

# **Recreation Parks and Cultural Activities: 2013 Needs Assessment**

November 21, 2013



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

- The City strives to link strategic goals to performance measures
- Needs Assessment helps measure whether residents' needs and expectations are being met
- Information from survey directly relate to City's goals

# Goals Impacted by Results

- 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
  - Ensuring all children and youth thrive and succeed

# Overview of Survey

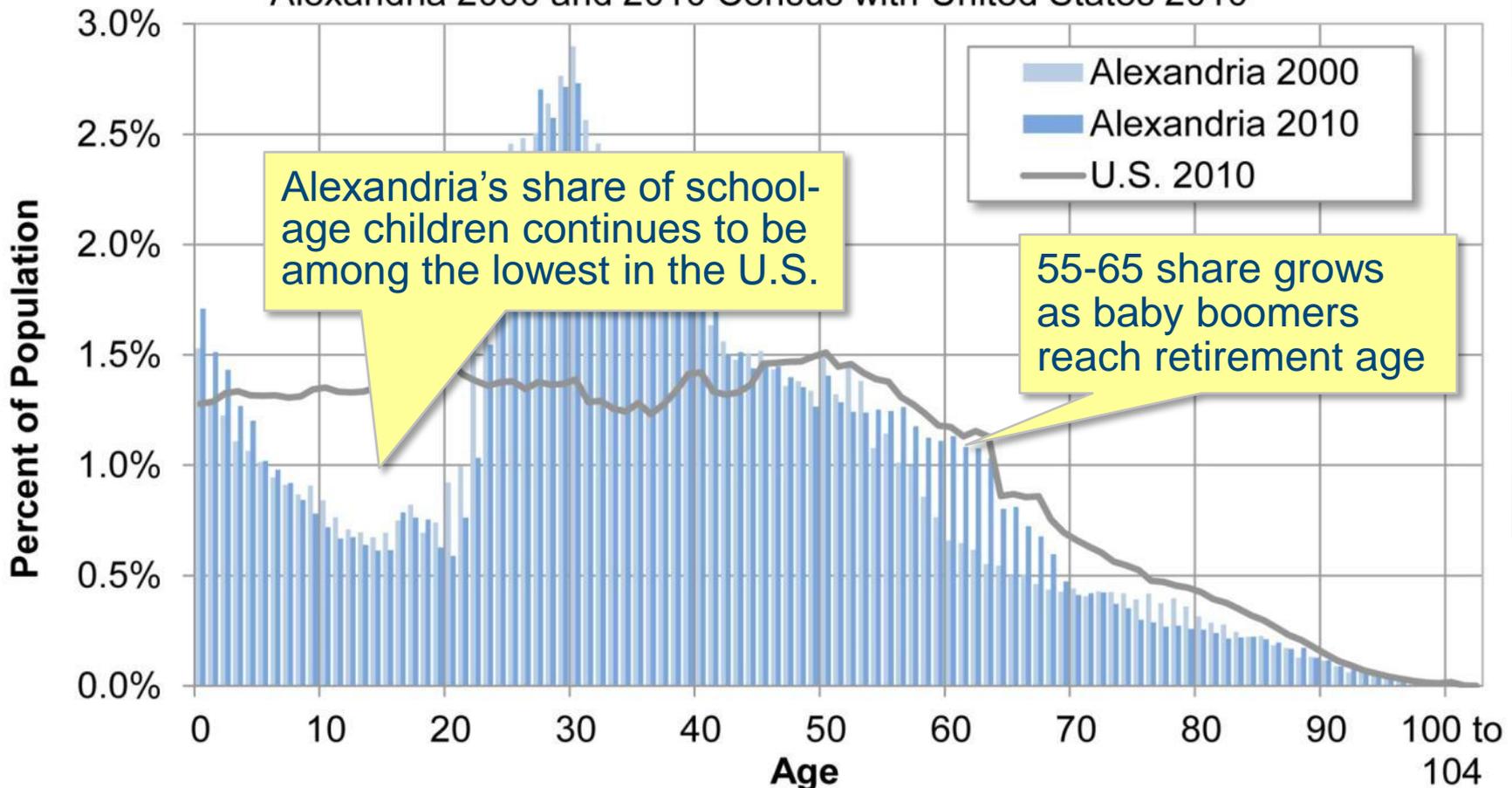
- Questions:
  - Topics: full range of usage, satisfaction, needs, unmet needs and priorities issues
  - Based on 2011 survey and new 2013 Topics
- Goal: Complete 600 surveys
- Result: 850 surveys completed
- Margin of error:  $\pm 3.3\%$ , 95% level of confidence
- Source: Leisure Vision/ETC Institute (Sept. 2013)

# Age Structure Changes 2000 to 2010

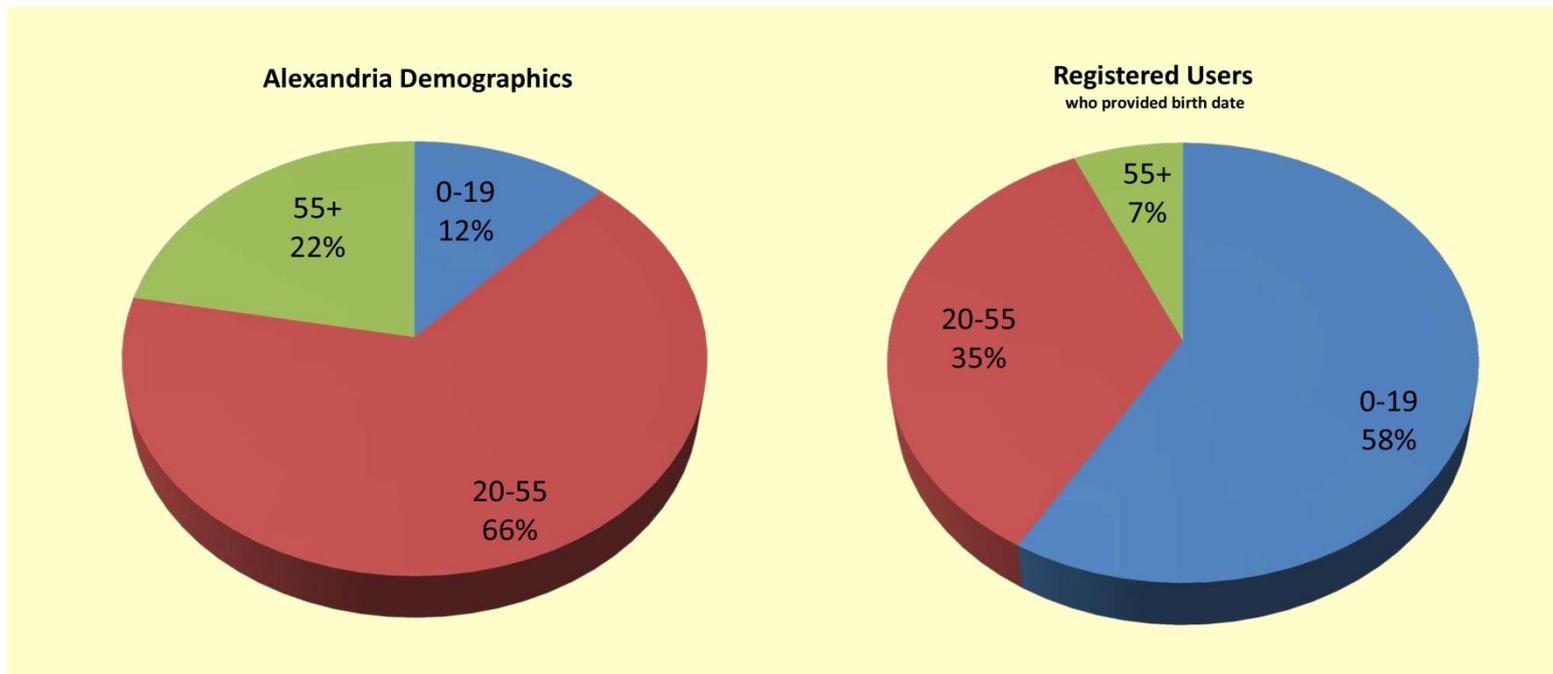
- 0-5: +25.1% (7,962 to 9,964)
- 20-35: higher % in the region, including Alexandria, than the national avg.
- 45-65: Significant growth as baby boomers reach retirement age
- 65 and up: +.1% (9.0% to 9.1%), reflects low birth rates in the 1920s and 1930s

# Age Factors Affecting Change

**Percent of Population by Single Years of Age**  
 Alexandria 2000 and 2010 Census with United States 2010



# Respondent vs. Participant Age

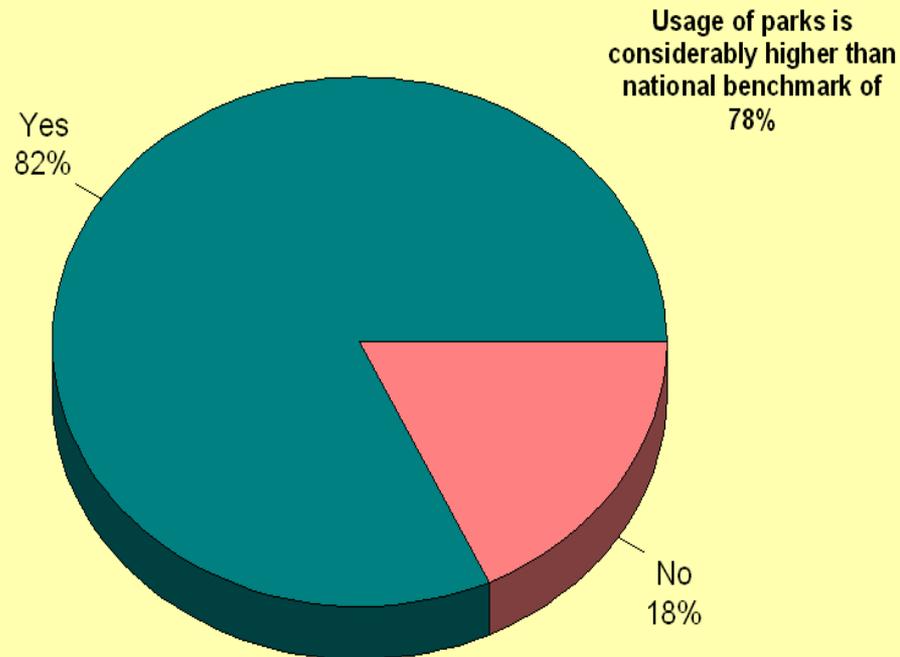


Representation By AGE GROUP

# Usage of Parks is High

**Q2. Have Respondent Households Visited any City of Alexandria Parks in During the Past 12 Months?**

by percentage of respondents



- 2011 Comparison: decreased by 3% usage

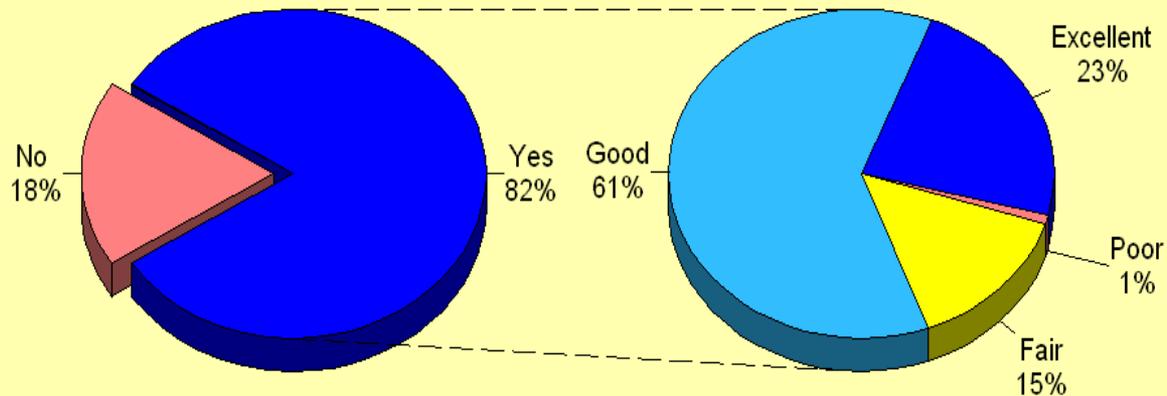
# Physical Condition of Parks

## Q2. Have Respondent Households Visited any City of Alexandria Parks in During the Past 12 Months?

by percentage of respondents

### Q2a. How Respondents Rate the Physical Condition of the City of Alexandria Programs They Have Participated in Over the Past 12 months?

(excludes "don't know")

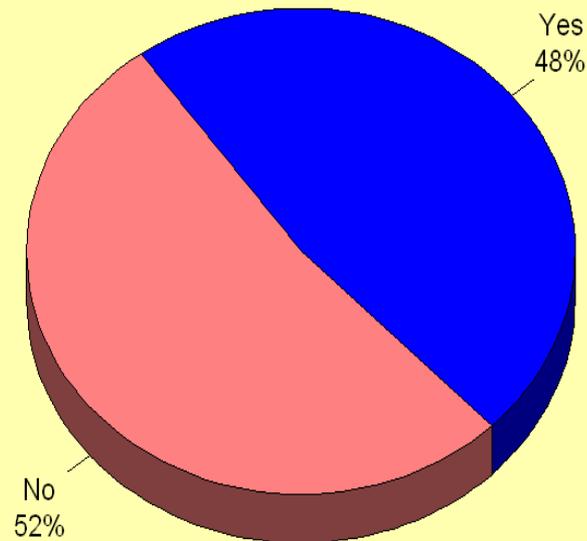


- 2011 Comparison: 'Excellent' no change, 'Good' decreased by 2%

# Program Participation

**Q3. Have Respondent Households Participated in Recreation Programs or Activities Offered by the City of Alexandria Parks and Recreation Department During the Past 12 Months?**

by percentage of respondents



- National Benchmark Comparison: 18% higher participation in Alexandria
- 2011 Comparison: increase by 2% participation

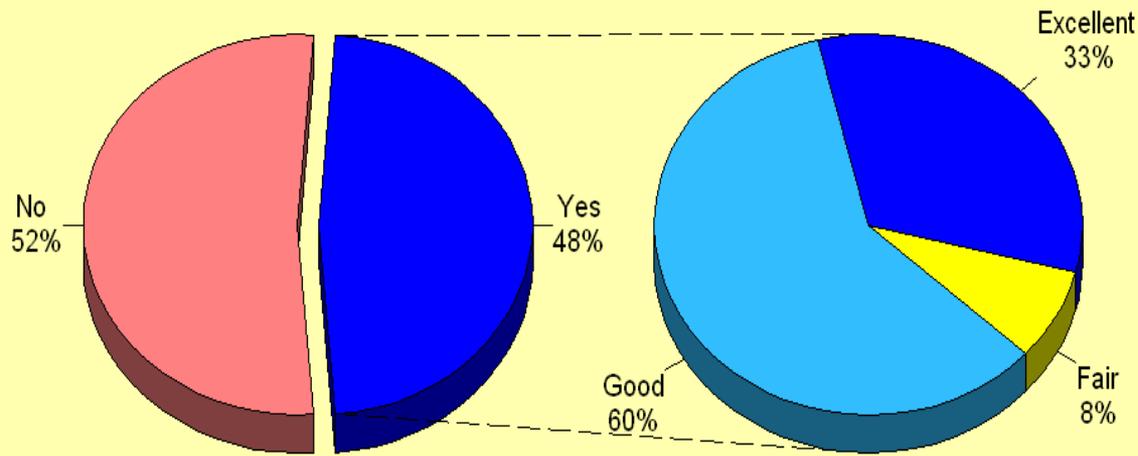
# Program Rating

## Q3b. Have Respondent Households Participated in Recreation Programs Offered by the City of Alexandria Parks and Recreation Department During the Past 12 Months?

by percentage of respondents

Excellent ratings lower than national benchmark of 37%

### Q3c. How Respondents Rate the Overall Quality of the City of Alexandria Parks Programs They Have Participated in.

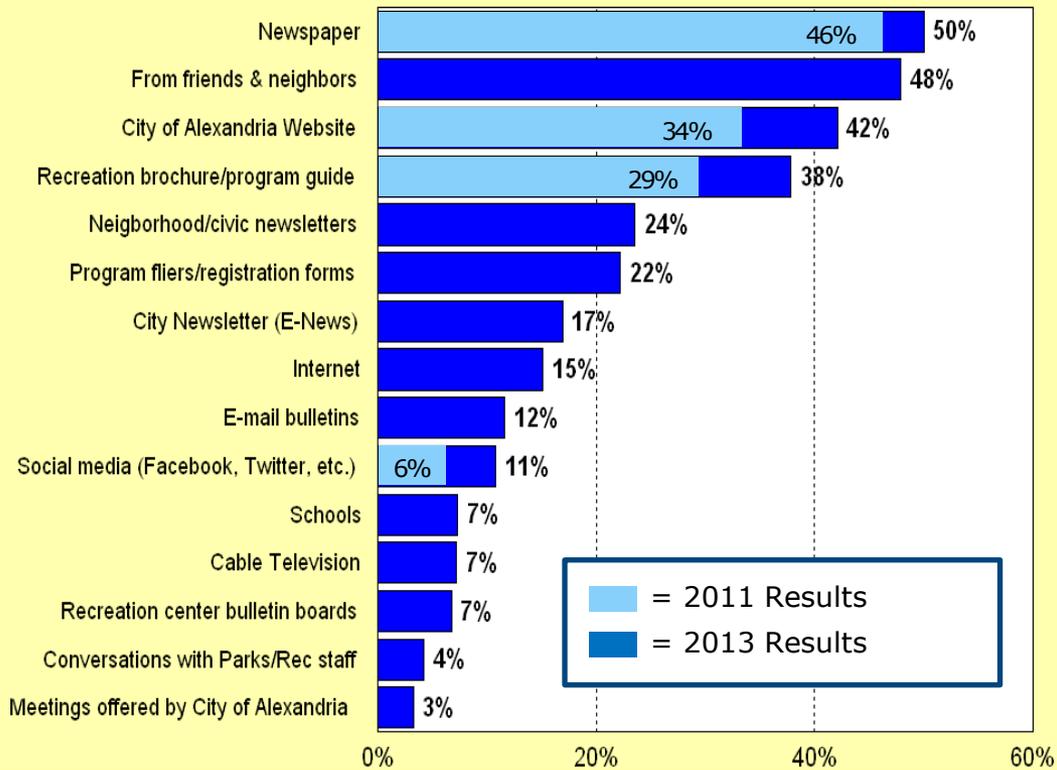


- National Benchmark Comparison: 'Excellent' rating 4% higher than Alexandria
- 2011 Comparison: increase in 'Excellent' by 3%, 'Good' no change

# Information Methods

## Q9. Ways Respondents Learn About City of Alexandria Parks and Recreation Programs and Activities.

by percentage of respondents (multiple choices could be made)

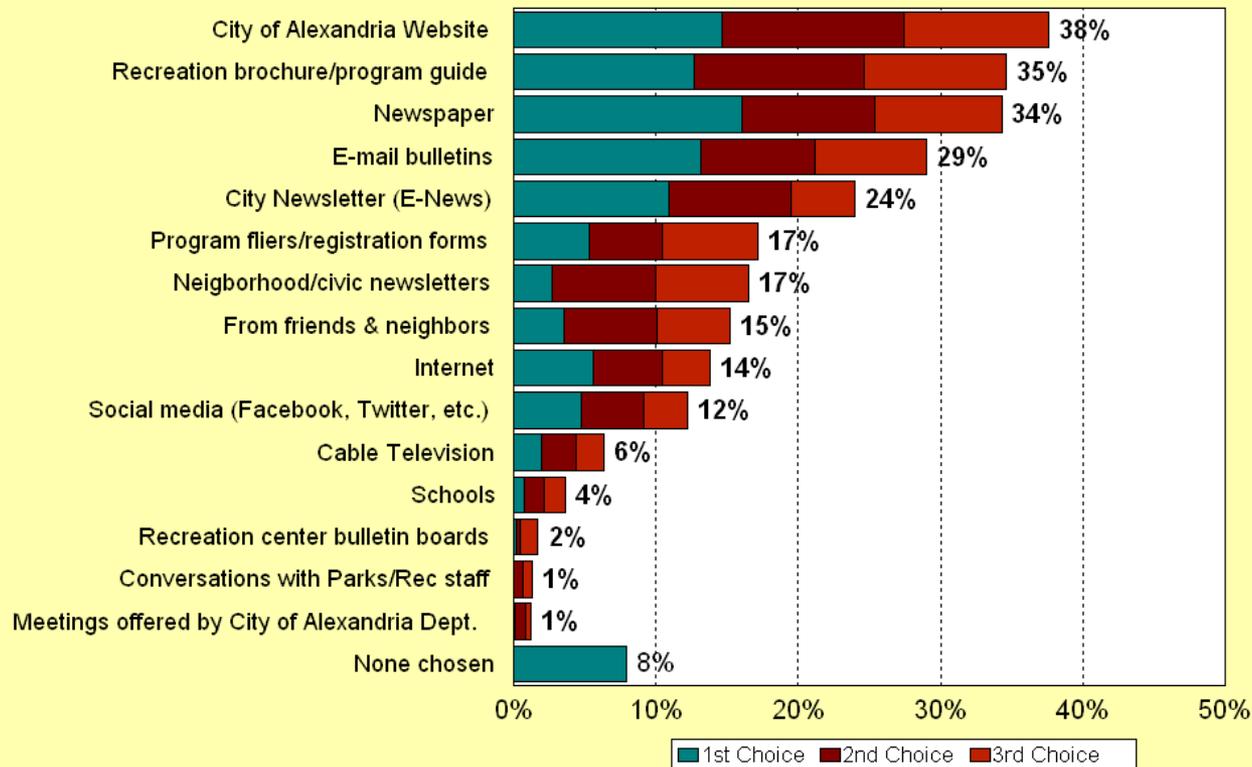


- No sources decreased in use since 2011

# Information Preference

## Q10. Ways Respondents Would Like to Receive Information Regarding Programs and Activities.

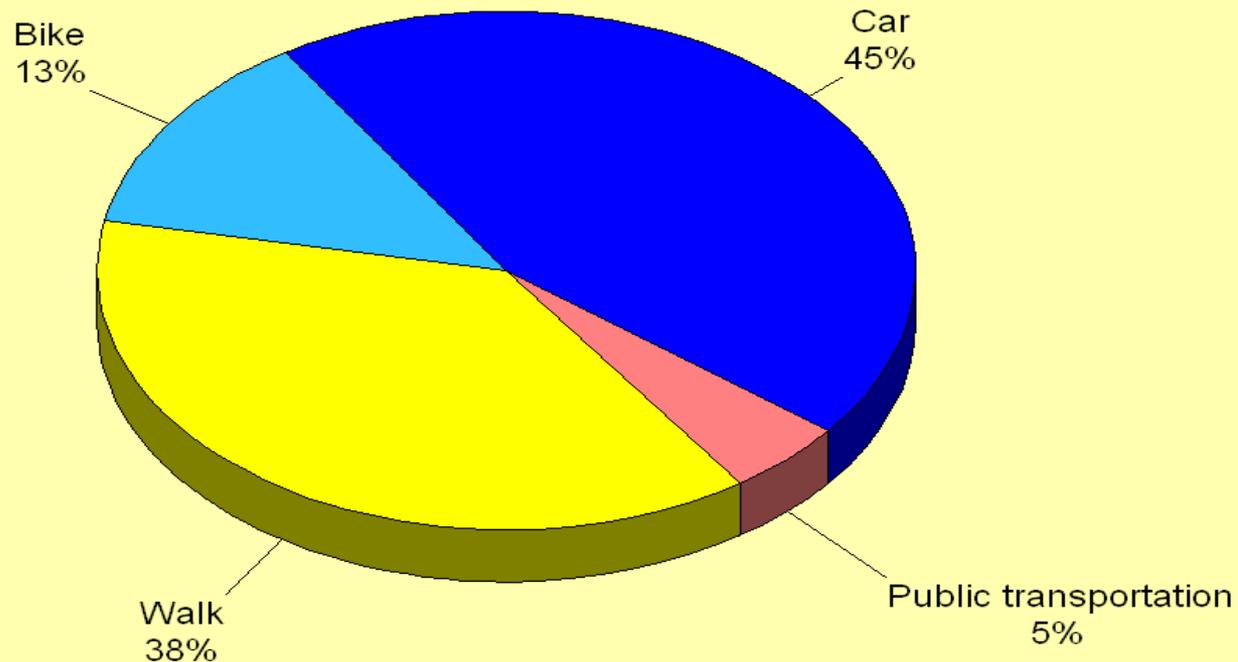
by percentage of respondents (based on top 3 choices)



# Method of Travel

## Q4. Means Respondents Use to Travel to Indoor and Outdoor Parks and Recreation Facilities.

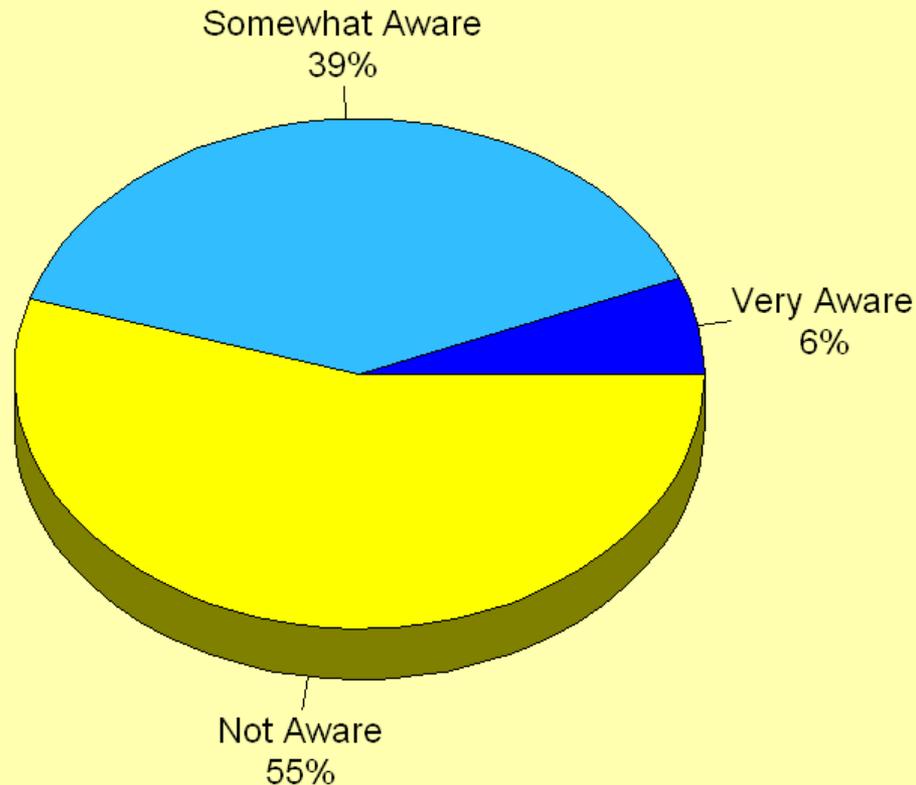
by percentage of respondents



# Public Arts Awareness

## Q13. Respondents Awareness of the City of Alexandria's Public Art Program.

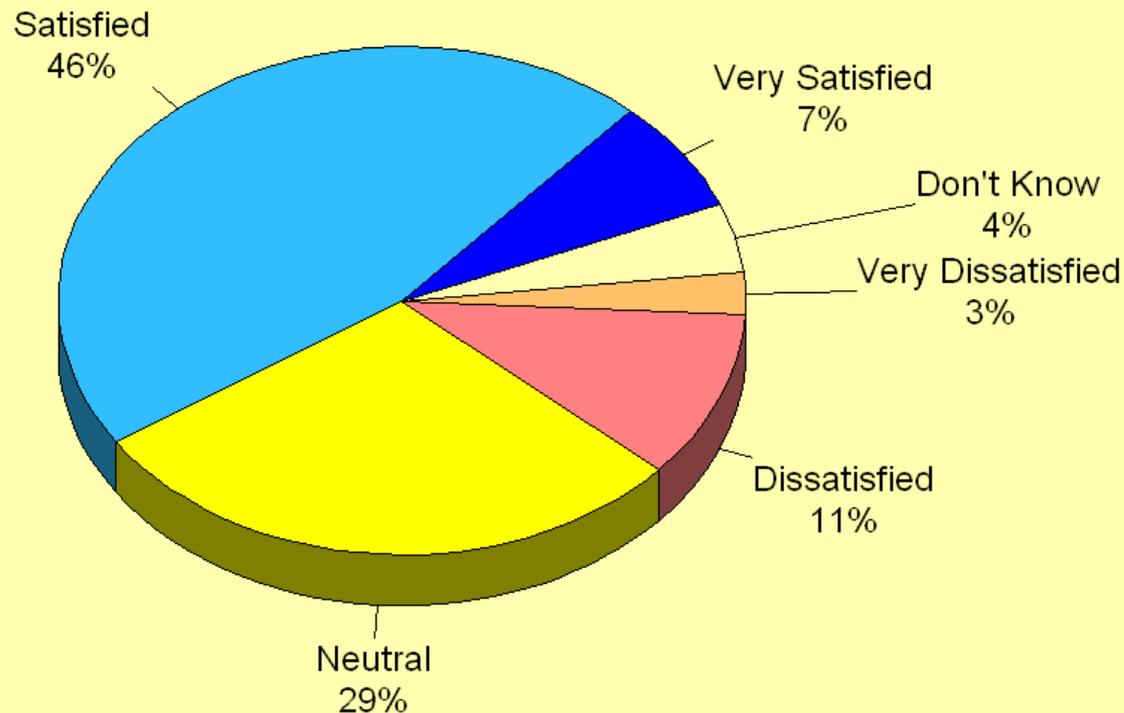
by percentage of respondents



# City Right-of-Ways

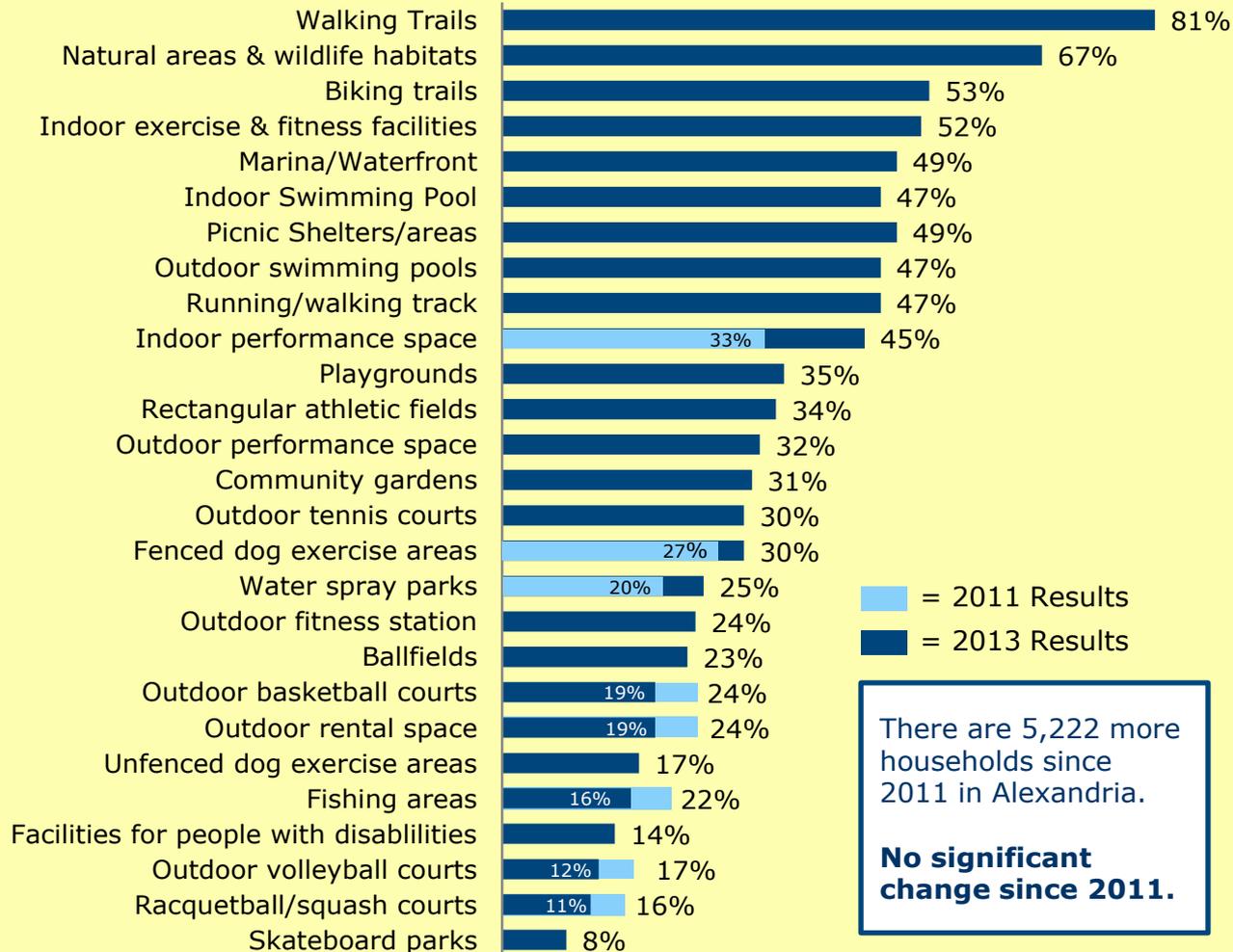
## Q14. Respondent Satisfaction With the Aesthetic Appearance and Quality of the City's Right-of-Ways (ie. Steetscrapes, Medians, Gateways).

by percentage of respondents



# Park and Recreation Facility Needs

## Q5. Parks and Recreation Facilities Respondent Households Have a Need for.



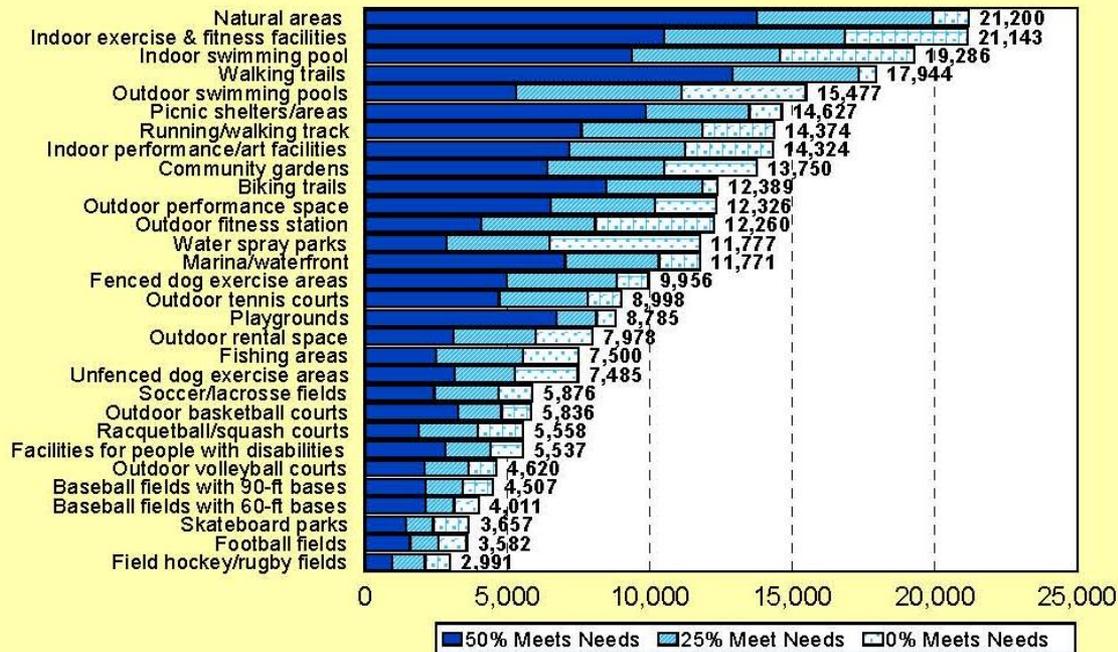
There are 5,222 more households since 2011 in Alexandria.

**No significant change since 2011.**

# Facility Needs Met 50% or Less

## Q5b. Estimated Number of Households in the City of Alexandria Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 68,082 households in the City of Alexandria



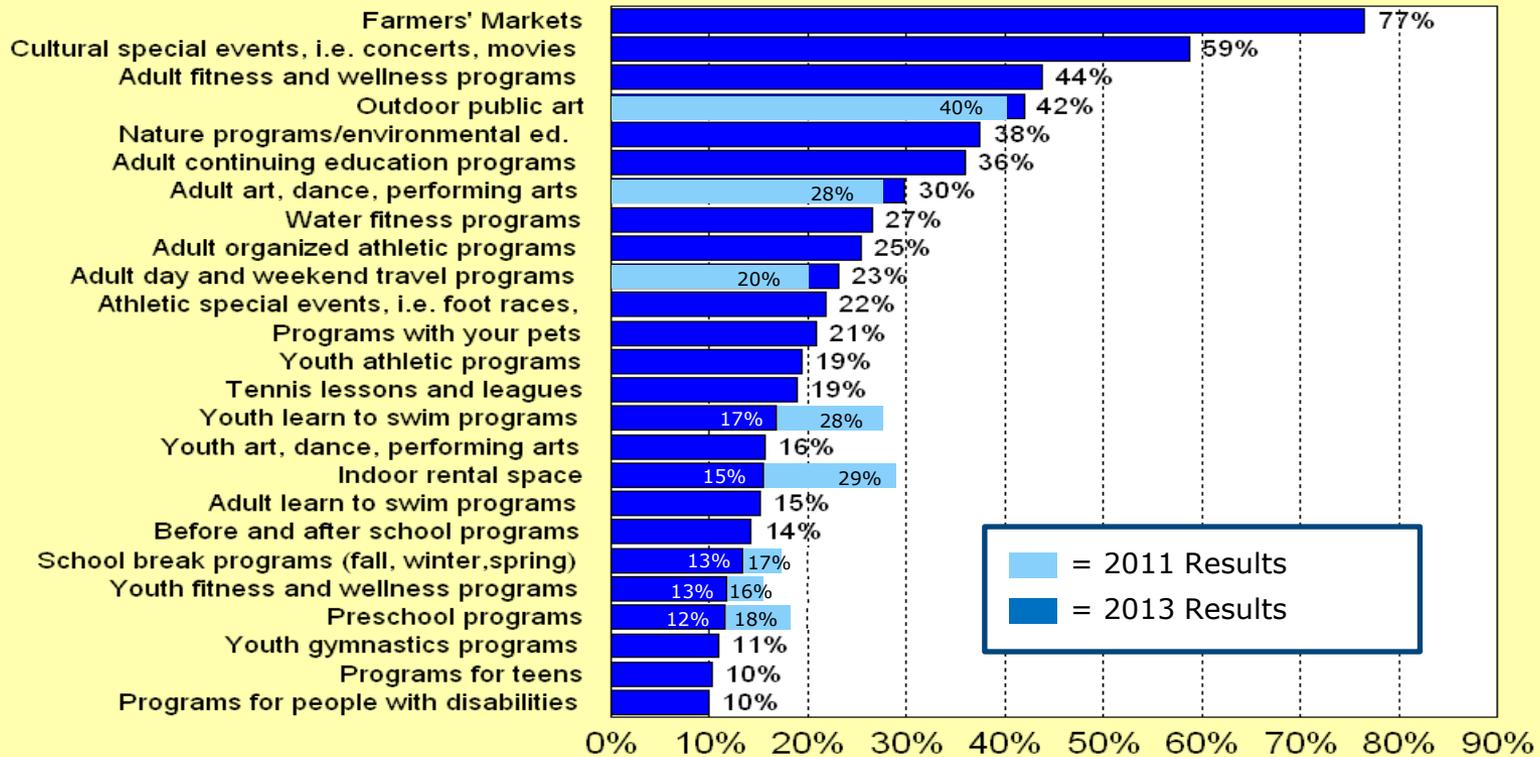
Source: Leisure Vision/ETC Institute (August 2013)

- Increase: Water spray parks +14% change, Indoor performance space +10% change
- Decrease: Outdoor volleyball courts -38% change, Fishing areas -30% change, Outdoor tennis courts -27% change, Outdoor basketball courts -31% change

# Program Needs

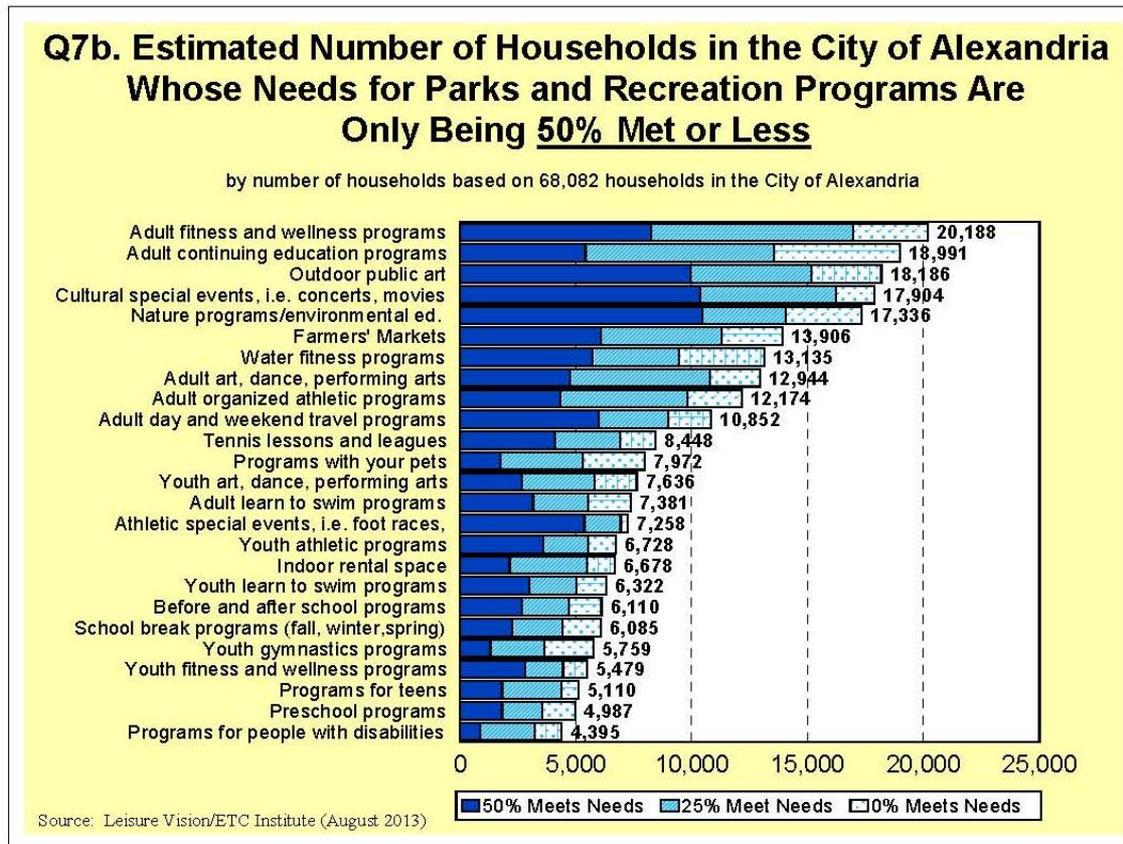
## Q7. Parks and Recreation Programs That Households Have a Need For.

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2013)

# Program Needs Met 50% or Less

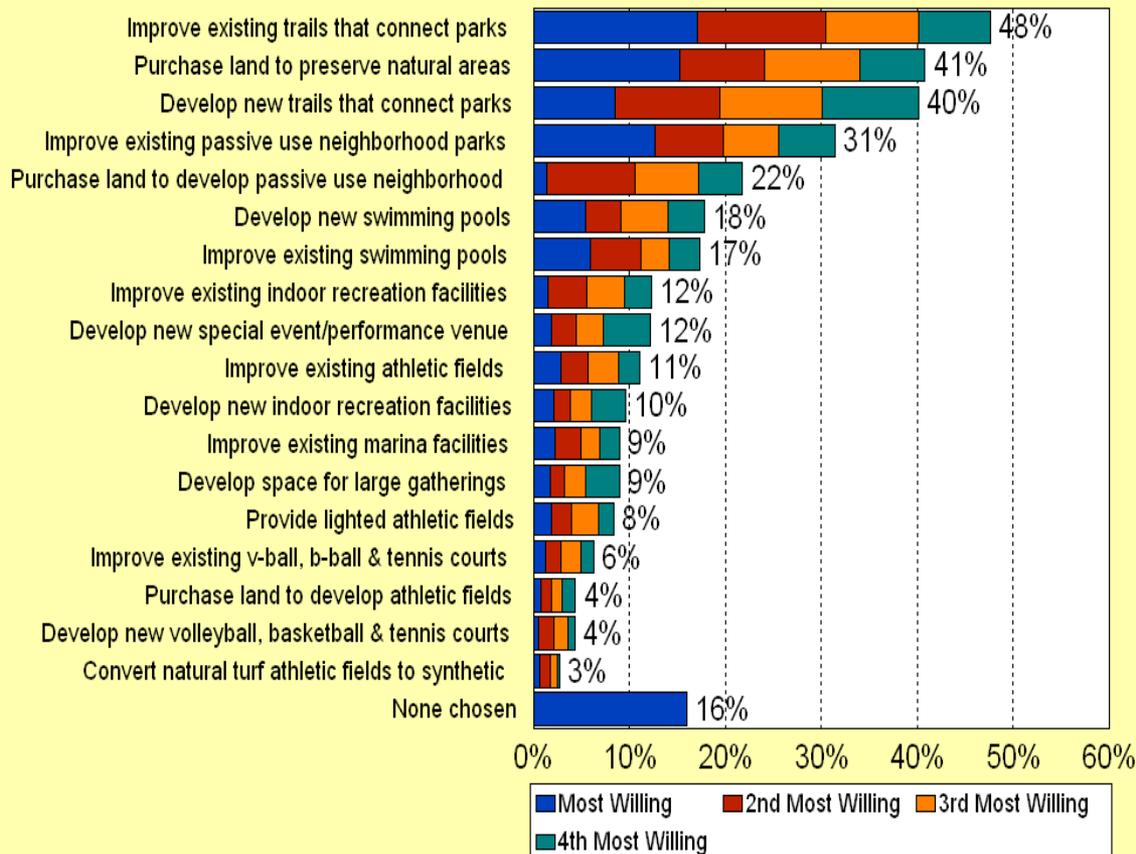


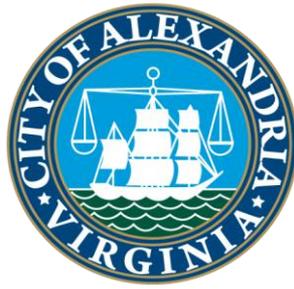
- Increase: Outdoor Public Art +24% change, Adult Continuing Education +21% change
- Decrease: Indoor Space -18% change, Youth learn to swim -12% change, Preschool -12% change, Athletic special events -16% change, Farmers markets -29% change

# Respondents Most Willing to Fund with Tax Dollars

## Q12. Actions that Respondents Are Most Willing to Fund With Their Tax Dollars.

by percentage of respondents (based on top four choices)



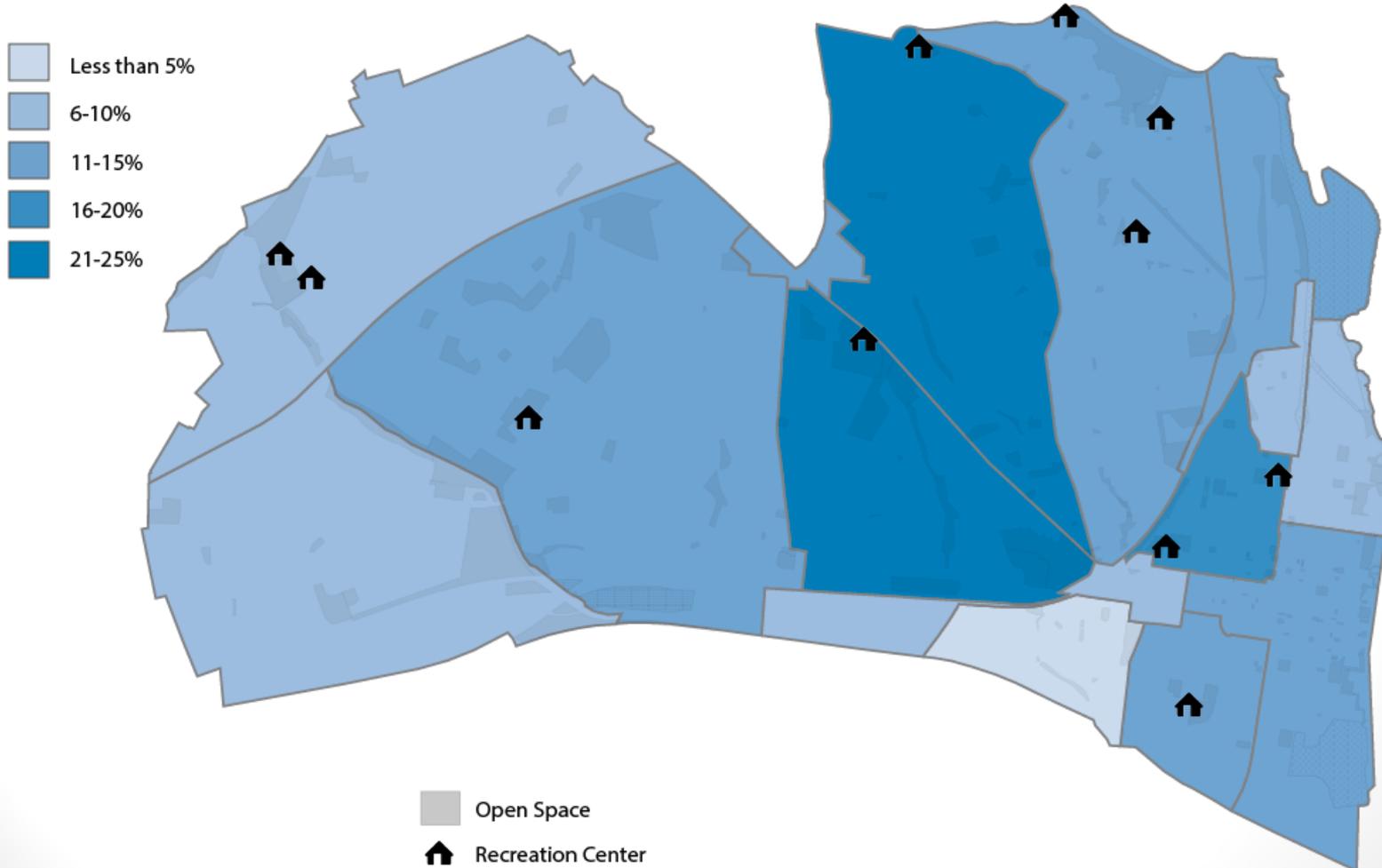


# **Recreation Parks and Cultural Activities: 2013 Needs Assessment**

Questions?

# Registered Recreation Users

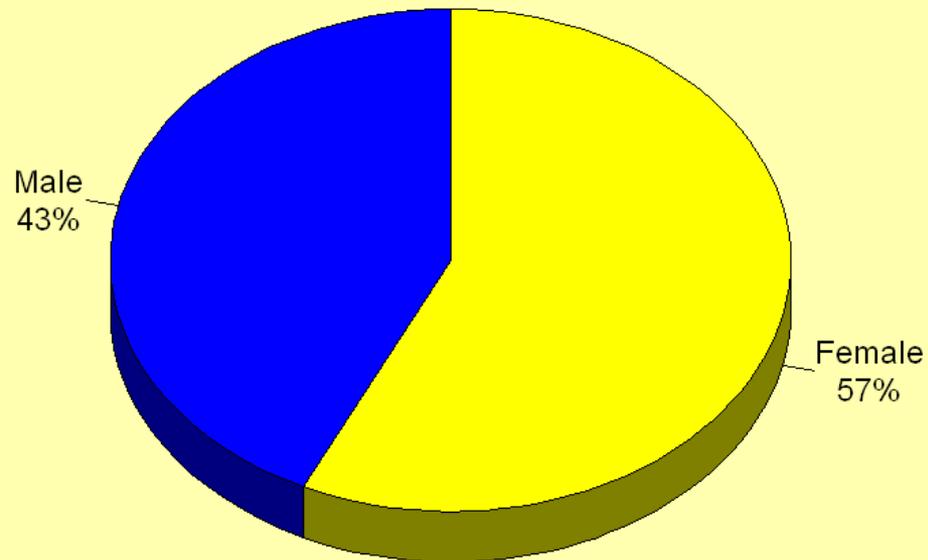
**Registered Recreation Users as Percent of Population**  
by Small Area Plan (11/15/2012-11/15/2013)



# Respondent Gender

## Q16. Demographics: Gender of Respondents.

by percentage of respondents

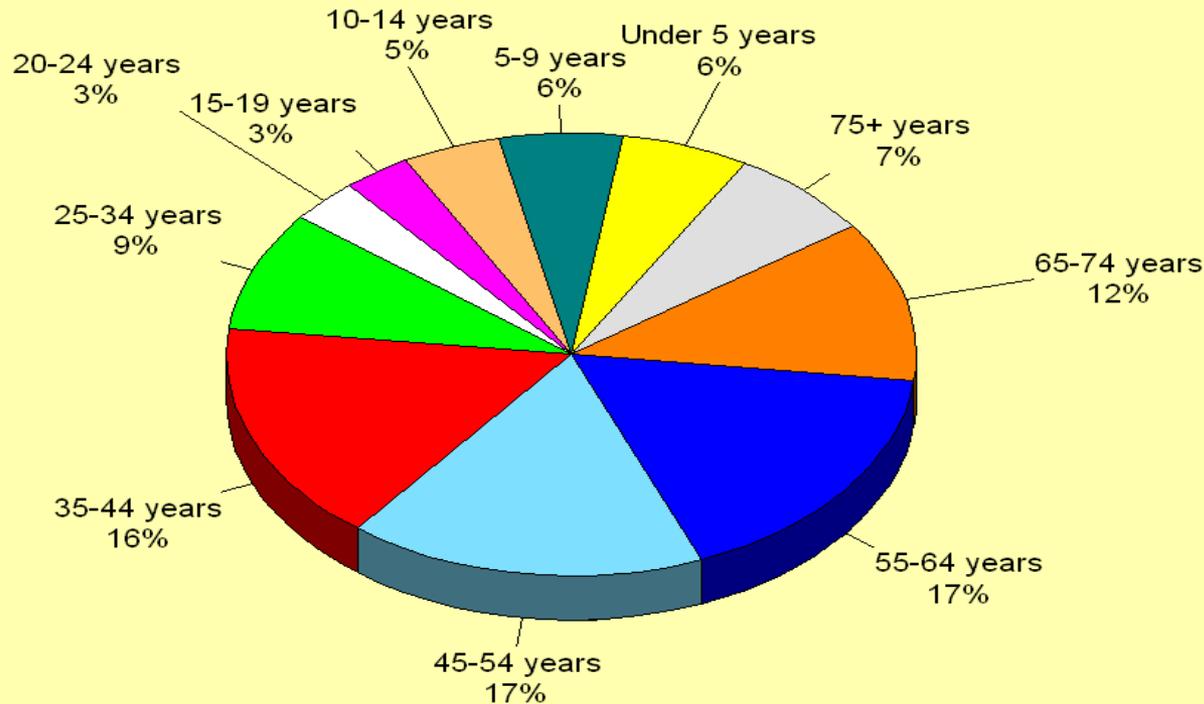


Good Representation By GENDER

# Ages in Respondent Household

## Q1. Demographics: Ages of People in Household.

by percentage of household occupants



Good Representation By AGES

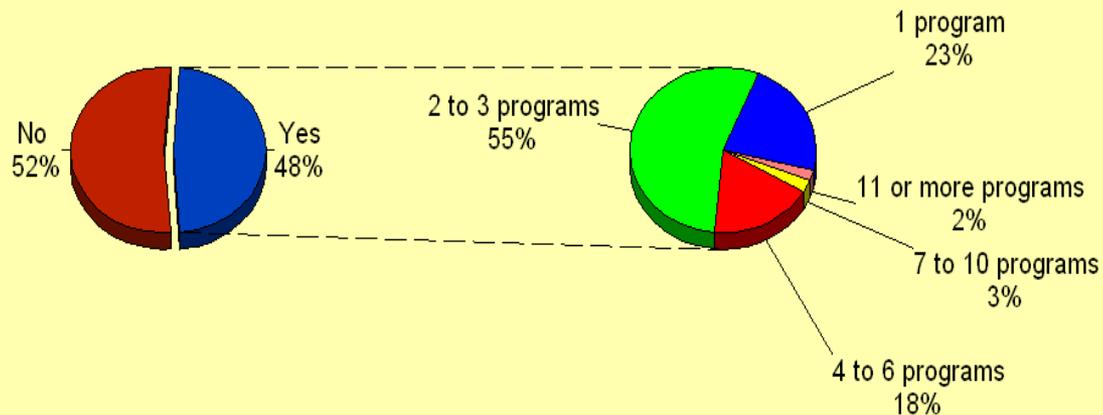
# Program Participation

## Q3a. Have Respondent Households Participated in Recreation Programs Offered by the City of Alexandria Parks and Recreation Department During the Past 12 Months?

by percentage of respondents

### Q3a. Number of Different City of Alexandria Recreation Programs Respondent Households Have Participated in Over the Past 12 Months.

(excludes "don't know")



- Over 50% of those who said yes, participated in 2-3 programs