



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

VIA: Jai Cole, Executive Director

FROM: Judy Pedersen, Public Information Officer

DATE: March 18, 2022

Agenda

**Park Authority Board Awards Committee
(Committee of the Whole)**

Wednesday, March 23, 2022 – 6:30 pm

Virtual

Chairman: Dr. Cynthia J. Carter

Vice Chair: Ron Kendall

1. Elly Doyle Park Service Awards (with presentation) – Action



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

Board Agenda Item
March 23, 2022

ACTION – 1

Elly Doyle Park Service Awards (with presentation)

ISSUE:

Approval of a new Justice Equity Diversity and Inclusion Award to be included in the 2022 Park Authority Board award program.

RECOMMENDATION:

The Park Authority Executive Director recommends approval of the new Justice Equity Diversity and Inclusion Award.

TIMING:

Board action is requested on March 23, 2022 in order to allow adequate time to advertise the new award and solicit nominations for inclusion in the 2022 award program.

BACKGROUND:

The Public Information Office is currently seeking nominations for the 2022 Elly Doyle Park Service Awards. These awards are presented annually to recognize the outstanding volunteer work done by individuals and groups that support the Park Authority. Due to the pandemic, the 2021 awards program was successfully presented virtually. This year's program is planned in virtual format as well, keeping in mind the continuing challenges of the pandemic, as well as acknowledging the increased attendance, wider reach and greater public exposure afforded by the virtual platform.

Nominations are being sought for the following awards:

Elly Doyle Park Service Award/Special Recognition

Elly Doyle Youth/Student Award

Harold L. Strickland Partnership and Collaboration Award

Mayo Stuntz Cultural Stewardship Award

Sally Ormsby Environmental Stewardship Award

Chairman's Choice Awards

Outstanding Volunteer Awards

A new award is being introduced for consideration by the Park Authority Board. Establishment of this award is a goal included in the agency's Equity Plan. This award

recognizes significant, tangible contributions made by individuals, organizations, or businesses who help accomplish the Park Authority's strategic priority to enhance diversity system-wide and foster a culture of inclusion in parks and/or within the surrounding community. This award seeks to include a broad spectrum of real-world initiatives including, but not limited to, facilities, programs, and systemic change.

Recognition can be for an individual or an organization's efforts and should reflect work completed in collaboration/partnership with the Park Authority in advancing justice, equity, diversity, or inclusion in the FCPA's programs and/or at park system facilities.

Nominees are recognized periodically at the discretion of the Park Authority Board.

ELIGIBILITY FOR THE AWARD: Individuals, organizations and businesses that actively promote justice, equity, diversity, or inclusion in Fairfax County and through those actions initiate tangible change and opportunities. Nominees must not hold current contracts or active business interests with the Park Authority. Projects and initiatives must be started in the current calendar year.

All nominations are due by Friday, June 17, 2022. Nomination forms are available online at: <https://www.surveymonkey.com/r/Ellys2022>

Planning is underway for an in-person volunteer recognition gathering to be held in late May or early June. All volunteers will be invited to attend and there will be light refreshments and an opportunity for key speakers to acknowledge the contributions of our many volunteers.

The Fairfax County Park Foundation works in partnership to support the Park Authority Board awards program as well as the Park Foundation Eakin Philanthropy Awards. The Park Foundation is once again serving as a sponsor and financial partner.

Nomination packets will be sent to the Park Authority Board in early July and the Board is scheduled to select recipients and approve Outstanding Volunteer Resolutions at their mid-June meeting. The award ceremony will be conducted virtually on Friday, November 18.

Lee District Park Authority Board Member Dr. Cynthia Jacobs Carter continues to serve as the Chair of the Park Authority Board Awards Committee with Mason District Park Authority Board Member Ron Kendall serving as Vice Chair.

The Public Information Office seeks support from the Board in identifying nominees and in reaching out to the community. PIO will work with Friends groups, PVTs, members of the Board of Supervisors, FCPA site staff, via social media, boards, committees, and commissions, seeking nominations for volunteers who serve our parks.

Due to the retirement of the Public Information Officer in the month following this year's award program, new staff leadership is being developed to assume a leadership role.

Both Deputy PIO Cristin Bratt and Management Analyst Allison Rankin will work together to transition the 2023 awards initiative.

FISCAL IMPACT:

Expenses are shared equally by the Park Authority and the Park Foundation. Our 2021 program expenses totaled \$2,570.00, a significant drop in costs due to the virtual approach. These costs do not include Park Authority staff time, nor in-kind staff work provided by Channel 16. Additional expenses, to be developed are anticipated to support the mid-summer volunteer recognition event.

ENCLOSED DOCUMENTS:

None

STAFF:

Jai Cole, Executive Director
Sara Baldwin, Deputy Director/COO
Aimee L. Vosper, Deputy Director/CBD
Judith Pedersen, Public Information Officer
Cristin Bratt, Deputy Public Information Officer

Elly Doyle Park Service Awards

- Park Authority Board Meeting
- March 23, 2022
- Judy Pedersen, PIO
- 2022 Park Authority Board Awards



2021 Park Authority Board Awards by the Numbers

- 23 Nominations
- 44 Award Presentations
- Awards Show Numbers
 - 986 People who viewed the PublicInput webpage
 - 325 People who participated in the virtual event
 - 332 People who viewed the video
 - 245 Comments received on PublicInput
 - 75 People who commented
- Total Cost of the 2021 Award Program
 - \$2,570 for awards and brass name plates





2022 Elly Doyle Park Service Awards

- Elly Doyle Park Service Award/Special Recognition
- Elly Doyle Youth/Student Award
- Harold L. Strickland Partnership and Collaboration Award
- Mayo Stuntz Cultural Stewardship Award
- Sally Ormsby Environmental Stewardship Award
- Chairman's Choice Awards
- **Proposed Award – Justice, Equity, Diversity and Inclusion Award**
- Park Foundation Eakin Philanthropy Awards
- Outstanding Volunteer Awards
- All nominations are due by **Friday, June 17, 2022**
- The nomination form is available online at <https://www.surveymonkey.com/r/Ellys2022>

PROPOSED AWARD

Justice Equity Diversity and Inclusion

The Fairfax County Park Authority is dedicated to supporting the county's One Fairfax initiative and was one of the first organizations to adopt this initiative. One Fairfax is a racial and social equity policy of the Board of Supervisors and commits the county and affiliates 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.

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2022 Elly Doyle Park Service Awards Planning Schedule



2022 Elly Doyle Park Service Awards

- **Dr. Cynthia Jacobs Carter - Chair, PAB Awards Committee**
- **Ron Kendall - Vice Chair, PAB Awards Committee**
- **Transition to new staff leadership**
- **Seeking discussion and approval of new proposed JUSTICE, EQUITY, DIVERSITY AND INCLUSION Award**
- **Early-summer reception/event for volunteers – Date/time TBD**
- **Seeking support from Park Authority Board in identifying nominees**
- **Outreach to community, Friends Groups, PVTs, Supervisors, FCPA site staff, Social Media, Boards, Committees and Commissions -- Open to all outreach suggestions**
- **Fairfax County Park Foundation serving again as a partner**

2022 Park Authority Board Awards Program

Questions?

