

# 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

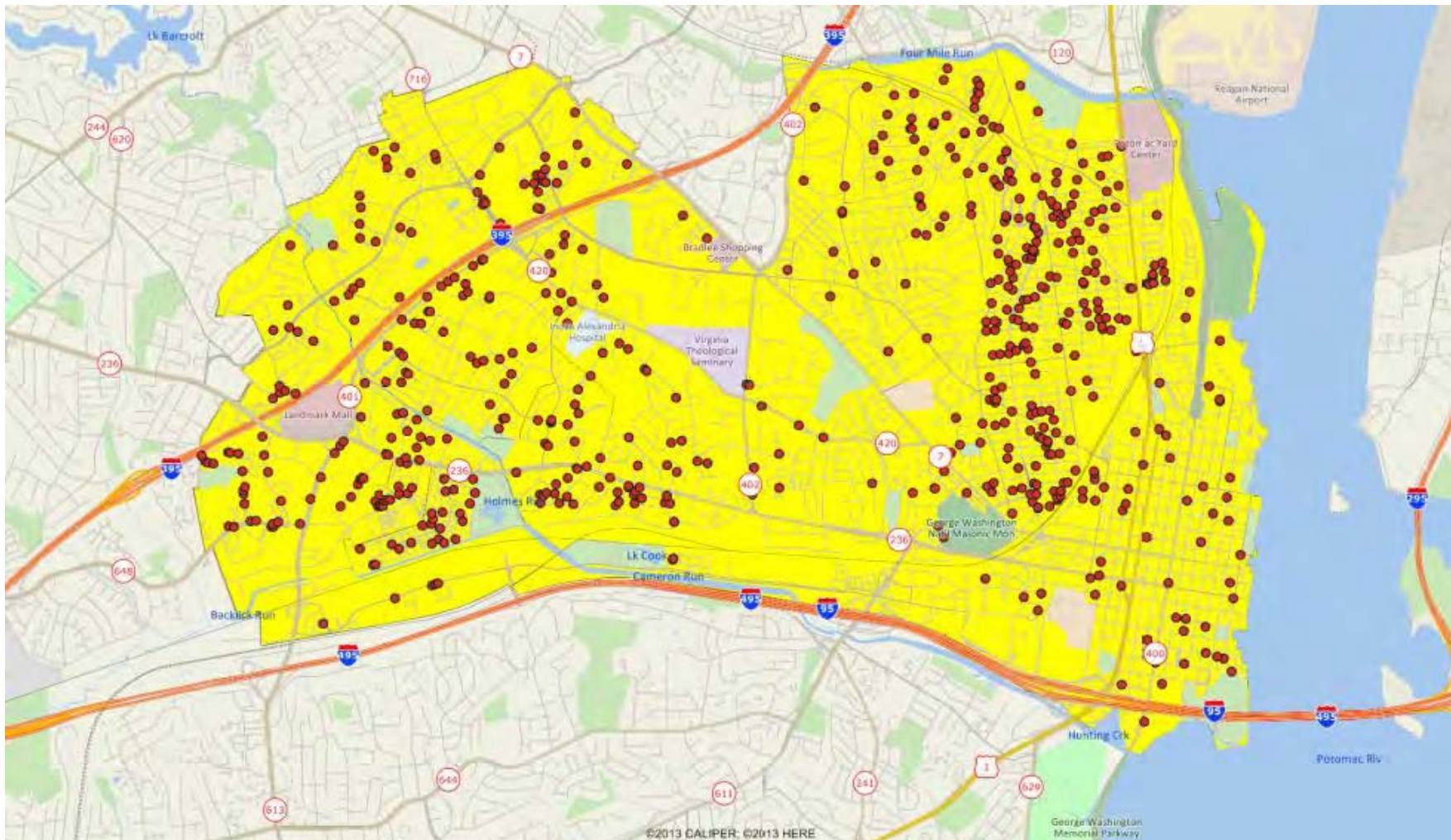


# What does this mean for the future of Alexandria and RPCA?

- 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

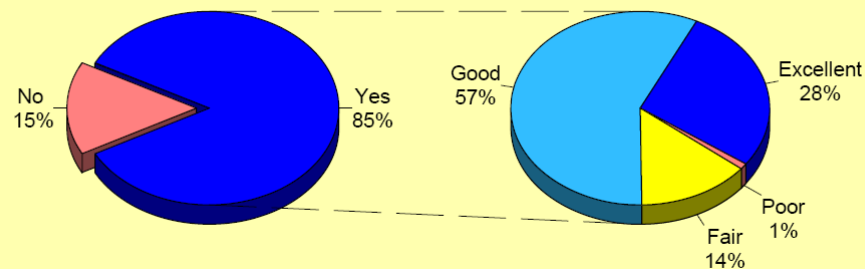


# Usage of Parks is High

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

by percentage of respondents who have visited parks

### Q1a. How Respondents Would Rate the Physical Condition of City of Alexandria Parks They Have Visited



		National Average	Alexandria 2015	Alexandria 2013	Alexandria 2011
Has your household visited any City/County/Park District <u>parks</u> over the past year?					
	Yes	79%	85%	82%	85%
	No	21%	15%	18%	15%
How would you rate the quality of all the <u>parks</u> you've visited?					
	Excellent	31%	28%	23%	23%
	Good	54%	57%	61%	63%
	Fair	12%	14%	15%	13%
	Poor	2%	1%	1%	1%

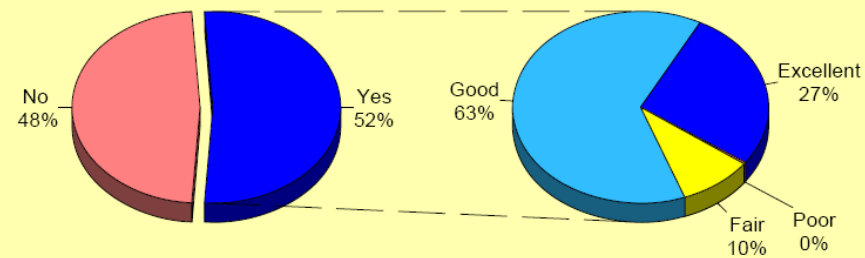


# Rating of Programs

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

by percentage of respondents who participated in programs

### Q2c. How Respondents Would Rate the Overall Quality of Programs or Events Respondent Households Have Participated In



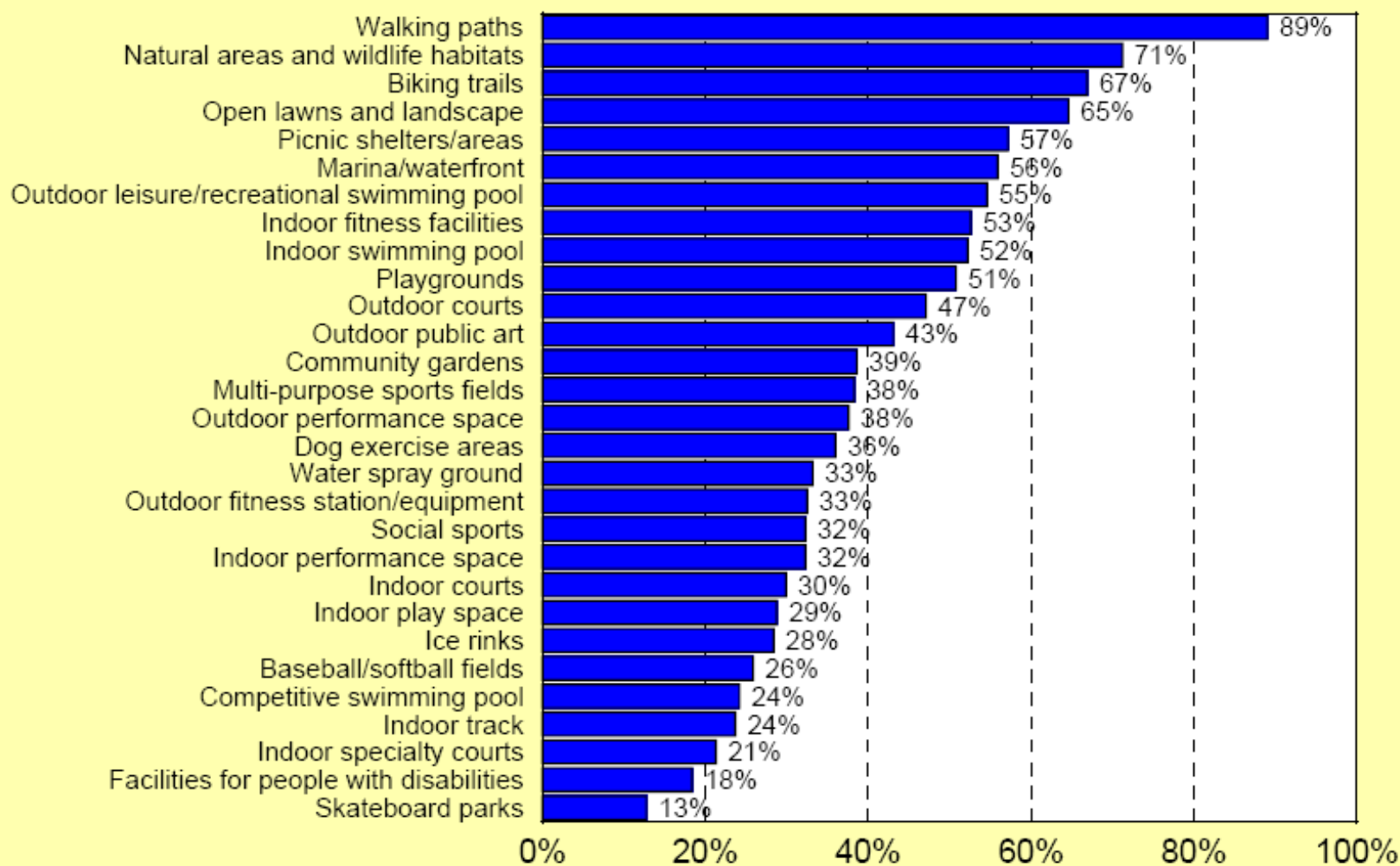
		National Average	Alexandria 2015	Alexandria 2013	Alexandria 2011
Has your household participated in City/County/Park District recreation programs during the past year?					
	Yes	34%	52%	48%	46%
	No	66%	48%	52%	54%
How would you rate the quality of all the recreation programs you've participated in?					
	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)

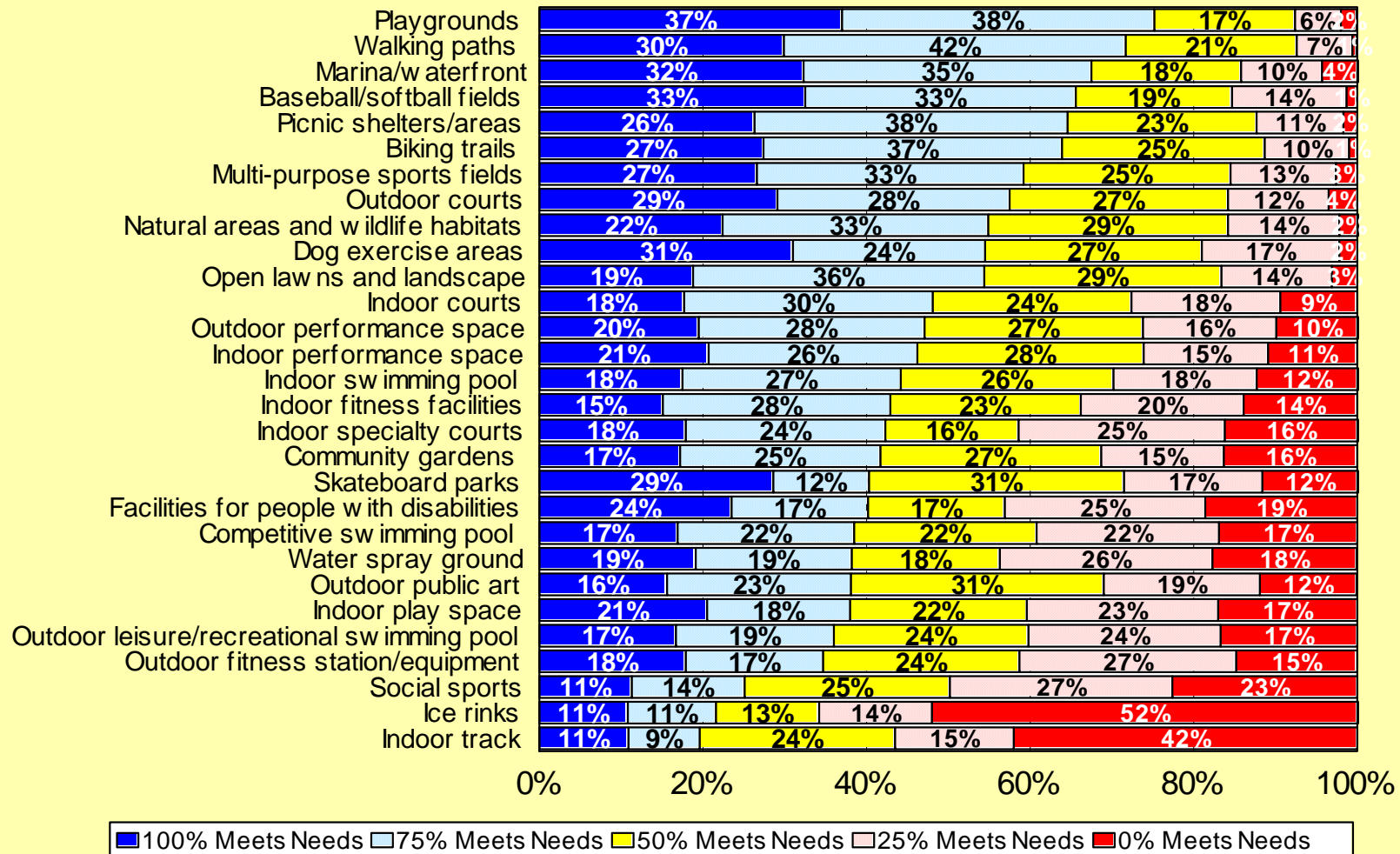


Source: Leisure Vision/ETC Institute (October 2015)



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

by percentage of respondents with a need for parks/facilities



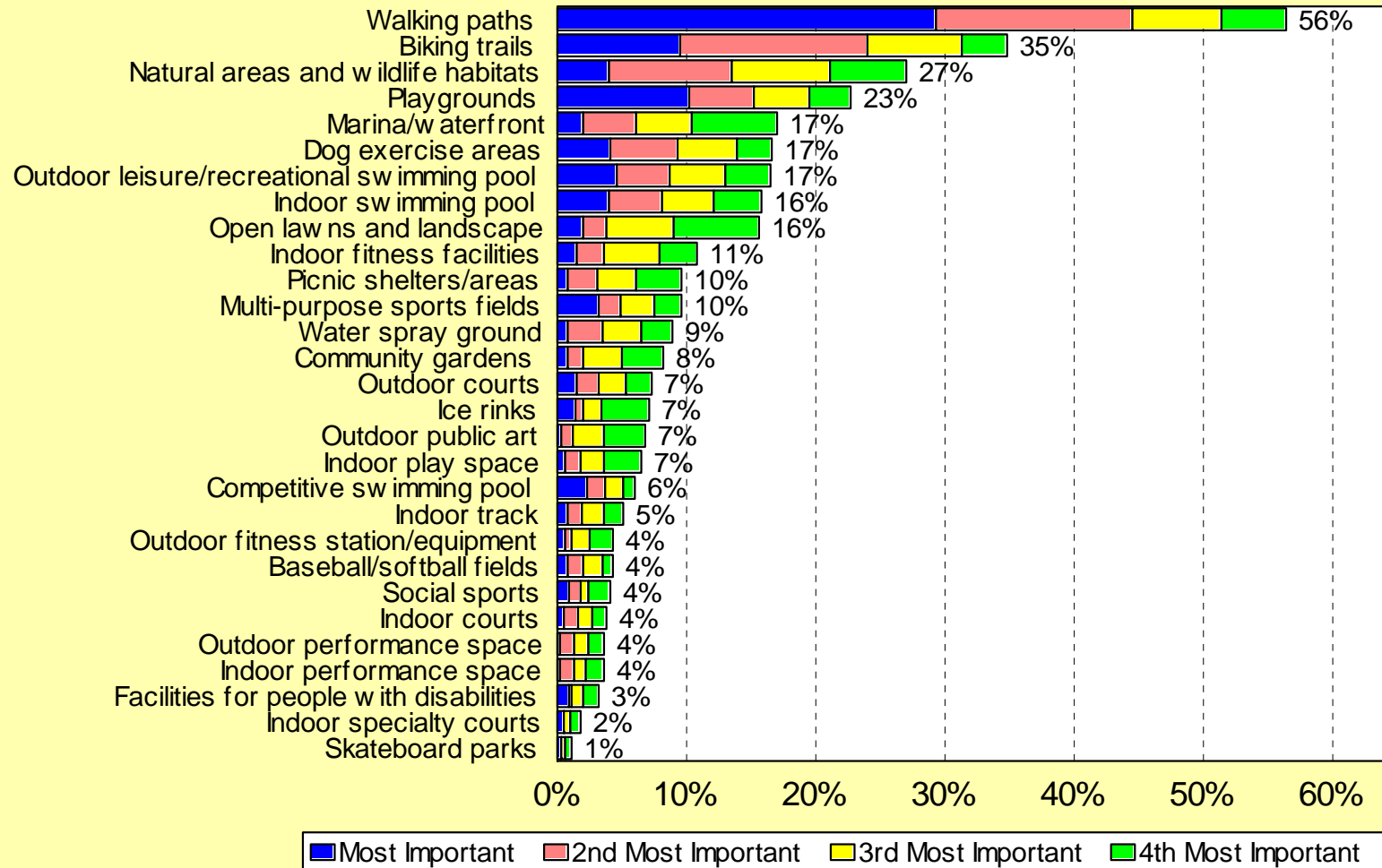
Source: Leisure Vision/ETC Institute (October 2015)





## Q9. Parks and Recreation Facilities That Are Most Important to Households

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



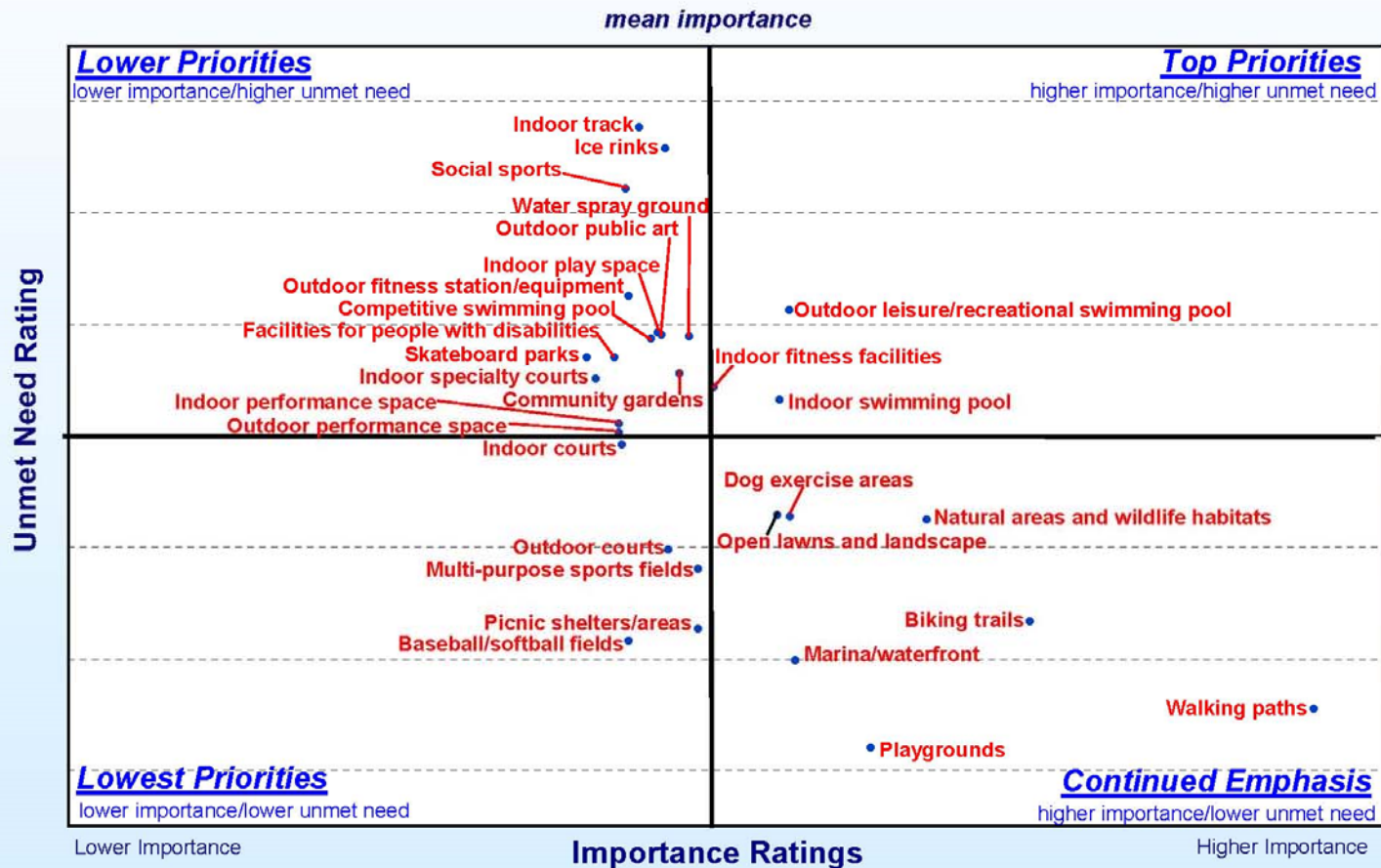
Source: Leisure Vision/ETC Institute (October 2015)



# 2015 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)

Goal is to move dots to the bottom half of the matrix, particularly on the right side

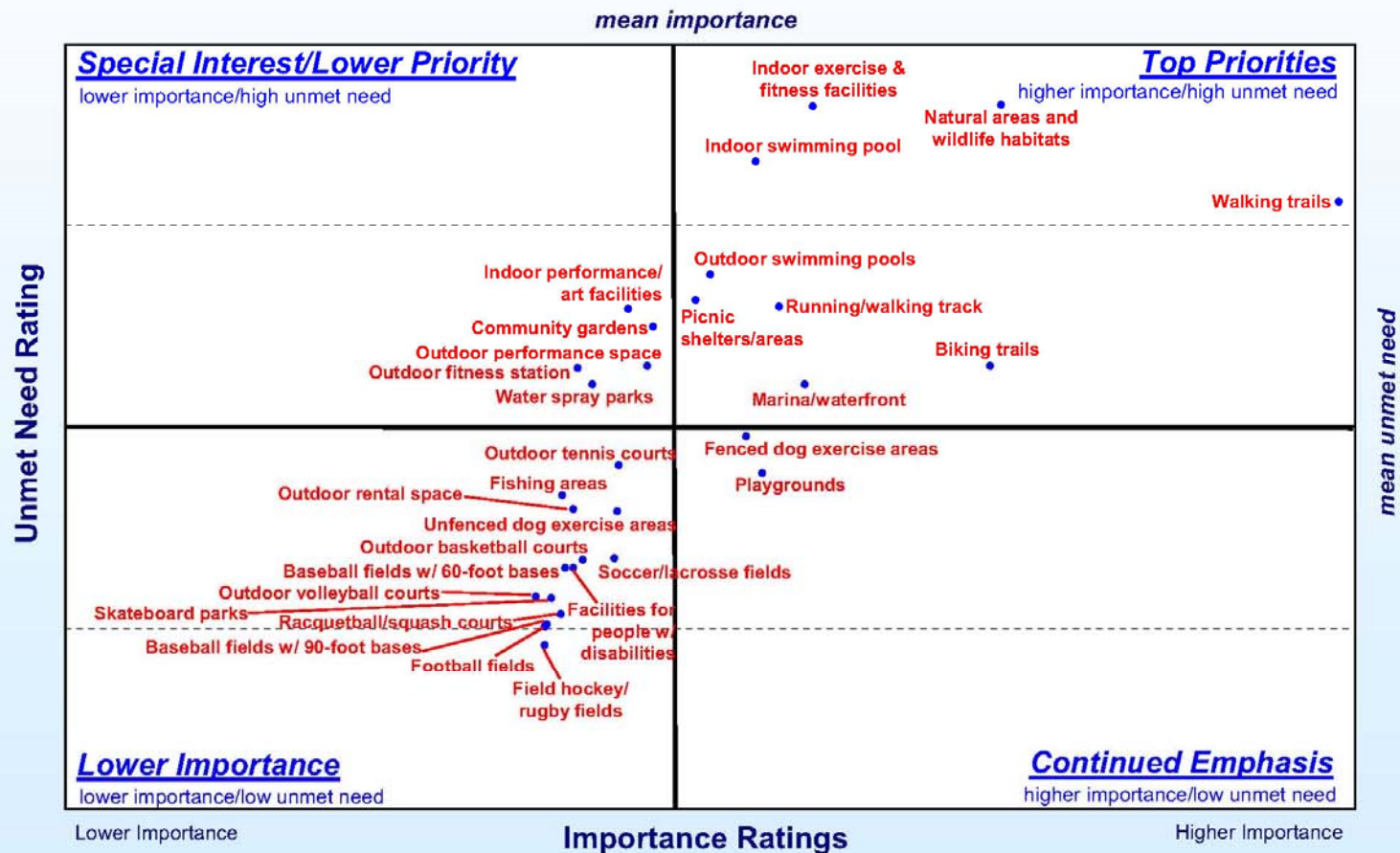


Source: Leisure Vision/ETC Institute (2015)



# 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)



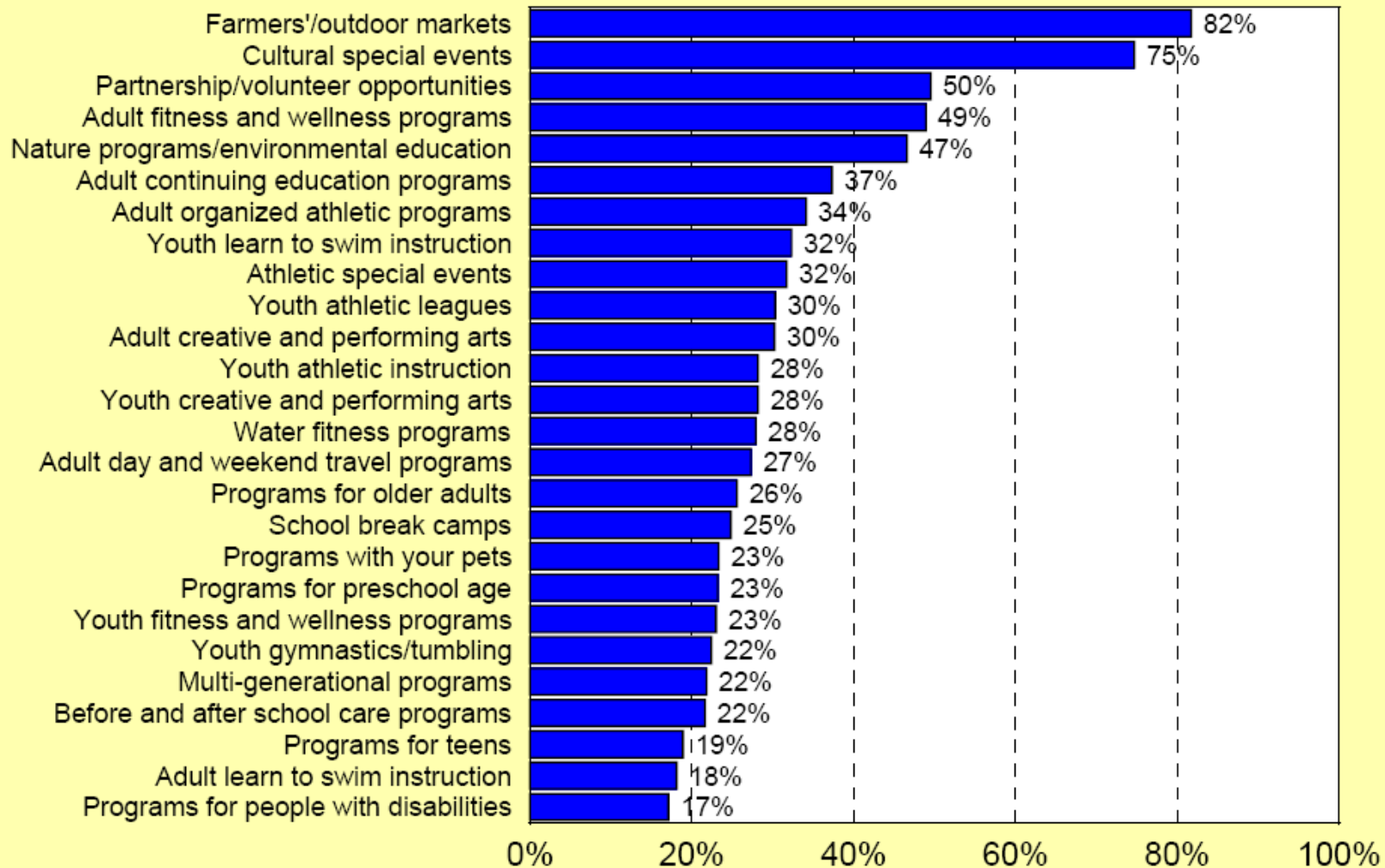
Source: Leisure Vision/ETC Institute (November 2013)

Importance Unmet Needs Matrix 1



## Q10. Recreation Programs That Households Have a Need For

by percentage of respondents (multiple choices could be made)

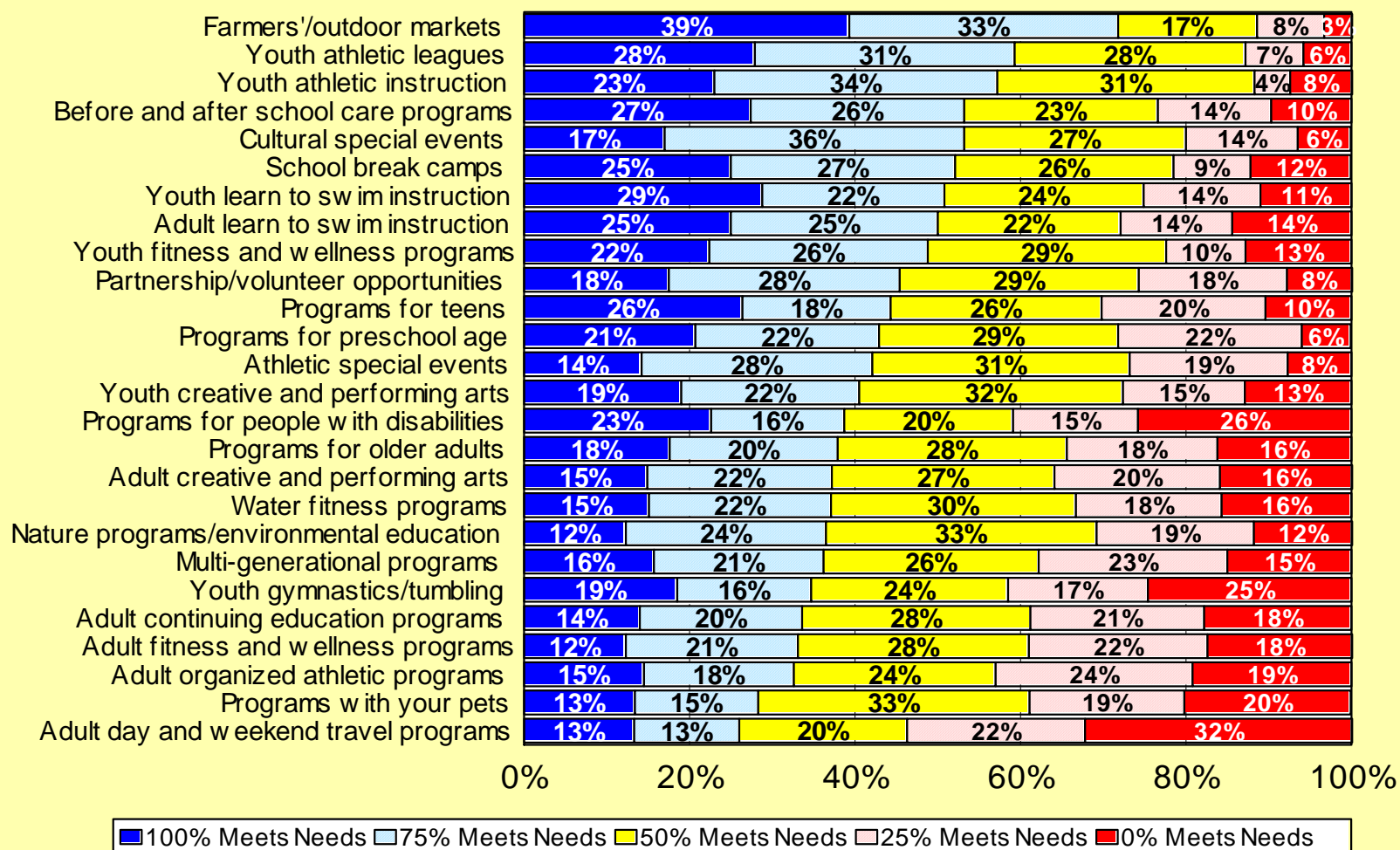


Source: Leisure Vision/ETC Institute (October 2015)



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

by percentage of respondents with a need for programs



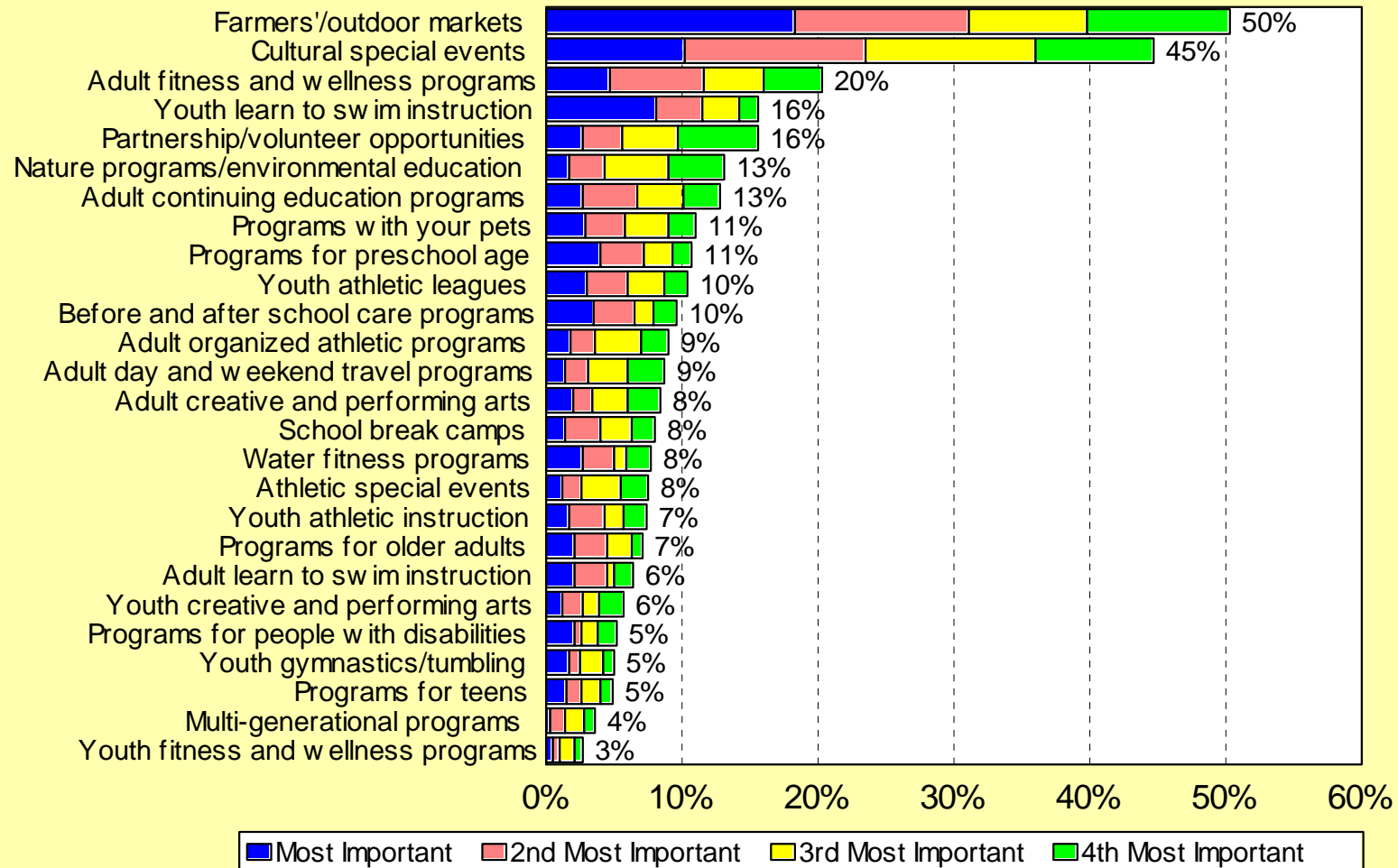
Source: Leisure Vision/ETC Institute (October 2015)





## Q11. Recreation Programs That Are Most Important to Households

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



Source: Leisure Vision/ETC Institute (October 2015)

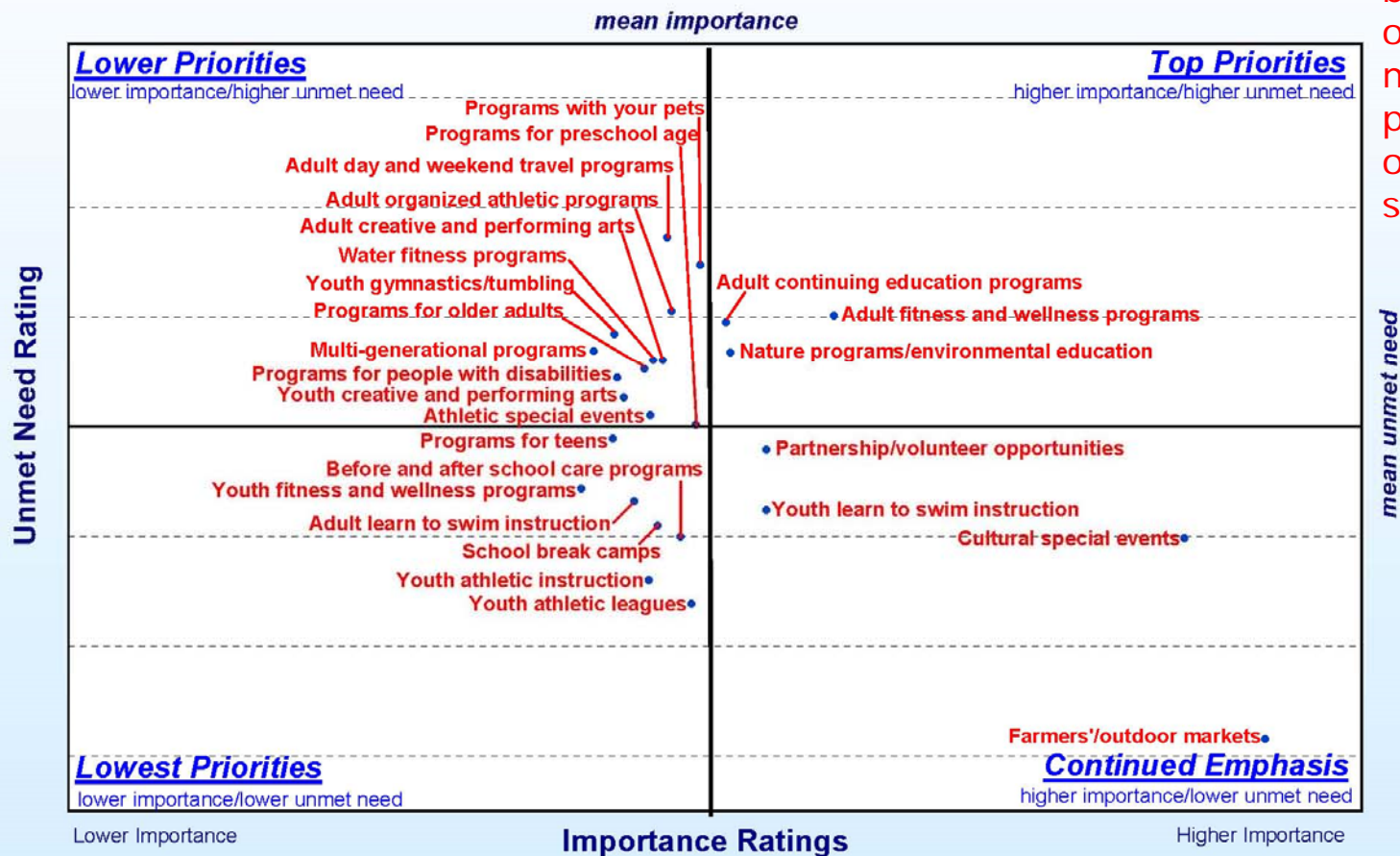




# 2015 Importance-Unmet Needs Assessment Matrix for City of Alexandria Parks and Recreation Programs

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

Goal is to move dots to the bottom half of the matrix, particularly on the right side

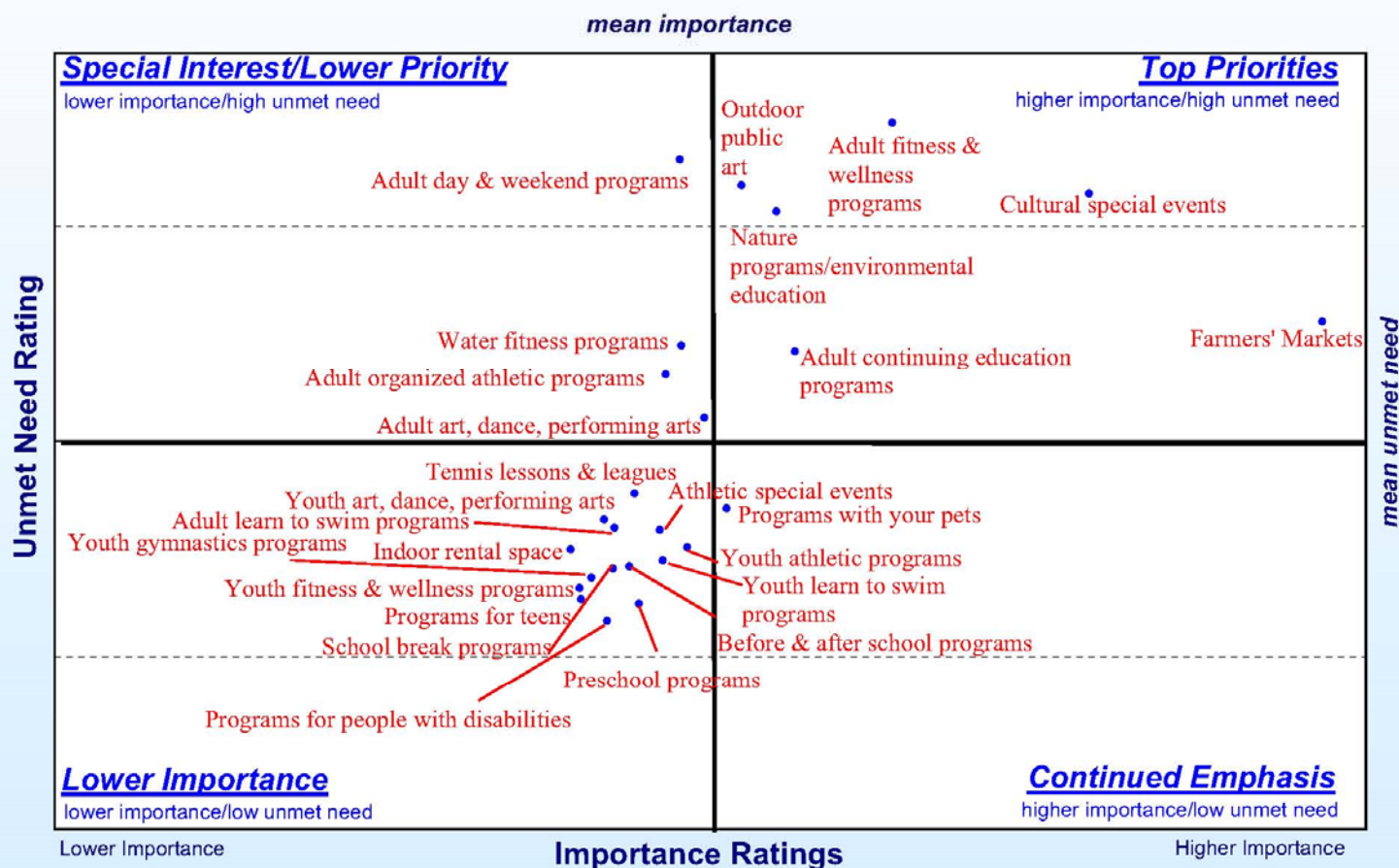


Source: Leisure Vision/ETC Institute (2015)



# 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)



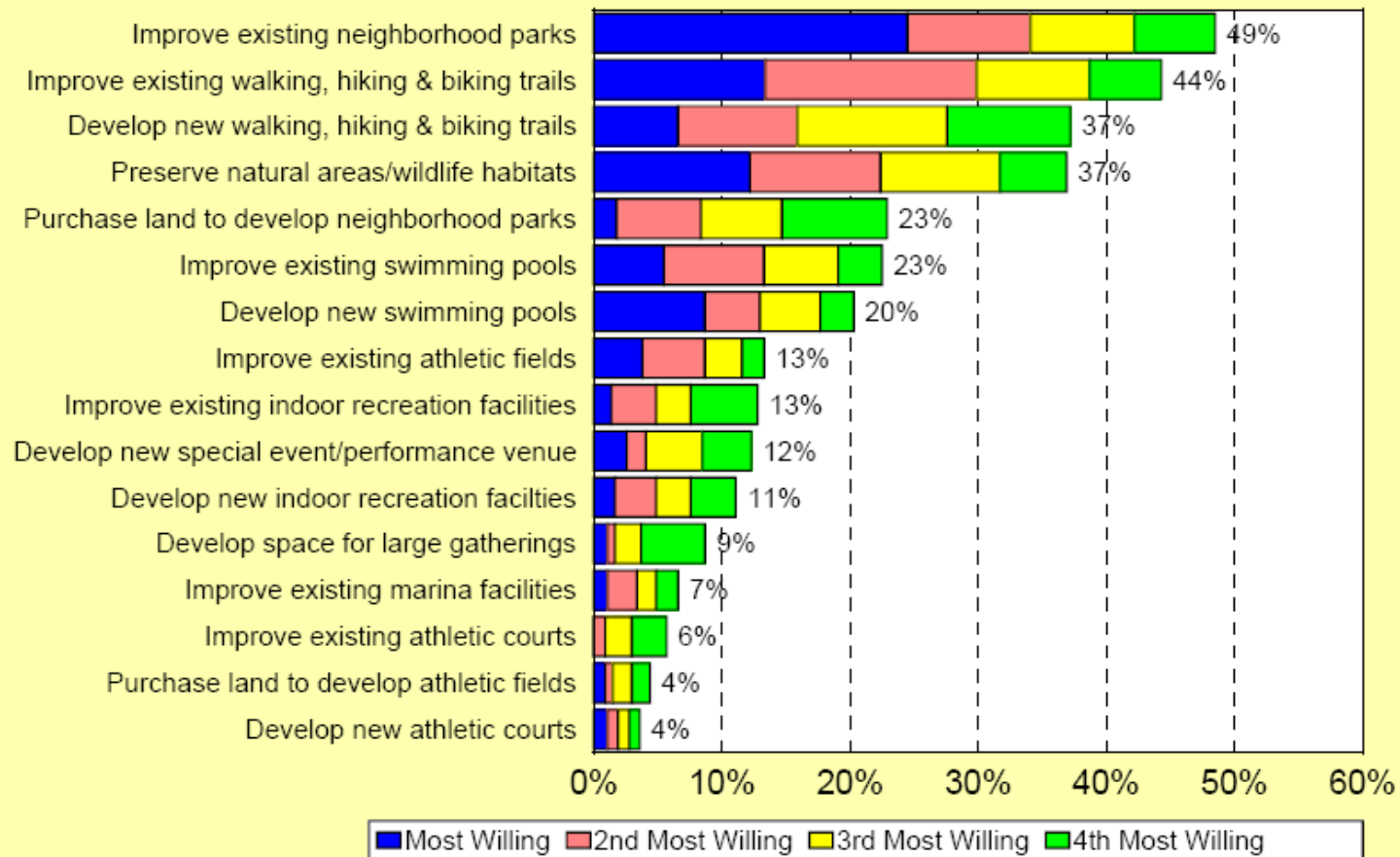
Source: Leisure Vision/ETC Institute (November 2013)

Importance Unmet Needs Matrix 2



## Q14. Actions Respondents Would be Most Willing to Support With Tax Dollars

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



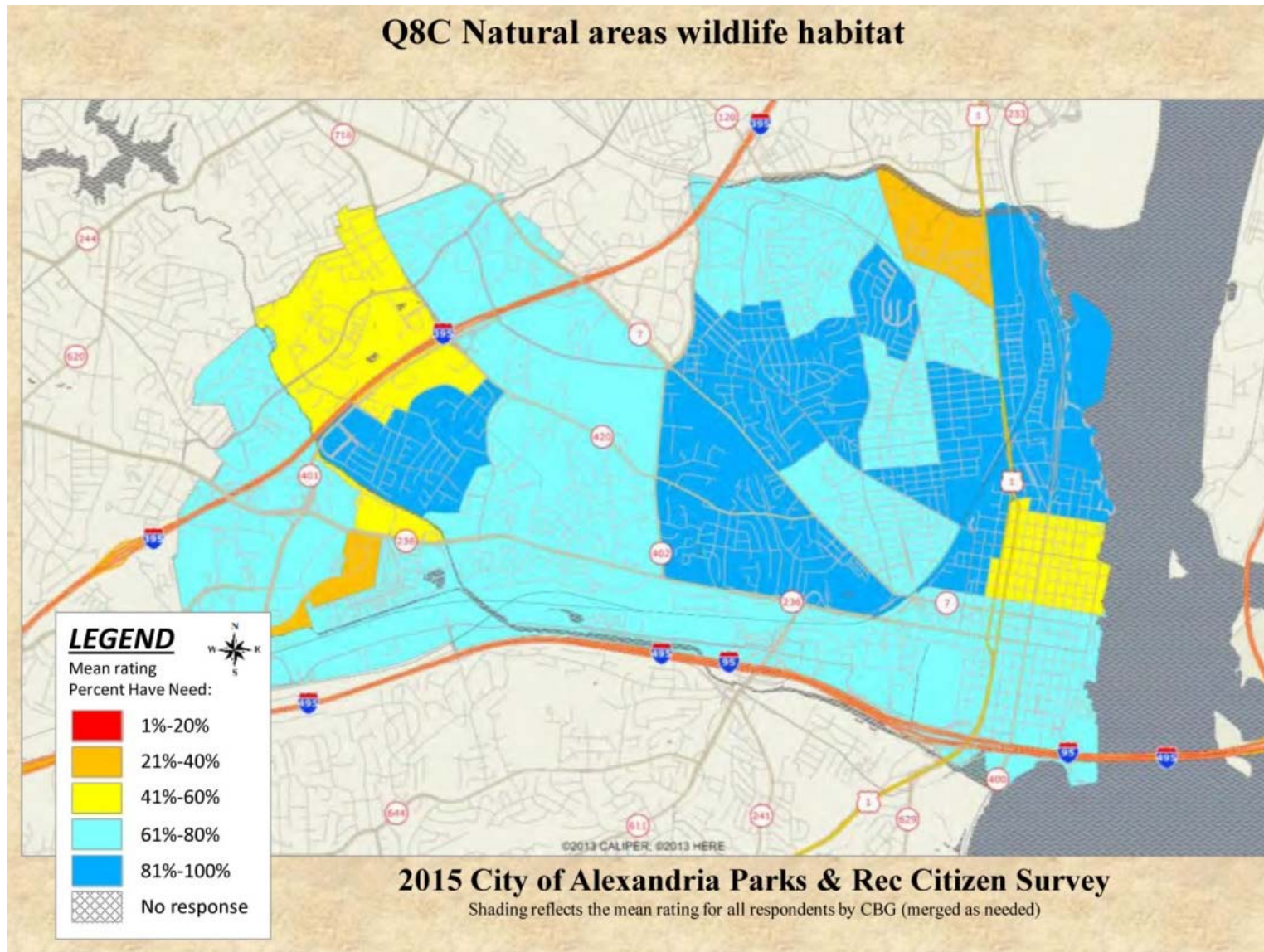
Source: Leisure Vision/ETC Institute (October 2015)

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

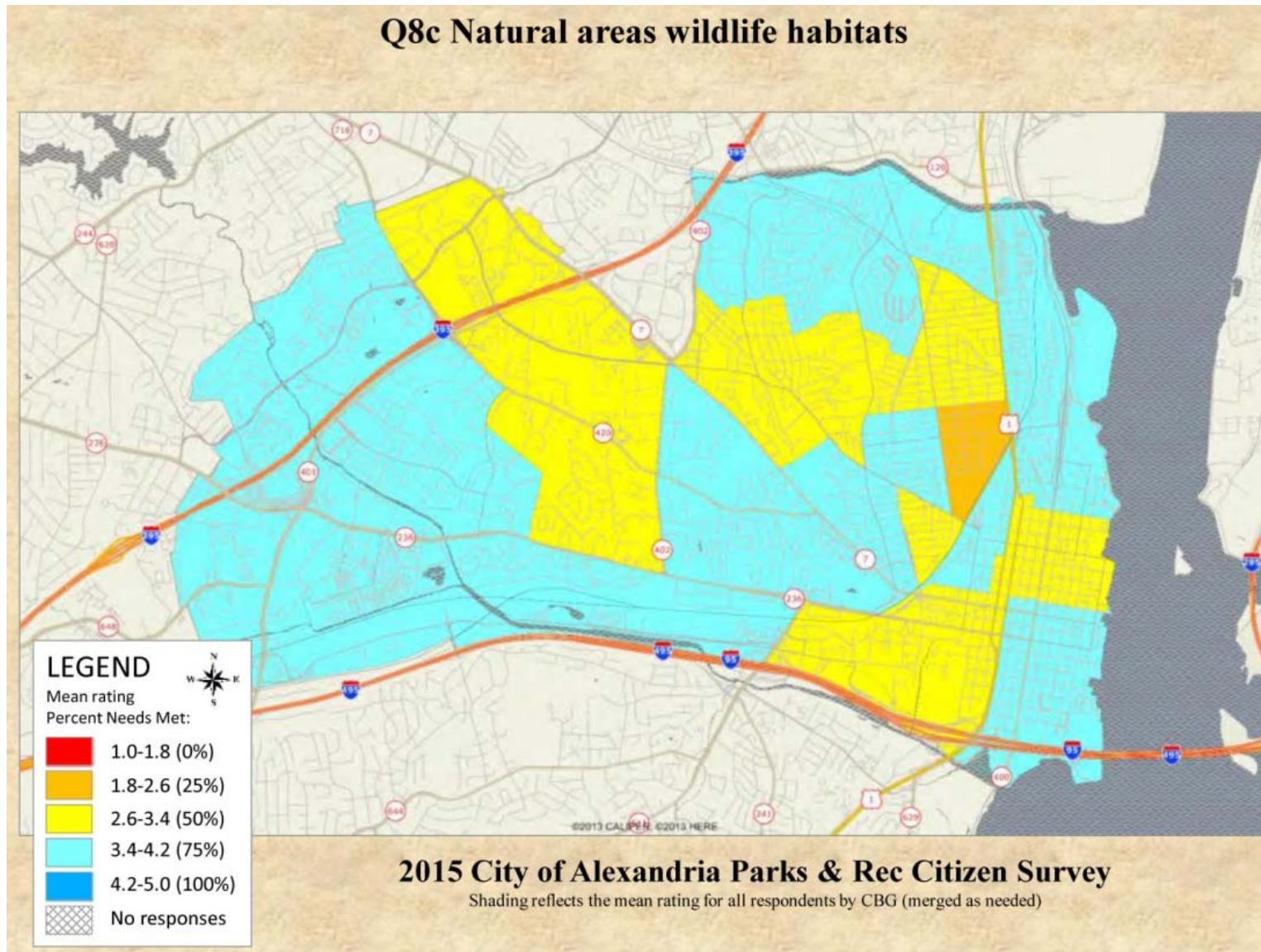




## GIS Maps (example)

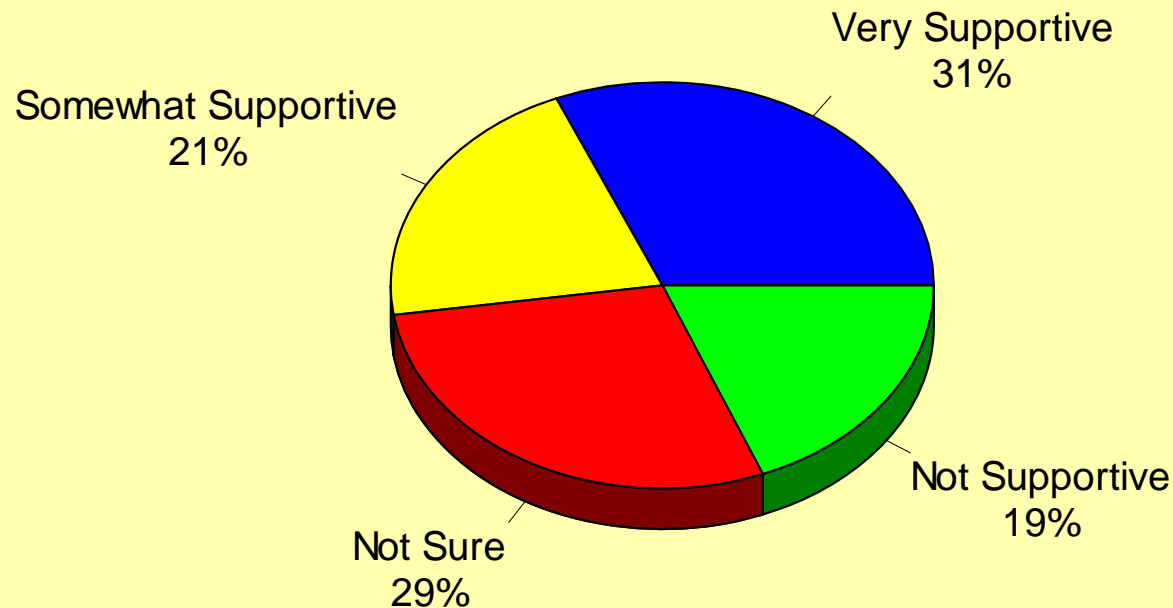


## GIS Maps (example)





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.



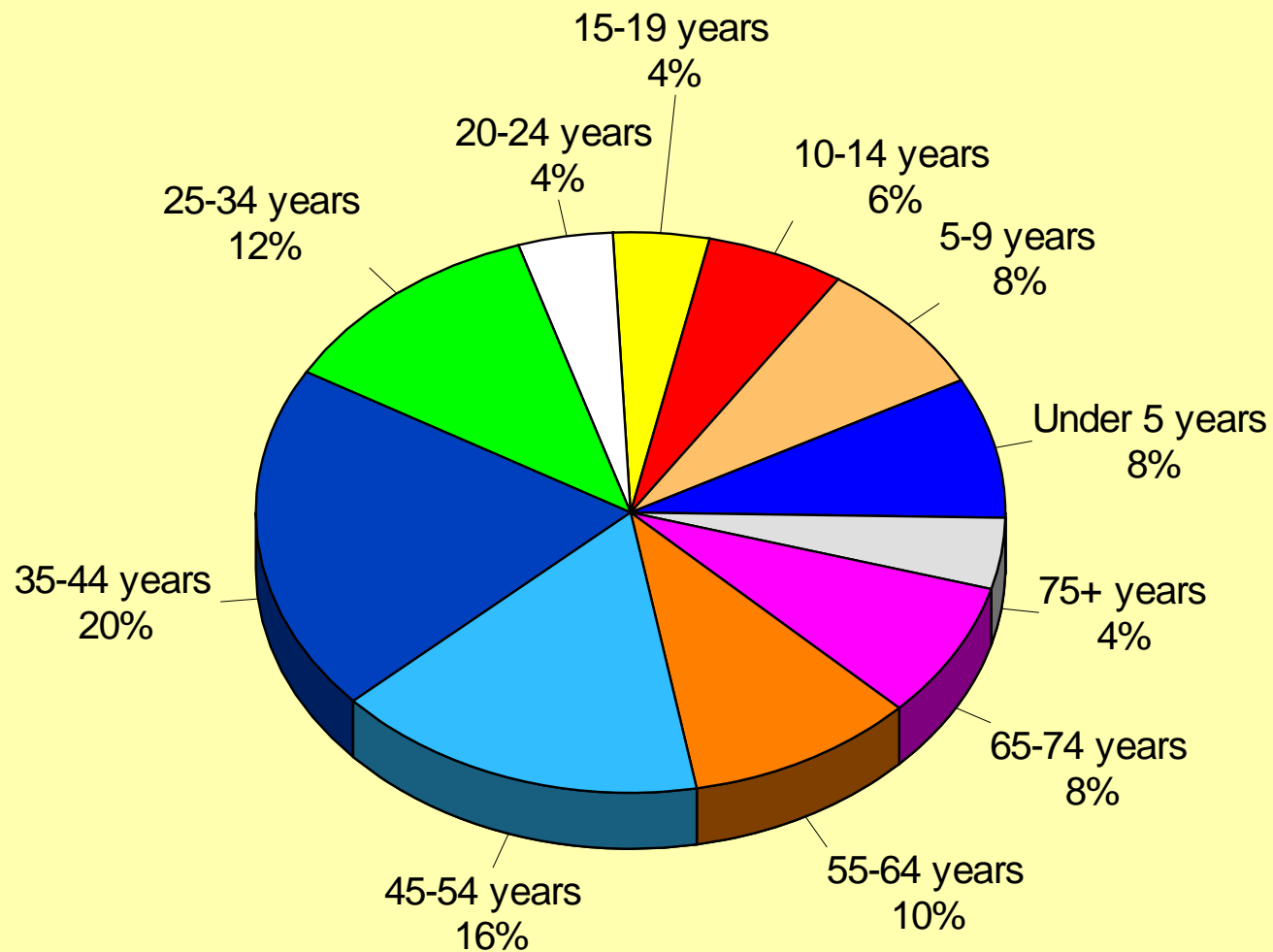


# Questions?



## Q15. Demographics: Ages of People in Household

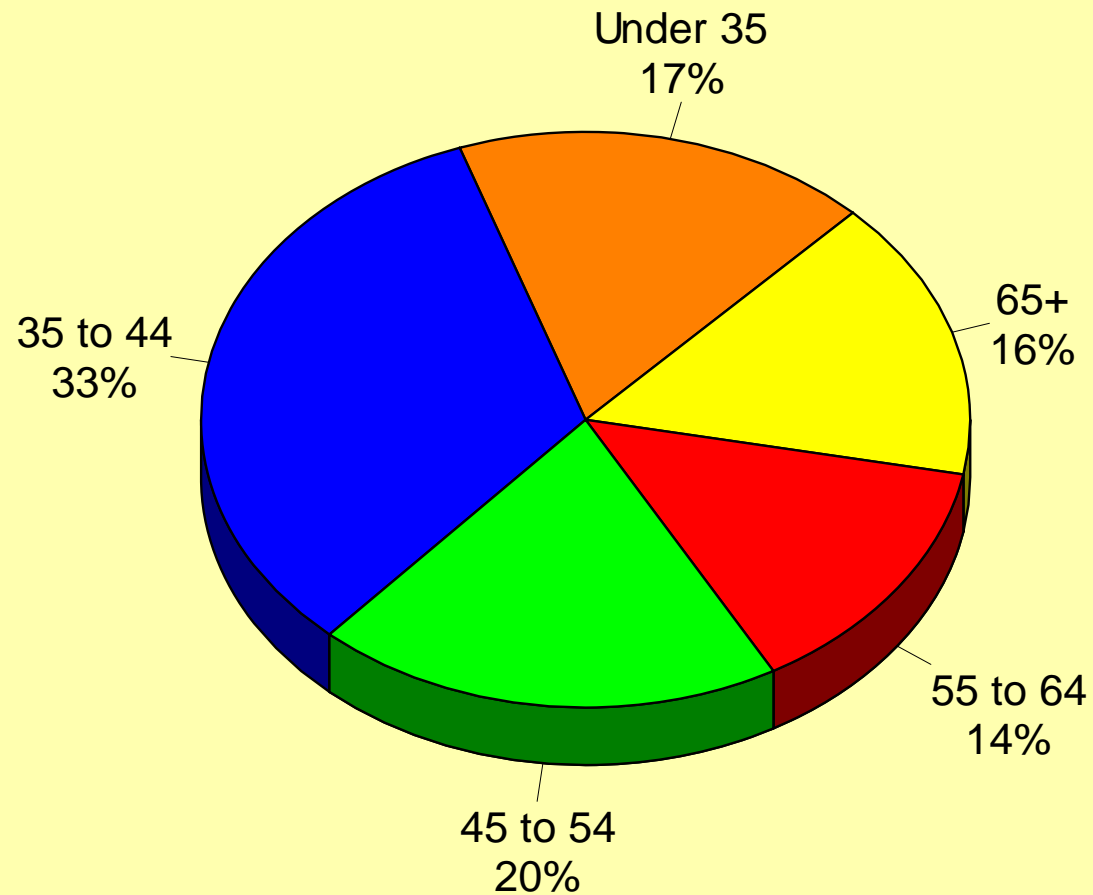
by percentage of household occupants



Source: Leisure Vision/ETC Institute (October 2015)

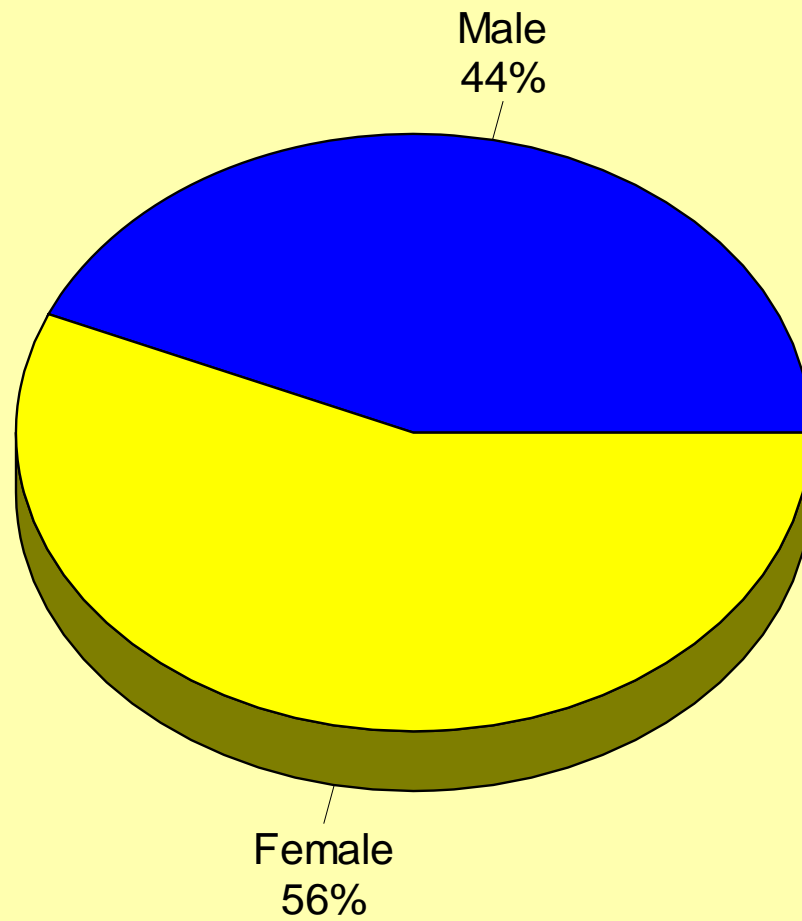
## Q16. Demographics: Age of Respondents

by percentage of respondents



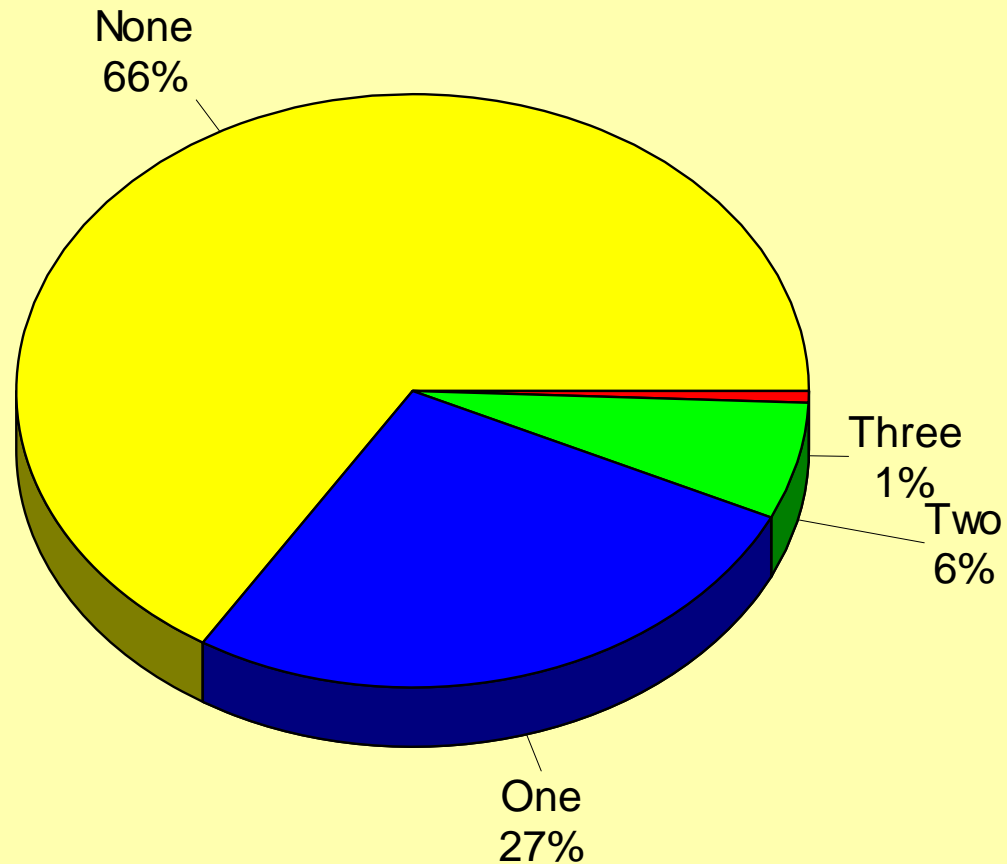
## Q17. Demographics: Gender

by percentage of respondents



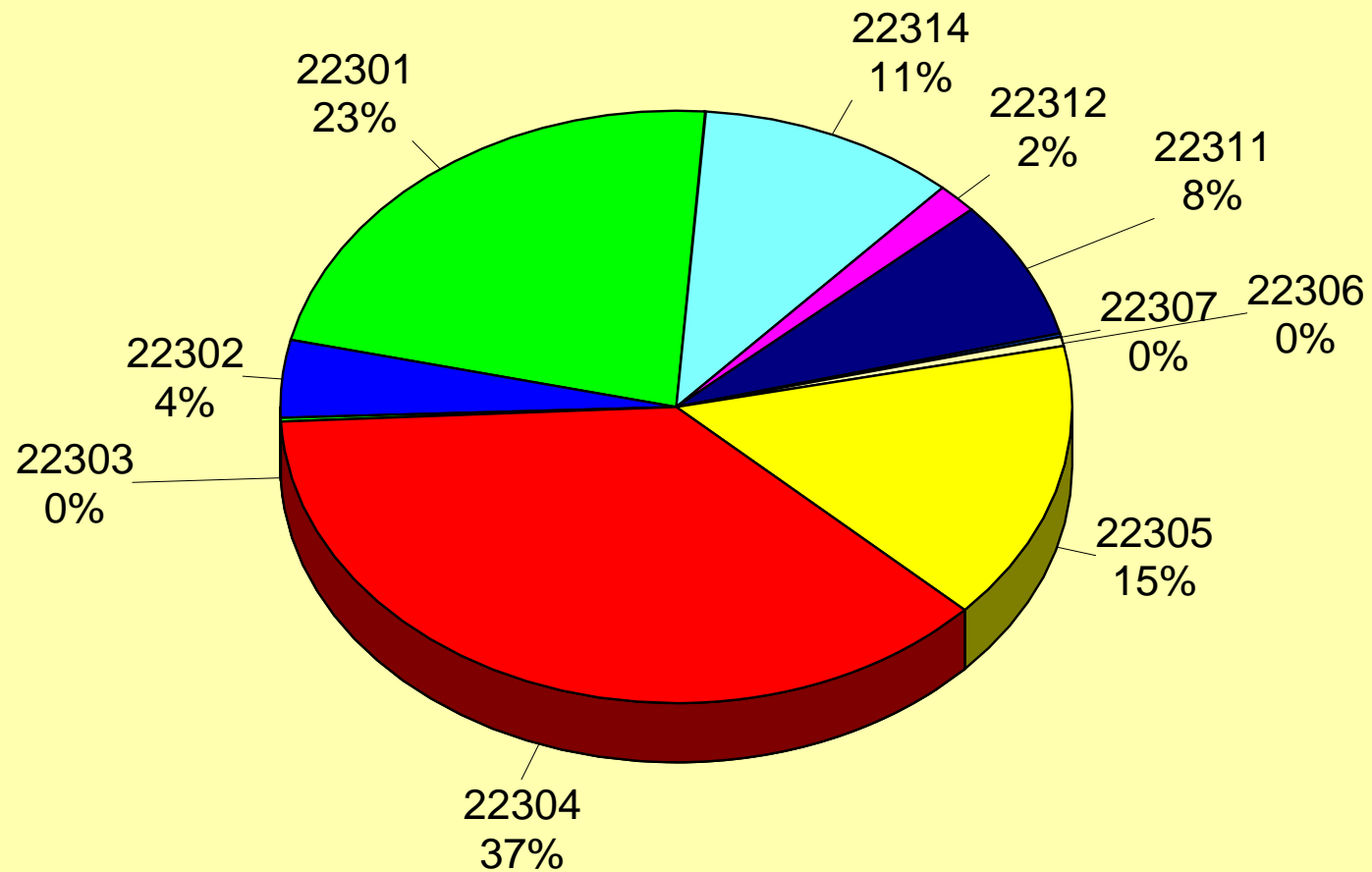
## Q18. Demographics: Number of Dogs in Household

by percentage of respondents



## Q19. Demographics: Home Zip Code

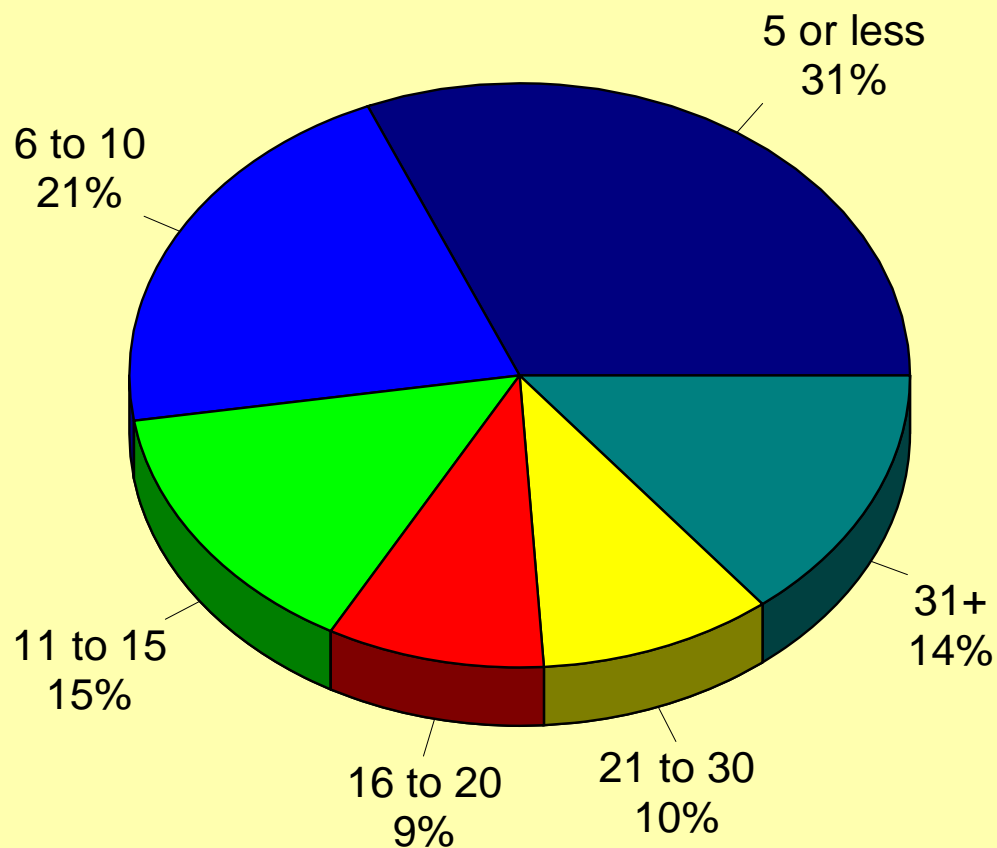
by percentage of respondents





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

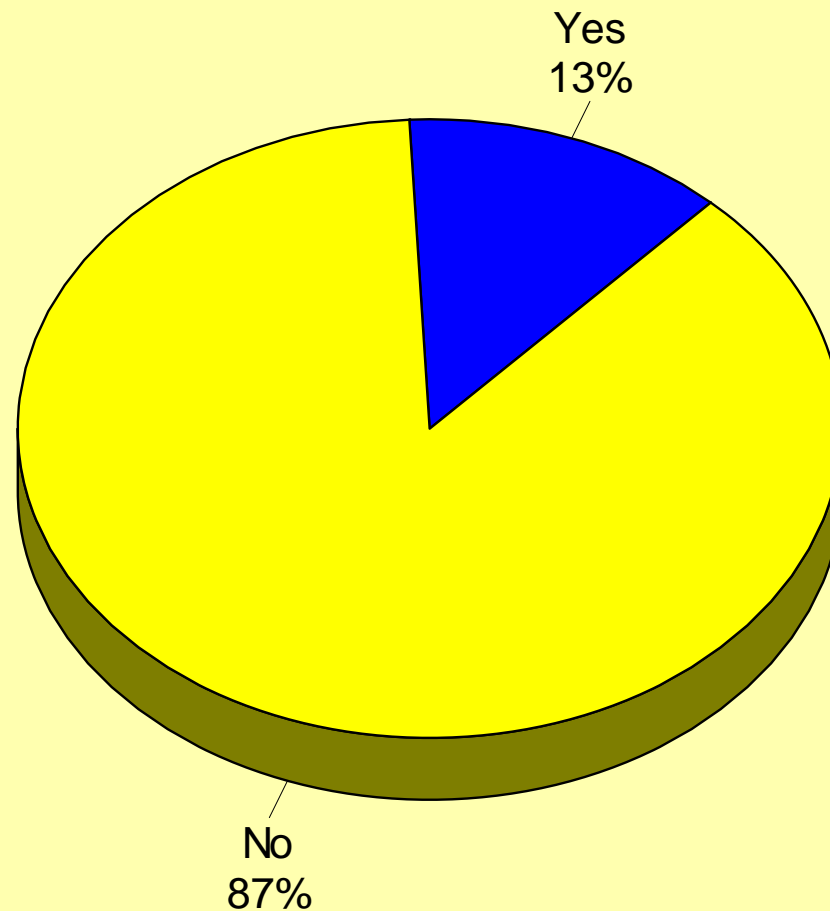
by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2015)

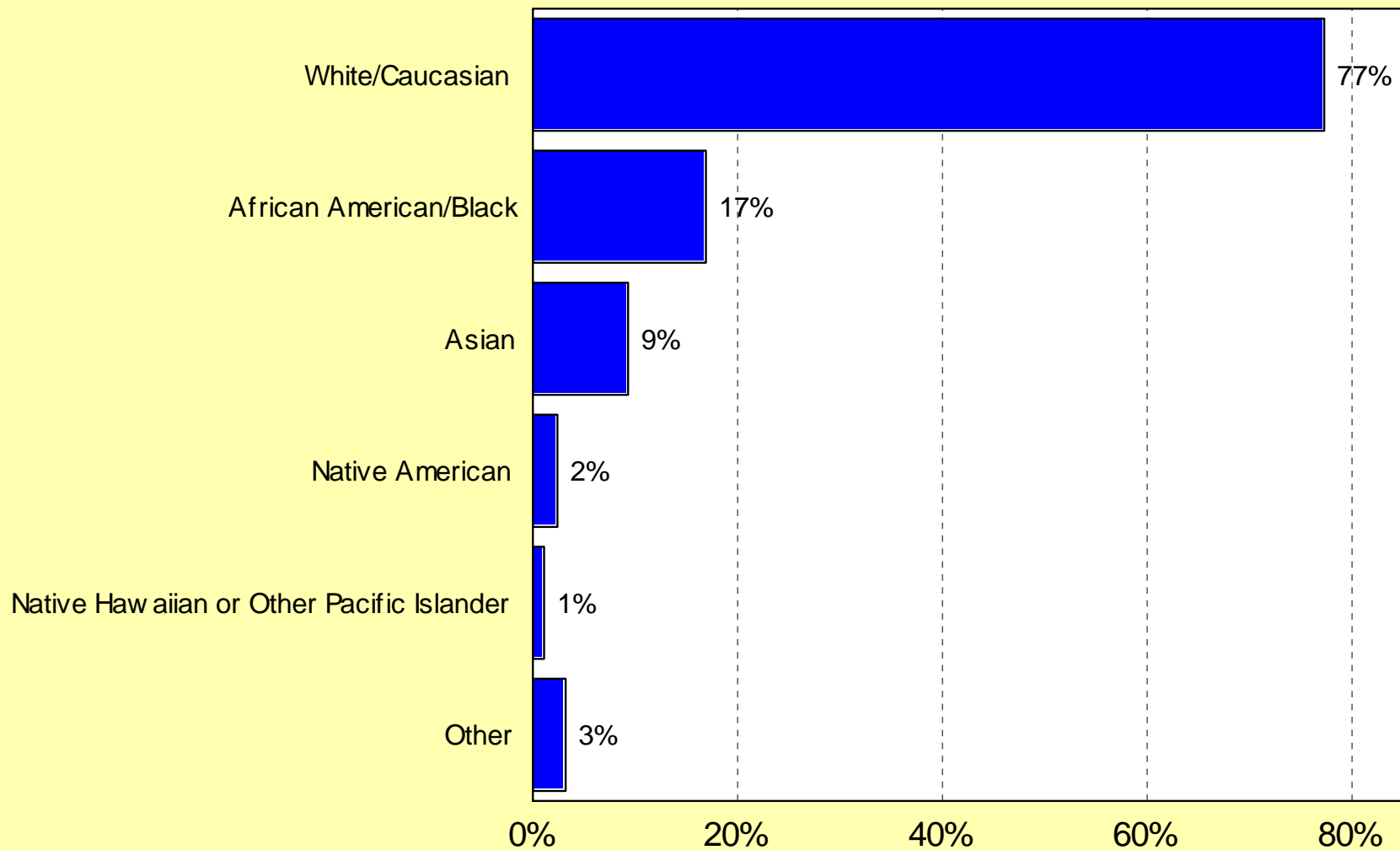
## Q21. Demographics: Members of Household of Hispanic or Latin Ancestry

by percentage of respondents



## Q22. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (October 2015)

## Q23. Demographics: Household Income

by percentage of respondents

