



FAIRFAX COUNTY PARK AUTHORITY NEEDS ASSESSMENT - SURVEY PRESENTATION

9 SEPTEMBER 2015



**Parks
Count!**



Agenda

- Study Objectives
- Survey Overview
- Key Results and Trends
- Questions
- Next Steps



Needs Assessment Objectives

- ❑ Engage park users and non-users
- ❑ Determine Countywide park needs
- ❑ Update current service level standards
- ❑ Create a long term capital improvement plan for renovations, new facilities and land acquisition
- ❑ Guide capital funding allocation to County park resources that meet community needs

Survey Purpose

Create a Compelling
Vision for FCPA's Future



Determine the Right Path
to Follow



Methodology

❑ Survey Description

- ❑ The survey was 7 pages long
- ❑ Each survey took 10-15 minutes to complete

❑ Method of Administration

- ❑ Could be completed by mail, web or phone
- ❑ Results provided by 14 Planning Districts

❑ Goal was to complete 3,000 surveys

❑ A total of 4665 residents actually completed the survey: 435 by web and 4230 by mail

❑ Confidence level: 95%, Margin of error: +/- 1.4%

Survey Questions Addressed

- Usage and satisfaction with Fairfax County Park Authority services
- The value of high quality parks to the quality of life in Fairfax County
- Most important functions for the Fairfax County Park Authority to focus on for households and the County
- Needs, unmet needs, and priorities for facilities and programs
- Funding priorities to improve parks, facilities and services

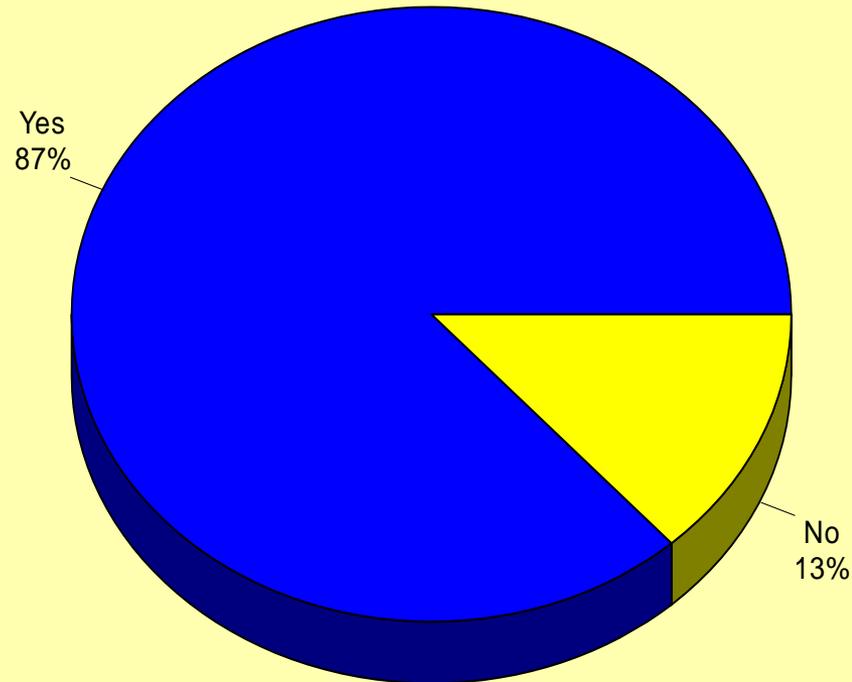
Cross-Tabular Analysis

- Age of Respondent
- Gender of Respondent
- Planning Districts
- Households with and without children
- Race and Ethnicity
- Household Income
- Length of Residence and Home Type

Park Usage is High

Q2. Households That Have Visited Parks Operated by the Fairfax County Park Authority in the Past 12 Months

by percentage of respondents

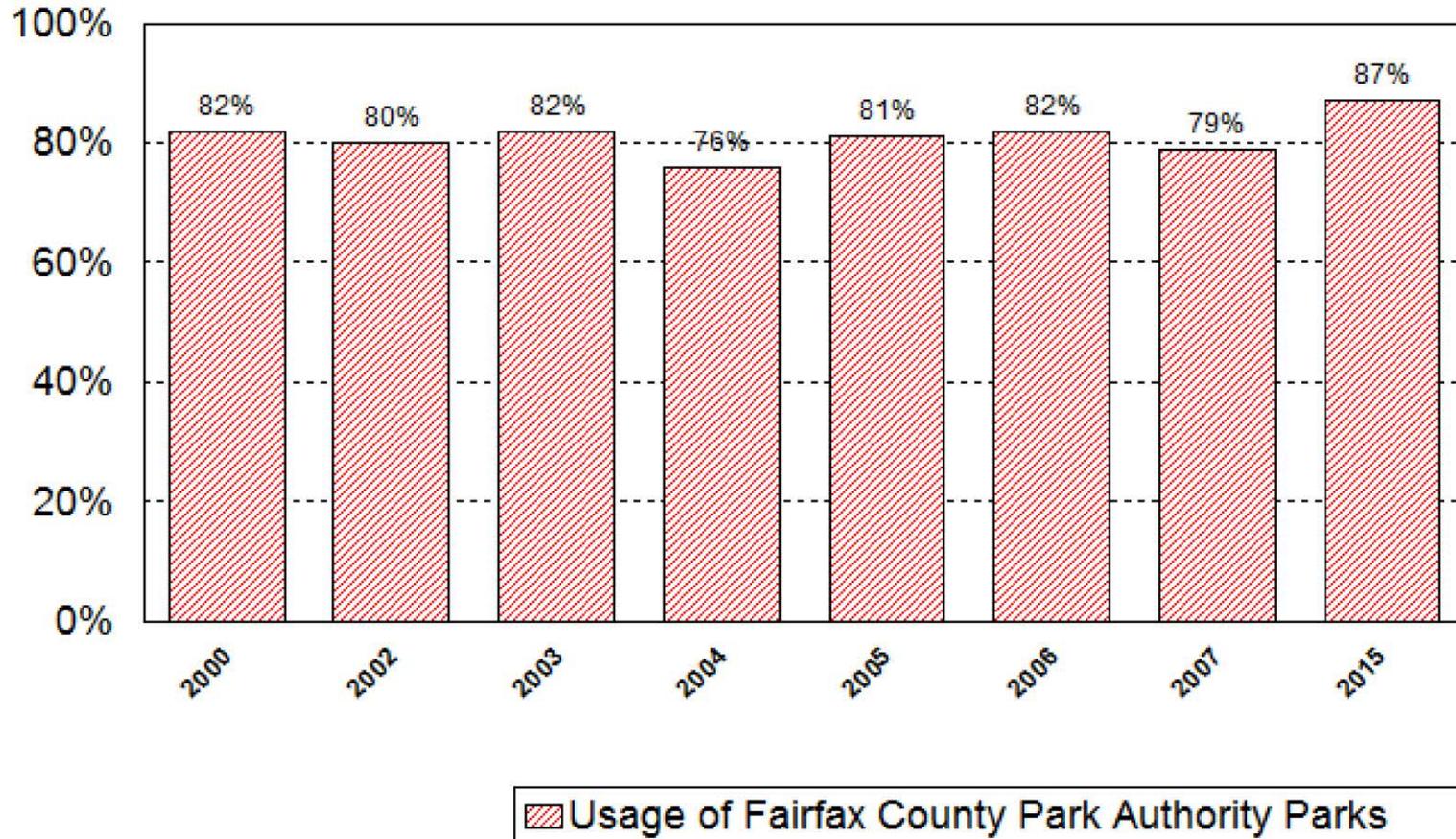


Source: Leisure Vision/ETC Institute for Fairfax County (2010)

National Benchmark for Usage is 79%

Increase in Use, Strain on System

Q2. Households That Have Visited Parks Operated by the Fairfax County Park Authority in the Past 12 Months

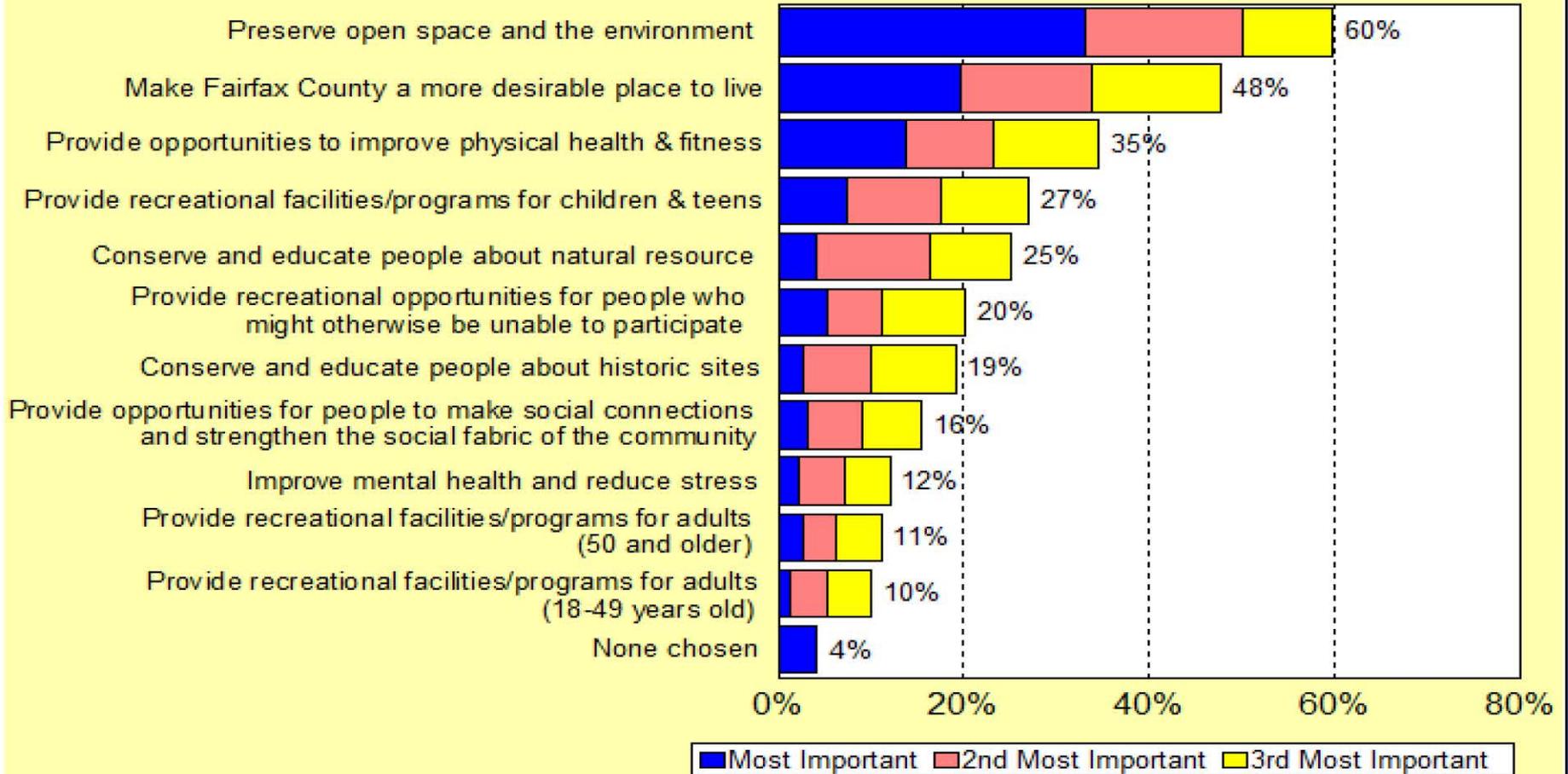


Source: ETC Institute Survey (September 2015)

Key Function: Preserving Open Space, Environment

Q6. Most Important for Fairfax County Park Authority to do for the Future of Fairfax County

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

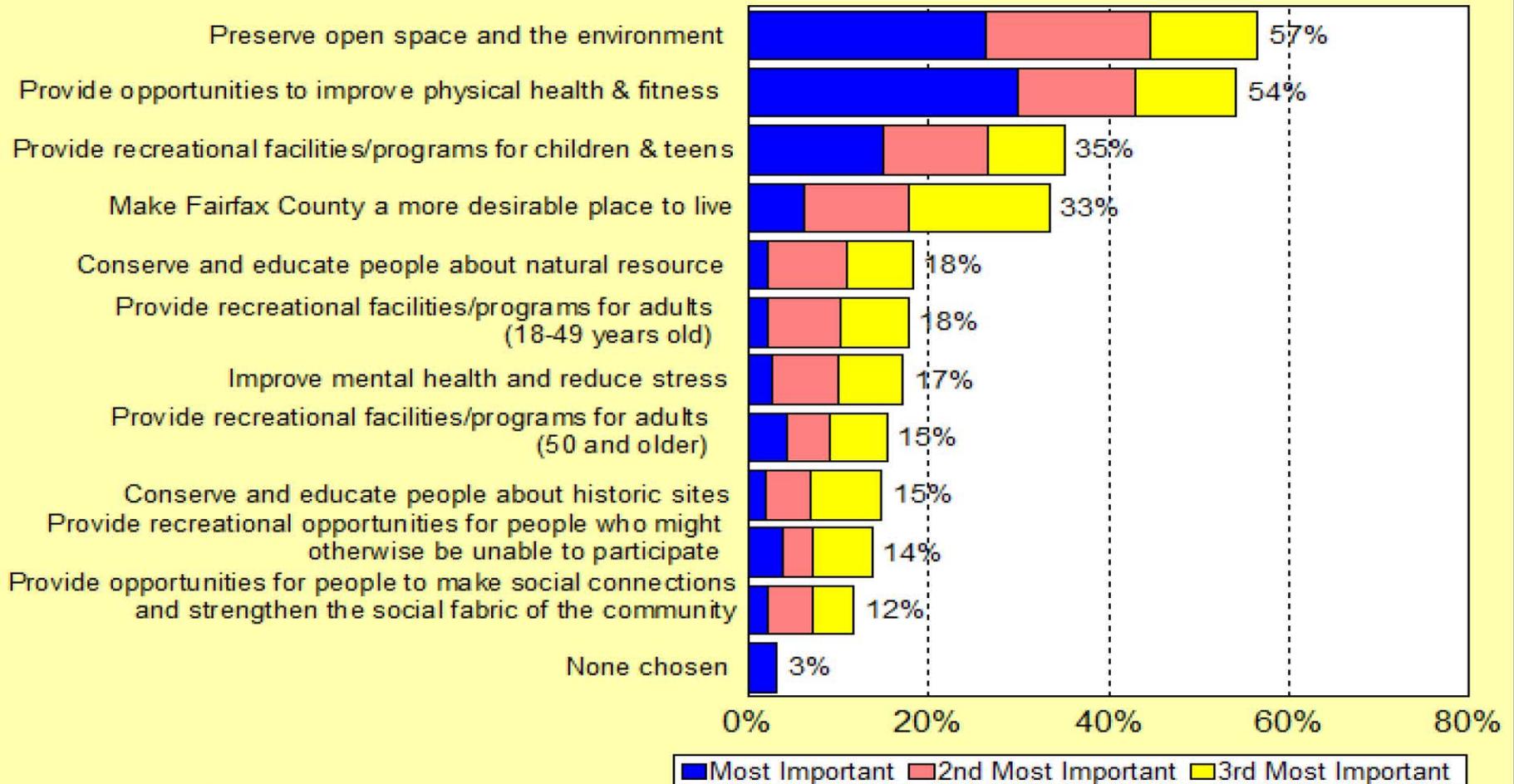


Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Key Function: Preserving Open Space, Environment

Q5. Most Important for Fairfax County Park Authority to do for You and Your Household

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

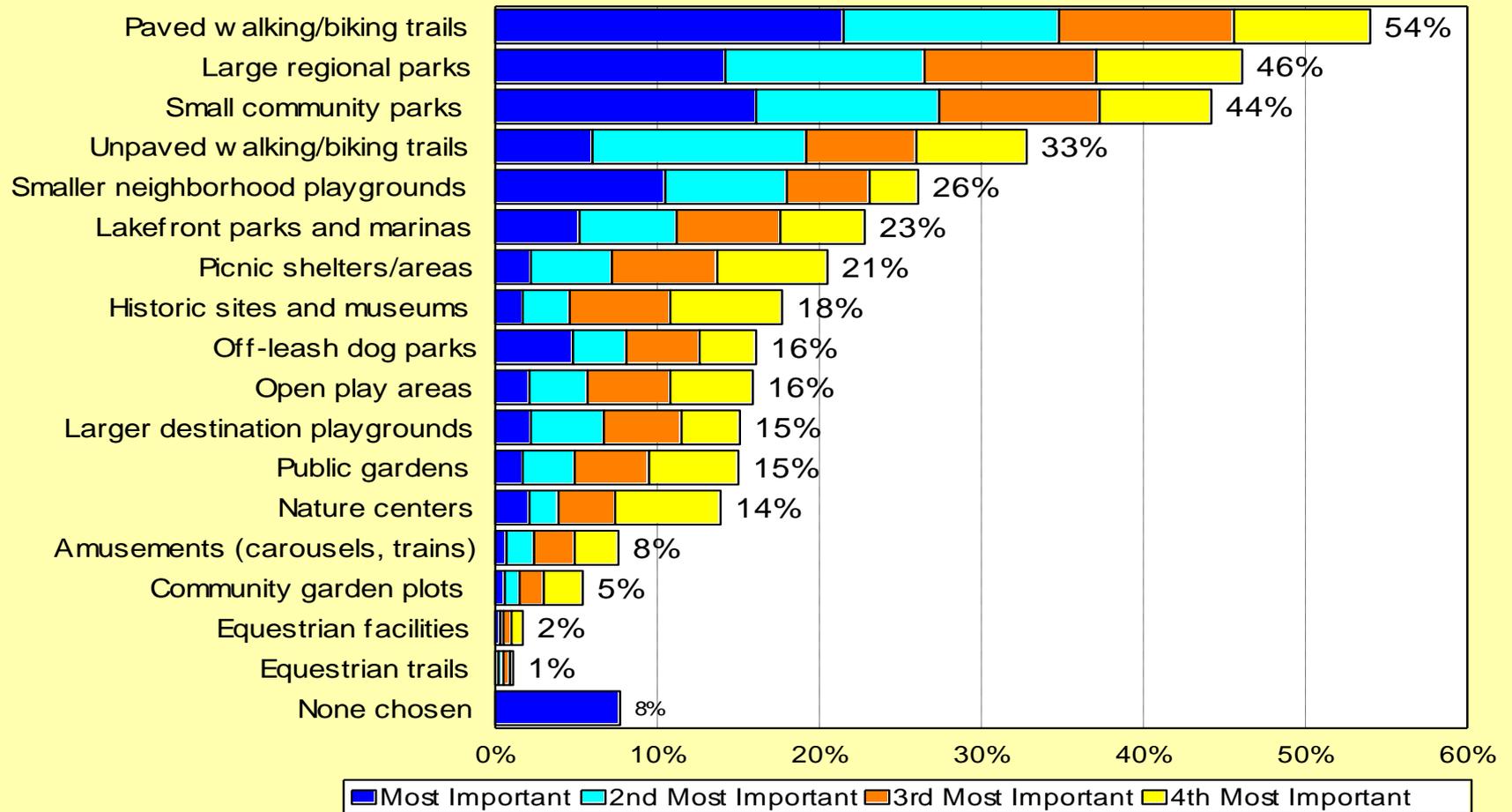


Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Important Facilities: Paved Walking and Biking Trails

Q8. Park, Play Areas, Gardens, Trails, Equestrian, Nature or Historic Parks or Facilities that are MOST IMPORTANT to Households

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

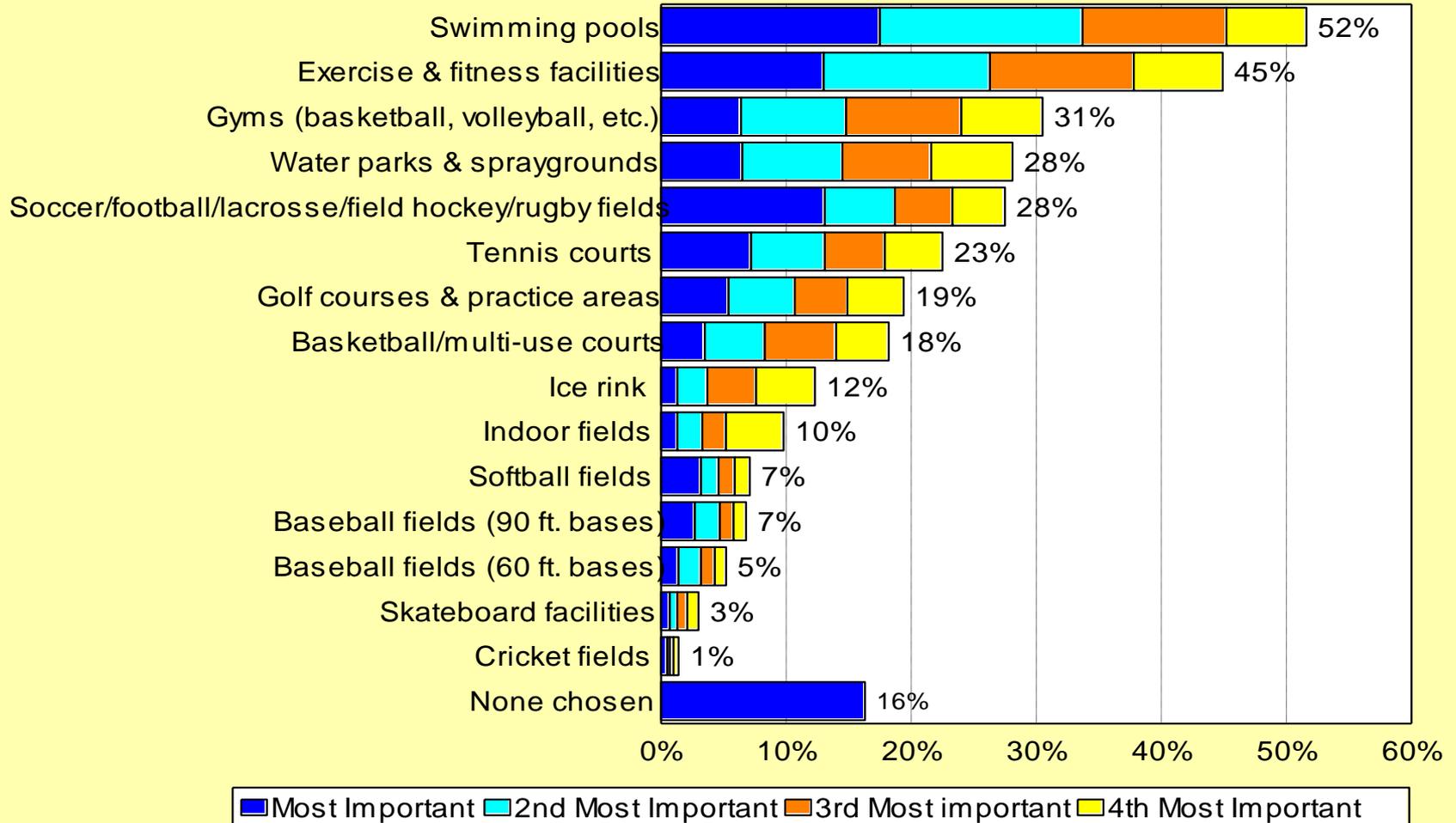


Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Important Facilities: Swimming Pools

Q10. Outdoor or Indoor Facilities that are MOST IMPORTANT to Households

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

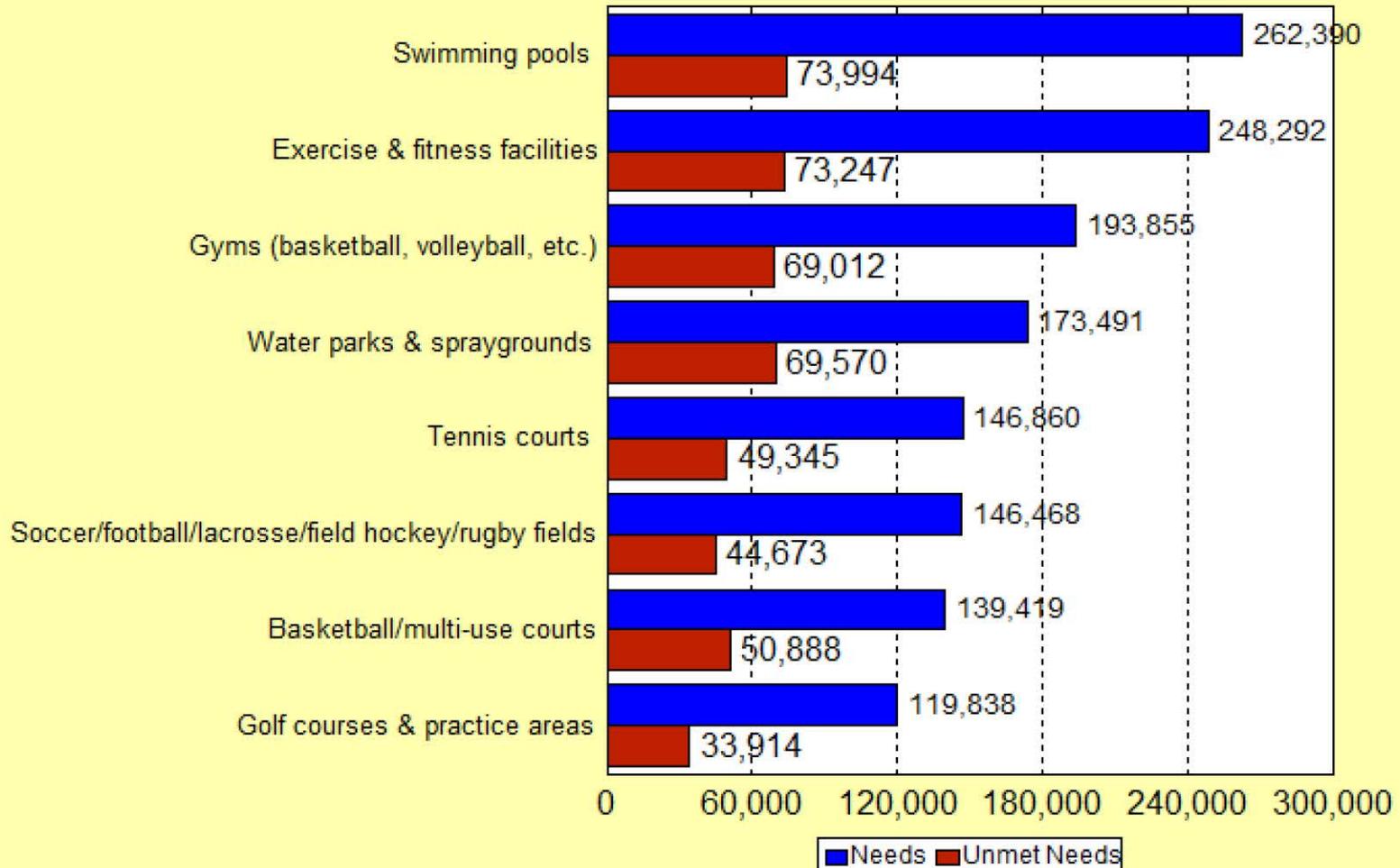


Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Unmet Need: Outdoor or Indoor Facilities

Q9a. Households that Have a Need and Unmet Need for Outdoor or Indoor Facilities (Top 8 Needed Facilities)

by number of households based on 391,627 households in Fairfax County

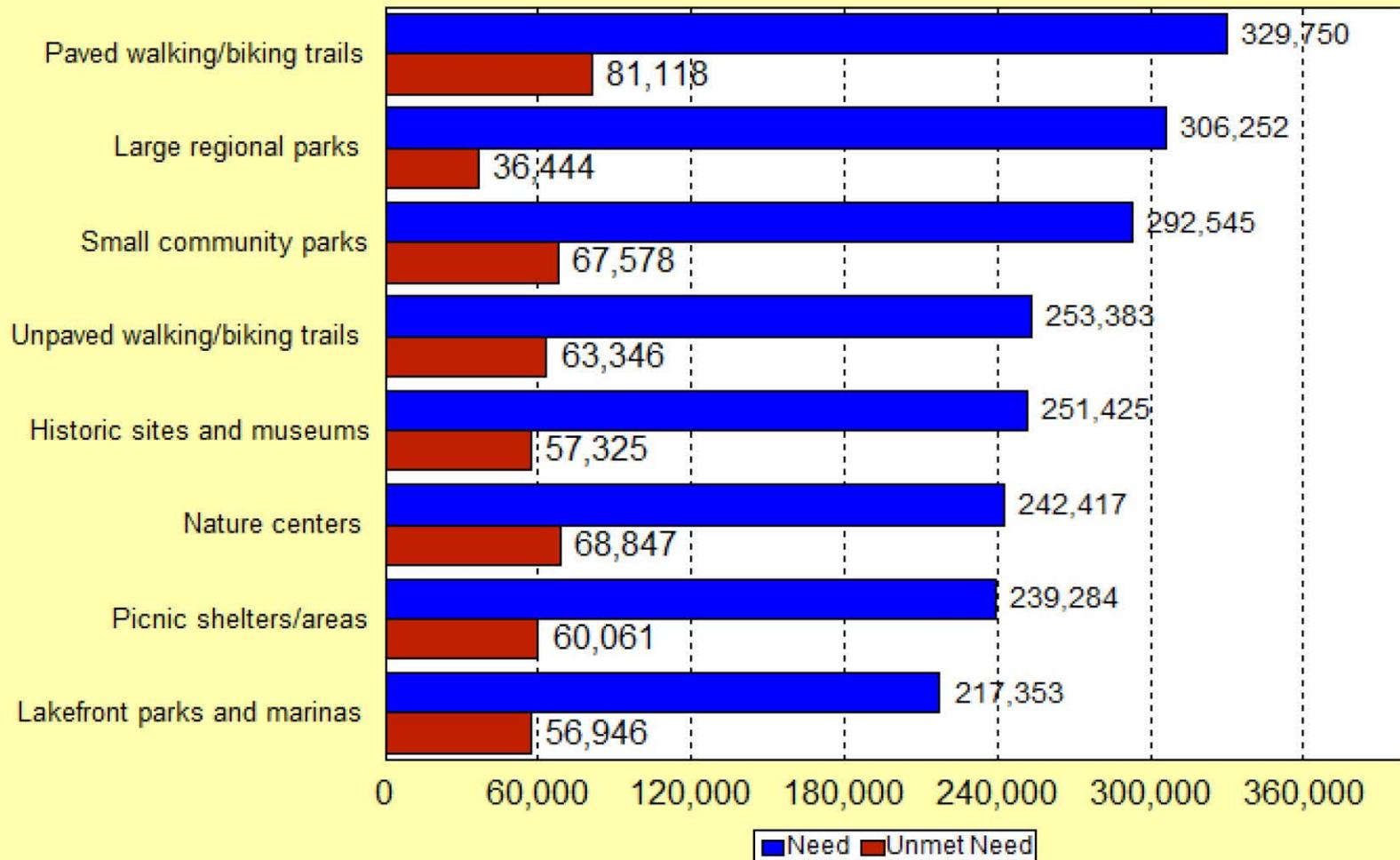


Unmet need = households having a need that is partly met or not met.

Unmet Need: Parks and Facilities

Q7a. Households that Have a Need and Unmet Need for Parks, Play Areas, Gardens, Trails, Equestrian, Nature or Historic Parks or Facilities (Top 8 Needed)

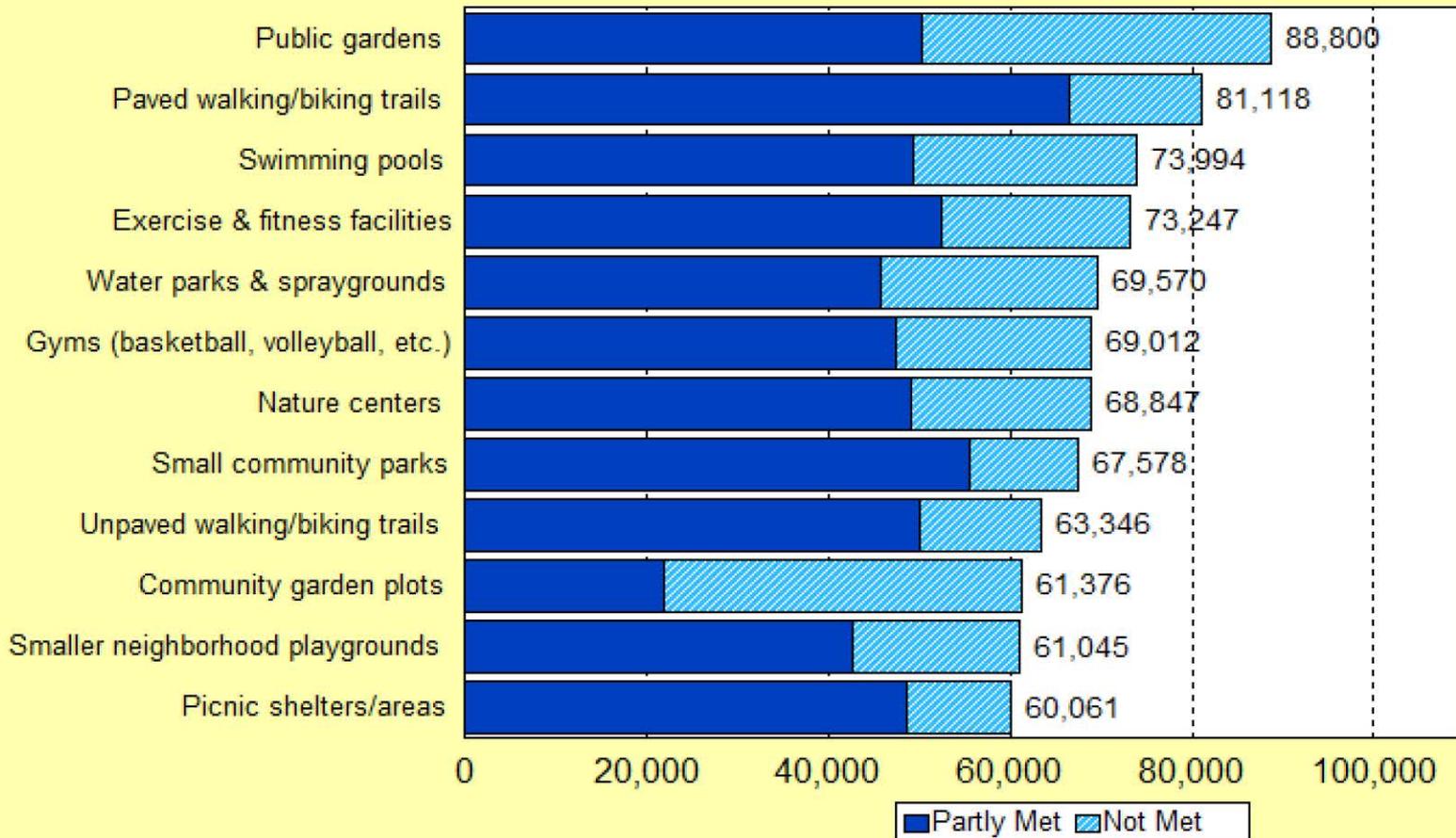
by number of households based on 391,627 households in Fairfax County



Unmet need = households having a need that is partly met or not met.

Unmet Need: Top 12 Parks and Facilities

Q7c and Q9c. Estimated Number of Households in Fairfax County Whose Needs for Parks or Facilities Are Only Being “Partly” or “Not” Met by number of households based on 391,627 households in Fairfax County



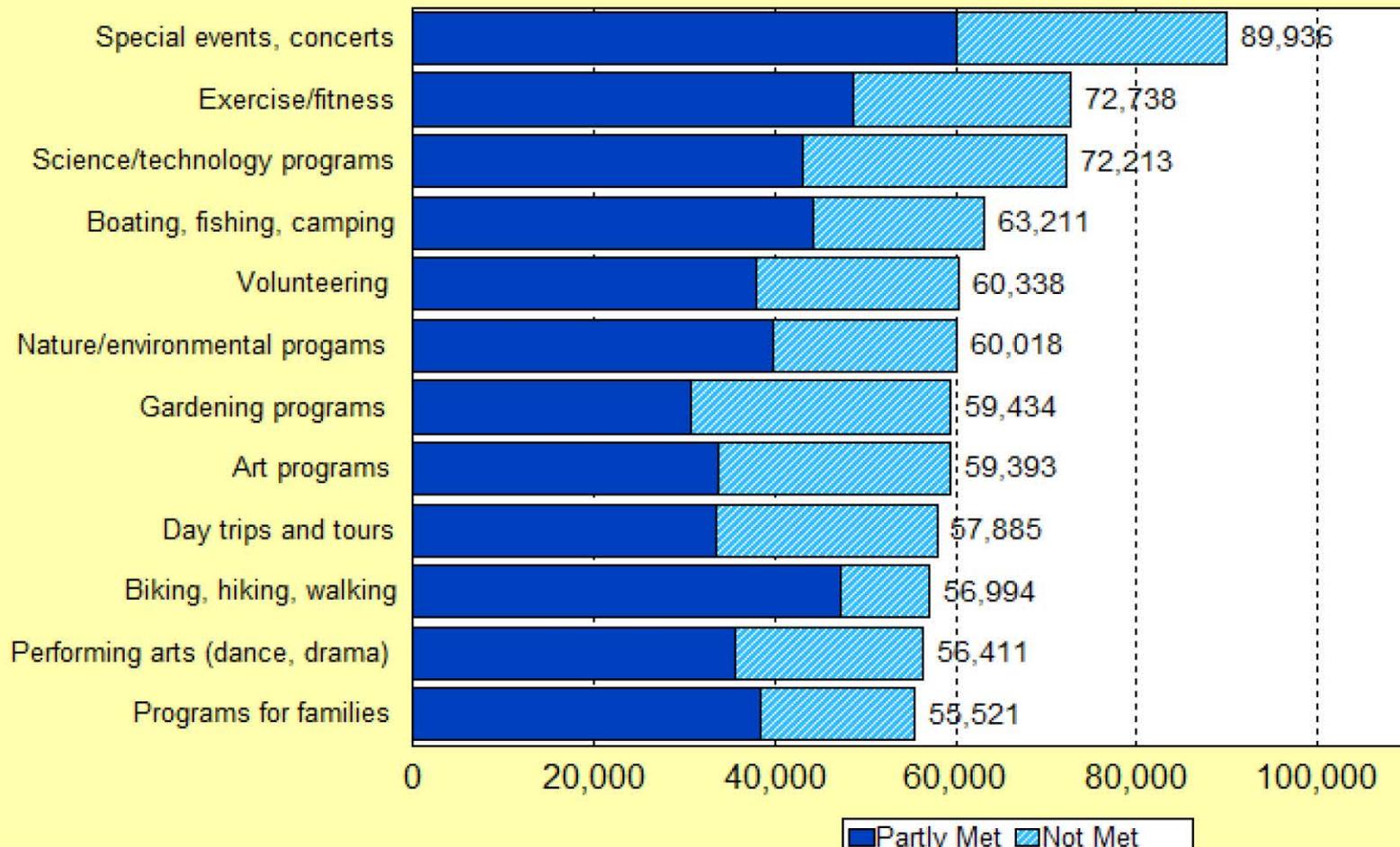
Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Unmet need = households having a need that is partly met or not met.

Unmet Need: Top 12 Programs and Activities

Q11c. Estimated Number of Households in Fairfax County Whose Needs for Programs or Activities Are Only Being “Partly” or “Not” Met

by number of households based on 391,627 households in Fairfax County

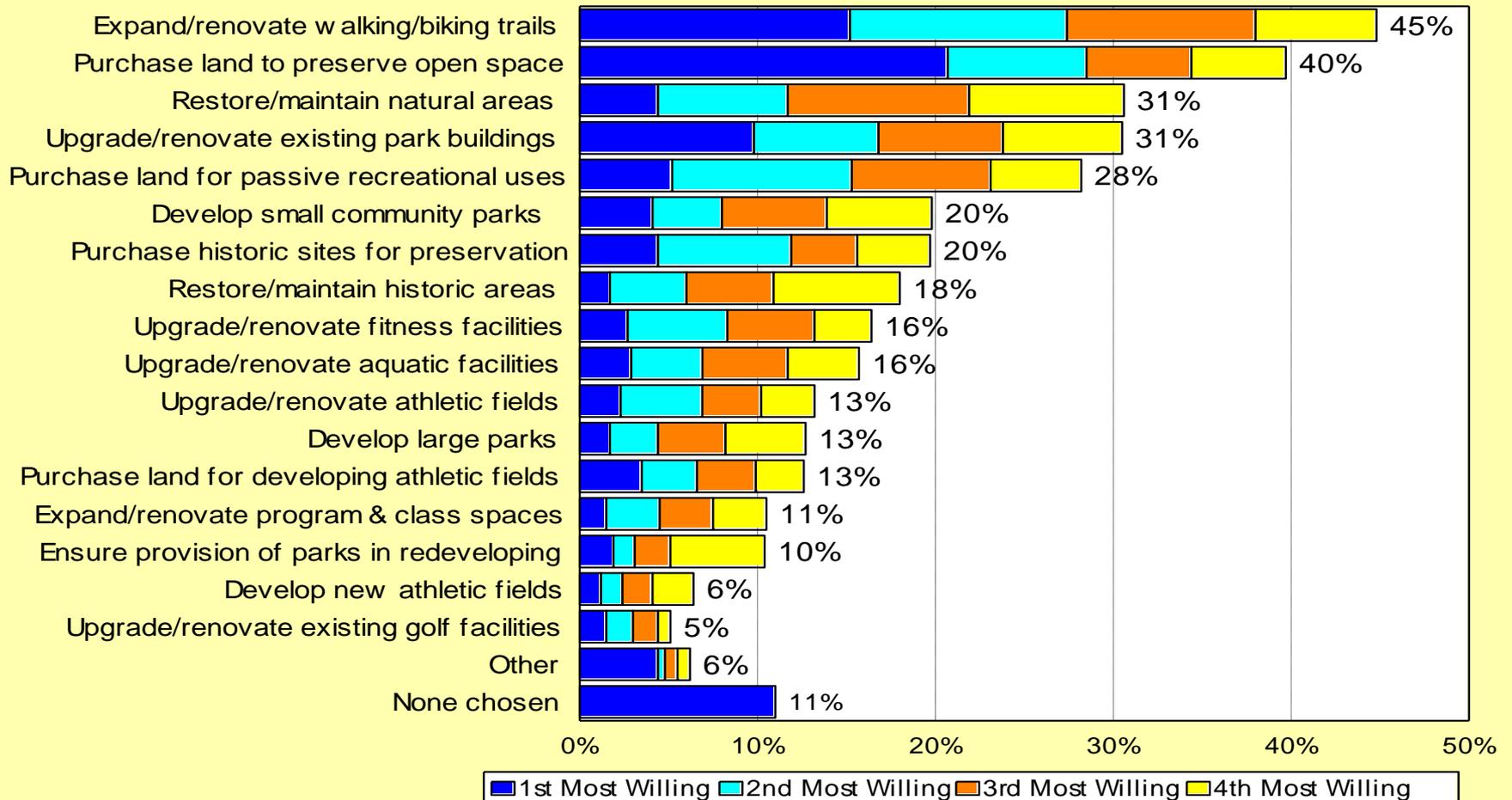


Unmet need = households having a need that is partly met or not met.

Willingness to Fund with Tax Dollars

Q14. Actions Households are Most Willing to Fund with County Tax Dollars

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

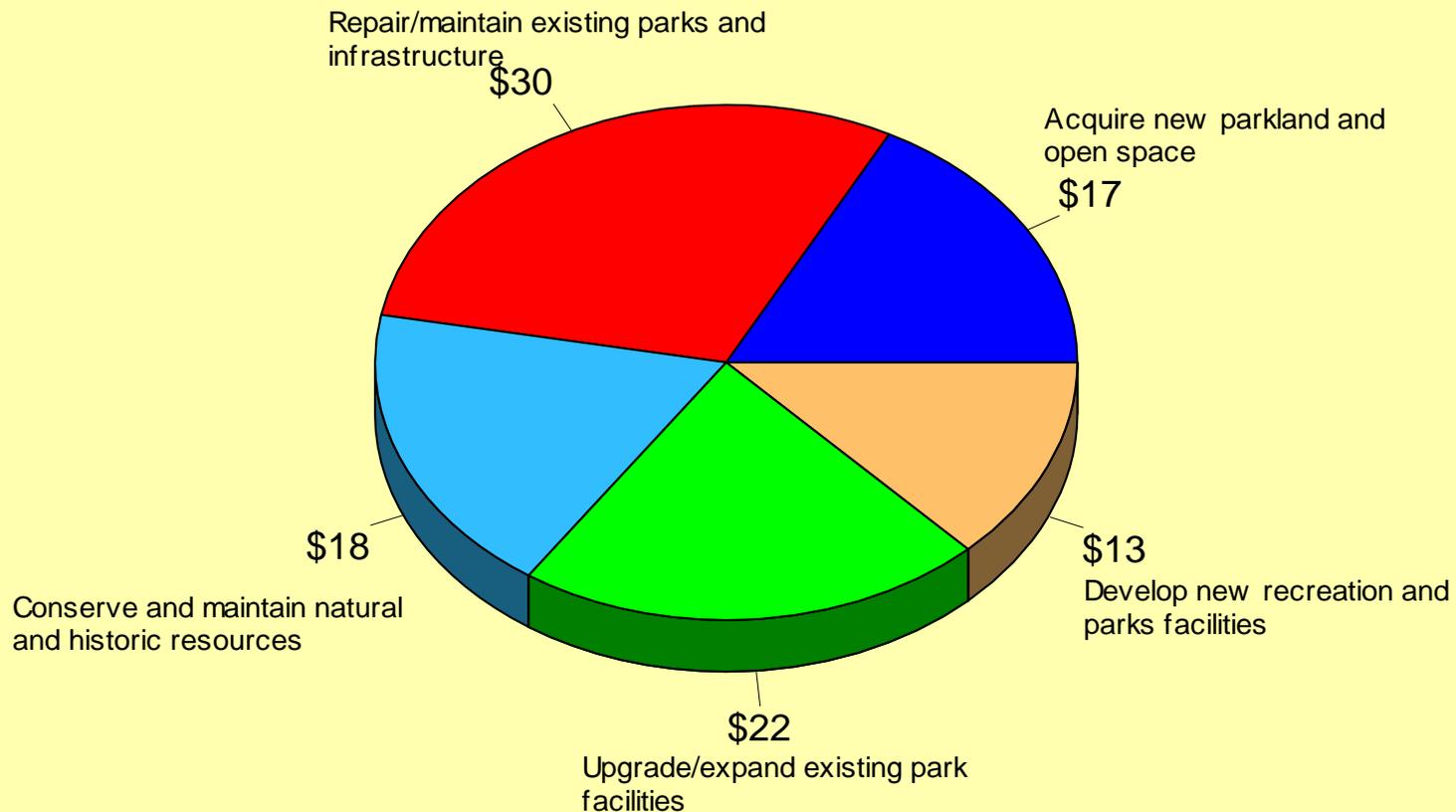


Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Support for a Balanced Approach to Funding

Q15. How Residents Would Allocate \$100 to Various Parks and Recreation Categories

by percentage of respondents

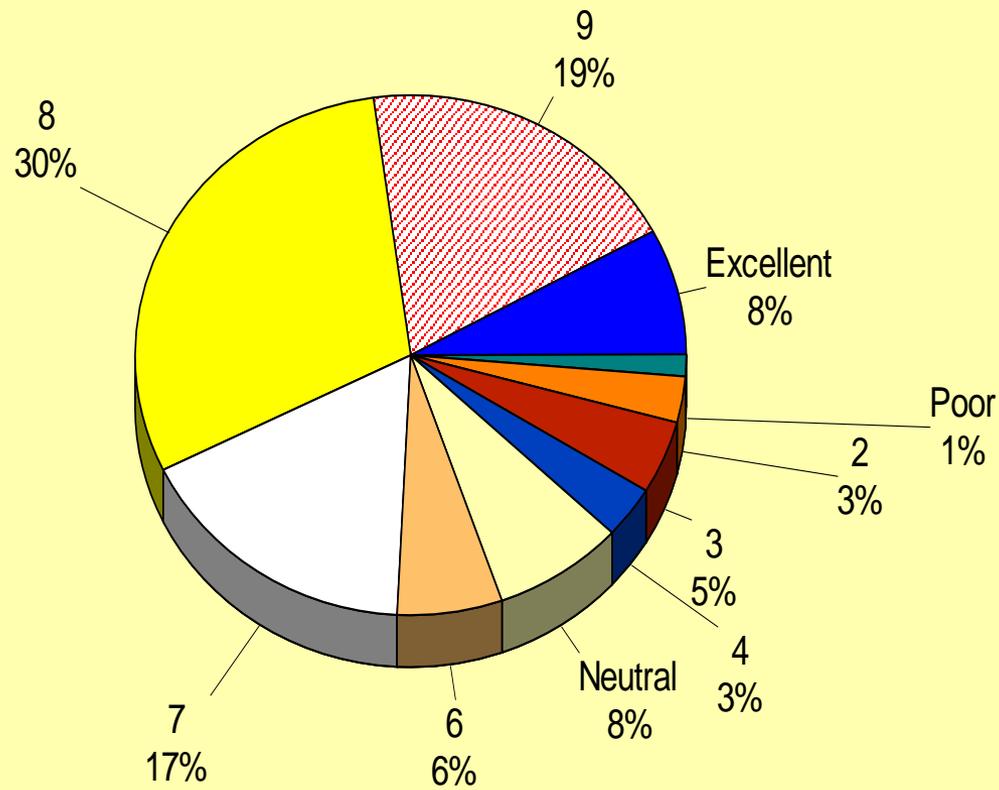


Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Satisfaction with the Park System

Q16. Rating of Satisfaction with the Fairfax County Park System on Scale of 10 to 1

by percentage of respondents (excluding "don't know")

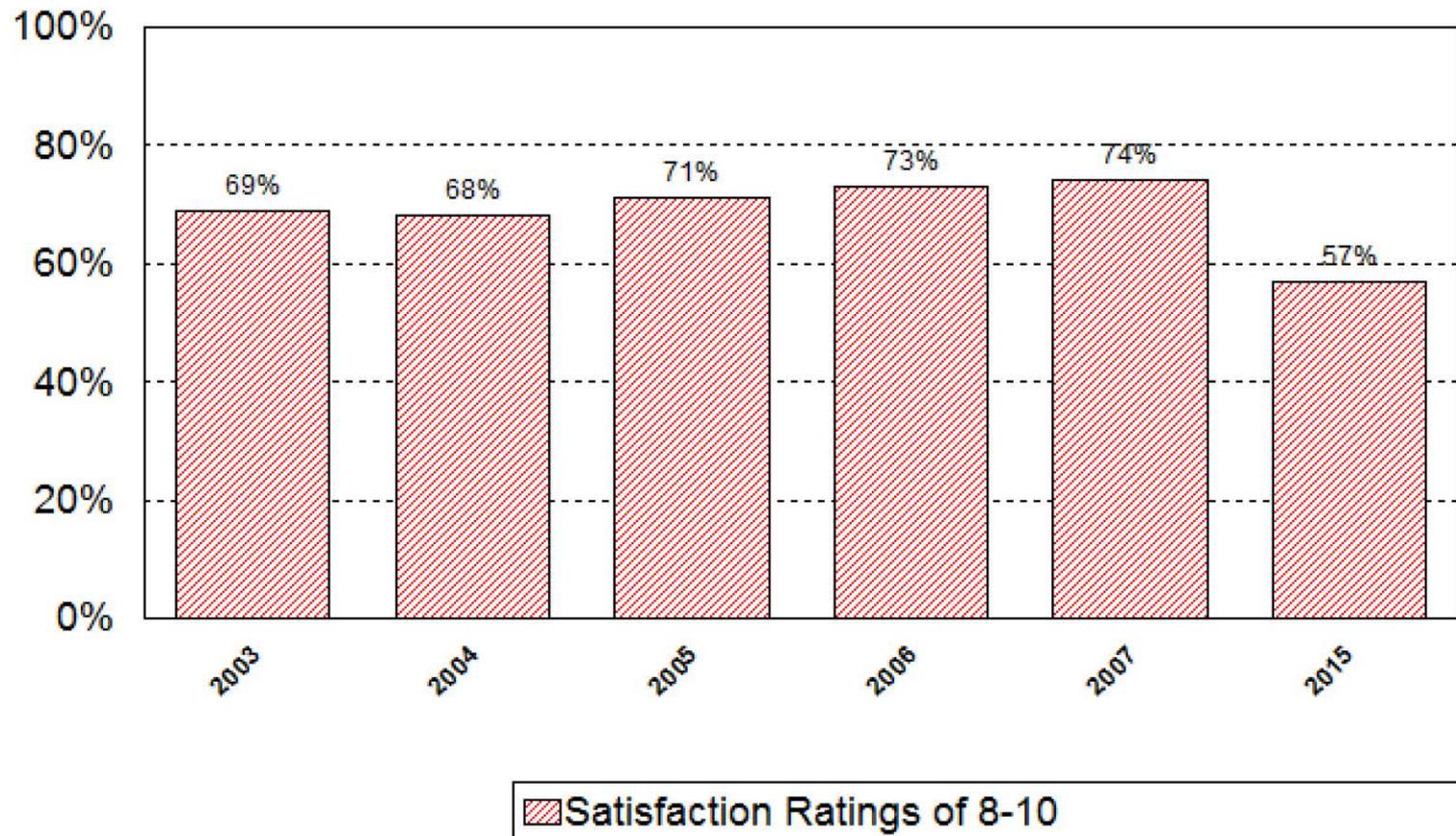


Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Overall Satisfaction Lower than in the Past

Q16. Rating of Satisfaction with the Fairfax County Park System on Scale of 10 to 1

by percentage of respondents (excluding "don't know")

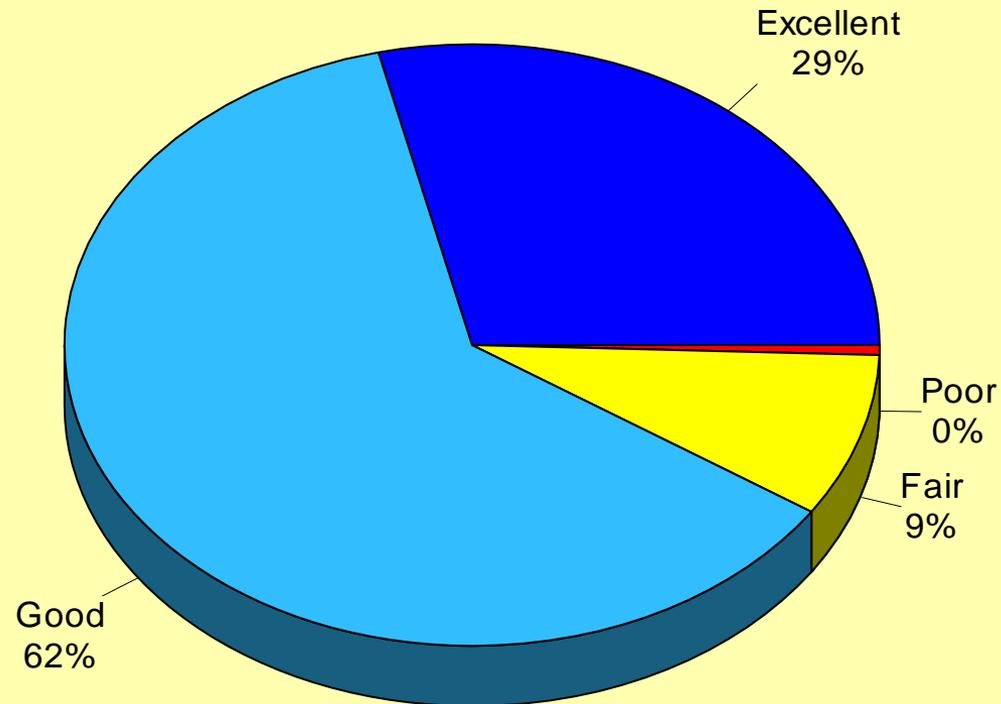


Source: ETC Institute Survey (September 2015)

Physical Condition Rating

Q3. How Residents Rate the Physical Condition of ALL the Fairfax County Park Authority Parks, Trails & Recreation Facilities They Have Visited

by percentage of respondents (excluding "don't know")



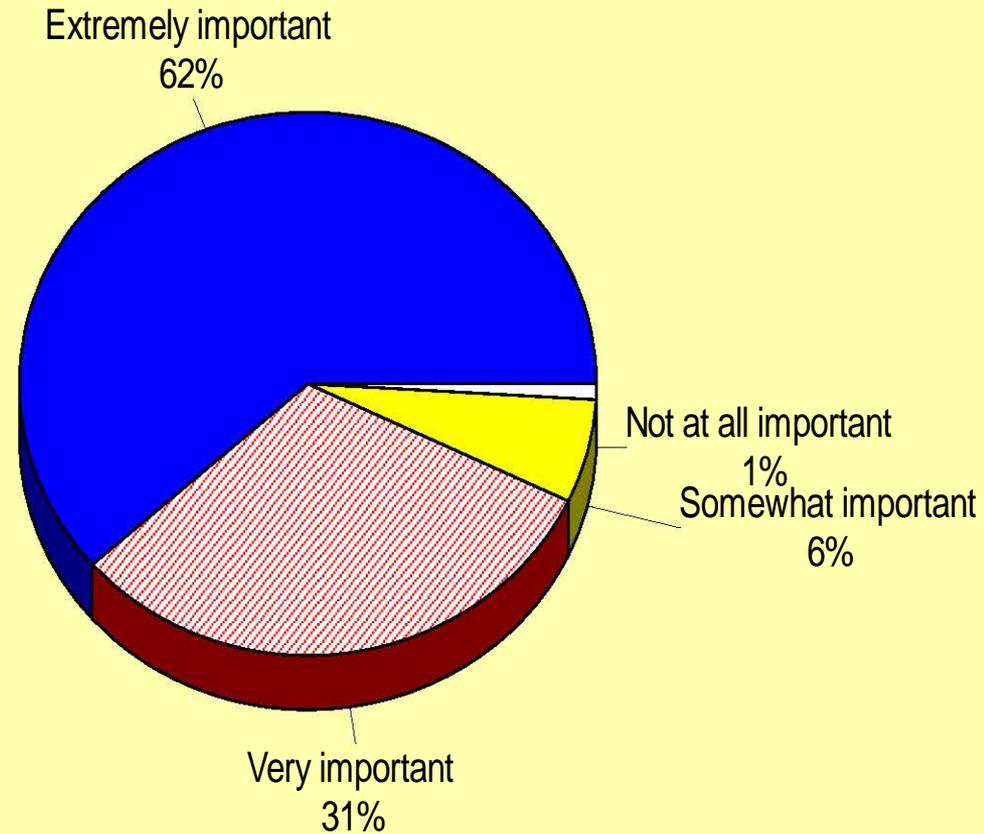
Source: Leisure Vision/ETC Institute for Fairfax County (

National Benchmark for Excellent is 34%

Importance to Quality of Life

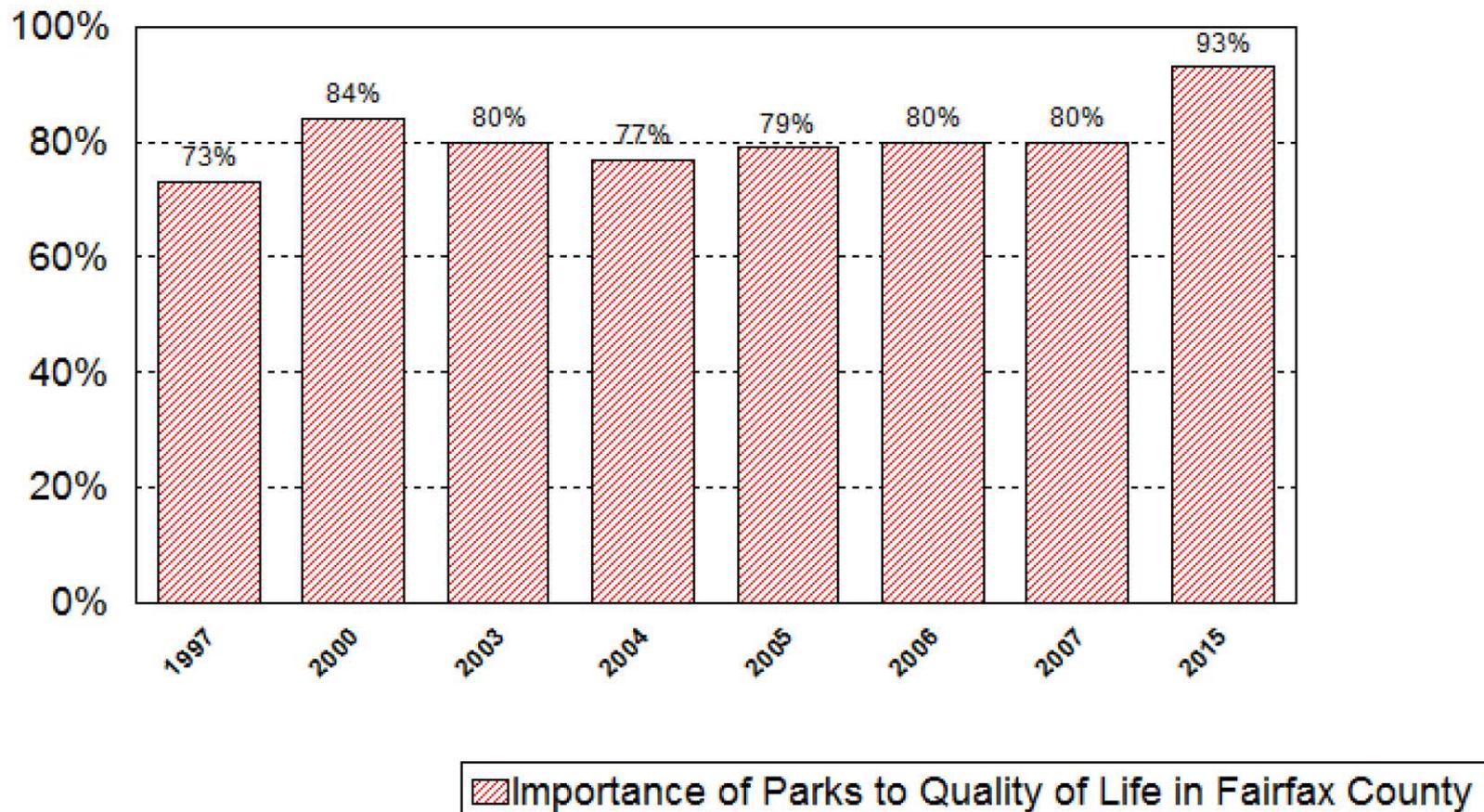
Q17. Importance of High Quality Park, Trails, Recreation Facilities and Services to the Quality of Life in Fairfax County

by percentage of respondents (excluding "don't know")



Importance to Quality of Life Higher than in the Past

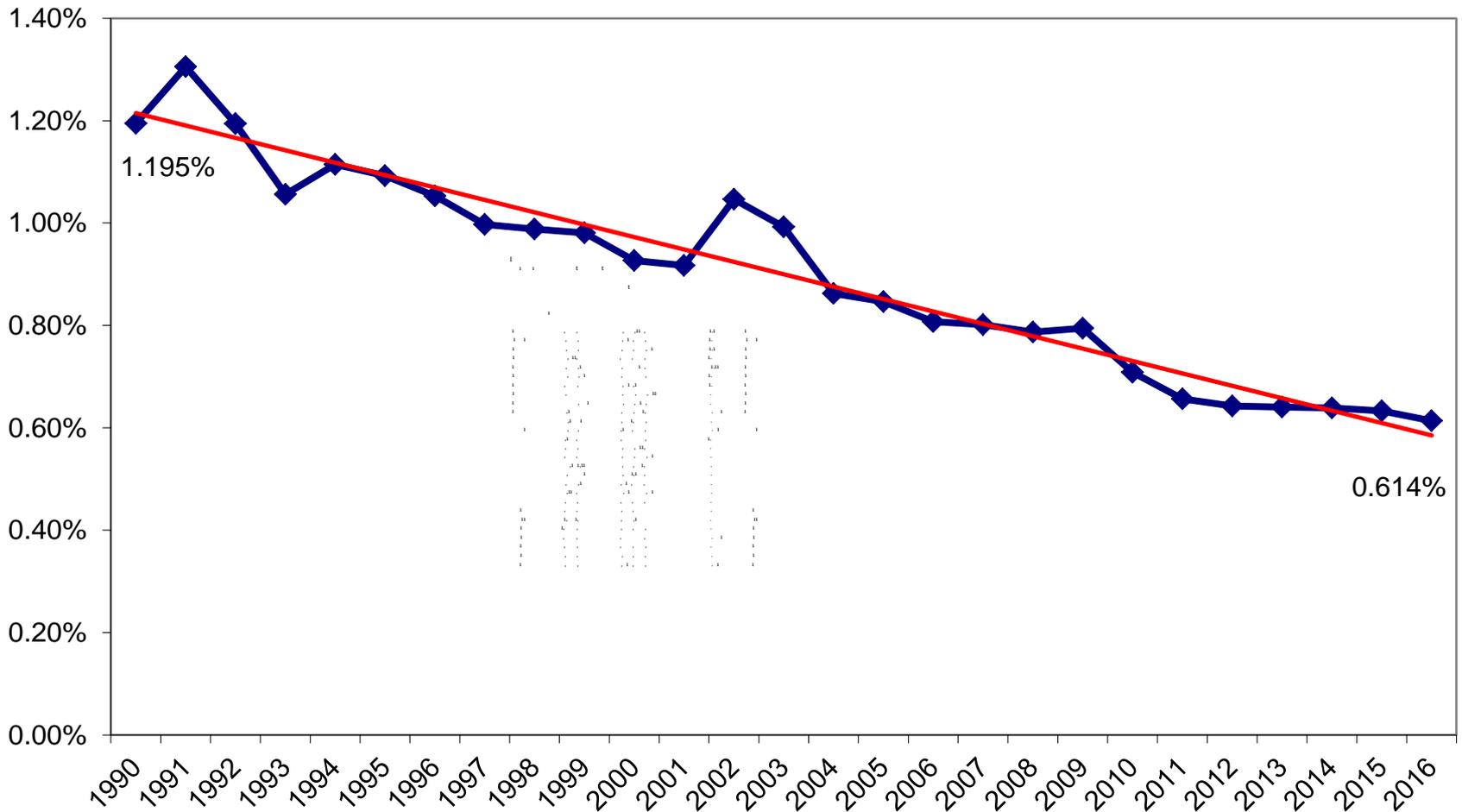
Q17. Importance of High Quality Park, Trails, Recreation Facilities and Services to the Quality of Life in Fairfax County
(combination of extremely important and very important)



Source: ETC Institute Survey (September 2015)

Funding Lower than in the Past

Ratio of Park Authority General Fund Budget to County General Fund (Fund 10001)



Next Steps

- ❑ Synthesis of Data (survey, current CIP data, facility assessments, mapping)
- ❑ Develop Needs Analysis and Level of Service (Provision) Standards
- ❑ 10 Year Capital Improvement Plan

Questions?



Parks

better parks

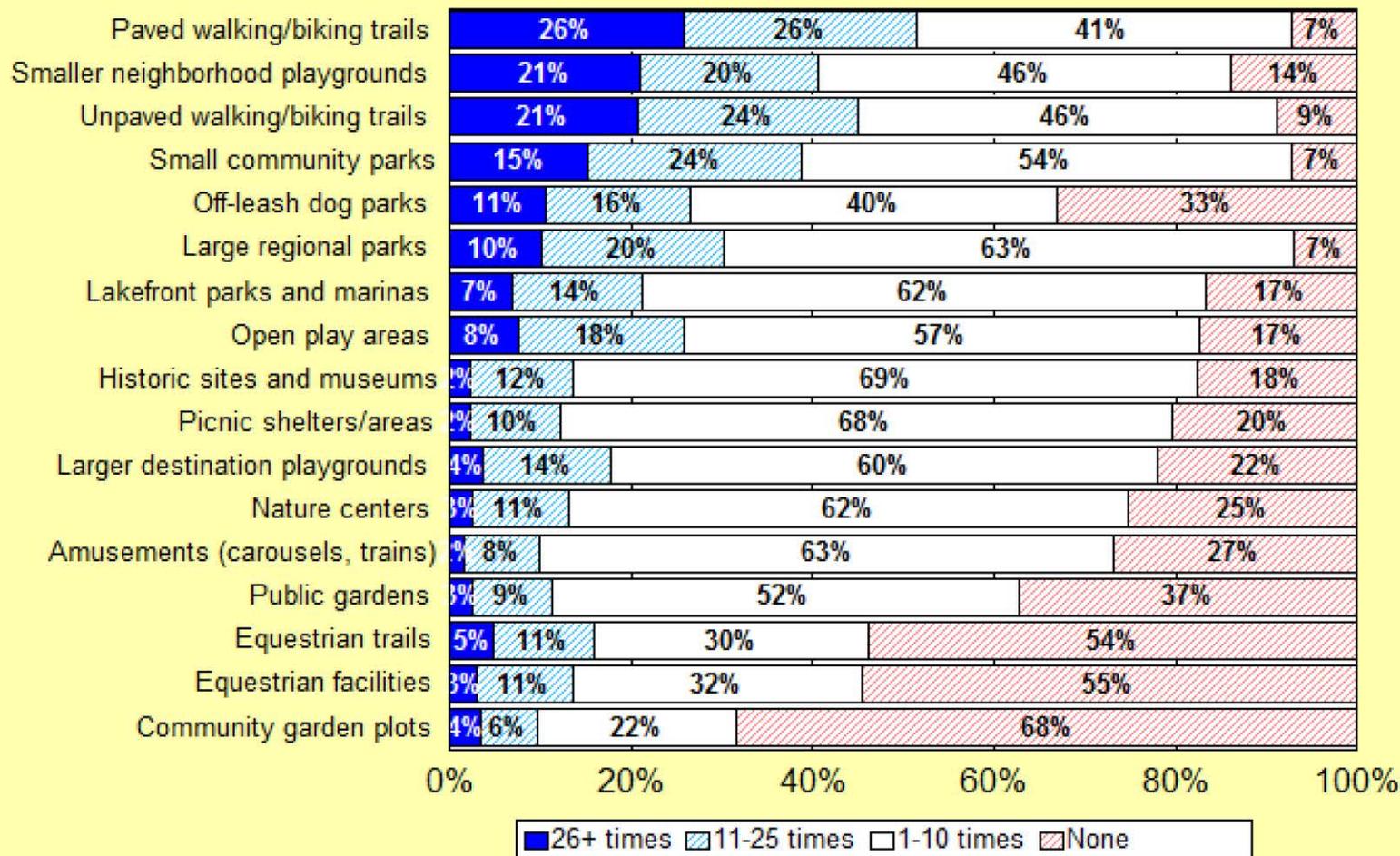
better living

Count!

APPENDIX: Supportive Findings

Q7d. How Many Times Households use Park, Play Areas, Gardens, Trails, Equestrian, Nature or Historic Parks or Facilities

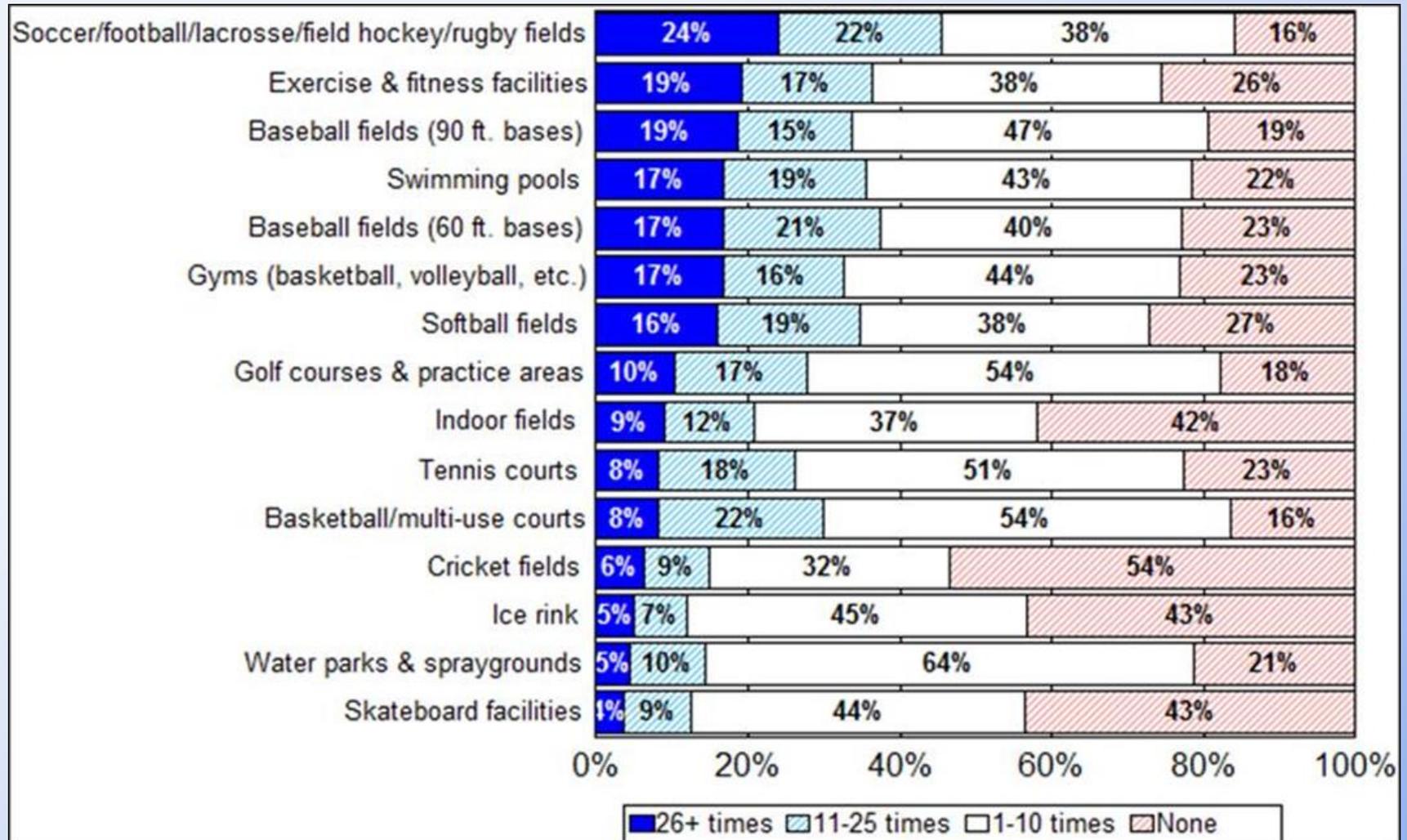
by percentage of respondents



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

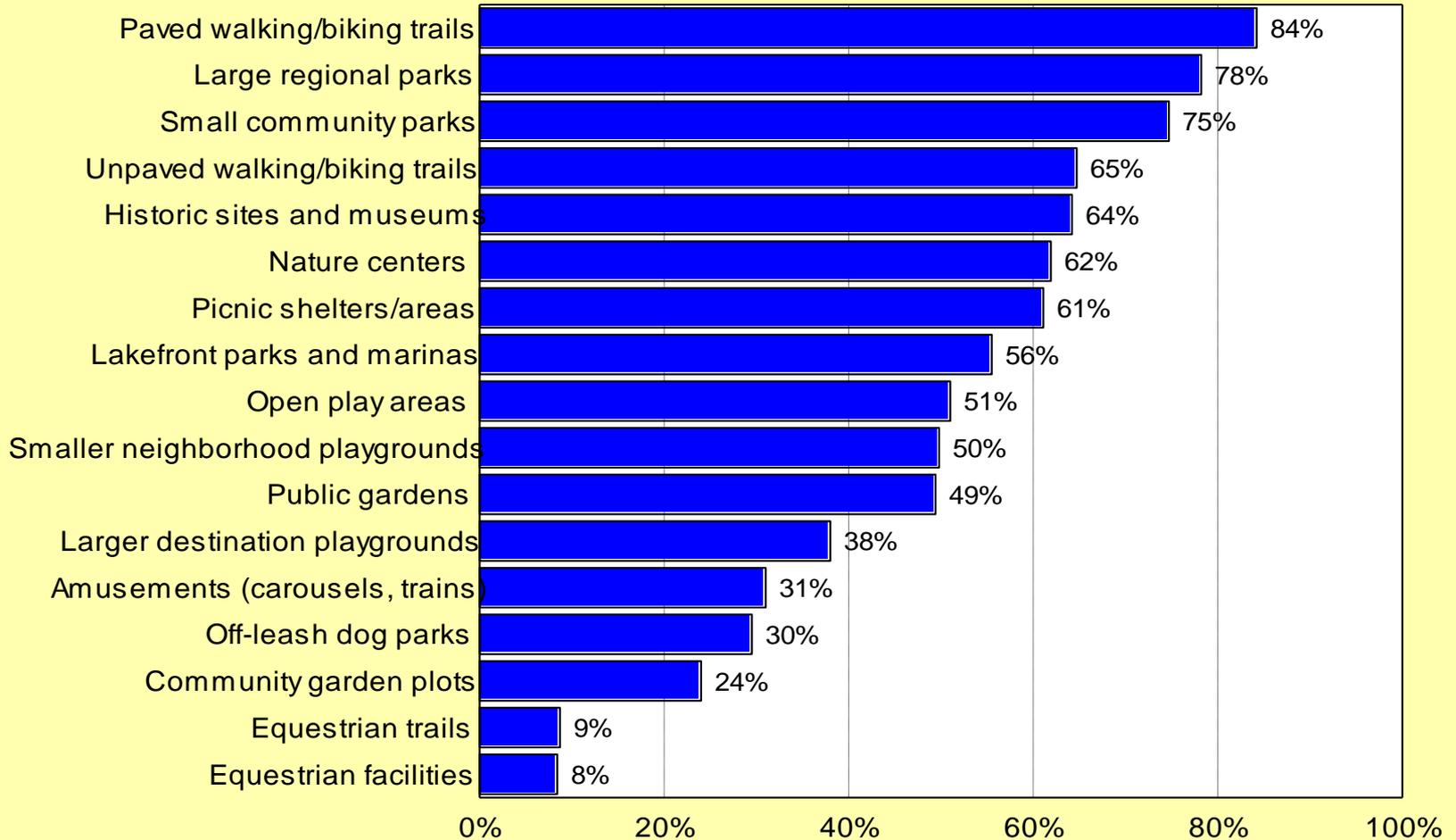
Q9d. How Many Times Households Use Outdoor or Indoor Facilities

by percentage of respondents



Q7. Households that Have a Need for Parks, Play Areas, Gardens, Trails, Equestrian, Nature or Historic Parks or Facilities

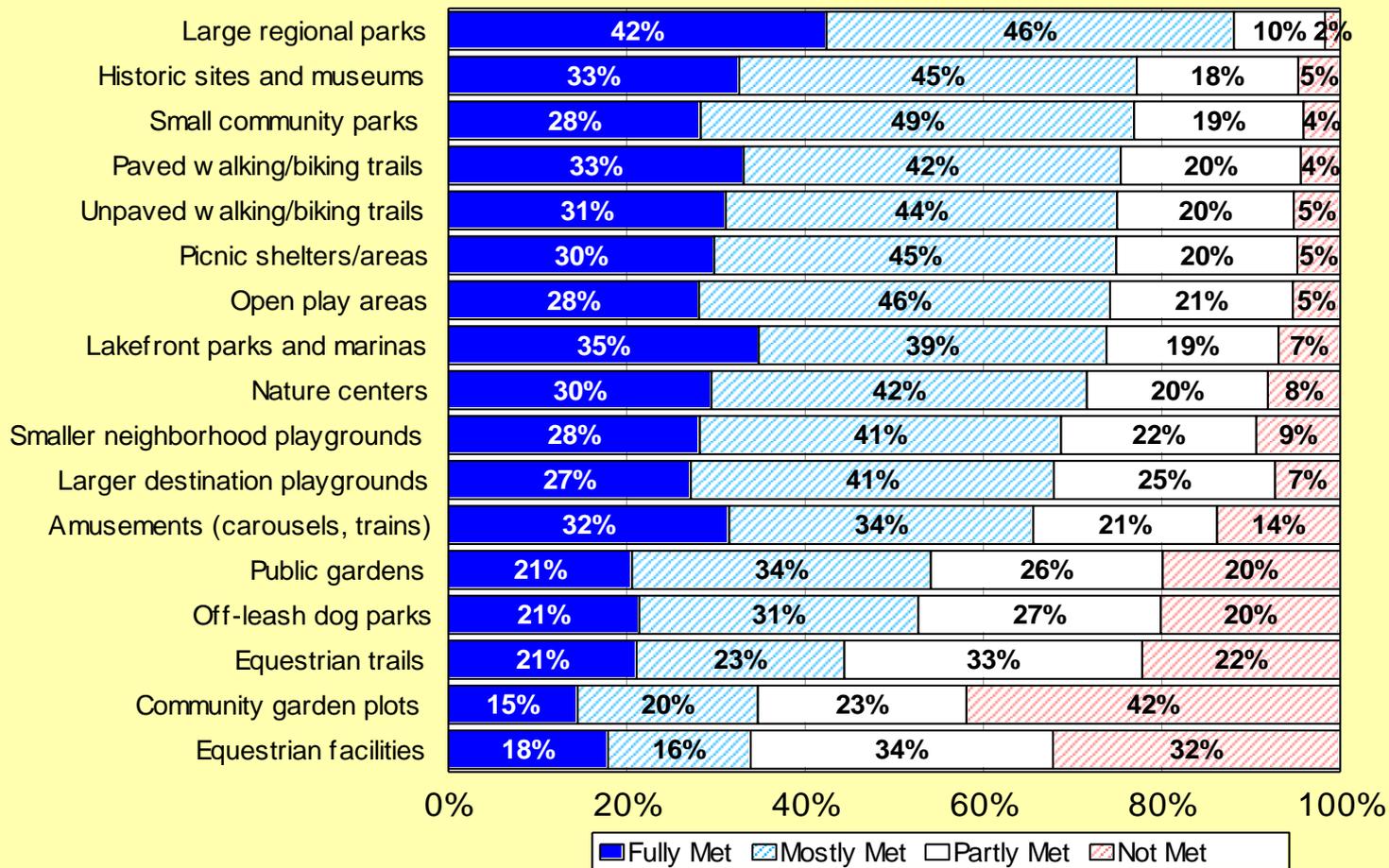
by percentage of respondents (w ithout "don't know ")



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q7b. How Well Household Needs are Being Met by Parks, Play Areas, Gardens, Trails, Equestrian, Nature or Historic Parks or Facilities

by percentage of respondents (w ithout "don't know ")



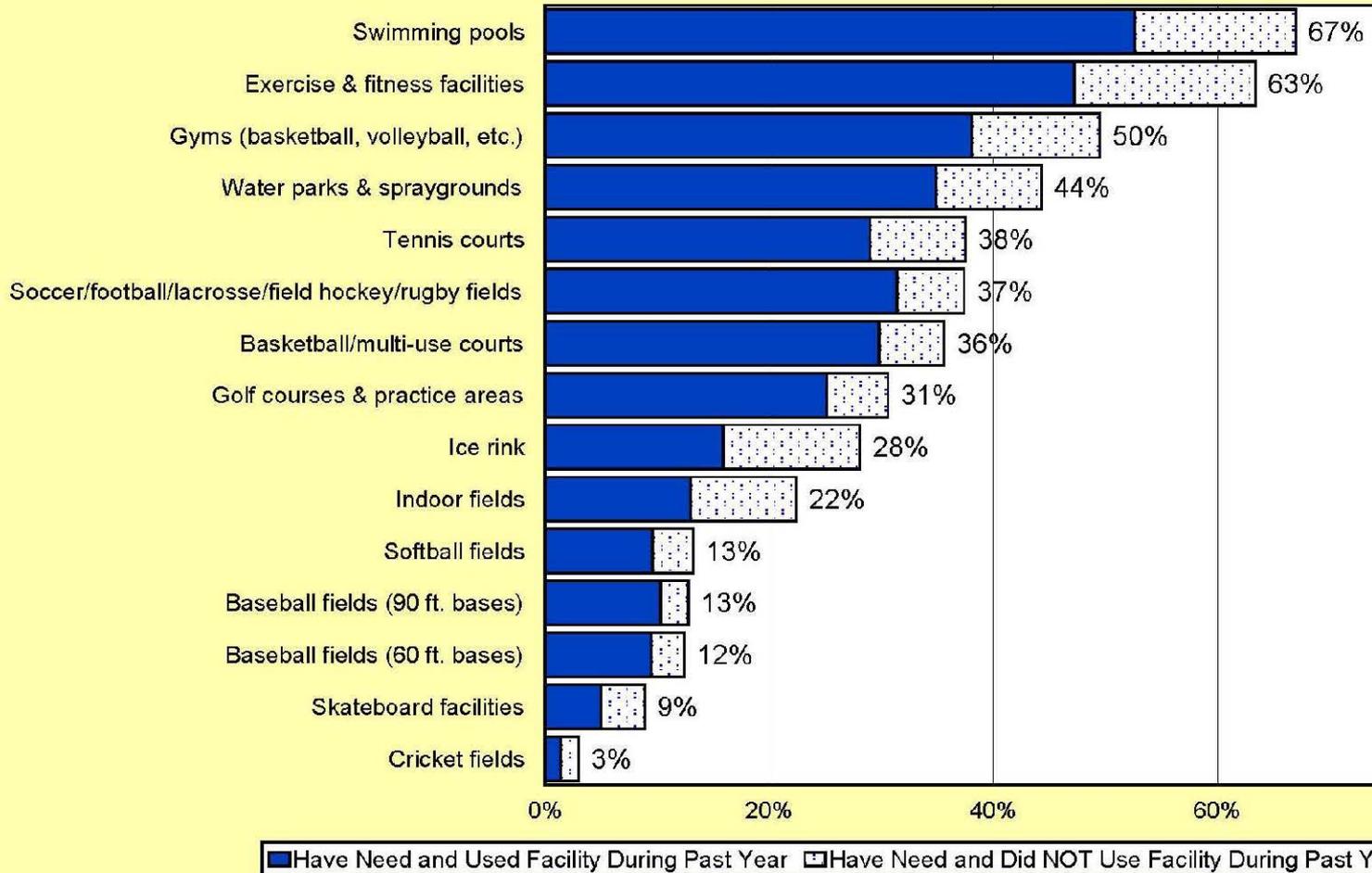
Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Only Households Having a Need Answer this Question
 Over 30% of any category having fully met needs is good

Q9. Percentage of Households With a Need Who Use/Don't Use OUTDOOR or INDOOR FACILITIES

ALL RESPONDENTS

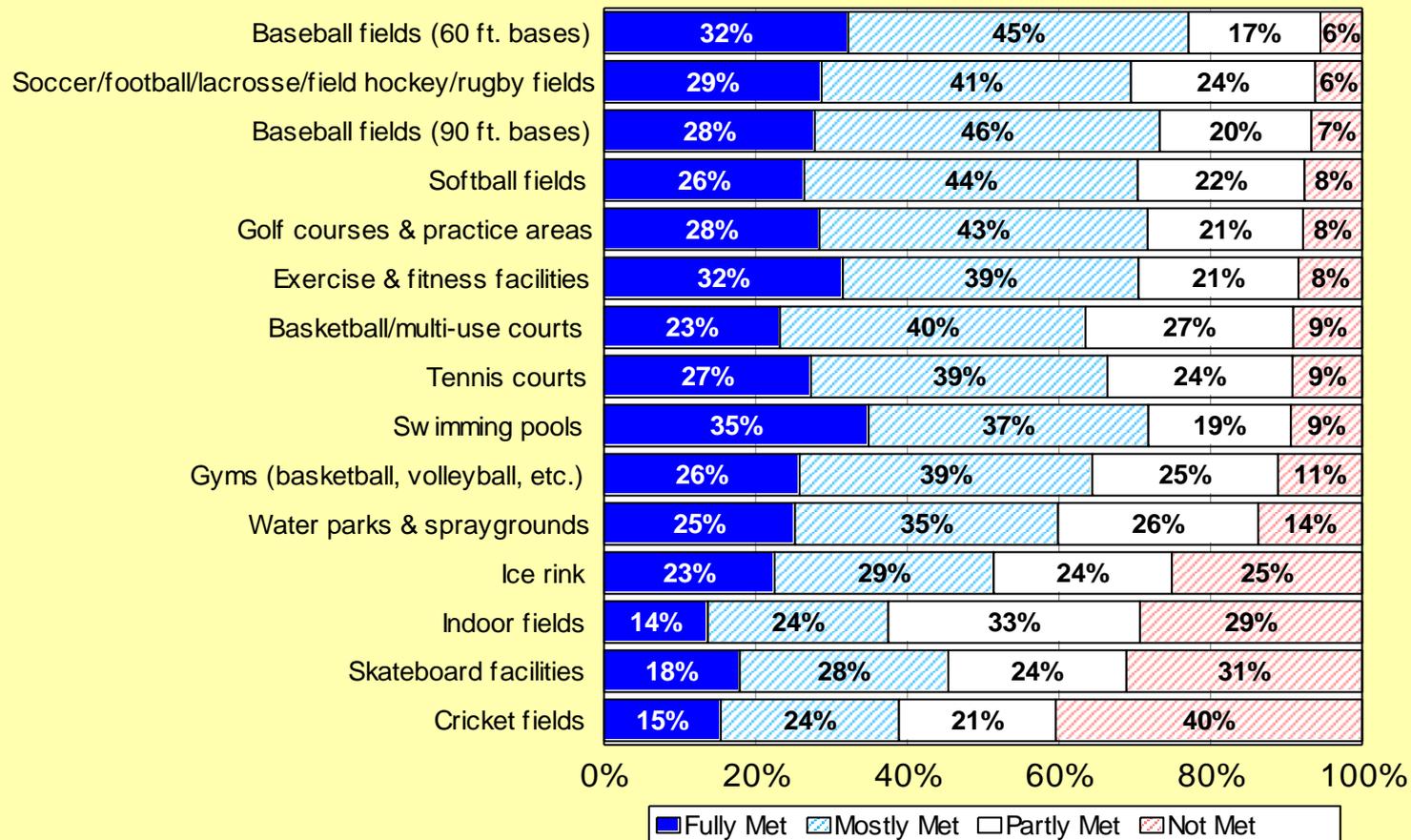
by percentage of ALL respondents



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q9b. How Well Household Needs are Being Met by Outdoor or Indoor Facilities

by percentage of respondents (w ithout "don't know ")

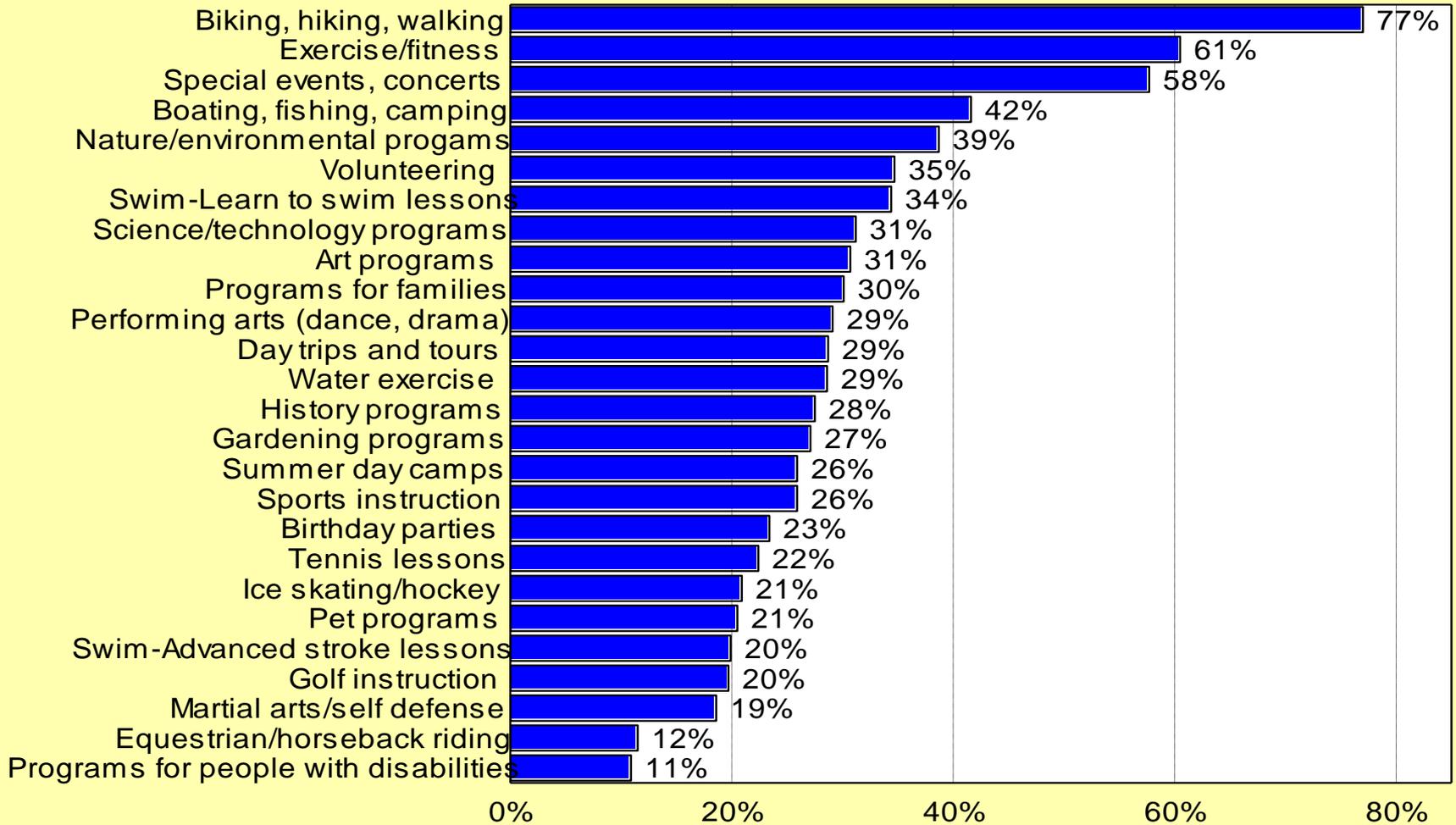


Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Only Households Having a Need Answer this Question
Over 30% of any category having needs fully met is good

Q11. Households that Have a Need for Various Programs or Activities

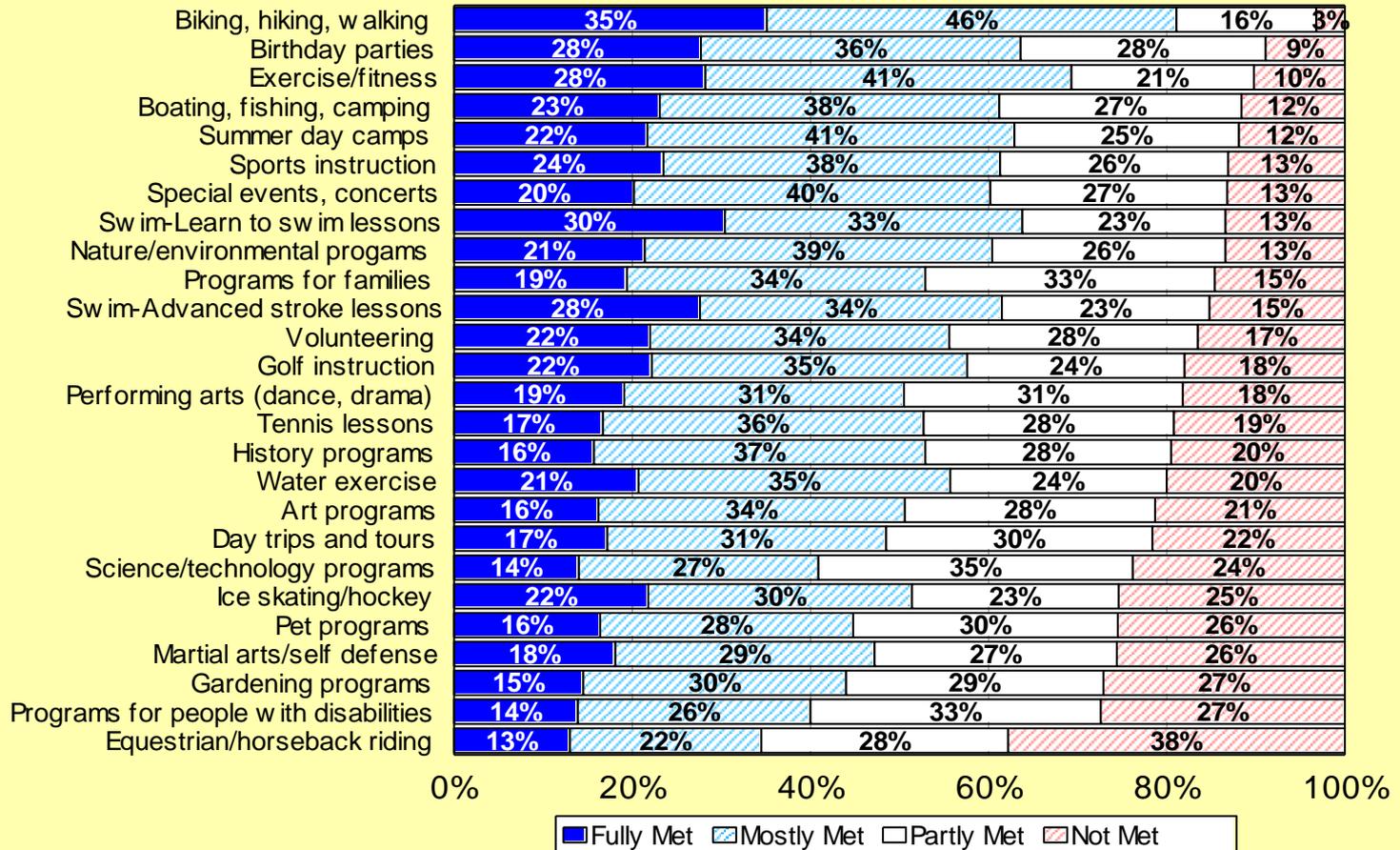
by percentage of respondents (w ithout "don't know ")



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q11b. How Well Household Needs are Being Met by Various Programs or Activities

by percentage of respondents (w ithout "don't know ")

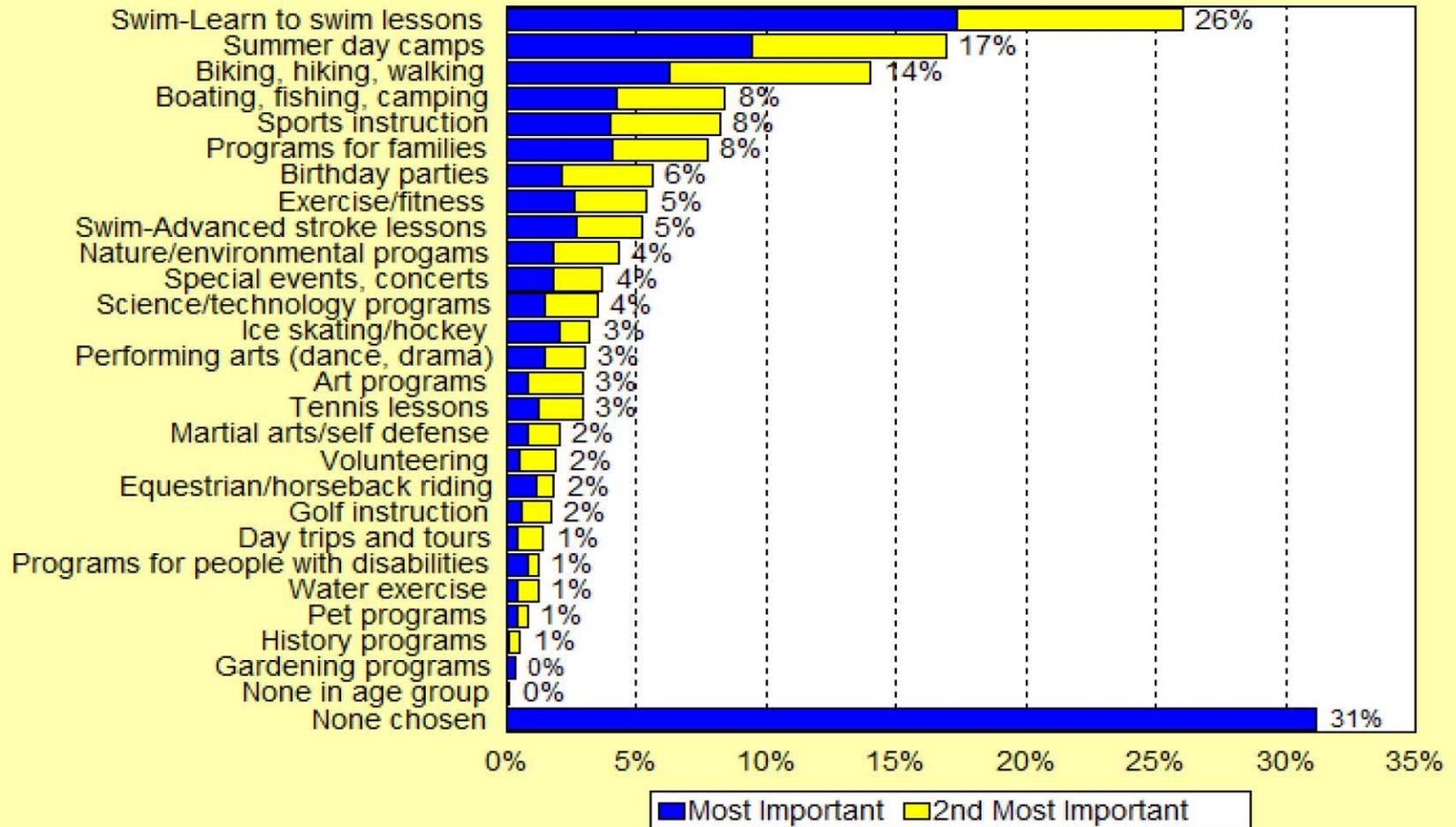


Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Only Households Having a Need Answer this Question
Over 30% of any category having needs fully met is good

Q12. Programs or Activities that are MOST IMPORTANT to Members of Households Under Age 18

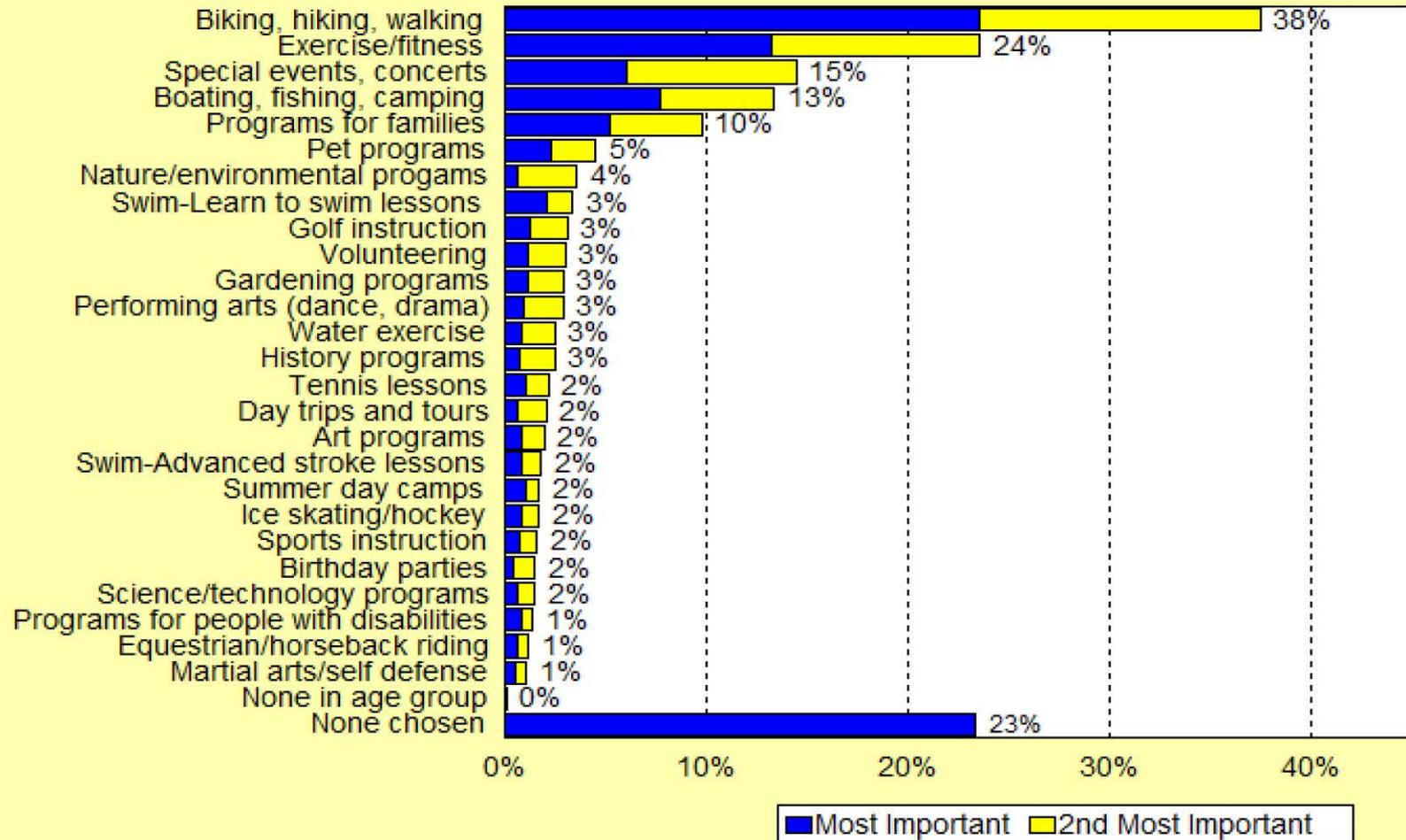
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q12. Programs or Activities that are MOST IMPORTANT to Members of Households Ages 18-49

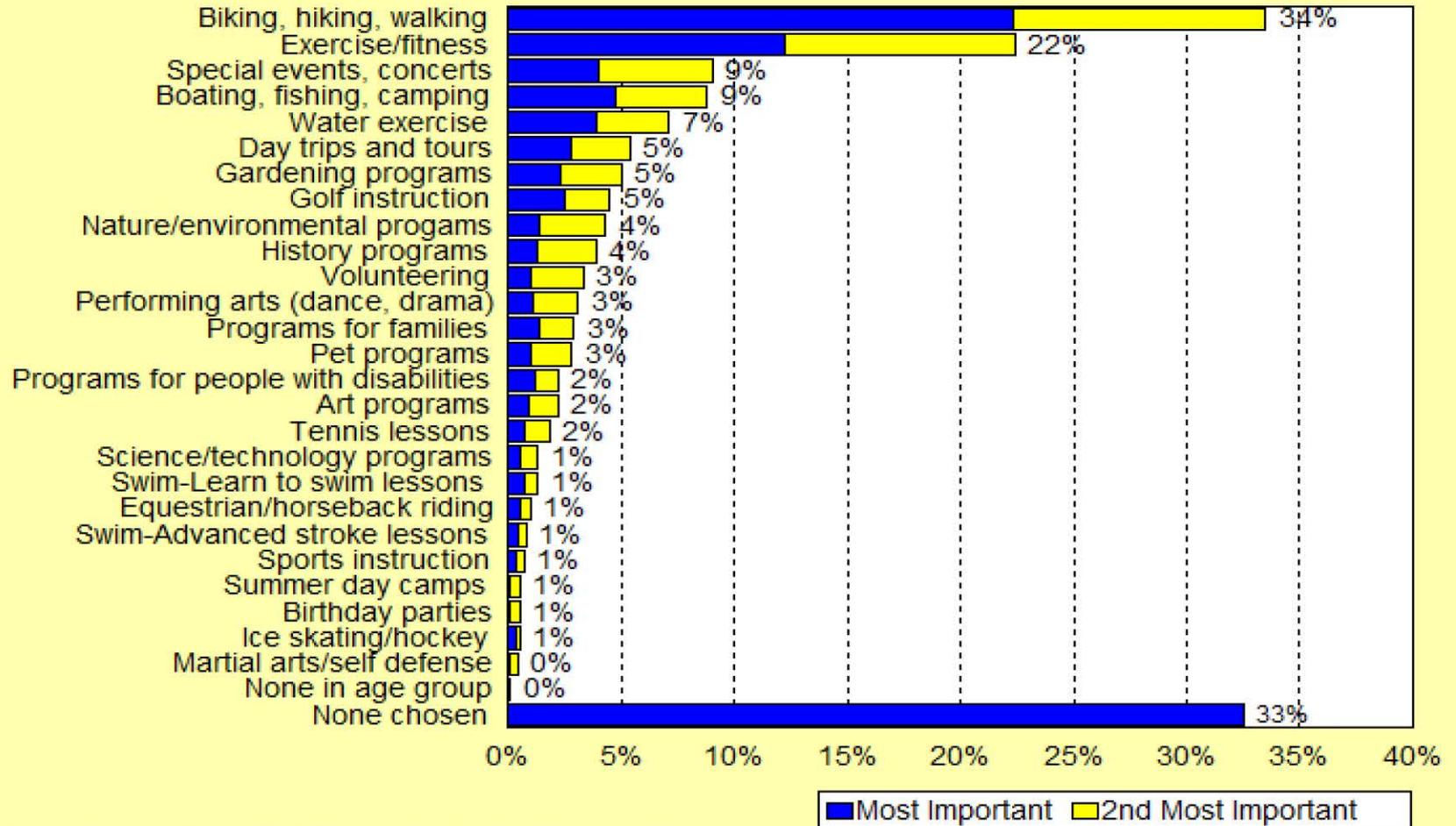
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q12. Programs or Activities that are MOST IMPORTANT to Members of Households Ages 50 and Older

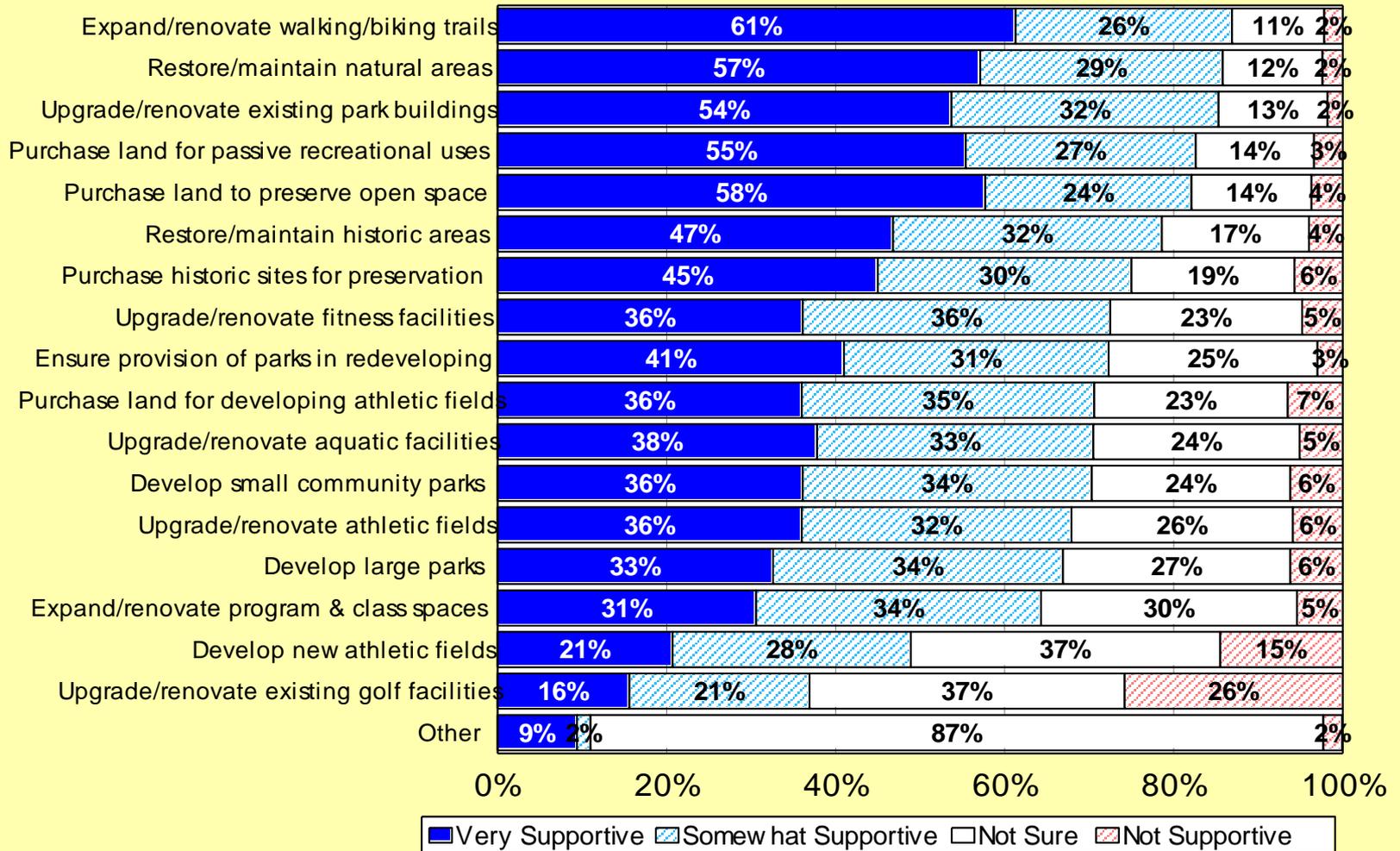
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q13. Level of Support for Actions to Improve the Parks and Recreation System

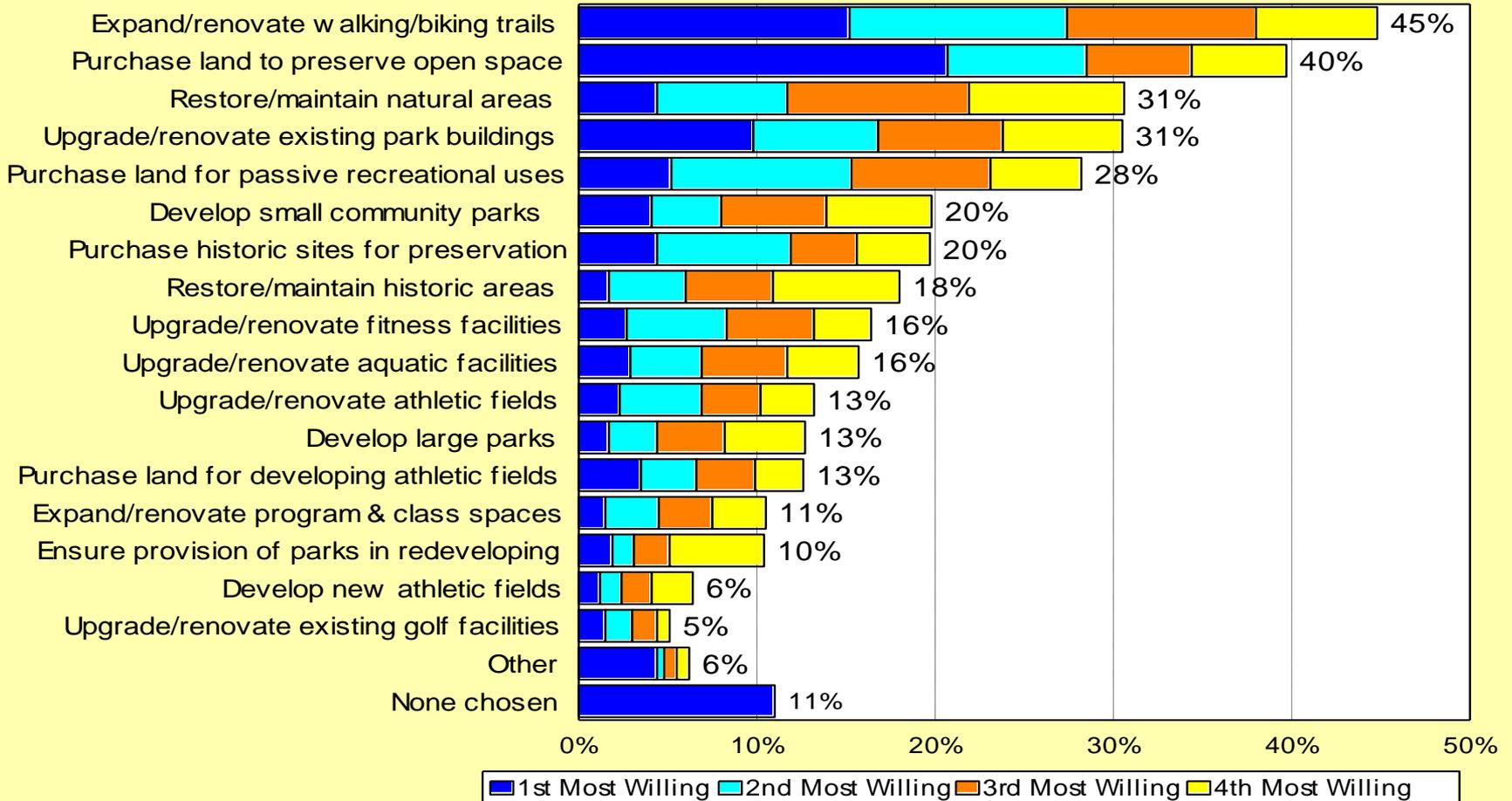
by percentage of respondents (w ithout "don't know ")



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q14. Actions Households are Most Willing to Fund with County Tax Dollars

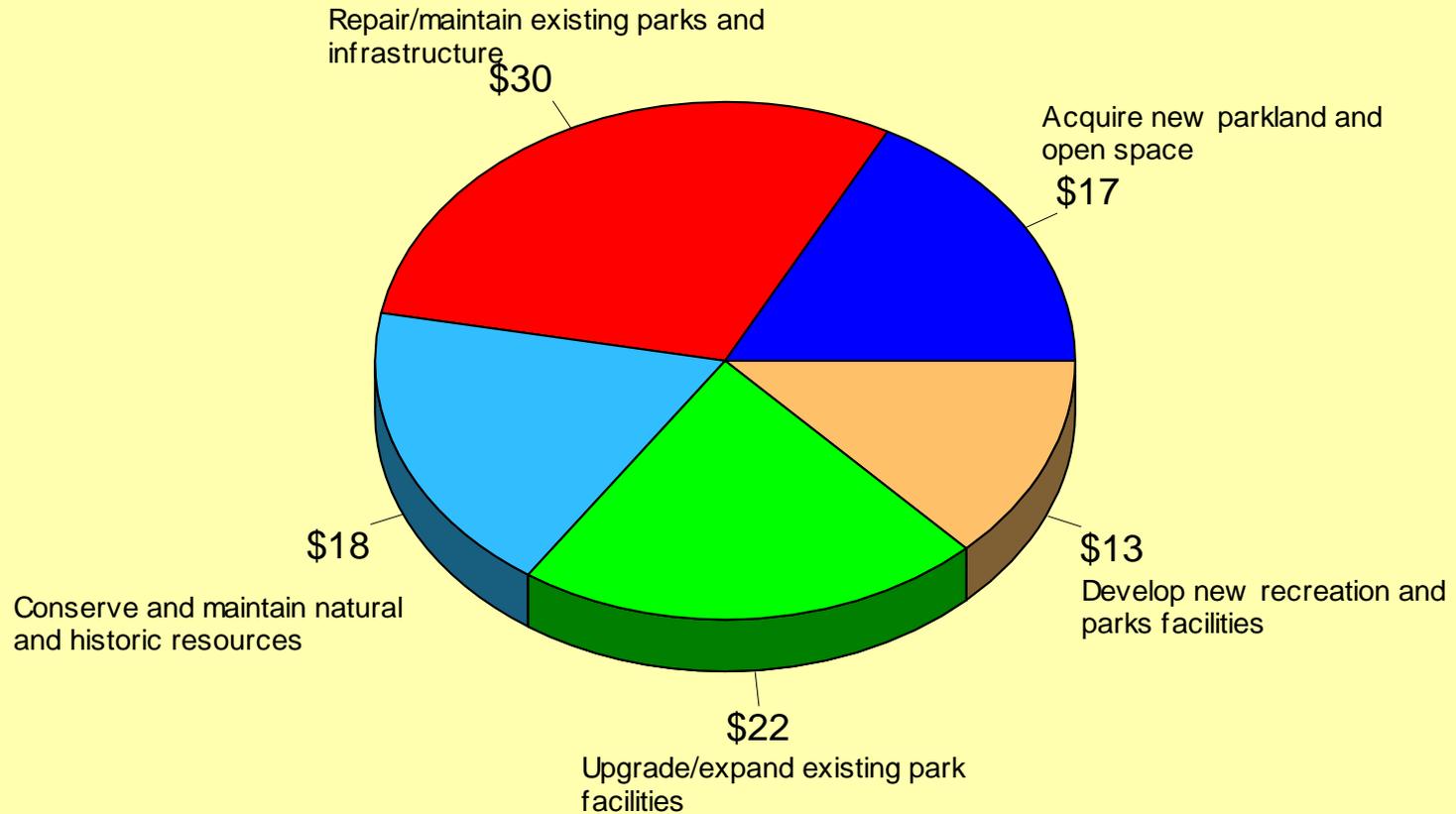
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q15. How Residents Would Allocate \$100 to Various Parks and Recreation Categories

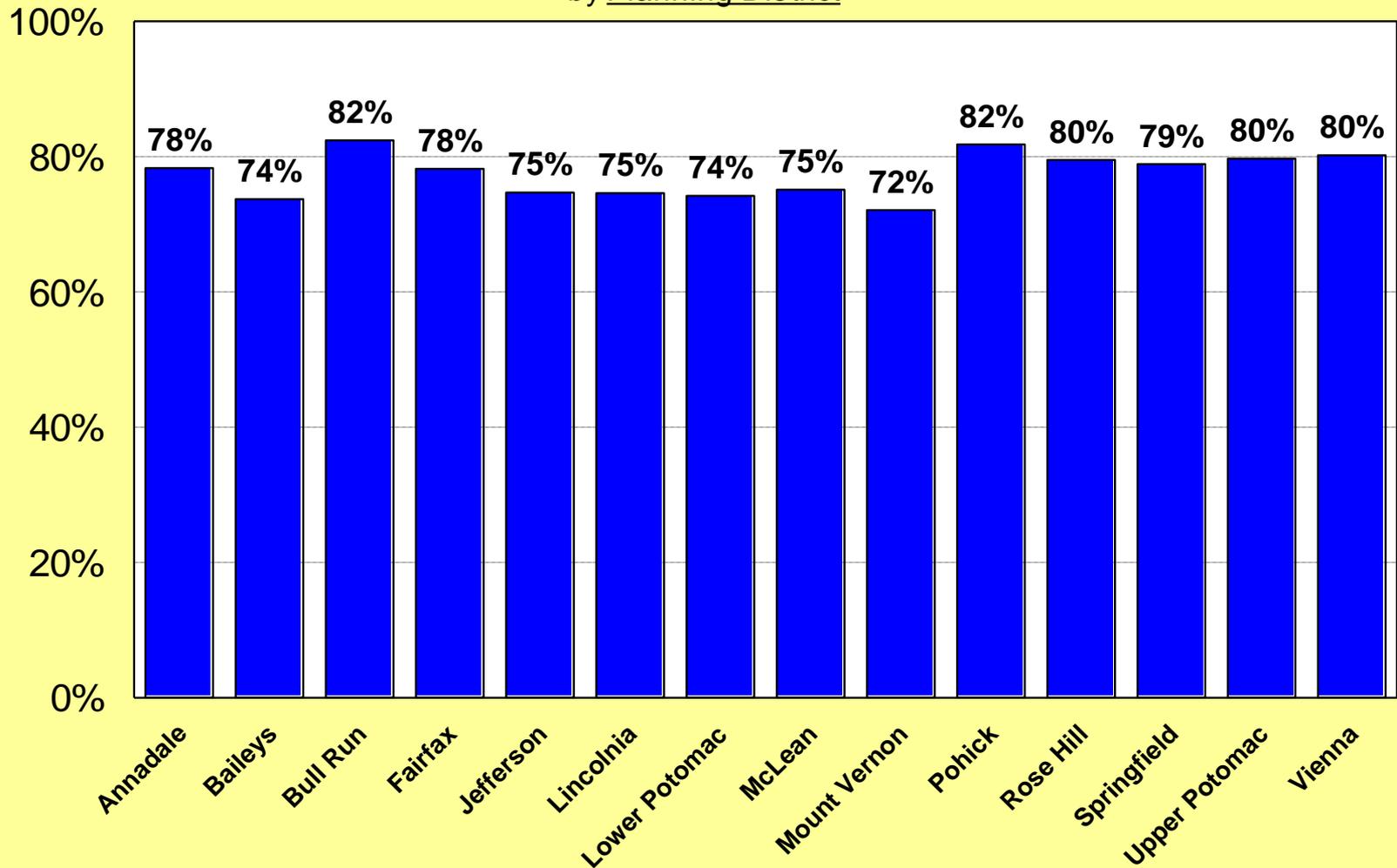
by percentage of respondents



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Households That Have a Need for Large Regional Parks

by percentage of respondents
by Planning District



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q8. Park, Play Areas, Gardens, Trails, Equestrian, Nature or Historic Parks or Facilities that are MOST IMPORTANT to Households by Planning District

Planning District	1st	%	2nd	%	3rd	%
Baileys	Paved walking/biking trails	56%	Small community parks	47%	Large regional parks	38%
Mclean	Paved walking/biking trails	55%	Small community parks	48%	Large regional parks	44%
Annandale	Paved walking/biking trails	50%	Large regional parks	45%	Small community parks	42%
Mt. Vernon	Paved walking/biking trails	52%	Small community parks	46%	Large regional parks	43%
Fairfax	Paved walking/biking trails	51%	Large regional parks	43%	Small community parks	43%
Bull Run	Paved walking/biking trails	54%	Large regional parks	49%	Small community parks	44%
Springfield	Large regional parks	50%	Small community parks	47%	Paved walking/biking trails	42%
Jefferson	Small community parks	61%	Paved walking/biking trails	54%	Large regional parks	34%
Lincolnia	Large regional parks	44%	Paved walking/biking trails	42%	Unpaved walking/biking trails	41%
Rose Hill	Paved walking/biking trails	57%	Small community parks	44%	Large regional parks	43%
Pohick	Paved walking/biking trails	58%	Large regional parks	55%	Small community parks	38%
Lower Potomac	Paved walking/biking trails	51%	Large regional parks	43%	Small community parks	38%
Upper Potomac	Paved walking/biking trails	56%	Large regional parks	45%	Small community parks	41%
Vienna	Paved walking/biking trails	62%	Small community parks	52%	Large regional parks	50%

Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q8. Park, Play Areas, Gardens, Trails, Equestrian, Nature or Historic Parks or Facilities that are MOST IMPORTANT to Households by Households With and Without Children

Households with and without children	1st	%	2nd	%	3rd	%
Under 5	Smaller neighborhood playgrounds	70%	Small community parks	57%	Large regional parks	42%
5-9 (none under 5)	Paved walking/biking trails	54%	Small community parks	52%	Large regional parks	46%
10-19 (none under 10)	Paved walking/biking trails	57%	Large regional parks	52%	Small community parks	41%
20-24 (none under 20)	Paved walking/biking trails	54%	Large regional parks	51%	Small community parks	39%
25-34 (none under 25)	Paved walking/biking trails	61%	Large regional parks	48%	Unpaved walking/biking trails	46%
35-44 (none under 35)	Paved walking/biking trails	61%	Large regional parks	48%	Small community parks	39%
45-54 (none under 45)	Paved walking/biking trails	63%	Large regional parks	46%	Small community parks	42%
55-64 (none under 55)	Paved walking/biking trails	58%	Large regional parks	45%	Unpaved walking/biking trails	37%
65+(none under 65)	Paved walking/biking trails	53%	Large regional parks	38%	Small community parks	32%

Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q10. Outdoor or Indoor Facilities that are MOST IMPORTANT to Households by Planning District

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

Planning District	1st	%	2nd	%	3rd	%
Baileys	Swimming pools	48%	Exercise & fitness facilities	46%	Gyms (basketball,volleyball, etc.)	33%
McLean	Swimming pools	57%	Exercise & fitness facilities	45%	Tennis courts	27%
Annandale	Swimming pools	48%	Exercise & fitness facilities	42%	Soccer/football/lacrosse/field hockey/rugby fields	31%
Mt. Vernon	Swimming pools	58%	Exercise & fitness facilities	47%	Gyms (basketball,volleyball, etc.)	34%
Fairfax	Swimming pools	54%	Exercise & fitness facilities	44%	Gyms (basketball,volleyball, etc.)	32%
Bull Run	Swimming pools	51%	Exercise & fitness facilities	48%	Water parks & spraygrounds	33%
Springfield	Swimming pools	51%	Exercise & fitness facilities	50%	Gyms (basketball,volleyball, etc.)	38%
Jefferson	Swimming pools	53%	Exercise & fitness facilities	47%	Water parks & spraygrounds	31%
Lincolnia	Swimming pools	59%	Exercise & fitness facilities	42%	Water parks & spraygrounds	36%
Rose Hill	Swimming pools	57%	Exercise & fitness facilities	44%	Water parks & spraygrounds	38%
Pohick	Swimming pools	49%	Exercise & fitness facilities	46%	Soccer/football/lacrosse/field hockey/rugby fields	28%
Lower Potomac	Swimming pools	52%	Gyms (basketball,volleyball, etc.)	45%	Exercise & fitness facilities	42%
Upper Potomac	Swimming pools	46%	Exercise & fitness facilities	38%	Water parks & spraygrounds	26%
Vienna	Swimming pools	52%	Exercise & fitness facilities	48%	Gyms (basketball,volleyball, etc.)	33%

Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q10. Outdoor or Indoor Facilities that are MOST IMPORTANT to Households by Age of Respondent

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

Age of Respondent	1st	%	2nd	%	3rd	%
Under 35	Swimming pools	54%	Exercise & fitness facilities	44%	Water parks & spraygrounds	40%
35 to 44	Swimming pools	64%	Water parks & spraygrounds	43%	Soccer/football/lacrosse/field hockey/rugby fields	39%
45 to 54	Swimming pools	51%	Exercise & fitness facilities	50%	Gyms (basketball, volleyball, etc.)	34%
55 to 64	Exercise & fitness facilities	52%	Swimming pools	48%	Golf courses & practice areas	28%
65+	Exercise & fitness facilities	46%	Swimming pools	39%	Golf courses & practice areas	20%

Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q10. Outdoor or Indoor Facilities that are MOST IMPORTANT to Households by Households With and Without Children

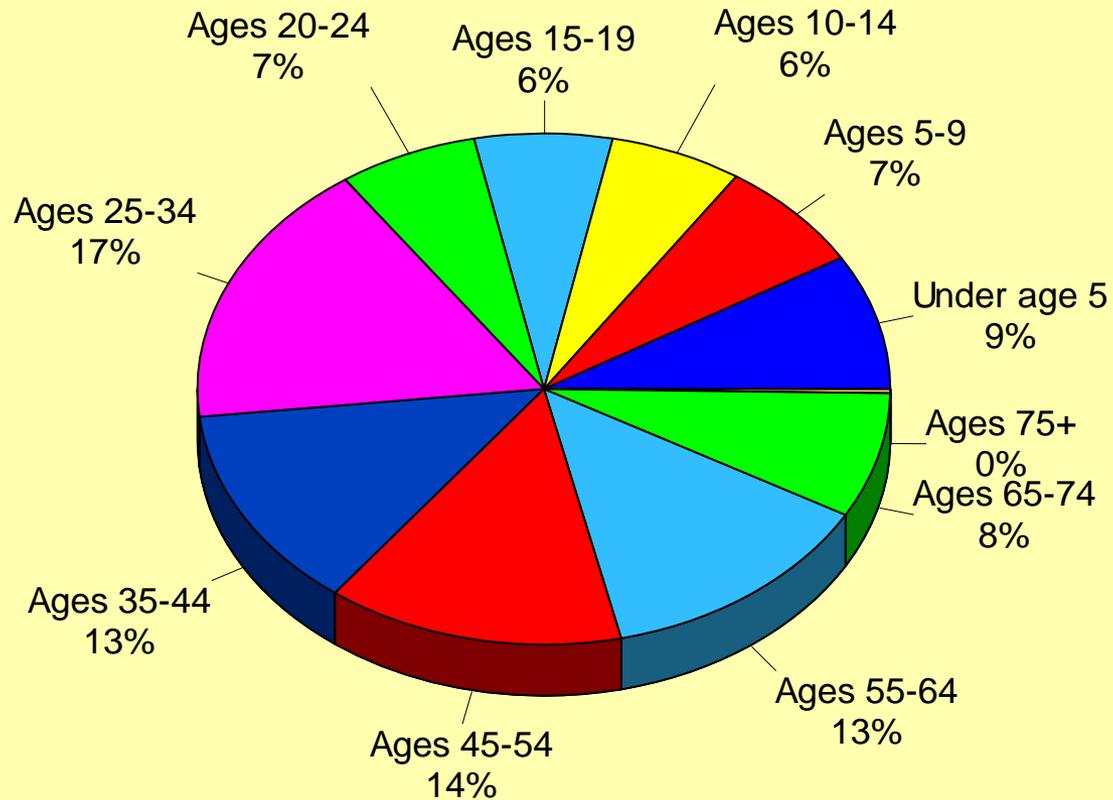
by percentage of respondents who selected the item as one of their top four choices

Households with and without children	1st	%	2nd	%	3rd	%
Under 5	Swimming pools	66%	Water parks & spraygrounds	65%	Soccer/football/lacrosse/field hockey/rugby fields	42%
5-9 (none under 5)	Swimming pools	69%	Water parks & spraygrounds	47%	Soccer/football/lacrosse/field hockey/rugby fields	46%
10-19 (none under 10)	Swimming pools	50%	Exercise & fitness facilities	48%	Gyms (basketball, volleyball, etc.)	35%
20-24 (none under 20)	Exercise & fitness facilities	51%	Swimming pools	45%	Gyms (basketball, volleyball, etc.)	30%
25-34 (none under 25)	Exercise & fitness facilities	49%	Swimming pools	44%	Gyms (basketball, volleyball, etc.)	37%
35-44 (none under 35)	Swimming pools	50%	Exercise & fitness facilities	49%	Gyms (basketball, volleyball, etc.)	31%
45-54 (none under 45)	Exercise & fitness facilities	51%	Swimming pools	47%	Gyms (basketball, volleyball, etc.)	29%
55-64 (none under 55)	Exercise & fitness facilities	51%	Swimming pools	46%	Golf courses & practice areas	23%
65+(none under 65)	Exercise & fitness facilities	47%	Swimming pools	35%	Golf courses & practice areas	20%

Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q1. Ages of People in Household

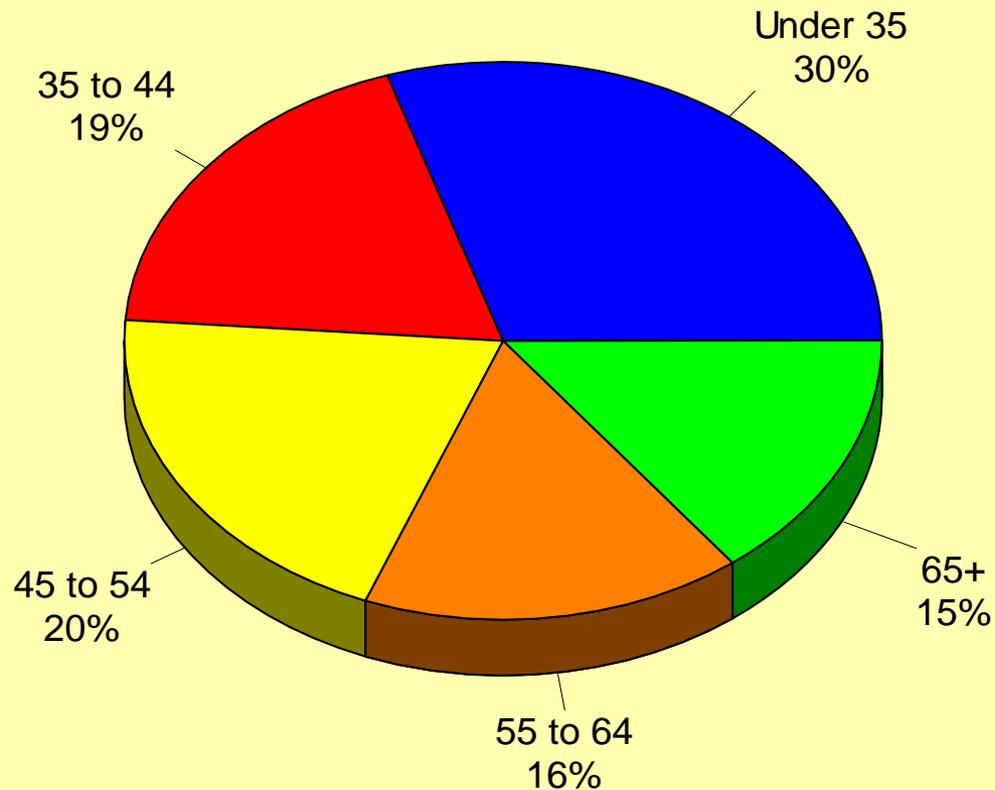
by percentage of household occupants



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q18. Demographics: Ages of Respondents

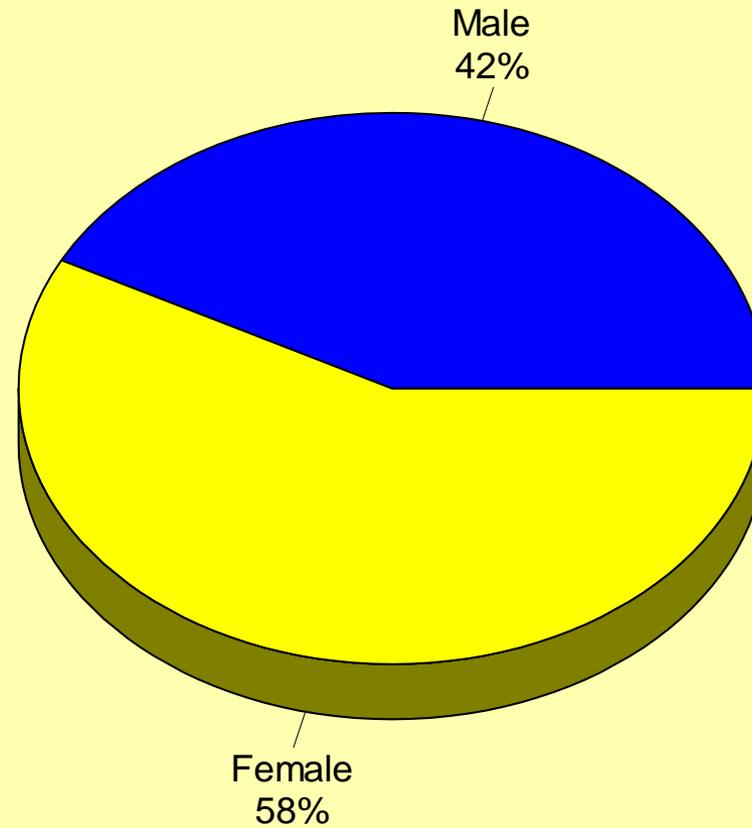
by percentage of respondents (excluding not provided)



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q20. Demographics: Gender

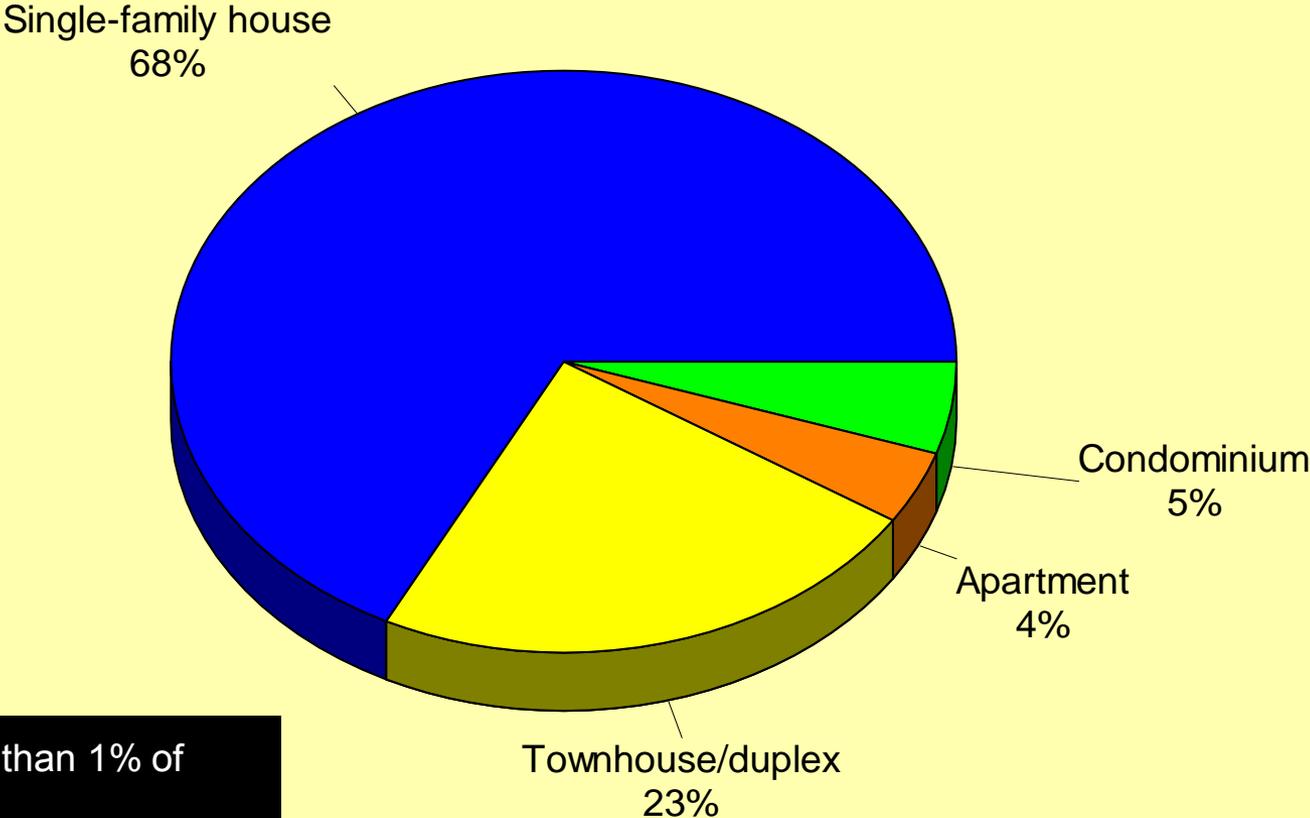
by percentage of respondents (excluding "not provided")



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q21. Demographics: Best Description of Resident Home

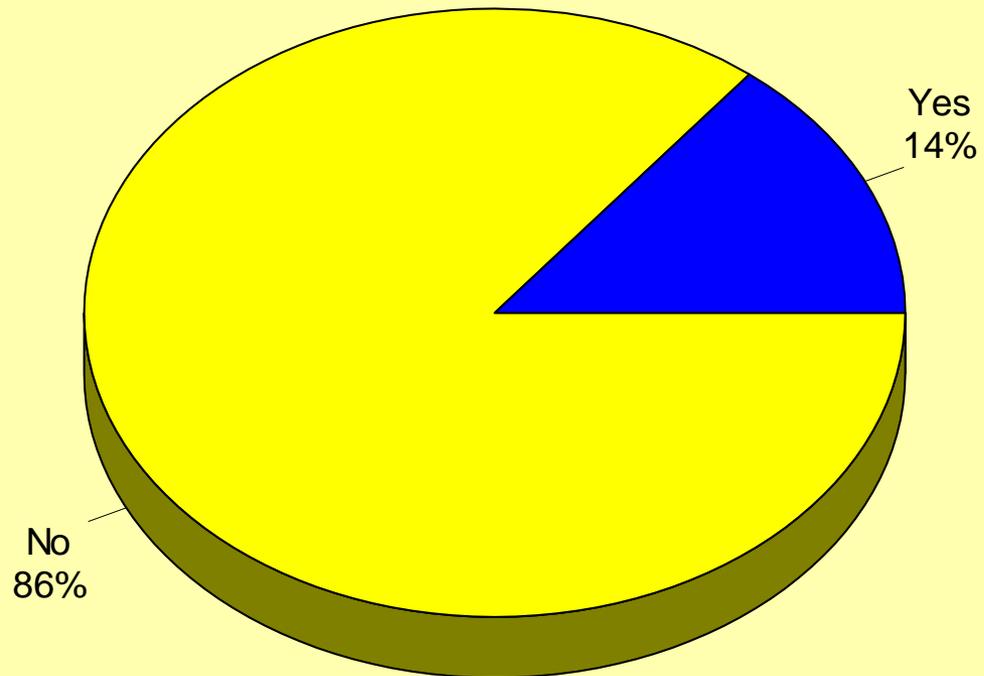
by percentage of respondents (excluding not provided)



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q22. Demographics: Hispanic or Latino Ancestry

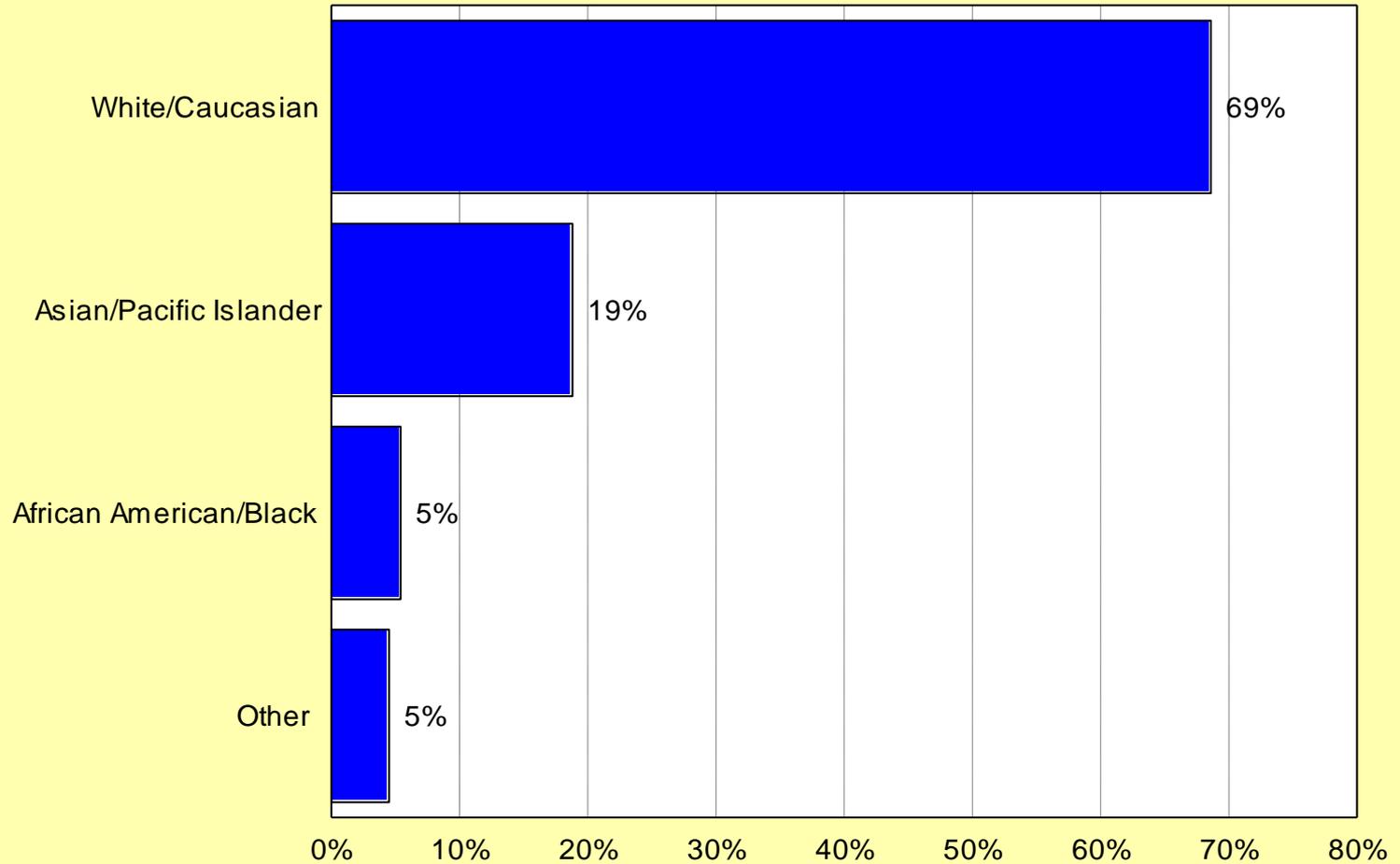
by percentage of respondents (excluding not provided)



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q23. Demographics: Race/Ethnicity

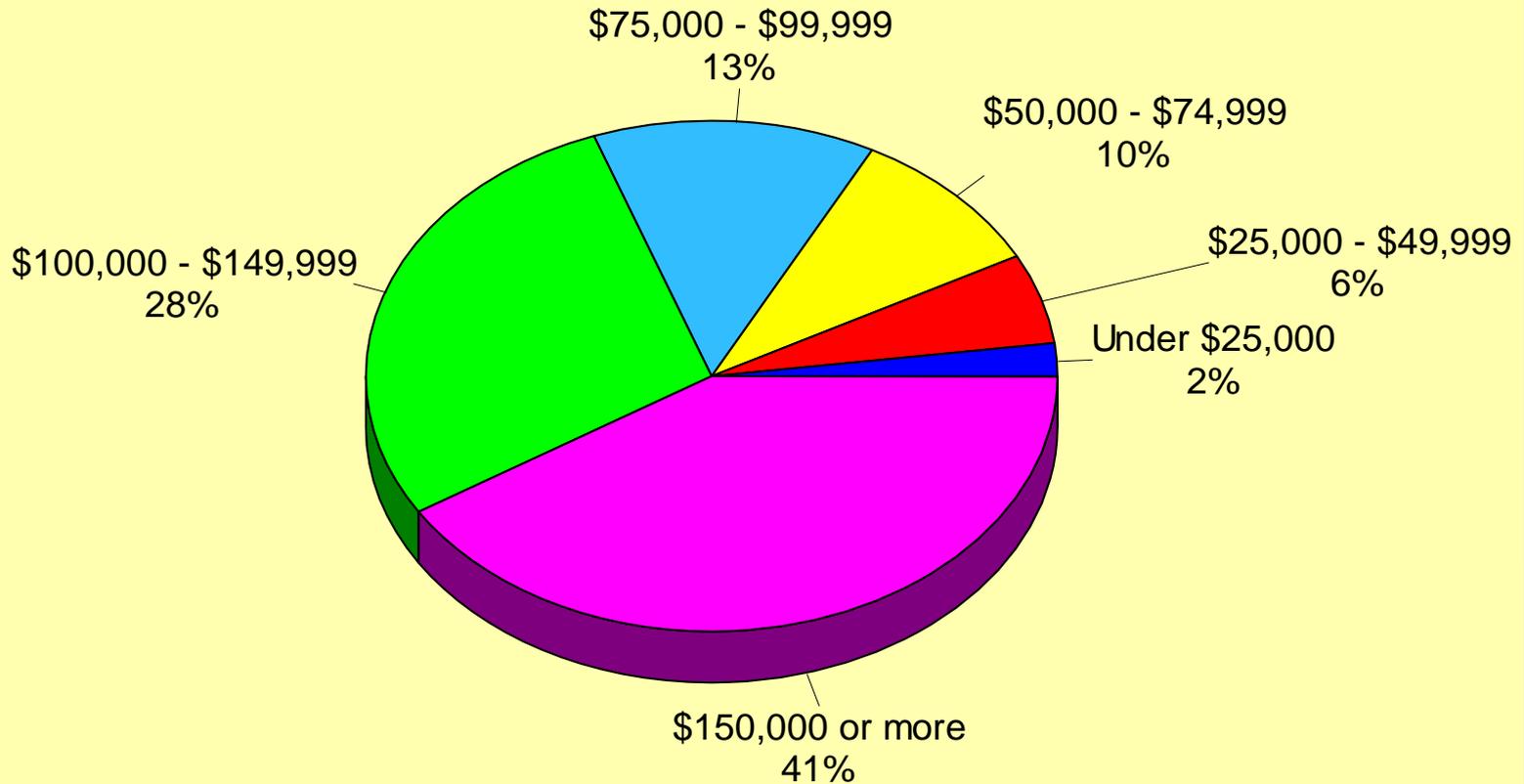
by percentage of respondents (excluding "not provided")



Source: Leisure Vision/ETC Institute for Fairfax County (2015)

Q24. Demographics: Total Annual Household Income

by percentage of respondents (excluding "not provided")



Source: Leisure Vision/ETC Institute for Fairfax County (2015)