2015 Parks and Recreation Needs Assessment Survey

# Recreation, Parks, and Cultural Activities

November 2015



# **Overview of Survey**

- Questions on full range of usage, satisfaction, needs, unmet needs and priorities issues
- Questions based on 2002, 2011 & 2013 survey and new 2015 Topics
- Goal of Completing 600 surveys. Results are statistically accurate with a 95% level of confidence with a margin of error of +/-3.3%
- Representative of City's demographics and geography

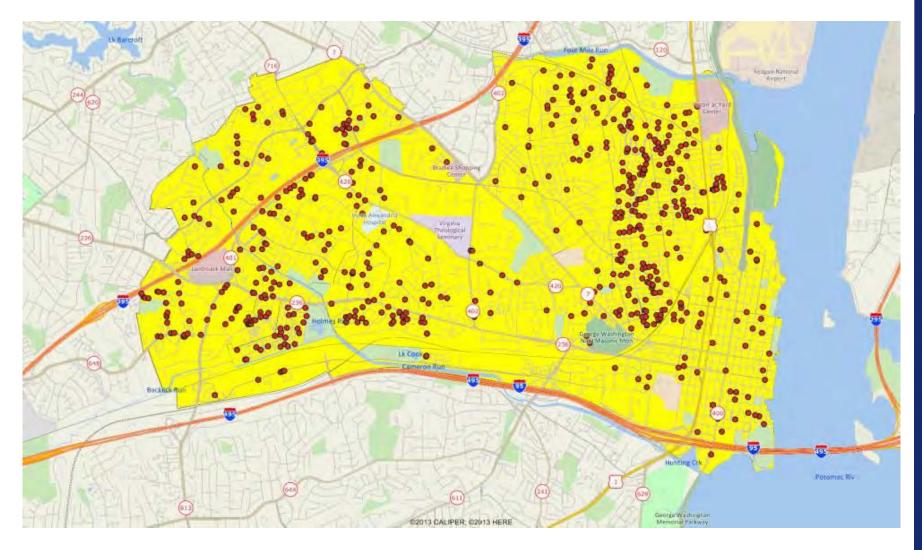


# What does this mean for the future of Alexandria and RPCA?

- The City is striving to link its strategic goals to performance measures
- The Needs Assessment helps RPCA measure if it is meeting the needs and expectations of City residents.
- Information derived from satisfaction and need questions in the survey directly relate to the following City's goals:
  - All residents experience good physical, mental, social and spiritual health by,
    - Improving City residents' overall health
    - Reducing City residents' incidents of preventable diseases
  - All residents have meaningful and fulfilling lives by,
    - Improving the quality of residents' leisure time
    - Ensure all children and youth thrive and succeed



# **Location of Survey Respondents**

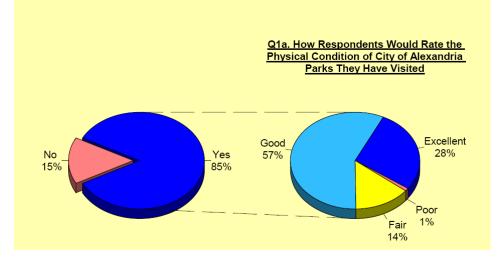




# **Usage of Parks is High**

#### Q1. Have Respondent Households Visited Any City of Alexandria Parks During the Past 12 Months

by percentage of respondents who have visited parks

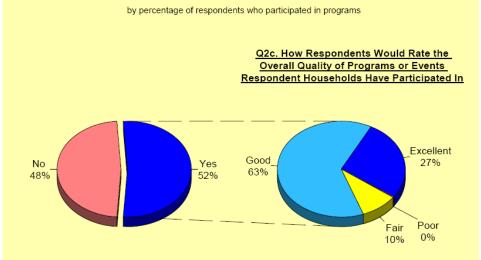


|   | National Average | Alexandria2015 | Alexandria 2013 | Alexandria 2011 |
|---|------------------|----------------|-----------------|-----------------|
| as your household visited any City/County/Park<br>strict <u>parks</u> over the past year? |                  |                |                 |                 |
| Yes   | 79%              | 85%            | 82%             | 85%             |
| No  | 21%              | 15%            | 18%             | 15%             |
|   |                  |                |                 |                 |
| w would you rate the quality of all the <u>parks</u><br>u've visited?                     |                  |                |                 |                 |
| Excellent   | 31%              | 28%            | 23%             | 23%             |
| Good  | 54%              | 57%            | 61%             | 63%             |
| Fair  | 12%              | 14%            | 15%             | 13%             |
| Poor  | 2%               | 1%             | 1%              | 1%              |
|   |                  |                |                 |                 |



### **Rating of Programs**

#### Q2. Have Respondent Households Participated in and/or Attended Any Programs Offered by the City of Alexandria During the Past 12 Months

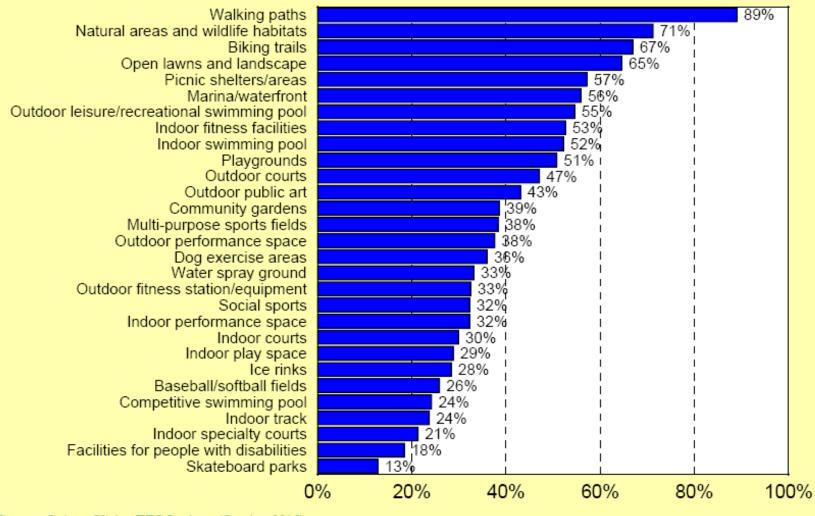


|   | National Average | Alexandria2015 | Alexandria 2013 | Alexandria 2011 |
|---|------------------|----------------|-----------------|-----------------|
| Has your household participated in<br>City/County/Park District recreation <u>programs</u><br>during the past year? |                  |                |                 |                 |
| Yes   | 34%              | 52%            | 48%             | 46%             |
| No  | 66%              | 48%            | 52%             | 54%             |
| How would you rate the quality of all the recreation<br>programs you've participated in?                            |                  |                |                 |                 |
| Excellent   | 35%              | 27%            | 33%             | 30%             |
| Good  | 53%              | 63%            | 60%             | 60%             |
| Fair  | 10%              | 10%            | 8%              | 9%              |
| Poor  | 2%               | 0%             | 0%              | 1%              |



# Q8. Parks and Recreation Facilities That Households Have a Need For

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October 2015)



# Q8. How Well Parks and Recreation Facilities in Alexandria Meet the Needs of Households

by percentage of respondents with a need for parks/facilities

| Playgrounds   | 37%                | 0                |                   | 6                   | 17%               |                   |
|---|--------------------|------------------|-------------------|---------------------|-------------------|-------------------|
| Walking paths   | 30%                |                  | 42%               |                     | <b>21%</b>        |                   |
| Marina/w aterfront                                    | 32%                |                  | <u>35%</u><br>33% |                     | <u>18%</u>        | 10% 4%            |
| Baseball/softball fields                              | 33%                |                  | <b>19%</b> 14%    |                     |                   |                   |
| Picnic shelters/areas                                 | 26%                |                  | 38%               |                     | 23%               | 11%               |
| Biking trails   | 27%                |                  | 37%               |                     | 25%               | 10%               |
| Multi-purpose sports fields                           | 27%                |                  | <u>33%</u>        | 25%                 |                   | 13% 32            |
| Outdoor courts  | 29%                |                  | 28%               | 27%                 |                   | 12% 49            |
| Natural areas and wildlife habitats                   | 22%                | 33'              |                   | 29%                 |                   |                   |
| Dog exercise areas                                    | 31%                | 36%              | 24%               | 27%                 |                   | <u>17%</u><br>14% |
| Open law ns and landscape                             | 19%<br>18%         |                  |                   | 29%                 | 4 0 0/            |                   |
| Indoor courts   | 20%                | <u> </u>         |                   | <u>24%</u><br>27%   | <u>18%</u><br>16% | <u>9%</u><br>10%  |
| Outdoor performance space<br>Indoor performance space | <u>20 %</u><br>21% | 26%              |                   | <u>27 /8</u><br>28% | 15%               | 11%               |
| Indoor sw imming pool                                 |                    | 27%              | 26                |                     | 18%               | 12%               |
| Indoor fitness facilities                             | 15%                | 28%              | 23%               |                     | 20%               | 14%               |
| Indoor specialty courts                               | 18%                | 24%              | 16%               | 25%                 |                   | 16%               |
| Community gardens                                     | 17%                | 25%              | 27%               |                     | 15%               | 16%               |
| Skateboard parks                                      | 29%                | 12%              | 319               | 6                   | 17%               | 12%               |
| Facilities for people with disabilities               | 24%                | 17%              | 17%               | 25%                 |                   | 19%               |
| Competitive sw imming pool                            | 17%                | 22%              | 22%               | 229                 | %                 | 17%               |
| Water spray ground                                    | 19%                | 19%              | 18%               | 26%                 |                   | 18%               |
| Outdoor public art                                    | 16%                | 23%              | 31%               |                     | 19%               | 12%               |
| Indoor play space                                     | 21%                | 18%              | 22%               | 23%                 |                   | 17%               |
| Outdoor leisure/recreational swimming pool            | 17%                | 19%              | 24%               | 24%                 |                   | 17%               |
| Outdoor fitness station/equipment                     | 18%                | 17%              | 24%               | 279                 | %                 | 15%               |
| Social sports   | <u>11%</u> 14%     |                  |                   | 27%                 |                   | <u>23%</u>        |
| lce rinks   | <u>11%</u> 11%     | 13% 1            | 4%                | 5                   | 2%                |                   |
| Indoor track  | <b>11%</b> 9%      | <mark>24%</mark> | 15%               |                     | <u>42%</u>        |                   |
| 0   | % 20               | % 40             | 0% 6              | 0%                  | 80%               | 1009              |

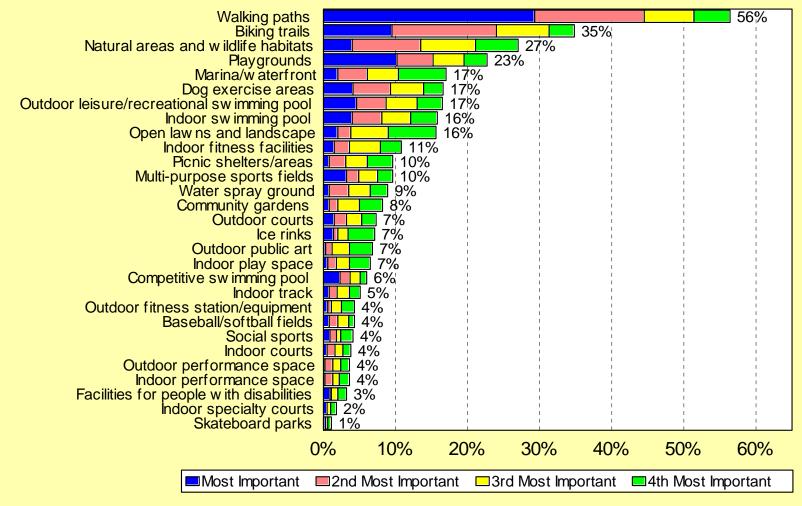
■100% Meets Needs ■75% Meets Needs ■50% Meets Needs ■25% Meets Needs ■0% Meets Needs

Source: Leisure Vision/ETC Institute (October 2015)



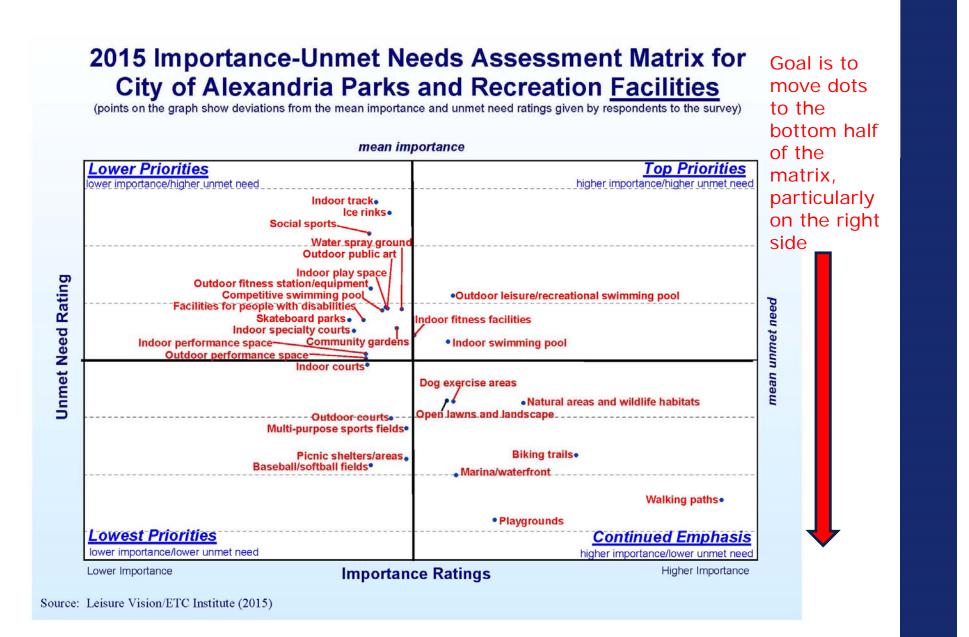
# Q9. Parks and Recreation Facilities That Are <u>Most Important</u> to Households

by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (October 2015)

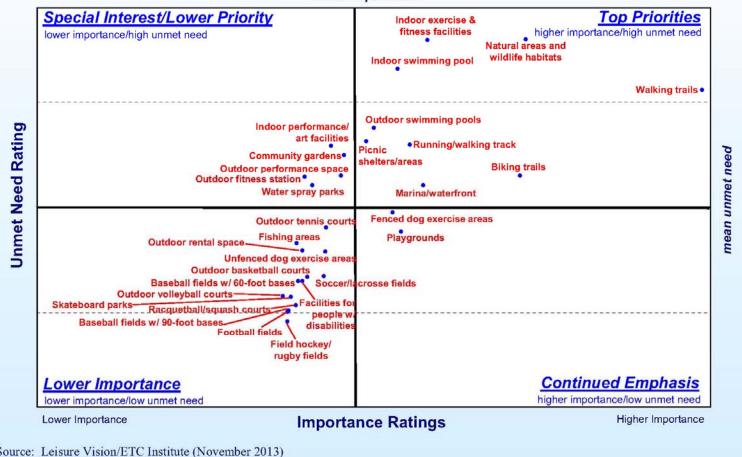






### 2013 Importance-Unmet Needs Assessment Matrix for City of Alexandria Parks and Recreation Facilities

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey)



#### mean importance

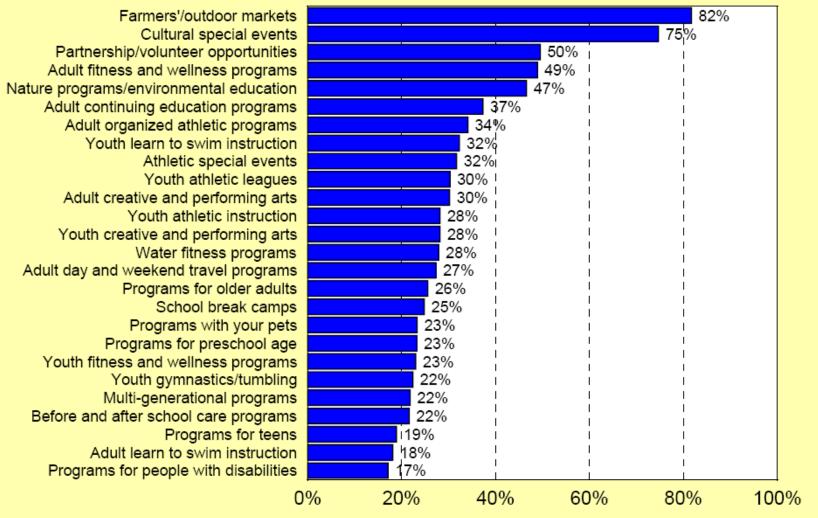
Source: Leisure Vision/ETC Institute (November 2013)

Importance Unmet Needs Matrix 1



# Q10. Recreation Programs That Households Have a Need For

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October 2015)



# Q10. How Well Recreation Programs in Alexandria Meet the Needs of Households

by percentage of respondents with a need for programs

| Farmers'/outdoor markets               | 39% |            |                  | 33%        |            |     | 17% 8      | 3% <mark>3%</mark> |
|--|-----|------------|------------------|------------|------------|-----|------------|--------------------|
| Youth athletic leagues                 | 28% |            |                  | 31%        |            | 28% |            | <b>6%</b>          |
| Youth athletic instruction             | 23% |            | 34               | 34%        |            | 31% |            | <mark>/8%</mark>   |
| Before and after school care programs  | 279 | %          | 20               | 6%         | 23%        | 6   | 14%        | 10%                |
| Cultural special events                | 17% |            | 36%              |            | 27         | %   | 14%        | 6%                 |
| School break camps                     | 25% | 6          | 279              | %          | 26         | %   | 9%         | 12%                |
| Youth learn to sw im instruction       | 29  | %          | 22               | 2%         | 24%        |     | 14%        | 11%                |
| Adult learn to sw im instruction       | 25% | 0          | 25%              | 0 ·        | <b>22%</b> | 14  | 4% 1       | 4%                 |
| Youth fitness and wellness programs    | 22% |            | 26%              |            | 29%        |     | 10%        | 13%                |
| Partnership/volunteer opportunities    | 18% |            | 28%              |            | <b>29%</b> |     | 18%        | 8%                 |
| Programs for teens                     | 26% | 6          | 18%              |            | 26%        | 2   | 20%        | 10%                |
| Programs for preschool age             | 21% |            | 22%              |            | 29%        |     | 22%        | <mark>6%</mark>    |
| Athletic special events                | 14% |            | %                |            | <b>31%</b> |     | 19%        | 8%                 |
| Youth creative and performing arts     | 19% |            | 2%               |            | 32%        |     |            | 13%                |
| Programs for people with disabilities  | 23% |            | 16%              | 20%        |            | 5%  | <u>26%</u> |                    |
| Programs for older adults              | 18% | 20         |                  | 28         |            | 18% |            | 6%                 |
| Adult creative and performing arts     | 15% | 22%        |                  | 27%        |            | 20% |            | <u>6%</u>          |
| Water fitness programs                 | 15% | 22%        | 6                | 30         |            | 18% |            | 6%                 |
| ature programs/environmental education | 12% | 24%        |                  |            | 3%         |     |            | <u>12%</u>         |
| Multi-generational programs            | 16% | 21%        |                  | <b>26%</b> |            | 23% |            | <u>5%</u>          |
| Youth gymnastics/tumbling              | 19% | 169        | <u>/</u>         | 24%        |            | 7%  | 25%        |                    |
| Adult continuing education programs    | 14% | 20%        |                  | 28%        |            | 21% |            | %                  |
| Adult fitness and wellness programs    | 12% | <u>21%</u> |                  | 28%        |            | 22% |            | 8%                 |
| Adult organized athletic programs      | 15% | 18%        |                  | 24%        |            | 24% | 19         |                    |
| Programs with your pets                | 13% | 15%        | 0000             | 33%        |            | 19% | 200        | <u>/o</u>          |
| Adult day and weekend travel programs  | 13% | <u>13%</u> | <mark>20%</mark> | :          | <u>22%</u> |     | <u>32%</u> |                    |
| 0                                      | %   | 20%        | 40               | )%         | 60%        | 8   | 80%        | 100%               |
| 0                                      | /0  | 2070       |                  | ,,,,       | 0070       | Ŭ   |            | 10070              |

■100% Meets Needs ■75% Meets Needs ■50% Meets Needs ■25% Meets Needs ■0% Meets Needs

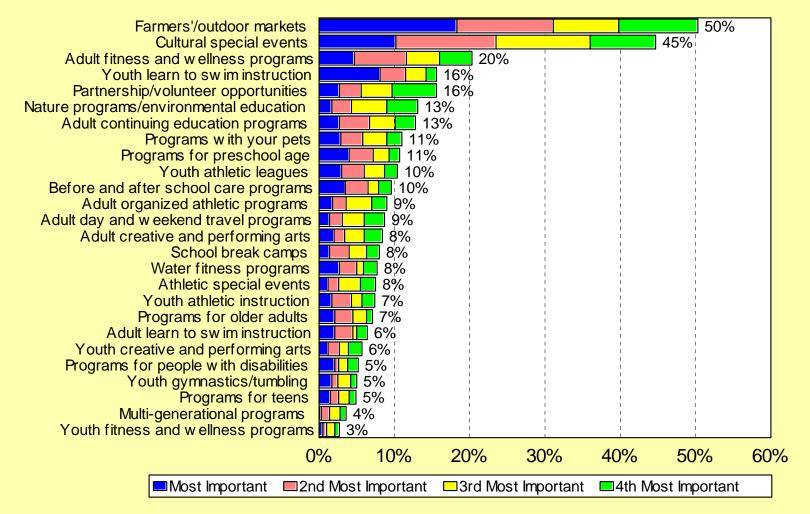
Source: Leisure Vision/ETC Institute (October 2015)



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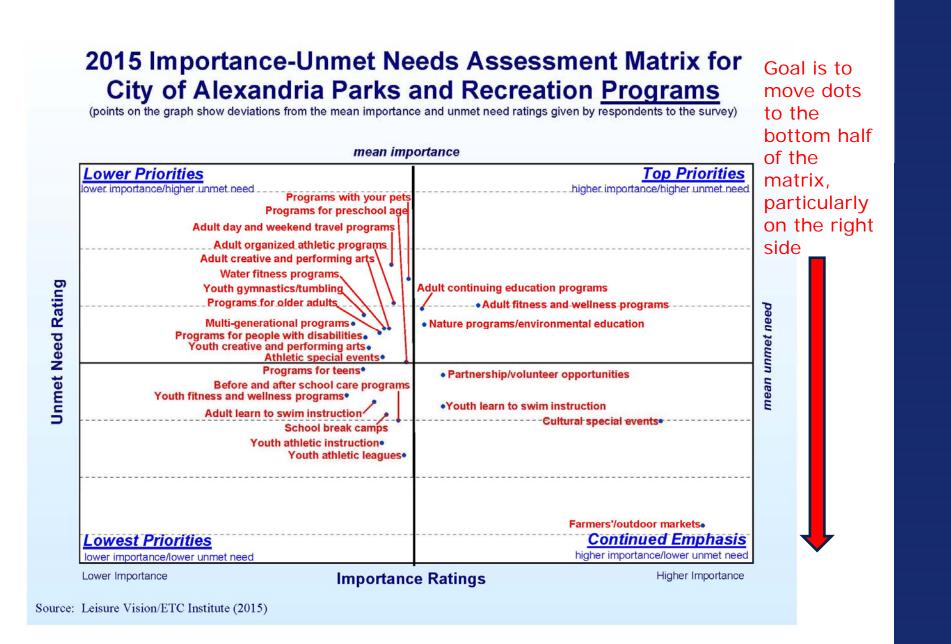
# Q11. Recreation Programs That Are <u>Most Important</u> to Households

by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (October 2015)

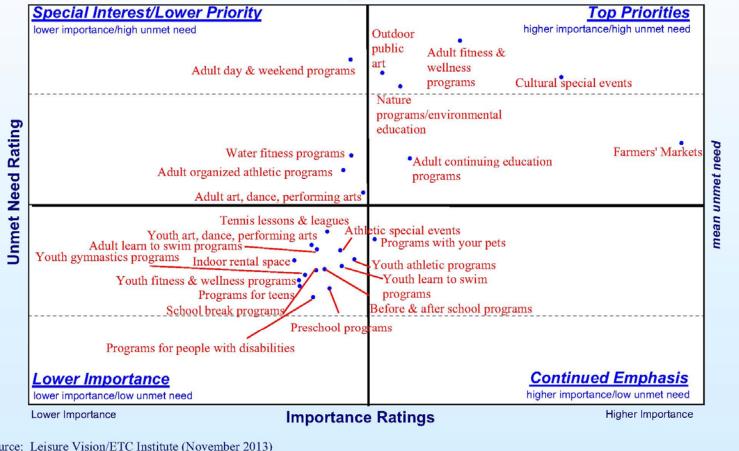






### 2013 Importance-Unmet Need Assessment Matrix for City of Alexandria Recreation Programs

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey)



mean importance

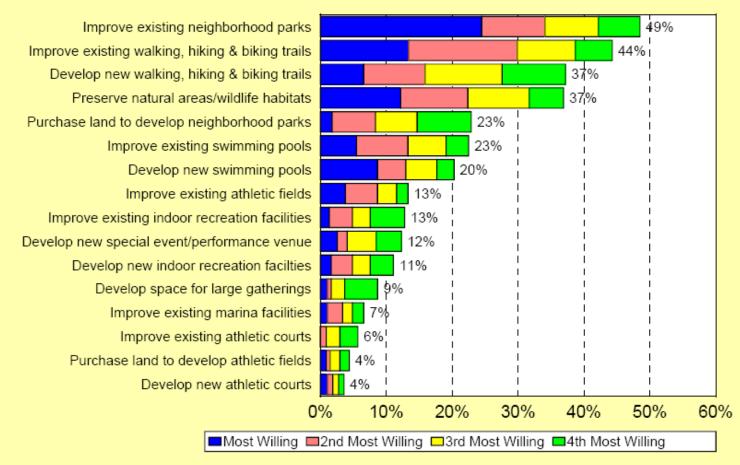
Source: Leisure Vision/ETC Institute (November 2013)

Importance Unmet Needs Matrix 2



# Q14. Actions Respondents Would be <u>Most Willing</u> to Support With Tax Dollars

by percentage of respondents who selected it as one of their top four choices

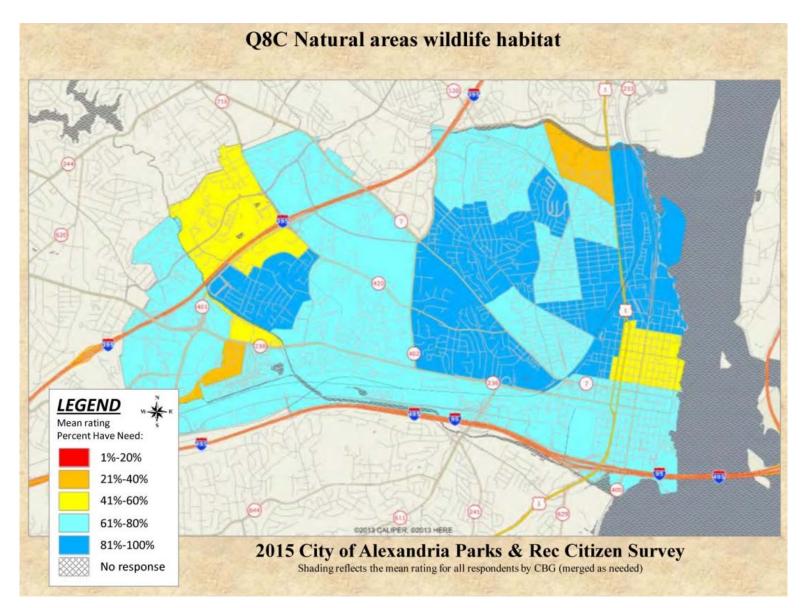


Source: Leisure Vision/ETC Institute (October 2015)

Greatest change from 2013 is the improve neighborhood parks ranked 4<sup>th</sup> with 22%.

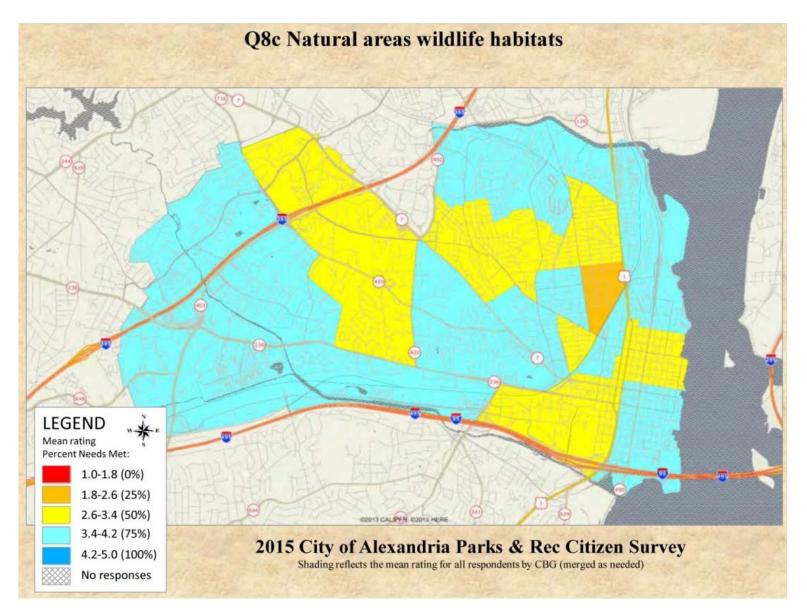


# GIS Maps (example)



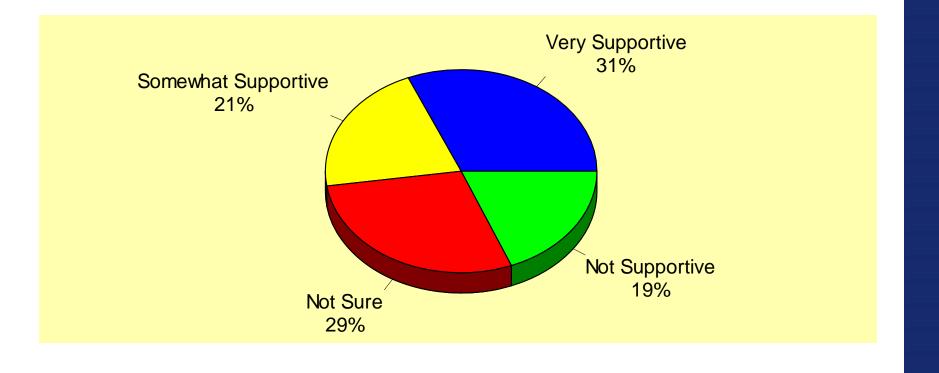


# GIS Maps (example)





The City of Alexandria Recreation, Parks, and Cultural Activities Department is considering a proposal to partner with Arlington County on development of a 50 meter pool at Long Bridge Park. This would be done instead of the expansion of the facility at Chinquapin Park. Alexandria residents would be able to use the Long Bridge pool at Arlington County resident rates. Please indicate your level of support for the City of Alexandria partnering with neighboring jurisdictions.





# **Questions?**



2015 City of Alexandria Parks and Recreation Needs Assessment

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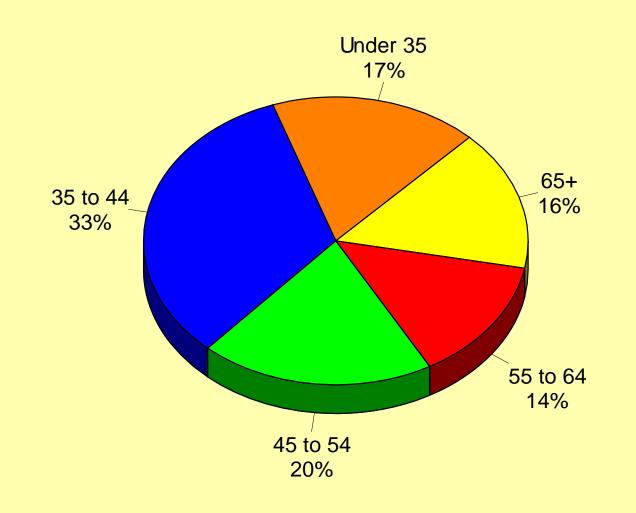
# Q15. Demographics: Ages of People in Household

by percentage of household occupants



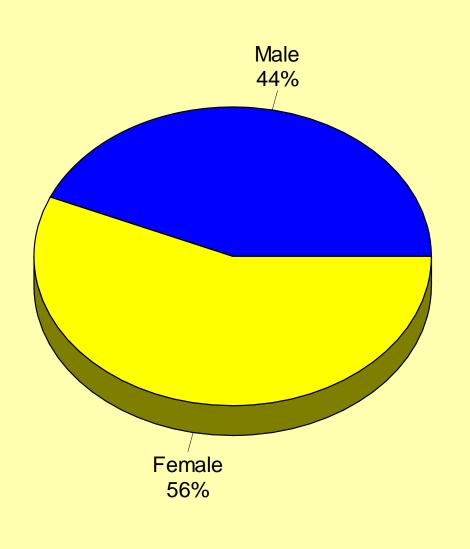
Source: Leisure Vision/ETC Institute (October 2015)

# Q16. Demographics: Age of Respondents



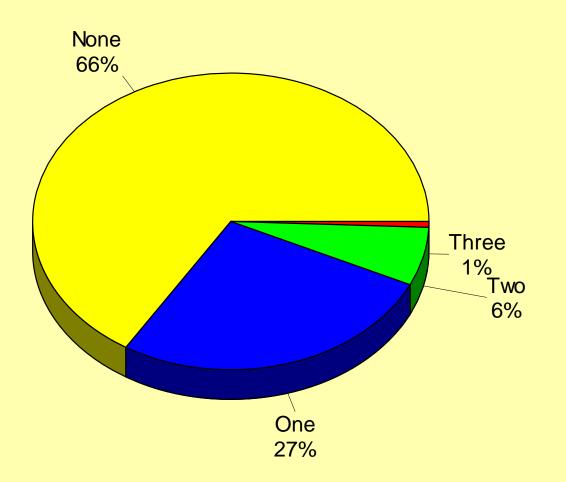
# Q17. Demographics: Gender

by percentage of respondents

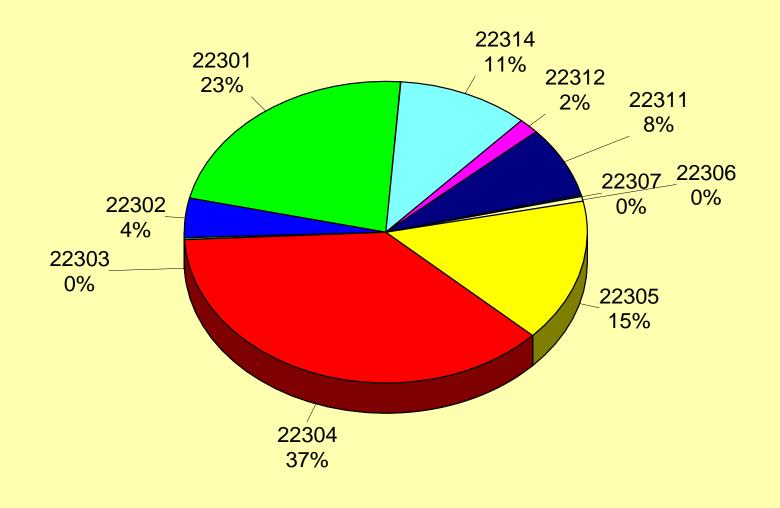


Source: Leisure Vision/ETC Institute (October 2015)

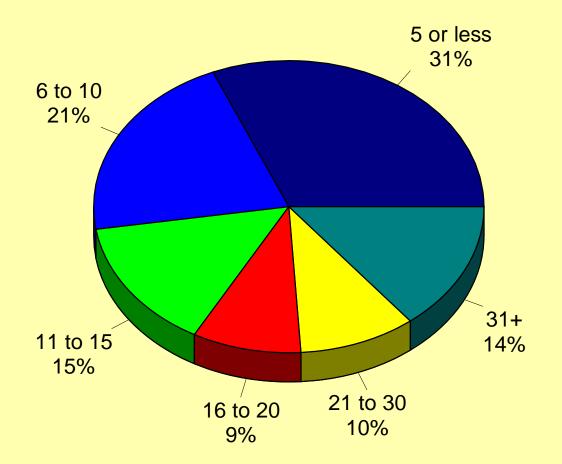
# Q18. Demographics: Number of Dogs in Household



# Q19. Demographics: Home Zip Code

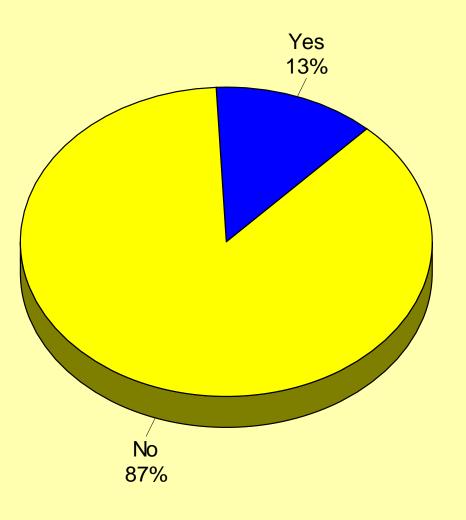


# **Q20.** Demographics: Years Lived in the City of Alexandria



# Q21. Demographics: Members of Household of <u>Hispanic</u> or <u>Latin</u> Ancestry

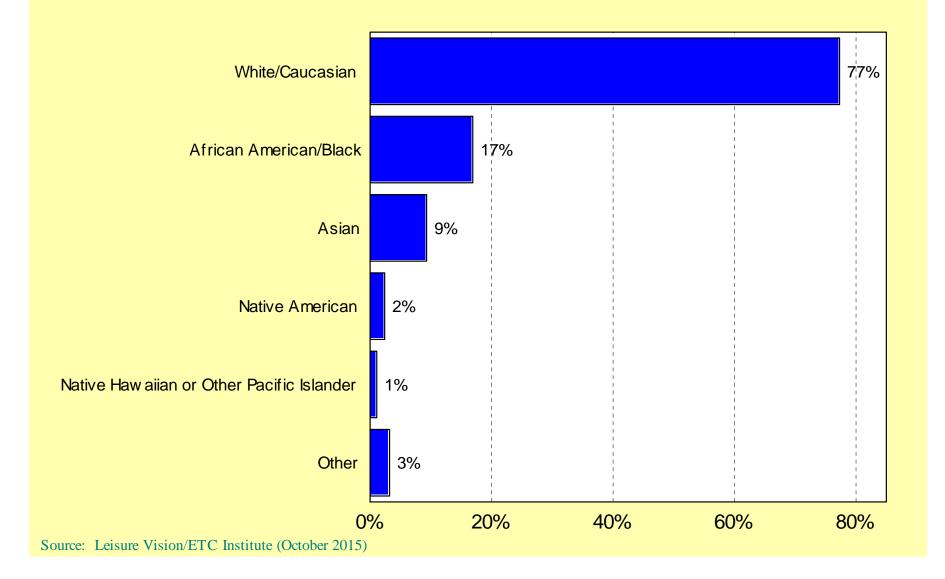
by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2015)

# Q22. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)



# **Q23.** Demographics: Household Income

