



# FAIRFAX COUNTY PARK AUTHORITY



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

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

**VIA:** Kirk W. Kincannon, Executive Director

**FROM:** Nick Duray, Park Services Division  
Judy Pedersen, Public Information Office

**DATE:** December 8, 2016

### *Agenda*

**Committee of the Whole**  
**Wednesday, December 14, 2016 – 8 p.m.**  
**or immediately following the Board meeting**  
**Boardroom – Herrity Building**  
**Chairman: William G. Bouie**  
**Vice Chair: Ken Quincy**

1. Signage and Branding Project Update – Presentation\*
2. Park Authority Master Plan Workshop – Information\*

\*Enclosures



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

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Committee Agenda Item  
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## **PRESENTATION**

### Signage and Branding Project Update

The Park Authority's Financial Sustainability Plan included a program entitled Signage and Branding (C11), which is a multi-year project to evaluate and update the agency's branding and signage. The first phase of the project includes evaluation and updating of the Park Authority's main identity, as well as those of RECenters and golf, and creation of entrance signage concepts that will subsequently be used to update entrance signage at RECenter and golf course facilities. Staff will provide an overview of the project.

### ENCLOSED DOCUMENTS:

None

### STAFF:

Kirk W. Kincannon, Executive Director  
Aimee L. Vosper, Deputy Director/CBD  
Barbara Nugent, Director, Park Services Division  
Nick Duray, Marketing Services Manager, Park Services Division  
Judy Pedersen, PIO

# PARK AUTHORITY SIGNAGE & BRANDING PROJECT

Wednesday, December 14, 2016



# ORIGINATION OF THE SIGNAGE & BRANDING PROJECT

## Financial Sustainability Plan C11. Signage and Branding

“Engage in a multi-year project to evaluate and update existing branding and signage. Develop a branding approach for the purpose of clearly and uniquely identifying the Fairfax County Park Authority (organization) its products and services to all residents, citizens and customers. This effort would engage the support of a communication and design consultant to develop; test and design branding approach options. This initiative is envisioned to be a multi-year effort with the first phase to be focused on the evaluation of the current brand identity and the creation of a new brand identity. The second phase would be to apply the new brand identity through new signage...”

# PROJECT SCOPE

Evaluation of the organization's overall brand identity and development of brand strategy

Options for either refreshing/updating or replacing the FCPA brand identity

Creation of a sub-brand identity for golf and updating of the existing RECenter identity

Establishment of brand standards and development of guidelines for the application of a new or refreshed brand identity

Prototype entrance signage for FCPA RECenter and golf facilities

# PROJECT TASKS

## 1. Brand Research

### Internal Brand Assessment

- Stakeholder Interviews (PAB/BOS)

- Focus Groups (staff)

### External Brand Assessment

- Surveys (FCPA customers, County residents)

- In-depth discussions (FCPA customers)

# PROJECT TASKS

## 2. Brand Audit

Evaluate presence of FCPA parent brand and key sub-brand identities in all relevant public-facing environments

Identify key elements of the Park Authority brand's philosophy that should be represented in an updated brand identity

Develop understanding of the current family of sub-brands that operate under the flagship FCPA brand

# PROJECT TASKS

## 3. Brand Strategy/Brand Architecture

### Regarding Parent Brand:

Determine if FCPA should merely update the existing brand identity and brand presence or develop a new brand identity

### Regarding FCPA Brand Architecture:

Determine the optimum relationship between the FCPA parent brand identity and the RECenter and golf sub-brands.

Determine the optimum relationship between the FCPA parent brand identity and other existing identities at the park, facility or programmatic level

Determine whether the FCPA should be a "house of brands," a "branded house," or a hybrid of the two

# HOUSE OF BRANDS EXAMPLE



# BRANDED HOUSE EXAMPLE



# PROJECT TASKS

## 4. Revise/Develop Brand Identities

FCPA parent brand

Golf umbrella sub-brand

RECenters sub-brand

# PROJECT TASKS

5. Brand Standards Guide

6. Prototype Entrance Signs

Golf courses

RECenters

# PARK AUTHORITY BOARD INVOLVEMENT AT 3 STAGES

Stakeholder Interviews

Findings from Brand Research/Brand Audit stages

Findings from Strategy, Identity, Sign Prototype stages

# PROCESS – RFP DEVELOPMENT

## Cross-Divisional Team

Duray, Marketing

Pedersen, Public Information Office

Baldwin, Chief Operating Officer

Kearney, Promotional Services

Davis, Planning and Development

Ochs, Resource Management Division

Nugent, Park Services

Furey, Golf

Korzen, Golf

Laws, RECenters

Crofford/Sutherland, Park Operations

Bodden, Purchasing

# PROCESS - SELECTION

20 responses received & evaluated

4 finalist presentations

Contract now being finalized with top offeror

# NEXT STEPS

Finalize contract (expect this week or next)

Initial meeting with consultant to refine timeline (January)

# CURRENT TIMETABLE

(SUBJECT TO REFINEMENT)

Brand Research	8 weeks
Brand Audit	4-6 weeks
Brand Strategy & Brand Architecture	2-4 weeks
Revise/Develop Brand Identities	3-5 weeks
Develop Brand Standards Guide	2-3 weeks
Develop Prototype Entrance Sign Designs	2-3 weeks
<b>Total Project</b>	<b>Approximately 21-29 weeks</b>

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**INFORMATION (with presentation)**

Park Authority Master Plan Update – Workshop Follow-Up

The Committee of the Whole participated in a workshop for the Park Authority Master Plan (master plan) on November 16, 2016. The purpose of the workshop was to develop a shared understanding of the aspirations of the park system over the next 10-20 years that aligns with CAPRA standards; and to inform the development of master plan themes, guiding principles and recommendations using input from the Board. The Board generated and prioritized 150 aspirations during the workshop. Input from the Board, the Leadership Team and the extensive community engagement from the Needs Assessment have been synthesized to develop proposed principles and themes for the master plan. This workshop follow-up discussion is an opportunity for the board to provide feedback and to endorse the proposed principles and themes for the master plan as appropriate.

ENCLOSED DOCUMENTS:

None

STAFF:

Kirk W. Kincannon, Executive Director  
Aimee L. Vosper, Deputy Director/CBD  
Cindy Walsh, Director, Resource Management Division  
Todd Brown, Director, Park Operations Division  
Barbara Nugent, Director, Park Services Division  
David Bowden, Director, Planning & Development Division  
Judy Pedersen, Public Information Office  
Janet Burns, Fiscal Administrator