



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: Ben Boxer, Public Information Officer
Marketing and Communications Office

DATE: September 8, 2023

Agenda

**Communications and Community Engagement Committee
(Committee of the Whole)**

Wednesday, September 13, 2023 – 5:30 pm

Boardroom, Herrity Building

Chairman: William G. Bouie

Vice Chair: Mike Thompson

1. Parks, Recreation, Open Space, and Access (PROSA) Strategy Project Update (with presentation) – Information



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

INFORMATION

Parks, Recreation, Open Space, and Access (PROSA) Strategy Project Update

To implement the goals, objectives and actions of the agency's Master Plan and the FY 2019–2023 Strategic Plan staff is developing a Parks, Recreation, Open Space, and Access (PROSA) Strategy, an analytical approach that will inform service level standards, access to parks, future acquisition of parkland, and the Park Authority's Capital Improvement Program. The PROSA Strategy will also assist in aligning the park planning process with current County initiatives such as the Strategic Plan, One Fairfax, ActiveFairfax, and the Countywide Trails Plan. The Park Authority Board last received an update on PROSA on May 24, 2023. Completion of the project is anticipated to occur in Fall 2023 to support park agency reaccreditation with the National Recreation and Park Association's Commission for Accreditation of Park and Recreation Agencies (CAPRA).

The PROSA Strategy project update includes information on the second phase of public engagement, including:

- Project webpage
- Online and printed survey
- Virtual community meetings
- Participation at community, FCPA, and county events

STAFF:

Jai Cole, Executive Director

Sara Baldwin, Deputy Director/COO

Aimee Vosper, Deputy Director/CBD

Brendon Hanafin, Director, Planning and Development Division

Samantha Hudson, Assistant Division Director for Planning and Real Estate

Randall Farren, Park Planning Manager, Planning and Development Division

Stephanie Cornejo, Long Range Planning Section Supervisor, Planning and Development Division

Michael Peter, Director, Business Administration Division



Parks, Recreation, Open Space, and Access (PROSA) Strategy

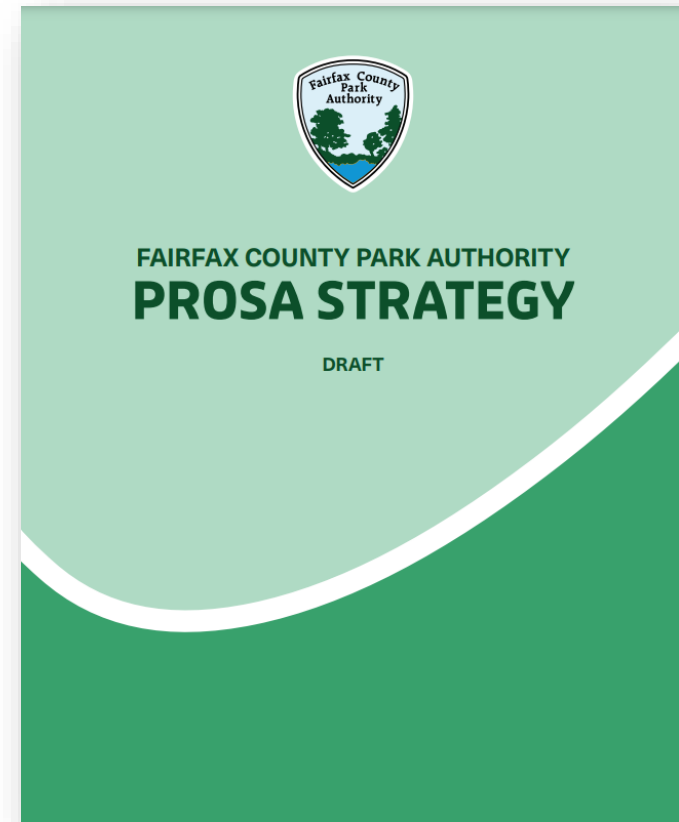
Park Authority Board Meeting

September 13, 2023



Agenda

- Project Overview & Schedule
- Public Engagement (Phase 2)
- Next Steps



Parks & Recreation System Master Plan Goals

Improve access and opportunities for healthy and active lifestyles.

Ensure protection, conservation, preservation, and interpretation of cultural resources.

Improve and promote natural resource protection and management.




Advance Park
System Excellence


Be Equitable and
Inclusive


Meet Changing
Recreation Needs


Promote Healthy
Lifestyles


Inspire a Passion
for Parks


Be Great
Stewards


Strengthen and
Foster Partnerships

Strategic Plan FY19 - FY23 Objectives

Balance natural resources, cultural resources, recreational needs, and equity in planning and developing a sustainable park system.

Position the Park Authority as the model organization for increasing physical activity and wellness in Fairfax County.

Increase walkable access (1/4-mile or 5 minute-walk (urban) and 1/2 mile walk or 10-minute walk (countywide)) by County residences to park or facility entrances or trailheads to connect people to nature and recreational experiences.

Increase the Park Authority's land holdings based on a proactive and informed decision-making strategy.



PROSA Objectives

PROSA advances County Strategic Plan priorities



Project Schedule

Project Phases	Timeline
Phase 1: Supplemental Data Gathering and Background Research	Completed ✓
Phase 2: Analysis and Preliminary Report Development	Completed ✓
Phase 3: Public Engagement and Report Development	Completed ✓
Phase 4: Public Feedback on Draft Report Summary	Completed ✓
Phase 5: Revise Final Report	Summer 2023
Phase 6: Final Draft PROSA Strategy Report Approval	Summer/Fall 2023



PAB Updates

- ✓ • **May 11, 2022** – Project Update
- ✓ • **October 12, 2022** – Project Update and Public Engagement
- ✓ • **February 22, 2023** – Update on Public Engagement Feedback
- ✓ • **May 24, 2023** – Core Components/Recommendations in the Draft PROSA Strategy
- ✓ • **September 13, 2023** – Update on Public Engagement Feedback
- **September 27, 2023** – Final Draft PROSA Strategy Report Endorsement

Public Engagement

Phase 1: October – December 2022 – Values of the community

Bridging Phases 1 & 2: Focus Groups

Phase 2: July – August 2023 – Draft PROSA Strategy Report Summary



**2,300+
responses/
comments**

Phase 2 Core Elements

- Project webpage
- Two (2) virtual community meetings
- Survey focusing on feedback on the Draft PROSA Strategy Summary Report
- In-person outreach at nine (9) community events, one in each BOS district
- Multilingual flyers, survey, and communications toolkit



**900+
open-ended
comments**



**2,100+
PROSA project
page views**

Public Engagement

Phase 2 Additional Outreach & Presentations

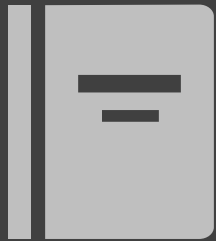
- Athletic Council
- Board of Supervisors Health and Human Services Committee
- Environmental Quality Advisory Council
- Fairfax County Consumer Connection Facebook Live Program
- HEAL Team
- Rachel Flynn's Senior Leadership Team
- Trails, Sidewalks, and Bikeways Committee



PROSA End Product

PROSA is a data-driven and adaptable lens to inform decision-making.

REPORT



- Four PROSA Strategies
- Action Items
- Update the level of service standards for walk access and complete parks

GIS/WEB-BASED PLATFORM



- Online tool that includes portions of the report and examples of priority areas for park investment.



PROSA In Practice

- Capital Improvement Program (CIP)
- Acquisitions
- Trail System Development
- Park Development
- Park Condition Assessments

Next Steps

- Upcoming Park Authority Board Updates:
 - September 27, 2023 – Endorsement of the final draft PROSA Strategy Report (Action Item)

Thank you!