
CALENDAR YEAR 2022 EQUITY IMPACT PLAN

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BACKGROUND INFORMATION

Department Name: Fairfax County Park Authority

Equity Lead(s): Sara Baldwin & Matt Peters

Date: November 29, 2022

EQUITY IMPACT PLAN REPORT

Review your department's Equity Impact Plan for CY 2022 at [Equity Impact Plans | Topics \(fairfaxcounty.gov\)](#). Using that plan, add each goal below and describe: 1) what was done to make progress toward the goal, 2) with whom (partners), and 3) how work toward this goal was measured/evaluated and the results. If you have data for the performance measures in your CY 2022 Equity Impact Plan, report them. Add more goals as needed.

Goal 1: Increase access to recreation/wellness opportunities regardless of income.

Partners: DMB, HR&A (consultant), NCS

Goal 1 Progress:

- A. An evaluation of the existing FCPA scholarship program was conducted and the data and charts were used in several PA presentations and shared with the equity consultant to demonstrate the challenges the Park Authority is faced with.
- B. Work continued with the County's Department of Management and Budget (DMB) to expand funding for FCPA's Equitable Access Program, an additional \$500K was allocated in FY23 budget.
- C. FCPA contracted with HR&A consultants to assess, benchmark, and recommend a phased approach to address equitable access to FCPA programs and facilities. Initial benchmark findings were presented to the Board of Supervisors and Park Board in September 2022.
- D. A pilot program to provide equitable access through a sliding fee scale for summer camps at Sully Community Center was developed in partnership with Neighborhood and Community Services (NCS).
- E. Included in the FY24 budget request submission was funding for a Park Activation Program. The purpose of the program is to partner with the community members in opportunity areas to activate their local park with events, programs and other services that will engage the community and provide for a sense of place.

Goal 2: Increase the diversity of FCPA staff at all levels of the organization

Partners: FCPS, HBCUs

Goal 2 Progress:

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- A. Human Resources (HR) recruitment staff have increased both the virtual and in-person recruitment opportunities at institutions throughout the County. Partnership with FCPS is ongoing.
- B. As part of the increased recruitment initiatives, the HR team has identified several additional avenues for recruitment to pursue, including outreach to Historically Black Colleges and Universities (HBCU).
- C. Additional staff were allocated to the HR branch to expand recruitment efforts and the Park Authority's internship program.

Measures: 41.8% of external hires were people of color, 29.1% of internal hires were people of color, 32.9% of total hires were people of color, 23% of interns were people of color

Goal 3: Create an FCPA culture that considers One Fairfax in all decision making and foster opportunities that advance racial and social equity.

Partners: Training Consultant

Goal 3 Progress:

- A. Trainings related to One Fairfax, Unconscious Bias, and Self Awareness related to race were offered to all staff. Additionally, FCPA will offer small group trainings/conversations to help employees apply knowledge in the workplace.
- B. One Fairfax and equity in parks was added to FCPA's New Employee Orientation to ensure the workforce understands the agency's commitment to advancing equity.
- C. FCPA's first Equity Officer position was created to provide a dedicated staff resource to advance racial and social equity.
- D. A focus group was held with the County's Equity Ambassadors that participated in FCPA interviews to seek their feedback on the hiring process and where improvements can be made.

Measures: 263 FCPA staff have been trained in the One Fairfax content; 75% of FCPA employees report being satisfied with their work.

Goal 4: To provide accessible, high quality, complete parks within a 10-minute walk of all Fairfax County residents.

Partners: Community

Goal 4 Progress:

- A. The Park Authority Racial Equity Index was developed by the Business Office to provide a baseline of the agency's countywide distribution of parkland and recreational facilities through the lens of the vulnerability index. It will be used as part of Parks, Recreation, Open Space and Access (PROSA) to assess and prioritize distribution and gaps in parkland.
- B. The FCPA Policy 302 – Park Planning Program was updated to include data-driven equity planning and engagement of historically underrepresented communities.
- C. The PROSA access analysis and park score will provide analysis of complete park experiences. Once adopted (summer 2023), it will provide reliable and reproduceable methodology for evaluation by planning district.

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- D. FCPA Policy 301 Land Acquisition was updated to include an equity analysis as part of the criteria.
- E. Our GIS team has worked closely with the Director's Office and Planning and Development on developing visual overlays to map our investments in the parks system within opportunity areas. The Business Office has developed additional indices and flexible input methods to further track and see the impact of investment even beyond the opportunity area model.
- F. The Mastenbrook matching Grant program for community driven capital improvements in parks was reviewed and included an equity analysis outlining mapped Mastenbrook projects, where grant dollars are being spent, value of grants and projects funded, and overall FCPA acreage compared to grant project distribution.

Goal 5: All Fairfax County residents have a safe 10-minute walk to a park via trails, sidewalks, crossings, etc.

Partners: FCDOT

Goal 5 Progress:

- A. Park Planning continued participation in ActiveFairfax, including preparation of network identifying needed connections to parks.

Goal 6: Provide safe parks countywide.

Partners: FCPD

Goal 6 Progress:

- A. Partnered with FCPD and other justifications with Park Ranger Programs to research training course and other requirements for implementation of a Park Ranger program in Fairfax. Additionally, staff researched the process for making FCPA staff special conservators.
- B. A budget request for FY24 was submitted for dedicated funding to implement a Ranger program. FCPD crime incidents within or close to FCPA Parks were mapped and overlaid with the OneFairfax Vulnerability index.

Goal 7: Enhance community engagement opportunities for people of color.

Partners: OPA, Engagement Team

Goal 7 Progress:

- A. Park Policy 103 External Communications was revised to include an emphasis on racial and social equity.
- B. The Park Authority's marketing and communications functions were centralized and additional staff and financial resources to support enhanced community and engagement and recruitment goals.
- C. FCPA now has the capability to provide live stream and to conduct hybrid in-person and remote meetings.
- D. The Public Information Office has worked to engage with communities of color in several ways over the past year. Examples include:

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1. Distributed materials to all FCPA sites explaining language access opportunities and procedures to ensure our ability communicate with diverse non-English speakers. Utilized interpreters at public meetings, created multi-lingual notices and informational items and utilized the translation options on PublicInput, our engagement platform. FCPA has budgeted \$50,000 to language access in the near-term.
2. Created a central topics page where multicultural content relevant to people of color is placed. This portal provides one location where families can find out about celebrations and programs of interest such as Black History Month, Juneteenth, National Native American Indian Heritage Month, Latino Conservation Month, etc. [Special Topics | Park Authority \(fairfaxcounty.gov\)](#)
3. Held a public gathering at Freedom Hill as part of the Untold Stories initiative. The event drew hundreds of community members. <https://www.fairfaxcounty.gov/parks/parks/freedom-hill>
4. Created the [join FCPA | Park Authority \(fairfaxcounty.gov\)](#) portal that features employees from all corners of the park system, showcasing our diverse workforce and the opportunities we offer for employment.
5. Worked with Human Resources to develop recruitment materials and a social media campaign to reach diverse audiences who could potentially join the FCPA workforce.
6. The Park Authority participated in National Disability Employment Awareness Month. This year's theme is "Disability: Part of the Equity Equation." Reflecting on this year's theme, throughout the month, FCPA will be engaging in a variety of activities to educate its employees on disability employment issues and its commitment to an inclusive work culture. <https://www.fairfaxcounty.gov/parks/park-news/2022/z-ir129>
7. Utilized various strategies to engage people of color in park planning and development including flyers in multiple language, attendance at churches and other places of worship, utilized language translation during public meetings, and attended community events to outreach to non-white community members.

Goal 8: Expand and enhance programming and interpretation related to the history people of color in Fairfax County.

Partners: Virginia Department of Heritage Resources (VDHR), Gum Springs Historical Society

Goal 8 Progress:

- A. A checklist was developed for evaluating programs that will help staff consider and include equity strategies into existing programs and while planning new ones. Merit and non-merit interpreters were trained on using the checklist to evaluate their programs for equity components and how to find and use the collected resources.
- B. The African American History Inventory document was completed in February 2022. In addition, FCPA staff are involved in an advisory and review capacity with DPD, which received a grant from Virginia Department of Heritage Resources (VDHR) to conduct an

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African American Resource Survey in Fairfax County (building, structures, objects, cemeteries, etc.), which will complement the History Inventory. Anticipated completion by calendar year-end (2022).

- C. FCPA staff, with input from Fairfax County government and the Gum Springs Historical Society, prepared a proposal for the American Alliance of Museums (AAM) – Collections Assistance Program for a grant to support the inventory and care of the Gum Springs Museum collection. The grant was awarded in January 2023.
- D. Interpretative signs that highlight contributions by African Americans to the automobile industry were prominently featured at the Juneteenth Commemoration and annual car show at Sully Historic Site in June 2022.
- E. FCPA staff continue to make progress on the development of interpretative signage that provides an accurate and complete story. Status of the efforts include:
 - 1. Sully Historic Site: Complete, in part. Archaeological trail completed, awaiting authorization from MWAA for archeological study before installation. Revised sign at entrance and labels at garden and cemetery are in development. Anticipate installation in spring 2023.
 - 2. Historic Centreville Park: In development. Phased tactile and adaptive signage development with community involvement in progress. Welcome signs complete. Anticipated completion of subsequent phases in late-spring 2023.
 - 3. Oak Hill property: Complete. Open house held in September 2022. Site’s history promoted through ParkTakes feature item and social media. Self-guided tour of the home and property featured names and information about the enslaved residents.
 - 4. Patriot Park/LLV - In Development. Archaeological field work is complete at Patriot Park. Staff are working on fencing and ground cover for the cemetery with PDD.
 - 5. Pride of Fairfax Lodge is now listed in the National Register of Historic Places.

Goal 9: Increase the representation of people of color in nature-based programming (environmental education).

Partners: Community

Goal 9 Progress:

- A. A resource folder was created is being utilized that includes representative examples of people of color who are leaders in the field and highlight them in Natural Resource programs.
- B. Beginning in July 2022, staff implemented the Resource Management Division (RMD) Outreach and Community Survey, as part of RMD’s Untold Stories project. This small pilot survey was designed to better understand the diverse communities FCPA serves with its stewardship programs. The questions focus on nature and history programs and will assist with determining barriers to participation and program format preferences.
- C. As part of the FY24 Budget submission, FCPA requested funding for a mobile nature center. One of the barriers to participation in stewardship education programming is

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transportation, the mobile nature center will take nature-based programming to opportunity areas in the county as a way to address that barrier.

D.

Was other equity-related work completed in addition to the goals above? If so, please describe. All equity work is captured above.

No