



Program Interest Survey FAQ

Department of Recreation, Parks & Cultural Activities • Lee Center, 1108 Jefferson St., Alexandria, VA 22314

What is the Program Interest Survey?

The Department of Recreation, Parks and Cultural Activities conducts their Program Interest Survey annually to collect feedback from current and potential patrons to determine their programming preferences by type, age group, location and time of day. Because it provides detailed programming preferences, it is a vital component of the Department’s data collection strategy.

How will the results be used?

In conjunction with the results of the biennial Needs Assessment, Program Evaluations and program success data, staff will use the feedback to guide and expand future programming opportunities.

How can the survey be accessed?

The survey is available online at alexandriava.gov/Recreation or alexva.us/a46. Hard copies will be available in English and Spanish at all City community centers (including Recreation Centers, Nature Center and Arts Center) and can be submitted on-site. This year, Marketing staff will also be conducting the surveys using iPads at various sites and times.

How long is the survey open and who can participate?

The survey is open for 6 weeks, spanning Friday, July 29 through Monday, September 12. Both Alexandria residents and nonresidents are encouraged to participate.

How often should the survey be taken?

Each patron should only participate in the survey once. Submitting more than one response per person will skew the results and make the data unreliable.

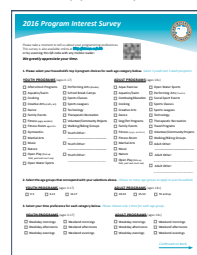
How will the public know about the survey?

In addition to the mediums listed below, communications include City wide eNews, an ACPS Express article and email to active households.

22”x 28” Poster Display in Centers



Hard Copy Survey



Park Kiosk Sign



Survey Card Side A



Survey Card Side B



Recreation Homepage Web Box



eBulletin Slide in Centers



Where do I direct someone with questions about the survey?

For more information, refer patrons to Marketing Manager Kelly Gilfillen at 703.746.4644 or kelly.gilfillen@alexandriava.gov.

How can I help?

Please help spread the word by encouraging current and potential patrons to complete the survey so that their voices are heard. Each opinion counts!