




# FAIRFAX COUNTY PARK AUTHORITY



## M E M O R A N D U M

**TO:** Chairman and Members  
Park Authority Board

**VIA:** John W. Dargle, Jr., Director 

**FROM:** Barbara Nugent, Director  
Park Services Division

**DATE:** September 17, 2009

### *Agenda*

**Park Services Committee  
Wednesday, September 23, 2009 – 5:30 p.m.  
Board Room – Herrity Building  
Chairman: Edward S. Batten Sr.  
Vice Chair: Frank Vajda**

1. Senior Fee Update and Authorization to Implement Next Phase of Adjustment – Information\*
2. Summer Camp Summit – Presentation\*

\*Enclosures



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## **INFORMATION**

### Senior Fee Update and Authorization to Implement Next Phase of Adjustment

On March 9, 2005, the Board approved the following plan to modify the senior discount:

1. Phase in a reduced senior discount level over a five-year period by reducing the discount from 50% to 45% in 2005, 40% in 2007, and 35% in 2009.
2. Increase the age of eligibility for the senior discount from 60 to 65 over five years.
3. Have staff evaluate and report to the Board related usage impacts prior to proceeding with each successive stage of implementation.

To date, the following phases have been implemented:

1. Discount reduced from 50% to 45% effective May 1, 2005
2. Eligibility age increased from 60 to 61 effective January 1, 2006
3. Eligibility age increased from 61 to 62 effective January 1, 2007
4. Discount reduced from 45% to 40% effective April 1, 2007
5. Eligibility age increased from 62 to 63 effective January 1, 2008
6. Eligibility age increased from 63 to 64 effective January 1, 2009
7. Discount reduced from 40% to 35% effective April 1, 2009

At the Board's direction, staff has reported the impact of the adjustments to the senior discount annually. Results of the FY 2009 impact analysis are reported below.

#### Summary of Findings

Table 1 summarizes the senior fee discount adjustments made from FY 2005 through FY 2009 and the successive impact of each adjustment on the number of senior class participants, RECenter passholders and golf passholders. Previous year's actions have not generally had a negative impact on the number of senior participants engaged in recreation activity. In the first four years of the phased adjustment program, the total number of senior participants in the three use categories increased over 25% from 10,022 to 12,560.

Despite the economic downturn, implementation of the final adjustment to the discount rate and a one-year increase in the senior discount age of eligibility, overall growth in the number of senior participants continued in FY 2009, though at a slower rate. The number of senior participants across all three use categories grew 1.5%. Class participation was virtually flat with an increase of 0.14%. RECenter passholders accounted for most of the growth with the number of seniors increasing 3.5% from the

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previous year. Golf passholders was the only category showing a decline in participants with the number of senior golfers purchasing passes declining 0.47% in FY 2009. While the number of senior golf passholders has decreased slightly for the third successive year, their total numbers are still 4.4% larger than in FY 2005. Also, the small decline in senior golf passholders in FY 2009 occurred in a year in which the total number of golf rounds played by those of all ages decreased 7.3% from the prior year (due to a mixture of fewer operating days due to poor weather and the general economic downturn).

<b>Table 1</b>					
<b>Impact of Senior Fee Adjustments on Senior Participation – FY 2005 to FY 2009</b>					
<b># of Individual Class Participants, Passholders</b>					
<b>RECenter</b>					
<b>Action in Time Period</b>	<b>Year</b>	<b>Class</b>	<b>Pass</b>	<b>Golf Pass</b>	<b>Total</b>
Discount from 50% to 45%	FY 2005	4,415	3,581	2,026	10,022
Age from 60 to 61	FY 2006	4,196	3,649	2,191	10,036
Age from 61 to 62 Discount from 45% to 40%	FY 2007	4,462	5,267	2,176	11,905
Age from 62 to 63	FY 2008	5,018	5,417	2,125	12,560
Age from 63 to 64 Discount from 40% to 35%	FY 2009	5,025	5,609	2,115	12,749

Note: For the purposes of this analysis the term senior refers to participants age 60 and older

Next Steps

As per the approved plan, the next phase is to increase the eligibility age from 64 to 65 effective January 1, 2010. This would be the final adjustment in the phased plan approved in 2005.

**Unless directed otherwise, staff will implement the next phase of the age increment from 64 to 65 effective January 1, 2010.**

ENCLOSED DOCUMENTS:

None

STAFF:

John W. Dargle, Jr., Director  
Cindy Messinger, Deputy Director/COO  
Barbara Nugent, Director, Park Services Division  
Steve Lewis, Manager, Business Office, Park Services Division

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## **PRESENTATION**

### Summer Camp Summit

Developing service improvement strategies from customer feedback is an integral part of the Park Authority's business strategy for maintaining customer loyalty and program growth. This is particularly the case with the summer camp program where management staff has been actively engaged in using customer satisfaction survey findings to develop program growth and service improvement strategies for fifteen years. Staff will provide an overview of this year's summer camp program, summarize key findings from the last camp customer survey, and describe the spring 2009 summer camp summit where camp managers from throughout the Park Authority and vendors came together to hear the latest customer feedback and discuss strategies for improving their programs for the upcoming summer season.

### ENCLOSED DOCUMENTS:

None

### STAFF:

John W. Dargle, Jr., Director

Cindy Messinger, Deputy Director/COO

Barbara Nugent, Director, Park Services Division

John Berlin, Manager, Program Branch, Park Services Division

Nick Duray, Marketing Services Manager, Park Services Division

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