

## **Section 2**

# **Benchmarking Analysis**

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# Benchmarking Summary Report

## Chandler, Arizona

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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 the City of Chandler 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 the City of Chandler Parks Needs Assessment

Satisfaction with the overall value received from the parks and recreation department	National Average	Chandler, AZ 2020	Difference
Very Satisfied	24%	<b>23%</b>	-0.8%
Somewhat Satisfied	35%	<b>53%</b>	17.7%
Neutral	22%	<b>16%</b>	-5.5%
Somewhat Dissatisfied	6%	<b>1%</b>	-4.8%
Very Dissatisfied	3%	<b>1%</b>	-2.6%
Don't Know	11%	<b>6%</b>	-4.9%
Ways respondents learn about recreation programs and activities	National Average	Chandler, AZ 2020	Difference
Word of Mouth/Friends/Coworkers	48%	<b>60%</b>	12.3%
Website	36%	<b>48%</b>	11.7%
Departmental Brochure (Seasonal Program Guide)	39%	<b>30%</b>	-9.2%
Social Media	25%	<b>21%</b>	-4.5%
Newspaper	31%	<b>18%</b>	-12.7%
E-mail	16%	<b>15%</b>	-1.7%
Flyers/Materials at City/County/Park District Facilities	22%	<b>11%</b>	-10.7%
Conversations with City/County/Park District Staff	6%	<b>2%</b>	-4.5%
Reasons preventing the use of parks and recreation facilities and programs more often	National Average	Chandler, AZ 2020	Difference
I do not know locations of parks.	21%	<b>13%</b>	-8.2%
I use facilities in other Cities/Park Districts.	11%	<b>7%</b>	-3.9%
Too far from residence.	14%	<b>5%</b>	-8.4%
Security is insufficient.	9%	<b>3%</b>	-5.7%
Lack of parking.	7%	<b>2%</b>	-4.8%
Lack of transportation.	3%	<b>2%</b>	-1.0%
Lack of accessibility for people with disabilities.	3%	<b>2%</b>	-1.8%
Facilities are not well maintained.	10%	<b>1%</b>	-8.8%

## Benchmarking for the City of Chandler Parks Needs Assessment

Recreation programs that respondent households have a need for	National Average	Chandler, AZ 2020	Difference
Adult fitness and wellness programs	48%	<b>65%</b>	16.5%
Nature programs/environmental education	30%	<b>33%</b>	3.3%
Special events	39%	<b>28%</b>	-11.0%
Tennis lessons and leagues	14%	<b>16%</b>	1.9%
Programs for people with disabilities	10%	<b>10%</b>	-0.1%
Most important recreation programs (sum of top choices)	National Average	Chandler, AZ 2020	Difference
Adult fitness and wellness programs	30%	<b>44%</b>	14.2%
Nature programs/environmental education	14%	<b>15%</b>	0.9%
Special events	21%	<b>10%</b>	-11.5%
Tennis lessons and leagues	5%	<b>6%</b>	0.5%
Programs for people with special needs/disabled	4%	<b>4%</b>	0.0%

## Benchmarking for the City of Chandler Parks Needs Assessment

Parks and recreation facilities that respondent households have a need for	National Average	Chandler, AZ 2020	Difference
Walking & Biking Trails	70%	<b>76%</b>	6.1%
Picnic Areas and Shelters	47%	<b>68%</b>	20.8%
Small neighborhood parks	53%	<b>64%</b>	10.9%
Natural areas/wildlife habitats (Greenspace and natural areas)	55%	<b>62%</b>	6.1%
Large Multi Use Community Parks	51%	<b>59%</b>	8.1%
Playground Equipment for Children	40%	<b>45%</b>	4.3%
Community Gardens	30%	<b>44%</b>	14.0%
Off-leash dog parks	30%	<b>38%</b>	8.2%
Splash park/pad	24%	<b>34%</b>	9.7%
Outdoor basketball/multi-use courts	20%	<b>28%</b>	8.3%
Soccer, Lacrosse Fields (Outdoor field space)	21%	<b>23%</b>	2.0%
Outdoor Amphitheater	31%	<b>22%</b>	-8.6%
Tennis Courts (outdoor)	21%	<b>19%</b>	-2.1%
Ultimate Frisbee/Disc Golf	13%	<b>18%</b>	4.7%
Football Fields	13%	<b>17%</b>	4.5%
Youth Baseball Fields	18%	<b>14%</b>	-4.5%
Youth Softball Fields	17%	<b>13%</b>	-3.7%
Skateboarding Park/Area	11%	<b>13%</b>	1.8%
Equestrian Facility/Trails	8%	<b>7%</b>	-0.9%
Cricket fields	4%	<b>3%</b>	-0.6%
Most important parks and recreation facilities (sum of top choices)	National Average	Chandler, AZ 2020	Difference
Walking and Biking Trails	45%	<b>43%</b>	-1.6%
Picnic Areas and Shelters	14%	<b>29%</b>	15.1%
Natural areas/wildlife habitats (Greenspace and natural areas)	24%	<b>28%</b>	3.8%
Large Community Parks	19%	<b>27%</b>	8.1%
Small Neighborhood Parks	24%	<b>26%</b>	2.0%
Off-Leash Dog Park	16%	<b>20%</b>	3.9%
Playground Equipment for Children	17%	<b>18%</b>	0.9%
Community Gardens	9%	<b>18%</b>	9.0%
Splash park/pad	8%	<b>14%</b>	5.4%
Outdoor Amphitheater	8%	<b>7%</b>	-1.1%
Soccer, Lacrosse Fields (Outdoor field space)	7%	<b>6%</b>	-0.4%
Tennis Courts (outdoor)	6%	<b>5%</b>	-1.0%
Outdoor Basketball Courts	4%	<b>5%</b>	0.3%
Ultimate Frisbee/Disc Golf	3%	<b>4%</b>	0.8%
Football fields	4%	<b>3%</b>	-0.5%
Skateboarding Area	2%	<b>3%</b>	0.9%
Youth Baseball Fields	5%	<b>2%</b>	-3.3%
Youth Softball fields	4%	<b>2%</b>	-2.6%
Equestrian Facility/Trails	2%	<b>1%</b>	-1.1%
Cricket field	1%	<b>1%</b>	-0.4%