

QUINCY, WASHINGTON PARKS FACILITIES IMPROVEMENTS SURVEY

For:



November 1, 2023

From:



NAC



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Consulting Staff Collecting Survey Responses at National Night Out July 31, 2023

Methodology and Summary Statistics



Survey Background

- Dates open:
 - July 28th-September 30th, 2023
- Total responses:
 - 896 gross
 - 828 (post data-cleaning)
- Response Rates (based on 18+ population):
 - Grant County: 1.1%
 - City of Quincy: 11.8%*

3%-5%
Typical

*Confidence Interval (C.I.): 95%, margin of error (M.O.E.): ±3.6%

Quincy, WA Parks Facilities Improvements

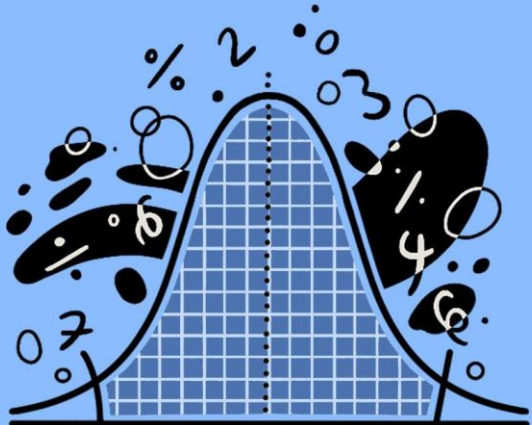
Welcome **Page 1** Page 2 Page 3 Page 4 Page 5

Prioritize these potential new park facilities in order of their importance to you.

	N/A	Not important	Neutral	Important	Very important
Field House with indoor turf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Aquatic Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trail system from Lauzier to East Park along shoulder of West Canal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4-Plex baseball/softball fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activity Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional gym for indoor basketball/pickleball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Splash pad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Confidence Intervals


- A statistical tool used to measure our confidence that the opinions expressed via the survey represent the opinions of the overall community
- A 95% confidence interval is an industry standard indicating that we are *pretty sure*
- In other words, there is only a 5% chance that the survey sample is biased in some way and does not represent the community's actual opinions



Confidence Interval

[ˈkæn-fə-dən(t)s ˈin-tər-val]

A probability that a parameter will fall between a set of values.

 Investopedia

Distribution Methods

- Flyer distribution at local establishments
- Radio spot
- Banners at local parks
- Onsite visits:
 - National Night Out
 - Farmer Consumer Awareness Day
 - Townhall event
- Social Media Promotion (Facebook + Instagram)
 - English ad: reach of 10,000 with 1,700 clicks
 - Spanish ad: reach of 4,500 with 400 clicks
- Website views: 3,700

Points Consulting
Published by Abigail Thorgesen · August 4 ·

Quincy residents will have the chance to vote on the formation of a Regional Parks District that will fund a new sports complex and aquatic/pool facility. The City is conducting a survey to collect feedback on this initiative in collaboration with Nexus Planning Services and Points Consulting. Input from residents is appreciated!
<https://publicinput.com/quincy>
The vote will be held Nov. 7th and the survey will close Sept. 29th.

If approved, this proposition will fund a sports complex called the Q-Plex and an aquatic facility called the Q-Aquatic, including:

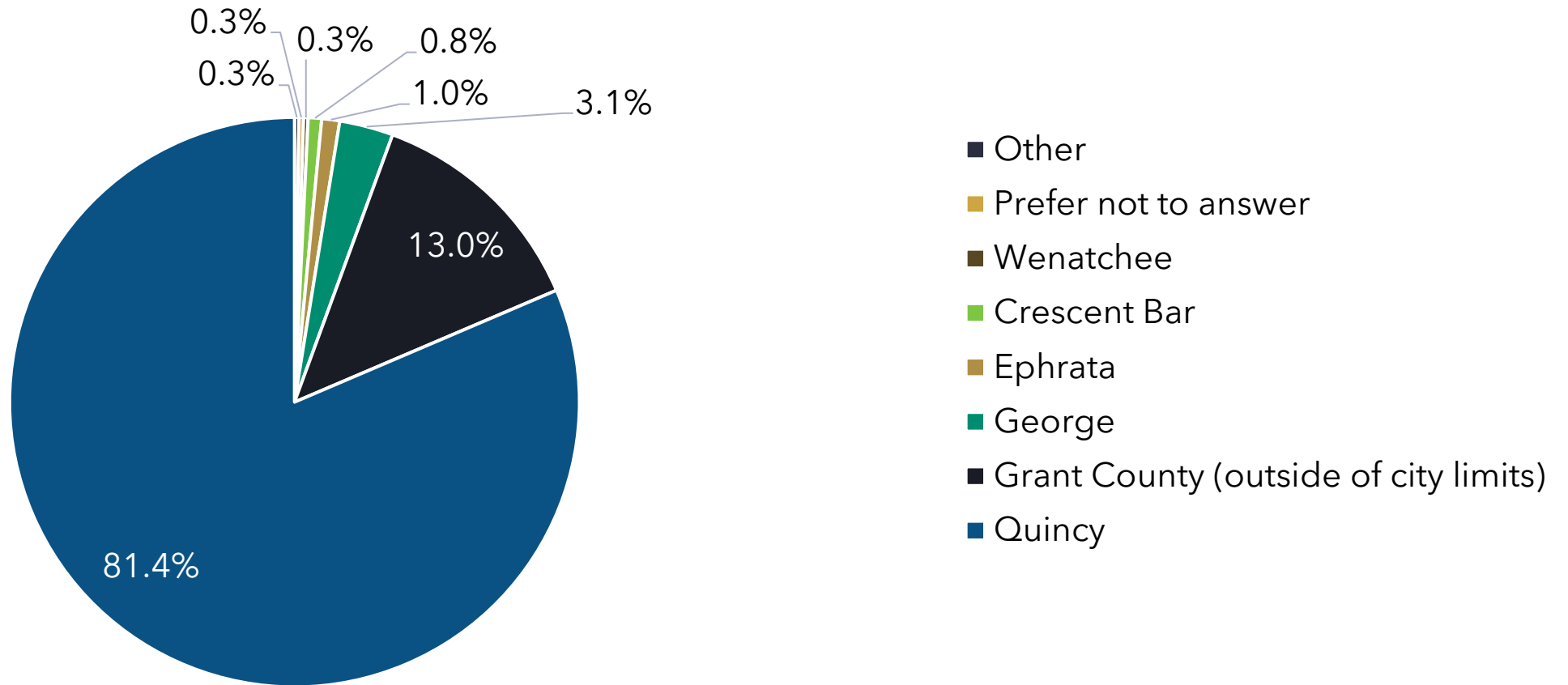
- An indoor turf facility
- A new pool, bath house, and aquatic center.
- A dedicated property tax funding source.
- Tournament facilities that will draw sporting events to stimulate our local economy.
- A place indoors for recreation during winter cold, summer heat, and wildfire season.

We want to hear from you - take our survey!

FORMATION OF THE QUINCY VALLEY REGIONAL PARKS DISTRICT

PUBLICINPUT.COM
Quincy, WA Parks Facilities Improvements - PublicInput
Thank you for your interest! This survey is being conducted by the City o... [Learn more](#)

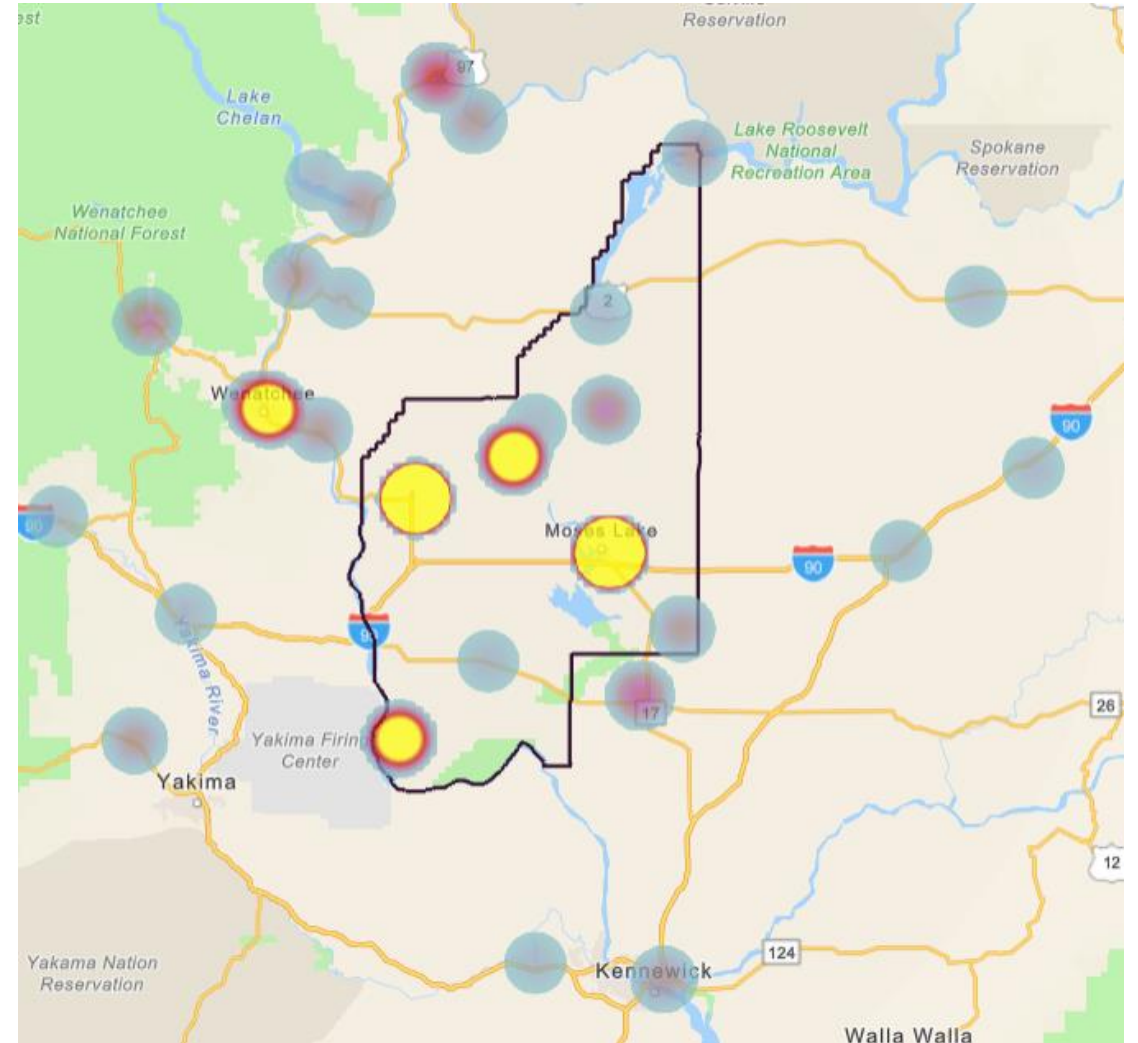
Where do you reside (Total respondents)?



N=393

Respondent Locations by Zip Code

- The heat map shows survey respondents by zip code in the greater Quincy area
- Respondents were verified to be residents of the area (slide 23)
- Area could represent geographic location at the time of taking the survey or a VPN location.

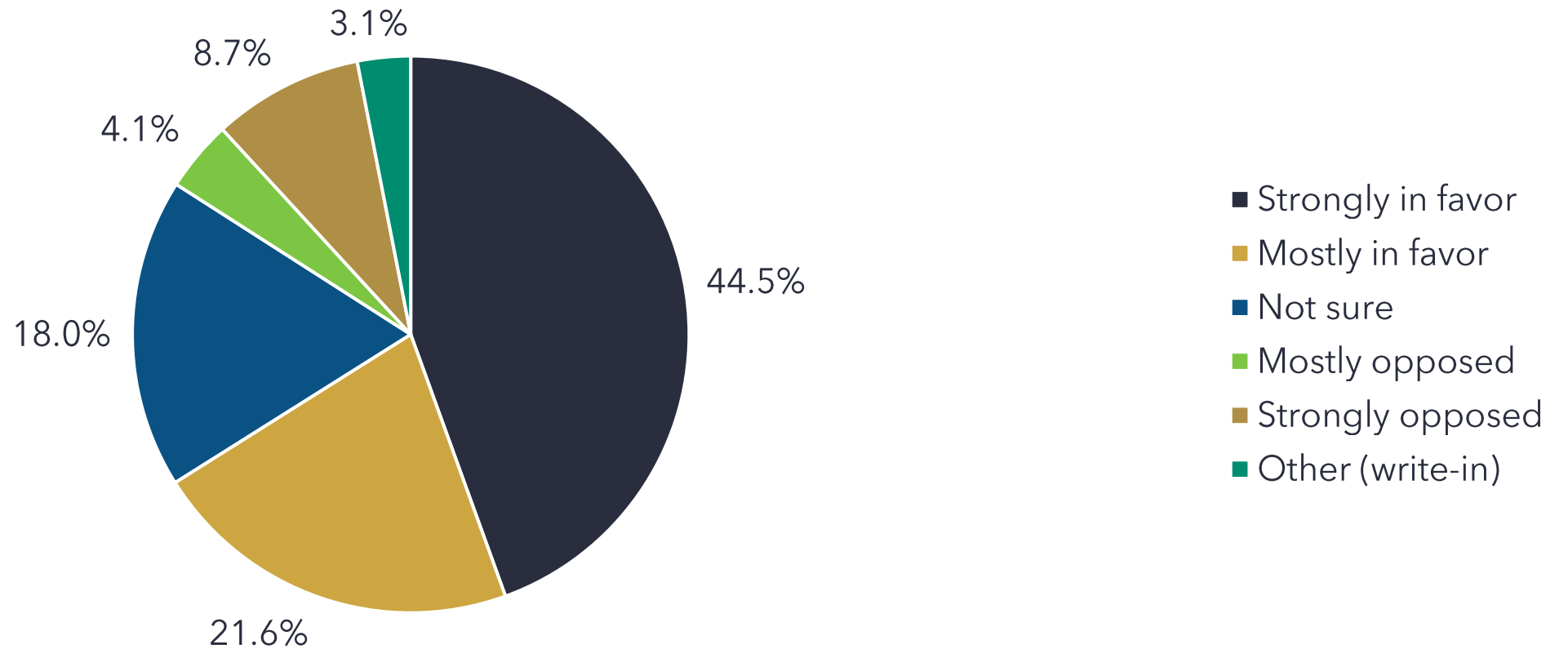


Summary of Survey Responses



Support for QVRPD Proposition 1

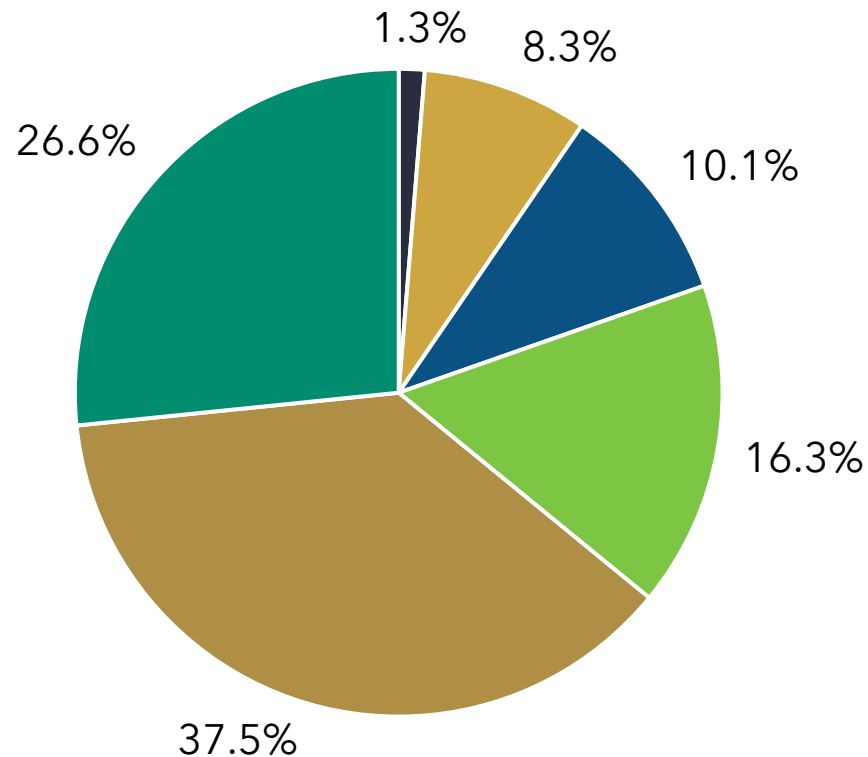
What is your support for this measure?



N=389

Willingness to Pay

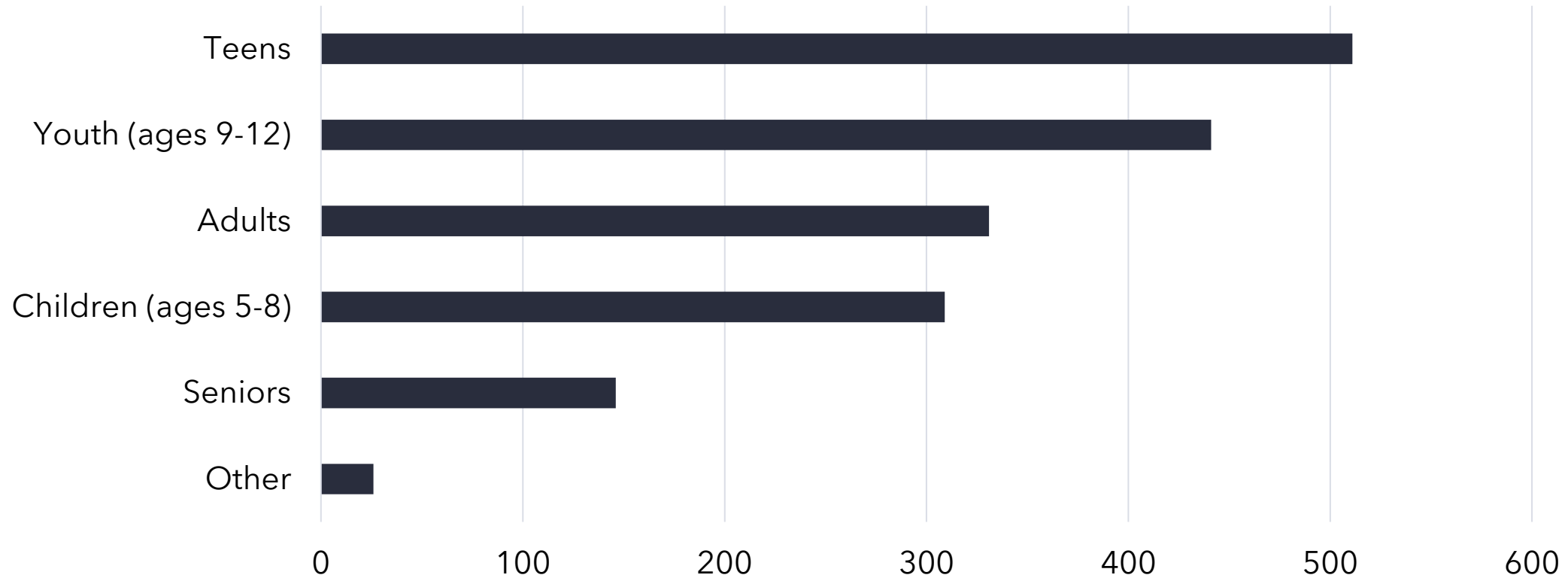
Please indicate your willingness to pay annual property tax to support the construction and maintenance of these facilities



- Other (please specify a dollar amount):
- I would be willing to pay more than \$300 per year.
- I would be willing to pay between \$201 and \$300 per year.
- I would be willing to pay between \$101 and \$200 per year.
- I would be willing to pay up to \$100 per year.
- I would not be willing to pay anything extra.

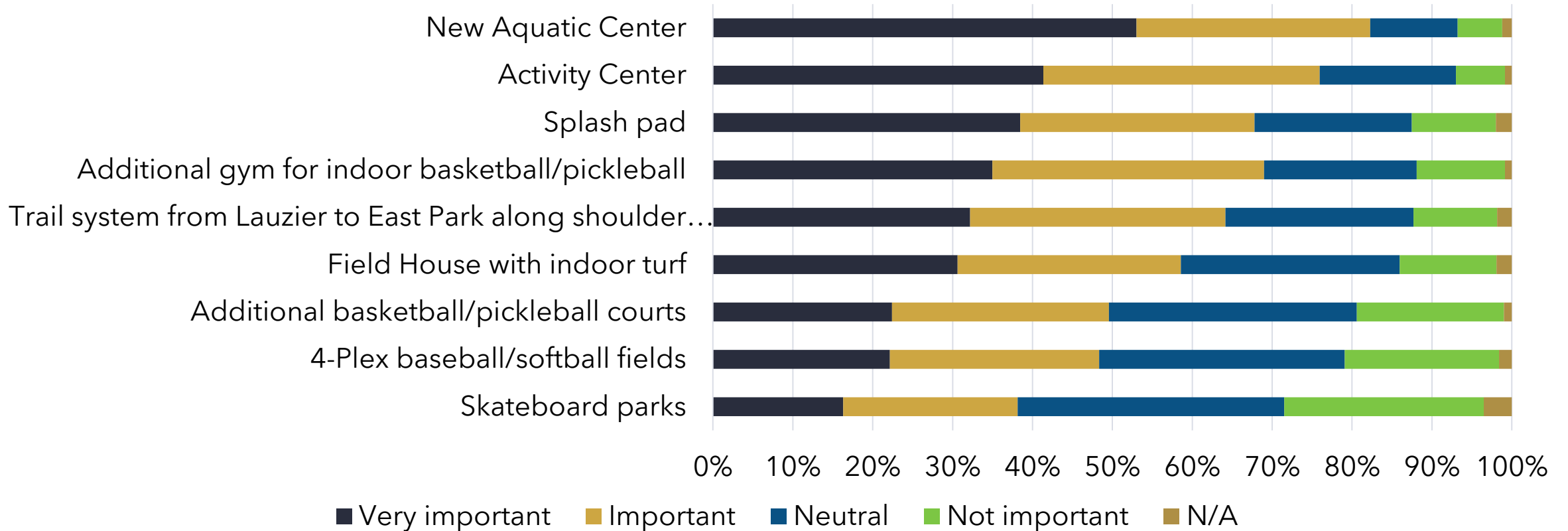
N=387

Which age groups would you like to see more programs for? [select all that apply]



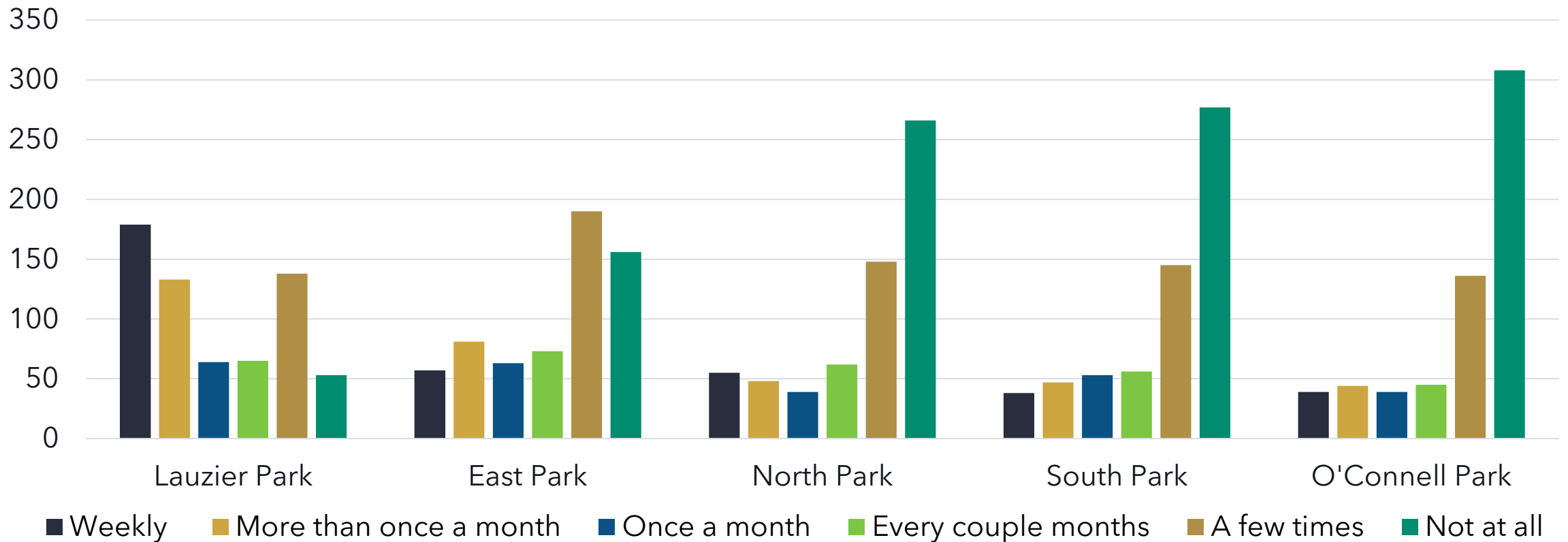
N=764

Prioritize these potential new park facilities in order of their importance to you



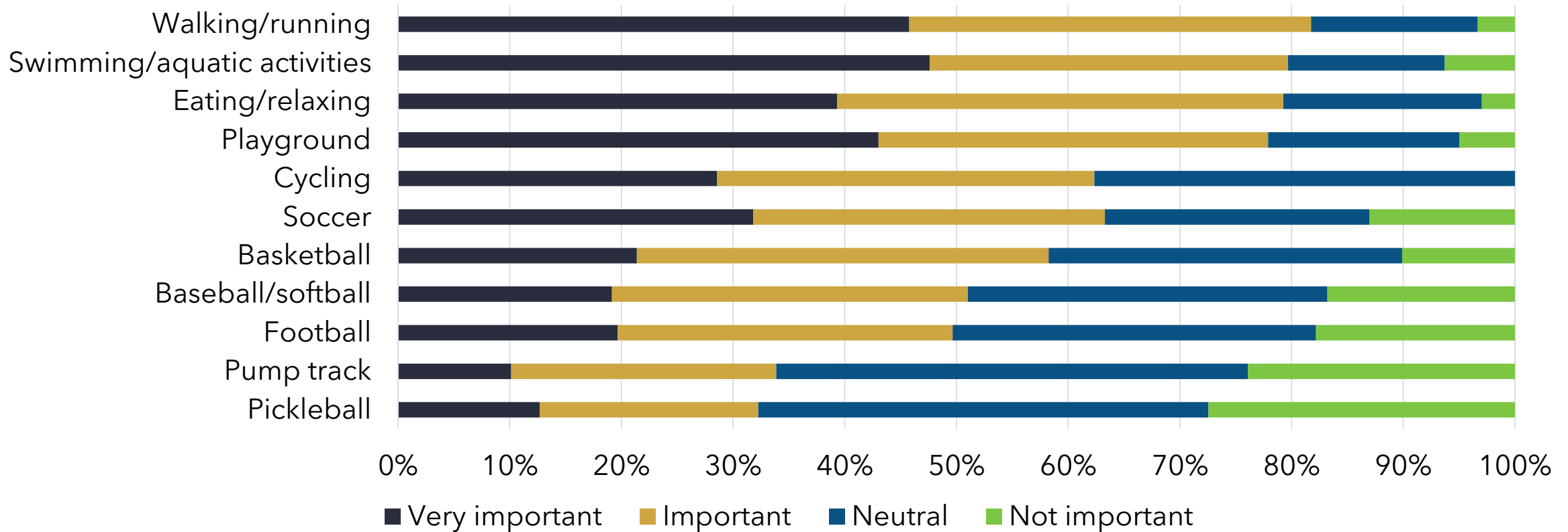
N=824

How frequently have you visited Quincy parks in the past 12 months?



N=633

Prioritize these Quincy parks activities in order of their importance to you

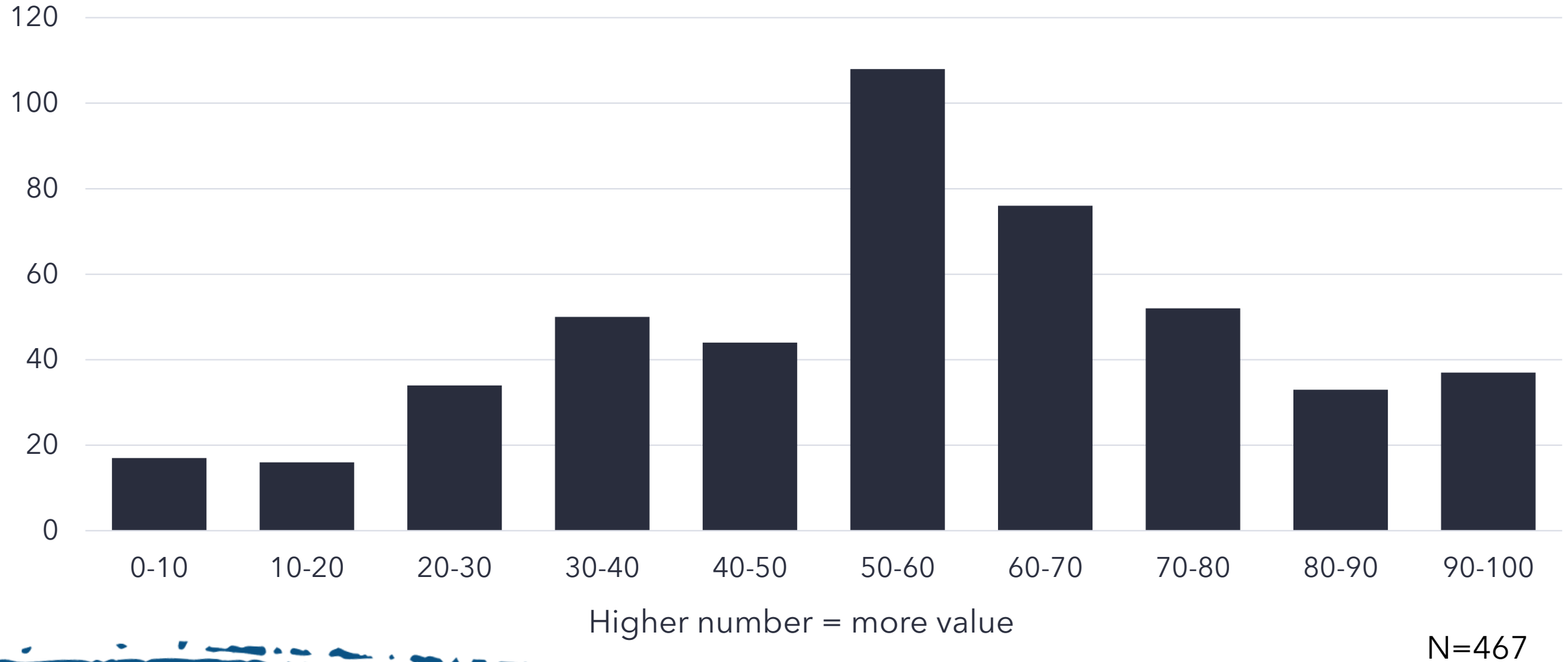


N=614

Importance of Quincy parks activities by groups

- Those who visited Quincy parks more than once a month, **Parks Superfans**, were most highly correlated with ranking **any activity** as **Important** or **Very Important**
- Respondents who reported being **Hispanic** and **Parks Superfans** were most highly correlated with ranking **Soccer** as **Important** or **Very important**, compared to others
- **Parks Superfans** were most highly correlated with ranking **Walking/running**, **Playground**, and **Swimming/aquatics** as **Important** or **Very important**, compared to others
- **Younger** respondents were more highly correlated with ranking **Cycling** and **Walking/running** as **Important** or **Very important**, compared to other activities
- **Older** respondents were more highly correlated with ranking **Pickleball** as **Important** or **Very Important**, compared to other activities

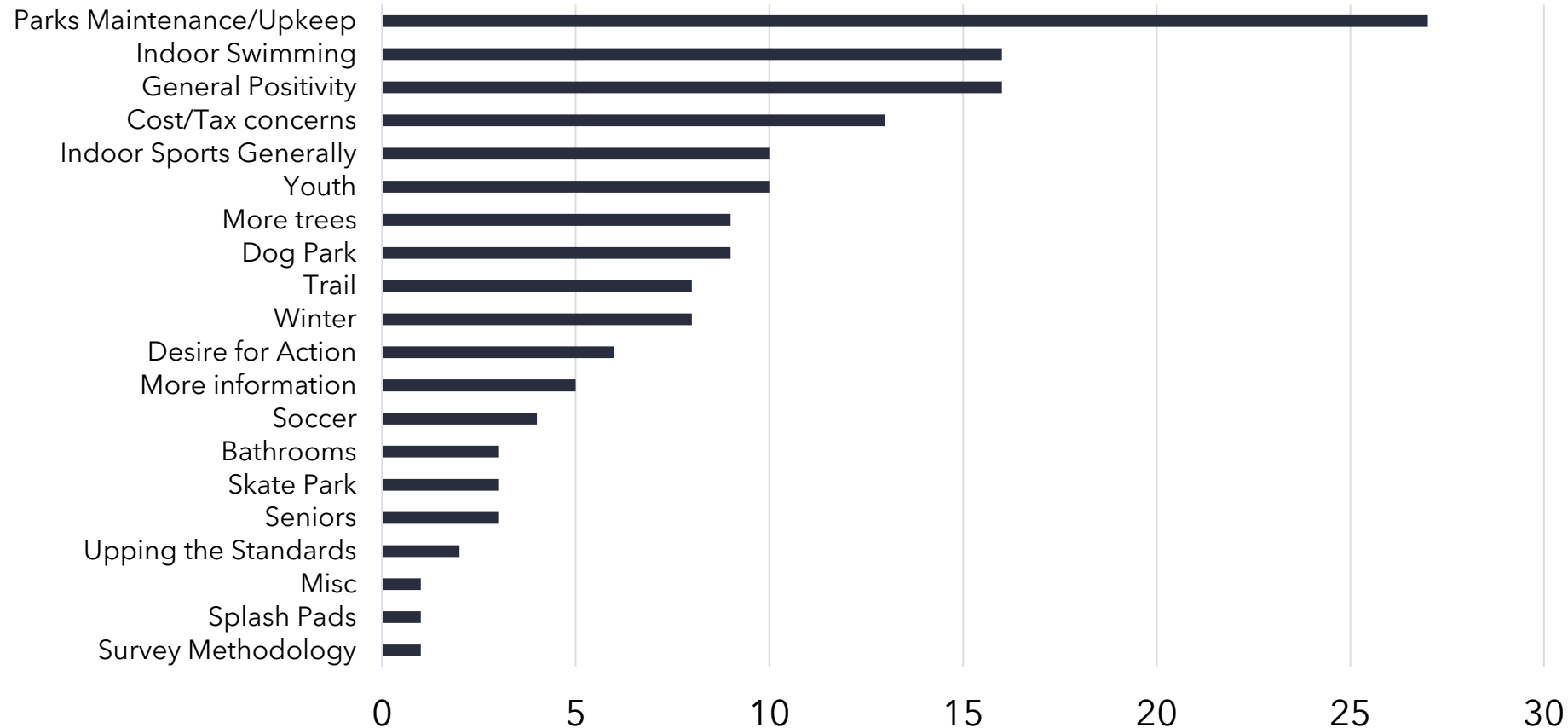
How would you rate the value Quincy Parks provide?



Summary of Open-Ended Responses



Do you have any additional comments regarding Quincy parks?



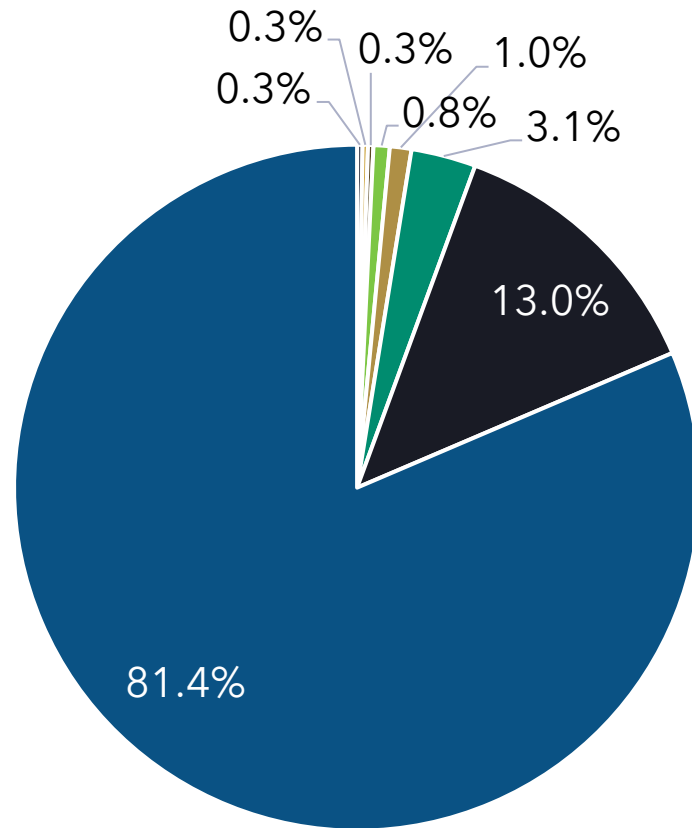
Comments were grouped into like categories for analysis

N=202

Demographics of Respondents



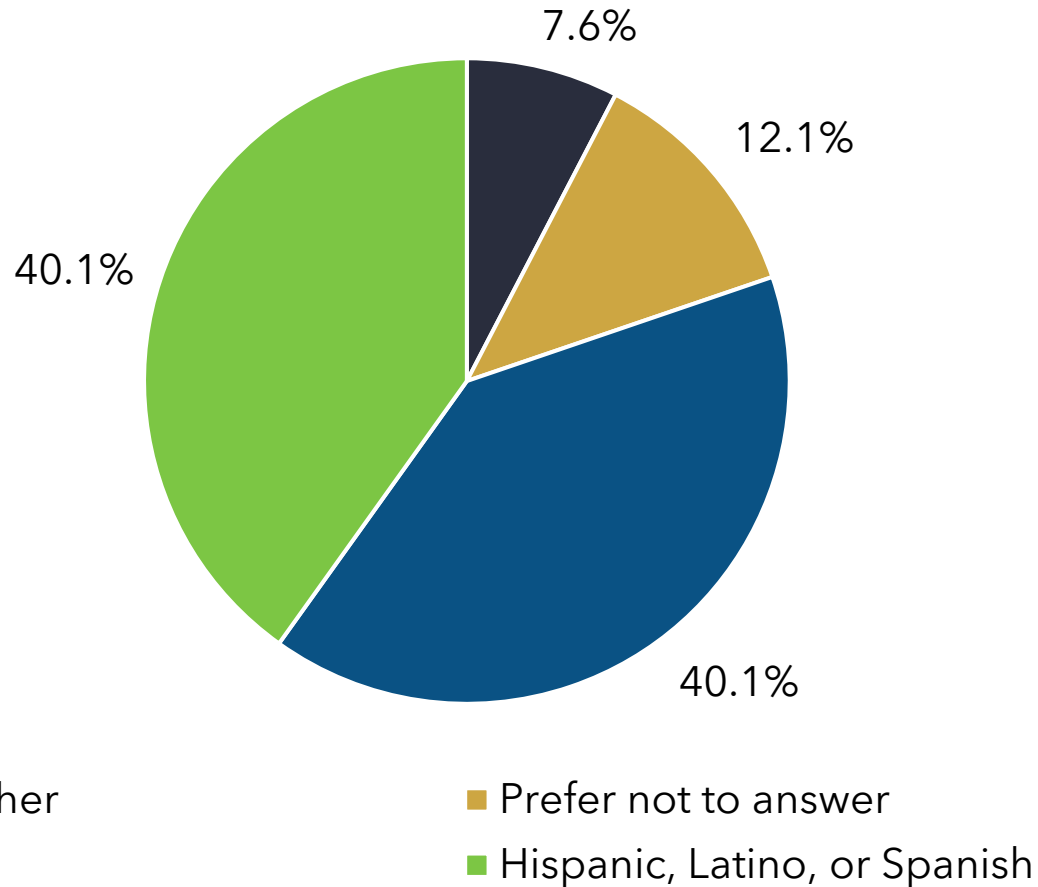
Where do you reside?



- Other
- Prefer not to answer
- Wenatchee
- Crescent Bar
- Ephrata
- George
- Grant County (outside of city limits)
- Quincy

N=393

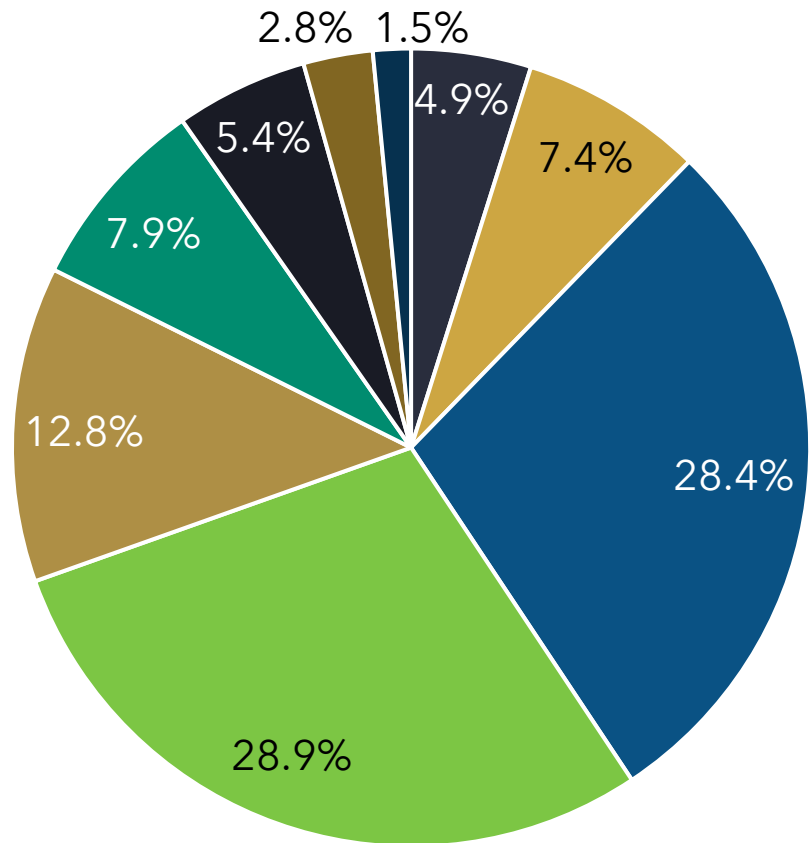
Respondent Race/Ethnicity



- The survey was provided in both English and Spanish
- Press releases and social media posts were also released in both languages
- Additionally, the team reached out to local Spanish-speaking organizations for to assist in survey distribution

N=354

What is your age?

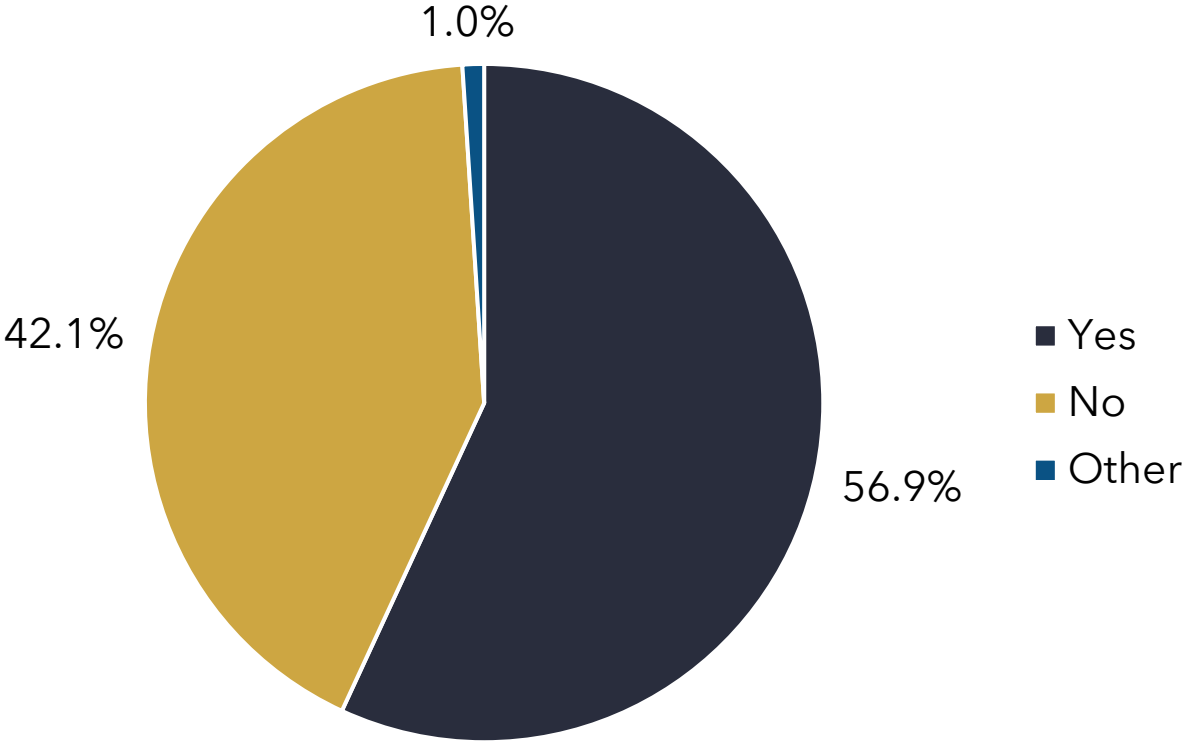


- Under 18
- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66-75
- Over 75
- Prefer not to answer

N=391

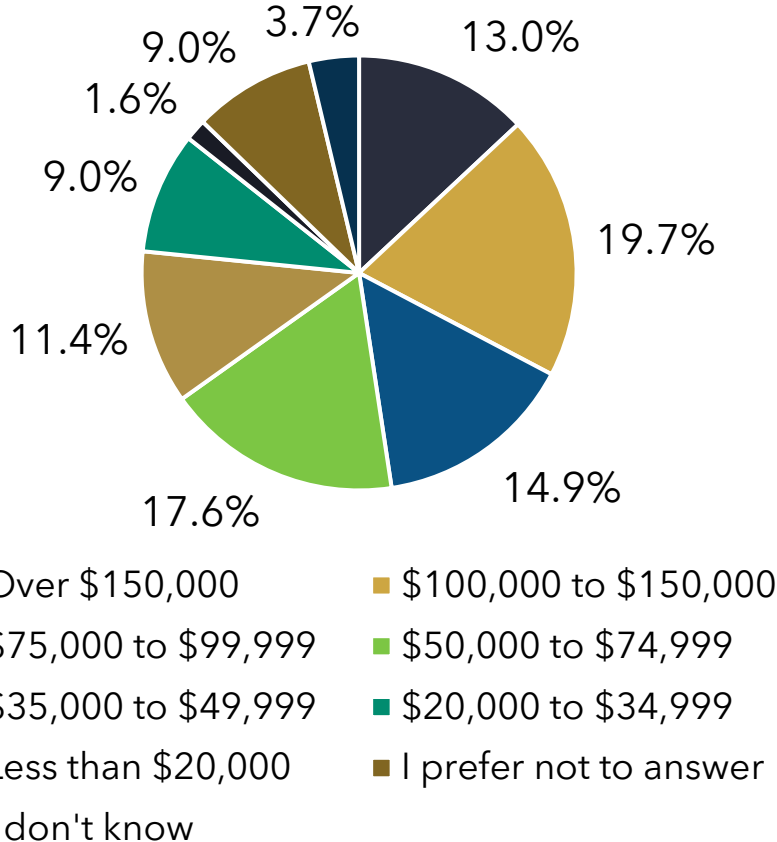
Household Income

Are you the primary income-earner for your household?



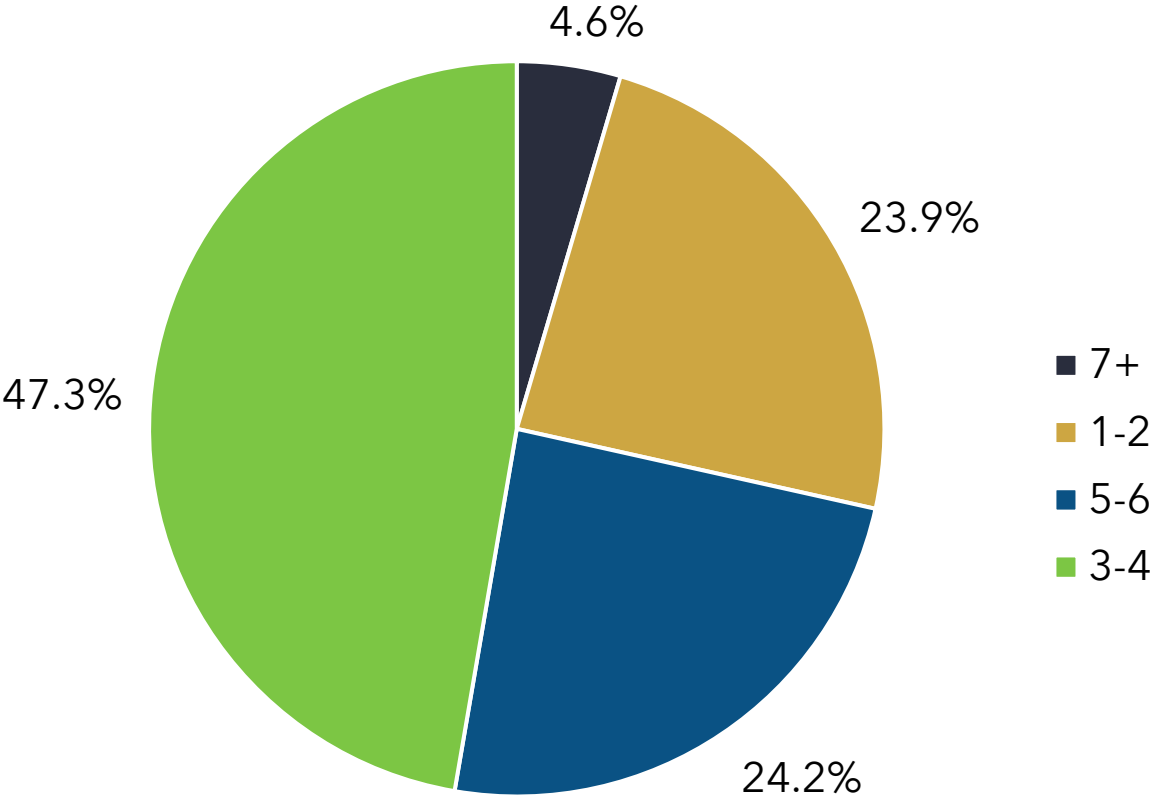
N=682

What is your annual household income?



N=376

How many persons reside in your household?



N=351

Thank you!

Ryan Hughes, *AICP*

**Nexus Planning Services
25 W. Main, Ste 320
Spokane, WA 99201**

ryan@nexusplanningservices.com



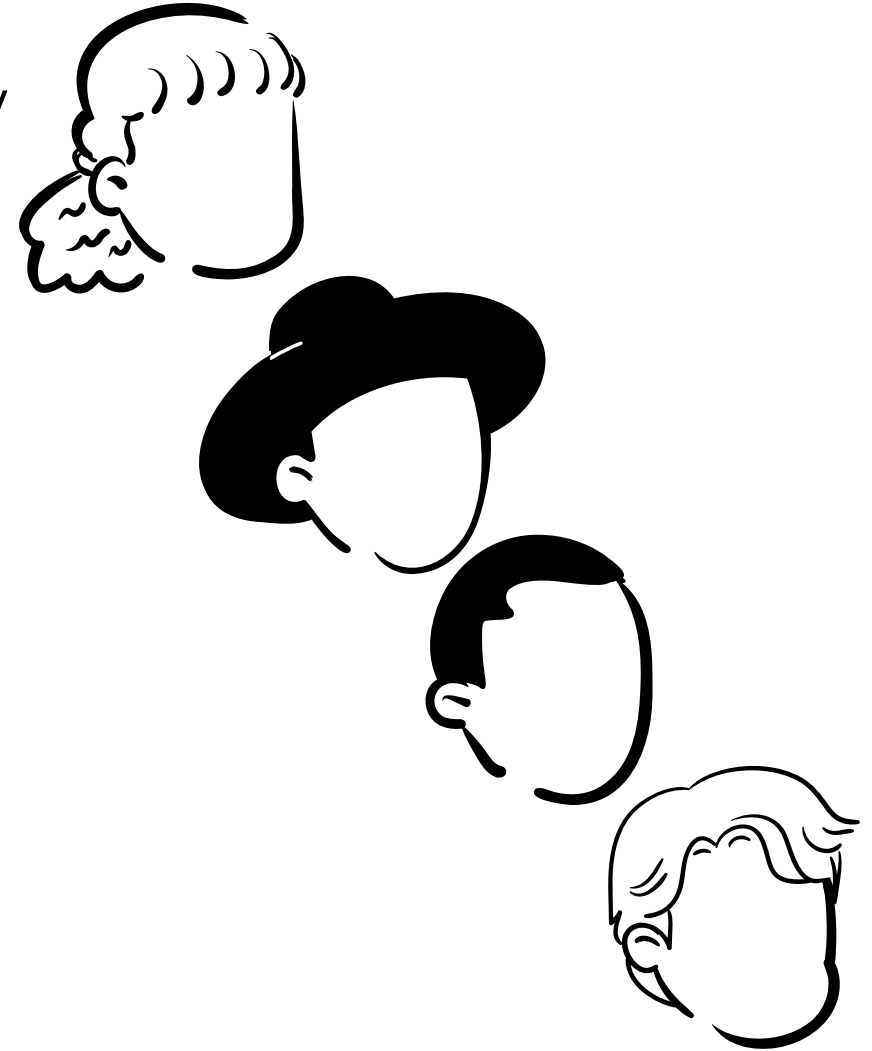
Appendix A:

Results by Demographic Group



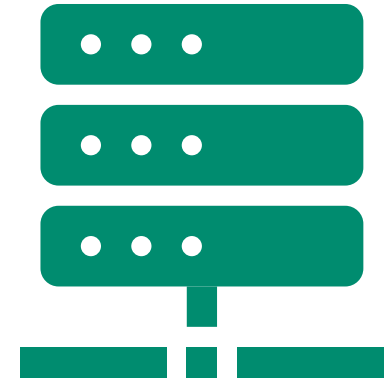
Definition of Demographic Groups

- The following slides display responses to two key questions by different cuts or **crosstabulations** of the population by demographic group
- Definitions of these groups area as follows:
 - Younger = under 36 years old
 - Middle = 36-55 years old
 - Older = 56 years or older
 - Parks "Superfan" = visited Quincy parks multiple times per month
 - High-Income = over \$100K
 - Medium-Income = \$35K-100K
 - Low-Income = under \$35K

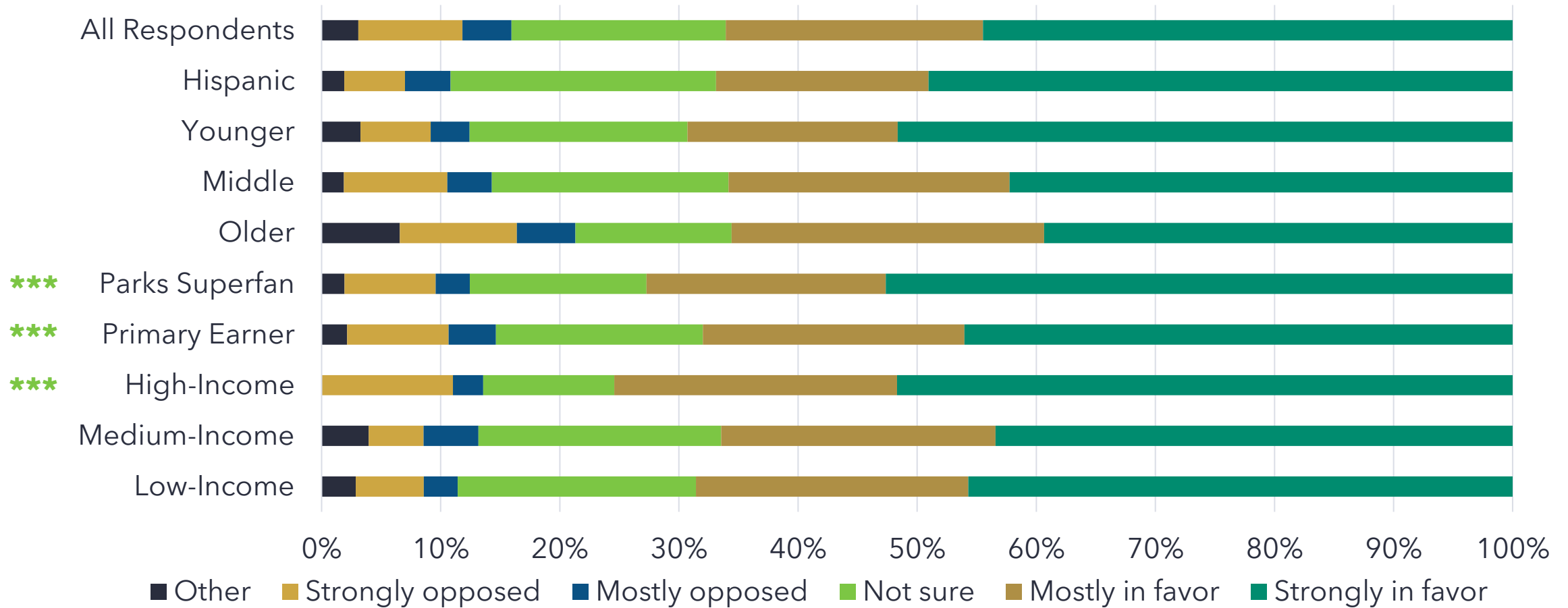


Comparison of Means Testing

- Purpose is to show difference in response to key questions by demographic group
- Statistical significance indicates whether those differences are real or just noise in the data
- Three cut-off points are displayed in the legend on the next few slides
 - 99% confidence interval (or CI) *** is very confident
 - 95% ** moderately confident
 - 90% * confident
 - blank, not confident
- Difference could be positive (***) or negative (**)



Demographic Groups and Their Support for the Proposition



Demographic Groups and Their Willingness to Pay for the Proposition

