



City Council

Briefing on Parks, Arts and Recreation Needs Assessment Survey Results

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Title

Briefing on Parks, Arts and Recreation Needs Assessment Survey Results

Recommended Action

Committee Recommendation:

The Parks & Recreation Advisory Committee (PRAC) will receive a briefing of Parks, Arts and Recreation Needs Assessment Survey results on April 15, 2021.

City Manager Recommendation:

Receive a briefing of Parks, Arts and Recreation Needs Assessment Survey results and discuss the results and discuss the Parks, Arts and Recreation Plan priorities.

Report

Issue:

Whether to receive a briefing of the Parks, Arts and Recreation Needs Assessment Survey results and discuss the Parks, Arts and Recreation Plan priorities.

Staff Contact:

Laura Keehan, Planning & Design Manager, Olympia Parks, Arts and Recreation, 360.570.5855.

Presenter(s):

Paul Simmons, Director, Olympia Parks, Arts and Recreation

Laura Keehan, Planning & Design Manager, Olympia Parks, Arts and Recreation

Background and Analysis:

Every six years, Olympia Parks, Arts and Recreation Department (OPARD) updates the Parks, Arts and Recreation Plan. As part of the update process, OPARD contracted with ETC Institute, a survey firm with over 20 years of experience in administering statistically valid parks and recreation needs assessment surveys. These random sample survey findings are key in helping determine future capital projects, as well as the balance of services across OPARD.

Also, as part of the update process, staff have been developing a GIS mapping analysis that utilizes demographic data and undeveloped park service areas to help prioritize the development order of currently undeveloped neighborhood and community parks. Staff will provide a brief overview of this

work and how it is helping inform which new parks could be prioritized for development based on parameters such as race, age, income and density of multifamily housing within the half-mile service area.

Neighborhood/Community Interests (if known):

The Olympia community has shown long-standing support and interest in the parks system. The report will be made available on the Parks, Arts and Recreation Plan Engage Olympia webpage, along with the Thurston County Media recorded presentation of the results by the survey consultant to PRAC.

Options:

1. Receive the report and provide direction on the Parks, Arts and Recreation Plan priorities.
2. Do not receive the report and or provide direction on the Parks, Arts and Recreation Plan priorities.
3. Receive the report and provide direction on Parks, Arts and Recreation Plan at another time.

Financial Impact:

Administering the survey cost \$18,250. Funds for this effort were in OPARD's budget for the parks plan update.

Attachments:

Findings Report
Report Appendix
2020 OPARD Performance Report