

5K Walk N'Run 2019

Participant Survey



White Center
Community Development Association

MAY 30, 2019

Summary

A total of 283 individuals – 136 adults and 147 youth – were registered to participate in the White Center 5K Walk N’ Run on March 30th, 2019. Thirty-three children participated in the first Kid’s Superhero Fun Run.

The survey was open from April 3rd to April 10th, 2019. An email invite was sent to 146 pre-registered individuals. A total of 85 (58.2%) of the invitation emails were opened, 59 (40.4%) were unopened, and 0 (0%) bounced back. Out of the 146 email invites, 42 individuals responded (28.8%) to the survey.

The survey link was also sent out in the WCCDA newsletter and posted on Facebook on April 3rd. Five individuals used this link to complete the survey.

In total, 47 people completed the survey. The overall feedback was positive and supportive. Of those who completed the survey:

- About a third were White Center residents
- Over half were 1st timers to the White Center 5K
- Most people heard about the event through friends/families and WCCDA
- All will “likely” or “most likely” recommend this event
- All reported enjoying the event, mostly for how the event was supporting community, community-oriented, and family friendly
- Some reported issues with registration, the 5K route and way finding of the route, music and sound, and lack of directions and event information, etc.
- Some provided suggestions for ways to increase the organization of the event/processes and increase community participation

Partners & Sponsors

FEEST

HealthPoint

King County

Molina Healthcare

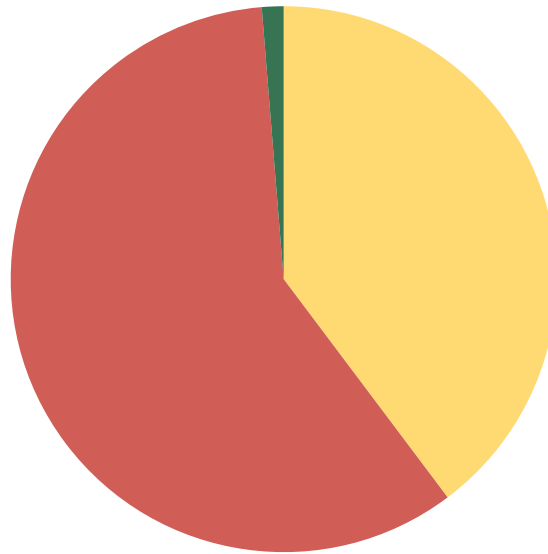
Rotary Burien/White Center

Verity Credit Union

White Center Food Bank

YES! Foundation

Do you live in White Center?

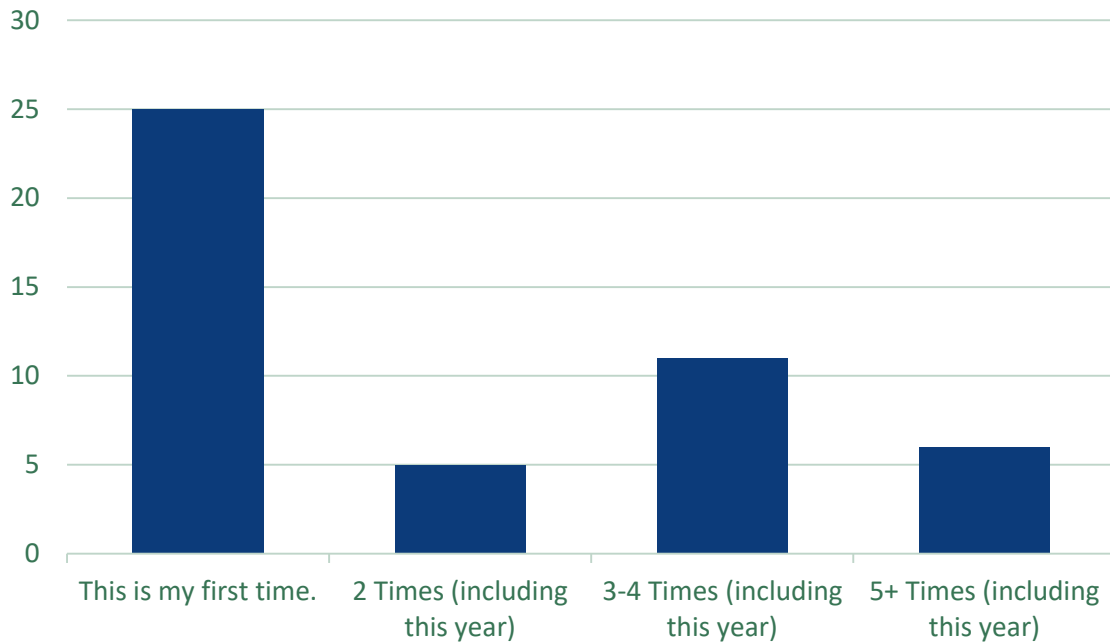


■ Yes ■ No ■ Skipped

	Responses	
Yes	32.61%	15
No	67.39%	31
	Answered	46
	Skipped	1

“Seeing so many happy families out! Diverse people engaging with each other!”

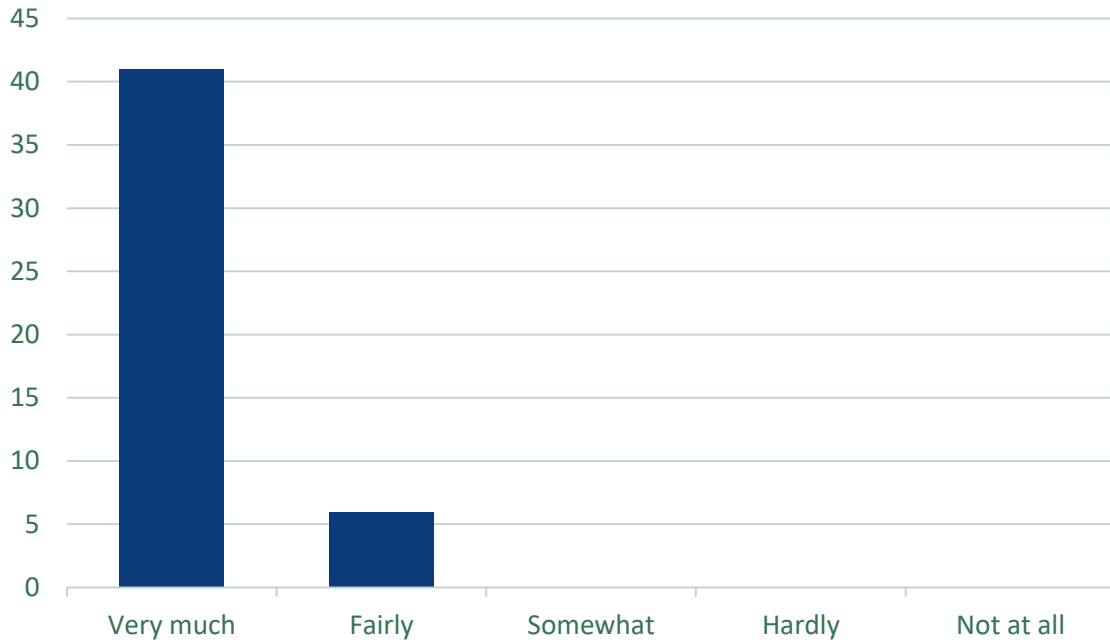
How many times have you participated in the White Center 5K Walk N' Run?



	Responses	
This is my first time.	53.19%	25
2 Times (including this year)	10.64%	5
3-4 Times (including this year)	23.40%	11
5+ Times (including this year)	12.77%	6
	Answered	47

“it brought members of the community together”

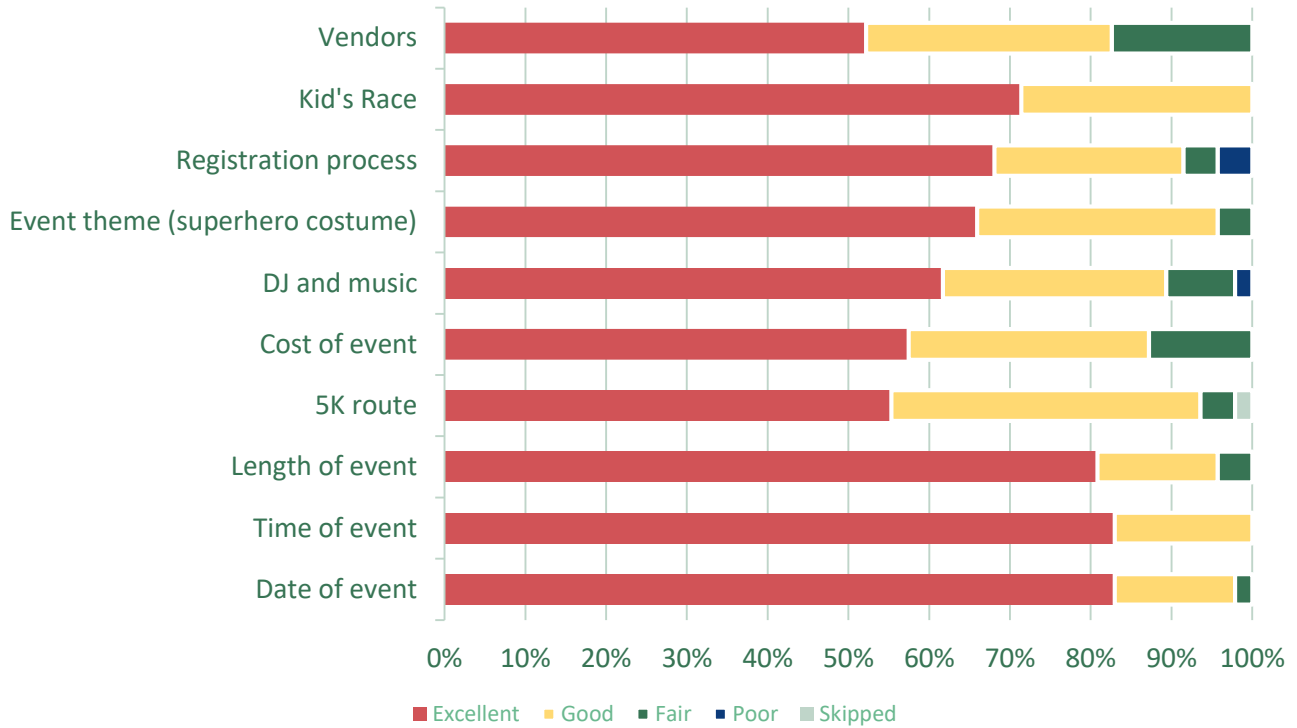
Overall, how much did you enjoy the White Center 5K this year?



	Responses	
Very much	87.23%	41
Fairly	12.77%	6
Somewhat	0.00%	0
Hardly	0.00%	0
Not at all	0.00%	0
	Answered	47

“Great work! Loved this run!!”

Please rate the following aspects of the White Center 5K:



	Excellent		Good		Fair		Poor		Total	Weighted Average
Date of event	82.98%	39	14.89%	7	2.13%	1	0.00%	0	47	1.19
Time of event	82.98%	39	17.02%	8	0.00%	0	0.00%	0	47	1.17
Length of event	80.85%	38	14.89%	7	4.26%	2	0.00%	0	47	1.23
5K route	56.52%	26	39.13%	18	4.35%	2	0.00%	0	46	1.48
Cost of event	57.45%	27	29.79%	14	12.77%	6	0.00%	0	47	1.55
DJ and music	61.70%	29	27.66%	13	8.51%	4	2.13%	1	47	1.51
Event theme	65.96%	31	29.79%	14	4.26%	2	0.00%	0	47	1.38
Registration process	68.09%	32	23.40%	11	4.26%	2	4.26%	2	47	1.45
Kid's Race	71.43%	30	28.57%	12	0.00%	0	0.00%	0	42	1.29
Vendors	52.17%	24	30.43%	14	17.39%	8	0.00%	0	46	1.65
									Answered	47

What did you like most about this event?

42 Responses	
Community	The diversity of participants and the DJing and the costumes!
Every thing!!	The race was well organized, the weather was perfect and I was able to see a different part of white center.
Interesting walk route	I enjoyed that it was 100% family friendly.
I like that it promotes and benefits the White Center community. Also the 5k route is well designed.	The T shirt
The community and the charity it was for.	The time of the race and the debut of the Kid's Run!
Benefits my community	Small community feel.
Just like to show up and support my friend Pat Thompson and the great work she does within the White Center Community! I don't even run, but I do once a year...for Pat!	Costumes, especially for the kids
supporting white center cda	Community and family building
The weather was amazing! Not as cold as other years	it brought members of the community together
Everything! The weather was great	Really appreciated that it was chip timed this year. Thank you.
There can't be one thing! The attitude of support and positivity, the group warm-up that got people together, the costumes, the different start categories. It was really all great!!	Walking and chatting with a friend that made the walk enjoyable and it seem the time moved faster although we were the last to complete the "race"
family friendly	I liked the course. It was challenging
The community focus of event	the people
Fun vibe	The route through the neighborhood and all the waving volunteers pointing the directions along the route!
The general spirit, loved the masks for the kids, great causes!!	That it feels small! Like a small town event. Love it! And the Dj!
Superheroes. The community running/walking together.	Seeing so many happy families out! Diverse people engaging with each other!
Being in White Center	Good course. Family atmosphere. It was representative of the community. I also enjoyed the Duwamish blessing at the beginning.
Seeing old and new friends	The grass roots/community feel of it.
community event with funds raised staying in the community. Also loved the cheer teens throughout the run.	A beautiful day and a lovely route.
Seeing all my neighbors and all the diversity of where I live!	The entrance fee supports programs in the community.
Very positive, community event. Loved the DJ and everyone who spoke	Kid-friendly, inclusive and laid-back attitude, and a chance to hear from local organizations.

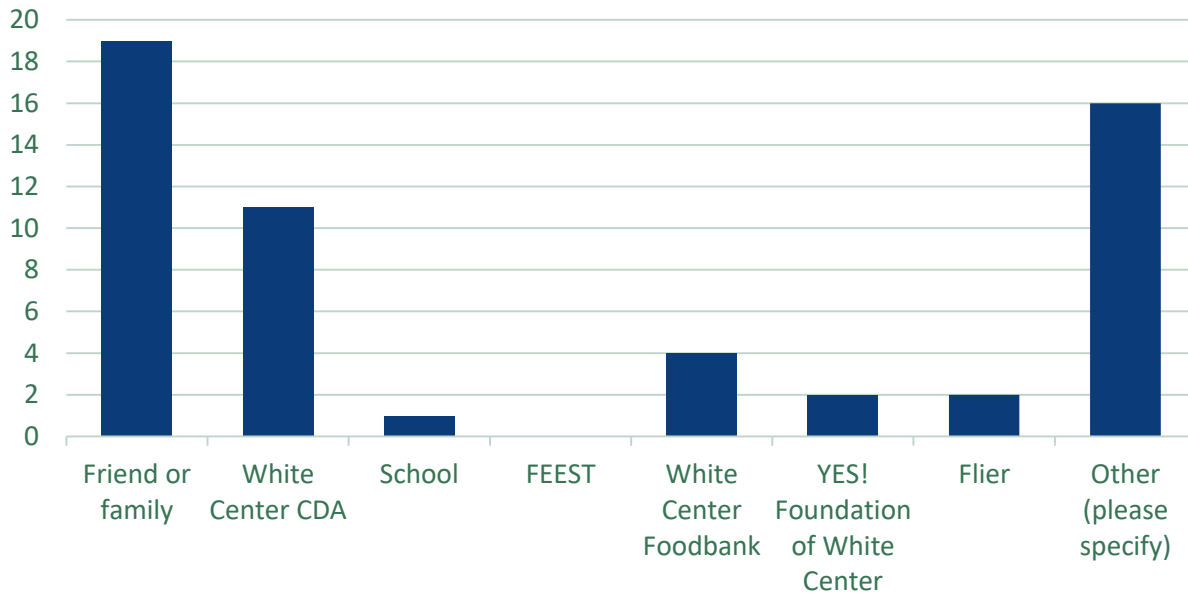
What did you like least about this event?

37 Responses	
Little confusing as to the start.	n/a
The event needs to be better promoted. Many of our friends & neighbors didn't know about it. Also, the weather this year was great but it can be cold. Suggest moving it to May or June if possible.	Nothing
The incorrect information. Event on fb said it started at 8am. It didn't start till later. There was no time shown on the email sent out either to confirm. Just need to fix for next time please	The entertainment and awards were pretty early for the walkers to participate in.
Parking	Registration process was complicated for some participants who were trying to register multiple participants at once. I ended up putting it off until the day of.
N/A	that I couldn't find my results
That fewer people participated than last year.	Nothing
The second to last turn was confusing. I saw a booth next to the school next to the roundabout and realized we need to go there, but I wouldn't know that I need to go there if I didn't see that booth	Wished for more vendors
There is literally nothing I can think of that I didn't like!	most people seemed to leave after the run. Would have been nice to have more social events following the run.
The music was too loud	Just want to make sure it is a true 5k - was it perhaps short by just a little bit?
Nothing. Great event.	Running of 4th ave with a stroller, though it really wasn't that bad.
The route is the same every year.	No concerns
Nothing	music was too loud for kids
Nothing. I loved it all	It was hard to find information pre-event: schedule, route map, parking map, etc.
Females over 60 did not have their own category in the results. I was listed as a male over 60.	Can't think of anything!
getting up early!	It was all great.
Nothing	Music
No details given about the kids race besides event time. No way to select quantity of t shirt sizes during registration.	The PA was entirely too loud. It was hard to meet and greet other participant and the vendors because the music was so loud.
I had a difficult time finding where to register online. I had been told when it was happening but didn't know the website. I searched for quite awhile and then found it by accident.	It would have been nice to know the race route ahead of time.
At first I did not know where to check in pick up my number and T-shirt. There were no clear or big signs as there were in previous events. It seemed kind of	disorganized. Some of the vendors did not have clear signs as well.

Do you have any suggestions for improvement?

28 Responses
Loved the shirt. I realize it is small and a very important cause. Will still come.
I would give people the option of paying more to receive a medal like some races do. But overall a great event.
Make sure the time information is correct
Everything overall was good
Not really...
there was one turn by the roundabout that people kept missing, maybe have a volunteer there to direct people
Further advertising. I didn't see it on the White Center Facebook page at all in the weeks leading up.
None
There were condoms along the route. I also miss the discount businesses afterwards. There also was not much notification about when and where the race was going to be except on the Facebook page, an email notification would have been nice.
More Vendors / local Tables
Keep it up. I liked in previous years coupons for local businesses
Include a description of the kids race on registration site. Allow registrants to select number of shirts.
More organization for interaction/meeting other people. Maybe activities to do at the booths or some kind of ice-breaker activity to encourage people to talk and socialize before/after the race.
Better advertising! E-mailing people who have registered in the past would be good too.
Yes: 1. There must be clear signs!! Where to check in. Where to get water and snacks.
no
Just keep doing it.
Same as above - having race route ahead of time would have been lovely! It was great that you had water - I think people would have liked knowing that ahead of time as well!
N/A
Registration and sign in we're not well identified needed a big sign
Smoothing out registration process and revisit the planning of the Kids' Race since it was awesome, and has potential to be awesome-er
A medal instead of a shirt.
No
More vendors- but I'm sure you guys tried and got as many as you could.
More social events following the run. Provide opportunities for participants to get involved in community volunteering, etc.
See above
It's rare to get together as a community like that. Beyond participating in warmups and everything else, would be interesting if there was some sort of dynamic to encourage people to engage and meet their neighbors and such - talk to strangers! :)
A beer garden and music after?!??

How did you hear about this event?



Others specified

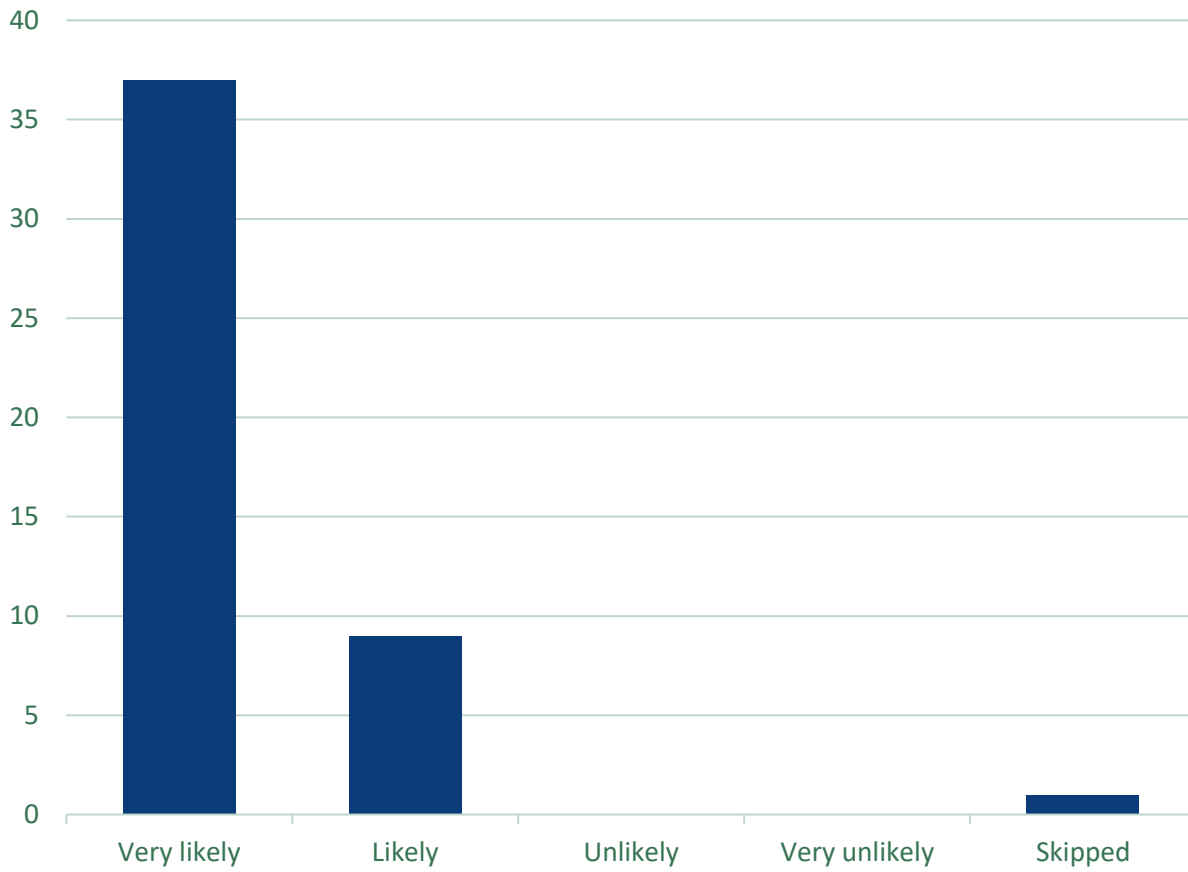
On some walking lists	Facebook and email from Aaron Garcia
Social media	I saw a poster at Dubsea coffee
Pat Thompson	Internet search
I work in Greenbridge	Facebook
TAF	Dao Tran
https://runningintheusa.com/race/list/wa/	E
Sloth Around Community Acupuncture	Race sites
Facebook	facebook event suggestion

Answer Choices	Responses	
Friend or family	40.43%	19
White Center CDA	23.40%	11
School	2.13%	1
FEEST	0.00%	0
White Center Foodbank	8.51%	4
YES! Foundation of White Center	4.26%	2
Flier	4.26%	2
Other (please specify)	34.04%	16
	Answered	47

Do you have any recommendations for making the White Center 5K more accessible to other people in the community? (If yes, please let us know here)

25 Responses
Not at this time
Having it later in the spring, better advertising and marketing.
Na
No
No, not really
Maybe food vendors would attract more people, even if they didn't run.
Perhaps a shorter than 5K route that is a fun walk versus the walk / run?
No
Getting the word out more
More advertising? My cousin who lives in White Center had not heard about it. I live in Burien.
Some fliers up in neighborhoods.
Im not sure if you sent flyers out to the schools through peach jar, but that m8ght get more families.
?
Advertise at supermarkets, public library, restaurants. I did not see any posters around Burien where I live. Maybe: set up a table outside Fred Meyers, Trader Joe's, Safeway, Saars, Grocery Outlet, Dollar Store, The libraries in White Center and Burien. All with Fliers promoting the 5K. Offer incentives like ribbons or medals for the first runner and walker to finish, the oldest participant, the youngest walking participant, etc. it does entail a lot of work; but it may bring in more participants! I noted that this year there were fewer people in previous years.
no.
I don't use Facebook so I had to search for the date. I had no idea it was happening again til my curiosity made me look.
Posters around WC
No
Connecting with different ethnic group gathering spaces to promote the event and make the space welcoming to them in different languages and vendors that may be of interest to different ethnic groups marketing!
No
no recommendations
Not sure! I live close by in South Delridge. I thought it was pretty accessible and diverse by most standards - good job.
Probably cost. Maybe have sponsors for individuals
Advertise more in schools.

How likely are you to recommend this event to a friend?



Answer Choices	Responses	
	Very likely	80.43%
Likely	19.57%	9
Unlikely	0.00%	0
Very unlikely	0.00%	0
	Answered	46
	Skipped	1

Other comments

16 Responses

All good

Thank you SO MUCH! It was a great event!

Thank you so much! Great job, great hosts/emcees

The awards ceremony took too long to start.

Thanks

Thanks to all the volunteers and police help!

I live in Westwood neighborhood, a neighbor to White Center.

Thanks! Awesome event

Thank you for a wonderful event.

Just do more advertising and offer other perks!

The T-shirt was pretty sweet.

Thank you! Fun community centered event. I really enjoyed myself.

Great work! Loved this run!!

great event, thank you!

Good job

Love white center and this is my favorite event!

