

# Long Bridge Park Advisory Committee

## November 30, 2015 Meeting

Public Feedback and Preliminary Analysis Presentation



ARLINGTON VIRGINIA

# Long Bridge Park Validation and Priority Public Engagement Results

## Four versions of public data collection:

- “Event” public engagement where participants are given 3 dots and asked to use their 3 votes on a variety of elements.
- LBP “Game” where participants are given \$100 to build a facility out of a variety of elements and factor in potential revenue.
- On-Line survey. Not statistically valid.
- Statistically valid survey as part of PSMP. Results expected in January 2016.



**Total number of Participants:**

Game played at 7 meetings: 122 (4 thrown out due to being over budget)

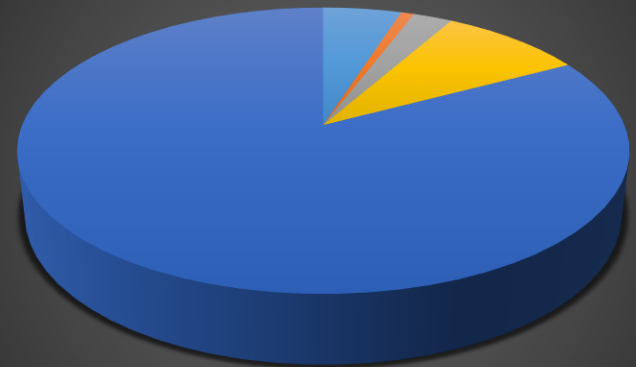
**Game participants that would not invest in a facility: 9 (out of 122)**

**Average cost spent by game participants that built a facility: \$86.6 (\$1 to \$100)**

**How much did Game participants spend?**

\$0:	6 participants
\$1 to \$25:	1 participants
\$26 to \$50:	3 participant
\$51 to \$75:	11 participant
\$76 to \$100:	101 participants
\$76 to \$80:	3 participants
\$80 to \$90:	5 participants
\$90 to \$100:	93 participants

**Spent Dollars Percent of Total**

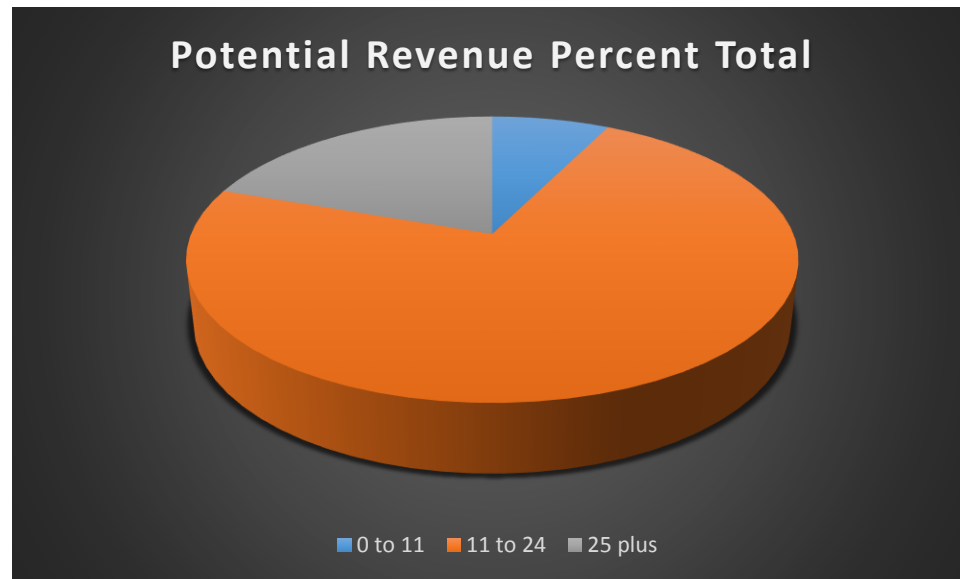
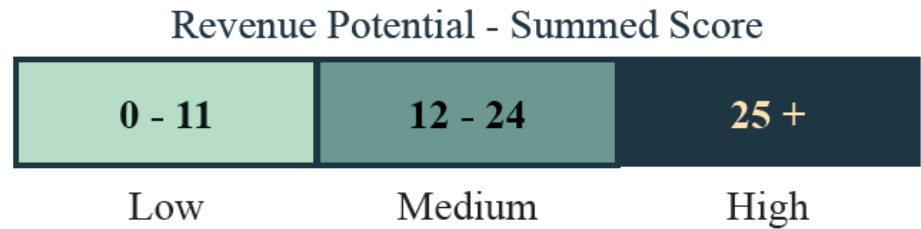


■ \$0   
 ■ \$1 to \$25   
 ■ \$26 to \$50   
 ■ \$51 to \$75   
 ■ \$76 to \$100

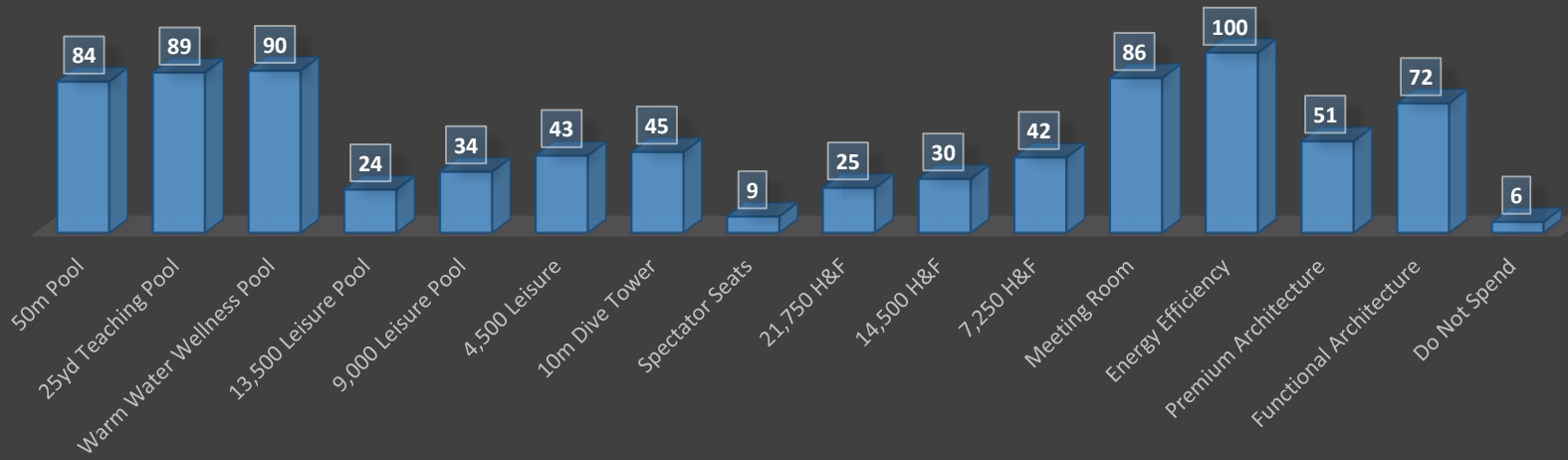
**Average revenue potential created by game participants: 21**

**Revenue Potential Range:**

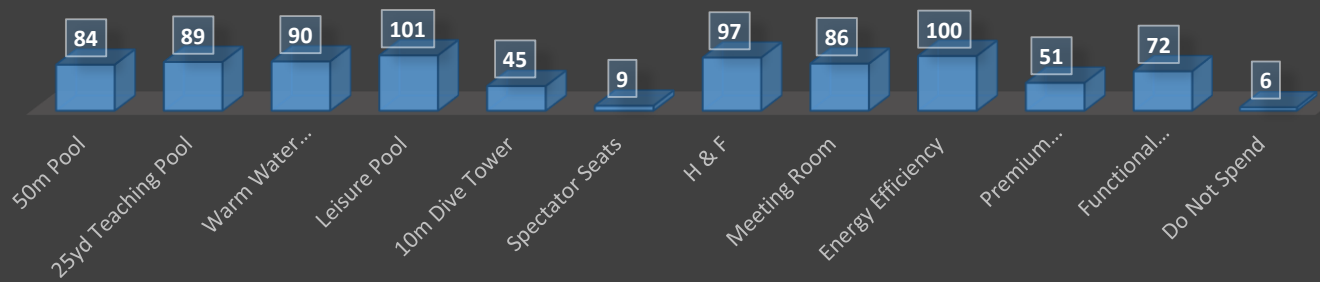
- 0 to 11: 9 participants
- 11 to 24: 89 participants
- 25 plus: 24 participants



## GAME RESULTS

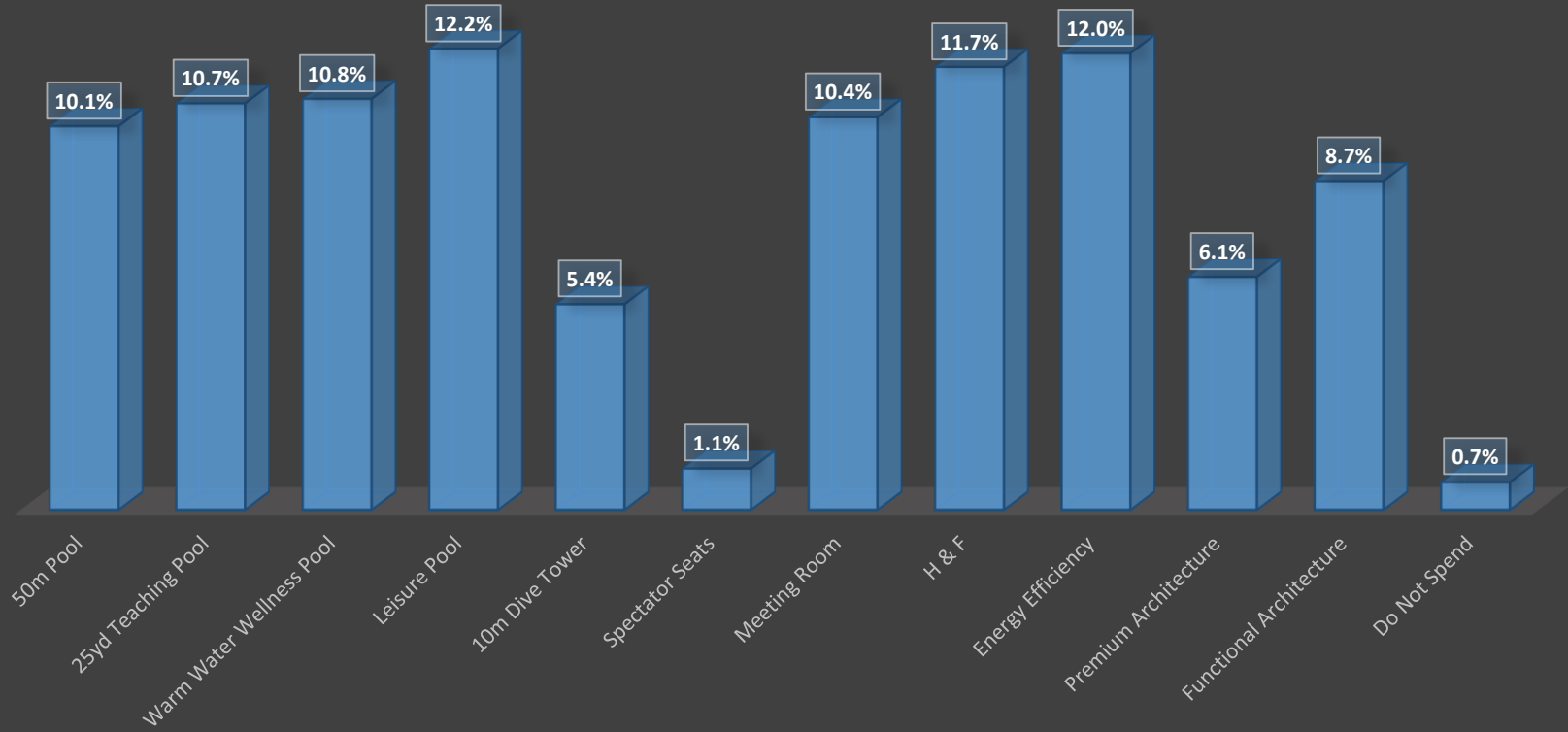


## GAME RESULTS AGGREGATE LEISURE POOL AND H&F

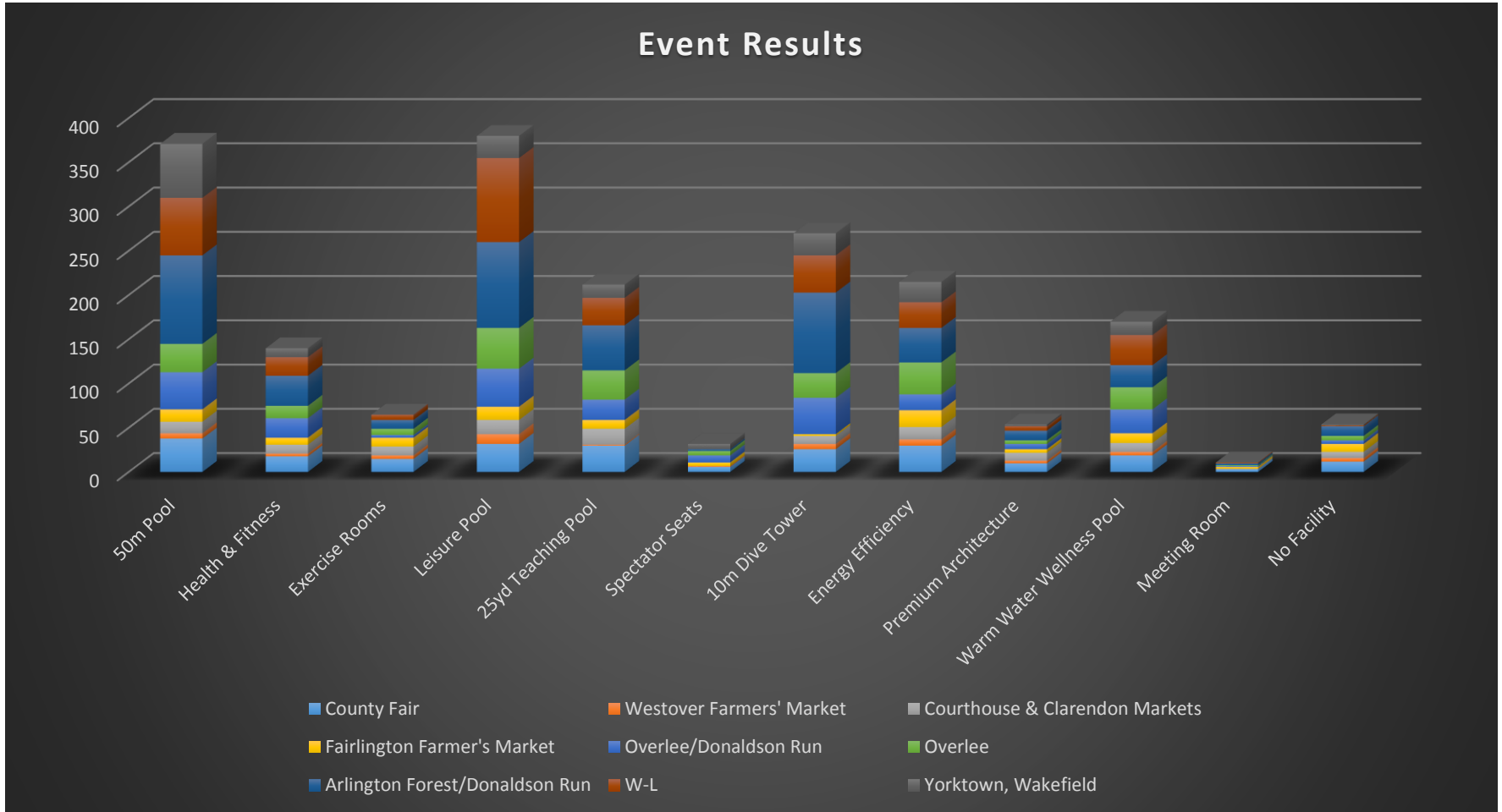


\*Combines all leisure pool votes into one line, and all H&F into one line.

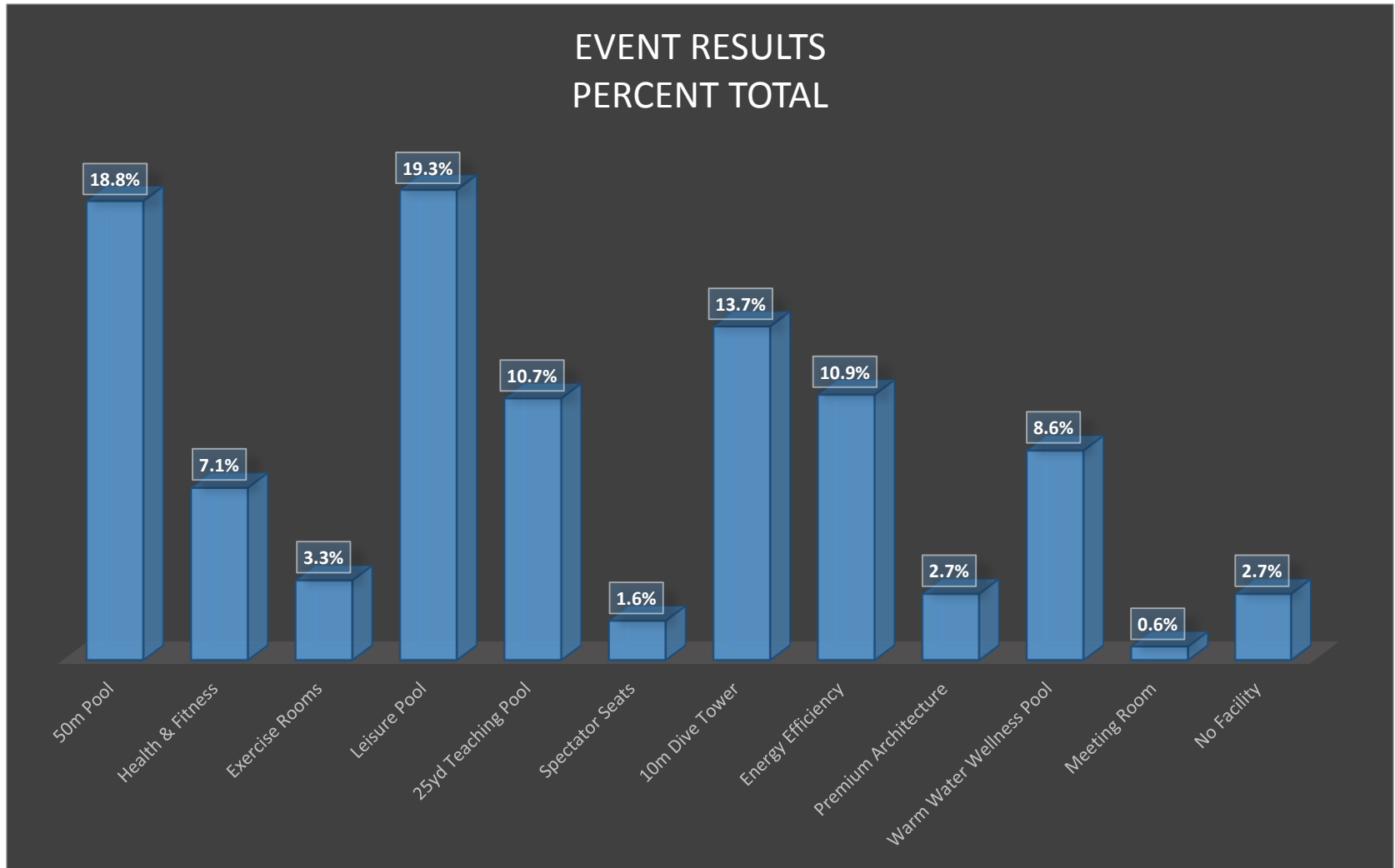
## GAME RESULTS PERCENT OF TOTAL



16 Events: 658 participants (1,974 votes)







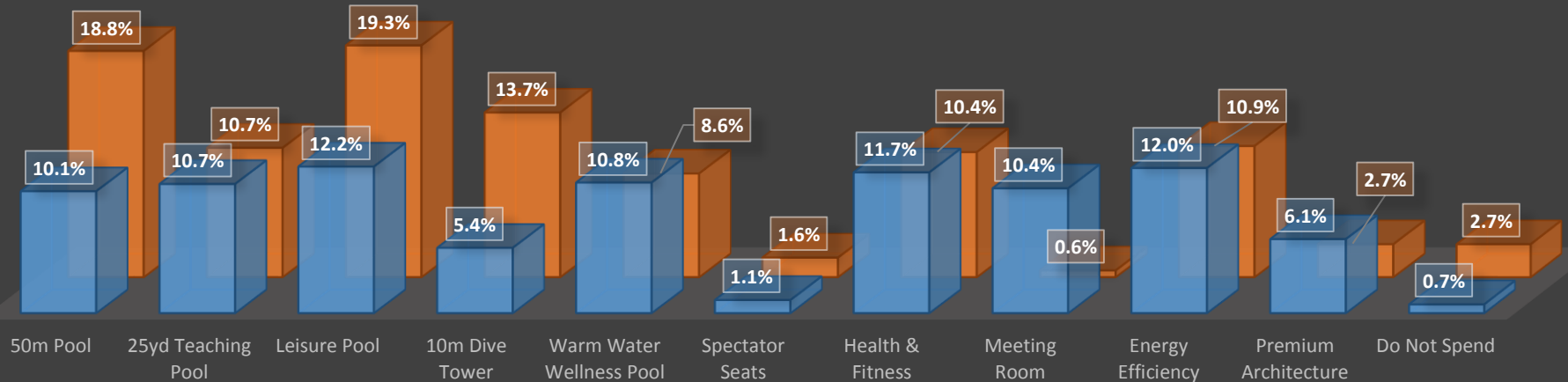


The outreach Events can be placed into two broad categories:

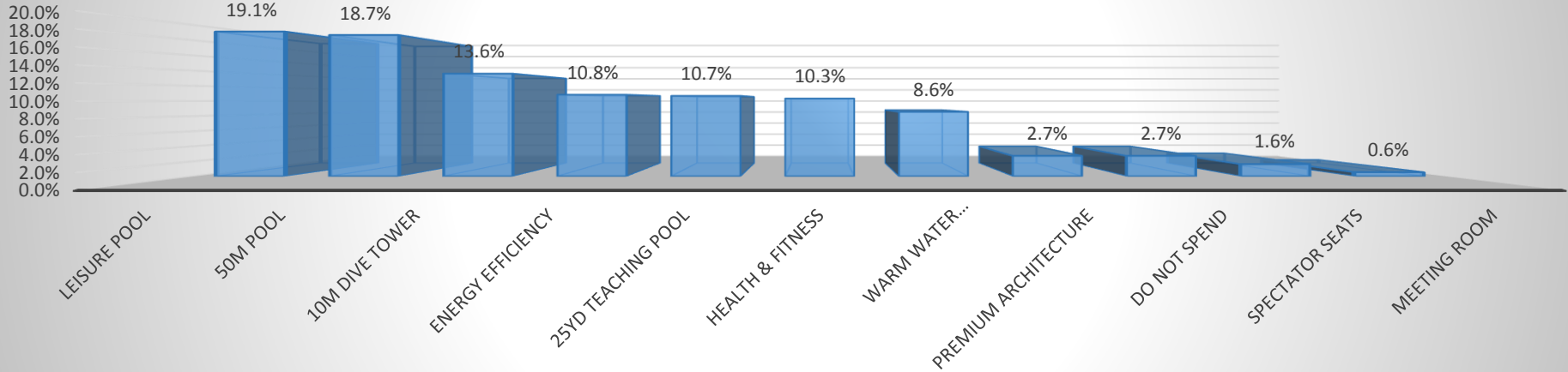
- General Events that were held where anybody could walk up and participate and were not held at an aquatics or fitness themed location or activity.
- Stakeholder Events that were held at an aquatics or fitness related location or activity, such as a neighborhood pool or high school pool.

## GAME VS EVENTS PERCENT OF TOTAL

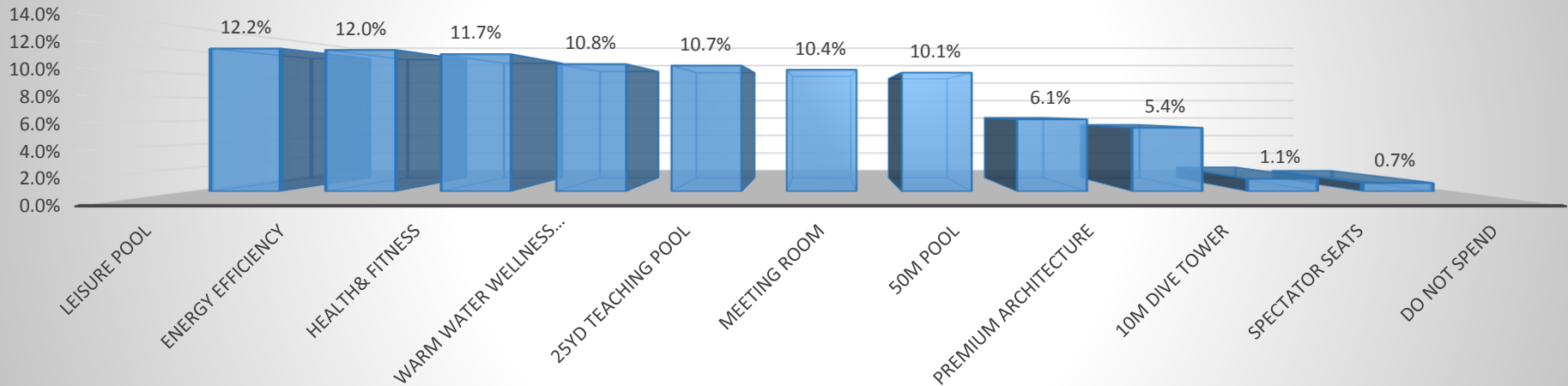
■ Game ■ Events



## Event Preferences



## Game Preferences



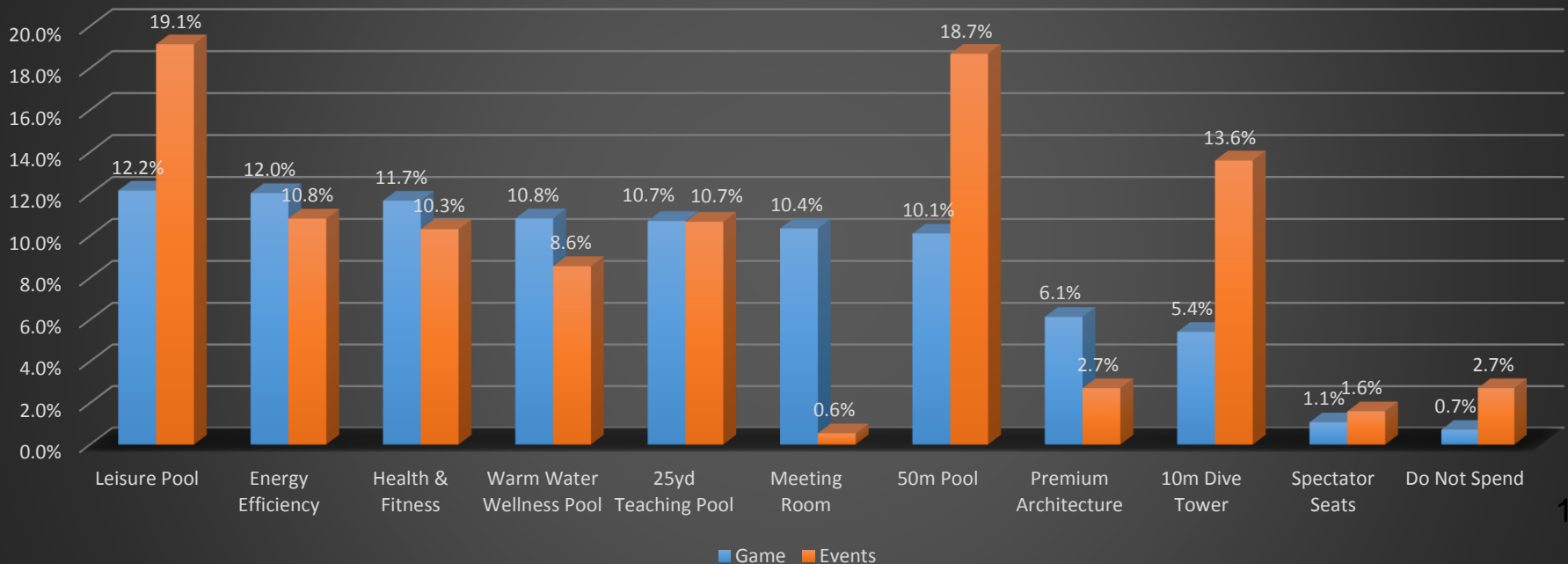
## Top 4 Preferences

	Game	Events
1.	Leisure Pool	Leisure Pool
2.	Advanced Energy Systems	50 Meter Pool
3.	Health & Fitness	10 Meter Dive Tower
4.	Wellness Pool	Advanced Energy Systems
5.	25yd Pool	25yd Pool

## Top 5 Overlap:

**Leisure Pool, Energy Systems, 25yd Pool**

## Game and Event Preferences



### **When administering the game:**

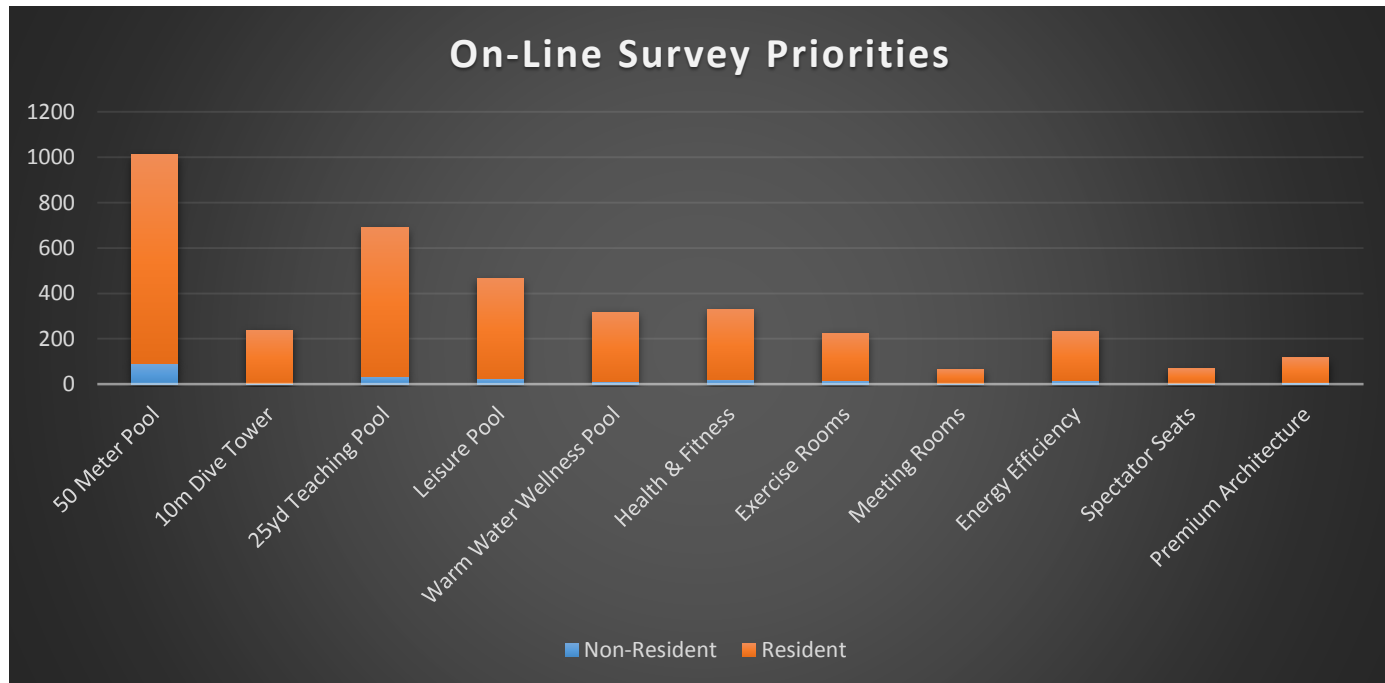
- 11 participants built a facility with two 25 yard teaching pools.
- 11 participants built a facility with two wellness pools.
- 12 participants built a facility with 2 leisure pool choices.
- Out of 84 Fifty Meter Pools and 89 Twenty-five Meter Pools:
  - 52 participants picked both at the same time, which means:
  - 32 participants picked a 50 Meter pool only
  - 37 participants picked a 25 Yard pool only

### **Observations from Game and Event Administrators**

Do you believe the County should invest in an Aquatic, Health and Fitness Facility?

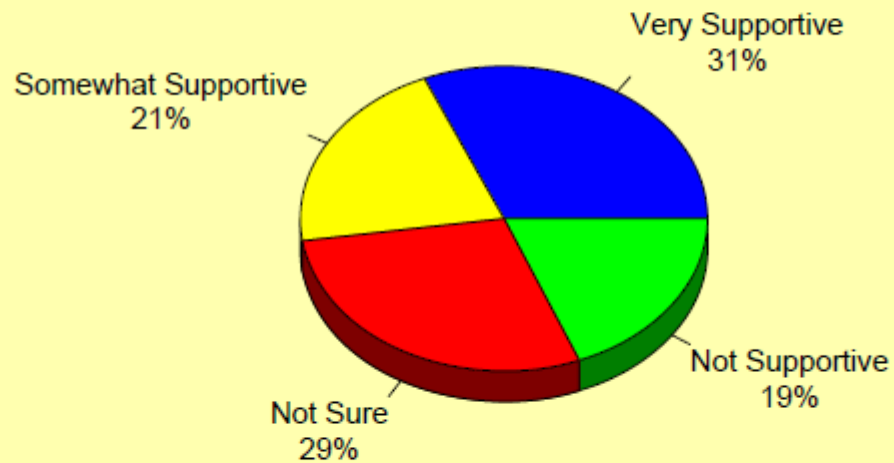
	Non-Resident	Resident	Total	%
No	7	715	722	36%
Yes	80	1186	1266	64%
Grand Total	87	1901	1988	

Amenity vote distribution (among those in favor of investing)



## Q7. Level of Support for the City of Alexandria Partnering With Neighboring Jurisdictions

by percentage of respondents



Source: Leisure Vision/ETC Institute (October 2015)