



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

FROM: Sara Baldwin, Acting Executive Director

DATE: September 27, 2017

Agenda

Committee of the Whole
Wednesday, September 27, 2017 – 6 p.m.
Boardroom – Herrity Building
Chairman: William G. Bouie
Vice Chair: Mary Cortina

1. Signage and Branding Update – Information (with presentation)*
2. Agency Master Plan – Information (with presentation)*

*Enclosures



If accommodations and/or alternative formats are needed, please call (703) 324-8563. TTY (703) 803-3354

INFORMATION

Signage and Branding Update (with presentation)

The Park Authority's Financial Sustainability Plan includes a program entitled Signage and Branding (C11), intended to evaluate and update the agency's branding and signage. Tasks include evaluation and updating of the Park Authority's main identity, as well as those of RECenters and Golf, and creation of entrance signage concepts that will subsequently be used to update entrance signage at RECenter and golf course facilities.

A project update was presented to the Committee of the Whole on December 14, 2016, including a description of the six primary project phases. For reference, these include:

1. Conduct brand research
2. Conduct brand audit
3. Clarify the Park Authority's brand strategy and architecture
4. Revise/develop brand identities (FCPA, RECenters and Golf)
5. Develop a brand standards guide
6. Develop prototype entrance signs for RECenters and Golf

At the time of the December 2016 presentation, consultant selection was still being finalized. The RFP process concluded in late December 2016 with the selection of the consultant team of SmithGifford and Branding Planning, LLC.

On January 31, 2017, staff held a project kick-off meeting with the branding consultant team. Since then, work has primarily focused on completion of the brand research portion of the project. Brand research involved the following activities:

- one-on-one interviews with Board of Supervisors members, the Park Authority Board chair and vice-chair;
- a focus group with the Park Authority Board;
- three focus groups with Park Authority staff;
- an online survey of 500 Park Authority customers including general park users, program participants, RECenter users and golfers;
- follow-up in-depth interviews with a dozen participants from the customer survey;
- and an online survey of 500 Fairfax residents.

Board Agenda Item
October 11, 2017

The brand research phase of the project has concluded. Cleve Corlett, PhD, President of Brand Planning, LLC will discuss key findings from the brand research.

ENCLOSED DOCUMENTS:

None

STAFF:

Sara Baldwin, Acting Executive Director

Aimee L. Vosper, Deputy Director/CBD

Cindy Walsh, Acting Deputy Director/COO

Barbara Nugent, Director, Park Services Division

Judy Pedersen, Public Information Officer

Nick Duray, Marketing Services Manager, Park Services Division

Committee Agenda Item
September 27, 2017

INFORMATION

Parks and Recreation System Master Plan Draft Update (with presentation)

At the recommendation of the Park Authority Executive Director, the Park Authority Board authorized the publication of the Parks and Recreation System Master Plan Draft (draft plan) at the July 26, 2017, board meeting. The purpose of this update to the board is to provide an overview of the public comments and next steps for the master planning process. The draft plan was released to the public and a formal notice was issued on August 6, 2017, to solicit input from the community. Since publication of the draft plan, staff has taken steps to ensure the public is aware of the plan and the opportunity to provide comments. This engagement effort included a series of information releases, blog articles, and social media posts. In addition, direct email notifications were provided to key stakeholders including the Board of Supervisors, leadership of other county agencies, Friends groups, and the Athletic Council, as well as others. Comments were submitted through the project website, email to Parkmail and at public meetings. Since publication staff has provided informational presentations to partners including the Mount Vernon Council of Citizens' Associations Environment and Recreation Committee and the Fairfax County Office of Community Revitalization. A public input meeting was held on September 12, 2017, to provide an additional opportunity for the public to comment on the draft plan. The public comment period is scheduled to close on September 22, 2017.

ENCLOSED DOCUMENTS:

None

STAFF:

Sara Baldwin, Acting Executive Director
Aimee L. Vosper, Deputy Director/CBD
Cindy Walsh, Acting Deputy Director/COO
Todd Brown, Director, Park Operations Division & Recourse Management Division
Barbara Nugent, Director, Park Services Division
David Bowden, Director, Planning & Development Division
Judy Pedersen, Public Information Officer
Janet Burns, Fiscal Administrator
Andrea Dorlester, Manager, Planning Branch