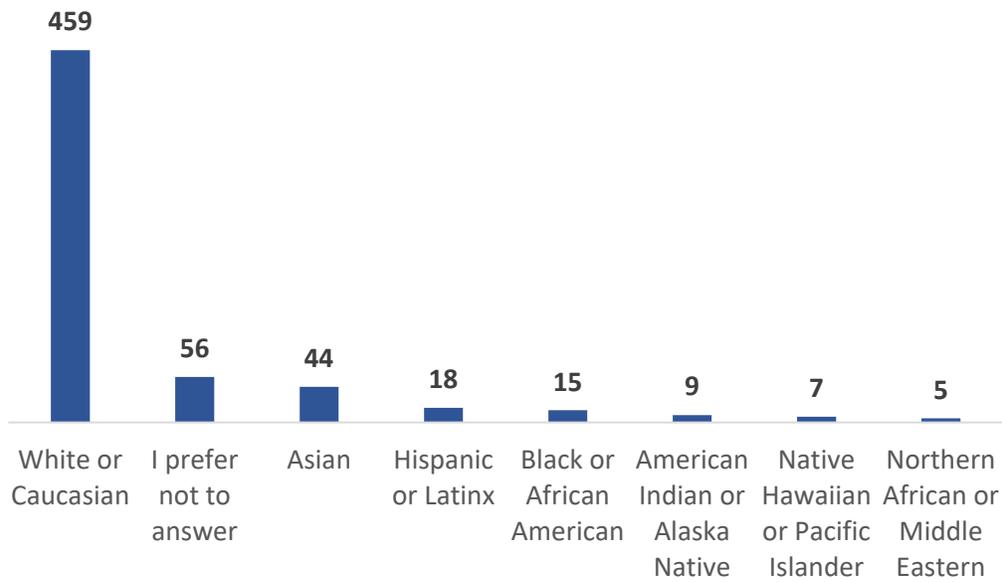
Question 2 | How often do you visit the Green Lake Community Center and Evans Pool? Select one.



Answers	Percentage	Tally
A few times a year	35%	199
A few times a week	21%	118
A few times a month	20%	115
Once a week	11%	63
Never	9%	51
Every day	5%	27

Total respondents | 573

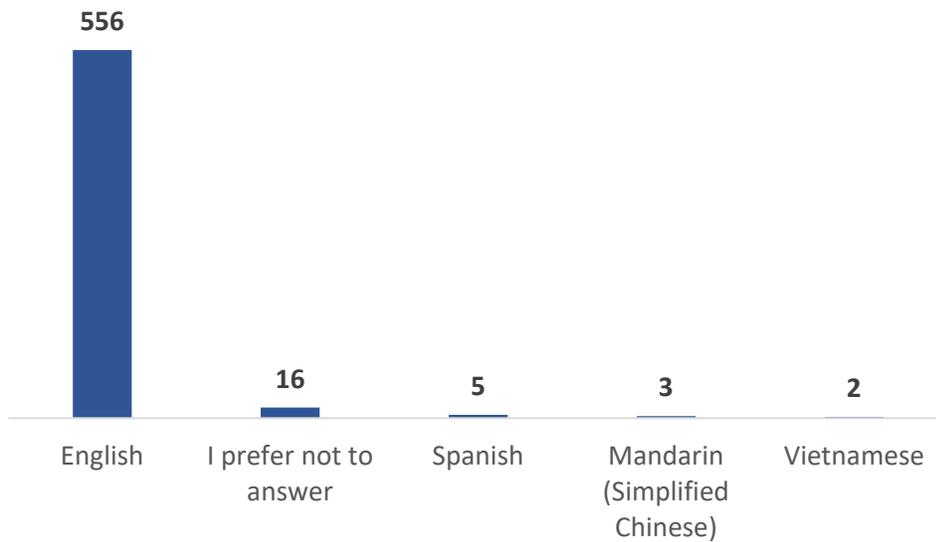
Question 3 | What ethnicity best describes you? Select all that apply.



Answers	Tally
White or Caucasian	459
I prefer not to answer	56
Asian	44
Hispanic or Latinx	18
Black or African American	15
American Indian or Alaska Native	9
Native Hawaiian or Pacific Islander	7
Northern African or Middle Eastern	5

Total respondents | 565

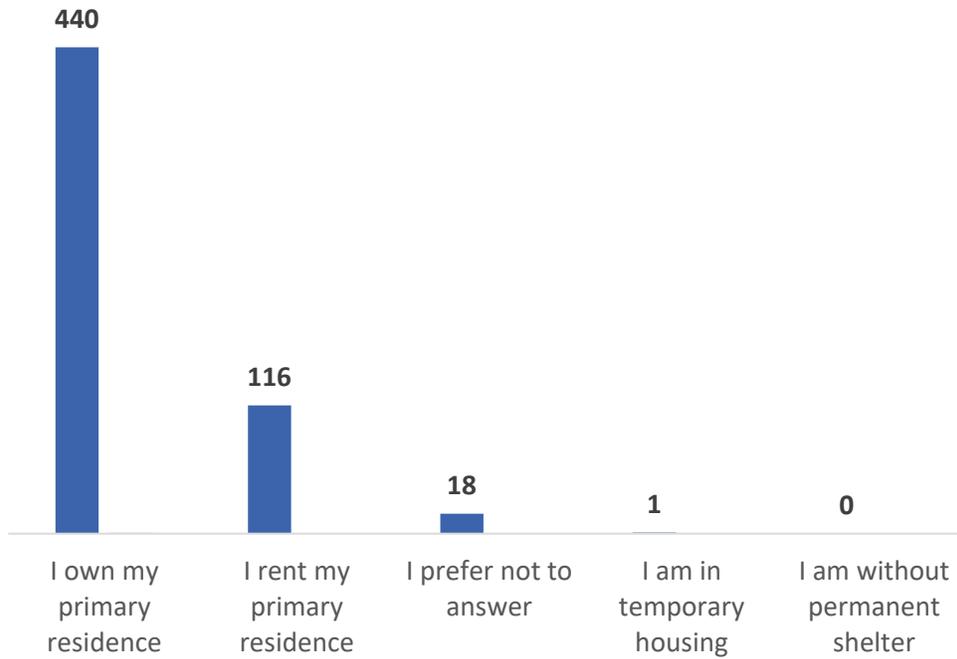
Question 4 | What is the primary language spoken in your home?



Answers	Tally	Percentage
English	556	97%
I prefer not to answer	16	3%
Spanish	5	1%
Mandarin (Simplified Chinese)	3	1%
Vietnamese	2	0%
Cantonese (Traditional Chinese)	0	0%
Korean	0	0%
Somali	0	0%
Tagalog	0	0%

Total respondents | 573

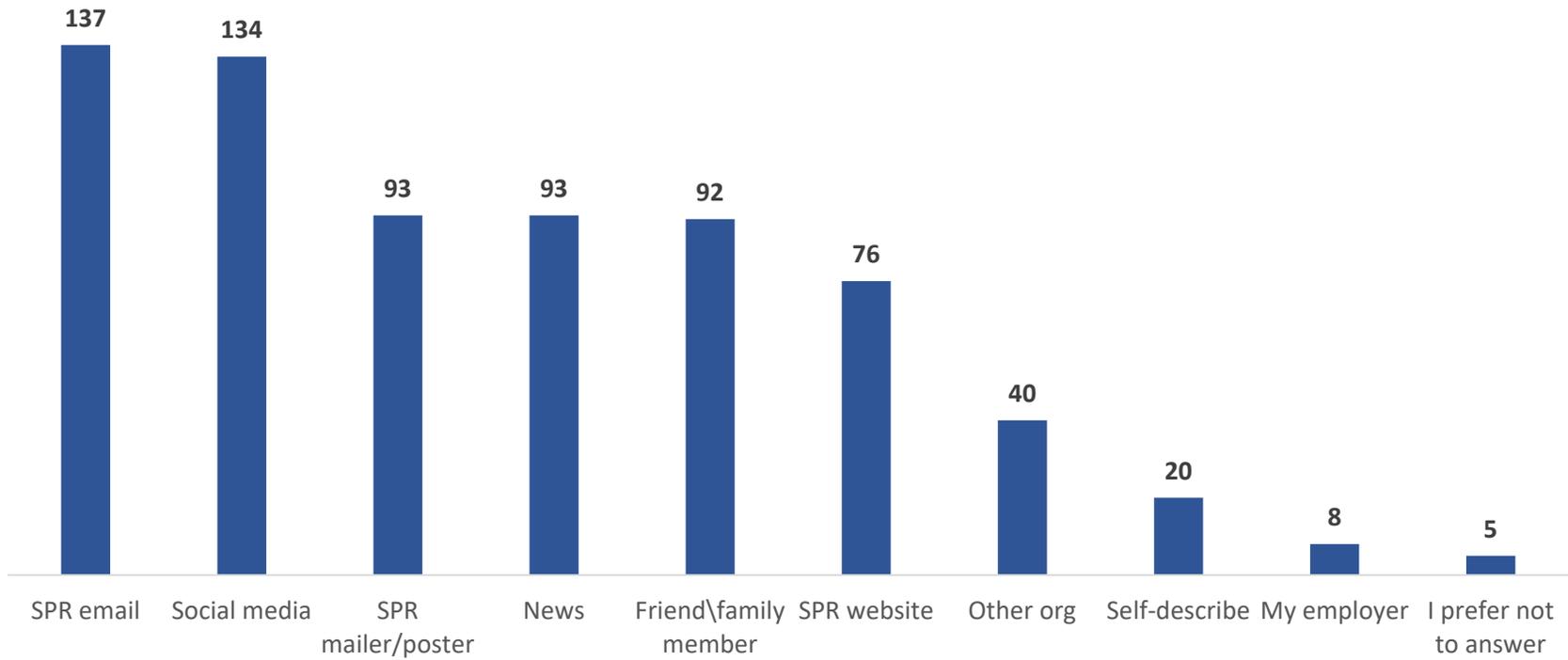
Question 5 | Which of the following best describes your current living condition?



Answers	Tally	Percentage
I own my primary residence	440	77%
I rent my primary residence	116	20%
I prefer not to answer	18	3%
I am in temporary housing	1	0%
I am without permanent shelter	0	0%

Total respondents | 575

Question 6 | How did you learn about this project? Select all that apply.



Question 6 cont. | How did you learn about this project? Select all that apply.

Answers	Tally
SPR email	137
Social media	134
SPR mailer/poster	93
News	93
Friend\family member	92
SPR website	76
Other organization	40
Self-describe	20
My employer	8
I prefer not to answer	5

Total respondents | 576

WEB ACTIVITY REPORT

URL | glcc.infocommunity.org

Users | 2,658

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

Sessions | 3,203

The number of times users visited the online open house.

Total pageviews | 9,691

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

Unique pageviews | 8,285

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 | 3.03

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

Session duration | 4 minutes, 41 seconds

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

Device use

Mobile | 49%

Desktop | 48%

Tablet | 3%

Top 5 traffic sources

Direct entry of URL | 37%

Email | 19%

Facebook | 14%

Myballard.com | 7%

Seattle.gov | 7%

ATTACHMENTS

APPENDIX A: Email sign-ups

APPENDIX B: Raw survey data