



# FEDERATION OF FRIENDS MEETING

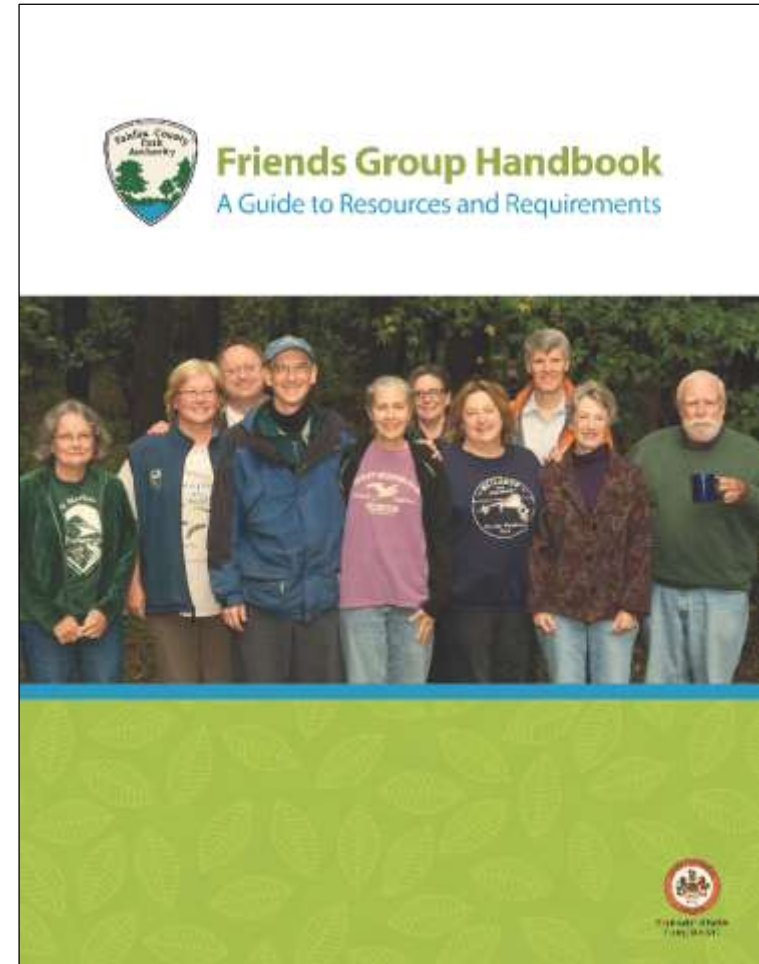
MARCH 23, 2019

TWIN LAKES GOLF COURSE

WELCOME

# FRIENDS GROUP HANDBOOK

- ▶ Posted on Friends Group Project Webpage
  - ▶ [www.fairfaxcounty.gov/parks/friends](http://www.fairfaxcounty.gov/parks/friends)
- ▶ Thank you to all who contributed, reviewed, and participated in the development of the Handbook.
- ▶ Will serve as a resource guide to new groups considering forming into a Friends Group.



# FRIENDS GROUPS WITH SIGNED MOUS

- ▶ Friends of Colvin Run Mill
- ▶ Friends of Fairfax County Archaeology and Cultural Resources
- ▶ Friends of Frying Pan Farm Park
- ▶ Friends of Green Spring Gardens (FROGS)
- ▶ Friends of Hidden Oaks Nature Center
- ▶ Friends of Huntley Meadows
- ▶ Friends of Pimmit Barn
- ▶ Friends of Riverbend Park
- ▶ (Friends of Historic Huntley will be signing their MOU on March 29<sup>th</sup>.)



# CAPACITY BUILDING FUND

- ▶ Grant opportunity provided by Park Foundation to support the Friends Groups
- ▶ May apply for funding towards projects, programs, equipment, or park supplies
- ▶ Funding up to \$1,000 per year, which must be matched with funds or volunteer hours
- ▶ Must have a signed MOU with the Park Authority to be eligible for Capacity Building Funds.
- ▶ Linked on Friends Group webpage, under Additional Resources
- ▶ Deadline to apply for FY2020 funding is April 12, 2019.



# DISCUSSION & QUESTIONS



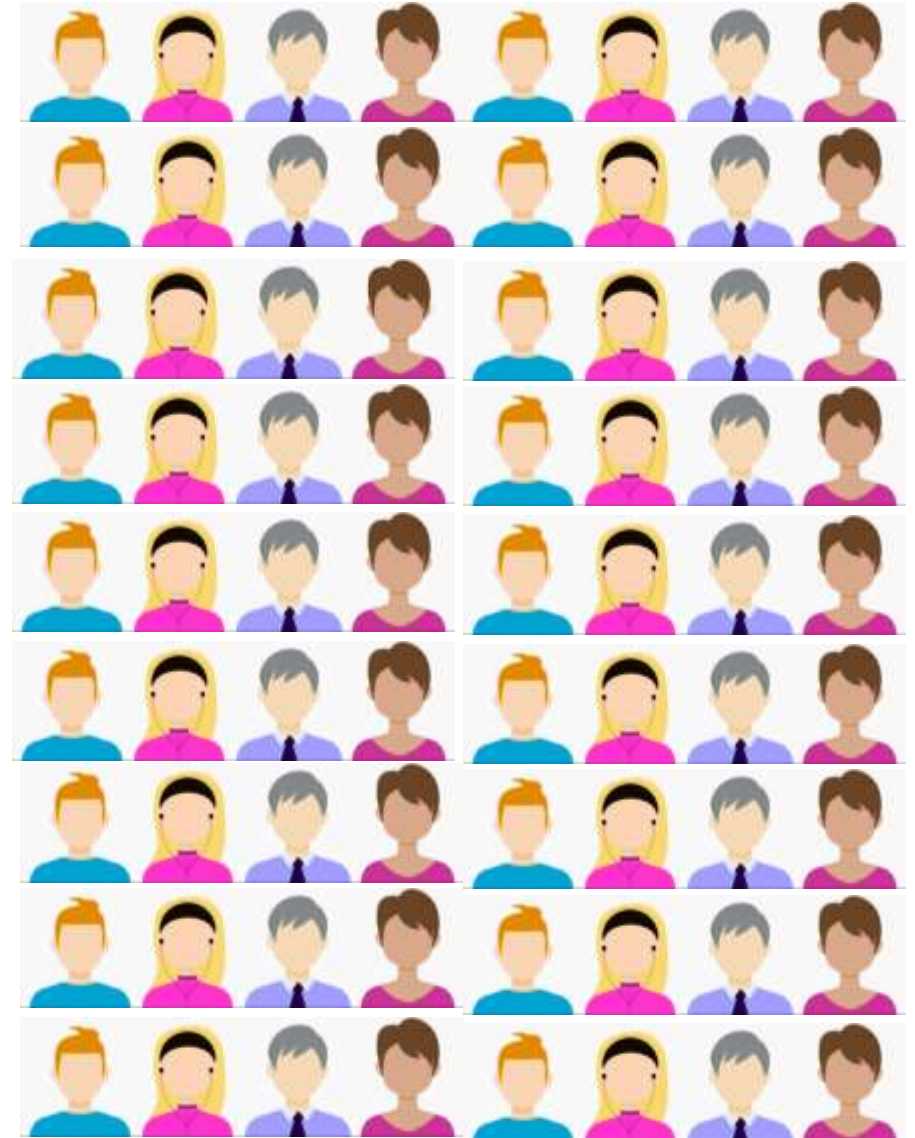
# DELIVERING OUR MESSAGE IN A DIGITAL WORLD

CRISTIN BRATT  
DEPUTY PUBLIC INFORMATION OFFICER

# DELIVERING OUR MESSAGE



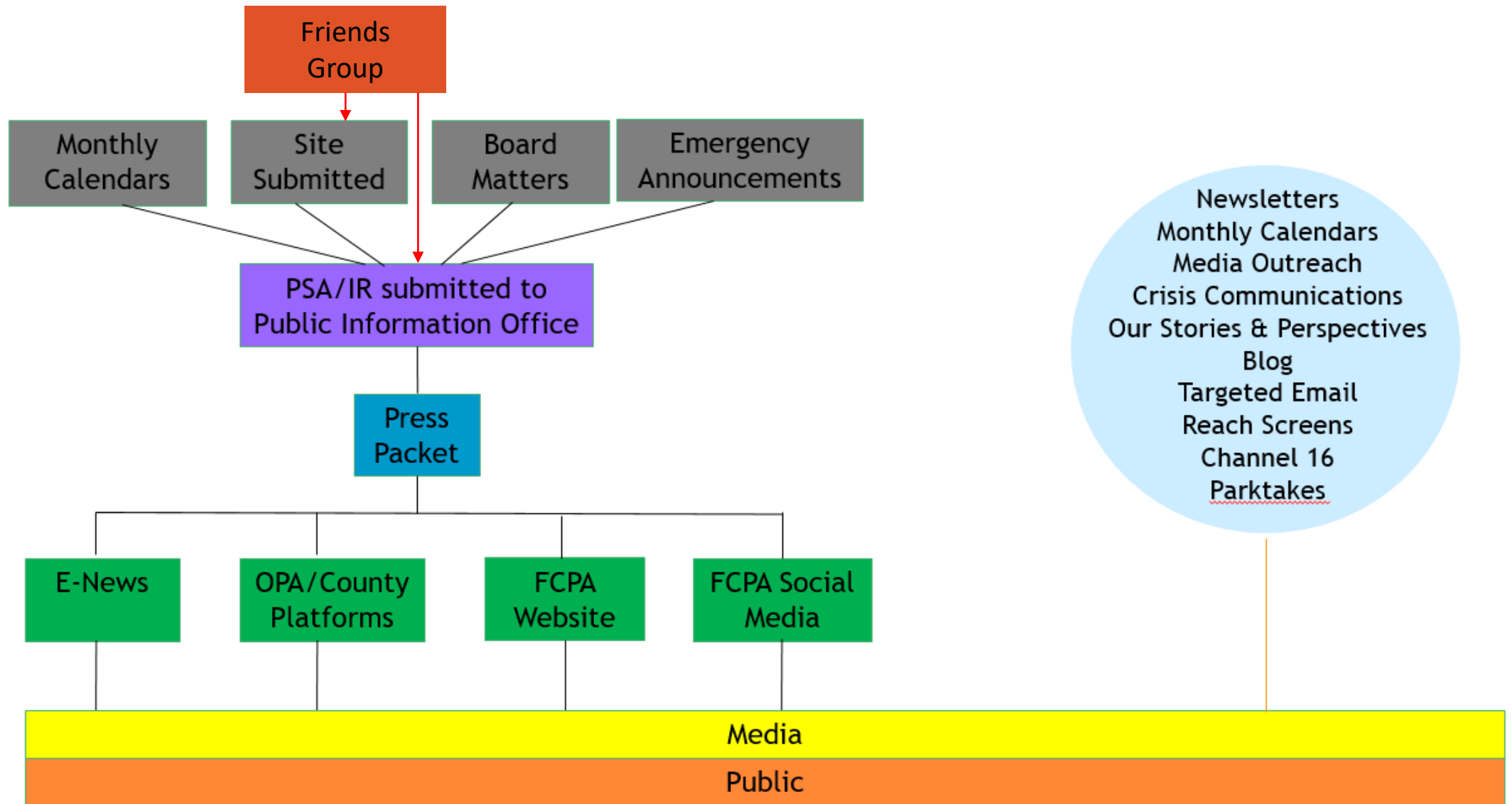
- Website
- Parktakes
- Press Packet
- Social Media
- County resources
- Parkmail
- Targeted Emails
- Public Meetings
- Event Management
- Monthly Calendars
- Blogs
- Newsletters
- Media Relations
- FOIA Response
- REACH screens
- Crisis Communications







# FLOW OF INFORMATION





# WEBSITE



- ▶ New website launched December 18, 2017
- ▶ Parks Homepage - 2.2 million visits (FY 2018)
- ▶ Website Features
  - ▶ Mobile-first Design
  - ▶ Content can be created based on content type:
    - ▶ Home page
    - ▶ Portal pages
    - ▶ Site pages (RECenters, Nature, Lakefront, etc.)
    - ▶ Specialty Pages (Camps, Picnics, News)
  - ▶ Improved Event Pages & Calendars
  - ▶ Consistent branding with County agencies



# ONLINE REGISTRATION

**Parktakes Online**

To sign up online you need a Parktakes account and a Visa or MasterCard. No account yet? Create your account today! or call [703-222-4665](tel:703-222-4665).

Please choose a RECenter or Category before selecting GO!. If you don't choose either, no results will be returned. Once in Parktakes Online, you can make further selections.

Select RECenter:

Select Category:

**GO!**

Home / Activities / Search

Search Text/Catalog ID: nature

Category of Activity: All Categories

Place: All Places

Month: All Months

Day of the week: 7 selected

Instructor:

Starting On or After: 03/23/2019

Age Range: All Ages

**Search Activities**

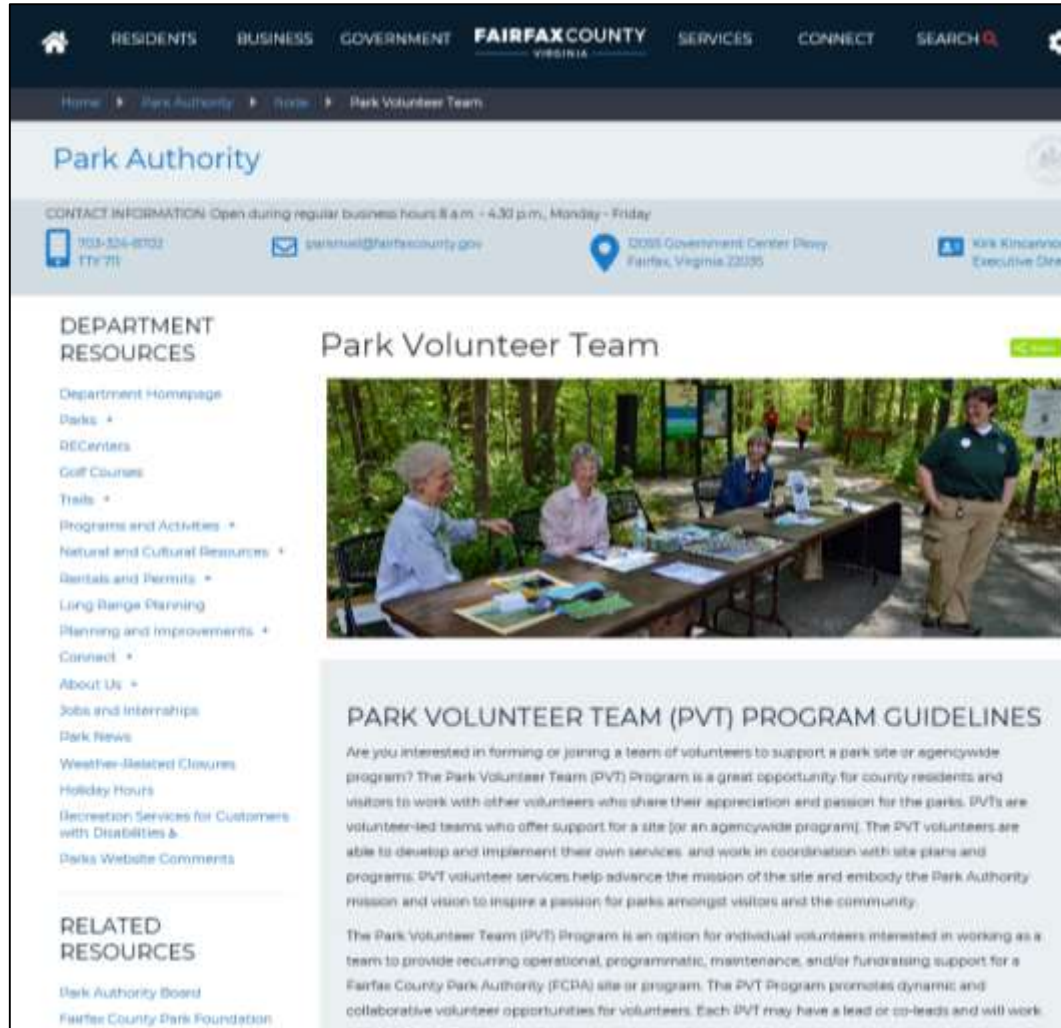
The Fairfax County Park Authority offers a variety of activities such as classes, camps and tours in a wide variety of categories including aquatics, fitness, nature, dance, outdoor recreation, performing arts, history and many more. Special events, instructors and specialty workshops are listed in Parktakes. The Park Authority's quarterly guide, available through free subscription to county citizens.

**ADAPTED PARK EXPLORERS-SPRING (6-11 YRS)**

(6-11 yrs) Children with disabilities explore nature and history through hands-on activities. Topics vary by month. Mar - Reptiles and Amphibians, Apr - Wildflower Walk, May - Ice Cream. Parents must participate with child.

- ▶ RecDynamics launched May 2018
- ▶ Features
  - ▶ Interface remains the same
  - ▶ Group registration (great for scouts)
  - ▶ Search features
  - ▶ Updated technology
  - ▶ ADA compliant
- ▶ Parktakes Portal – 442,589 visits (FY 2018)

# PARK VOLUNTEER TEAM (PVT) PORTAL



- ▶ Now ready to launch
- ▶ Gives PVT groups a web presence
- ▶ Used to house info and resources
- ▶ Ideal to promote events, initiatives
- ▶ Great place for Friends groups too!





# FCPA SOCIAL MEDIA PLATFORMS

## PRIMARY COMMUNICATIONS PLATFORMS



- ▶ **Facebook**
  - ▶ 19,292 Followers



- ▶ **Twitter**
  - ▶ 10,608 Followers
  - ▶ 580 @GolfFairfax Followers



- ▶ **Instagram**
  - ▶ 2,318 Followers

## NATIVE CONTENT PLATFORMS



- ▶ **Blog** (24,946 views in FY18)  
Post or repost stories that provide unique FCPA Stories & Perspectives.




- ▶ **YouTube**  
Host FCPA videos for web or social media sharing.



- ▶ **Flickr**  
Store and share collections of photos for key FCPA events.  
For web or social media sharing.




# AUDIENCE RESPONSE DIFFERS

 3,551 Reactions



- 2.) Cow on the Run (1,088)
- 3.) Hurricane Horses (607)
- 4.) Monticello Park (299)
- 5.) VGDIF 2-headed Snake (299)

 312 Likes



- 2.) FFPF horses in snow (188)
- 3.) Riverbend Park Floods (52)
- 4.) Fox in Snow (28)
- 5.) RIP Doby; FCPD RT (27)  
Animal Snow Day Advice (27)  
Hurricane Horses (27)

 297 Likes



- 2.) Fox Photo/Info (169)
- 3.) Snow at Frying Pan Farm (163)
- 4.) Deer on Huntley Meadows Wildlife Cam (162)
- 5.) Fall Foliage - #Fairfaxfoliage reshare (150)  
Cow on the Run (150)







# REACHING NEW AUDIENCES – GROW NUMBERS

Post Message	Comments	Engaged Users	Reach	Reactions	Shares	Video Views
Corduroy Road	337	62,985	238,427	3,551	1,938	0
Cow on the Run	194	16,332	83,879	1,088	569	0
Frying Pan Animal Snow Day Advice	9	1,191	33,876	130	58	12,503
Hurricane Horses	35	3,714	25,935	607	222	0
VGDIF 2-headed Snake	28	2,480	23,664	206	138	0
Corduroy Road re-post	17	3,085	17,235	134	102	0
Monticello Park	40	2,285	13,333	122	57	0



# FACEBOOK EVENTS



FCPA hosts Facebook events for:

▶ **Large signature events**

- ▶ Springfest, RBP Indian Festival, Sully Antique Car Show, Dog Daze, etc.

▶ **Recurring events**

- ▶ Farmers Markets, Concerts, Book Clubs

▶ **Other events that meet the following criteria**

- ▶ Low cost
- ▶ High attendance cap (>100)
- ▶ Not likely to cancel

### Friends groups may create Facebook events! Guidelines:

- List FCPA as cohost
- Use Parktakes description and link to Parktakes
- State “This program is presented by the Fairfax County Park Authority.”
- Do not create a FB event that FCPA has created (or will create).
- Use best practices for events (strong image, short text, engage)

# THE POWER OF WORKING TOGETHER

Performance	Reach	Responses	Total # of Events
Arts in the Park (Burke Lake)	54,200	2,500	9
Springfield Nights	33,000	1,200	6
Arts in the Parks (Frying Pan)	27,500	1,300	6
Mount Vernon Nights (Grist Mill)	16,200	603	14
Evenings on the Ellipse	11,600	403	9
Braddock Nights (Lake Accotink)	10,500	245	8
Hunter Mill Melodies	8,400	252	10
Mount Vernon Nights (Workhouse)	6,000	234	13
Lee District Nights	5,500	204	10
Arts in the Park (ECL)	5,300	287	9
Spotlight by Starlight (Ossian Hall)	4,900	122	10
Spotlight by Starlight (Mason District)	4,100	709	31
Braddock Nights (Royal Lake)	3,200	151	8
Starlight Cinema	2,000	126	4
Music at Arrowbrook Park	1,300	61	8
Nottoway Nights	1,200	65	10
<b>TOTAL</b>	<b>194,900</b>	<b>8,462</b>	<b>165</b>



# HOW CAN WE WORK TOGETHER?

- **PIO Support** - Work with your FCPA contact or [Judith.Pedersen@fairfaxcounty.gov](mailto:Judith.Pedersen@fairfaxcounty.gov) if you have content or requests for a information release, cutline, blog post, event support, etc. Give as much advance notice as possible.
- **Include FCPA** - If you have a website and social media pages, ensure that they clearly state that the park is part of the Fairfax County Park Authority. Websites should include FCPA logo and a link to FCPA website. Contact [Cristin.Bratt@fairfaxcounty.gov](mailto:Cristin.Bratt@fairfaxcounty.gov) for assistance with language/logos.
- **Social Media**
  - Share FCPA posts; add our events to your Facebook calendar
  - Create Facebook events
  - Tag us in posts or send us content! [Cristin.Bratt@fairfaxcounty.gov](mailto:Cristin.Bratt@fairfaxcounty.gov)
  - Share info on Nextdoor (as local resident)
- **Web**
  - Submit content for the Friends/PVT Portal to [Donjerassi.Tubel@fairfaxcounty.gov](mailto:Donjerassi.Tubel@fairfaxcounty.gov)



# CONNECT WITH US



**Judy Pedersen**  
Public Information Officer  
Judith.Pedersen@fairfaxcounty.gov  
703-324-8662



**Cristin Bratt**  
Deputy Public Information Officer  
Cristin.Bratt@fairfaxcounty.gov  
703-324-8667



**Don Tubel**  
Internet/Intranet Architect II  
Donjerassi.Tubel@fairfaxcounty.gov  
703-324-8790



[www.fairfaxcounty.gov/parks](http://www.fairfaxcounty.gov/parks)



[facebook.com/fairfaxcountyparks](https://facebook.com/fairfaxcountyparks)



[twitter.com/fairfaxparks](https://twitter.com/fairfaxparks)  
[twitter.com/golffairfax](https://twitter.com/golffairfax)



[instagram.com/fairfaxparks](https://instagram.com/fairfaxparks)  
[Instagram.com/fairfaxfarmmarkets](https://Instagram.com/fairfaxfarmmarkets)



[www.ourstoriesandperspectives.com](http://www.ourstoriesandperspectives.com)



[www.youtube.com/ffxparks](http://www.youtube.com/ffxparks)



[www.flickr.com/ffxparks](http://www.flickr.com/ffxparks)



# Budget Presentation

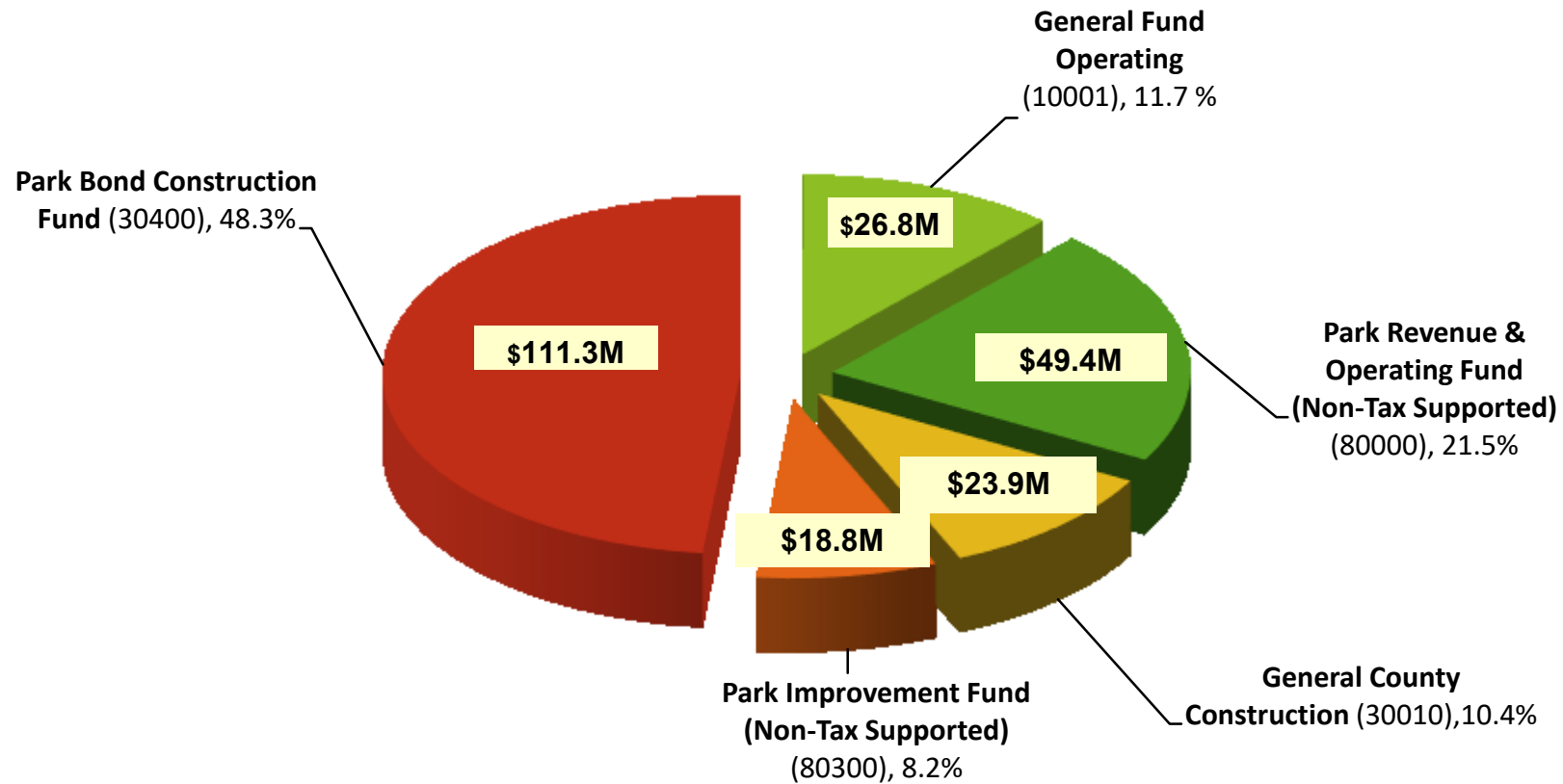
Federation of Friends

March 23, 2019



# FCPA FUNDING SOURCES

Five (5) Park Authority Funds  
FY 2019 Revised Budget  
Total budget: \$230,300,034



# FCPA Funding Sources

## SERVICES SUPPORTED BY TAX DOLLARS- General Fund

- Community Access to Parkland
- Long Range Park Planning
- Development Review & Land Acquisition
- CIP Project Management
- Maintenance - Athletic Fields, Grounds,
- Trails, Infrastructure, Buildings, Equipment
- ADA support
- Resource Management - Natural, Cultural, Horticultural, Archaeological
- Stewardship Education
- Martin Luther King Pool Operations
- School-Based Leisure Classes
- Summer Concert Series Management
- RecPAC Summer Camp Program
- General Agency Overhead

## PARTIALLY FEE-BASED SERVICES- General fund and Revenue & Operating Fund

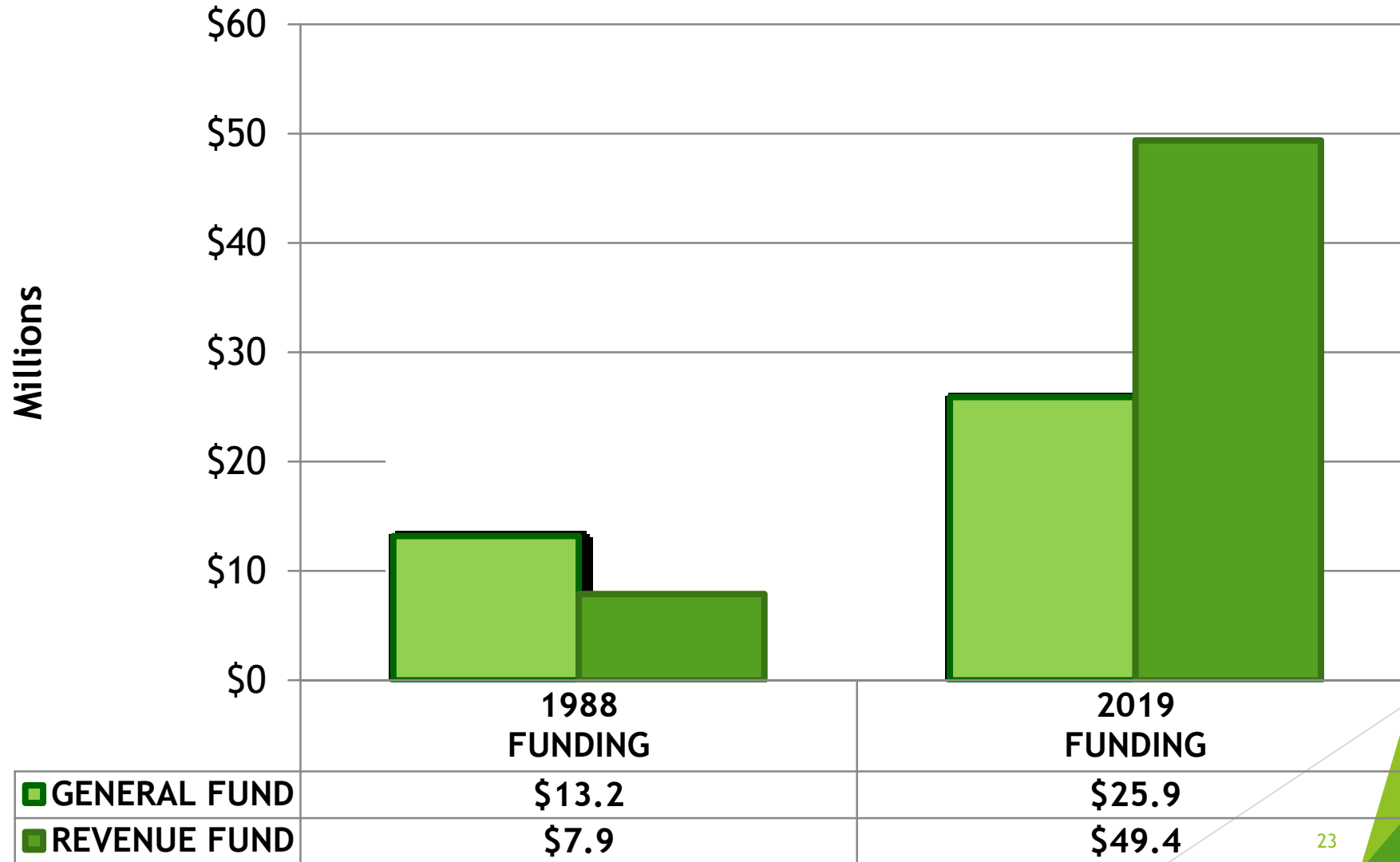
- Athletic fields
- Lake Fronts
- Historic Sites
- Nature Centers

## FEE-BASED SERVICES- Revenue & Operating Fund

- Telecommunication License Program
- Golf Courses
- Admissions and Passes at RECenters
- Amusements and Marinas
- Water Mine at Lake Fairfax Park
- Preschool
- Picnic facilities
- Trips & Tours
- Classes
- Camps
- Retail Sales
- Special Events with admissions
- Facility Rentals
- Camping
- Park Use Permits

# By the Numbers

## Creating a Sustainable Park System



# FY 2019 Budget Challenges for the Revenue Fund

- ▶ Revenue is down as of 12/31/18, \$1.8 million over FY18
  - ▶ Weather impacts: CY 2018 is the wettest year on record and it continues into CY 2019
- ▶ Expenses up ~ as of 12/31/18, \$1.6 million over FY18
  - ▶ Rising non discretionary costs: salaries and health care
- ▶ Other Stressors:
  - ▶ Laurel Hill debt
  - ▶ Revenue Bond (Twin Lakes/Oak Marr Golf)

# FCPA General Fund Needs & Funding Priorities

## ▶ Social Equity

- ▶ Scholarships
- ▶ Countywide Arts & Entertainment Programs
- ▶ Rec-PAC Program Support

## ▶ Park Maintenance

- ▶ Trail Maintenance
- ▶ Capital Equipment
- ▶ Contract Mowing

## ▶ Natural & Cultural Resource Protection

- ▶ Encroachment Prevention & Education
- ▶ Community Science and Stewardship Program
- ▶ Energy Management Analyst
- ▶ Forestry
- ▶ County-Wide Archaeology Support

## ▶ Park Infrastructure

- ▶ Backlog of repairs
- ▶ Park Buildings/Structure Reinvestment

# FCPA General Fund Needs & Funding Priorities

## ▶ Social Equity

### ▶ Scholarships:

- ▶ Need doubled since FY11 (\$542k (FY11), \$1.15 million (FY18))

### ▶ Countywide Arts & Entertainment Programs

- ▶ Now offer over 200 programs
- ▶ Audio Visual contract costs have nearly doubled

### ▶ Rec-PAC Program Support

- ▶ More than 16,000 registrations
- ▶ Primary summer camp program for 80% of participants
- ▶ Provides at least one meal at each site per child.



# FCPA General Fund Needs & Funding Priorities

## ▶ Park Maintenance

### ▶ Trail Maintenance

- ▶ 54% of residents indicate that paved walking and biking trails are the most important park amenities
- ▶ \$6.4M total funding needed to maintain over 332 miles of trails over the next 5 years

### ▶ Capital Equipment

- ▶ Total current replacement cost of equipment beyond life expectancy is \$3.6 million

### ▶ Contract Mowing

- ▶ Will include sites previously eliminated from the contract due to decreased funding
- ▶ Allows for an increase in mowing frequency
- ▶ Improved resident satisfaction by proactively addressing grass height issues in parks

# FCPA General Fund Needs & Funding Priorities

## ▶ Natural & Cultural Resource Protection

### ▶ Forestry

- ▶ Invasive Pest Issues

- ▶ Supports Preventative Tree Care Needs

### ▶ Encroachment Prevention & Education

- ▶ 64 new encroachments each year

- ▶ 142 unresolved encroachments annually

# FCPA General Fund Needs & Funding Priorities

## ▶ Natural & Cultural Resource Protection

- ▶ Community Science and Stewardship Program
  - ▶ Fulfills growing customer needs for ecological restoration projects and programs
  - ▶ Integrates with regional, state, and national efforts
- ▶ Energy Management Analyst
  - ▶ Positions FCPA to achieve goals of the County's Energy Strategy
- ▶ County-Wide Archaeology Support
  - ▶ County-wide initiatives (Fairfax First) added demands on archaeology staff
  - ▶ Additional staff person would reduce turnaround time by two weeks

# FCPA General Fund Needs & Funding Priorities

- ▶ **Park Infrastructure Repairs & Reinvestment**
  - ▶ \$107.4 million backlog of safety and functional repairs including:
    - ▶ Planned lifecycle reinvestments to extend useful life
    - ▶ Planned facility renewals
      - ▶ Athletic Court Surfaces- complete renovations needed
      - ▶ RECenters-major repairs to building systems
      - ▶ Trail Renovations (over 332 miles)
        - ▶ Address safety concerns and heavy usage wear and tear

# FY2020 Budget: Public Hearings Schedule

## ▶ Public comments: April 9-11

### ▶ Sign up to speak:

<https://www.fairfaxcounty.gov/bosclerk/speakers-form>

## ▶ Park Authority Board members schedule:

▶ Bill Bouie, Chairman: April 11, speaker #2

▶ Ken Quincy, Vice Chairman: April 11, speaker #3

▶ Kiel Stone, Braddock District: April 11, speaker #13

## ▶ Park Foundation

▶ John Osborn, Chairman Park Foundation: April 10, speaker #

# ADVOCACY: TELLING THE PARK AUTHORITY STORY

JUDY PEDERSEN  
PUBLIC INFORMATION OFFICER



## MISSION

To enrich quality of life for all members of the community through an enduring park system that provides a healthy environment, preserves natural and cultural heritage, offers inspiring recreational experiences, and promotes healthy lifestyles.



## VISION


Inspire a passion for parks, healthy lifestyles, and stewardship by providing a sustainable, dynamic, and inclusive park system to support a thriving community



# WORKFORCE VALUES

- ▶ Enhance Stewardship
- ▶ Foster Diversity
- ▶ Develop Partnerships
- ▶ Provide Quality and Value
- ▶ Communicate Effectively
- ▶ Value Our Workforce
- ▶ Demonstrate Fiscal Responsibility





## Defining your story.

When you think about the Park Authority,  
what comes to mind?





## OPEN SPACES

- 23,500 acres
- 427 parks
- 70% of the land remains in natural state
- Stream valley parks
- Trails
- Challenge of urbanization



# HEALTH

- RECenters
- Healthy Strides
- Farmers Markets
- Playgrounds





# SOCIAL EQUITY

- Rec-PAC Camps
- ADA Accessible Playgrounds
- Outdoor Fitness Centers
- 50+ Portal





# BUILDING COMMUNITY

- Sports
- Summer Entertainment Series
- Festivals & Special Events





# PRESERVATION

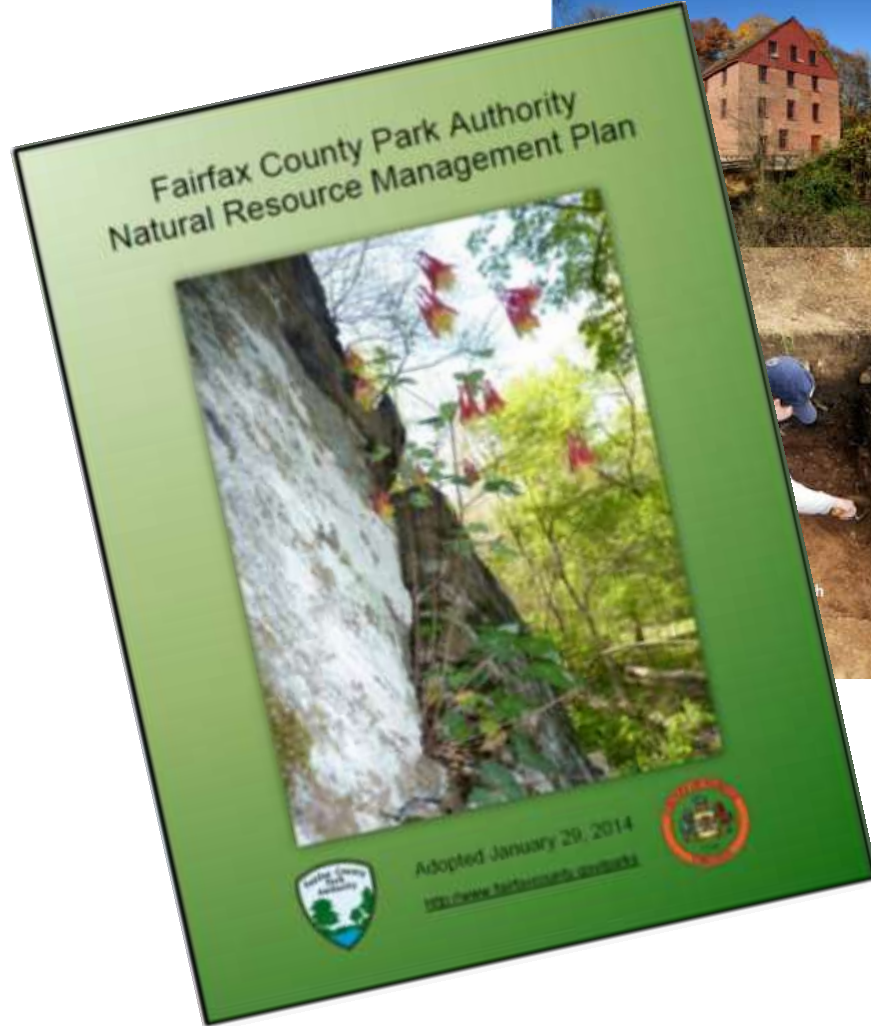
- Historic Sites
- Archaeological Digs
- Museum Collections
- Resident Curator Program



# STEWARDSHIP

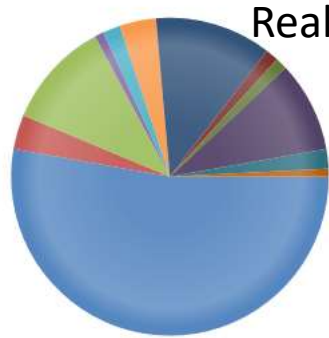
- IMA Program
- Watershed Cleanups
- Controlled Burns
- Friends Groups and PVTs





# NATURAL AND CULTURAL RESOURCE CONSERVATION

- Natural Resource Management Plan
- Cultural Resource Management Plan
- IMA Program
- RCP Initiative
- Stewardship Education



Real Estate Taxes

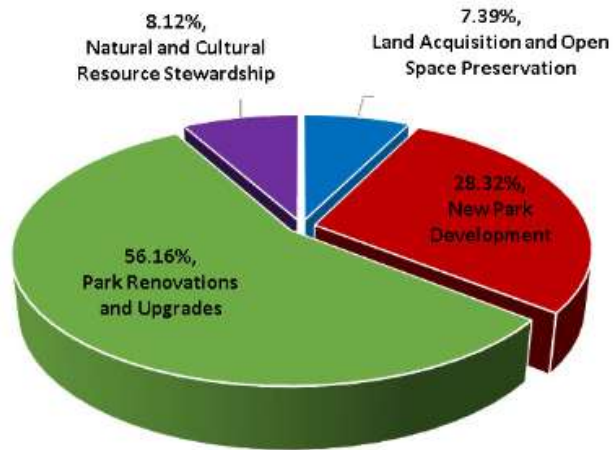
Schools	\$3,337.16	(52.8%)
County Debt	\$221.21	(3.5%)
Health and Welfare	\$688.92	(10.9%)
Judicial Administration	\$56.88	(0.9%)
Public Works	\$113.77	(1.8%)
Transfers	\$233.85	(3.7%)
Public Safety	\$752.13	(11.9%)
Parks and Libraries	\$82.16	(1.3%)
Community Development	\$75.84	(1.2%)
Non-Departmental Benefits	\$581.47	(9.2%)
Central Services	\$126.41	(2%)
Legislative-Executive Functions	\$50.56	(0.8%)



# FISCAL STEWARDS

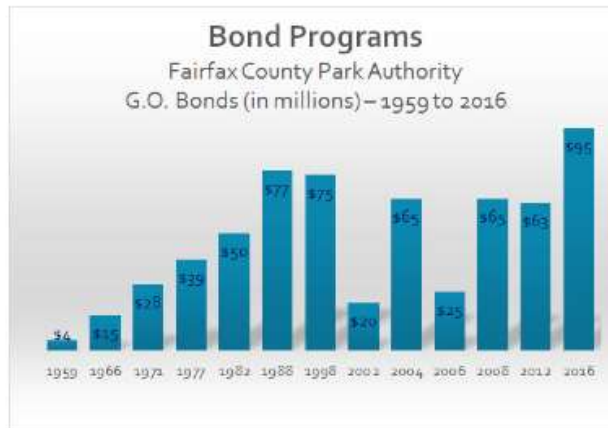
- Tax Dollars
- Bonds
- Revenues from RECenters, golf, camps, classes, etc.

2016 Park Bond Distribution



Bond Programs

Fairfax County Park Authority  
G.O. Bonds (in millions) – 1959 to 2016





# COMMENTS FROM STAFF FOCUS GROUPS

- ▶ Be relevant, imbed ourselves in the community.
- ▶ Become part of a person's daily routine.
- ▶ Park value grows as the county develops.
- ▶ Focus on what we do and offer, that's unique.



## COMMENTS FROM STAFF FOCUS GROUPS

- ▶ Parks provide pathways to discovery.
- ▶ Parks reach everyone in different phases of life.
- ▶ Use grassroots – friends groups, ambassadors – to spread information, educate



# COMMENTS FROM PARK BOARD & FOUNDATION

- ▶ Mission-driven approach requires persistence, passion and resilience
- ▶ Need for transparency and open communication
- ▶ Appropriate leadership roles for both boards
- ▶ Keep focus on people
- ▶ Variety and diversity is key
- ▶ Simplify funding message
- ▶ Value partnerships with park stakeholders (Friends groups, citizens associations, HOAs, etc.)



# YOUR ROLE IN CREATING A COMPELLING CASE

Think About These Next Three Questions...

1. Your thoughts on telling the Park Authority story?
2. How can advocacy improve and increase?
3. What is your role?



# THANK YOU!



# PARK FOUNDATION UPDATE

BOBBI LONGWORTH,  
EXECUTIVE DIRECTOR

AROUND THE ROOM