

City of Alexandria

Patrick Henry Facility Survey **Executive Summary Report**

Overview of the Methodology

ETC Institute conducted a City of Alexandria Patrick Henry Facility Survey to help determine potential outdoor and indoor facilities to improve or develop at the Patrick Henry Facility. The survey was designed to obtain statistically valid results from households. The survey was administered by mail, web and phone.

ETC Institute 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 help plan the future indoor and outdoor facility improvements and developments.

A five-page survey was mailed to a random sample of 3,000 households. Approximately three days after the surveys were mailed each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed ETC Institute began contacting households by phone. Those who had indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 400 completed surveys. ETC/Leisure Vision met that goal with a total of 438 surveys completed. The results of the random sample of 438 households have a 95% level of confidence with a precision rate of at least +/-4.6%.

The following pages summarize major survey findings.

Major Findings:

- ❖ **Facilities Currently Available at the Patrick Henry Facility that Respondent Households Have Used Over the Past 2 Years:** Based on the percentage of overall respondents over the past two years, the following facilities have been available and have been used: Patrick Henry playground (15%), Patrick Henry sports fields (14%), Patrick Henry Recreation Center (12%), Patrick Henry tennis court (9%), and Patrick Henry basketball court (9%).
- ❖ **Respondent Household Participation in Programs or Activities Conducted by the City of Alexandria Department of Recreation, Parks and Cultural Activities at the Patrick Henry Facility during the Past 2 Years:** Based on the percentage of respondents, 14% indicated that household respondents *have participated* in a program or activity conducted by the City of Alexandria at the Patrick Henry Facility over the past two years, while 86% of respondents indicated that they have not participated in a program or activity.
- ❖ **Programs or Activities Respondent Households Have Participated in at the Patrick Henry Facility During the past 2 years:** Based on the percentage of respondents who indicated that they had participated in a program or activity over the past two years, 46% participated in *recreation center registered programs* followed by sports fields registered programs (28%) and Patrick Henry playground (28%). The least participation was for tennis court registered programs (7%).
- ❖ **Ways Respondent Households Have Traveled to the Patrick Henry Facility Over the Past 2 Years:** Based on percentage of respondents who used Patrick Henry facilities over the past two years, the modes of transportation used to get to the facilities were: Walking (18%), bike (9%) and public transportation (3%).
- ❖ **OUTDOOR Parks, Trails and Facilities Respondent Households Would Use if Developed at the Patrick Henry Facility:** Sixty-one percent (61%) of respondents indicated that they would most use walking/biking trails if it was developed at the Patrick Henry Facility. It was followed at a somewhat sizeable margin by outdoor running/walking track (42%) and a close third of natural areas and wildlife habitats (36%). The facility respondents would use the least include: Skateboard Park (6%) and outdoor volleyball court (5%).

- ❖ **OUTDOOR Parks, Trails and Facilities Respondent Households Would Use MOST OFTEN if Developed at the Patrick Henry Facility:** Based on the sum of respondents who selected the item as one of their top four choices, 50% indicated that they would most often use walking/biking trails if developed. Thirty-two percent (32%) indicated that they would use outdoor running/walking track followed by natural areas and wildlife habitats (24%).
- ❖ **OUTDOOR Parks, Trails and Facilities Respondent Households Would be Most Willing to Support to Construct with Their Tax Dollars:** Based on percentage of respondents who selected the item as one of their top four choices, 40% of respondents would be most willing to support the construction of walking/biking trails with tax dollars. Twenty-seven percent (27%) would support the construction of outdoor running/walking track with tax dollars, and 21% would support natural areas and wildlife habitats construction. Respondents would least support outdoor rope courts (2%) and outdoor volleyball courts (1%).
- ❖ **How Respondent Household Feel the Cost for Operating the Types of OUTDOOR Parks, Trails and Facilities Most Important to their Household Should be Paid:** Based on the overall percentage of respondents, 44% indicated that property taxes should pay the majority of costs for operating the outdoor facilities and fees from users the remaining costs. Thirty-five percent (35%) indicated fees from users should pay the majority of costs and property taxes the remaining costs, while 21% indicated the entire cost should come through property taxes.
- ❖ **INDOOR Recreation and Cultural Arts Facilities Respondent Households Would Use if Developed at the Patrick Henry Facility:** Forty-two (42%) of respondents indicated that they would most use indoor swimming pools if developed at the Patrick Henry Facility. It was followed by indoor exercise and fitness space (40%), and indoor running/walking track (32%). The respondents would least support indoor futsal space (5%) and bocce courts (3%).
- ❖ **INDOOR Parks, Trails and Facilities Respondent Households Would Use MOST OFTEN if Developed at the Patrick Henry Facility:** Based on percentage of respondents who selected the item as one of their top four choices, 34% indicated that they would use indoor swimming pools most often if it was developed. Twenty-eight percent (28%) indicated that they would use indoor exercise and fitness space second most often, followed by indoor running/walking track (22%).

- ❖ **INDOOR Parks, Trails and Facilities Respondent Households Would be Most Willing to Support to Construct with Their Tax Dollars:** Based on percentage of respondents who selected the item as one of their top four choices, 29% of respondents would be most willing to support the construction of indoor swimming pools with their tax dollars. Twenty-seven percent (27%) would support the construction of indoor exercise and fitness space with tax dollars, and 21% would support indoor running/walking track construction. Respondents would least support indoor rope courts (2%) and bocce courts (1%) for construction with their tax dollars.

- ❖ **How Respondent Households Feel the Cost for Operating the Types of INDOOR Parks, Trails and Facilities Most Important to their Household Should be Paid:** Based on percentage of respondents for the construction of *indoor facilities*, 40% indicated that property taxes should pay the majority of costs for operating the indoor facilities and fees from users the remaining costs. Forty-three percent (43%) indicated fees from users should pay the majority of costs and property taxes the remaining costs, while 17% indicated the entire cost should come through property taxes.

- ❖ **How Respondent Households Feel Renovated or New Facilities Should be Developed at the Patrick Henry Facility:** Based on the percentage of overall respondents, 50% of respondents indicated that both outdoor and indoor recreation & cultural arts facilities should be developed. Twenty percent (20%) indicated that only outdoor parks and recreation facilities should be developed, while 17% indicated that only indoor recreation and cultural arts facilities should be developed. Thirteen percent (13%) indicated that no renovated or new facilities should be developed.