



City of Snoqualmie Community Center Expansion

July 2019

Methodology

- ▶ Live telephone survey
- ▶ Survey conducted July 15th – 29th, 2019
- ▶ Sample drawn from the list of all registered voters, supplemented with a list of residents of Snoqualmie
- ▶ 300 interviews; overall margin of error ± 5.7 percentage points
- ▶ Interviews were conducted in English by trained, professional interviewers; landlines and mobile phones included

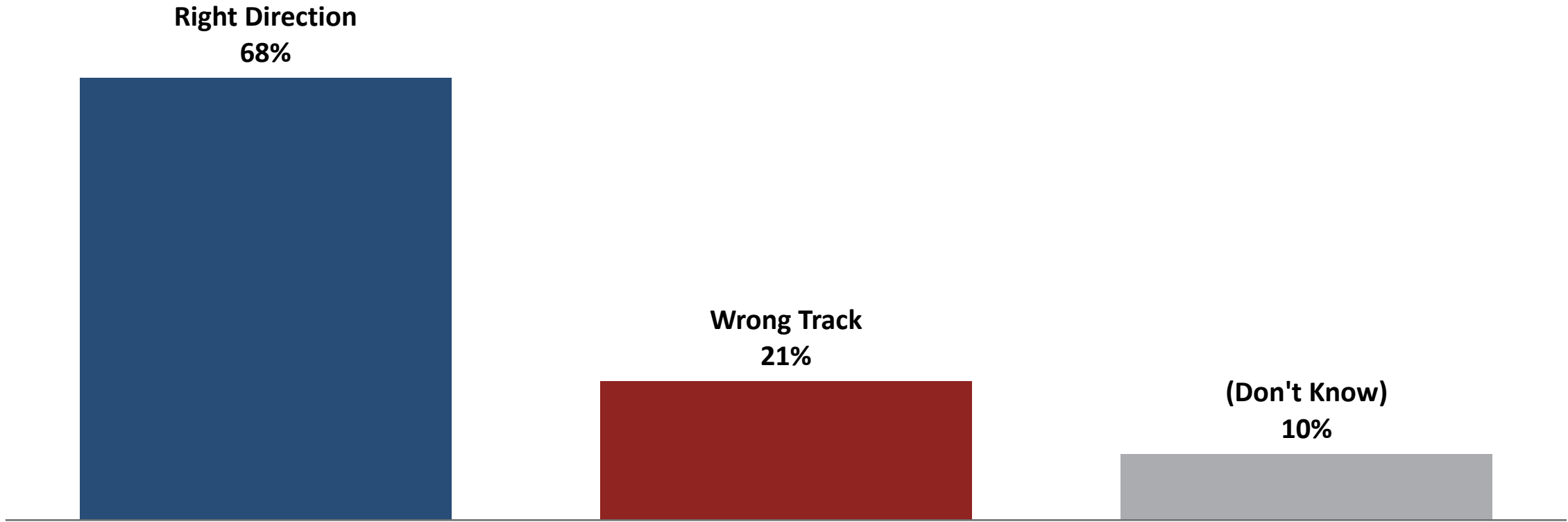
Please note that due to rounding, some percentages may not add up to exactly 100%.



Resident Attitudes

Right Direction/Wrong Track

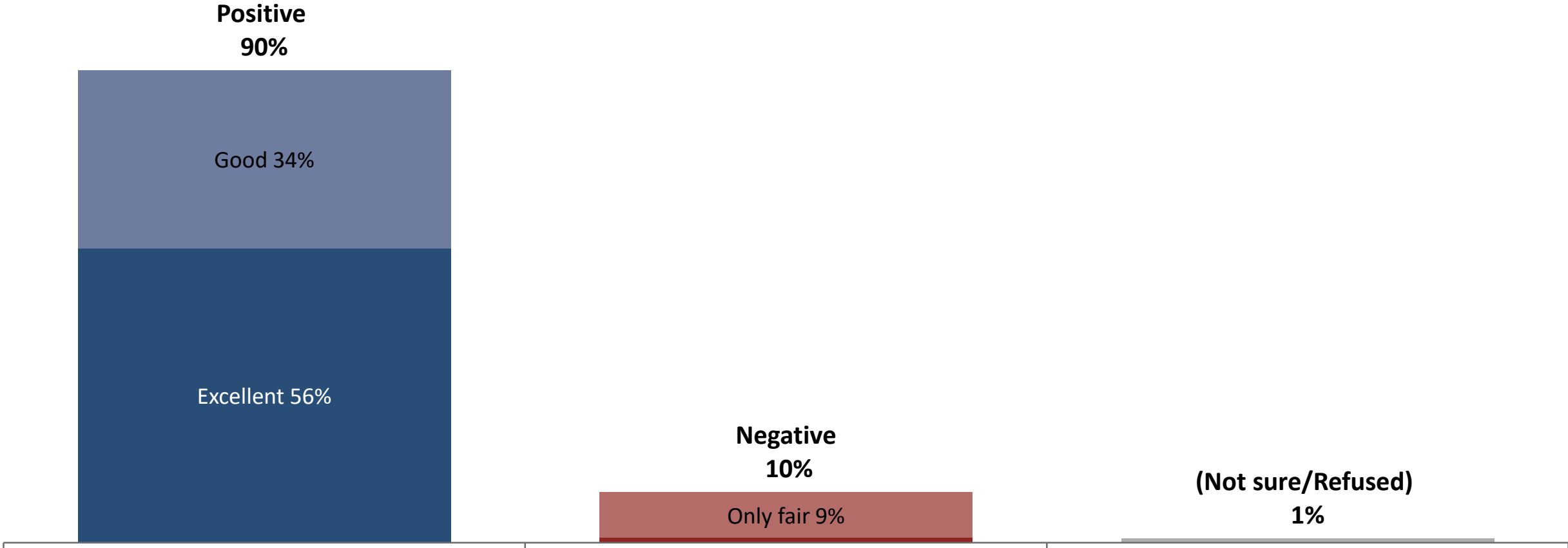
People are happy with how things are going in the City of Snoqualmie.



Q2. Do you feel things in Snoqualmie are generally going in the right direction, or do you feel things have gotten seriously off on the wrong track?

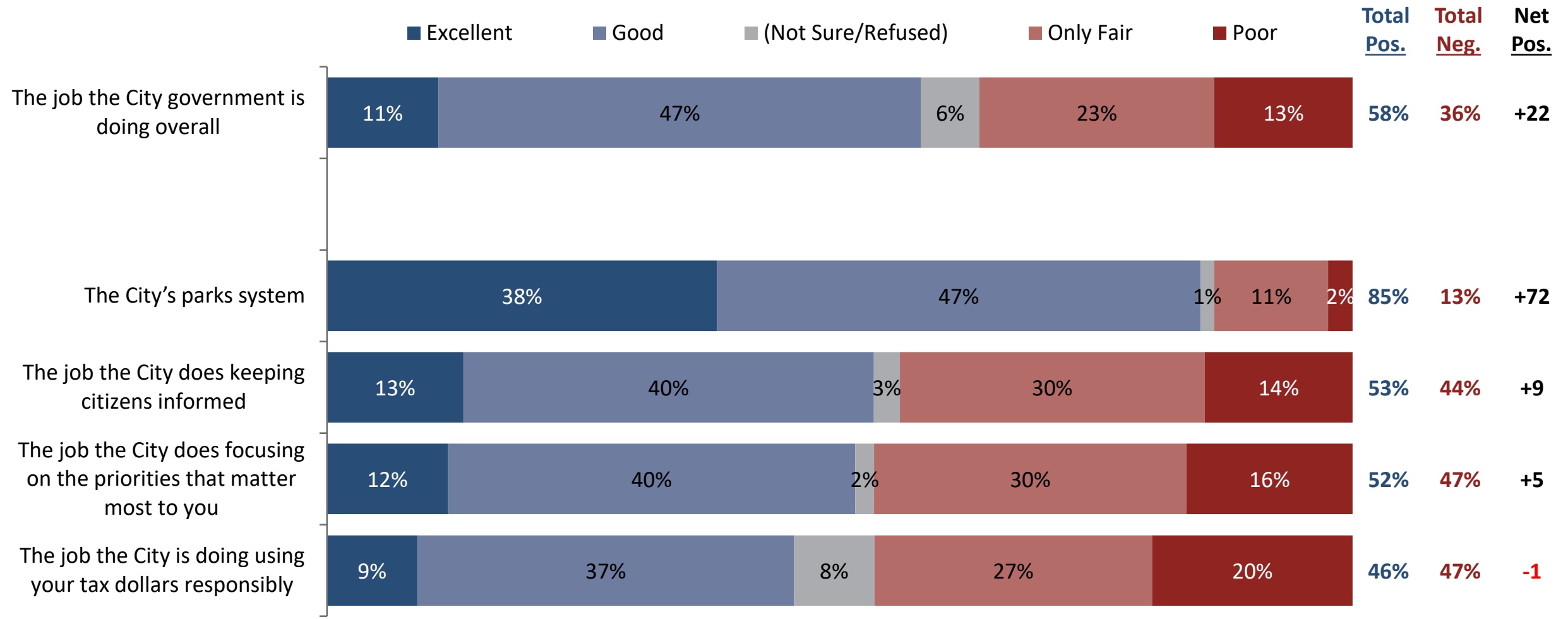
Quality of Life

Quality of life ratings are very strong in Snoqualmie.



City Ratings

A majority say they are happy with the job City government is doing. Residents are split on how the City handles taxes dollars and the priorities they focus on, but opinions are not intense. People are very happy with the City's park system.

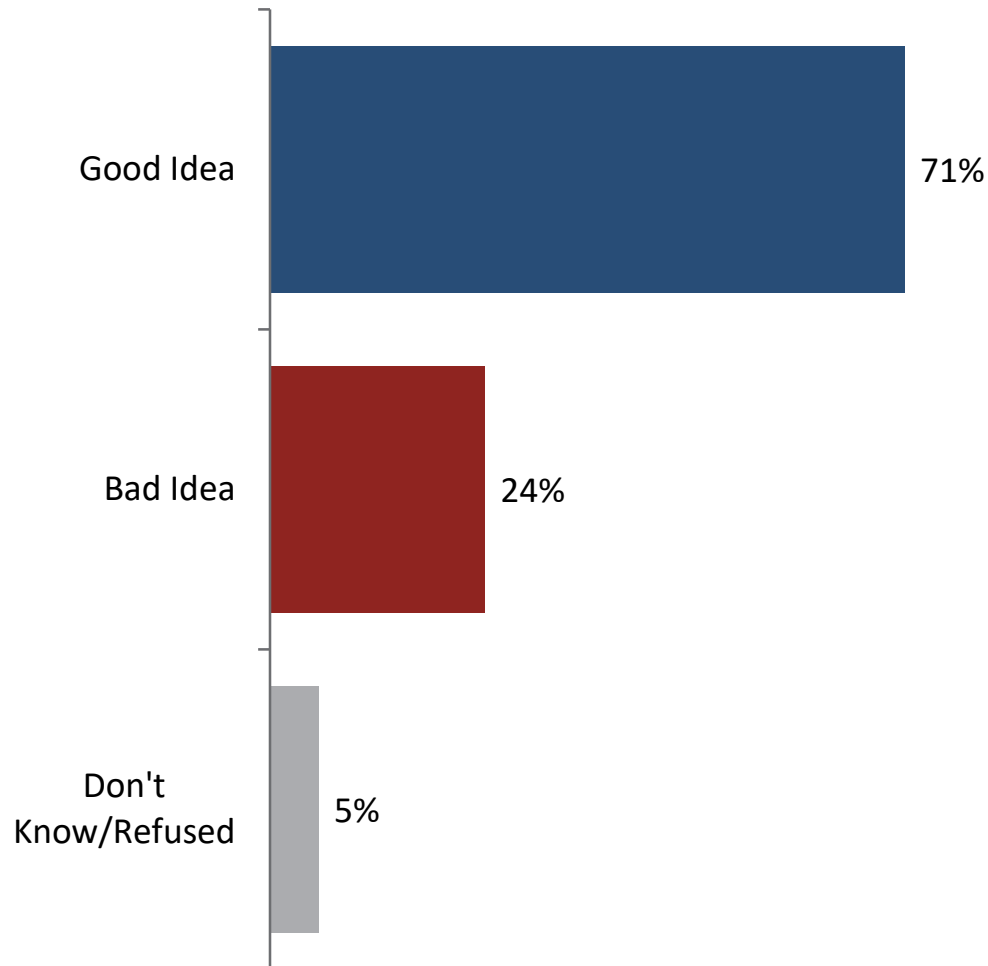




Perceptions of Community Center Expansion Plan

Perceptions of the Idea of Expansion

Over two-thirds think that expanding the community center is a good idea. Among those that say it would be a good idea, the top reasons why are that it would be good for the community and that it would give kids more things to do.



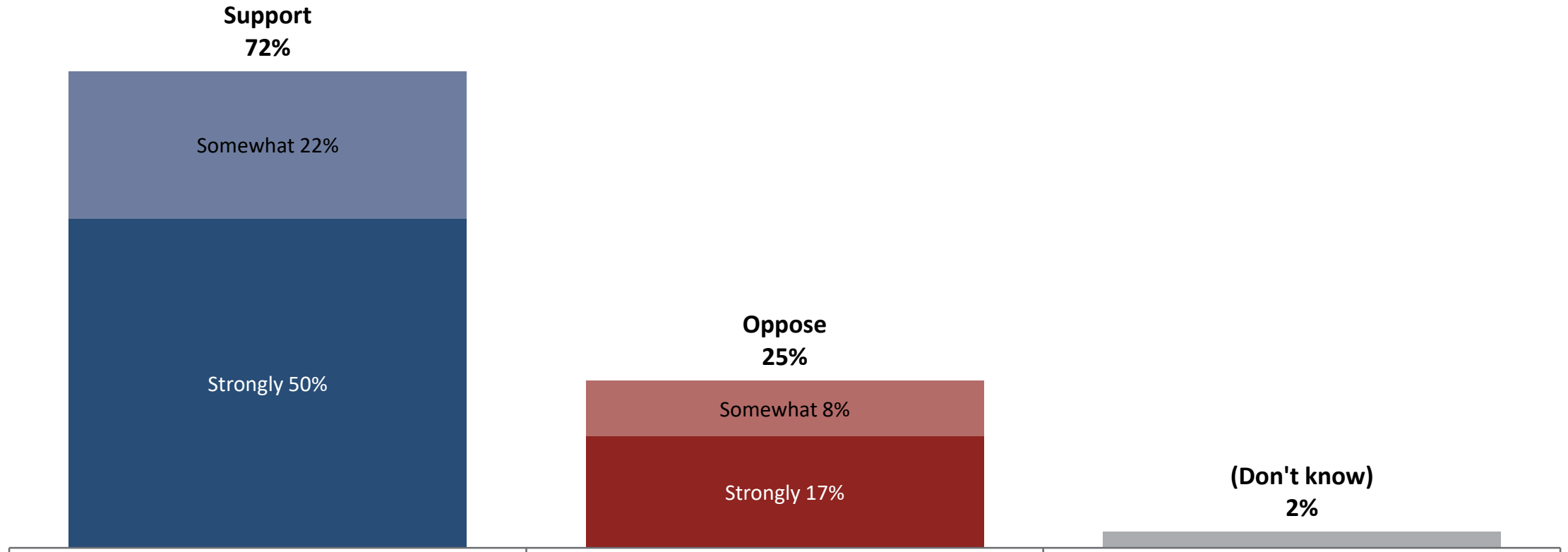
Good Idea (n=217)	
Good For The Community/More things to do	20%
A Place For The Kids To Go	15%
Not Enough Places To Swim/Need A Pool	14%
It's Too Small/More Can Be Done	12%
The Community Is Growing	8%
Other/Non Specific Good Idea	3%

Bad Idea (n=68)	
Taxes Are Too High/Costs Too Much	7%
There Are Alternatives/Poor Planning	6%
You Have To Be A Member/Privatized	4%
More Important Issues	2%
No Need/No Value	2%
Other/Non Specific Good Idea	2%

Initial Perceptions of Expansion

Given only a generic description of the recreation center, nearly three-quarters support the expansion, with half strongly supporting it. Only a quarter oppose the expansion initially.

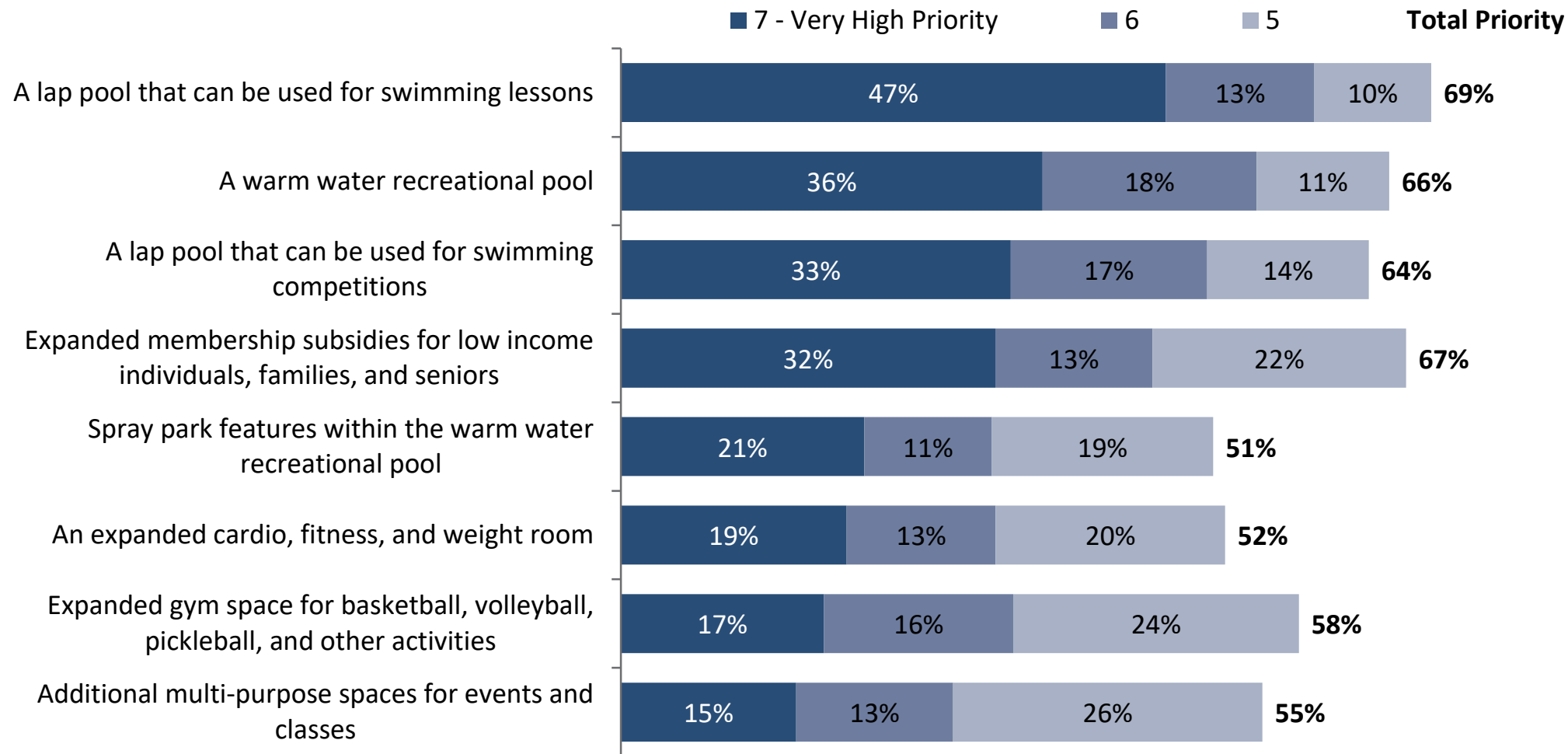
The proposal being considered would triple the size of the existing community center adding space for additional parking, exercise and fitness rooms, and community spaces; it would expand recreational programming; and it would fund a lap pool and warm water recreational pool, all on the existing site.



Q11. Having heard this, do you strongly support, somewhat support, somewhat oppose, or strongly oppose the expansion of the Snoqualmie Community Center?

Potential Improvements

A lap pool for swimming lessons is the most popular element of the expansion, with nearly half saying it is a 7 – very high priority. A warm water pool, a lap pool for competitions, and expanded membership subsidizes are also very popular.



Q14-21. For each of the following potential improvements to the Snoqualmie Community Center, please tell me how high a priority you feel that improvement is.



Perceptions after Additional Information

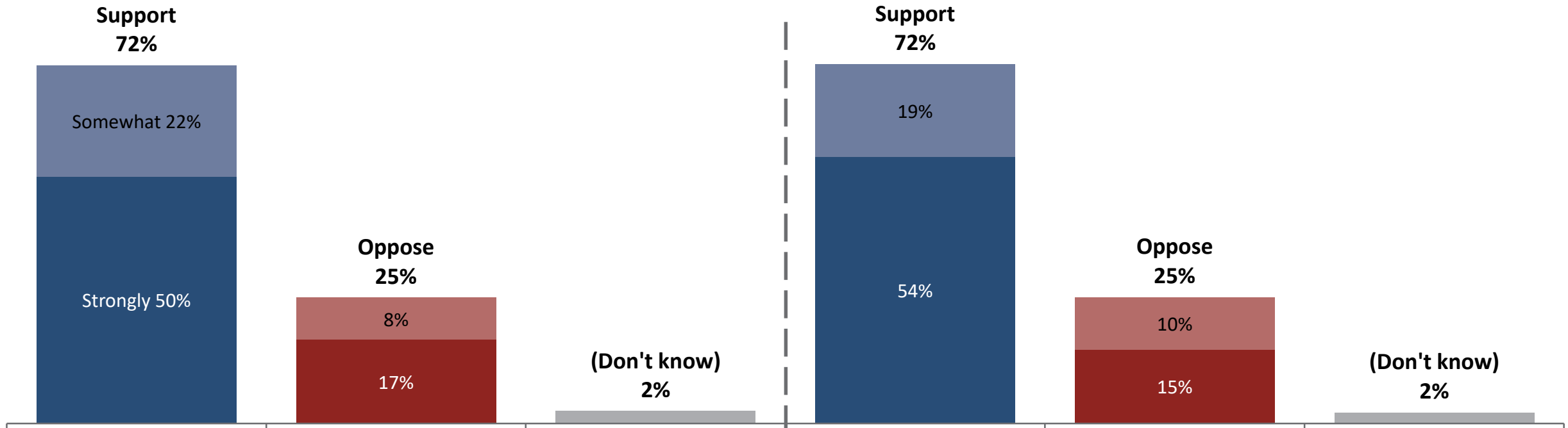
Perception After Knowing Funding Sources

After it is explained how the expansion would be funded, support for the expansion remains strong.

There will be no new taxes needed for this Community Center expansion. The project will be funded using \$10,000,000 in existing city revenue sources including council-manic bonds and fund balances from things like real estate taxes from large property sales. In addition, the YMCA will be directly contributing up to \$2.5 million to the project.

Initial Perception

After Funding Sources



Q12. Having heard this, do you strongly support, somewhat support, somewhat oppose, or strongly oppose the expansion of the Snoqualmie Community Center?

Perception After Alternative Options

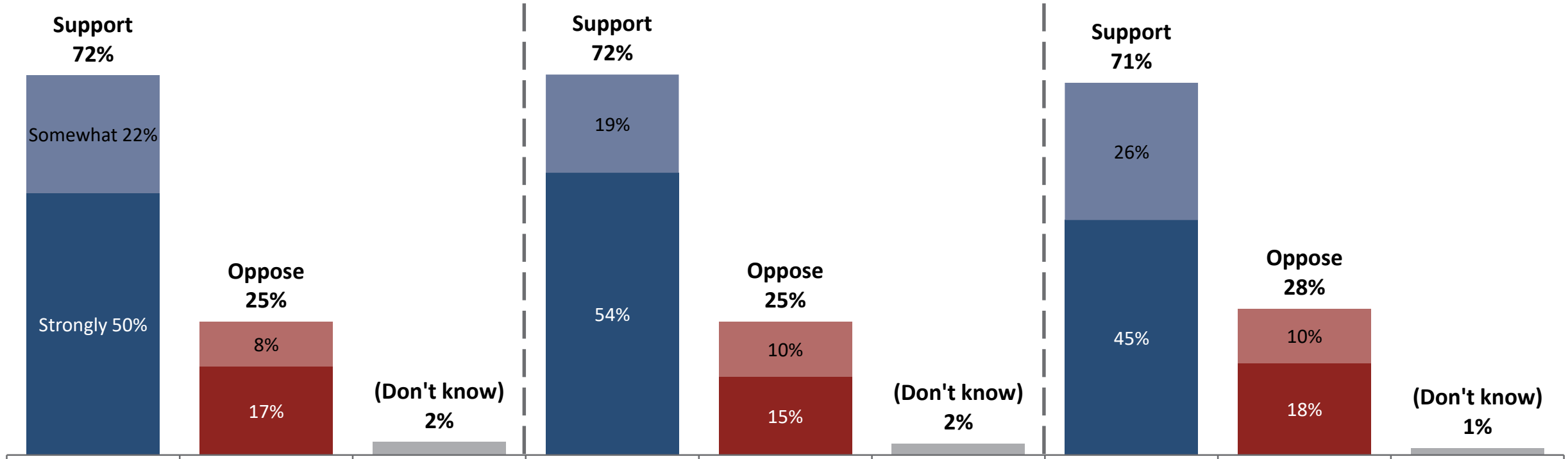
Support for the expansion is relatively unchanged even after hearing what else the funding could be potentially used for, if not for the community center's expansion.

Some residents have pointed out that even though there are no new taxes going to this project, the \$10 million in funds the city is using could be invested in priorities like transportation, maintenance of streets, sidewalks, street trees; or could be reserved to supplement the City's rainy day fund.

Initial Perception

After Funding Sources

After Alternative Options



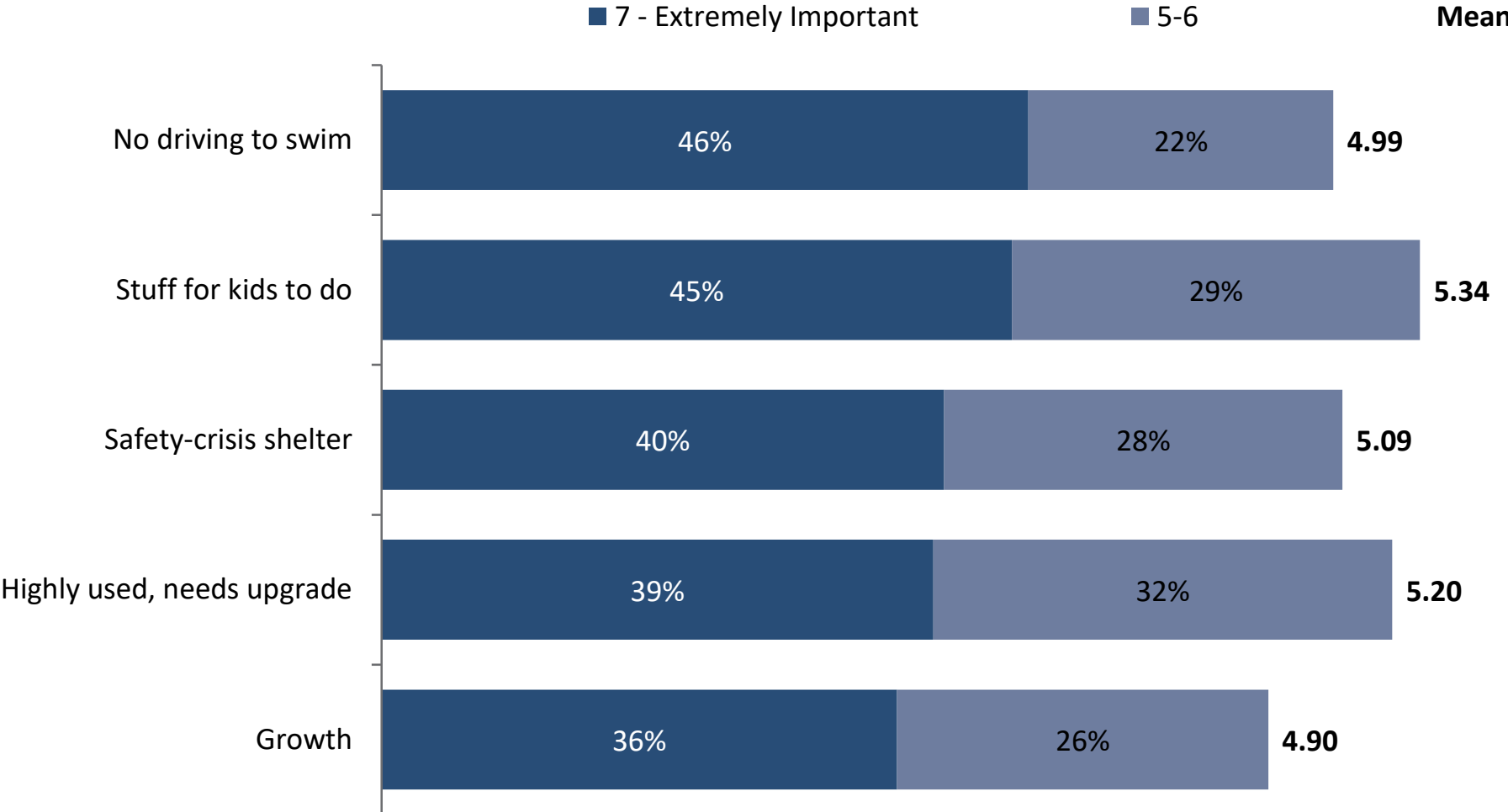
Q13. Having heard this, do you strongly support, somewhat support, somewhat oppose, or strongly oppose the expansion of the Snoqualmie Community Center?

Additional Information about Proposed Expansion

- ▶ **(STUFF FOR KIDS TO DO)** More than 5,100, or 37%, of Snoqualmie’s 14,000 residents are kids. Our community center provides a safe welcoming place for kids to play and learn and offers after school programming, summer camps, sports leagues, and other opportunities to keep kids engaged and out of trouble. Expanding the center will mean every child will have the opportunity to take advantage of these great programs.
- ▶ **(NO DRIVING TO SWIM)** Right now, the closest pool is at least 8 miles away for most Snoqualmie residents, meaning if you want to swim you have to drive. This expansion will give residents a lap pool and warm water recreational pool that is close to home; and a place for swimming competitions to be held locally.
- ▶ **(HIGHLY USED, NEEDS UPGRADE)** Our community center is used by nearly 40% of residents, which is the second highest usage in the country for a YMCA run facility. There is more demand than the existing facility can accommodate; and programs, classes, and spaces are overcrowded. Expanding our community center will make everything more accessible and will ensure that families and individuals don’t get turned away.
- ▶ **(SAFETY-CRISIS SHELTER)** In the event of a major catastrophe like an earthquake, the Snoqualmie Community Center is our region’s crisis shelter and we need to make sure it is large enough to accommodate displaced residents in the event of a large-scale emergency.
- ▶ **(GROWTH)** The existing community center is one-third of the size of what was originally planned over ten years ago. And since the community center opened in 2011, Snoqualmie’s population has grown by 27%, but the facility has remained the same. Expanding our community center will mean that we can get rid of the temporary double-wide trailer being used and create more space and opportunities for everyone.

Additional Information about Proposed Expansion

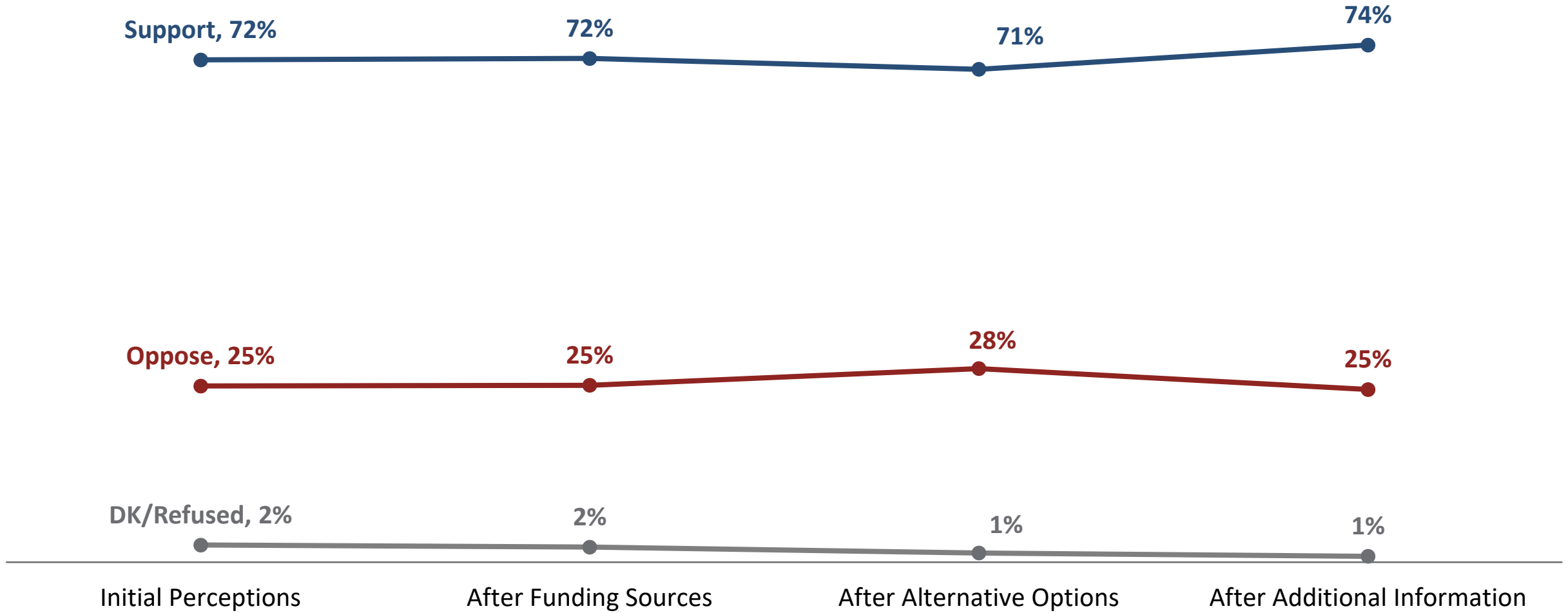
All of the information about the expansion is important to residents. The importance of not having to drive to swim and giving kids stuff to do are the most important in intensity.



Q22-26. I'd like to tell you a little more about the proposal to expand the Snoqualmie Community Center. For each, please tell me how important that information is to you.

Perception after Additional Information

Support for the expansion remains consistent as residents become more informed, with nearly three-quarters supporting it.



Q27. Given what you have just heard, do you strongly support, somewhat support, somewhat oppose, or strongly oppose this proposal to expand the Snoqualmie Community Center?

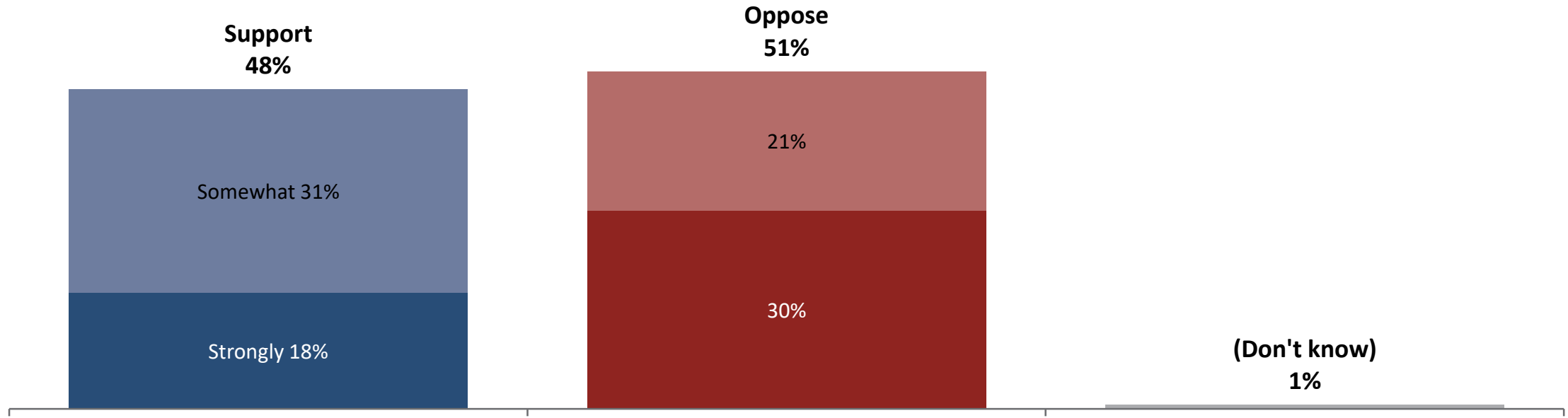


**Proposed
Si View Partnering**

Support for Partnering Option

There is far less support for partnering with Si View. People are split on that proposal, with more intensity on the oppose side.

Some residents have suggested that rather than build a lap pool and warm water recreational pool in Snoqualmie, the City could partner with the Si View Metro Parks District to build a bigger regional aquatics center near North Bend. Snoqualmie would still be able to expand other community center facilities, but there would be no pool. Under this option, the City of Snoqualmie would contribute \$5 million or more in local tax dollars to help fund an aquatics center outside of city limits.



Q28. Having heard this, do you strongly support, somewhat support, somewhat oppose, or strongly oppose this option?



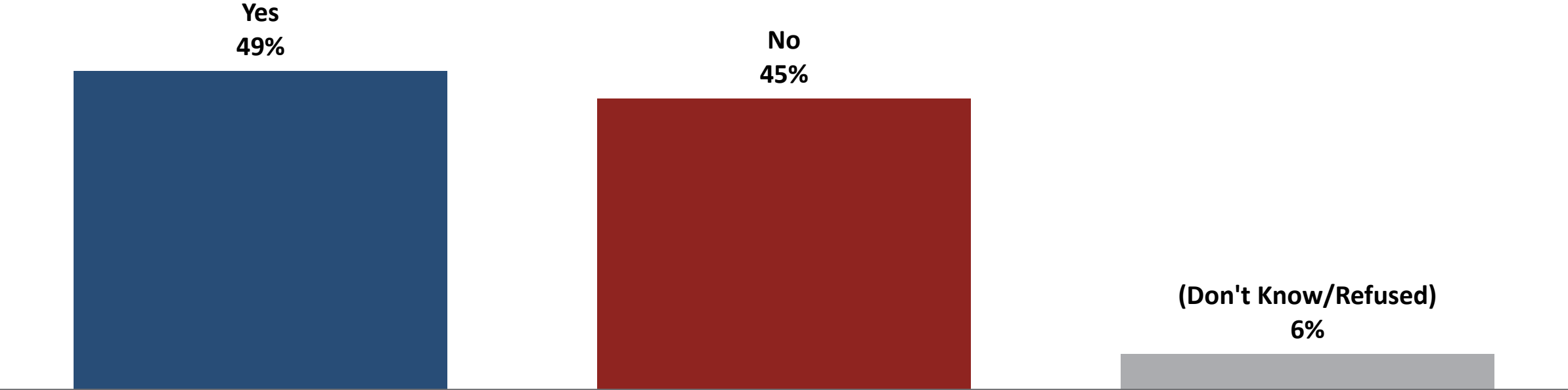
Perceptions of Increasing Fee Reduction Subsidies

Support for Increasing Fee Reduction Subsidies



People are split on whether or not they would support additional subsidizes for membership.

A family membership at the Snoqualmie Community Center currently costs \$88 per month. An expanded facility could result in this rate increasing to \$138 per month. However, as a policy, the YMCA is committed to assuring that cost does not limit access for anyone. Snoqualmie residents will also benefit from discounted camps and programs.



Q29. Given what you just heard, would you be willing to pay slightly more in taxes so that community center fees to access the community center can be more affordable for all residents, regardless of income?

Key Findings

- ▶ The quality of life is high in Snoqualmie, and the parks system in the city is well rated.
- ▶ There is strong support for expanding the community center.
- ▶ There is a desire for a pool in Snoqualmie.
 - A lap pool in particular that can be used for lessons as well as competitions is appealing.
 - There is far less interest in partnering with Si View to build a larger facility in North Bend.
- ▶ Discussing how else funds might be used, if not for the community center expansion, does not dampen enthusiasm for the expansion.
- ▶ While subsidizing entry fees is prioritized in the abstract, opinions are split when asked directly if they would be willing to pay more to subsidize membership fees.



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