



FAIRFAX COUNTY PARK AUTHORITY

M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

VIA: Kirk W. Kincannon, Executive Director

FROM: Sara Baldwin, Deputy Director/COO

DATE: February 20, 2020

Agenda

**Diversity and Succession Committee
(Committee of the Whole)
Wednesday, February 26, 2020 – 6:00 p.m.
Boardroom – Herrity Building
Chairman: Timothy Hackman
Vice Chair: Linwood Gorham**

1. One Fairfax Update – Presentation*

*Enclosures



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

Board Agenda Item
February 26, 2020

PRESENTATION

One Fairfax Update

In 2017 the Park Authority Board passed a resolution in support of the County's One Fairfax Policy. One Fairfax is a joint social and racial equity policy of the Fairfax County Board of Supervisors and School Board. It commits the county and schools to intentionally consider equity when making policies or delivering programs and services.

It's a declaration that all residents deserve an equitable opportunity to succeed—regardless of their race, color, sex, nationality, sexual orientation, religion, disability, income or where they live.

Park Authority staff will provide a presentation outlining the Park Authority's strategy for addressing equity throughout the park system.

STAFF:

Kirk W. Kincannon, Executive Director
Sara Baldwin, Deputy Director/COO
Aimee Vosper, Deputy Director/CBD

FCPA Equity Plan

Diversity/Succession Committee

February 26, 2020



Becoming One Fairfax

- A Racial and Social Equity Resolution and Policy

- Commits the county to intentionally consider equity when making **policies, planning** and **delivering programs and services**



- Involves **community engagement, data analysis, collection action planning** and **shared accountability**



All Residents Deserve Similar Levels Of Access To Good Parks

- Quality parks support mental and physical health
- Serve critical green infrastructure functions
- Contribute to economic development
- Act as links in transportation networks
- Host cultural and social activities
- Help give communities a sense of place



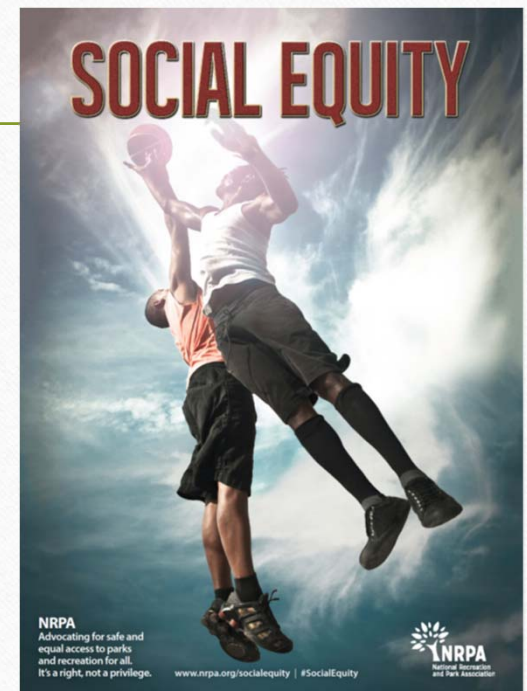
Equity Foundation

- For residents and communities to take full advantage of these benefits, parks must be accessible and high quality.
 - Safe
 - Well maintained
 - Designed and programmed to meet community needs (with community input)



National Research

- Historically, low-income neighborhoods and communities of color have faced barriers in accessing quality parks.
- Park Leaders, governments and community partners are increasingly focused on directing park investments to communities in greatest need
- Funding models play a significant role in advancing equity



FCPA's Recent Actions

- Passed the One Fairfax Resolution
- Mission Statement Updated
- Master Plan Guiding Principle
 - Be Equitable and Inclusive – provide quality facilities, program and services to all community; balance the distribution of parks, program and facilities ensure these are accessible and affordable
- Master Plan Goal
 - Improve access and opportunities for healthy and active lifestyles



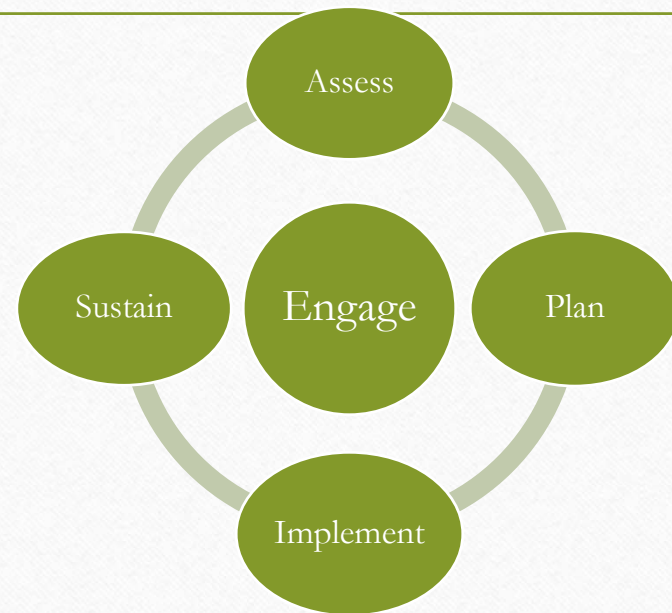
FCPA's Equity Plan – Theme Areas

1. Physical access to parks and facilities
2. Addressing barriers to program access
3. Workforce Development
4. Enhancing community engagement
5. Safety

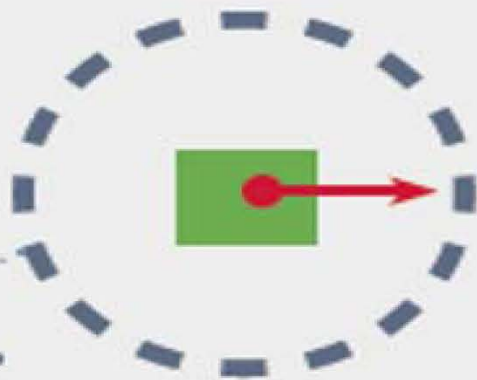


Physical Access to Parks and Facilities

- A: Baseline the agency's countywide distribution of parkland and recreational facilities w/equity data
- P: Incorporate priorities in existing plans, Identify policy changes
- I: Land Acquisition, Park Planning, Connectivity
- S: Develop a sustainable funding model
- S: Incorporate in system-wide planning



Proximity

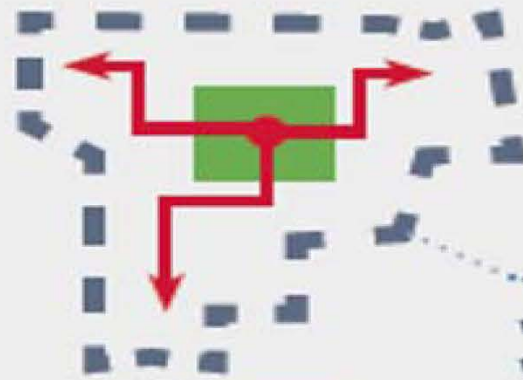


1/2 mile radius with no guaranteed safe walking route

90%
of residents live within a 1/2 mile proximity to park land

VS

Access



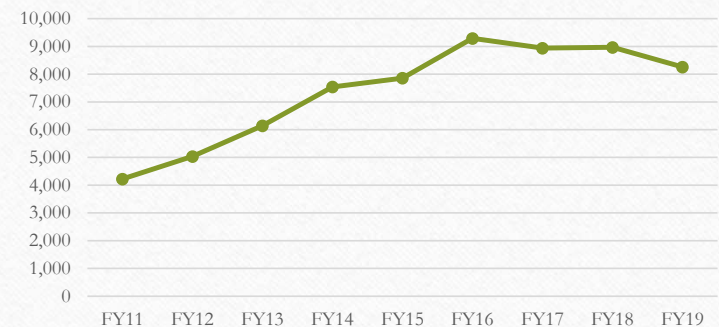
1/2 mile walk with walking route (e.g., trail, sidewalk, etc.)

56%
of residents live within a 1/2 mile walk to a park entrance

Address Barriers to Program Access

- Evaluate the existing FCPA scholarship program
 - Analyze the profile of the existing users of PA programs and services to determine gaps and the current baseline
- Existing scholarship program barriers:
 - Limited to class registration, rather than facility access.
 - No outreach or promotion of program
- FCPA lacks a dedicated funding source to increase access for underserved individuals

Number of Scholarship Registrations by FY

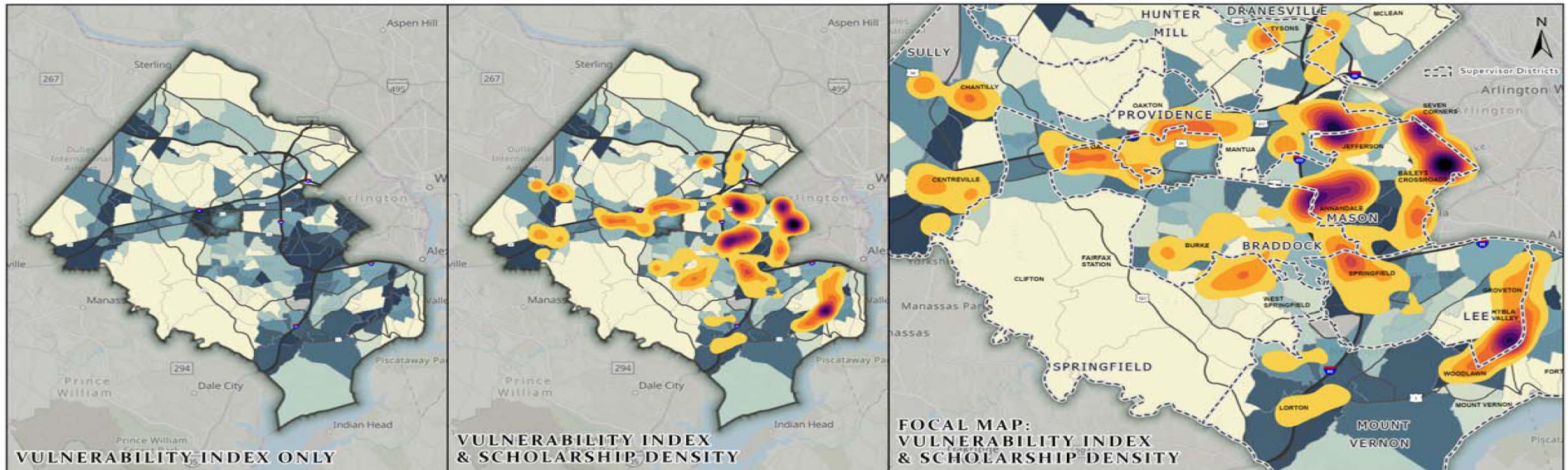


FY 2019 RECENTER SCHOLARSHIPS WITH VULNERABILITY INDEX

Fairfax County Park Authority, Park Services: Fiscal Year 2019 Class Scholarships (2019)
 Fairfax County Department of Information Technology, One Fairfax,
 and the Office of Strategy Management: Vulnerability Index (2019)



Published by the Fairfax County Park Authority on February 6, 2020.



THE FAIRFAX COUNTY VULNERABILITY INDEX

The Vulnerability Index was created in 2019 for use by One Fairfax, as well as in the Human Services Needs Assessment produced by Office of Strategy Management. Eight different datasets from the 2007-2013 American Community Survey were used to create the Index. These datasets include: People of Color, Low English-Speaking Ability, Low Educational Attainment, Household Income, Households without a Vehicle, Population without Health Insurance, Housing cost-burdened households, and Severely cost-burdened renters. A score of 1 - 5 was given to each census tract for each indicator, with 5 representing the most vulnerable. The index was calculated by adding all scores together and dividing by 8 - no weighting was applied. For visualization purposes, the data was then classified into 5 classes using natural breaks.

FY 2019 RECENTER CLASS SCHOLARSHIPS

In 2019, the Fairfax County Park Authority awarded thousands of scholarships. Of the 8,134 records shared from Park Services, 8,082 of these matched addresses in Fairfax County and City. This means that 99% of data is displayed in this visualization.

Vulnerability Index

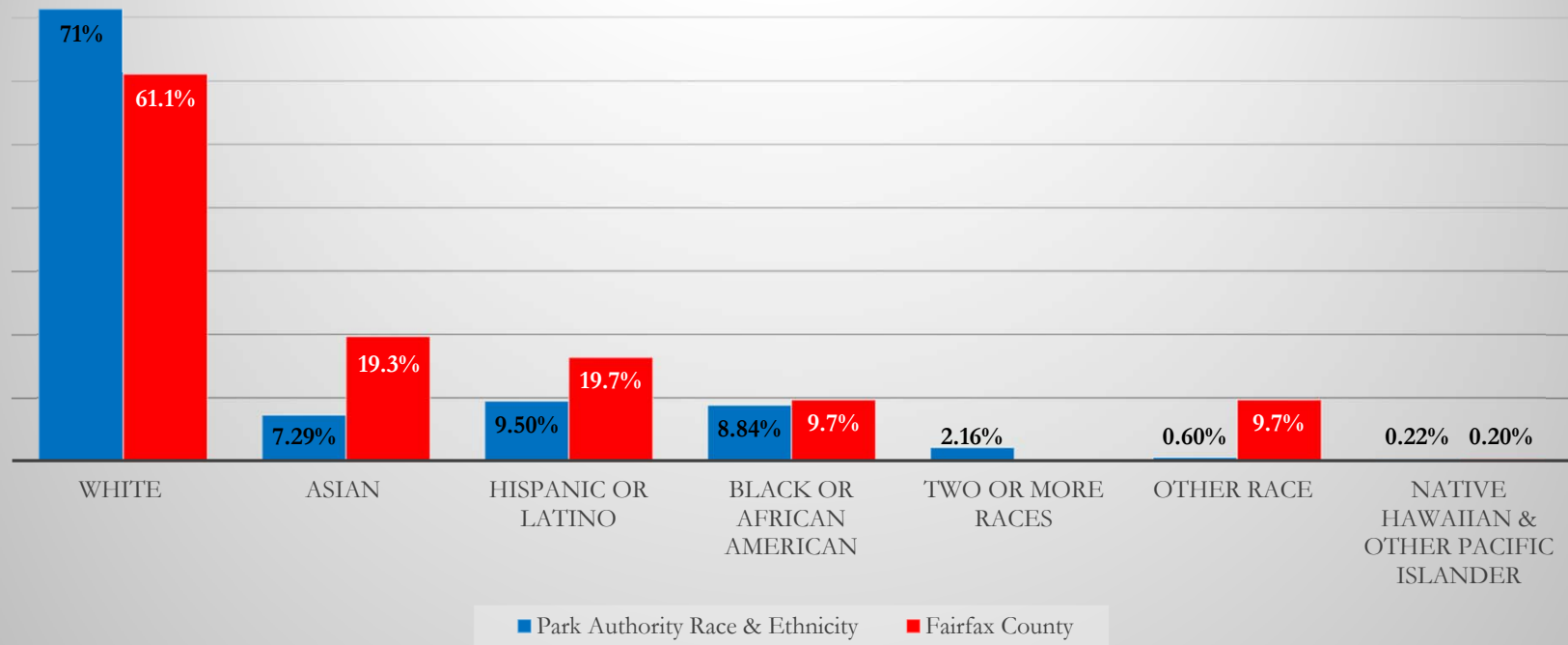
0.75 (Low Vulnerability)

4.875 (High Vulnerability)

Class Scholarship Density Per Sq. Mile

≤66	≤167	≤267
≤100	≤200	≤300
≤133	≤233	≤334

County and FCPA Race & Ethnicity Comparison



Workforce Development



- Targeted recruitment efforts
- Focus on cultural awareness training
- Increase the diversity of perspectives and mindsets in key decision-making forums
- One Fairfax & Equity Lens training

Community Engagement

- Traditional outreach platforms are not reaching/attracting diverse audiences.
- Need to ensure ALL residents impacted have a voice
- Decisions should not be driven by a limited set of values, societal expectations
- Finding a means to communicate with *all* residents is critical



Community Engagement

- New communication tools can assist in broadening reach, targeting specific demographics and locations, and then analyzing reach.
 - PublicInput.com
 - Neighborhood platforms & outreach
 - Outreach to faith-based organizations and groups
 - Pop up Parks
 - Community Connections
- Multilingual materials for use on all platforms
- Funding for non-traditional outreach expenses
- Utilize reporting features including GIS-based measures results



Safe Parks for all Communities

- Qualitative data suggests communities of opportunity perceive the parks in their neighborhoods to be unsafe
- FCPD has limited resources to dedicate to enforcing park rules and regulations
- Degradation park facilities, natural and cultural resources, recreational facilities and decline in community satisfaction, safety, and well-being



Safe Parks

- Develop a program that would utilize park rangers to enforce park rules and regulations.
 - Research shows that a dedicated park ranger program results in a safer park experience for all users
- Similar programs exist in neighboring jurisdictions
- Funding requested as part of FY21 budget request



Next Steps

- Update the PAB on the distribution of parkland and recreational facilities for a specific planning area
- Develop an approach for expanding access to programs
- Implement enhanced community engagement
- Implement operational aspects of the plan
- Partner with other County agencies

