

## **Section 2**

# **Priority Investment Rating**

---

---

## Priority Investment Rating

### Prince William County, Virginia

---

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for adult athletic fields is 40.4 (out of 100) and the Importance Rating for adult athletic fields is 18.8 (out of 100), the Priority Investment Rating for adult athletic fields is 59.3 (out of 200).

#### How to Analyze the Charts:

- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

# 2019 Prince William County Community Interest and Opinion Survey Priority Investment Ratings Facilities and Programs

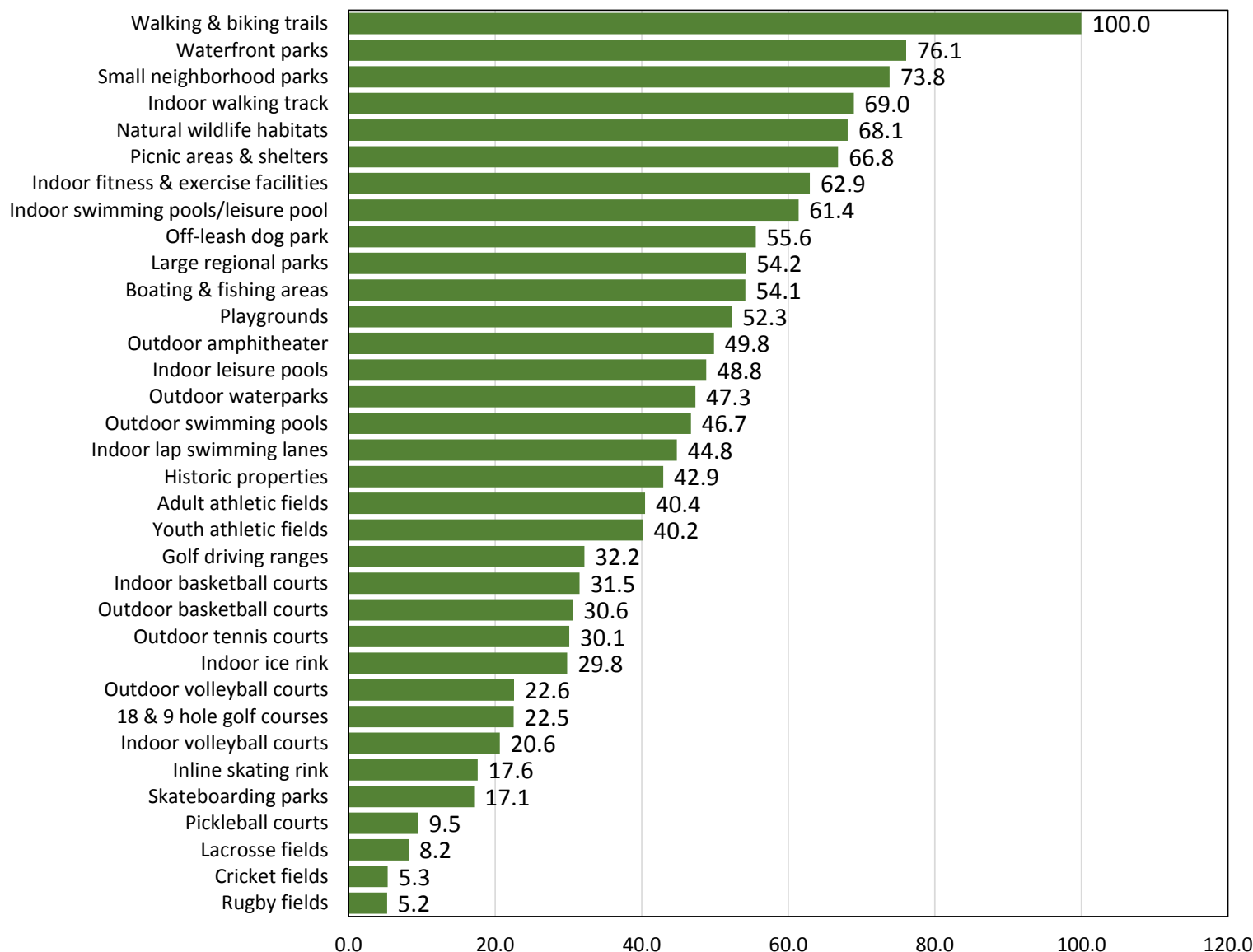


*...helping organizations make better decisions since 1982*

# Unmet Needs Rating for Recreation Facilities

*the rating for the item with the  
most unmet need=100*

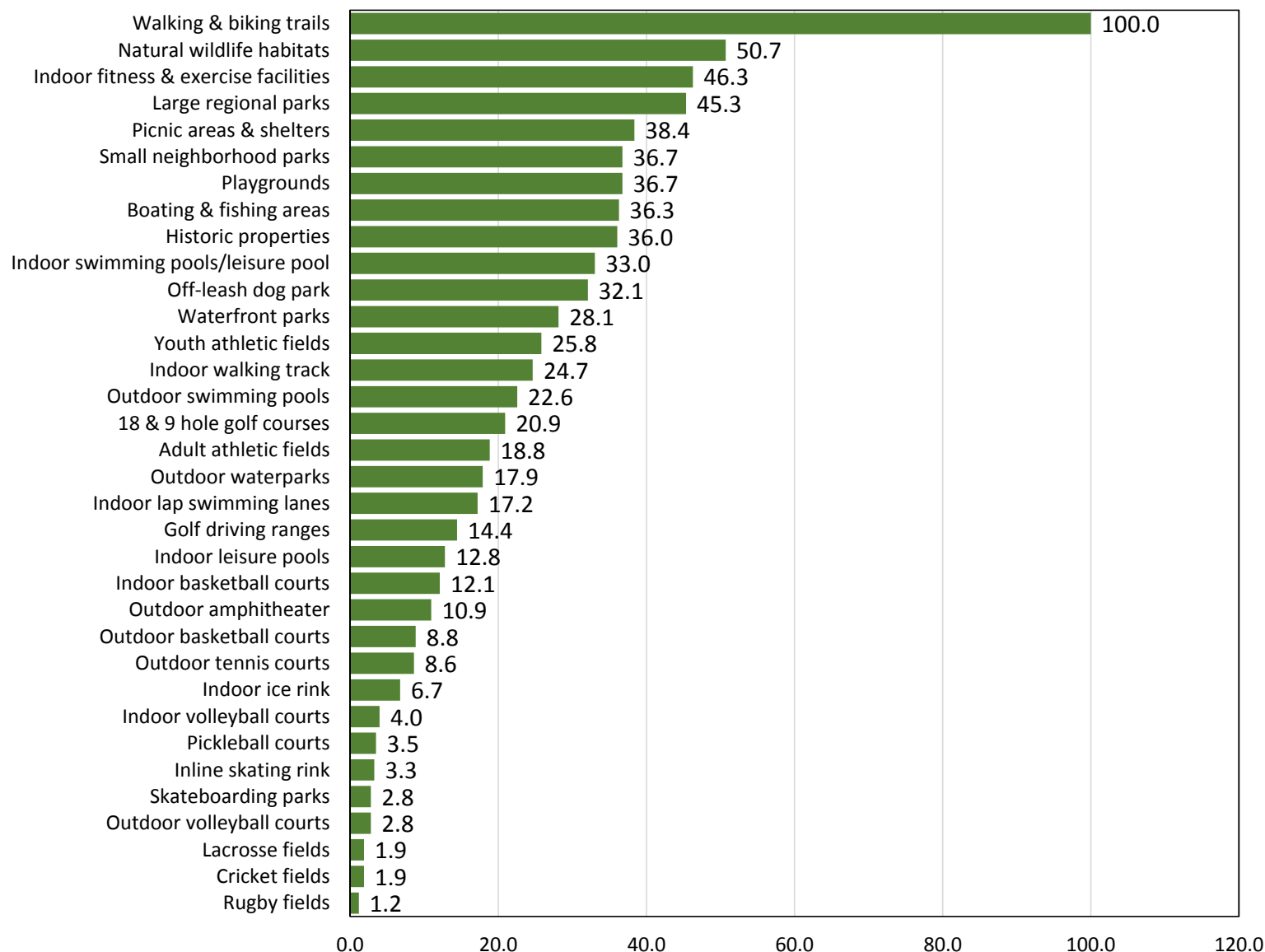
*the rating of all other items  
reflects the relative amount of  
unmet need for each item  
compared to the item with the  
most unmet need*



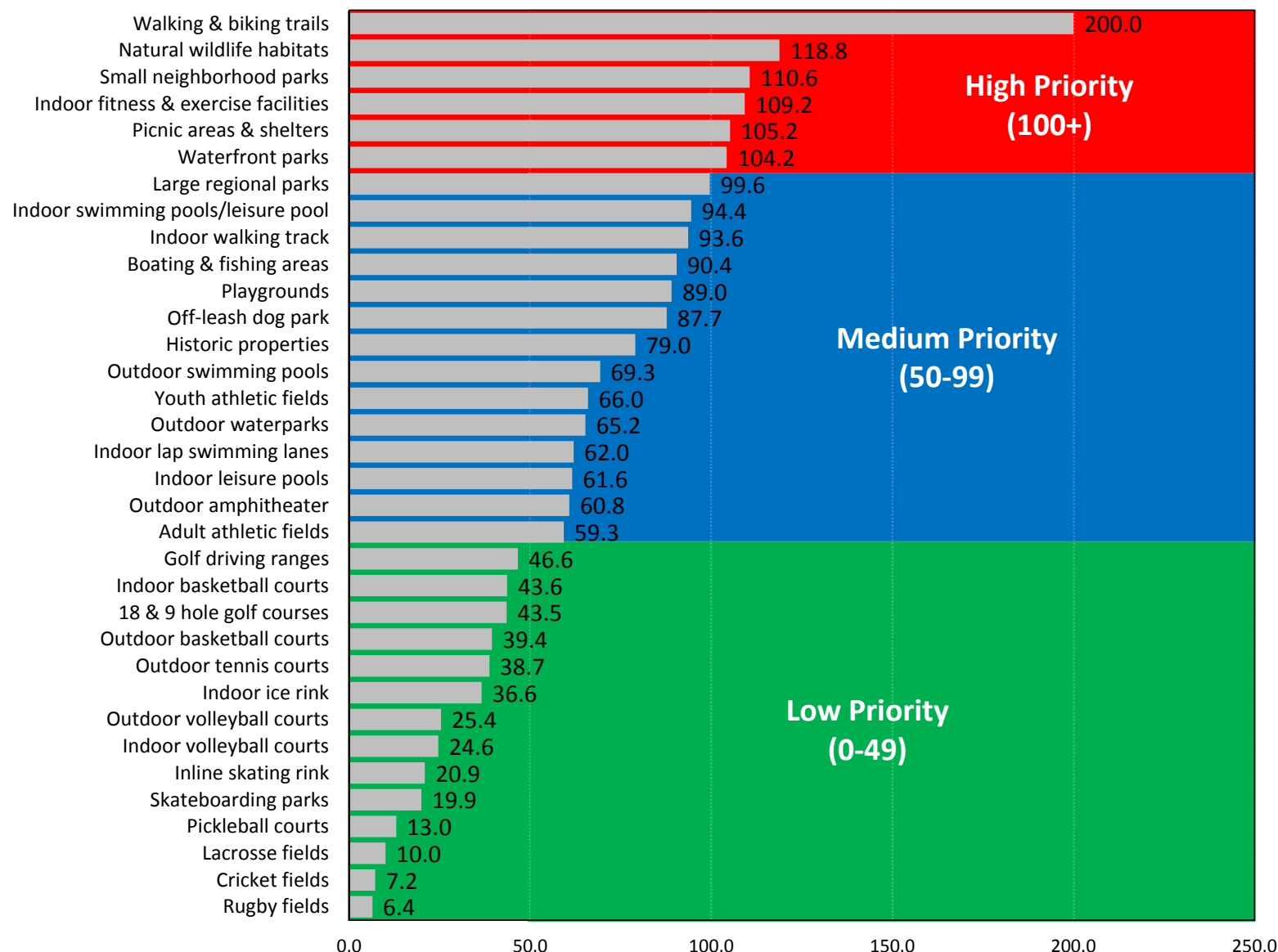
# Importance Rating for Recreation Facilities

*the rating for the item with the most unmet need=100*

*the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need*



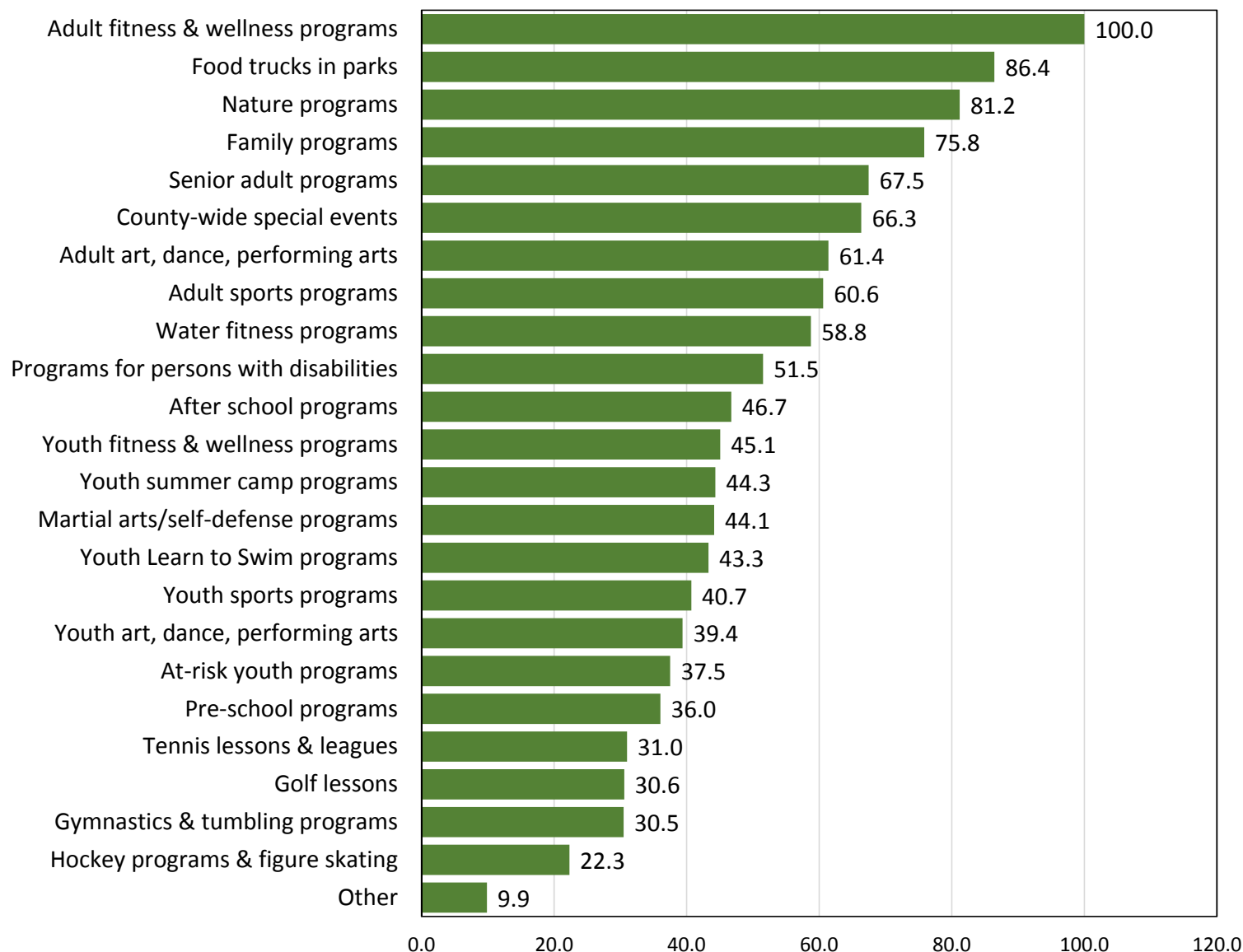
# Top Priorities for Investment for Recreation Facilities Based on the Priority Investment Rating



# Unmet Needs Rating for Recreation Programs

*the rating for the item with the most unmet need=100*

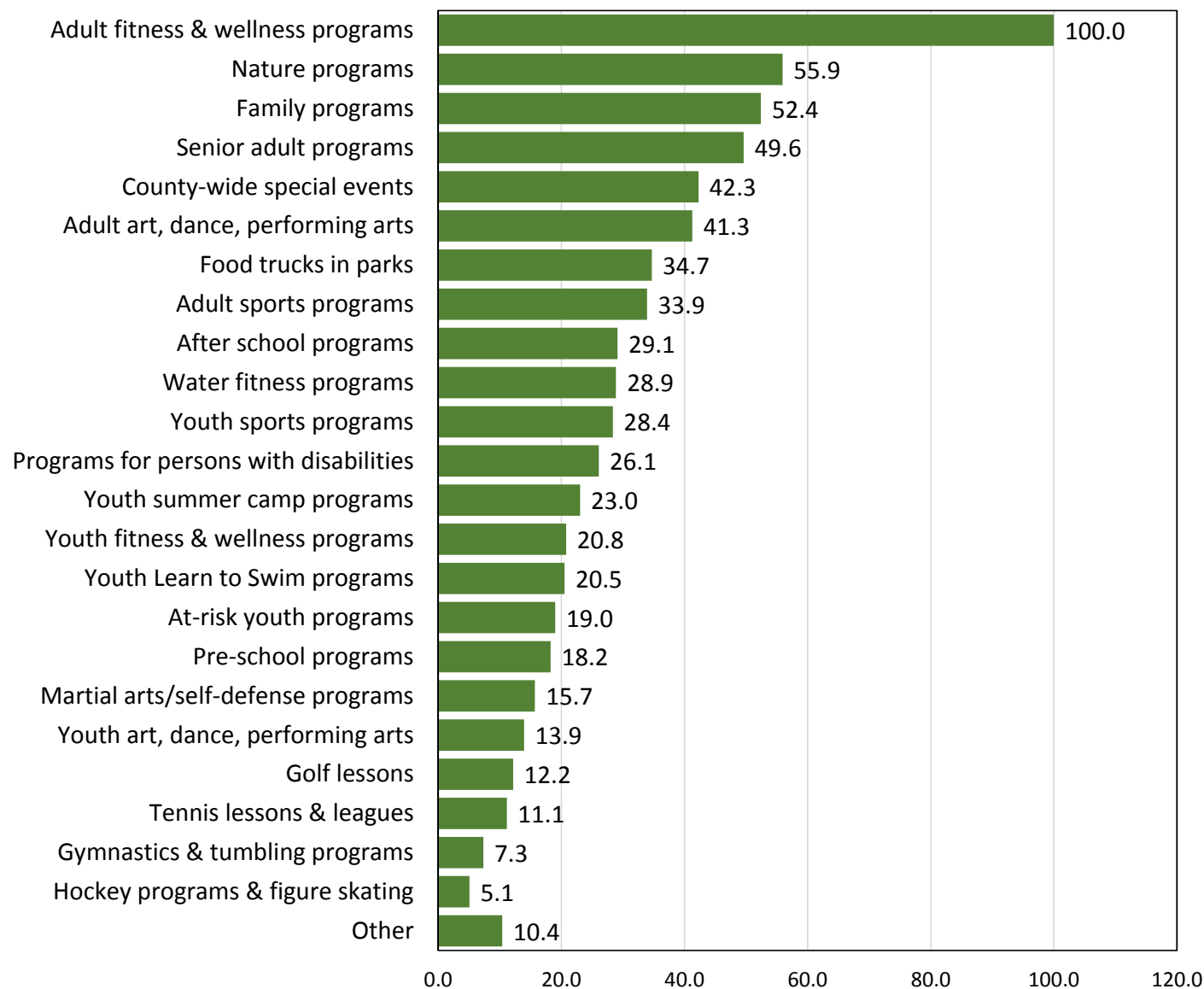
*the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need*



# Importance Rating for Recreation Programs

*the rating for the item with the  
most unmet need=100*

*the rating of all other items  
reflects the relative amount of  
unmet need for each item  
compared to the item with the  
most unmet need*





# Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating

