



## **Covington/Maple Valley Area Residents Feasibility Study Recreation Survey**

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September 2020

## EXECUTIVE SUMMARY

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In late August/early September of 2020, a telephone survey was conducted among 200 residents in the potential future service area of a new aquatic/indoor recreation center in Covington/Maple Valley.

The survey results indicated that residents are currently most likely to use the Covington Aquatic Center or their own homes for indoor recreation activities. The most important factors that impact where residents go for indoor recreation are: 1. *Safety*, 2. *Convenience*, 3. *Staff/Instructor knowledge and friendliness* and 4. *Cost*. 52% of residents reported currently driving less than twenty minutes for indoor recreation activities, though the survey indicates Covington residents are likely to drive longer than Maple Valley residents.

The survey did not indicate any strong, negative feeling towards current recreation or exercise options in the area, but 58% of residents did indicate there is a need for better quality recreation facilities in their community. When asked to rank possible amenities and uses for a pool, residents ranked recreation swimming at the top of the list followed by swim lessons. Competitive and lap swimming were ranked last.

## EXECUTIVE SUMMARY(cont.)

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53% of all residents claim they would use a new aquatic facility once a month or more, while 20% of residents indicated they weren't sure if they would use it or not. Maple Valley residents were more likely to indicate they would never use a new facility than Covington residents.

When asked about current habits, over a third of all respondents indicated that they have not used the Covington Aquatic Center at all in the past year. Maple Valley residents were more likely to have never used it than Covington residents. Covington residents believe the current aquatic center provides recreation needs for their community, but fewer in Maple Valley feel this way – more than one-in-three don't know enough to have an opinion. However, both communities believe a new facility would serve their community well.

Half of Covington residents indicated they would be willing to pay more taxes to fund a new facility. The majority of Maple Valley residents indicated they would not.

When considering features for a new center, 78% of respondents believed an indoor pool is important. An outdoor pool, gymnasium and indoor walk/jog track also ranked highly.

## METHODOLOGY

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SAMPLE

200 live interviews among a representative sample of Maple Valley and Covington area residents.

METHOD

Landline and cell phone interviews conducted August 21-September 3, 2020.

SAMPLING  
ERROR

Plus or minus 7% at the 95% confidence level. The margin for error is higher for subgroups, such as gender or an individual age category.

## METHODOLOGY

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CITY/AREA		GENDER	
COVINGTON	40%	MEN	49%
MAPLE VALLEY	40%	WOMEN	51%
SURROUNDING AREAS	20%		

AGE		CHILDREN IN HOUSEHOLD	
18-44	49%	YES	50%
45+	49%	NO	47%

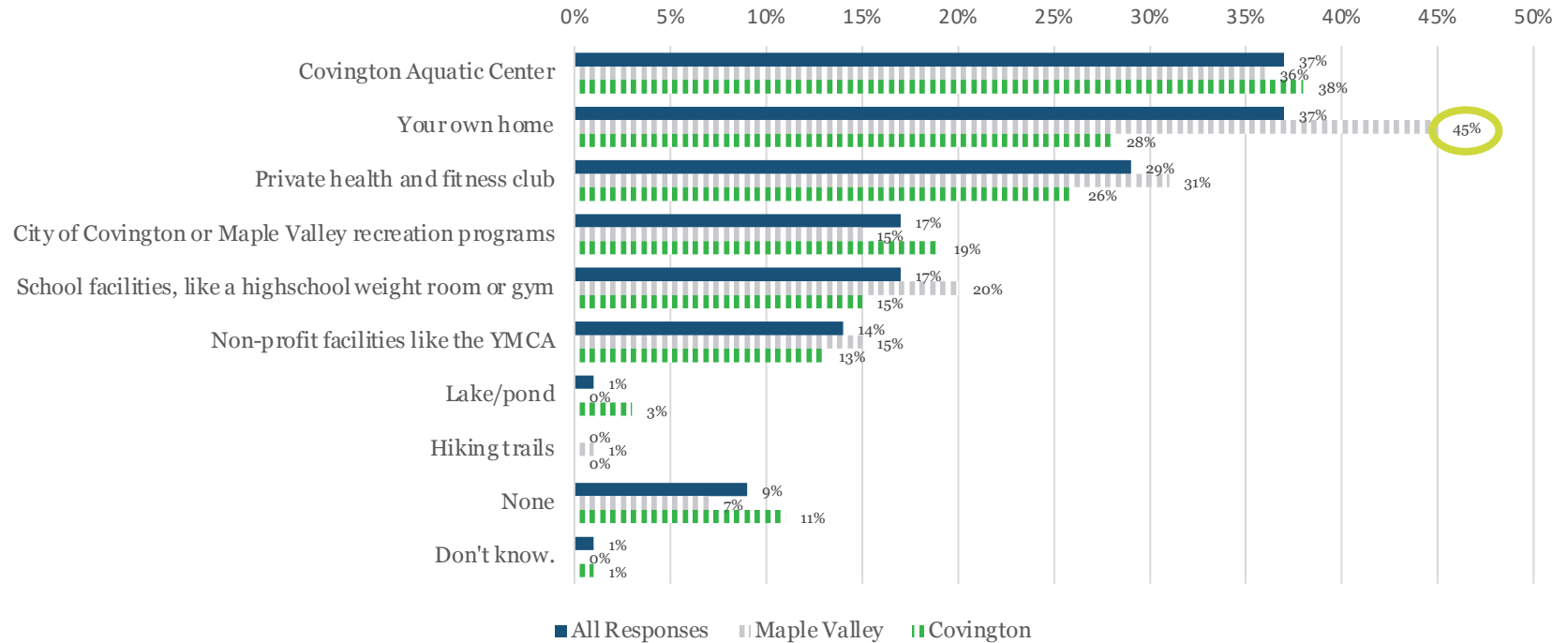
  

HOMEOWNER/RENTER		LENGTH OF RESIDENCE	
RENT	17%	0-19 Years	65%
OWN	73%	20+ Years	30%

*Objective: Identify current indoor recreational activities and usage of other recreational facilities.*

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1. Where do you and your household currently go for your indoor recreation needs? (choose all options that apply)



\*Maple Valley residents were more likely to identify their homes as a place for indoor recreation than Covington residents. The Covington Aquatic Center was a top answer for all residents.

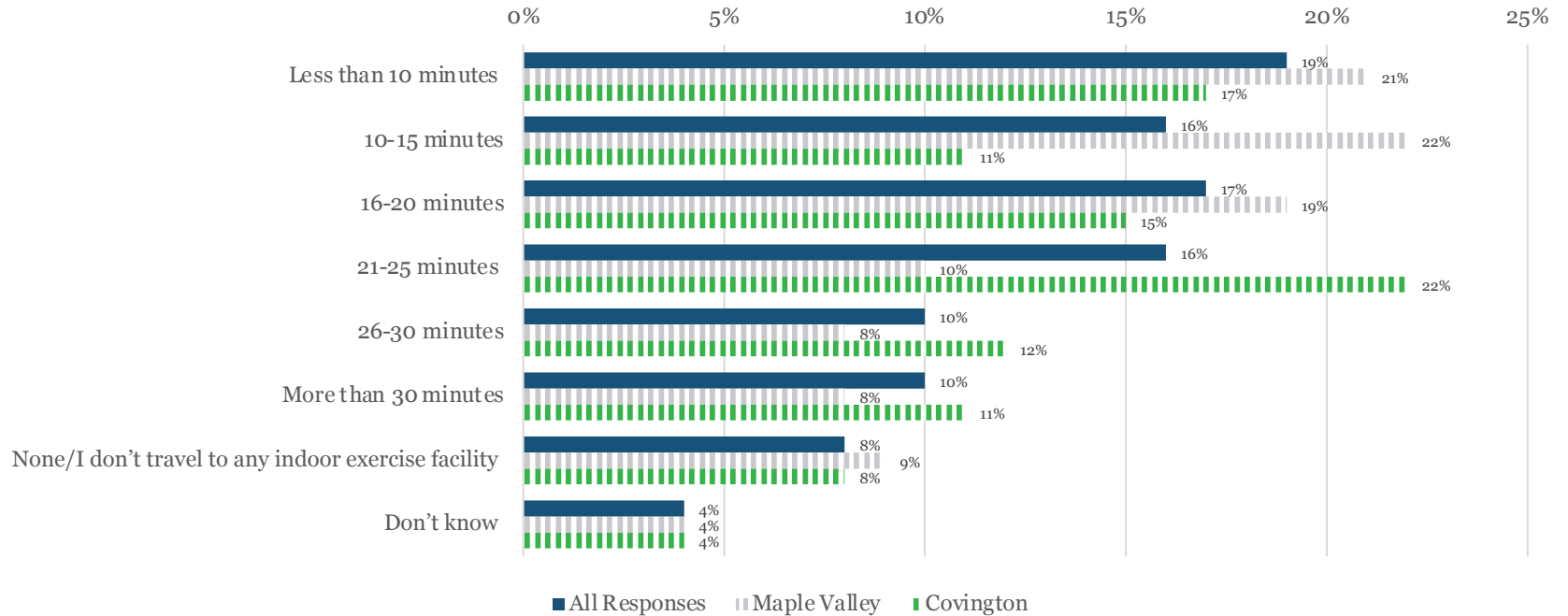
2. What factors go into your decision about where you go for your indoor recreation? Please rank from most important (7) to least important (1).

	All Responses: Mean score	All Responses: % Very Important	Maple Valley: Mean score	Maple Valley: % “Very” important	Covington: Mean score	Covington: % “Very” important
Safety	<b>6.39</b>	66%	<b>6.26</b>	66%	<b>6.53</b>	66%
Convenience of location – “How long it takes me to get there.”	<b>6.28</b>	62%	<b>6.15</b>	59%	<b>6.40</b>	65%
Staff/Instructor knowledge and friendliness	<b>6.04</b>	44%	<b>5.80</b>	36%	<b>6.28</b>	53%
Cost – “Fees for use and/or programs “	<b>5.96</b>	56%	<b>5.95</b>	57%	<b>5.97</b>	54%
Programs/Classes offered – “I go for a specific class at a specific time.”	<b>5.20</b>	35%	<b>4.72</b>	28%	<b>5.67</b>	42%
Variety of amenities offered – “The types of offerings in a facility.”	<b>5.00</b>	23%	<b>4.61</b>	18%	<b>5.39</b>	28%
Family Atmosphere	<b>4.96</b>	27%	<b>5.11</b>	30%	<b>4.82</b>	24%
Social – “I can go with a group of friends.”	<b>4.62</b>	14%	<b>4.51</b>	11%	<b>4.73</b>	17%
Preferences of my child/children – “My kids love going there.”	<b>4.31</b>	19%	<b>4.63</b>	32%	<b>4.00</b>	27%
Other – Availability of childcare in the facility	<b>3.13</b>	15%	<b>2.89</b>	14%	<b>3.36</b>	16%

Safety ranked the highest of the factors that impact where residents go for indoor recreation. Two-thirds of respondents identified safety as very important. There was little difference in the order of factors between Maple Valley and Covington residents except for family atmosphere– Maple Valley residents ranked family atmosphere higher than programs offered and variety of amenities while Covington residents valued those factors more than family atmosphere.



### 3. How long do you usually travel for day-to-day recreation or exercise facilities?



- 52% of respondents reported traveling 20 minutes or less for day-to-day recreation or exercise.
- Covington residents reported driving longer with over 60% of Covington residents responding with travel times over 15 minutes compared to only 44% of Maple Valley residents.

*Objective: Understand community want/need for improved recreational facilities*

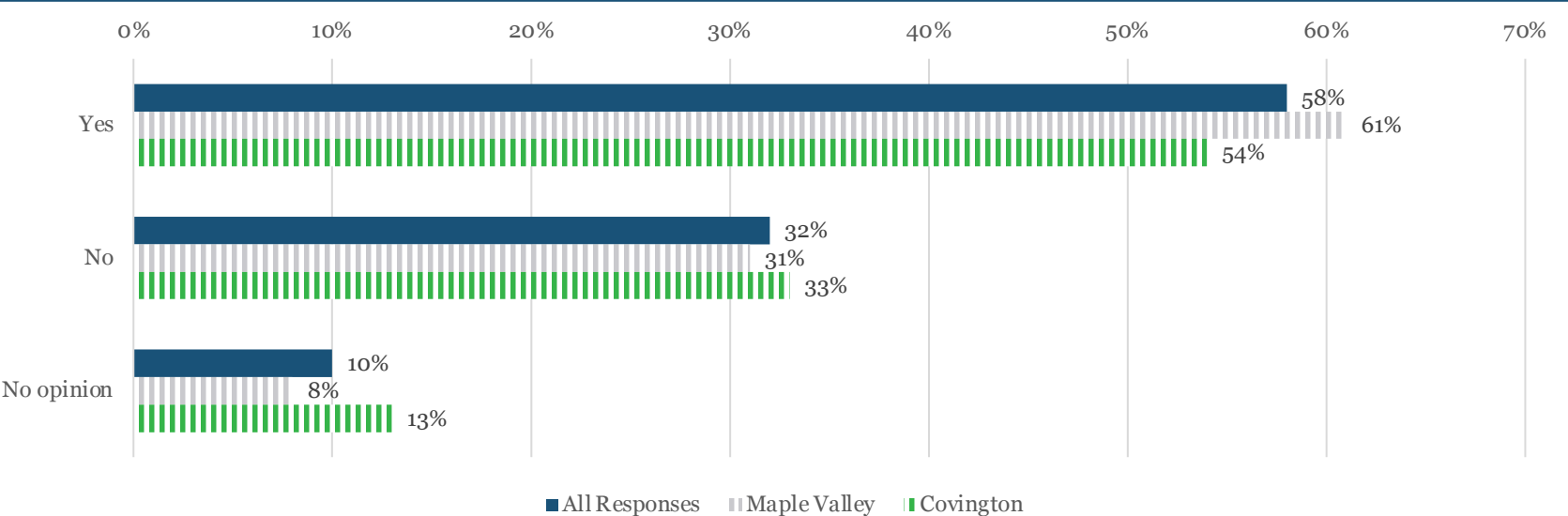
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4. On a scale of 1-7, where 1 is “Not at all satisfied” and 7 is “Highly satisfied,” how do you rank your satisfaction in the following areas in Covington and Maple Valley:

	<u>All Responses:</u> Mean score	<u>All Responses:</u> % “Very” Satisfied	<u>Maple Valley:</u> Mean score	<u>Maple Valley:</u> % “Very” Satisfied	<u>Covington:</u> Mean score	<u>Covington:</u> % “Very” Satisfied
Quality of local parks and park facilities	<b>5.24</b>	19%	<b>5.03</b>	15%	<b>5.46</b>	23%
Number of local parks and park facilities	<b>5.02</b>	20%	<b>4.91</b>	20%	<b>5.14</b>	19%
Quality of family friendly recreation opportunities	<b>4.94</b>	16%	<b>4.78</b>	16%	<b>5.11</b>	15%
Quality of indoor exercise facilities	<b>4.69</b>	17%	<b>4.56</b>	16%	<b>4.83</b>	18%
Number of indoor exercise facilities	<b>4.44</b>	10%	<b>4.24</b>	10%	<b>4.66</b>	10%

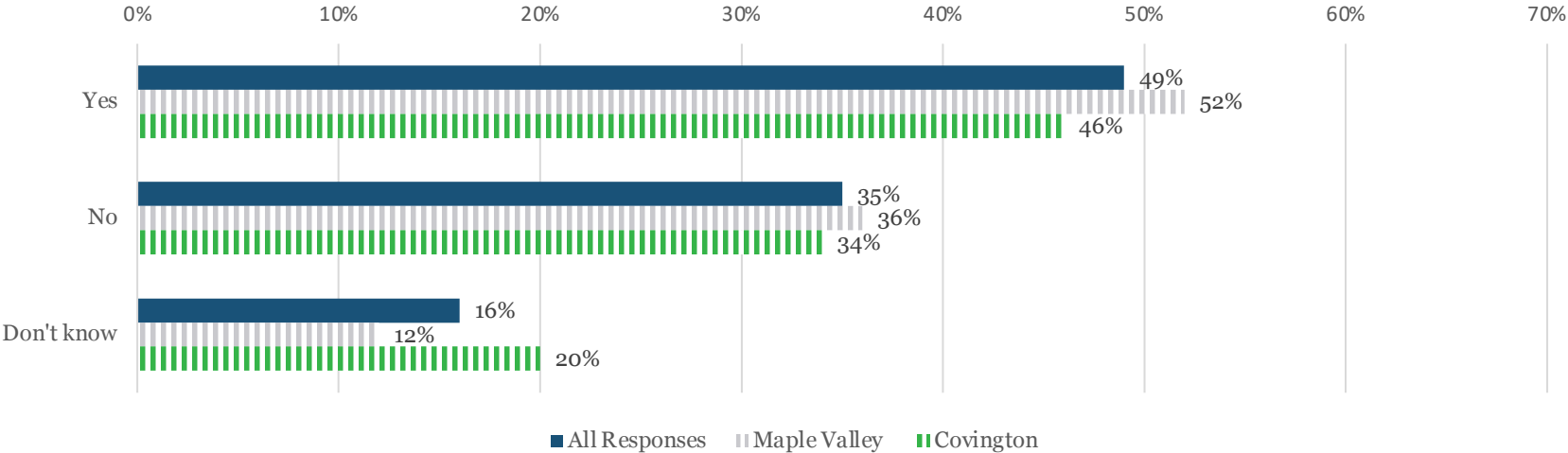
All mean scores for these questions fell on the “satisfied” side of the scale. There is a higher level of satisfaction for the quality and number of parks than the quality and number of indoor exercise facilities.

5. Do you feel there is a need for better quality recreational facilities in the area?



The majority of residents agreed there is a need for better quality recreational facilities in the area.

6. Do you feel there is a need for better quality exercise facilities in the area?



Compared to the responses for the previous recreation facilities question, residents didn't feel as strongly about the need for quality exercise facilities.

7. A possible area of focus for this project is a pool. I'm going to read a list of various aquatic related activities that could possibly have an emphasis at a pool. Please rate the importance of each of the following potential features of a new aquatic center. Use a 7-point scale where a "7" is very important and a "1" is not important at all.

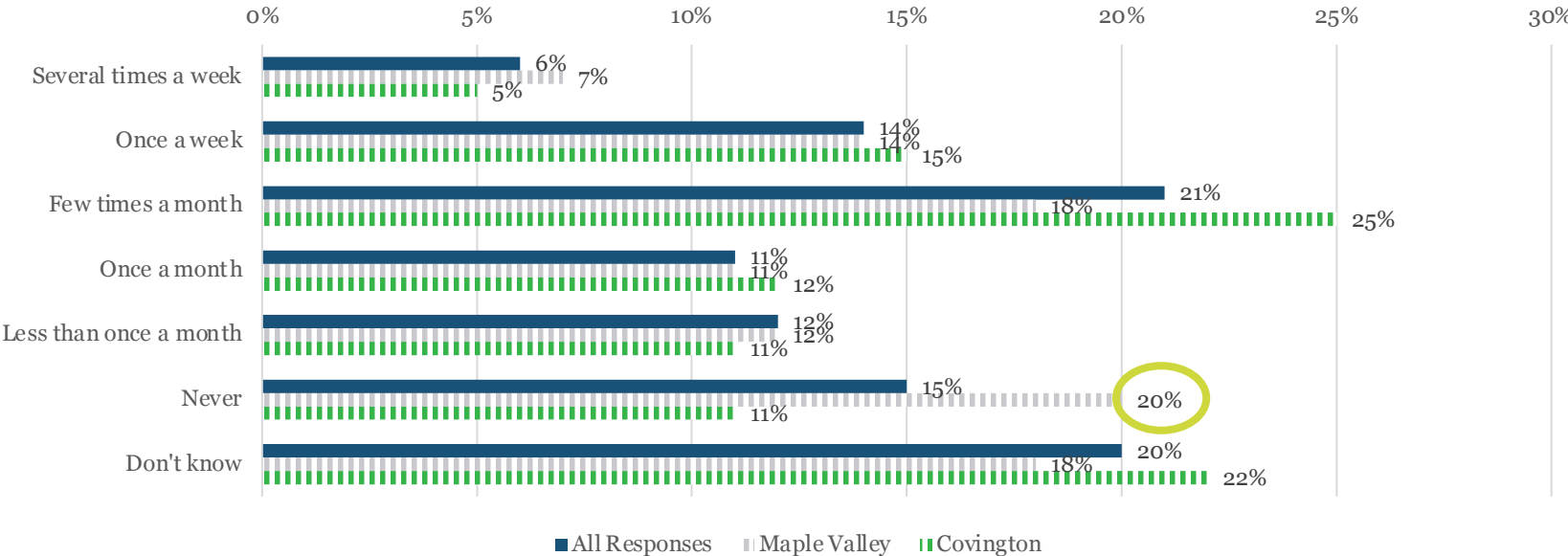
	<u>All Responses:</u> Mean score	<u>All Responses:</u> % "Very" Important	<u>Maple Valley:</u> Mean score	<u>Maple Valley:</u> % "Very" Important	<u>Covington:</u> Mean score	<u>Covington:</u> % "Very" Important
Recreational swimming	<b>5.91</b>	43%	<b>5.90</b>	49%	<b>5.92</b>	38%
Learn to swim/swimming lessons	<b>5.82</b>	43%	<b>5.80</b>	44%	<b>5.83</b>	41%
Spa, whirlpool, hot tub	<b>5.60</b>	45%	<b>5.35</b>	46%	<b>5.85</b>	44%
Water therapy	<b>5.54</b>	42%	<b>5.13</b>	37%	<b>5.92</b>	48%
Water fitness classes	<b>5.14</b>	28%	<b>5.02</b>	27%	<b>5.26</b>	28%
Sauna	<b>5.33</b>	37%	<b>4.96</b>	33%	<b>5.68</b>	40%
Lap swimming	<b>4.20</b>	24%	<b>4.13</b>	25%	<b>4.27</b>	23%
Competitive swimming	<b>3.86</b>	19%	<b>3.68</b>	19%	<b>4.03</b>	20%

Residents ranked recreational activities higher than competitive or lap swimming needs.

7. Is there any other feature that I haven't mentioned that would be important to you... What is that?

	All Responses % Mentioned	Maple Valley: % Mentioned	Covington: % Mentioned
Diving	1%	1%	1%
Olympic sized pool	1%	-	1%
Water polo	-	1%	-
Area for kids	-	-	1%
Party Room	-	1%	-

8. If a new aquatic and recreation facility were built in your area with the features that your household desires, how often would your household use the facility?



53% of all residents claim they would use a new aquatic facility once a month or more. 20% of respondents indicated they weren't sure if they would use it or not.

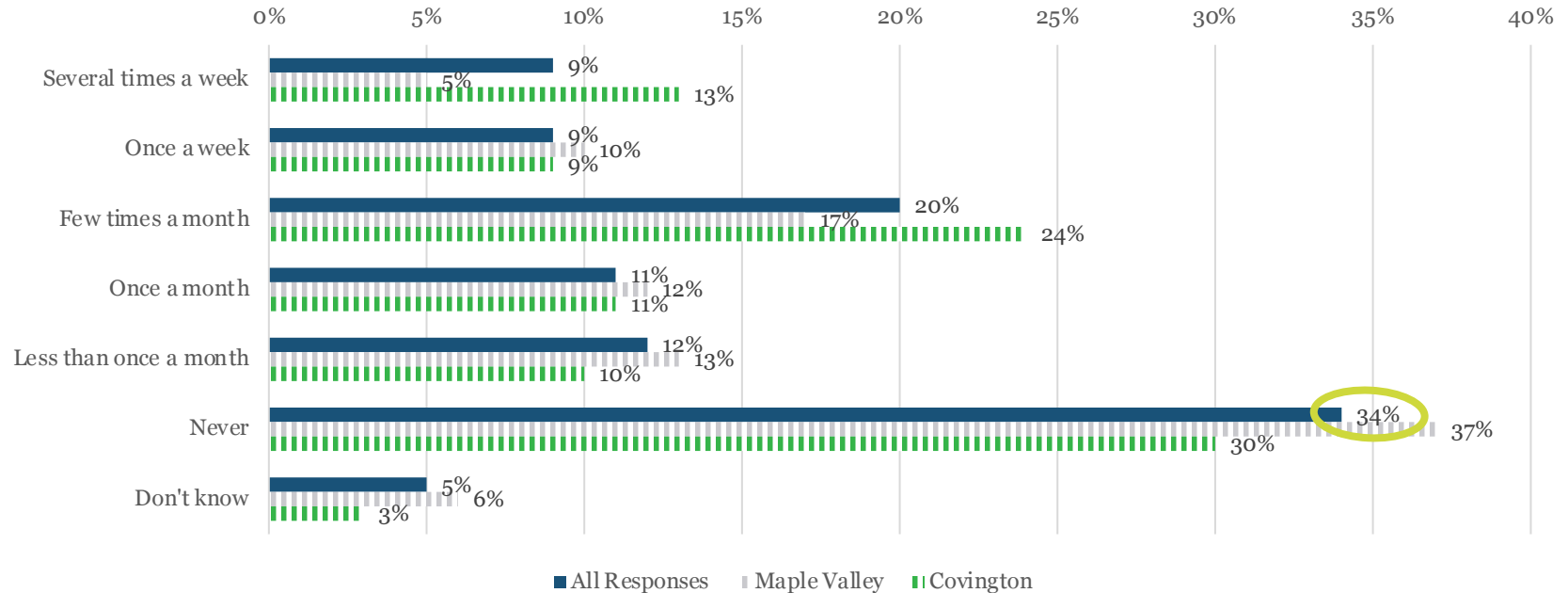
\* Maple Valley residents were more likely to indicate they would never use a new facility when compared to Covington residents.



*Objective: Understand current use of Covington Aquatic Center*

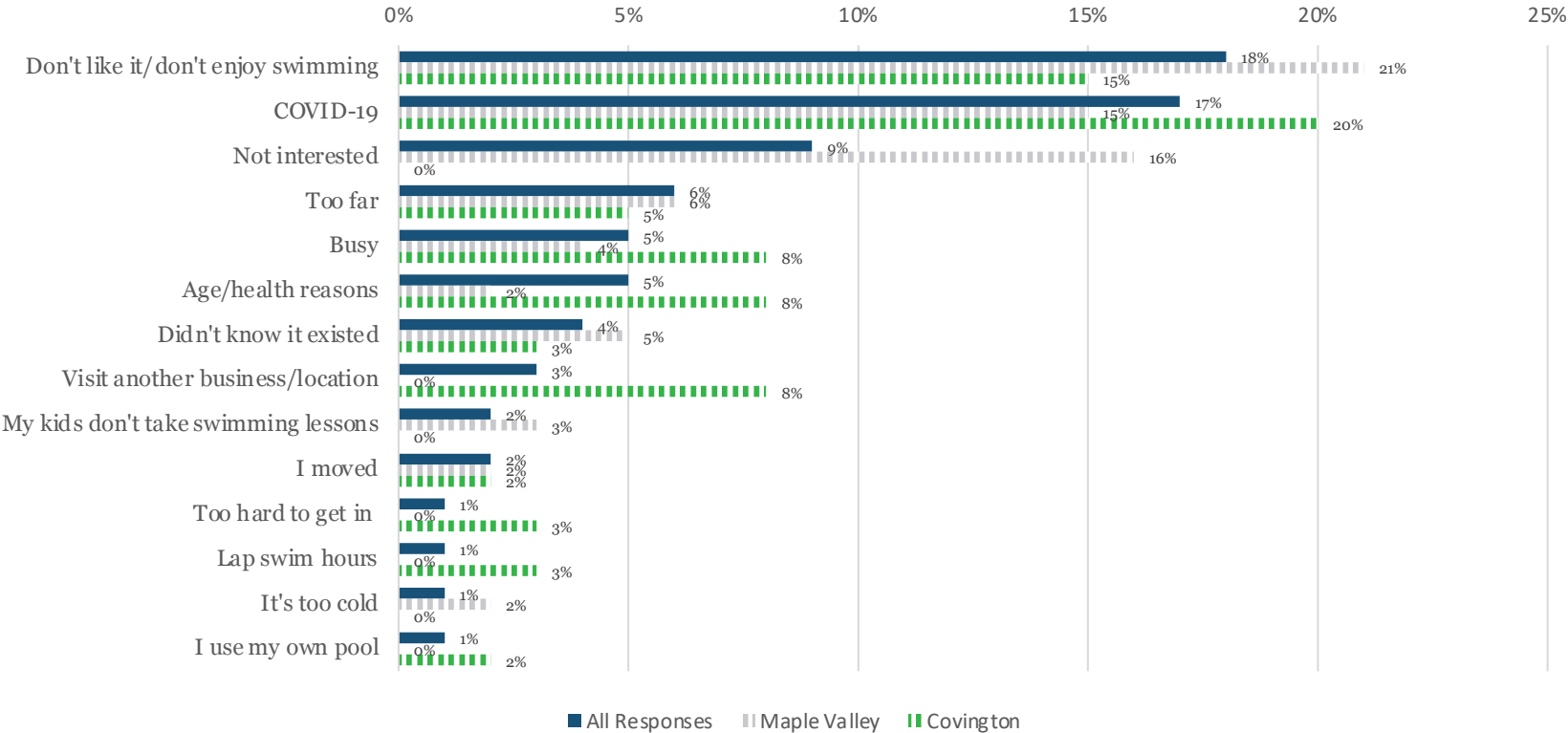
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9. In the past 12 months, how often have you used the Covington Aquatic Center?

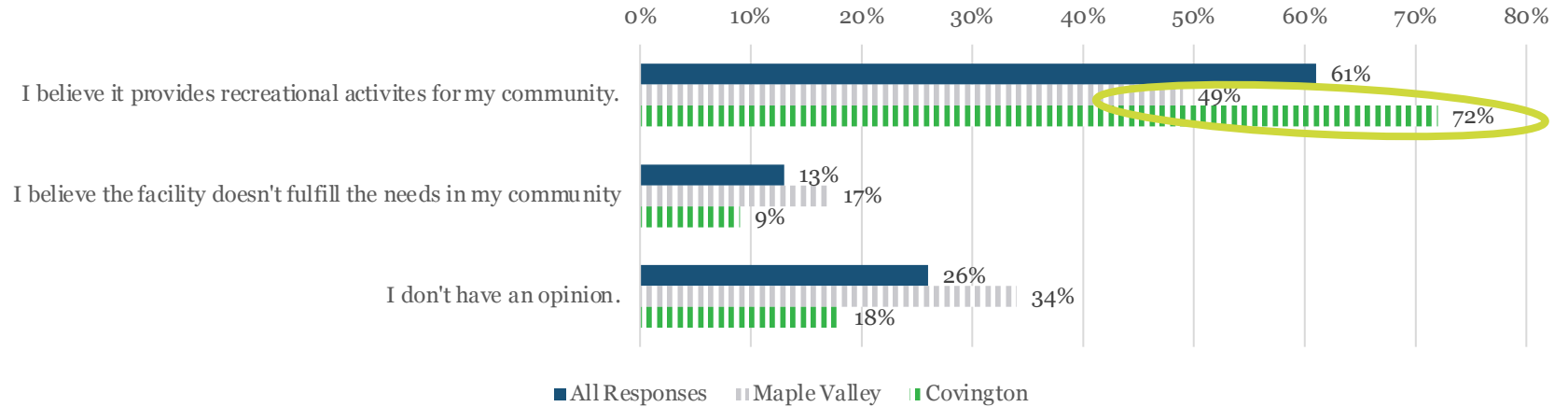


\*Over a third of all respondents indicated that they have not used the Covington Aquatic Center at all in the past year. Maple Valley residents were more likely to have never used it than Covington residents.

9oe. If answered “None” or “Every few months” in previous question, is there any particular reason you don’t use the facility often?

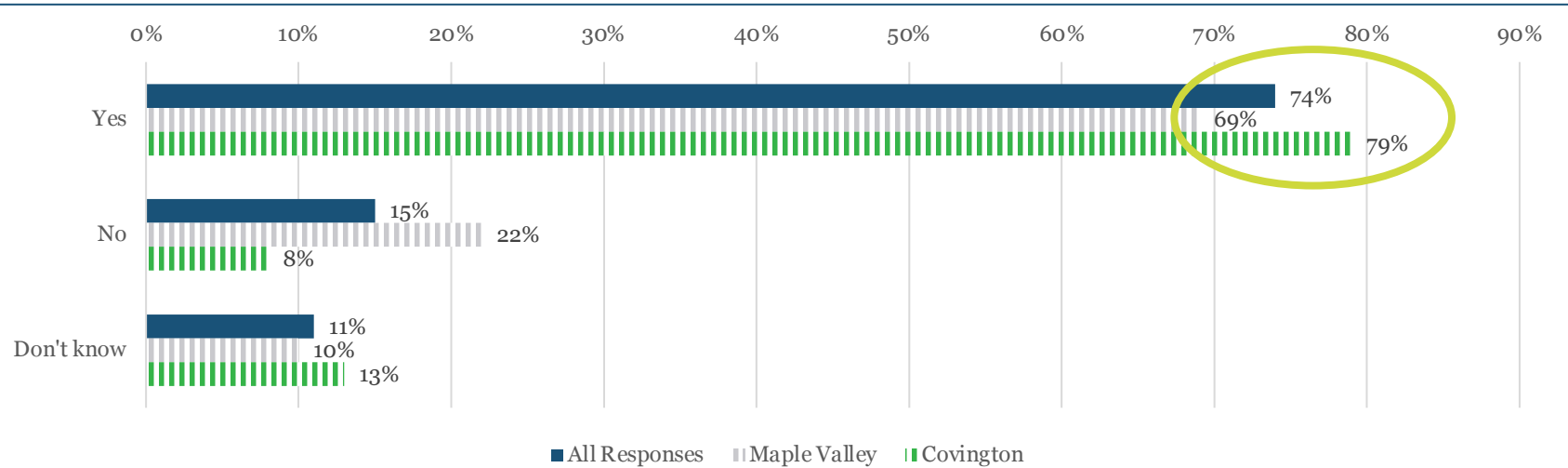


### 11. Which of the following best describes your perception of the Covington Aquatic Center?



\*Covington area residents say their aquatic center meets needs, but fewer in Maple Valley feel this way – more than one-in-three don't know enough to have an opinion.

12. Do you feel like a new aquatic/recreation center with expanded amenities would serve your community well?

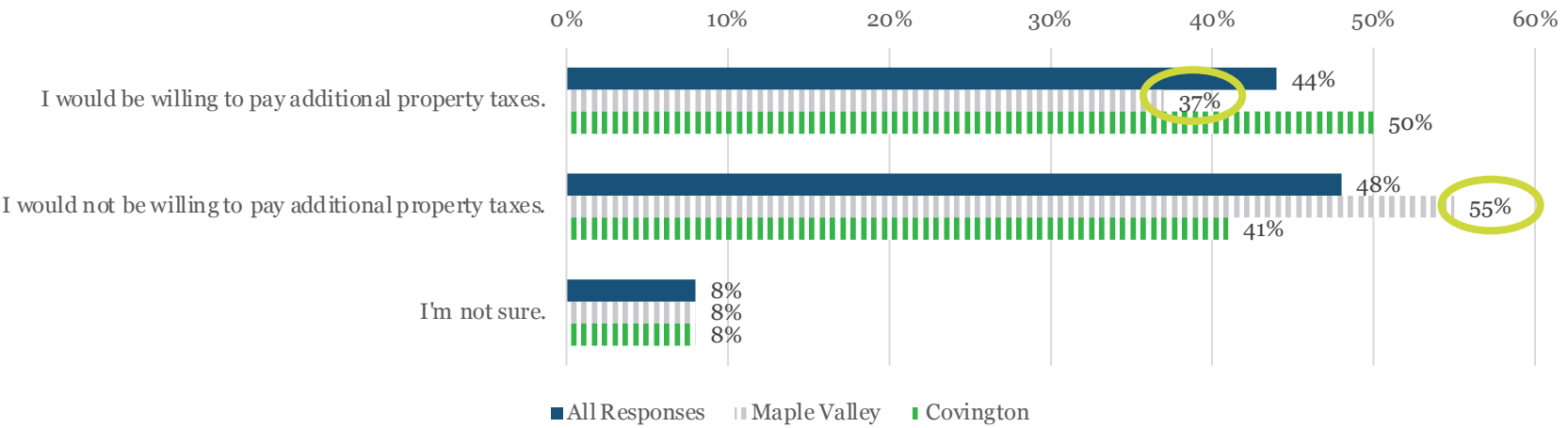


\* Though the last question indicates that views may vary on current perceptions of the Covington Aquatics Center, the majority of residents believe a new facility would serve their community well.

*Objective: Identify perceptions of potential funding options and gauge individual willingness to fund.*

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13. Covington and Maple Valley are exploring ways to fund the creation of a new recreation and aquatic center. Would you be willing to pay additional property taxes to fund a recreation facility like a new aquatic center in your community?



\* A majority of Maple Valley residents are unwilling to pay for a new center.

*Objective: Identify future facility mandates and other desired amenities.*

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14. For each activity, please rate the importance of each of the following potential features of a new aquatic center. Use a 7-point scale where a “7” is very important and a “1” is not important at all.

	<u>All Responses:</u> Mean score	<u>All Responses:</u> % “Important”	<u>Maple Valley:</u> Mean score	<u>Maple Valley:</u> % “Important”	<u>Covington:</u> Mean score	<u>Covington:</u> % “Important”
Indoor Pool/Aquatic Center	<b>6.14</b>	78%	<b>6.00</b>	71%	<b>6.27</b>	85%
Outdoor Pool/Aquatic Center	<b>5.59</b>	66%	<b>5.25</b>	57%	<b>5.91</b>	76%
Gymnasium for Basketball, Volleyball, etc.	<b>5.51</b>	65%	<b>5.63</b>	65%	<b>5.41</b>	64%
Indoor Walk/Jog Track	<b>5.43</b>	74%	<b>5.28</b>	69%	<b>5.56</b>	80%
Senior Center	<b>5.31</b>	66%	<b>5.22</b>	65%	<b>5.40</b>	67%
Weight/Cardio Equip. Area	<b>5.29</b>	70%	<b>5.23</b>	68%	<b>5.35</b>	73%
Youth/Teen Center	<b>5.11</b>	61%	<b>5.20</b>	62%	<b>5.02</b>	60%
Group Ex/ Dance Room	<b>4.76</b>	51%	<b>4.58</b>	46%	<b>4.93</b>	57%
Multipurpose Rooms	<b>4.73</b>	55%	<b>4.52</b>	52%	<b>4.92</b>	58%
Indoor Turf Area	<b>4.30</b>	47%	<b>4.48</b>	46%	<b>4.13</b>	48%
Indoor Playground	<b>4.25</b>	45%	<b>4.30</b>	46%	<b>4.20</b>	44%
Arts & Crafts Room	<b>4.12</b>	42%	<b>3.59</b>	32%	<b>4.60</b>	52%
Indoor Ice Rink	<b>3.42</b>	35%	<b>3.37</b>	32%	<b>3.48</b>	39%

14oe. Is there any other feature or program that I haven't mentioned that would be important to you?

	All Responses % Mentioned	Maple Valley: % Mentioned	Covington: % Mentioned
Racquetball	2%	2%	2%
"More activities for kids, seniors, disabled"	1%	2%	1%
Parks/Picnic Areas	1%	-	2%
Archery	1%	-	2%
Restaurant/Cafeteria	1%	-	1%
Tennis	1%	1%	-
Movies	-	-	1%
Bowling	-	1%	-
Crossfit	-	1%	-
Climbing	-	1%	-
Ziplining	-	1%	-
Yoga	-	-	1%