

## **Section 3**

# **Benchmarking Analysis**

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# Benchmarking Summary Report

## Prince William County, Virginia

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***Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in 49 states across the country.***

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

***“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues*** including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

***Results from household responses for Prince William County, Virginia were compared to National Benchmarks to gain further strategic information.*** A summary of all tabular comparisons are shown on the following page.

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Benchmarking for Prince William County, Virginia		
	National Average	Prince William County 2019
<b>Have you or members of your household visited any City/County/Park District facilities over the past year?</b>		
Yes	78%	74%
No	22%	26%
<b>How would you rate the quality of all the parks you've visited?</b>		
Excellent	30%	20%
Good	53%	59%
Fair	14%	19%
Poor	3%	1%
<b>Ways respondents learn about recreation programs and activities</b>		
Word of Mouth/Friends/Coworkers	49%	44%
Website	37%	38%
Departmental Brochure (Seasonal program guide)	42%	28%
Flyers/Materials at City/County/Park District facilities	22%	22%
E-mail bulletins/notification (Email)	15%	9%
<b>Organizations used for parks and recreation programs and facilities</b>		
City/County Parks & Recreation Department	52%	60%
County/State Parks	38%	48%
School District	24%	38%
Homeowners Associations/Similar	16%	32%
Churches	26%	23%
Other Cities/Park Districts	29%	20%
Private Clubs	22%	15%

Benchmarking for Prince William County, Virginia		
	National Average	Prince William County 2019
Youth Sports Leagues	14%	15%
Boys/Girls Clubs	3%	5%

Benchmarking for Prince William County, Virginia		
	National Average	Prince William County 2019
<b>Reasons preventing the use of parks and recreation facilities and programs more often</b>		
I do not know what is being offered	34%	<b>39%</b>
I do not know locations of parks	19%	<b>25%</b>
Programs/Facility I am interested in are not offered	19%	<b>21%</b>
Fees are too expensive	16%	<b>21%</b>
Too far from residence	14%	<b>16%</b>
Program times are not convenient	19%	<b>15%</b>
Facilities are not well maintained	10%	<b>14%</b>
Parks are not well maintained	5%	<b>13%</b>
Security is insufficient	9%	<b>13%</b>
Lack of parking	8%	<b>7%</b>
Not accessible for people with disabilities	3%	<b>6%</b>
Poor customer service by staff	4%	<b>6%</b>
Facility operating hours are not convenient	10%	<b>6%</b>
Registration for programs is difficult	3%	<b>5%</b>
Lack of transportation	4%	<b>4%</b>

Benchmarking for Prince William County, Virginia		
	National Average	Prince William County 2019
<b>Recreation programs that respondent households have a need for</b>		
Adult fitness and wellness programs	49%	<b>64%</b>
Nature programs/environmental education	30%	<b>43%</b>
Seniors/Adult programs for 50 years and older	25%	<b>36%</b>
Special events	39%	<b>36%</b>
Water fitness programs	27%	<b>34%</b>
Adult sports programs	23%	<b>34%</b>
Adult arts, dance, performing arts	21%	<b>33%</b>
Youth sports programs	22%	<b>30%</b>
Before and after school programs	16%	<b>29%</b>
Youth summer camp programs	19%	<b>29%</b>
Youth Learn to Swim programs	22%	<b>28%</b>
Programs for people with disabilities	10%	<b>27%</b>
Youth fitness and wellness programs	17%	<b>26%</b>
Martial arts programs	13%	<b>24%</b>
Youth art, dance, performing arts	15%	<b>22%</b>
Preschool programs	13%	<b>21%</b>
Teen programs	15%	<b>20%</b>
Gymnastics/tumbling programs	13%	<b>17%</b>
Golf lessons and leagues (Golf lessons)	16%	<b>16%</b>
Tennis lessons and leagues	15%	<b>16%</b>

Benchmarking for Prince William County, Virginia		
	National Average	Prince William County 2019
<b>Most important recreation programs (sum of top choices)</b>		
Adult fitness and wellness programs	30%	<b>39%</b>
Nature programs/environmental education	14%	<b>22%</b>
Seniors/Adult programs for 50 years and older	16%	<b>20%</b>
Special events	21%	<b>17%</b>
Adult arts, dance, performing arts	9%	<b>16%</b>
Adult sports programs	10%	<b>13%</b>
Before and after school programs	8%	<b>12%</b>
Water fitness programs	11%	<b>12%</b>
Youth sports programs	12%	<b>11%</b>
Programs for people with special needs/disabled	4%	<b>10%</b>
Youth fitness and wellness programs	6%	<b>8%</b>
Youth Learn to Swim programs	11%	<b>8%</b>
Teen programs	6%	<b>7%</b>
Preschool programs	6%	<b>7%</b>
Martial arts programs	4%	<b>6%</b>
Youth art, dance, performing arts	5%	<b>6%</b>
Golf lessons and leagues	7%	<b>5%</b>
Tennis lessons and leagues	5%	<b>4%</b>
Youth summer camp programs	8%	<b>4%</b>
Gymnastics/tumbling programs	4%	<b>3%</b>

Benchmarking for Prince William County, Virginia		
	National Average	Prince William County 2019
<b>Parks and recreation facilities that respondent households have a need for</b>		
Walking & Biking Trails	70%	72%
Picnic Areas and Shelters	49%	56%
Indoor Fitness and Exercise Facilities	47%	55%
Natural areas/wildlife habitats (Greenspace and natural areas)	54%	52%
Small neighborhood parks	55%	52%
Large Multi Use Community Parks	51%	52%
Historic Facilities	27%	49%
Playground Equipment	41%	46%
Indoor Swimming Pools/Aquatic Center	39%	45%
Fishing areas (Fishing piers)	30%	39%
Outdoor Swimming Pools/Aquatic Center	41%	38%
Indoor running/walking track	39%	35%
Lap Lanes for Swimming (indoor)	29%	35%
Off-Leash Dog Park	30%	29%
Outdoor Amphitheater	32%	28%
Indoor Ice-Skating Rinks	23%	23%
Golf Driving Range	25%	22%
Outdoor basketball/multi-use courts	20%	22%
Indoor Gyms/Multi-Purpose Rec Center	29%	22%
Tennis Courts	21%	22%
18 Hole Golf Course	23%	20%
Indoor volleyball courts	20%	12%
Skateboarding Park/Area	11%	9%
Lacrosse fields	4%	6%
Cricket fields	4%	3%



Benchmarking for Prince William County, Virginia		
	National Average	Prince William County 2019
<b>Most important parks and recreation facilities (sum of top choices)</b>		
Walking & Biking Trails	45%	43%
Natural areas/wildlife habitats (Greenspace and natural areas)	21%	22%
Indoor Fitness and Exercise Facilities	20%	20%
Large Community Parks	20%	20%
Picnic Areas and Shelters	14%	17%
Small Neighborhood Parks	24%	16%
Playground Equipment	18%	16%
Fishing areas	11%	16%
Historic Facilities	7%	16%
Indoor Swimming Pools/Aquatic Facilities	17%	14%
Off-Leash Dog Park	15%	14%
Indoor running/walking track	15%	11%
Outdoor Swimming Pools/Aquatic Facilities	17%	10%
18 Hole Golf Course	9%	9%
Lap lanes for swimming (indoor)	10%	7%
Golf Driving Range	9%	6%
Indoor Gyms/Multi-Purpose Rec Centers	10%	5%
Outdoor Amphitheater	8%	5%
Outdoor basketball/multi-use courts	4%	4%
Tennis Courts	6%	4%
Indoor Ice-Skating Rinks	7%	3%
Indoor volleyball courts	4%	2%
Skateboarding Area	2%	1%
Cricket field	1%	1%
Lacrosse fields	1%	1%
Baseball/Softball Fields	3%	

Benchmarking for Prince William County, Virginia		
	National Average	Prince William County 2019
Satisfaction with the overall value received from the parks and recreation department		
Very Satisfied	24%	18%
Somewhat Satisfied	35%	37%
Neutral	22%	25%
Somewhat Dissatisfied	6%	8%
Very Dissatisfied	3%	4%
Don't Know	12%	9%