



# 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:** Jai Cole, Executive Director

**FROM:** Laura Grape, Division Director, Resource Management

**DATE:** July 8, 2022

### *Agenda*

**Resource Management Committee  
(Committee of the Whole)  
Wednesday, July 13, 2022 – 5:50 pm  
Chairman: Kiel Stone  
Vice Chair: Linwood Gorham**

1. RMD Outreach and Community Survey (with presentation) – Information



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

Board Agenda Item  
July,13 2022

**INFORMATION** (with presentation)

RMD Outreach and Community Survey

The RMD Outreach and Community Survey, part of RMD’s Untold Stories project, is a small pilot survey designed to better understand the diverse communities FCPA serves with its stewardship programs. The survey supports FCPA Equity Plan commitments.

The Untold Stories committee, comprised of RMD staff and FCPA research staff developed the survey. The questions focus on nature and history programs and will assist with determining barriers to participation and program format preferences. The committee chose to focus on the Mason District to build upon existing long-term work in the community, such as Culmore Day and many scheduled programs.

The outcomes of the pilot effort will enhance RMD’s programs and may prove replicable in other supervisory districts. Additionally, lessons-learned and results may inform and be comparable with the future surveys conducted as part of PROSA.

To distribute the survey, the committee is working with Fairfax County’s Neighborhood and Community Services (NCS) and the NCS-Region II partners to find the best ways to get representation from all voices of the community. In addition, survey QR codes will be posted at a farmers’ market and summer concert series events. Paper surveys and live interviewers will be at community events, including Latino Conservation Week Festivities and food distribution sites.

Unless otherwise directed, staff will proceed with the pilot surveys, as planned.

Upcoming Planned Activities for FY23

<b>Event</b>	<b>Survey Test</b>	<b>Date and time</b>	<b>Place</b>
Mr. Lilo Gonzalez (Children's Songs)	QR code sign only	7/23/2022 10 a.m. - 10:45 a.m.	Mason District Park Amphitheater Annandale, VA 22003
Fraternidad Folklorica Cultural Morenada Bolivia (Bolivian Dance)	QR code and Paper Surveys	7/13/2022 7:30 p.m. - 8:30 p.m.	Graham Road Community Building Falls Church, VA 22042
Annandale Farmers Market	QR code sign only	Thursdays 8 a.m. - 12 p.m.	Mason District Park Annandale, VA 22003
Latino Conservation Week Festival	QR code and Paper Surveys	7/24/2022 2 p.m.- 4 p.m.	Justice Park, Falls Church, VA 22044

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Additional outreach with community interviewers and paper surveys will be conducted in partnership with NCS-Region II organizations as opportunities arise.

ENCLOSED DOCUMENTS:

None.

STAFF:

Jai Cole, Executive Director

Aimee Vosper, Deputy Director/CBD

Sara Baldwin, Deputy Director/COO

Laura Grape, Director, Resource Management Division

Judy Pedersen, Marketing and Communications Director

Samantha Hudson, Planning Branch Manager, Planning and Development Division



# RMD Outreach and Community Survey

Part of RMD's "Untold Stories"  
Equity Project

Tammy Schwab

Manager, Education & Outreach Section

Resource Management Division

# Untold Stories Inception

- Request from the community to tell the “untold” Multiracial stories of Freedom Hill Park
- Meetings with community and family members to learn the stories and refine what would ultimately go on the sign.



One of the most well attended sign unveiling ceremonies ever.

# What we learned

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- ▶ There are more stories than we could tell in one project
- ▶ Allying with the community makes a magical connection with the parks.
- ▶ FCPA offers programs to the general public and welcomes all peoples and communities but when we program **with** the community the response is far better than programming for the community.
- ▶ We need to know more about and make connections to all the communities of color in Fairfax County and have a mechanism for allyship in programming.





## Our response -The Untold Stories Team

The FCPA Resource Management Division **Equity Plan** contribution to provide more equitable and inclusive Nature and History stewardship programs and outdoor recreation opportunities.

- ▶ Representatives are on the team from
  - ▶ Lake front programs
  - ▶ RMD Nature, History, Farm, and Garden sites
  - ▶ Cultural Resources Branch
  - ▶ Natural Resources Branch
  - ▶ Education and Outreach Office





# Our Untold Stories Plan

Goal: programs that are more equitable and inclusive starting right now.

## Part 1 Staff Training and Resource Library

- Training about bias and representation from professionals
- FCPA training to apply what we learned to Programs
- Share success story and resources for representation.

**Resources for Representation**  
Add links and resources with information about great people.

The screenshot displays a grid of 12 resource cards, each with a title, a thumbnail image, a source, and a brief description. The cards are organized into columns:

- BIPOC Naturalists**: Tammy Schwab + 2 · 4mo. Image of a woman in a red coat. Source: acespace.org. Description: 8 BIPOC Environmentalists Your History Textbooks Probably Left Out (That You Should Really Know!).
- Resources for Local Black Histories**: Tammy Schwab + 2 · 4mo. Title: list by name has acreage and # of enslaved for Fairfax. Source: archive.org. Description: Fairfax County, Virginia In 1760: An Interpretive Historical Map: Beth Mitchell : Free Download, Borrow, and Streaming : Internet Archive.
- indigenous people representation**: Tammy Schwab + 2 · 4mo. Title: Celebrate Indigenous Peoples Day 2021. Source: culturalsurvival.org. Description: Celebrate Indigenous Peoples Day 2021.
- Articles and training about diversity in EE**: Tammy Schwab + 2 · 4mo. Title: Who Is an Environmentalist?. Source: greenlining.org. Description: Who Is an Environmentalist?.
- Language**: Tammy Schwab + 2 · 4mo. Title: NRP's Equity Language Guide. Source: nra.org. Description: NRP's Equity Language Guide.
- Self Assessments**: Tammy Schwab + 2 · 4mo. Title: Planning an Inclusive Campus Program Resource. Source: presence.io. Description: An #SAPIO's Checklist for Planning an Inclusive Campus Program | Blog | Presence.
- Community engagement and facilitation resources**: Elizabeth Waugh (she/her) 5mo. Title: DC Organization for underserved students. Source: will-lead.org. Description: Wilderness, Leadership, and Learning - Adventures in Living - Lessons for Life.
- Teaching slavery resources**: Tammy Schwab + 2 · 4mo. Source: slavevoyages.org. Description: The SlaveVoyages website is a collaborative digital initiative that compiles and makes publicly accessible records of the largest slave trades in history. Search these records to learn about the broad origins and forced relocations of more than 12 million African people who were sent across the Atlantic in slave ships.
- Every day is Indigenous Peoples Day!**: Tammy Schwab + 2 · 4mo. Source: malchi.mp. Description: 15 Calls to Action on Indigenous Peoples Day!
- VMN Diversity & Inclusion Series**: Elizabeth Waugh (she/her) 5mo. Title: Diversity & Inclusion Series. Source: virginiamaternaturalist.org. Description: Diversity & Inclusion Series.
- Avoiding Ableist Language**: Tammy Schwab + 2 · 4mo. Title: Avoiding Ableist Language. Source: PDF. Description: Purpose: Disability metaphors are abound in our culture, and they exist almost entirely as pejoratives.
- Self-Assessment Individual**: Tammy Schwab + 2 · 4mo. Title: Self-Assessment Individual. Source: PDF. Description: Self-Assessment, My Lens, fillablefields.
- Fist to Five Sample Approach**: Tammy Schwab + 2 · 4mo. Title: Mind Reading for Managers with 5m Scoping Goals. Source: lucidmeetings.com. Description: Fist to Five.



# Our Untold Stories Plan

Goal: programs that are more equitable and inclusive starting right now.

## Part 2 Learn by Doing

Continue and expand programming for diverse audiences

**JULY 16**  
**FRYING PAN FARM PARK**

**JULY 16**  
**HIDDEN OAKS NATURE CENTER**

**JULY 16 & 23**  
**EAKIN PARK**

**JULY 24**  
**JUSTICE PARK**

**BROUGHT TO YOU BY:**  
Fairfax County Board of Supervisors  
Fairfax County Park Authority  
Defensores de la Cuenca

Fairfax County Park Authority  
A Fairfax County Publication - 6/22

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Fairfax County Park Foundation

DEFENSORES DE LA CUENCA  
LATINO CONSERVATION WEEK  
Celebrando y Conmemorando Nuestra Tierra

For Inclusion and ADA Support call 703-324-8563. TTY Va. Relay 711



**COMMEMORATE JUNETEENTH  
WITH THE PARK AUTHORITY**

# Our Untold Stories Plan

Goal: Learn about program preferences and document barriers directly from the community.

## **Part 3 Community Surveys** (About to Launch)

- ▶ Work with community partners Like NCS, Second story, and Facets to survey diverse communities in Mason district
- ▶ Document barriers and basic information about program format preferences.





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# Survey Target area: Why Only Mason District?

- Many partnerships with the Culmore community are already in place, i.e. HONC
- Project **pilot** for replication across the county
- Targeted survey efforts help us to **evaluate survey methods** of reaching diverse communities
- We are also working with the PROSA team to coordinate questions and feed them lessons learned for engaging diverse communities.

# QR code Evaluation sites



Event	Date and time	Place
Mr. Lilo Gonzalez (Children's Songs) QR code sign only	7/23/2022 10:00 a.m. - 10:45 a.m.	Mason District Park Amphitheater 6621 Columbia Pike Annandale, VA 22003
Fraternidad Folklorica Cultural Morenada Bolivia (Bolivian Dance) Test with Person	7/13/2022 7:30 p.m. - 8:30 p.m.	Graham Road Community Building 3036 Graham Rd, Falls Church, VA 22042
Annandale Farmers Market QR code sign only	THURSDAYS 8 A.M. TO NOON	MASON DISTRICT PARK 6621 Columbia Pike Annandale, VA 22003
Latino Conservation Week Festival Test with Person	7/24/2022 2 p.m.- 4 p.m.	Justice Park, 3312 Peace Valley Ln, Falls Church, VA 22044



# Partnership building with the help of NCS

## What we are asking community partners

- Ways to connect with adults in diverse communities and get answers to our survey questions. i.e. *Community interviewers*.
- Ongoing opportunities to get *feedback* from the communities on program plans
- *Sharing information* about programs and events of interest to community members

## What we are offering in exchange

- Programs in Nature History and STEAM
- Host events at parks
- Offering Rec Center passes to thank volunteer community interviewers



# Our Untold Stories Plan

Goal: Design programs based on community input, address as many barriers as possible, take results to community to continue feedback loop and build trust.

## Part 4 Community Feedback loop



Engage with communities in focus groups to plan programs **with** them not just for them.



## OUTCOMES

- Under-represented communities are reflected in programs
- Programs are attractive and accessible to more audiences
- The community feels ownership and wants to care for parks
- Community members will join our workforce, increasing our diversity and capacity to meet our mission.