

Executive Summary



Purpose

ETC Institute administered a Parks and Recreation Facilities and Services Community Interest and Opinion Survey, on behalf of The Maryland-National Capital Park and Planning Commission (M-NCPPC), Department of Parks and Recreation, Prince George's County in the Fall of 2021. The community interest and opinion survey was conducted in Prince George's County to help establish priorities for the future development of parks and recreation facilities, programs, and services in the County. Data compiled from the survey will be used to help leaders make decisions based on what best reflects the needs and opinion of the community.

Methodology

ETC Institute mailed a survey packet to a random sample of households in Prince George's County. Each survey contained a cover letter, a copy of the survey, and a postage-paid return envelope. Households who received the survey were given the option of returning the survey by mail or completing it online at PGParksSurvey.org.

To encourage participation, approximately ten days after the surveys were mailed, ETC Institute sent emails/text messages to the households that received the survey. The email/text contained a link to the online version of the survey to make it simple for households to complete.

Methodology

To prevent people who were not a part of the random sample, everyone who completed the survey online were required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to collect 1,200 completed surveys from County residents. The goal was exceeded in a total of 1,590 surveys being completed. The overall results for a sample of 1,590 surveys have a precision of at least +/-2.4% at the 95% level of confidence.

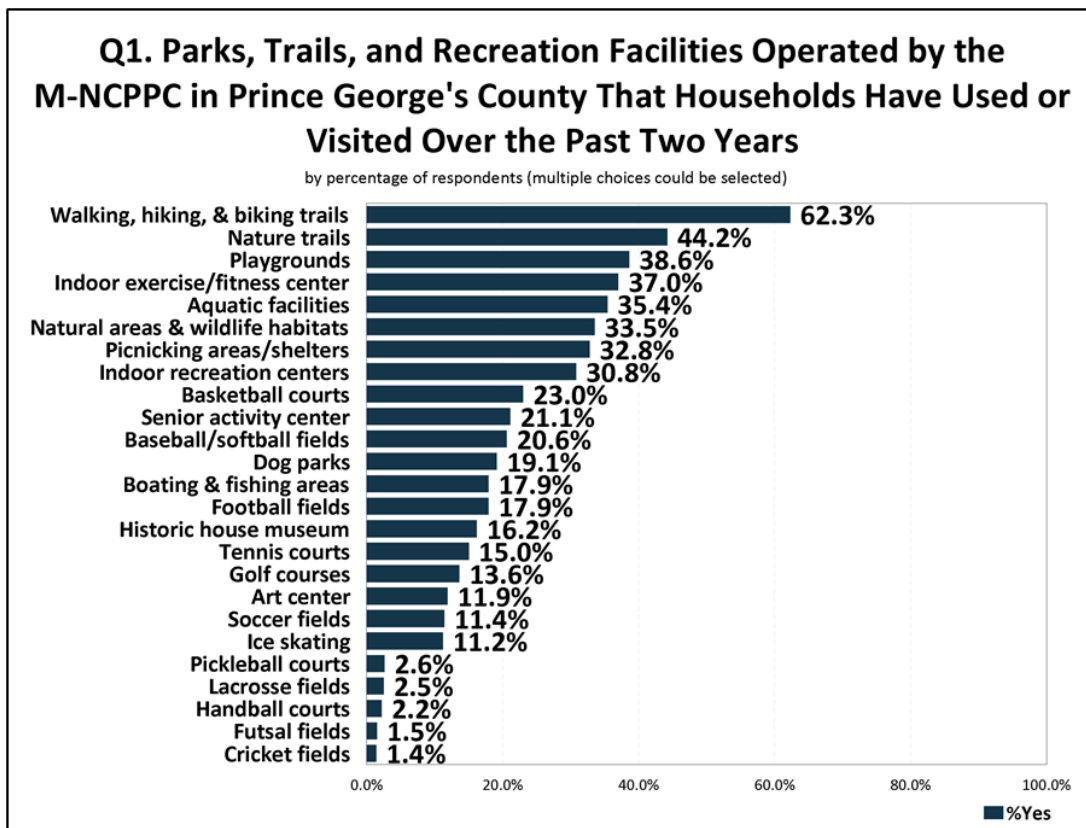
This Report Contains:

- An executive summary of the needs assessment survey findings
- Charts and graphs showing the overall results of the survey
- Benchmark analysis comparing the County's results to the national averages
- Priority investment analysis, which identifies priorities of investment by the Priority Investment Rating (PIR), for facilities/amenities and parks and recreation programs
- Tabular data showing the overall results for all questions on the survey
- A copy of the cover letter and survey instrument



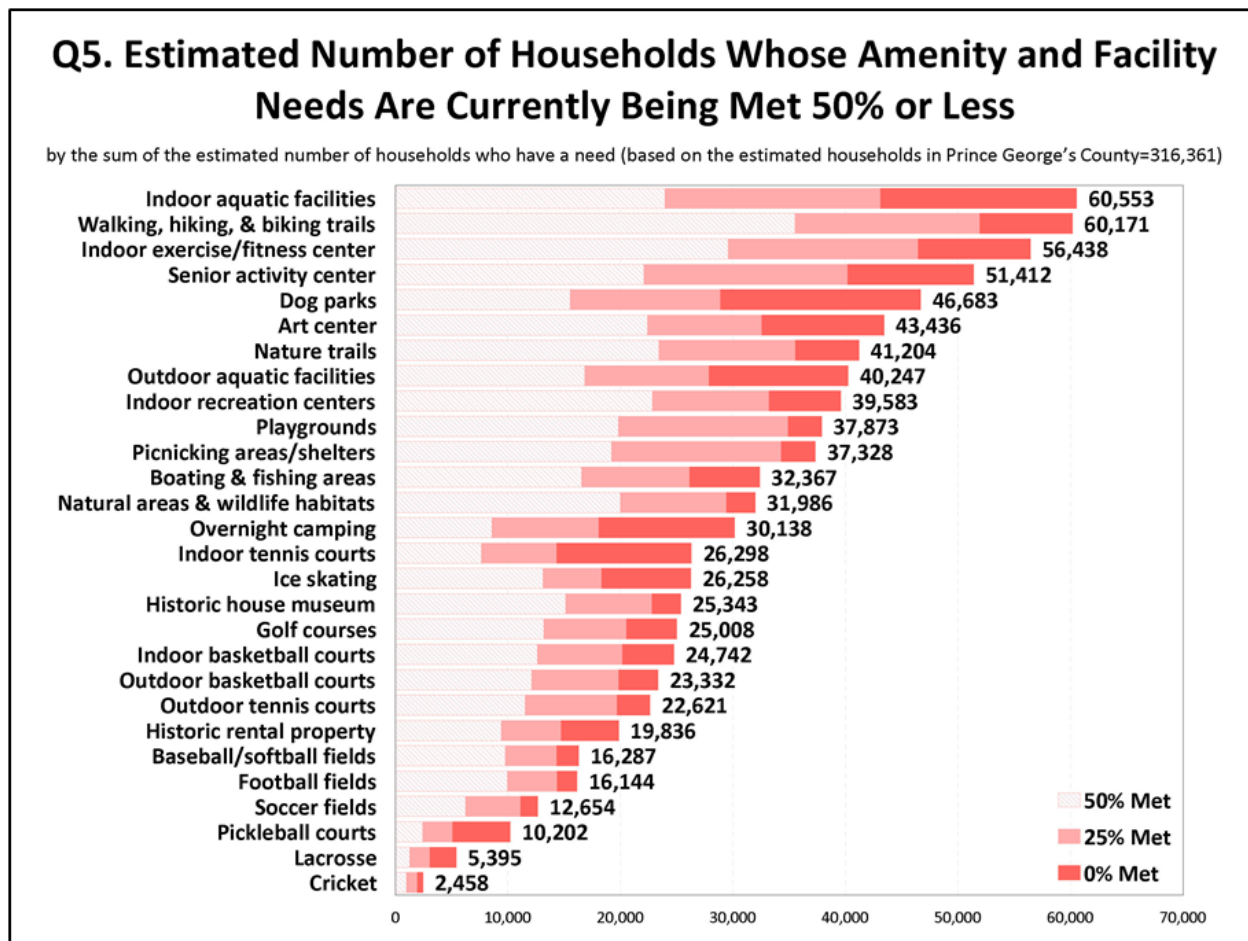
M-NCPPC, Department of Parks and Recreation, Prince George's County Parks, Trails, and Recreation Facility Use & Ratings

- Walking, hiking, and biking trails were used by 62.3% of households over the past two years.
 - 44.2% nature trails
 - 38.6% playgrounds
 - 37.0% indoor exercise/fitness center
 - 35.4% aquatic facilities
 - 33.5% natural areas and wildlife habitats
- The graph below shows the percentage of households that have used/visited each of the parks, trails, and recreation facilities operated by the M-NCPPC in Prince George's County, over the past two years.
- 78.3% of households rated the physical condition of the parks, trails, and recreation facilities, operated by the M-NCPPC, as being in either excellent or good condition.
- 84.5% of households typically drive to parks and recreation facilities, 40.7% walk, and 20.6% bike.



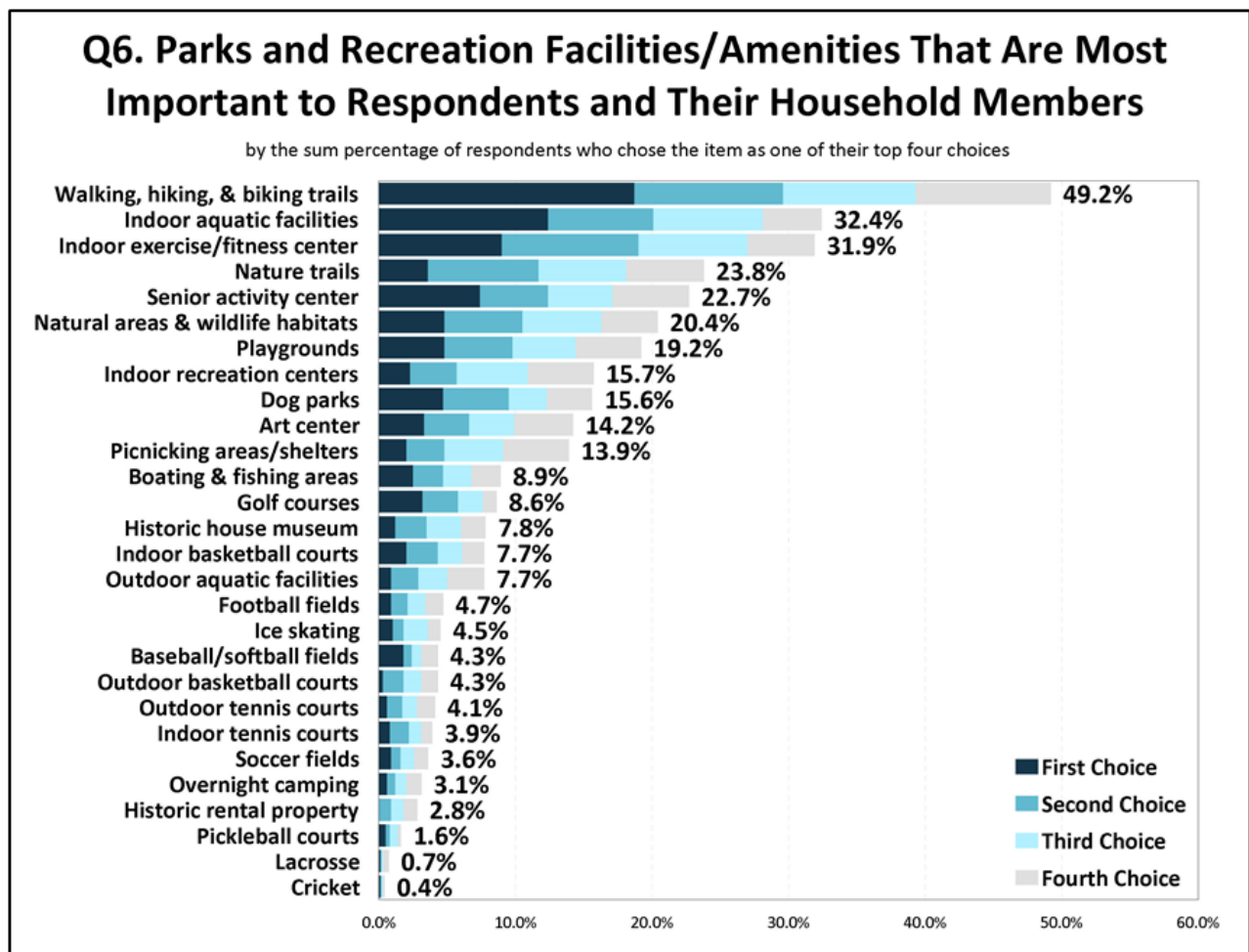
M-NCPPC, Department of Parks and Recreation Facility/Amenity Needs

- Households were asked to identify if they had a need for 28 facilities/amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities/amenities. The four facilities/amenities with the highest percentage of households whose needs are currently being met 50% or less.
 - Indoor aquatic facilities - 60,552 households (19.1%)
 - Walking, hiking, and biking trails - 60,172 households (19.0%)
 - Indoor exercise/fitness center - 56,438 households (17.8%)
 - Senior activity center - 51,413 households (16.3%)
- The graph below shows the estimated number of households that have unmet needs for each of the 28 facilities/amenities.



M-NCPPC, Department of Parks and Recreation Facility/Amenity Importance

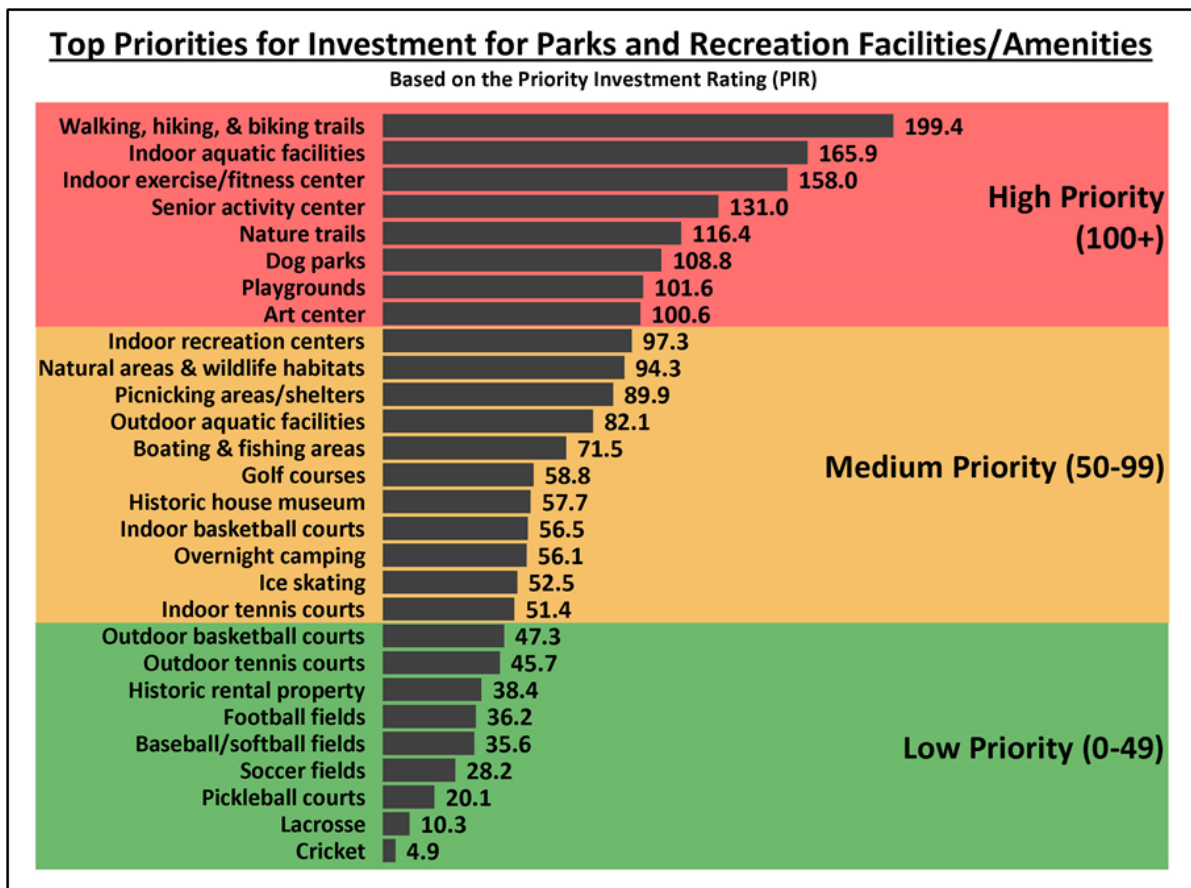
- In addition to assessing the needs for each parks and recreation facility/amenity, ETC Institute also evaluated the importance that households placed on each one. Based on the sum of households' top four choices, the following were the top four most important to households.
 - Walking, hiking, and biking trails (49.2%)
 - Indoor aquatic facilities (32.4%)
 - Indoor exercise/fitness center (31.9%)
 - Nature trails (23.8%)
- The percentage of households that selected each facility/amenity as one of their top four choices is shown in the graph below.



M-NCPPC, Department of Parks and Recreation Facility/Amenity Priorities for Investment

- The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments. The Priority Investment Rating (PIR) equally weighs:
 - the importance that households place on each facility/amenity/program and
 - how many households have unmet needs for the facility/amenity/program.
- Details regarding the methodology for this analysis are provided in Section 4 of the Findings Report. Based on the Priority Investment Rating (PIR), the eight facilities/amenities that were rated as high priorities for investment are in the table to the right.
- The Priority Investment Ratings for each amenity/facility is shown below.

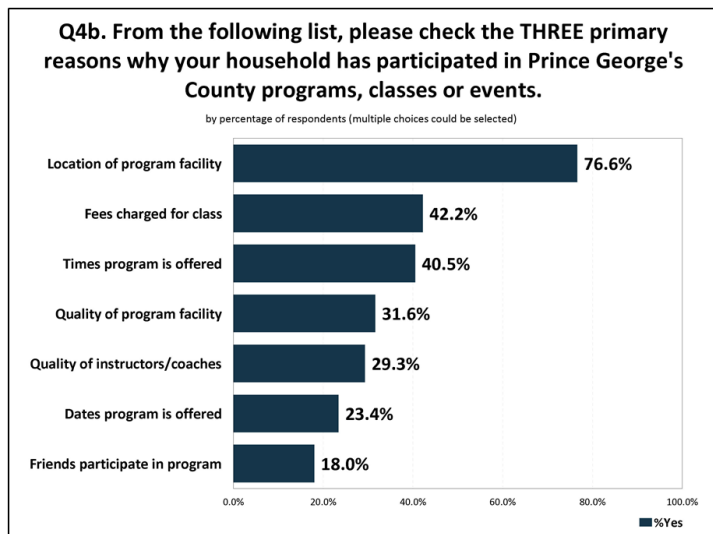
| Priority Investment Ratings (PIR) - High Priorities | |
|---|-------|
| Parks & Recreation Facilities/Amenities | PIR |
| Walking, hiking, & biking trails | 199.4 |
| Indoor aquatic facilities | 165.9 |
| Indoor exercise/fitness center | 158.0 |
| Senior activity center | 131.0 |
| Nature trails | 116.4 |
| Dog parks | 108.8 |
| Playgrounds | 101.6 |
| Art center | 100.6 |



M-NCPPC, Department of Parks and Recreation Programs, Classes, & Events Participation

- One-third (33.3%) of households indicated they have participated in recreation programs, classes, or events offered by the M-NCPPC, Department of Parks and Recreation during the past two years.
- Of these households, 71.5% participated in 1 to 3 programs, 25.5% participated in 4 or more programs, and 3.0% did not know.
- Of the 33.3% of households that had participated in programs, during the past two years, 76.6% indicated one of the primary reasons they participated in the programs was because of the location of the program facility.
 - 42.2% indicated it was because of the fees charged for the class
 - 40.5% because of the times the program was offered
 - 31.6% because of the quality of the program facility
 - 29.3% because of the quality of the instructors/coaches
 - 23.4% because of the dates the program was offered
 - 18.0% because friends participated in the program

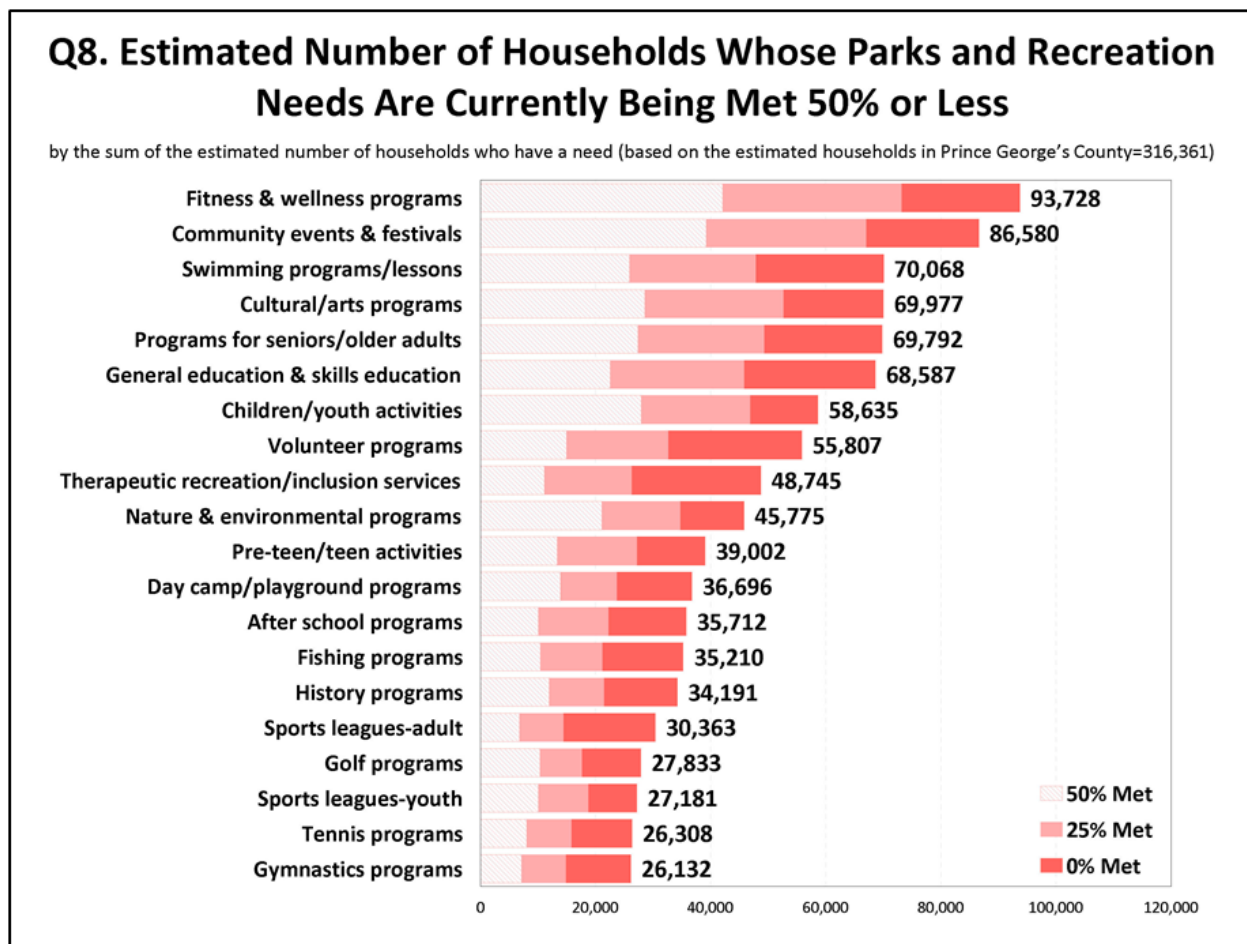
- The graph to the right shows percentage of households that chose the reason as one of their three primary reasons for participating in County programs, classes, or events.



- Households were asked how they learn about parks and recreation events and activities. Majority learn through the M-NCPPC website (57.3%) and/or word of mouth (56.5%).
 - 37.4% use *Your Guide*
 - 27.0% learn through flyers at te Community Center
 - 20.3% use Facebook
 - 8.2% learn through radio ads
 - 3.2% use Twitter

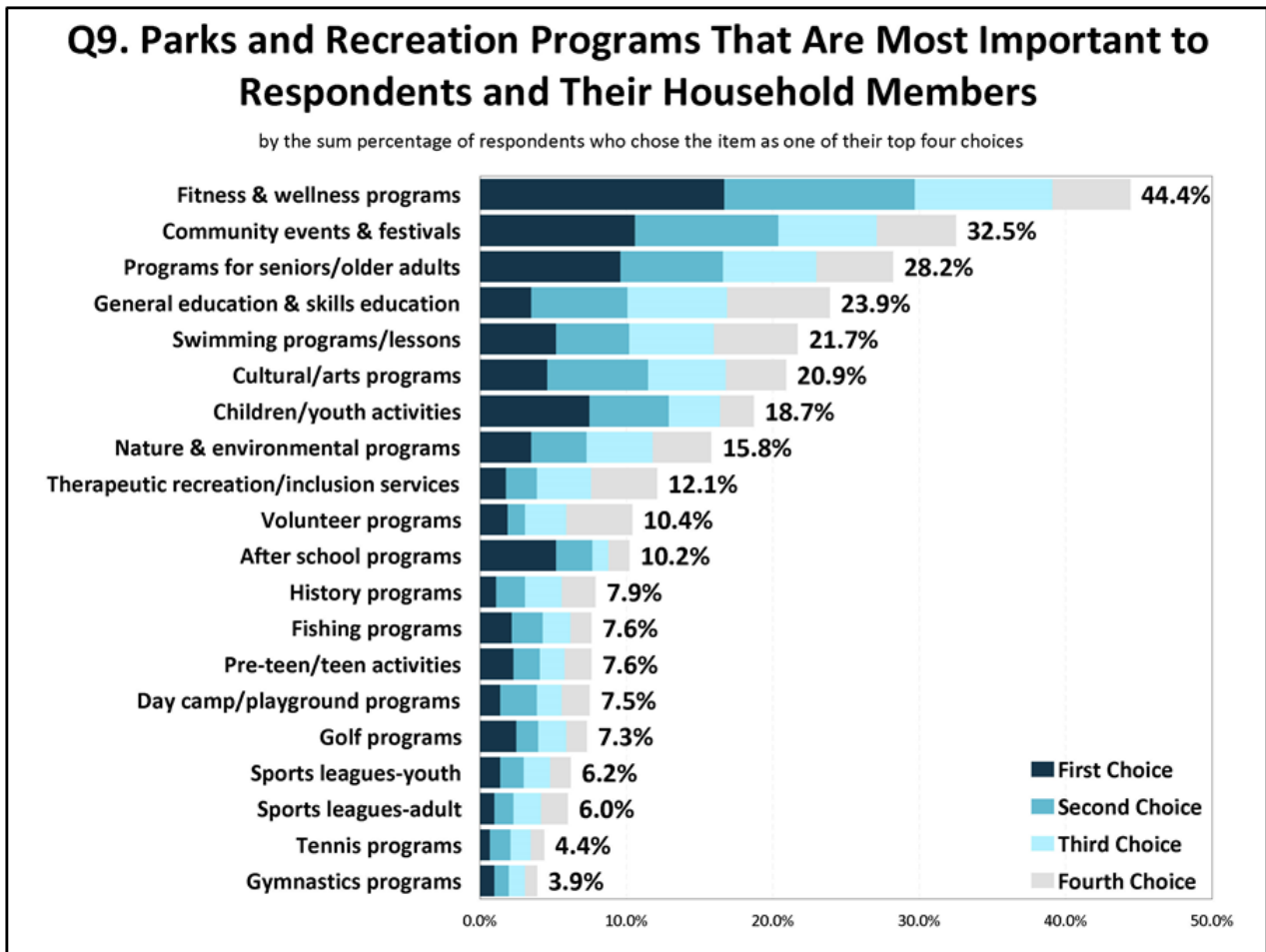
M-NCPPC, Department of Parks and Recreation Program Needs

- Households were asked to identify if they had a need for 20 parks and recreation programs and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for these various programs. The five programs with the highest percentage of households whose needs are currently being met 50% or less are listed below.
 - Fitness and wellness programs - 93,728 households (29.6%)
 - Community event and festivals - 86,580 households (27.4%)
 - Swimming programs/lessons - 70,068 households (22.1%)
 - Cultural/arts programs - 69,976 households (22.1%)
 - Programs for seniors/older adults - 69,792 households (22.1%)
- The graph below shows the estimated number of households that have unmet needs for each of the 20 parks and recreation programs.



M-NCPPC, Department of Parks and Recreation Program Importance

- In addition to assessing the needs for each recreation program, ETC Institute also evaluated the importance that households placed on each one. Based on the sum of households' top four choices, the following four programs were rated as most important to households.
 - Fitness and wellness programs (44.4%)
 - Community events and festivals (32.5%)
 - Programs for seniors/older adults (28.2%)
 - General education and skills education (23.9%)
- The percentage of households that selected each parks and recreation program as one of their top four choices is shown in the graph below.



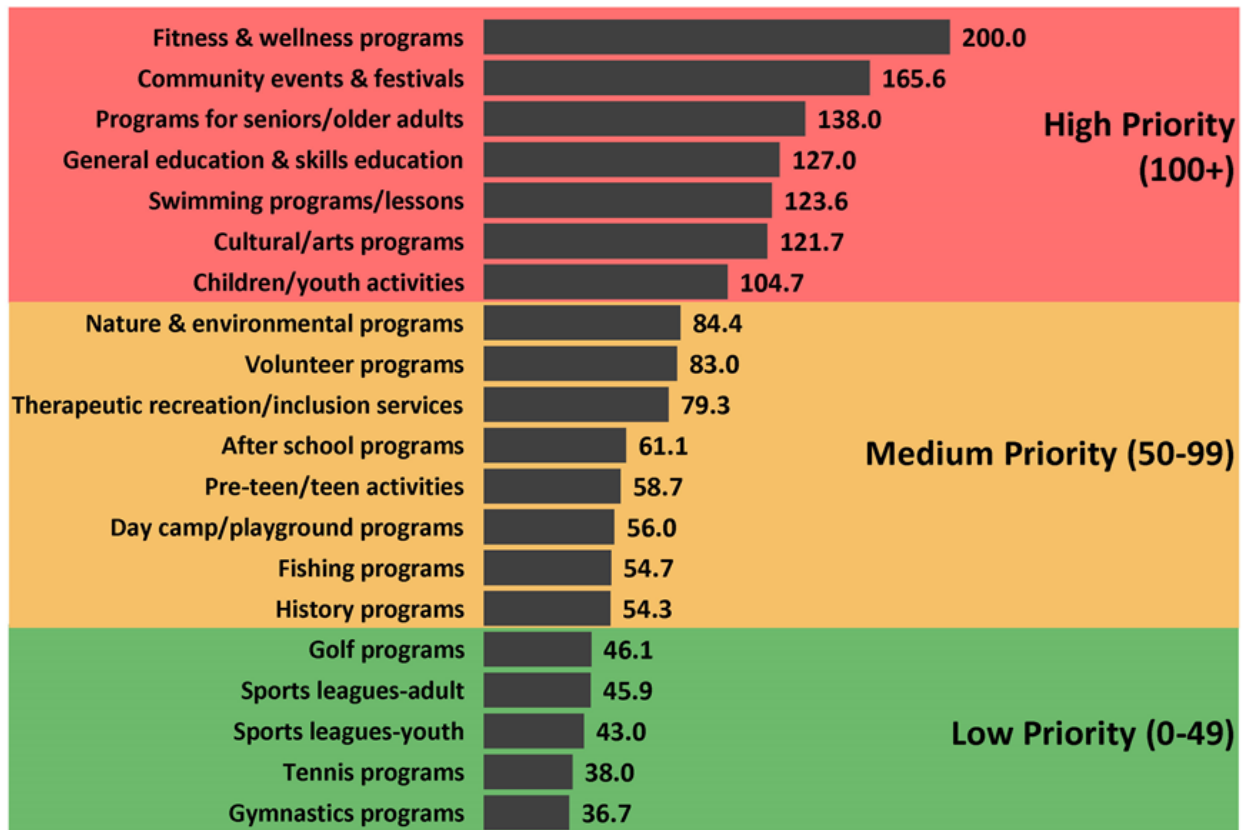
M-NCPPC, Department of Parks and Recreation Program Priorities for Investment

- Priorities for M-NCPPC, Department of Parks and Recreation Program Investments. Details regarding the methodology for this analysis is provided in Section 4 of the Findings Report. Based on the Priority Investment Rating (PIR), the seven parks and recreation programs were rated as high priorities for investment are shown to the right.
- The Priority Investment Ratings for each parks and recreation program is shown below.

| Priority Investment Ratings (PIR) - High Priorities | |
|---|-------|
| Parks & Recreation Programs | PIR |
| Fitness & wellness programs | 200.0 |
| Community events & festivals | 165.6 |
| Programs for seniors/older adults | 138.0 |
| General education & skills education | 127.0 |
| Swimming programs/lessons | 123.6 |
| Cultural/arts programs | 121.7 |
| Children/youth activities | 104.7 |

Top Priorities for Investment for Parks and Recreation Programs

Based on the Priority Investment Rating (PIR)



Additional Findings

Community Centers & Improvements

- 53.0% of households indicated that, over the past two years, they have used/visited community centers operated by the M-NCPPC, Department of Parks and Recreation, Prince George's County.
- 58.9% of households indicated they would be willing to drive between 10 to 20 minutes to use a multi-use community recreation center that had the program spaces that are most important to them and 35.2% indicated they would be willing to drive 21 minutes or more. 6.0% did not provide their opinion.
- One-third (33.7%) of households indicated the reason they have not used M-NCPPC parks, recreation facilities, or programs more often was because they did not know what was being offered, 22.2% because a program/facility they were interested in was not offered, 19.6% because they were too busy, 18.9% because program times were not convenient, and 17.1% because it was too far from their residence.
- When asked to rate their level of support for actions the M-NCPPC could take to improve the parks and recreation system, the following four were the top improvements with the highest ratings of support.
 - Fix-up/repair existing outdoor park facilities (89.6%)
 - Upgrade existing recreation centers (87.1%)
 - Develop new walking/biking trails and connecting existing trails (85.2%)
 - Purchase land to preserve open space and green space for the future (84.4%)
- Households were asked which four actions were most important to them and the top four actions were:
 - Fix-up/repair existing outdoor park facilities (52.5%)
 - Purchase land to preserve open space and green space for the future (41.3%)
 - Upgrade existing recreation centers (38.3%)
 - Develop new walking/biking trails and connecting existing trails (35.2%)
- Given the recent COVID-19 Pandemic, 59.4% of households indicated their perception of value of parks, trails, open spaces, and recreation has significantly/somewhat increased, 26.9% had no change, 8.6% indicated their perception somewhat/significantly decreased, and 5.1% did not provide a response.

Conclusions

- To ensure that the Parks and Recreation Department continues to meet the needs and expectations of the community, based on our Priority Investment Rating (PIR) Analysis, ETC Institute recommends that the M-NCPPC, Department of Parks and Recreation, Prince George's County sustain and/or improve the performance in areas that were identified as High Priority Areas (by the PIR). The ratings for M-NCPPC, Department of Parks and Recreation facilities/amenities, parks and recreation programs are listed below.
- Priorities of Investment - Facilities/Amenities
 - Walking, hiking, and biking trails (PIR=199.4)
 - Indoor aquatic facilities (PIR=165.9)
 - Indoor exercise/fitness center (PIR=158.0)
 - Senior activity center (PIR=131.0)
 - Nature trails (PIR=116.4)
 - Dog parks (PIR=108.8)
 - Playgrounds (PIR=101.6)
 - Art center (PIR=100.6)
- Priorities of Investment - Parks and Recreation Programs
 - Fitness and wellness programs (PIR=200.0)
 - Community events and festivals (PIR=165.6)
 - Programs for seniors/older adults (PIR=138.0)
 - General education and skills education (PIR=127.0)
 - Swimming programs/lessons (PIR=123.6)
 - Cultural/arts programs (PIR=121.7)
 - Children/youth activities (PIR=104.7)

