



Tonight we want to engage you to learn how you use parks and to tell us your park needs. I will spend just a few minutes providing some background on the Park Authority and the last Needs Assessment. Then I will ask our consultants to speak about the current study and provide direction on our activities this evening.



Park Authority Mission

Enhance Citizen's Quality of Life Through:

- ✔ Natural & Cultural Resource Stewardship
- ✔ Recreational Opportunities
- ✔ Quality Facilities & Services

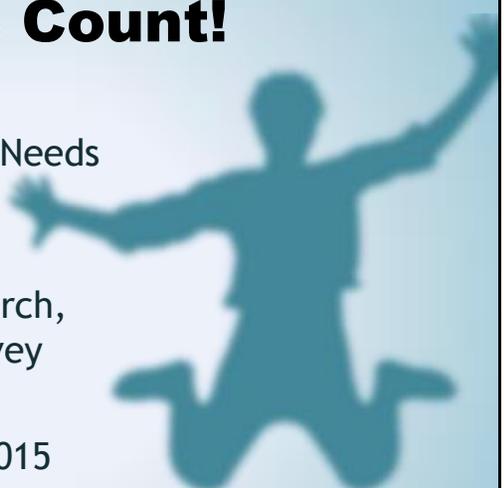
The graphic features a light blue background with a white border. At the bottom, there is a silhouette of a grassy field with various figures: an elderly person with a cane, a person jumping, a person stretching, a child with arms outstretched, a person on a bicycle, and two people walking. In the bottom left corner, the text 'Parks County' is written in a stylized font. In the bottom right corner, there is a circular logo for 'Parks County' featuring a tree and a sun.

The PA is guided by a two-sided mission to enhance our citizen's quality of life through resource stewardship and the provision of quality recreation opportunities, facilities and services.

Fast Facts: The PA is the largest landowner in the County with over 23,000 acres and more than 420 parks with 9 RECenters, hundreds of playgrounds and sport fields, 8 golf courses, lakefront parks, over 400 miles of trails, a working farm, historic sites, nature centers. The PA is an accredited organization and three-time winner of the prestigious national gold medal that is bestowed annually by the National Recreation and Park Association to the nation's best park agencies. Decisions about how the park system is acquired, planned, developed, protected and programmed is ultimately the decision of a 12-member board with representatives from each of the 9 magisterial district and three at large members. All members are volunteers and are appointed by the Board of Supervisors.

Parks Count!

- Parks and Recreation Needs Assessment study
- Multi-phase study
- Relies on input, research, statistically valid survey
- 5 to 10 year horizon
- Complete at end of 2015
- Consultant team



Parks Count is how we are branding our Parks and Recreation Needs Assessment Study. The NA was last completed in 2004 and is a multi-phase study that relies on research, public participation, analysis and projections and lots of counting! The study has a 5-10 year horizon and informs the Park Authority's long range planning and decision making about services and facilities that impact your quality of life.

A presentation slide with a dark teal header containing the title "Parks Count!". Below the header is a light blue background with a silhouette of a person using a cane on the left. A central box lists five key objectives. At the bottom left is the "Parks Count!" logo and at the bottom right is the "Culpeper County Park Authority" logo.

Parks Count!

KEY OBJECTIVES:

- Engage park users and non-users
- Determine Countywide park needs
- Update current service level standards
- Create a long term capital improvement plan for renovations, new facilities and land acquisition.
- Guide capital funding allocation to County park resources that meet community needs

Parks Count!



The needs assessments has these **KEY OBJECTIVES:**

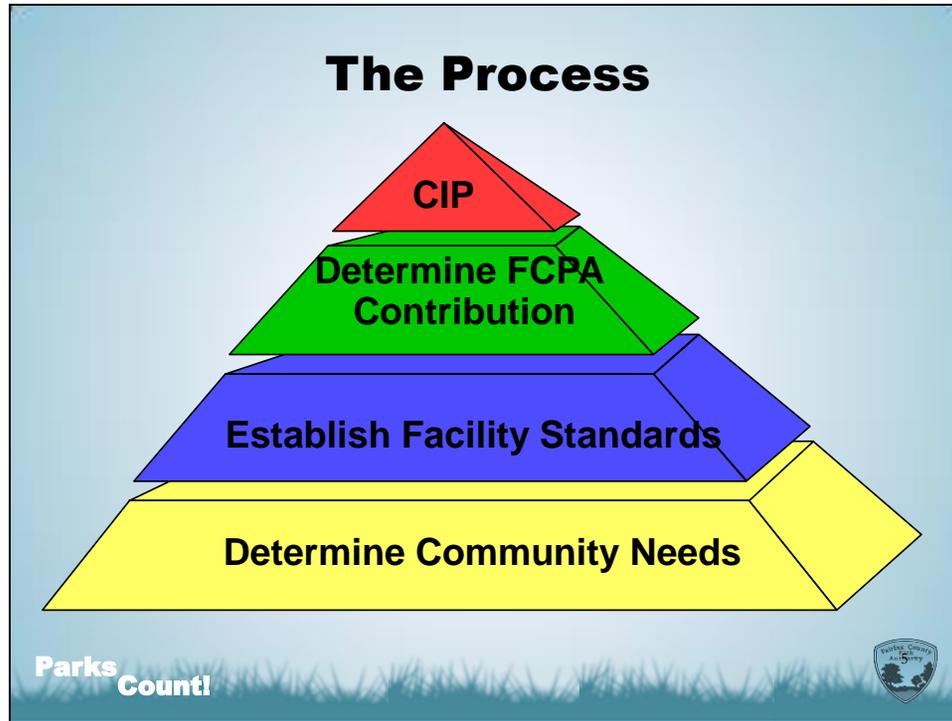
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Guide capital funding allocation to County park resources that meet community needs



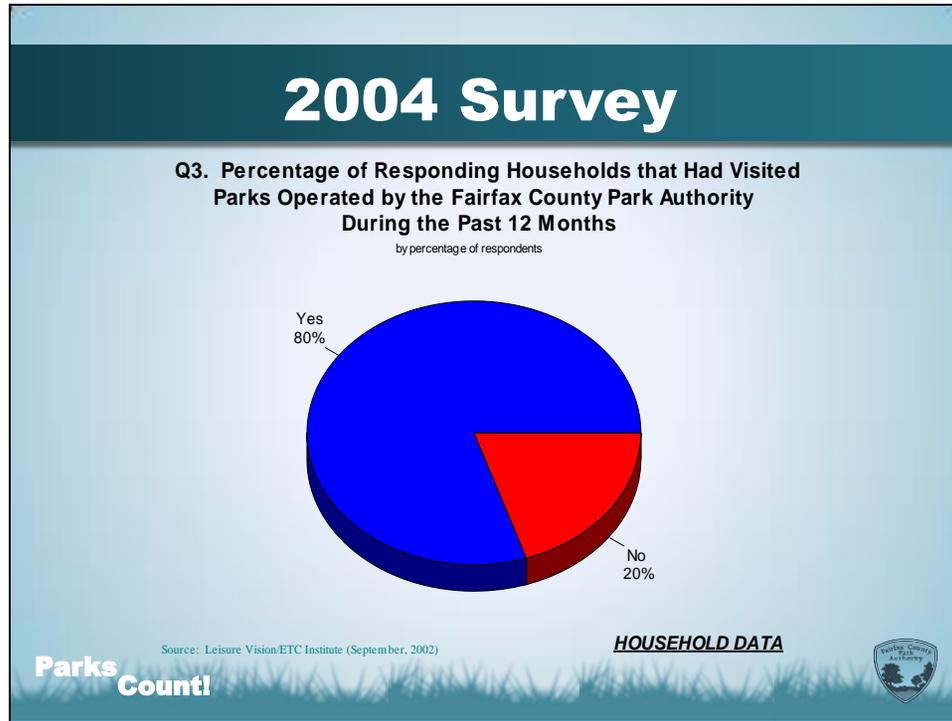
Four phases to the NA process

First – determine community need through extensive public outreach and a statistically valid survey,

Second – establish park facility service level standards – what level of service should be provided based on the community need

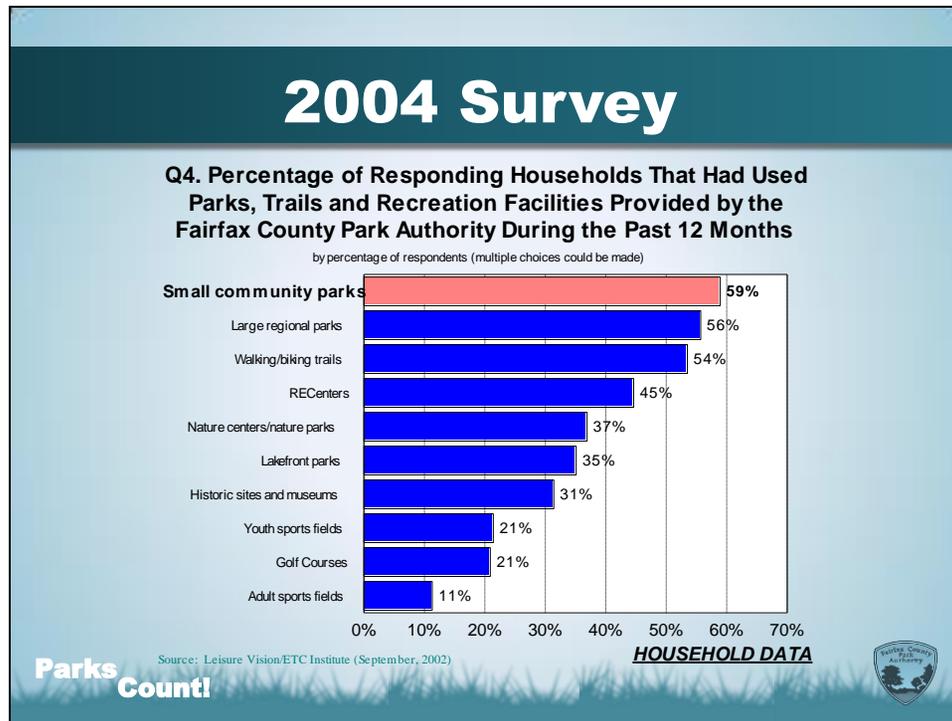
Third – determine FCPA contribution – how much should FCPA provide of the need

Fourth & capstone – develop 10-year capital plan to guide future investment

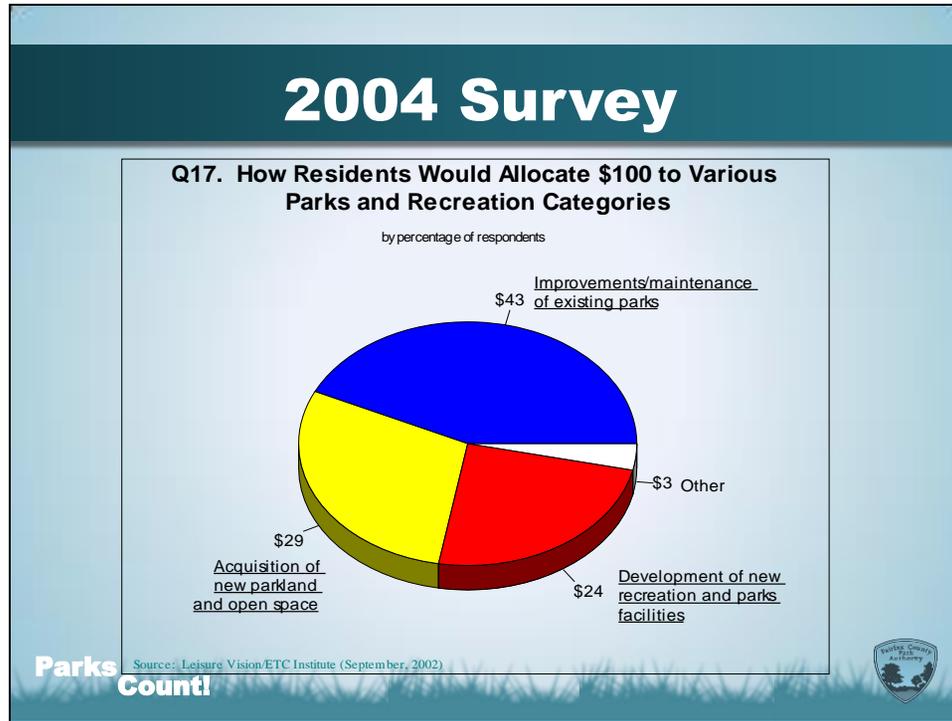


Here are a few of the survey results from early 2000s

A key finding of the survey is that we serve a large segment of the County and Fairfax County is active, has a need for a broad range of facilities and on average each household participates in about 5 different recreation activities each year. 80% of County households visited a park in the year before the survey was conducted. To put that in perspective, that equates to about 282,500 households in 2001.



The most used park facilities were small community parks, then the larger parks. Walking/biking trails were identified as the most used facility, then RECenters, nature centers and lakefront parks. Sport fields and golf courses were very important as well.



To get a sense of community spending priorities for parks, we also asked how residents would spend \$100 on parks – Improvements/maintenance of existing parks at \$43 (40%); parkland acquisition at \$29 (19%) and new facilities at \$24 (40%)



2004 Outcomes

Analysis and Service Level Standards

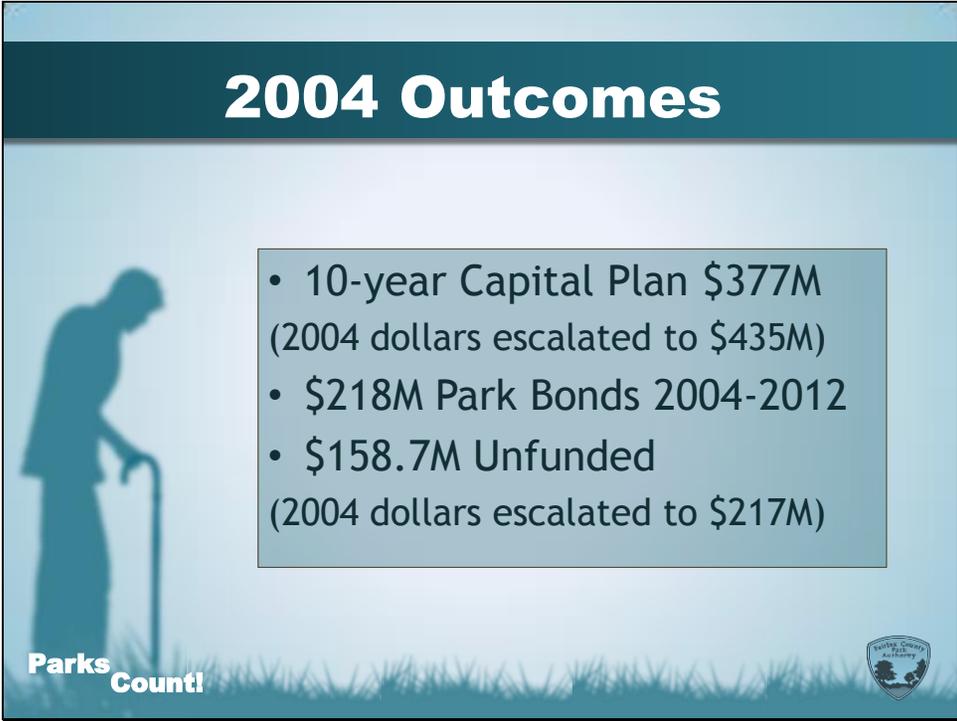
- 19 core park facility types
- Population-based standards
 - Ex: 1 zoomball court per 5,000 people
- New facility goals adopted by FCPA
- Roughly 70% of new facility goal achieved

Parks County



Using data collected from the survey and public input, analysis was conducted to determine service level standards for 19 core park facilities. The standards are population based. For example, 1 zoomball court per 5,000 people. For each facility you can then project need based on population changes over time.

We realize that we have to go beyond the numbers and that FCPA is not the only park provider in the County. So we analyze these factors as well and develop new facility goals that are adopted by the Park Authority board. Those are the contribution levels that we set in 2003 that were very ambitious. Despite being ambitious and the recession, we have met roughly 70% of these new facility goals.



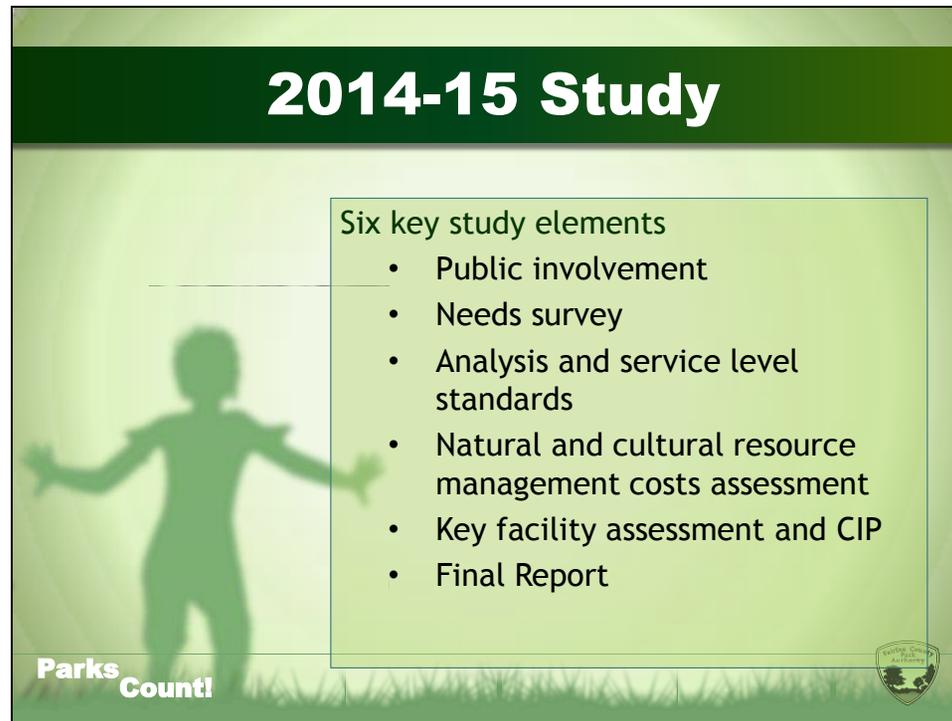
2004 Outcomes

- 10-year Capital Plan \$377M (2004 dollars escalated to \$435M)
- \$218M Park Bonds 2004-2012
- \$158.7M Unfunded (2004 dollars escalated to \$217M)

Parks County

Valley County Audubon

The final product of the 2004 Needs Assessment was a 10-year capital plan with projects valued at \$377M. That plan was based on 2003 costs which when inflated to 2007 construction cost increases equates to \$435M. Projects were identified that fell into three categories: New Facilities made up 60% of the projects; land acquisition comprised 15% and renovations were 25%. Park Bond funds were approved by voters 4 times between 2004 and 2012 totaling \$218M leaving a balance of \$158.7M unfunded capital projects in 2004 dollar values or when escalated equates to \$217M. So about one half of the escalated 10 year plan was funded by park bonds. Additional capital funding from proffers, telecommunication tower leases and other sources addressed additional needed funding.

The slide features a dark green header with the title '2014-15 Study' in white. Below the header is a light green background with a silhouette of a person with arms outstretched. A white-bordered box on the right contains the text 'Six key study elements' followed by a bulleted list. The bottom left corner has the 'Parks County' logo, and the bottom right corner has a small circular seal.

2014-15 Study

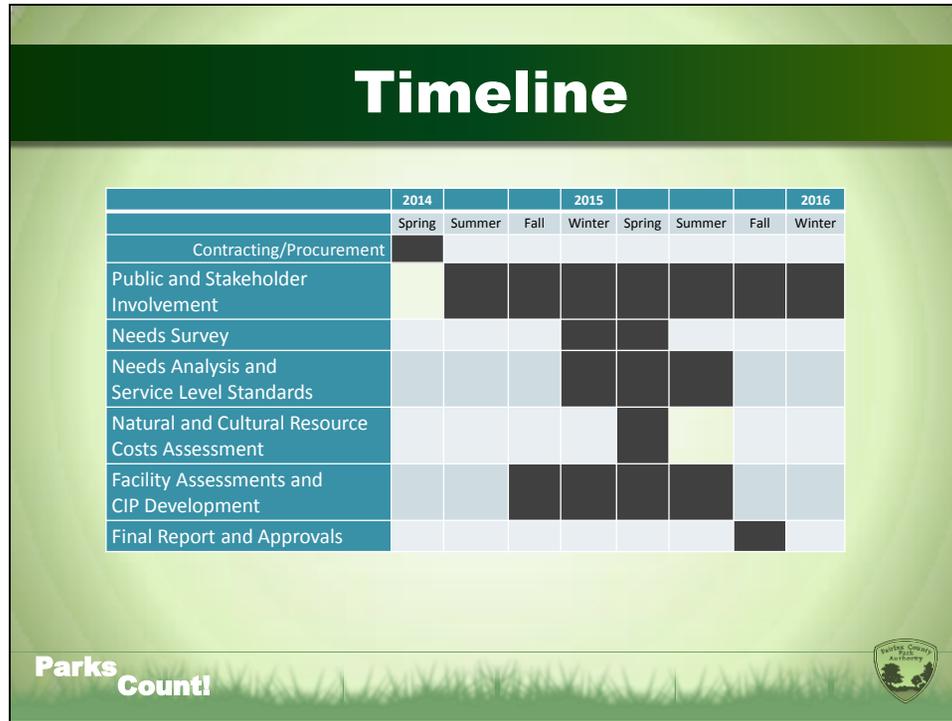
Six key study elements

- Public involvement
- Needs survey
- Analysis and service level standards
- Natural and cultural resource management costs assessment
- Key facility assessment and CIP
- Final Report

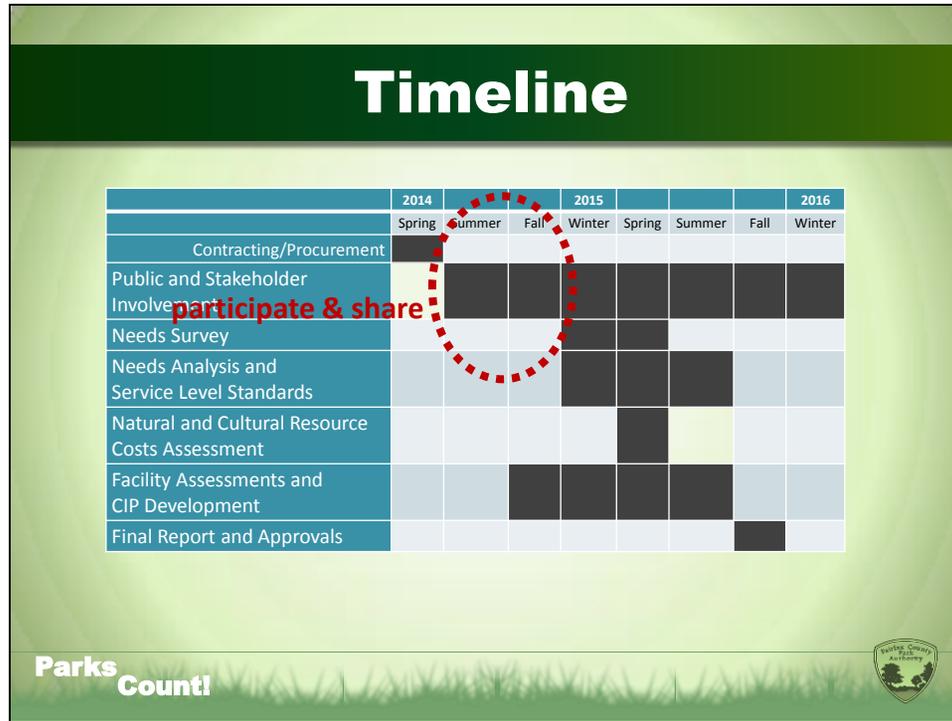
Parks County



As stated before, the process is similar to the last study but we have more tools for public outreach. There are six key study elements.



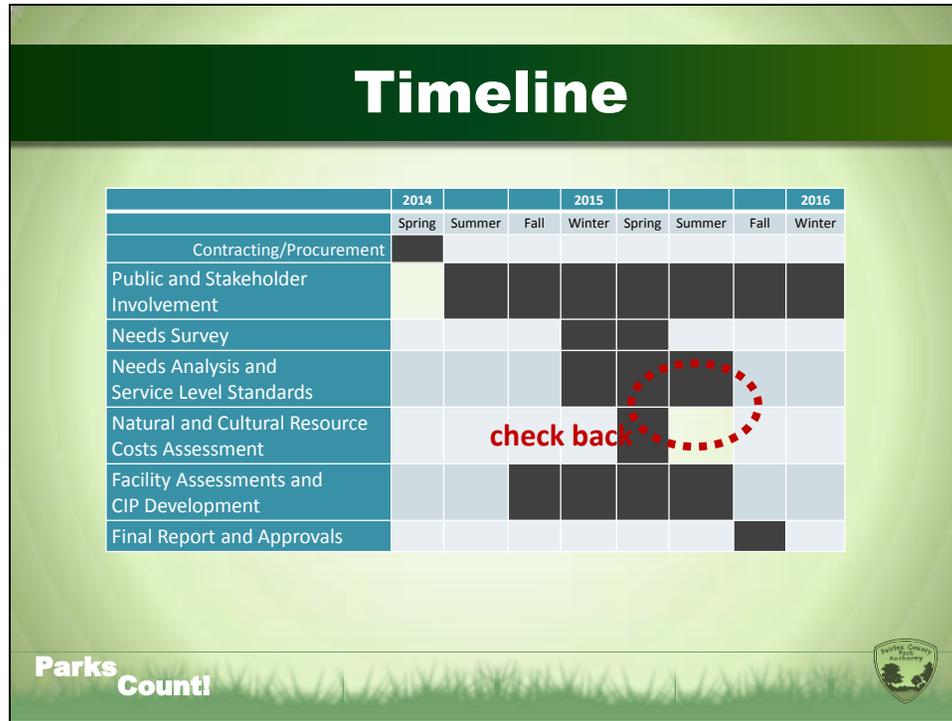
This is the timeline for our current study. You'll see the six key elements of this study and approximate times for each element. There are several ways in which we are looking for you to be involved.



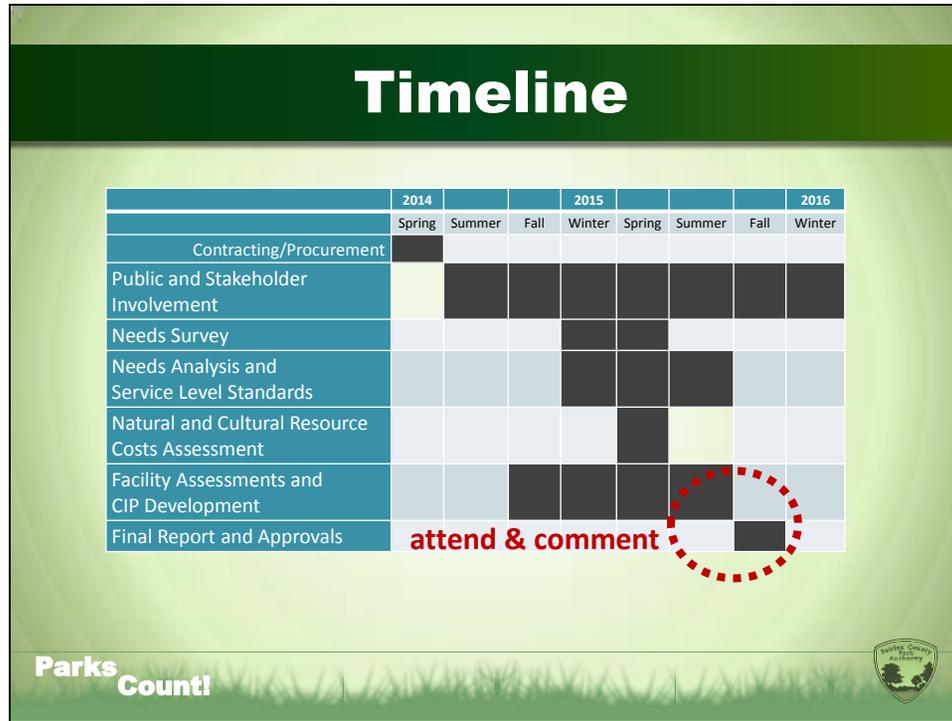
First – between now and thanksgiving - participate in qualitative input!



Second – in the new year - encourage your friends, neighbors to fill out a survey if they are one of the approximately 15,000 randomly selected households



Third – late spring early summer – check back on our website for updates



Fourth – early fall 2015, attend an open house/public forum like this one and offer comments on draft findings and recommendations

Where We Are

- Collecting qualitative input
 - Focusing on wide and shifting range of recreation options and trends
 - Briefings, interviews, stakeholder input sessions
 - Public input, individual and group, in person and on website

Parks
County



We've been working internally and organizing for the last year and are now starting our qualitative input phase. We'll look to you to participate not just now, but throughout the process.



Share Your Ideas

- In-person
 - Tonight's open forum
 - Second open forum, summer/fall 2015
- Online
 - www.fairfaxcounty.gov/parks/parkscount
 - Online forum - Hit "Engage" button
 - Meeting in a Box
 - parkmail@fairfaxcounty.gov

Parks
Count!



The website is central platform for participating and staying informed.

Online forum fosters individual input – share with us, share with fellow parks users.

Meeting in a box fosters small group input – if you are affiliated with a group of some sort, or just want to gather with your neighbors to talk about parks, this is for you.

All input considered similarly – whether you are here tonight, use the online forum, or submit a meeting in a box.

The screenshot displays the website for the Fairfax County Parks Authority. At the top, there is a navigation bar with links for Home, Living Here, Doing Business, Visiting, and Departments & Agencies. Below this is a search bar and social media icons. The main content area is titled 'Parks Count! better living better parks' and features an illustration of diverse people enjoying park activities. Key sections include:

- Parks Count! - FCPA Needs Assessment Update Gets Underway:** A public input open house scheduled for Thursday, October 2, 2014, at 7 p.m. at Oakton Elementary School.
- We want to hear from you!** A call to action for residents to share their thoughts on park usage and preferences.
- MEETING IN A BOX:** Information about downloading a meeting kit to prepare for the open house.
- Subscription Form:** A section for the 'FCPA E-News' with fields for Name, Email Address, and Password, and a 'Subscribe' button.

 The page also includes a sidebar with various service categories and a footer with the 'Parks Count!' logo and a small seal.

Please learn more about this at our information station, but here's a glimpse at our online tools
 One - Website

PARK & RECREATION NEEDS ASSESSMENT MEETING IN A BOX

The Fairfax County Park Authority is seeking your ideas about the future of Fairfax County parks, recreational facilities and programs.

We need your input to better understand how well we are meeting your needs. Using this Meeting in a Box you can share your ideas and help us understand your needs.

GROUP PRIORITIES SHEET

Group/Host Name _____ Date _____

Please list the top three priorities for each question as suggested by your group discussion. If more than three items top the list, please list those additional top priorities, as well.

1. In what ways and how often do you use the parks, facilities and services provided by the Fairfax County Park Authority (FCA)?
2. What do you like most and least about the parks?
3. What, if anything, prevents you from using the parks, facilities and programs offered by FCA?
4. Are there any facilities, programs and services that you would like to see FCA provide, improve, or enhance?
5. What is the most important investment FCA should make in the park system?
6. Is there anything else that we have not asked you about how you use parks that you would like to tell us?

MEETING IN A BOX CONTENTS

1. HOST INSTRUCTIONS
2. SAMPLE INVITATION
3. MEETING SIGN-IN SHEET
4. INDIVIDUAL RESPONSE SHEET
5. GROUP PRIORITIES SHEET
6. INDIVIDUAL FEEDBACK FORM
7. OPTIONAL INDIVIDUAL QUESTIONNAIRE
8. HOST FEEDBACK FORM
9. RETURN INSTRUCTIONS

Meeting in a Box

Parks Count!

Fairfax County Park Authority

Two - Meeting in a box

InfoScale register log in

Let's put our ideas to work.
Search Ideas
Submit New Idea

Parks Count! Browse Popular Ideas

Parks Count! better living better parks

A quality park system for a diverse community...
Every so often the Fairfax County Park Authority examines whether park offerings match the community's diverse interests, lifestyles, and changing trends. We do this through the Countywide Park and Recreation Needs Assessment process. This ensures that the Park Authority is investing wisely in its award-winning park system and providing quality parks and services to all county residents.
We want to hear from you!

How does it work? [-]
Users submit their ideas.
Our community discusses and votes for ideas.
The best ideas bubble up to the top.

Usage statistics [-]
11 Ideas Posted
20 Comments 23 Votes
21 Users
[View the Leaderboard](#)

Campaigns
All Ideas
Information Gathering (2014)
Analysis (early to mid 2015)
Findings (late 2015)

Social Web [-]

Online Forum

Parks Count!

Three - Online forum

Tonight

- Visit information and input stations
- Share and learn

Thank you!



**Parks
Count!**

