

## **Section 3**

# **Priority Investment Ratings Analysis**

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# Priority Investment Rating

## Chandler, Arizona

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The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly or not met) for each facility and program relative to the facility and program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for splash pads is 64 (out of 100) and the Importance Rating for splash pads is 31 (out of 100), the Priority Investment Rating for splash pads is 95 (out of 200).

### How to Analyze the Charts:

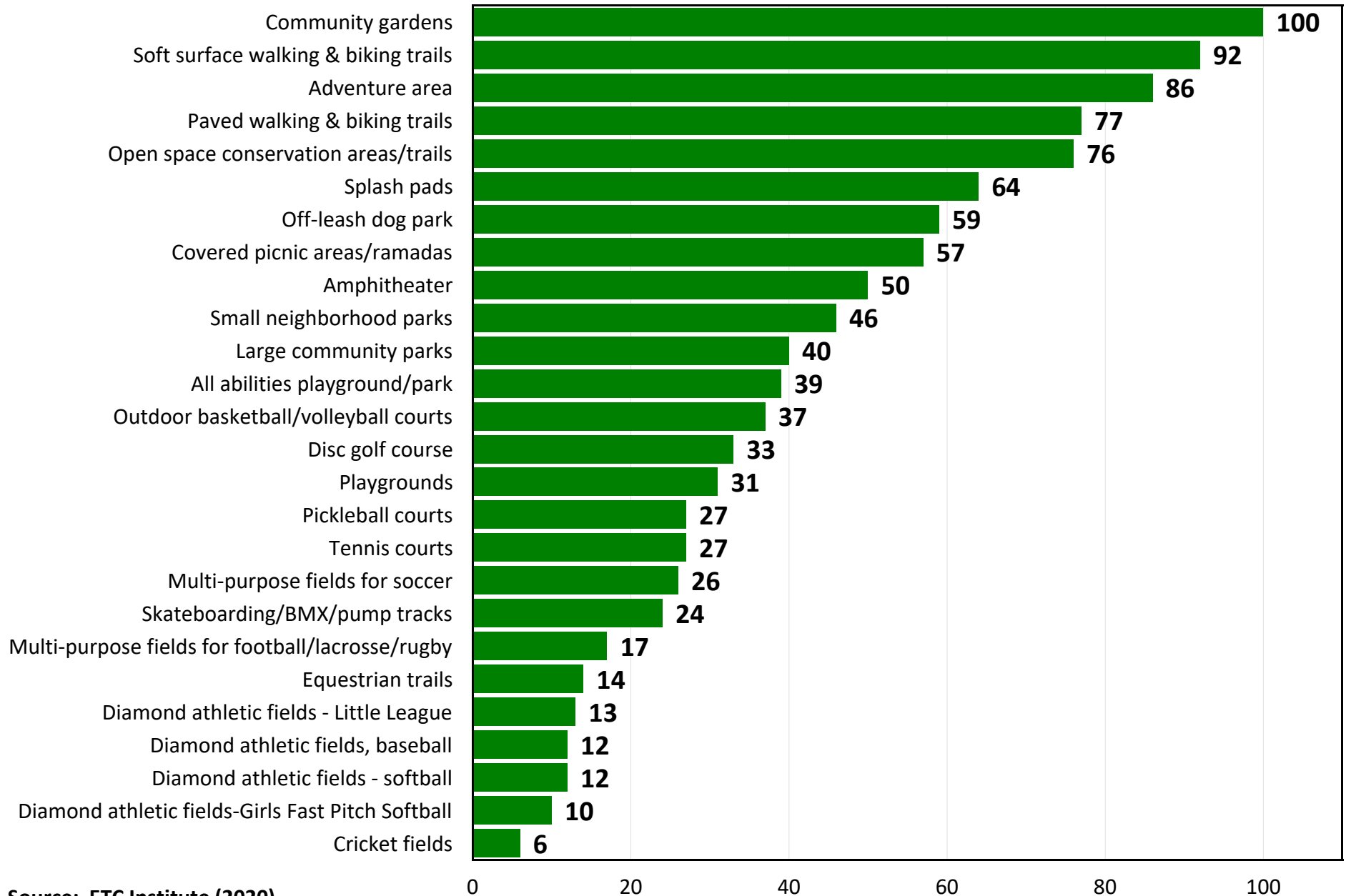
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

# Unmet Needs Rating for Facilities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

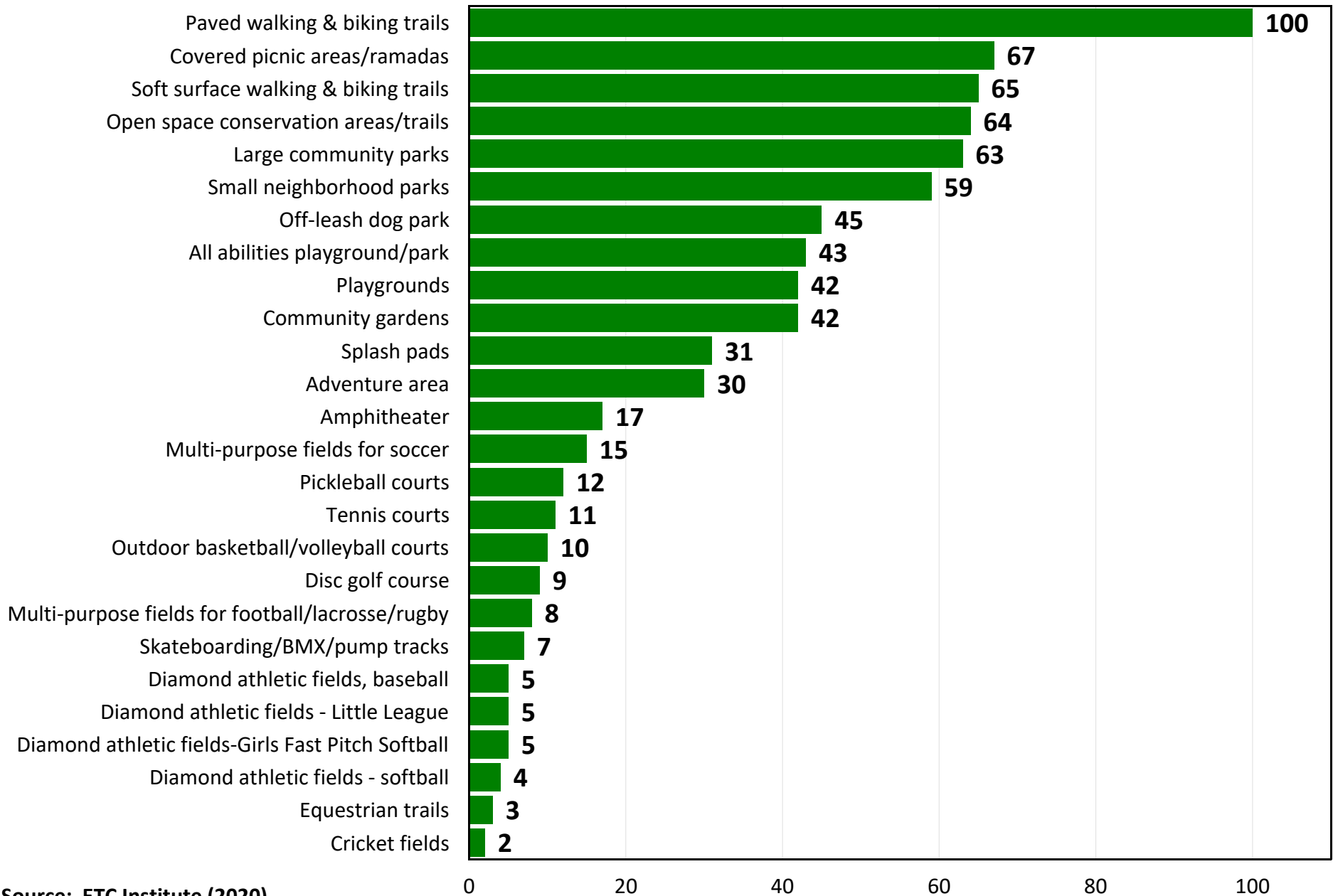


Source: ETC Institute (2020)

# Importance Rating for Facilities

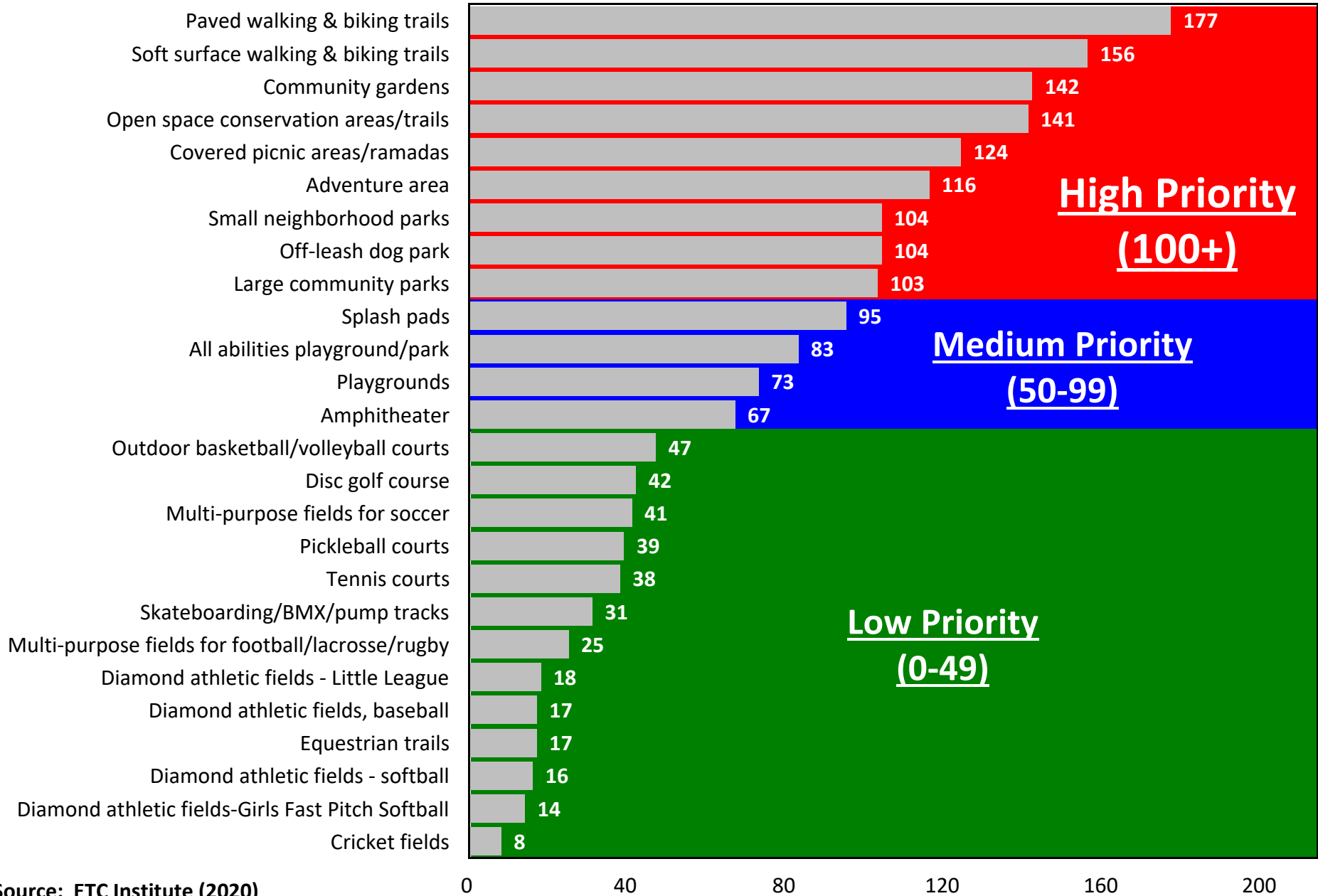
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



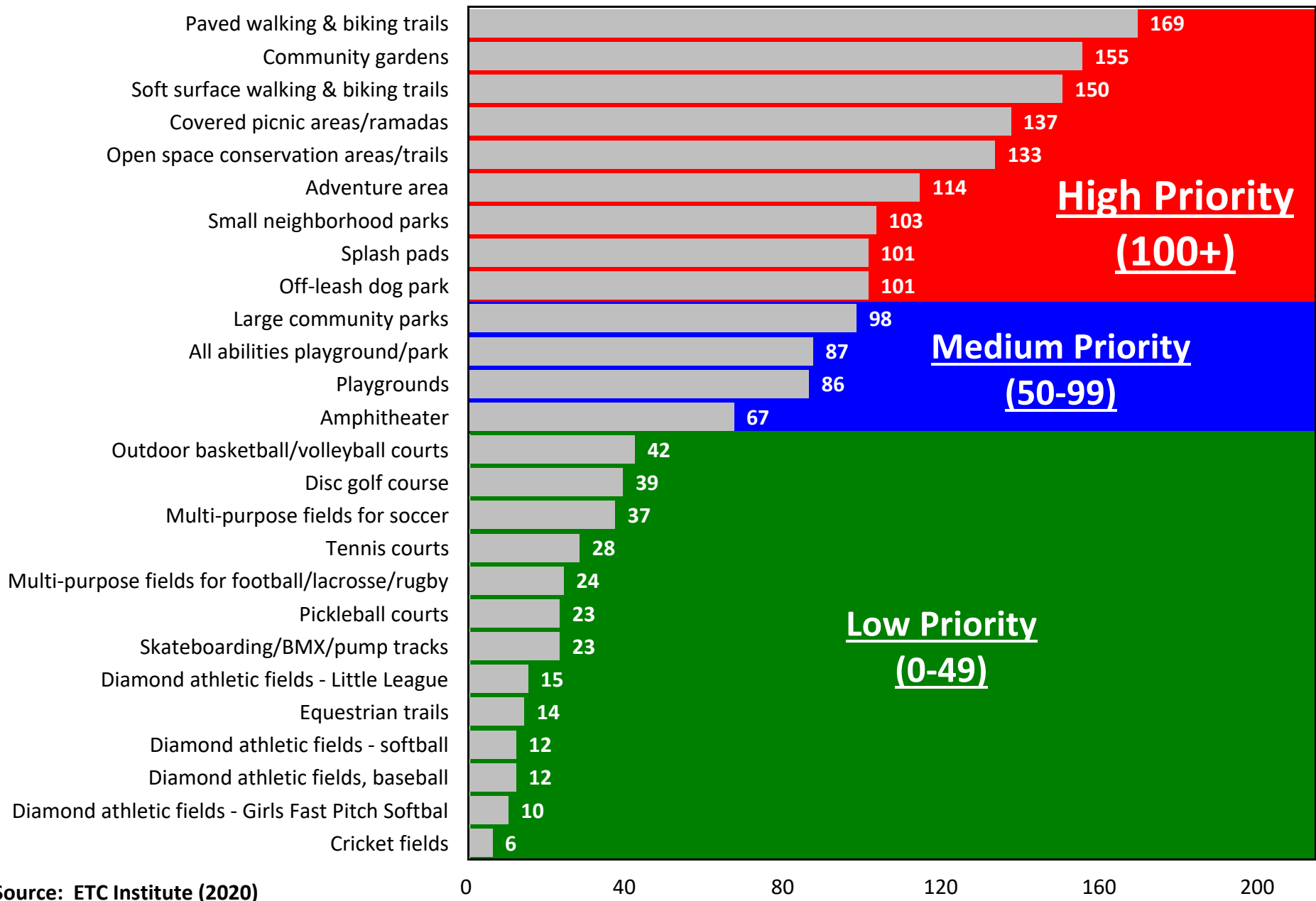
Source: ETC Institute (2020)

# Top Priorities for Investment for Facilities Based on the Priority Investment Rating



Source: ETC Institute (2020)

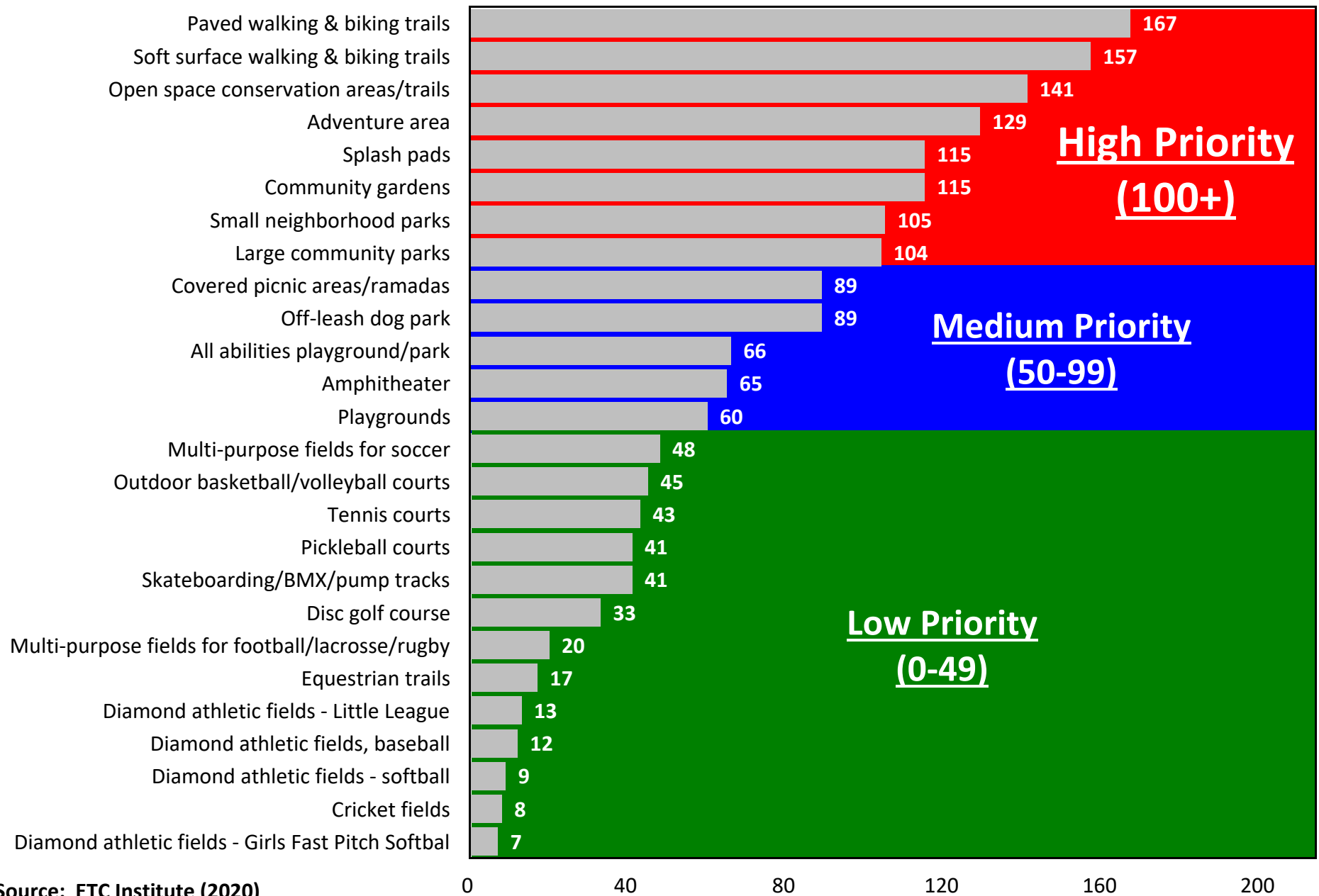
# Top Priorities for Investment for Facilities Based on the Priority Investment Rating - North



Source: ETC Institute (2020)

# Top Priorities for Investment for Facilities

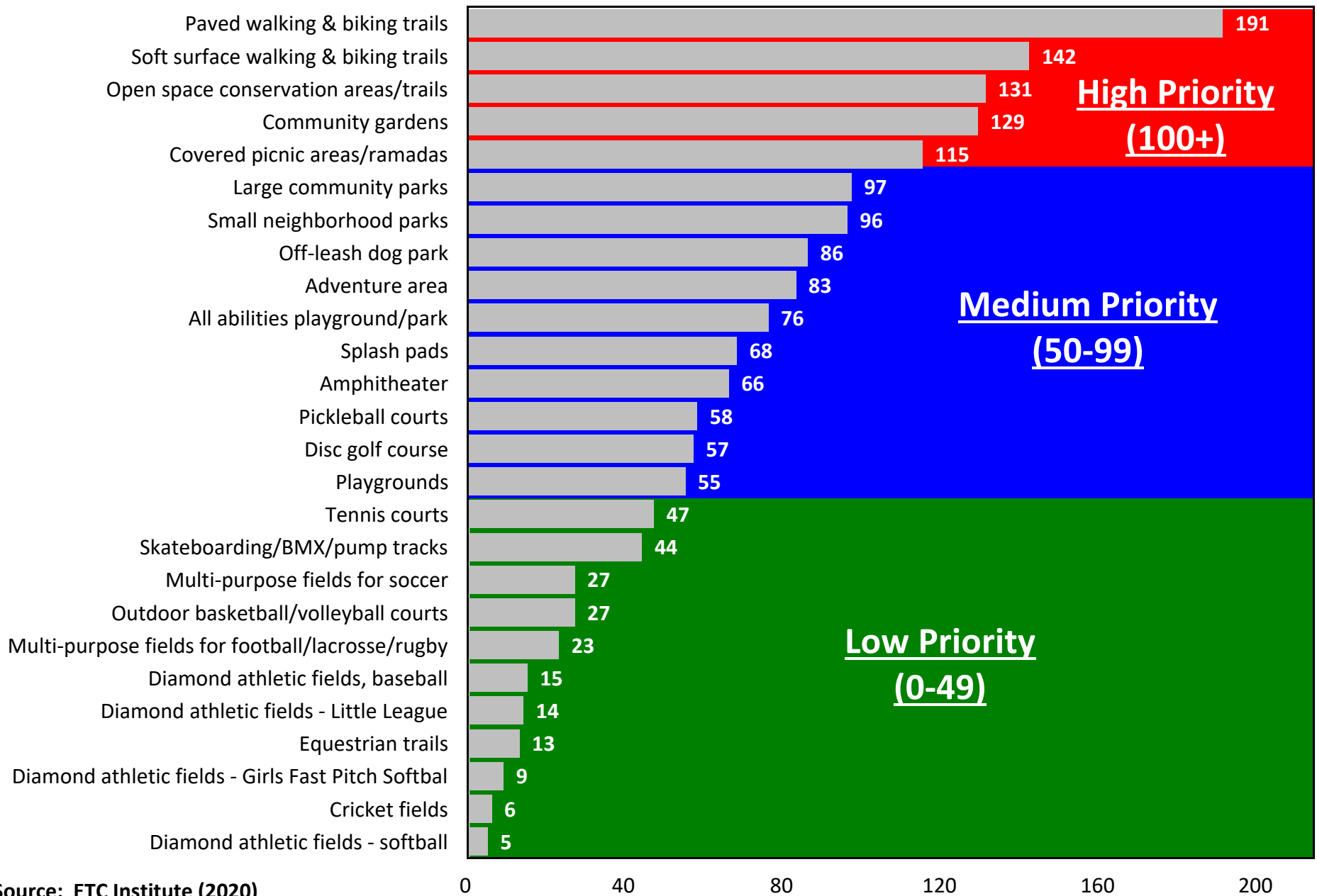
## Based on the Priority Investment Rating - Southeast



Source: ETC Institute (2020)

# Top Priorities for Investment for Facilities

## Based on the Priority Investment Rating - Southwest

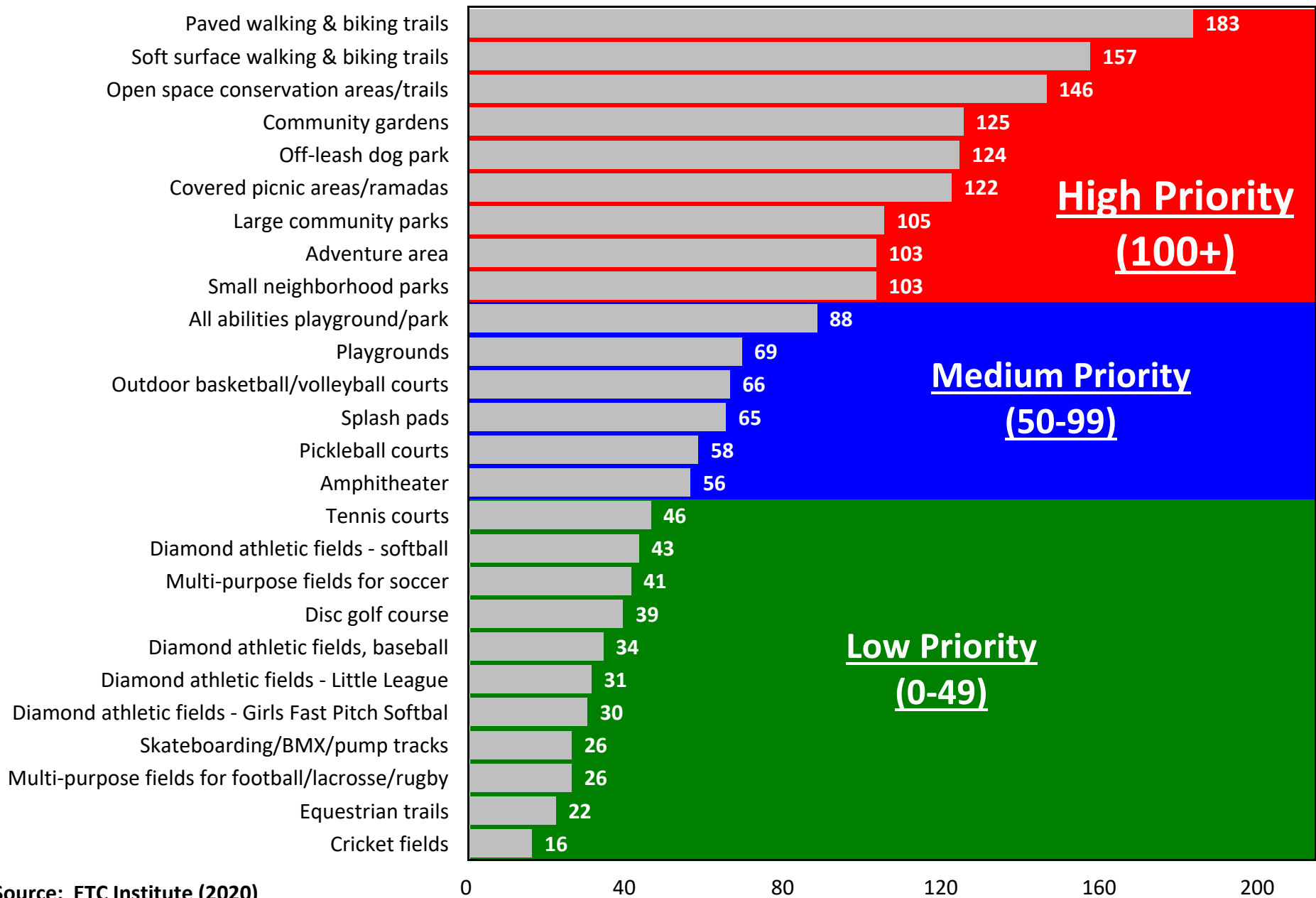


Source: ETC Institute (2020)



# Top Priorities for Investment for Facilities

## Based on the Priority Investment Rating - West

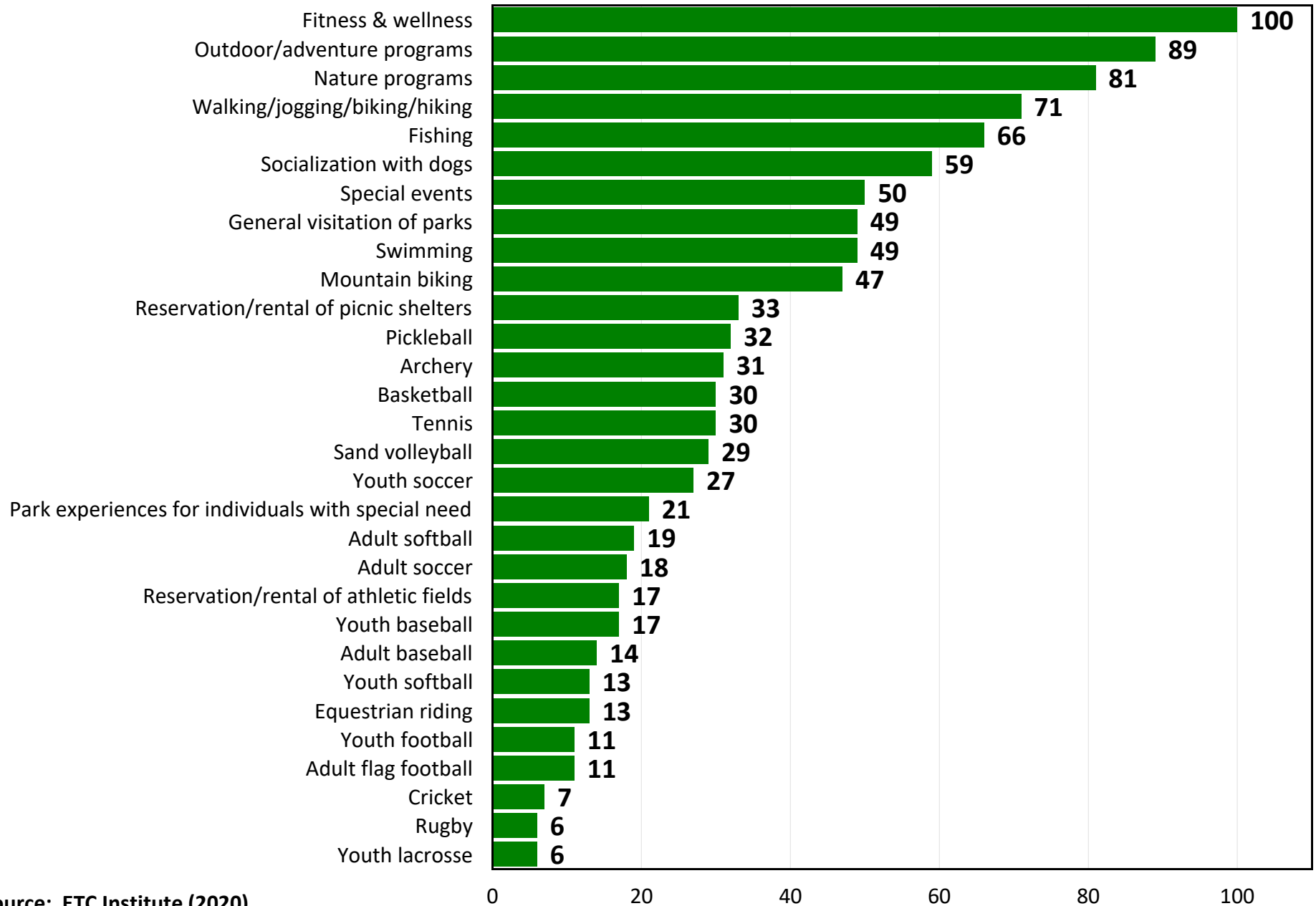


Source: ETC Institute (2020)

# Unmet Needs Rating for Programs

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

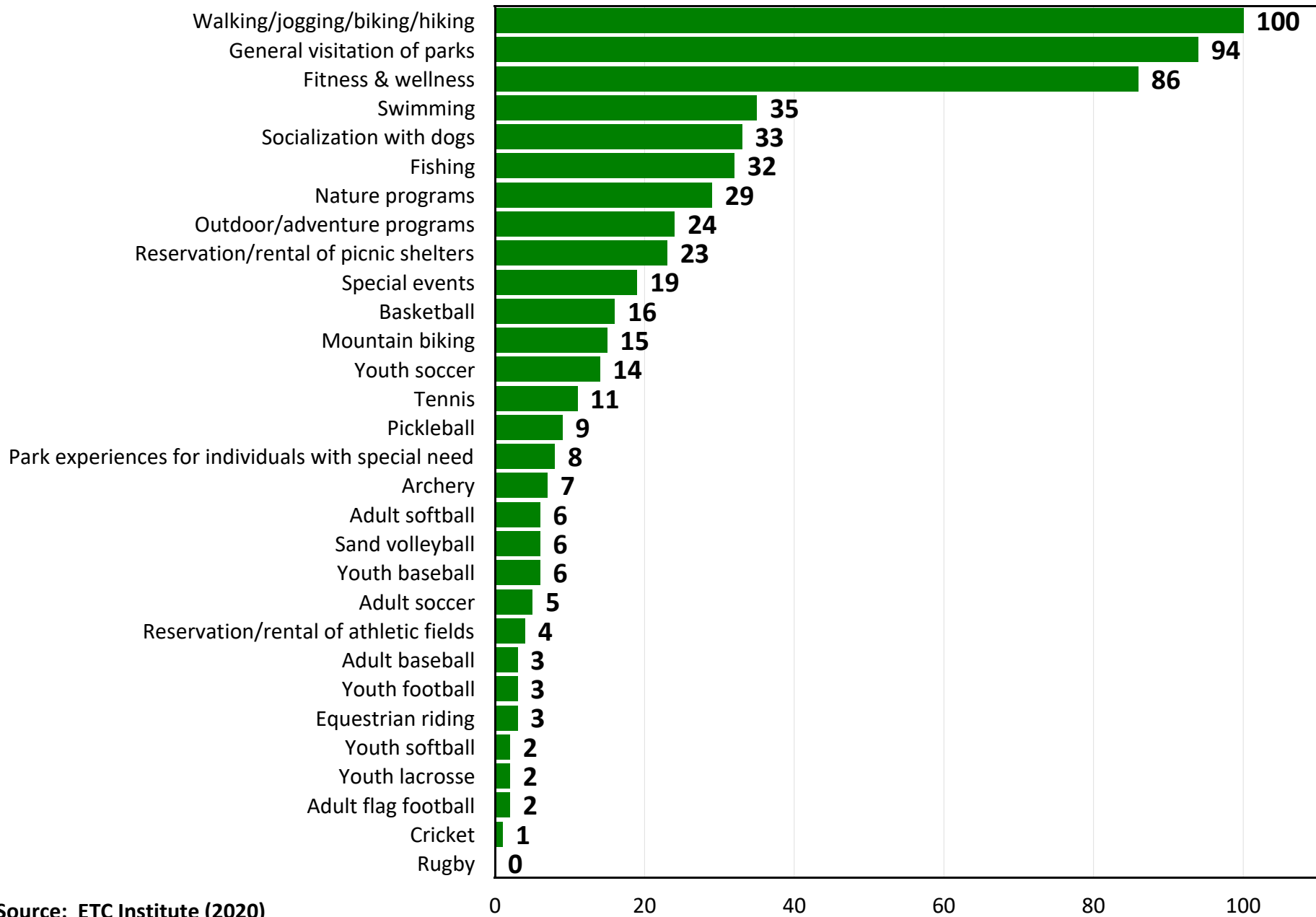


Source: ETC Institute (2020)

# Importance Rating for Programs

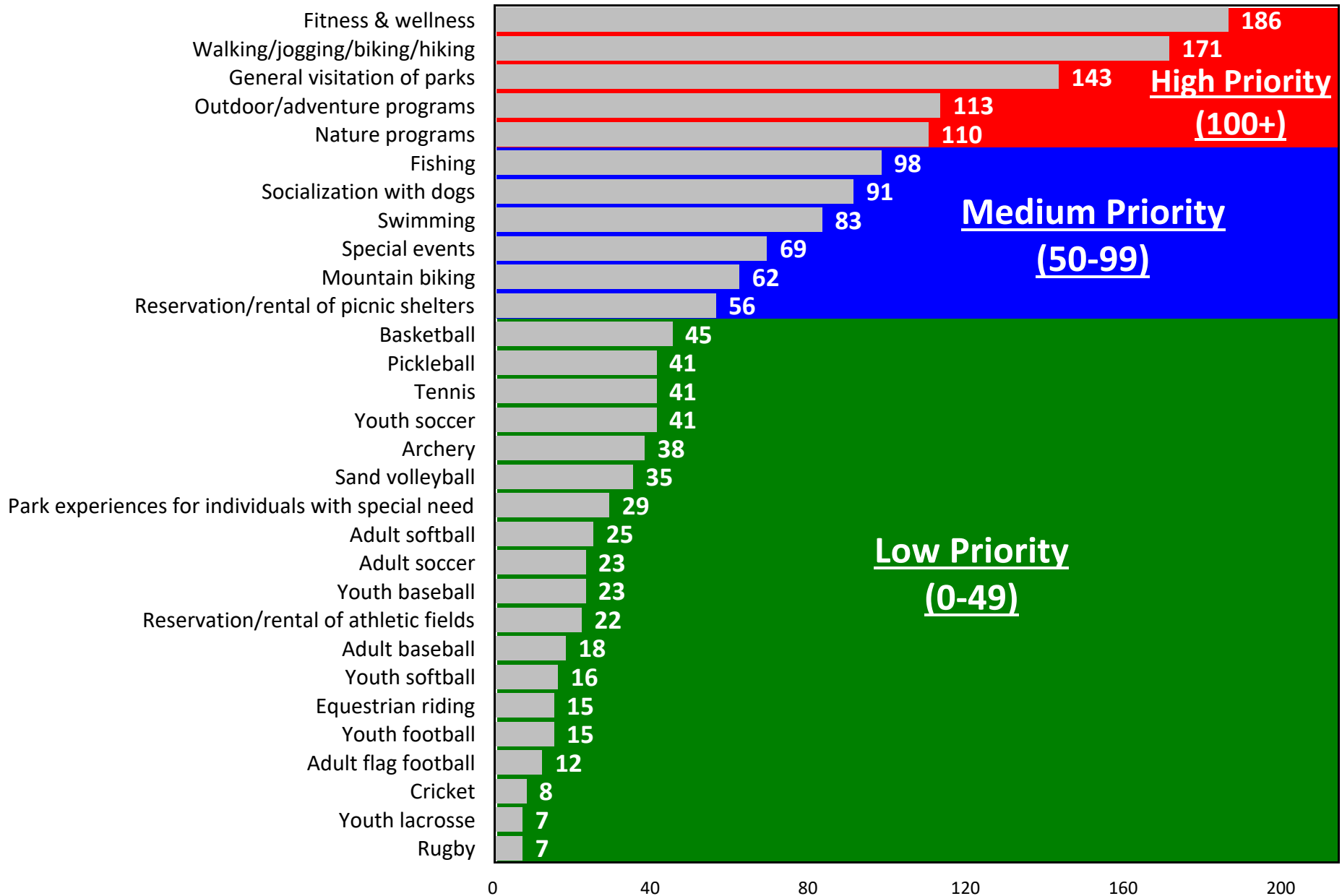
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



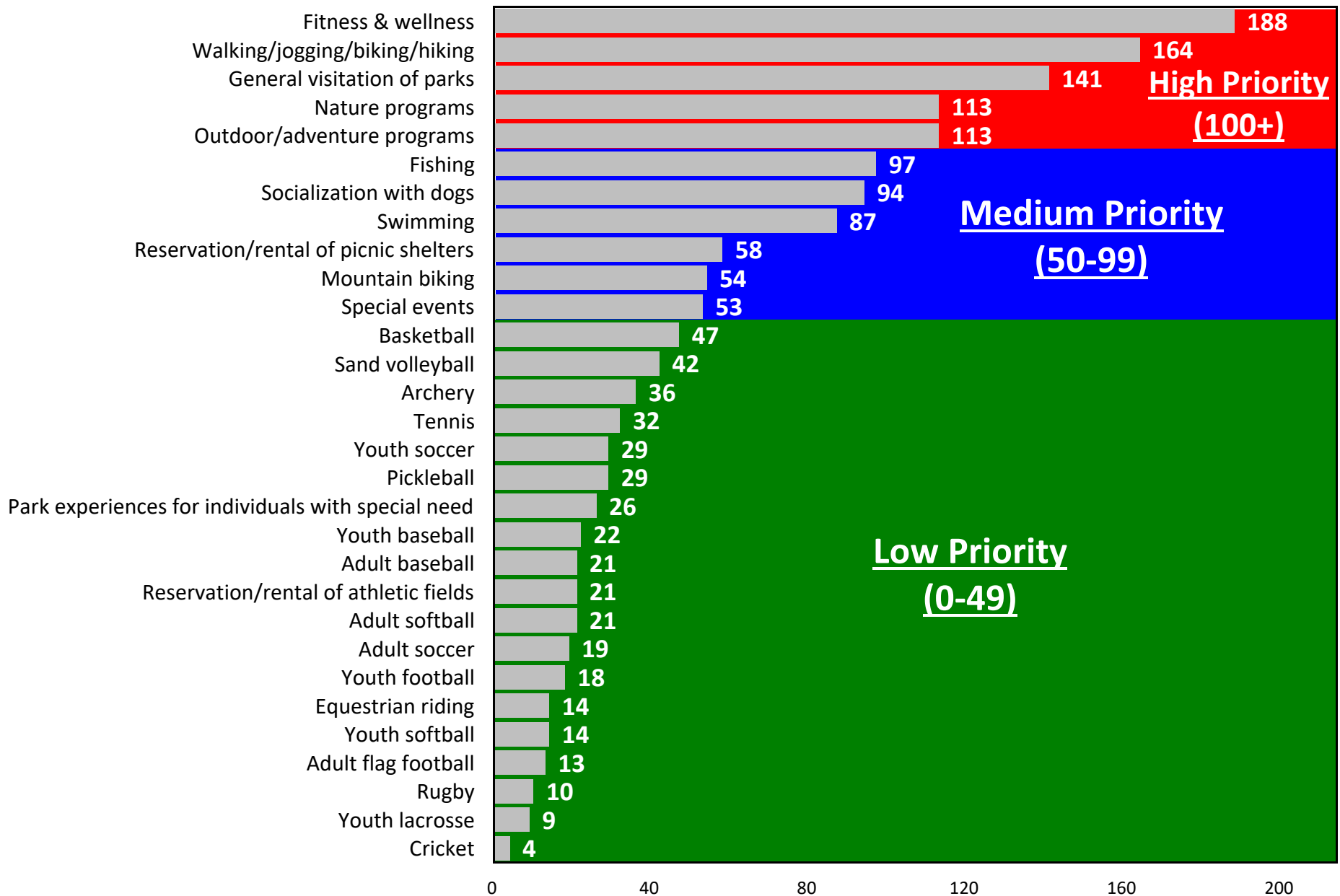
Source: ETC Institute (2020)

# Top Priorities for Investment for Programs Based on the Priority Investment Rating



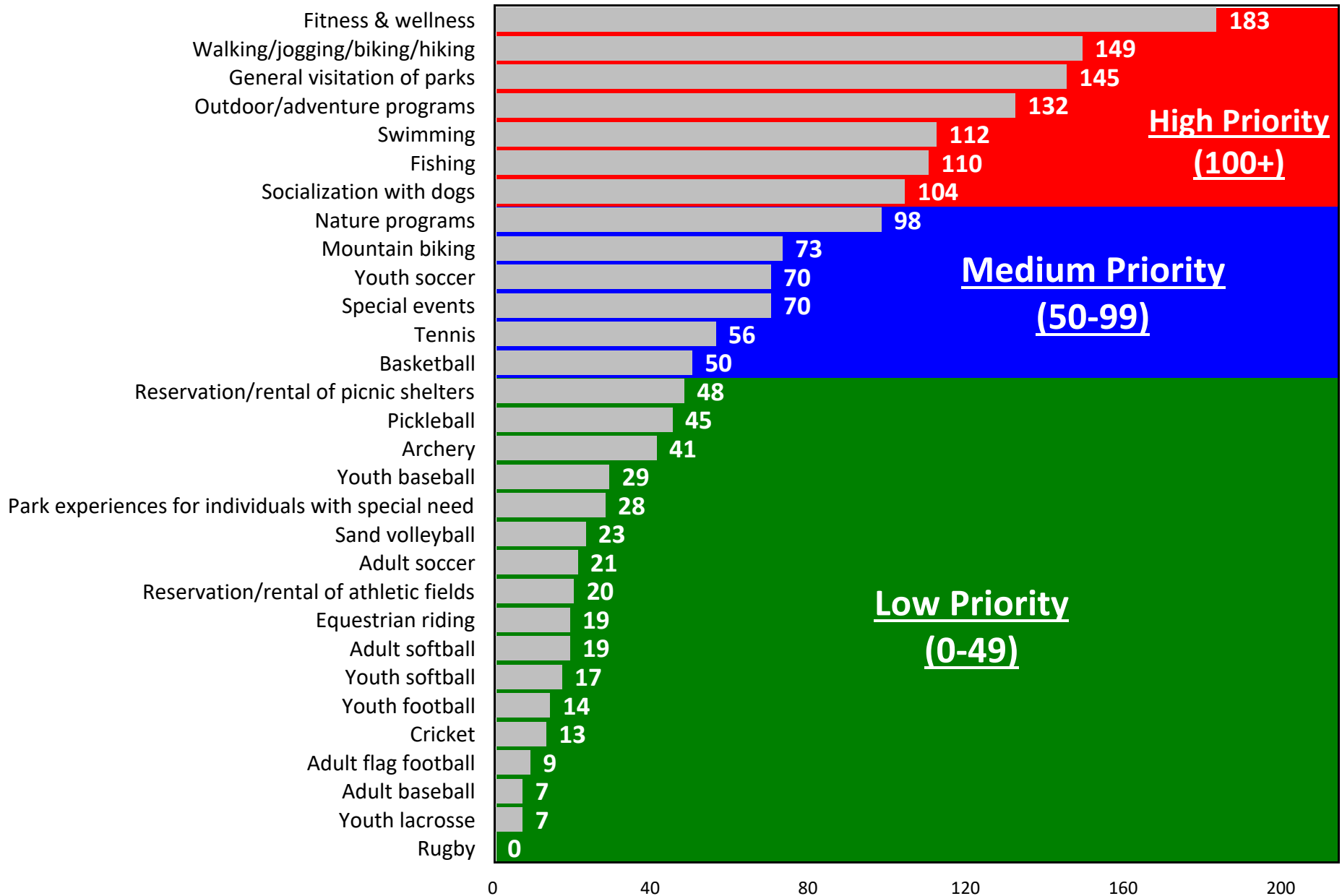
Source: ETC Institute (2020)

# Top Priorities for Investment for Programs Based on the Priority Investment Rating - North



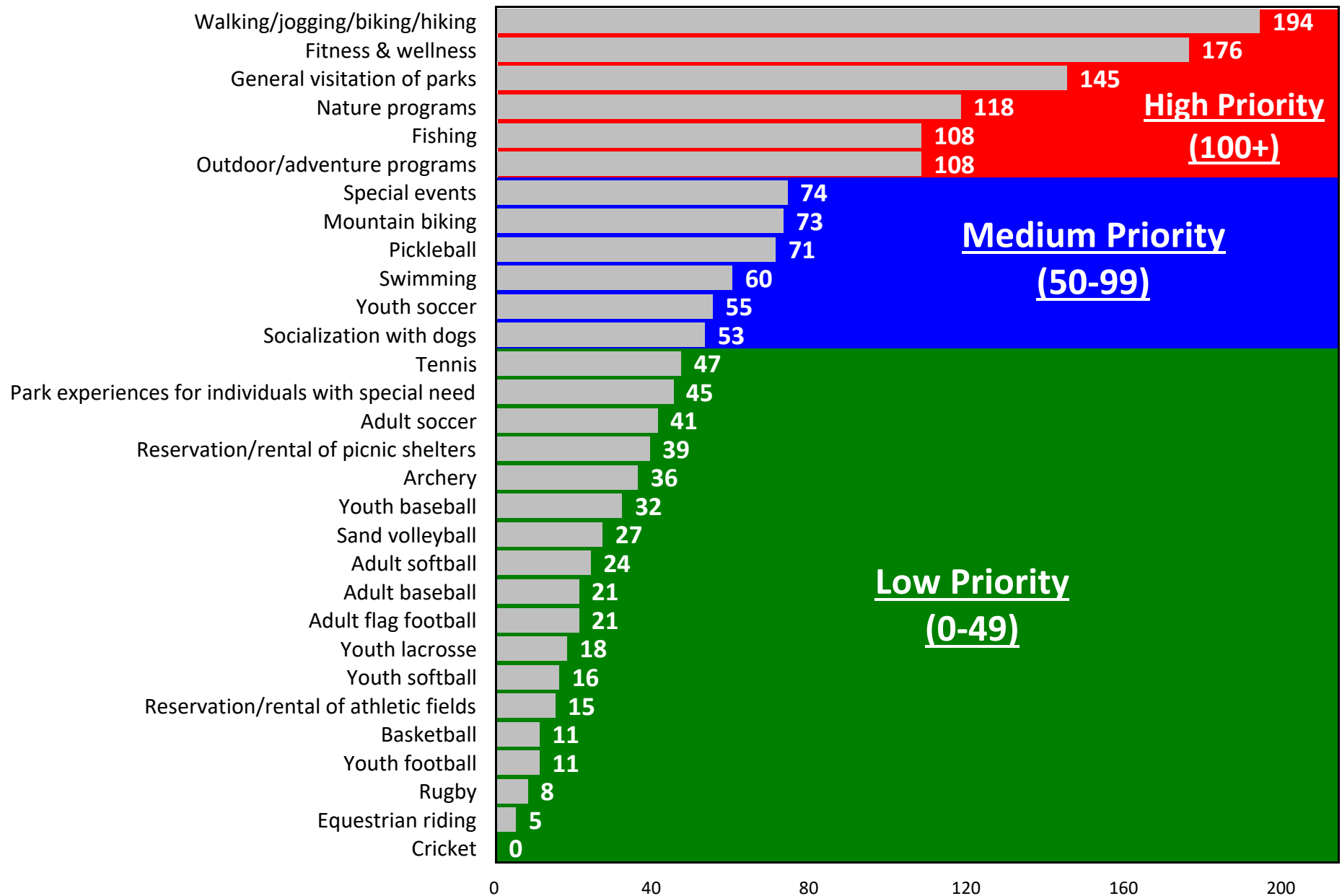
Source: ETC Institute (2020)

# Top Priorities for Investment for Programs Based on the Priority Investment Rating - Southeast



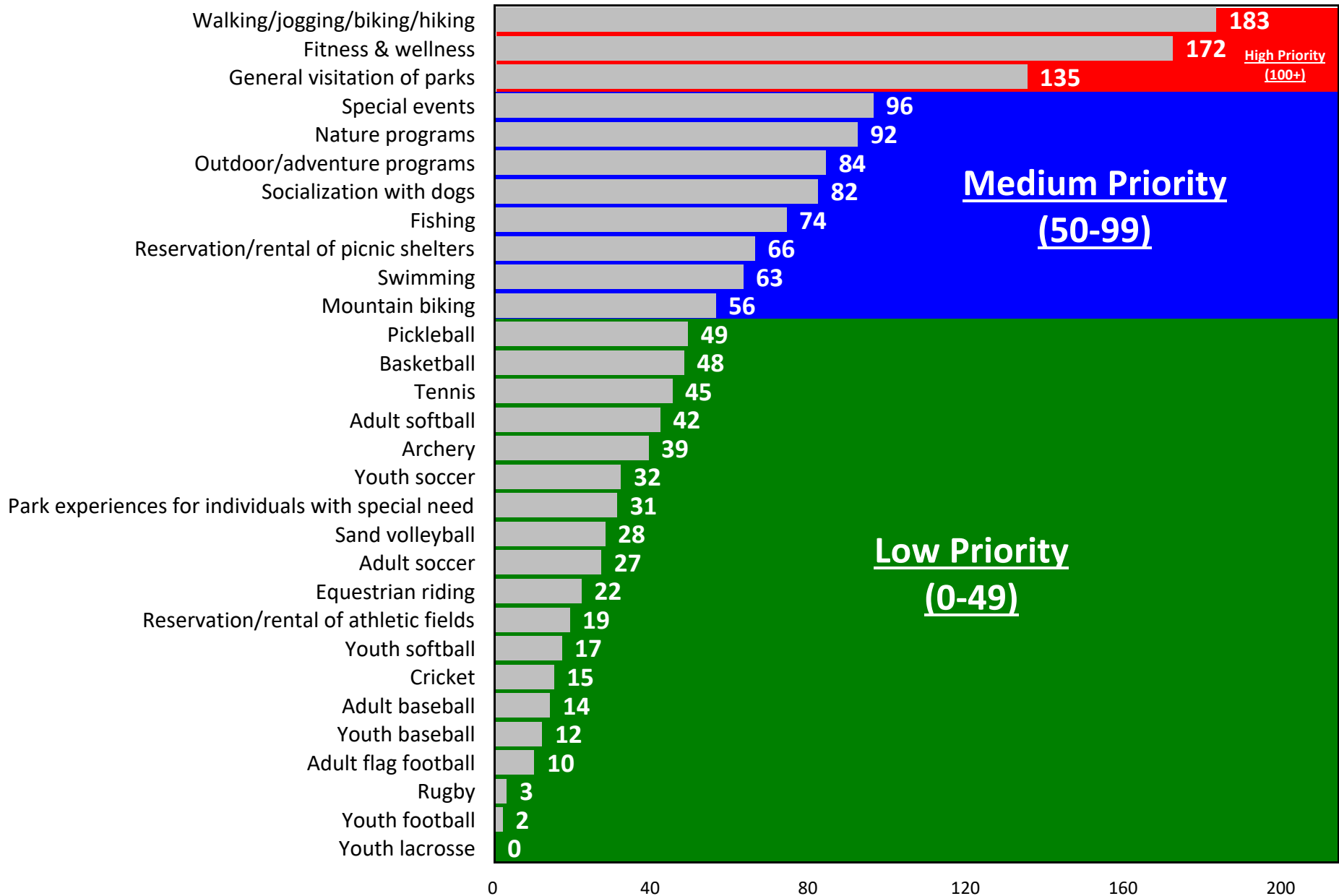
Source: ETC Institute (2020)

# Top Priorities for Investment for Programs Based on the Priority Investment Rating - Southwest



Source: ETC Institute (2020)

# Top Priorities for Investment for Programs Based on the Priority Investment Rating - West



Source: ETC Institute (2020)