



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

VIA: Jai Cole, Executive Director

FROM: Daidria Grayson, Marketing and Communications Division Director
Marketing and Communications Division

DATE: January 16, 2025

Agenda

**Communications and Community Engagement Committee
(Committee of the Whole)**

Wednesday, January 22, 2025 – 7:10 pm

Boardroom, Herrity Building

Chairman: William G. Bouie

Vice Chair: Mike Thompson

1. Equity Study Update (with presentation) - Information



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

INFORMATION (with Presentation)

Equity Study Update

Staff will provide the Park Authority Board with an update on the Equity Study.

Background

The Fairfax County Park Authority (FCPA) is firmly committed towards enhancing equity in all aspects of our county park system – including equity of access to park programs and facilities. Starting in July 2022, FCPA worked with the consulting firm HR&A to conduct a comprehensive review of the Park Authority’s fee-based revenue funding structure to determine strategies for how we can enhance the equity with which park services are provided.

In 2023 the findings of that study and proposed recommendations for consideration, along with a history of the development of the park and recreation system, were presented to both the Fairfax County Park Authority Board and the Fairfax County Board of Supervisors (BOS). Following the presentation staff were directed to engage with their community to develop a better understanding of the barriers that limit participation in FCPA facilities and programs. The results of the community engagement efforts were presented to both Boards in October 2024.

The Park Authority will present a preview of the next phase in the project related to the implementation strategy, which is scheduled to go to the Health and Human Services committee on January 28, 2025.

STAFF:

Jai Cole, Executive Director
Sara Baldwin, Deputy Director/COO
Aimee Vosper, Deputy Director/CBD



Equity Plan Implementation

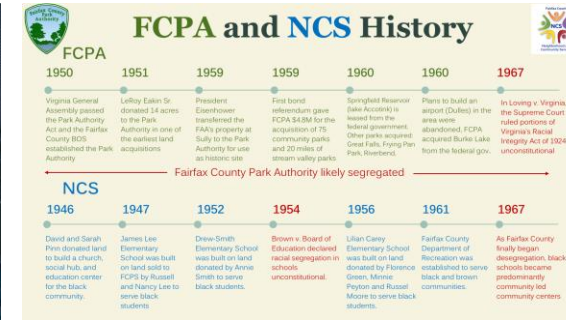
Health and Human Services Committee Update

Jai Cole, Executive Director, FCPA
Sara Baldwin, Deputy Director, FCPA
Josh Colman, Division Director, FCPA

January 28, 2025

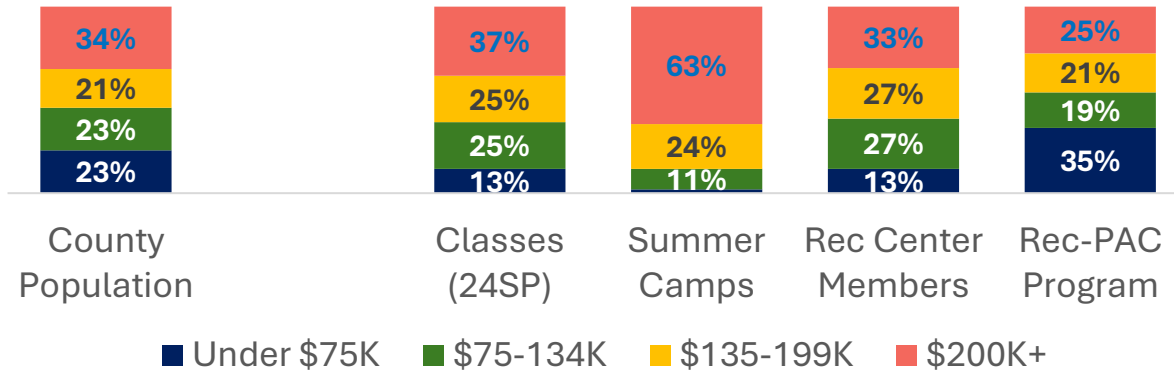


Equity Initiative Timeline

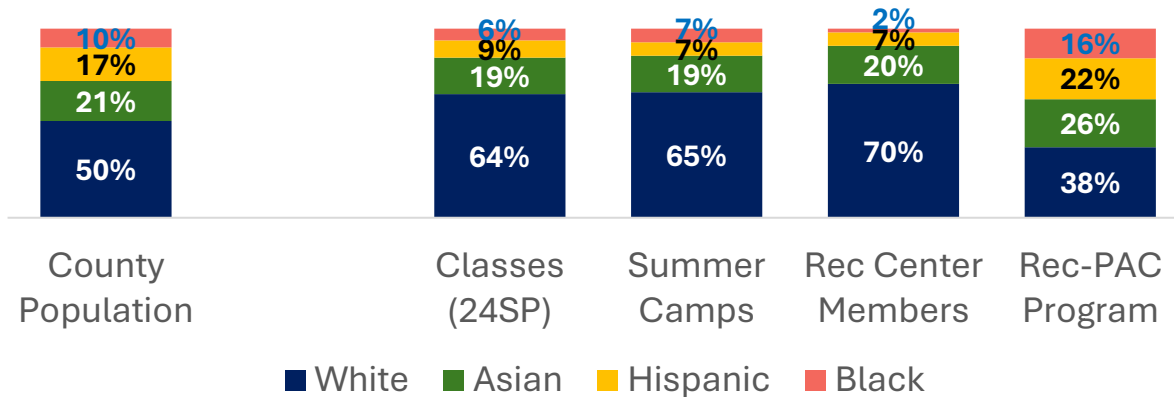


FCPA's Reliance on Fees Impacts Equitable Access

Program Participation by Household Income



Program Participation by Race/Ethnicity



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.

* Data updated to reflect 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.



HR&A Recommendation

Administration & Outreach 



Sliding Scale Fee Program 



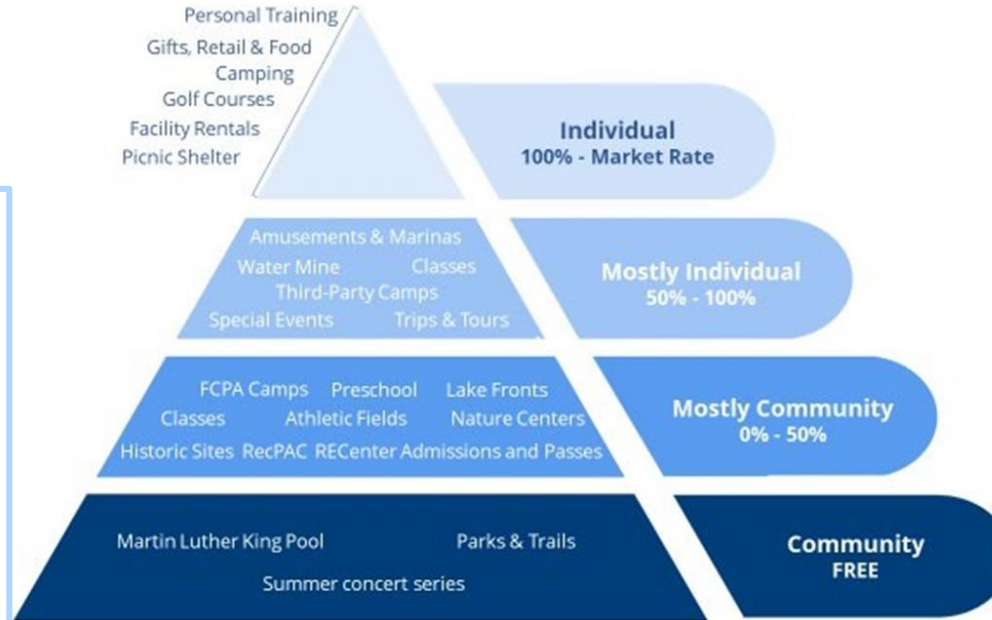
Community Benefit Pyramid 



Flexible Vouchers 



Equity in Recreation 



Equity Outreach and Sully Pilot

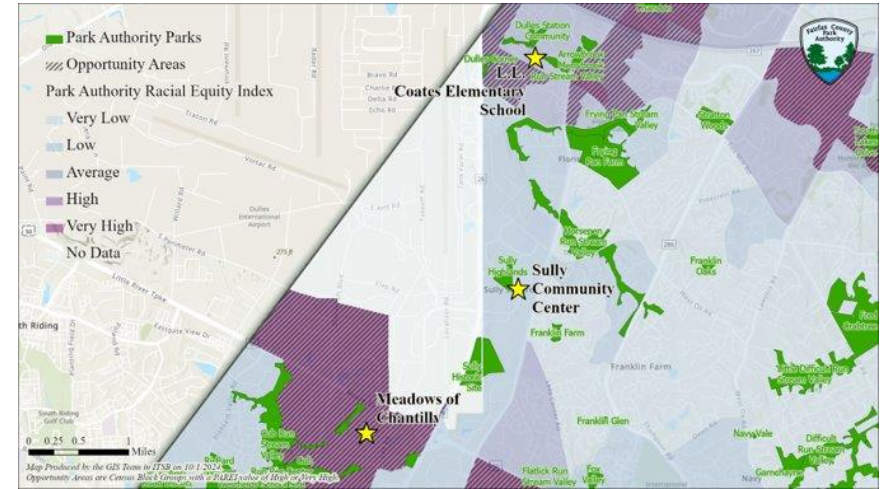
The **Sully Pilot Program in 2023** and the **Equity Outreach Study in 2024** identified the top three barriers for participation :



Sliding Fee Scale Works and Rec Centers are Most Immediate Opportunity for Impact

2024 Equity Impact Study: Barrier Summary

Households by	Rec Center	Swim Class	Classes	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



Above: Area of Opportunity for Sully CC Pilot

Below: The Sliding Scale Program Did a Better Job of Serving non-white campers than other FCPA camps

Race / Ethnicity of Camper

% Non White

92%



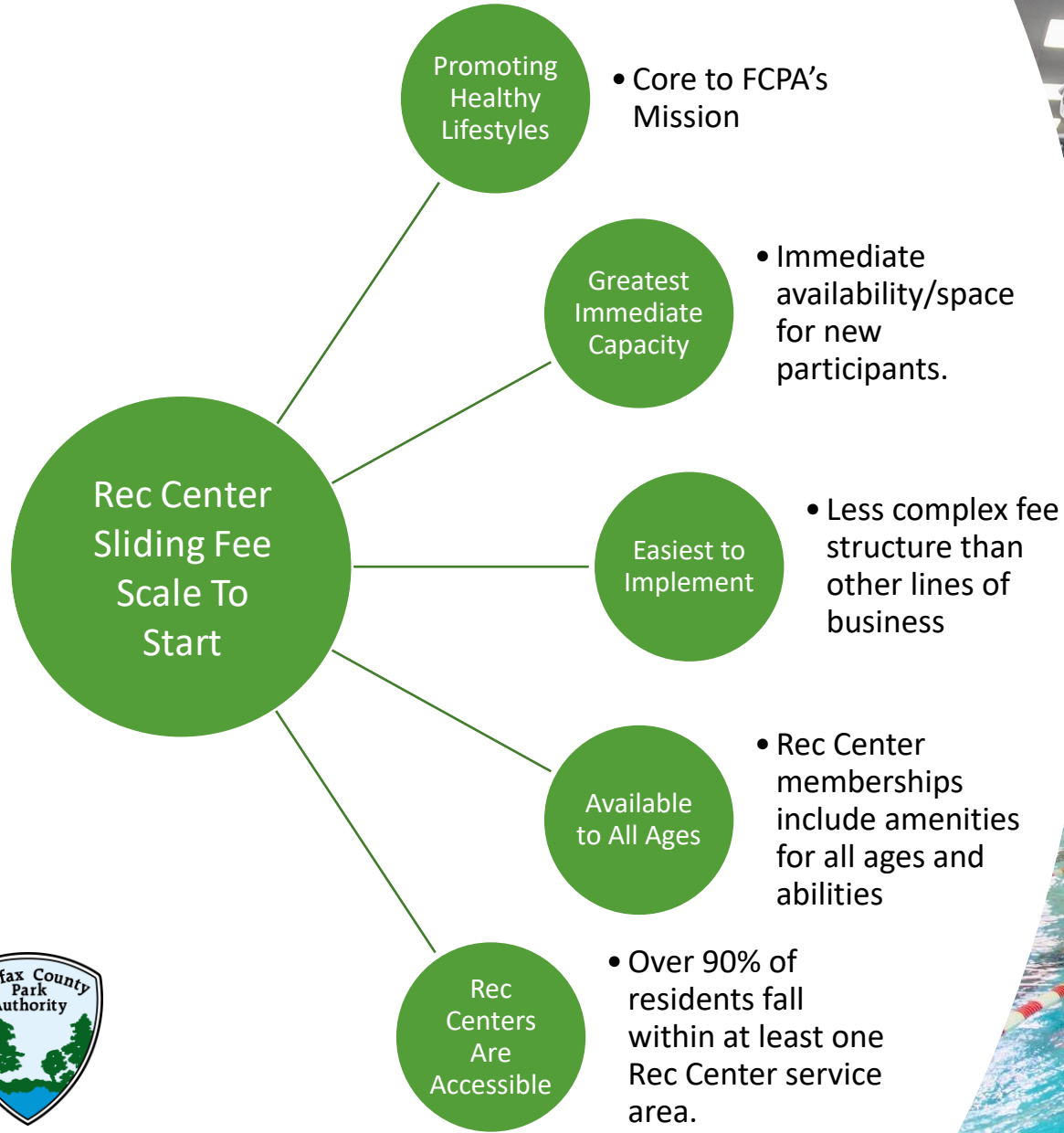
34%



■ SCC Sliding Scale ■ 2023 FCPA Camps 6



FCPA Recommendation

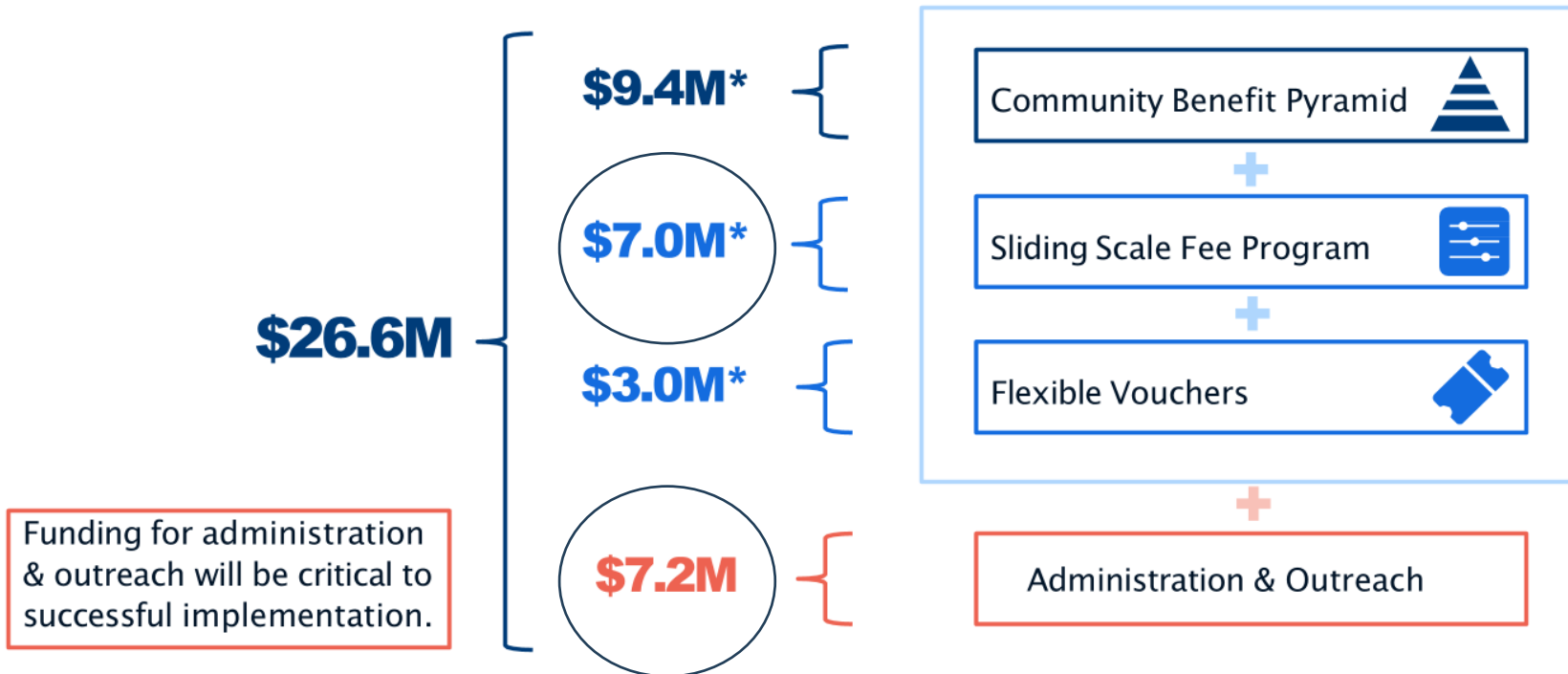




Total Implementation Admin + Sliding Fee Scale = \$14.2M

REDUCING FEES TO ENSURE EQUITY

In total, FCPA is recommending a scaled-down implementation of these programs that would cost approximately **\$26.6M in additional funding as of today.**

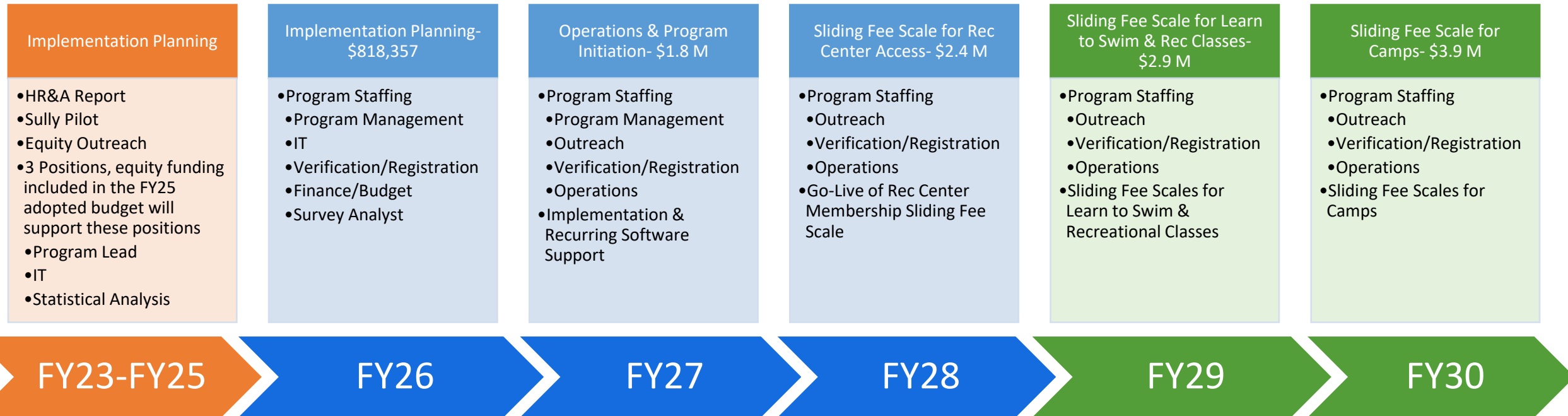


Funding for administration & outreach will be critical to successful implementation.

*FCPA proposed estimates, to be finalized through public engagement and outreach.



Full Sliding Fee Scale Timeline – Fall 2030 Implementation \$12M



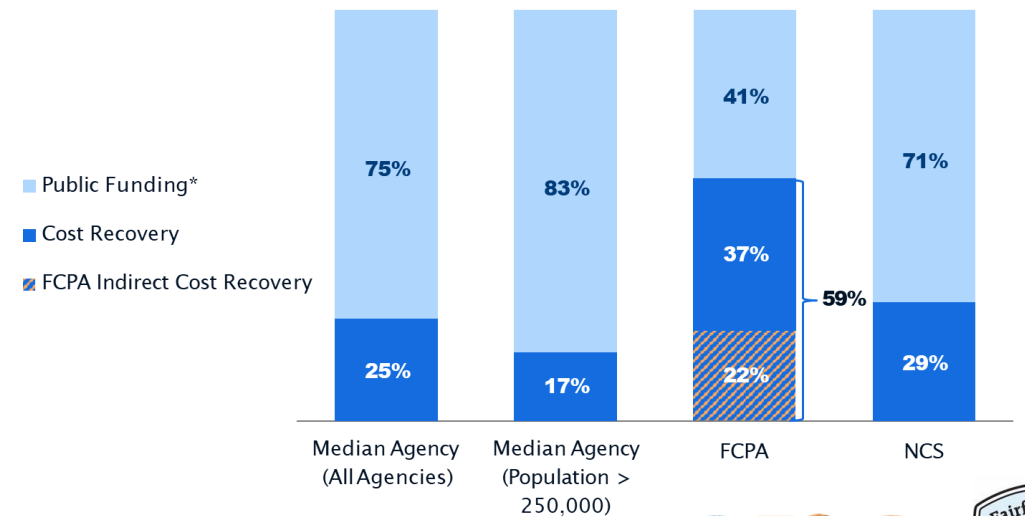
- Funding and positions will be requested as part of the budget process (annual, third quarter, or carryover) and will take into account any changes to the implementation schedule as well as updated needed.
- Projected budgets in FY25 dollars. Rec Center Sliding Fee Scale cost currently estimated at \$1.74M, though total is very likely lower in first year(s) of program. FY26 and FY27 positions will also be utilized for future Sliding Fee Scales (Learn to Swim, Camps, and Recreational Programs).

Next Steps

- Continue working on new registration system
- Continue working with DMB on funding
- Continue working with NCS, DIT, and HHS on Income Verification strategies
- Continue analyzing outcomes against goals
- Bring updates and results to the BOS
- Continue implementation of Equity Action Plan

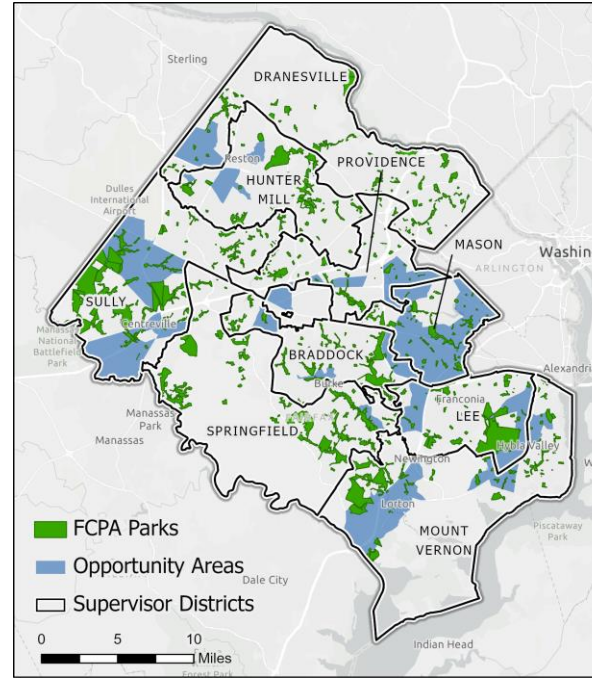


National Cost Recovery Trends in Parks and Rec, 2023



FCPA's Dedication to Equity Means Ensuring...

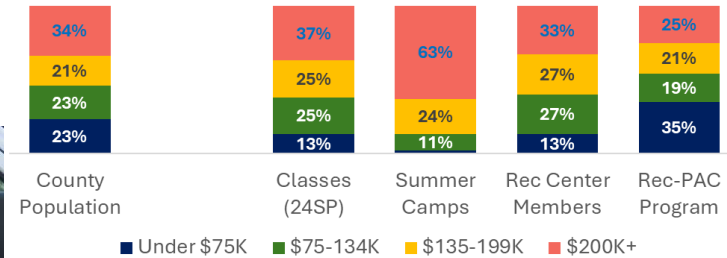
- “The quality and quantity of parks and amenities are not predetermined by the race and income of an area”
- FCPA's workforce represents the community we serve
- FCPA facilities and programs are accessible and inclusive for all residents
- We have equitable outreach



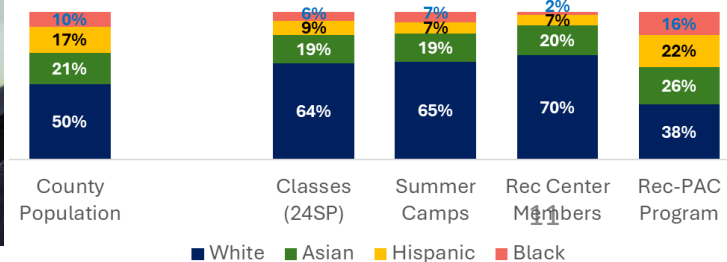
TAKE 5 MINUTES FOR EQUITY!



Program Participation by Household Income



Program Participation by Race/Ethnicity



QUESTIONS

