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

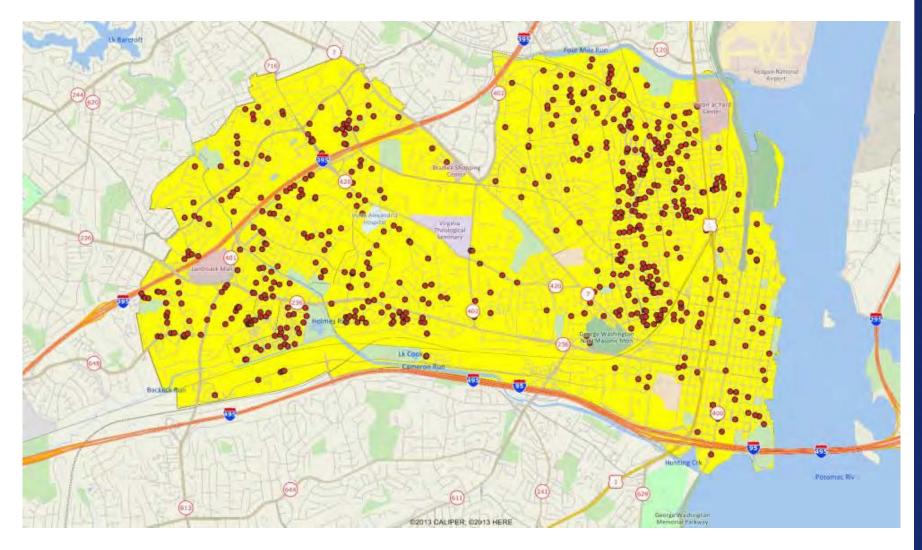


What does this mean for the future of Alexandria and RPCA?

- 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

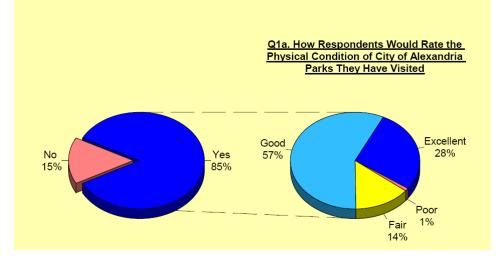




Usage of Parks is High

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

by percentage of respondents who have visited parks

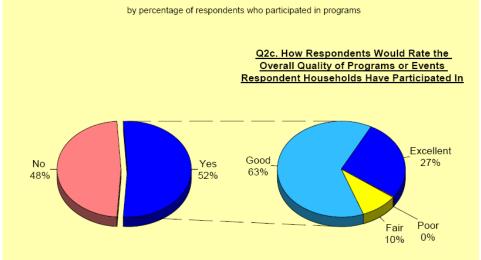


	National Average	Alexandria2015	Alexandria 2013	Alexandria 2011
as your household visited any City/County/Park strict <u>parks</u> over the past year?				
Yes	79%	85%	82%	85%
No	21%	15%	18%	15%
w would you rate the quality of all the <u>parks</u> u've visited?				
Excellent	31%	28%	23%	23%
Good	54%	57%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

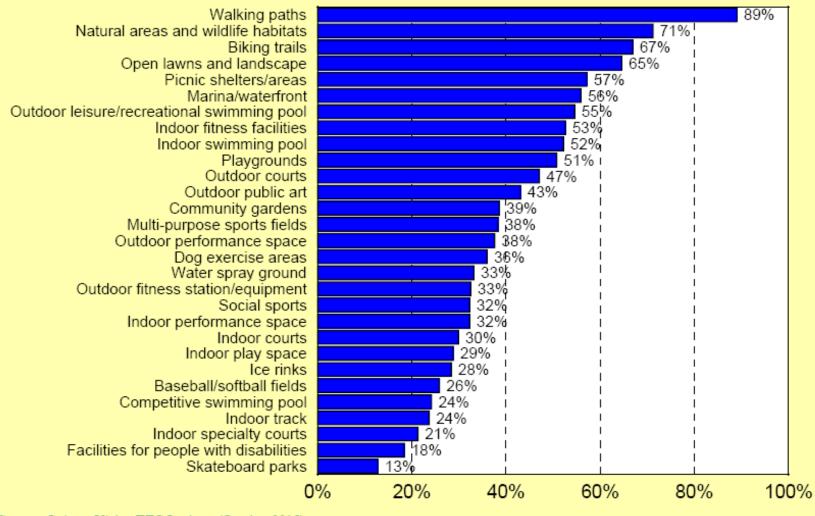


	National Average	Alexandria2015	Alexandria 2013	Alexandria 2011
Has your household participated in City/County/Park District recreation <u>programs</u> during the past year?				
Yes	34%	52%	48%	46%
No	66%	48%	52%	54%
How would you rate the quality of all the recreation programs you've participated in?				
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%		21%	
Marina/w aterfront	32%		<u>35%</u> 33%		<u>18%</u>	10% 4%
Baseball/softball fields	33%		19% 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> 14%
Open law ns and landscape	19% 18%			29%	4 0 0/	
Indoor courts	20%	<u> </u>		<u>24%</u> 27%	<u>18%</u> 16%	<u>9%</u> 10%
Outdoor performance space Indoor performance space	<u>20 %</u> 21%	26%		<u>27 /8</u> 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	11% 9%	<mark>24%</mark>	15%		<u>42%</u>	
0	% 20	% 40	0% 6	0%	80%	1009

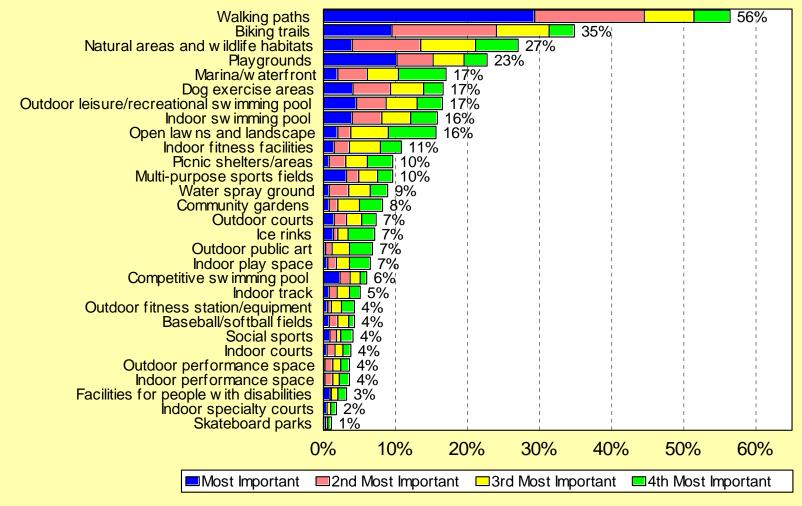
■100% Meets Needs ■75% Meets Needs ■50% Meets Needs ■25% Meets Needs ■0% Meets Needs

Source: Leisure Vision/ETC Institute (October 2015)



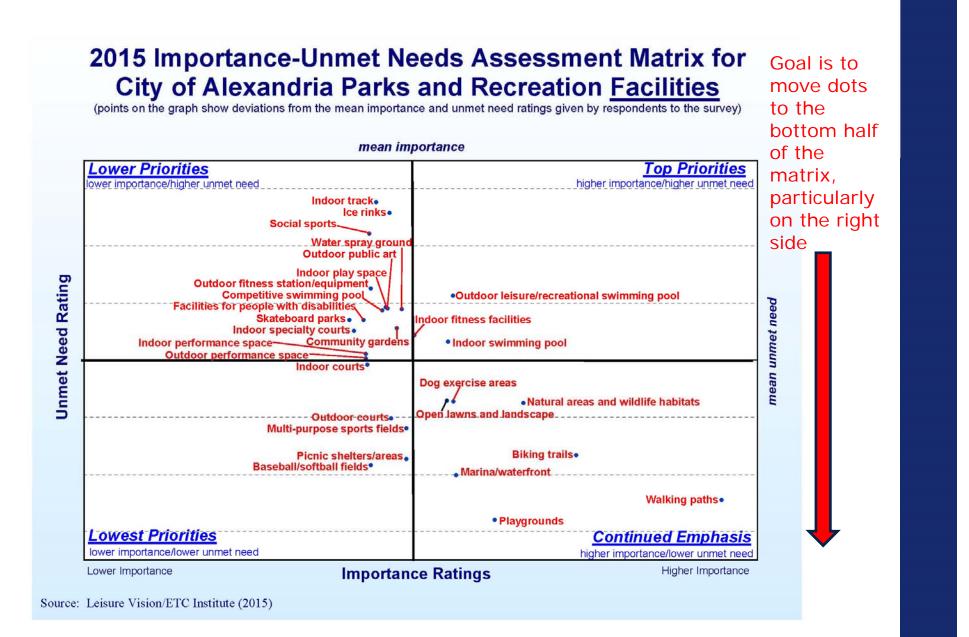
Q9. Parks and Recreation Facilities That Are <u>Most Important</u> to Households

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

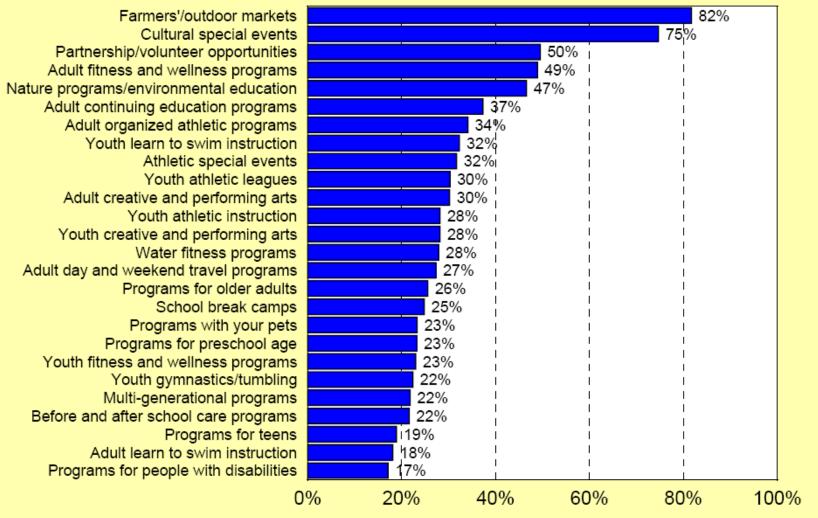
Source: Leisure Vision/ETC Institute (November 2013)

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%		6%
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 ·	22%	14	4% 1	4%
Youth fitness and wellness programs	22%		26%		29%		10%	13%
Partnership/volunteer opportunities	18%		28%		29%		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%		%		31%		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%		26%		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%
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■100% Meets Needs ■75% Meets Needs ■50% Meets Needs ■25% Meets Needs ■0% Meets Needs

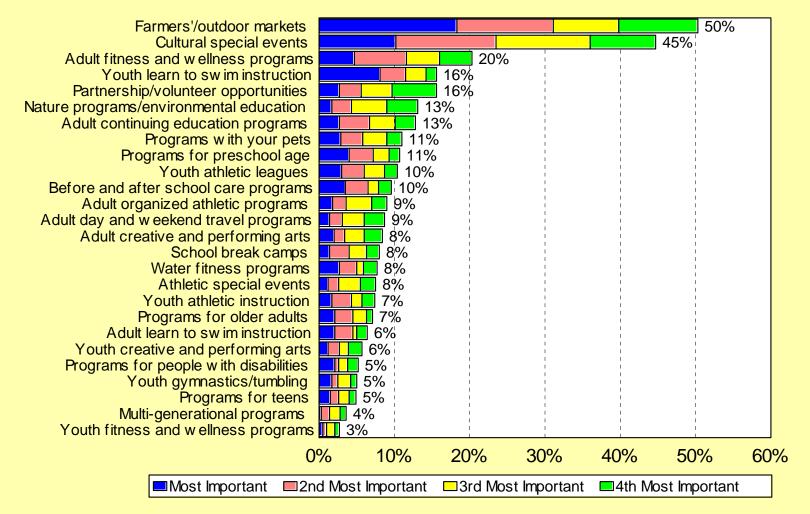
Source: Leisure Vision/ETC Institute (October 2015)



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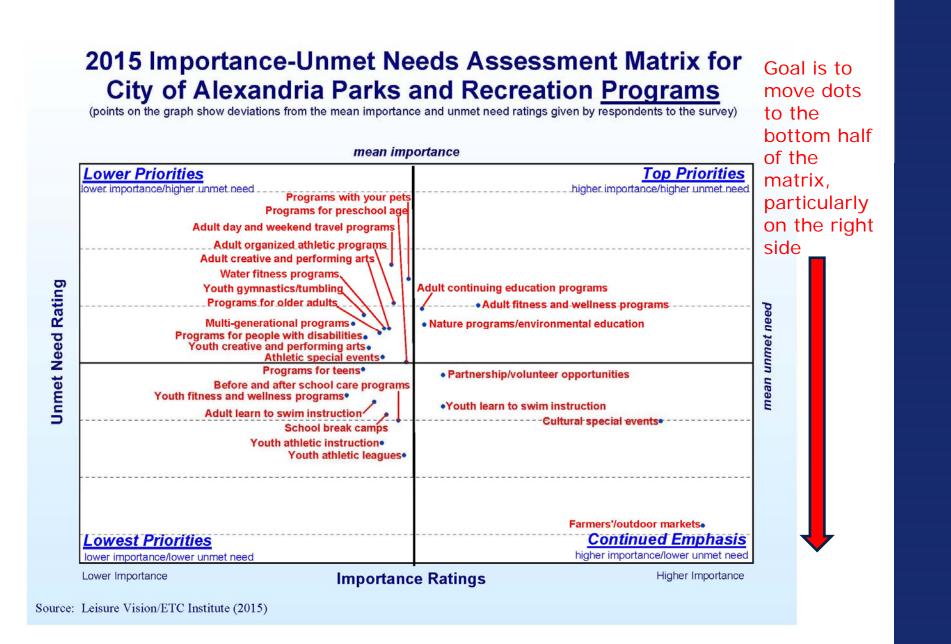
Q11. Recreation Programs That Are <u>Most Important</u> to Households

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



Source: Leisure Vision/ETC Institute (October 2015)

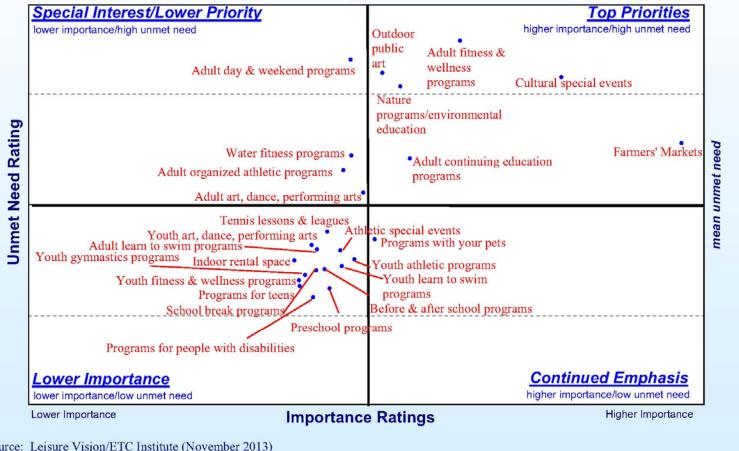






2013 Importance-Unmet Need Assessment Matrix for City of Alexandria Recreation Programs

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



mean importance

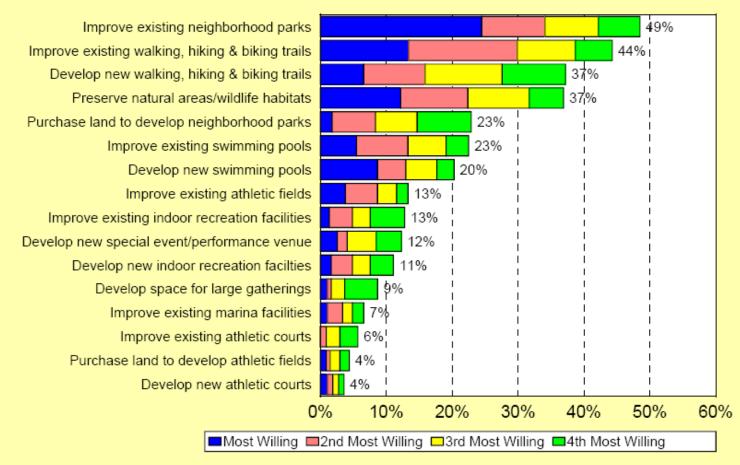
Source: Leisure Vision/ETC Institute (November 2013)

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

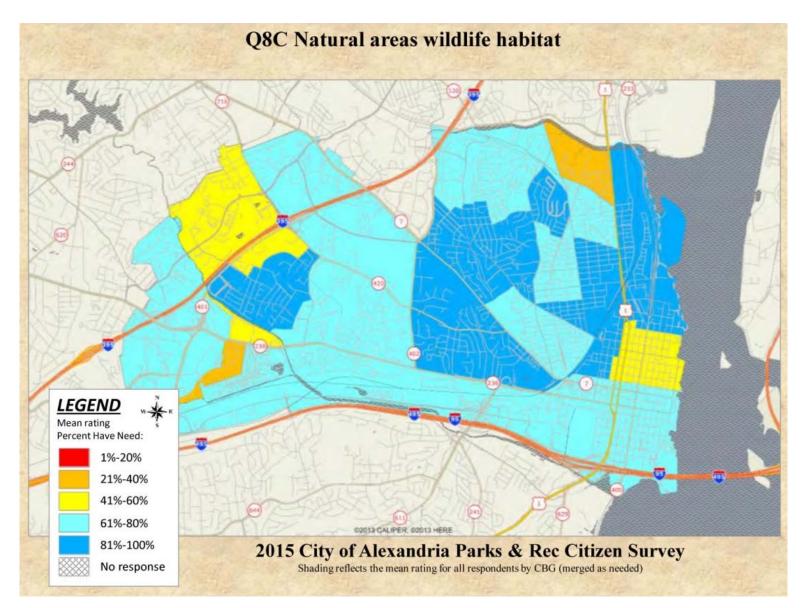


Source: Leisure Vision/ETC Institute (October 2015)

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

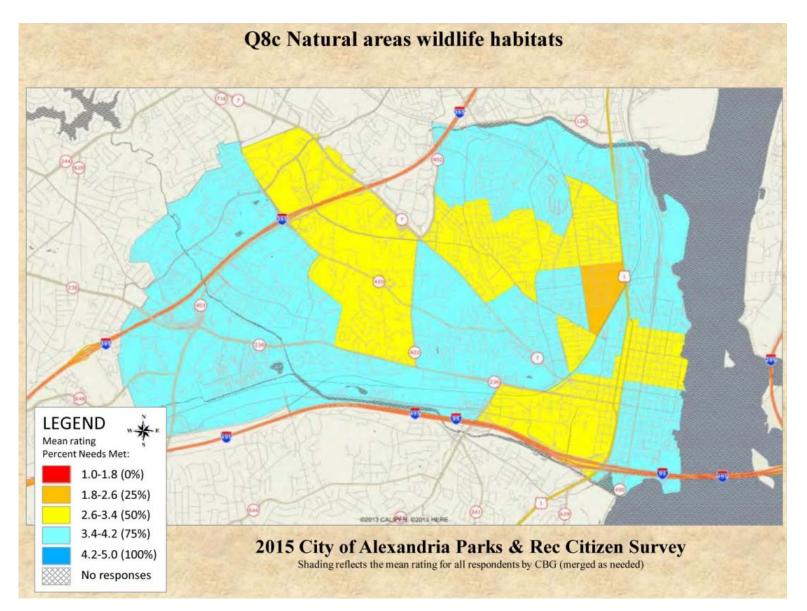


GIS Maps (example)



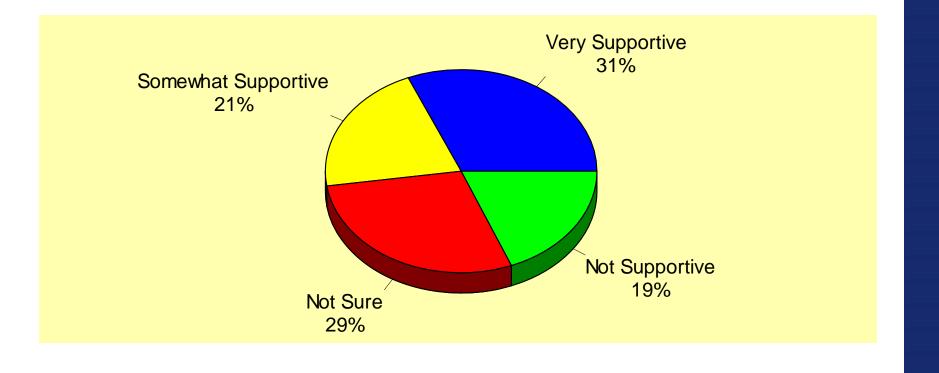


GIS Maps (example)





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?

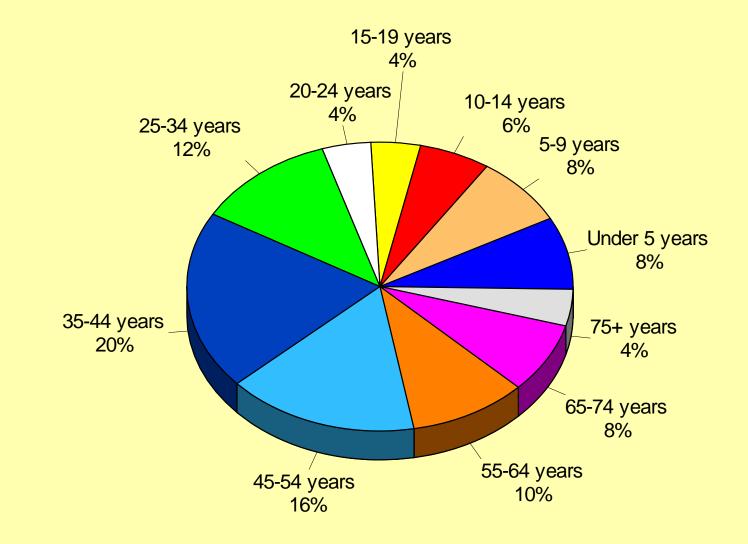


2015 City of Alexandria Parks and Recreation Needs Assessment

November 2015 21

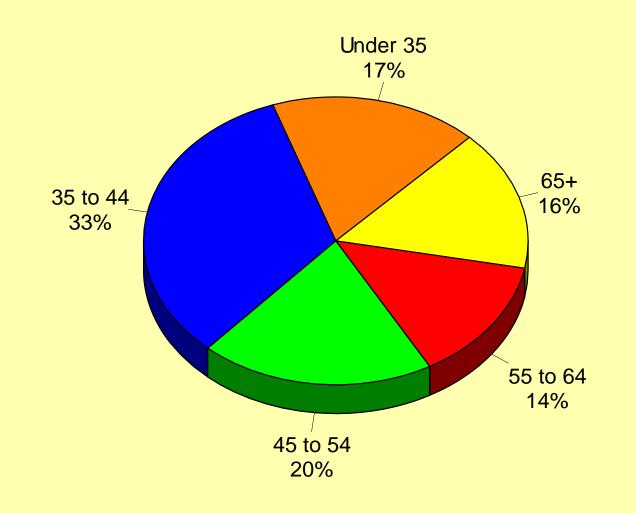
Q15. Demographics: Ages of People in Household

by percentage of household occupants



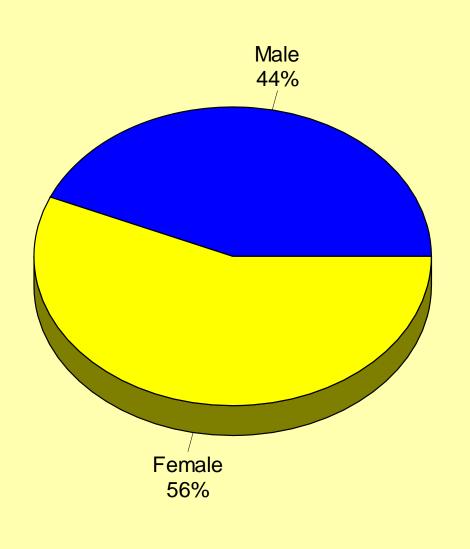
Source: Leisure Vision/ETC Institute (October 2015)

Q16. Demographics: Age of Respondents



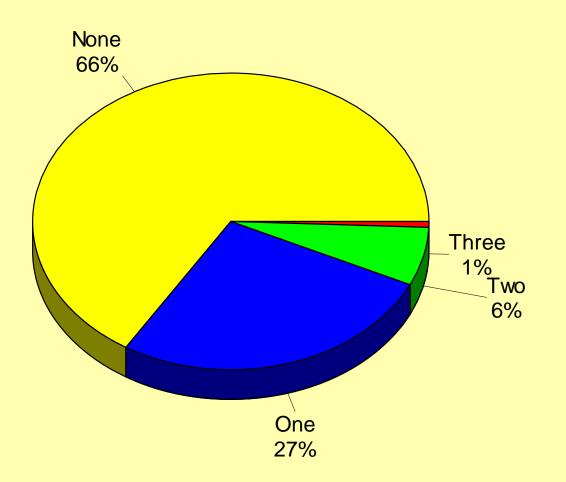
Q17. Demographics: Gender

by percentage of respondents

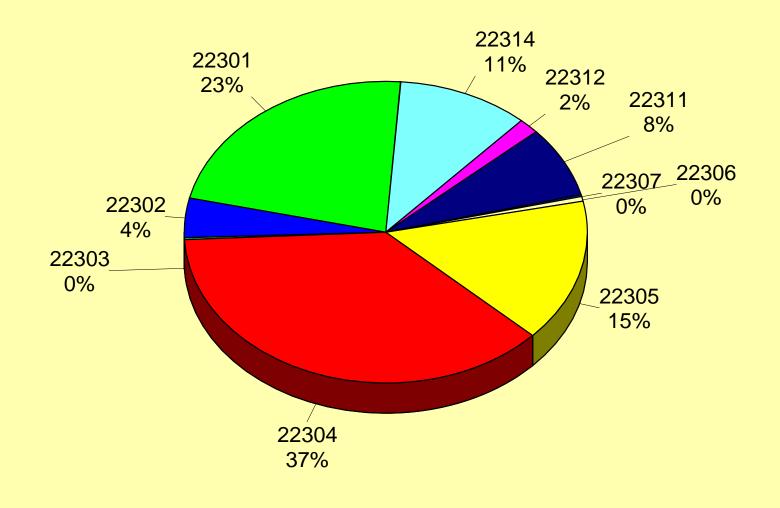


Source: Leisure Vision/ETC Institute (October 2015)

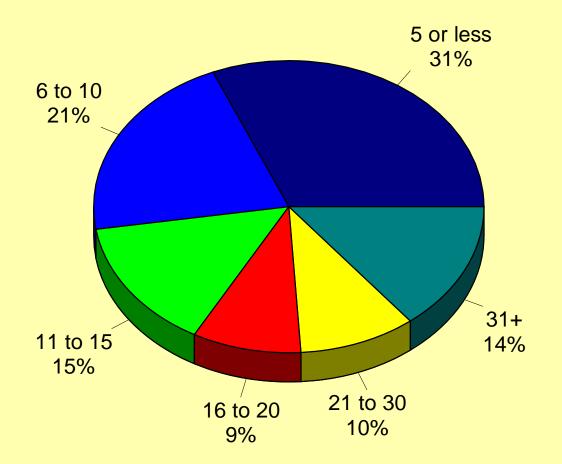
Q18. Demographics: Number of Dogs in Household



Q19. Demographics: Home Zip Code

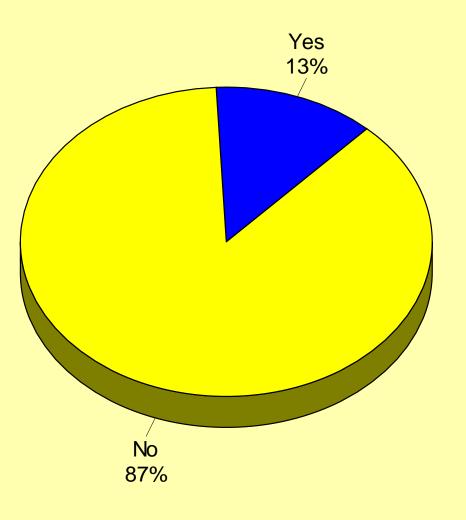


Q20. Demographics: Years Lived in the City of Alexandria



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

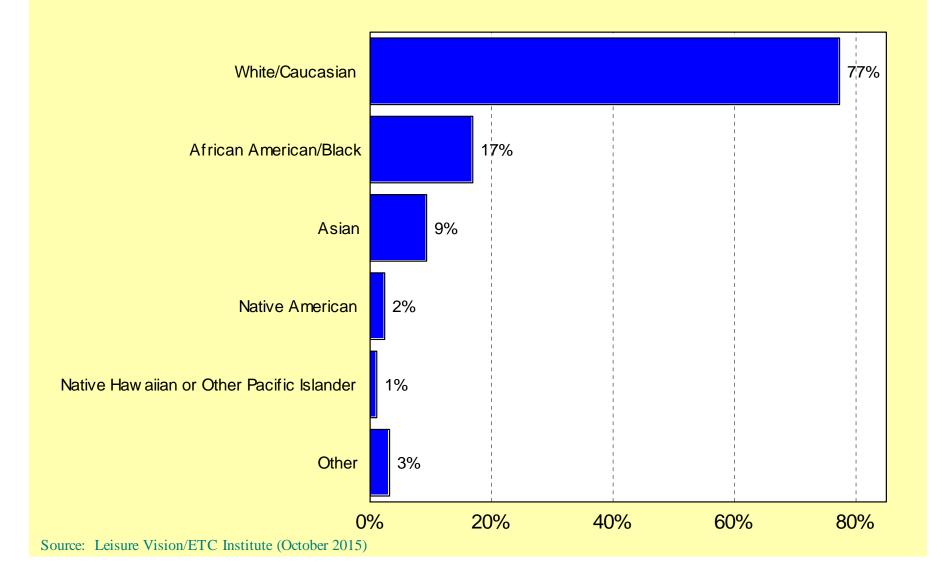
by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2015)

Q22. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)



Q23. Demographics: Household Income

