



## Analysis of Suggestions for Improvement as part of the FY 2010 County's Line of Business & Schools Program Review Processes Fall 2008

**Request By:** Public

**Suggestion:** Significantly cut back on the printing of Parktakes.

**Response By:** Fairfax County Park Authority

**Background:** Parktakes is considered the most important marketing tool for stimulating the use of Park Authority classes, facilities and services. Sixty-three percent of readers visit parks and attend programs as a result of seeing information in Parktakes. In addition, most of the cost of producing and distributing the magazine is borne by the Park Authority's Revenue Fund (Fund 170), not the General Fund (Fund 001). The General Fund supports 23 percent, or \$188,000, of total Parktakes expenses.

The Park Revenue Fund, Fund 170, is primarily supported from user fees and charges generated at the Park Authority's revenue supported facilities which include recreation centers, golf courses, lake parks, nature centers, historic sites and various other major parks. The Authority's enabling legislation states that revenues must be spent exclusively for park purposes.

**Recommendation:**

The Park Authority continues to look for cost efficiencies in producing Parktakes. Page count reductions, due to improved program management controls and reduced distribution, resulted in an 11 percent Parktakes cost reduction in FY 2008. For FY 2010, the Park Authority is proposing to reduce the size and number of Parktakes produced. This is anticipated to save the General Fund \$13,000.

Additional future savings are anticipated through a project intended to switch print Parktakes subscribers to e-subscriptions. A Parktakes study indicated the potential to migrate 15 to 25 percent of subscribers to e-subscriptions. Total savings anticipated are \$27,000 to \$45,000, with the bottom of the range being more likely. With 23 percent of that attributable to the General Fund, General Fund savings would be approximately \$6,000 to \$10,000. This project is still in its preliminary stages so an implementation schedule has not yet been developed.