

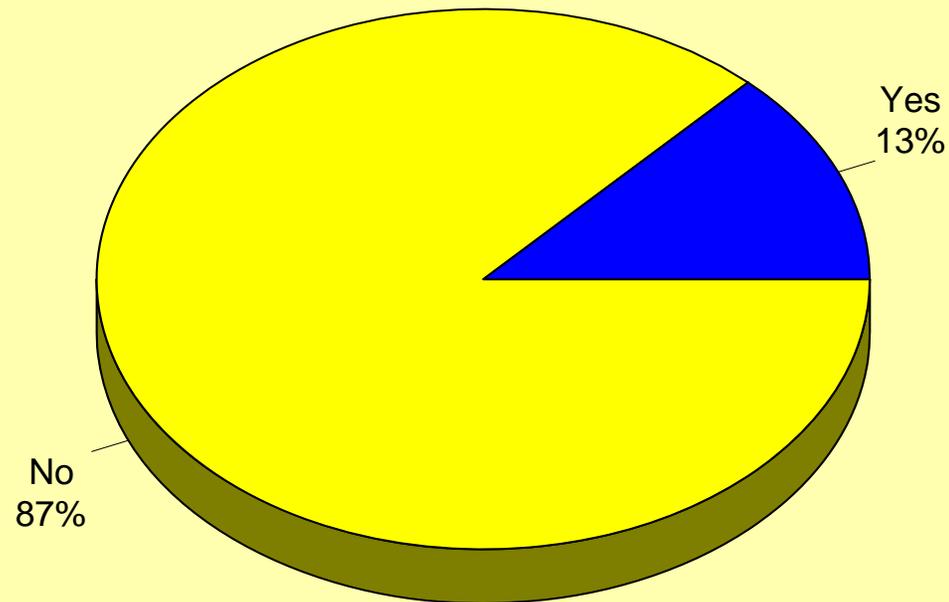
Citizen Survey for the City of Alexandria Department of Recreation, Parks, and Cultural Activities

- *Questions on full range of usage, customer satisfaction, and priorities issues*
- *Questions based on site visit to Alexandria*
- *Goal of 600 completed surveys. Actually completed 601 surveys. Results have 95% level of confidence with margin of error of +/-4%.*



Q26. Demographics: Are You or Members of Your Household of Hispanic or Latino Ancestry?

by percentage of respondents

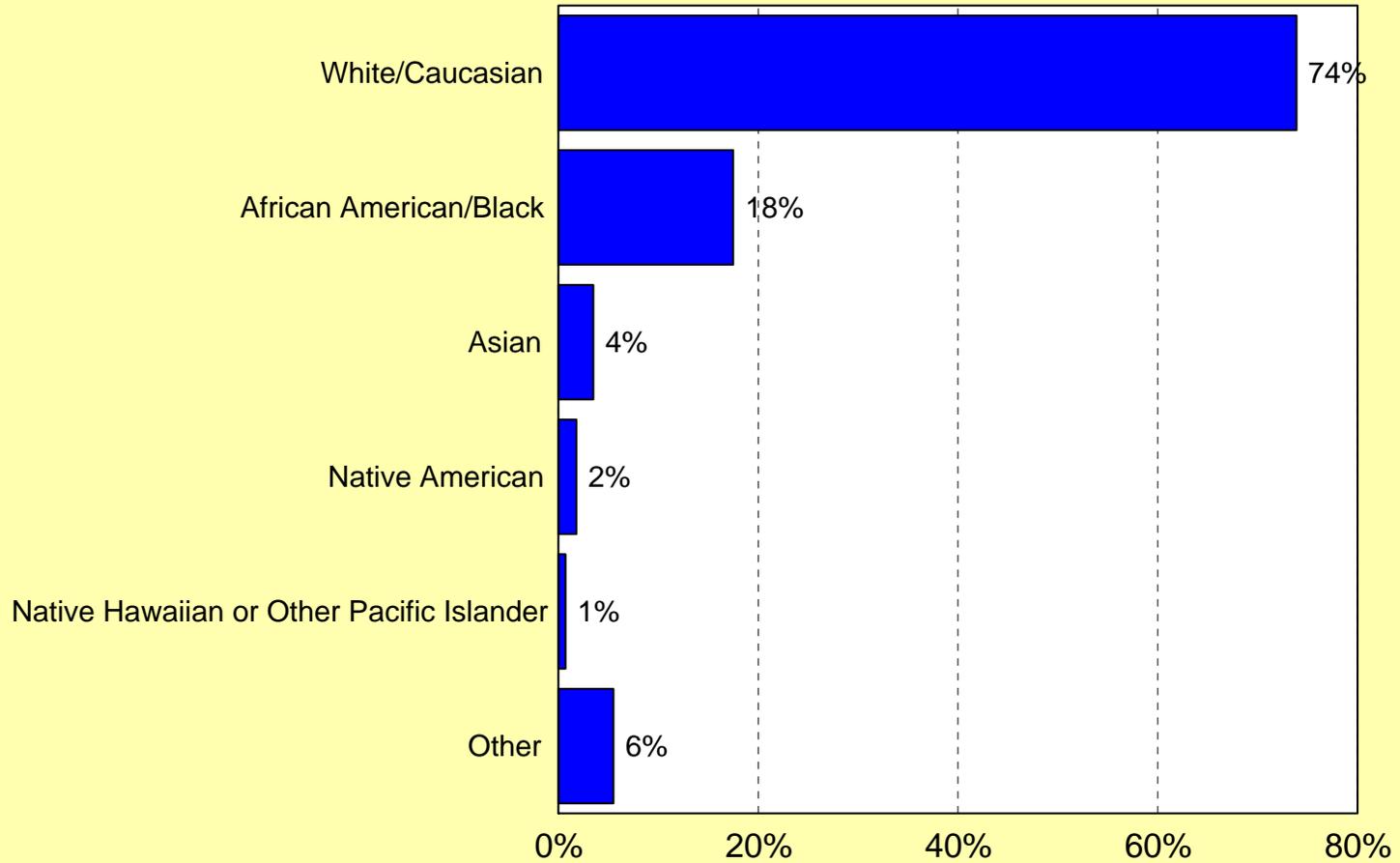


Source: Leisure Vision/ETC Institute (July 2011)

Good Representation By Hispanic or Latino Ancestry

Q27. Demographics: Race/Ethnicity

by percentage of respondents

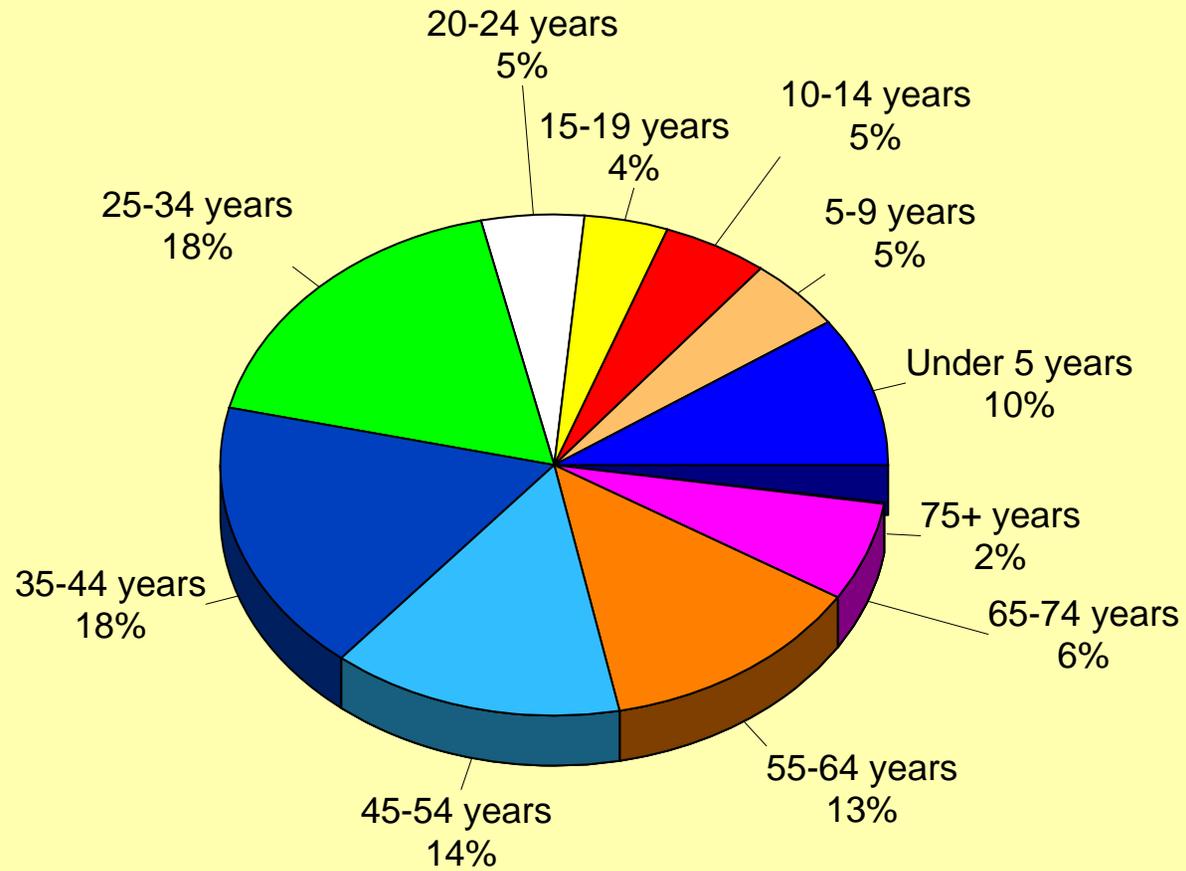


Source: Leisure Vision/ETC Institute (July 2011)

Good Representation By RACE

Q20. Demographics: Ages of People in Household

by percentage of household occupants



Source: Leisure Vision/ETC Institute (July 2011)

Good Representation By AGES

Presentation

- ▶ Department of Recreation, Parks and Cultural Activities Strengths
- ▶ Opportunities for Further Meeting Cultural, Parks and Cultural Activities Needs
- ▶ City of Alexandria's Citizens "Community Vision" for the Future"



ETC Institute Examples of National Clients

- ***Saint Paul, MN***
- ***Los Angeles, CA***
- ***Dallas, Texas***
- ***San Francisco, CA***
- ***Monmouth County, NJ***
- ***Miami, Florida***
- ***Prince William, CT, VA***
- ***Arlington County, VA***
- ***Kettering, OH***
- ***Somerset County, NJ***
- ***Bend, Oregon***
- ***State of Texas Parks***
- ***Bloomington, IN***
- ***San Diego, CA***
- ***Kansas City, MO***
- ***Fairfax County, VA***
- ***Houston, TX***
- ***Mecklenburg Ct, NC***
- ***Orlando, Florida***
- ***Henderson, NV***
- ***Clayton, MO***
- ***Westchester County, NY***
- ***Mesa, AZ***
- ***Atlanta, GA***

Parks and Recreation Clients in 46 States

Cross Tabular Analysis

- ▶ Household type (with children and without)
- ▶ Age of respondents
- ▶ Race and Ethnicity
- ▶ Park Users and Program participants
- ▶ Years Living in Alexandria
- ▶ Households with Dogs
- ▶ Household Income
- ▶ Gender



Major Strengths–Current System

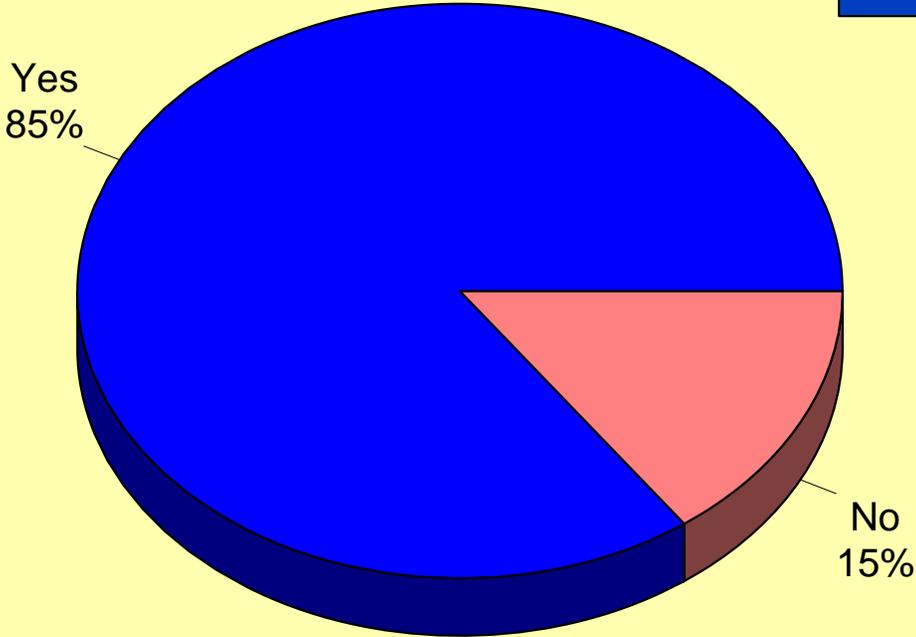
- ▶ Usage of Parks is High
- ▶ Participation in Recreation Programs is High
- ▶ Department of Recreation, Parks, and Cultural Activities Top Community Provider
- ▶ Usage of Web–Site is High
- ▶ Need for Special Events is High
- ▶ High Percentage of Households Have Parks Within Walking Distance of Residence



Q1. Has Your Household Visited Any of the City of Alexandria Parks During the Past Year?

by percentage of respondents

Usage of parks is considerably higher than national benchmark of 72%

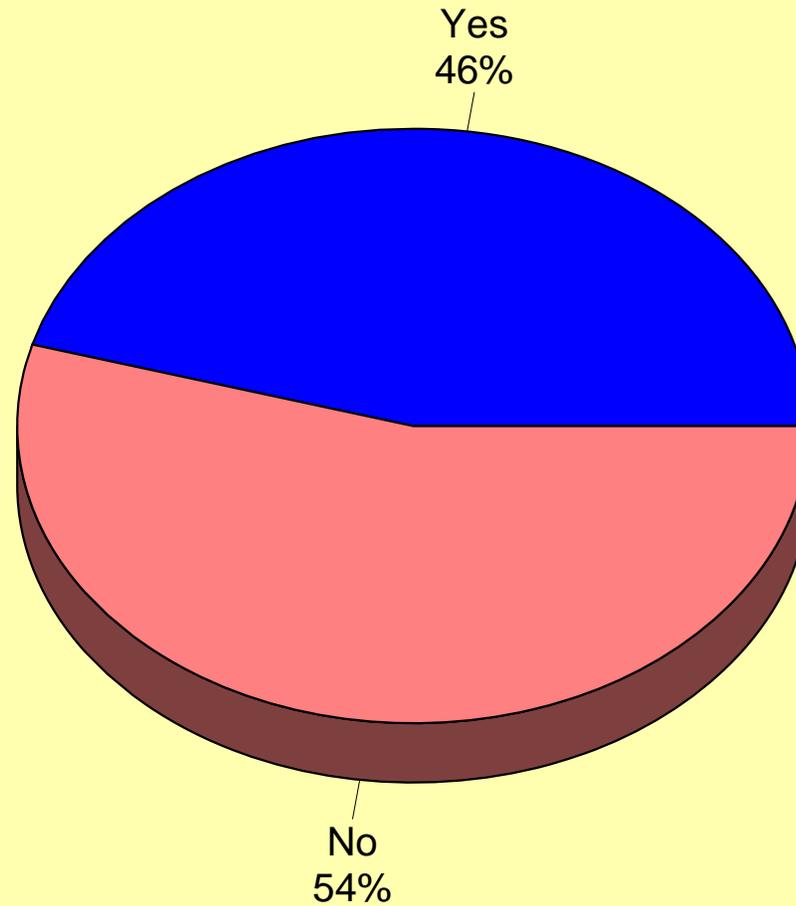


Source: Leisure Vision/ETC Institute (July 2011)

Q4. Has Your Household Participated in Any Recreation or Cultural Programs or Special Events Offered by the City of Alexandria During the Past 12 Months?

by percentage of respondents

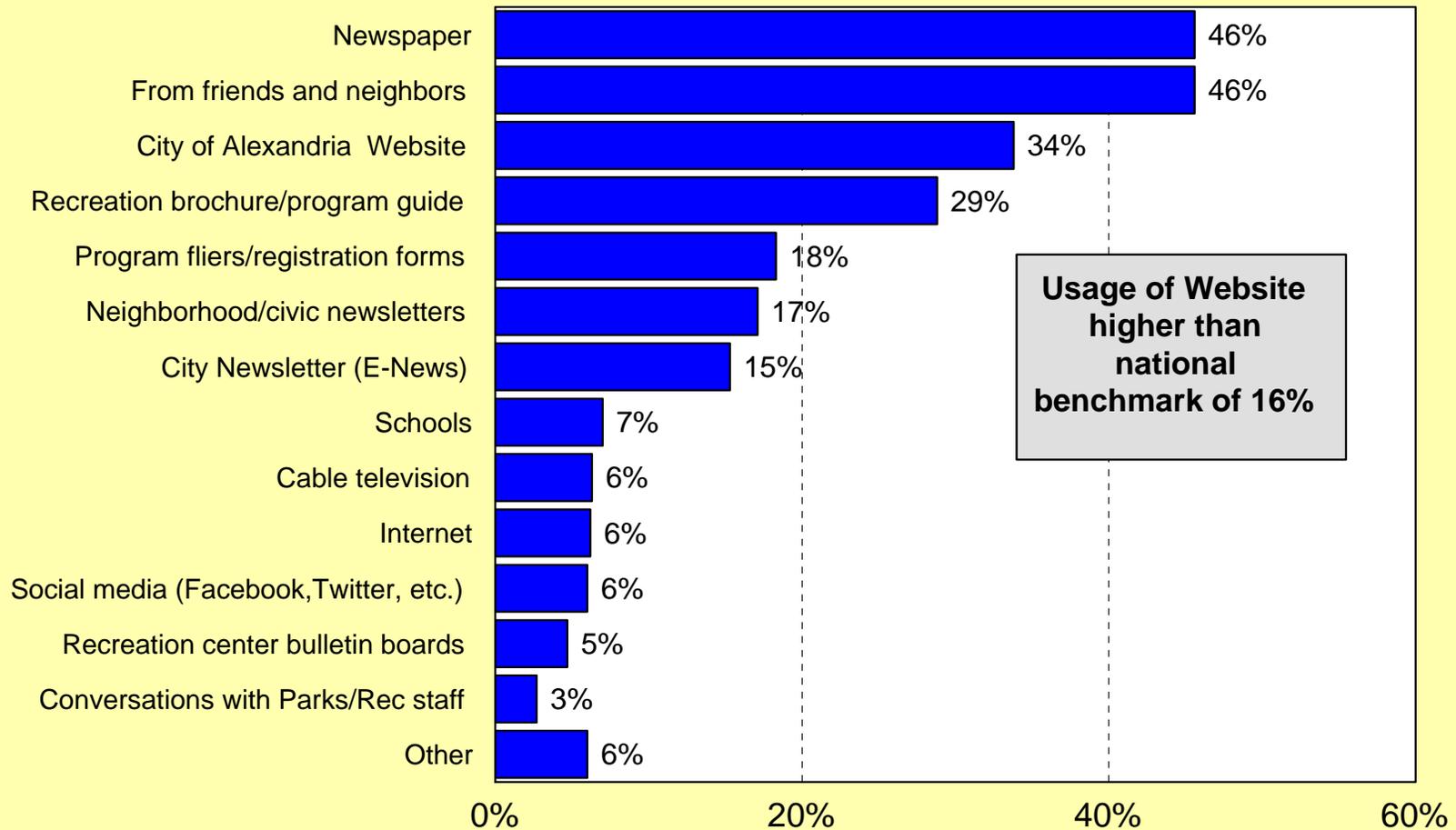
Participation in programs is significantly higher than national benchmark of 30%



Source: Leisure Vision/ETC Institute (July 2011)

Q5. Ways Respondents Learn About the Services That Are Offered by the City of Alexandria Recreation, Parks, and Cultural Activities

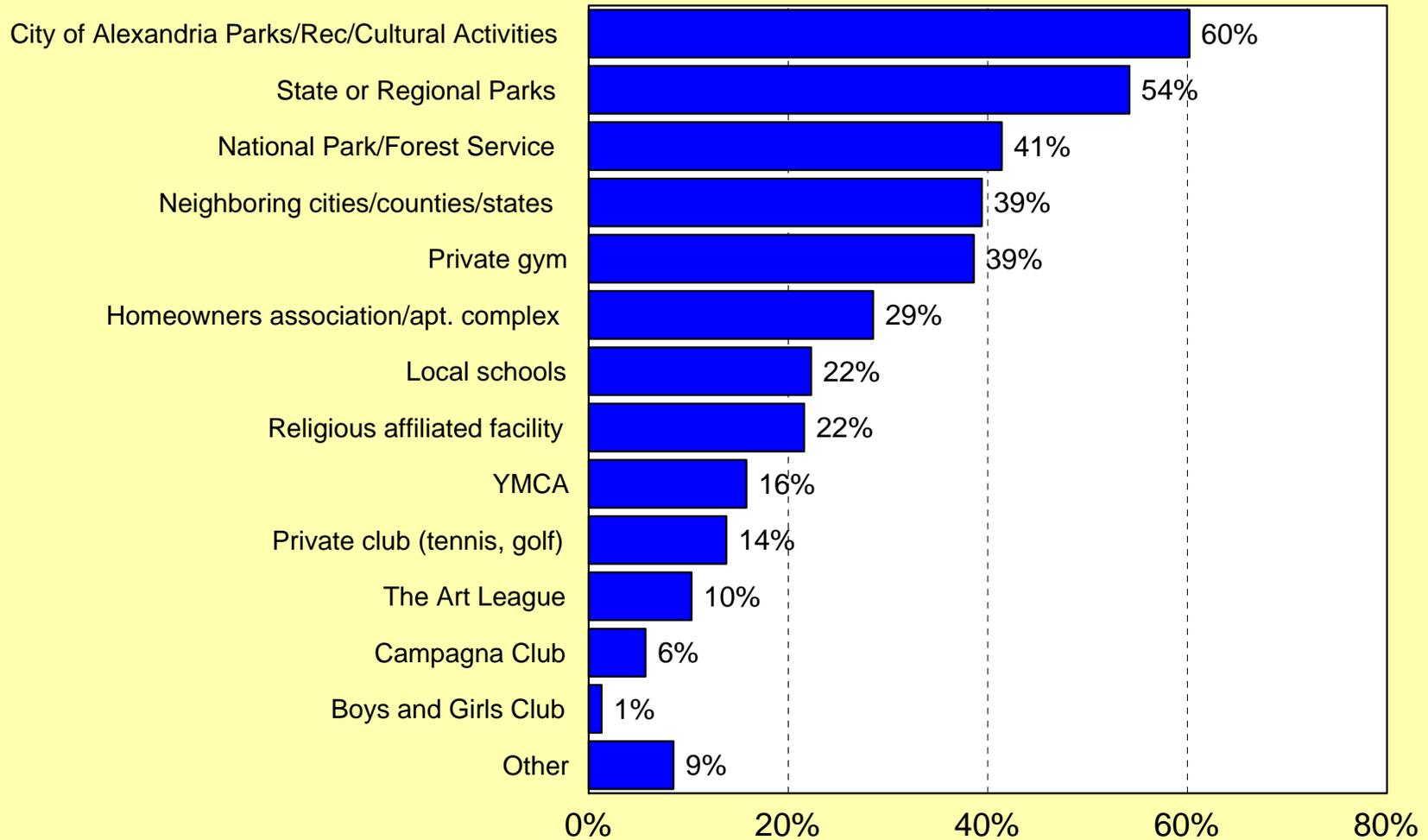
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (July 2011)

Q11. Organizations Used for Recreation and Cultural Activities During the Last 12 Months

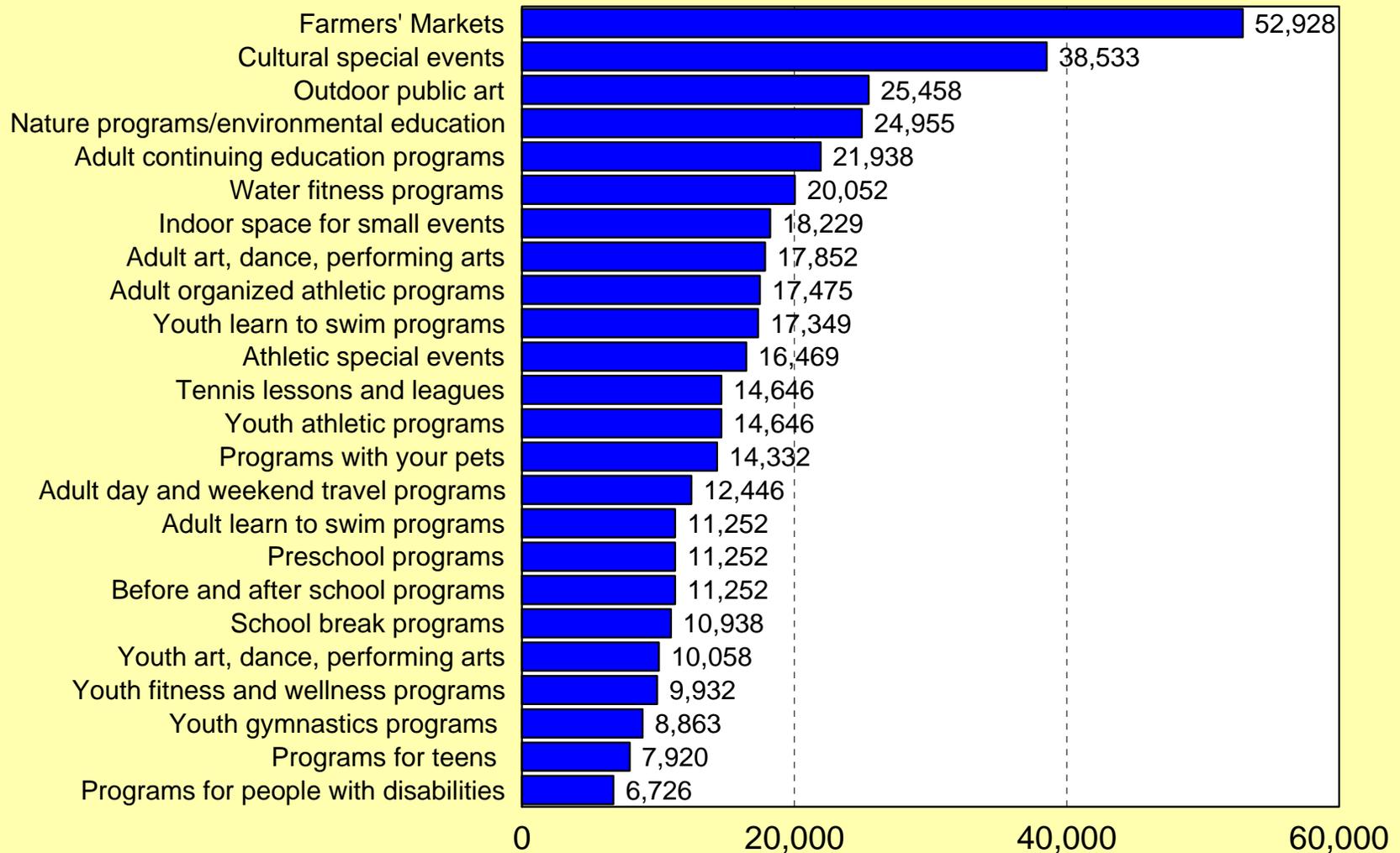
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (July 2011)

Q8a. Estimated Number of Households in Alexandria That Have a Need for Recreation or Cultural Programs

by number of households based on 62,860 households in Alexandria



Source: Leisure Vision/ETC Institute (July 2011)

Major Opportunities

- ▶ Improvements to “excellent” ratings of conditions of parks
- ▶ Increased usage of program guide
- ▶ Addressing unmet needs for parks, recreation, and cultural amenities
- ▶ Addressing unmet needs for recreation or cultural programs
- ▶ Addressing needs of empty nester households
- ▶ Increasing awareness of offerings

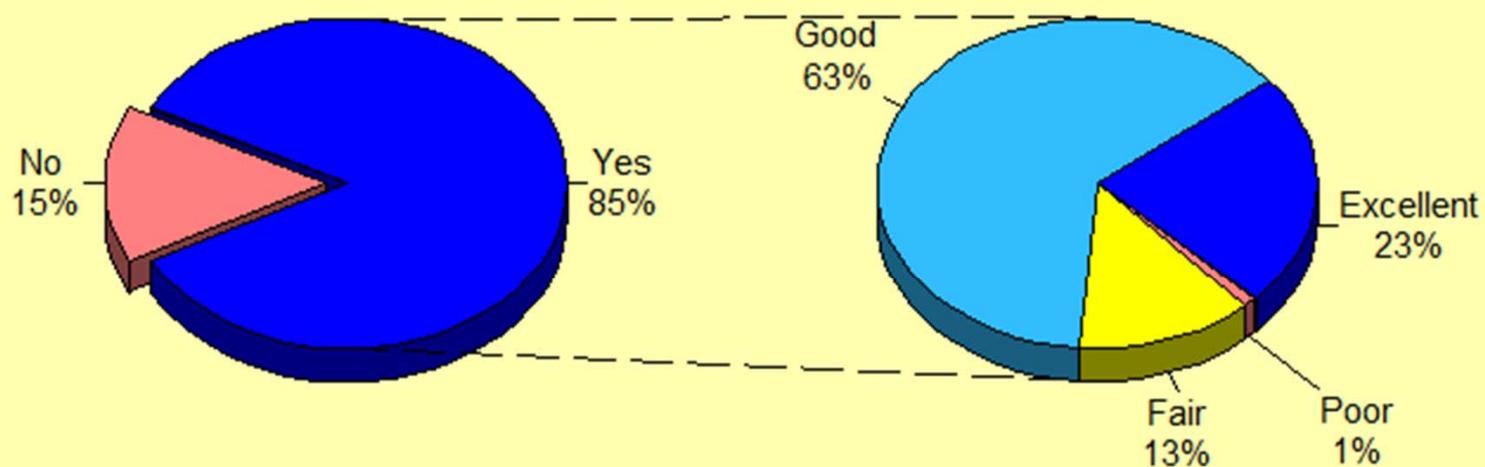


Q1. Has Your Household Visited Any of the City of Alexandria Parks During the Past Year?

by percentage of respondents

Excellent ratings
lower than national
benchmark of 31%

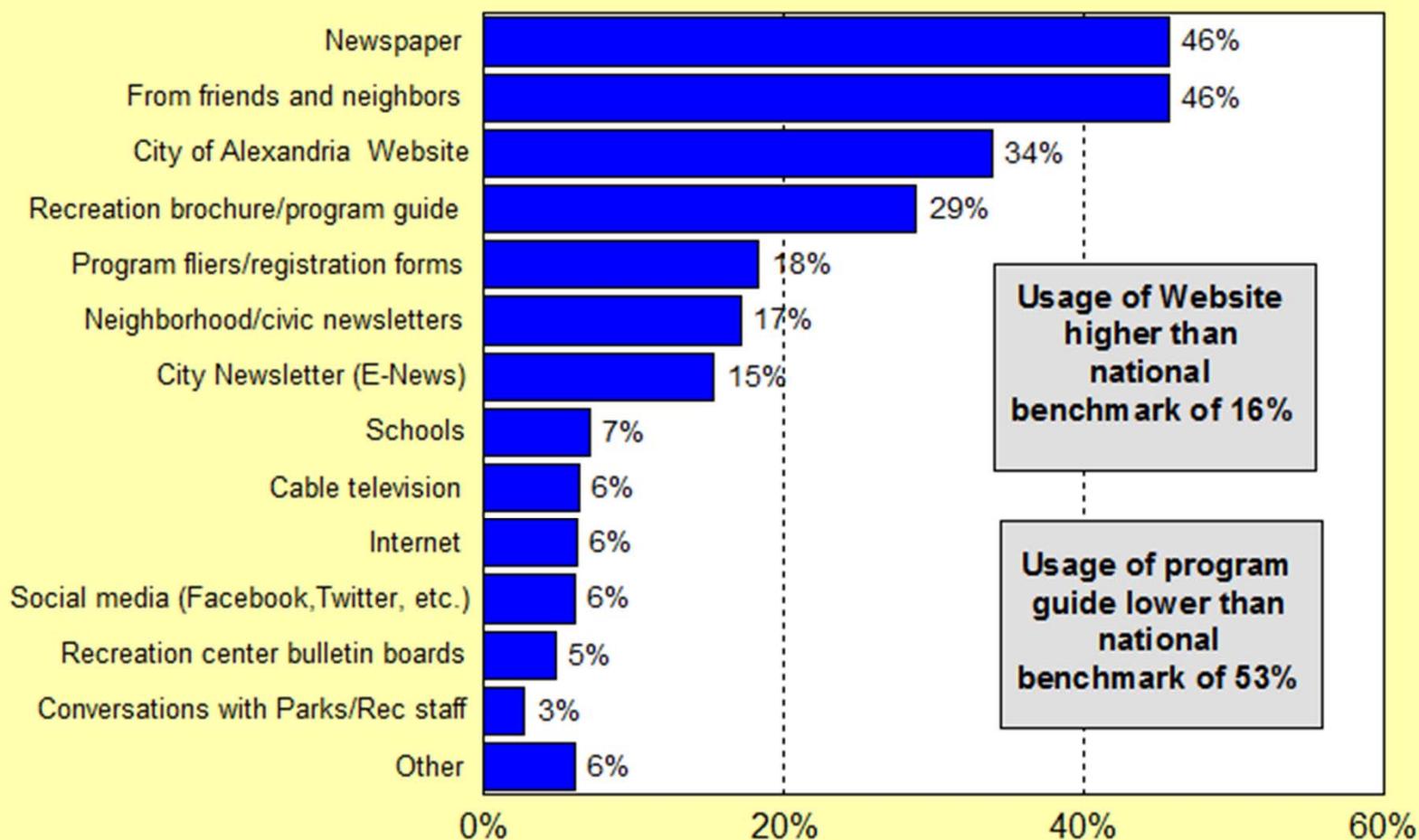
Q1a. How Would You Rate the Physical Condition of All the City Parks You Have Visited?



Source: Leisure Vision/ETC Institute (July 2011)

Q5. Ways Respondents Learn About the Services That Are Offered by the City of Alexandria Recreation, Parks, and Cultural Activities

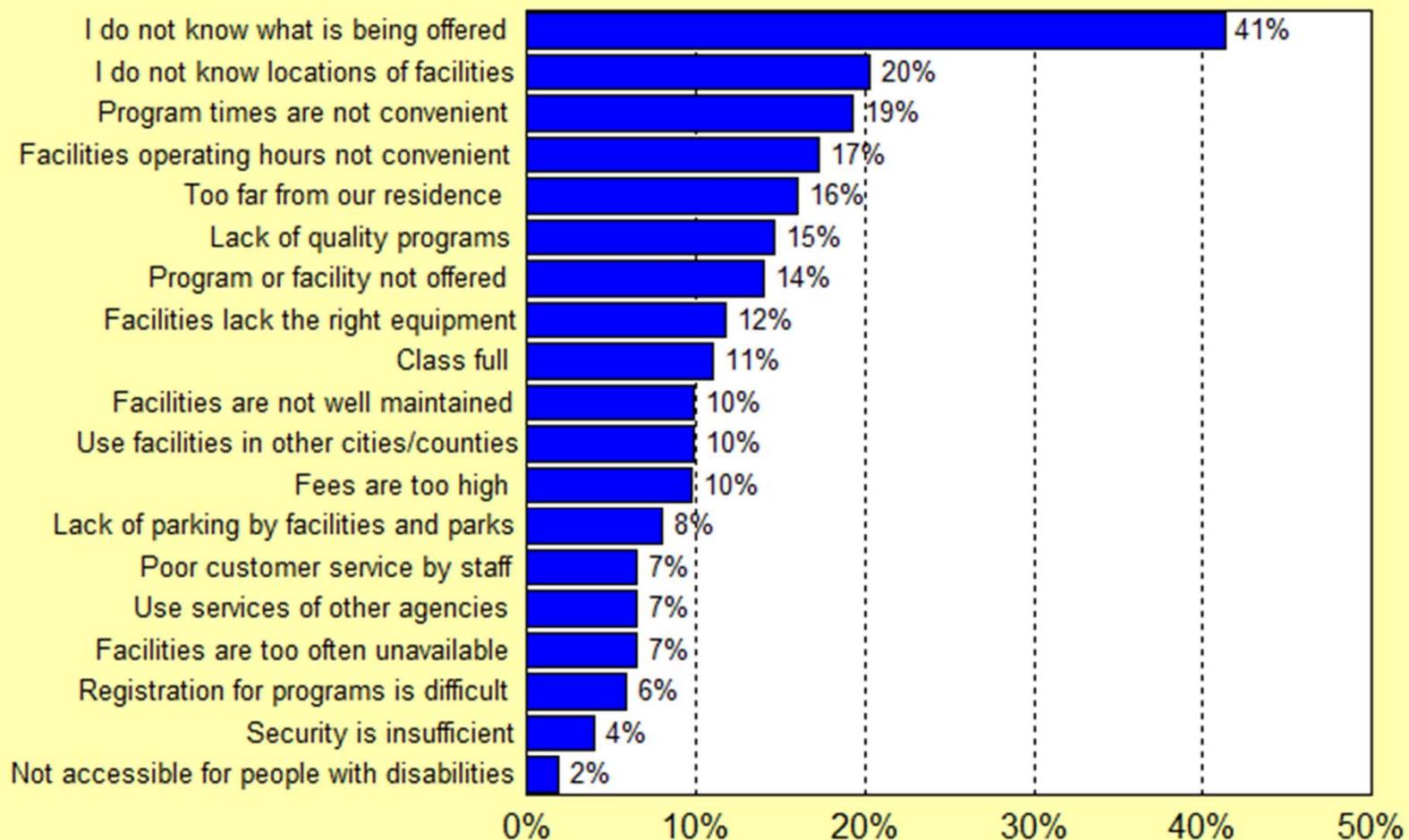
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (July 2011)

Q13. Reasons Preventing Households From Using City of Alexandria Department of Recreation, Parks, and Cultural Activities Facilities or Programs More Often

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (July 2011)

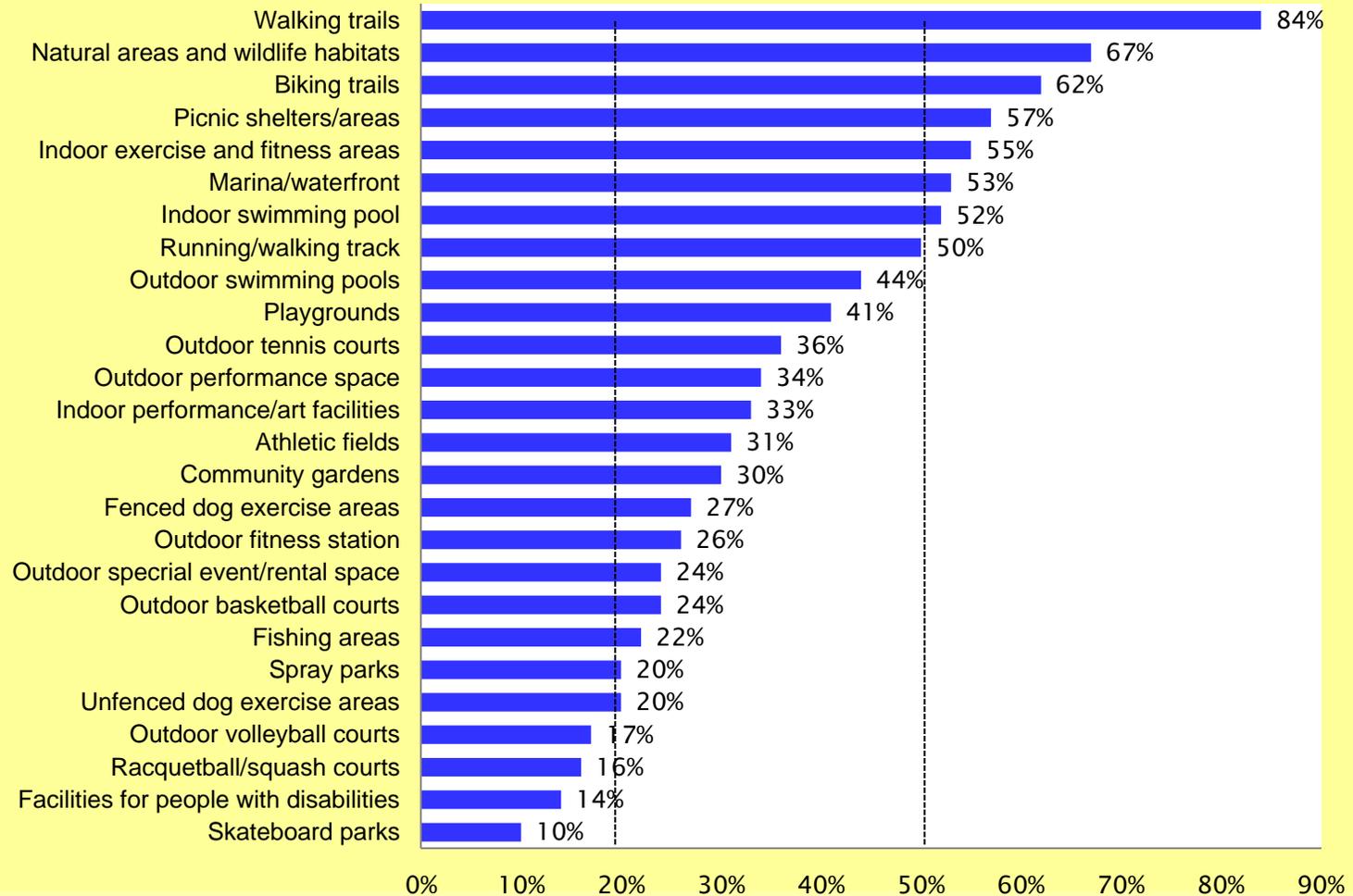
Citizens Community Vision for the Future

- ▶ Significant needs exist for parks, recreation, and cultural facilities and programs
- ▶ Walking trails and biking trails most important parks, recreation and cultural amenities
- ▶ Farmers Market and cultural special events most important programs
- ▶ Programs should be paid through combination of fees and taxes
- ▶ Improving existing trails and passive use of neighborhood parks, acquiring open space, and developing trails most important actions to support with tax dollars



Q6. Parks, Recreation, or Cultural Amenities That Households Have a Need For

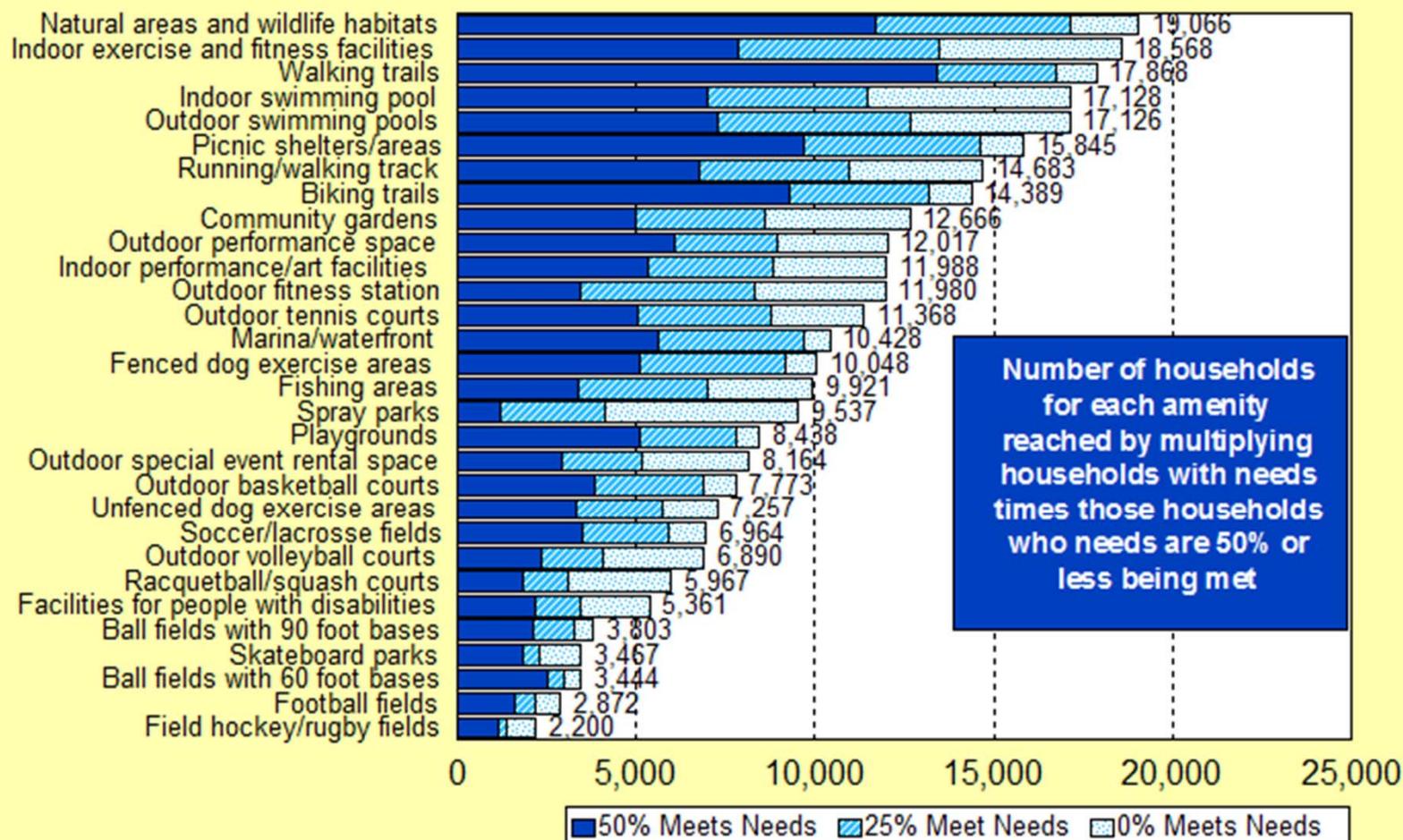
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (July 2011)

Q6c. Estimated Number of Households in Alexandria Whose Needs for Parks, Recreation, or Cultural Amenities Are Only Being 50% Met or Less

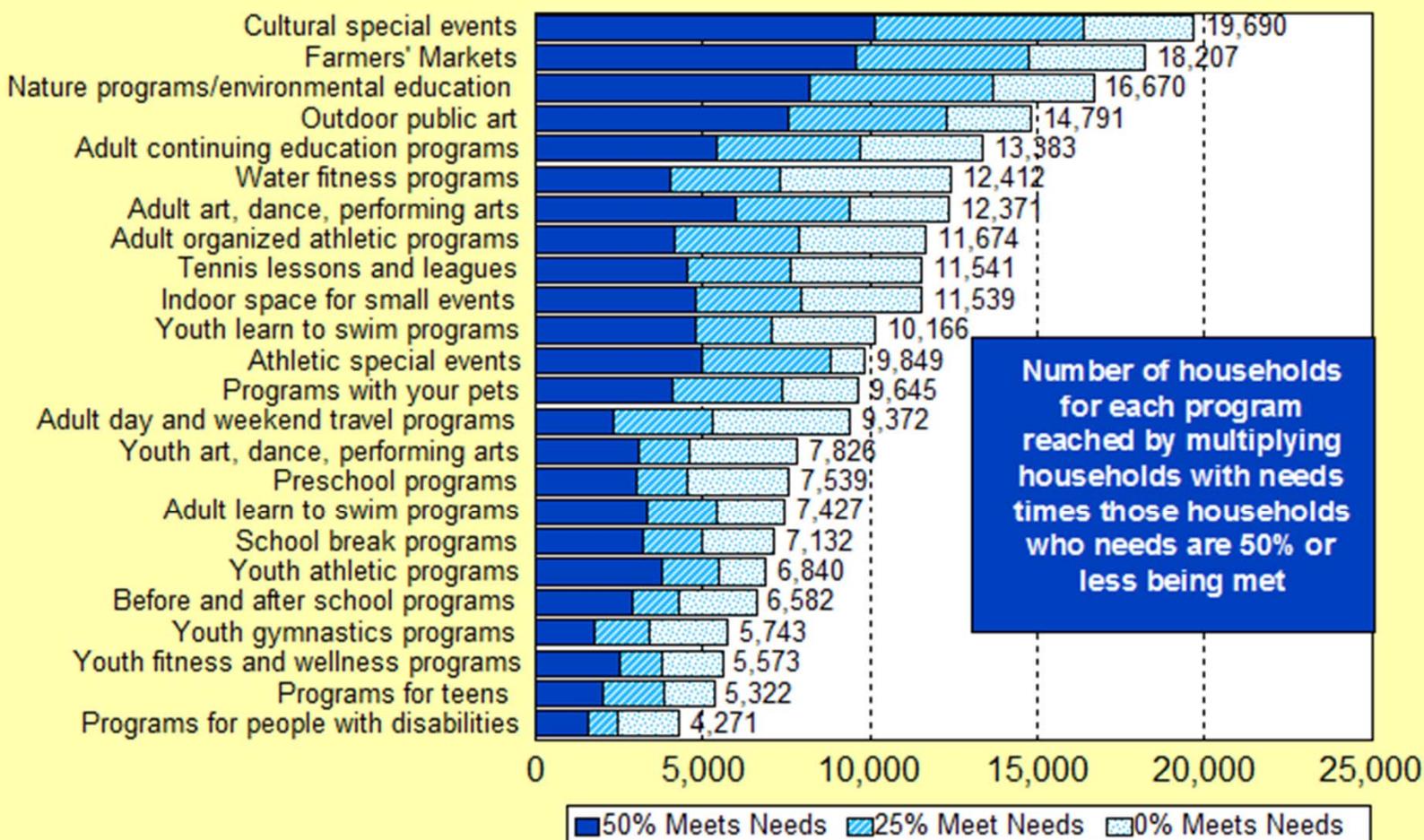
by number of households based on 62,860 households in Alexandria



Source: Leisure Vision/ETC Institute (July 2011)

Q8c. Estimated Number of Households in Alexandria Whose Needs for Recreation or Cultural Programs Are Only Being 50% Met or Less

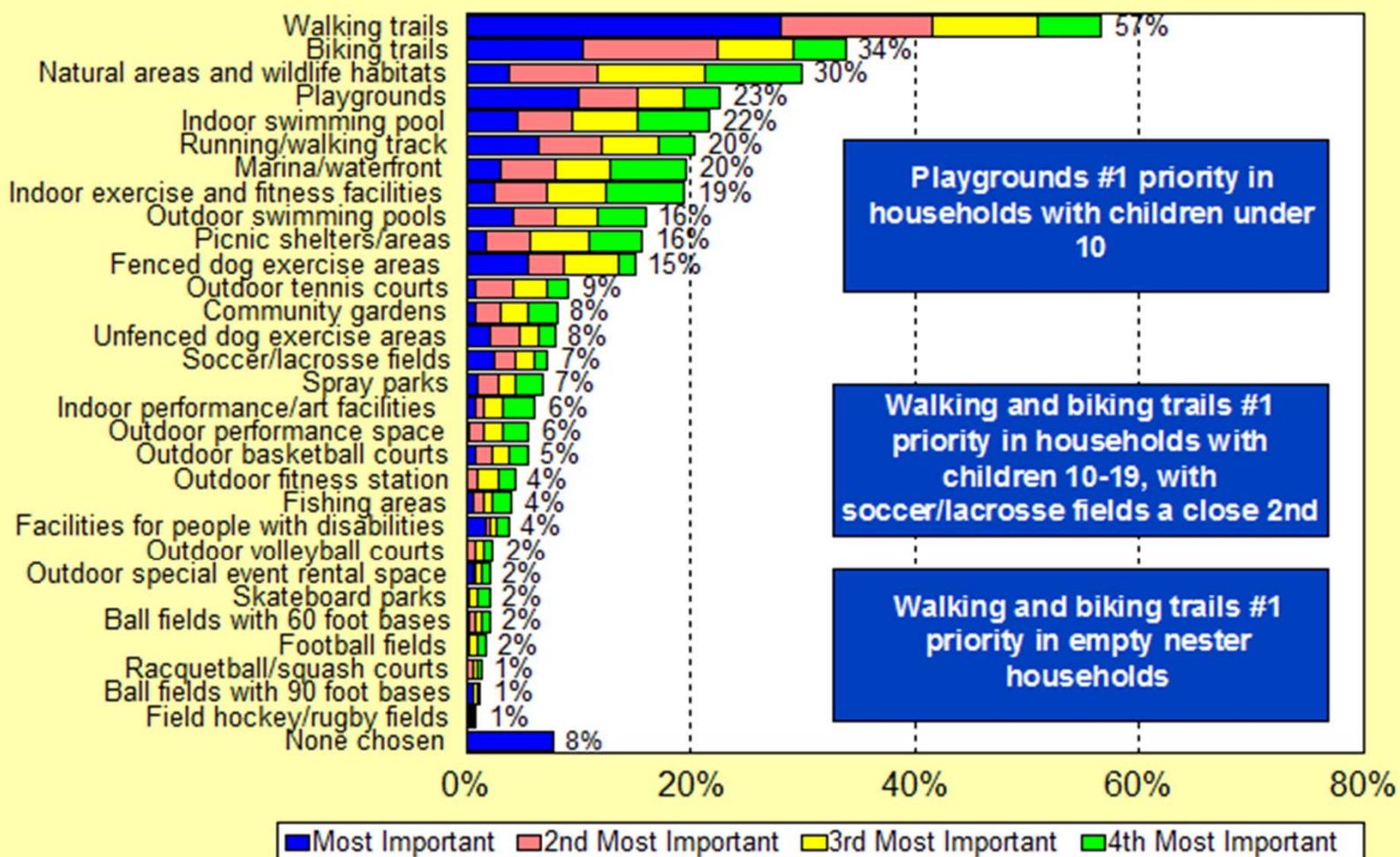
by number of households based on 62,860 households in Alexandria



Source: Leisure Vision/ETC Institute (July 2011)

Q7. Parks, Recreation, or Cultural Amenities That Are Most Important to Households

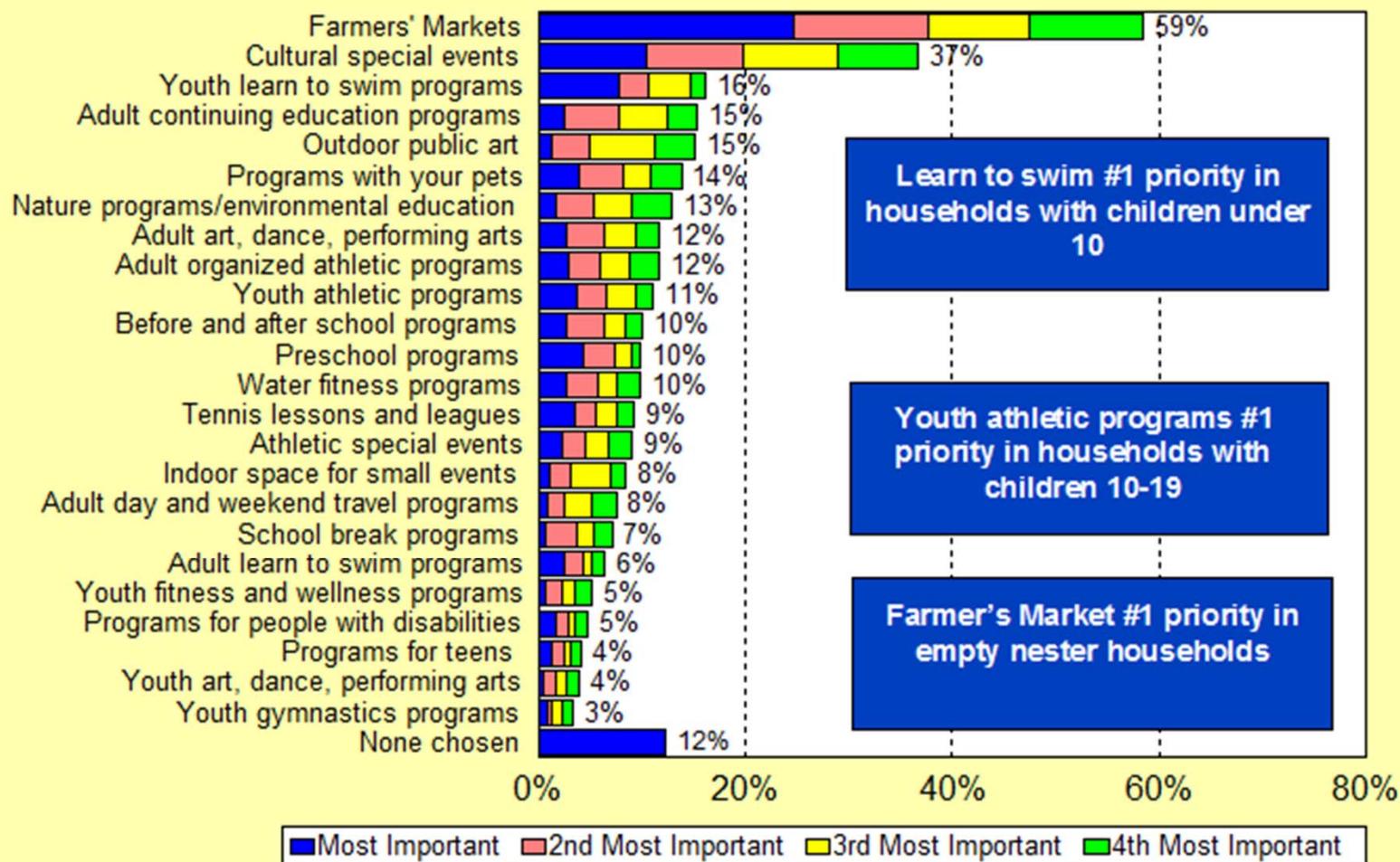
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (July 2011)

Q9. Recreation or Cultural Programs That Are Most Important to Households

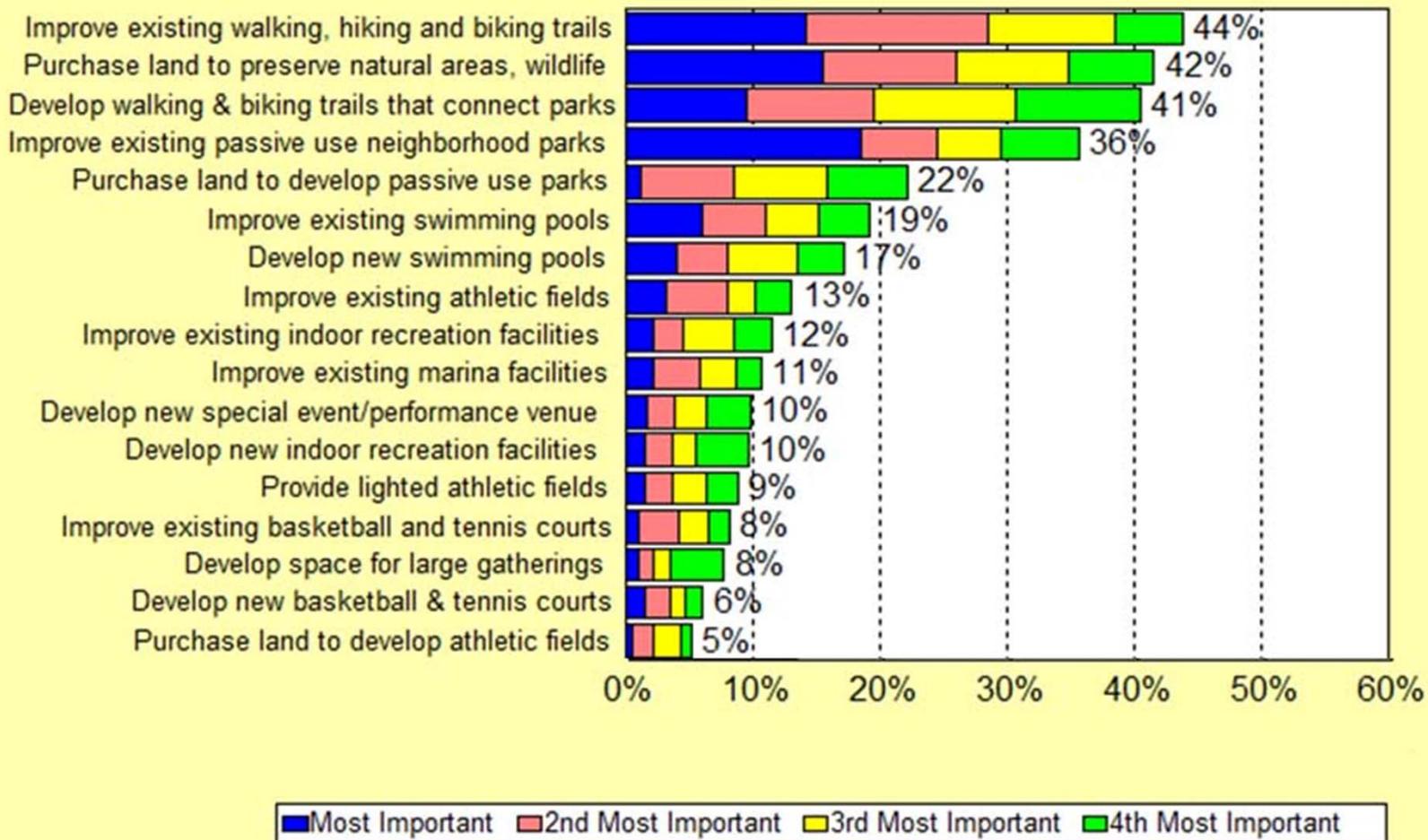
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (July 2011)

Q15. Actions That Households Are Most Willing to Support with Their Tax Dollars

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



Source: Leisure Vision/ETC Institute (July 2011)