

**Leadership Sponsor:** Leila Gordon, Executive Director

**Equity Lead(s):** BeBe Nguyen, Deputy Director

**Departmental Equity Guiding Statement:**

Reston Community Center's vision statement embraces the spirit of One Fairfax: *Reston Community Center enriches lives and builds community for all of Reston*. The agency advances the social justice goals of One Fairfax with intentional programming and content that creates serious, challenging – and ultimately celebratory – conversations about social justice, diverse ethnic and cultural perspectives, and inequity where it manifests in Reston neighborhoods. RCC promotes and embodies the core founding vision of Reston as an inclusive, healthy and productive community where everyone has the tools to reach their potential.

**Context:**

The Reston community benefits from an "origin story" that expressly describes a commitment to inclusion. Particularly as it has been enshrined in the planning paradigm that Reston established, the ideal that all individuals should be treated with appreciation for their inherent dignity and value without regard to race, creed, religion or gender was core to Robert E. Simon Jr.'s seven principles that would guide the development of the community he was creating. In addition, Simon was committed to having the amenities of a fully mature community (parks, recreation facilities, arts and culture offerings and venues, and social services) available from the outset and not be delayed for population growth.

Reston is currently among the fastest growing communities in Fairfax County. At present its residential population is roughly 60,000, and it has a workforce population estimated to add another 40,000 people daily to its geography. The needs of the community are growing more complex with new development and growing stressors related to population growth, new development projects, and transportation infrastructure challenges, and the intensifying pressures all of this places on people. RCC offers the community a unifying institutional framework by which people from all the different neighborhoods, contexts and perspectives can come together to enjoy the arts, culture, fitness, wellness, enrichment and a host of other community building and lifestyle enhancing experiences.

Over the past several years, as RCC has grown with the community, we have expanded our programming and services to Reston venues outside our existing two facilities. RCC partners with some 40 other county and community-based entities to leverage our resources so we can reach as many people as possible. In addition, in our efforts to implement One Fairfax, we've become a critical component of county initiatives such as Opportunity Neighborhood (ON), the Hunters Woods Neighborhood Coalition, Reston Master Planning, and other Reston-specific aspects of undertakings like these that are serving the County's adopted Strategic Plan.

RCC programming's main objective is to provide enrichment and enjoyment to all who live and work in Reston. As an example of that commitment, RCC is in the process of procuring a mobile unit called "RCC on Wheels" to deliver programs and services throughout RestON neighborhoods.

Beyond expanding access to RCC content, the agency is also particularly interested in facilitating greater appreciation of our diversity. RCC is committed to realizing the vision of One Fairfax by creating space for conversations about social justice. In addition, we seek

opportunities to learn from and about each other. These programs are particularly suited to bringing people together to forge new and positive connections to each other.

RCC embodies the principles delineated in the One Fairfax Policy by putting equity at the forefront of meeting community needs, and the agency serves the people and neighborhoods of Reston through allocation of resources according to those needs with informed understanding of the community's diverse interests.

**System-Level Infrastructure:**

**OHREP:** Obtain aggregate applicant demographic cert lists (from OHREP) and track outcomes for merit hires.

## DEPARTMENT GOALS

Goal 1: Expand programs and services to RestON Neighborhoods and communities with limited access and resources.

One Fairfax Area(s) of Focus: 13. A parks and recreation system that is equitable and inclusive by providing quality facilities, programs, and services to all communities; balancing the distribution of parks, programs and facilities; and providing accessible and affordable facilities and programs.

Countywide Strategic Plan Community Outcome Area(s): Cultural and Recreational Opportunities (CRO)

Relationship to Countywide Strategic Plan Strategies/Metric(s):

CRO 2. Evaluate and address barriers (including transportation, language, virtual access and technology gaps) to cultural and recreational opportunities.

**CRO 6. Regularly inventory and evaluate cultural and recreational programs provided by the county and its partners based on how they address identified service gaps and how well they positively impact equity.**

Actions	Stakeholders	Resources/ Supports	Responsible Parties	Timeline	Performance Measures
1a. Expand RestON opportunities and explore new equity partnerships.	Opportunity Neighborhoods communities, Cornerstones, Reston schools	RestON partners; Fairfax County NAACP	Equity Partnerships Director, Offsite & Collaboration LOB	Continuous	Identified needs.  Scheduled offerings  Achieved participation in RCC-provided offerings.  Satisfaction survey results indicate attainment of programming goals.  Positive satisfaction survey results.  Increased # of participants.
1b. Streamline qualifications process in collaboration with RestON.	Opportunity Neighborhoods communities, Cornerstones, Reston schools	RestON partners	Equity Partnerships Director, Offsite & Collaboration LOB	Continuous	NOTE: RestON efforts include other measures that will help assess RCC success.

1c. Promote community awareness of RCC's Fee Waiver program.	SD5 residents & employees. RestON communities within SD5, Reston schools	RestON partners Communications, Customer Service	Programming LOBs, Communications Team	Continuous	Increased # of Offsite & Collaboration programs offered in conjunction with RestON.  Fee Waiver info disseminated at RestON events and neighborhoods.
1d. Train all CSR staff to thoroughly explain the fee waiver process.	SD5 residents & employees.	CSR Staff	Customer Service Management	Continuous	% of CSR staff trained.
1e. Deliver equity-based programs via RCC on Wheels mobile unit.	Entire community: including community members who are unhoused. Cornerstones. Faith in Action communities in Reston	Various programming and services partners involved in these ongoing programming and services offerings	All RCC cost centers	Continuous	# of Offsite & Collaboration cultural/recreational opportunities and # delivered via RCC on Wheels.
1f. Explore partnership opportunities with Title 1 Schools	SD5 residents Reston schools	L&L Staff	Youth & Teen Dept.	Launch Summer 2025	# of programs at Title 1 schools or serving Title 1 students.

**Goal 2:** Survey recreational and facilities needs using multi-modal, statistically valid data with an enhanced focus on underrepresented communities.

**One Fairfax Area(s) of Focus:**

13. A parks and recreation system that is equitable and inclusive by providing quality facilities, programs, and services to all communities; balancing the distribution of parks, programs and facilities; and providing accessible and affordable facilities and programs.

15. Digital access and literacy for all residents.

Countywide Strategic Plan Community Outcome Area(s): Cultural and Recreational Opportunities (CRO)

Relationship to Countywide Strategic Plan Strategies/Metric(s):

**CRO 5. Ensure cultural and recreational amenities are included in placemaking designs for development and/or revitalization in targeted areas.**

CRO 6. Regularly inventory and evaluate cultural and recreational programs provided by the county and its partners based on how they address identified service gaps and how well they positively impact equity.

Actions	Stakeholders	Resources/ Supports	Responsible Parties	Timeline	Performance Measures
2a. Conduct an every-5-year statistically valid community survey to assess community's recreation and facilities' needs.	Entire community	Community Partners	RCC Communications Team UVA Center for Survey Research	Summer 2024	Increased % of people's knowledge of RCC's programs and services.
2b. Community Survey will be administered with enhanced language access and translations.	Entire community	Community Partners	Communications Team UVA Center for Survey Research	2024	# of respondents served in languages other than English  Increased awareness that RCC is accessible to all.

**Goal 3:** Improve language access (in-person and online) and ADA functionalities in delivery of programs and services.

**One Fairfax Area(s) of Focus:**

- 13. A parks and recreation system that is equitable and inclusive by providing quality facilities, programs, and services to all communities; balancing the distribution of parks, programs and facilities; and providing accessible and affordable facilities and programs.
- 15. Digital access and literacy for all residents.

**Countywide Strategic Plan Community Outcome Area(s):** Cultural and Recreational Opportunities (CRO)

**Relationship to Countywide Strategic Plan Strategies/Metric(s):**

CRO 2. Evaluate and address barriers (including transportation, language, virtual access and technology gaps) to cultural and recreational opportunities.

Actions	Stakeholders	Resources/ Supports	Responsible Parties	Timeline	Performance Measures
<b>3a.</b> Empower community orgs to leverage RCC's robust Community Calendar through training and establishing community partners accounts.	SD5 Residents & Employees	Community Partners	RCC Communications Team	2024	Increased # of Reston orgs events submitted on our Community Calendar.
<b>3b.</b> A coordinated approach administered by CSRs and Media to train RCC staff on how to provide language access and obtain interpreting services.	SD5 Residents & Employees	Communications	Communications and Customer Relations cost centers	2024	<p>Sustained and/or increased # of patrons served in languages other than English</p> <p>Variety of new offerings. Customer satisfaction survey delivery via email.</p> <p>Increased awareness that RCC is accessible to all</p> <p>Track participation data from targeted demographics.</p>
<b>3c.</b> Update and maintain accreditation status with Commission for Accreditation of Park and Recreation Agencies (CAPRA)	SD5 Residents & Employees	Fairfax County government	RCC Board, Executive Director,	Ongoing: Renew in April 2025	Meets all 152 CAPRA standards. Possess

<p>specifically standard 6.3.1 – Outreach to Diverse Underserved Populations Standard: The agency shall proactively extend programs and services to residents who may be underserved in the community. To encourage participation in parks and recreation programs and services, agencies shall identify and address barriers that may limit access as demonstrated by the demographic profile of the community. Agencies should offer inclusionary support services to ensure access to programs and services for people of all abilities and all socioeconomic status.</p>	<p>RCC Board, Management Team &amp; Staff. Fairfax County</p>		<p>Management Team and staff.</p>		<p>necessary evidence of compliance.</p>
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**Goal 4:** Recruit and retain a diverse workforce

**One Fairfax Area(s) of Focus:** 16. Intentional, focused recruitment efforts that bolster a diverse applicant pool; hiring and evaluation practices, and processes for employee feedback, to achieve and preserve a culture of equity and fairness for all employees.

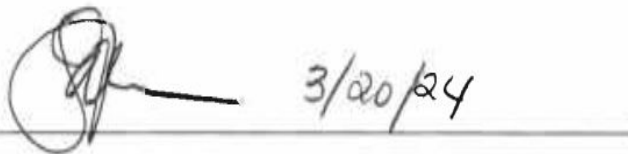
**Countywide Strategic Plan Community Outcome Area(s):** Effective and Efficient Government (EEG)

**Relationship to Countywide Strategic Plan Strategies/Metric(s):**

EEG 8. Improve the county’s competitiveness as an employer to recruit, hire and retain a diverse, highly qualified workforce utilizing data to determine barriers and target strategies for marginalized groups.

Actions	Stakeholders	Resources/ Supports	Responsible Parties	Timeline	Performance Measures
<p><b>4a.</b> Review position descriptions to eliminate potentially unfair/unnecessary requirements.</p>	RCC Management Team	Potential employee pool	RCC Management Team and Hiring Managers	Ongoing	<p>Increased diversity in agency employee profile</p> <p>Increase in employee morale and retention.</p> <p>Increased % of staff of color</p>
<p><b>4b.</b> Sustain a diverse workforce with multilingual capabilities by expanding applicant pool of diverse candidates.</p>	SD5 residents and businesses	Community members	RCC Management Team and Hiring Managers	Ongoing	Increased # of qualified applicants.
<p><b>4c.</b> Ensure racial and social equity during the selection process.</p> <ul style="list-style-type: none"> <li>• Ensure hiring panels contain ethnic and gender diversity.</li> <li>• Obtain aggregate applicant demographic cert lists (from OHREP) and track outcomes for merit hires.</li> </ul>	RCC Management Team & Staff	RCC Management Team	RCC Management Team & Staff	Ongoing	Increased staff retention, morale and job satisfaction.

Director’s Signature: \_\_\_\_\_



3/20/24