



II. COMMUNITY PROFILE

THE CITY OF MOSES LAKE



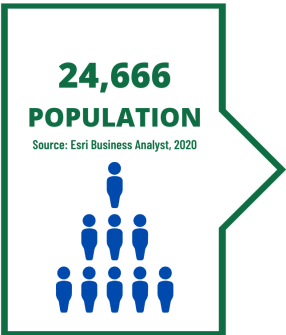
A. CITY OF MOSES LAKE DEMOGRAPHIC PROFILE

The City of Moses Lake demographic profile was developed to provide an analysis of household and economic data in the area, thereby helping to understand the type of park and recreation components that may best serve the community.

Data referenced throughout this report was primarily sourced from Esri Business Analyst as of September 2021. When applicable, other sources were also referenced, such as the American Community Survey and the Robert Wood Johnson Foundation County Health Rankings, for specific information related to community health and well-being.

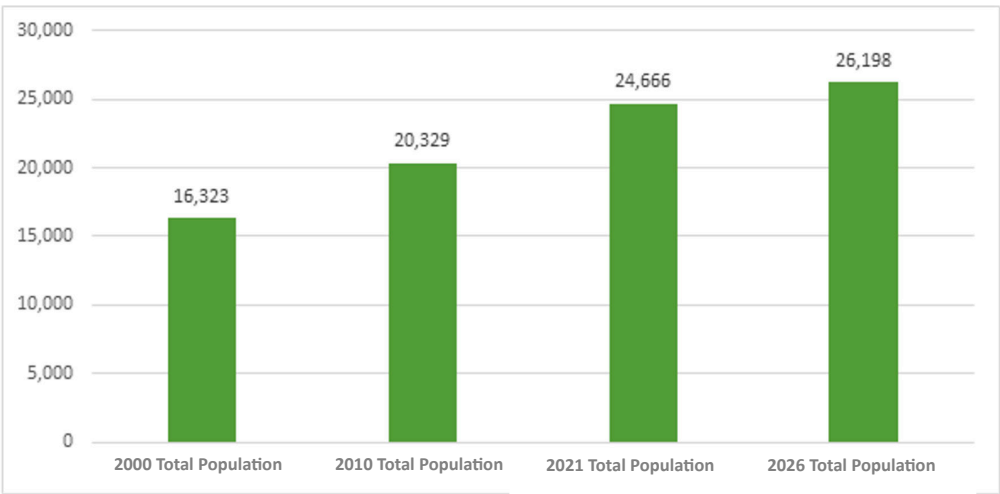
Population

The City measures and reports population data from the Washington State Office of Financial Management which reports a 2021 population estimate at 25,760 (as of February, 2022). ERSI population numbers are presented for reference to describe population growth. The ERSI population data was used throughout the master plan.



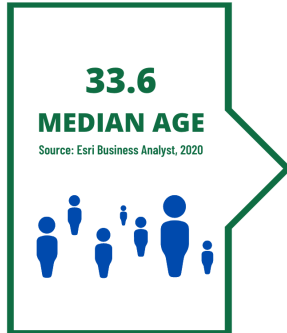
The City of Moses Lake has experienced consistent growth from 2000 (16,232) to 2021 (24,666). During the last decade, the City experienced an annual growth rate of 1.73%, which is expected to slow to 1.21% between 2021 and 2026. If this growth rate continues, the population could reach 26,198 in 2026. The average household size in the City of Moses Lake was estimated at 2.65 in 2010 and increased only slightly to 2.67 in 2021.

Figure 3: Projected Population Growth in the City of Moses Lake, 2000 - 2026



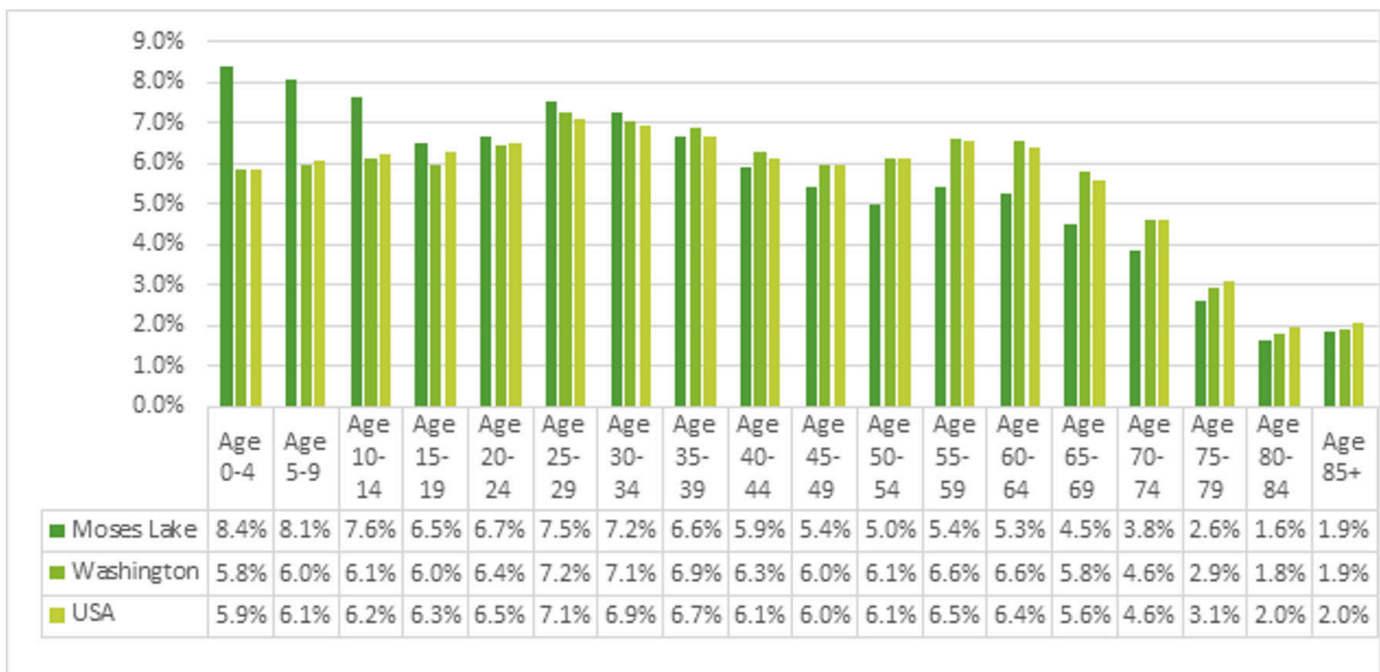
Source: Esri Business Analyst

Age Distribution



According to Esri Business Analyst, the median age in the City of Moses Lake was 33.6 years old, five years younger than the State of Washington (38.9) and the United States (38.8). The median age is projected to increase to 33.7 in the City by 2026. The current age distribution in the City of Moses Lake in 2021 is reflective of families with young children. Approximately 24% of the population was under 15 years old in Moses Lake – more than the State of Washington (17.9%) and the United States (18.2%). In addition, the state and national comparisons demonstrate that the City has a lower age demographic makeup of those over 50 years old.

Figure 4: Age Distribution in Moses Lake Compared to Washington, United States



Source: 2021 Esri Business Analyst



Table 4 below demonstrates the change in age groups amongst residents. Although those under 19 experienced a slight decline in overall population distribution, their demographic makeup is still higher in 2021 than the State of Washington and the United States. The age groups that are experiencing the highest growth in Moses Lake are those between the ages of 60 and 74.

Table 4: Age Group Distribution in Moses Lake from 2010 to 2021

Age Group	2010	2021
Age 0-4	9.43%	8.40%
Age 5-9	8.22%	8.06%
Age 10-14	7.81%	7.63%
Age 15-19	6.83%	6.47%
Age 20-24	6.97%	6.67%
Age 25-29	7.75%	7.50%
Age 30-34	7.04%	7.24%
Age 35-39	6.61%	6.64%
Age 40-44	5.61%	5.89%
Age 45-49	5.82%	5.43%
Age 50-54	5.93%	4.97%
Age 55-59	5.23%	5.41%
Age 60-64	4.42%	5.25%
Age 65-69	3.62%	4.51%
Age 70-74	2.41%	3.84%
Age 75-79	2.25%	2.61%
Age 80-84	1.81%	1.63%
Age 85+	2.23%	1.86%

Source: Esri Business Analyst

Diversity in Moses Lake

Understanding the race and ethnic character of Moses Lake residents is important because it is reflective of the diverse history, values, and heritage of the community. This type of information can assist the City in creating and offering recreational programs that are relevant and meaningful to residents. In addition, this type of data when combined with the Level of Service analysis can be used in finding gaps and disparities when it comes to equitable access to parks. Based on historical data, the City is increasingly becoming more diverse over time. In 2010, 30.04% of the population identified as Hispanic. This percentage increased to 34.33% in 2021— compared to 13.5% in the State of Washington, and 18.92% in the United States.

Figure 5: Race Comparison for Total Population in Moses Lake

Hispanic Population	Two or More Races	Other Race	Asian Population	American Indian/Alaska Native	Black or African American	White Population
34.44%	4.39%	14.93%	1.47%	1.05%	1.64%	70.36%

Source: Esri Business Analyst, 2020

The City’s Responsibility to Support Racial Equity

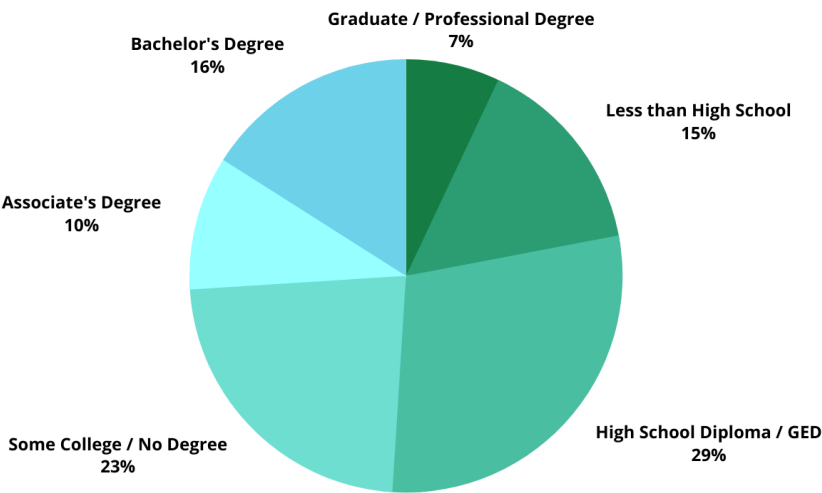
Local governments have the unique responsibility to serve all members of the public. However, disparities have long existed that affect outcomes for residents and employees of color. The system, policies, and practices that are integrated in local governments may unintentionally create racial inequity. According to the Government Alliance on Race and Equity, racial equity is realized when race can no longer be used to predict life outcomes. Within local parks and recreation agencies, diversity can be integrated in the system through simple but powerful changes such as:

- Requiring translation and interpretation services at recreation centers and facilities
- Building pathways for economic opportunity for people of color
- Establishing multiracial alliances, coalitions, and movements with partners to advance policy changes
- Teaching the full history of the American outdoors
- Increasing economic accessibility to create more access points for all
- Expanding the definition of outdoor recreation to be inclusive of small urban parks

Educational Attainment

Figure 6 shows the percentage of residents that obtained various levels of education. Only 15% of the residents had not received a high school or equivalent diploma. Another 16% had completed a bachelor’s degree with an additional 7% who earned a graduate or professional level degree.

Figure 6: Educational Attainment of Moses Lake Residents



Household Overview

Approximately 11.63% of City households were under the poverty level in 2018, with a median household income in 2021 of \$53,185. The household income in the City was lower than the State of Washington (\$78,111) and the United States (\$64,730). In addition, the City of Moses Lake has fewer households that make over \$100,000 (18%) compared to the State of Washington (38%) and the United States (32%).

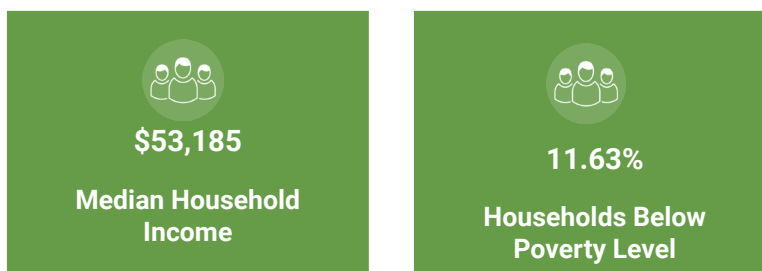
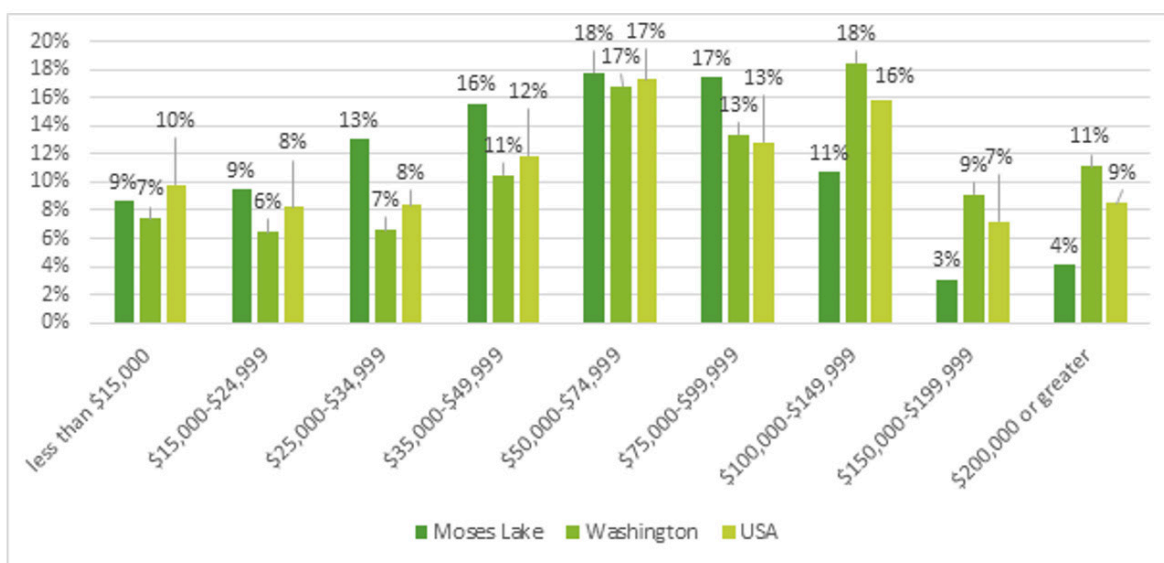


Figure 7: Median Household Income Distribution, 2021 Estimates



Source: Esri Business Analyst

Employment

In 2021, an estimated 5.2% of the City of Moses Lake's population was unemployed, lower than the State of Washington (5.4%) and the United States (6.2%). Approximately 64% of the population was employed in white collar positions, which encompass jobs where employees typically perform managerial, technical, administrative, and/or professional capacities. Another 24% of the City's population were employed in blue collar positions, such as construction, maintenance, etc. Finally, 12% of Moses Lake's residents were employed in the service industry. An estimated 80.8% of working residents drove alone to work, while 16% of residents spent seven plus hours a week commuting to and from work.

People with Disabilities

According to the American Community Survey, 14.7% of Moses Lake’s population in 2019 had some sort of hearing, vision, cognitive, ambulatory, self-care, and/or independent living difficulty. Compared to the State of Washington and the United States, the City has higher than average cases of cognitive, ambulatory, and independent living difficulty. This reaffirms the importance of inclusive programming and ADA transition plans for parks and facilities.

Types of disabilities within the City of Moses Lake include:

- Hearing difficulty – 4.6%
- Vision difficulty – 4.1%
- Cognitive difficulty – 7.4%
- Ambulatory difficulty – 7.9%
- Self-care difficulty – 4.0%
- Independent living difficulty – 8.0%

Health and Wellness

Understanding the status of a community’s health can help inform policies related to recreation and fitness. Robert Wood Johnson Foundation’s County Health Rankings and Roadmaps provided annual insight on the general health of national, state, and county populations. Grant County is ranked in the lower range among counties in Washington; in 2020, it ranked 28th out of 38 Washington counties for Health Outcomes. **Figure 8** below provides additional information regarding the County’s health data as it may relate to Parks, Recreation, & Cultural Services. The strengths indicated below are those areas where Grant County ranked higher than top U.S. performers or the State of Washington. The areas to explore are those where the County ranked lower than the State or top U.S. performers.

Figure 8: Moses Lake County Health Rankings Overview

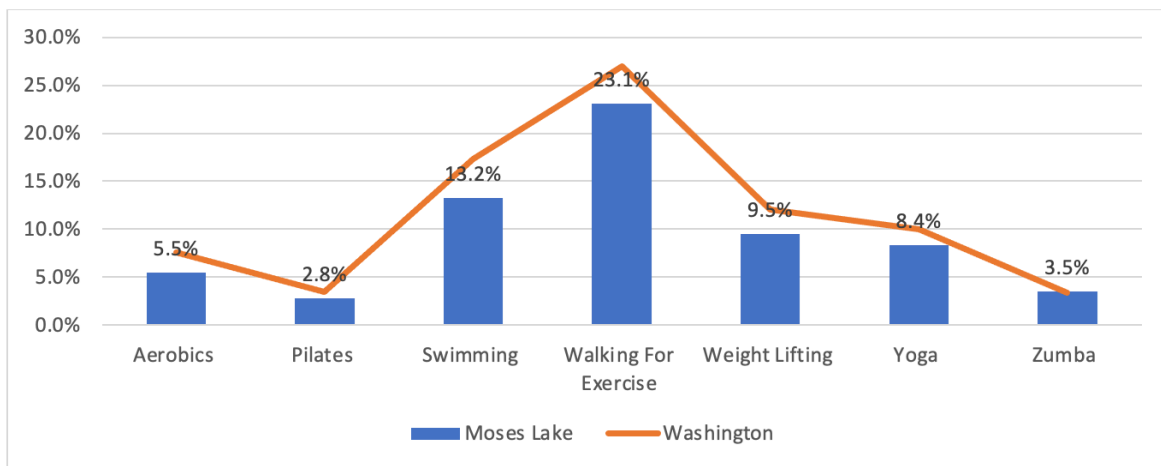


Source: Robert Wood Johnson Foundation’s County Health Rankings and Roadmaps

B. PARK AND RECREATION INFLUENCING TRENDS

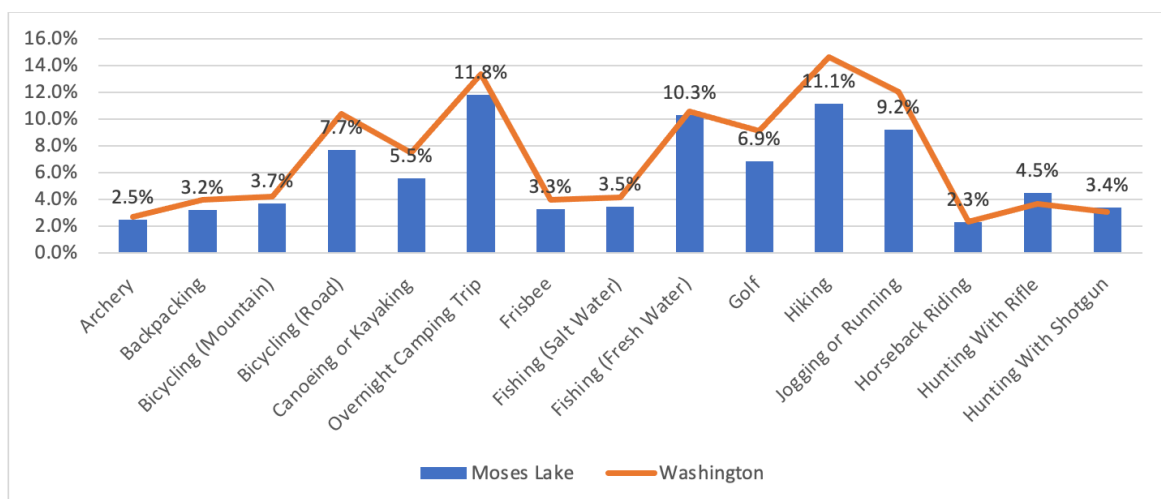
The following section of the master plan summarizes some of the key trends that could impact the City of Moses Lake over the next five to ten years. An expanded discussion of relevant trends is in **Appendix D**. When applicable, figures and data from the Washington State Recreation and Conservation Plan (SCORP) from 2018 to 2022 were referenced for local context related to youth and senior participation. In addition to local participation from the Washington State Plan, Esri Business Analyst provides estimates for activity participation and consumer behavior based on a specific methodology and survey data to make up what Esri terms “Market Potential Index.” The following charts showcase the participation in leisure activities, outdoor recreation, and sports teams for adults 25 and older, compared to the State of Washington.

Figure 9: Adult Participation for Fitness Activities – Moses Lake and Washington State



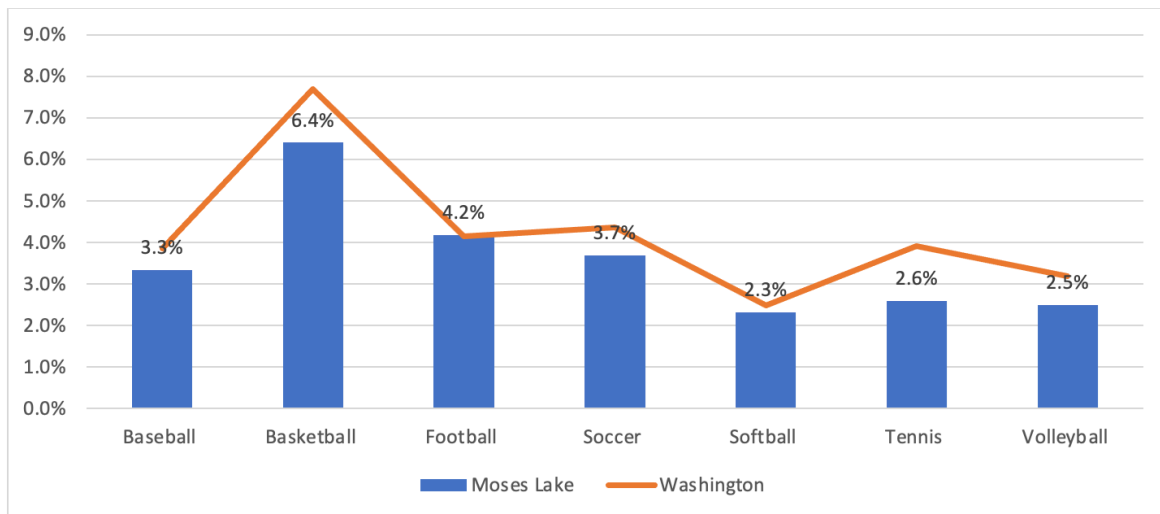
Source: Esri Business Analyst

Figure 10: Adult Participation in Outdoor Recreation – Moses Lake and Washington State



Source: Esri Business Analyst

Figure 11: Adult Participation in Team Sports – Moses Lake and Washington State



Source: Esri Business Analyst

ADA Compliance

On July 26, 1990, the federal government officially recognized the needs of people with disabilities through the Americans with Disabilities Act (ADA). This civil rights law expanded rights for activities and services offered by both state and local governmental entities (Title II) and non-profit/for-profit entities (Title III). Parks and Recreation agencies are expected to comply by the legal mandate, which means eliminating physical barriers to provide access to facilities and providing reasonable accommodations in regard to recreational programs through inclusive policies and procedures.¹

It is a requirement that agencies develop an ADA Transition Plan, which details how physical and structural barriers will be removed to facilitate access to programs and services. The Transition Plan also acts as a planning tool for budgeting and accountability. Completing and implementing an updated ADA transition plan is a focus area for the Department and for the City.

Aquatics and Water Recreation Trends

Aquatic facilities are locations where individuals may get exercise, participate in sports, and have competitive fun. Aquatic centers and municipal water parks are one of the fastest expanding divisions of the water leisure industry, according to the World Waterpark Association.² According to the 2021 Aquatic Trends Report, “some 16.7% of recreation centers in 2020 said they had built a new aquatic facility in the past several years, compared to only 6.1% in 2019.”³

Even though aquatic centers are one of the fastest growing segments in the water leisure industry, their budget will still decide their ability to maintain their equipment, which facility design trends are implemented, and their ability to meet the needs of the community.

Some of these opportunities could include aquatic therapy and aerobics. These facilities can greatly transform a person’s health which is why the World Health Organization has stressed that “children’s

- 1 “Changes Are Coming to ADA -- New Regulation Standards Expected for Campgrounds, Parks & Beaches.” [Recmanagement.com, 2012, recmanagement.com/feature_print.php?fid=201211fe03](https://recmanagement.com/2012/recmanagement.com/feature_print.php?fid=201211fe03). Accessed 30 Sept. 2021.
- 2 “Press.” Waterparks.org, 2020, www.waterparks.org/web/Press.aspx. Accessed 30 Sept. 2021.
- 3 Tipping, E. (2021, February). Just Keep Swimming: The 2021 Aquatic Trends Report. Recreation Management. <https://recmanagement.com/feature/202102SU01>.

physical and social environments are significant determinants of their overall health and well-being.” Having access to an aquatic area often improves someone’s overall health when they take part in swimming, water aerobics, stand-up paddleboarding, yoga, aqua-yoga/balance programs, and/or water basketball, volleyball, and water polo.⁴

The Americans with Disabilities Act (ADA) mandates accessible access to aquatic centers. People with disabilities are able to utilize aquatic facilities with the assistance of zero-entry pool access, ramps, or chair lifts. Another water accessibility issue is one of racial disparity. Studies have shown that “64% of black children and 45% of Hispanic children have little to no swimming ability, compared with 40% of white children.” Many facilities have outreach programs focused primarily on low-income, ethnic, and water-phobic populations to address these discrepancies and reach people who lack swimming skills due to a fear of water.

Splash pads are a great service that can remedy situations where people are not eager to submerge themselves into the water but are still looking to cool off. This type of facility is more cost efficient as it requires no lifeguard, uses less water than a pool, requires less maintenance, and the initial construction also costs less than swimming pools. Splash pads oftentimes have longer hours and seasons than pools. So not surprisingly, parents that were interviewed when frequenting parks expressed that they wished that wading pools had longer hours of operation as well as a longer outdoor season.

Another comparison between pools and splash pads can be made by how they can improve revenue. A straightforward way to add revenue to an already existing splash pad is by building a pavilion that can be rented for private parties.

Pools can also add additional elements to increase their revenue such as pool zip lines, “ninja” climbing nets, and poolside rock climbing walls. The AquaZip’n, AquaNinja, and AquaClimb are examples of these safe adventure elements that are currently trending. In addition, aquatic centers can consider less permanent amenities such as log rolls, giant inflatable obstacle courses, and screen projectors for “dive-in” movies.



⁴ Amico, L. (2019, April 10). 3 Emerging Trends in Aquatic Adventure Recreation. AquaClimb. <https://www.aquaclimb.com/blog/2019/4/10/3-emerging-trends-in-aquatic-adventure-recreation>

Community Centers

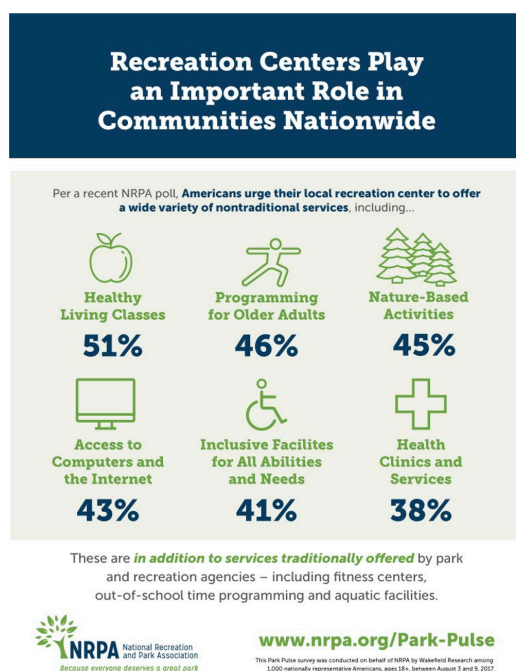
Community centers are public gathering places where people of the community may socialize, participate in recreational or educational activities, obtain information, and seek counseling or support services, among other things.⁵The main impact from the addition of these centers is the improvement in community health, social connectivity, and mental well-being.

Clubs and sports offered by community centers also strengthen social connections and reduce social isolation.⁶Along with an increase in social connectivity brought by community centers comes a sense of satisfaction with a person's choice of friends and perceived success in life. The evidence strongly suggests that this satisfaction can rise to much higher levels if participation in outdoor recreation begins during childhood. The infographic in **Figure 12** demonstrates the potential for community services in offering non-traditional services.

Special Events

Community-wide events and festivals often act as essential place-making activities for residents, economic drivers, and urban brand builders. Chad Kaydo describes the phenomenon in the *Governing Magazine*: "Municipal officials and entrepreneurs see the power of cultural festivals, innovation-focused business conferences and the like as a way to spur short-term tourism while shaping an image of the host city as a cool, dynamic location where companies and citizens in modern, creative industries can thrive."⁷ According to the 2020 Event Trends.

Figure 12: Non-Traditional Services Desired in Community Centers



5 Community centers. County Health Rankings & Roadmaps. (2020, January 21). <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/community-centers>.

6 Community centers. County Health Rankings & Roadmaps. (2020, January 21). <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/community-centers>.

7 Kaydo, Chad. "Cities Create Music, Cultural Festivals to Make Money." *Governing*, *Governing*, 18 Dec. 2013, <https://www.governing.com/archive/gov-cities-create-music-festivals.html>

Report by EventBrite, the following trends are expected to impact event planners and community builders in the coming years:⁸

- **Focus on Sustainability:** Zero-waste events are quickly becoming an expectation. Some of the primary ways of prioritizing environmental sustainability include e-tickets, reusable or biodegradable items, offering vegan/vegetarian options, encouraging public transport and carpooling, and working with venues that recycle.
- **Diversity, Equity, and Inclusion (DEI):** Ensuring that the venue is inclusive to not only all abilities by offering ADA facilities, but also welcoming to all races, ethnicities, and backgrounds through signage, messaging, and the lineup of speakers. Ways to incorporate a focus on inclusivity include planning for diversity through speakers, talent, and subject matter, enacting a code of conduct that promotes equity, and possibly providing scholarships to attendees.
- **Engaging Experiences:** Being able to customize and cater the facility to create immersive events that bring together culture, art, music, and elements of an agency's brand will be critical in creating a more authentic experience.

Marketing and Social Media

Awareness of parks and recreation services is critical to the success of any agency. According to a study in collaboration with the National Recreation and Park Association and GP RED of approximately 35,000 responses, one of the primary reasons that patrons do not participate in programs and services is due to lack of awareness.

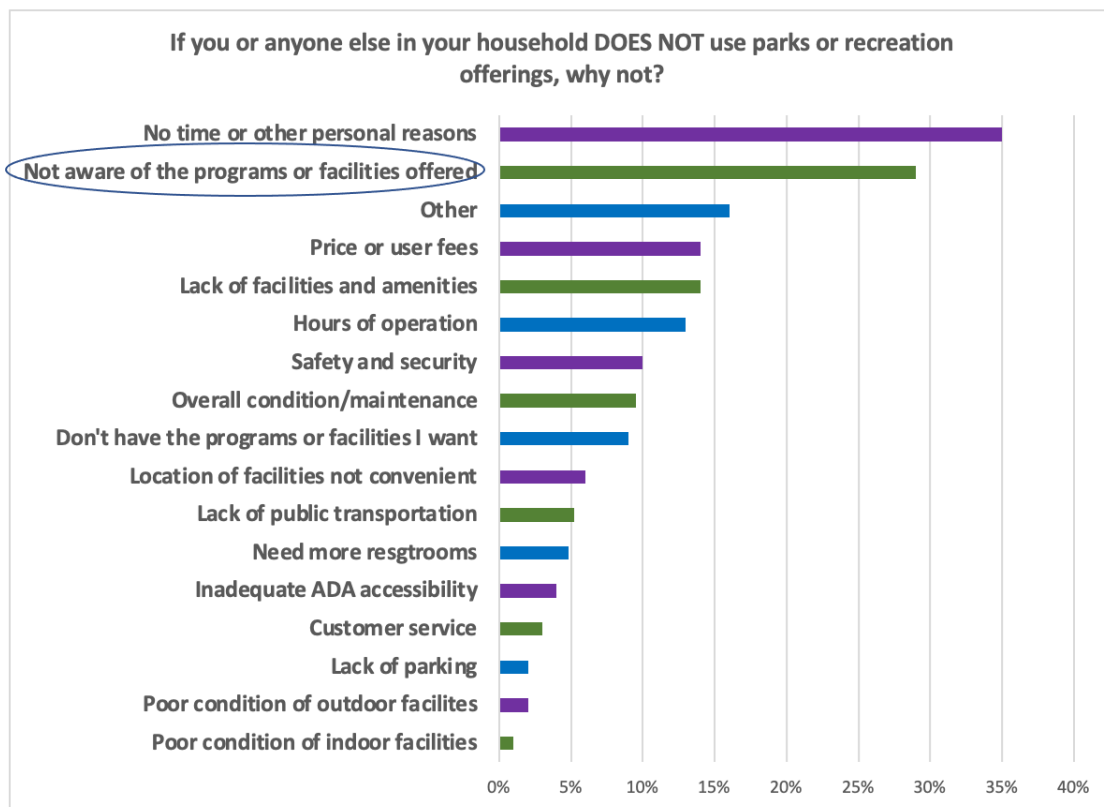
In today's modern world, there is ample opportunity to promote and market parks and recreation services. The needs assessment in Chapter III of the master plan details how the community prefers to receive information. It is recommended that a marketing plan be developed that includes staff, time, and budget and be updated every one to three years.

Technology has made it easier to reach a wide-reaching, location-dependent audience, which can be segmented by demographics. However, it has also caused a gap in the way parks and recreation agencies are able to communicate. Agencies around the country have previously not dedicated substantial funding to marketing, however it is becoming a critical piece to receiving participants. Without dedicated staff and support, it is difficult to keep up with social media trends which seem to change daily. Furthermore, with an overarching desire to standardize a municipality's brand, there may be limitations to the access and control that a parks and recreation agency has over their marketing. It is essential that professionals become advocates for additional resources, training, and education. Having a strong presence on social networks, through email marketing, and through traditional marketing will help enhance the Department's perception and brand. See **Figure 13:** Reasons for non-participation in municipal recreation.

A popular trend in urban parks for health, wellness, and fitness activities is to install outdoor fitness equipment along trails. The intent of the outdoor equipment is to provide an accessible form of exercise for all community members, focusing on strength, balance, flexibility, and cardio exercise. These fitness stations – also known as “outdoor gyms” -- are generally meant for adults but can be grouped together near a playground or kid-friendly amenity so that adults can exercise and socialize while supervising their children. The fitness equipment can also be dispersed along a nature trail or walking path to provide a unique experience to exercise in nature. Educational and safety signage should be placed next to equipment to guide the user in understanding and utilizing the outdoor gyms.

8 “The 2020 Event Trends Report- Eventbrite.” Eventbrite US Blog, 2020, www.eventbrite.com/blog/academy/2020-event-trends-report/. Accessed 30 Sept. 2021.

Figure 13: Reasons for Non-Participation in Municipal Recreation



Sports Trends

According to the Sports and Fitness Industry Association, high-intensity interval training (HIIT) and cross-training style workouts, or CrossFit, are two of the top trending aerobic activities. CrossFit combines elements of gymnastics, weightlifting, running, rowing, and other sports to create a varied fitness regime.

- With regard to individual sports, off-road triathlons have seen almost 17 percent average annual growth for the last five years. These races, such as XTERRAs, consist of a competitive combination of swimming, mountain biking, and trail running
- Pickleball, a paddle sport mixing badminton, tennis, racquetball and table tennis, is still trending, gaining an average 8 percent growth each year. Growing even slightly faster is Cardio Tennis at 9.1 percent. Cardio Tennis is a fitness program that focuses on combining a full body workout with elements of tennis
- Engaging non-participants is one of the challenges of parks and recreation agencies. According to the 2018 SFIA report, income has been seen to impact activity rates; those households making under \$50,000 are significantly less active than those making more. Data shows that having someone accompany first time users will increase participation more than any other reason

Sports Trends

Water Sport	5 Year Avg. Annual Growth
Stand Up Paddling	↑ 20.2%
Kayaking (whitewater)	↑ 6.0%
Recreational Kayaking	↑ 5.2%
Rafting	↓ -1.4%
Water Skiing	↓ -3.8%
Jet Skiing	↓ -5.0%

Team Sport	5 Year Avg. Annual Change
Rugby	↑ 16.5%
Baseball	↑ 10.4%
Swimming on a Team	↑ 10.1%
Fast Pitch Softball	↓ -2.7%
Touch Football	↓ -3.5%
Ultimate Frisbee	↓ -8.7%

Aerobic Activity	5 Year Avg. Annual Change
High Impact Intensity Training (HIIT)	↑ 9.3%
Cross-Training Style Workouts	↑ 6.6%
Row Machine	↑ 5.8%
Stair Climbing Machine	↑ 5.6%
Aquatic Exercise	↑ 5.0%
Tai Chi	↑ 5.0%
Strength Activity	5 Year Avg. Annual Change
Kettleballs	↑ 7.0%
Individual Sports	5 Year Avg. Annual Change
Triathlon (Off-Road)	↑ 17.1%
Martial Arts	↑ 11.2%
MMA for Fitness	↑ 11.1%
Trail Running	↑ 9.6%
Boxing for Competition	↑ 9.5%
Adventure Racing	↑ 7.3%
Boxing for Fitness	↑ 6.2%
Racquet Sports	5 Year Avg. Annual Change
Cardio Tennis	↑ 9.1%
Pickleball	↑ 8.5%

Source: 2018 Sports, Fitness, and Leisure Activities Topline Participation Report, 2012 - 2017

Teen Programs

Local parks and recreation agencies are often tasked with finding opportunities for teen programming beyond youth sports. As suicide is the second highest cause of death among United States teens, mental health continues to be a priority for this age group. Activities such as meditation, yoga, sports, art, and civic engagement can help teens develop life skills and engage cognitive functions. Beyond interacting with those of their own age, many agencies are developing creative multi-generational activities, which may involve seniors and teens assisting one another to learn life skills. Agencies that can help teens develop career development skills and continue their education are most successful in promoting positive teen outcomes and reducing at-risk behavior.

A national long-term study conducted of over 17,000 teens who frequented recreation facilities found that they were 75 percent more likely to engage in the highest category of moderate to strenuous physical exercise. Since these activities that they partake in involve a considerable amount of effort, the benefits have been shown to include “reduced obesity, a diminished risk of disease, an enhanced immune system and most importantly, increased life expectancy.”⁹

Trails and Health

A connected system of trails increases the level of physical activity in a community, according to the Trails for Health initiative of the (CDC). Trails can provide a wide variety of opportunities for being physically active, such as walking/running/hiking, rollerblading, wheelchair recreation, bicycling, cross-country skiing, snowshoeing, fishing, hunting, and horseback riding.

The health benefits are equally as high for trails in urban neighborhoods as they are for those in state or national parks. A trail in the neighborhood, creating a “linear park,” makes it easier for people to incorporate exercise into their daily routines, whether for recreation or non-motorized transportation. Urban trails need to connect people to places, such as schools, transit centers, businesses, and neighborhoods.



9 National Association of Community Health Centers, Inc. (2012, August). Powering Healthier Communities: November 2010 Community Health Centers Address the Social Determinants of Health.

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