

Bainbridge Island Metro Park and Recreation District

Comprehensive Plan Survey 2025 Methodology

About RRC Associates

RRC Associates is a national leader in statistically valid parks and recreation research, helping agencies develop data-driven master plans and funding strategies. Our work supports communities by assessing current usage of parks, trails, and facilities; program participation and satisfaction; community values and future priorities; equity in access and services; and support for future funding or tax initiatives. Using a proven mix of quantitative and qualitative tools—including statistically valid surveys, focus groups, and intercept studies—RRC provides clear, defensible insights to guide planning, prioritize investments, and evaluate the feasibility of new amenities such as pools, dog parks, and community centers. With a deep understanding of public engagement and recreation trends, we equip agencies with the tools they need to make informed, community-backed decisions.

Sampling Method

The 2025 Bainbridge Island Parks and Recreation Survey was designed in collaboration with Bainbridge Island Parks and Recreation District staff and Framework (weareframework.com) using a traditional mail invitation approach with access to complete the survey online or by smartphone through a password protected website. The mailed invitation, also referred to as the Invite Survey, was structured to allow for a random selection of households on Bainbridge Island to obtain a representative sample from the community. In total, 5,000 households on the island were selected through a systematic random sampling approach to participate in the survey. Additionally, available phone numbers associated with the selected addresses were sent a SMS text message reminder to complete the survey.

Resident List Sourcing

RRC and various list vendors typically use a variety of sources for mailing lists, and in order to get the most accurate resident information, most data are obtained from multiple data sources including change of address forms with USPS, tax rolls, credit reporting agencies (like Experian, Transunion, and Equifax), voter registration lists, utility connects, bill processors, and so on. For this Bainbridge Island, the list was purchased from Data Axle (dataaxleusa.com/about-us), which is our most frequently used and reliable source for mailed surveys.

Survey Response and Data Processing

As of July 22, 2025, the Invite Survey generated 388 surveys which resulted in a margin of error of +/-4.94% at a 95% confidence level (based on a population of 24,607. Responses were collected from all areas across Bainbridge Island, representing wide geographic participation.

This margin of error represents a level of accepted uncertainty while confidence level represents how confident we are that the results represent the greater population. Error is present in all survey data because the purpose is to use a smaller sample to estimate how an entire population would respond.

For example, if this study was repeated with a new sample of 388 of randomly selected Bainbridge Island residents, RRC assumes the actual result for any given question is still within +/- 4.94% of the result we find on this Invite Survey. And that means, if you were to conduct the survey 100 times using the same sampling and data collection procedures, 95 times out of 100 the results from the survey would fall within with the margin of error which was +/- 4.94% A common target for margin of error is +/-5%.

To further ensure results represent residents of Bainbridge Island, Invite Survey responses are weighted by age, home ownership, presence of children, and sex using the 2023 American Community Survey (ACS) 5-Year Estimates to better represent the population. In this case, younger residents were not as well represented. Weighting is therefore applied to ensure younger residents are given a representative share of responses. This is a common practice in survey research and facilitates representative results.

Conclusion

This methodology is used to produce the *Bainbridge Island Metro Park and Recreation District Comprehensive Plan Survey Report* and follows a standardized approach within the scope and budget allocated to the research. The project relies on a random sample of respondents from across Bainbridge Island to participate. Statistical weighting was employed to mitigate potential impact of responses bias and to improve proportional representation of specific demographics cohorts when compared to the 2023 ACS 5-Year Estimates. All of these additional steps taken together allow for valid and reliable results from residents.