

Peoples Center Community Survey Results

August 22, 2016

The Recreation & Community Services Department recently completed a community needs assessment with the goal of understanding the programs and services that are the highest priority to the community within a one-mile radius of People's Community Center. The following is a summary of that study:

SURVEY SCOPE: To learn program and service preferences of residents living within 1 mile of Peoples Community Center. Survey was meant to reach both users and non-users.

AUDIENCE/METHOD: Survey was mailed to 500 households in the target area, given to attendees at a National Night Out event held August 2nd and promoted as an on-line option to attendees of local neighborhood councils and groups in the target area.

RESPONSE: 131 surveys were received. Survey Monkey was used as the collection database for responses. Those mailed in or handed in at the event were manually entered. 92 included name and contact information.

DEMOGRAPHICS: 57 Caucasian / 70 Other Ethnicities, covered all ages and household compositions. 65% of respondents income was \$49,999 or less, 21% \$50,000-\$99,999 and 14% \$100,000 or more.

KEY FINDINGS:

- 42.40% of the respondents had not been to the Center in the past 12 months.
- One-fourth (25.6%) came 1-9 times.
- 40 or 32% attended 10 or more times in a year.
- Of the 65 (52.42%) who used programs, a majority (53) rated the programs excellent or good. (12) said fair or poor.
 - Top three reasons for using the site: location, affordable fees, friends participate
- Of the 94 who reported reasons that prevent use of the site, the top 4 issues are:
 - Not knowing what is offered (51%)
 - Fees too high (29%)
 - Program times not convenient (24%)
 - Program/facility not offered (21%)
 - *All other categories were selected, but not by more than 20 people.*
 - *17 write-ins reinforced location concerns, lack of knowledge and life issues (transportation, work schedules, lack of time) for not using Peoples Center's programs and services.*

- All communication methods were used, with the Go-Guide/activity brochure, social media and word of mouth being the top methods (used by more than 30% of the respondents). The Tacoma News Tribune was the 4th most important method of communication.

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- For all program offerings queried for ADULTS, only a few activities had over 60% need by the community:
 - Community Special Events (64% fully or partially met, 8% unmet)
 - Fitness Programs (55% fully or partially met, 15% unmet)
 - Health, Wellness & Personal Training (52% fully or partially met, 11% unmet)*
 - Swimming Lessons or Exercise (45% fully or partially met, 16% unmet)
 - *It appears that the adult profile for services lines up with the services the community most needs, the percent of population with unmet need in this area should be a target audience for promotions.*
 - **Fitness programs were selected as the most important by 21.21% of the respondents. Swimming lessons and exercises were rated most important by 15.15%. For those over 50, the rank was the same with similar rankings of 22% (fitness) and 14% (swimming).*
- While these services did not rank highly for overall need for these services, they rated the highest as an unmet need by those with interest:
 - Financial Literacy (18.07% unmet need) – 37% need
 - Water-based Activities (16.87% unmet need) – 42% need
 - Dance Classes (16.09% unmet need) – 52% need
 - Green Living (15.48% unmet need) – 52% need
 - Cooking Classes (14.12% unmet need) – 45% need
 - Fine Arts, Performing Arts or Music Instruction (14.12%) – 54% need
 - Group Trips/Social Clubs (13.10%) – 45% need
 - Parenting Classes (11.90%) – 39% need
- For all program offerings queried for YOUTH, only a few activities had over 40% need by the community:
 - Community Special Events (39% fully or partially met, 10% unmet)
 - Outdoor Adventure Classes/Trips (31% fully or partially met, 13% unmet)
 - Swimming Lessons or Exercise (30% fully or partially met, 11% unmet)*
 - *It appears that the youth profile for services is less robust than the adult-need profile. These top three were only need by 40% or more of the community, the adult interest list was supported by over 60% of the respondents. No youth activity received more than 40% overall expressed need by the respondents.*
 - **The most important activity for youth is swimming with 18.33% including it as a top interest. Outdoor Adventures and Sports Camps/Lessons were tied as next important with 8.33% selecting those as the most important.*
- While these services did not rank highly for overall need for these services, they rated the highest as an unmet need by those with interest:
 - Skateboarding lessons (14.29% unmet need) – 30% need
 - Fine Arts, Performing Arts or Music Instruction (14.29%) – 39% need
 - Cooking Classes (12.9% unmet need) – 32% need
 - Green Living (12.5% unmet need) – 34% need

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- Water-based Activities (11.11% unmet need) – 29% need
- Fitness Programs (11.11% unmet need) – 38% need
- Day Care/Child Care (10.77% unmet need) – 34% need

- Facility Amenities of most interest include:
 - Indoor swimming pool (83%), indoor exercise and fitness center (82%), gym or indoor sport court (73%), room rentals for parties (59%), public meeting space (56%), large event rental (56%), dance or art studio (55%), community kitchen (52%).
 - *When selecting the two most important spaces, fitness (65%) and pool (61%) were well above the next interest of a gym/indoor sport court (26%).*
 - *While the lowest need overall, community kitchens was the highest expressed unmet need (31%) with pools being the next unmet need (19%).*

- The YMCA (56%), Libraries (33%), Museums (27%) and Churches (27%) are the most common alternative service providers used to meet the households needs.

POTENTIAL NEW SERVICES

- Respondents were asked to write in additional services that weren't listed. 58 did so. However, many of the write-ins were duplicates of listed offerings (music, cooking, sports, etc). Where the topic was stated multiple times the number of like responses is added in parenthesis.

Responses have been grouped categorically as well:

- 1) Safety Classes / Self Defense (2)
- 2) AfterSchool Program (2) / Tutoring (3) / Youth Programming / Counseling for Kids / Teen Center / Support of Charter Schools / Kids Club for Behavior Issues / Moral Attitudes / Help learning of child with teachers / Teen Pregnancy Classes / Responsibility
- 3) Senior Services / Disabled Services / Seniors with Dementia Services
- 4) Computer Classes (3) / Robotics
- 5) Adult Sport leagues / Organized Sports Drop In
- 6) Saturday Market / Community Events / National Night Out / Holiday Fair or Walk in December
- 7) Community Outreach by Volunteers (2) / Neighborhood Awareness / Clean Up / Volunteer Coaching
- 8) Open Swim / Water Aerobics (4) / Swimming / Fitness in Water over 60
- 9) Low Income Services
- 10) Drug Counseling
- 11) Nature Hikes
- 12) Gymnastics for Kids

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- 13) Affordable Daycare
- 14) Higher ballet level above 7 years old
- 15) Music (2) / Painting classes / Fine Arts
- 16) Cooking / Cooking Classes for Kids

Other specific facility feedback:

- 1) More classes after 6pm / Open Later on Saturday / Open Sundays
- 2) Weight Room needs stretching, Pilates, yoga area / More space in Weight Room

HOURS OF PREFERENCE

- Weekday evenings from 5-8pm (51%)
- Weekend mornings 8am-noon (42%) and afternoons noon-3pm (42%); late afternoons 3pm-5pm (32%)
- Weekday evenings after 8pm (35%)
- All other times were preferred by between 21-28% of the respondents

FORMAT PREFERENCE

- One day programs, multi-week programs and drop in usage all attracted 75-79% ratings in the combined 'very' and 'somewhat interested' categories. When looking at 'very interested' alone, 51% preferred drop in, 50% one day clinics/workshops and 39% multi-week classes.

Hilltop Youth Development Program Inventory

September 21, 2016

Organization	Programs	Distance from People's Center	Targeted Age	Fee
Stanley Elementary	After-school program	¼ Mile	1 st -5 th	Free
McCarver Elementary	After-school program	¼ Mile	1 st -5 th	Free
Jason Lee Middle	After-school program	½ Mile	6 th -8 th	Free
YFC SOZO	After-school/Leadership	¼ Mile	6 th -12 th	Free
Peace Community	After-school program/tutoring	¼ Mile	1 st -8 th	Free
Fab 5	Music Exploratory	¼ Mile	6 th -12 th	Free
AME	Computer Tech/Music	¼ Mile	6 th -12 th	Free
Trinity Church	After-school program	¼ Mile	1 st -12 th	Free
Little Village	After-school program	On site	1 st -5 th	Free
Girl Scout	Girls After-school program	Mobile	3 rd -12 th	Free
Urban League	Leadership/Tutoring	½ Mile	6 th -12 th	Free
Girls Power	Girls Leadership/Tutoring	½ Mile	6 th -12 th	Free
Heart for Kids	Cultural Dance Troop	¼ Mile	1 st -12 th	Free
Village Keepers	Feeding Program	¼ Mile	1 st -12 th	Free
Northwest Leadership	Leadership/Tutoring	½ Mile	6 th -12 th	Free
Project 253	Outreach/Leadership	Mobile	5 th -12 th	Free
APCC	Leadership/Tutoring	Mobile	6 th -12 th	Free
Al Davies Boys & Girls	After-school program	¼ Mile	1 st -12 th	Fee - \$60
Catholic Community	After-school program	¼ Mile	5 th -12 th	Free
Youth ARC	After-school program	1 Mile	4 th -8 th	Free
Building Youth Through Music	After-school program	½ Mile	5 th -12 th	Free
REACH	Leadership/computers	½ Mile	6 th -12 th	Free
MOCHA	Leadership/tutoring	¼ Mile	4 th -12 th	Free
Greater Christ Temple	After-school program/tutoring	¼ Mile	1 st -12 th	Free