

2015 Parks and Recreation Needs Assessment Survey Arlington County, Virginia

Presented by

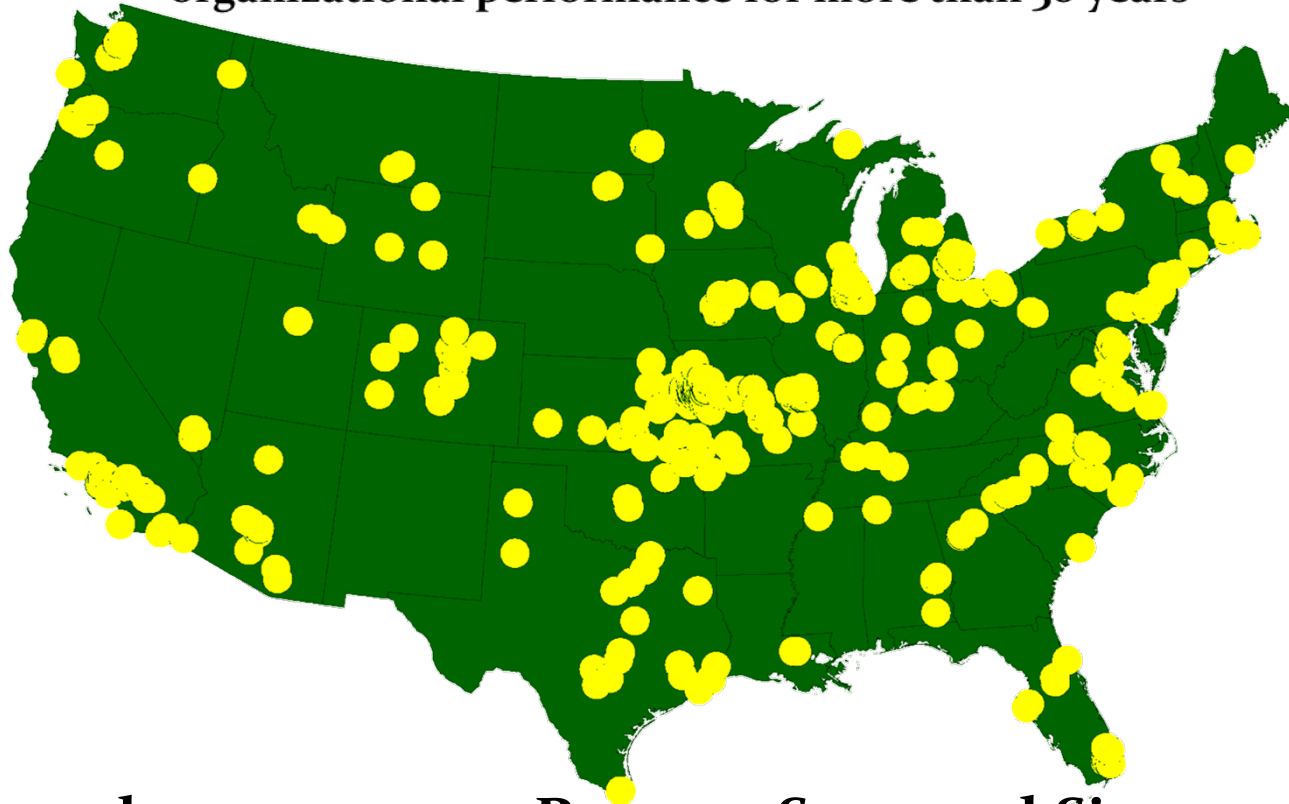


March 2016

ETC Institute

**A National Leader in Market Research
for Local Governmental Organizations**

...helping city and county governments gather and use survey data to enhance
organizational performance for more than 30 years



**More than 2,000,000 Persons Surveyed Since 2006
for more than 800 cities in 49 States**

Administered Arlington County Parks & Rec Need Assessment Surveys in 2002 & 2008

Administered Arlington County-Wide Citizen Satisfaction Surveys in 2004, 2008, 2012 & 2015

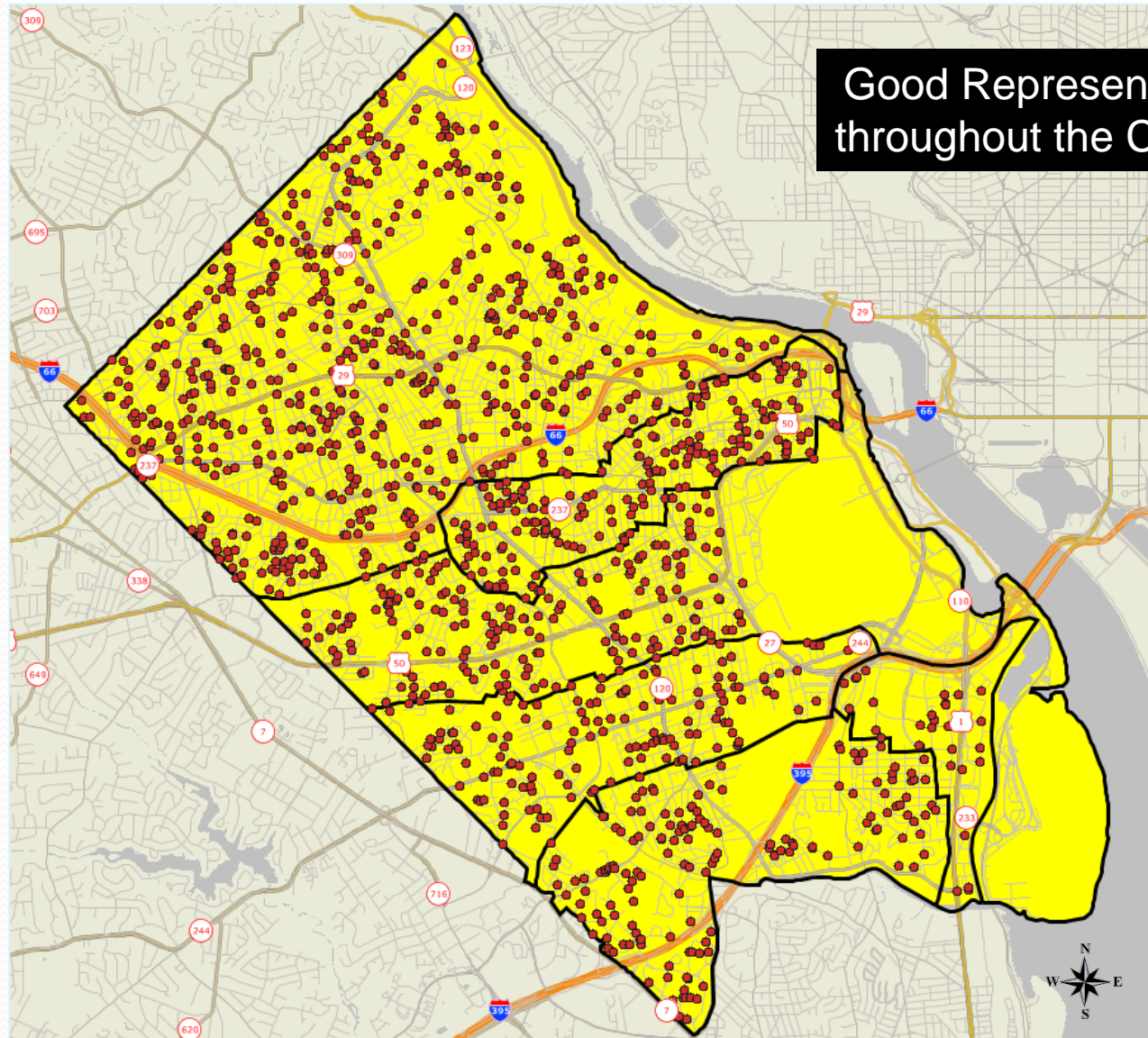
Agenda

1. **Methodology**
2. **Demographics**
3. **Major Findings by Category**
 - **Outdoor Facilities**
 - **Indoor Facilities**
 - **Programs and Activities**
 - **Other Findings**
4. **Summary**
5. **Questions**

Methodology

- **Survey Description**
 - ❑ seven-page survey
 - ❑ each survey took approximately 15-20 minutes to complete
- **Method of Administration**
 - ❑ by mail, phone and Internet
 - ❑ random sample of residents living in the County
- **Sample size:**
 - ❑ goal number of surveys: 800
 - ❑ goal far exceeded: 1,470 completed surveys
 - ❑ demographics of survey respondents accurately reflects the actual population of the County
- **Confidence level: 95⁰%**
- **Margin of error: +/- 2.5⁰% overall**

Location of Survey Respondents

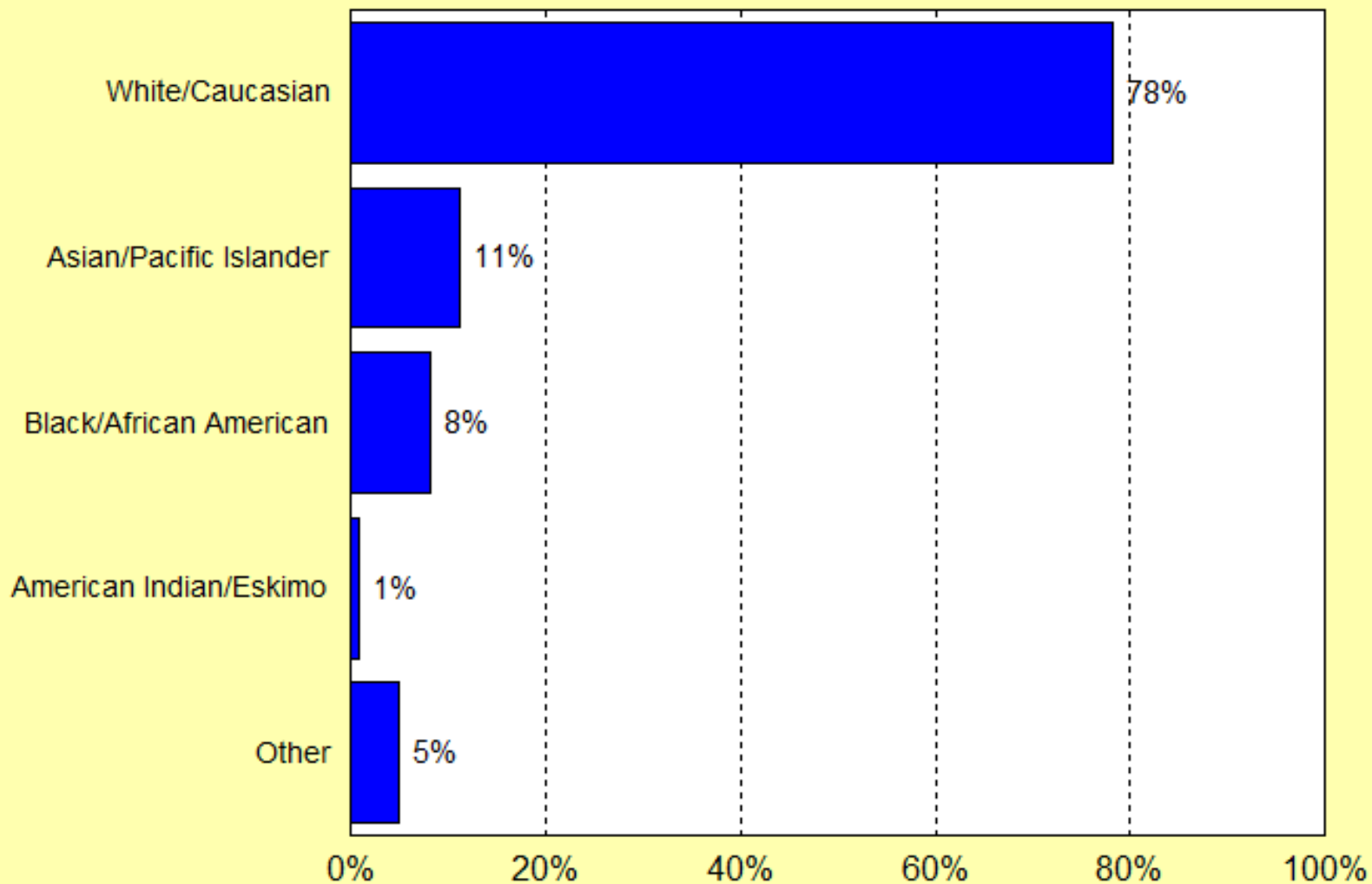


Good Representation
throughout the County

Arlington County 2015 Parks and Recreation Needs Assessment Survey

Q29. Demographics: Race/Ethnicity

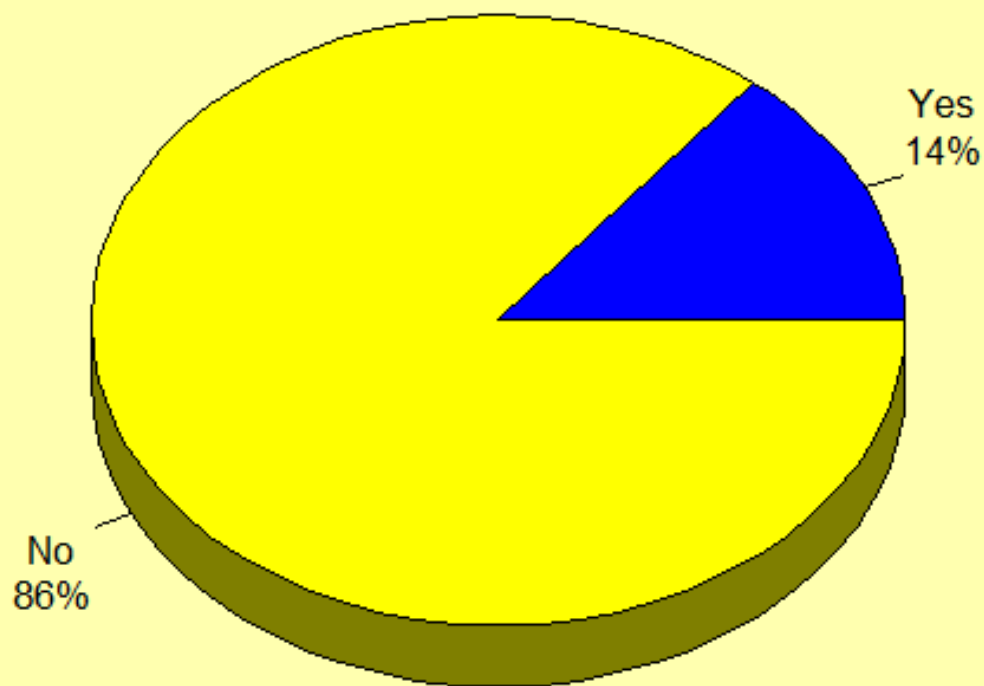
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q28. Demographics: If Any Household Members are of Hispanic, Latino, or Spanish Ancestry

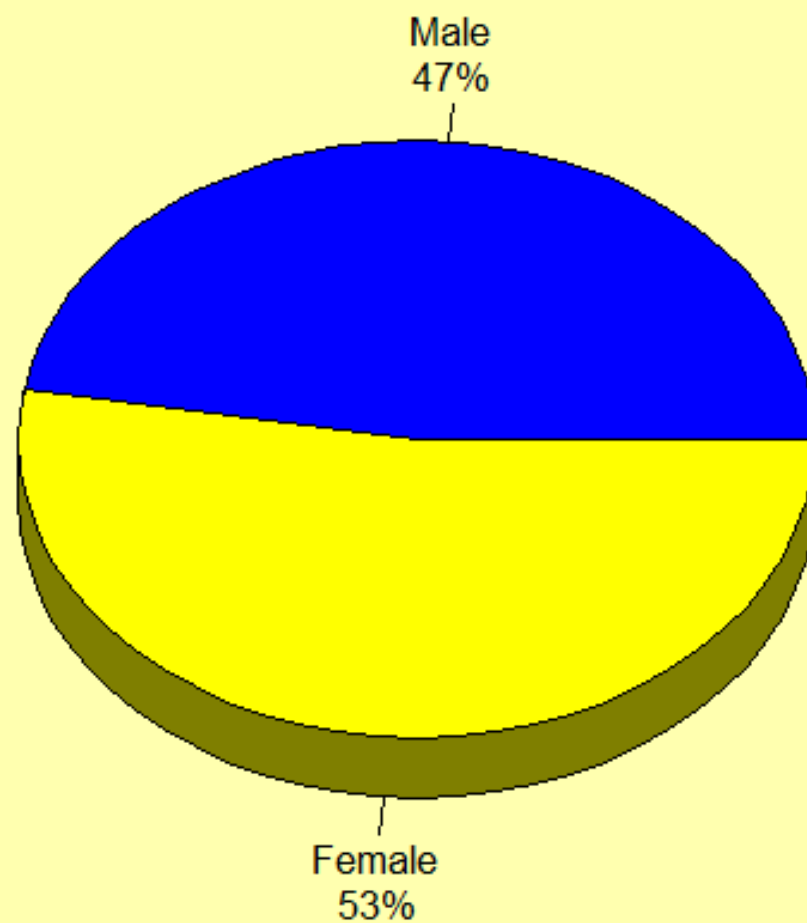
by percentage of respondents (excluding "Not Provided")



Source: ETC Institute (2016)

Q34. Demographics: Gender

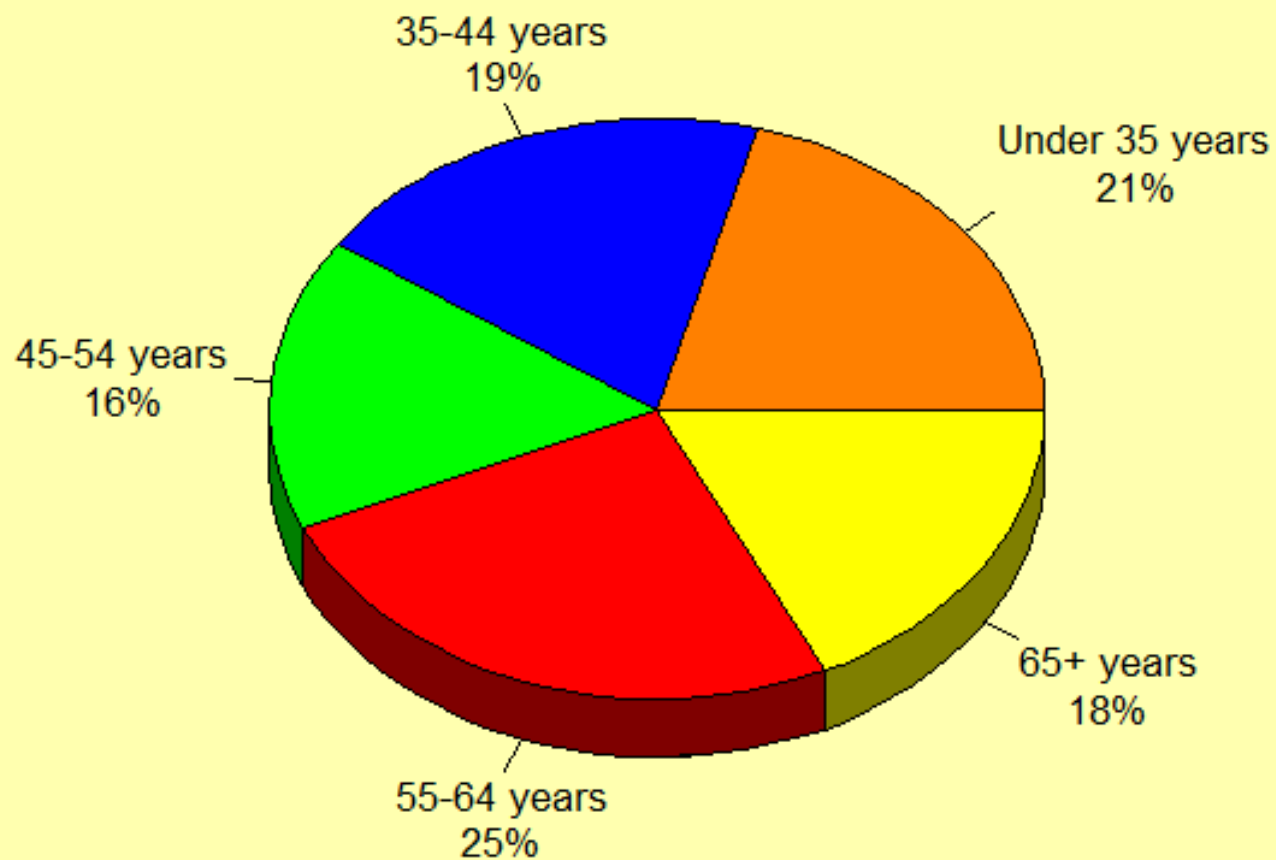
by percentage of respondents



Source: ETC Institute (2016)

Q26. Demographics: Age of Respondent

by percentage of respondents

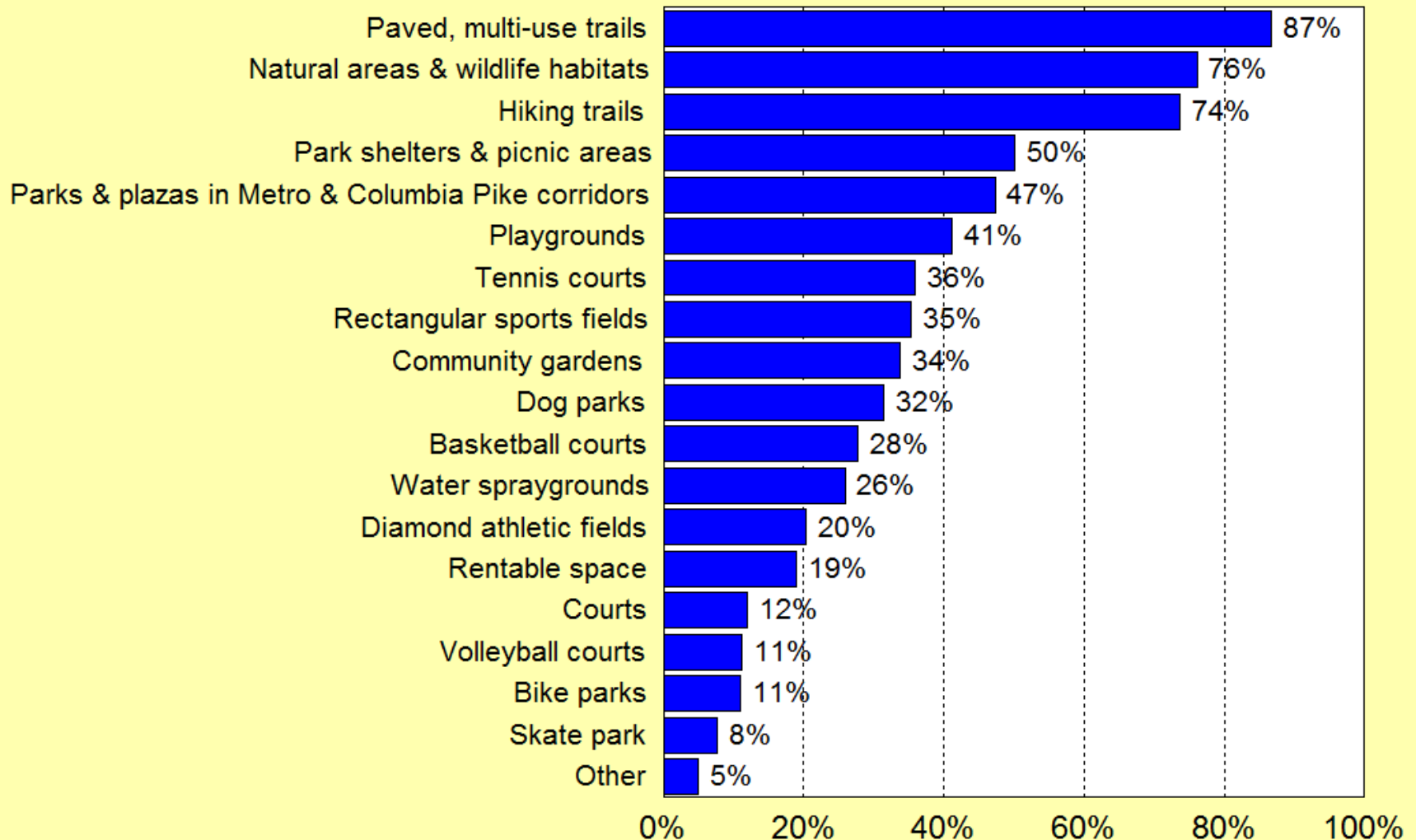


Source: ETC Institute (2016)

Outdoor Facilities

Q1. Outdoor Facilities That Households Have a Need for

by percentage of respondents

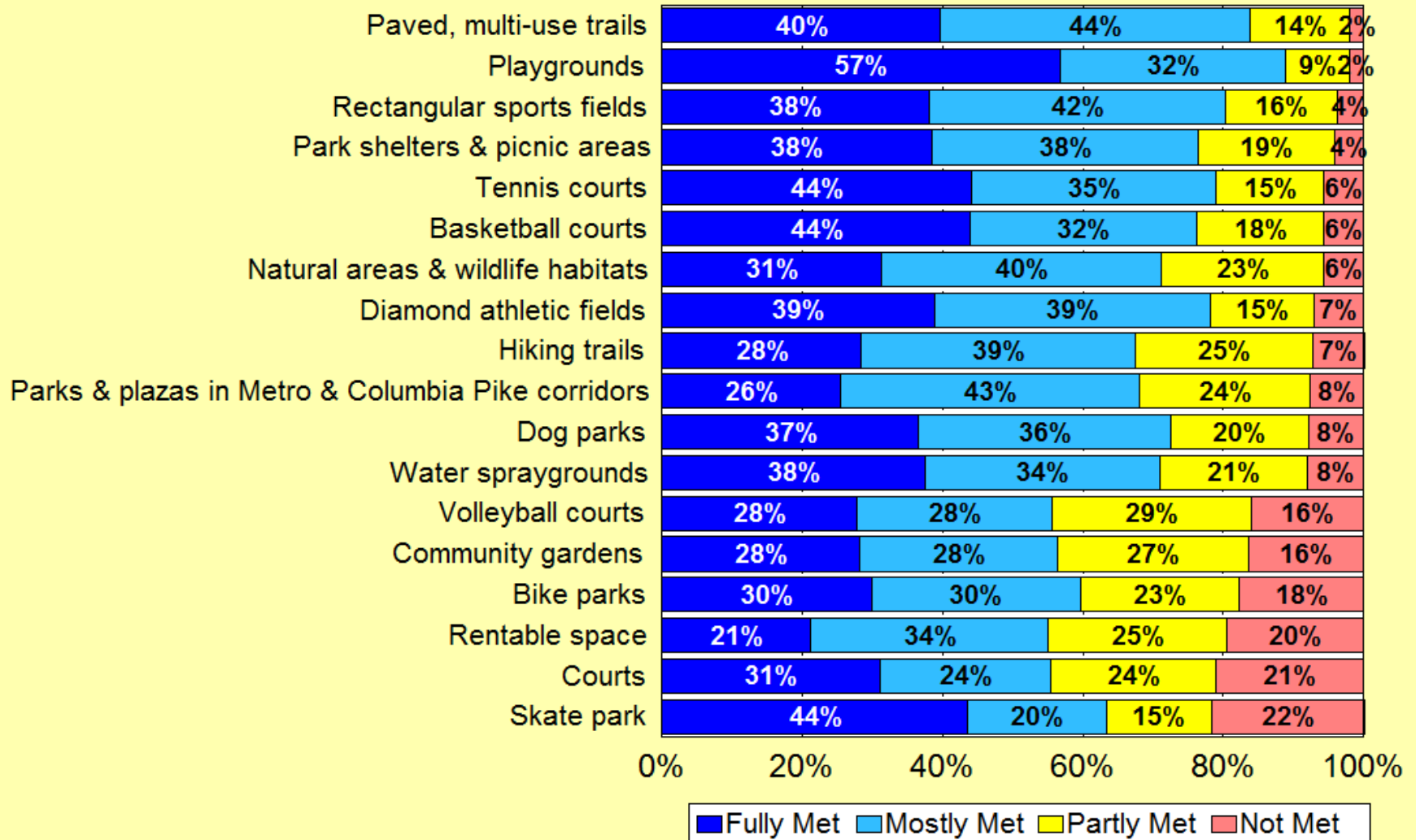


Source: ETC Institute (2016)

Households Have a Need for a Wide Range of Outdoor Facilities

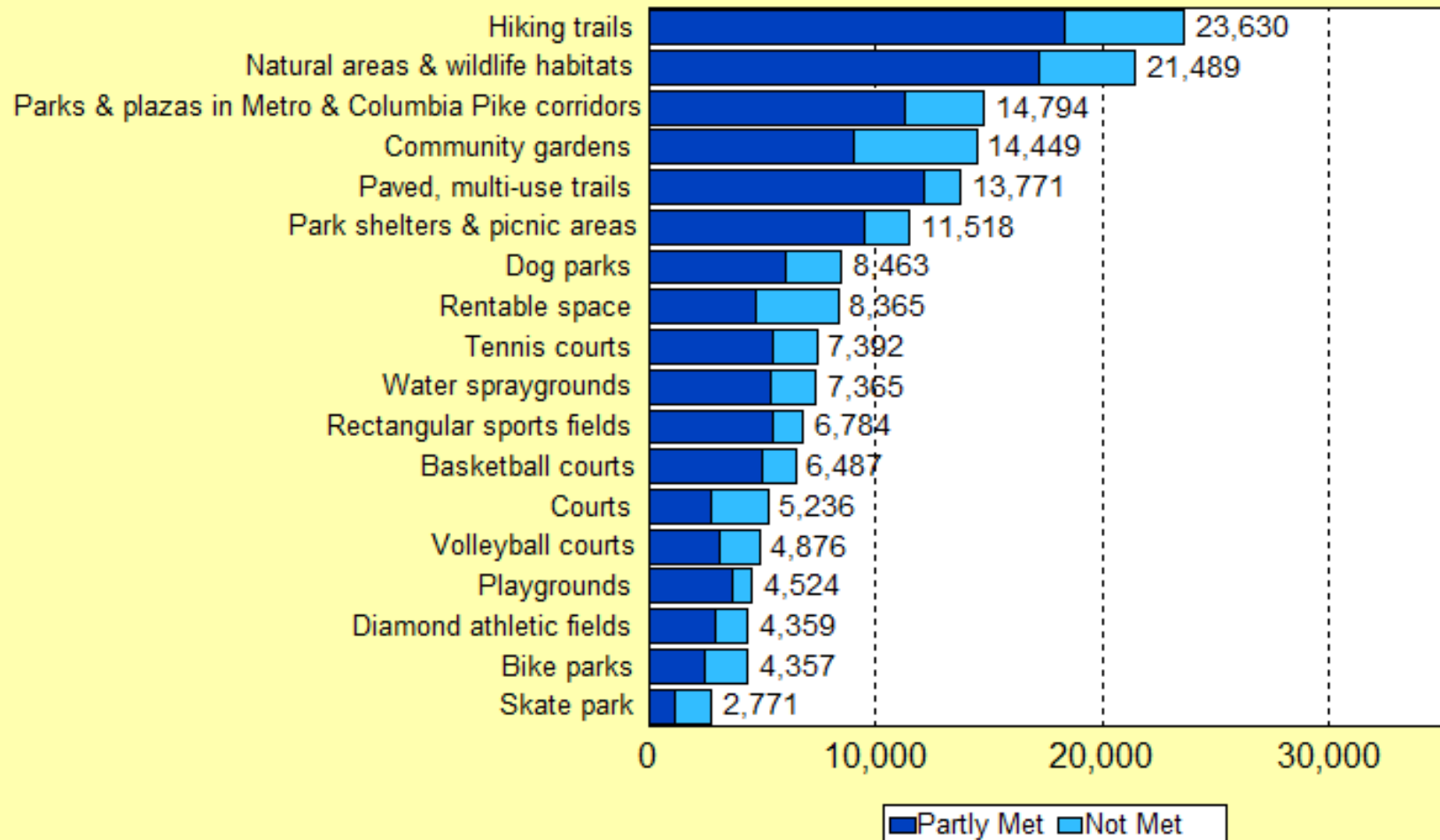
Q1b. How Well Needs Are Being Met for Outdoor Facilities

by percentage of households who have a need for outdoor facilities



Q1c. Estimated Number of Households in Arlington County Whose Needs for Outdoor Facilities Are Only Being Partly or Not Met

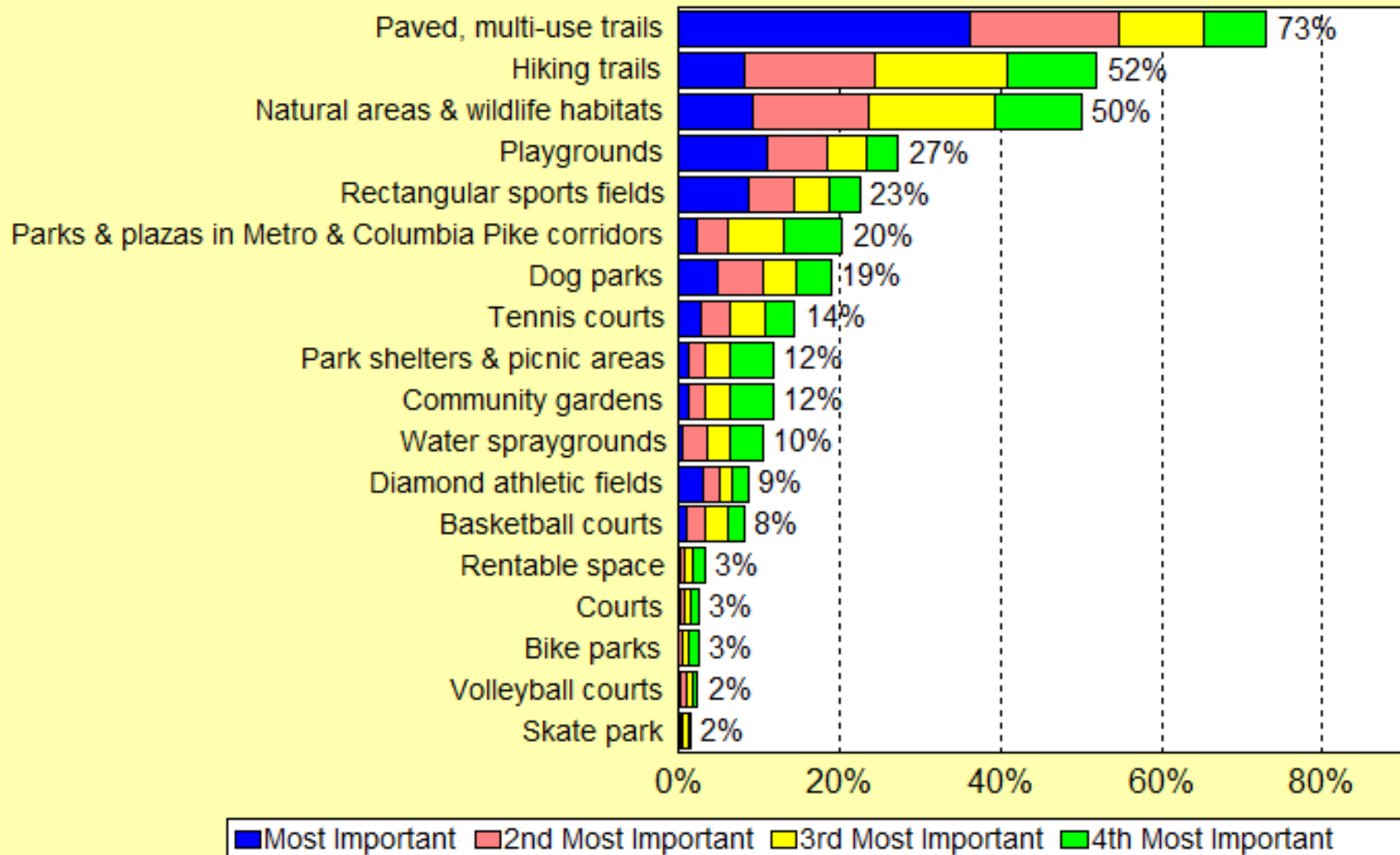
by number of households based on 98,050 households for Arlington County



Source: ETC Institute (2016)

Q2. Outdoor Facilities That Are Most Important to Households

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

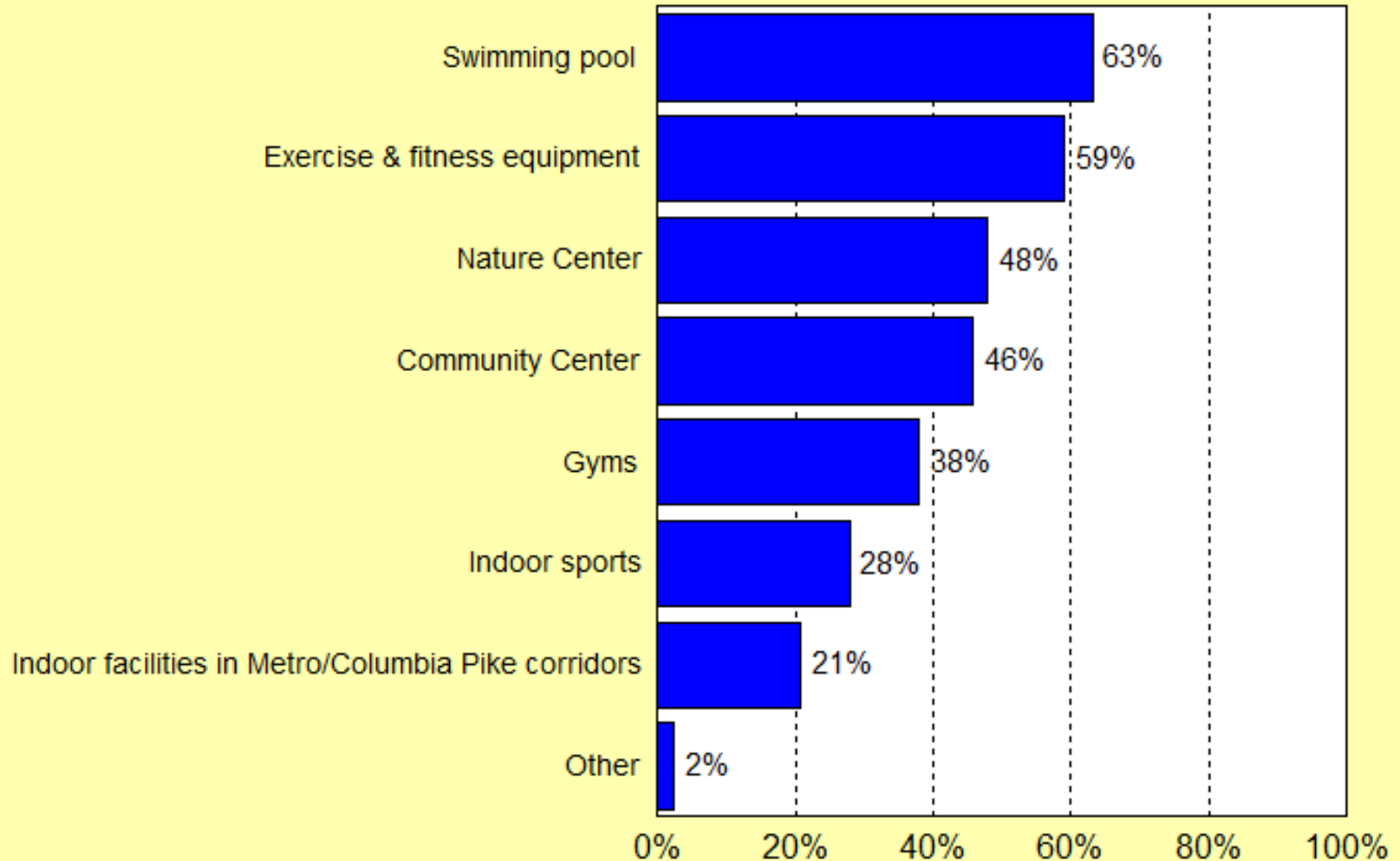


Source: ETC Institute (2016)

Indoor Facilities

Q5. Indoor Facilities That Households Have a Need for

by percentage of respondents

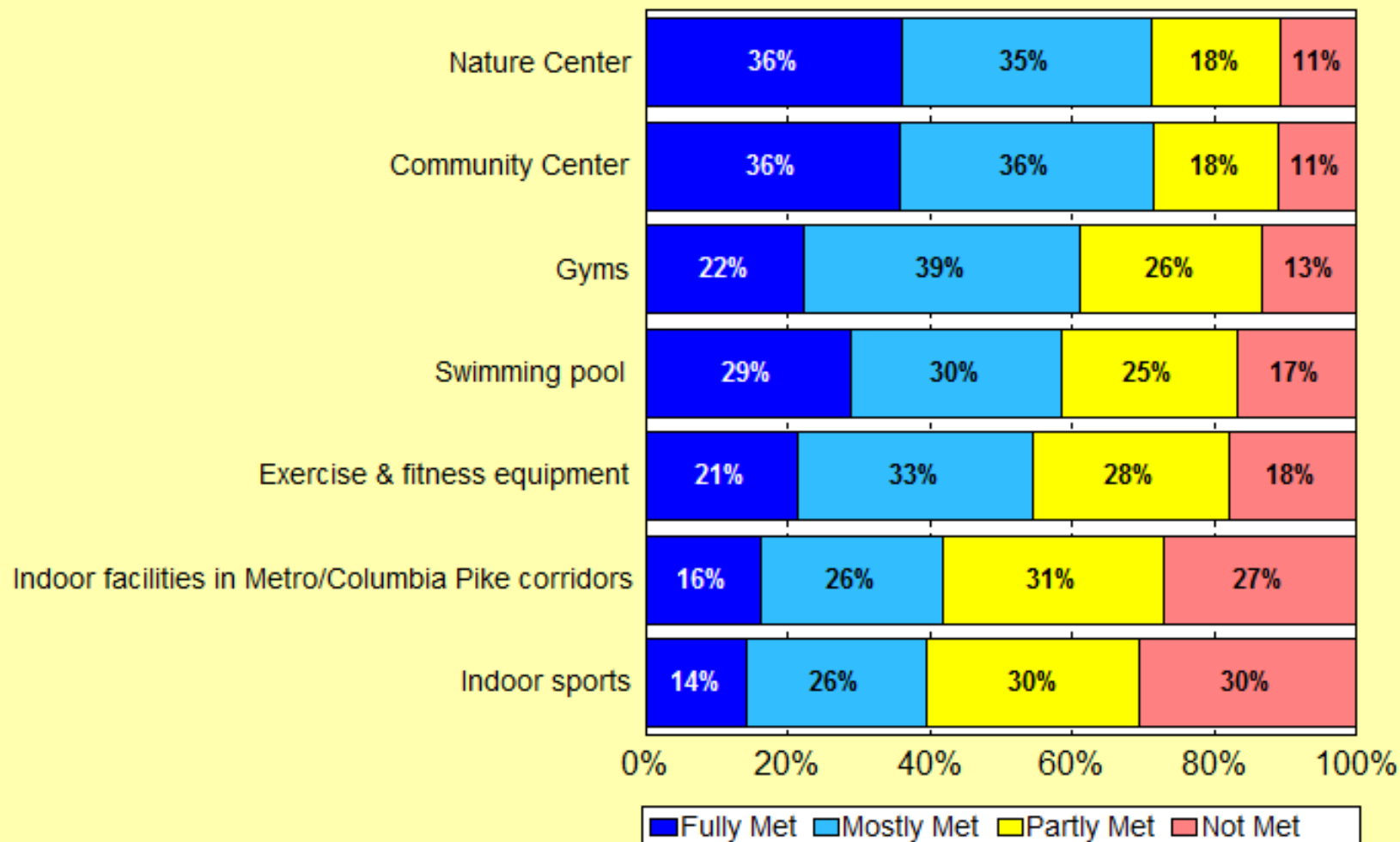


Source: ETC Institute (2016)

Households Have a Need for a Wide Range of Indoor Facilities

Q5b. How Well Needs Are Being Met for Indoor Facilities

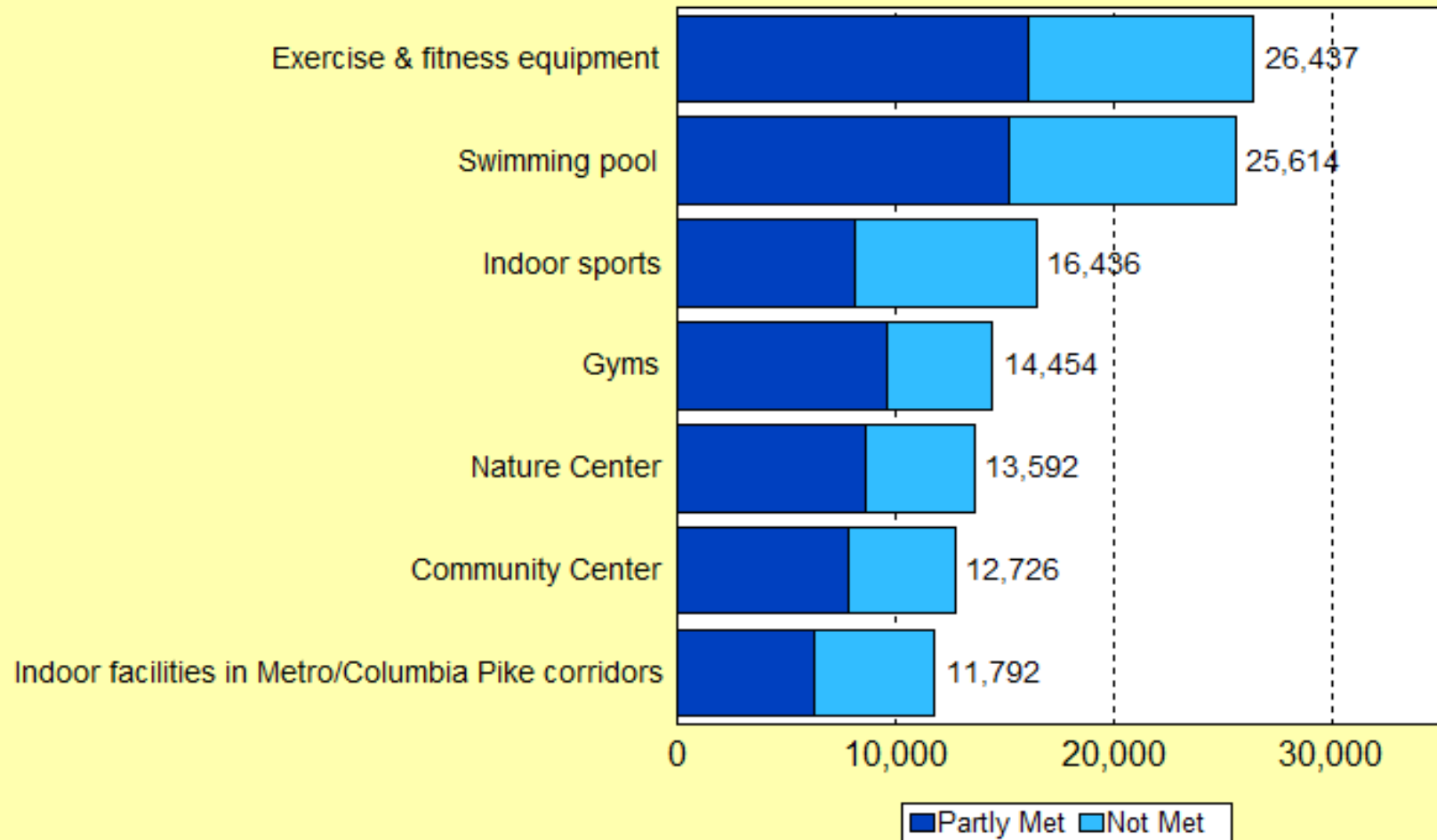
by percentage of households who have a need for indoor facilities



Source: ETC Institute (2016)

Q5c. Estimated Number of Households in Arlington County Whose Needs for Indoor Facilities Are Only Being Partly or Not Met

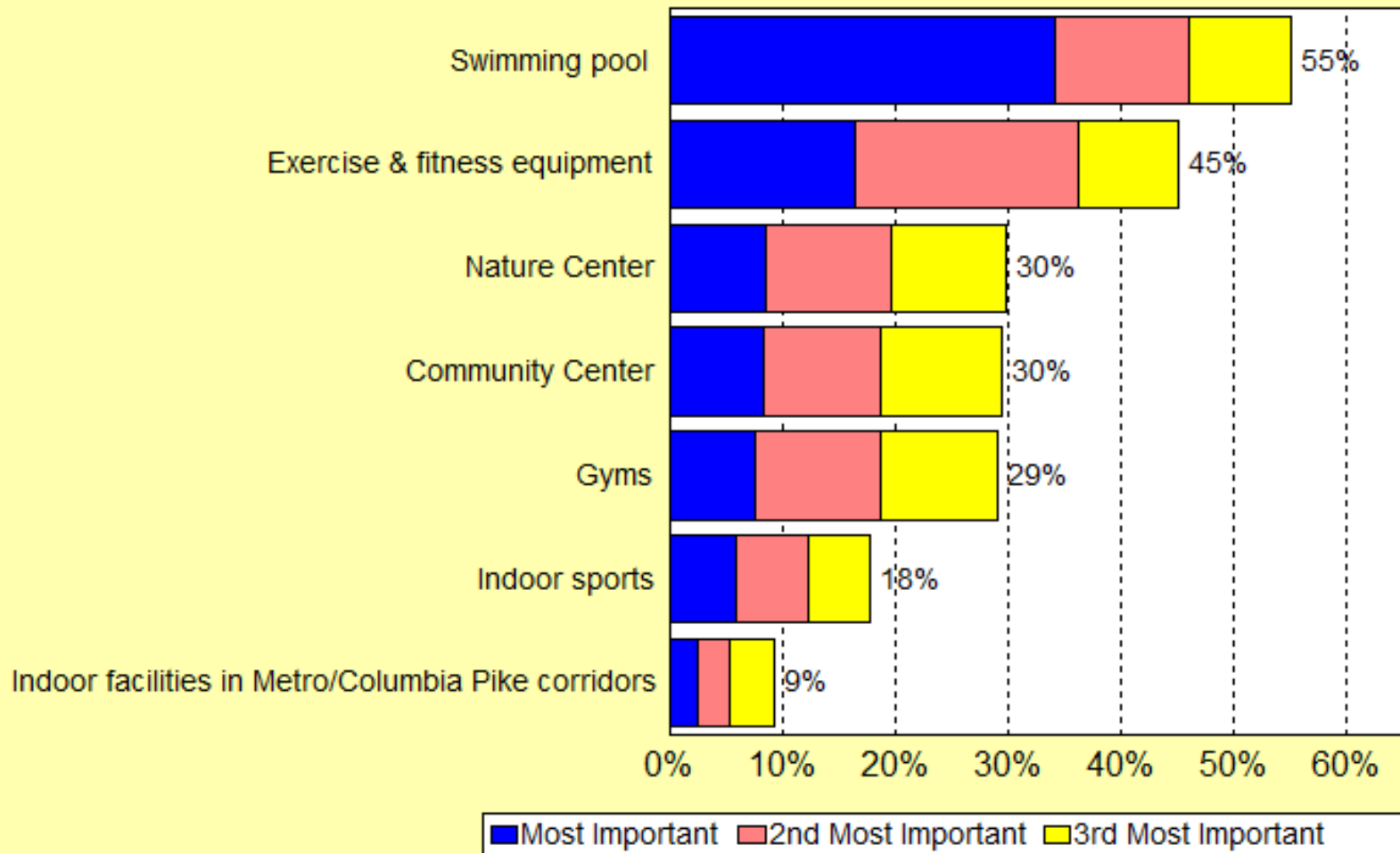
by number of households based on 98,050 households for Arlington County



Source: ETC Institute (2016)

Q6. Indoor Facilities That Are Most Important to Households

by percentage of respondents who selected it as one of their top three choices

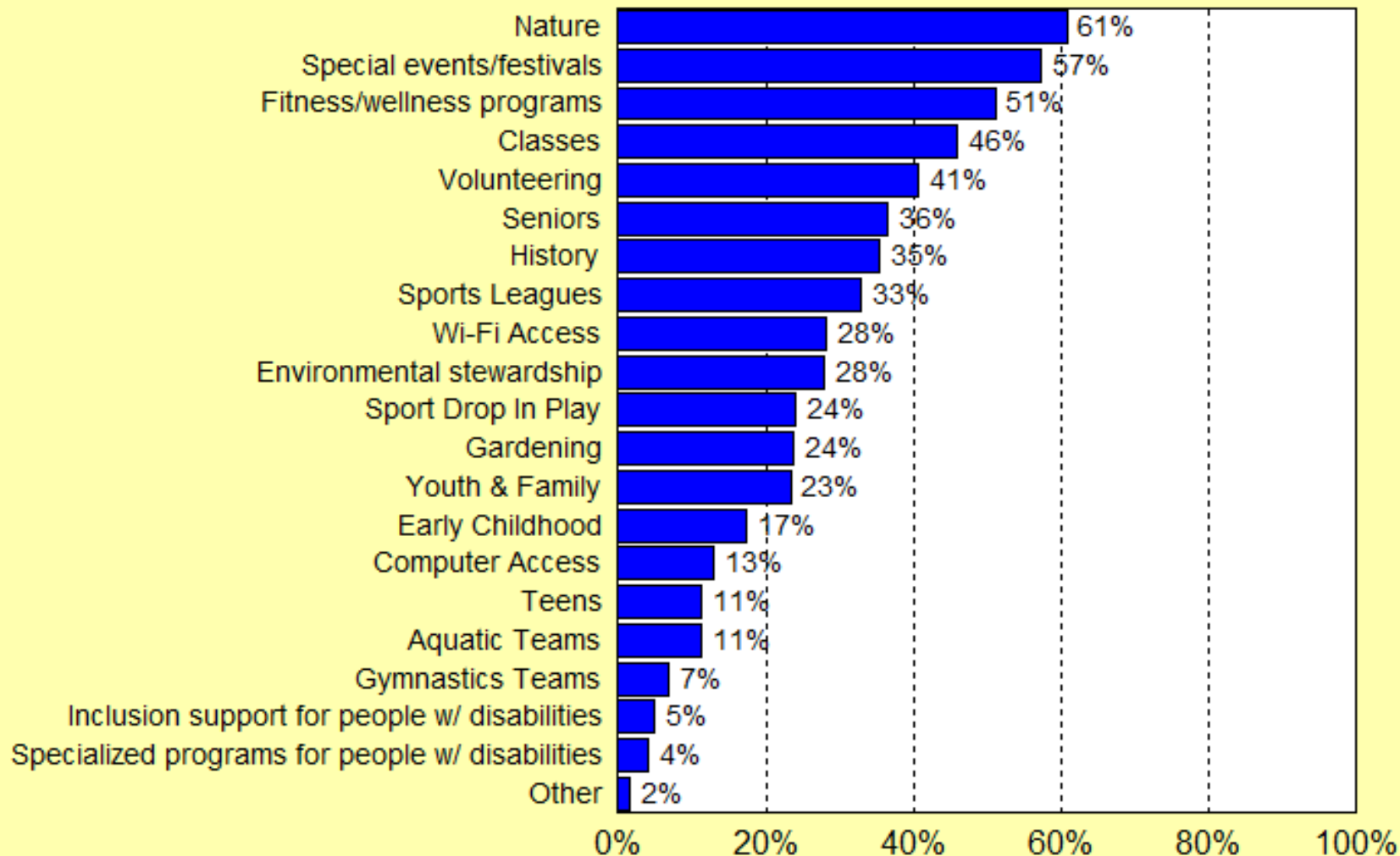


Source: ETC Institute (2016)

Programs and Activities

Q14. Programs and Activities That Households Have a Need for

by percentage of respondents

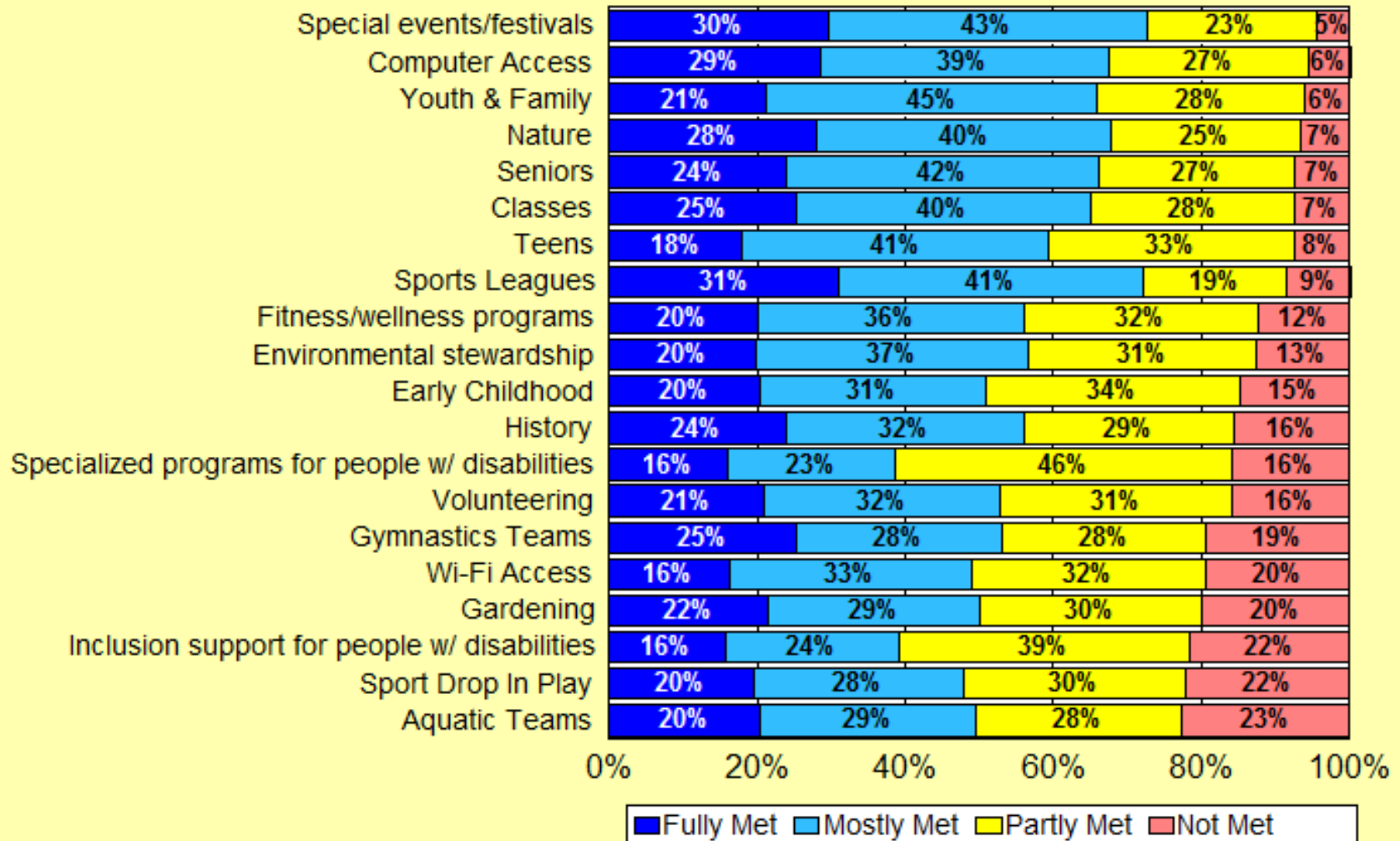


Source: ETC Institute (2016)

Households Have a Need for a Wide Range of Programs and Activities

Q14b. How Well Needs Are Being Met for Programs and Activities

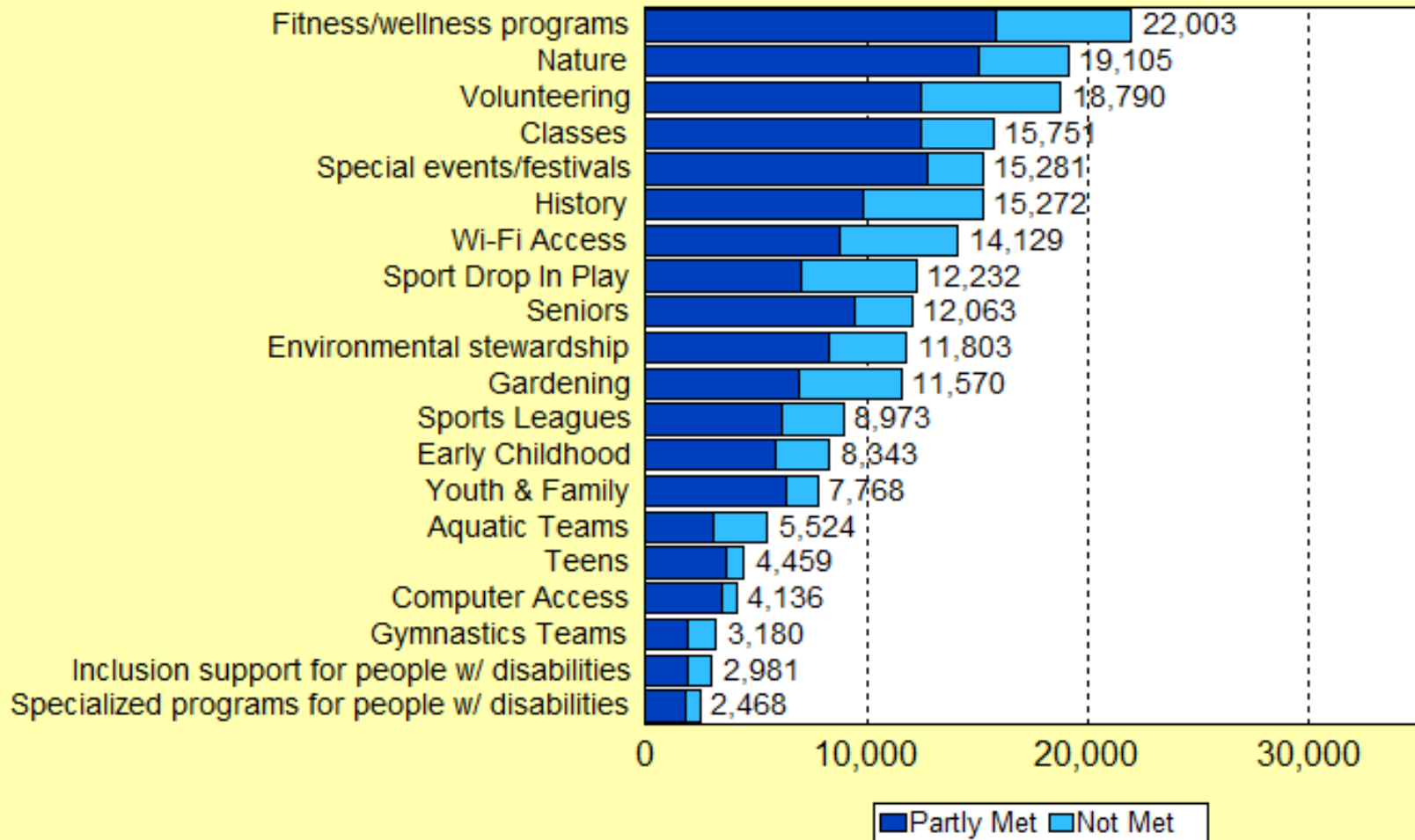
by percentage of households who have a need for programs and activities



Source: ETC Institute (2016)

Q14c. Estimated Number of Households in Arlington County Whose Needs for Programs and Activities Are Only Being Partly or Not Met

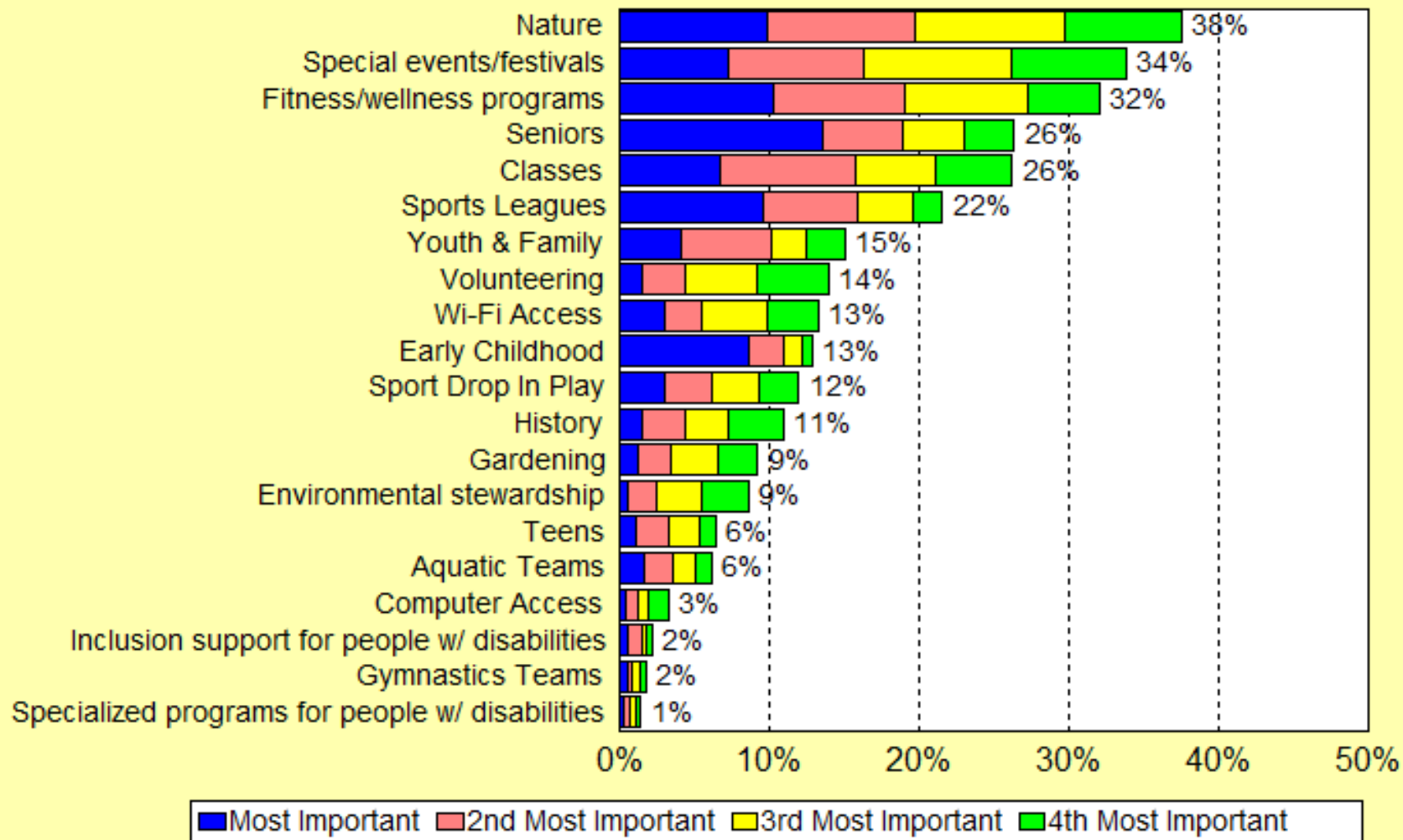
by number of households based on 98,050 households for Arlington County



Source: ETC Institute (2016)

Q15. Programs or Activities That Are Most Important to Households

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

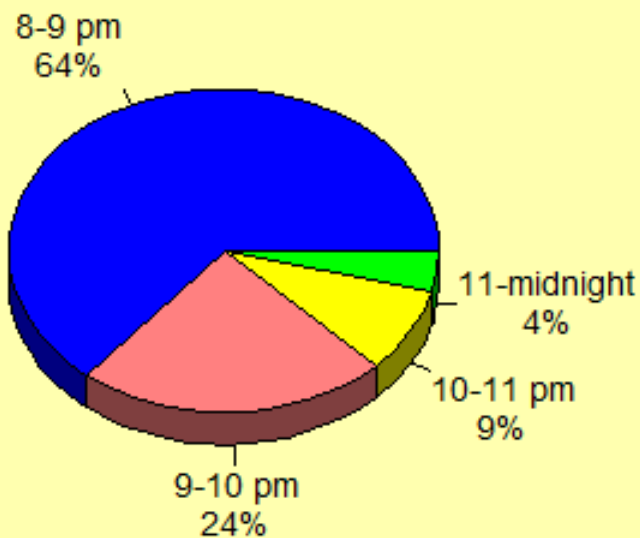


Other Findings

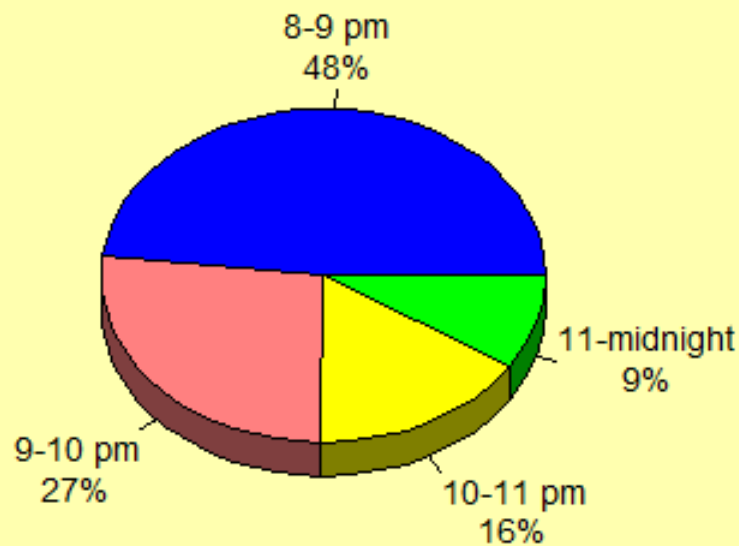
Q3. Latest Evening Time Respondents Would Be Willing to Use Outdoor Facilities

by percentage of respondents

Weekdays



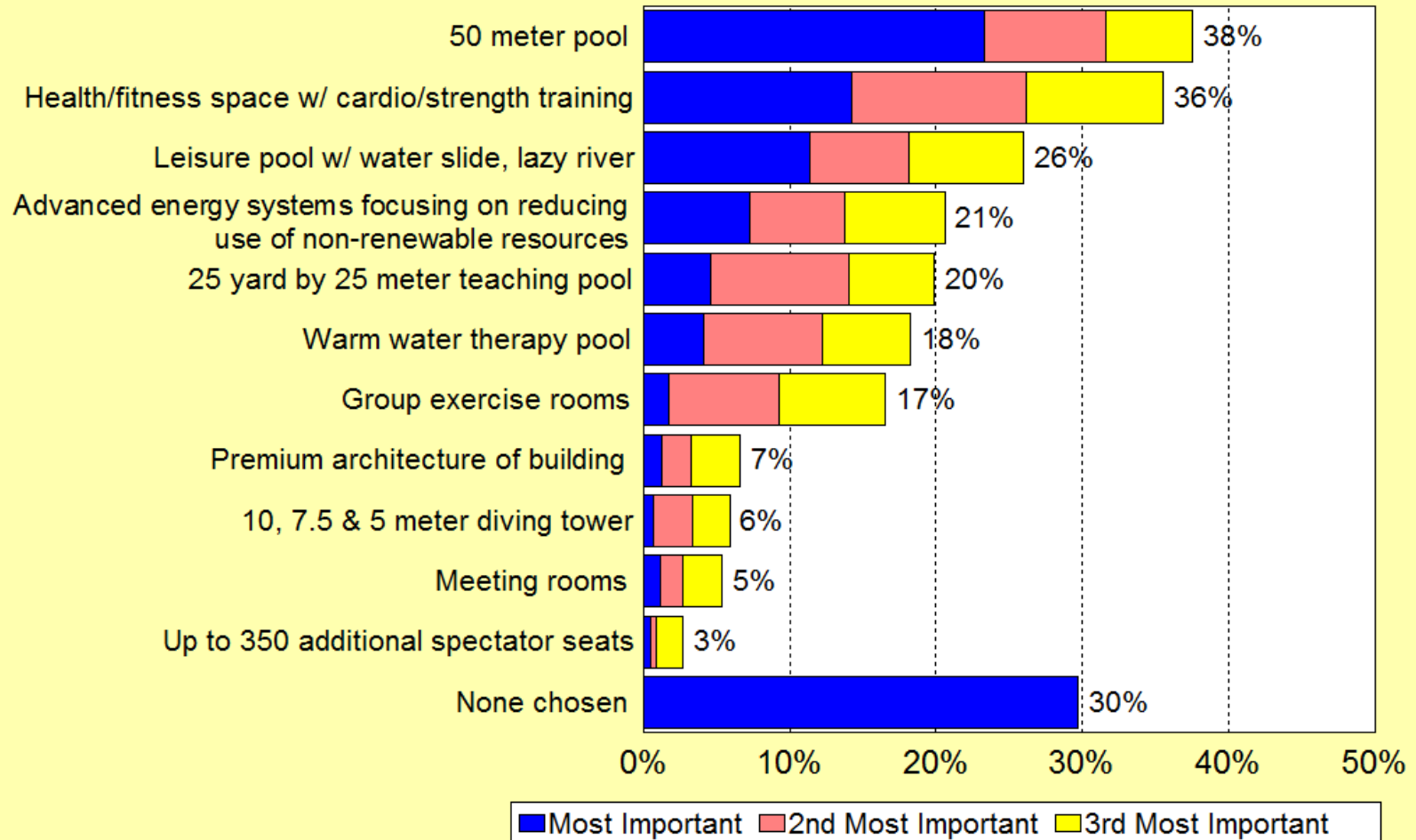
Weekends



Source: ETC Institute (2016)

Q18. Potential Amenities That Are Most Important to Households to Develop at an Indoor Aquatic, Health, and Fitness Facility in Long Bridge Park

by percentage of respondents who selected it as one of their top three choices



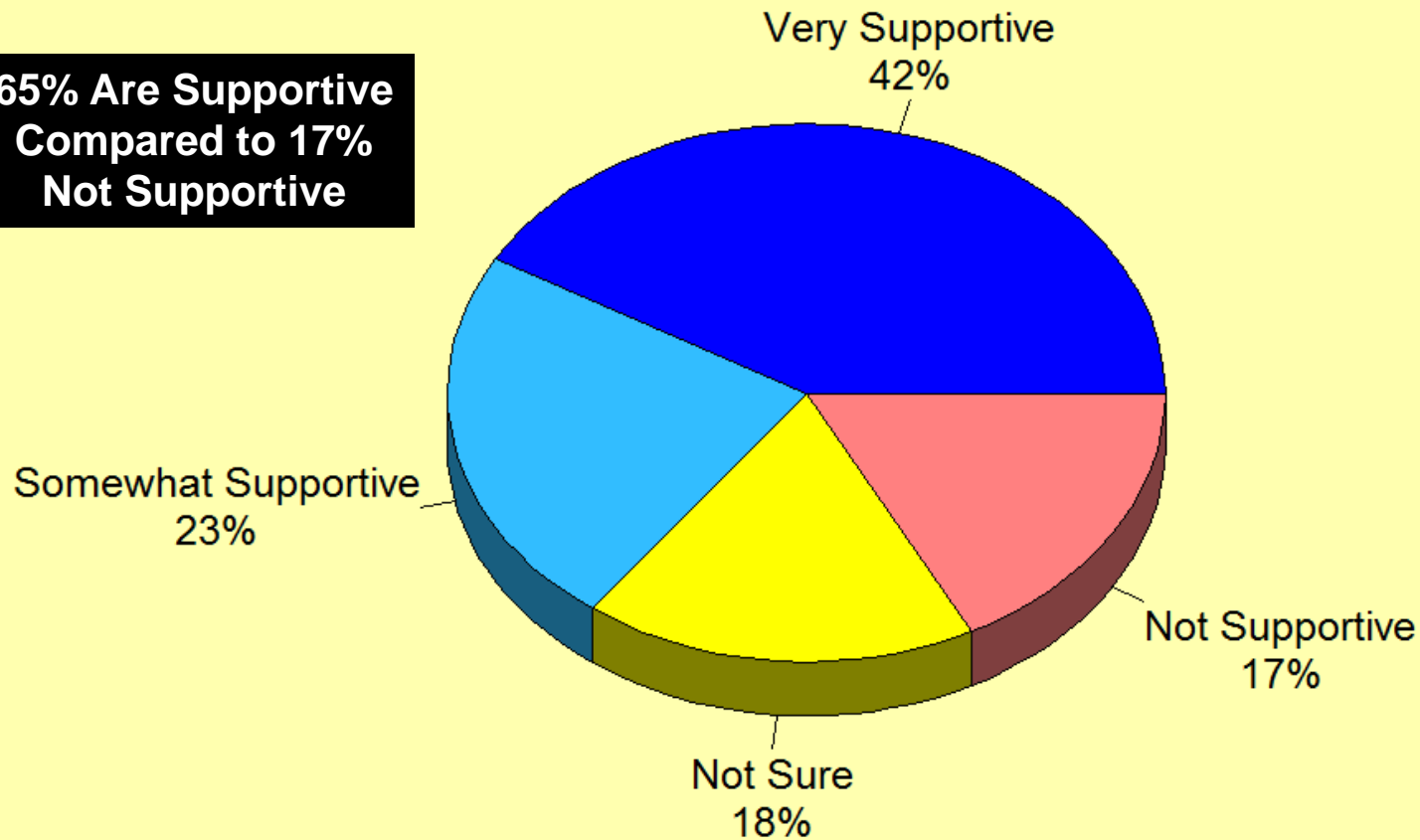
Source: ETC Institute (2016)

70% of Households Feel That It's Important to Develop Amenities at an Indoor Aquatic, Health, and Fitness Facility in Long Bridge Park

Q19. Level of Support for Arlington County Partnering with the City of Alexandria to Develop an Indoor Aquatics, Health, and Fitness Facility at Long Bridge Park

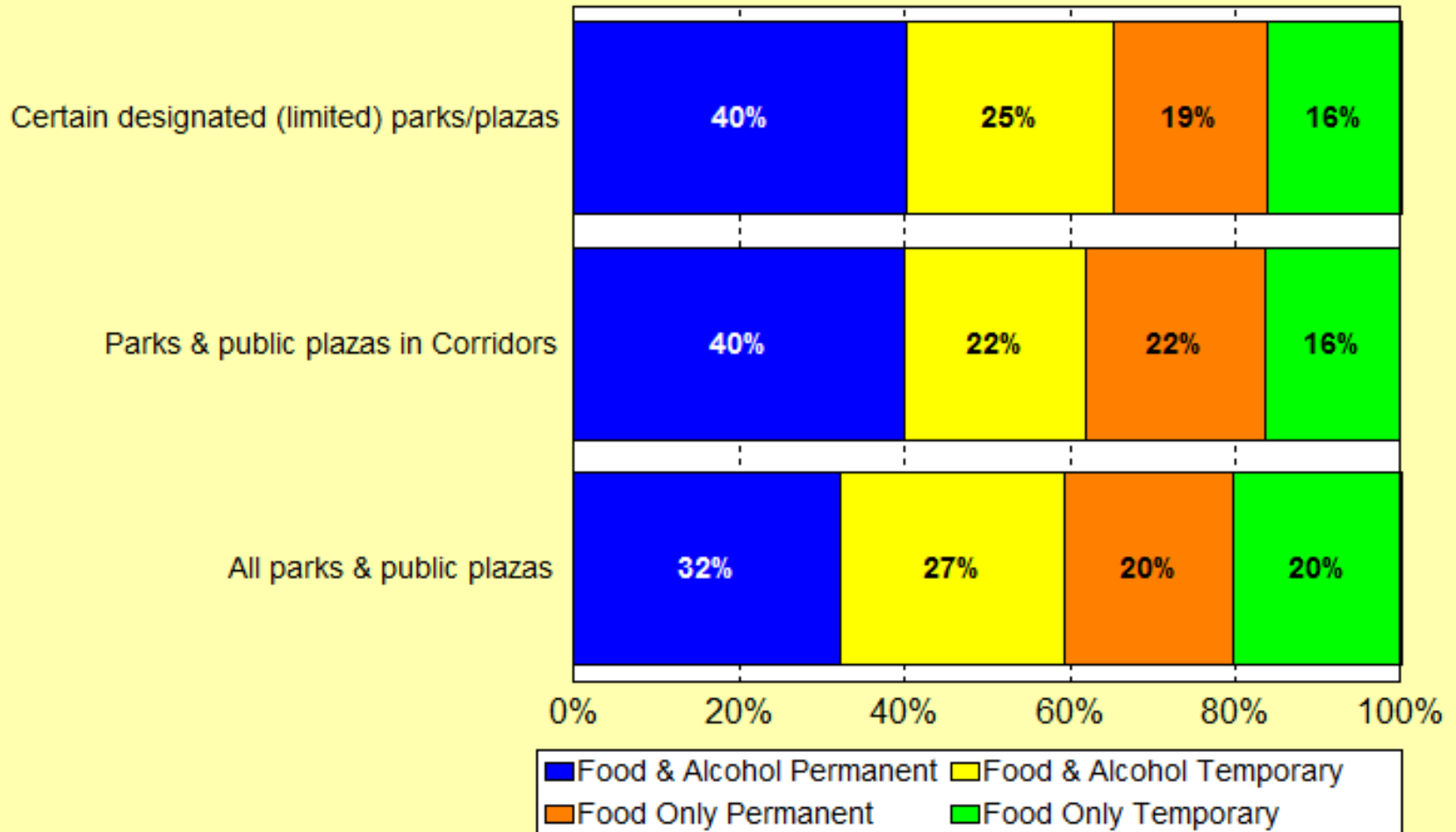
by percentage of respondents

**65% Are Supportive
Compared to 17%
Not Supportive**



Q24. Are You Supportive of the Sale of Food and Beverages (Both Non-Alcoholic and Alcoholic), at the Following Events:

by percentage of respondents (excluding "Don't Know")



Source: ETC Institute (2016)

Summary

- **There Is a Need for a Wide Variety of Outdoor Facilities, Indoor Facilities, and Programs/Activities**
- **The Top Overall Priorities for Outdoor Facilities Are: Hiking Trails, Natural Areas and Wildlife Habitats, and Paved Multi-Use Trails**
- **The Top Overall Priorities for Indoor Facilities Are: Swimming Pool and Exercise and Fitness Equipment**
- **The Top Overall Priorities for Programs and Activities Are: Nature, Fitness/Wellness Programs, and Special Events/Festivals**

THANK YOU!!