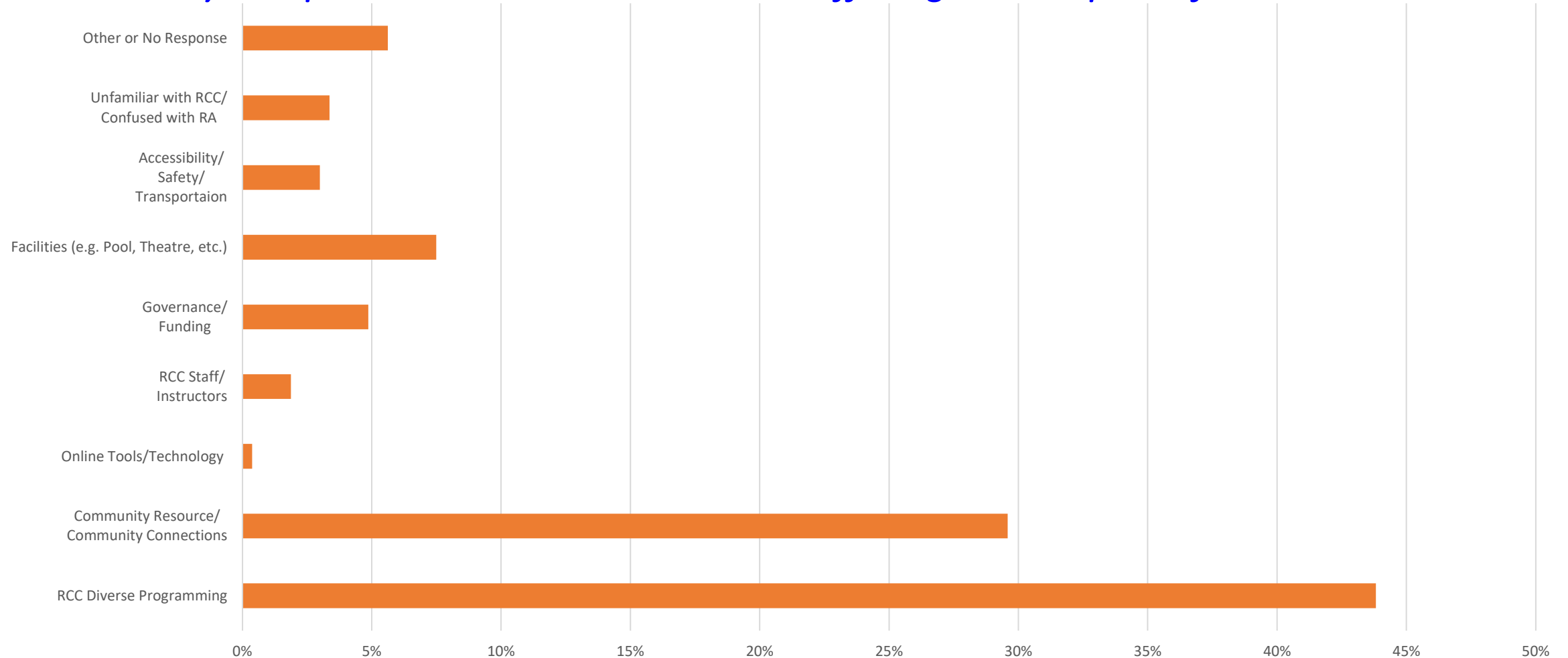# RCC Strategic Plan SurveyMonkey Analysis

Survey Period: June 10 – July 16
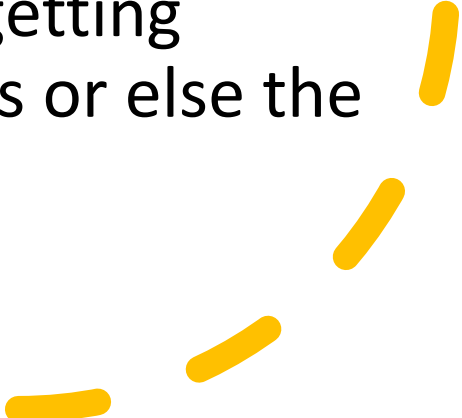
Total Number of Respondents: 267

Q1: Thinking about RCC overall, what is the first thing that comes to mind?
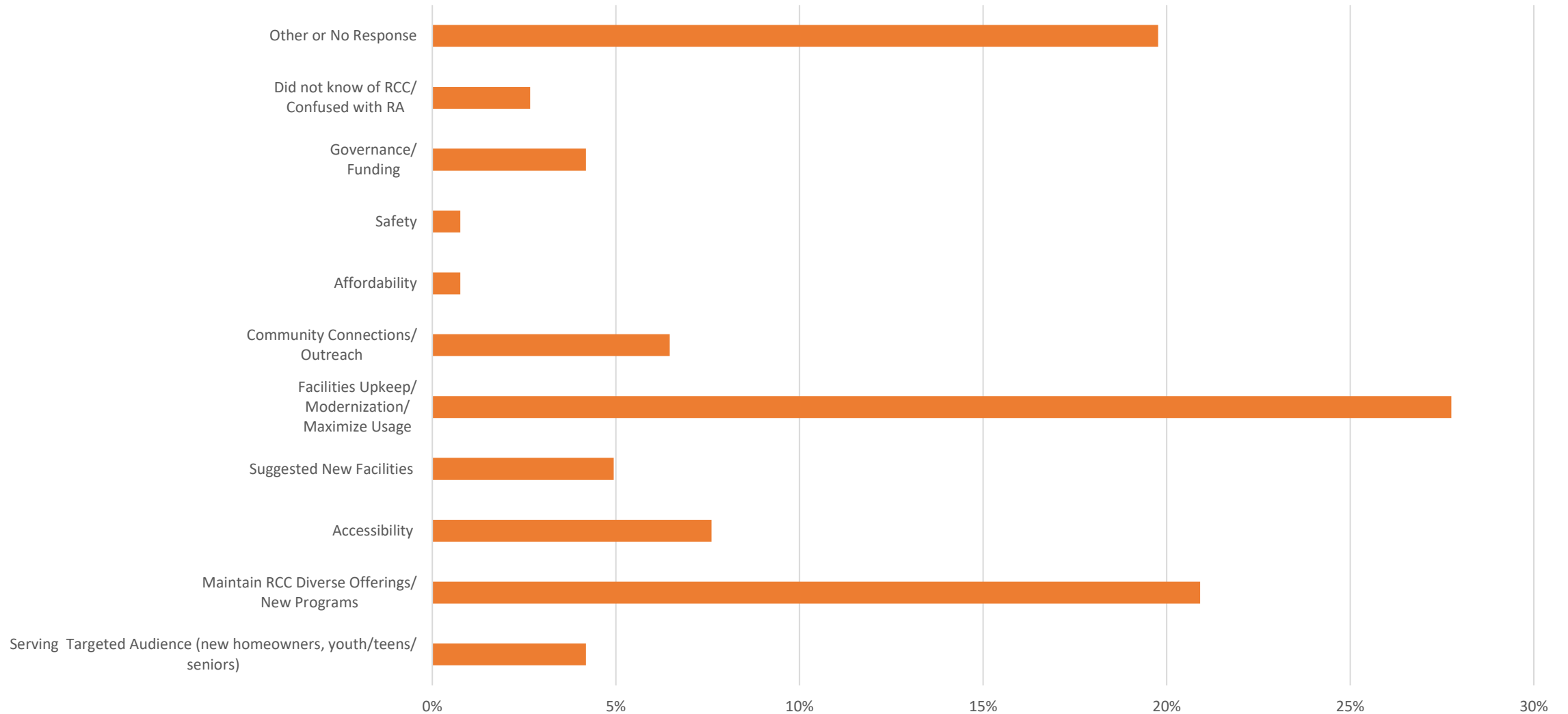*Takeaway: People are enthusiastic about the offerings and impact of RCC.*

Q1: Details for No Response or Governance

- The 5% "No Response/Other" answers included about half that were negative ("don't use," "outdated") and half that were genuinely non-responses.

- The 5% "Governance" answers were a variety, but most focused on RCC needing to earn its funding from fees alone or else become a General Fund agency getting funding from all County taxpayers or else the cost of RCC was too high.

Q2: Thinking about RCC facilities, present and future, what do you feel are priorities?

Takeaway: Modernization, maintenance, maintaining programming and expansion supported.
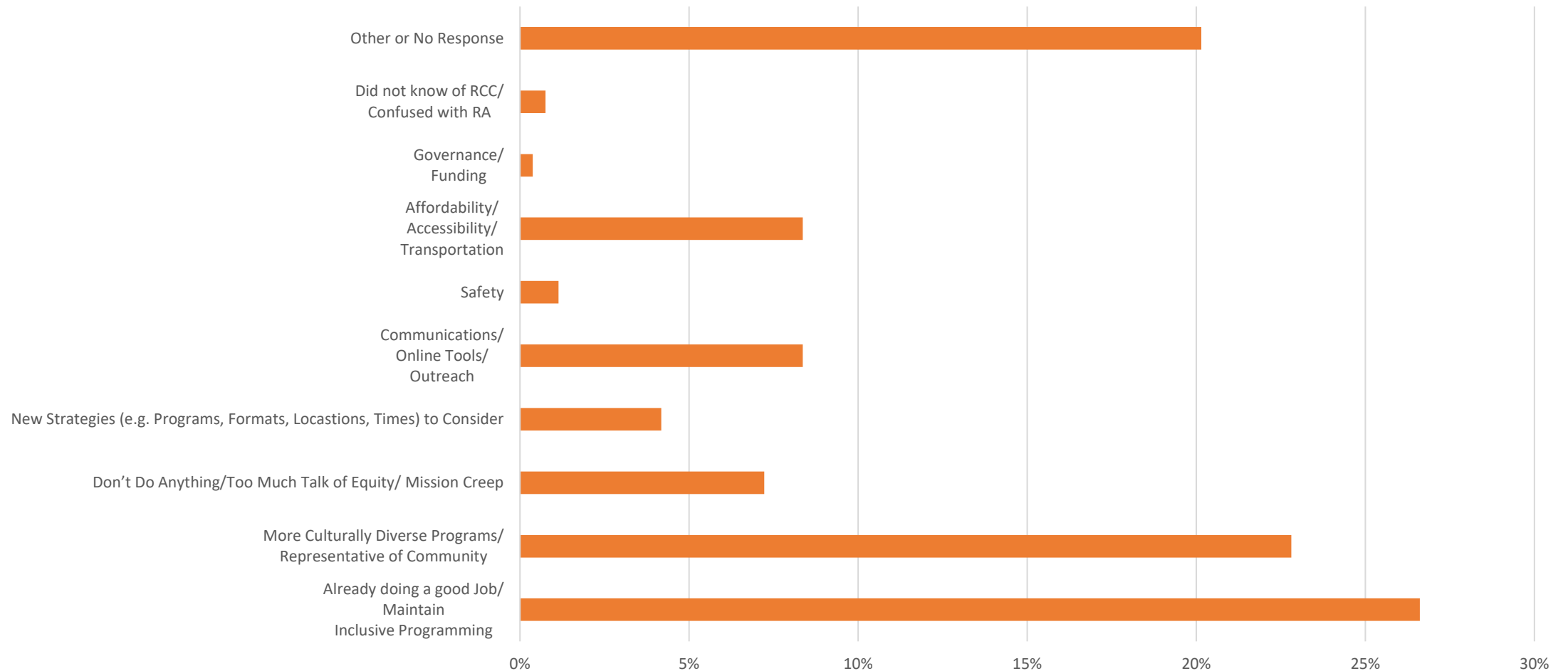
Q2: Details for No Response or Governance

- The 20% "No Response/Other" answers were primarily no answer provided; a few comments were offered: "too niche," "duplication of programs," and "work with RA to avoid duplication."

- The 4% "Governance" answers were mainly directed to lowering the tax or eliminating it; four of the answers specified that the community should get its own large recreation facility from FCPA.

Q3: Thinking about the social and racial equity issues in our community, how do you think RCC can help Reston continue to be a welcoming, inclusive and accessible place to live, work, learn and play?

Takeaway: RCC has a good reputation with respect to its work, but can continue to add programming and leadership that is even more reflective of cultural, ethnic and social diversity.
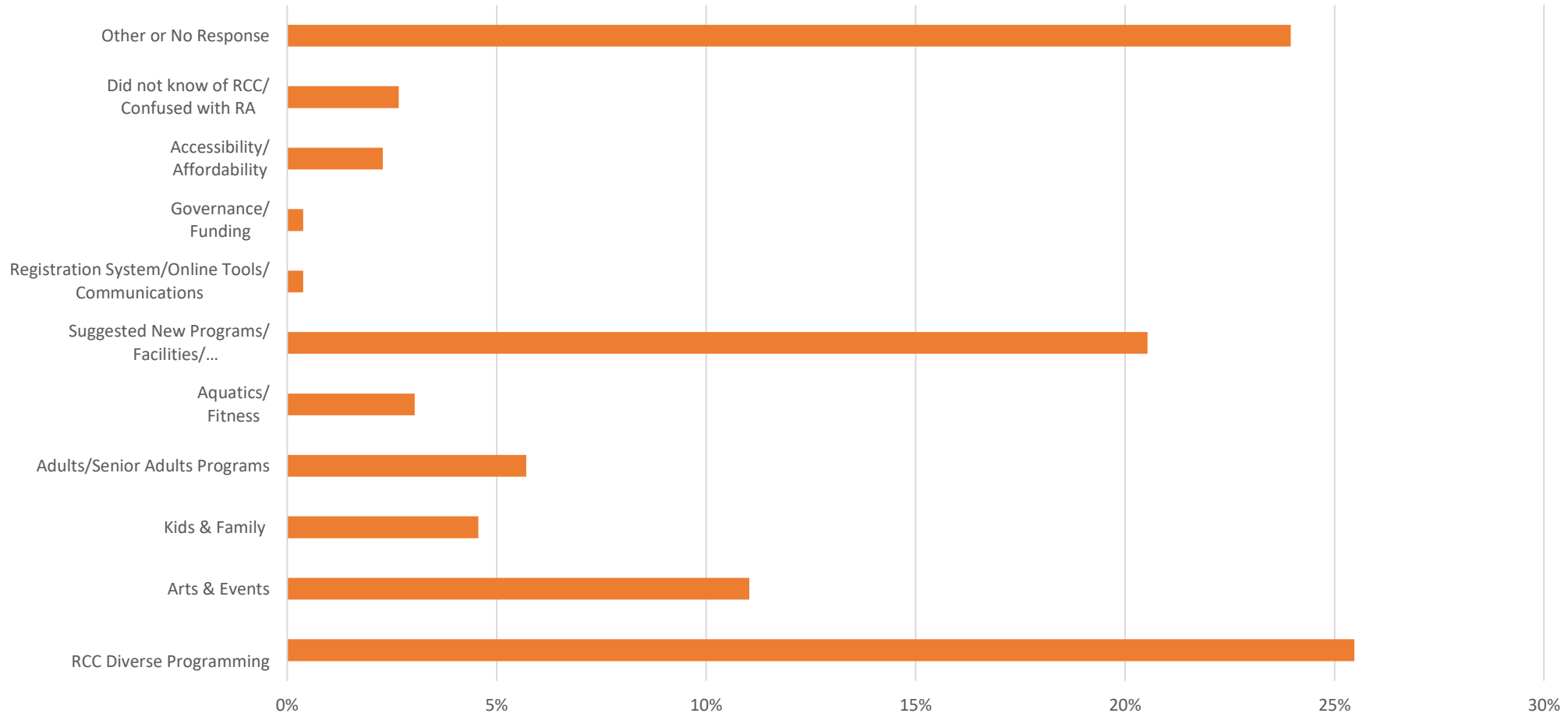
Q3: Details for No Response

- The 20% "No Response/Other" answers were lack of any input, with just a few answers that were uncategorizable in the other columns: "RCC should be more demanding of social acceptance…" or "this is a slippery slope…more voices equal more diversity."

Q4: Thinking about RCC's programs and services, what kinds of offerings do you feel would be relevant to you and your family and friends?

Takeaway: Most of the current programming is relevant and some new approaches or content would be welcome; some traditional offerings are missed.
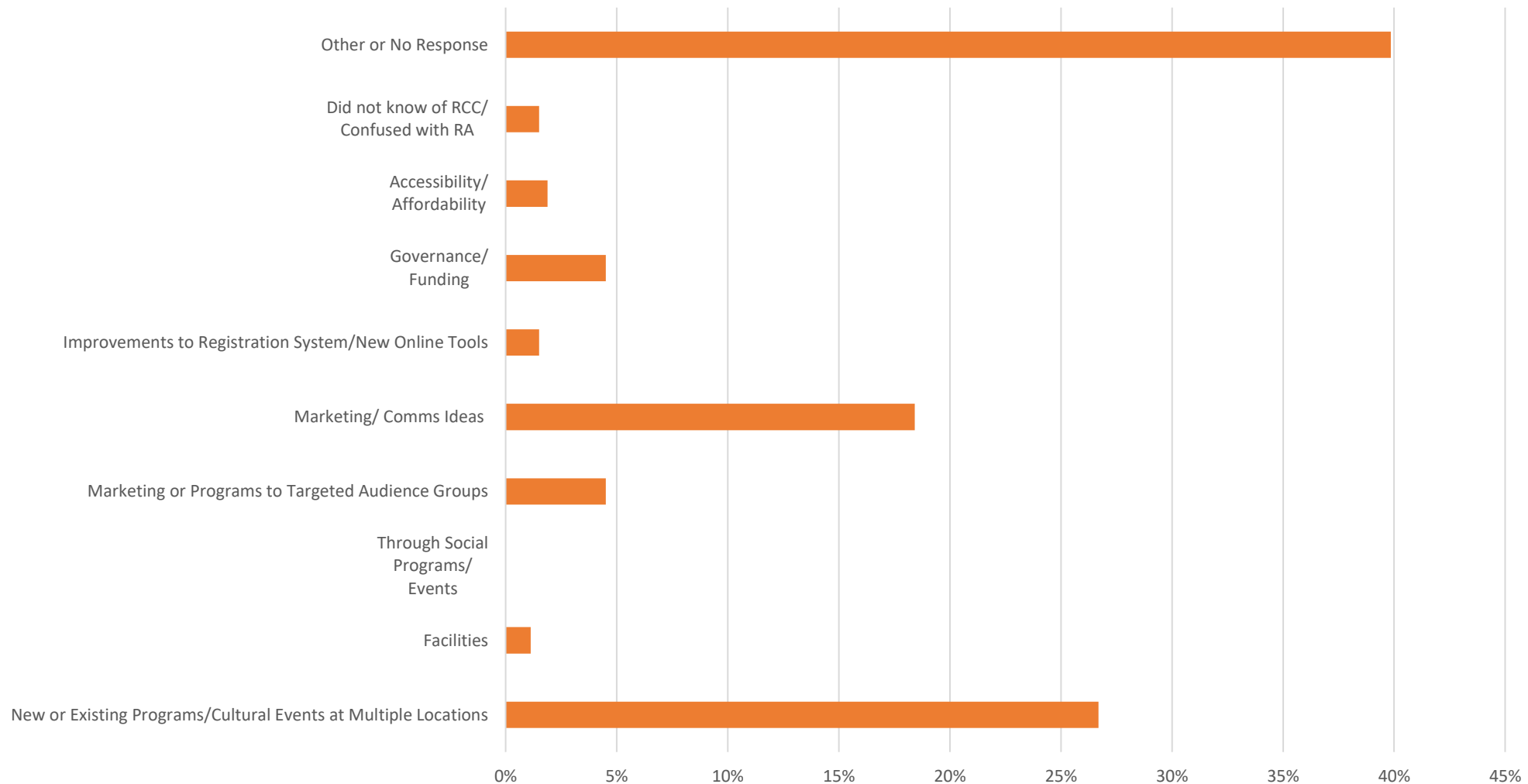
Q4: Details for No Response

- The 24% of answers were nearly all blank – genuinely "no response."

The diverse array of answers to the programming issue focused on satisfaction with current offerings, as well as support for extending programming efforts to teens. Another age cohort mentioned frequently was older adults and their needs.

Q5: Thinking about how Reston is growing and changing, how do you think RCC can help forge community connections between newcomers and longstanding residents, and among established organizations and new participants?

Takeaway: People advocate programming where newcomers are, as well as having specific marketing products for welcoming new residents.
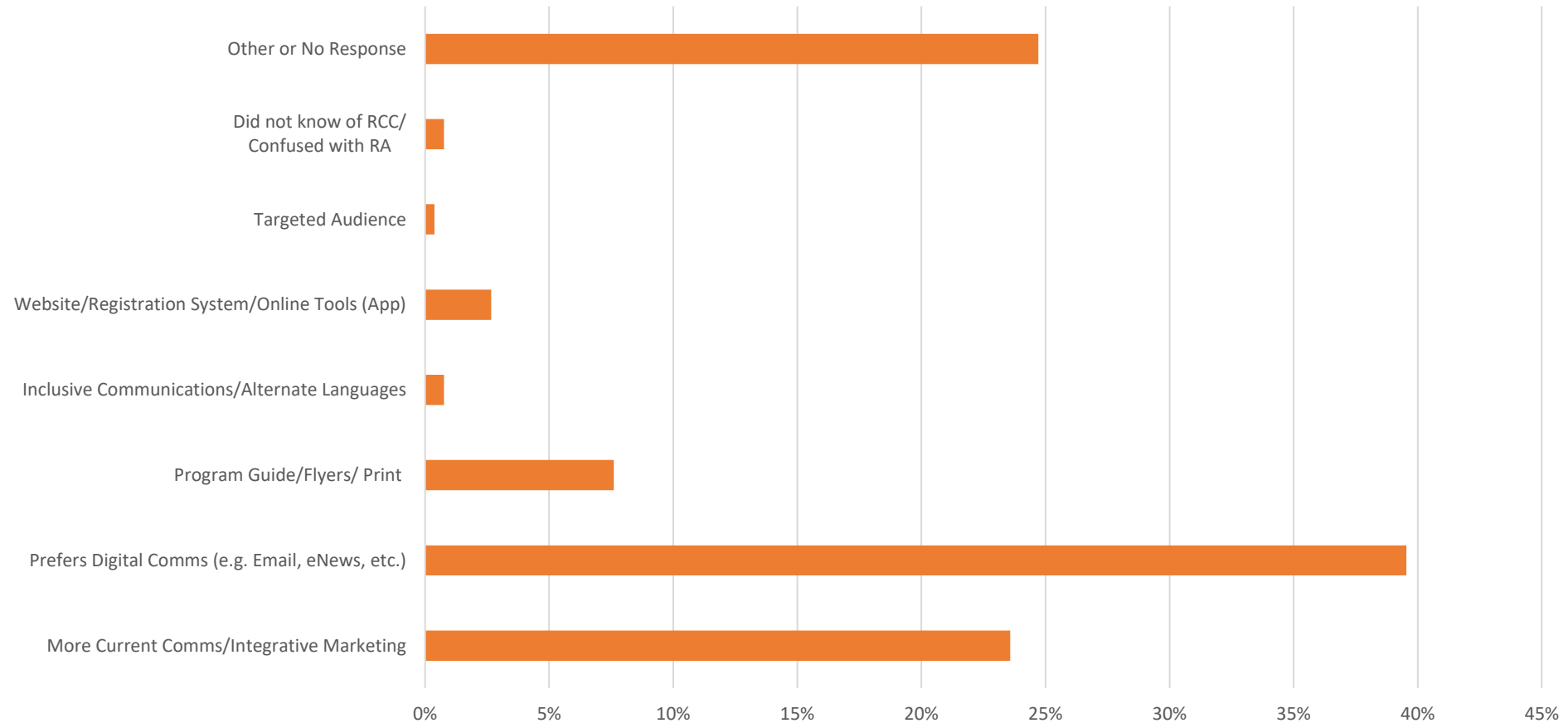
Q5: Details for No Response

- Of the 40% of responses that were assigned this category, the vast majority were genuinely "blank" inputs. Interestingly, of the handful of actual comments provided, most were focused on the impacts of newcomers to the community. Suggestions were to "get developers to contribute to RA to support pathway maintenance," "add another community center" (presumably to serve the corridor), and one to "establish clubs to serve people's interests and connect newcomers to others."

Q6: Thinking about communications, how would you like to find out about RCC and Reston events, activities and opportunities for leisure-time pursuits?
Takeaway: People like getting emailed info, want a more user-friendly website, still like the print products RCC produces.

Q6: Details for No Response

- The 24% "no response/other" answers were blank – no content offered.

Many of the responses to this question affirmed the RCC effort to improve its website with a new design that is scalable to phones, offers a community calendar, provides easier navigation of enrollment and reservations options and gives people a one-stop location for information about community experiences.