



III. COMMUNITY INPUT

THE BUILDING BLOCKS FOR THE MASTER PLANNING PROCESS



A. OUTREACH STRATEGY

To fully understand the parks and recreation needs and desires of Moses Lake residents, a comprehensive needs analysis was completed that included virtual and in person community input opportunities. An important goal was to be as inclusive as possible. To meet this goal, Department staff and BerryDunn initiated a series of stakeholder interviews, focus group meetings, public forums, and statistically valid and open link surveys. This chapter summarizes the outreach process and provides background, and qualitative and quantitative data collected. The outreach strategy included five elements:

1. Stakeholder interviews
2. Focus groups meetings
3. Public forums
4. A findings presentation to the Parks and Recreation Advisory Board, City Council and the public
5. Statistically valid and open link surveys

B. COVID-19 PANDEMIC

Department leadership and BerryDunn prioritized safety and well-being of all personnel and community members involved in the planning process. The Centers for Disease Control and Prevention and the Governor of Washington's safety protocols were carefully followed and as a result, initial public input was received using BerryDunn's Mobile Optimized Engagement (M.O.E.) tools, utilizing the Zoom digital platform. As a result, the planning process proceeded with unique protocols for information gathering. Even so, engagement with this planning effort was comprehensive and encouraging. Participant counts in the process for each step were as good or better than the consultant's expectations for in-person engagement.

C. COMMUNITY INPUT, FOCUS GROUPS, AND STAKEHOLDER INTERVIEWS

Over the course of the public input process, BerryDunn hosted three focus group meetings, six stakeholder interviews, and two public meetings, collectively receiving input from 80 community members and stakeholders to include staff and City leadership. Parks and recreation priorities and desires were identified and summarized in the PowerPoint presentation used on May 20th, updated after the first public forum See **Appendix F**. Comments from the public input process included a desire for the Department to focus on the key issues, priorities, and programs below.

Stakeholder Interviews – May 2021

Six key stakeholder interviews were conducted that included elected members of the City Council, and the Parks, Recreation, and Cultural Services Advisory Board. Each meeting included either one or two stakeholders. A total of nine stakeholders were interviewed that included the City Manager and the Parks, Recreation & Cultural Services Director.

Focus Group Meetings – May 2021

These meetings were by invitation, intended to mix area residents and key stakeholders to solicit broad-based perspectives. Each meeting was approximately 60 to 90 minutes long and a series of questions were facilitated by BerryDunn to ensure that adequate input was received from all attendees. In-depth interviews were held with 25 community members. The key partners included leaders of non-profit groups, sport providers, civic groups, education representatives, teens, and seniors.

Additionally, seven members of the Department staff provided invaluable input for the master plan. During the process, individual members of the Department worked closely with the consultants to develop service assessments included in the plan to include the recreation program analysis, maintenance and operations evaluation, and a financial and organizational analysis.

Moses Lake Community Member's Most Repeated Comments and Key Issues

- The community desires a more connected system of trails
- Greater resources for maintenance are needed
- The community enjoys the variety of both programs and recreation activities available
- There is a need to focus on access and the health of Moses Lake due to algae blooms
- Some community members would like to focus on taking care of existing facilities as a key priority
- Community members desire additional special events—concerts and movies that were eliminated due to past budget reductions
- Athletic fields maintenance and availability to host tournaments was voiced by community members
- The Longview Trails/Blacks Addition area is underserved and needs a park



D. PUBLIC FORUMS

Two public forums were held to solicit feedback and gather information. A third was held to present the draft findings and receive final feedback on the master plan.

May 20, 2021 - Information Gathering

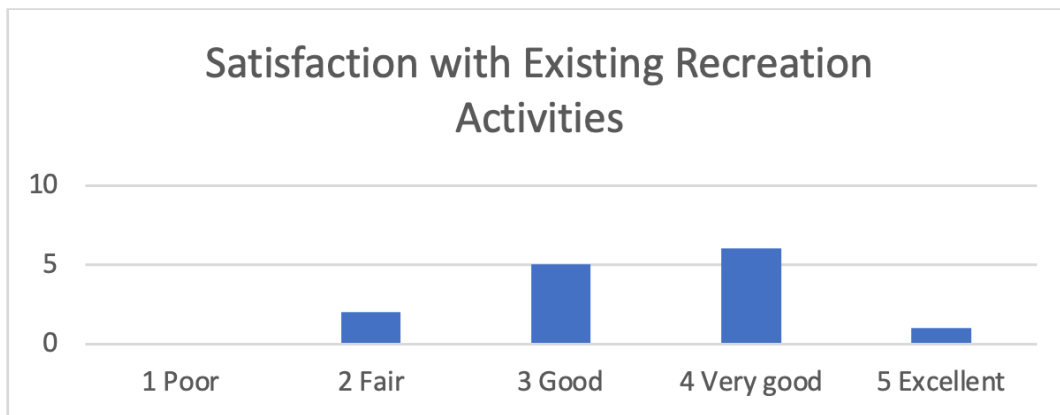
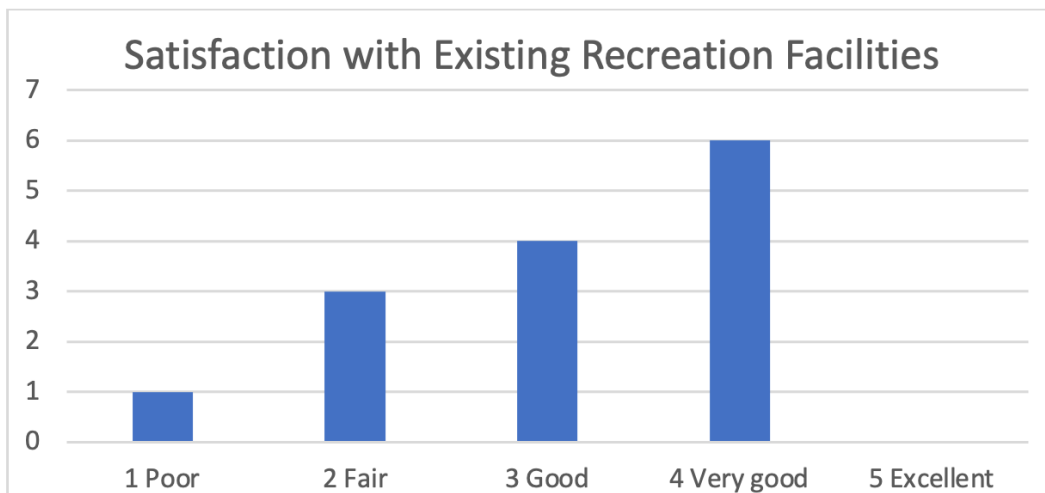
The first public forum focused on information gathering to learn community member's needs, desires, and priorities for the Department. The public forum included an informational presentation that summarized results

from the public engagement process to date and an interactive question and answer session. Thirty-nine community members participated. During the meeting, four polls below were taken to better understand general satisfaction. The average satisfaction scores are in **Table 5**.

Table 5: Satisfaction with Parks, Trails, Recreation Facilities, and Recreation Activities in Moses Lake

Parks	2.5 (Fair)
Trails	2.0 (Fair)
Recreation Facilities	3.0 (Good)
Recreation Activities	3.4 (Good)





October 11-14, 2021, Findings

Findings were presented that included a demographic profile of the City based on US Census ERSI data, results from the statistically valid and open link surveys, as well as relevant trends and a summary of the public engagement to date. The public was invited to attend both a Parks Advisory Board meeting and City Council meeting where the results were presented. Input was received from both the City Council and the Advisory Board.

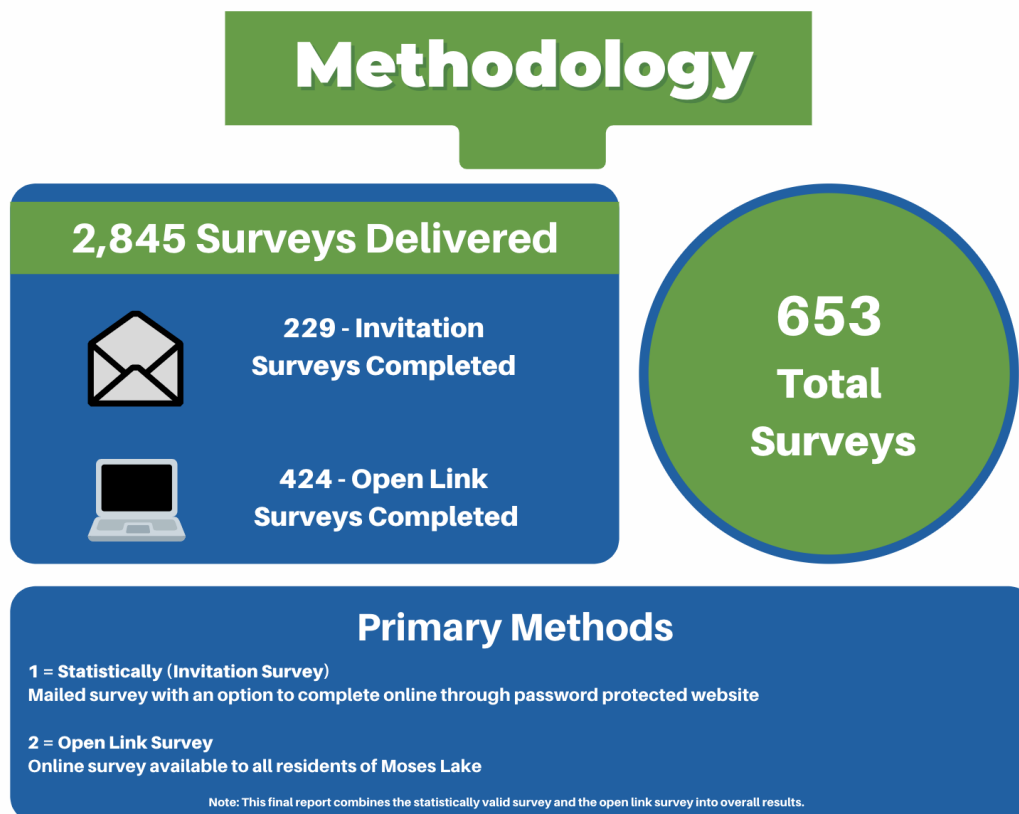


E. THE NEEDS ASSESSMENT SURVEY

A random invitation survey and an open link survey were completed between June and August 2021. The survey focused on usage of parks and recreation programs, satisfaction, priorities, communication, needs, and desires for the new Larson Recreation Center programs. The survey was forward looking – future facilities, amenities, and program opportunities for improvement. Questions were formulated based in part of the community engagement process for the master plan.

RRC Associates designed the statistically valid citizen survey based on information gathered from the stakeholder and staff interviews, focus group meetings, and the first public forum. The survey was mailed to a randomly selected list of 2,845 city residents who had the option of completing the survey by hand or online using a passcode. In addition to providing statistically valid responses, the random survey also served to capture opinions of residents who may not have utilized parks or department programs in the past. Approximately three weeks later, an open link survey was introduced, allowing all community members to take part in an online survey opportunity. The public engagement process and results from the survey identified key areas of focus and recommendations to provide the City with a better understanding of the community's future needs and priorities.

Results from the two surveys were reviewed and found to have very similar responses and as a result, the analysis in the master plan used the collective and combined responses to report the needs and desires of the community.

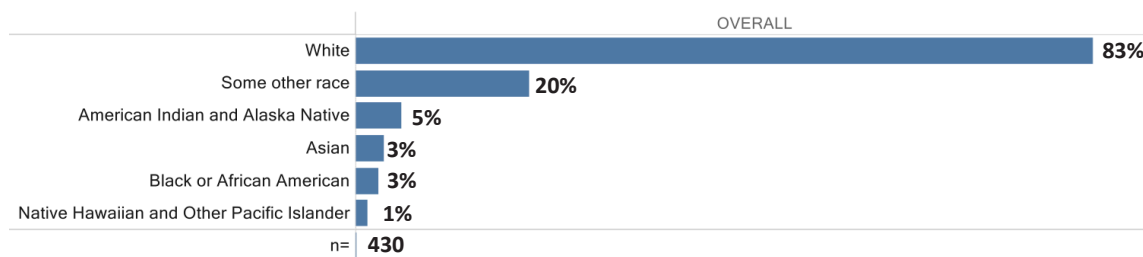


Results of the survey and community input are referenced throughout the plan. For more detailed information, please See **Appendix F:** the Moses Lake Master Plan Final Survey Report and community member comments, September 2022. Respondents represented each of the ten neighborhood areas in the City and results demonstrated that Hispanic members who make up 34.33% of the community were well represented, accounting for 39% of survey respondents. Community members who participated in the survey were entered into a community raffle.

Q: Are you of Hispanic, Latino or Spanish origin?



Q: What race do you consider yourself to be? (Check all that apply)



Moses Lake Survey Responses by Neighborhood

- Knolls Vista - 20%
- Peninsula - 12%
- Montlake - 12%
- Mae Valley - 11%
- Garden Heights - 8%
- Cascade Valley - 7%
- Lakeview - 6%
- Downtown - 5%
- North Base - 3%
- Longview - 2%

Key Findings

After reviewing all data received through the survey, the consultant team summarized key findings, which are below in **Figure 14**. These findings present a quick overview of the survey results.

Figure 14: Key Findings from the Needs Assessment Survey



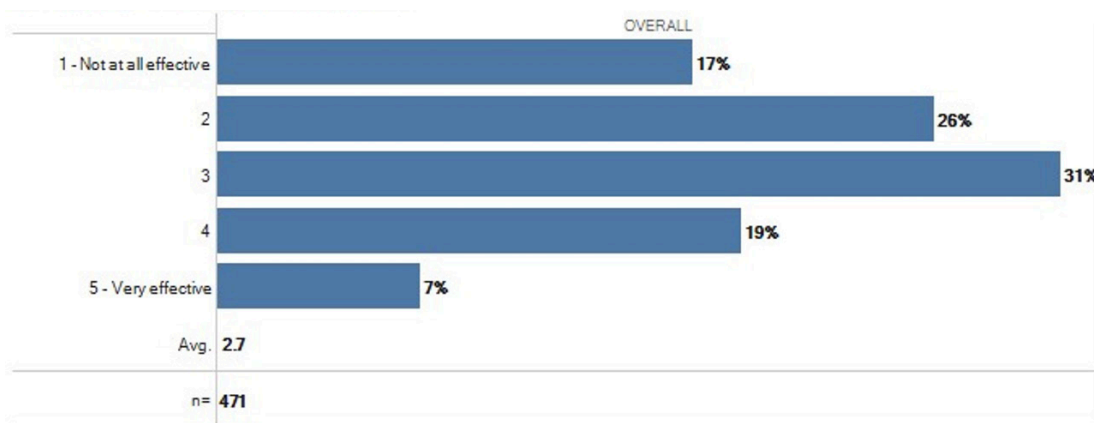
Other select findings from the survey are listed below and were integrated into the development of recommendations and actions for the master plan. The full survey report is provided in **Appendix F**.

Communication Effectiveness

Forty-three percent of respondents rated communication about parks and recreation as not effective. There is significant room for improvement to further create awareness of parks and recreation opportunities.

Figure 15: Communication Effectiveness

Q: How effective is Moses Lake parks recreation and cultural services at reaching you with information on parks and recreation facilities, programs, and services?



Communication Methods

The top three most prevalent methods to receive information among survey respondents are word of mouth, the City website, and the Department's activity guide/brochure. However, the preferred methods of communication are the activity guide, followed by email and social media. See **Figure 15** and **Figure 16**.

Figure 16: Most Prevalent Communication Methods

Q: how do you currently receive information on Parks and Recreation facilities, services, and programs (check all that apply)?

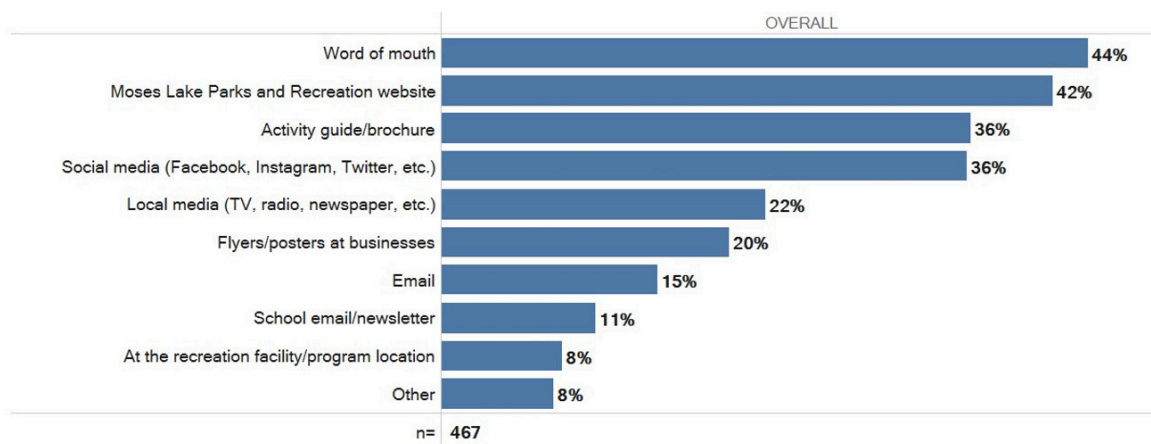
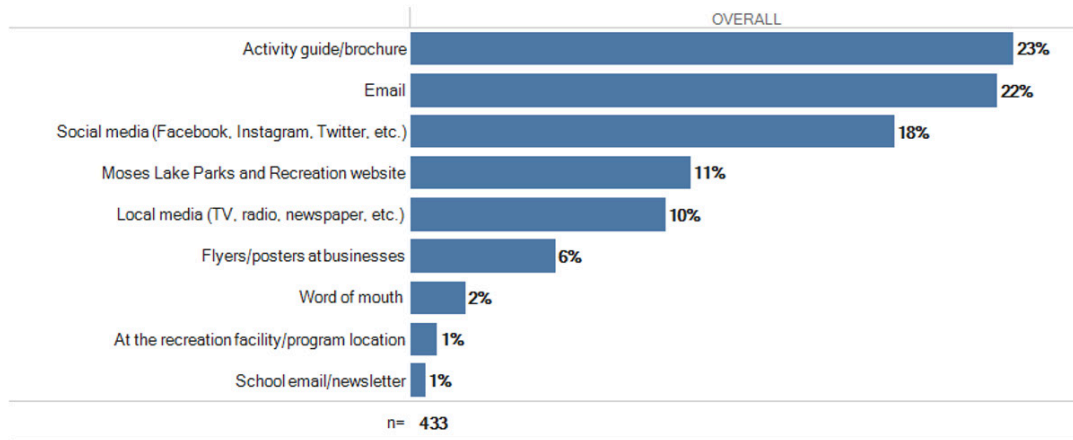


Figure 17: Preferred Way of Receiving Communication

Q: What is the preferred way for you to receive information on Parks and Recreation facilities, services, and programs?



Results demonstrate the Department uses a diversified group of methods to communicate to City residents. Even so, community members desire formal communication channels. Word of mouth is the most prevalent way community members receive information although it is only preferred by two percent of survey respondents.