



2024 FCPA Equity Outreach

Executive Summary

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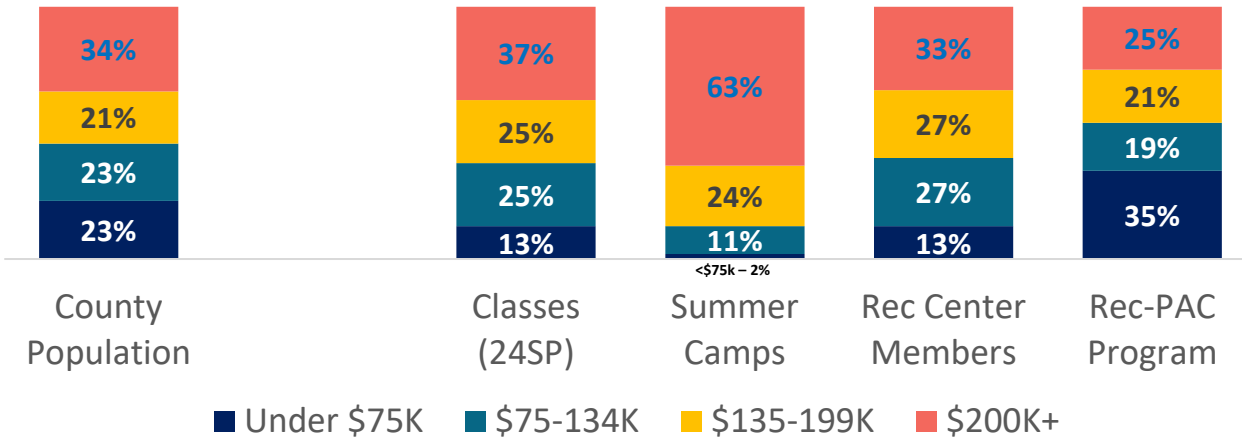
October 15, 2024

Equity Initiative Timeline



FCPA's Reliance on Fees Impacts Equitable Access

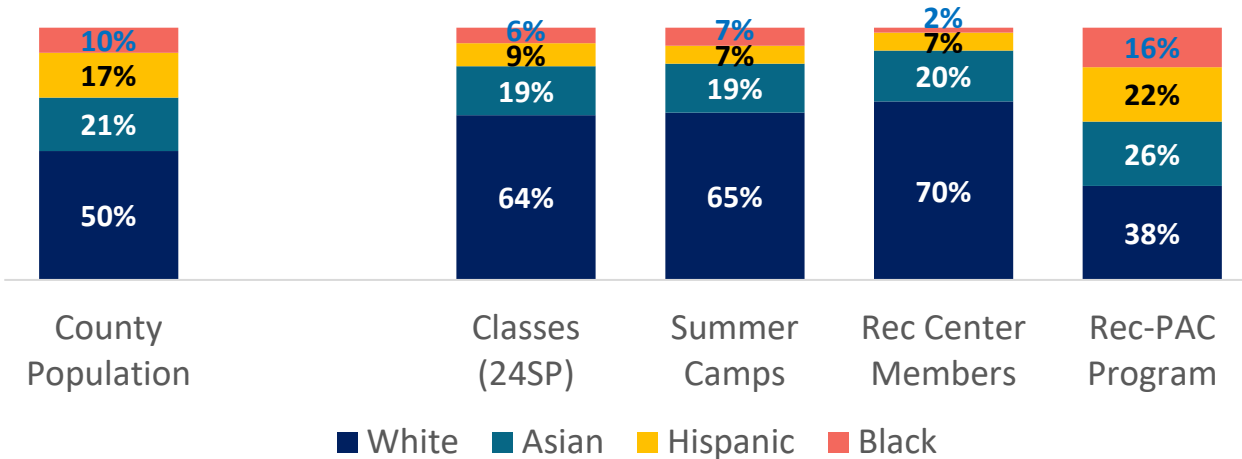
Program Participation by Household Income



FCPA's reliance on fees means that some of the agency's public recreation programs charge more than other local jurisdictions and more than many county residents can afford.

As a result, FCPA's recreation participation skews wealthier and whiter than both the population of Fairfax County and participation in General Fund programs like RecPac.

Program Participation by Race/Ethnicity



* Data reflects Summer 2024 program participation. The income groups are revised to capture the updated median households of \$134k and are similar to the SACC income scale.



Equity Initiative Timeline



Hypothesis

FCCA's recreational services are too expensive for some residents in Fairfax County which impacts their ability to participate in programs and services.



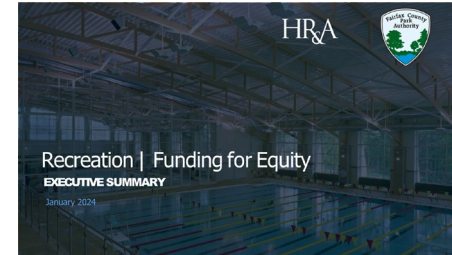
Assessing Barriers: Our Three-Legged Stool

There are three critical components that made us well-positioned to understand barriers to engagement:

1. One Fairfax as the framework for addressing inequities
2. 2023 Sully Community Center Pilot Program as a case study
3. NCS as a key partner for inclusive community engagement for survey outreach



Equity Initiative Timeline



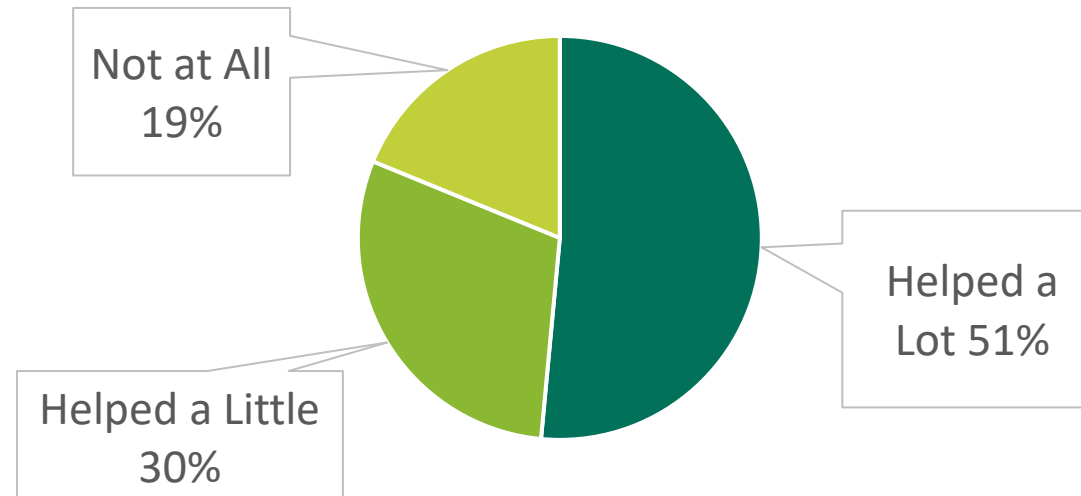
Background – Sully Pilot

- FCPA partnership with NCS to fund the “second” gym at Sully Community Center
- Since NCS and FCPA have different funding models, providing an option for equitable access to FCPA camps at Sully was essential
- In coordination with NCS, FCPA developed a pilot program in the summers of 2023 and again in 2024
 - The program strategy included:
 - ✓ Implementation of a sliding fee scale
 - ✓ Reduce access barriers – provide transportation
 - ✓ Ensure the community was aware of the opportunity
 - ✓ Address capacity concerns
- The goal of the program was to ensure the FCPA camps at Sully reflected the demographics of the local area



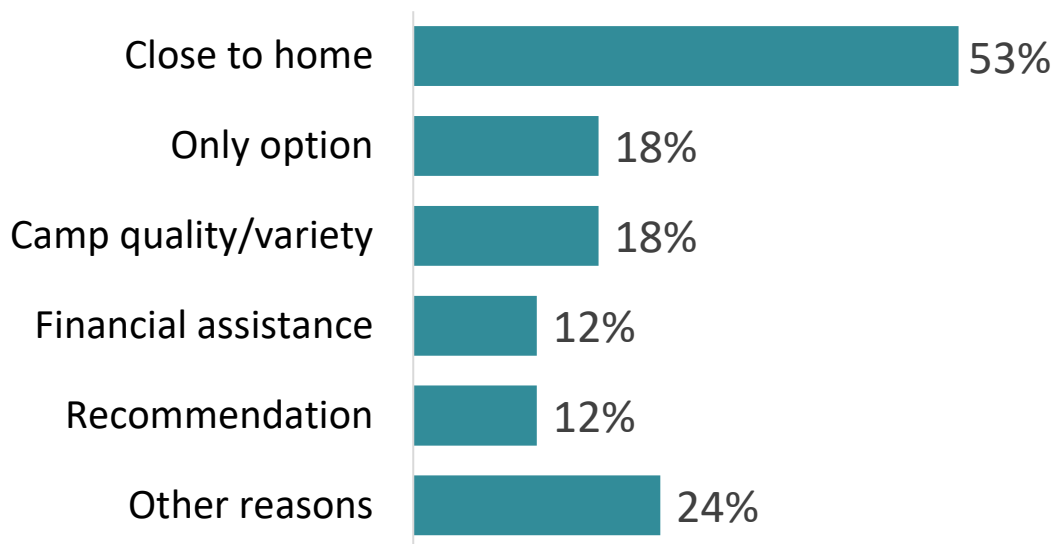
INTENSIVE OUTREACH KEY TO AWARENESS AND ENROLLMENT

**How much did staff help in registering
your child for camp at Sully
Community Center?**

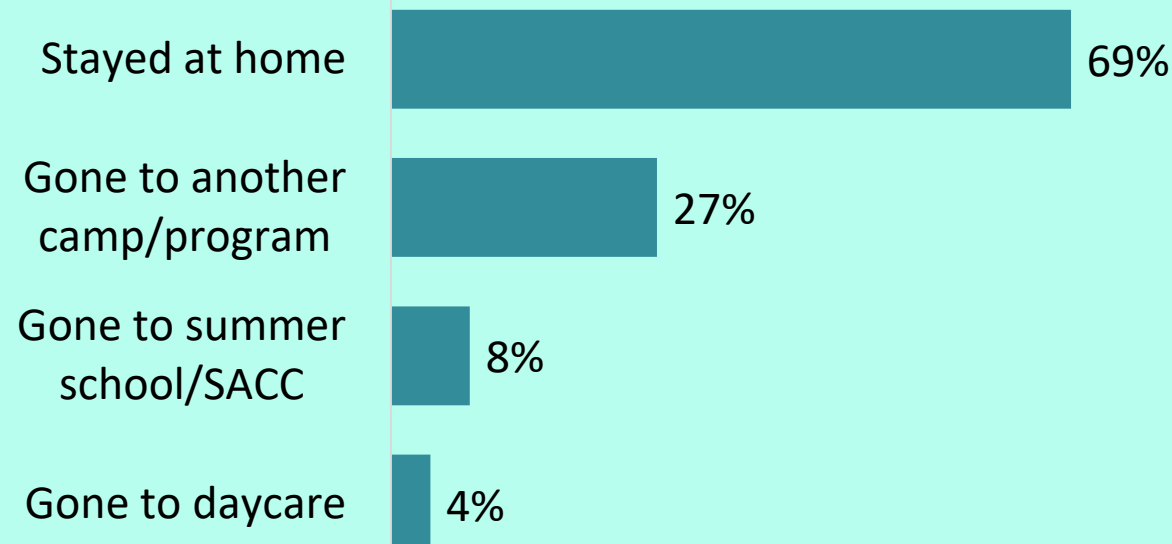


AFTER ELIMINATING COST, PROXIMITY IS ANOTHER IMPORTANT FACTOR IN PARTICIPATION

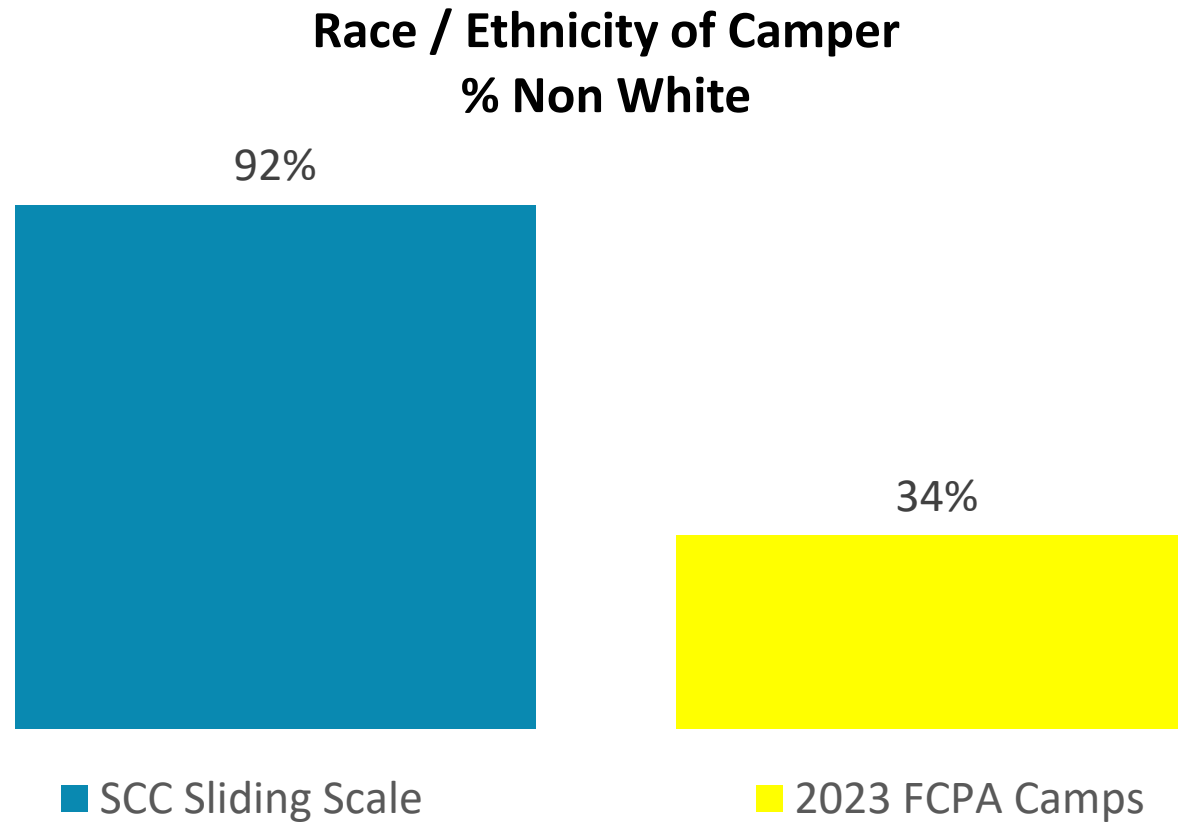
Why did you choose to enroll your child in Sully Community Center camps instead of FCPA camps?



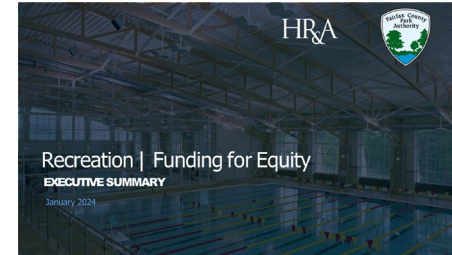
What would your child have done if Sully Community Center did not offer camps this summer?



THE SLIDING SCALE PROGRAM DID A BETTER JOB SERVING NON-WHITE CAMPERERS THAN OTHER FCPA CAMPS



Equity Initiative Timeline



Intensive & Inclusive Public Outreach Effort

Goal: Identify
barriers that may
prevent them
from taking full
advantage of the
programs, services
and facilities



A graphic with a dark blue background. At the top, it says "TAKE 5 MINUTES FOR EQUITY!" in yellow. Below this is a collage of six photos showing diverse people of various ages and ethnicities smiling and interacting. At the bottom, there is white text: "The Fairfax County Park Authority is working to enhance equitable access to the benefits and opportunities available within our park system. We'd like to know more about your experience with Fairfax County Parks and potential barriers that may be preventing you from taking full advantage of what we offer. PARTICIPATE IN OUR 5-MINUTE ONLINE EQUITY SURVEY! ENGAGE.FAIRFAXCOUNTY.GOV/PARK-EQUITY-STUDY Multiple languages available (English, Español, Tiếng Việt, 한국어, 中文, العربية, हिन्दी, বাংলা, ਪੰਜਾਬੀ, ગુજરાતી, తెలుగు, བོད་སྐད་།, ལྷོ་ཨུམ་སྐད་།, ལྷོ་ཨུམ་སྐད་།) All responses should be submitted no later than Monday, April 1. We appreciate your continued support of Fairfax County Parks! For more information, please contact us at Parkmail@fairfaxcounty.gov or by calling 703-246-5992." There is also a QR code on the right side.



A graphic with a dark blue background. It features a white circle containing a blue icon of a survey form with a cursor pointing to it. Below the circle, it says "TAKE 5 MINUTES FOR EQUITY!" in yellow. To the right, there is a screenshot of a social media post from the Fairfax County Park Authority.

Fairfax County Park Authority
March 15 · 🌱
Take the Fairfax County Park Authority Survey!
Help us make our parks more equitable by taking just 5 minutes to complete our survey. Your input will shape the future of our park system. 🌱
Click the link below and let your voice be heard: <https://bit.ly/49FVqh5>

A graphic with a dark blue background. At the top, it says "TAKE THE FAIRFAX COUNTY PARK AUTHORITY SURVEY!" in yellow. Below this is a circular photo showing a woman in a green t-shirt talking to a group of people, including a young girl. At the bottom left, there is the Fairfax County Park Authority logo.



2024 Equity Survey Outreach Approach

Hypothesis: FCPA’s recreational services are too expensive for key communities of the greater population of Fairfax County, which discourages participation.

Methodology: Partner with NCS, external stakeholders, and media to promote web and paper surveys in multiple languages to communities FCPA aims to serve with sliding fee scale proposal.



19 Public Meetings



Posters and outreach material to
40 hubs



Digital Comms:
Email and Organic Social



Press + Broadcast
(over 39k impressions)

Web surveys were available in **English, Spanish, Chinese, Korean, Vietnamese, Arabic, Farsi, Urdu and Amharic**. Surveys completed in-person were available in-language for guests.

Survey Period: February 2024 – April 2024

**Total
Respondents:
2.4k**



Same Barriers Rise to the Top of 1st Equity Survey

	Rec Center	Swim Class	Exercise Class	Summer Camp
Race/Ethnicity				
Hispanic/Latino	Cost	Cost/Distance	Cost/Distance/ Awareness	Cost
Black	Cost	Cost	Awareness	Cost
Asian	Cost	Awareness	Awareness	Camps Full
White	Cost	Distance	Distance	Camps Full
Income				
Under \$75k	Cost	Cost	Cost	Cost
\$75k-\$132k	Cost	Cost	Cost	Cost
\$133k-\$199k	Cost	Awareness	Distance	Camps Full
\$200k and above	Cost/Distance	Distance	Distance	Camps Full



2024 Equity Survey: Key Findings

- ✓ **Cost** is the top barrier to participation for households with income of \$75k or under, Hispanic/Latino, and Black Households with **distance** and **lack of familiarity** dueling over the second barrier among segments.
- ✓ **Rec center memberships** are perceived as expensive among all segment groups.
- ✓ There is still opportunity to grow overall **awareness** of FCPA programs among non-white segments.
- ✓ Black and Hispanic/Latino households remain the most **under-represented** in program enrollment overall, but swim preliminarily seems like the biggest opportunity to close the representation gap despite it being perceived as expensive.
- ✓ Underrepresentation and unawareness of programs could imply a familiarity gap among non-white groups, and potentially a **cultural gap** in offerings and communication.
- ✓ We need to continue efforts to **better understand barriers** and ways to overcome.



How This Drives Our Next Steps

October 2024
HHS Committee

1st Phase Equity
Pilot and Survey
Complete

Affirms that cost, access, and awareness are key barriers to address via equity challenges

January 2025 HHS Committee
Implementation Plan Components

Systems &
Infrastructure

Build the foundation with IT, income verification, quality control, and data management

Outreach +
Marketing

Grow awareness, and assess audience needs via ongoing Community Surveys and Engagement

Program
Coordination

Manage operations for enrollment, site activation, quality assurance, capacity management

Sliding Fee Scale
Implementation

Go-to-market with program launch and optimize based on learnings and best practices



QUESTIONS

