



# FAIRFAX COUNTY PARK AUTHORITY

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# M E M O R A N D U M



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

**VIA:** Timothy K. White, Acting Director

**FROM:** Charles Bittenbring, Director  
Park Services Division

**DATE:** November 1, 2007

A handwritten signature in black ink, appearing to be "T. White", written over the "VIA" line.

***Agenda***  
**Park Services Committee**  
**Wednesday, November 7, 2007 – 5 p.m.**  
**Board Room – Herrity Building**  
**Chairman: Edward S. Batten, Jr.**

1. 2007 Park Authority Household Survey (with presentation) – Information\*

\*Enclosures



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

Board Agenda Item  
November 14, 2007

**INFORMATION** (with presentation)

2007 Park Authority Household Survey

Since 2003 the Park Authority has conducted an annual telephone survey of Fairfax County households to track park-related attitudes and behaviors. Information from the surveys has been used to develop budget performance measures and, more recently, scorecard measures for the agency's strategic plan.

Staff will provide an overview of the survey findings and study trends over time. Topics covered will include:

- Resident perceptions of the importance of parks to quality of life;
- Proportion of households using parks and the demographics of park use;
- Satisfaction with parks;
- Proportion of households that participate in stewardship volunteer activity in parks and future interest in stewardship volunteerism.

ENCLOSED DOCUMENTS:

None

STAFF:

Timothy K. White, Acting Director

Cindy Messinger, Acting Deputy Director/COO

Charles Bittenbring, Director, Park Services Division

Nick Duray, Manager, Marketing Research and Planning Section, Park Services Division