

Strategic Plan Survey

For the Town of Herndon
Parks and Recreation Department

Detailed Survey Results

Responses gathered October 30, 2017 through January 11, 2018



Quality of Life Questions

2017 statistics 176 total respondents

Q2. High quality parks and recreational areas are meaningful to the overall quality of life in Herndon.

2017 results									2014 results								
169 98.8% Agree with 4.74 weighted average									179 100.0% Agree with 4.67 weighted average								
1.2% Decline from 2014 0.07 increase from 2014									0.07 change								
Answer Choices	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total	Weighted Average	change	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total	Weighted Average		
1	131	38	1	0	1	171	4.74	0.07	120	59				179	4.67		
						Answered	171										
						Skipped	5										

Q3. The park athletic fields (and the volunteer-organized team sports programs played on those fields) are important to the overall quality of life in Herndon.

2017 results									2014 results								
158 92.4% Agree with 4.49 weighted average									168 94.4% Agree with 4.43 weighted average								
2.0% Decline from 2014 0.06 increase from 2014									0.06 change								
Answer Choices	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total	Weighted Average	change	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total	Weighted Average		
1	98	60	12	0	1	171	4.49	0.06	89	79	7	3		178	4.43		
						Answered	171										
						Skipped	5										

Q4. The open spaces and natural resources in the parks (such as trees, meadows, wetlands, and streams) enhance the overall quality of life in Herndon.

2017 results									2014 results								
166 97.6% Agree with 4.76 weighted average									177 98.9% Agree with 4.70 weighted average								
1.2% Decline from 2014 0.06 increase from 2014									0.06 change								
Answer Choices	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total	Weighted Average	change	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total	Weighted Average		
1	135	31	3	0	1	170	4.76	0.06	128	49	1	1		179	4.70		
						Answered	170										
						Skipped	6										

Q11. The Herndon Community Center and the recreation programs offered there for both children and adults are important to the overall quality of life in Herndon.

2017 results									2014 results								
157 94.6% Agree with 4.58 weighted average									173 97.2% Agree with 4.48 weighted average								
2.6% Decline from 2014 0.10 increase from 2014									0.10 change								
Answer Choices	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total	Weighted Average	change	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total	Weighted Average		
1	110	47	6	2	1	166	4.58	0.10	92	81	4	1		178	4.48		
						Answered	166										
						Skipped	10										

Q17. Would you recommend the Herndon Community Center to a friend or colleague?

2017 results			2014 results		
Response	Percent	Responses	Response	Percent	Responses
Yes	95.7%	156	Yes	95.4%	165
No	4.3%	7	No	4.6%	8
Please explain your answer		72			
Answered		163			
Skipped		13			

Community Center

Around 57% of respondents had been to HCC for reasons other than a program, event or to vote AND for a class, program or event

Amongst pre-determined options, "not interesting to me" was the most common reason in both categories why people had not come.

30.2% of people in the first category (other than a program, etc.) and 23.8% in the second category (for a program)

Rated good or better for the four categories we chose (cleanliness, customer service, fitness equipment, personal training) except for Fitness Equipment which ranked just below Good (3.84)

Q12. Have you or a member of your household, in the last 12 months, come to the Herndon Community Center for reasons OTHER than a program, event, or to vote?
Eg. swim, workout, or play ball

Answer Choices	Response	
	Percent	Responses
Yes	57.74%	97
No	42.26%	71
	Answered	168
	Skipped	8

Q13. Please indicate why (check all that apply)

Answer Choices	Response	
	Percent	Responses
Not aware of what the facility has to offer	14.29%	9
Facility is not affordable	7.94%	5
Facility is not interesting to me	30.16%	19
Location is not convenient	4.76%	3
Lack of transportation	1.59%	1
Had a bad experience	0.0%	0
Other, please explain	47.62%	30
	Answered	63
	Skipped	113

Q14. Have you or a member of your household, in the last 12 months, come to the Herndon Community Center FOR a class, program or event?

Answer Choices	Response	
	Percent	Responses
Yes	57.14%	96

No	42.86%	72
	Answered	168
	Skipped	8

Q15. If no, please indicate why (check all that apply)

Response	Percent	Responses
Answer Choices		
Not aware of what programs are offered	17.46%	11
Programs or events are not affordable	4.76%	3
Programs or amenities are not interesting to me	23.81%	15
Location is not convenient	0.0%	0
Lack of transportation	1.59%	1
Had a bad experience	0.0%	0
Other, please explain	55.56%	35
	Answered	63
	Skipped	113

Q16. How do you rate the Herndon Community Center on:

Answer Choices	Excellent	Good	Average	Fair	Poor	Don't Know	Total	Scale is 1-5 Weighted Average
Cleanliness	60	72	8	3	0	23	166	4.32
Customer Service	65	53	14	5	1	27	165	4.28
Fitness Equipment	27	39	19	7	3	69	164	3.84
Personal Training	14	10	9	0	0	131	164	4.15
							Answered	166
							Skipped	10

Q18. How do you rate the VARIETY of recreation classes, programs and events offered by the Herndon Parks and Recreation Department?

Answer Choices	Excellent	Good	Average	Fair	Poor	Don't Know	Total	Weighted Average
	42	64	32	4	0	23	165	4.01
							Answered	165
							Skipped	11

Would you recommend HCC to a friend or colleague? (Q17)

Total responses* 72

*some responses included multiple opinions about HCC

Total opinions expressed 99

11.11%	13.89%	1.39%	23.61%	5.56%	13.89%	2.78%	9.72%	0.00%	2.78%	2.78%	31.94%	2.78%	15.28%		9.72%	76.39%	18.06%	4.17%
8	10	1	17	4	10	2	7	0	2	2	23	2	11	72	7	55	13	3

Open Responses	Don't Know	Good staff	Bad staff	Good facility	Bad facility	Good price	Bad price	Good location	Bad location	Bad parking	Social experience	Good programming	Events	Other	Opinion count	Negative	Positive	Neither	Both
Great equipment and swimming pool at a very reasonable price. The staff is awesome!		1		1		1									1		1		
I have recommended it															1		1		
It's convenient.				1				1							1		1		
nice facility, good location parking is sometimes tough				1				1		1					1	1	1		1
Too expensive— poor equipment— some staff not friendly			1		1		1								1	1			
The Center is a good facility and is an opportunity to meet others who also live in Herndon. convenient, good selection of kids' classes & reasonable price				1				1			1				1		1		
Don't know enough	1														1			1	
Friends and colleagues with children. Special events bus trips are fun! Arts & Crafts events are well attended and worth the trip.													1		1		1		
Except anyone handicapped. Pool is not handicap accessible & there are not enough handicapped parking places & parking is as far away as possible from pool.					1										1	1			
The people at the front desk are so helpful.		1													1		1		
I have not been yet so I can't recommend it but I would tell someone about it if they didn't know	1														1			1	
It offers a variety of activities												1			1		1		
A resource worth investigating	1														1			1	
Quality of the programs offered.												1			1		1		
I've used the center in the past; just not in the last year.														1	1			1	
Staff are wonderful!		1													1		1		
Best facility in NOVA				1											1		1		
Good prices for class, close to home						1		1							1		1		
Responsive staff when I reserved Bready Park for an event.		1													1		1		
I live outside of Town of Herndon. My sub-division does not have /own outdoor or indoor park or recreational facilities. Being in close proximity to Town of Herndon is helpful to maintain property values in sub-divisions such as ours.								1							1		1		
I take the outdoor tennis classes & love them!				1								1			1		1		
Love the pool!				1											1		1		
maybe	1														1			1	
I recommend it because it's within our community, it is no expensive and they have a good program in all seasons of the year.						1		1				1			1		1		
The c. c. is out of date & old.					1										1	1			
N/A	1														1			1	
I love the small group fitness & craft classes. They're well run & such a good value						1						1			1		1		
The classes are excellent value for money						1						1			1		1		
People are friendly and helpful. We have had good experiences there.		1													1		1		
The Department is an asset to our Town Ruth Tatlock(sp?)														1	1		1		
Cost reasonable						1									1		1		
Reasonable prices						1									1		1		
It's an excellent Community Center				1											1		1		
Lack of parking for events.										1					1	1			
They offer a well rounded variety of classes and programs. I would recommend their indoor tennis bubble.												1			1		1		
I have many times.														1	1		1		
I know there are multiple things to do but I would be more interested if there was a local paper to let us know what is going on in the Community Center as well as the town. We miss the "paper" Observer!														1	1			1	
The HCC has fitness center, swimming pool & all the important sports courts.				1											1		1		

Open response reasons (65 total) why respondents did not visit the Community Center (Q13):

Tallied by similar responses

(blank is "1" response)

Number of responses	Specific Responses
15	No time to use the facility
10	Gym membership elsewhere
6	Other interests
3	Haven't had the need to
3	Surgeries
3	Just lazy
2	We have other options for the same activities
2	Due to number of classes offered there is little availability for individuals to work out on the equipment
2	Advanced age
	Cost and lack of time
	Didn't need it this year
	Due to schedule mostly
	Event sometimes
	Gym doesn't have everything I need
	Have not gotten around to it
	I only come with my grandson and he has been involved elsewhere in the past year
	I use the Center for exercise purposes only
	Kids prefer bigger pool at other community centers
	Live in Reston
	Need local newspaper to tell what's there!
	No desire to
	No occasion to do so
	Not sure of cost
	Nothing has caught my interest
	Participated in earlier years but have not last 12 months
	Schedule – don't have a consistent work schedule so classes are difficult
	Swim hours/lanes are too limited
	Times are not convenient
	Too costly even for TOH residents the pool fees with membership are way too much
	We have just signed up to review the equipment in the center and purchase memberships
	Working/tired/other activities interfering

Raw responses - Not coming for facility and not coming for programming combined

YMCA Reston Member
Just Lazy
didn't need it this year
No time to use the facility.
surgeries
Have gym membership elsewhere
no occasion to do so
Haven't had time recently
I belong to a gym
Haven't had time
Gym Doesn't have Everything I need
mostly go to Lifetime
Not sure of cost
Kids prefer bigger pool at other community centers
Other interests right now
we have other options for the same activities
No time
Already have a gym membership elsewhere, but may use eventually
Other activities keeping me busy
Pay for other commercial gym facility

Just no time; there for classes & programs often tho!
Prefer outdoor activities, on my own
swim hours/lanes are too limited
Take daughter for classes, but do not have time to workout on my own
Due to number of classes offered, there is little availability for individuals to work out on the equipment.
Too costly even for TOH residents. The pool fees with membership are way too much
Membership at Worldgate
Too busy for the events offered although have used the fitness center in the past
We are members of Lifetime Fitness
Hadh't had the need to
YMCA Reston member
participated in earlier years, not last 12 months
Lazy
due to schedule mostly
Didn't have a personal need to
Didn't have the personal need
busy, surgeries, Advanced age
Times are not convenient
too busy, plan to soon though
other things to do
Haven't had time.
Too busy with other things
Still recovering from serious surgery
no time
Mostly go to Lifetime
Lazyness & age (89) :)
Other options
Live in Reston
need local paper newspaper to tell whats there!
no time
Other interests right now
no desire to
Event - sometimes
No time
I only come with my grandson and he has been involved elsewhere in the past year
Have not gotten around to it
Prefer outdoor activites
Not enough free time
Schedule - don't have a consistent work schedule, so classes are difficult
Due to number of classes offered, opportunity to utilize the equipment is limited.
We have just signed up to review the equipment in the center and purchase memberships.
I use the Center for exercise purposes only
working/tired/other activities interfering
Nothing has caught my interest
cost, and lack of time

Additional comments about the Community Center or the Department of Parks and Recreation (Q26):

51 respondents completed this question. Some responses included multiple aspects. Responses were tallied for all categories/subcategories that applied.

<u>Category</u> Percentage	<u>Subcategory</u> Percentage (percentage of category)							
Positive (28) 54.9%	Staff	Equipment/ Facility	Programming	Events	Price	Other		
		17.9%	39.3%	17.9%	7.1%	3.6%	25.0%	
Negative (9) 17.6%	Staff	Equipment/ Facility	Security	Maintenance	Price			
		22.2%	11.1%	33.3%	33.3%	33.3%		
Suggestion (26) 51.0%								
Other (5) 9.8%								

Raw responses

Its a top notch facility staffed by wonderful people. It is very affordable.

Better exercise equipment

We wish the center were open a little earlier in the morning 5-530am

parking improvements at the community center would be helpful

I recently subscribed to the Herndon Community Center and my son is participating in the swimming team. I like the location and convenience of the center.

The pool is also great.

It would be nice to have a more user-friendly way to register for things online or view a family account

Too expensive even for locals

The recent holiday evening with Santa was a very nice offering. Do it again! But please have more singing or music playing.

Overall good variety of locations

Community Center & pool are not adequately equipped for handicapped. See item 9

Love toddler open gym. Would love more days.

We have a really nice basketball court at the HCC. It would be nice to see people actually playing basketball, but I think the high cost prevents it. I would love to be able to play basketball with others indoor.

I don't have kids so I am not interested in kids programs but I think they are important for the community

Please bring back the old bench press in the weight room. New one is no good. Please Pretty Please.

When rented Bready Electricity didn't work. Would have been nice to know this before renting the shelter

The winter tennis program is only fair because of limited "bubble" court times -- very expensive unless you take a class.

Please continue great works with Baseball (HOYB) and softball (HRYS) organizations. The kids love baseball and softball.

Always helpful & friendly

We would like you to cut the branches of the parks, better hygienic and more security and clean

The parks need more security, ie. fences. The community center needs updates, better instructors.

The skateboard park at Trailside attracts a sleazy crowd. Needs police attention

Community Center needs evening child care services.

Would it be possible to start a walking/hiking group based in the community center?

Would like to know more about the demographics of those currently served by the center.

Community Center is great

I wish there were more options for weekend classes for kids.

Can't wait to use it, we just moved here

No comment; I am legally blind I have - (macular degeneration)

I'm always pleased to observe the popularity and use of our Town's parks and facilities. It brings the community together.

It is wonderful!

You are doing a wonderful job. We are very satisfied with the quality of service from the programs. I would suggest that you train ALL your front desk staff to be friendly and inviting.

I like the discounted Fridays and look forward to using the discounted Tuesdays when I reach that age.

I would like more notice about scheduled closings and email notice for unscheduled closings

Continue improving where necessary, and continue your good work.

Blessed to have so many options in Herndon and Fairfax County area, including YMCA.

I love the facilities the Town has to offer. We have had a lot of difficulty purchasing passes to the community center, and having them accurately applied to our account. Some times people at the front desk seem a bit rude.

Love the Herndon Festival, Labor Day Festival, Runneymede Park events, and dog park!

Good balance of sports and other activities.

I'd really like to see more arts and crafts classes for younger children (aged 5).

The people working at the facilities are very friendly. I'm glad Herndon has a community center that offers so much. It is a draw for new folks to the area and allows me to take classes close to home.

Please start a pickle ball program. Herndon is a good place to retire. The Community Center constitutes an important resource for the growing retiree population.

I have used the Community Center's Fitness Room for nearly 20 years, which says something about my attachment to the Community Center. The people I meet there, both staff and customers, are delightful and always willing to help. They are good people and do Herndon proud.

Work on the price of classes and admission passes for town of herndon residents

I love living in Herndon because of the community amenities. All enhances our way of life and property values.

It is a wonderful benefit for town residents and I feel most importantly for young families and youth activities.

Good job, wish there were more time in the day in which to participate in what all Herndon has to offer.

Our BSA Troop XXX has been cleaning up monthly at Bready Park for the past 20+ years instilling pride in our boys and the community in which they live.

Many of our scouts have also participated in Eagle projects in the parks and with various community groups. The trees and parks here in Herndon make it a special place. The community center is exceptional and an important resource for so many members of the community.

We are now retired. When our children were young, we took advantage of many programs at the community center for them, including swim lessons, gymnastics, ballet and summer day care. The community center provided good programs for an affordable price.

For those of us who travel for extended periods, it would be nice to be able to pay for classes on a prorated basis or just use the daily pass whenever we can attend.

Just keep up the good work. Thanks...

The tennis bubble leaks during rain storms. And they could use some new/more tennis balls for the bubble classes.

Parks

81% of citizens have visited a Herndon Park in the past year (138 of 168 responses).

Alabama, Bruin and Stanton Parks received less than a 3.5 for maintenance quality.

Alabama Park received less than a 3.0 for safety and Bruin and Stanton Parks received less than a 3.5 for safety.

Of those who did not visit a park the most common reason with 70.8% said they were "Too busy/no time for recreation."

The least common response was "I did not know these parks existed" with a 8.3% response rate.

Q6. The following parks are in Herndon: Alabama Drive Park, Bready Park, Bruin Park, Chandon Park, Cuttermill Park, Haley Smith Park, Harding Park, Runnymede Park, Spring Street Park, Stanton Park and Trailside Park. Have you used any of these parks in the last 12 months?

Answer Choices	Response	Per Responses
Yes	80.95%	136
No	19.05%	32
	Answered	168
	Skipped	8

Q7. Please tell us why not (Select all that apply)

Answer Choices	Response	Per Responses
I did not know these parks existed	8.33%	2
Nothing in the park attracts me	16.67%	4
No one to participate with	20.83%	5
Too busy/no time for recreation	70.83%	17
Other, please explain		10
	Answered	24
	Skipped	152

Q8. How do you rate the MAINTENANCE of the following parks and recreational facilities?

Park	Excellent	Good	Average	Fair	Poor	Don't Know	Total	Weighted Average
Alabama Drive Park		1	11	7	1	2	96	118 3.36
Bready Park		30	47	6	0	1	43	127 4.25
Bruin Park		3	28	11	5	5	68	120 3.37

Chandon Park	2	8	0	1	0	106	117	4
Cuttermill Park	5	12	7	1	0	92	117	3.84
Haley M. Smith Park	29	33	1	1	0	61	125	4.41
Harding Park	0	7	1	1	0	108	117	3.67
Runnymede Park	24	35	9	0	0	55	123	4.22
Spring Street Park	3	14	6	2	0	90	115	3.72
Stanton Park	2	5	4	3	0	101	115	3.43
Sugarland Run Stream Valley Trail	18	28	3	2	1	68	120	4.15
Trailside Park	16	18	5	1	0	78	118	4.22
W & OD Trail	50	59	5	2	1	17	134	4.32
							Answered	137
							Skipped	39
							Below 3.5 average	
							Below 3.0 average	

Q9. How do you rate the SAFETY of the following parks and recreational facilities?

Park	Excellent	Good	Average	Fair	Poor	Don't Know	Total	Weighted Average
Alabama Drive Park	0	8	7	4	3	91	113	2.91
Bready Park	18	42	13	1	2	45	121	3.96
Bruin Park	3	25	12	5	4	68	117	3.37
Chandon Park	1	8	4	0	0	100	113	3.77
Cuttermill Park	3	13	6	0	1	90	113	3.74
Haley M. Smith Park	20	32	3	2	0	62	119	4.23
Harding Park	1	6	2	1	0	102	112	3.7
Runnymede Park	13	31	11	2	0	61	118	3.96
Spring Street Park	3	15	6	1	0	86	111	3.8
Stanton Park	0	7	2	2	1	101	113	3.25
Sugarland Run Stream Valley Trail	10	23	13	3	0	67	116	3.82
Trailside Park	9	23	6	2	2	71	113	3.83
W & OD Trail	27	54	16	7	5	19	128	3.83
							Answered	131
							Skipped	45
							Below 3.5 average	
							Below 3.0 average	

Personal Programming Summary

2017 results

2014 results

Program	Personal			Adults
	1 year	3 year	5 year	
Events (concerts, festivals, holiday events)	1	1	1	10
Fitness-land based	2	2	2	1
Yoga/Pilates	3	3	3	2
Aquatics (swim lessons, diving, swim team)	4	6	5	2
Races (bike or foot)	5	10	8	7
Fitness-water based	6	5	7	5
Crafts/Art classes	7	10	4	9
Nature & environmental education	8	14	15	12
Personal training	8	4	5	4
Tennis	10	7	8	6
Enrichment classes	11	8	10	not included in 2014
Music	12	14	15	12
Social dance (Latin, Salsa, Ballroom, Hip Hop)	12	8	10	8
Individual/team sports	14	13	13	not included in 2014
Martial arts (tae kwon do, karate, fencing)	15	12	12	14
Performing dance (Ballet, Tap, Jazz)	16	19	15	10
Out of school camp	17	18	14	15
Preschool/Tiny tots classes	18	16	15	17
Gymnastics	19	17	15	16
Other (please specify)	20	20	20	not included in 2014

Other responses included:

Silver Sneakers; drawing

Dog park and dog-related events

Gun safety for non-gun owners

pickle ball is needed for seniors and others; please start a pickle ball program

Cultural integration

Ranked #1

Ranked #2

Ranked #3

Family Programming Summary

2017 Results

2014 results

Program	Family			2014 results Children
	1 year	3 year	5 year	
Events (concerts, festivals, holiday events)	1	1	1	5
Aquatics (swim lessons, diving, swim team)	2	3	2	1
Fitness-land based	3	2	5	15
Nature & environmental education	4	7	4	11
Crafts/Art classes	5	5	10	3
Fitness-water based	6	4	10	16
Races (bike or foot)	7	5	12	9
Individual/team sports	8	10	8	not included in 2014
Yoga/Pilates	9	9	3	13
Music	10	13	8	6
Performing dance (Ballet, Tap, Jazz)	11	16	14	7
Tennis	12	7	5	4
Gymnastics	13	16	18	9
Martial arts (tae kwon do, karate, fencing)	14	14	14	7
Enrichment classes	15	12	19	not included in 2014
Preschool/Tiny tots classes	15	19	17	12
Personal training	17	11	16	14
Out of school camp	18	16	5	2
Social dance (Latin, Salsa, Ballroom, Hip Hop)	19	14	12	17
Other (please specify)	20	20	20	not included in 2014

Other responses included:

Music lessons

Dog park and dog-related events

pickle ball is needed; spouses could play together

Classes for children on etiquette and manners

Ranked #1

Ranked #2

Ranked #3

Programming - Detailed information

expressed community needs for programming over various time periods

176 respondents

Personal needs

Total responses (responded for any time period)

Fitness-land based	89	51%
Events (concerts, festivals, holiday events)	87	49%
Yoga/Pilates	68	39%
Aquatics (swim lessons, diving, swim team)	64	36%
Fitness-water based	63	36%
Crafts/Art classes	57	32%
Races (bike or foot)	56	32%
Personal training	55	31%
Enrichment classes	46	26%
Social dance (Latin, Salsa, Ballroom, Hip Hop)	44	25%
Tennis	44	25%
Nature & environmental education	42	24%
Individual/team sports	40	23%
Martial arts (tae kwon do, karate, fencing)	38	22%
Music	37	21%
Out of school camp	30	17%
Preschool/Tiny tots classes	29	16%
Gymnastics	27	15%
Performing dance (Ballet, Tap, Jazz)	27	15%
Other (please specify)	12	7%

Immediate Needs (1 year)

Events (concerts, festivals, holiday events)	72	41%
Fitness-land based	69	39%
Yoga/Pilates	44	25%
Aquatics (swim lessons, diving, swim team)	41	23%
Races (bike or foot)	40	23%
Fitness-water based	38	22%
Crafts/Art classes	36	20%
Nature & environmental education	29	16%
Personal training	29	16%
Tennis	26	15%
Enrichment classes	25	14%
Music	22	13%
Social dance (Latin, Salsa, Ballroom, Hip Hop)	22	13%
Individual/team sports	20	11%

Martial arts (tae kwon do, karate, fencing)	17	10%
Performing dance (Ballet, Tap, Jazz)	16	9%
Out of school camp	13	7%
Preschool/Tiny tots classes	12	7%
Gymnastics	10	6%
Other (please specify)	0	0%

Intermediate Needs (3 year)

Events (concerts, festivals, holiday events)	43	24%
Fitness-land based	41	23%
Yoga/Pilates	32	18%
Personal training	28	16%
Fitness-water based	27	15%
Aquatics (swim lessons, diving, swim team)	23	13%
Tennis	21	12%
Enrichment classes	20	11%
Social dance (Latin, Salsa, Ballroom, Hip Hop)	20	11%
Crafts/Art classes	19	11%
Races (bike or foot)	19	11%
Martial arts (tae kwon do, karate, fencing)	17	10%
Individual/team sports	16	9%
Music	15	9%
Nature & environmental education	15	9%
Preschool/Tiny tots classes	6	3%
Gymnastics	5	3%
Out of school camp	4	2%
Performing dance (Ballet, Tap, Jazz)	3	2%
Other (please specify)	0	0%

Long Term Needs (5 year)

Events (concerts, festivals, holiday events)	39	22%
Fitness-land based	33	19%
Yoga/Pilates	25	14%
Crafts/Art classes	22	13%
Aquatics (swim lessons, diving, swim team)	21	12%
Personal training	21	12%
Fitness-water based	19	11%
Races (bike or foot)	18	10%
Tennis	18	10%
Enrichment classes	16	9%
Social dance (Latin, Salsa, Ballroom, Hip Hop)	16	9%
Martial arts (tae kwon do, karate, fencing)	15	9%
Individual/team sports	14	8%

Out of school camp	13	7%
Gymnastics	12	7%
Music	12	7%
Nature & environmental education	12	7%
Performing dance (Ballet, Tap, Jazz)	12	7%
Preschool/Tiny tots classes	12	7%
Other (please specify)	0	0%

Family needs

Total responses (responded for any time period)

Events (concerts, festivals, holiday events)	79	45%
Aquatics (swim lessons, diving, swim team)	77	44%
Fitness-land based	60	34%
Crafts/Art classes	58	33%
Nature & environmental education	55	31%
Fitness-water based	52	30%
Individual/team sports	50	28%
Races (bike or foot)	50	28%
Yoga/Pilates	50	28%
Tennis	47	27%
Music	44	25%
Enrichment classes	42	24%
Performing dance (Ballet, Tap, Jazz)	41	23%
Out of school camp	40	23%
Gymnastics	39	22%
Martial arts (tae kwon do, karate, fencing)	39	22%
Personal training	38	22%
Preschool/Tiny tots classes	37	21%
Social dance (Latin, Salsa, Ballroom, Hip Hop)	34	19%
Other (please specify)	8	5%

Immediate Needs (1 year)

Events (concerts, festivals, holiday events)	61	35%
Aquatics (swim lessons, diving, swim team)	60	34%
Fitness-land based	36	20%
Nature & environmental education	35	20%
Crafts/Art classes	32	18%
Fitness-water based	31	18%
Races (bike or foot)	30	17%
Individual/team sports	29	16%
Yoga/Pilates	27	15%

Music	26	15%
Performing dance (Ballet, Tap, Jazz)	25	14%
Tennis	24	14%
Gymnastics	23	13%
Martial arts (tae kwon do, karate, fencing)	22	13%
Enrichment classes	20	11%
Preschool/Tiny tots classes	20	11%
Personal training	18	10%
Out of school camp	16	9%
Social dance (Latin, Salsa, Ballroom, Hip Hop)	13	7%
Other (please specify)	0	0%

Intermediate Needs (3 year)

Events (concerts, festivals, holiday events)	35	20%
Fitness-land based	32	18%
Aquatics (swim lessons, diving, swim team)	31	18%
Fitness-water based	25	14%
Crafts/Art classes	24	14%
Races (bike or foot)	24	14%
Nature & environmental education	23	13%
Tennis	23	13%
Yoga/Pilates	22	13%
Individual/team sports	20	11%
Personal training	18	10%
Enrichment classes	17	10%
Music	16	9%
Martial arts (tae kwon do, karate, fencing)	14	8%
Social dance (Latin, Salsa, Ballroom, Hip Hop)	14	8%
Gymnastics	11	6%
Out of school camp	11	6%
Performing dance (Ballet, Tap, Jazz)	11	6%
Preschool/Tiny tots classes	7	4%
Other (please specify)	0	0%

Long Term Needs (5 year)

Events (concerts, festivals, holiday events)	33	19%
Aquatics (swim lessons, diving, swim team)	29	16%
Yoga/Pilates	25	14%
Nature & environmental education	23	13%
Fitness-land based	20	11%
Out of school camp	20	11%
Tennis	20	11%
Individual/team sports	19	11%

Music	19	11%
Crafts/Art classes	17	10%
Fitness-water based	17	10%
Races (bike or foot)	16	9%
Social dance (Latin, Salsa, Ballroom, Hip Hop)	16	9%
Martial arts (tae kwon do, karate, fencing)	15	9%
Performing dance (Ballet, Tap, Jazz)	15	9%
Personal training	14	8%
Preschool/Tiny tots classes	13	7%
Gymnastics	11	6%
Enrichment classes	9	5%
Other (please specify)	0	0%

Other Programming mentioned in free response:

Cultural integration, Silver Sneakers, drawing, dog related events, gun safety for non-gun owners, pickle ball, music lessons, classes for children on how to place and use cutlery as well as manners and good manners, senior fitness

2014 results

Rank values only

	Adults	Children
Events (concerts, festivals, holiday events)	10	5
Fitness-land based	1	15
Yoga/Pilates	2	13
Aquatics (swim lessons, diving, swim team)	2	1
Fitness-water based	5	16
Crafts/Art classes	9	3
Races (bike or foot)	7	9
Personal training	4	14
Enrichment classes	not included in 2014	
Social dance (Latin, Salsa, Ballroom, Hip Hop)	8	17
Tennis	6	4
Nature & environmental education	12	11
Individual/team sports	not included in 2014	
Martial arts (tae kwon do, karate, fencing)	14	7
Music	12	6
Out of school camp	15	2
Preschool/Tiny tots classes	17	12
Gymnastics	16	9
Performing dance (Ballet, Tap, Jazz)	10	7
Other (please specify)	not included in 2014	

Personal Facility Summary

2017 results

Facility	Personal		
	1 year	3 year	5 year
Multi-purpose trails	1	1	1
Neighborhood parks	2	3	2
Indoor pool	3	4	4
Strength & cardio gym equipment	4	2	3
Nature center	5	5	6
Picnic shelters	6	6	8
Playgrounds	7	14	14
Golf course	8	6	5
Outdoor pool	9	8	10
Tennis courts – outdoor	10	9	7
Gymnasium	11	12	11
Tennis courts – indoor	11	9	8
Garden plots	13	11	14
Sand volleyball courts	13	17	19
Racquetball	15	12	17
Baseball fields	16	16	12
Soccer/Lacrosse/Football/Field hockey fields	16	17	17
Softball fields	18	15	13
Cricket pitch	19	20	20
Skateboard park	19	19	14
Other (please specify)	21	21	21

Other responses included:

Outdoor restrooms

Dog park

pickle ball is needed

Ranked #1
Ranked #2
Ranked #3

Family Facility Summary

2017 results

2014 results

Facility	2017 results			2014 results	
	Family 1 year	3 year	5 year	Family 1 year	3 year
Neighborhood parks	1	3	2	2	2
Multi-purpose trails	2	1	3	7	8
Indoor pool	3	2	1	1	1
Playgrounds	4	6	6	4	5
Nature center	5	5	5	8	10
Picnic shelters	6	7	9	5	4
Strength & cardio gym equipment	7	4	4	3	3
Outdoor pool	8	8	11	13	14
Gymnasium	9	12	6	9	13
Tennis courts – outdoor	10	14	12	6	5
Tennis courts – indoor	11	16	16	9	10
Golf course	12	9	6	12	8
Baseball fields	13	13	10	15	12
Soccer/Lacrosse/Football/Field hockey fields	13	10	14	11	7
Garden plots	15	11	15	17	20
Sand volleyball courts	16	17	18	20	16
Softball fields	17	15	12	18	17
Skateboard park	18	18	17	18	18
Racquetball	19	19	19	14	15
Cricket pitch	20	20	19	not included in 2014	
Other (please specify)	21	21	21	not included in 2014	

Other responses included:

Senior fitness

outdoor restrooms

Access-ability to computer games and/or a game room

Dog park

pickle ball is needed

Ranked #1

Ranked #2

Ranked #3

Facilities - Detailed Information

Expressed community needs for facilities over various time periods

176 respondents

Personal needs

Total responses (responded for any time period)

Multi-purpose trails	111	63%
Neighborhood parks	100	57%
Strength & cardio gym equipment	89	51%
Indoor pool	87	49%
Nature center	66	38%
Picnic shelters	63	36%
Golf course	55	31%
Playgrounds	49	28%
Outdoor pool	45	26%
Tennis courts – indoor	43	24%
Tennis courts – outdoor	43	24%
Gymnasium	42	24%
Garden plots	37	21%
Racquetball	34	19%
Baseball fields	32	18%
Softball fields	29	16%
Sand volleyball courts	28	16%
Soccer/Lacrosse/Football/Field hockey fields	28	16%
Skateboard park	25	14%
Cricket pitch	21	12%
Other (please specify)	8	5%

Immediate Needs (1 year)

Multi-purpose trails	94	53%
Neighborhood parks	86	49%
Indoor pool	71	40%
Strength & cardio gym equipment	68	39%
Nature center	52	30%
Picnic shelters	47	27%
Playgrounds	41	23%
Golf course	36	20%
Outdoor pool	33	19%
Tennis courts – outdoor	30	17%
Gymnasium	28	16%
Tennis courts – indoor	28	16%
Garden plots	19	11%

Sand volleyball courts	19	11%
Racquetball	18	10%
Baseball fields	17	10%
Soccer/Lacrosse/Football/Field hockey fields	17	10%
Softball fields	15	9%
Cricket pitch	10	6%
Skateboard park	10	6%
Other (please specify)	0	0%

Intermediate Needs (3 year)

Multi-purpose trails	54	31%
Strength & cardio gym equipment	51	29%
Neighborhood parks	42	24%
Indoor pool	40	23%
Nature center	27	15%
Golf course	26	15%
Picnic shelters	26	15%
Outdoor pool	19	11%
Tennis courts – indoor	18	10%
Tennis courts – outdoor	18	10%
Garden plots	17	10%
Gymnasium	14	8%
Racquetball	14	8%
Playgrounds	13	7%
Softball fields	9	5%
Baseball fields	8	5%
Sand volleyball courts	5	3%
Soccer/Lacrosse/Football/Field hockey fields	5	3%
Skateboard park	4	2%
Cricket pitch	2	1%
Other (please specify)	0	0%

Long Term Needs (5 year)

Multi-purpose trails	55	31%
Neighborhood parks	51	29%
Strength & cardio gym equipment	41	23%
Indoor pool	40	23%
Golf course	31	18%
Nature center	24	14%
Tennis courts – outdoor	22	13%
Picnic shelters	21	12%
Tennis courts – indoor	21	12%
Outdoor pool	19	11%

Gymnasium	18	10%
Baseball fields	17	10%
Softball fields	15	9%
Garden plots	13	7%
Playgrounds	13	7%
Skateboard park	13	7%
Racquetball	12	7%
Soccer/Lacrosse/Football/Field hockey fields	12	7%
Sand volleyball courts	10	6%
Cricket pitch	9	5%
Other (please specify)	0	0%

Family needs

Total responses (responded for any time period)

Multi-purpose trails	93	53%
Indoor pool	89	51%
Neighborhood parks	89	51%
Playgrounds	72	41%
Nature center	69	39%
Strength & cardio gym equipment	68	39%
Picnic shelters	65	37%
Outdoor pool	56	32%
Gymnasium	54	31%
Golf course	49	28%
Baseball fields	46	26%
Soccer/Lacrosse/Football/Field hockey fields	45	26%
Tennis courts – outdoor	44	25%
Garden plots	43	24%
Tennis courts – indoor	43	24%
Softball fields	34	19%
Sand volleyball courts	33	19%
Skateboard park	30	17%
Racquetball	25	14%
Cricket pitch	21	12%
Other (please specify)	8	5%

Immediate Needs (1 year)

Neighborhood parks	76	43%
Multi-purpose trails	75	43%
Indoor pool	72	41%
Playgrounds	59	34%

Nature center	53	30%
Picnic shelters	49	28%
Strength & cardio gym equipment	47	27%
Outdoor pool	41	23%
Gymnasium	36	20%
Tennis courts – outdoor	34	19%
Tennis courts – indoor	32	18%
Golf course	31	18%
Baseball fields	27	15%
Soccer/Lacrosse/Football/Field hockey fields	27	15%
Garden plots	26	15%
Sand volleyball courts	23	13%
Softball fields	21	12%
Skateboard park	16	9%
Racquetball	13	7%
Cricket pitch	9	5%
Other (please specify)	0	0%

Intermediate Needs (3 year)

Multi-purpose trails	50	28%
Indoor pool	44	25%
Neighborhood parks	39	22%
Strength & cardio gym equipment	35	20%
Nature center	32	18%
Playgrounds	30	17%
Picnic shelters	24	14%
Outdoor pool	23	13%
Golf course	22	13%
Soccer/Lacrosse/Football/Field hockey fields	21	12%
Garden plots	20	11%
Gymnasium	19	11%
Baseball fields	17	10%
Tennis courts – outdoor	16	9%
Softball fields	13	7%
Tennis courts – indoor	12	7%
Sand volleyball courts	10	6%
Skateboard park	9	5%
Racquetball	5	3%
Cricket pitch	2	1%
Other (please specify)	0	0%

Long Term Needs (5 year)

Indoor pool	48	27%
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Neighborhood parks	47	27%
Multi-purpose trails	45	26%
Strength & cardio gym equipment	37	21%
Nature center	31	18%
Golf course	29	16%
Gymnasium	29	16%
Playgrounds	29	16%
Picnic shelters	28	16%
Baseball fields	25	14%
Outdoor pool	24	14%
Softball fields	22	13%
Tennis courts – outdoor	22	13%
Soccer/Lacrosse/Football/Field hockey fields	21	12%
Garden plots	20	11%
Tennis courts – indoor	19	11%
Skateboard park	13	7%
Sand volleyball courts	11	6%
Cricket pitch	10	6%
Racquetball	10	6%
Other (please specify)	0	0%

Other Programming mentioned in free response:

Outdoor restrooms, dog park, pickle ball court, pool without lap lane lines, fitness center, workout facilities, weight lifting machines, access to computer games or game room

2014 results

Rank values only	Family	
	1 year	3 year
Multi-purpose trails	7	8
Neighborhood parks	2	2
Strength & cardio gym equipment	3	3
Indoor pool	1	1
Nature center	8	10
Picnic shelters	5	4
Golf course	12	8
Playgrounds	4	5
Outdoor pool	13	14
Tennis courts – indoor	9	10
Tennis courts – outdoor	6	5
Gymnasium	9	13
Garden plots	17	20
Racquetball	14	15
Baseball fields	15	12

Softball fields	18	17
Sand volleyball courts	20	16
Soccer/Lacrosse/Football/Field hockey fields	11	7
Skateboard park	18	18
Cricket pitch	not included in 2014	
Other (please specify)	not included in 2014	
Bocce court removed and football combined with soccer, etc. in 2017		

Interactions

Clear majority of our citizens prefer to register online (69%) for programs.

Facebook (3.1%) and friends/family (1.8%) are the least preferred methods for receiving information about our programs.

Facebook is one of the methods for currently receiving information for 4.82% of households.

No clear majority for most preferred method. Top 3 are Direct Mail (30.4%), Program and Events Guide (24.7%) and Email (23.8%).

Q24. How do you prefer to register for programs?

Answer Choices	Response Percent	Responses
Fax	0.0%	0
In person	28.05%	46
Mail	3.05%	5
Online	68.9%	113
	Answered	164
	Skipped	12

Q25. The Herndon Parks and Recreation Department distributes information about programs/events/services in the ways listed below.

Please check the ways you currently receive this information AND the way you would most prefer to receive information provided by the Department.

Answer Choices	Currently receive info (Select all the apply)	Most preferred method (Select only one)	Total	Most preferred percentage	Currently receive percentage
Direct mail	135	69	143	30.40%	81.33%
Email	61	54	87	23.79%	36.75%
Facebook	8	7	13	3.08%	4.82%
Flyers	54	13	60	5.73%	32.53%
Friends/Family	23	4	25	1.76%	13.86%
Programs and Events Guide	99	56	102	24.67%	59.64%
Town website (www.herndon-va.gov)	51	24	58	10.57%	30.72%
Do not receive info	6	0	6	0.00%	3.61%
Other (please specify)			1	0.00%	0.00%
		Answered	166		
		Skipped	10		
	437		227		