

Washington Park Pool Renovation Project

As part of the Washington Park Pool renovation project, the City of Roanoke's Department of Parks and Recreation conducted a survey to gauge public opinion on the project. The survey was available online at www.playroanoke.com, and paper versions were made available at nearby libraries. Department employees were present at the pool on numerous occasions during the 2022 season to encourage and assist individuals in taking the survey. The survey was open for over a month, with media announcements, blogs, and social media to spread the word. In total, over 1,500 surveys were completed.

SURVEY RESULTS

TOP RESPONSES RECEIVED BY ZIP CODE/CITY (%)

24017	17.3%
24018	16.8%
24012	16.1%
24015	11.2%
24014	8.2%
24019	7.7%
24016	7.1%
Salem	7.0%
Vinton	4.0%
24013	3.0%
24011	1.1%

1,556 total survey responses were received.

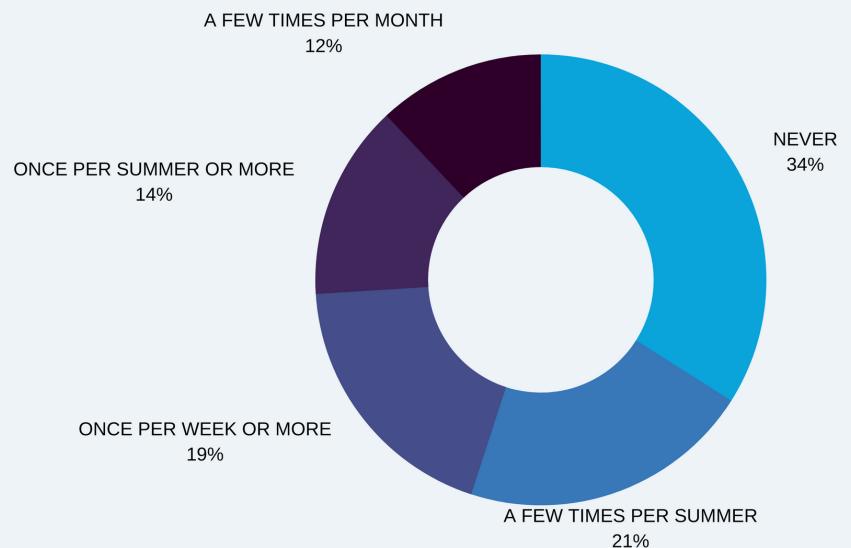
91%

of respondents were from the City of Roanoke, Roanoke County, City of Vinton, and City of Salem.

6% of respondents were from nearby counties (Franklin, Floyd, Montgomery, Botetourt, Craig, and Bedford). **3%** of respondents were from other locations in Virginia and/or out of state.

Survey Responses by Frequency of Use

"How often does your household visit Washington Park Pool?"



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SURVEY RESULTS

Survey participants were given example photos and asked to rank the priority of different types of pool features in two separate questions. They were then asked a series of either/or questions about different types of features. *Ranking results are based on the aggregate, which is the overall rank for all entries based on the weighted scores for each item.*

RANKING #1 RESULTS

- 1 LAZY RIVER
- 2 SHADE AREAS
- 3 DIVING AREA
- 4 LAP LANES
- 5 SPLASH/SPRAY FEATURES
- 6 SLIDE

RANKING #2 RESULTS

- 1 CONCESSIONS
- 2 LOCKER/CHANGING ROOMS
- 3 POOLSIDE SEATING
- 4 PICNIC TABLES
- 5 STADIUM SEATING

EITHER/OR RESULTS



70%
Prefer a bigger slide



67%
Prefer larger splash/spray features

68% Prefer some lap lanes plus additional features

Results were closely split regarding **diving board space** (large area=50.5%, small area=49.5%) and between a **zero-entry area** (52.9%) or **separate kid's pool** (47.1%).