



## Online Survey Summary

**Date:** November 8 through November 21, 2023  
**Location:** Survey Hero

### Overview and Purpose

An online survey was held to guide the design phase of the Washougal Towncenter Revitalization (WTR) Project. The survey was live from November 8 through the end of the day on November 21, 2023 and 510 responses were received. The survey was advertised on the City's project website, social media channels, and shared at the virtual Open House held for the project (November 14) and a Parks Board meeting (November 16).

The survey included a series of self-identifying questions to provide the project team with context on the respondents, a series of general questions about the preferred theme and overall use of the project, and a series of questions about individual project components, including an off-leash dog park, pocket park, splash pad, outdoor recreation space, and public art. Common themes of responses are included below; raw responses are included in Attachment A.

### Survey Results

#### Community Context

The majority of respondents (88 percent) indicated that they live in Washougal. A few respondents (8 percent) said that they work at a business in the towncenter district or own a business in the towncenter district (3 percent). Most of the survey participants were adults (age 20 to 64) with or without children (86 percent).

#### General WTR Project Feedback

The survey asked participants to identify what mode(s) of transportation they would likely use to travel to the project site. Some participants gave more than one response. Most respondents indicated that they would use a personal vehicle (94 percent of responses). The second most common type of transportation respondents would use is walking (31 percent), followed by biking (17 percent). Few respondents said that they would use public transportation to travel to the area (2 percent). Responses for “other” included: depends on parking, PEV, motorcycle, and skateboard/roller skates.

The most common preferred theme for the project was “natural” (39 percent of respondents), followed by “historical” (34 percent) and “timeless” (27 percent). The survey asked participants to rank what they think are the most important individual components to include in the WTR project and most participants indicated that components involving active engagement opportunities were the most important. Outdoor recreation area was the most frequent response (22 percent). The splash pad, dog park, and pocket park received similar levels of interest (17 percent of responses for each element), followed by public art (14 percent) and parking (13 percent). For the overall design and use of the area, respondents frequently indicated that the use of sustainable design is very important (54 percent). Few respondents said that sustainable design strategies are not important (7 percent).

The majority of participants (61 percent) responded that they would visit the WTR project at least once a week and only 10 percent responded that they would only visit the project for community events.

### **Feedback on Individual Project Components**

Participants were asked to provide input on the dog park component of the WTR project. Most participants (73 percent) responded that they have at least one dog. Participants ranked cleanliness as the most important aspect of the dog park, followed by separate spaces for large and small dogs, and open space. Participants indicated that seating is the least important aspect for the dog park.

Participants were asked to provide input on the pocket park component. A pocket park is a small outdoor space within an otherwise developed urban area that can be designed to serve recreational needs. Many participants (63 percent) responded that they would like to see the pocket park located in a designated area, while the remaining 37 percent responded that they would prefer to see the pocket park integrated with other project components. Participants were asked to rank the most important aspect of the pocket park. In general, participants ranked weather protection/shade as the most important aspect, followed by lawn area, seating, and community gathering. Meanwhile, participants suggested that a planting area is the least important aspect to consider.

For the splash pad, 65 percent of participants responded that they would prefer an engaging and interactive splash pad, while 35 percent said that they would prefer a calming splash pad. Most of the participants (63 percent) responded that they would prefer the splash pad to be located in a designated area, while 37 percent responded that they would prefer to see the splash pad integrated with the other project components. Like the preferred overall theme for the WTR project, a natural theme was the most common preferred theme for the splash pad component (39 percent), followed by an interpretive theme (36 percent). A contemporary theme was the least commonly preferred theme (24 percent).

Many of the participants (60 percent) said that they would prefer to see the outdoor recreation area integrated with other project components, while 40 percent of respondents said that they would prefer to see the outdoor recreation area as a separate designated area. Participants were asked to rank the most important aspect to consider for the outdoor recreation area and a weighted score was calculated to understand the overall perceived level of importance of each aspect. The highest ranked element was weather protection and shade (ranked 371 times), closely followed by seating (ranked 368 times), a water feature (ranked 362 times), and a game activity area (ranked 364 times). Participants ranked a fitness station, cooking station, and security fencing as the least important aspects.

The survey asked participants to indicate their preferred theme for the public art component, but there did not appear to be a majority in favor of the theme options between natural (34 percent), historical (33 percent) and interpretive (33 percent). Several participants suggested local artists to consider for the public art element.

### Additional Comments

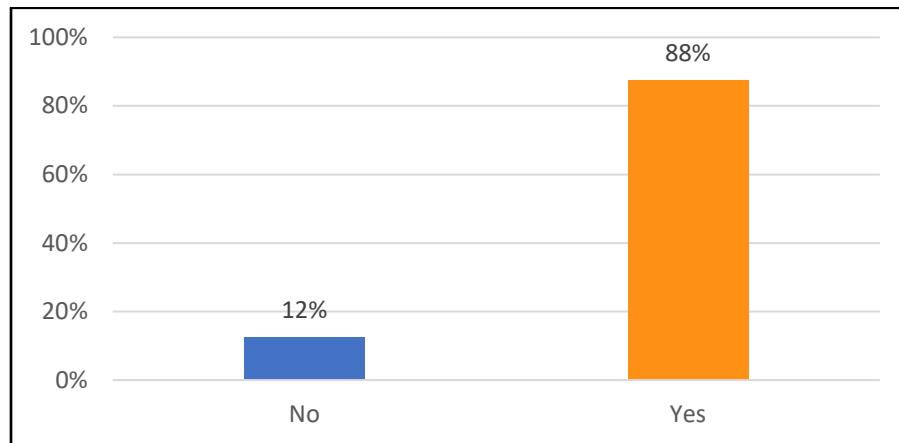
Several participants took the opportunity to share additional comments and thoughts about the project. Common themes included:

- Overall excitement about the project and looking forward to seeing the design.
- Appreciation for the outreach efforts and opportunity to provide comments.
- This is a good opportunity to keep/increase the tree canopy.
- The project should consider multigenerational uses. Include a component that serves teens, not just young children.
- Appreciate that the project will provide community and open spaces. This could provide a space to host community events.
- Need to consider the upkeep and water service costs for any water features.
- Need to prioritize planning around the traffic and parking impacts.
- Consider pedestrian improvements in the area and adding more crosswalks/sidewalks to allow people to walk to the area.
- Safety should be a concern for the area, as well as overnight camping.
- The dog park is much needed; however, some participants commented that a new dog park is not needed.
- The project should complement the overall character of the downtown area and not change it.

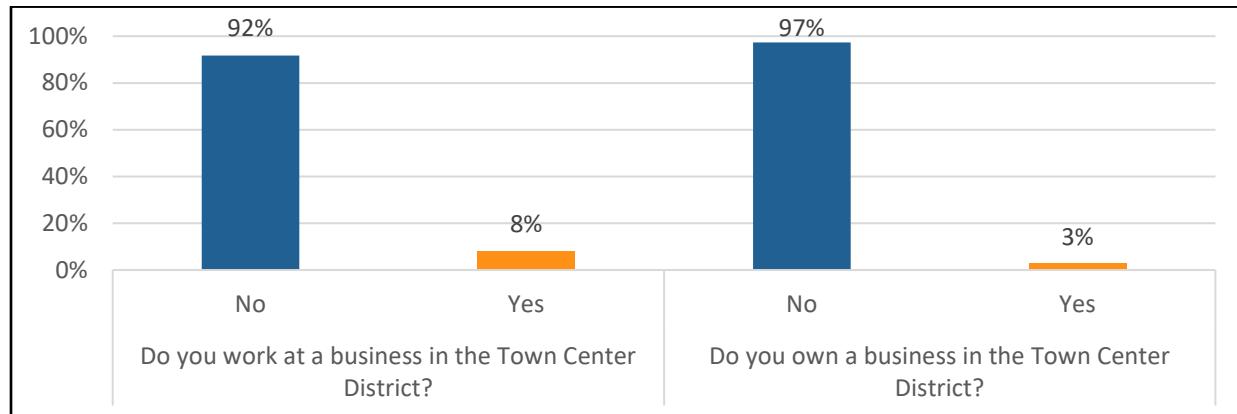
### Summary of Responses

#### General WTR Project Questions

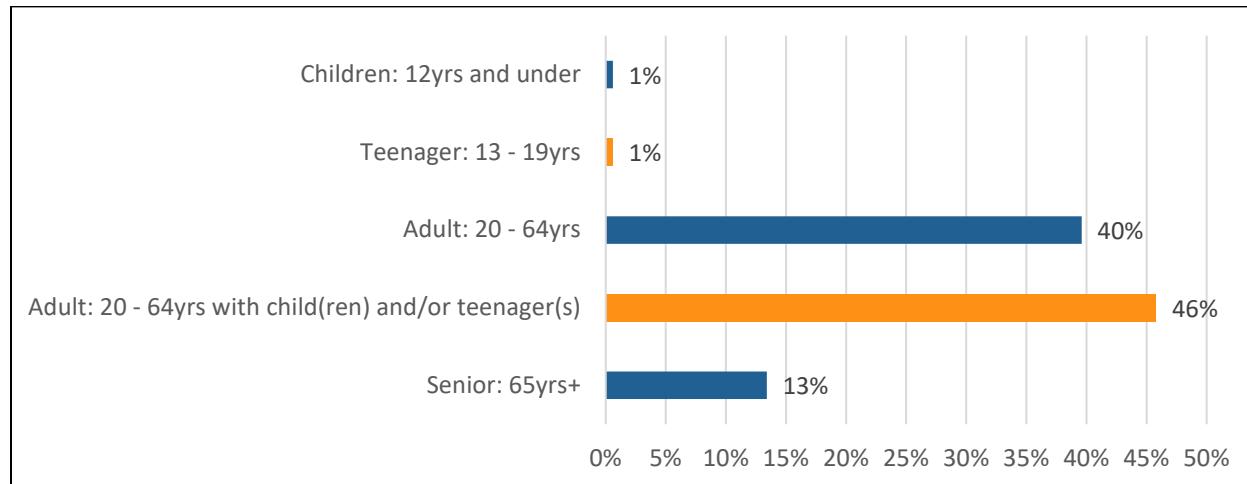
##### Do you live in Washougal?



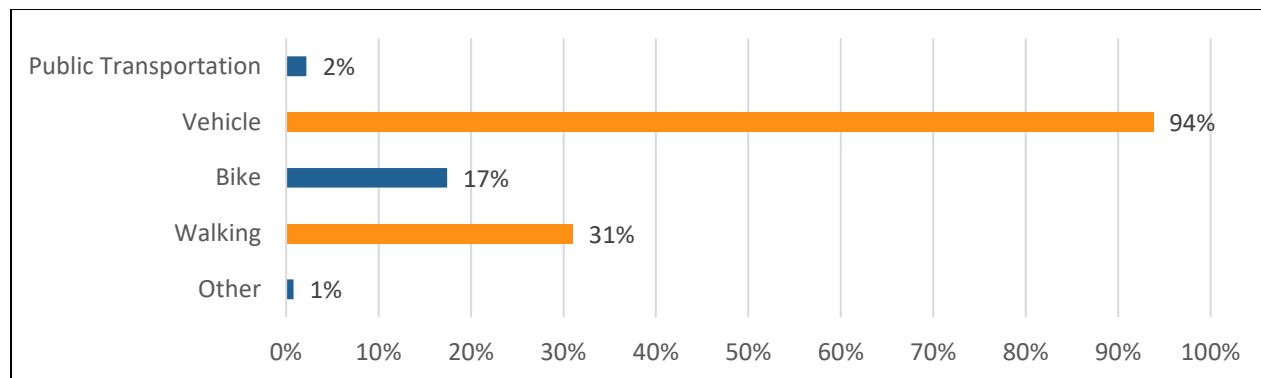
**Do you work at or own a business in the Washougal Town Center District?**



**What age group are you in?**

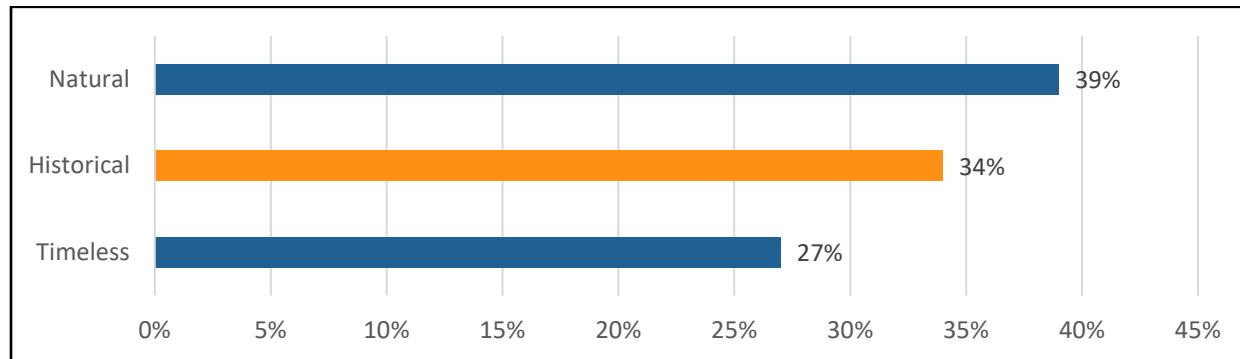


**What type of transportation would you frequently use to travel to the WTR Project?**  
*Multiple selections were allowed.*

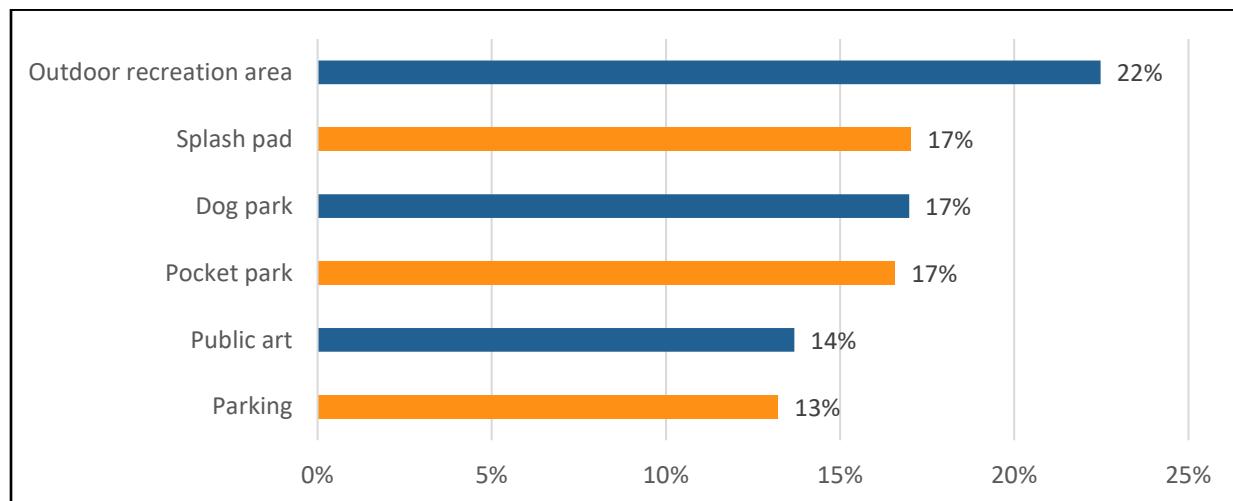


**What is your preferred theme for the WTR Project?**

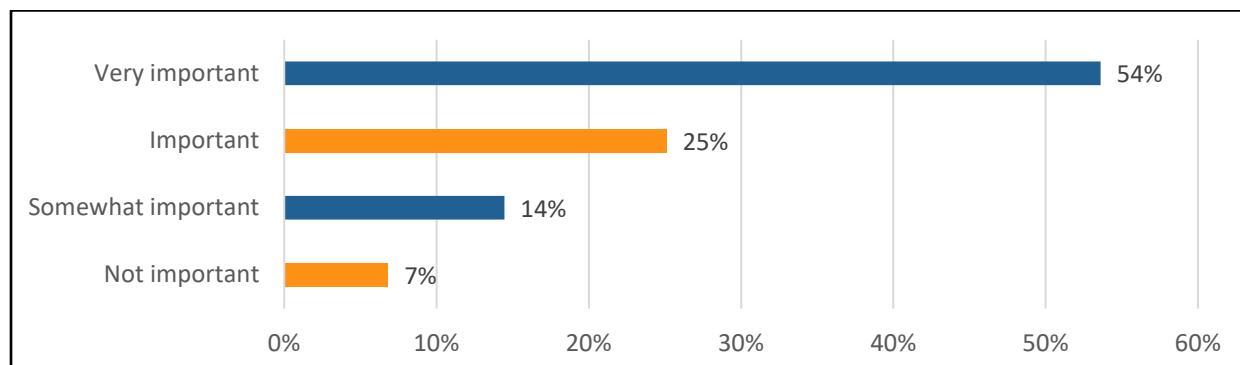
- *Natural*, i.e., materials and site character related to the Pacific Northwest region.
- *Timeless*, i.e., materials and site character that is not trendy or specific to one design style or era, that will remain relevant and elegant through the passage of time.
- *Historical*, i.e., materials and site character that relate to Washougal's historical figures and architectural styles.



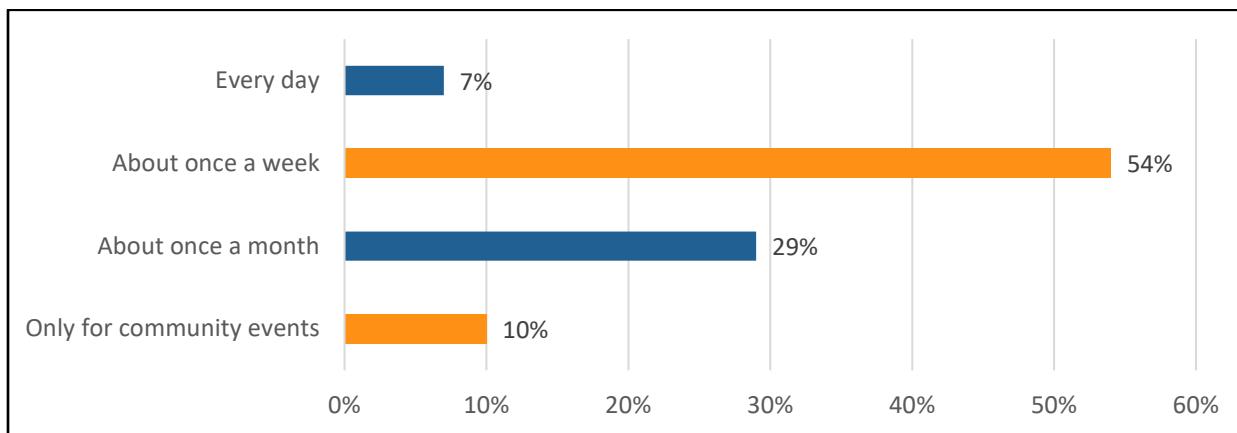
**What about the WTR Project are you most looking forward to?**



**How important is the use of sustainable design strategies in the WTR Project?**

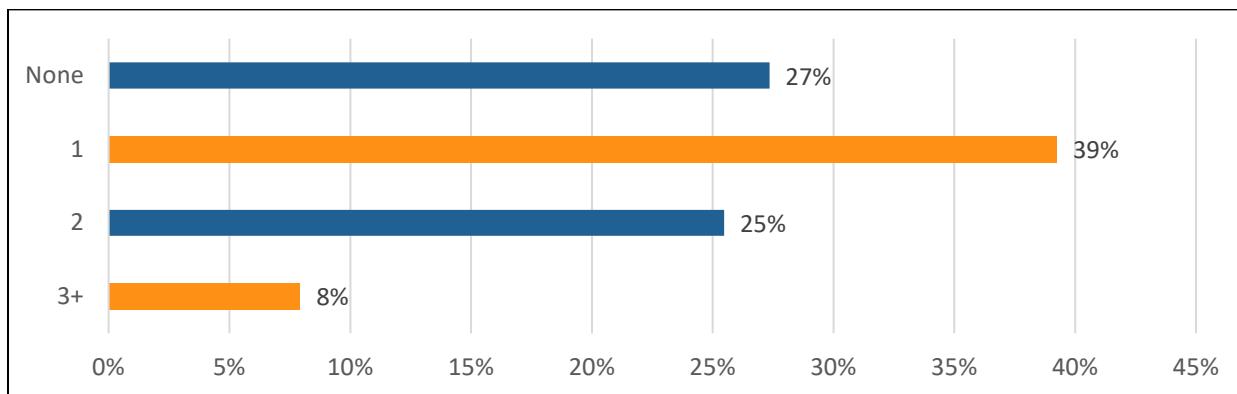


**How often would you visit the WTR Project once it is constructed?**



**Project Components**

**How many dogs do you own?**



**Please rank what is most important to you for the dog park.**

*\* Rankings are based on a weighted score system.*

Aspect to Consider	Ranking (1 = most important, 9 = least important)*
Cleanliness	1
Separate area for large and small dogs	2
Open space	3
Walking path	4
Weather protection/shade	5
Drinking water supply for dogs	6
Play features	7
Lighting	8
Seating	9

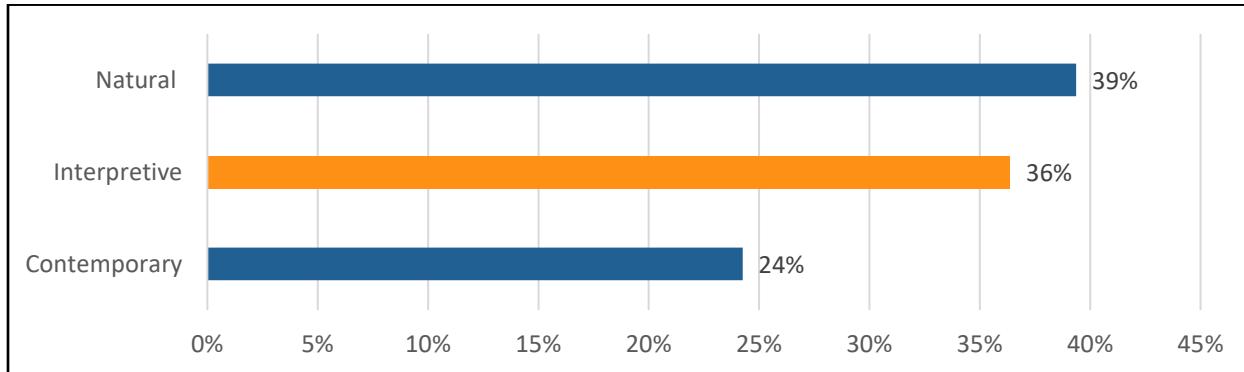
**Please rank what is most important to you for the pocket park.**

\* Rankings are based on a weighted score system.

Aspect to Consider	Ranking (1 = most important, 9 = least important)*
Weather protection/shade	1
Lawn area for flexible use	2
Seating	3
Community gathering	4
Multigenerational uses	5
Lighting	6
Inclusive play	7
Performance(s)	8
Planting area	9

**What is your preferred theme for the Splash Pad?**

- *Natural*, i.e., organic materials (actual or in appearance) such as boulders/logs that spray, mist, shower, or flow water.
- *Interpretative*, i.e., design features that interpret local and regional features such as the Washougal River or wildlife such as salmon, that spray, mist, shower, or flow water.
- *Contemporary*, i.e., fabricated interactive equipment/features that spray, mist, shower, or flow water



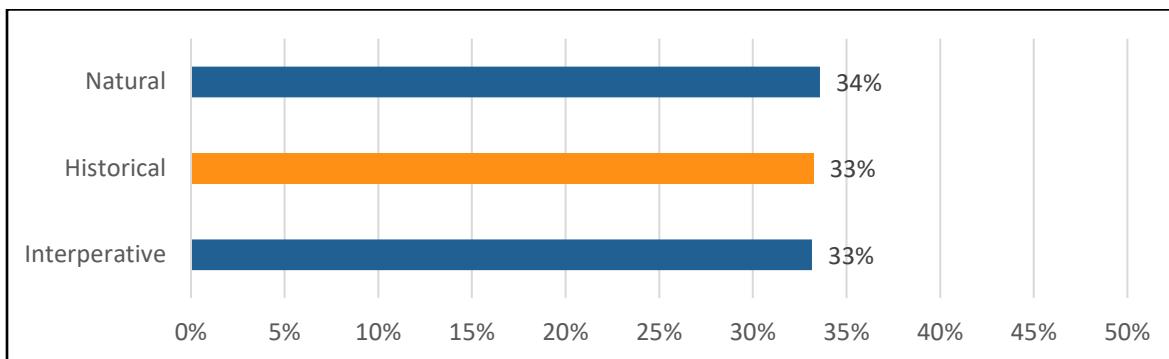
**Please rank what is most important to you for the outdoor recreation space.**

\* Rankings are based on a weighted score system.

Aspect to Consider	Ranking (1 = most important, 12 = least important)*
Weather protection/shade	1
Seating	2
Water feature	3
Game activity area	4
Fire feature to gather around	5
Multigenerational uses	6
Lighting	7
Hardscape plaza area	8
Garden beds	9
Fitness station(s)	10
Cooking station	11
Security fencing	12

**What is your preferred theme for the public art?**

- *Natural*, i.e., art related to the Pacific Northwest region with concept and color palette
- *Historical*, i.e., art relating to the story of Washougal's history and significant figures
- *Interpretative*, i.e., art that may be visually abstract, but representative of something significant to Washougal



### Optional Demographic Information

Consistent with Title IV of the Civil Rights Act, the City collects demographic data to encourage inclusive public involvement and to evaluate project impacts. Participants were asked to self-identify demographic information through a separate survey. All responses were optional and individual names are not reported.

#### Gender

	Number of Responses	Percentage
Male	99	25%
Female	279	70%
Prefer not to say	19	5%
Other	1	<1%

#### Ethnicity

	Number of Responses	Percentage
Hispanic or Latino	19	5%
Not Hispanic or Latino	357	95%

#### Race

	Number of Responses	Percentage
American Indian/Alaskan Native	11	3%
Asian	9	2%
Black or African American	3	1%
Native Hawaiian/Pacific Islander	1	<1%
Caucasian	333	87%
Prefer not to disclose	37	10%

#### Language spoken at home

	Number of Responses	Percentage
English only	370	96%
Tagalog	2	<1%
Spanish	12	3%
Korean	0	-
Russian	4	1%
Chinese	0	-
German	5	1%
Arabic	1	<1%
Vietnamese	1	<1%
Prefer not to disclose	16	4%
Other	4	1%

**Attachments**

Attachment A – Survey Responses