WASHINGTON PARK ARBORETUM

Community Survey and Engagement Report

November 2023
Prepared by Seva Workshop
Acknowledgments

The Arboretum Foundation and University of Washington Botanic Gardens appreciate the thousands of individuals who contributed their thoughts and ideas for improving the Washington Park Arboretum and Japanese Garden. We’d also like to offer a hearty “Thank you!” to the dozens of organizations who supported our outreach efforts:

**Interviewees**

Brandon Knox, Lambert House  
Charles Bontemps, South Park Senior Center  
Chelsey Wheeler, YMCA Earth Service Corps  
Dennis Comer, Central Area Collaborative  
Kaleb Germinaro, Estelita’s Library  
Lanvin Andres, International Drop-in Center  
Marci Carpenter, National Federation of the Blind Seattle Chapter  
Misty Dawn, Black Star Farmers  
Nikki Fogerty, Highline School District  
Nyema Clark, Nurturing Roots  
Pastor Ephraim, Medhane-Alem Church  
Ricardo Ortega, Legacy of Equality Leadership and Organizing  
Taylor Moseley, Outdoors for All Foundation

**Event Sponsors**

Beacon Food Forest  
It Takes a Village  
Japan Fair  
Northwest African American Museum  
Red Eagle Soaring  
Seattle Betsuin Buddhist Temple  
South Park Senior Center  
Wing Luke Museum

Funding for this study was provided by the Washington State Legislature.
Executive Summary
p. 1

01
Project Overview
p. 13
includes project background, a timeline of activities, and key questions

02
Findings
p. 23
includes existing patterns of use, the public value of the Arboretum, and barriers to use

03
Recommendations
p. 41
based on findings from users and the broad community

04
Appendix
p. 65
includes details about methods and data collection
Executive Summary

Seattle’s Washington Park Arboretum spans 230 acres of botanical gardens, including the Seattle Japanese Garden. Over its 89-year history, the Arboretum has provided a beautiful natural escape in the heart of Seattle, Washington, as well as environmental education, recreation, and other programming.

The 28-acre “North End Parcel” that is currently being used for staging the SR 520 bridge replacement will be returned to the Arboretum in the coming years. As the Arboretum enters this next phase of evolution, the Arboretum Foundation, in partnership with the University of Washington Botanic Gardens, commissioned this study to and (1) better understand the needs and values of Arboretum users, (2) better integrate equity into future planning and programming, and (3) inform the development of the North End Parcel. This study was funded by the Washington State Legislature.

Over the summer of 2023, the Arboretum Foundation engaged nearly 6,000 community members about the future of the Arboretum. This was done through an online survey about the Arboretum, a second online survey specifically about the Japanese Garden, on-site intercept surveys of Arboretum and Japanese Garden users, tabling at community events throughout the city, and interviewing representatives from underserved communities.

Analysis of these survey responses, conversations, and interviews sought to understand (1) how people use and value the Arboretum, (2) the distinct needs and desires of users and non-users, and (3) what an equitable and inclusive future for the Arboretum could encompass. Key findings are summarized here.
Findings

Current Community of Users

The Arboretum is loved and visited by many from throughout the region. The Arboretum is a treasured community green space that houses one of the most valuable plant collections in the world. It offers peace, tranquility, and the opportunity to “get away” by spending time outdoors in the heart of Seattle. People value the Arboretum for its preservation of plant species, trails, and wildlife habitat. The Arboretum and Japanese Garden are also special venues for personal celebrations, such as Mother’s Day picnics, wedding anniversaries, and photos with the cherry blossoms in spring. It’s estimated that the Arboretum served over 750,000 people in 2022, though precise record keeping is difficult because access to the Arboretum is not limited to set entrances.

Arboretum users tend to be white, as well as older and wealthier than Seattle’s population overall. The most frequent users daily come to the Arboretum from adjacent neighborhoods and are drawn to its walking and running trails (23% of survey respondents). These frequent users are the most likely to access the Arboretum via walking or bike, and are more likely to have engaged with the Arboretum in other ways in the past, including engaging online, attending an in-person program, donating funds, and volunteering. By contrast, infrequent Arboretum users’ experience is likely limited to a single visit.
Barriers to Use

Infrequent users’ primary barriers to use are unmet transportation needs and a lack of awareness of the Arboretum and its offerings. The Arboretum experiences frequent and heavy use by neighbors and more limited use by residents farther afield. Broader community engagement showed that many are unaware of the Arboretum and that it is a free public resource. More than half of Arboretum users arrive by car (59% of survey respondents), whereas arriving by public transportation (6%) or ride share (3%) is rare. Respondents also reported challenges related to parking availability, especially for ADA (American Disabilities Act) and group parking spaces. Public transportation routes servicing the Arboretum are limited, making it hard to access for non-drivers and people without cars.

Transportation challenges and time constraints make the Arboretum more difficult to visit for those who live farther away. Broader community engagement revealed that respondents, who tend to perceive the Arboretum as a park rather than an Arboretum and Botanic Garden, often prefer parks closer to home. These parks are more likely to have a user mix that reflects their neighborhood by race, perceived class, and gender, creating an immediate sense of belonging and ease. Respondents’ willingness to visit local parks instead of the Arboretum signifies that the Arboretum’s offerings are not seen as specialized enough to these communities and/or that awareness of the Arboretum could be improved.

When people visit, physical accessibility and inclusion challenges can discourage more frequent or return visits. Infrequent users expressed a desire for better ADA accessibility, wayfinding, and restroom facilities. For some users of color, the Arboretum’s relatively isolated location amidst neighborhoods largely inhabited by white people creates feelings of vulnerability and being unwelcome.
Broadening the Community of Users

An inclusive future for the Arboretum requires investing in a sense of belonging for all groups, as well as addressing the awareness and transportation barriers. People would like to visit and use the Arboretum without fear of being harassed, and they would like to see themselves reflected in the space. According to the broader community, the Arboretum would be more inclusive if (1) diverse groups’ contributions were better reflected and (2) the Arboretum acknowledged historical harms and highlighted efforts to rectify them.

Exciting programming and expanded facilities and amenities could also broaden the Arboretum’s user base. Respondents imagined the Arboretum could be a place to celebrate culture in a natural setting. Suggestions included a wide range of classes and activities, such as foraging, art making, dance and musical performances, and lectures. Respondents were also interested in practical features, such as a restaurant/café, more places to sit and ADA-accessible trails, easier/more parking, better transportation options, more restrooms, and better directional signage.

Seattle Japanese Garden

The Seattle Japanese Garden offers an intimate garden experience and Japanese cultural connections within the Arboretum. Though the Garden charges an entry fee, respondents felt the price is worth it. Users reported being particularly drawn to events such as the parties (Garden Party, Moon Viewing), art displays in the Tateuchi Community Room, and tea ceremonies.

The Japanese Garden attracts a more diverse user base than the Arboretum as a whole. While only half of respondents to the Japanese Garden survey reported visiting the Japanese Garden, those who did represented greater racial diversity than the users of the Arboretum overall. Black and East or Southeast Asian respondents tended to visit the Japanese Garden more frequently than they visited the Arboretum. Japanese Garden users were also older than the main Arboretum Community Survey respondents.

There is interest in a range of new features at the Japanese Garden. Respondents suggested expanding the size of the Japanese Garden, adding information about plants and wildlife, adding lighting for evening visits, and creating a bonsai display. Some suggested a winter light show at the Japanese Garden.
Recognizing the Coast Salish

The Coast Salish people should lead the effort to recognize their relationship with this land. Respondents to broader community engagement encouraged asking the Coast Salish people directly how they would like to be involved and how the Arboretum can honor them. Other suggestions included (1) restoring habitats and improving the health of the waterways, 2) restoring the Arboretum’s relationship with the land as stewards of a connected, inter-related ecosystem. Some respondents talked about exploring stronger relationships with the indigenous community around stewardship and land management that could reflect these values, and (3) incorporating Indigenous art, artifacts, and language. Several respondents also envisioned establishing a portion of the land and waterways specifically for use by the Coast Salish people.

North End Parcel

Ecological health is a top priority for the North End Parcel across all groups. Respondents want to see wetland habitat improvements and native plant restoration efforts that highlight the cultural importance of these resources. Respondents were also interested in an expanded trail network and increased waterfront access for boating and swimming.

Non-users and the broader community were more likely to express interest in active or social features like urban agriculture, performance space, areas to dance and sing, and classrooms/educational facilities. They were also more likely to be interested in expanded and more accessible parking, reflecting the likelihood that more infrequent users are coming from farther away and driving to access the Arboretum.
[It’d be] pretty great if there was a program that sponsored Black, Brown, and Indigenous communities to have nature schools hosted at the Arboretum... or if there [were] direct [bus] lines from schools to get students there. Why shouldn’t an arboretum be the main site of education and nature education for the city? There’s no reason outside of priorities.

— a community member
Recommendations

The coming years represent an opportunity for the Arboretum to grow and rectify some of the long-entrenched inequities in the history of botany and public gardens. Informed by community engagement, the following recommendations are intended to prioritize equity, broaden the Arboretum’s user base, and expand the uses of the land itself.

Refresh the Arboretum Foundation’s organizational objectives and equity priorities through a joint strategic plan with the University of Washington Botanic Gardens. The results of this study indicate that the Arboretum can be more to the community than another green space. What would draw people from farther afield who have easier access to other outdoor spaces? Those engaged envisioned the Arboretum as a hub for nature education and experience, building equity in botanical fields, climate response, and more. Setting strategic objectives for the future of the Arboretum would also clarify the uses for the North End Parcel.

Continue listening to communities. This study should “jump start” building more sustained relationships with the communities the Arboretum wants to serve. The methods used for community engagement—including surveys, interviews, tabling, and listening sessions—should continue to inform Arboretum decisions and operations. The Arboretum should dedicate staff resources to thinking strategically about whose voices should be heard, including those affected by past inequities. For the North End Parcel specifically, the Arboretum should identify target users for this new space and collaborate with them to develop a shared vision. This approach would be strategically directed by equity objectives rather than “majority rules.”

Deepen organizational partnerships. Many groups contacted through this study expressed interest in partnering with the Arboretum. Partnerships could focus on programming, group visits, collection development, and internships and job shadows, as well as consultation as the North End Parcel expansion progresses. Consistently dedicating staff to work with partner organizations will build trust over time. Community partnerships are also a key strategy to broadening the user base, as trusted intermediaries are often first to introduce new users to the Arboretum.
Prioritize physical access to the Arboretum for people with the greatest need. These groups include people with disabilities, those living farther away, and people with fewer resources and/or less time to travel. The Arboretum’s current user base of neighbors and daily users are well served and will continue to be well served.

Address transportation barriers. Continue working with transit providers and partnering with community organizations to facilitate group visits. Consider opportunities for improving Arboretum access with the development of the North End Parcel.

Improve diversity among staff, facilitators, educators, and volunteers. Invest in the next generation of botanists, arborists, horticulturists, landscape professionals, landscape architects, archaeologists, and restoration ecologists. The Arboretum could also modify its programs, exhibits, signage, and marketing materials to reflect a wider range of languages, cultures, communities, and abilities.

Develop more active and social programming. Consider opportunities to attract and connect with new users by adding a restaurant or café, waterfront access, play area, dance pavilion and/or cultural center, and gathering space. Inclusive programming could celebrate a wider range of cultures and holidays.

Encourage users to engage with the land and plants. Develop programming focused on foraging, urban agriculture, and Indigenous-led land stewardship.

Explore ethnobotany programming. Offer classes, events, and special collections that illustrate the ties between different cultural groups and the Arboretum’s plant species.

Dedicate space to native plants. Accompany these displays with programming focused on how the Coast Salish people have used and continue to interact with these species today.
Project Overview
Help shape the future of the Washington Park Arboretum and Seattle Japanese Garden.

The Washington Park Arboretum and Seattle Japanese Garden are in a period of growth and change! We’re surveying and connecting with community members this summer to learn about your needs and desires for the future of this unique green space, cultural asset.
INTRODUCTION TO THE WASHINGTON PARK ARBORETUM

The Arboretum is jointly managed by Seattle Parks and Recreation, the University of Washington Botanic Gardens, and the Arboretum Foundation, which is a nonprofit whose primary functions include fundraising, volunteer management, and public advocacy.

Programs for the public occur both on-site and at the Center for Urban Horticulture (CUH) on the University of Washington campus. These programs include tours, adult and youth education programs offered at both sites and virtually, a horticultural library at the CUH, and a herbarium of Arboretum plant specimens also at the CUH.

WHY CONDUCT THIS STUDY NOW?

The Arboretum is in the early stages of a period of change, growth, and development. Among the exciting opportunities that lie ahead is the imminent return of a 28-acre parcel of land at the north end of the Arboretum that is currently being used as a staging area for the SR 520 bridge replacement project. This major addition of park land to the public realm represents a generational opportunity for both the Arboretum and the region. See Exhibit 1 on page 15.

The survey effort invited the community to shape equity and inclusion priorities, appropriately recognize the Coast Salish people as the original inhabitants of the land, and guide community programming and engagement.

WHO CONDUCTED THIS STUDY?

The Arboretum Foundation commissioned this study in partnership with the University of Washington Botanic Gardens. The activities described in this report were carried out by a “project team” of consultants with guidance from both Arboretum Foundation and University of Washington staff.
OBJECTIVES

This study’s primary objectives

1. Gain a deeper understanding of the needs and desires of people currently engaged with Arboretum spaces and programs, including users coming to visit the grounds, program attendees, donors, neighbors, and community groups;

2. Engage with members of the wider community who may not be visiting or otherwise engaging with spaces and programs to determine their needs and desires; and

3. Engage with both groups to provide more detail on community needs and desires related to future design and construction projects, especially the addition of the 28-acre North End Parcel.

Conversations for this project centered on a set of guiding questions that sought to address the project objectives.

KEY QUESTIONS

Current and Future Arboretum Users

- Who is currently engaging with the Arboretum? How? Who is not currently engaging with the Arboretum?
- What draws existing users to the Arboretum? What would make additional community members want to visit or make existing users want to visit more?
- What does the public value in the Arboretum?
- What is preventing or discouraging non-users from engaging with the Arboretum?

Broader Community Context

- What are our community’s values, needs, and priorities, especially regarding equity and inclusion? How would our community like to see these values reflected by the Arboretum?
- How can the Arboretum appropriately recognize the Coast Salish people as original inhabitants of this land?
- What does the community envision for the future of the new 28-acre parcel at the north end of the Arboretum?
The Washington Park Arboretum is a 230-acre gem at the heart of Seattle, with an 89-year history as the region’s largest and most significant botanical garden. Serving the functions of both a botanical garden and a public park, this green space is the official arboretum of the State of Washington.

Added to the Arboretum in 1960, the Seattle Japanese Garden is one of the most authentic and intact Japanese gardens outside the Home Islands, making it an important cultural resource for the Puget Sound.
Approach

AUDIENCE

To answer the guiding questions identified above, data collection was organized by audience group. These groups were:

**Users**: Those who have engaged with the Arboretum at least once in the past three years. This includes users visiting the grounds (either alone or with a group), program participants, donors, and/or volunteers.

**Broader Communities**: These are groups emphasized for data collection because they may be especially affected by future plans and/or they may not have been adequately engaged in the past. Members of these “Broader Communities” may also be “Users” as described above. This includes groups underrepresented in the Arboretum’s user base, including

- People with lower incomes;
- BIPOC (Black, Indigenous, and people of color), especially people who identify as American Indian and Alaska Native, other races, two or more races, Hispanic, Asian, and Black;
- People with disabilities; and
- Youth.
METHODS

A variety of methods were implemented to reach these audiences. In addition to engaging 5,024 people through an online survey about the Arboretum, the Arboretum Foundation surveyed another 448 individuals through a separate online survey specifically about the Japanese Garden.

To supplement the surveys, the Arboretum Foundation also conducted on-site intercept surveys of 212 Arboretum users and 61 Japanese Garden users, and spoke with 273 attendees at community events throughout the city of Seattle. The Arboretum Foundation also interviewed or held a focus group with representatives from under-served communities with whom the Arboretum would like to deepen their relationship.

OUTREACH

Both surveys were advertised through social media, community partners, news releases, community blogs and newsletters. Specific details on these efforts can be found in the Appendix on page 89.
Timing of Activities

As shown in Exhibit 2 below, the project kicked off in April 2023. After an initial round of data collection and context setting, a community engagement plan was developed. This plan outlined methods for engaging both users and broader communities, including surveys (available online and in hard copy), on-site intercept surveys at the Arboretum and Japanese Garden, pop-up tables at community events around Seattle, and a series of interviews and focus groups to capture more detailed input from non-users.

The engagement kickoff aligned with Mother’s Day, the Arboretum’s most popular user day, May 14, 2023. The kickoff included tabling near Azalea Way, the central walkway through the Arboretum, accompanied by activities, posters, and social media posts with links to the survey.

The Arboretum Foundation and University of Washington Botanic Gardens promoted the survey throughout the summer, ultimately collecting more than 5,000 responses. The survey included questions for both users and non-users of the Arboretum, and all survey respondents were asked about their vision and desires for the North End Parcel. On-site intercepts of 212 Arboretum users and 61 Japanese Garden users supplemented the survey by providing greater detail about current users. To promote the survey among...
non-users, the Arboretum Foundation tabled at community events around the city and organized paid advertisement campaigns via social and traditional media.

Interviews and focus groups with communities underrepresented in the Arboretum’s current user base asked participants about (1) how the Arboretum could feel more welcoming, (2) their favorite outdoor spaces and activities, and (3) how to make events and programs more culturally relevant. These deeper conversations were foundational in understanding how the Arboretum can pursue connection with new communities and expand its range of impact. The Arboretum Foundation conducted thirteen interviews and three focus groups, in addition to attending six community events. A full list of interviewees, focus groups, and community events can be found in the Appendix on page 88.

A second survey specific to the Japanese Garden was launched on July 4, 2023. This survey was distributed at events tailored to those with ties to Japanese culture and during intercept visits at the Japanese Garden. Paid social media advertisements also helped broaden the circulation of this survey link, which gathered online responses from 448 individuals.
Findings
Arboretum

EXISTING PATTERNS OF ENGAGEMENT

Who currently engages with the Arboretum? And who does not?

It is estimated that the Arboretum served more than 750,000 people in 2022. Many of these visits (19%) came from those living in neighborhoods adjacent to the Arboretum, as shown in Exhibit 3 on page 24. Another 31% came from nine ZIP codes to the north and south of the Arboretum, as well as a concentration of users from Redmond. The full pool of users represented ZIP codes from across Washington State and beyond, reflecting the wide draw of this unique regional resource.1

Analysis of user data demographics revealed that users are whiter and wealthier than Seattle’s population overall. This discrepancy is partly explained by the reality that the Arboretum’s most frequent engagement is from neighbors, and the location of the Arboretum is among Seattle’s whiter and wealthier neighborhoods. However, engagement with underrepresented groups revealed additional reasons for the discrepancy, including lack of awareness of the Arboretum, transportation barriers, and a lack of a sense of belonging in the Arboretum and surrounding neighborhoods. Underrepresented groups also expressed a preference for green spaces that are more frequented by diverse groups. See Barriers to Use.

The Arboretum Community Survey captured feedback from 4,652 existing users and 372 non-users. Responses came predominantly from users of the Arboretum (93% of respondents), and included frequent users (45%), occasional users (43%), and infrequent users (12%). Survey results suggest that users are older, predominantly white (78% of users) or Asian (6%) adults with higher incomes. However, users from all identified income brackets, age ranges, and racial and ethnic groups responded to the survey. For detail, see Exhibit 4 on page 26 and Exhibit 5 on page 27.

1 This user data is collected from TruTrade, which uses cell phone pings within a geofence to calculate a number of users and the ZIP codes where they reside. The "users" related to the TruTrade data are distinct from the Community Survey respondents, referred to as "users" in this report.
Vocabulary in this report: Users

For this report, a user is anyone who responded to the survey and has visited the Arboretum or Japanese Garden and/or attended programs, classes and events offered by the University of Washington Botanic Gardens and Arboretum Foundation, regardless of location, in the past 3 years.

Of these users, frequent users as those who visit at least once a month, occasional users as those who visit multiple times per year, and infrequent users are those who visit once a year or less.

In addition to analyzing user data and survey responses to gauge user demographics, the Arboretum Foundation conducted on-site intercept surveys to speak with individuals visiting the Arboretum. These conversations confirmed the relatively larger proportion of white users (74%). While those intercepted represent a range of ages, interceptees were generally younger, with a third of users identifying as age 18–34.

Exhibit 3: Zip codes of 2022 Arboretum users compared to those of survey respondents. n=4,081

<table>
<thead>
<tr>
<th>ZIP CODE</th>
<th>LOCATION</th>
<th>2022 VISITS</th>
<th>USER SURVEY RESPONSES</th>
<th>NON-USER SURVEY RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>98112</td>
<td>Area surrounding Arboretum</td>
<td>19%</td>
<td>17%</td>
<td>1%</td>
</tr>
<tr>
<td>98122</td>
<td>Capitol Hill and Central District</td>
<td>6%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>98105</td>
<td>UW campus area and Laurelhurst</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>98115</td>
<td>Maple Leaf, Ravenna, and Wedgewood</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>98118</td>
<td>Columbia City, Hillman City, and Rainier Valley</td>
<td>3%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>98103</td>
<td>Greenwood, Phinney, and Wallingford</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>98052</td>
<td>Redmond</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>98144</td>
<td>Judkins Park, Mt Baker, and North Beacon Hill</td>
<td>2%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>98133</td>
<td>Bitter Lake and Shoreline</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>98125</td>
<td>Northgate and Lake City</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Note: ZIP codes shown represent 10 most common ZIP codes of residence for users in 2022.
Sources: TruTrade data, 2022; Arboretum Community Survey, 2023; Seva Workshop, 2023.
Key takeaways

- There is less geographic concentration among non-users. No single ZIP code received more than 5% of non-user responses. See Exhibit 2 on page 24.

- Users are whiter (78%) than Seattle’s population overall (62%). Among non-users, race and ethnicity demographics more closely reflect city trends. See Exhibit 4 on page 26.

- Black and Asian respondents were underrepresented from Seattle’s overall population. 3% of respondents were Black, compared to 7% in Seattle. 7% of respondents were Asian, compared to 16% in Seattle.

- Non-users tended to represent lower household income levels. Fewer of these respondents had incomes over $200,000 per year (12% compared to 21% for users), with more having incomes below $50,000 (25% compared to 15% for the survey overall). This may reflect the Arboretum Foundation’s efforts to promote the survey among lower income residents through non-user engagement activities.

- Users’ household incomes align with citywide trends for low and moderate household incomes ($50,000–200,000). Though the lowest household incomes (under $50,000) are underrepresented, there is a concentration of users in the low-income range ($75,000–100,000). See Exhibit 4. Combined with ZIP codes of residence from TruTade data, the underrepresentation of users from the lowest income groups indicates that Arboretum users are generally wealthier than Seattle’s overall population.

- Arboretum users are older than Seattle’s overall population. 29% of survey respondents were 65 or older, compared to 14% of the citywide adult population fitting in that age bracket.

Data presented in this report

The findings in this report draw on a range of engagement efforts: the Arboretum Community Survey, the Japanese Garden Survey, on-site intercept interviews, and in-depth interviews and focus groups with targeted demographic communities. To avoid an overly technical voice, findings are described collectively rather than individually, mentioning the tool used that accompanies each finding. See source notes on all graphs and charts for further detail.
Exhibit 4: Race and ethnicity of survey respondents compared to City of Seattle demographics. n=3,918 [Alt title: Race and ethnicity of Arboretum survey respondents]

Sources: ACS 5-year estimates, 2021; Arboretum Community Survey, 2023; Seva Workshop, 2023.
Exhibit 5: Household income of Arboretum survey respondents. n=3,860

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Arboretum Users</th>
<th>Arboretum Non-users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $200,000</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>$150,001 – $200,000</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>$100,001 – $150,000</td>
<td>11%</td>
<td>18%</td>
</tr>
<tr>
<td>$75,001 – $100,000</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>$50,001 – $75,000</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Under $50,000</td>
<td>15%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Median family income: $146,500
Low-income: $100,000
Very low-income: $68,500

City of Seattle Arboretum Users Arboretum Non-users


What draws existing users to the Arboretum?

Users are drawn to the Arboretum’s collection of plants, trees, and landscapes (54%); walking and running trails (14%); a general feeling of “getting away” (11%); and viewing and enjoying bird/animal habitat (10%). Common write-in responses included walking a dog, volunteering, and “all of the above.” See Exhibit 6 on page 28.

Many write-in responses described the Arboretum as part of daily life, including part of a commute, daycare, summer camps, Girl Scouts, and sports activities. Several staff and others who visit the Arboretum as part of their employment also responded. Frequent users are particularly drawn by the walking and running trails (23%).

When asked to describe the Arboretum in short words or phrases, top responses included “beautiful,” “peaceful,” “relaxing,” and “green.”
Exhibit 6: What is the primary reason you visit the Arboretum? n=4,091

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viewing/enjoying the plants, trees, and landscapes</td>
<td>54%</td>
</tr>
<tr>
<td>Walking or running</td>
<td>14%</td>
</tr>
<tr>
<td>Taking a break /relaxing / “getting away”</td>
<td>11%</td>
</tr>
<tr>
<td>Viewing/enjoying the animal/bird habitat</td>
<td>9%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>4%</td>
</tr>
<tr>
<td>Learning about plants</td>
<td>4%</td>
</tr>
<tr>
<td>Gathering with friends or family</td>
<td>3%</td>
</tr>
</tbody>
</table>

Sources: Arboretum Community Survey, 2023; Seva Workshop, 2023.

How do people engage with the Arboretum?

Engagement with the Arboretum can mean more than visiting the grounds. Respondents also reported engaging with online content related to the Arboretum (25%); attending in-person programs such as tours, events, classes, and camps (18%); visiting for private events like weddings (13%); and/or donating funds (13%). Plant sales were also a common write-in response. See Exhibit 7 on page 29.

Key takeaways

- Frequent users were much more likely to have attended an in-person event, donated funds, and volunteered.
- Infrequent users were less likely to engage in ways outside of a visit.

Many of those who engaged with the Arboretum from the broader community shared personal stories and memories of their visits. These included wedding and engagement celebrations, family photo sessions, and Mother’s Day picnics. Sometimes the visit was facilitated by a friend who wanted to share a special place. Though these users do not visit frequently, their visits held personal significance.

"I drive through frequently—it reminds me of Rock Creek Park in D.C., where I lived for years. Both always help me slow down physically and emotionally."
Exhibit 7: How have you engaged with the Arboretum in the past three years? (Check all that apply) n=4,478

- Visited on my own or with a group of friends/family: 91%
- Engaged with online content about the Arboretum: 25%
- Attended an in-person program (tour, event, class, camp): 18%
- Visited for an event that rented space at the Arboretum (wedding, meeting): 13%
- Donated funds: 13%
- Participated in an online program: 7%
- Volunteered: 5%
- Other (please specify): 4%

Sources: Arboretum Community Survey, 2023; Seva Workshop, 2023.

Most users arrive by car (59%). Many users are pedestrians (20%) and some bike to the Arboretum (8%). A smaller proportion of users take public transportation (6%) or ride share (3%). Because they live in neighborhoods near the Arboretum, the most frequent users are more likely to walk or bike when they visit.

Most respondents (92%) indicated they are highly likely to recommend visiting the Arboretum. The top reasons they gave for valuing the Arboretum were its trails, wildlife habitat, and preservation of plant species. Other responses included education about plants and the environment, recreation space, and preservation of local culture and heritage. See Exhibit 8 on page 30.

Key takeaways

- Infrequent users were more likely than frequent users to value the Arboretum for its education, preservation of plant species, and preservation of local culture and heritage.
- Common themes from write-in responses about the value of the Arboretum included: “restful space within the city,” “good source of reasonably priced plants,” “peaceful, different, out of the ordinary,” “I like the Shinto Garden,” “inspiration for my own garden,” “habitat for local northwest coast/Salish Sea native plants and other wildlife species,” “mental health boost.”
- Having the Arboretum as an option for people without cars is vital, so that they don’t need to leave the city in order to see nature.
- Respondents who had visited the Arboretum agreed that it is a special, tranquil, and beautiful green space.
Exhibit 8: What do you value most about the Arboretum? Check up to 3.
n=4,679

<table>
<thead>
<tr>
<th>Feature</th>
<th>Arboretum Users</th>
<th>Japanese Garden Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preservation of plant species</td>
<td>65%</td>
<td>76%</td>
</tr>
<tr>
<td>Trails</td>
<td>51%</td>
<td>66%</td>
</tr>
<tr>
<td>Wildlife habitat</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Education about plants and the environment</td>
<td>38%</td>
<td>40%</td>
</tr>
<tr>
<td>Recreation space</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Preservation of local culture and heritage</td>
<td>18%</td>
<td>25%</td>
</tr>
<tr>
<td>Youth educational programs</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Research</td>
<td>6%</td>
<td>7%</td>
</tr>
</tbody>
</table>


Barriers to Use

**Awareness and transportation barriers are the main drivers of the current use pattern.** The Arboretum experiences frequent and heavy use by neighbors and limited use by residents farther afield. Its “tucked away” location in a residential area with limited access points contributes to the lack of awareness and beliefs that the trip will take too long or that parking will be too difficult to attempt a visit. Survey respondents and those who participated in broader community engagement alike reported that, without prior knowledge of the Arboretum or connection to existing users or programming, the community is unlikely to be aware of the Arboretum and its offerings. Many individuals in the broader community were unaware of the Arboretum, and when informed, were surprised to learn there was no entrance fee.

**For those who are aware of the Arboretum, transportation is the major barrier to use.** Respondents who use transit reported that bus service is limited with unreliable and/or long wait times. Pedestrian access is challenged by the steep hills to the west and traffic to the north. BIPOC from the broader community also reported that pedestrian access through the surrounding neighborhoods can be uncomfortable and unwelcoming. Parking is described as insufficient and “cramped” for groups unloading at the Graham Visitors Center. In recent years, these barriers have been compounded by detours and traffic from construction related to the replacement of the SR 520 bridge.
Accessibility for people with disabilities is another barrier reported by both survey respondents and the broader community. This includes a lack of both accessible parking and a wheelchair-accessible trail to the Arboretum’s features. People with loss of sight or low vision reported being unable to navigate the park with current signage and trails. For example, trails with texture changes can help with navigation and they can also signal, by sound, when people are approaching. People with disabilities also report that the Arboretum website is also not very accessible, which prevents them from being able to plan their visit.2 Programming that is more welcoming to people with loss of sight or low vision could include multi-sensory guides and ways to appreciate the park through touch, sound (such as bird song), and smell. Some older respondents from the broader community and those with mobility impairments also reported a lack of seating areas and challenges using mobility devices on the existing trails.

Respondents living further away indicated tend to visit green spaces closer to home due to travel time. Their reluctance to travel further when local parks suffice might suggest that the Arboretum’s offerings may not be distinct and specialized enough to draw these communities. Respondents from the broader community also report feeling more comfortable in parks like Seward Park, Kubota Garden, and Jefferson Park due to the diversity of users by race, perceived class, and gender. The Arboretum’s relatively isolated location creates a feeling of vulnerability, lack of safety, and of being unwelcome for some BIPOC users. One interviewee described a feeling of being in “white people’s backyard” at the Arboretum.

“I think because I live closer to Seward, I’d rather go to Seward because again, like people just look like me… I obviously can’t go up and just ask people how much money they make but the neighborhoods right next to the Arboretum are similar because people who have wealth, fortunately get to live next to green space a lot more. But I think the people who use Seward Park are a little bit more diverse in every way possible.”

“People in my community know of the Arboretum, but many have not been. The area is challenging. People who pass by there tend to be in a hurry and they just go by.

2 https://botanicgardens.uw.edu/washington-park-arboretum/
For those who only use the Arboretum infrequently, its location is the primary barrier to use (selected by 64% of these respondents). Other barriers include lack of facilities—such as restrooms, food, and beverage (15%)—or feeling a lack of safety (8%). Similar reasons were raised among those in the broader community who have visited the Arboretum but felt unlikely to return. As mentioned earlier, safety and comfort can be related to the feeling of being unwelcome associated with race, income, and/or gender identity. Users in the survey also cited unleashed dogs as a safety concern.
Japanese Garden

What is unique about those who engage with the Japanese Garden?

Compared to other parts of the Arboretum, the Japanese Garden is appreciated as a more intimate, tranquil experience with cultural significance. It is a smaller space with paid entry, so it is less frequently cited for use on daily walks and more commonly visited on occasion. People come to see the flowers in spring, changing colors in fall, for tea ceremonies, and simply to experience this specific cultural expression of serenity within nature.

Japanese Garden visitation follows the greater Arboretum’s trend of attracting people from ZIP codes to the north and south of the park. These include neighborhoods along the I-5 corridor from the Central District up through Lake City. In contrast with the Arboretum, however, users are less concentrated in the ZIP code directly surrounding the Japanese Garden. South Seattle ZIP codes are not well represented among respondents, potentially because of closer access to the Kubota Garden in Rainier Beach.

For those who responded to the main Arboretum Community Survey, 50% have either never visited the Japanese Garden or have not visited recently. About a third (36%) visit a few times a year or less. A subset of respondents (13%) visit frequently.

Key takeaways

- **Japanese Garden users represent greater racial diversity than Arboretum users as a whole, with 30% of respondents identifying as BIPOC.** Black respondents make up 15% of frequent users, compared to 6% of frequent users to the larger Arboretum.

- **Japanese Garden users also represent a wider variety of ZIP codes.** Just 10% of this frequent user group resides in the ZIP code where the Japanese Garden and Arboretum are located, compared to 32% of frequent users to the larger Arboretum.
Engagement from the broader community also reflected a willingness to travel to experience the special collections and events that the Japanese Garden offers. Some mentioned having visited the Japanese Garden for celebrations and other personal events. Others had experience visiting other regional Japanese gardens, such the one in Butchart Gardens in Victoria and Kubota Garden in Rainier Beach in Seattle. Thinking of these places as models, some users would like to see the Japanese Garden expanded to be more like that at the Butchart Gardens, and others would like the Japanese Garden to be free and more accessible like Kubota Garden.

The Arboretum Foundation also distributed a survey specifically about the Japanese Garden, targeted at those who currently visit the space or who have active interest or personal ties to Japanese culture. 448 people responded to this survey. Responses confirmed that a lower percentage of people visit the Japanese Garden on a regular basis (once a month or more), which is not surprising, given the entrance fee. 9% of respondents said they visit frequently, 53% visit at least twice a year, 34% visit once a year or less, and 4% have never visited the Japanese Garden. See Exhibit 9 below. For the Arboretum, 45% of users were frequent users.

Exhibit 9: How often do you visit the Japanese Garden? n=446

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a week or more</td>
<td>2%</td>
</tr>
<tr>
<td>2 – 3 times a month</td>
<td>7%</td>
</tr>
<tr>
<td>4 – 6 times a year</td>
<td>20%</td>
</tr>
<tr>
<td>2 – 3 times a year</td>
<td>33%</td>
</tr>
<tr>
<td>Once a year or less</td>
<td>34%</td>
</tr>
<tr>
<td>I have never visited the Japanese Garden</td>
<td>4%</td>
</tr>
</tbody>
</table>

For those who do visit, the top reasons are to experience tranquility (72%), see the spring flowers or fall color (55%), and to appreciate Japanese culture (46%). Several respondents talk about visiting to volunteer at events, attend tea ceremonies, and take photos.

Compared to those who responded to the main Arboretum Community Survey, respondents to the Japanese Garden survey were older (9% in the 18–34 age bracket and 42% aged 65-84, compared to 22% in the 18–34 age bracket and 27% aged 65–84 in the main survey). See Exhibit 10 below. A greater proportion of respondents identify as East or Southeast Asian (15%, compared to 8% in the main survey). There were few responses to the Japanese Garden survey from individuals who identify outside of white or East/Southeast Asian groups. See Exhibit 11 on page 36. Income demographics between the groups are similar.

Exhibit 10: What is your age? n=4,638

Exhibit 11: With which groups do you identify? Check all that apply. n=338

NHOPI = Native Hawaiian or Pacific Islander; AI/AN = American Indian or Alaska Native


Exploring the public value of the Japanese Garden

The Japanese Garden celebrates a distinct cultural identity and connection to nature. The experience of this space is associated with a unique sense of peace and tranquility. The unique set of events and programs offered here are each connected to Japanese culture and traditions.

Like respondents to the Arboretum Community Survey, respondents to the Japanese Garden survey’s top reasons for valuing the Arboretum were its trails, wildlife habitat, and preservation of plant species. However, respondents to the Japanese Garden survey were more likely to include preservation of local culture and heritage as a value.

When asked to describe the Japanese Garden with three words or short phrases, the most frequent responses echoed themes expressed about the Arboretum, including “beautiful" and "peaceful." Distinct descriptors that rose to the top include “tranquil/tranquility," "serene/serenity," and “calming."

Barriers to Use

A few interviewees also mentioned that the entry fee for the Japanese Garden specifically can be a barrier for those with little or no income.
Recommendations
How do you invite people to be in the space [other than] than just letting them wander? Create opportunities [for] people who are often not able to take up space in the north end, to take up space brilliantly, and in community with other people.

— a community member
The coming years represent an opportunity for the Arboretum to grow and rectify some of the long-entrenched inequities in the history of botany and public gardens. Informed by community engagement, Seva Workshop offers the following recommendations to the Arboretum to prioritize equity, broaden the user base, and expand the uses of the land.

Recommendations for the Arboretum

**IMPROVE EQUITY AND INCLUSION**

In a concrete sense, improving “equity and inclusion” means investing in features and amenities that are relevant and attractive to diverse communities. “Equity and inclusion” also refers to more intangible outcomes, such as creating a sense of belonging and safety for all. This sense of belonging is enhanced when users see that staff and other users themselves are diverse, or when they see their identity represented in the Arboretum’s plantings, collections, programming, wayfinding, and environment.

Several respondents from the broader community suggested encouraging people to use the Arboretum in a wider range of ways without harming the grounds and plantings.

**Educate community members about the full history of the land.**

Respondents highlighted the importance of sharing this context, including (1) the Arboretum’s history as a place of significance for the Coast Salish people, (2) the colonialist origins of botanic gardens, (3) the role the University of Washington played in Japanese American internment, and (4) the history of nearby neighborhoods that led to a lack of Arboretum access for Black and Jewish communities. Signage, exhibits, programming, and other investments would help rectify these past inequities.
Highlight a wider range of identities through plantings and active uses of the land. Respondents encouraged thinking of the Arboretum as more than a “living museum of trees,” as originally imagined by the founders. Many cultures engage with land and plants through active reciprocity rather than passive viewing. This could be achieved through outside partnerships focused on ethnobotany, urban farming, and Indigenous groups stewarding native plants throughout the Arboretum. This shift may encourage users to focus on the healing properties of land and reflect on the “give and take” people experience with green spaces. Gardens representing the diversity of cultures in the region or greenhouses showcasing plants from other climates could also draw users.

Celebrate a wider range of cultures and their holidays through more inclusive programming. Staff and facilitators who are racially and economically diverse, or youth-led, could also help create a sense of belonging for more users. Community partnerships in workforce development and school partnerships for internships could work in tandem to diversify staff. Events should consider the access needs of people with loss of or low vision and/or hearing, as well as neurodivergent people. Partnerships with trusted intermediaries could also play a crucial role in inviting a wider cross section of the community into the Arboretum.

Accommodate more languages in wayfinding, signage, print materials, and programming. Respondents prioritized accommodating Spanish, Vietnamese, Hindi, Cambodian, and Braille. Respondents also suggested using QR codes to provide information in different languages, as well as high-contrast tactile signs for people with loss of or low vision. Signs could also highlight the Coast Salish Lushootseed language. Finally, signage would be more inclusive if it recognized the contributions of various communities and/or included symbology that is relevant to diverse communities.

Languages used in Seattle

The City of Seattle’s Office of Immigrant and Refugee Affairs (OIRA) works to ensure that English language learners are able to access the information and services they need. Annually, OIRA updates the list of primary and emerging languages based on the best available data. OIRA collects data from the America Community Survey (ACS), Seattle Public Schools (SPS), Public Health-Seattle & King County, Seattle Police Department, and Seattle Municipal Court Interpreter Services on the most commonly spoken non-English languages by City residents. Based on the data, in 2023, OIRA suggests the following languages as Seattle’s top tier languages for communicating city-wide programs and services.

**Tier 1:** Should include Traditional Chinese*, Spanish, Vietnamese, Somali, Amharic, Korean, and Tagalog

**Tier 2:** If feasible, include Tigrinya, Oromo, Japanese, and Russian

**Tier 3:** Consider including: Arabic, Khmer, Thai, and Laotian

* The two primary Chinese writing systems, Traditional and Simplified Chinese, are mutually intelligible. Considering the composition of Seattle’s Chinese language users and their English proficiency, we recommend translating into Traditional Chinese for written materials. For oral interpretation, we should include both Cantonese and Mandarin.
COLLABORATE WITH THE COAST SALISH PEOPLE

Invite the Coast Salish people to lead the effort to recognize their relationship with the land. Respondents encouraged the Arboretum Foundation to ask the Coast Salish people two questions: (1) “What can we do to honor this land?” and (2) “What information can be shared about the Coast Salish people that teaches folks visiting the arboretum about the history of the land and its people?” Staff and others fulfilling a leadership role in this effort should be compensated for their time.

Adopt Indigenous methods of stewardship to contrast the colonialist history of botanic gardens. Many respondents suggested restoring Indigenous values in relation to the land, habitat, native plants, and waterways. Respondents also suggested restoring the community’s relationship with the land itself as part of the same ecosystem. This shift would be in contrast with a more extractive relationship or even a conservation-conscious relationship that puts nature “behind glass.”

Recognize the Coast Salish people through signage and art that tells the history of the land. Plants and objects made by Coast Salish people could be displayed with their Lushootseed names and accompanied by an audio component.

STRENGTHEN AND EXPAND COMMUNITY CONNECTION

The following recommendations were informed by input from infrequent and non-users of the Arboretum. While access barriers related to transportation and the Arboretum’s location are significant, the following recommendations focus on improvements the Arboretum can directly influence. See Barriers to Use on page 30.

Attract New Community Members

Develop more active and social programming. Many believe the Arboretum is such a special resource that visiting once can open a non-user’s eyes and keep them “coming back for more.” Hosting programs and events that incorporate the interests of more diverse communities could bring new users. The Arboretum should partner with communities of interest to design and develop programming most relevant to them. Such programming could also be developed with existing Arboretum already partners—schools, senior centers, and volunteer groups.

Among non-users, the most desired amenity was adult education classes (59%) and the most desired program were plant/horticulture tours (70%), birding walks (60%), gardening classes (59%), and cultural programs/events (55%). Other promising activities include:

- Movement and music activities, including hosting buskers, dance groups, Zumba, karaoke, and musical performances
- Environmental and climate justice activities, including hands-on restoration
- “Pop-up” farmer’s markets
- Cultural celebrations
- Fun, interactive classes in photography, art, cooking, camping, ecology, science, ethnobotany, and birdwatching

“If you want people to be in a space, you should create conditions for them to thrive in that space. If more people feel like their cultures... and identities are respected and space is carved out for [them], then more people will feel comfortable.
Introducing Tohono Chul

Tohono Chul is a 49-acre botanical garden on the traditional lands of greater Tucson, the Tohono O’odham, and Yoeme (today’s Tucson, Arizona). Tohono Chul is guided by its mission to connect people to the Sonoran Desert region’s ecological and cultural heritage and legacy.

The botanical selections at Tohono Chul consist primarily of plants native or adapted to the American Southwest, including more than 150 species of shrubs and trees; 300 species of cacti and succulents; and 50 species of wildflowers. The garden is home to many specialty gardens, including areas dedicated to hummingbirds, penstemon, Sin Agua desert landscaping, desert palm oasis, streamside, performance, and ethnobotany, among others.

Balancing Nature and Culture

In addition to Tohono Chul’s impressive plant collections, the non-profit garden’s dedication to education and cultural acknowledgement has shaped it into a vibrant community space. The grounds feature revolving arts and cultural exhibitions, a permanent collection of over 350 artworks, and a variety of programs like full moon meditations, crafts, tours, storytelling sessions, curator and landscaping talks, and children’s activities. Larger events further enliven the garden, including trunk shows, plant sales, Holiday Nights, “Chiles, Chocolate & Day of the Dead,” and the annual summer Bloom Night.

Tohono Chul has regular classes and workshops that teach about cultural practices, food, and botany.
Emphasis on Ethnobotany

The Ethnobotanical Garden epitomizes Tohono Chul’s success as a community and cultural resource. This specialty garden displays plant species cultivated for food, medicine, materials, dyes, and ceremonies of Indigenous people past and present. The impressive collection of plants, and Tohono Chul’s ethnobotanical programs, invite a wide range of users and collaborators to study of the use of native plants by local culture and people. One standout ethnobotanical program is Foodway Series, in which a historian or food anthropologist explores a certain cultural plant (e.g., mesquite beans) and prepares a recipe and dish for participants to sample. Tohono Chul also offers online events and hosts gardeners from local organizations. These engagements strengthen the relationships between Tohono Chul and the Tucson community by expanding access to hands-on learning. Tohono Chul, in part due to the popularity of the Ethnobotanical Garden and their ethnobotanical programs, draws 185,000 users a year. This is an incredible feat in a city of 543,000.

Takeaways for the Arboretum

Tohono Chul’s ethnobotanical garden is an example of how botanical gardens and arborets can elevate and recognize Indigenous culture, practices, and production. Applied to the Washington Park Arboretum, possible opportunities for ethnobotanical engagement include (1) collaborating with tribal nations on a variety of programs; establishing specialized gardens to highlight Indigenous stewardship and growing practices; expanding the Native Plants Theme tour to a tour dedicated to Indigenous peoples’ use of native plants in the Arboretum; and working with existing Native organizations and farms (like the nearby University of Washington wǝɫǝbʔaltxʷ Native Garden).
Exhibit 12: What kind of services would you be interested in at the Arboretum? Check all that apply. n=307 responses from non-users

<table>
<thead>
<tr>
<th>Service</th>
<th>Interest Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional educational classes for adults</td>
<td>59%</td>
</tr>
<tr>
<td>Restaurant/café</td>
<td>56%</td>
</tr>
<tr>
<td>Ticketed concerts/events</td>
<td>39%</td>
</tr>
<tr>
<td>Additional classes/camps for children</td>
<td>30%</td>
</tr>
<tr>
<td>Rentable event space</td>
<td>22%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>17%</td>
</tr>
</tbody>
</table>

Source: Arboretum Community Survey, 2023; Seva Workshop, 2023.
Add more active amenities like a restaurant or café. Non-user survey respondents indicated high levels of interest in a restaurant/café (56%), something that interviewees also indicated would be a draw for users. See Exhibit 12 on page 46. Non-user survey respondents were also supportive of additional nature trails, native plant habitat, and special plant collections. See Exhibit 13 below. Interviewees and survey write-in respondents expressed interest in additional features, including better ADA access; additional informational signs or exhibits; family-friendly infrastructure like picnic areas and play spaces; a sheltered pavilion for dancing, gathering, or markets; and more restrooms and trash bins. Among survey respondents, the lowest levels of enthusiasm were expressed for public meeting spaces and stand-alone children’s play spaces. However, many interviewees were interested in community gathering spaces and child-friendly spaces.

Exhibit 13: How interested are you in the following features and amenities? n=317 responses from non-users

<table>
<thead>
<tr>
<th>Feature</th>
<th>Not at all</th>
<th>Somewhat</th>
<th>Very much</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature trails</td>
<td>4%</td>
<td>19%</td>
<td>76%</td>
</tr>
<tr>
<td>Natural native plant habitat</td>
<td>4%</td>
<td>21%</td>
<td>76%</td>
</tr>
<tr>
<td>Special plant collections</td>
<td>5%</td>
<td>23%</td>
<td>73%</td>
</tr>
<tr>
<td>Informational/interpreative signage</td>
<td>7%</td>
<td>39%</td>
<td>55%</td>
</tr>
<tr>
<td>Public art</td>
<td>14%</td>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td>Boat and kayak rental</td>
<td>27%</td>
<td>47%</td>
<td>26%</td>
</tr>
<tr>
<td>Program and activity space</td>
<td>19%</td>
<td>56%</td>
<td>25%</td>
</tr>
<tr>
<td>Children's play spaces</td>
<td>48%</td>
<td>33%</td>
<td>19%</td>
</tr>
<tr>
<td>Public meeting space</td>
<td>28%</td>
<td>56%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Deepen community partnerships.
Interviewees identified community partnerships as a key strategy for expanding the Arboretum’s user base. Suggestions included offering (1) classes about nature and climate change, and (2) trade programs or internships with local colleges to help people learn to care for the land as botanists, arborists, horticulturists, landscape professionals, landscape architects, archaeologists, and restoration ecologists. These programs could focus on BIPOC youth, and scholarships could make these opportunities more accessible to a wider range of individuals. Partnerships could also further environmental restoration goals, such as engaging volunteers to clean up waterborne litter on kayaks. Finally, through partnerships with advocacy groups, the Arboretum could (1) better accommodate users with mobility limitations in activities and programs, and (2) develop multisensory displays that invite users—including but not limited to neurodivergent users—to experience the Arboretum in non-traditional ways.

Make information about the Arboretum’s grounds and events more accessible.
Limited promotion and on-site information were common themes across non-user surveys and broader community engagement. This could include installing detailed signs for trails and plants or developing an interactive smartphone app for navigating and learning. Online information should be designed for accessibility during initial code development for “native compliance” rather than relying on third-party overlays and plug-ins which often decrease clarity, navigation, and usability. Furthermore, images in promotional materials should portray diversity of all types, including showing people with disabilities enjoying the Arboretum. Trusted advocates for disability groups could help spread the word among non-users about what the Arboretum offers.
Finally, because the availability of food is often a major draw, it should be mentioned in promotional material if food will be available.

**Incentivize Non-users to Visit**

When responding to the open-ended prompt, “Tell us what might make you want to visit more?,” responses from non-users captured key themes that corroborated earlier findings:

- **Improved safety**, both personal and vehicular, and enforcement of dog leash laws;
- **More facilities** such as kayak rentals, a café, and picnic shelters;
- **More activities** such as organized events, festivals, concerts, and guided tours; and
- **Easier access** with more parking, better transit, and improved ADA access, including ASL (American Sign Language) interpretation at all events.

**Incentivize Existing Users to Visit More Frequently**

**Make the Arboretum grounds more comfortable to visit.** For those who visit infrequently, top responses for changes that could improve their experience included more places to sit, more restrooms, better directional signage, easier/more parking, and better transportation options. There were also a range of responses about transportation and pets, with respondents wanting (1) either more parking/vehicle access or less vehicular traffic, and (2) both off-leash spaces for dogs as well as better leashing enforcement throughout the Arboretum.

Write-in responses from existing users included “low cost/free yoga in a garden space,” “better plant identification signage,” “more free events,” “more kayaks for rent,” “more native plants and history/information,” “coffee,” and “edible plants.”

Arboretum users were asked to describe how they would like the Arboretum to evolve in three words or short phrases. Themes included:

- Accessible / Access / Parking
- Trails / Bathrooms / Signage
- Plants / Native Plants / Botanical Garden
- Better / Improve / Expand
- Keep / Preserve / Sustain

**Include more native plant habitat, information signs and displays, and themed plant collections.** Existing users ranked these features as being of the most interest. The next most popular amenities were restrooms and public art or music. These preferences were consistent across users, regardless of how frequently they visited. The list in Exhibit 14 on page 52 shows potential programs of interest ranked by existing users who responded to the survey. Themes from write-in responses are included as well.
USING LOCAL PARTNERSHIPS TO BRING IN NEW AND DIVERSE USERS

Case Study: Salesforce Park, San Francisco, CA

Introducing Salesforce Park

Opened in 2018, Salesforce Park is a 5.4-acre park on the rooftop of new Transit Center in downtown San Francisco. It is owned and operated by the Transbay Joint Powers Authority (TJPA).

The public park is set four levels above the ground and offers both an urban oasis in a garden-like setting and constant activity with a full calendar of daily programming and events. Salesforce Park supports neighborhood growth by providing high-quality open space in an area that lacks land for park development.

Although not designated as a botanical garden, Salesforce Park includes more than 600 trees and 16,000 plants displaying extensive botanical diversity. In addition to showcasing the variety of plants that grow in northern California’s Mediterranean climate, the park features twelve distinct gardens from around the world accompanied by interpretive signage.

Appealing to Neighbors and Tourists with a Robust Program Schedule

TJPA had two main goals for public programming: First, the programming was intended to meet the recreational needs of surrounding residents, office workers, transit riders, and tourists to the transit area and downtown San Francisco. Second, the programming was intended to attract a diverse user group to the park.

To realize these goals, TJPA created and implemented a diverse line-up of weekly and monthly programs, year-round, that are free and open to the public. The park calendar has a “high season” from May through October, with approximately 20 programs a week, and a “low season” from November through April, where there are approximately 15 programs a week. Included in this line-up are fitness classes, children’s programming, craft classes, literary workshops, bird watching, dance, and live music—with all programs being free and open to the public.

Partnerships with local non-profits, small businesses, and institutions bring this diverse calendar of programs to Salesforce Park.

Partnering to Reach New Users

TJPA has found great success in leaning on the relationships of programming partners to expand that user base and reach people who might otherwise not know about or not have a reason to come to the park. These community partners have their own followers who are interested in their particular offerings, and they invite these followers to the park to participate in the events they are co-hosting. Once a new patron gets used to visiting the park to attend a particular program, they are likely to spread the word about the assets of the park to their family and friends, and to visit the park on other occasions not related to the event that first introduced them to the venue.

Initially, Salesforce Park attracted transit riders and those who work and live in its immediate neighborhood. Through the help of the programs and associated partnerships, the park’s user base is now much broader, more diverse, and further reaching.

Partner Spotlight: Rang de Bollywood

Rang de Bollywood leads an hour-long Bollywood dance class on Friday nights in the
Main Plaza of the park. On a typical Friday night, it draws 100–150 attendees. Manpreet Komal, the head of Rang de Bollywood and lead instructor, has a huge following and is well connected in the local dance community.

Salesforce Park benefits immensely from Komal connecting her supporters to the park and introducing them to the park during her Friday night class. She has 6,000 social media followers and promotes her classes at Salesforce Park through frequent posting of energetic and enticing videos of her class. Manpreet is welcoming and approachable, and she encourages those with all levels of experience to try out the class.

Of the Friday night participants, many are new to Salesforce Park and have never visited it prior to attending Bollywood Nights. When asked, most all had a favorable impression of the park and said they will likely return, not only to attend the class again, but also to come at a different time to enjoy the rest the park has to offer. To learn more, visit:

www.rangdebollywood.com  
www.instagram.com/rangdebollywood

Takeaways for the Arboretum

The Washington Park Arboretum could expand its user base through similar partnerships with local programming providers. There may be relationships that were cultivated through past engagement that could lead to new avenues for programming and a broader user base. Currently, the Arboretum leads most of its own educational classes, tours, and events through the University of Washington, the Arboretum Foundation, or knowledgeable volunteers, rather than relying on community partnerships. It could make sense to add programming that utilizes community partners who have their own following, to tap into those relationships and new, previously out-of-reach audiences. The programs should still be mission-aligned and related to the core values of the Arboretum but may extend beyond what has been offered in the past.
Exhibit 14: What kinds of programs are you most interested in at the Arboretum? n=3,915

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Interest Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plant/horticulture tours</td>
<td>60%</td>
</tr>
<tr>
<td>Birding walks</td>
<td>55%</td>
</tr>
<tr>
<td>Classes on plants and the environment</td>
<td>51%</td>
</tr>
<tr>
<td>Music or art programs/events</td>
<td>38%</td>
</tr>
<tr>
<td>Wellness classes (meditation, walking group)</td>
<td>30%</td>
</tr>
<tr>
<td>Volunteer opportunities</td>
<td>25%</td>
</tr>
<tr>
<td>Programs for elementary aged children (5–11)</td>
<td>18%</td>
</tr>
<tr>
<td>Programs for young children (0–4)</td>
<td>14%</td>
</tr>
<tr>
<td>Programs for middle/high school aged children (12–17)</td>
<td>12%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>5%</td>
</tr>
</tbody>
</table>

Sources: Arboretum Community Survey, 2023; Seva Workshop, 2023.

PLAN THE FUTURE OF THE NORTH END PARCEL

The survey explained that the Arboretum will be acquiring additional land at its northern perimeter and asked respondents about how this space might be used. Options included a range of potential uses and amenities. Each option listed below was selected by at least 16% of respondents (791 people), but a handful of ideas rose to the top. A summary of responses to these priorities, disaggregated by user type and race/ethnicity, can be found in Exhibit 15 on page 54. Interviewees’ responses about their visions for the North End Parcel are also incorporated below.

Incorporate the community’s priorities, including improved wetland habitat (66%), native Washington plants with displays highlighting their cultural importance (59%), waterfront access (49%), meadow or open space (39%), and a café or restaurant (39%). These five priorities for the North End Parcel were consistent across both users and nonuser respondents. See Exhibit 18. Interviewees were also in concurrence with the survey’s top themes of ecological restoration, improved access, open space, and immersion in nature.

Add space for more active or social uses, such as urban farming, performing arts, and education to attract the broader community. Respondents from the broader community were also more likely to be interested in expanded and accessible parking and trails. The next most popular amenities, after the top five above, were cultural center or
gathering space, public art installations, and picnic areas.

Create more intentional spaces for specific groups. While survey response numbers per group are small at this level of disaggregation, some of the data suggests that there are differences in preference among different BIPOC groups:

- Black or African American respondents (n=186) overall showed less support for the top five selections and demonstrated the least consensus among their responses. Instead, they prioritized active uses such as a cultural center or gathering space (30%), performance space (27%), and children’s play areas (24%) above meadow or open space (23%).

- Indigenous respondents (n=157) prioritized uses for preservation and conservation, such as wetland habitat, native Washington plants, and meadow or open space. They also prioritized a cultural center or gathering space (39%) over a restaurant/café (26%).

- Asian respondents (n=530) prioritized waterfront access (54%) and a café or restaurant (50%) much more highly than other BIPOC groups. They also expressed strong support for picnic areas (36%), a cultural center or gathering space (34%), public art (32%), and performance space (30%).

- Hispanic and Latine respondents (n=200) prioritized a cultural center or gathering space (35%), picnic areas (34%), performance space (28%), and public art installations (27%).

Identify the communities that have been most affected by past inequities at the Arboretum and work with them closely to develop a unified vision for the North End Parcel. Given this range of priorities, it would be challenging to fit all these uses within the 28-acre North End Parcel. The recommended approach would be intentionally and strategically directed by equity principles rather than “majority rules.”
Exhibit 15: Dream big! The North End Parcel will include trails and expanded plant collections. What else would you like to see? n=4,940

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>Users</th>
<th>NonUsers</th>
<th>All/B/POC</th>
<th>Black</th>
<th>Indigenous</th>
<th>Asian</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Café or restaurant</td>
<td>39%</td>
<td>38%</td>
<td>48%</td>
<td>43%</td>
<td>33%</td>
<td>26%</td>
<td>50%</td>
<td>43%</td>
</tr>
<tr>
<td>Children’s play area</td>
<td>16%</td>
<td>17%</td>
<td>19%</td>
<td>17%</td>
<td>24%</td>
<td>9%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Classrooms or other educational facilities</td>
<td>16%</td>
<td>15%</td>
<td>26%</td>
<td>18%</td>
<td>18%</td>
<td>24%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Performance space</td>
<td>24%</td>
<td>24%</td>
<td>27%</td>
<td>28%</td>
<td>27%</td>
<td>25%</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>Cultural center or gathering space</td>
<td>27%</td>
<td>27%</td>
<td>35%</td>
<td>35%</td>
<td>30%</td>
<td>39%</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>Improved wetland habitat</td>
<td>66%</td>
<td>66%</td>
<td>67%</td>
<td>54%</td>
<td>35%</td>
<td>60%</td>
<td>59%</td>
<td>59%</td>
</tr>
<tr>
<td>Meadow or open space</td>
<td>39%</td>
<td>38%</td>
<td>50%</td>
<td>33%</td>
<td>24%</td>
<td>40%</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>Parking</td>
<td>19%</td>
<td>17%</td>
<td>34%</td>
<td>17%</td>
<td>11%</td>
<td>13%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Picnic areas</td>
<td>27%</td>
<td>26%</td>
<td>41%</td>
<td>31%</td>
<td>18%</td>
<td>25%</td>
<td>36%</td>
<td>34%</td>
</tr>
<tr>
<td>Native Washington plants with displays highlighting their cultural importance</td>
<td>59%</td>
<td>59%</td>
<td>72%</td>
<td>54%</td>
<td>37%</td>
<td>66%</td>
<td>57%</td>
<td>63%</td>
</tr>
<tr>
<td>Public art installations</td>
<td>27%</td>
<td>27%</td>
<td>37%</td>
<td>27%</td>
<td>17%</td>
<td>22%</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>Urban agriculture</td>
<td>20%</td>
<td>19%</td>
<td>33%</td>
<td>24%</td>
<td>20%</td>
<td>22%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Waterfront access or activity space</td>
<td>49%</td>
<td>49%</td>
<td>50%</td>
<td>47%</td>
<td>32%</td>
<td>30%</td>
<td>54%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Notes: Darker tones reflect more agreement. Users described as “Indigenous” identified as either “Coast Salish” or “American Indian or Alaska Native”.

Interviewees expanded on the initial ideas suggested in the survey:

- **An educational center** could include content and programs about climate change and impacts of the Montlake Cut, SR 520 bridge, and University of Washington buildings built on landfill over wetlands. It could also house a nature school envisioned by other respondents.

- **A food forest with land shares** for marginalized communities could honor the Coast Salish people and improve food and land equity in Seattle.

- **Waterfront access and activities** could include an ADA-accessible boat launch with a dock for small, non-motorized watercraft. Safe storage for wheelchairs and walking accessories, a canoe and kayak rental facility, and designated swimming and wading area with showers were also desired.

Food security is a big issue [and the] Arboretum is in an affluent area. Restaurants and parking can help people who want to have a nice time, but a food forest is critical and access to land is a privilege.
Recommendations for the Japanese Garden

STRENGTHEN AND EXPAND THE JAPANESE GARDEN COMMUNITY

The Japanese Garden Survey asked a series of questions to better understand the features, programs, and/or amenities that might be desirable to incorporate. These responses are explored in this section. The Japanese Garden Survey also asked, “What could improve your experience at the Japanese Garden?” as an open-ended question. The following themes emerged from those open-ended responses:

- **Physical changes.** This includes an expanded garden area, better ADA access, more seating, more parking, and a café or gift shop.

- **Access to entry.** A lower entry fee, some days or times with free entry (especially for seniors, students, and/or low-income families), an annual pass program, and expanded hours across the seasons.

- **Information.** More signage about plants and awareness building for volunteer opportunities.

- **Noise mitigation.** Ideas include a sound wall, waterfall, and other means of addressing road noise from Lake Washington Boulevard; timed entry to limit crowds; and kid-free times.

- **Education.** A more diverse selection of events, tours, and classes, including some in the evening; expanded exhibits about Japanese art, music, and/or architecture.

Some of these themes are explored below in greater detail.

**Admission Fee**

**Consider an admission fee structure that provides better access to people with low or restricted incomes.** Survey responses indicated that the Japanese Garden offers a good value for its admission price, and that many respondents have engaged with the events offered at the Japanese Garden. When asked, 71% said “yes, good value;” 28% said “price seems high versus similar venues;” and 2% said “price seems low versus similar venues”. Though it is reported as good value, the admission fee can still be a barrier for non-users or infrequent users.

**Events**

**Build on the success of events at the Japanese Garden by offering special hours or events designated for seniors, neurodivergent individuals, or others with access challenges.** 56% of Japanese Garden survey respondents have attended at least one event at the Japanese Garden, with the most popular being the parties (Garden Party, Moon Viewing), art displays in the Tateuchi Community Room, and tea ceremonies. See Exhibit 16 on page 57.
Exhibit 16: Have you ever attended an event at the Japanese Garden? Check all that apply. n=402

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>44%</td>
</tr>
<tr>
<td>Party (ex: Garden Party, Moon Viewing, etc.)</td>
<td>28%</td>
</tr>
<tr>
<td>Art displays in Tateuchi Community Room</td>
<td>27%</td>
</tr>
<tr>
<td>Tea ceremony</td>
<td>25%</td>
</tr>
<tr>
<td>Tours</td>
<td>15%</td>
</tr>
<tr>
<td>Meeting in Tateuchi Community Room</td>
<td>15%</td>
</tr>
<tr>
<td>Family Saturday</td>
<td>10%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>10%</td>
</tr>
<tr>
<td>Ikebana Demonstration</td>
<td>9%</td>
</tr>
</tbody>
</table>


Survey respondents were also asked to rate their interest in a winter holiday light show on a scale of 0–5, with 5 being very interested and 0 indicating no interest. Responses were positive, with an average response of 3 and median response of 3.8. 69% of respondents rated their interest at 2.5 (neutral) or higher.

Features and Programs

Consider physical changes such as adding a bonsai display, lighting for evening visits, and more information about plants and wildlife, as well as expanding the size of the Japanese Garden. These features were the most highly rated by respondents to the Japanese Garden Survey. See Exhibit 17 on page 59.

Expand programming to include horticulture classes (58%), a concert series (37%), increased frequency of existing programs (34%), and photography programs (30%). These programs were the most highly rated by respondents to the Japanese Garden Survey.

Build on the Japanese Garden’s role as a place to engage with traditional Japanese culture to draw users from the broader community. Some of its most popular events are tea ceremonies and Moon Viewing. Respondents also supported expanding current offerings to include Japanese goods in a small gift shop, small café, and cultural workshops. These offerings may attract a broader range of users.
I love the idea of a restaurant where we could sit and view the Japanese Garden with tea and light Japanese dishes. I enjoyed this very much in several temple gardens in Kyoto. They usually served tea, bowls of noodles, amazake, juices, rice dumplings, small sweets, etc.

— a community member
Exhibit 17: How interested are you in the following features and amenities being added to the Japanese Garden? n=409

<table>
<thead>
<tr>
<th>Feature</th>
<th>Not all</th>
<th>Somewhat</th>
<th>Very much</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expansion of Garden beyond its current fence</td>
<td>13%</td>
<td>32%</td>
<td>55%</td>
</tr>
<tr>
<td>More information on the plants and wildlife</td>
<td>8%</td>
<td>42%</td>
<td>50%</td>
</tr>
<tr>
<td>Landscape lighting to allow for evening visits</td>
<td>14%</td>
<td>38%</td>
<td>48%</td>
</tr>
<tr>
<td>Bonsai display</td>
<td>16%</td>
<td>41%</td>
<td>43%</td>
</tr>
<tr>
<td>Gravel/zen garden</td>
<td>21%</td>
<td>44%</td>
<td>35%</td>
</tr>
<tr>
<td>Additional parking</td>
<td>40%</td>
<td>35%</td>
<td>25%</td>
</tr>
<tr>
<td>Garden/viewing structure</td>
<td>25%</td>
<td>51%</td>
<td>24%</td>
</tr>
<tr>
<td>Restaurant or café</td>
<td>41%</td>
<td>36%</td>
<td>23%</td>
</tr>
<tr>
<td>Gift store</td>
<td>42%</td>
<td>40%</td>
<td>18%</td>
</tr>
<tr>
<td>Expanded entry courtyard</td>
<td>46%</td>
<td>39%</td>
<td>15%</td>
</tr>
<tr>
<td>Additional meeting, classroom, or event space</td>
<td>52%</td>
<td>34%</td>
<td>14%</td>
</tr>
<tr>
<td>Better entry signage</td>
<td>58%</td>
<td>34%</td>
<td>9%</td>
</tr>
</tbody>
</table>

THE POWER OF A WELL-INTEGRATED CAFÉ TO ENTICE NEW USERS AND ENCOURAGE EXISTING USERS TO EXTEND THEIR STAYS

Case Study: Japanese Tea House in Golden Gate Park, San Francisco, CA

Introducing the Japanese Tea Garden

The Tea House is nestled in San Francisco’s Japanese Tea Garden. Originally an exhibit for the 1894 California Midwinter International Exposition, the Tea Garden is the oldest public Japanese-style garden in the United States. It is one of many attractions and cultural institutions in Golden Gate Park, the popular 1000-acre park on the western side of San Francisco. The Tea Garden welcomes more than 240,000 users a year. Users are drawn to a variety of features, including its architecture, manicured landscaping, and specialized collection of plants and trees.

The Tea House Experience

The gem of the Tea Garden is the traditional thatched, cedar-bark-shingled Tea House featuring a custom-designed irori (farmhouse-style family table). The Tea House overlooks the Tea Garden, including the pond and iconic arched footbridge. Diners can enjoy a curated menu at the Tea House, including sencha, genmaicha, hōjicha, matcha, and jasmine tea; traditional Japanese sweets and snacks; as well as small dishes like udon, miso soup, fried chicken, and edamame.

Loved by Tourists and Locals Alike

As one of the most affordable and unique food options in Golden Gate Park—and one of few Japanese food stops in the neighborhood—the Tea House is popular with both tourists and locals.

Since being selected as concessionaire in 2009, Japantown cafe owner Carol Murata has drawn Japanese, Japanese American, and Japantown communities to visit the Tea Garden. Murata’s Tea House now stands out as one of the most accessible and authentic Japanese tea houses in the Bay Area. People are often drawn by the social media reviews; one Yelp reviewer confessed, “I first knew about this place because one of my foodie friends posted about the matcha desserts.”

Appetizing and authentic Japanese tea and snacks encourage users to linger in the Garden.
Why Offer Concessions?

In addition to inviting more users, providing tailored food and beverage options in green spaces encourages people to spend more time. Concessions provide a place to meet, linger, and fully enjoy the intended tranquility of the space. The Tea House and its offerings increase attendance and “dwell time” at the Japanese Tea Garden, fortifying it as a must-see destination.

Reviewers on Google and Yelp remarked that the Tea House was the highlight of their trip to the Japanese Tea Garden, with one reviewer saying it was their father’s favorite part of his San Francisco vacation. Some reviewers even stated that their Tea House experience made their time in the Tea Garden “worth the entry fee.”

Concessions and their operators can support the green space in other ways as well. At the Japanese Tea Garden, Murata contributes annually to the Japanese Tea Garden Gift Fund. She has also donated a school of carp and collaborated with San Francisco Japantown Foundation to acquire a capital improvement grant for the Japanese Tea Garden. Although this may not be the case at the Japanese Tea Garden, profits from concessions can also allow for lower entrance fees.

Takeaways for the Arboretum

The Tea House at the San Francisco Japanese Tea Garden exemplifies how food and beverage offerings are key to making green spaces and gardens unparalleled destinations. For the Washington Park Arboretum, extending users’ “dwell time” would mean that there would be more people in the Seattle Japanese Garden and the Arboretum at all times of the day, and that people would leave feeling like they had an even more full and rewarding experience, as they do at the Japanese Tea Garden and Golden Gate Park. At the Washington Park Arboretum, a specialty concession like a tea house could also be complemented with a casual, low-maintenance food and/or beverage kiosk at another location.
Appendix

USER ENGAGEMENT: SURVEYS
Arboretum Survey: Questions  
p. 66
Japanese Garden Survey: Questions  
p. 71
Arboretum Intercept Survey: Methods and Questions  
p. 76
Japanese Garden Intercept Survey: Methods and Questions  
p. 79

NON-USER ENGAGEMENT
Community Survey: Questions  
p. 83
Targeted Interviews  
p. 87
Focus Groups  
p. 88
Engagement Events  
p. 88

METHODS FOR GETTING THE WORD OUT
Communications Matrix  
p. 89
User Engagement: Surveys

ARBoretum SURVEY

Questions

Arboretum Users

1. For this survey, Arboretum users include anyone who has visited the Arboretum or Japanese Garden and/or attended programs, classes and events offered by the University of Washington Botanic Gardens and Arboretum Foundation, regardless of location, in the past 3 years. This includes Miller Library, Hyde Herbarium and classes and programs at the Center for Urban Horticulture. Visits to the Center for Urban Horticulture not associated with UW Botanic Gardens programs and classes are excluded from this survey.

   Based on this definition, would you consider yourself an Arboretum user? (Non-users will still take the survey)
   • Yes, I am an Arboretum user
   • No, I am not an Arboretum user

Usage

2. How have you engaged with the Arboretum in the past 3 years? (Check all that apply.)
   • Visited on my own or with a group of friends/family
   • Attended an in–person program (tour, event, class, camp)
   • Participated in an online program
   • Visited for an event that rented space at the Arboretum (wedding, meeting)
   • Engaged with online content about the Arboretum, such as blogs, social media, articles, or videos.
   • Donated funds
   • Volunteered
   • None of the above
   • Other (please specify)

3. About how frequently do you visit the Arboretum?
   • Once a week or more
   • 2–3 times a month
   • Once a month
   • 4–6 times a year
   • 2–3 times a year
   • Once a year or less
   • Other (please specify)
4. What is your usual primary mode of transportation when visiting the Arboretum?
   - Bicycle
   - Driving a car
   - Ride Sharing
   - Driving a scooter or motorcycle
   - Public transportation (bus, light rail, etc)
   - Shared school or camp transportation
   - Pedestrian (walk, run, wheelchair)
   - Other (please specify)

Values and Visitor Experience

5. What is the primary reason you visit the Arboretum?
   - Viewing/enjoying the plants, trees, and landscapes
   - Viewing/enjoying the animal/bird habitat
   - Learning about plants
   - Taking a break/relaxing/"getting away"
   - Walking or running
   - Gathering with friends or family
   - Other (please specify)

6. What do you value most about the Arboretum (check up to 3)?
   - Preservation of plant species
   - Education about plants and the environment
   - Wildlife habitat
   - Youth educational programs
   - Recreation space
   - Preservation of local culture and heritage
   - Research
   - Trails
   - Other (please specify)

7. What would improve your experience at the Arboretum? (Check all that apply)
   - Easier/more parking
   - Easier/better transportation options (other than car)
   - Better/more directional or informational signs and materials
   - Better/more bathrooms
   - Improved ADA accessibility
   - Improved maintenance of plants, planting areas, and trails
   - More places to sit throughout the Arboretum
   - More classes/programs/tours for my interests or schedule
   - Other (please specify)

8. What three words or short phrases describe the Arboretum today?

9. What three words or short phrases describe how you would like the Arboretum to change in the future?
10. What prevents you from visiting the Arboretum more? (Check up to 3)
   • The location isn’t convenient, or I have a hard time getting there
   • There is not much to do there that fits my interests
   • I’m not familiar with what to do there
   • It is not accessible for my needs (language, physical accessibility)
   • Facilities are lacking (restrooms, food, beverage)
   • I don’t see enough representation of my identity or community there
   • I do not feel safe there
   • Other (please specify)

11. How interested are you in the following features and amenities being included in the Arboretum? (Not at all • Somewhat • Very much)
   • Boat and kayak rental
   • Children’s play spaces
   • Native plant habitat
   • Picnic areas
   • Informational signs and materials
   • Learning space and classrooms
   • Public art or music
   • Restaurant or café
   • Special themed plant collections
   • More restrooms
   • Tram connecting locations within the Arboretum and Japanese Garden

12. On a scale from 1–5, how likely are you to recommend visiting the Arboretum to a friend or family member?

   1 = Not Likely at All • 3 = Neutral • 5 = Extremely Likely

Programs

13. What kinds of programs are you most interested in at the Arboretum?
   • Plant/horticulture tours
   • Classes on plants and the environment
   • Birding walks
   • Programs for young children (0–4)
   • Programs for elementary aged children (5–11)
   • Programs for middle/high school aged children (12–17)
   • Wellness classes (meditation, walking group)
   • Music or art programs/events
   • Volunteer opportunities
   • Other (please specify)
Japanese Garden

14. On average, how often do you visit the Japanese Garden?
   - More than once a week
   - Once a week
   - Once a month
   - A few times a month
   - A few times a year
   - Once a year
   - I have visited the Garden in the past but have not visited it in a while
   - I have never visited the Garden

North-End Parcel

A 28-acre parcel that was used for the staging of material for SR-520 will be returned to the Arboretum in the coming years.

15. Dream big! This space will include trails and expanded plant collections. What else would you like to see?
   - Café or restaurant
   - Children’s play areas
   - Classrooms or other educational facilities
   - Performance space
   - Cultural center or gathering space
   - Improved wetland habitat
   - Meadow or open space
   - Parking
   - Picnic areas
   - Native Washington plants with displays highlighting their cultural importance
   - Public art installations
   - Urban agriculture
   - Waterfront access or activity space
   - Other (please specify)

Group Identities

The following demographic questions are intended to help us understand who we have reached (and who we have missed!) with this survey effort. You are welcome to skip any questions you prefer not to answer.

16. With which groups do you identify? (Check all that apply)
   - Black or African American
   - East or Southeast Asian
   - South Asian
   - Hispanic/Latina/x/o
   - Middle Eastern/North African
   - Coast Salish
   - Other Native American/Indian/Native Alaskan
   - Native Hawaiian or Pacific Islander
• White or Caucasian
• Prefer not to answer

17. Who do you come with when you visit the Arboretum? (Check all that apply)
• Come alone
• With family members
• With friends
• With dog

18. What is your zip code of residence?

19. What is your age?
• Under 18
• 18–34
• 35–49
• 50–64
• 65–84
• 85 or older

20. What is your annual household income?
• Under $25,000
• $25,000 – $50,000
• $50,001 – $75,000
• $75,001 – $100,000
• $100,001 – $150,000
• $150,001 – $200,000
• Over $200,000

Thank you

Thank you for taking our survey! We appreciate your feedback. Please copy/paste this message to share the survey with your friends and network: Shape the future of the Arboretum! Click here to share your ideas: www.surveymonkey.com/r/arboretum2023

Interested in the Seattle Japanese Garden? We’d love to hear from you again! Take the Japanese Garden-specific survey at www.surveymonkey.com/r/JapaneseGarden2023

21. Would you like to stay in touch? Enter your email address to be added to our project updates distribution list. Your name will automatically be entered into a raffle for a $100 gift card to the Arboretum gift shop!
• Email Address
JAPANESE GARDEN SURVEY

Questions

Welcome

THANK YOU for taking the time to share feedback on the Seattle Japanese Garden and Washington Park Arboretum. We anticipate that the survey will take less than 10 minutes to complete. Please note that all responses will be kept confidential and only used for the purposes of our strategic planning process.

We look forward to hearing your thoughts and ideas on how we can best serve our community and achieve our shared objectives. At the end of the survey, you can enter your email for the chance to win 2 tickets to the September 2 Moon Viewing at the Garden!

We only need one response per person. If you have already participated in this survey, either in person or online, you do not need to complete it again. Thank you for your input!

Visitors

1. How often do you visit the Japanese Garden?
   - Once a week or more
   - 2–3 times a month
   - 4–6 times a year
   - 2–3 times a year
   - Once a year or less
   - I have never visited the Japanese Garden

Introduction

2. Your main reasons for visiting the Japanese garden are to... (please select top three)
   - Appreciate Japanese culture
   - Experience tranquility
   - Enjoy spending time with family and friends
   - See spring flowers or fall color
   - Visit the koi pond
   - Participate in programs
   - Observe Japanese planting and pruning styles
   - Get a little exercise
   - Other (please specify)

3. How did you learn about the Japanese Garden?
   - Online (maps, website, search engine)
   - Social media (Facebook, Instagram, or other)
   - Travel or tourism guidebook
• Friend or family recommendation or word of mouth
• Brochure
• Saw it driving by or during an Arboretum visit
• Live nearby
• Other (please specify)

4. What is your primary mode of transportation for visiting the Japanese Garden?
• Bicycle
• Driving a car
• Ride sharing
• Driving a scooter or motorcycle
• Public transportation (bus, light rail, etc)
• Shared school or camp transportation
• Pedestrian (walk, run, wheelchair)
• Other (please specify)

5. Do you think the experience is good value for the admission price ($10 adult, $6 youth)?
• Yes, good value
• Price seems high versus similar venues
• Price is low versus similar venues

User Experience

6. On days when you visit the Japanese Garden, do you visit the Arboretum as well?
• Yes, always
• Yes, sometimes
• No

7. How interested are you in the following features and amenities being added to the Japanese Garden? (Not at all • Somewhat • Very much)
• Restaurant or café
• Additional parking
• Expansion of garden beyond its current fence
• Expanded entry courtyard
• Additional meeting, classroom, or event space
• Garden/viewing structure
• Gravel/zen garden
• Bonsai display
• Gift store
• Landscape lighting
• to allow for evening visits
• More information on the plants and wildlife at the gardens
• Better entry signage
8. What could improve your experience at the Japanese Garden?

9. Use three words or short phrases to describe the Japanese Garden.

**Programs and Events**

10. Have you ever attended an event at the Japanese Garden? Check all that apply.
   - Tea ceremony
   - Family Saturday
   - Ikebana Demonstration Tours
   - Party (ex: Summer Party, Moon Viewing, etc)
   - Art displays in Tateuchi Community Room
   - Meeting in Tateuchi Community Room
   - No
   - Other (please specify)

11. What programs would you like to see that we don’t currently have?
   - Art displays in the garden
   - Horticulture classes (pruning, bonsai, ikebana)
   - More of existing programs (music, art making, dance, youth and family education)
   - Lectures
   - Music series
   - Photography programs
   - Other (please specify)

12. Would you be interested in a winter holiday light show if it were offered at the Japanese Garden?

   1 = Not Likely at All  •  3 = Neutral  •  5 = Extremely Likely

**The Arboretum at Large**

The following questions are about the full Arboretum.

13. What do you value most about the Arboretum? (check up to 3)
   - Preservation of plant species
   - Education about plants and the environment
   - Wildlife habitat
   - Youth educational programs
   - Recreation space
   - Preservation of local culture and heritage
   - Research
   - Trails
   - Other (please specify)
14. What prevents you from visiting the Arboretum more? (check up to 3)
   • The location isn’t convenient, or I have a hard time getting there
   • There is not much to do there that fits my interests
   • I’m not familiar with what to do there
   • It is not accessible for my needs (language, physical ability)
   • Facilities are lacking (restrooms, food, beverage)
   • I don’t see enough representation of my identity or community there
   • I do not feel safe there
   • Other (please specify)

15. What kinds of programs are you most interested in at the Arboretum? Select all that apply.
   • Plant/horticultural tours
   • Classes on plants and the environment
   • Birding walks
   • Programs for young children (0-4)
   • Programs for elementary aged children (5-11)
   • Programs for middle/high school aged children (12-17)
   • Wellness classes (meditation, walking group)
   • Music or art programs/events
   • Volunteer opportunities
   • Other (please specify)

The North End Parcel

A 28-acre parcel that was used for the staging of material for SR-520 will be returned to the Arboretum in the coming years.

16. Dream Big! This space will include trails and expanded plant collections. What else would you like to see?
   • Café or restaurant
   • Children’s play area
   • Classrooms or other educational facilities
   • Performance space
   • Cultural center or gathering space
   • Improved wetland habitat
   • Meadow or open space
   • Parking Picnic areas
   • Native Washington plants with displays highlighting their cultural importance
   • Public art installations
   • Urban agriculture
   • Waterfront access or activity space
   • Other (please specify)
Non-User Questions

17. What are the main reason(s) you’ve never visited the Seattle Japanese Garden? (Select top 2)
   - I didn’t know it existed
   - The hours don’t work for me (10am–6pm, Tuesday–Saturday)
   - The entrance fee is too expensive (10 adults, $6 youth/seniors)
   - The location is not convenient
   - I don’t feel welcome
   - Not interested
   - Other (please specify)

18. What might encourage you to visit the Japanese Garden?
   - Free entrance day
   - Hours extended into the evening
   - Hours extended to Mondays
   - More information on what is available
   - Better public transportation
   - More parking
   - More events and programs
   - Other (please specify)

19. Is there another public garden you regularly visit?

20. Is there anything else you’d like to share with the Seattle Japanese Garden?

Demographics

21. What is your zip code of residence?

22. What is your age?
   - Under 18
   - 18–34
   - 35–49
   - 50–64
   - 65–84
   - 85 or older

23. With which groups do you identify? (Check all that apply)
   - Black or African American
   - East or Southeast Asian
   - South Asian
   - Hispanic/Latina/x/o
   - Middle Eastern/North African
   - Coast Salish
   - Other Native American/Indian/Native Alaskan
   - Native Hawaiian or Pacific Islander
   - White or Caucasian
   - Prefer not to answer
24. What is your annual household income?
   - Under $25,000
   - $25,000 – $50,000
   - $50,001 – $75,000
   - $75,001 – $100,000
   - $100,001 – $150,000
   - $150,001 – $200,000
   - Over $200,000

Thank you

Thank you for taking our survey! We appreciate your feedback. Please copy/paste this message to share the survey with your friends and network:

Shape the future of the Arboretum! Click here to share your ideas:
www.surveymonkey.com/r/JapaneseGarden2023

25. Would you like to stay in touch? Enter your email address to be added to our project updates distribution list. Your name will automatically be entered into a raffle for 2 tickets to the Moon Viewing on Saturday, Sept 2 at the Garden!

ARBORETUM INTERCEPT SURVEY

Methods

The Arboretum Foundation conducted 212 intercept surveys with general Arboretum users in May and June 2023. The intercept survey included four multiple choice questions, pared down from the full online survey; three questions endeavored to understand the user or user groups’ interests and values associated with the Arboretum and one question asked about users’ hopes for the future 28-acre North End Parcel addition. The intercept survey concluded with five optional demographic questions about the users’ racial identification, zip code, age, and income. User intercept respondents remained anonymous.

The intercept surveys were collected on the morning of Mother’s Day (May 14), in the late morning prior to the first Thursday walking tour (June 1), at the reception after the Arboretum Foundation’s Annual Meeting (June 21), and for a continuous series of days (June 21 to June 27) at varied times (morning, midday, afternoons, and early evenings). The Arboretum Foundation intercepted families participating in the Nature Classes on Thursday, June 22 and Saturday, June 24. They also intercepted parents dropping off and picking up their children at Fiddleheads Forest School (preschool).

Intercept surveying took place at a variety of locations, including along Arboretum Drive E just behind and west of the Visitors Center, at the Visitors Center front entry and in the courtyard, east of the Visitors Center adjacent to the parking lot, at the Lynn Street footbridge, near the intersection of E Foster
Island Drive and Arboretum Drive E, at the southern end of the Arboretum at the intersection of Arboretum Loop Trail and Arboretum Drive E near the Stone Cottage, at the Magnolia Classroom and parking lot #8 along Arboretum Drive E, at the intersection of Azalea Way and Arboretum Loop Trail on the western side of the Arboretum near the parking lot, and near Pat Calvert Greenhouse. Approximately 30 person–hours were devoted to collecting intercept surveys.

The interviewer approached individuals or groups as they passed by, and asked if they were willing to participate in a short survey. The interviewer asked users that were in a group if they would all like to take the intercept survey, or if just one person would like to participate. In most cases, if the users were in a small group or pairing, only one member of the group participated in the intercept survey. Users who were actively jogging or riding a bike were not approached. The intercepting team encountered some users who stated they had already taken the survey online; in which case, the interceptor did not proceed with an intercept survey. Some users also expressed an interest in taking the online survey rather than participating in the intercept survey, in which case those users were given the website link and QR code so that they could complete the full survey online.

Those willing to participate were asked the four main questions, or if they preferred, wrote in their responses to the questions themselves on a printout of the questions. With those who verbally answered the first four questions, their answers were recorded on an individual printout. The demographic questions were filled out on the printout by the participant (and not asked out loud) to protect their privacy.

**Questions**

1. **About how frequently do you visit the Arboretum?**
   - Once a week or more
   - 2–3 times a month
   - Once a month
   - 4–6 times a year
   - 2–3 times a year
   - Once a year or less
   - Other (please specify)

2. **What do you value most about the Arboretum (check up to 3)?**
   - Preservation of plant species
   - Education about plants and the environment
   - Wildlife habitat
   - Youth educational programs
   - Recreation space
   - Preservation of local culture and heritage
   - Research
   - Trails
   - Other (please specify)
3. What would improve your experience at the Arboretum? (Check all that apply)
   - Easier/more parking
   - Easier/better transportation options (other than car)
   - Better/more directional or informational signs and materials
   - Better/more bathrooms
   - Improved ADA accessibility
   - Improved maintenance of plants, planting areas, and trails
   - More places to sit throughout the Arboretum
   - More classes / programs / tours for my interests or schedule
   - Other (please specify)

North-End Parcel: A 28-acre parcel that was used for the staging of material for SR-520 will be returned to the Arboretum in the coming years.

4. Dream big! This space will include trails and expanded plant collections.
   What else would you like to see?
   - Café or restaurant
   - Children’s play areas
   - Classrooms or other educational facilities
   - Performance space
   - Cultural center or gathering space
   - Improved wetland habitat
   - Meadow or open space
   - Parking
   - Picnic areas
   - Native Washington plants with displays highlighting their cultural importance
   - Public art installations
   - Urban agriculture
   - Waterfront access or activity space
   - Other (please specify)

The following demographic questions are intended to help us understand who we have reached (and who we have missed!) with this survey effort. You are welcome to skip any questions you prefer not to answer.

1. With which groups do you identify? (check all that apply)
   - Black or African American
   - East or Southeast Asian
   - South Asian
   - Hispanic/Latina/x/o
   - Middle Eastern/North African
   - Coast Salish
   - Other Native American/Indian/Native Alaskan
   - Native Hawaiian or Pacific Islander
   - White or Caucasian
2. Who do you come with when you visit the Arboretum? (Check all that apply)
   - Come alone
   - With family members
   - With friends
   - With dog

3. What is your zip code of residence?

4. What is your age?
   - Under 18
   - 18–34
   - 35–49
   - 50–64
   - 65–84
   - 85 or older

5. What is your annual household income?
   - Under $25,000
   - $25,000–50,000
   - $50,001–75,000
   - $75,001–100,000
   - $100,001–150,000
   - $150,001–200,000
   - Over $200,000

JAPANESE GARDEN INTERCEPT SURVEY

Methods

The Arboretum Foundation conducted 61 intercept surveys at the Japanese Garden in a similar manner. The Japanese Garden intercept survey included four multiple choice questions, pared down from the full online survey. Three questions asked about the reasons for visiting, interest in the Japanese Garden, and desired programs. The Japanese Garden intercept survey also included the same question as the Arboretum intercept regarding desires for the future 28–acre North End Parcel. The Japanese Garden intercept included four optional demographic questions, including race, zip code, age, and income. See page 80 for the full list of Japanese Garden intercept survey questions asked.

The intercept surveys at the Japanese Garden were collected on the afternoons/evenings of Thursday, July 6 and Friday, July 7. Thursday, from approximately 3 to 6 p.m. July 6 fell on a “Free First Thursday,” so users did not pay admission. The Tanabata Star Festival also took place on July 6 and 7.

Surveying took place just outside the entrance gates of the Japanese Garden,
and users were approached as they exited. Approximately eight person–hours were devoted to collecting these intercept surveys.

Individuals or groups were approached as they passed the interviewer, and asked if they were willing to participate in a short survey. Users that were together in a group were asked if they would all like to take the intercept survey, or if just one person would like to participate. In most cases if the users were in a group, only one member of the group participated in the intercept survey.

Those willing to participate were asked the four main questions, or if they preferred, wrote in their responses to the questions themselves on a printout of the questions. With those who verbally answered the first four questions, their answers were recorded on an individual printout. The demographic questions were filled out on the printout by the participant (and not asked out loud) to protect the privacy of the participant.

Interestingly, users on the Free Thursday were much more willing to participate in the intercept survey. It is suspected that these users may have felt more obligation to participate because they had already been given something (free admission) and felt that they should give back. The Friday Japanese Garden users, who had paid admission, had a very low participation rate when compared to either the Thursday users the general Arboretum users for their participation. Because they had paid a fee for their admission, they may have felt less of an obligation to ‘give back’ further by participating in the intercept survey.

Questions

1. Your main reasons for visiting the Japanese garden are to... (please select top three)
   - Appreciate Japanese culture
   - Experience tranquility
   - Enjoy spending time with family and friends
   - See spring flowers or fall color
   - Visit the koi pond
   - Participate in programs
   - Observe Japanese planting and pruning styles
   - Get a little exercise
   - Other (please specify)

2. How interested are you in the following features and amenities being added to the Japanese Garden?
   - Restaurant or café
   - Additional parking
   - Expansion of garden beyond its current fence
   - Expanded entry courtyard
• Additional meeting/classroom/event space
• Garden/viewing structure
• Gravel/zen garden
• Bonsai display
• Gift store
• Landscape lighting to allow for evening visits
• More information on the plants and wildlife at the gardens
• Better entry signage

3. What programs would you like to see that we don’t currently have?
• Art displays in the garden
• Horticulture classes (pruning, bonsai, ikebana)
• More of existing programs (music, art making, dance, youth and family education)
• Lectures
• Music series
• Photography programs
• Other (please specify)

A 28-acre parcel that was used for the staging of material for SR-520 will be returned to the Arboretum in the coming years.

4. Dream Big! This space will include trails and expanded plant collections. What else would you like to see?
• Café or restaurant
• Children’s play area
• Classrooms or other educational facilities
• Performance space
• Cultural center or gathering space
• Improved wetland habitat
• Meadow or open space
• Parking
• Picnic areas
• Native Washington plants with displays highlighting their cultural importance
• Public art installations
• Urban agriculture
• Waterfront access or activity space
• Other (please specify)

The following demographic questions are intended to help us understand who we have reached (and who we have missed!) with this survey effort. You are welcome to skip any questions you prefer not to answer.

1. With which groups do you identify? (check all that apply)
• Black or African American
• East or Southeast Asian
• South Asian
• Hispanic/Latina/x/o
• Middle Eastern/North African
• Coast Salish
• Other Native American/Indian/Native Alaskan
• Native Hawaiian or Pacific Islander
• White or Caucasian
• Prefer not to answer

2. What is your zip code of residence?

3. What is your age?
   • Under 18
   • 18–34
   • 35–49
   • 50–64
   • 65–84
   • 85 or older

4. What is your annual household income?
   • Under $25,000
   • $25,000–50,000
   • $50,001–75,000
   • $75,001–100,000
   • $100,001–150,000
   • $150,001–200,000
   • Over $200,000
Non-User Engagement

COMMUNITY SURVEY

Questions

Arboretum Non-users

1. For this survey, Arboretum users include anyone who has visited the Arboretum or Japanese Garden and/or attended programs, classes and events offered by the University of Washington Botanic Gardens and Arboretum Foundation, regardless of location, in the past 3 years. This includes Miller Library, Hyde Herbarium and classes and programs at the Center for Urban Horticulture. Visits to the Center for Urban Horticulture not associated with UW Botanic Gardens programs and classes are excluded from this survey.

   Based on this definition, would you consider yourself an Arboretum user? (Non-users will still take the survey)
   - Yes, I am an Arboretum user
   - No, I am not an Arboretum user

2. What kind of services would you be interested in at the Arboretum? Check all that apply.
   - Restaurant/café
   - Rentable event space
   - Ticketed concerts/events
   - Additional educational classes for adults
   - Additional classes/camps for children
   - Other (please specify)

3. What reasons keep you from visiting Arboretum more? (Check up to 3)
   - The location is not convenient
   - I’m not familiar with what it others
   - I don’t feel welcome/it’s not my kind of place
   - Another park fits my needs better
   - There is not much to do there that fits my interests
   - Other (please specify)

4. How interested are you in the following features and amenities? (Not at all • Somewhat • Very much)
   - Boat and kayak rental
   - Children’s play spaces
   - Natural native plant habitat
   - Nature trails
• Informational/interpretive signage
• Program and activity space
• Public art
• Public meeting space
• Special plant collection (like the Japanese Garden)

**Open-Ended**

5. Tell us what might make you visit the Arboretum more (open ended)

6. Anything else you would like to share with the Arboretum? (Open-ended)

**Programs**

7. What kinds of programs are you most interested in and would consider attending if they were offered by the Arboretum? Check all that apply.
   • Plant/horticulture tours
   • Gardening classes
   • Birding walks
   • Programs for young children (0–4)
   • Programs for elementary aged children (5–11)
   • Programs for middle/high school aged children (12–17)
   • Wellness classes (meditation, walking group)
   • Cultural programs/events (music, art)
   • Volunteer opportunities
   • Other (please specify)

**Japanese Garden**

8. Are you aware of the Japanese Garden at the Arboretum?
   • Yes
   • No

9. On average, how often do you visit the Seattle Japanese Garden?
   • More than once a week
   • Once a week
   • A few times a month
   • A few times a year
   • Once a year
   • I have visited the Seattle Japanese Garden in the past, but have not visited it in a while
   • I have never visited the Seattle Japanese Garden
North-End Parcel

A 28-acre parcel that was used for the staging of material for SR-520 will be returned to the Arboretum in the coming years.

10. Dream big! This space will include trails and expanded plant collections. What else would you like to see?
   - Café or restaurant
   - Children’s play areas
   - Classrooms or other educational facilities
   - Performance space
   - Cultural center or gathering space
   - Improved wetland habitat
   - Meadow or open space
   - Parking Picnic areas
   - Native Washington plants with displays highlighting their cultural importance
   - Public art installations
   - Urban agriculture
   - Waterfront access or activity space
   - Other (please specify)

Group Identities

The following demographic questions are intended to help us understand who we have reached (and who we have missed!) with this survey effort. You are welcome to skip any questions you prefer not to answer.

11. With which groups do you identify? (Check all that apply)
   - Black or African American
   - East or Southeast Asian
   - South Asian
   - Hispanic/Latina/x/o
   - Middle Eastern/North African
   - Coast Salish
   - Other Native American/Indian/Native Alaskan
   - Native Hawaiian or Pacific Islander
   - White or Caucasian
   - Prefer not to answer

12. Who do you come with when you visit the Arboretum? (Check all that apply)
   - Come alone
   - With family members
   - With friends
   - With dog

13. What is your zip code of residence?
14. What is your age?
   • Under 18
   • 18–34
   • 35–49
   • 50–64
   • 65–84
   • 85 or older

15. What is your annual household income?
   • Under $25,000
   • $25,000 – $50,000
   • $50,001 – $75,000
   • $75,001 – $100,000
   • $100,001 – $150,000
   • $150,001 – $200,000
   • Over $200,000

Thank you

Thank you for taking our survey! We appreciate your feedback. Please copy/paste this message to share the survey with your friends and network: Shape the future of the Arboretum! Click here to share your ideas: www.surveymonkey.com/r/arboretum2023

Interested in the Seattle Japanese Garden? We’d love to hear from you again! Take the Japanese Garden- specific survey at www.surveymonkey.com/r/JapaneseGarden2023

16. Would you like to stay in touch? Enter your email address to be added to our project updates distribution list. Your name will automatically be entered into a raffle for a $100 gift card to the Arboretum gift shop!
   • Email Address
INTERVIEWS CONDUCTED

<table>
<thead>
<tr>
<th>DATE</th>
<th>ORGANIZATION</th>
<th>INTERVIEWEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/13/23</td>
<td>South Park Senior Center</td>
<td>Charles Bontemps</td>
</tr>
<tr>
<td>7/18/23</td>
<td>YMCA—Earth Service Corps</td>
<td>Chelsey Wheeler</td>
</tr>
<tr>
<td>7/26/23</td>
<td>Estelita’s Library</td>
<td>Kaleb Germinaro</td>
</tr>
<tr>
<td>7/27/23</td>
<td>Outdoors for All Foundation</td>
<td>Taylor Moseley</td>
</tr>
<tr>
<td>7/28/23</td>
<td>National Federation of the Blind Seattle Chapter</td>
<td>Marci Carpenter</td>
</tr>
<tr>
<td>7/31/23</td>
<td>Central Area Collaborative</td>
<td>Dennis Comer</td>
</tr>
<tr>
<td>8/4/23</td>
<td>Lambert House</td>
<td>Brandon Knox</td>
</tr>
<tr>
<td>8/10/23</td>
<td>Highline School District</td>
<td>Nikki Fogerty</td>
</tr>
<tr>
<td>8/10/23</td>
<td>International Drop-in Center (IDIC)</td>
<td>Lanvin Andres</td>
</tr>
<tr>
<td>8/17/23</td>
<td>Legacy of Equality Leadership and Organizing</td>
<td>Ricardo Ortega</td>
</tr>
<tr>
<td>8/9/23</td>
<td>Nurturing Roots</td>
<td>Nyema Clark</td>
</tr>
<tr>
<td>8/8/23</td>
<td>Medhane-Alem Church</td>
<td>Pastor Ephraim</td>
</tr>
<tr>
<td>8/14/23</td>
<td>Black Star Farmers</td>
<td>Misty Dawn</td>
</tr>
</tbody>
</table>

Questions

1. What would make a green space in Seattle feel welcoming to you and your community?
2. What bring you joy in the outdoors?
3. Think of your favorite outdoor space. Where is it? What do you love most about it?
4. Have you ever visited the Arboretum and/or Japanese Garden?
   - If yes, What can you tell us about either or both places? Why do you visit?
   - If no, Have you ever considered doing so? Why or why not?
5. What prevents or discourages you and/or your community from visiting?
6. What might encourage or entice you and your community to visit?
7. What kinds of events, classes, or other programming would you be interested in attending?
8. When you attend a large outdoor music event, what elements are essential for your comfort?
9. What are some of your community’s values, needs, and priorities regarding parks and green or open spaces?
10. How do you think your community might like their values reflected by the Arboretum?
11. A 28-acre parcel that was used for the construction of SR-520 will be returned to the Arboretum in the coming years. This space will include trails and expanded plant collections. What else would you like to see here?
12. From your perspective, how can the Arboretum become a more inclusive space?
13. In your opinion, how can the Arboretum most appropriately recognize the Coast Salish as the original inhabitants of this land?
14. How would your community most like to be engaged for any future outreach the Arboretum conducts? Would you be interested in receiving a modest grant to engage on this topic within your community?
15. Are there any other organizations or individuals you think we should interview?
16. If I send you a graphic and a link to our online survey would you be willing to include them in an email or newsletter to those your serve or represent?

FOCUS GROUPS HOSTED

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/28/23</td>
<td>5:30–8 pm</td>
<td>South Park Senior Center</td>
</tr>
<tr>
<td>8/11/23</td>
<td>5:30–8 pm</td>
<td>Seattle Indigenous Youth Arts &amp; Performance</td>
</tr>
<tr>
<td>8/15/23</td>
<td>6–8 pm</td>
<td>Beacon Food Forest</td>
</tr>
</tbody>
</table>

TABLING AT COMMUNITY EVENTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>ENGAGEMENT EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/14</td>
<td>Mother’s Day on Azalea Way</td>
<td>Washington Park Arboretum</td>
</tr>
<tr>
<td>6/19</td>
<td>Juneteenth Celebration</td>
<td>Northwest African American Museum</td>
</tr>
<tr>
<td>6/24</td>
<td>Juneteenth Celebration</td>
<td>Othello Playground</td>
</tr>
<tr>
<td>7/6+7/7</td>
<td>Tanabata Festival</td>
<td>Washington Park Arboretum</td>
</tr>
<tr>
<td>7/13</td>
<td>JamFest</td>
<td>Chinatown-International District</td>
</tr>
<tr>
<td>7/15</td>
<td>Bon Odori Festival</td>
<td>Seattle Betsuin Buddhist Temple</td>
</tr>
</tbody>
</table>
Getting the Word Out

Opportunities to engage were advertised through social media, community partners, news releases, community blogs and newsletters. A summary of these efforts is below.

TYPE: I = Internal • E = External
SURVEY: A = Arboretum • JG = Japanese Garden

<table>
<thead>
<tr>
<th>PLATFORM/AUDIENCE</th>
<th>TYPE</th>
<th>DATE</th>
<th>METHOD</th>
<th>SURVEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation Website</td>
<td>I</td>
<td>5/11/23</td>
<td>Website Update</td>
<td>A, JG</td>
</tr>
<tr>
<td>UWBG Website</td>
<td>I</td>
<td>6/1/23</td>
<td>Website Update</td>
<td>A, JG</td>
</tr>
<tr>
<td>Montlake Community Club</td>
<td>E</td>
<td></td>
<td>Website Post</td>
<td>A, JG</td>
</tr>
<tr>
<td>Arboretum Foundation Contact List</td>
<td>I</td>
<td>5/30/23, 8/4/23</td>
<td>Email List</td>
<td>A, JG</td>
</tr>
<tr>
<td>Japanese Garden ENews</td>
<td>I</td>
<td>7/26/23</td>
<td>Email List</td>
<td>JG</td>
</tr>
<tr>
<td>Pat Calvert Volunteers</td>
<td>I</td>
<td>6/2/23</td>
<td>Email List</td>
<td>A</td>
</tr>
<tr>
<td>Plant Donations Volunteers</td>
<td>I</td>
<td>6/2/23</td>
<td>Email List</td>
<td>A</td>
</tr>
<tr>
<td>Garden Stewards Volunteers</td>
<td>I</td>
<td>6/2/23</td>
<td>Email List</td>
<td>A</td>
</tr>
<tr>
<td>Gift Shop Volunteers</td>
<td>I</td>
<td>6/2/23</td>
<td>Email List</td>
<td>A</td>
</tr>
<tr>
<td>Earth Day Participants</td>
<td>I</td>
<td>6/2/23</td>
<td>Email List</td>
<td>A</td>
</tr>
<tr>
<td>Fiddlehead Families</td>
<td>I</td>
<td>6/2/23, 6/9/23</td>
<td>Email List</td>
<td>A</td>
</tr>
<tr>
<td>Youth Program Lists</td>
<td>I</td>
<td>7/10/23, 7/24/23</td>
<td>Email List</td>
<td>A, JG</td>
</tr>
<tr>
<td>Events and Weddings List</td>
<td>I</td>
<td>7/24–28/23</td>
<td>Email List</td>
<td>A, JG</td>
</tr>
<tr>
<td>Environmental Professionals of Color</td>
<td>E</td>
<td>7/26/23</td>
<td>Email List</td>
<td>A, JG</td>
</tr>
<tr>
<td>Dirt Corps</td>
<td>E</td>
<td></td>
<td>Email</td>
<td>A</td>
</tr>
<tr>
<td>Duwamish Alive Coalition</td>
<td>E</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Groups</td>
<td>I</td>
<td>7/26/23</td>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>SPR/JG Members</td>
<td>I</td>
<td></td>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>PlantAmnesty</td>
<td>E</td>
<td></td>
<td>Social Media</td>
<td></td>
</tr>
<tr>
<td>WSDOT Weekly Updates</td>
<td>E</td>
<td></td>
<td></td>
<td>AS</td>
</tr>
<tr>
<td>EFlora Newsletter</td>
<td>I</td>
<td>5/30/23, 6/30/23</td>
<td>Newsletter</td>
<td>A</td>
</tr>
<tr>
<td>UW Today Email Newsletter</td>
<td>I</td>
<td>6/14/23</td>
<td>Newsletter</td>
<td>A</td>
</tr>
<tr>
<td>Foundation ENews</td>
<td>I</td>
<td>May, June, July</td>
<td>Newsletter</td>
<td>A</td>
</tr>
<tr>
<td>Arboretum Foundation Social Media</td>
<td>I</td>
<td>6/3/23, 6/14/23, 7/7/23, 8/4/23</td>
<td>Instagram Facebook</td>
<td>A, JG</td>
</tr>
<tr>
<td>UW Instagram</td>
<td>I</td>
<td>6/1/23</td>
<td>Instagram</td>
<td>A</td>
</tr>
<tr>
<td>UW Botanic Gardens Facebook Page</td>
<td>I</td>
<td>6/9–7/31/23</td>
<td>Facebook</td>
<td>A</td>
</tr>
<tr>
<td>PLATFORM/AUDIENCE</td>
<td>TYPE</td>
<td>DATE</td>
<td>METHOD</td>
<td>SURVEY</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>------</td>
<td>------------</td>
<td>----------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>WSDOT Social Media</td>
<td>E</td>
<td></td>
<td>Social Media</td>
<td></td>
</tr>
<tr>
<td>Northwest Horticultural Society Social Media</td>
<td>E</td>
<td></td>
<td>Social Media</td>
<td></td>
</tr>
<tr>
<td>Puget Sound Public Gardens</td>
<td>E</td>
<td></td>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Directors Roundtable</td>
<td>E</td>
<td>7/13/23</td>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Seattle Parks and Rec</td>
<td>E</td>
<td></td>
<td>Social Media</td>
<td></td>
</tr>
<tr>
<td>Seattle Gay News</td>
<td>E</td>
<td></td>
<td>Press Release</td>
<td></td>
</tr>
<tr>
<td>Birds Connect Seattle</td>
<td>E</td>
<td></td>
<td>E-news</td>
<td></td>
</tr>
<tr>
<td>NextDoor</td>
<td>E</td>
<td></td>
<td>Post</td>
<td></td>
</tr>
<tr>
<td>Friends of Seattle Olmsted Parks</td>
<td>E</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capitol Hill Blog</td>
<td>E</td>
<td>6/2/23</td>
<td>Press Release</td>
<td></td>
</tr>
<tr>
<td>Madison Park Times</td>
<td>E</td>
<td>7/20/23</td>
<td>Press Release</td>
<td>A, JG</td>
</tr>
<tr>
<td>Seattle Times</td>
<td>E</td>
<td>7/13–20/23</td>
<td>Advertisement</td>
<td></td>
</tr>
<tr>
<td>NPR Community Service</td>
<td>E</td>
<td>6/12/23</td>
<td>Advertisement</td>
<td></td>
</tr>
<tr>
<td>North American Post</td>
<td>E</td>
<td>7/28/23</td>
<td>Advertisement</td>
<td></td>
</tr>
<tr>
<td>South Seattle Emerald</td>
<td>E</td>
<td>7/28/23</td>
<td>Advertisement</td>
<td></td>
</tr>
<tr>
<td>Japanese Cultural &amp; Community Center of WA + Japanese in Seattle! Facebook Groups</td>
<td>E</td>
<td>7/21/23</td>
<td>Facebook Post</td>
<td></td>
</tr>
<tr>
<td>Japanese Presbyterian Church</td>
<td>E</td>
<td>8/8/23</td>
<td>Social Media Message</td>
<td></td>
</tr>
</tbody>
</table>