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PROSA Outreach & Survey Report

University of Washington
Community, Environment, & Planning
CEP 460

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Contents

Executive Summary

This report has been prepared by eight University of Washington students in the Community, Environment, and Planning program. The primary purpose of this project was to increase the number of survey responses regarding the construction of the City of Mukilteo's Parks, Recreation, Open Spaces, and Arts (PROSA) plan, with survey respondents that reflect the diversity of Mukilteo residents.

We formed a series of recommendations for outreach and survey development, considering elements such as survey length, translation, outreach sites and channels, and survey compensation based on current research and relevant case studies. This report also includes our recommended revisions to the PROSA feedback survey, previously used in 2017 and 2023.

Introduction

The City of Mukilteo is located in western Snohomish County, WA, lined by the coast of the Puget Sound to the west, bordered by Everett to the east, Edmonds and Lynnwood to the south, and unincorporated Snohomish County to the southwest. Defining its land borders with neighboring cities are the large green space and trail systems of Big Gulch in the south, the Japanese Gulch between Mukilteo and Everett, and an industrial Boeing airfield and arms facility that has historically employed many of its residents. Within Mukilteo, the Lighthouse park and shared waterfront with Everett lies in the north, the historic Old Town and Rosehill Community Center are located just south, a large golf course defines south Mukilteo, and single-family, homeowners-association cul-de-sacs define the housing landscape around it. Spanning the city from north to south, the Mukilteo Speedway is a highway with busy car traffic and holds the most frequented public transit lines with commutes from neighboring towns.

Before colonization and the establishment of European settlements, the native Snohomish people had year-round villages in the Mukilteo area for at least 600 years. The Snohomish people are a part of the Lushootseed-speaking people indigenous to the Pacific Northwest and Puget Sound area. The first contact the Snohomish people had with Europeans was during the Vancouver Expedition led by George Vancouver. He originally visited the Mukilteo area and named it "Rose Point" after the wild Nootka roses. Eventually, Rose Point was renamed to Point Elliott in 1841, after Samuel Elliott. Shortly after in the year 1853, the Washington territorial government looked to sign treaties with the local tribes of the Snohomish people and Puget Sounds region. Two years later, the Treaty of Point Elliott was signed by the Washington government and 82 local tribes in exchange for the establishment of Indian reservations and access to key fishing and hunting areas. Two years later, American settlers from New York established a saloon and store at Point Elliott, and in 1860 renamed the area "Mukilteo" after the anglicized name of the native area of bək̓ʷəɬtiwʔ, meaning "good camping ground" (Meany, 2018).

Mukilteo then became the first trading post for the county seat of Snohomish County. Over time, the city of Mukilteo gained popularity as more people moved to the Pacific Northwest due to the gold rush. The city was relocated to support the regional lumber industry, and by the 1880's it gained a brewery, a gunpowder plant, and a cannery. This increase in growth facilitated the completion of the Seattle and Montana Railroad, connecting Mukilteo with other growing cities in Washington including Everett, Edmonds, and Seattle. By 1906 Mukilteo built the iconic Mukilteo Lighthouse to support the increase in boat traffic in the Puget Sound. The lighthouse grew to become a staple of the city and now supports the fourth-largest passenger ferry system in the world (Anderson, 2020).

The city of Mukilteo has seen multiple population and demographic shifts throughout time. For hundreds of years, the area was home to Snohomish people, until the Treaty of Elliott in 1855 ("Mukilteo -- Thumbnail History," n.d.). This led to other people settling in the area. Around the year 1900, many Japanese immigrants moved to the area to work in the lumber industry, the legacy of which is present in the Japanese Gulch. With the ongoing conflict in Eastern Europe, there has been a large number of Ukrainian and Russian immigrants joining the Mukilteo population in the last few years and creating community within the city. The most recent census in 2020 recorded Mukilteo's population at 21,538, with 61.4% identifying as white, 20.4% identifying as Asian, and 9.41% as two or more races. (U.S. Census Bureau).

Mukilteo has many parks and institutions that are unique to its history, including the Rosehill community center, Lighthouse Park, Mukilteo Bike Park, community garden, and off-leash dog park.

Created in 2017, the most recently finalized PROSA plan outlines the goals, demands, needs, and implementation strategies regarding city planning for parks, recreation, open spaces, and arts (shortened "PROSA") in Mukilteo. This piece of literature is critical in the development of parks and open spaces in this city, as it creates the city's vision, encourages community input, responds to the Washington State Growth Management Act, and informs grant applications to the Washington State Recreation and Conservation Office (City of Mukilteo 2017, 11).

The 2017 PROSA plan documents the history and development of parks and open spaces to acknowledge the city's past in managing its land. Most notably, in the mid 1990's, two park and recreation bond measures were put on the ballot via community efforts, neither of which passed (City of Mukilteo 2017, 10-11). The impacts of this still influence land use today, resulting in limited flat, upland parks and recreation sites (City of Mukilteo 2017, 10-11).

Furthermore, as of 2017, about 13% of Mukilteo's land area was dedicated to parks and open spaces, surpassing their previous goal of 10% (City of Mukilteo 2017, 17). Acres of land dedicated to parks and open spaces increased from 2012 to 2017, both among privately and publicly owned land (City of Mukilteo 2017, 17). While most open spaces are public, the Harbour Pointe Golf Course and YMCA are two privately owned spaces significantly utilized by the Mukilteo community (City of Mukilteo 2017, 17 Figure 1).

Purpose & Scope

The purpose of this project was to support the City of Mukilteo's Recreation and Cultural Services in identifying means to increase effective outreach to reach a more diverse audience of Mukilteo residents with their PROSA survey. Further, the purpose was to revise the 2017/2023 PROSA feedback survey to increase accessibility, usability, and accuracy in gauging the wants and needs of Mukilteo residents in regards to their parks, recreation, and open spaces. In a more personal sense, our group's goal was to meaningfully respond to our client's requests and identify survey revision and outreach techniques that had not been considered by our clients thus far.

For the Autumn 2024 quarter, the group focused on research, through literature and case studies, and rewriting survey questions, with the final deliverables of a list of outreach recommendations and the rewritten and reorganized survey(s).

Audience

Our client for this project was Tony Trofimczuk, the Recreation and Cultural Services Director of the City of Mukilteo. We discussed this project through a mix of video calls, in-person meetings, and email communications. Significantly, Tony was able to give four of our group members a tour of Mukilteo and its important parks and recreation facilities, grounding

our work and clarifying our objectives for this project. In general, the goals and scope of this project was largely laid by Tony in the beginning of this project, though our team narrowed down the scope to meet our capacity needs during this ten-week project. Namely, we focused on revising surveys and researching outreach methods, rather than attempting to distribute the revised survey using our identified methods. Indirectly, our intended audience also includes the Mukilteo residents and visitors that will take this PROSA feedback survey. All of our efforts to increase the accessibility and usability of this survey was in consideration of this audience's needs, in terms of language, culture, time and capacity, and interests.

Process & Methodology

To meet our goals and objectives for this project, we distributed our labor at the beginning of the quarter using role designations. While many of these roles were revised with time as our scope became more focused, the lead communication liaison, Adam, continued to be our primary contact for Tony throughout the project.
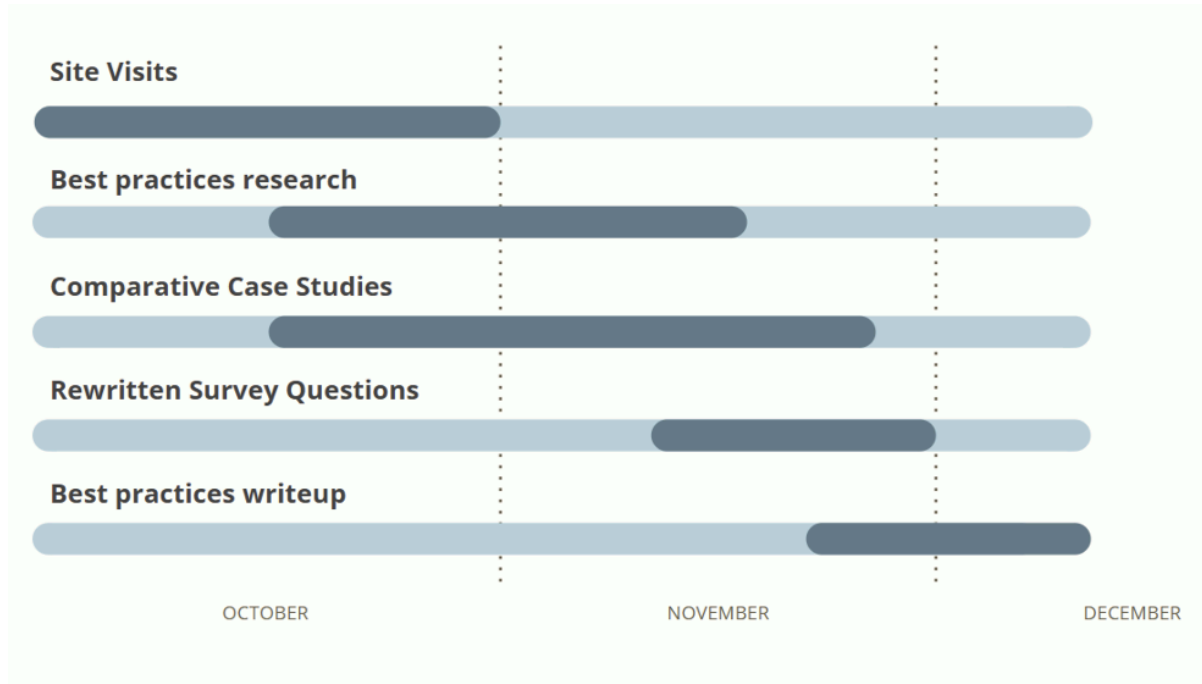
At the onset of this project, we prioritized conducting a site visit to the City of Mukilteo, as many of our group members were not familiar with the area. Tony, our client, was able to meet with us and give us a tour of the city. In addition, we also conducted a literature review on the history and context of the City of Mukilteo, both from the lens of parks and recreation and in general.

From there, we prepared to form an outreach survey for Boo Bash, an annual town event. This survey was short and independent from the PROSA feedback survey. Its purpose was to engage with Mukilteo residents and determine how they prefer to be reached and communicated with (i.e. social media, mail, websites), and what motivated them to respond to government surveys. Despite being a biased and ungeneralizable sample of responses, this was still an interesting and relevant piece of information in the context of our project. This survey data would be considered when researching outreach methods and forming recommendations. See Appendix B: Boo Bash Survey Results.

Once we conducted our own small-scale survey research, we redistributed roles and responsibilities into three categories to meet the remaining needs of the project: one group for analyzing relevant case studies from similar cities around Washington; one group for researching outreach best practices; and one group for revising the survey itself. All of these pieces were intentional in meeting our overarching goal of increasing the sample size and diversity of the sample of PROSA feedback respondents.

(Case studies process) To further research effect outreach and survey methods for Mukilteo's PROSA plan. We conducted a case study comparing the strategies used by cities with similar populations to Mukilteo in Washington. The cities we looked at were Mountlake Terrace, Lynwood, Snohomish, and Kirkland. While doing the case studies, the four questions we were asking were: What are other cities doing for outreach methods? How are other cities organizing their surveys? What has been successful? What has not been successful?

Cities/Cases	Population	# of Responses	Respondents/ City Pop.
Mukilteo (2017)	21,011	850	4%
Mukilteo (2023)	21,011	176	0.8%
Snohomish	10,243	97	0.9%
Lynnwood	43,867	324	0.7%
Kirkland	91,194	3001	3%
Mountlake Terrace	21,516	1045	4.9%

We made a chart to compare how these cities structured their surveys by looking at survey length and types of questions. The data was taken from the general surveys, but we made notes if there were other surveys. To calculate the length of these surveys, we used the a methodology from the Pew Research Center (Hatley et. al., 2022). The methodology allows a point budget of 85 points for a 15 minute survey, with the following types of questions earning a variable amount of points:

Question type	Point value
Stand-alone question (multiple choice)	1
Battery item (each check item in a multi-part question)	0.67
Open ended-question	5-8 (value of 5 used in case studies)
Check-all question	2
Vignette (questions based on given scenarios)	1 per 50 words in length
Thermometer rating	1.5

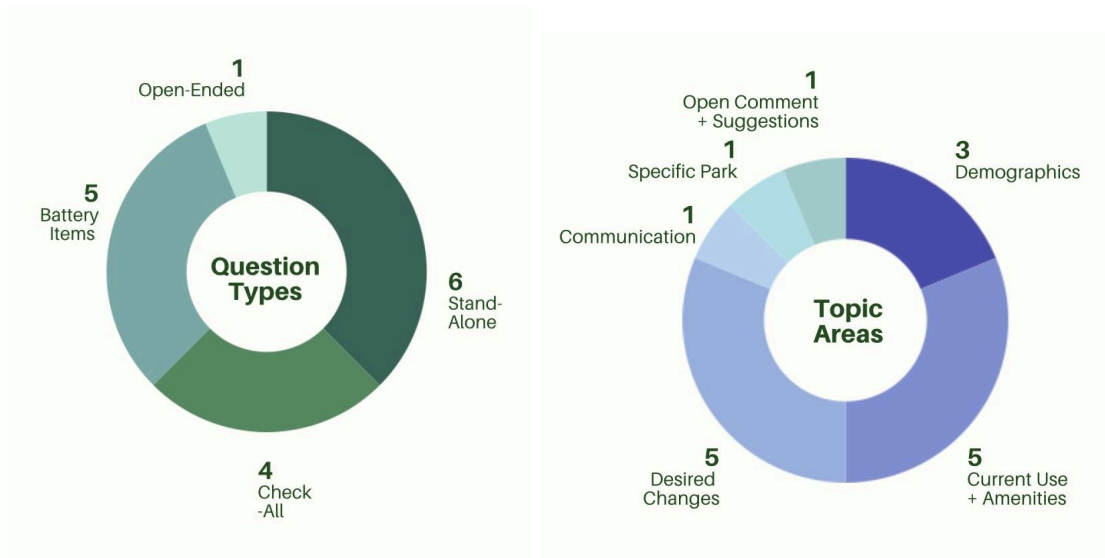(Hatley et. al., 2022)

Mukilteo
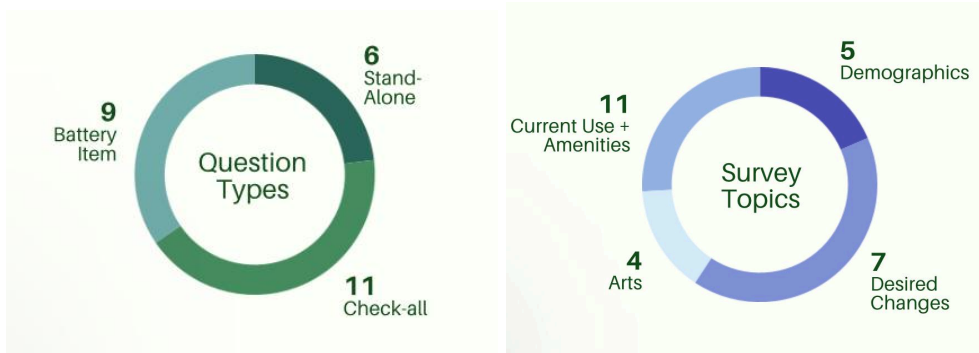
Outreach Methods

- Online survey

- Public outreach email

- Tabled at community events

    - Farmers market, Touch a truck, Town hall open house

Mountlake Terrace

Survey organization

- Four different surveys

    - General RPOS survey

    - Teen Survey

        - conducted through schools

    - Veterans Memorial Park Survey

    - Veterans Memorial Park Design Concepts Survey

Outreach Methods

- Mailed Surveys

- Online Surveys

- Reminder postcards

- City website and social media

- City newsletter

- Multiple language options

Snohomish

Outreach Methods

- Web-based Survey started in 2022

- Signs posted in parks

- Tabled at farmers market and at comp. Plan events

    - "Design a park" stations

- Used interactive map to collect survey information

Lynnwood
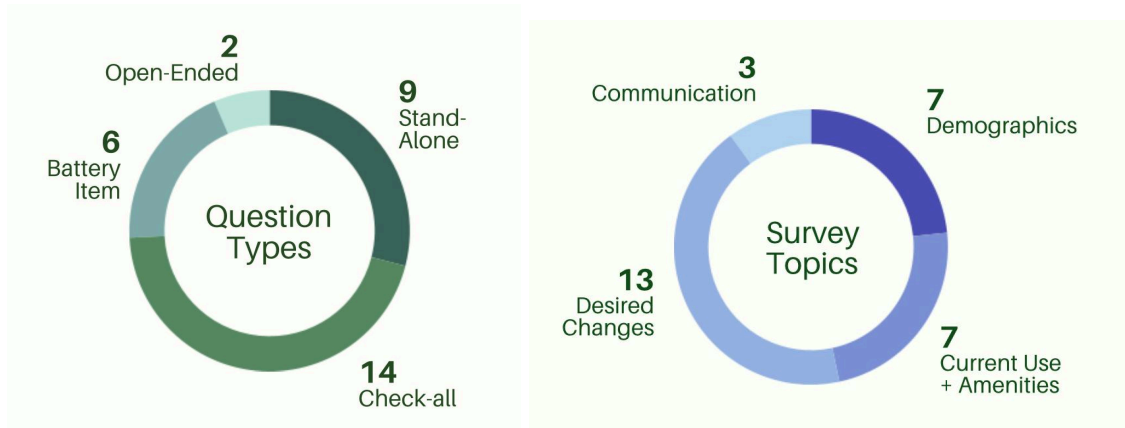
Outreach Methods

- Random mailing sample (Statistically valid Survey)

- Online survey

- Community events and locations

    - food banks, COVID-19 clinics, etc.

- Public Open houses

- Wide range of translation

- 3 different surveys

- Signs in parks

Kirkland
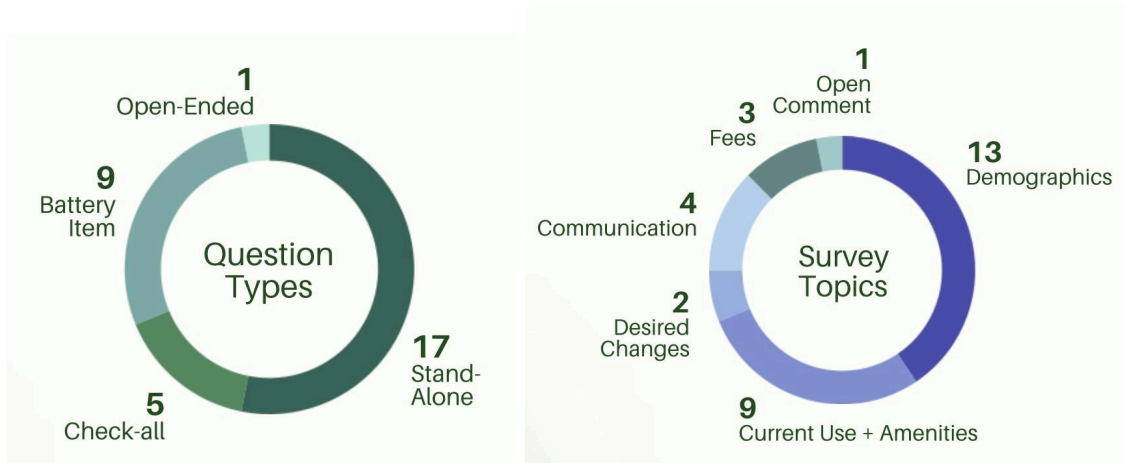
Outreach methods

- Mailed Surveys and postcards

- open link survey

- Public meetings

- Focus groups and stakeholder interviews

- Event tabling

- Digital Engagement

- Youth specific Outreach Survey

After comparing these cities, we concluded on 4 takeaways.

1. Use Mountlake Terrace case study as a model

    a. similar population

    b. similar topics

    c. greatest response rate of 5%

2. Response rate goal should be 4-5%

    a. 4% is more conservative

    b. 5% is more ambitious

    c. Achieved by Mukilteo (2017) and Mountlake Terrace

3. Split up outreach for specific groups/parks

    a. cut down questions from general survey

    b. will yield fewer responses for subsequent surveys

    c. More specific, pertinent input for underrepresented groups

    d. Specific input on parks

4. Open-Ended questions are for specific outreach

    a. They should not be used for general survey other than for an optional open comment

To conduct research regarding outreach methods for survey distribution around Mukilteo, we identified relevant questions to guide our efforts, asked by our client. These research questions included: Should the City of Mukilteo provide compensation for those who complete the PROSA feedback survey? How long should this survey be? What can be done to increase survey response rate? How can we gather responses from a more socioeconomically and racially diverse sample, representative of the city's demographics? To answer these questions, we conducted research using the University of Washington library database. Throughout this

process, the following themes arose: survey compensation, survey length, translation, and survey distribution. We will explore our findings in the next section.

To revise the survey for Mukilteo, we conducted a straightforward process consisting of three short meetings with the revision team. During these meetings, we identified issues with the current survey and brainstormed potential changes. The team was guided by many similar key questions as they outreach team with discussions including: What aspects of the survey are unclear or redundant? How can we make the survey more accessible and engaging? What modifications can increase the response rate while ensuring diversity? Through this collaborative process, a few main issues that we could highlight became clear such as the; clarity of the questions, general accessibility, and the need for the survey itself to be more focused.

Our deliverables for this project included the revised survey, and the outreach recommendations from the literature and case studies research.

Conclusions

OUTREACH RECOMMENDATIONS

- **Survey Length + Time**
- Streamlined surveys improve participant engagement and data quality.
- Shorter surveys lead to more people completing surveys (Kost et. al).
- Survey length can be estimated with Pew Research's survey length methodology.*
- Stand-alone multiple choice- ~11 seconds
- Battery item- ~7 seconds
- Open-ended question: ~50 seconds to ~80 seconds
- Check-all question: ~21 seconds
- 2017/2023 PROSA surveys length estimated at just under 15 minutes using this methodology.
- *Further research is required into the different amounts of time required for PEW research questions and PROSA questions.
- **Survey translation**

- Current research underscores the importance of: understanding target audiences using simple, clear language not using online translation machines translating for cultural relevance community/peer review making time and budgeting for translation a 2019 King County report estimates 0.25-0.35 cents per word or $50 per hour of translation (City of Seattle n.d. a; City of Seattle n.d. b)
- **Survey Distribution**
- utilizing community partnerships and organizations (The Social Change Agency n.d.)
- in already-occurring meeting places and groups (The Social Change Agency n.d.)
- using multi-modal outreach methods (Dillman et al. 2016)
- mail
- email
- internet
- flyers
- **Survey Distribution Sites**
- Churches Slavic Christian Church Awakening Sulamita Slavic Church Rosehill Community Center Mukilteo Youth Advisory Committee (MYAC) Mukilteo Seniors Association Parks Lighthouse Park Harborview Park YMCA Mukilteo Library Downtown Social media (Facebook) News outlets Lynnwood Times Mukilteo Beacon Senior centers and living facilities Harbour Pointe Senior Living
- **Survey Compensation**
- Research findings indicate that survey compensation: increases diversity of participants (Kost et al. 2018) is most effective using money (Abdelazeem et al. 2023) vouchers and lotteries are also effective most effective when prepaid & unconditional (Abdelazeem et al. 2023) promised payment is also effective (Yu et al. 2017) does not impact result quality or nonresponse bias (Abdelazeem et al. 2023); (Kost et al. 2018)

REWRITTEN + REORGANIZED SURVEY USING CASE STUDIES AND RESEARCH

General Survey

Demographic Questions:

1. Which neighborhood best represents where you live?
    a. North Mukilteo (Olympic View Middle School to the Waterfront)
    b. Mid Mukilteo 92nd St/Big Gulch to Olympic View Middle School
    c. Harbor Pointe
    d. Beverley Park Road
    e. City of Everett
    f. Unincorporated Snohomish County

    g. Other

2. Including yourself, how many people live in your household?
   a. 0-2
   b. 3-4
   c. 5-6
   d. More than 6

3. Which category represents the total combined income of all members of your family during the past 12 months?
   a. Under $24,999
   b. $25,000-49,999
   c. $50,000-74,999
   d. $75,000-99,999
   e. $100,000-149,999
   f. $150,000-199,999
   g. $200,000 and up

4. What is your race/ethnicity? Select all that apply.
   a. White
   b. Black or African American
   c. American Indian or Alaska Native
   d. Asian (Chinese, Indian, Filipino, Vietnamese, Korean, Japanese, Pakistani, Bangladeshi, Thai
   e. Native Hawaiian, Samoan, Chamorro or…
   f. Two or More Races
   g. Hispanic/Latino
   h. Prefer not to say

Use + Amenities

5. How often do you participate in or visit each of the following activities, whether in Mukilteo or elsewhere? (Select one option for each category.)
   a. Parks
      i. Everyday
      ii. 2 or more times per week
      iii. About once per week
      iv. About once or twice per month
      v. Several times during the year

        vi.   Once or twice during the year
       vii.   Never

              [options are same a through f]
- b. Public Recreation (Rosehill Events or Stadium)
- c. Nonprofit Recreation (YMCA, Boys and Girls Club)
- d. Private Recreation (Private Gyms, etc)
- e. Open Space (Trails)
- f. Arts, Cultural Activities, and Festivals

6. How important are recreation and cultural activities in your everyday life?
   - a. Extremely Important
   - b. Important
   - c. Somewhat Important
   - d. Not Important

7. Generally, why do you engage in outdoor recreation and cultural activities? Select all that apply.
   - a. Enjoyment
   - b. Exercise and health
   - c. To interact with others including family
   - d. To experience or learn about nature
   - e. To mentally relax or for spiritual reasons

8. Choose the reason you or your household may not use Mukilteo parks and recreation facilities as often as you'd like. Choose all that apply.
   - a. Lack of time
   - b. Lack of awareness about offered programs
   - c. Limited program options available
   - d. Current facilities do not meet my needs
   - e. Facility maintenance could be improved
   - f. Programs are not offered
   - g. Insufficient lighting at night
   - h. Limited accessibility for people with disabilities
   - i. Concerns about safety
   - j. Inconvenient operating hour
   - k. Fee/Costs are too high
   - l. Other (Specify)

9. Please check the FOUR most used parks or facilities.
   a. Mukilteo Lighthouse Park
   b. 92nd Street Park
   c. Japanese Gulch Conservation Area (Trails)
   d. Tail and Tails Dog Park
   e. Mukilteo Community Garden
   f. Edgewater Beach Park
   g. Big Gulch Trails
   h. Harbor Pointe Golf Course
   i. Picnic Point Park
   j. Other City of Mukilteo Parks
   k. Homeowner Association Parks (Private Parks)
   l. Public School Grounds
   m. Rosehill Community Center
   n. Mukilteo YMCA
   o. Mukilteo Boys and Girls Club
   p. Mukilteo Library
   q. Paine Field Aviation Museums
   r. Boeing Fitness Center
   s. City of Everett Facilities
   t. City of Lynnwood Facilities
   u. Snohomish County Facilities
   v. Other (Specify)

10. Indicate how well the needs of YOU or YOUR HOUSEHOLD are being met for each of the OUTDOOR RECREATIONAL SPACES below:
    a. Baseball and Softball Fields
        i. Our needs are very well met (100-75%)
        ii. Our needs are somewhat met (75-25%)
        iii. We have NO interest or needs to be met (Neutral)
        iv. Our needs are not met (25-0%)
           (Options are the same a-m)
    b. Athletic Fields & Courts (soccer, tennis, basketball)
    c. Hiking Trails
    d. Mountain Biking Trails
    e. Picnic Facilities and Shelter
    f. Performing Arts
    g. Event Rental Facilities
    h. Boat Launch
    i. Beach Access

      j. Fishing Dock
      k. Dive Access
      l. Promenade (Waterfront Path)
      m. Beach Enhancement

11. Indicate how well the needs of YOU or YOUR HOUSEHOLD are being met for each of the INDOOR RECREATIONAL SPACES below.
    a. Indoor Event Rental Facilities
        i.   Our needs are very well met (100-75%)
        ii.   Our needs are somewhat met (75-25%)
        iii.   We have NO interest or needs to be met (Neutral)
        iv.   Our needs are not met (25-0%)
           (Options are the same a-f)
    b. Indoor Performing Arts Center
    c. Senior Center
    d. Indoor Swimming Pools
    e. Indoor Fitness and Exercise Facilities
    f. Indoor Athletic Courts, and Tracks

Our needs are met by facilities outside of the City of Mukilteo

12. Of the following OUTDOOR RECREATIONAL ACTIVITIES please select FIVE activities you would like to see more of in Mukilteo.
    a. Baseball and Softball Fields
    b. Athletic Fields & Courts (soccer, tennis, basketball)
    c. Hiking Trails
    d. Mountain Biking Trails
    e. Picnic Facilities and Shelter
    f. Performing Arts
    g. Event Rental Facilities
    h. Boat Launch
    i. Beach Access
    j. Fishing Dock
    k. Dive Access
    l. Promenade (Waterfront Path)
    m. Beach Enhancement

13. Of the following INDOOR RECREATIONAL ACTIVITIES please select FIVE activities you would like tosee more of in Mukilteo.
    a. Indoor Event Rental Facilities
    b. Indoor Performing Arts Center
    c. Senior Center
    d. Indoor Swimming Pools
    e. Indoor Fitness and Exercise Facilities
    f. Indoor Athletic Courts, and Tracks

14. Please indicate if ANY MEMBER OF YOUR HOUSEHOLD has a need for each of the recreational programs listed below by selecting how well your needs are being met.
    a. Learn to Swim Programs
        i. Our needs are very well met (100-75%)
        ii. Our needs are somewhat met (75-25%)
        iii. We have NO interest or needs to be met (Neutral)
        iv. Our needs are not met (25-0%)
        v. Our needs are met by facilities outside of the City of Mukilteo

        [options are same a through u]
    b. Preschool Programs
    c. Before and After School Programs
    d. Summer Camp Programs
    e. Sports Programs and Leagues
    f. Fitness and Wellness Programs
    g. Martial Arts Programs
    h. Tennis Lessons and Leagues
    i. Art Programs (Pottery, Painting, Drawing, etc)
    j. Dance Programs
    k. Theater and Performing Programs
    l. Yoga, Pilates, Meditation
    m. Senior Adults Programs
    n. Nature or Outdoor Programs
    o. Puppy/Dog Training

15. Please select the FIVE most important programs for our household.
    a. Learn to Swim Programs
    b. Preschool Programs
    c. Before and After School Programs

      d. Summer Camp Programs

      e. Sports Programs and Leagues

      f. Fitness and Wellness Programs

      g. Martial Arts Programs

      h. Water Fitness Programs

      i. Tennis Lessons and Leagues

      j. Art Programs (Pottery, Painting, Drawing, etc)

      k. Dance Programs

      l. Theater and Performing Programs

      m. Yoga, Pilates, Meditation

      n. Senior Adults Programs

      o. Nature or Outdoor Programs

      p. Puppy/Dog Training

      q. None of the Above

      r. Other (Specify)

16. From your perspective, how important to you are each of the following priorities for outdoor recreation and conservation efforts?

      a. Protect Wildlife and Fish Habitat

          i. Most Important

          ii. Somewhat Important

          iii. Neutral

          iv. Less Important

          v. Not Important

          [options are same a through h]

      b. Maintain Existing Park and Recreation

      c. Develop Existing Park and Recreation

      d. Acquire and Protect Open Space as Conservatories

      e. Restore Damaged Streams and Tidelands

      f. Build more Trails

      g. Provide Environmental and Conservation Funds

      h. Acquire Additional Land and Water Areas

17. How much do you value public art in Mukilteo?

      a. 1

      b. 2

      c. 3

      d. 4

      e. 5

    f. 6
    g. 7
    h. 8
    i. 9
    j. 10

18. In your opinion, what impact should public art have in Mukilteo? Check all that apply.
    a. Create Memorable, Meaningful 'People' Places
    b. Support The Local Arts Community
    c. Enhance the Community Facilities
    d. Increase Awareness of Arts and Culture
    e. Create Whimsy and Delight in Everyday Places
    f. Attract Tourist, New Residents,and Business
    g. Promote the City's History and Heritage
    h. Foster Understanding of the City's Culture
    i. Enhance the Appearance of Infrastructure

19. Please rank priority locations for public art.
    a. Public Spaces / Pedestrian Areas
        i. 1
        ii. 2
        iii. 3
        iv. 4
        v. 5
        vi. 6
        vii. 7
        viii. 8
        ix. 9
        x. 10

          [options are same a through j]
    b. Community and Civic Facilities
    c. City Gateways and Landmarks
    d. Neighborhood Gateways and Landmarks
    e. Public Schools
    f. Transit Stops
    g. Parks, Stream Corridors, Waterfront
    h. Downtown Gateways and Landmarks
    i. Bikeways and Trails

      j.   Parking Areas

20. Rank the TYPE of public art you would like to see more of in Mukilteo.
    a. Interactive Artwork (Chess, Moving Sculptures, Musical Pieces)
        i.   1
       ii.   2
      iii.   3
      iv.   4
       v.   5

        [options are same a through e]
    b. Functional Pedestrian & Bicycle Amenities (Benches, Bike Racks)
    c. Large-Scale, Iconic, Memorable Features (Fountains, Statues, Sculptures, Murals, etc.)
    d. Community Gateway & Placemaking Signage
    e. Artwork Integrated into Public and Community Facilities

21. What FOUR facility improvements would you most support increased funding for in Mukilteo?
    a. Natural Areas/Wildlife Habitats
    b. Sport Fields (Baseball, Softball, Soccer, etc) Playgrounds
    c. Small Picnic Area and Shelters
    d. Large Group Picnicking Areas
    e. Walking and Hiking Trails
    f. Group Facilities
    g. Sports Court (Tennis, Basketball, etc)
    h. Mountain Biking Trail
    i. Dirt Jump Bike Course
    j. Youth Focused Attractions
    k. Fishing Areas
    l. Dog Park
    m. Environmental Education Exhibits
    n. Indoor Recreation Center
    o. Swimming Pool

22. What types of funding sources would you support? Check all that apply.
    a. Grant Funding
    b. User Fees (Pay to Play)
    c. Existing Budget Constraints
    d. Park Levy

      e.   Property Tax
      f.   Other (Specify)

Youth Survey

1. For the youth (0-18) in your household, please check the FOUR most used Parks or facilities.
    a. Mukilteo Lighthouse Park
    b. 92nd Street Park
    c. Japanese Gulch Conservation Area (Trails)
    d. Tail and Tails Dog Park
    e. Mukilteo Community Garden
    f. Edgewater Beach Park
    g. Big Gulch Trails
    h. Harbor Pointe Golf Course
    i. Picnic Point Park
    j. Other City of Mukilteo Parks
    k. Homeowner Association Parks (Private Parks)
    l. Public School Grounds
    m. Rosehill Community Center
    n. Mukilteo YMCA
    o. Mukilteo Boys and Girls Club
    p. Mukilteo Library
    q. Paine Field Aviation Museums
    r. Boeing Fitness Center
    s. City of Everett Facilities
    t. City of Lynnwood Facilities
    u. Snohomish County Facilities
    v. Other (Specify)

Recommendations

Surveys should be brief and take no more than 10 to 15 minutes to complete in order to achieve widespread participation. This will both respect participants' time as well as reduce the rate of incomplete surveys, overall resulting in a larger number of responses. (Kost et. al., 2022). To achieve this, a question length methodology should be used, such as the one used by Pew Research. (Hatley et al. 2022)

The specific requirements of different populations can be met by customized questions, such as one version specifically designed for teenagers and young people. Additionally, Mukilteo's varied community will benefit from increased accessibility thanks to surveys that are translated into numerous languages with the assistance of native speakers. This guarantees cultural awareness and promotes involvement from those who do not speak English. Before complete distribution, thorough editing and pilot testing will improve clarity, hone questions, and address any possible problems. (City of Seattle n.d. b)

Multiple outreach modes should be used for future surveys. We recommend mail, email, internet platforms (including social media), and flyers. Any additional modes that can distribute the survey without changing its structure should also be considered. A variety of outreach methods, especially those online that can be distributed with little cost, will maximize the amount of responses (Dillman et al. 2016). Some preliminary locations in the community to conduct outreach are churches, community groups, and significant parks

Residents can be further encouraged to engage with compensation like lottery entries, small gifts, or vouchers, and trust can be developed by open communication about the incentives. Participants are reassured about the validity of the process and confidence is developed through open communication regarding the kind of compensation being paid and how it will be allocated. By combining these distribution strategies with enticing incentives, the survey is made available to all Mukilteo demographic segments, increasing its reach and quality of responses. (Abdelazeem et al. 2023)

We recommend using a voucher or lottery system to compensate survey takers for their time. Vouchers could include gift cards to local businesses. While money is the most effective

way to incentivize survey-taking through compensation (Abdelazeem e. al. 2023), vouchers and lotteries can increase responses with a potentially lower budget. Monetary compensation has also been shown to increase diversity of participants (Kost et al. 2018) and does not impact result quality or nonresponse bias (Abdelazeem et al. 2023); (Kost et al. 2018)

Park-specific surveys can offer valuable insights into the distinct requirements of different parks for more targeted data collecting, and community-specific outreach strategies that involve collaborations with local groups, educational institutions, and leaders can guarantee that the survey is distributed to all Mukilteo residents. This conclusion is based on the success of similar surveys in the region.

Next Steps

To carry forward the efforts accomplished by our group during this ten week time frame, we pose the following recommendations for next steps to those who will continue this project:

For the upcoming Winter 2025 quarter group, we recommend forming an outreach strategy using this quarter's research, based on the identified community locations, outreach networks, case studies, and outreach best practices. Further, we recommend the creation of a revised, multi-modal survey, based on the survey revision recommendations that we posed. The element of multi-modality in particular will be required to distribute the surveys via mail, email, new outlets, and at community events.

For the Spring 2025 quarter group, and likely beyond it, we recommend executing that outreach strategy, as well as analyzing and identifying the data limitations, themes, and conclusions of the PROSA feedback survey. Once these conclusions are formed, they may be applied to the formation of the latest PROSA plan.

Appendix A: Full History of Mukilteo Research

Pre-Colonization

Before colonization and the establishment of European settlements, the native Snohomish people had year-round villages in the Mukilteo area for at least 600 years. The Snohomish people are a part of the Lushootseed-speaking people indigenous to the Pacific Northwest and Puget Sound area. The first contact the Snohomish people had with Europeans was during the Vancouver Expedition led by George Vancouver. He originally visited the Mukilteo area and named it "Rose Point" after the wild Nootka roses. Eventually, Rose Point was renamed to Point Elliott in 1841, after Samuel Elliott. Shortly after in the year 1853, the Washington territorial government looked to sign treaties with the local tribes of the Snohomish people and Puget Sounds region. Two years later, the Treaty of Point Elliott was signed by the Washington government and 82 local tribes in exchange for the establishment of Indian reservations and access to key fishing and hunting areas. Two years later, American settlers from New York established a saloon and store at Point Elliott, and in 1860 renamed the area "Mukilteo" after the anglicized name of the native area of bək̓ʷəɬtiwʔ, meaning "good camping ground" (Meany, 2018).

Mukilteo then became the first trading post for the county seat of Snohomish County. Over time, the city of Mukilteo gained popularity as more people moved to the Pacific Northwest due to the gold rush. The city was relocated to support the regional lumber industry, and by the 1880's it gained a brewery, a gunpowder plant, and a cannery. This increase in growth facilitated the completion of the Seattle and Montana Railroad, connecting Mukilteo with other growing cities in Washington including Everett, Edmonds, and Seattle. By 1906 Mukilteo built the iconic Mukilteo Lighthouse to support the increase in boat traffic in the Puget Sound. The lighthouse

grew to become a staple of the city and now supports the fourth-largest passenger ferry system in the world (Anderson, 2020).

Location and Defining Features

The City of Mukilteo is located in western Snohomish County, WA, lined by the coast of the Puget Sound to the west, bordered by Everett to the east, Edmonds and Lynnwood to the south, and unincorporated Snohomish County to the southwest. Defining its land borders with neighboring cities are the large green space and trail systems of Big Gulch in the south, the Japanese Gulch between Mukilteo and Everett, and an industrial Boeing airfield and arms facility that has historically employed many of its residents. Within Mukilteo, the Lighthouse park and shared waterfront with Everett lies in the north, the historic Old Town and Rosehill Community Center are located just south, a large golf course defines south Mukilteo, and single-family, homeowners-association cul-de-sacs define the housing landscape around it. Spanning the city from north to south, the Mukilteo Speedway is a highway with busy car traffic and holds the most frequented public transit lines with commutes from neighboring towns.

Demographics

The city of Mukilteo has seen multiple population and demographic shifts throughout time. For hundreds of years, the area was home to Snohomish people, until the Treaty of Elliott in 1855 ("Mukilteo -- Thumbnail History," n.d.). This led to other people settling in the area. Around the year 1900, many Japanese immigrants moved to the area to work in the lumber industry, the legacy of which is present in the Japanese Gulch. With the ongoing conflict in Eastern Europe, there has been a large number of Ukrainian and Russian immigrants joining the Mukilteo population in the last few years and creating community within the city. The most

recent census in 2020 recorded Mukilteo's population at 21,538, with 61.4% identifying as white, 20.4% identifying as Asian, and 9.41% as two or more races. (U.S. Census Bureau).

Architecture

The past of Mukilteo influences the town's current identity. After being occupied by Coast Salish tribes, the area gained prominence in the middle of the 1800's, as evidenced by the building of the Mukilteo Lighthouse in 1906, which serves as a symbol of the city's marine history (Serrano, 2021). Mukilteo faced the combined challenge of maintaining its historical charm while tackling contemporary challenges, such as affordable housing and sustainable infrastructure, as it developed into a center for industry and transit. The Mukilteo Historical Society is notable for highlighting the city's early institutions, which have been essential to the growth of the community. Examples of these include the Mukilteo Methodist Church, local schools, and breweries.

LMN Architects' Mukilteo Multimodal Ferry Terminal is a reflection of this struggle. The terminal, which is located on the site of the historic Point Elliott Treaty, was designed with consultation from the Coast Salish tribes in the area and includes eco-friendly features including a green roof and artwork with cultural influences. This project respects the city's environmental concerns and cultural legacy while enhancing regional transit(LMN Architects, 2023). By fusing traditional tribal components with contemporary infrastructure, the design exemplifies cultural conciliation and creates a space that both respects Mukilteo's history and shapes its sustainable future.

Land Use

At the start of Mukilteo's development in the late 19th century, most of its residential land ended up being close to the waterfront. This was in order to best support the lumber industry that was the main economic driver at the time. Gradually, particularly after WWII, the town moved away from the waterfront and began to develop suburbs further inland. (Riddle, 2015) A particular point in Mukilteo's history where this shift can be seen is in developments like Harbour Pointe, a very clearly suburban area and project that helps mark when the community moved towards modern suburban living. As it stands now, Mukilteo is still expanding and consists mostly of residential areas but has thankfully managed to maintain some of the historical waterfront homes.

Similar to how residential land use was shaped by the lumber industry, so too was the early "commercial" land use within Mukilteo. Specifically, as Mukilteo really only had timber, they focused on serving those who produced and used the product: millworkers and shipbuilders. However, leaving the late 19th century and moving into the 20th century some development moved towards commercial retail and service options often following the completion of projects like the Mukilteo Speedway. (Riddle, 2015) These changes were largely to support the now growing suburban population and aimed to increase spaces for both residents and tourists with developmenting being focused in areas like Harbour Pointe or the ferry terminals.

Pushing these developments, aiding Mukilteo in its growth, and defining the industrial land use were the many Lumber Companies that were present in its early years. These however were really only Mukilteos economic drivers for a short time. As the industry slowed down the community began to look into repurposing them into destinations such as the trails within Japanese Gulch. (Riddle, 2015) By the late 20th century it was made clear that Mukilteo was moving towards more recreational and environmentally friendly goals from its efforts in

removing industrial scars like those previously found in Japanese Gulch. Today Mukilteo retains very little industrial land and instead focuses on the preservation of their natural land. (Riddle, 2015)

Economy

Like many other early pacific northwest settlements, Mukilteo's early economy was largely driven by lumber. Much of Mukilteo's waterfront was dominated by sawmills, processing logs from further inland into finished lumber that could be shipped elsewhere. The Mukilteo Lumber Company, established in 1903, operated the largest of these mills until it was bought by Crown Lumber in 1909. This mill, along with others such as the Yukon lumber company and the Mukilteo Shingle Mill, employed about 260 people directly, along with many others in related fields. The lumber industry lasted until the onset of the Great Depression, when the major mills closed between 1929 and 1930. (Anderson, 2020)

Mukilteo's economy picked up again with the onset of World War 2. On the site of the old Crown Lumber mill, the US Navy established a large ammunition loading facility, which employed around 600 workers. Paine field, a nearby civilian airport built in 1936, was converted into a military airfield and training site in 1941, and reactivated a decade later with the US' involvement in the Korean war. (Riddle, 2007)

In 1967, Paine field became the site of a major Boeing factory, focused on producing civilian aircraft. Boeing is still a major employer in the region today, with the Everett factory employing over 30,000 people. (Boeing). Other major employers in the area include the Mukilteo school district with over 1200 employees (Osaki, 2018), and the new ferry terminal that transports 2.1 million vehicles annually. (Riddle, 2007)

Institutions

Mukilteo has many parks and institutions that are unique to its history. Mukilteo's first school, Rosehill School, was built in 1893. It burnt down in 1928, but was quickly rebuilt and lasted as a central part of the community until 1973. The Mukilteo School district gave the building to the City of Mukilteo and it was converted into a community center (City of Mukilteo, 2024). In 2011, the Rosehill community center was rebuilt and reopened to serve as a modernized community center for people to host recreational and educational programs, events, holidays, and even weddings. A couple of the notable annual events hosted there include Boo Bash, a Halloween celebration, and Merry Mukilteo, a winter holiday celebration. Now, the Mukilteo school district includes 12 elementary schools, 4 middle schools, and 3 high schools. They serve students from not only Mukilteo, but also parts of Everett, Lynwood, Edmonds, and unincorporated areas of Snohomish County (Mukilteo School District, 2024).

Lighthouse park was built in the 1950's over filled tideland, in an area that was historically used as a trading center and gathering place for local tribes. It was built around the light station, which is on the National Register of Historic Places and on Washington State's Heritage Register (McClary, 2004) . The Light station was built in 1906 and is still in operation to this day. Mukilteo Lighthouse park is the center for many community events, like the annual Mukilteo lighthouse festival which lasts for three days and attracts more than 10,000 people, Movies in the park which happen during the summer, and Touch a truck, an event for kids (City of Mukilteo, 2024).

The Mukilteo Bike Park, the Community garden, and the off leash dog park are good examples of the community getting involved to create something that it wants. The Bike park officially opened up this summer, in 2024, and was made by a group of volunteers, donated materials from local contractors, as well as funding raised by community members and the City

council (City of Mukilteo, 2024). The dog park was also built by volunteers, but since then has been taken care of by Mukilteo Parks and recreation. The Mukilteo community garden started in 2009, and donates produce to the food bank every harvest. It offers individual plots for people to grow their own produce, but also has shared spaces, communal tools, and is a place for education on local food production and sustainable living (Mukilteo Community Garden, 2024).

<div align="center">2017 PROSA Plan & Park History</div>

Created in 2017, the most recently finalized PROSA plan outlines the goals, demands, needs, and implementation strategies regarding city planning for parks, recreation, open spaces, and arts (shortened "PROSA") in Mukilteo. This piece of literature is critical in the development of parks and open spaces in this city, as it creates the city's vision, encourages community input, responds to the Washington State Growth Management Act, and informs grant applications to the Washington State Recreation and Conservation Office (City of Mukilteo 2017, 11).
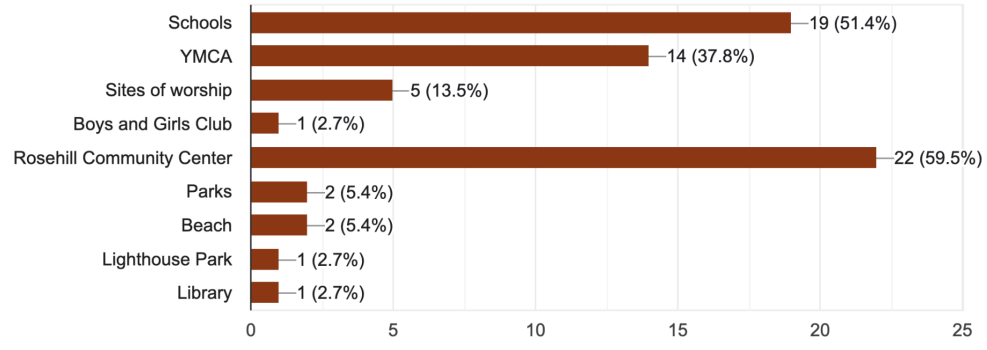
The 2017 PROSA plan documents the history and development of parks and open spaces to acknowledge the city's past in managing its land. Most notably, in the mid 1990's, two park and recreation bond measures were put on the ballot via community efforts, neither of which passed (City of Mukilteo 2017, 10-11). The impacts of this still influence land use today, resulting in limited flat, upland parks and recreation sites (City of Mukilteo 2017, 10-11).

Furthermore, as of 2017, about 13% of Mukilteo's land area was dedicated to parks and open spaces, surpassing their previous goal of 10% (City of Mukilteo 2017, 17). Acres of land dedicated to parks and open spaces increased from 2012 to 2017, both among privately and publicly owned land (City of Mukilteo 2017, 17). While most open spaces are public, the Harbour Pointe Golf Course and YMCA are two privately owned spaces significantly utilized by the Mukilteo community (City of Mukilteo 2017, 17 Figure 1).
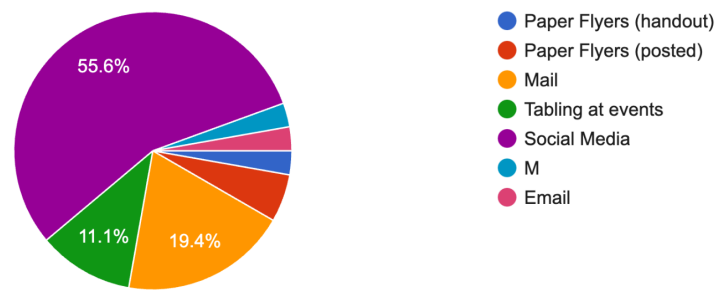
Appendix B: Boo Bash Survey Results

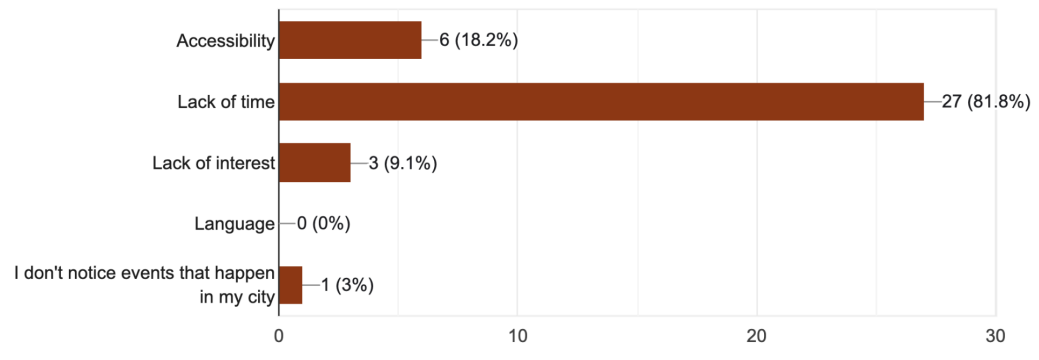## Which of these community sites do you frequent?
37 responses

Site	Responses
Schools	19 (51.4%)
YMCA	14 (37.8%)
Sites of worship	5 (13.5%)
Boys and Girls Club	1 (2.7%)
Rosehill Community Center	22 (59.5%)
Parks	2 (5.4%)
Beach	2 (5.4%)
Lighthouse Park	1 (2.7%)
Library	1 (2.7%)

What methods of communication are you most likely to respond to?
36 responses

Pie chart:
- 55.6% Social Media
- 19.4% Mail
- 11.1% Tabling at events

Legend:
- Paper Flyers (handout)
- Paper Flyers (posted)
- Mail
- Tabling at events
- Social Media
- M
- Email

What Barriers, if any, prevent you from engaging more with your community?
33 responses

Barrier	Responses
Accessibility	6 (18.2%)
Lack of time	27 (81.8%)
Lack of interest	3 (9.1%)
Language	0 (0%)
I don't notice events that happen in my city	1 (3%)

How long have you been a resident of Mukilteo?

32 responses

- 1 year or less
- 2 to 4 years
- 5 to 10 years
- 11 to 15 years
- 50yrs
- I'm resident of everett
- Resident of everett
- Former

▲ 1/2 ▼

21.9%
28.1%
12.5%
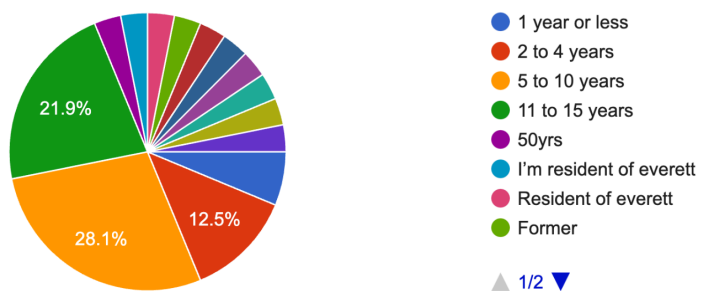
What is your age group?

35 responses

- Under 17
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or over

31.4%
8.6%
8.6%
42.9%
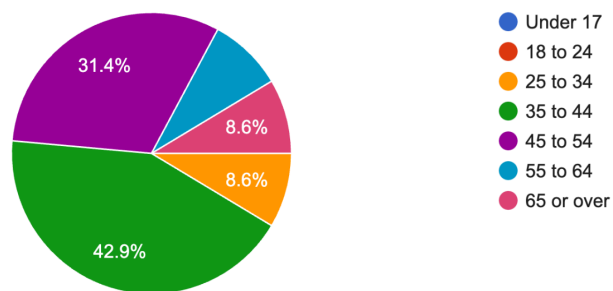
What race/ethnicity best describes you?

35 responses

Black or African American — 3 (8.6%)
American Indian or Alaska Native — 1 (2.9%)
Native Hawaiian or Other Pacific Islander — 1 (2.9%)
Hispanic or Latin American — 5 (14.3%)
White — 19 (54.3%)
Asian — 8 (22.9%)
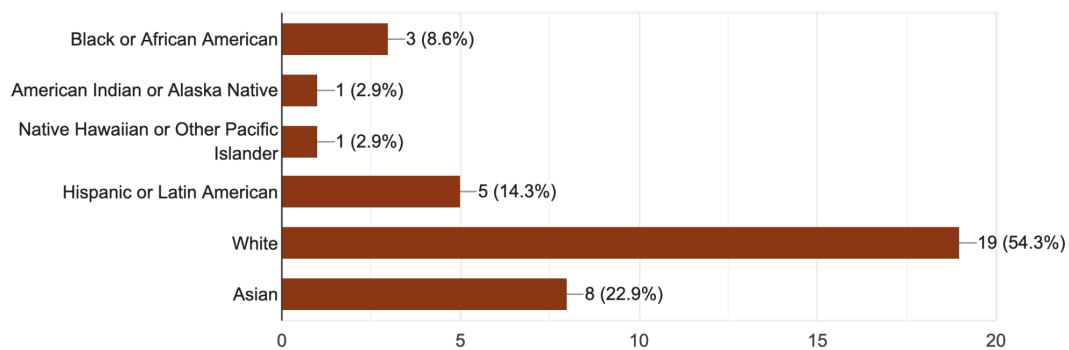
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Appendix C: Team Bios + Roles

Adam Jones

Hello! My name is Adam Jones, and I am from Seattle, Washington. I am currently an undergraduate in the CEP program at the University of Washington. My studies have mostly been focused on building skills and knowledge in the field of planning. I have previously worked on projects with Seattle Parks and Recreation and the Institute of Hazard Mitigation, Planning, and Research at the University of Washington. I am excited to expand my community outreach skills in this project. For this project, I will be the main point of contact between our group and the city of Mukilteo. In my free time, I like to bike, kayak, and keep aquariums.

Role(s): Comms Lead w/ Client, Community Engagement Methods Research
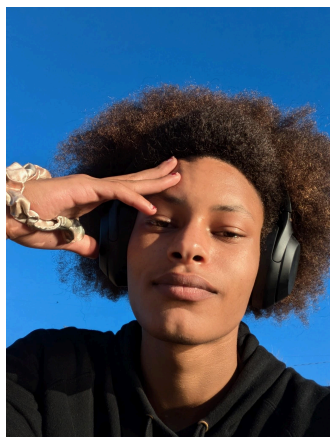
Dante Sullivan (any)

Hi! My name is Dante Sullivan and I am from Midland, Michigan. During my time within CEP I've been primarily focused on learning methods for developing communities and how best to do that using urban ecological design philosophies. Some work I've done to become more in tune with that is working with the youth as a camp counselor, double minoring in urban planning and urban ecological design, and right now I am currently working with Seattle Public Utilities in one of their community management programs.

Specifically I worked in People, Culture, and Community working for the Public Place and Litter Program which primarily focuses on working closely with community organizations to create the best litter systems possible. In my free time I like to boulder, play volleyball, and lay in the sun (or long walks too)!

Role(s):Team Coordinator/Agenda Creation, Community Engagement Methods Research

Isabella Hankins (she/her)
My name is Isabella Hankins and I am from Vancouver, WA. As a student studying Medical Anthropology and CEP, my academic focus has largely been on accessible, equitable, and health-oriented design. I was an intern for the City of Seattle's Aging and Disability Services, where I assisted with community outreach and engagement, as well as supported their city-wide discount program.

For this project, I will be the lead writer for our reports and will assist with developing our community engagement methods. In my free time, I enjoy reading, writing, and baking. I look forward to working with you all!

Role(s): Writer, Community Engagement Methods Research

Kenneth Tran (he/him)

Hi! My name is Kenneth Tran, and I am an undergraduate student in the Community, Environment, and Planning and Interaction Design programs at the University of Washington. I aim to understand and design just and equitable systems that empower communities to take leadership and stewardship to their environments, particularly with land-use and placemaking processes. Previously, I have co-led multiple community engagement projects, including a mini-forest project to improve neighborhood tree equity, and a youth-led, multimedia education and community radio program. I am an avid enjoyer of the outdoors, greenspaces, and community gathering spaces, and I am often out on hikes with friends, reading or sketching in a park, or biking around the city.

Role(s): PROSA 2017 Reader, Community Engagement Methods Research

Kien Vo (any)

Hi! My name is Kien Vo and I'm from Seattle, Washington. I'm currently studying Interdisciplinary Art and CEP, so my focus in CEP has been in the role art plays in the development of community and culture. In the past, I have worked with the Seattle Art Museum to plan events for youth where I engaged in community outreach and design work. In my free time I like to go on hikes, walk my dog, and play the guitar.

Role(s): Slides Creator, Community Engagement Methods Research

Lucy Tollefson (They/Them)

Hello! My name is Lucy Tollefson, and I am originally from Madison, Wisconsin but have lived in Seattle for 8 years. I am majoring in CEP and double minoring in Ecological Urban Design as well as Urban Design and Planning. My main academic focus and interests have been in sustainability as well as environmental justice. I'm also really interested in street art and community event planning.

Role(s): Slides Creator, Point Editor, Rewriting Survey Questions

Nye Hilal (he/him)

Hello! My name is Nye Hilal and I'm a senior double majoring in Communities, Environment and Planning and Political Science. I plan to eventually get my masters in Urban Planning and my specific interests in planning include community building, affordable housing, and zoning policy change. I'm originally from Everett, WA but my parents are both from Lebanon. I'm excited for this project due to my close proximity to Mukilteo. Growing up I always went to Mukilteo Beach, and now it feels surreal being a part of a project to improve the area.

Role(s):Rewriting Survey Questions, Survey Metrics for Strengths & Weaknesses

Thomas Nguyen

Hi! I'm Thomas Nguyen and I'm a senior majoring in CEP and double minoring in urban ecological design and architecture. I plan to get my masters in sustainability and I am currently interested in walkable communities, transportation and sustainability. For this project, I will be focusing on outreach and research, as well as selecting the most effective communication channels, coordinating resources, and evaluating the impact to ensure successful engagement.

Role(s): Outreach Lead, Point Researcher, Rewriting Survey Questions