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: +/-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

Alexandria’s share of school-age children continues to be among the lowest in the U.S.

55-65 share grows as baby boomers reach retirement age.
Respondent vs. Participant Age

Alexandria Demographics
- 22% 55+
- 12% 0-19
- 66% 20-55

Registered Users who provided birth date
- 58% 0-19
- 35% 20-55
- 7% 55+
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

Yes 82%
No 18%

Usage of parks is considerably higher than national benchmark of 78%

• 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")

- No 18%
- Yes 82%
- Good 61%
- Fair 15%
- Poor 1%
- Excellent 23%

- 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?

- 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.

- Excellent: 33%
- Good: 60%
- Fair: 8%
- No: 52%
- Yes: 48%

• 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)

- Newspaper: 46% (2011), 50% (2013)
- From friends & neighbors: 48% (2011), 42% (2013)
- City of Alexandria Website: 34% (2011), 29% (2013)
- Recreation brochure/program guide: 29% (2011), 38% (2013)
- Program fliers/registration forms: 22% (2011), 15% (2013)
- Internet: 15% (2011), 11% (2013)
- E-mail bulletins: 12% (2011), 7% (2013)
- Social media (Facebook, Twitter, etc.): 6% (2011), 11% (2013)
- Schools: 7% (2011), 7% (2013)
- Cable Television: 7% (2011), 7% (2013)
- Recreation center bulletin boards: 7% (2011), 7% (2013)
- Conversations with Parks/Rec staff: 4% (2011), 4% (2013)
- Meetings offered by City of Alexandria: 3% (2011), 4% (2013)

= 2011 Results
= 2013 Results

- 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)

- City of Alexandria Website: 38%
- Recreation brochure/program guide: 35%
- Newspaper: 29%
- E-mail bulletins: 24%
- City Newsletter (E-News): 17%
- Program fliers/registration forms: 17%
- Neighborhood/civic newsletters: 15%
- From friends & neighbors: 14%
- Internet: 12%
- Social media (Facebook, Twitter, etc.): 6%
- Cable Television: 4%
- Schools: 2%
- Recreation center bulletin boards: 1%
- Conversations with Parks/Rec staff: 1%
- Meetings offered by City of Alexandria Dept.: 1%
- None chosen: 8%

1st Choice, 2nd Choice, 3rd Choice
Method of Travel

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

by percentage of respondents

- Bike: 13%
- Car: 45%
- Walk: 38%
- Public transportation: 5%
Q13. Respondents Awareness of the City of Alexandria's Public Art Program.

by percentage of respondents

- Somewhat Aware: 39%
- Very Aware: 6%
- Not Aware: 55%

by percentage of respondents

- Satisfied: 46%
- Very Satisfied: 7%
- Don't Know: 4%
- Very Dissatisfied: 3%
- Dissatisfied: 11%
- Neutral: 29%
### Q5. Parks and Recreation Facilities Respondent Households Have a Need for.

<table>
<thead>
<tr>
<th>Facility</th>
<th>2011 Results</th>
<th>2013 Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking Trails</td>
<td>33%</td>
<td>27%</td>
</tr>
<tr>
<td>Natural areas &amp; wildlife habitats</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Biking trails</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Indoor exercise &amp; fitness facilities</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Marina/Waterfront</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Indoor Swimming Pool</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>Picnic Shelters/areas</td>
<td>34%</td>
<td>33%</td>
</tr>
<tr>
<td>Outdoor swimming pools</td>
<td>34%</td>
<td>33%</td>
</tr>
<tr>
<td>Running/walking track</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>Indoor performance space</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>Playgrounds</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>Rectangular athletic fields</td>
<td>34%</td>
<td>33%</td>
</tr>
<tr>
<td>Outdoor performance space</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>Community gardens</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>Outdoor tennis courts</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td>Fenced dog exercise areas</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td>Water spray parks</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td>Outdoor fitness station</td>
<td>25%</td>
<td>24%</td>
</tr>
<tr>
<td>Ballfields</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Outdoor basketball courts</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Outdoor rental space</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Unfenced dog exercise areas</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Fishing areas</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Facilities for people with disabilities</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Outdoor volleyball courts</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Racquetball/squash courts</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Skateboard parks</td>
<td>8%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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 68,062 households in the City of Alexandria

- **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)

<table>
<thead>
<tr>
<th>Program</th>
<th>2011 Results</th>
<th>2013 Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers' Markets</td>
<td>59%</td>
<td>77%</td>
</tr>
<tr>
<td>Cultural special events, i.e. concerts, movies</td>
<td>44%</td>
<td>42%</td>
</tr>
<tr>
<td>Adult fitness and wellness programs</td>
<td>42%</td>
<td>38%</td>
</tr>
<tr>
<td>Outdoor public art</td>
<td>40%</td>
<td>36%</td>
</tr>
<tr>
<td>Nature programs/environmental ed.</td>
<td>38%</td>
<td>30%</td>
</tr>
<tr>
<td>Adult continuing education programs</td>
<td>28%</td>
<td>27%</td>
</tr>
<tr>
<td>Adult art, dance, performing arts</td>
<td>28%</td>
<td>25%</td>
</tr>
<tr>
<td>Water fitness programs</td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>Adult organized athletic programs</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>Adult day and weekend travel programs</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Athletic special events, i.e. foot races,</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Programs with your pets</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Youth athletic programs</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Tennis lessons and leagues</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Youth learn to swim programs</td>
<td>16%</td>
<td>28%</td>
</tr>
<tr>
<td>Youth art, dance, performing arts</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Indoor rental space</td>
<td>15%</td>
<td>29%</td>
</tr>
<tr>
<td>Adult learn to swim programs</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Before and after school programs</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>School break programs (fall, winter, spring)</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Youth fitness and wellness programs</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Preschool programs</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>Youth gymnastics programs</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Programs for teens</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Programs for people with disabilities</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

Q7b. Estimated Number of Households in the City of Alexandria Whose Needs for Parks and Recreation Programs Are Only Being 50% Met or Less

![Bar chart showing various programs and their met needs percentages.](chart.png)

Source: Leisure Vision/ETC Institute (August 2013)
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 as Percent of Population
by Small Area Plan (11/15/2012-11/15/2013)

- Less than 5%
- 6-10%
- 11-15%
- 16-20%
- 21-25%

Open Space
Recreation Center
Respondent Gender

Q16. Demographics: Gender of Respondents.

by percentage of respondents

Male
43%

Female
57%

Good Representation By GENDER
Q1. Demographics: Ages of People in Household.

by percentage of household occupants

- 20-24 years: 3%
- 25-34 years: 9%
- 35-44 years: 16%
- 45-54 years: 17%
- 55-64 years: 17%
- 65-74 years: 12%
- 75+ years: 7%
- Under 5 years: 6%
- 5-9 years: 6%
- 10-14 years: 5%
- 15-19 years: 3%

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