DATE: September 19, 2017
TO: Park and Recreation Commission Members
FROM: William Chesley, Deputy Director
RECREATION SERVICES DIVISION
SUBJECT: Recreation Programs and Services Report - Item VIII

Program Wrap-Ups

- **Ninja Warrior Camp** debuted this summer offering a combination of martial arts instruction, life skills, self-defense skills, teamwork, fitness and fun. With more than double the minimum enrollment, 23 participants generated $4,181 in revenue.

- On July 21 and August 18, Chinquapin Park Recreation Center and Aquatics Facility hosted **Female Swim Night**. Sixty women of all ages enjoyed indoor swimming in a private, all-female environment. The program generated a revenue of $485. The next Female Swim Night is September 22.

- On August 1, in honor of **National Night Out**, Charles Houston Recreation Center hosted its **Dive-In Movie Night**. Families enjoyed the movie Lil Rascals while playing water games at the Memorial Pool. Hotdogs, chips and juice were distributed by ARHA staff, free ice cream provided by the Alexandria Police Department COPS Unit, and free delicious snow cones were prepared and distributed by Houston staff. Corn hole and other games were facilitated by Houston's Summer Camp Leaders.

- From August 14-18, Nannie J. Lee Recreation...
Center offered an inclusive Gap Camp program. Campers from the Therapeutic Recreation program joined Camp Adventure participants to enjoy a week of socializing, team building and field trip to Six Flags America. Gap Camp had a total of 53 campers, generating $7,531 in revenue.

- On August 15, Alexandria took part in Play Ball Month with Play Ball Alexandria. Play Ball Month is an initiative in which the Commissioner of Major League Baseball called upon Mayors of each city to host a baseball or softball related activity in August. Mayor Allison Silberberg, along with former Mayor William Euille, recreation staff and over 100 children from Out of School Time programs participated in activities at Mount Vernon Recreation Center.

- On August 17, the John Adams Out of School Time location held Terrific Thursday. The event was an end of summer celebration that welcomed over 350 summer camp participants from multiple sites. Youth enjoyed competitive sports games, arts and crafts, music, dancing, moon bounces, and grilled hotdogs and hamburgers for lunch.

- On August 21, Recreation Services kicked off Teen Excursion Camp. The one week camp kept its 12 participants engaged in daily field trips including ziplining, laser tag, bowling, Six Flags Amusement Park, Flight trampoline park and Madame Tussauds Wax Museum. This is a brand new offering which generated $4,469 in revenue.

- On August 22, the Alexandria Titans sponsored a "Heads Up" football presentation for parents of tackle football participants. This allowed parents to gain firsthand knowledge
of the safety training requirements of all coaches and emphasized the importance of safety first.

- The Alexandria Titans Track Club celebrated another successful season with their end of the year party on August 24, at Lee Center. Coaches reviewed the results from this season, issued participant medals and ended the season with a fun game of kickball. Eighty participants generated $5,670 in revenue.

- Haircuts and Community Day took place on August 27, at Charles Houston Recreation Center. Youth received over 500 backpacks filled with school supplies. Volunteers also provided haircuts and salon treatments. Event sponsors included Fire Fighters and Friends, Community Praise Church, Apple Federal Credit Union, Whole Foods, Alexandria Police Department, Fire Department and Sheriff’s Department.

- The 6th annual First Responders Cup took place on September 10, at George Washington Middle School. The Alexandria Titans played the Arlington Football Club in 5 separate games throughout the day. A special 9/11 ceremony was held in remembrance of the September 11, 2001 victims and the tragedy our country faced. Representatives from the Alexandria Police Department, and Alexandria and Arlington Fire Department and EMS were in attendance. Regular season for the Alexandria Titans Football League begins September 16. There are currently 124 players registered.
**Program Updates**

**Out of School Time FY14 through FY17 Summer/School Year Participant and Revenue Comparison**

<table>
<thead>
<tr>
<th></th>
<th>FY-18 YTD School Year 17-18 08-31-17</th>
<th>FY-17 YTD School Year 16-17 08-31-16</th>
<th>FY-17 Actuals School Year 16-17</th>
<th>FY-16 Actuals School Year 15-16</th>
<th>FY-15 Actuals School Year 14-15</th>
<th>FY-18 Summer 2017 YTD 08-31-17</th>
<th>FY-17 Summer 2016 Actual</th>
<th>FY-16 Summer 2015 Actual</th>
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<tr>
<td><strong>Program Fee</strong></td>
<td>$445</td>
<td>$429</td>
<td>$415</td>
<td>$415</td>
<td>$315/$325 (as of 7/1)</td>
<td>$300/$315 (as of 7/1)</td>
<td>$125/$300 (as of 7/1)</td>
<td>$125/$300 (as of 7/1)</td>
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<td><strong>Satisfaction % report</strong></td>
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<td>94%</td>
<td>94%</td>
<td>90%</td>
<td>92%</td>
<td>TBD</td>
<td>90%</td>
<td>90%</td>
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<td><strong>Registration #</strong></td>
<td>801</td>
<td>587</td>
<td>1,222</td>
<td>1,201</td>
<td>1,194</td>
<td>981</td>
<td>1,036</td>
<td>1,352</td>
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<tr>
<td><strong>OSTP Revenue</strong></td>
<td>$253,594*</td>
<td>$186,676</td>
<td>$375,103*</td>
<td>$356,179</td>
<td>$353,851</td>
<td>$224,335*</td>
<td>$214,642*</td>
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<tr>
<td><strong>Fee Assistance (Discounts)</strong></td>
<td>$55,755</td>
<td>$38,858</td>
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<td>$125,208</td>
<td>$125,146</td>
<td>$71,715</td>
<td>$81,088</td>
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<tr>
<td><strong>Full Fees</strong></td>
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<td>$500,530*</td>
<td>$497,338*</td>
<td>$310,765</td>
<td>$311,680</td>
<td>$174,060</td>
</tr>
</tbody>
</table>

*Fees paid in installments.

- **American Red Cross Learn to Swim programs** are essential to the water safety of the community. The end of summer enrollment included 1,003 participants in 215 class offerings, which generated $91,838 in revenue. At the end of this session in 2016, revenue of $56,241 from 572 participants in 113 classes was reported.

**Special Features**

- September 5-10, Chinquapin Park Recreation Center and Aquatics Facility closed for **annual maintenance and cleaning**. Improvements included pool draining and cleaning, installation of new filter to waste pool plumbing, UV swimming pool water secondary disinfection system lamp replacement & maintenance, pool area perimeter deck caulking, and racquetball & soft playroom deep cleanings.

- Construction for the **new Teen Center** at Charles Houston Recreation Center began September 5. Renovations include new lighting, a higher ceiling, transitional spaces for art, music, enrichment activities, academics & study time, game systems, and new furniture. The Charles Houston Advisory Council raised over $70,000 for the project which includes the matching grant fund of $25,000. The grand opening is tentatively scheduled for mid to late October.
**Staff Updates**

- **Senai Beyen**, Recreation Manager with Classes and Camps, was recently promoted to Regional Program Director for the Chinquapin Park Recreation Center and Aquatics Facility. Senai has worked for the City of Alexandria in various roles for the past 20 years, and has played a significant role in the growth of RPCA programs throughout the City.

- On August 18, a fitness room user at Chinquapin Park Recreation Center and Aquatics Facility went into cardiac arrest. Staff members, **Lindsay Burneson, Ralph Baird and Grace Vinda-Rodriguez** performed CPR, assessed the patient with the use of an AED machine, and regained a pulse as EMS technicians arrived on scene. During the City Council meeting held on September 12, all three staff members were recognized for their quick thinking and life-saving acts.

- Nannie J. Lee Recreation Center staff members, **Brenda Holloway and Jamie Aylor**, completed the CPI Non-Violent Intervention Train the Trainer program. This certification enables them to train other center staff on how to de-escalate potential incidents before they occur, and how to use physical intervention appropriately when needed.

- On September 22, the Departmental Progressive Club will honor Recreation and Outreach Coordinator, **Michael Johnson** as the recipient of the Club’s 2017 Community Service Award. Michael is being recognized for his outstanding work on behalf of children and families in the Alexandria community and for consistently going beyond the call of duty to connect at-risk youth and young adults to City and community services.
City of Alexandria, Virginia

MEMORANDUM

DATE: SEPTEMBER 14, 2017

TO: PARK AND RECREATION COMMISSION MEMBERS

FROM: DINESH TIWARI, DEPUTY DIRECTOR - PARK OPERATIONS, RPCA

THROUGH: JAMES SPENGLER, DIRECTOR, RPCA

SUBJECT: PARK OPERATIONS MONTHLY UPDATE – ITEM VIII

1. PARK AND FACILITIES MAINTENANCE

a. Park Maintenance
   • Staff supported the Tons of Trucks event held at Chinquapin Park. Many City youth enjoyed exploring the equipment at the event.
   • With the end of summer, staff is preparing for the fall athletic season. This includes field maintenance, nutrient management, aeration, and over-seeding of the natural turf areas.
   • The summer TeensWork program concluded this month. Seven (7) student participants in the program acquired new work skills and knowledge related to maintenance of parks and waterfront, including turf management, special project management, playgrounds, and ball fields. Program administrators, students, and guardians gathered together on the last day of the program to celebrate this year’s success.
   • A new electronic key management system for securing and accessing keys to all vehicles, mowers, etc. is being implemented. The automated system will track all keys for security of the City assets and efficiency of operations. The hardware and software has been installed and the system will be in use after a testing period.

b. Waterfront Parks
   • Staff completed a variety of projects including removing invasive vines, installing trash can pads, caring for porous pave and stone dust surfaces, and shaping decorative
grasses and bushes. Staff also completed inspections and follow-ups of the contracted landscaping services. Staff also provided assistance to a variety of small events held in the Waterfront District.

- Staff supported the logistics for The US Coast Guard Cutter Eagle ship visit the Waterfront District as a part of a tour along the East Coast. The Eagle, also known as “America’s Tall Ship”, is the only active commissioned sailing vessel in American military service.

c. Park Facilities Maintenance
- Maxicom system for managing all irrigation systems at 28 park locations is now fully operational and tracking the functionality of the various components of the system, amount of water usage and sending alerts to staff for any malfunctions. The automatic system is using weather stations to monitor watering needs in different parts of the City to reduce overwatering. This system is being submitted to compete for a Digital Cities award this year under the "Innovation" category.
- Staff has continued seasonal maintenance on all irrigation systems, drinking fountains, and public restrooms.
- Staff completed the installation of emergency evacuation signs throughout the RPCA’s facilities and “Safe Place” signs at all City Libraries.
- Renovations to Armistead L. Boothe Park Restrooms have been completed and the facility is now open for public use.
- Staff completed construction documents for the following CFMP projects and moving forward with the next phase of the project implementation:
  - Angel Park ADA Pedestrian Connector Path – in construction phase.
  - Ben Brenman ADA Pedestrian Connector Path - In City Review Process.
  - Simpson ADA Pedestrian Connector Path – In City Review Process.

2. URBAN FORESTRY & HORTICULTURE

a. Urban Forestry
- On August 31st Urban Forestry staff led 27 urban foresters, arborists and academics attending the International Society of Arboriculture (I.S.A.) 2017 Annual Conference on a walk through Old Town Alexandria highlighting the history, challenges and successes of Alexandria’s urban forestry program. The program explored the Waterfronts transformation from at once treeless seaport and industrial
center to a vibrant historic district, commercial and residential center that is populated with street trees and park trees. The walk was conducted at the request of the Urban Tree Growth and Longevity Working Group of the I.S.A.

- The fall 2017 street tree planting program will begin in mid-September and continue through the end of the year. This goal of the 2017 fall planting program is to plant 350 trees. The purpose of the program is to replace trees that have been removed during the course of the spring and summer, and to promote the planting of new trees along streets, and in parks throughout the City. City residents are encouraged to submit requests through the Call, Click, Connect, portal on the City’s website or by calling the City Arborist Office.

- Installation of the holiday light display along the King Street corridor will begin on October 2nd. Approximately 150,000 lights will be placed in 250 trees along King, Washington, and Union Streets and around City Hall. The lights will be lit during the week before Thanksgiving, and followed by the lighting of the holiday tree installed at Market Square on Friday November 24th.

b. Horticulture –
Staff finalized the PARKnership agreements between RPCA and community garden groups at Chinquapin and Holmes Run Parks for the maintenance of the gardens and mitigate the impact of the garden rental fees increase approved for FY2018. Staff also presented Basics of Botany lecture for the Master Gardener training organized by Cooperative Extension. Staff met with community groups to continue working on new PARKnership projects around the city including the new community garden on Dale Street. Planning underway for a new storage structure at Chinquapin Garden. Recreation Center landscape renovation sites have been finalized and landscape plans developed to add irrigation to Core Kelly Rec Center and to improve the irrigation at Mount Vernon Rec Center. Cost estimates are being sought for the irrigation upgrades as well as additional planting material for four rec centers, electrical work, and additional water meters.

3. NATURAL LANDS MANAGEMENT

a. Invasive Plant Management and Ecological Restoration
- Staff removed thousands of Oriental Bittersweet, Japanese Stiltgrass, and Long-bristled Smartweed plants from Dora Kelley Nature Park, Monticello Park, and Rynex Natural Area, as well as removed dumped material from Rynex
Natural Area.

- Staff trimmed back any Poison Ivy that was growing into trails at Chinquapin Park and Monticello Park.

b. **Cooperative Initiatives**
- Staff provided an update of the Natural Resource Management Plan at the July 11, 2017 Water Quality Work Group meeting.
- On August 1, 2017, staff gave the presentation “The Limits of Restoration: Getting to Know the True Nature of Your Stream Valley and Hopefully Keeping It Intact!” at the 2017 MAIPC-SERMA Conference “Invasion Biology: Paths to Conservation and Restoration Success” at Juniata College in Huntingdon, PA; app. 200 people in attendance.
- On July 31 and August 1 and 2, 2017, staff coordinated and supervised the Good Shepherd Catholic Church Middle School Work Camp Volunteer Workdays at Dora Kelley Nature Park; large areas of Japanese Stiltgrass and litter were removed.
- Staff installed the “World Peace Tree” commemorative sign at the Eastern Red Cedar that was planted in September 2016 at Four Mile Run Park.
- City of Alexandria Herbarium (AVCH) assisted Virginia DCR, Natural Heritage Division, and Virginia Botanical Associates in adding 1 new plant record for the City of Alexandria and others from the adjoining jurisdictions.

c. **Environmental Review**
- Staff met with Park Planning staff to review and discuss native tree canopy and forest conservation with regards to the proposed “Stuart’s Walk” development project at 3832-3834 Seminary Road.
- Staff reviewed the Ben Brenman Pond Retrofit Project 60% Review and provided comments as to Best Management Practices regarding the site-appropriate, locally native species for planting.

4. **JEROME “BUDDIE” FORD NATURE CENTER**

a. **Programs/Updates**

For the month of July, there were 85 interpretive programs attended by 696 people. The combined total number of visitors and program participants for July was 1,339 people.

For the month of August, there were 65 interpretive programs
attended by 551 people. The combined total number of visitors and program participants for August was 1,178 people.

School Programs:
For the month of July and August, the Naturalist conducted 4 school programs reaching 191 students.
- July 11 - The Naturalist went to Mount Vernon Community School to present two programs about insects. The 99 first grade students enjoyed learning how to identify insects by their six legs, three body parts, two antennae and two eyes. They had the opportunity to meet crickets, patent leather beetles and Madagascar hissing cockroaches.
- July 13 - The Naturalist returned to the Mount Vernon Community School (this City of Alexandria school has a year-round curriculum). The 92 second graders were introduced to reptiles for their SOL animals’ unit. The students learned about turtles, snakes and lizards. They met examples of each group up-close.

Nature Center Programs:
During the month of July, there were 3 birthday parties, 63 impromptu programs conducted by staff and 3 nature camps. Total participation for these programs was 508 people. During the month of August, there were 6 birthday parties, 45 impromptu programs conducted by staff, 1 girl scout program on the topic of insects and two nature camps. Total participation for these programs was 371 people.

- July 10-14 - The second camp of the summer was the “Budding Naturalist Camp” for 5 to 6-year-old. This week long, two hour a day camp focused on “Animals, Animals, Animals”. The 14 children enjoyed meeting and touching animals, hikes in Dora Kelley Nature Park and crafts.
- July 17-21 and August 7-11 - Twelve first and second graders participated in the “Full Day Nature Camp”. The focus of the camp was “endangered animals”. The campers learned about animals that inhabit our backyards, forests, marshes, rivers and streams, which are encountering pollution and habitat loss. From Giant pandas to tiny Panamanian golden frogs, the children discovered that animals are threatened all over the world. The campers went on two field trips - The National Zoo and Huntley Meadows Park. On the final day, each camper gave a short presentation about an endangered animal of their choosing.
- July 24-28 and August 14-18 - Third and fourth graders participated in our week long “Full Day Nature Camp”. The syllabus was the same as the camp for first and second graders. The campers explored Dora Kelley Nature Park.
with longer hikes. Since the campers were older, their presentations on the last day were more in depth and quite detailed in their content.

**Outreach Programs:**
- **August 1** - The Naturalist attended the festivities at Moody Court in Alexandria’s West End for National Night Out. The Nature Center table featured an exhibit about native snakes. Beautiful weather brought the more than 160 visitors to this annual event.
- **August 29** - The first program in our “Garden Series” was held at Chinquapin Recreation Center. This lecture’s topic was “Who’s Eating Your Veggies?”. The guest lecturer was Jon Traunfeld, a regional specialist in vegetable and fruit Integrated Pest Management (IPM). He is from the Maryland Extension and is Program Director for the Home and Garden Information Center (HGIC) and the State Master Gardener Coordinator. Participants learned to identify and treat the pests in their gardens through organic and cultural practices in this hands-on program.

**Afterschool Buddies Program:**
Welcome New Nature Buddies Teaching Team- Four new people and one returning person were hired as the teaching team for the Afterschool Nature Buddies. Our new members all have backgrounds in environmental science and education. The children can look forward to many new activities including hands-on projects with the newly installed garden bed. This is the sixth year of this popular program.

b. **Volunteers and Interns**
A total of 4 volunteers provided 17.5 hours of service during the month of July. A total of 2 volunteers provided 18.5 hours of service during the month of August.

c. **Noteworthy**
Nature Center Deck Project- The long-awaited deck for the Nature Center was completed in August. Along with its new awning which was installed in June, our site is ready for outdoor program activities and craft projects, lunch or snacks at the picnic tables and a great vantage for bird watching. The wooden decking was replaced by easy to maintain Trex. A side gate was added to the new railing, so staff can have access from parking area behind the center.
City of Alexandria, Virginia

MEMORANDUM

DATE: SEPTEMBER 19, 2017

TO: PARK AND RECREATION COMMISSION MEMBERS

FROM: JACK BROWAND, DIVISION CHIEF
PARK PLANNING, DESIGN & CAPITAL PROJECTS

SUBJECT: PARK AND RECREATION COMMISSION DIVISION UPDATE ITEM VIII

2017 PARKS AND RECREATION NEEDS ASSESSMENT
Project Manager: Dana Wedeles, Principal Planner
The City of Alexandria Department of Recreation, Parks and Cultural Activities conducted a citywide Needs Assessment survey during Summer 2017. The purpose of the survey was to establish priorities for the future development of Alexandria’s parks, recreation, cultural facilities, programs and services based on identified community needs. The City of Alexandria, with a consultant, National Research Center Inc., designed and administered the survey to obtain statistically valid results from households and to benchmark findings against the 2015, 2013 and 2011 Needs Assessment results.

The National Research Center worked extensively with the City of Alexandria officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system. The five-page survey was mailed to a random sample of households in the City of Alexandria. Completed surveys were returned from 262 of the 2,400 randomly selected households who received invitations to participate, for response rate of 11%. The 95% confidence interval for the survey results is plus or minus 6.1 percentage points.

The following summarizes major survey findings:

- About 8 in 10 respondents and/or their household members had visited a City of Alexandria park in the last 12 months.
- About 2 in 10 had participated in a City sponsored class or program.
- About 4 in 10 had attended a special event in the last year.
- Those who had visited a park, participated in a program or attended a special event gave very positive evaluations, with over 80% rating them as excellent or good.
- The proportion of households using the City’s parks, classes or programs and special events has remained steady since 2011, and the evaluations of them have also remained quite positive.
- The barrier experienced by the greatest proportion of respondents who had not used a...
program was not knowing what was being offered, indicated by two-thirds of respondents who had not used a program, while another 20% of those who had not participated in a class or program said they did not know the locations of the facilities.

- Eight in 10 respondents gave a positive rating to the appearance and condition of public spaces in the City of Alexandria, such as the medians, rights-of-way and street trees.
- About 7 in 10 respondents were not aware of the City of Alexandria’s public art program. Only 4% considered themselves “very aware” of it.
- Three-quarters of respondents leaned toward using parks and recreation facilities for quiet relaxation and individual uses, while about a quarter used them for social reasons – to see familiar faces and meet people.
- Over 9 in 10 survey participants preferred that parks in Alexandria serve passive uses that are open to the whole community rather than active uses such as sports and paid programs requiring user fees.
- If RPCA would have to make reductions in their budget, respondents had a slight preference that all existing programs and facilities be maintained, but at lower levels of service, favored by 55% of respondents.
- To gauge the importance placed by residents on various budget priorities, survey participants were given an exercise to allocate $100 hypothetical budget dollars among four potential efforts. On average, the $100 were allocated in the following ways:
  - $41 to improve parks and outdoor recreational facilities and fields
  - $22 for the acquisition of additional parkland and open space
  - $22 to improve indoor recreational facilities, and
  - $15 to develop new recreational facilities.
- The programs of higher importance with higher unmet need included:
  - Cultural special events,
  - Adult open play,
  - Lap swimming,
  - Adult technology programs, and
  - Youth learn to swim instruction.
- The facilities of higher importance with higher unmet need included:
  - Biking trails,
  - Outdoor running/walking track,
  - Indoor pools,
  - River/stream activities,
  - Playgrounds, and
  - Outdoor public art.

AD HOC JOINT CITY-SCHOOLS FACILITY INVESTMENT TASK FORCE
Project Manager: Bethany Znidersic, Principal Planner
Last May City Council adopted a resolution establishing an Ad Hoc Joint City-Schools Facility Investment Task Force to oversee the development of a Joint City-Schools Facility Capital Improvement Plan and provide recommendations related to further capital project implementation. The Task Force held its first meeting in June and is charged with completing the charge of work by the end of the calendar year. The Task Force intends to present its work to date to City Council in late October and a final report in December. All Task Force meetings and subcommittee meetings are open to the public and recorded. For additional information, visit https://www.alexandriava.gov/planning/info/default.aspx?id=97580
BEN BRENNMAN DOG PARK EXPANSION AND LIGHTS  
Project Manager: Robert Narvaez, Urban Planner II  
The 2014 Citywide Park Improvement Plan for Ben Brenman Park includes recommendations to expand the current dog park and add lights. The dog park lights were approved by Planning Commission and City Council and are in final design. The expansion is currently in the City’s review process and construction is anticipated in October and November.

JOSEPH HENESLEY PARK RENOVATION  
Project Manager: Bethany Znidersic, Principal Planner  
In 2014 the Park and Recreation Commission and City Council endorsed the Citywide Park Improvement Plan, including a series of recommendations for Joseph Hensley Park. Staff is currently procuring design services for a renovation project based on the park plan concept. The project will address all four fields, parking, restrooms, accessibility, site circulation, maintenance facilities, and plantings. The full recommendations and park plan are available on the City website at: https://www.alexandriava.gov/recreation/info/default.aspx?id=65170#Citywide

POTOMAC YARD DOG PARK  
Project Manager: Bethany Znidersic, Principal Planner  
The Pulte Group has resumed construction of the new Potomac Yard Dog Park located at 561 East Monroe Avenue is under construction. The Pulte Group anticipates that construction will be complete this fall, pending any weather delays. The new fenced dog park will feature a small and large dog area, two double-gated entry-exits, seating, a trough-style dog fountain, multiple waste stations, a landscaped perimeter, and decomposed granite surfacing. Plantings and streetscape improvements around the Dominion Substation and along Monroe Avenue will also be completed. The dog park is an approval condition of the larger Potomac Yard Development and was approved by City Council in 2010.

ODBC DEMOLITION & INTERIM FITZGERALD SQUARE PARK  
Project Manager: Jack Browand, Division Chief  
The new ODBC Boat Club will receive it Certificate of Occupancy in September 2017. The City issued an RFP for the demolition of the current ODBC Boat Club and the removal of the fencing and wall securing the current ODBC parking lot potentially to occur potentially in December 2017. Phase I of the project will be the stabilization and clean-up of the project site for temporary public open space use with final construction phase, Phase II, to begin in late February or early March 2018. Project completion is anticipated for summer/fall 2018. For additional information, visit the Project Website.

BEVERLEY PARK RENOVATION  
Project Manager: Judy Lo, Urban Planner III  
Construction of renovations to Beverley Park, 520 North Overlook Drive continues. The stormwater design revisions were approved and construction of the remaining stormwater system will be complete by mid-September. Play equipment has been installed including: swings, track ride, modular play structure, and fire engine. Weather permitting, construction is anticipated to end in late October and the park re-opened in November. For additional updates, visit https://www.alexandriava.gov/recreation/info/default.aspx?id=27060#beverley.
FY17 COMMUNITY MATCHING FUND PROJECT UPDATES
Project Manager: Dana Wedeles, Principal Planner

- **Charles Houston Teen Center**
  Organization: The Charles Houston Advisory Council
  Update: Rebuilding Together Alexandria held volunteer build days on September 14th and 15th to paint, build seating, and put together furniture. Electrical work and finishes will be complete by end of the month

- **Four Mile Run Futsal Court**
  Organization: Alexandria Soccer Association
  Update: Contractor scheduled. Work to begin at end of September for early October ribbon cutting.

- **Portable Parkour**
  Organization: PKMove
  Update: Fundraising complete and procurement underway.

- **Kick the Habit**
  Organization: Four Mile Run Park Conservatory Foundation
  Update: Witter field water station currently being installed. Simpson will follow.

FY 2017 PARKNERSHIP ANNUAL REPORT
Project Manager: Dana Wedeles, Principal Planner & Lucresha Murphy, PARKnership Manager
For additional information visit [www.alexandriava.gov/Parknership](http://www.alexandriava.gov/Parknership)
- FY 2017 Annual Report Attached

ACTIVE CONSTRUCTION PROJECTS

- **BEVERLEY PARK RENOVATION**
  Project Manager: Judy Lo, Urban Planner III
  For additional information, see above.

- **POTOMAC YARD DOG PARK CONSTRUCTION**
  Project Manager: Bethany Znidersic, Principal Planner
  For additional information, see above.

- **HOLMES RUN PEDESTRIAN BRIDGE**
  Project Manager: Dana Wedeles, Principal Planner
  For additional information, visit the [Project Website](http://Project Website).

- **WARWICK POOL REPLACEMENT PROJECT**
  Project Manager: Jack Browand, Division Chief
  For additional information, visit the [Project Website](http://Project Website).

- **WINDMILL HILL PARK SHORELINE PROJECT**
  Project Manager: Jack Browand, Division Chief
  For additional information, visit the [Project Website](http://Project Website).

- **PATRICK HENRY K-8 SCHOOL & NEIGHBORHOOD RECREATION CENTER**
  Project Manager: Jack Browand, Division Chief & Margaret Orlando, Division Chief
  For additional information, visit the [Project Website](http://Project Website).
Community Interest and Opinion Survey

Report of Results

August 2017

Report prepared by:

NRC
National Research Center Inc

2955 Valmont Rd., Suite 300 • Boulder, Colorado 80301
t: 303-444-7863 • f: 303-444-1145 • www.n-r-c.com
Contents

Executive Summary .................................................................................................................................. 2
Survey Background ............................................................................................................................. 5
Overall Use and Ratings of Parks and Recreation ........................................................................... 6
Resident Priorities for Parks and Recreation .................................................................................. 10
Unmet Needs For and Importance Placed On Parks and Recreation Programs and Facilities.... 12
Parks and Recreation Programs ........................................................................................................ 12
Parks and Recreation Facilities ......................................................................................................... 17
Interactions with RPCA Staff ............................................................................................................ 22
How Residents Receive Information About and Would Like to Engage With RPCA ................. 23
Appendix A: Complete Set of Survey Responses........................................................................... 25
Appendix B: Verbatim Answers to Open-Ended Questions.............................................................. 53
Appendix C: Survey Results Over Time ............................................................................................ 60
Appendix D: Selected Survey Responses by Respondent Characteristics ................................. 78
How to Understand the Crosstabulations Tables ........................................................................... 78
Selected Survey Responses by Age, Gender and Race/Ethnicity of Respondent ......................... 79
Selected Survey Responses by Presence of Young Children, Children, Teenagers or Seniors in Household .................................................................................................................. 116
Selected Survey Responses by Whether Live Alone, Tenure (Rent or Own), Presence of Dogs ........................................................................................................................................... 159
Selected Survey Responses by Annual Household Income, Whether Home or Apartment Complex Has Green Spaces and Whether HOA or Complex Has Fitness or Recreation Related Amenities ........................................................................................................ 191
Selected Survey Responses by Length of Residency .................................................................... 232
Selected Survey Responses by Zip Code of Residence ................................................................. 264
Appendix E: Survey Methodology .................................................................................................... 297
Appendix F: Survey Materials .......................................................................................................... 301
Figures

Figure 1: Percent of Respondents Who Have Visited a City of Alexandria Park, Participated in a City-Sponsored Program or Class, or Attended a Special Event .................... 6
Figure 2: Ratings of City of Alexandria Parks, City-Sponsored Programs or Classes and Special Events ............................................................................................................................ 6
Figure 3: Perception of Benefit from RPCA ................................................................................... 7
Figure 4: Barriers to Using RPCA Programs .................................................................................. 8
Figure 5: Ratings of Appearance and Condition of Public Spaces ................................................. 9
Figure 6: Awareness of the City of Alexandria’s Public Art Program ........................................... 9
Figure 7: Use of Parks and Recreation Facilities for Social versus Individual Uses .................... 10
Figure 8: Preference for Parks to Serve Passive or Active Pursuits ............................................. 10
Figure 9: Preference for Budget Trade-Offs ................................................................................. 11
Figure 10: Priorities for Various Types of Facilities ..................................................................... 11
Figure 11: Programs for Which Alexandria Households Have a Need ........................................ 13
Figure 12: Unmet Need for Programs ........................................................................................... 14
Figure 13: Top Four Most Important Programs ............................................................................ 15
Figure 14 Importance-Unmet Needs Matrix for Programs ........................................................... 16
Figure 15: Facilities for Which Alexandria Households Have a Need ........................................... 18
Figure 16: Unmet Need for Facilities ........................................................................................... 19
Figure 17: Top Four Most Important Facilities ............................................................................ 20
Figure 18: Importance-Unmet Needs Matrix for Facilities ........................................................... 21
Figure 19: Ratings of Customer Service Provided by RPCA Staff .............................................. 22
Figure 20: Sources of Information about the Services Offered by RPCA .................................... 23
Figure 21: Likelihood of Engaging with RPCA ........................................................................... 24
Figure 22: 2017 Importance-Unmet Needs Matrix for Facilities .................................................. 72
Figure 23: 2015 Importance-Unmet Needs Matrix for Facilities .................................................. 73
Figure 24: 2013 Importance-Unmet Needs Matrix for Facilities .................................................. 74
Figure 25 2017 Importance-Unmet Needs Matrix for Programs .................................................. 75
Figure 26: 2015 Importance-Unmet Needs Matrix for Programs .................................................. 76
Figure 27: 2013 Importance-Unmet Needs Matrix for Programs .................................................. 77
Executive Summary

The City of Alexandria Department of Recreation, Parks and Cultural Activities (RPCA) conducts a biennial survey of residents to determine how well it is meeting the needs and expectations of the community. Part of the Alexandria’s Vision is to have a community with flourishing arts, culture and education, with healthy residents of all ages. RPCA plays an important role in making this vision reality, and the survey can help measure how it is doing.

Completed surveys were returned from 262 of the 2,400 randomly selected households who received invitations to participate, for response rate of 11%. The 95% confidence interval for the survey results is plus or minus 6.1 percentage points.

→ One of the goals from the City’s Strategic Plan is that arts, culture and recreation will flourish in Alexandria, with a network of accessible parks and public open spaces and activities that are available and accessible to residents of all ages and abilities.

➢ About 8 in 10 respondents and/or their household members had visited a City of Alexandria park in the last 12 months.
➢ About 2 in 10 had participated in a City sponsored class or program.
➢ About 4 in 10 had attended a special event in the last year.
➢ Those who had visited a park, participated in a program or attended a special event gave very positive evaluations, with over 80% rating them as excellent or good.
➢ The proportion of households using the City’s parks, classes or programs and special events has remained steady since 2011, and the evaluations of them have also remained quite positive.

→ Another of the goals from the City’s Strategic Plan is that the community have equal and ready access to opportunities that promote mental and physical well-being and a happy, active lifestyle.

➢ Because of their participation in programs, activities and events offered by RPCA, about 9 in 10 respondents agreed that they had:
   ➢ Improved health and well-being,
   ➢ Increased connectedness to the community, and
   ➢ Increased quality of life.

About a third of respondents did not have an opinion on these items, likely for some because they had not used the offerings of the Department. The barriers to using RPCA programs was assessed through the survey.

➢ The barrier experienced by the greatest proportion of respondents who had not used a program was not knowing what was being offered, indicated by two-thirds of respondents who had not used a program, while another 20% of those who had not participated in a class or program said they did not know the locations of the facilities.
Eight in 10 respondents gave a positive rating to the appearance and condition of public spaces in the City of Alexandria, such as the medians, rights-of-way and street trees.

About 7 in 10 respondents were not aware of the City of Alexandria’s public art program. Only 4% considered themselves “very aware” of it.

Local governments have to make decisions of how to best use limited resources to meet the needs of the community.

Several trade-offs were presented to those completing the survey for their input.

- Three-quarters of respondents leaned toward using parks and recreation facilities for quiet relaxation and individual uses, while about a quarter used them for social reasons – to see familiar faces and meet people.
- Over 9 in 10 survey participants preferred that parks in Alexandria serve passive uses that are open to the whole community rather than active uses such as sports and paid programs requiring user fees.
- If the RPCA Department would have to make reductions in their budget, respondents had a slight preference that all existing programs and facilities be maintained, but at lower levels of service, favored by 55% of respondents.

The other 45% of respondents preferred that some programs and facilities be eliminated with the remaining programs kept at current levels of service.

To gauge the importance placed by residents on various budget priorities, survey participants were given an exercise to allocate $100 hypothetical budget dollars among four potential efforts.

On average, the $100 were allocated in the following ways:

- $41 to improve parks and outdoor recreational facilities and fields
- $22 for the acquisition of additional parkland and open space
- $22 to improve indoor recreational facilities, and
- $15 to develop new recreational facilities.

The 24% of respondents who had interacted with an RPCA staff member in the previous 12 months awarded high marks to the customer service provided; 8 in 10 gave an excellent or good rating.
The most widespread source of information used by Alexandria residents to learn about the offerings of RPCA was word of mouth – from friends and neighbors. The most common formal information sources were the City of Alexandria Website and the Recreation brochure/program guide.

In addition to learning how residents get information about RPCA, the Department desired to ascertain how the public would like to engage with RPCA to provide feedback and input into their planning efforts. The most popular ideas were:

- to provide feedback through additional surveys (86% somewhat or very likely),
- to communicate directly with staff (69%), and
- to provide comments and feedback through social media (63%).

About half would be interested in attending web-based public meetings, in-person meetings or discussion groups, or a formal board or commission meeting. About 4 in 10 said they might join a board or commission. Only about a third would be likely to attend a telephone town hall.

A large portion of the survey was devoted to understanding the needs of the community for recreation programs and facilities, and what unmet needs are of greatest importance to the residents of Alexandria.

Survey respondents were presented with a list of programs or facilities, and asked whether they or anyone in their household had a need for the particular item, and if they did, how well that need was being met with the current offerings. They were also asked to choose the four items from each list that were of greatest importance to their household. The average unmet need was plotted against the importance ratings for each of the programs and facilities included on the survey. The programs and facilities with the highest unmet need of high importance to the greatest proportion of residents are those on which RPCA may wish to concentrate.

The programs of higher importance with higher unmet need included:

- Cultural special events,
- Adult open play,
- Lap swimming,
- Adult technology programs, and
- Youth learn to swim instruction.

The facilities of higher importance with higher unmet need included:

- Biking trails,
- Outdoor running/walking track,
- Indoor pools,
- River/stream activities,
- Playgrounds, and
- Outdoor public art.
Survey Background

The City of Alexandria Department of Recreation, Parks and Cultural Activities (RPCA) conducts a regular periodic survey of residents to determine how well it is meeting the needs and expectations of the community. Part of the Alexandria’s Vision is to have a community with flourishing arts, culture and education, with healthy residents of all ages. RPCA plays an important role in making this vision reality, and the survey can help measure how it is doing.

A random selection of households within the city limits of Alexandria received the survey. A group of 1,700 households was first selected and were contacted by mail a total of three times in June 2017. The first mailing was a prenotification postcard announcing the upcoming survey. About a week after the prenotification postcard was sent the first wave of the survey was sent. This packet included the five-page questionnaire with a cover letter signed by Mark Jinks, the City Manager, and a postage-paid return envelope. A week later a second survey was mailed, with instructions to recycle the survey if they had already responded to the first survey. A total of 208 completed surveys were received, for a 12% response rate, at the low end of the typical range for a survey of this type (usually between 12% and 30%). In order to boost the total number of surveys, a second mailing list was generated with 700 recipients. These recipients were mailed two waves of a postcard invitation to the online survey in July of 2017. A total of 54 responses were garnered in this manner, for a response rate of 8%. In total, 262 surveys were received, with a combined response rate of 11%. The 95% confidence interval is plus or minus 6.1 percentage points.

Survey results were weighted so that respondent gender and age, housing tenure (rent versus own) and race and ethnicity were represented in the proportions reflective of the entire city. More information about the survey methodology can be found in Appendix E: Survey Methodology, while a copy of the survey materials is included in Appendix F: Survey Materials. The full set of responses to every survey question is provided in Appendix A: Complete Set of Survey Responses. When a table or a figure for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of rounding percentages to the nearest whole number. When the total exceeds 100% in a table for a multiple-response question in which the respondent can choose more than one category, it is because some respondents are counted in multiple categories. Survey results were compared by a number of respondent characteristics. These crosstabulations are presented in Appendix D: Selected Survey Responses by Respondent Characteristics. Comparisons to survey results from previous years are found in Appendix C: Survey Results Over Time.
Overall Use and Ratings of Parks and Recreation

One of the goals from the City’s Strategic Plan is that arts, culture and recreation will flourish in Alexandria, with a network of accessible parks and public open spaces and activities that are available and accessible to residents of all ages and abilities. Several questions were included on the survey to measure use of and participation in the facilities and programs provided by the City of Alexandria’s Recreation, Park and Cultural Activities Department (RPCA).

About 8 in 10 respondents and/or their household members had visited a City of Alexandria park in the last 12 months, while 2 in 10 had participated in a City-sponsored class or program (see Figure 1 below). About 4 in 10 had attended a special event in the last year. Most who had participated in a program or class in the last year had enrolled in one to three of them; about 30% had gone to four or more programs (see Table 4 in Appendix A: Complete Set of Survey Responses). Likewise, most respondents who had attended a special event had been to one to three of them; about 20% had gone to four or more (see Table 8).

Compared to previous surveys, a similar proportion of respondents had visited a park in the last 12 months in 2017 as in 2015, 2013 and 2011 (see Table 44 in Appendix C: Survey Results Over Time).

Those who had visited a park, participated in a program or attended a special event were asked to rate the quality of these offerings. All were given very positive evaluations, with over 80% of respondents rating them as excellent or good. The ratings of the City’s parks were similar to what had been seen in 2015, and a bit higher than in 2013 and 2011 (see Table 46).

Figure 1: Percent of Respondents Who Have Visited a City of Alexandria Park, Participated in a City-Sponsored Program or Class, or Attended a Special Event

Figure 2: Ratings of City of Alexandria Parks, City-Sponsored Programs or Classes and Special Events
Another of the goals from the City’s Strategic Plan is that the community have equal and ready access to opportunities that promote mental and physical well-being and a happy, active lifestyle.

Respondents were asked to what extent they felt that they and/or their household benefited by their participation in the programs, activities and events offered by RPCA. Nine in 10 respondents with an opinion somewhat or strongly agreed that they felt an increased connection to the community, and increase in their quality of life, and improved health and well-being.

**Figure 3: Perception of Benefit from RPCA**

To what extent do you agree that you and/or your household personally benefit from participation in programs, activities and events offered by the Department of Recreation, Parks and Cultural Activities in each of the following ways?

- **Increased connectedness to community**
  - Strongly agree: 43%
  - Somewhat agree: 50%
  - Do not agree at all: 8%

- **Increased quality of life**
  - Strongly agree: 48%
  - Somewhat agree: 45%
  - Do not agree at all: 7%

- **Improved health & well-being**
  - Strongly agree: 49%
  - Somewhat agree: 44%
  - Do not agree at all: 7%

About a third of respondents did not have an opinion on these items, likely for some because they had not used the offerings of the Department (see Table 15 in Appendix A: Complete Set of Survey Responses). The barriers to using RPCA programs was assessed through the survey by asking those who had not used them for the reasons they had not done so. The barrier experienced by the greatest proportion who had not used a program was not knowing what was being offered, indicated by two-thirds of those who had not participated in a program (see Figure 4 on the next page). Two in 10 of those who had not participated in a program said they did not know the locations of the facilities.

Other barriers indicated by about 1 in 10 respondents who had not used a program included inconvenient programs times and fees that were too high. Some mentioned that they use a private business or HOA facility or that their preferred program is not offered by RPCA.
Figure 4: Barriers to Using RPCA Programs
Please CHECK ALL the reasons that prevent you or other members of your household from using the Department of Recreation, Parks, and Cultural Activities programs.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do not know what is being offered</td>
<td>62%</td>
</tr>
<tr>
<td>I do not know locations of facilities</td>
<td>20%</td>
</tr>
<tr>
<td>Program times are not convenient</td>
<td>9%</td>
</tr>
<tr>
<td>Other*</td>
<td>8%</td>
</tr>
<tr>
<td>Fees are too high</td>
<td>7%</td>
</tr>
<tr>
<td>I use a private business/HOA facility</td>
<td>6%</td>
</tr>
<tr>
<td>Preferred program not offered at facility</td>
<td>5%</td>
</tr>
<tr>
<td>Lack of parking by facilities and parks</td>
<td>4%</td>
</tr>
<tr>
<td>Location inconvenient</td>
<td>4%</td>
</tr>
<tr>
<td>Prefer facilities in other cities/counties</td>
<td>4%</td>
</tr>
<tr>
<td>Program full</td>
<td>3%</td>
</tr>
<tr>
<td>Lack of quality programs</td>
<td>3%</td>
</tr>
<tr>
<td>Facilities lack the right equipment/amenities</td>
<td>3%</td>
</tr>
<tr>
<td>Security is insufficient</td>
<td>2%</td>
</tr>
<tr>
<td>Facilities operating hours not convenient</td>
<td>2%</td>
</tr>
<tr>
<td>Facilities are too often unavailable</td>
<td>1%</td>
</tr>
<tr>
<td>Not accessible for people with disabilities</td>
<td>1%</td>
</tr>
<tr>
<td>Registration for programs is difficult</td>
<td>1%</td>
</tr>
<tr>
<td>Poor customer service by staff</td>
<td>1%</td>
</tr>
<tr>
<td>Facilities are not well maintained</td>
<td>1%</td>
</tr>
<tr>
<td>Use services of other agencies</td>
<td>0%</td>
</tr>
</tbody>
</table>

Percent of Respondents Who Had Not Participated in a Program or Class

*Other sources used by respondents can be found in Appendix B: Verbatim Answers to Open-Ended Questions.
The public spaces such as medians and rights-of-way were evaluated by respondents. Eight in 10 gave a positive rating, with 3 in 10 considering the appearance and condition of these areas as excellent and 5 in 10 as good. About 2 in 10 rated them as fair, with only 1% considering the appearance and condition poor.

**Figure 5: Ratings of Appearance and Condition of Public Spaces**

How would you rate the appearance and condition of public spaces (the landscaping of medians, rights-of-way, street trees, etc.) in the City of Alexandria?

Most of the respondents, 7 in 10, were not aware of the City of Alexandria’s public art program. Only 4% considered themselves “very aware” of it.

**Figure 6: Awareness of the City of Alexandria’s Public Art Program**

- Not aware, 69%
- Somewhat aware, 27%
- Very aware, 4%
Resident Priorities for Parks and Recreation

Local governments have to make decisions of how to best use limited resources to meet the needs of the community. Several trade-offs were presented to those completing the survey for their input.

When asked if they used parks and recreation facilities mostly for social reasons – to see familiar faces and meet people – or for quiet relaxation or individual uses, most about three-quarters of respondents leaned toward quiet relaxation and individual uses, while about a quarter used them for communal purposes.

![Figure 7: Use of Parks and Recreation Facilities for Social versus Individual Uses](image)

A variety of activities can be accommodated in parks, and these tend to be categorized as either “active” uses, such as organized sports or programs, or “passive” uses such as picnics, nature walks, etc. Over 9 in 10 survey participants preferred that parks in Alexandria serve passive uses that are open to the whole community rather than active uses such as sports and paid programs requiring user fees.

![Figure 8: Preference for Parks to Serve Passive or Active Pursuits](image)
If the RPCA Department would have to make reductions in their budget, respondents had a slight preference that all existing programs and facilities be maintained, but at lower levels of service, favored by 55% of respondents. The other 45% of respondents preferred that some programs and facilities be eliminated with the remaining programs kept at current levels of service.

**Figure 9: Preference for Budget Trade-Offs**

When considering potential budget reductions, the Parks and Recreation Department should...

- Maintain all existing recreational programs and facilities and parks but at a lower level of service (e.g. park maintenance on fewer days per week; reduced hours at recreation facilities; fewer recreation program offerings within each category)
- Eliminate some programs and facilities, but keep the remaining programs and facilities at current levels of service (e.g. close some facilities but keep all others on current schedules; cut some types of recreation programs)

<table>
<thead>
<tr>
<th>Preference</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain all existing programs</td>
<td>11%</td>
</tr>
<tr>
<td>and facilities at lower levels</td>
<td>15%</td>
</tr>
<tr>
<td>of service</td>
<td>29%</td>
</tr>
<tr>
<td>Eliminate some programs and</td>
<td>17%</td>
</tr>
<tr>
<td>facilities, but keep the remaining</td>
<td>14%</td>
</tr>
<tr>
<td>programs and facilities at current</td>
<td>14%</td>
</tr>
<tr>
<td>levels of service</td>
<td></td>
</tr>
</tbody>
</table>

To gauge the importance placed by residents on various budget priorities, survey participants were given an exercise to allocate $100 hypothetical budget dollars among four potential efforts. The greatest share was given to improving parks and outdoor recreational facilities and fields, with an average of $41 earmarked for this purpose. Acquisition of additional parkland and open space, and improvements of indoor recreational facilities were given the next highest amounts of $22 on average each. The lowest amount was assigned to development of new indoor recreational facilities, at $15.

**Figure 10: Priorities for Various Types of Facilities**

If it were up to you (and assuming each costs about the same), how would you allocate $100 among each of the following parks and recreation facilities for the City of Alexandria?

- Improve parks and outdoor recreational facilities and fields, $41
- Improve indoor recreational facilities, $22
- Acquisition of additional parkland and open space, $22
- Develop new indoor recreational facilities, $15
Unmet Needs For and Importance Placed On Parks and Recreation Programs and Facilities

A large portion of the survey was devoted to understanding the needs of the community for recreation programs and facilities, and what unmet needs are of greatest importance to the residents of Alexandria. Survey respondents were presented with a list of programs or facilities, and asked whether they or anyone in their household had a need for the particular item, and if they did, how well that need was being met with the current offerings. They were also asked to choose the four items from each list that were of greatest importance to their household.

Parks and Recreation Programs

When asked about their need for various parks and recreation programs, about two-thirds said they or their household had a need for cultural special events, and over half had a need for adult fitness and wellness programs (see Figure 11 on the next page). The next most common program needs, indicated by about 40% of respondents, were for volunteer/community projects, walking/biking groups and lap swimming. About a third wanted adult nature programs, adult organized sports programs, adult cooking programs, adult continuing education or adult creative and performing arts.

Youth programs were needed by 5% to 18% of households, but as would be expected, a high proportion of those households with children or teenagers felt a need for youth programming (see Table 103 in Appendix D: Selected Survey Responses by Respondent Characteristics). For youth, the greatest need was seen for nature programs, open play and sports classes.

Those who indicated their household needed an item then rated to what extent their needs were being met. Some of the programs with the greatest unmet need (among those who wanted the programs) included: youth cooking programs, youth martial arts programs, programs for preschool age, adult day and weekend travel programs, adult creative and performing arts and youth open play (see Figure 12 on page 14). It should be noted that a couple of these had high unmet needs among those who wanted them but relatively few people who wanted them; youth cooking and youth martial arts were desired by only 5% of households.

The five programs deemed most important by respondents (the ones selected as a top four most important program by the greatest proportion of respondents) were cultural special events, walking/biking groups, volunteer/community projects, adult cooking programs and adult fitness and wellness programs (see Figure 13 on page 15). These were also among the programs for which the greater proportion of households felt a need.
### Figure 11: Programs for Which Alexandria Households Have a Need

Below is a list of some recreation and cultural programs provided by the City of Alexandria. Please indicate if you or any members of your HOUSEHOLD have a need for each of the recreation or cultural programs listed below by circling the YES or NO next to the program. (Percent of households with the need.)

<table>
<thead>
<tr>
<th>Program</th>
<th>Percent of Respondent Households Who Have a Need for This Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural special events</td>
<td>64%</td>
</tr>
<tr>
<td>Adult fitness and wellness programs</td>
<td>56%</td>
</tr>
<tr>
<td>Volunteer/community projects</td>
<td>44%</td>
</tr>
<tr>
<td>Walking/biking groups</td>
<td>41%</td>
</tr>
<tr>
<td>Lap swimming</td>
<td>39%</td>
</tr>
<tr>
<td>Adult nature programs/env education</td>
<td>34%</td>
</tr>
<tr>
<td>Adult organized sports programs</td>
<td>34%</td>
</tr>
<tr>
<td>Adult cooking programs</td>
<td>33%</td>
</tr>
<tr>
<td>Adult continuing education programs</td>
<td>33%</td>
</tr>
<tr>
<td>Adult creative and performing arts</td>
<td>32%</td>
</tr>
<tr>
<td>Adult open play</td>
<td>27%</td>
</tr>
<tr>
<td>Water fitness programs</td>
<td>27%</td>
</tr>
<tr>
<td>Programs for older adults</td>
<td>26%</td>
</tr>
<tr>
<td>Athletic special events</td>
<td>25%</td>
</tr>
<tr>
<td>Tennis lessons and leagues</td>
<td>25%</td>
</tr>
<tr>
<td>Adult day and weekend travel programs</td>
<td>22%</td>
</tr>
<tr>
<td>Adult technology programs</td>
<td>21%</td>
</tr>
<tr>
<td>Adult learn to swim instruction</td>
<td>21%</td>
</tr>
<tr>
<td>Multi-generational programs</td>
<td>20%</td>
</tr>
<tr>
<td>Youth learn to swim instruction</td>
<td>18%</td>
</tr>
<tr>
<td>Programs with your pets</td>
<td>17%</td>
</tr>
<tr>
<td>Adult martial arts programs</td>
<td>15%</td>
</tr>
<tr>
<td>Youth nature programs/env education</td>
<td>15%</td>
</tr>
<tr>
<td>Youth open play</td>
<td>14%</td>
</tr>
<tr>
<td>Programs for preschool age</td>
<td>13%</td>
</tr>
<tr>
<td>Youth sports classes</td>
<td>11%</td>
</tr>
<tr>
<td>School break camps</td>
<td>11%</td>
</tr>
<tr>
<td>Programs for people with disabilities</td>
<td>10%</td>
</tr>
<tr>
<td>Programs for teens</td>
<td>10%</td>
</tr>
<tr>
<td>Youth creative and performing arts</td>
<td>9%</td>
</tr>
<tr>
<td>Before and after school care programs</td>
<td>9%</td>
</tr>
<tr>
<td>Youth technology programs</td>
<td>8%</td>
</tr>
<tr>
<td>Youth fitness and wellness programs</td>
<td>8%</td>
</tr>
<tr>
<td>Youth martial arts programs</td>
<td>5%</td>
</tr>
<tr>
<td>Youth cooking programs</td>
<td>5%</td>
</tr>
</tbody>
</table>
Figure 12: Unmet Need for Programs

If your household has a need for the program, how well are your needs already being met?

<table>
<thead>
<tr>
<th>Program Type</th>
<th>100% Met</th>
<th>75% Met</th>
<th>50% Met</th>
<th>25% Met</th>
<th>0% Met</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth technology programs</td>
<td>44%</td>
<td>8%</td>
<td>18%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Before and after school care programs</td>
<td>29%</td>
<td>23%</td>
<td>18%</td>
<td>3%</td>
<td>27%</td>
</tr>
<tr>
<td>Programs for teens</td>
<td>32%</td>
<td>12%</td>
<td>16%</td>
<td>30%</td>
<td>11%</td>
</tr>
<tr>
<td>Programs for older adults</td>
<td>18%</td>
<td>25%</td>
<td>26%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Walking/biking groups</td>
<td>20%</td>
<td>21%</td>
<td>20%</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>Water fitness programs</td>
<td>19%</td>
<td>22%</td>
<td>27%</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>Volunteer/community projects</td>
<td>21%</td>
<td>20%</td>
<td>29%</td>
<td>9%</td>
<td>22%</td>
</tr>
<tr>
<td>Youth cooking programs</td>
<td>28%</td>
<td>12%</td>
<td>10%</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Youth fitness and wellness programs</td>
<td>15%</td>
<td>24%</td>
<td>11%</td>
<td>33%</td>
<td>46%</td>
</tr>
<tr>
<td>Tennis lessons and leagues</td>
<td>24%</td>
<td>14%</td>
<td>22%</td>
<td>13%</td>
<td>27%</td>
</tr>
<tr>
<td>Adult cooking programs</td>
<td>30%</td>
<td>8%</td>
<td>22%</td>
<td>16%</td>
<td>24%</td>
</tr>
<tr>
<td>Adult fitness and wellness programs</td>
<td>16%</td>
<td>21%</td>
<td>30%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Athletic special events</td>
<td>31%</td>
<td>5%</td>
<td>18%</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>Adult technology programs</td>
<td>25%</td>
<td>11%</td>
<td>22%</td>
<td>15%</td>
<td>27%</td>
</tr>
<tr>
<td>Youth sports classes</td>
<td>25%</td>
<td>11%</td>
<td>23%</td>
<td>11%</td>
<td>30%</td>
</tr>
<tr>
<td>School break camps</td>
<td>27%</td>
<td>8%</td>
<td>39%</td>
<td>2%</td>
<td>24%</td>
</tr>
<tr>
<td>Youth martial arts programs</td>
<td>25%</td>
<td>10%</td>
<td>14%</td>
<td>5%</td>
<td>45%</td>
</tr>
<tr>
<td>Cultural special events</td>
<td>12%</td>
<td>23%</td>
<td>23%</td>
<td>25%</td>
<td>17%</td>
</tr>
<tr>
<td>Multi-generational programs</td>
<td>5%</td>
<td>30%</td>
<td>25%</td>
<td>16%</td>
<td>24%</td>
</tr>
<tr>
<td>Adult learn to swim instruction</td>
<td>26%</td>
<td>9%</td>
<td>26%</td>
<td>8%</td>
<td>31%</td>
</tr>
<tr>
<td>Adult nature programs/env education</td>
<td>20%</td>
<td>14%</td>
<td>30%</td>
<td>22%</td>
<td>14%</td>
</tr>
<tr>
<td>Adult organized sports programs</td>
<td>19%</td>
<td>14%</td>
<td>29%</td>
<td>17%</td>
<td>21%</td>
</tr>
<tr>
<td>Programs for preschool age</td>
<td>17%</td>
<td>15%</td>
<td>16%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Programs with your pets</td>
<td>17%</td>
<td>14%</td>
<td>28%</td>
<td>28%</td>
<td>13%</td>
</tr>
<tr>
<td>Youth learn to swim instruction</td>
<td>15%</td>
<td>16%</td>
<td>25%</td>
<td>16%</td>
<td>28%</td>
</tr>
<tr>
<td>Programs for people with disabilities</td>
<td>31%</td>
<td>10%</td>
<td>27%</td>
<td>16%</td>
<td>26%</td>
</tr>
<tr>
<td>Youth creative and performing arts</td>
<td>20%</td>
<td>10%</td>
<td>46%</td>
<td>7%</td>
<td>17%</td>
</tr>
<tr>
<td>Lap swimming</td>
<td>14%</td>
<td>15%</td>
<td>26%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>Adult continuing education programs</td>
<td>18%</td>
<td>8%</td>
<td>29%</td>
<td>16%</td>
<td>29%</td>
</tr>
<tr>
<td>Adult creative and performing arts</td>
<td>11%</td>
<td>14%</td>
<td>23%</td>
<td>38%</td>
<td>15%</td>
</tr>
<tr>
<td>Adult martial arts programs</td>
<td>17%</td>
<td>6%</td>
<td>28%</td>
<td>12%</td>
<td>36%</td>
</tr>
<tr>
<td>Adult open play</td>
<td>9%</td>
<td>14%</td>
<td>30%</td>
<td>20%</td>
<td>27%</td>
</tr>
<tr>
<td>Youth nature programs/env education</td>
<td>13%</td>
<td>10%</td>
<td>48%</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Adult day and weekend travel programs</td>
<td>11%</td>
<td>11%</td>
<td>19%</td>
<td>37%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Percent of Respondent Households
Figure 13: Top Four Most Important Programs

Which FOUR of the programs are MOST IMPORTANT to your household?

- Cultural special events: 23%
- Walking/biking groups: 22%
- Volunteer/community projects: 22%
- Adult cooking programs: 19%
- Adult fitness and wellness programs: 16%
- Adult open play: 11%
- Adult technology programs: 10%
- Lap swimming: 10%
- Youth learn to swim instruction: 9%
- Adult nature programs/env education: 8%
- Tennis lessons and leagues: 8%
- Youth open play: 7%
- Programs with your pets: 7%
- Adult learn to swim instruction: 7%
- Adult organized sports programs: 6%
- Adult creative and performing arts: 6%
- Water fitness programs: 6%
- Athletic special events: 5%
- Programs for people with disabilities: 5%
- Adult day and weekend travel programs: 5%
- Adult continuing education programs: 5%
- Programs for older adults: 5%
- Youth sports classes: 4%
- Before and after school care programs: 4%
- Adult martial arts programs: 3%
- Youth creative and performing arts: 3%
- School break camps: 3%
- Multi-generational programs: 3%
- Programs for teens: 3%
- Programs for preschool age: 2%
- Youth martial arts programs: 1%
- Youth technology programs: 1%
- Youth nature programs/env education: 1%
- Youth fitness and wellness programs: 1%
- Youth cooking programs: 0%
A matrix was created in which the unmet need was plotted against the importance ratings for each of the programs included on the survey, as shown in Figure 14 below. The upper right-hand corner represents those programs on which respondents placed higher importance, but also experienced greater unmet need. Each program is followed by two percents: the first is the percent of households who chose the program as one of their top four most important; the second is the average percent of unmet need (among those who expressed a need) for the program.¹

The programs in this corner, on which RPCA may wish to concentrate, include cultural special events, adult open play, lap swimming, adult technology programs and youth learn to swim instruction.

---

**Figure 14 Importance-Unmet Needs Matrix for Programs**

<table>
<thead>
<tr>
<th>Lower Priorities</th>
<th>Top Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower importance/higher unmet need</td>
<td>Higher importance/higher unmet need</td>
</tr>
<tr>
<td>• Youth open play, 7%, 62%</td>
<td>• Cultural special events, 23%, 53%</td>
</tr>
<tr>
<td>• Adult learn to swim instruction, 7%, 52%</td>
<td>• Adult open play, 11%, 61%</td>
</tr>
<tr>
<td>• Programs with your pets, 7%, 52%</td>
<td>• Lap swimming, 10%, 55%</td>
</tr>
<tr>
<td>• Adult creative and performing arts, 6%, 59%</td>
<td>• Adult technology programs, 10%, 52%</td>
</tr>
<tr>
<td>• Adult organized sports programs, 6%, 52%</td>
<td>• Youth learn to swim instruction, 9%, 57%</td>
</tr>
<tr>
<td>• Adult day and weekend travel programs, 5%, 62%</td>
<td></td>
</tr>
<tr>
<td>• Adult continuing education programs, 5%, 58%</td>
<td></td>
</tr>
<tr>
<td>• Programs for people with disabilities, 5%, 52%</td>
<td></td>
</tr>
<tr>
<td>• Youth sports classes, 4%, 53%</td>
<td></td>
</tr>
<tr>
<td>• Adult martial arts programs, 3%, 61%</td>
<td></td>
</tr>
<tr>
<td>• Multi-generational programs, 3%, 56%</td>
<td></td>
</tr>
<tr>
<td>• Programs for preschool age, 2%, 57%</td>
<td></td>
</tr>
<tr>
<td>• Youth fitness and wellness programs, 1%, 60%</td>
<td></td>
</tr>
<tr>
<td>• Youth martial arts programs, 1%, 59%</td>
<td></td>
</tr>
<tr>
<td>• Youth nature programs/environmental education, 1%, 52%</td>
<td></td>
</tr>
<tr>
<td>• Youth cooking programs, 0%, 58%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lowest Priorities</th>
<th>Continued Emphasis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower importance/lower unmet need</td>
<td>Higher importance/lower unmet need</td>
</tr>
<tr>
<td>• Walking/biking groups, 22%, 49%</td>
<td>• Tennis lessons and leagues, 8%, 51%</td>
</tr>
<tr>
<td>• Volunteer/community projects, 22%, 48%</td>
<td>• Adult nature programs/environmental education, 8%, 49%</td>
</tr>
<tr>
<td>• Adult cooking programs, 19%, 49%</td>
<td>• Water fitness programs, 6%, 48%</td>
</tr>
<tr>
<td>• Adult fitness and wellness programs, 16%, 48%</td>
<td>• Athletic special events, 5%, 50%</td>
</tr>
<tr>
<td></td>
<td>• Programs for older adults, 5%, 47%</td>
</tr>
<tr>
<td></td>
<td>• Before and after school care programs, 4%, 44%</td>
</tr>
<tr>
<td></td>
<td>• Youth creative and performing arts, 3%, 48%</td>
</tr>
<tr>
<td></td>
<td>• School break camps, 3%, 47%</td>
</tr>
<tr>
<td></td>
<td>• Programs for teens, 3%, 45%</td>
</tr>
<tr>
<td></td>
<td>• Youth technology programs, 1%, 38%</td>
</tr>
</tbody>
</table>

¹ This was calculated as 1 x percent with 0% need met, 0.75 x percent with 25% need met, 0.50 x percent with 50% need met, 0.25 x percent with 75% need met and 0.00 x percent with 100% need met.
Parks and Recreation Facilities

The facilities for which the highest proportion of households expressed a need were walking paths (considered a need by about 9 in 10 respondents), Farmers’ Markets (about 8 in 10) and natural areas and wildlife (about 7 in 10, see Figure 15 on the next page). Biking trails and outdoor running and walking tracks were a need of about 6 in 10 households. About half desired picnic shelters and open lawns areas. Nearly half (46%) had a need for indoor exercise and fitness facilities.

Among those respondents who said their household had a need for a particularly type of facility, the greatest unmet need was for indoor play space, outdoor performance space, rock climbing walls, fishing areas, facilities for people with disabilities, water spray ground, outdoor competitive swimming pool and skateboard parks (see Figure 16 on page 19).

The facilities most likely to be considered one of the four most important ones were a Farmers’ Market and walking paths; these were each chosen as one of the top four facilities by about 3 in 10 respondents (see Figure 17 on page 20). These were also the facilities most likely to be needed by respondents. Other important facilities included biking trails, outdoor running/walking track, indoor pools, marina/waterfront, open lawns and landscape and river/stream activities.
**Figure 15: Facilities for Which Alexandria Households Have a Need**

Please indicate if you or any members of your HOUSEHOLD have a need for each of the parks, recreation, or cultural facilities listed below by circling the YES or NO next to the facility. (Percent of households with the need.)

- Skateboard parks: 4%
- Gymnastics room: 7%
- Facilities for people with disabilities: 10%
- Batting cages: 12%
- Indoor play space: 12%
- Indoor multi-purpose areas: 12%
- Indoor rental space: 13%
- Racquetball/squash courts: 12%
- Indoor play space: 12%
- Fishing areas: 18%
- Nature Center: 33%
- Indoor running/walking track: 32%
- Outdoor fitness station/equipment: 31%
- Outdoor courts: 30%
- Indoor gym space: 30%
- Rock climbing walls: 27%
- Outdoor public art: 27%
- Playgrounds: 24%
- Off-leash dog areas: 24%
- Outdoor performance space: 23%
- Indoor performance/art facilities: 23%
- Multi-purpose sports fields: 21%
- Fishing areas: 21%
- Outdoor competitive swimming pool: 18%
- Indoor sports fields: 15%
- Indoor social lounge: 15%
- Baseball/softball fields: 15%
- Water spray ground: 14%
- Outdoor rental space: 14%
- Indoor multi-purpose areas: 14%
- Indoor rental space: 13%
- Nature Center: 33%
- Indoor running/walking track: 32%
- Outdoor fitness station/equipment: 31%
- Outdoor courts: 30%
- Indoor gym space: 30%
- Rock climbing walls: 27%
- Outdoor public art: 27%
- Playgrounds: 24%
- Off-leash dog areas: 24%
- Outdoor performance space: 23%
- Indoor performance/art facilities: 23%
- Multi-purpose sports fields: 21%
- Fishing areas: 21%
- Outdoor competitive swimming pool: 18%
- Indoor sports fields: 15%
- Indoor social lounge: 15%
- Baseball/softball fields: 15%
- Water spray ground: 14%
- Outdoor rental space: 14%
- Indoor multi-purpose areas: 14%
- Indoor rental space: 13%
- Racquetball/squash courts: 12%
- Indoor play space: 12%
- Batting cages: 12%
- Facilities for people with disabilities: 10%
- Gymnastics room: 7%
- Skateboard parks: 4%
Figure 16: Unmet Need for Facilities

If your household has a need for the facility, how well are your needs already being met?

<table>
<thead>
<tr>
<th>Facility</th>
<th>100% Met</th>
<th>75% Met</th>
<th>50% Met</th>
<th>25% Met</th>
<th>0% Met</th>
</tr>
</thead>
<tbody>
<tr>
<td>Off-leash dog areas</td>
<td>23%</td>
<td>28%</td>
<td>28%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Outdoor courts</td>
<td>25%</td>
<td>25%</td>
<td>7%</td>
<td>18%</td>
<td>26%</td>
</tr>
<tr>
<td>Farmers’ Markets</td>
<td>25%</td>
<td>23%</td>
<td>21%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Gymnastics room</td>
<td>46%</td>
<td>0%</td>
<td>30%</td>
<td>8%</td>
<td>16%</td>
</tr>
<tr>
<td>Picnic shelters/areas</td>
<td>22%</td>
<td>24%</td>
<td>25%</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>Walking paths</td>
<td>18%</td>
<td>27%</td>
<td>17%</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>Outdoor social/gathering spaces</td>
<td>13%</td>
<td>31%</td>
<td>19%</td>
<td>26%</td>
<td>11%</td>
</tr>
<tr>
<td>Racquetball/squash courts</td>
<td>11%</td>
<td>33%</td>
<td>30%</td>
<td>5%</td>
<td>21%</td>
</tr>
<tr>
<td>Multi-purpose sports fields</td>
<td>16%</td>
<td>27%</td>
<td>27%</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Marina/waterfront</td>
<td>25%</td>
<td>18%</td>
<td>17%</td>
<td>15%</td>
<td>25%</td>
</tr>
<tr>
<td>Facilities for people with disabilities</td>
<td>28%</td>
<td>14%</td>
<td>3%</td>
<td>30%</td>
<td>26%</td>
</tr>
<tr>
<td>Indoor rental space</td>
<td>28%</td>
<td>14%</td>
<td>30%</td>
<td>6%</td>
<td>22%</td>
</tr>
<tr>
<td>Indoor sports fields</td>
<td>21%</td>
<td>20%</td>
<td>19%</td>
<td>10%</td>
<td>31%</td>
</tr>
<tr>
<td>Community gardens</td>
<td>27%</td>
<td>14%</td>
<td>24%</td>
<td>14%</td>
<td>21%</td>
</tr>
<tr>
<td>Indoor gym space</td>
<td>29%</td>
<td>12%</td>
<td>27%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Batting cages</td>
<td>14%</td>
<td>26%</td>
<td>29%</td>
<td>5%</td>
<td>26%</td>
</tr>
<tr>
<td>Open lawns and landscape</td>
<td>15%</td>
<td>24%</td>
<td>25%</td>
<td>18%</td>
<td>26%</td>
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<tr>
<td>Indoor play space</td>
<td>10%</td>
<td>28%</td>
<td>11%</td>
<td>31%</td>
<td>20%</td>
</tr>
<tr>
<td>Biking trails</td>
<td>15%</td>
<td>23%</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Playgrounds</td>
<td>15%</td>
<td>23%</td>
<td>21%</td>
<td>11%</td>
<td>30%</td>
</tr>
<tr>
<td>Indoor multi-purpose areas</td>
<td>21%</td>
<td>17%</td>
<td>27%</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>Nature Center</td>
<td>14%</td>
<td>24%</td>
<td>28%</td>
<td>13%</td>
<td>21%</td>
</tr>
<tr>
<td>Indoor exercise and fitness facilities</td>
<td>24%</td>
<td>13%</td>
<td>38%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Indoor performance/art facilities</td>
<td>20%</td>
<td>16%</td>
<td>35%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Baseball/softball fields</td>
<td>27%</td>
<td>8%</td>
<td>23%</td>
<td>10%</td>
<td>32%</td>
</tr>
<tr>
<td>Outdoor fitness station/equipment</td>
<td>21%</td>
<td>13%</td>
<td>30%</td>
<td>11%</td>
<td>25%</td>
</tr>
<tr>
<td>Fishing areas</td>
<td>20%</td>
<td>13%</td>
<td>12%</td>
<td>17%</td>
<td>38%</td>
</tr>
<tr>
<td>Outdoor running/walking track</td>
<td>14%</td>
<td>19%</td>
<td>20%</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Indoor running/walking track</td>
<td>25%</td>
<td>8%</td>
<td>23%</td>
<td>17%</td>
<td>27%</td>
</tr>
<tr>
<td>Natural areas and wildlife habitats</td>
<td>15%</td>
<td>18%</td>
<td>34%</td>
<td>21%</td>
<td>11%</td>
</tr>
<tr>
<td>River/stream activities</td>
<td>17%</td>
<td>15%</td>
<td>28%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Indoor pools</td>
<td>24%</td>
<td>8%</td>
<td>30%</td>
<td>17%</td>
<td>22%</td>
</tr>
<tr>
<td>Indoor social lounge</td>
<td>27%</td>
<td>4%</td>
<td>22%</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>Outdoor leisure/recreational pool</td>
<td>19%</td>
<td>12%</td>
<td>32%</td>
<td>14%</td>
<td>24%</td>
</tr>
<tr>
<td>Outdoor performance space</td>
<td>9%</td>
<td>20%</td>
<td>19%</td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td>Rock climbing walls</td>
<td>28%</td>
<td>6%</td>
<td>20%</td>
<td>15%</td>
<td>38%</td>
</tr>
<tr>
<td>Outdoor public art</td>
<td>7%</td>
<td>21%</td>
<td>20%</td>
<td>42%</td>
<td>18%</td>
</tr>
<tr>
<td>Outdoor competitive swimming pool</td>
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<td>8%</td>
<td>8%</td>
<td>28%</td>
<td>37%</td>
</tr>
<tr>
<td>Outdoor rental space</td>
<td>21%</td>
<td>4%</td>
<td>37%</td>
<td>26%</td>
<td>12%</td>
</tr>
<tr>
<td>Water spray ground</td>
<td>23%</td>
<td>15%</td>
<td>16%</td>
<td>45%</td>
<td>12%</td>
</tr>
<tr>
<td>Skateboard parks</td>
<td>20%</td>
<td>15%</td>
<td>14%</td>
<td>61%</td>
<td>45%</td>
</tr>
</tbody>
</table>
Figure 17: Top Four Most Important Facilities

Which FOUR of the facilities are MOST IMPORTANT to your household?

- Farmers’ Markets: 31%
- Walking paths: 28%
- Biking trails: 21%
- Outdoor running/walking track: 13%
- Indoor pools: 12%
- River/stream activities: 10%
- Open lawns and landscape: 10%
- Marina/waterfront: 10%
- Natural areas and wildlife habitats: 9%
- Playgrounds: 8%
- Outdoor public art: 8%
- Off-leash dog areas: 7%
- Indoor exercise and fitness facilities: 7%
- Picnic shelters/areas: 5%
- Outdoor social gathering spaces: 5%
- Indoor gym space: 5%
- Outdoor leisure/recreational pool: 4%
- Outdoor fitness station/equipment: 4%
- Community gardens: 4%
- Rock climbing walls: 3%
- Racquetball/squash courts: 3%
- Outdoor courts: 3%
- Outdoor competitive swimming pool: 3%
- Nature Center: 3%
- Multi-purpose sports fields: 3%
- Indoor play space: 3%
- Facilities for people with disabilities: 3%
- Water spray ground: 2%
- Indoor sports fields: 2%
- Indoor running/walking track: 2%
- Indoor performance/art facilities: 2%
- Indoor multi-purpose areas: 2%
- Outdoor performance space: 1%
- Indoor social lounge: 1%
- Indoor rental space: 1%
- Skateboard parks: 0%
- Outdoor rental space: 0%
- Gymnastics room: 0%
- Fishing areas: 0%
- Batting cages: 0%
- Baseball/softball fields: 0%
As with the programs, a matrix was created in which the unmet need for facilities was plotted against the importance ratings. The upper right-hand corner represents those facilities on which respondents placed higher importance, but also experienced greater unmet need. Each facility is followed by two percents: the first is the percent of households who chose the program as one of their top four most important; the second is the average percent of unmet need (among those who expressed a need) for the program.\(^2\)

The top priorities for facilities, those items with higher importance and higher unmet need, included biking trails, outdoor running/walking track, indoor pools, river/stream activities, playgrounds and outdoor public art.

![Figure 18: Importance-Unmet Needs Matrix for Facilities](image)

<table>
<thead>
<tr>
<th>Lower Priorities</th>
<th>Top Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower importance/higher unmet need</td>
<td>Higher importance/higher unmet need</td>
</tr>
<tr>
<td>• Outdoor leisure/recreational pool, 4%, 54%</td>
<td>• Biking trails, 21%, 53%</td>
</tr>
<tr>
<td>• Outdoor fitness station/equipment, 4%, 52%</td>
<td>• Outdoor running/walking track, 13%, 55%</td>
</tr>
<tr>
<td>• Outdoor competitive swimming pool, 3%, 64%</td>
<td>• Indoor pools, 12%, 52%</td>
</tr>
<tr>
<td>• Rock climbing walls, 3%, 59%</td>
<td>• River/stream activities, 10%, 53%</td>
</tr>
<tr>
<td>• Indoor play space, 3%, 56%</td>
<td>• Playgrounds, 8%, 55%</td>
</tr>
<tr>
<td>• Facilities for people with disabilities, 3%, 54%</td>
<td>• Outdoor public art, 8%, 52%</td>
</tr>
<tr>
<td>• Water spray ground, 2%, 65%</td>
<td></td>
</tr>
<tr>
<td>• Indoor running/walking track, 2%, 53%</td>
<td></td>
</tr>
<tr>
<td>• Indoor sports fields, 2%, 53%</td>
<td></td>
</tr>
<tr>
<td>• Outdoor performance space, 1%, 59%</td>
<td></td>
</tr>
<tr>
<td>• Indoor social lounge, 1%, 54%</td>
<td></td>
</tr>
<tr>
<td>• Skateboard parks, 0%, 74%</td>
<td></td>
</tr>
<tr>
<td>• Fishing areas, 0%, 60%</td>
<td></td>
</tr>
<tr>
<td>• Baseball/softball fields, 0%, 53%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lowest Priorities</th>
<th>Continued Emphasis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower importance/lower unmet need</td>
<td>Higher importance/lower unmet need</td>
</tr>
<tr>
<td>• Community gardens, 4%, 47%</td>
<td>• Farmers’ Markets, 31%, 45%</td>
</tr>
<tr>
<td>• Nature Center, 3%, 51%</td>
<td>• Walking paths, 28%, 48%</td>
</tr>
<tr>
<td>• Outdoor courts, 3%, 49%</td>
<td>• Open lawns and landscape, 10%, 51%</td>
</tr>
<tr>
<td>• Racquetball/squash courts, 3%, 48%</td>
<td>• Marina/waterfront, 10%, 49%</td>
</tr>
<tr>
<td>• Multi-purpose sports fields, 3%, 48%</td>
<td>• Natural areas and wildlife habitats, 9%, 48%</td>
</tr>
<tr>
<td>• Indoor multi-purpose areas, 2%, 48%</td>
<td>• Indoor exercise and fitness facilities, 7%, 43%</td>
</tr>
<tr>
<td>• Indoor performance/art facilities, 2%, 46%</td>
<td>• Off-leash dog areas, 7%, 39%</td>
</tr>
<tr>
<td>• Indoor rental space, 1%, 45%</td>
<td>• Outdoor social gathering spaces, 5%, 48%</td>
</tr>
<tr>
<td>• Outdoor rental space, 0%, 51%</td>
<td>• Indoor gym space, 5%, 44%</td>
</tr>
<tr>
<td>• Batting cages, 0%, 51%</td>
<td>• Picnic shelters/areas, 5%, 43%</td>
</tr>
<tr>
<td>• Gymnastics room, 0%, 37%</td>
<td></td>
</tr>
</tbody>
</table>

\(^2\) This was calculated as 1 x percent with 0% need met, 0.75 x percent with 25% need met, 0.50 x percent with 50% need met, 0.25 x percent with 75% need met and 0.00 x percent with 100% need met.
Interactions with RPCA Staff

About a quarter of respondents said they had interacted with any staff of the Department of Recreation, Parks and Cultural Activities in the past 12 months (see Table 10 in Appendix A: Complete Set of Survey Responses). Those respondents were then asked to rate the quality of the customer service provided by Department staff. High marks were given, with 43% saying they had received excellent customer service and 36% saying they had received good customer service. Twenty-one percent gave a fair rating, and no respondent thought the customer service was poor.

Figure 19: Ratings of Customer Service Provided by RPCA Staff

RPCA Staff Customer Service

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>43%</td>
<td>36%</td>
<td>21%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Percent of Respondents
### How Residents Receive Information About and Would Like to Engage With RPCA

The most widespread source of information used by Alexandria residents to learn about the offerings of RPCA was word of mouth – from friends and neighbors, cited as a source by about a third of respondents. The most common formal information sources were the City of Alexandria Website and the Recreation brochure/program guide, used by about 3 in 10 respondents each.

*Other sources used by respondents can be found in Appendix B: Verbatim Answers to Open-Ended Questions.*

#### Figure 20: Sources of Information about the Services Offered by RPCA

How do you learn about the services that are offered by the City of Alexandria Department of Recreation, Parks and Cultural Activities? (Check ALL that apply.)

<table>
<thead>
<tr>
<th>Source</th>
<th>Percent of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>From friends and neighbors</td>
<td>33%</td>
</tr>
<tr>
<td>City of Alexandria Website</td>
<td>29%</td>
</tr>
<tr>
<td>Recreation brochure/program guide</td>
<td>27%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>24%</td>
</tr>
<tr>
<td>Neighborhood/civic newsletters/listservs</td>
<td>19%</td>
</tr>
<tr>
<td>City Newsletter (E-News)</td>
<td>15%</td>
</tr>
<tr>
<td>Other*</td>
<td>14%</td>
</tr>
<tr>
<td>Program fliers/registration forms</td>
<td>14%</td>
</tr>
<tr>
<td>City’s social media (Facebook, Twitter, etc.)</td>
<td>13%</td>
</tr>
<tr>
<td>Schools/ACPS Communications</td>
<td>10%</td>
</tr>
<tr>
<td>Non-City social media external</td>
<td>4%</td>
</tr>
<tr>
<td>Other Websites</td>
<td>4%</td>
</tr>
<tr>
<td>Recreation center electronic bulletin boards</td>
<td>1%</td>
</tr>
<tr>
<td>Interactions with RPCA staff</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Other sources used by respondents can be found in Appendix B: Verbatim Answers to Open-Ended Questions.*
In addition to learning how residents get information about RPCA, the Department desired to ascertain how the public would like to engage with RPCA to provide feedback and input into their planning efforts.

About 4 in 10 of those completing the survey said they would be very likely to provide feedback through additional surveys, and over 8 in 10 would be at least somewhat likely to do so. (Of course, these are people who were willing to complete a survey, so their willingness to do so again would be expected to be relatively high.)

About 7 in 10 would be at least somewhat likely to communicate directly through staff, while about two-thirds would like to engage by providing comments and feedback through social media.

About half would be interested in attending web-based public meetings, in-person meetings or discussion groups, or a formal board or commission meeting. About 4 in 10 said they might join a board or commission. Only about a third would be likely to attend a telephone town hall.

*Figure 21: Likelihood of Engaging with RPCA*

The Department of Recreation, Parks, and Cultural Activities often seeks feedback from residents to improve and design park and recreation services. How likely, if at all, would you be to engage with the Department in upcoming processes each of the following ways?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Not at all likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide feedback through additional surveys</td>
<td>40%</td>
<td>46%</td>
<td>14%</td>
</tr>
<tr>
<td>Communicate directly with staff</td>
<td>24%</td>
<td>45%</td>
<td>31%</td>
</tr>
<tr>
<td>Provide comments and feedback through social media</td>
<td>24%</td>
<td>39%</td>
<td>37%</td>
</tr>
<tr>
<td>Attend web-based public meetings (a meeting that can be attended online</td>
<td>14%</td>
<td>41%</td>
<td>46%</td>
</tr>
<tr>
<td>scheduled for a set time)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attend public meetings or focus group discussions</td>
<td>11%</td>
<td>42%</td>
<td>47%</td>
</tr>
<tr>
<td>Attend a board or commission meeting</td>
<td>9%</td>
<td>42%</td>
<td>49%</td>
</tr>
<tr>
<td>Join a board or commission</td>
<td>8%</td>
<td>31%</td>
<td>61%</td>
</tr>
<tr>
<td>Attend a telephone town hall (like a radio call-in show, but by phone</td>
<td>9%</td>
<td>24%</td>
<td>67%</td>
</tr>
<tr>
<td>with staff or elected or appointed officials)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Report of Results (2017-08-25)
In FY2017, the program’s inaugural year, PARKnership....

- Hired a PARKnership Manager to cultivate sustainable support, volunteers, and partnerships in alignment of the Department of Recreation, Parks and Cultural Activities’ goal for a healthy and thriving City of Alexandria.

- Initiated and implemented the Community Matching Fund to promote collaborative partnerships among City of Alexandria community organizations by providing matching 1:1 dollars for groups that propose fundraising for park and recreation improvement projects.

- Recorded 377 volunteers performing 16,833.30 hours of service, equaling $406,355 worth of work.¹

- Created 28 new partnerships, including four through the new Community Matching Fund, equaling over $210,000 of funds for park and recreation facility improvements. *(See back for list of FY17 Partners).*

- Initiated an Adopt-a-Bench Ad Campaign in spring 2017 resulting in one adopt-a-bench agreement in June 2017 and six more bench sales in progress as of July 2017.

FY2017 Partners

Organization Name
Alexandria Little League
Alexandria Soccer Association
Alexandria Soccer Association
Beauticians, Barbers, and Books
Beautification Commission
Braddock Metro Citizens Coalition
Charles Houston Advisory Council
Charles Houston Community Writers
Dominion Youth Services
Eagle Scouts
FoundersDogPark.com
Four Mile Run Farmer’s Market
Four Mile Run Park Conservatory Foundation
Friends of Founders Park
Kick the Habit
King Street Gardens Foundation
Light It Up
Literacy Council of Northern Virginia
Old Town North Farmers Market
PKMove
PKMove
RunningBrooke & Rebuilding Together
RunningBrooke
Simpson Park Dog Owners Group
Taylor Run Citizens Association
TC Softball Boosters
TreeStewards
Wakefield Tarleton Partnership
West End Farmers Market

Project
Construct Concession Stand at Simpson Park
Fund and Design Four Mile Futsal Conversion*
Storage for West End Equipment
Coordinate Book Donations
Develop Plan to Renovate Simpson Triangle
Provide Braddock Interim Park Programming & Maintenance
Fundraise for Charles Houston Teen Room Renovation
Provide Writing Classes and Programs
Increase participation in Out of School Time Summer Program
Construct Kiosk in Monticello Park
Fundraise and maintain Founder’s Dog Exercise area
Run the Farmers Market
Provide Tree Plantings & Environmental Education Programs
Provide Maintenance Improvements at Founders Park
Fundraise for Installation of Water Bottle Filling Stations*
Fundraise for Maintenance of the King Street Garden Park
Fundraise for Lights at Potomac Yard Basketball Court
Provide English Classes
Run Farmers Market in Montgomery Park
Host free senior Parkour classes at
Procure Pop-up Parkour Equipment*
Renovate Taney Ave Park
Plant Four Mile Run Park Pollinator Gardens
Fundraise for Simpson Dog Park Improvements
Plant and Maintain Taylor Run Right-of-Way
Install Batting Cages at Witter Field
Plant and Maintain Trees in Ft. Ward Park
Plant and Maintain Trees in Tarleton Park
Run Farmers Market in Ben Brenman Park

*Indicates a Community Matching Fund Awardee