

Board of Supervisors and Park Authority Joint Meeting - Agenda

- ▶ Welcoming Remarks
 - Board of Supervisors Chairman Jeffrey C. McKay
 - Park Board Chairman William G. Bouie
- ▶ Presentation by Acting Director Sara Baldwin
 - The State of Parks
 - Creating a More Sustainable & Equitable Park System
- ▶ Questions and Discussion





Inspire a Passion for Parks



Meet Changing Recreation Needs



Advance Park System Excellence



Strengthen and Foster Partnerships



Be Great Stewards



Promote Healthy Lifestyles



Be Equitable and Inclusive

Fairfax County Loves its Parks

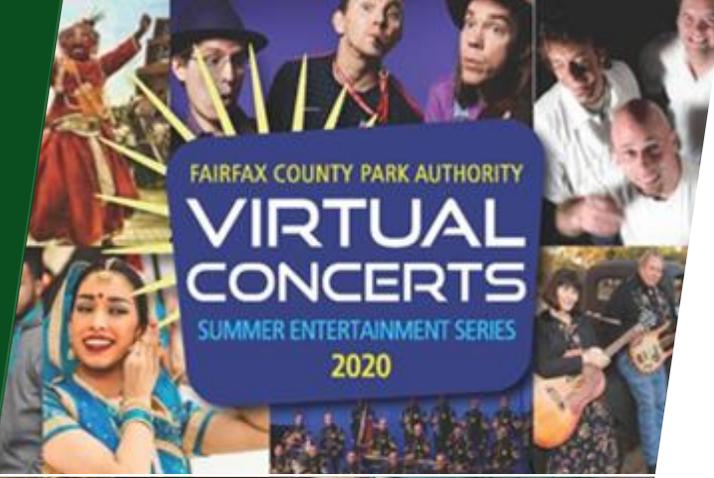
- ▶ 72% of voters supported passage of the 2020 Park Bond
- ▶ 4,092 volunteers in FY20
- ▶ 98,223.61 volunteer hours in FY20
- ▶ Despite COVID closures/restrictions, park use increased dramatically
 - Lakefront attendance up 57% from May-Dec 2020 compared to May-Dec 2019
 - Google Mobility Reports showed people in parks was often 60% higher than Google's pre-pandemic baseline



Pivoting: Meeting COVID-19 Challenges

- ▶ Transitioned traditionally in-person programs to the Virtual Exploration Center
 - Drop-in community fitness classes
 - Summer Entertainment Concert Series
 - Field Trips for All, linked to VA SOLs
 - Virtual summer camps

- ▶ Invested in PublicInput for community engagement



FAIRFAX COUNTY PARK AUTHORITY
VIRTUAL
CONCERTS
SUMMER ENTERTAINMENT SERIES
2020



VIRTUAL
EXPLORATION
CENTER



Pivoting: Meeting COVID-19 Challenges

- ▶ RECenters
- ▶ Developed and implemented safe site-specific operating procedures
- ▶ Implemented touchless and online pre-ticketing
- ▶ Programming moved outdoors
- ▶ Surge in Golf 
 - Driving range revenues - up 87%
 - Greens fee revenue - up 51%
 - Golf instruction - up 156%
 - Revenue up overall 43%, expenses up 3.6%



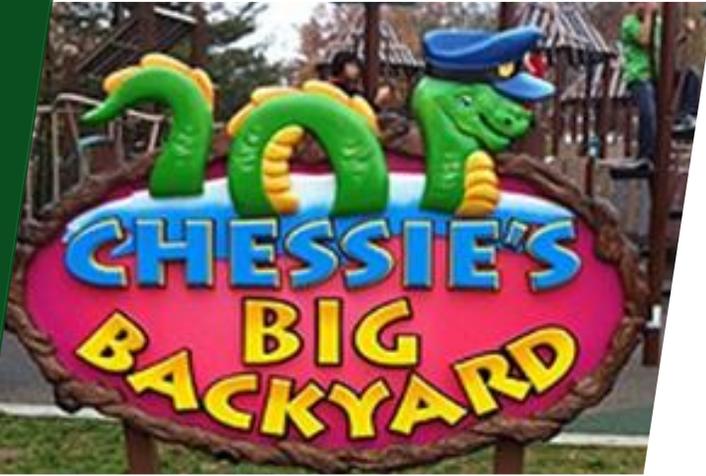
Plans for Summer 2021

- ▶ Water Mine, MLK pool, Our Special Harbor
- ▶ 139 Summer Entertainment performances
- ▶ Summer camps: virtual and in-person
 - ~13,000 local children
 - 1100 weeks of camp
- ▶ Rec-PAC registration is underway
 - 30 Rec-PAC locations
 - All locations will serve breakfast and lunch
- ▶ ~1,300 summer hires



Strengthening Partnerships

- ▶ Adopt a Field
 - 61 fully adopted & 46 partially adopted = \$437,088 cost avoidance annually
- ▶ 11 Friends Groups & 23 Park Volunteer Teams
- ▶ Mastenbrook Grants
 - Awarded \$1.8 million to 200 projects = value \$12.6 million
- ▶ Fairfax County Park Foundation
 - \$11,208,020 raised to date



Protecting Natural Resources

- ▶ 78% of our parkland remains in its natural state
- ▶ Invasive Management Area (IMA) Program
 - 1,069 Volunteers
 - 3,131 Volunteer Hours
 - 1,303 Bags Filled 
 - 344 Workdays
 - 14 New IMA Volunteer Site Leaders
- ▶ Ecological restorations completed at eight sites
- ▶ Western Area Natural Resources Management Plan
- ▶ Continued focus on tree canopy goals



Reinvesting in the Park System

- ▶ County Sinking Fund
 - \$13 million invested since FY14
- ▶ Park Bond
 - 53% of 2020 Park Bond will be allocated toward park renovations and upgrades



Advancing One Fairfax



Farmers Markets

- SNAP



Virtual Camp/Class

- **48%** children of color (vs. 32% in 2018)
- **13,487** attendance



Learn to Swim Classes

- **53%** of enrollment children of color



Summer Concert Series

- Focus on culturally diverse performances



Rec-PAC

- **72%** enrolled are children of color
- **66%** receive scholarships
- **79%** receive reduced fee

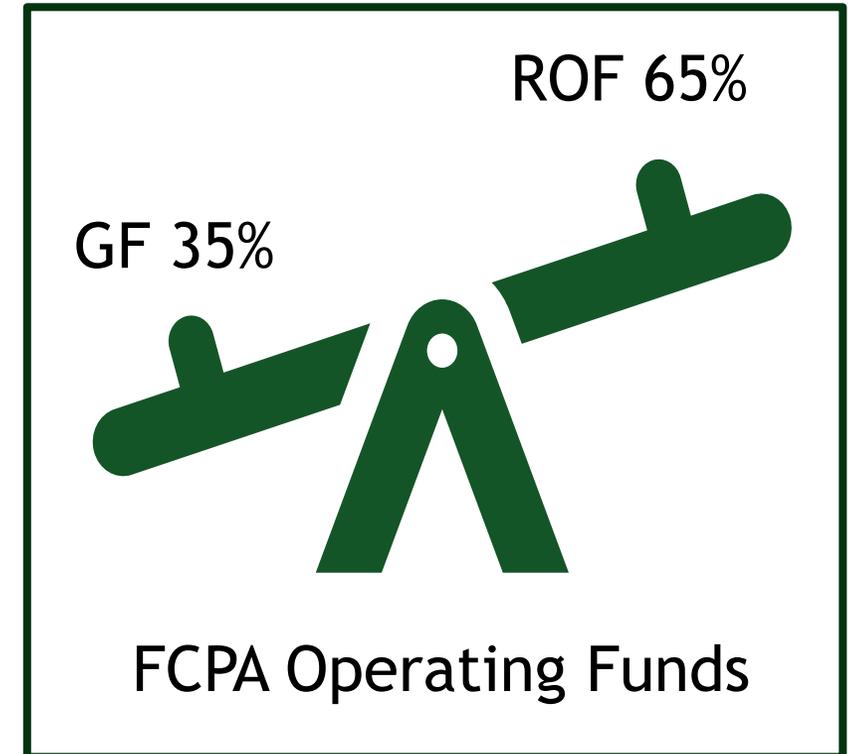
All Residents Deserve Similar Levels Of Access To Parks and Recreation Services

- ▶ Alignment with County's Strategic Plan and Chairman's Task Force
- ▶ National Recreation and Park Association Pillar: Social Equity
- ▶ Removal of barriers to health and wellness opportunities for all



Current Funding Model Impedes Equity

- ▶ **General Fund (GF)**
 - Funds parks, trails, roadways, general use areas
 - Average 35% of operating funds
- ▶ **Revenue & Operating Fund (ROF)**
 - Funds RECenters and fee-based programs
 - Average 65% of operating funds come from fees and charges
- ▶ One Fairfax in conflict with existing fee-based model

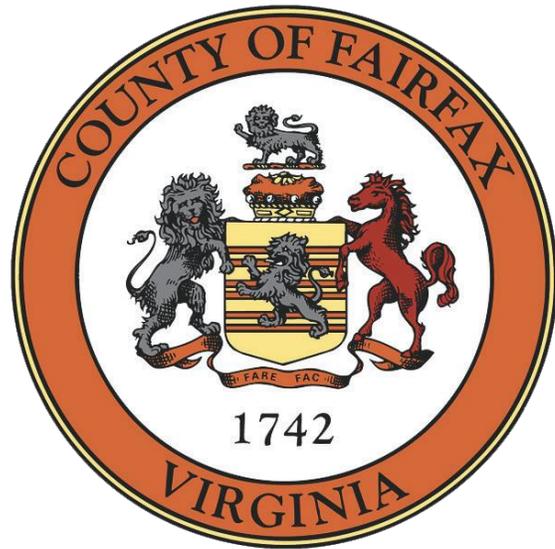


Developing a Sustainable Funding Model Supports Equitable Access to RECenters

- ▶ County and Park Authority partner to provide equitable access to RECenters for all residents
- ▶ Removing financial barriers—options might include:
 - Develop a sliding fee program
 - Create a voucher or scholarship system
- ▶ Develop a model for the FY23 budget cycle



Thank You for 70 Years of Partnership



Questions?