

2015 Parks and Recreation Needs Assessment Survey

Recreation, Parks, and Cultural Activities

Park and Recreation Commission
January 2016

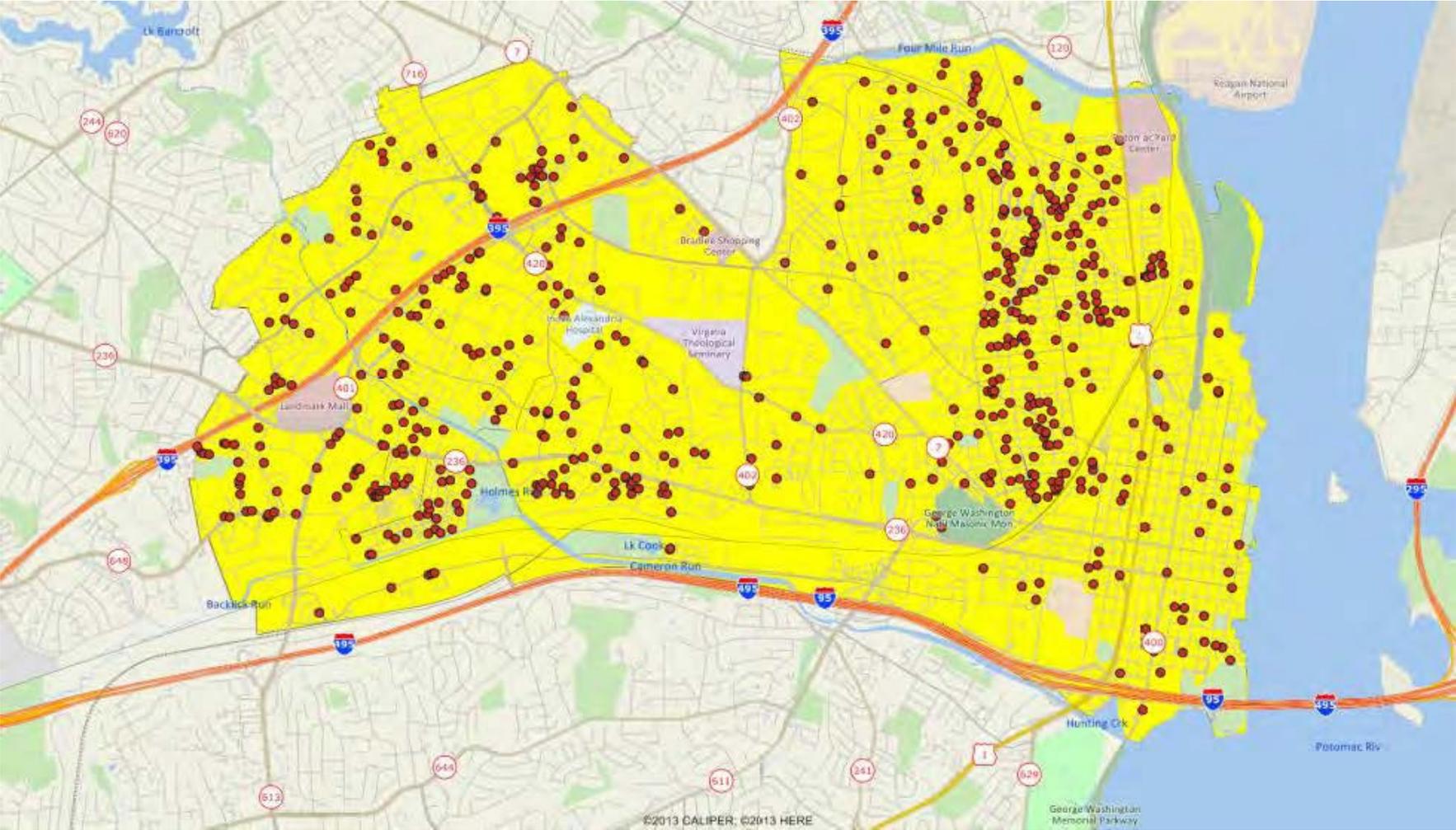


Overview of Survey

- 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



Location of Survey Respondents

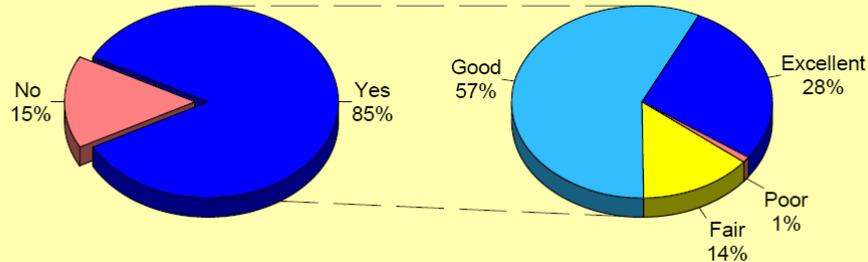


Usage of Parks is High

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 parks over the past year?					
	Yes	79%	85%	82%	85%
	No	21%	15%	18%	15%
How would you rate the quality of all the parks you've visited?					
	Excellent	31%	28%	23%	23%
	Good	54%	57%	61%	63%
	Fair	12%	14%	15%	13%
	Poor	2%	1%	1%	1%

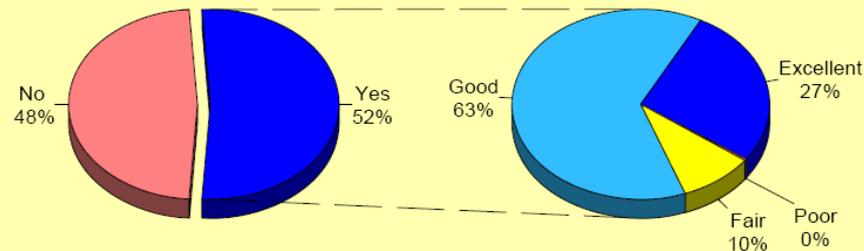


Rating of Programs

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

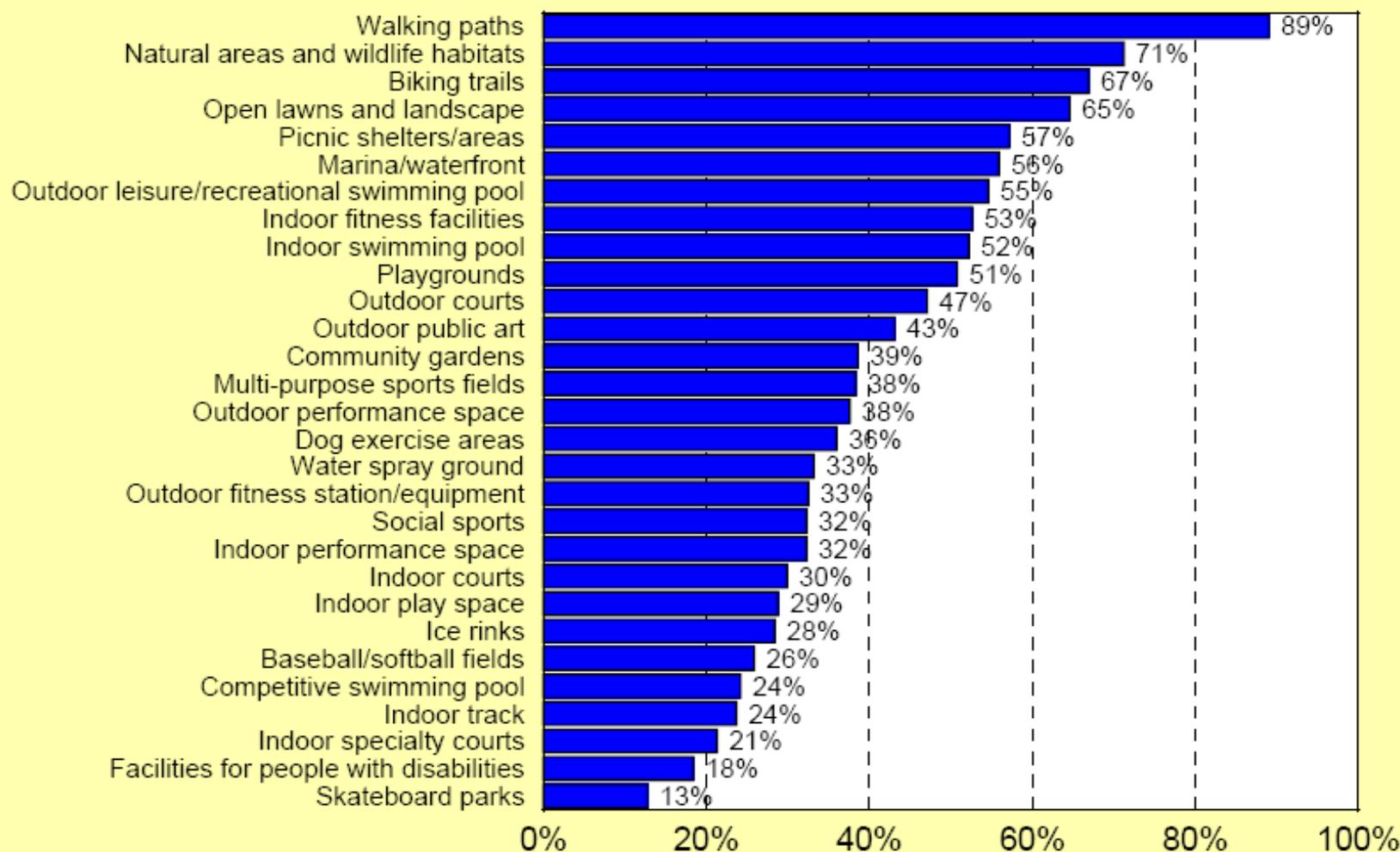


		National Average	Alexandria 2015	Alexandria 2013	Alexandria 2011
Has your household participated in City/County/Park District recreation programs during the past year?	Yes	34%	52%	48%	46%
	No	66%	48%	52%	54%
How would you rate the quality of all the recreation programs you've participated in?	Excellent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

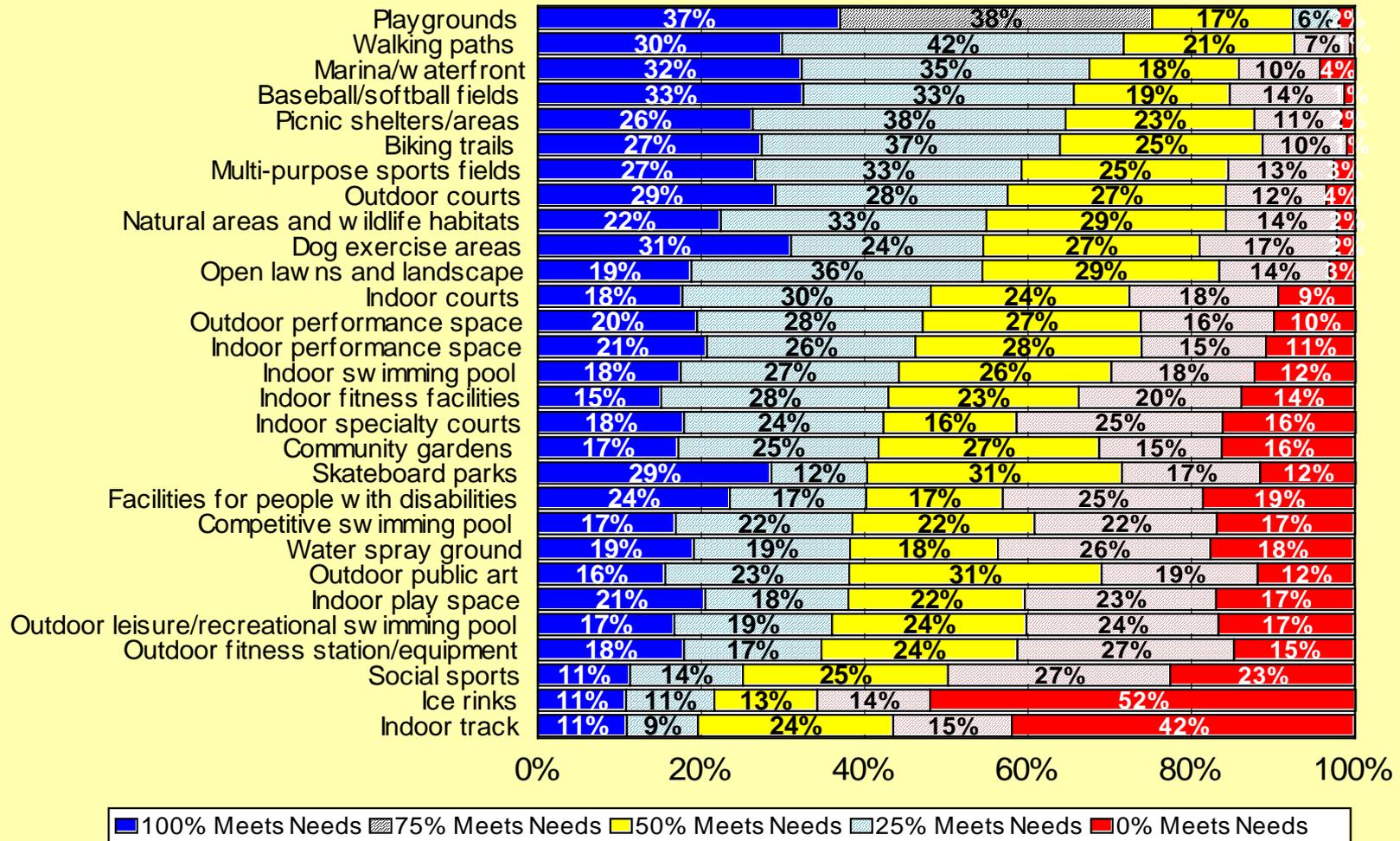
by percentage of respondents (multiple choices could be made)



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

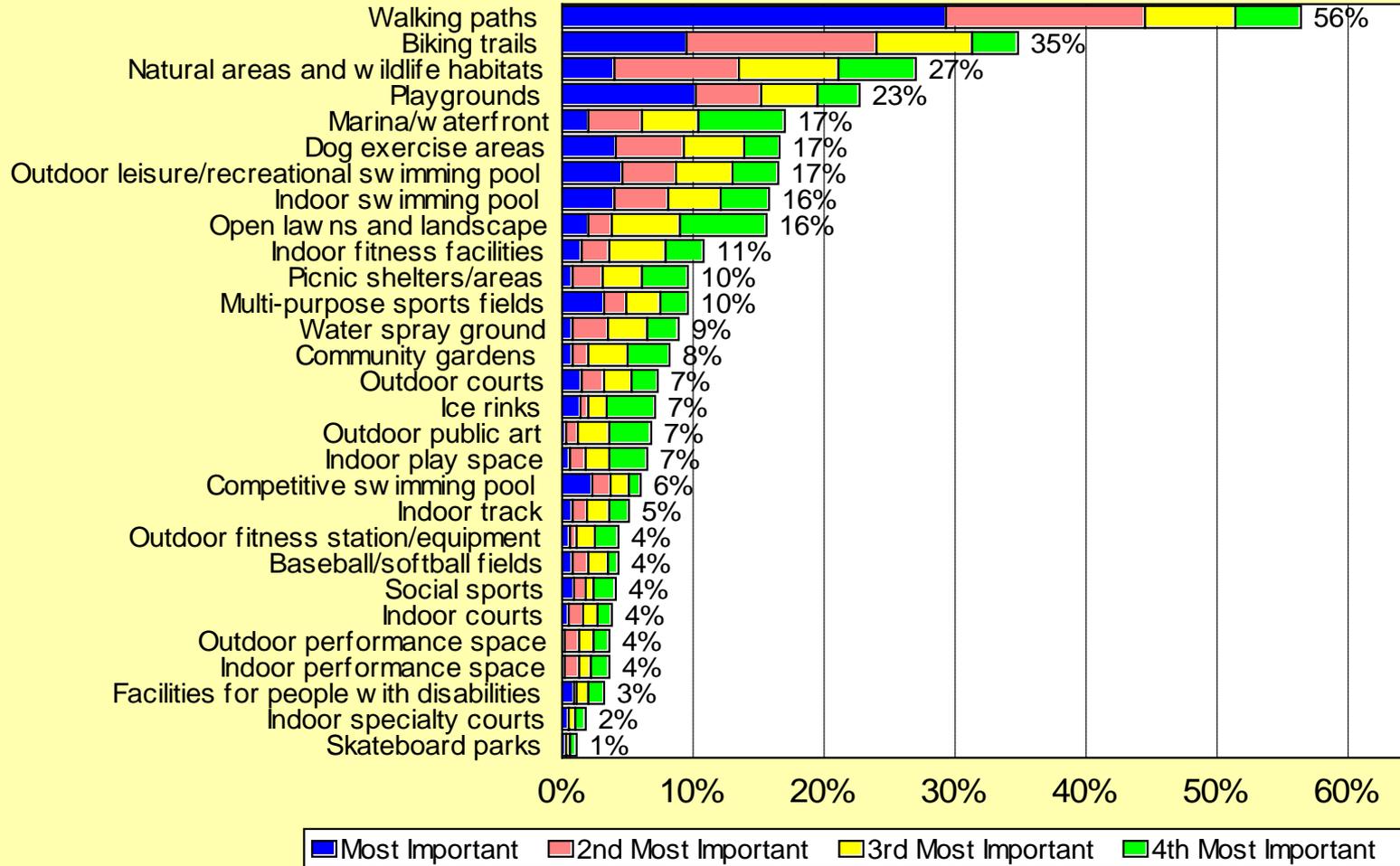


Source: Leisure Vision/ETC Institute (October 2015)



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



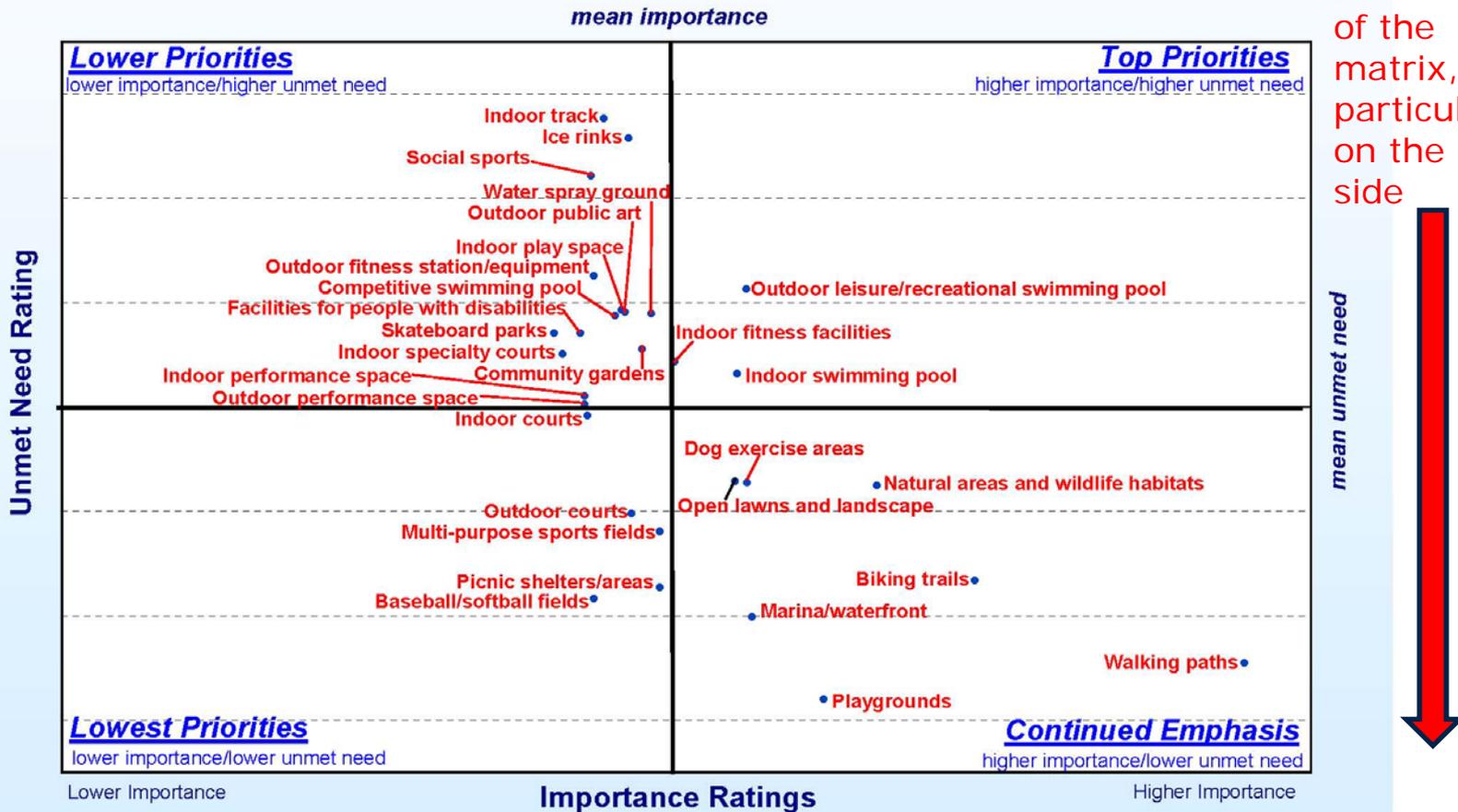
Source: Leisure Vision/ETC Institute (October 2015)



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

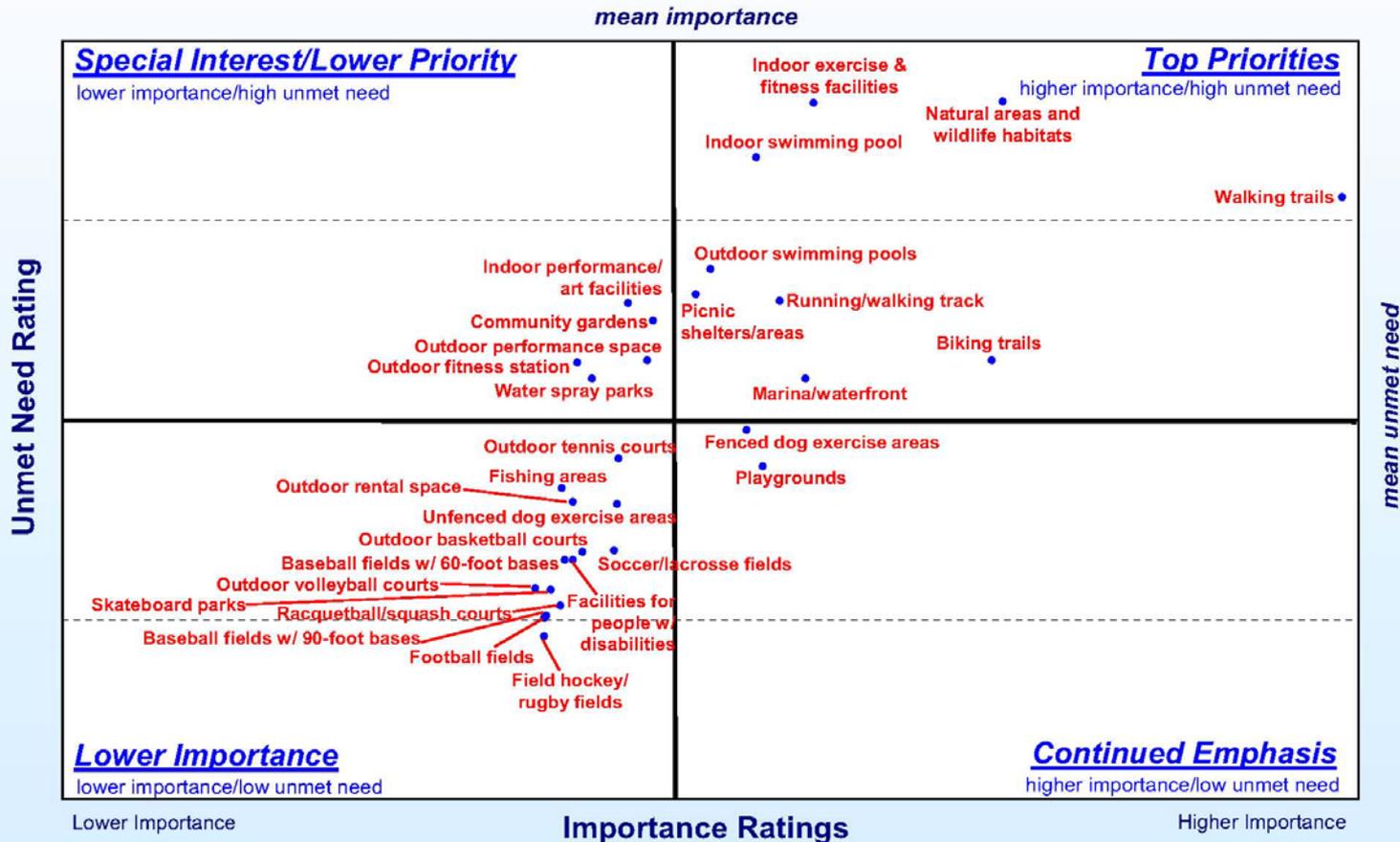


Source: Leisure Vision/ETC Institute (2015)



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)



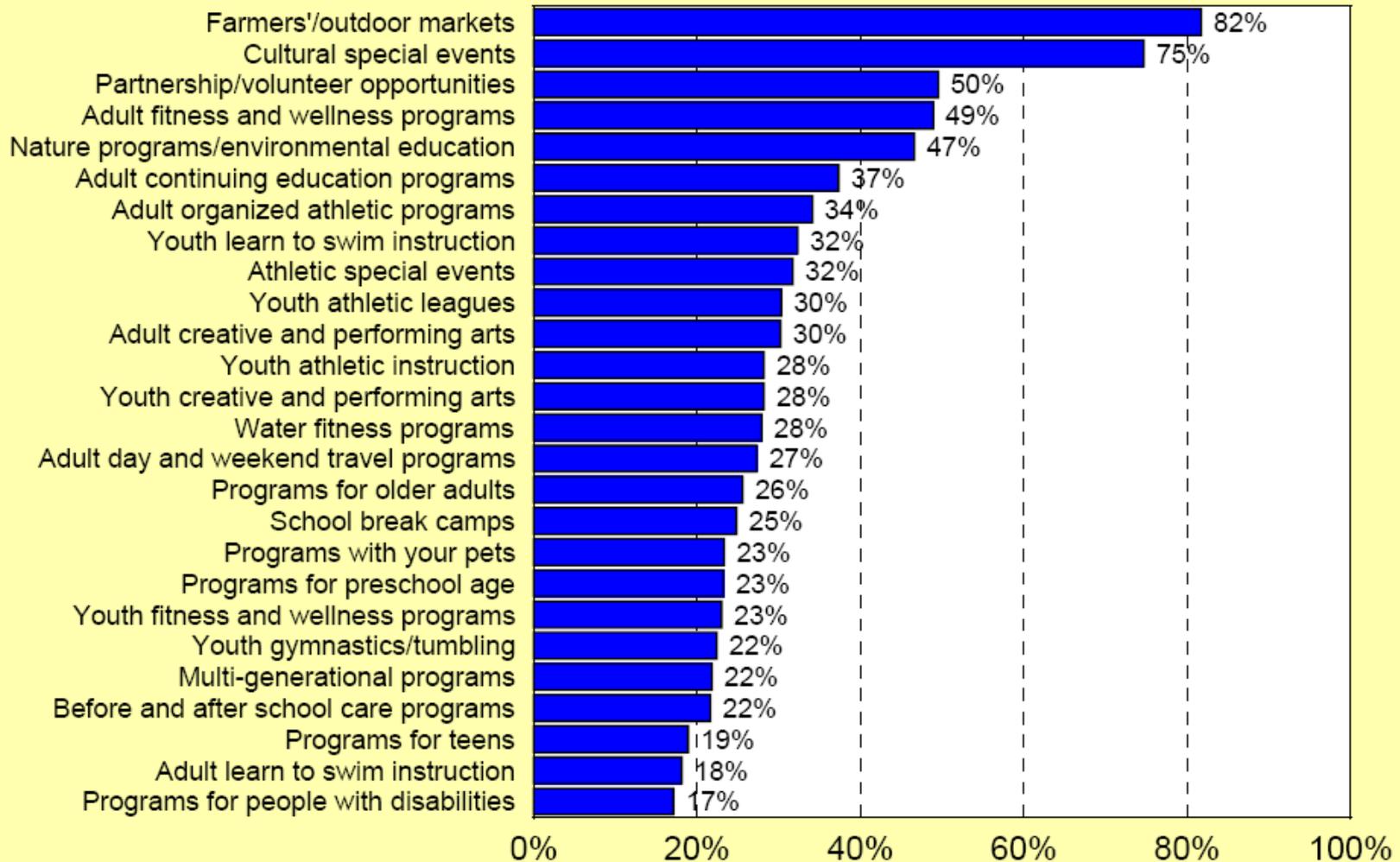
Source: Leisure Vision/ETC Institute (November 2013)

Importance Unmet Needs Matrix 1



Q10. Recreation Programs That Households Have a Need For

by percentage of respondents (multiple choices could be made)

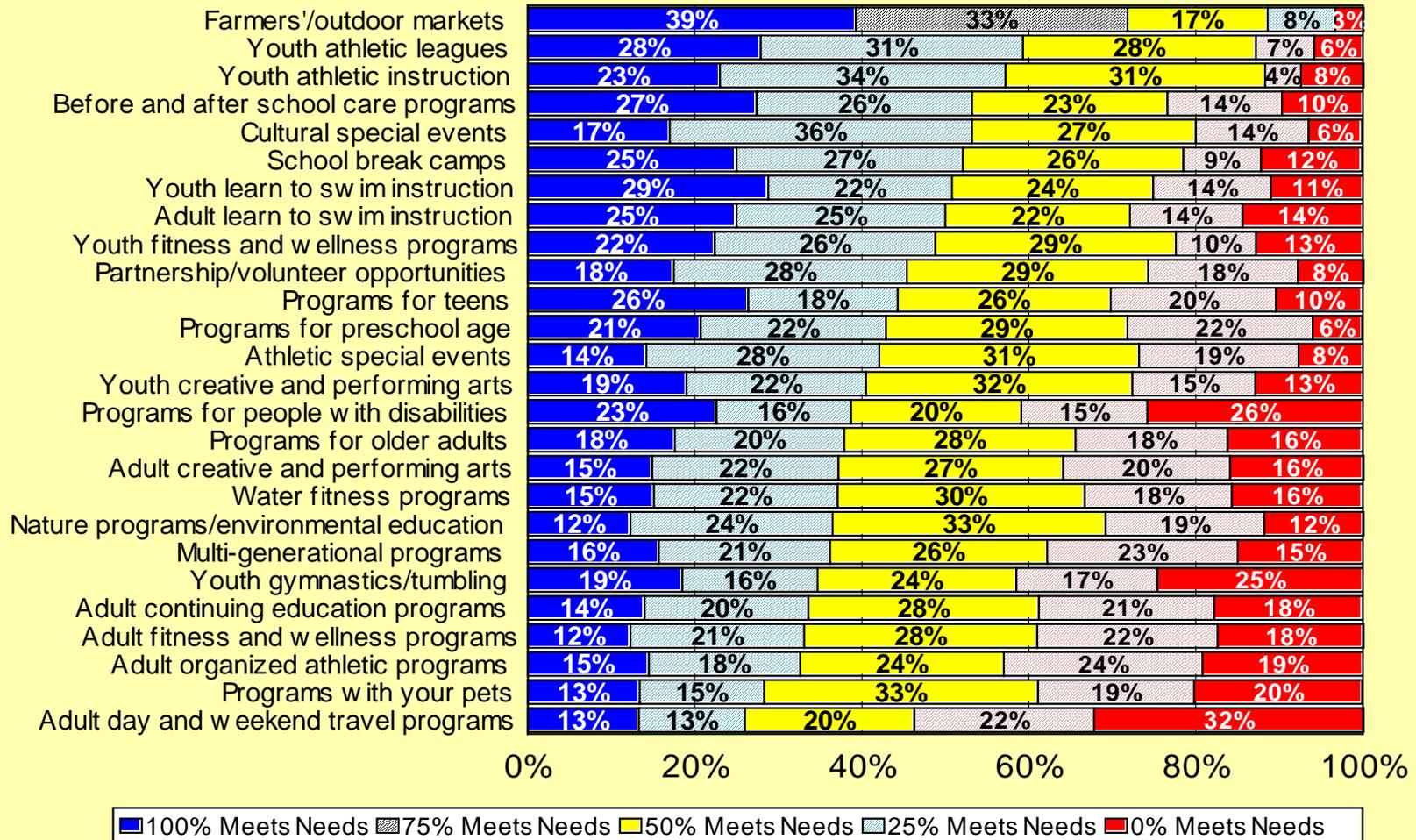


Source: Leisure Vision/ETC Institute (October 2015)



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

by percentage of respondents with a need for programs

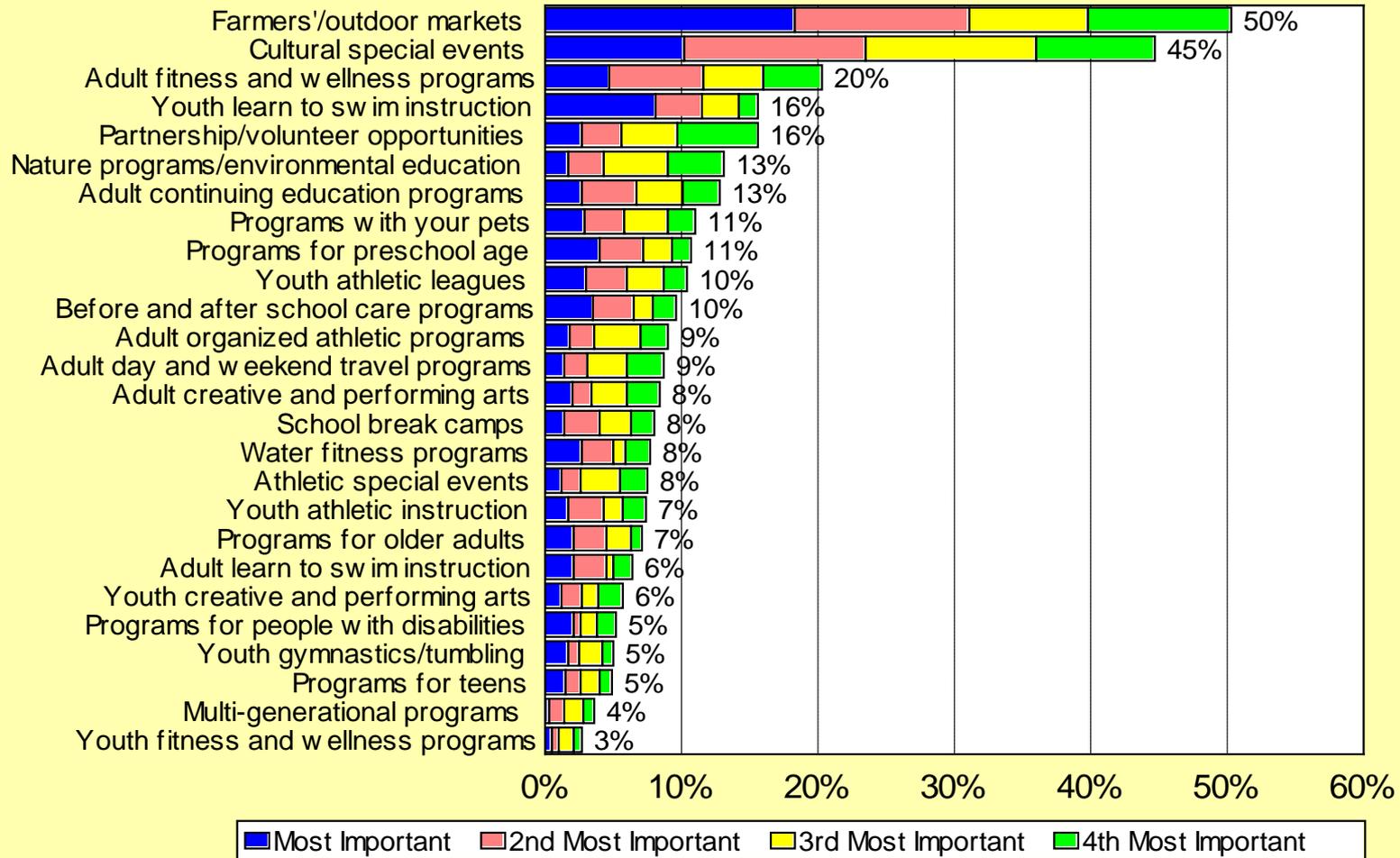


Source: Leisure Vision/ETC Institute (October 2015)



Q11. Recreation Programs That Are Most Important to Households

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



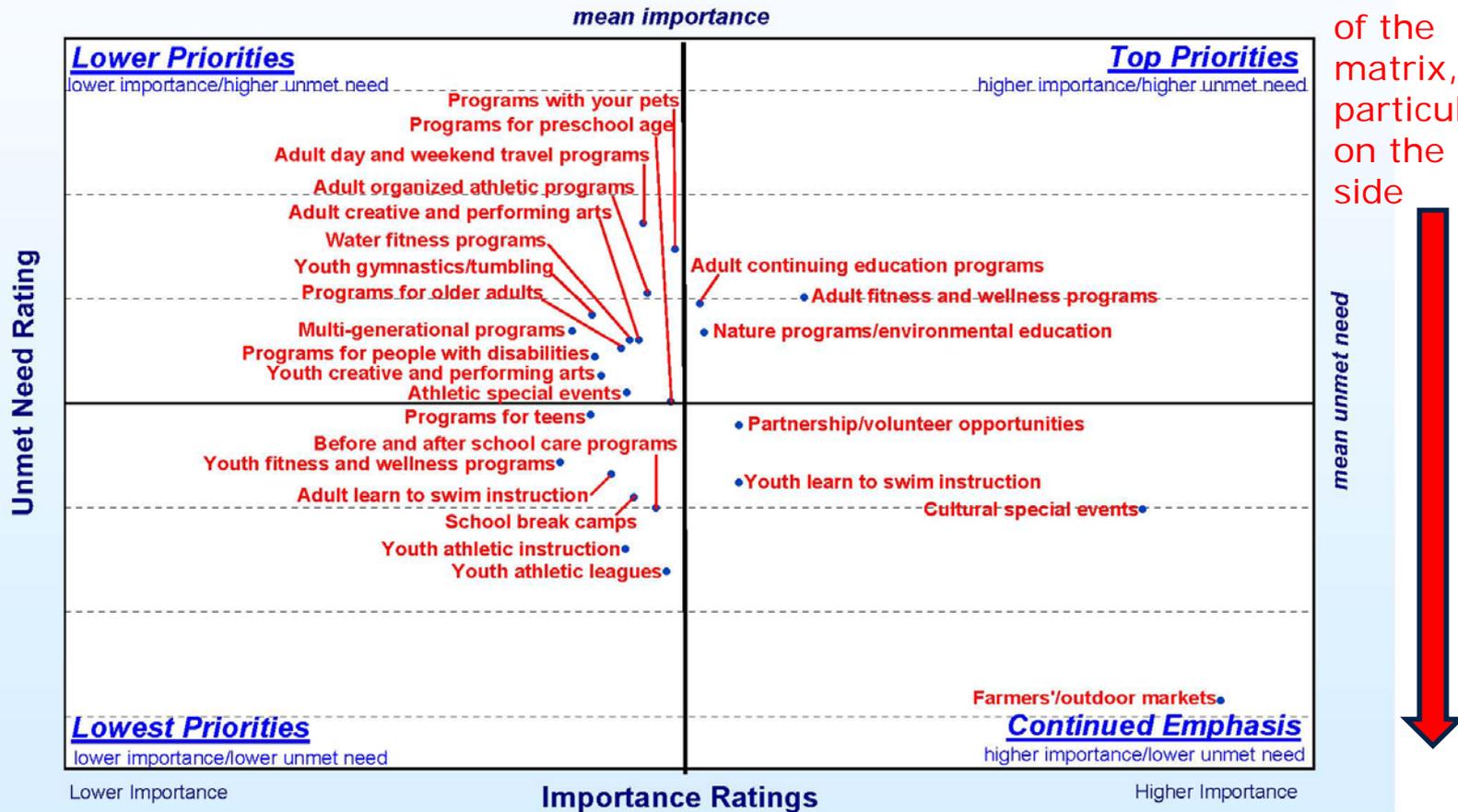
Source: Leisure Vision/ETC Institute (October 2015)



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

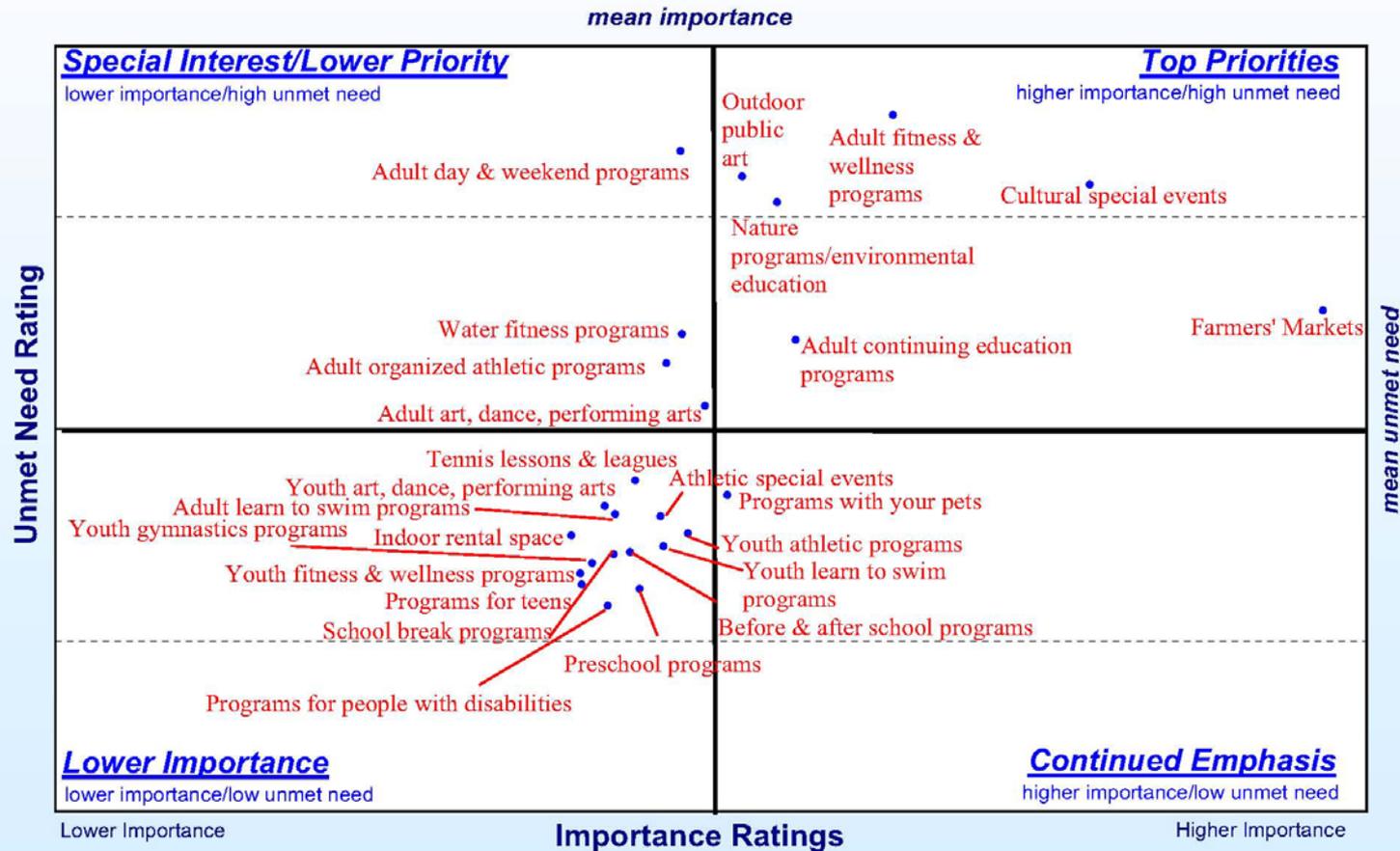


Source: Leisure Vision/ETC Institute (2015)



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)



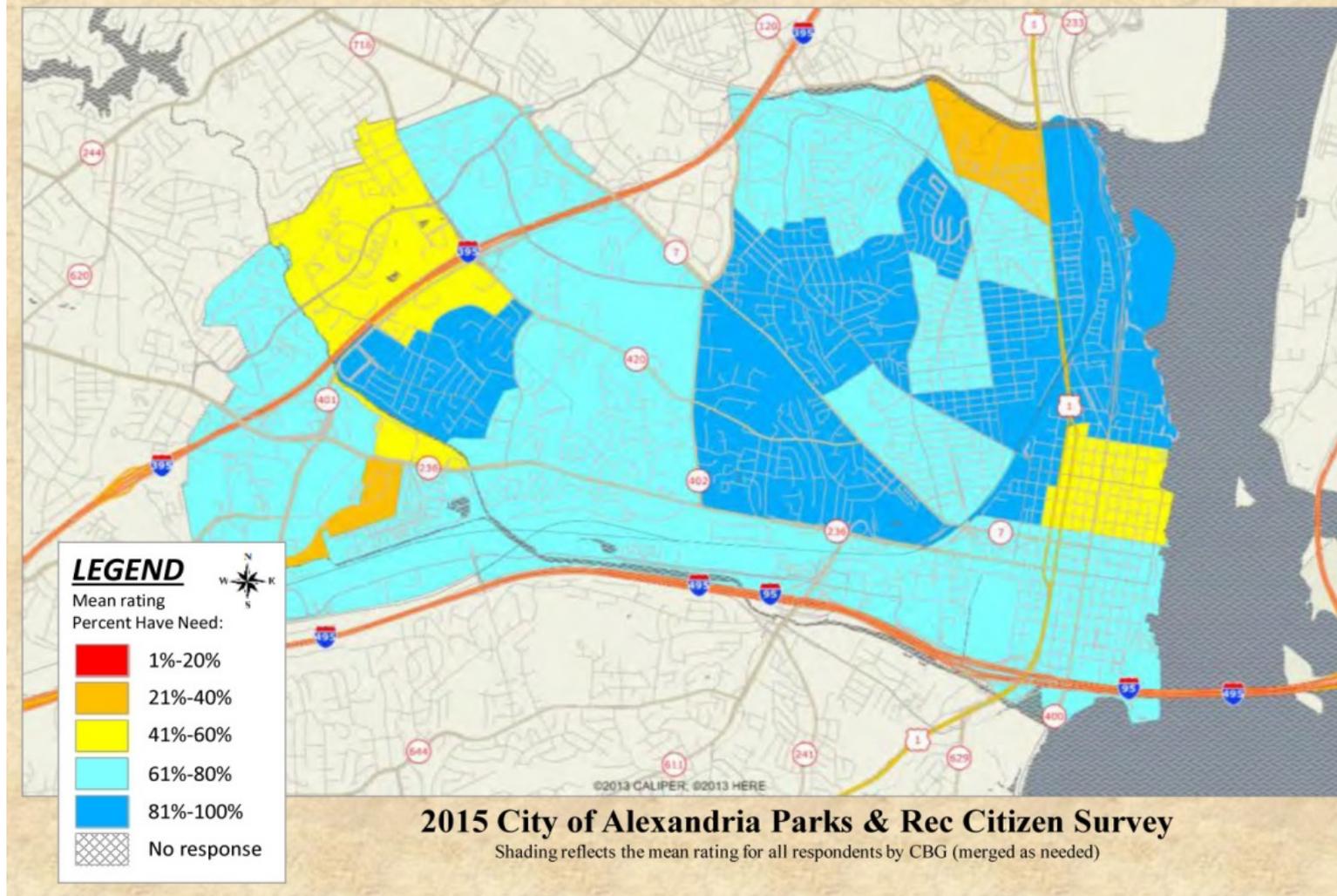
Source: Leisure Vision/ETC Institute (November 2013)

Importance Unmet Needs Matrix 2



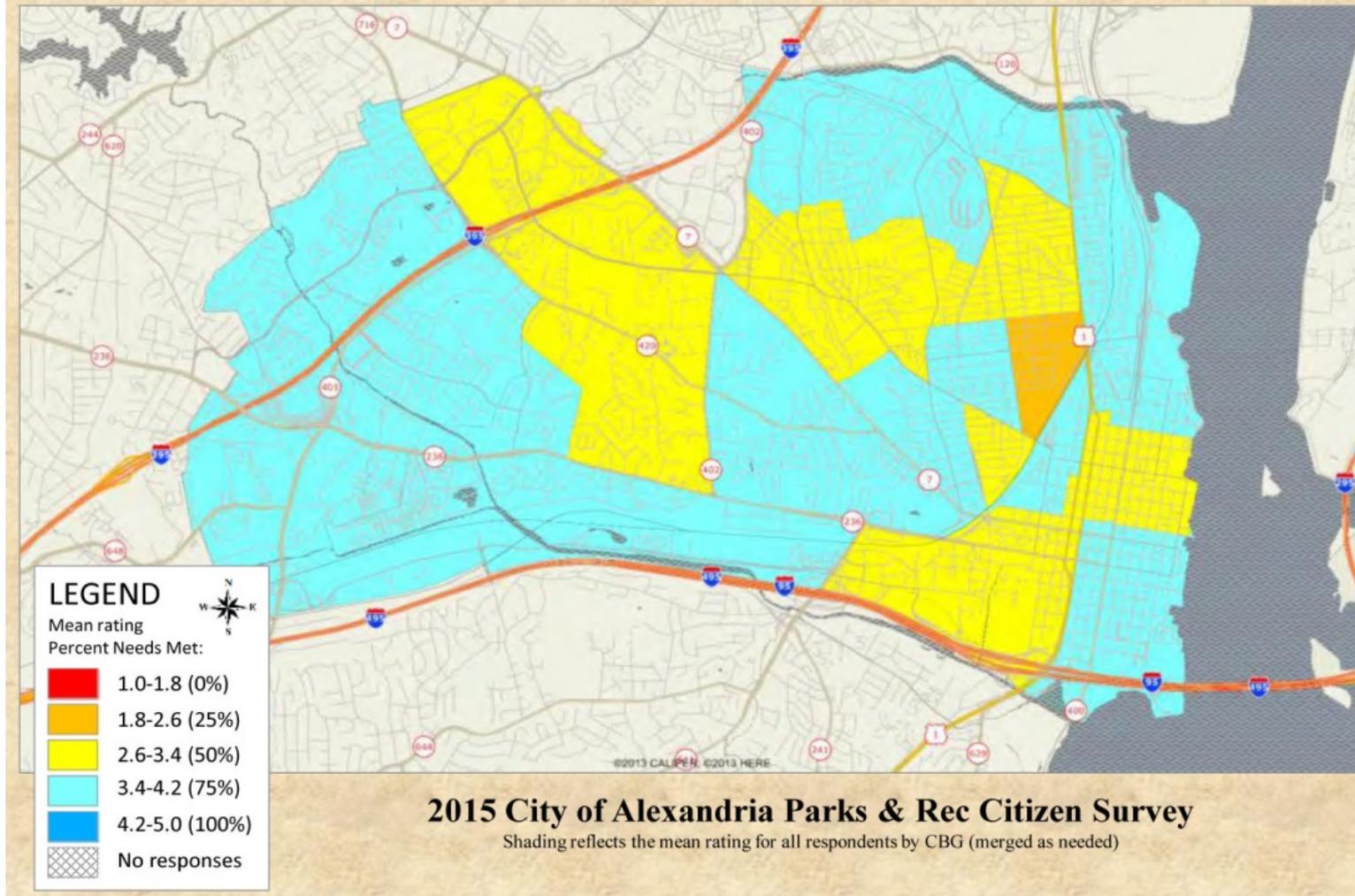
GIS Maps (example)

Q8C Natural areas wildlife habitat



GIS Maps (example)

Q8c Natural areas wildlife habitats



2015 City of Alexandria Parks & Rec Citizen Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Questions?

