



# 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:** Andy Grabel, Public Information Officer  
Marketing and Communications Office

**DATE:** April 17, 2026

### *Agenda*

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

**Wednesday, April 22, 2026 – 6:45 p.m.**

**Chairman: William G. Bouie**

**Vice Chair: Dr. Cynthia Jacobs Carter**

**Staff: Daidria Grayson**

1. 2026 Park Bond Green Team and Advocacy Plan (with presentation) - Information

\*Enclosures



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

Board Agenda Item  
April 22, 2026

## **INFORMATION**

### 2026 Park Bond Green Team and Advocacy Plan

In preparation for the upcoming 2026 Park Bond Referendum, FCPA staff will provide a preview of the Green Team presentation and timeline to support the bond program.

### ENCLOSED DOCUMENTS:

None

### STAFF:

Jai Cole, Executive Director

Sara K. Baldwin, Deputy Director COO

Nigel Fields, Deputy Director/CPD

Allison Rankin, Chief Strategist

Daidria Grayson, Director, Marketing & Communications Division

# 2026 Park Bond Green Team

Education/Advocacy Project Preview

Presenter: Daidria Grayson,  
Marketing and Communications Division Director

Wednesday, April 22, 2026



**PARKS  
COUNT**  
Our Parks. Our Future.

Residents  
**1.2 mil**

Parks  
**424**

Land  
**23,500+**  
acres

Golf Courses  
**8**

Working Farm  
**1**

# Parks at a Glance

Nature Centers  
**3**

IMA Treatment  
**2,000+**  
acres

Total Visitation  
**26 mil**  
(approx. CY 2025)



Lake Front Parks  
**4**

Trails  
**340+**  
miles

Rec Centers  
**9**

Staffed Sites  
**60**

Farmer's Markets  
**10**

Staff  
**3,000**

Athletic Fields  
**264**

Summer Performances  
**177**



# 75 Years of Service and Stewardship

The Fairfax County Park Authority (FCPA) has never stopped raising the bar for what a public parks agency can achieve in **service, stewardship of public resources, and enterprise management**. From national accreditation to international dark sky honors, FCPA's recognitions reflect a deep and enduring commitment to the communities, environments, and people it serves.

1

## CAPRA Accreditation

Holding the highest professional standard in parks and recreation management – a continuous commitment to operational excellence and accountability.



2

## 4× Gold Medal Winner

One of the most decorated park agencies in the United States, recognized four times by the American Academy for Park and Recreation Administration.



3

## Equity & Environmental Leadership

From the Wonder Wagon Mobile Nature Center to the prestigious International Dark Sky designation at Turner Farm Observatory and the Governors Excellence Award for energy efficiency efforts at Spring Hill Rec Center, FCPA leads with purpose on both social justice and environmental leadership.



4

## Fueling the Talent Pipeline of Next Gen Park Professionals

Recognized two years in a row by the State Council of Higher Education for Virginia as a Top Employer for Interns – FCPA's competitive paid summer internship program invests in the next generation of public service professionals and park enthusiasts.



# 2026 Bond Overview

The Fairfax County Park Authority (FPCA) is preparing to enter a new bond cycle season critical to our park and recreational system. This follows a previous successful 2020 Park Bond referendum that approved \$100 million for the Park Authority. In 2022, Fairfax County transitioned certain bond referendums from a 4-year cycle to a 6-year cycle, bringing us to the 2026 Bond Cycle this year. This shift allows the county to realign project completion from start to finish within a bond cycle, address backlogs, and maintain financial stability.

Looking forward to the fall, the 2026 Park Bond will be presented to Fairfax County voters as part of the bond referendum in the November 3<sup>rd</sup> General Election, which will include \$180 million in funding for the Fairfax County Park Authority. If approved, it will be the 15<sup>th</sup> consecutive Park Bond approved by county voters, dating back to the first \$4 million bond in 1959 with an average approval rating above 70%.

# A Data-Driven Foundation

**FCPA's 2025 Needs Assessment** provides a statistically representative, comprehensive evaluation of park and recreation needs across Fairfax County. It's findings, combined with the **Parks, Recreation, and Open Space (PROSA) Framework**, have directly informed project prioritization within each category or "rock":

**Whole Parks and New Construction**

**Rec Center Renovation**

**Deferred Capital Renovations**

**Natural Capital and Land Acquisitions.**



⚠️ WHAT'S AT STAKE?

# Without the \$180M Park Bond...

If the bond is not approved, our parks, recreational centers, and open spaces face a future of decline, deterioration, and lost opportunity.

## Rec Centers Left Behind

# \$89M

Critical funding for recreation center improvements and modernization will be lost – leaving communities without safe, functional spaces for fitness, youth and adult programs, and gathering.

## Limited Whole Park Improvement and Development

# \$26M

Planned investments in whole park improvements and new construction projects could be cancelled or delayed – halting the expansion of green spaces our growing communities need and want.

## Deferred Repairs Pile Up

# \$51M

Urgent deferred capital renovations will go unfunded – causing further deterioration of aging infrastructure, safety risks, and ballooning future repair costs - **deepening the severe impact of the existing \$201 million dollar gap.**

## Natural Lands and Cultural Resources Unprotected

# \$12M

The opportunity to acquire and preserve natural lands will be lost – leaving open spaces vulnerable to development and eliminating vital ecological corridors.

## The cost of inaction is real.

Every year without investment increases the maintenance backlog, reduces quality of life for Fairfax County residents, and makes recovery more expensive and difficult.

# What is a “Green Team”?

## Definition:

A Green Team is a group of organized individuals appointed by the Park Authority Board to engage and mobilize the community towards a common goal. The individual stakeholders are representative of diverse organizations, communities, and constituencies.

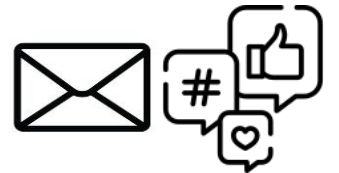
## Objective:

To educate residents of Fairfax County on the value of our parks and recreational system under the “Parks Count” umbrella and the critical importance of support for the 2026 Park Bond Referendum.

Previous Green Team Members included Park Authority Board members, members of Friends Groups, and Park Foundation Board members.



Hyper-Local Bond Info Sessions



Digital Comms:  
Email and Organic Social



Press + Broadcast  
(over 39k impressions)



Collateral

# Green Team Responsibilities

- Stay informed: learn the particulars of the 2026 Bond Program and its direct impact to the Park Authority
- Advocate offline and online on behalf of the Park Authority to ensure bond passage and voter approval
  - Attend, present or distribute information in each district with Civic Associations, HOAs, back to school nights, community service organizations, concert series, etc.
  - Activate social media platforms
  - Position communications at strategic, permitted locations throughout the county and online
  - Pitch and engage local media who are park advocates in support of the bond and encourage others with local influence to join the cause
  - Volunteer to staff information tables as needed at events, etc.
- Speak consistently with existing high value network of advocates (Park Friends Groups, EQAC, Volunteers, preservation partners), and other stakeholders about bond impact
- Reach new affinity groups that historically fall outside of Green Team outreach
- Inspire voters to “Say Yes!” in November!

# What's Next...

- Submission of Board Nominations for Green Team
- Appointment of Green Team Chair and Committee by Park Authority Board
- Meeting Schedule
- “Parks Count!” Advocacy Toolkit + Web Hub
  - Key Messaging, FAQs
  - Data Points from Recent Assessments and Studies
  - Bond Projects per District
  - Campaign Assets
  - Suggested Outreach List
- **KICK OFF IN JUNE!**

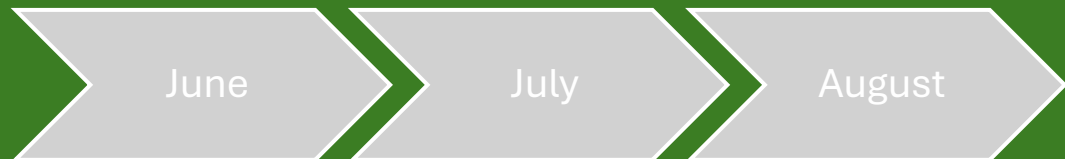


# 2026 Timeline

## Bond Rollout to Park Authority Board

- ☑ February 25, 2026 – Recap & Recommendation
- ☑ March 11, 2026 – Whole Park & New Construction
- ☑ March 25, 2026 – Deferred Maintenance
- ☑ April 22, 2026 – Natural, Cultural & Land Acquisition
- ☐ May 13, 2026 - Park Authority Board Approval
- ☐ June 9, 2026 – BOS Approval / Green Team Activated

Summer Community Engagement to Build Awareness for General Election



Full Court Press of Engagement and Canvassing across Districts 120 Days Pre-Election



# Thank You



**FCPA Contact:**

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Marketing and Communications Division Director

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