



# Strategic Master Planning Process

*for City Parks, Recreation, Trails, Open Space, Events  
and Cultural Activities*

**Community Outreach Summary**

**Public Workshop #5**

Thursday, October 17, 2013 – 7:00 p.m.

Old Town Hall



# Agenda

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- Welcome and Introductions
- Quick Overview of Strategic Planning Process
- Community Outreach Overview
- Results of Qualitative Outreach
- Results of Quantitative Outreach
- DRAFT Vision, Mission, Goals
- Wrap Up and Next Steps

# What is the Strategic Master Plan?

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- **What is it?**

A clear, concise and measurable set of goals, policies and objectives

- **For what purpose?**

To provide direction to the City Council, Staff, Parks and Recreation Advisory Board and Commission on the Arts

- **How will it be used?**

To inform decision making related to the future development, redevelopment and enhancement of the City's parks system, open space, recreation facilities, activities, events and services.



# Scope

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Parks

Recreation

Open Space

Trails

Cultural Activities

Special Events

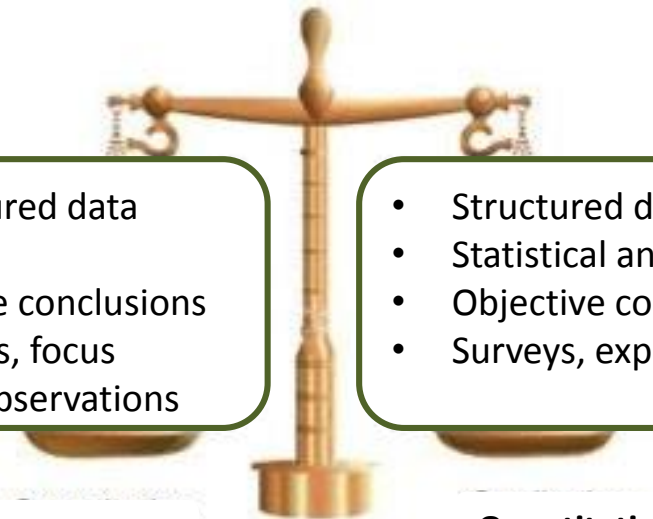
# What is the scope of this plan?

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## Two Phase Approach

- Phase I: Strategic Vision
  - ENGAGE the community in a variety of interactive public participation processes
  - Identify WHAT citizens and City Council want and will support
  - Establish clear and concise VISION, GOALS and OBJECTIVES
- Phase II: Strategic Action Plan
  - Action steps to answer WHO, WHERE, WHEN and HOW to implement the Vision

# Community Outreach Methods

- 
- Unstructured data
  - Summary
  - Subjective conclusions
  - Interviews, focus groups, observations

## Qualitative Research

### Qualitative Data

- Public Workshops
- Stakeholder Meetings
- Our Parks Our Future.com
- Letters and emails

- Structured data
- Statistical analysis
- Objective conclusions
- Surveys, experiments

## Quantitative Research

### Quantitative Data

- Online Survey
- Statistically Valid Random Sample Survey

# Community Participation

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- Very engaged community
  - 514 participants in workshops and stakeholder events
- OurParksOurFuture.com
  - 2,379 visitors
  - 19,279 page views
  - 354 active participants
- Surveys
  - 668 Statistically Valid Survey responses = 23.0% return. Representing 1,523+ residents in households.
  - 128 On-line survey responses.
- Plus letters and emails

# Public Workshops

- Purpose

Engage current and potential residents and program, facility, event and activity participants in interactive and fun public input sessions to create a City of Fairfax Parks and Recreation Vision for the Future

- Objectives

- Encourage and enable participation by ALL
- Solicit input on current use, perception and vision for the future
- Create excitement and buy-in for community wide visioning process



**HELP SHAPE OUR PARKS, OUR FUTURE**

**PUBLIC WORKSHOP # 1**

**OPEN TO ALL**  
Enhance our parks, recreation activities, open space, events, cultural arts and trails

**WHAT TO EXPECT**  
Interactive, 1:1 discussions, input cards and an engaging workshop to shape the vision for our parks, our future

**CHILDREN ACTIVITIES**  
Supervised children activities to get their unique perspective on the future.

**FOR MORE INFO CALL**  
703.385.7858

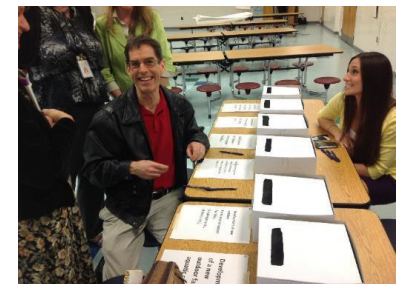
**WHEN**  
May 2, 2013  
6:30pm to 8:30pm  
(Facilitated group 6:45 to 7:45pm or visit the information booths until 8:30pm)

**WHERE**  
Providence Elementary School  
3816 Jermentown Road, Fairfax, VA 22030

THE CITY OF FAIRFAX PARKS AND RECREATION DEPARTMENT NEEDS YOUR HELP. LET YOUR VOICE BE HEARD AND CONTRIBUTE TO THE STRATEGIC PLANNING PROCESS. Additional workshops offered May 9, June 22 and June 29.

[WWW.OURPARKSOURFUTURE.COM](http://WWW.OURPARKSOURFUTURE.COM)

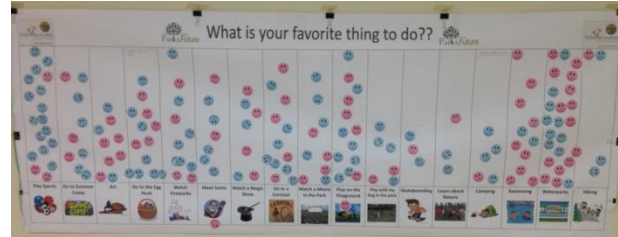
  





# Public Workshops

- May 2, 2013 – Providence Elementary
- May 3, 2013 – Old Town Hall
  - Facilitated portion and open house format
  - Topic stations
  - Children’s activities
  - Dollar voting



- June 22, 2013 – Green Acres
  - Focus on indoor facilities
  - Recreation, senior, aquatics
- June 23, 2013 – Sherwood Center
  - Focus on park improvements



# Stakeholder Outreach

- Purpose
  - Engage special interest and key stakeholder groups to create a City of Fairfax Parks and Recreation Vision for the Future
- Objectives
  - Encourage and enable participation by ALL
  - Solicit input on unique stakeholder characteristics, needs, trends, relationship with the City and vision for the future
  - Create excitement and buy-in for community wide visioning process



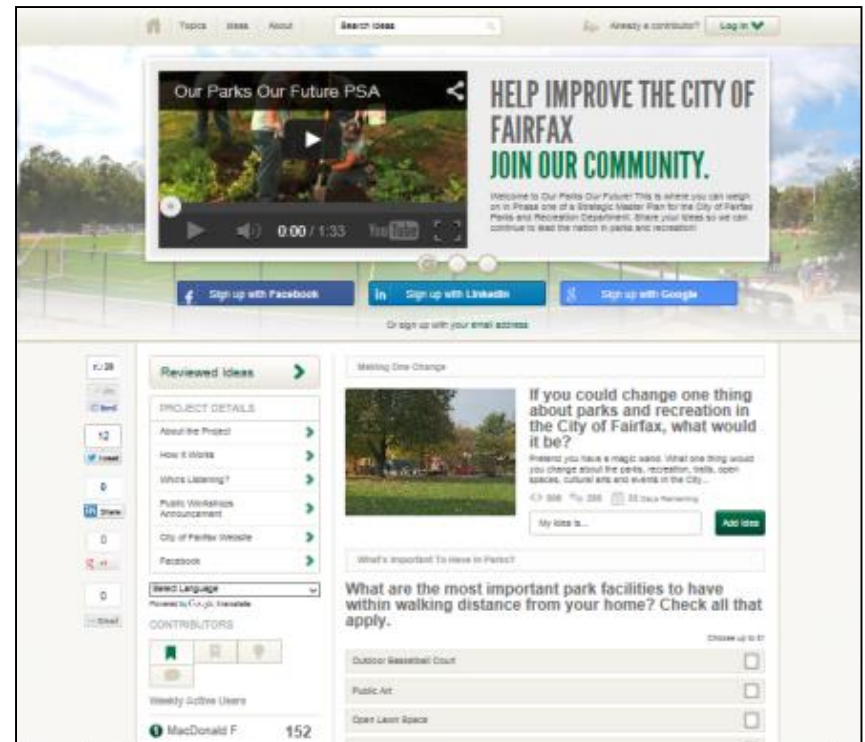
# Stakeholder Outreach Groups

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- Trail Users
- Partners – GMU, FCPA
- City Staff
- Schools
- Teens
- Special Events
- Business Community
- Environmental
- Civic Associations, HOAs, Community Associations (2)
- Interservice Club
- Athletic Leagues and Reps
- Seniors
- Faith Based
- Families
- Special Needs
- HFCI
- Ethnic Communities
- Arts
- School Board
- City Council
- Park & Recreation Advisory Board
- Park & Recreation Staff

# On-line Civic Engagement

- Purpose
  - Ongoing civic engagement and public forum in a variety of languages
- Objectives
  - On-line source for Strategic Plan information and engagement 24/7;
  - Reach out to diverse population;
  - Solicit ideas from the public;
  - Gain reaction to potential solutions;
  - Test as a possible ongoing civic engagement tool for the City of Fairfax.



# Public Engagement Surveys

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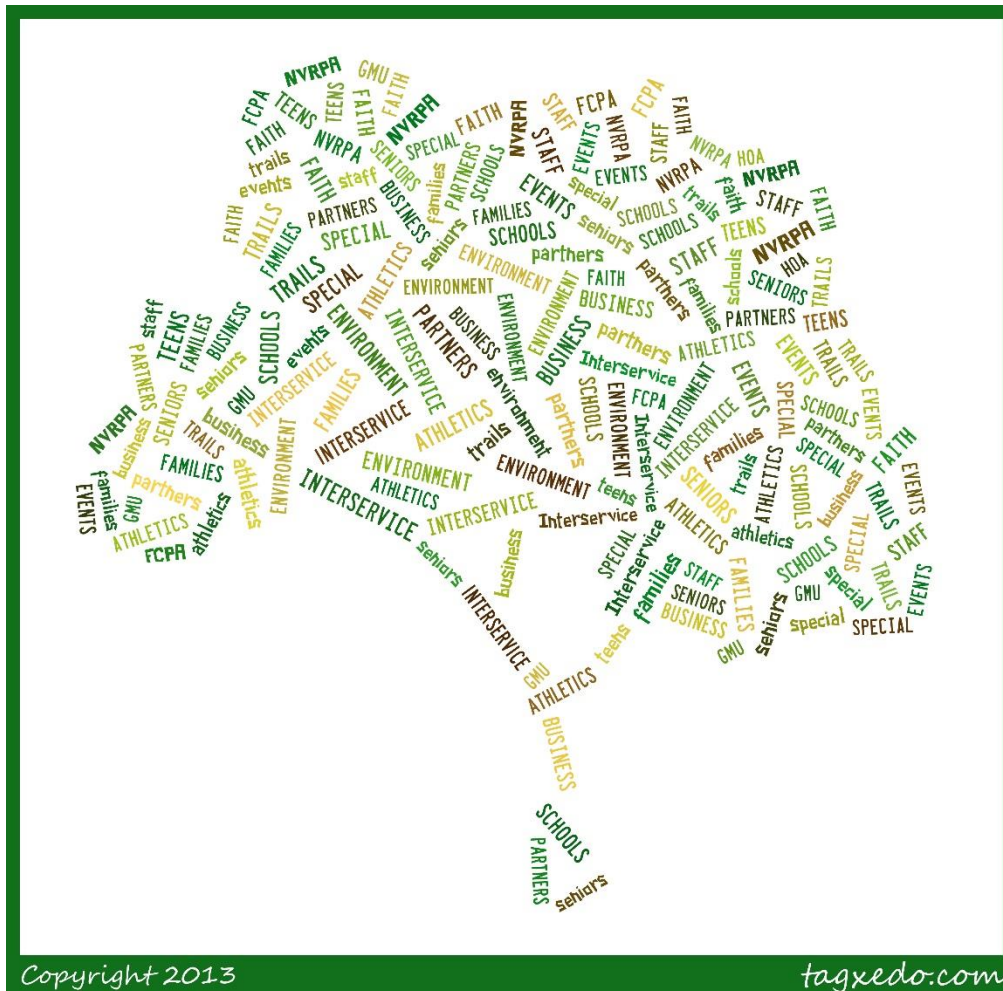
## Web Based Survey

- Purpose
  - Obtain feedback from the maximum number of residents
- Objectives
  - Develop a shorter and simpler survey to maximize use;
  - Identify satisfaction levels for current programs, facilities, and events;
  - Identify unmet needs for facilities and programs;
  - Establish priorities for parks and recreation functions;

## Statistically Valid Survey

- Purpose
  - Obtain feedback from a random sample of users and non-users
- Objectives
  - Identify satisfaction levels for current programs, facilities, and events;
  - Identify unmet needs for facilities and programs;
  - Identify parks currently used;
  - Establish priorities for parks and recreation functions;
  - Results will be geo-coded and mapped;

# Summary of Qualitative Outreach



- Public Workshops
- Stakeholder Meetings
- Our Parks. Our Future

# General Observations

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- Very engaged community
- High level of current park/recreation use
- High level of current satisfaction
- Desire to enhance, improve and expand “what we have already”
- Extremely long and diverse wish list for the future

- Trails/Connectivity
- Indoor Recreation
- Senior Services
- Aquatic Facilities
- Athletic Fields / Lighting
- Arts and Events (*programs/venues*)
- Environmental Stewardship
- Partnerships
- Community Park Re-Development (*Van Dyck, Green Acres, Westmore*)
- Specific Park Features
- Maintain Existing Parks and Facilities



# Summary of Input Received

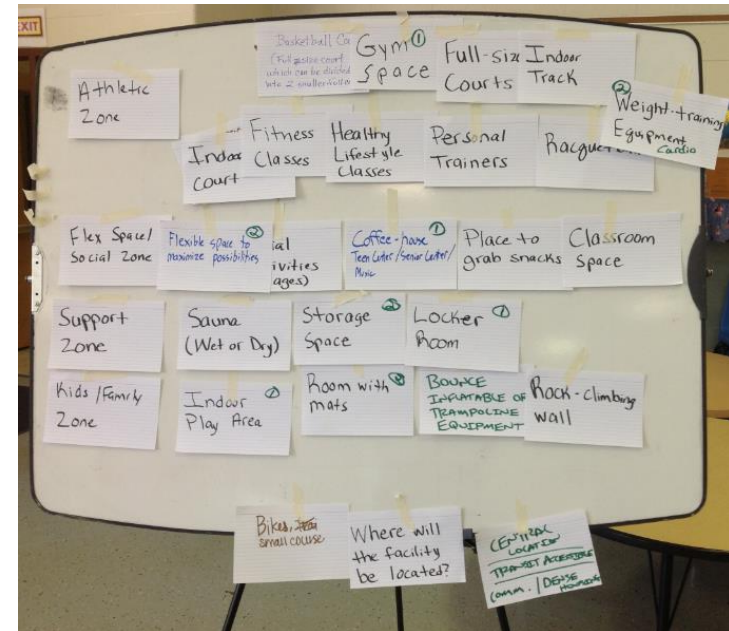
## *Trails/Connectivity*

- Trails and connectivity mentioned by nearly every group
- Desire for trails and connectivity ranked high in all input
- Desire to provide safe connections between parks, schools, neighborhoods, downtown, Metro, shopping areas
- Design for a variety of uses (biking, running, walking)
- Design for a variety of users (seniors, families, school groups, commuters, etc.)
- Pedestrian friendly Downtown

# Summary of Input Received

## Indoor Recreation

- Athletic Zone – gym, weight training
- Flexible Space/Social Zone – café, flexible space for programming
- Support Zone – locker room, storage
- Kids/Family Zone – indoor play area, rooms with mats
- Fitness machines / cardio area
- Walking track
- Game courts
- Indoor water (lap / competition pool, therapy pool)
- Indoor playground

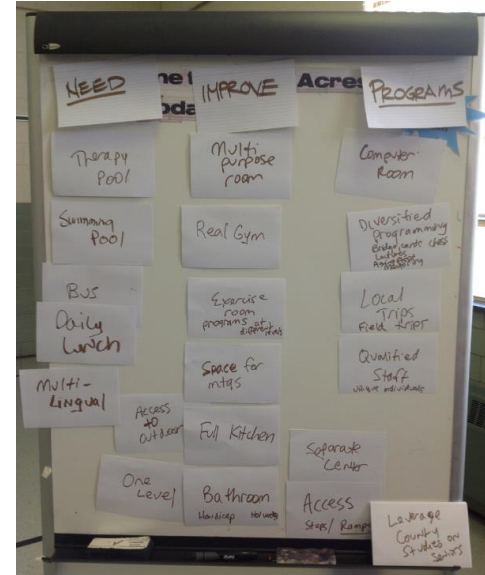


 **Indoor recreation for general use or potentially co-located with senior center**

# Summary of Input Received

## Senior Services

- Highest dollar amount spent at the first 2 workshops.
- “Improve Green Acres Center” ranked high in several aspects of the public input.
- Need significant improvements or a new Senior Center with:
  - adult sized restrooms, larger kitchen, gym with wood floor, wellness center with state-of-the art fitness machines, access to CUE, and indoor pools.

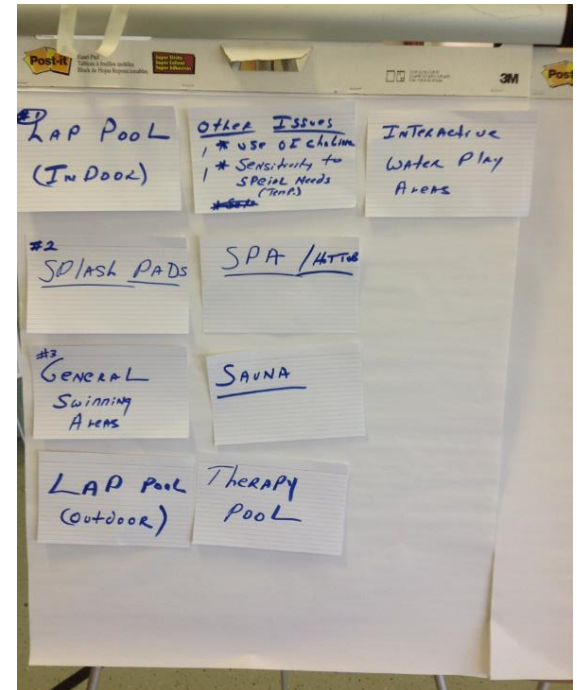


★ *May be stand alone center or co-located with general use recreation center*

# Summary of Input Received

## *Aquatic Facilities*

- Seniors desire warm water therapy pool
- Limited lesson times at Oak Marr
- Desire for outdoor family aquatics closer to Fairfax
- Need an indoor pool
- Splash pads in parks desired
- Specific features requested:
  - Indoor lap pool, splash pads, general swimming areas, outdoor lap pool, therapy pool, sauna, spa, outdoor family aquatic center



# Summary of Input Received

## *Athletic Fields and Lighting*

- Almost 10,000 participants in athletics, growing
- Participants vary in age, gender, and sport; 40-50% are City residents
- Strong competition for limited fields
- No time for “walk on” play, field heavily scheduled
- Additional lighting will increase opportunities
- Additional synthetic turf fields (Lanier Middle School)
- Upgrade Providence School fields to provide a quality complex

# Summary of Input Received

## *Arts and Events*

- Art in the parks
- Live music
- Spice up the events – keep them current and robust
- Permanent venues downtown
- 300-600 seat theater
- Outdoor theater
- Stable funding
- Integrated arts program with full-time Arts Director
- GMU & City collaboration

# Summary of Input Received

## *Environmental Stewardship*

- Set an example for the community in recycling, energy efficiency, storm water management, sustainable buildings, green maintenance practices,
- Stream erosion a large issue
- Invasive species removal
- Protect the Accotink
- Opportunities for education partnerships in parks

# Summary of Input Received

## *Partnerships*

- GMU, Fairfax County, NVRPA, Schools, City of Fairfax and others all have large unmet needs – all benefit from partnerships
- Strengthen partnership with GMU on several fronts – recreation, arts, transportation, trails, events, etc.
- Potential for public-private partnerships for larger facilities
- Partnerships with non-profits and volunteer groups essential for programs, events, and arts.



# Summary of Input Received

## *Community Park Re-Development*

- High priority placed on improving existing resources
- Top 3 Opportunities – Van Dyck, Green Acres and Westmore
  - Van Dyck Park is great, but could be rearranged to function better (water feature, bathrooms, trail access, skate park improvements, dog park, etc.)
  - Green Acres need significant improvements; conduct feasibility study
  - Westmore has tremendous potential (rec center, aquatics, gardens, etc.)
- Several comments for restrooms, shade, better playgrounds, improved access and parking, trails.
- Enhance Downtown as the Center of the Community

# Summary of Input Received

## *Specific Park Features*

- Dog park
- More / upgraded athletic fields / lights
- Splash pads
- Amphitheater
- Public Art
- All-access playground
- Performing Arts Center
- Updated skate park
- Clean, modern restrooms
- Shade – trees and shade structures
- Downtown as the center of the community
- Full service recreation center
- Community gardens

# Summary of Input Received

## *Maintain Existing Parks and Facilities*

- Upgrade skate park
- Accessible playgrounds and shelters
- Better maintenance on fields
- Invasive species removal
- Stream erosion
- Shade at playgrounds and basketball courts
- Upgrade tennis and basketball courts
- Consistent signage-branding
- More parking

### Current Parks Standard of Care

- Exceptional Care
- Basic Care
- Below Average Care



## Community Attitude and Interest Survey

*The Center for Social Science Research,*

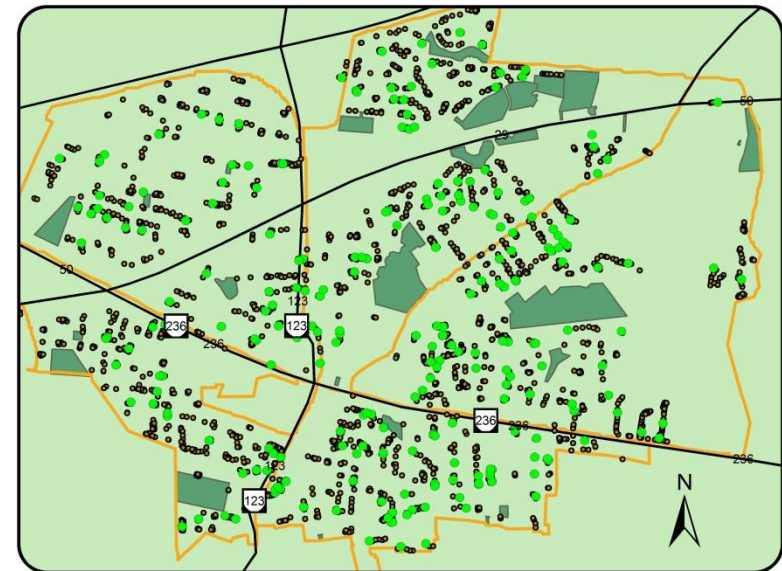
*George Mason University*

*Detailed analysis still underway.*

# Survey Methodology

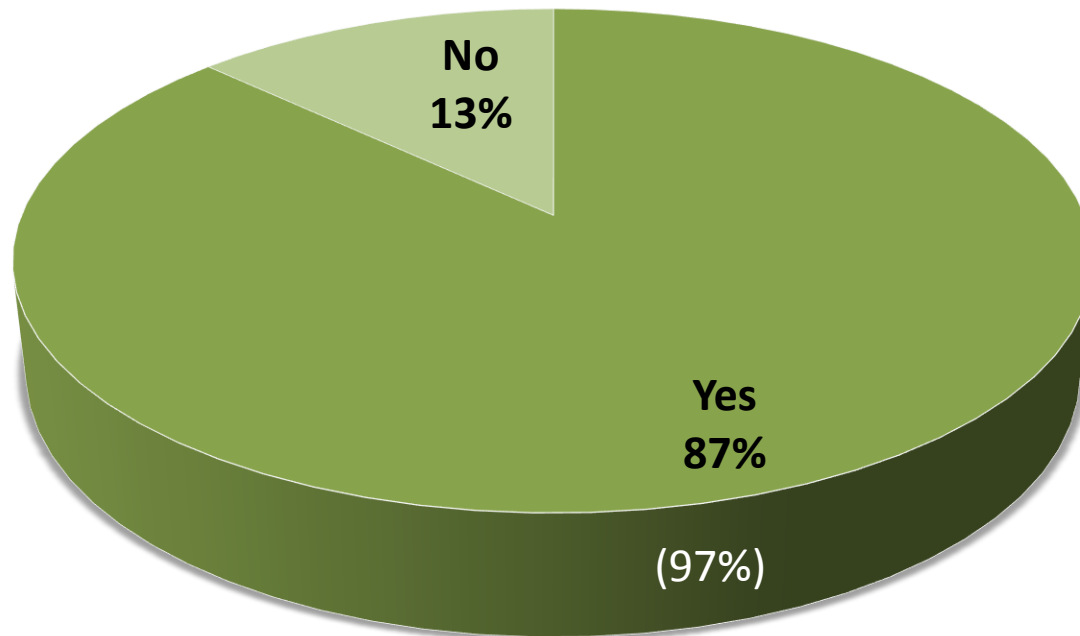
- Postcards and printed surveys mailed to a random sample of 2,500 City of Fairfax households
- Option for on-line or printed survey
- 668 responses = 23.0% return. Goal was 20%

Fairfax City Survey



# Facility Visitation

Visited a Park?



2007 survey indicated **72%** Visitation. Number in ( ) indicates web survey .

# Top Ten Visited Facilities



Park	Survey	Web	Web Rank
1. Van Dyck Park	68%	78%	(1)
2. Daniels Run Park	44%	44%	(4)
3. Oak Marr RECenter	41%	32.5	(9)
4. Sherwood Center	40%	53.5	(2)
5. Fairfax County Parks	38%	40.4%	(5)
6. Fairfax High School	34%	53%	(3)
7. NVRPA Regional Parks	33%	28%	(14)
8. Old Town Hall	31%	40%	(6)
9. Green Acres Center	29%	23%	(8)
10. Kitty Pozer Garden	27%	26%	(15)



## Facilities

## Web Survey Rank

- |  |      |
|--|------|
| 1. Paved walking and biking trails         | (1)  |
| 2. Small neighborhood parks                | (3)  |
| 3. Large community parks                   | (6)  |
| 4. Natural areas/ nature parks             | (4)  |
| 5. Non-paved walking and hiking trails     | (2)  |
| 6. Performing arts venue                   | (8)  |
| 7. Picnic shelters / picnic areas          | (9)  |
| 8. Indoor swimming pool                    | (5)  |
| 9. Horticulture center / community gardens | (17) |
| 10. Playgrounds                            | (7)  |



# Top Ten Unmet Facility Needs

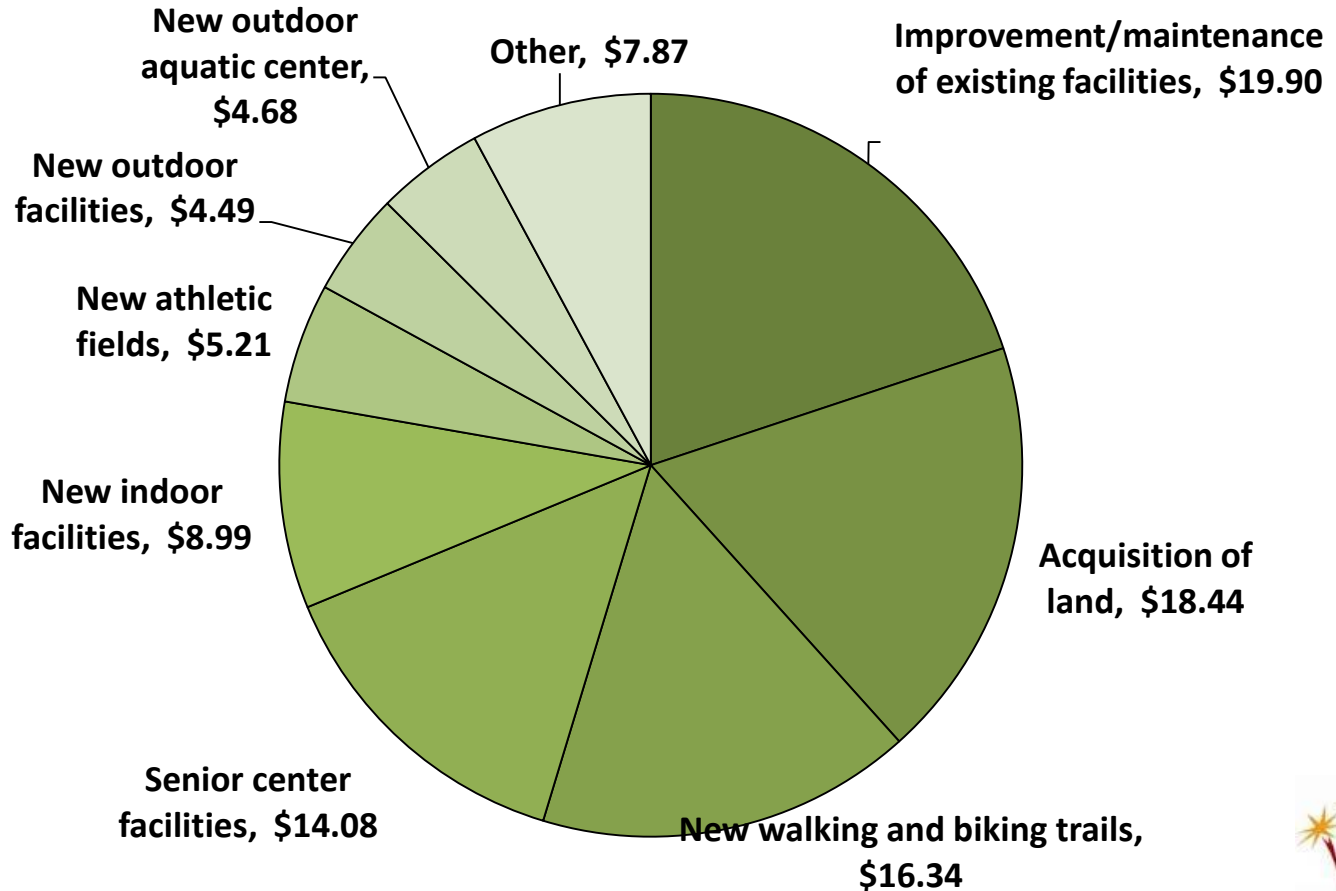


Based on the estimated number of households in the City of Fairfax whose needs are not met at all.

<u>Facility</u>	<u>Households</u>
1. Pet exercise/dog park	2,000
2. Indoor swimming pool	1,990
3. Horticulture centers/Community gardens	1,906
4. Spraygrounds or Splash Pads	1,865
5. Outdoor swimming pool/aquatic center	1,399
6. Fitness trail / Par course	1,336
7. Campgrounds	1,263
8. Paved walking & biking trails	1,049
9. Indoor gyms	1,048
10. Teen center	970

# Dollars for Facilities Allocation

How Respondents Would Allocate \$100 Among Various Parks and Recreation Facilities in the City of Fairfax





Improvement	Survey	Web Survey
1. Improve/add restrooms	44%	62% (1)
2. Trails and sidewalks	39%	55% (2)
3. Expand trails	38%	55% (2)
4. Bike trails and bike lanes	31%	48% (4)
5. Drinking fountains	29%	49% (3)
6. Natural areas	28%	40% (5)
7. Add urban green spaces	27%	36% (6)
8. Park security lighting	24%	35% (8)
9. Dog park	23%	22% (18)
10. Picnic tables and benches	22%	25% (15)

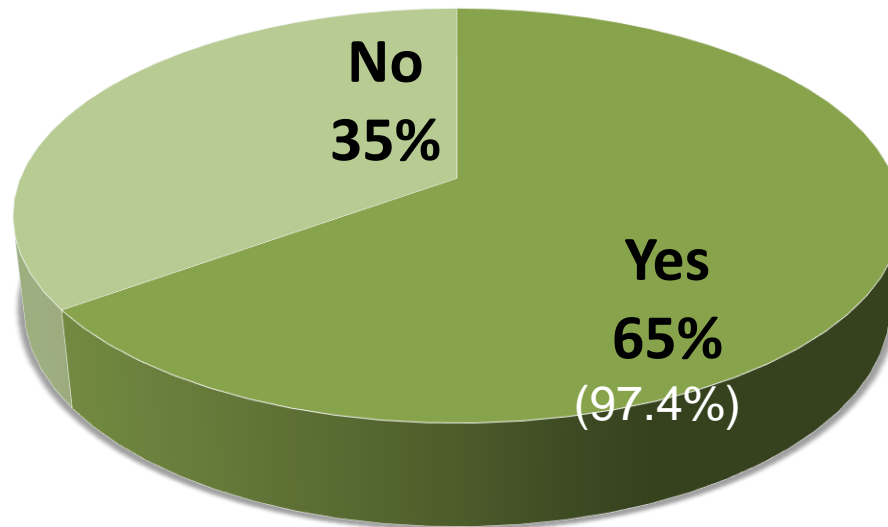
Combination of “Somewhat Supportive” and “Very Supportive” responses. Web survey rank in ( ).

1. Upgrade older parks and recreation facilities (1)
2. Purchase land to preserve open space, natural and historic areas (8)
3. Develop new trails and connect existing trails (2)
4. Upgrade existing youth/adult athletic fields, including new lighting (3)
5. Improve Green Acres Senior Center (9)
5. Restore stream corridors (5)
6. Develop new programs for teens (6)
7. Partner with GMU Recreation on outdoor fields (12)
7. Develop new commuter bike trails (7)
8. Purchase land to connect existing parks (13)
9. Purchase land for developing athletic fields (10)
10. Develop new nature, history and horticultural facilities (14)



# Special Event/Cultural Arts Participation

Participated in a Special  
Event/Cultural Arts Activities?

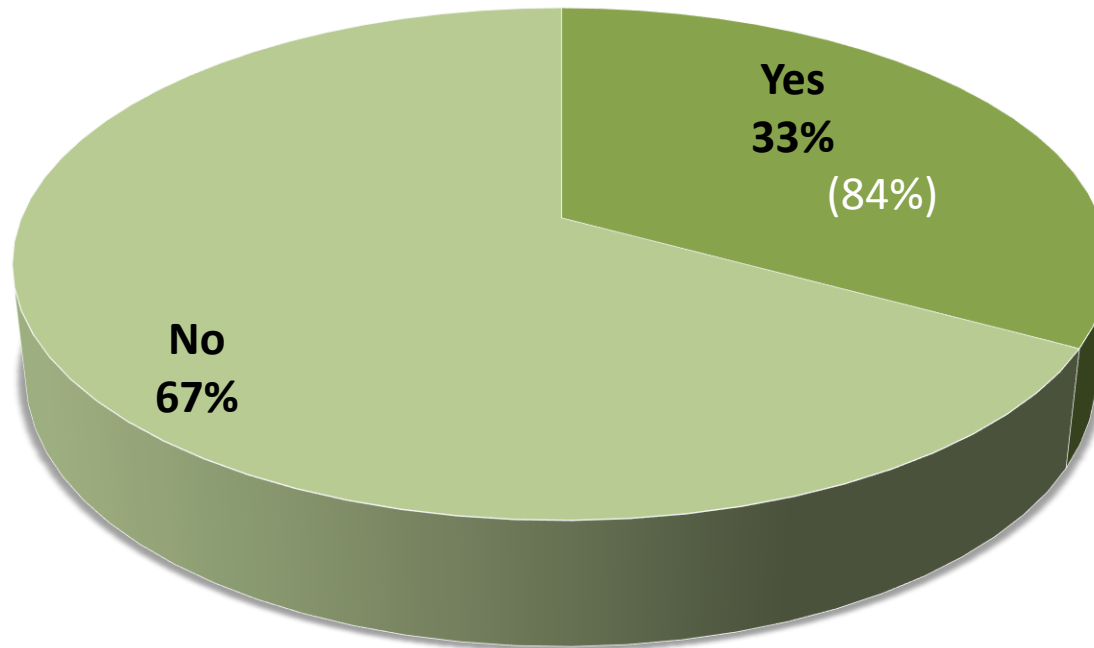


1. Independence Day Celebration
2. Fall Festival
3. Independence Day Fireworks
4. Festival of Lights & Carols
5. City Band Concerts
6. Center for the Performing Arts at GMU
7. Fall for the Book
8. Old Town Plaza Summer Series
9. City of Fairfax Antique Car Show
10. Spotlight on the Arts



# Program Participation

Participated in a Program?



2007 survey indicated **45%** Participation. Number in () indicates web survey .



1. Special Events / Community Festivals (2)
2. Adult wellness and fitness (1)
3. Adult education and enrichment classes (3)
4. Local history programs (5)
5. Nature programs (9)
6. Water fitness programs (8)
7. Senior adult programs (12)
8. Adult sports programs (11)
9. Adult art, dance, and performing arts (10)
10. Tennis lessons and leagues

*( ) indicates rank in web survey. Other web survey top ten: 4 - Youth summer camp; 6 - Teen programs; 7 - Youth sports programs*



# Top Ten Unmet Program Needs



Based on the estimated number of households in the City of Fairfax whose needs are not met at all.

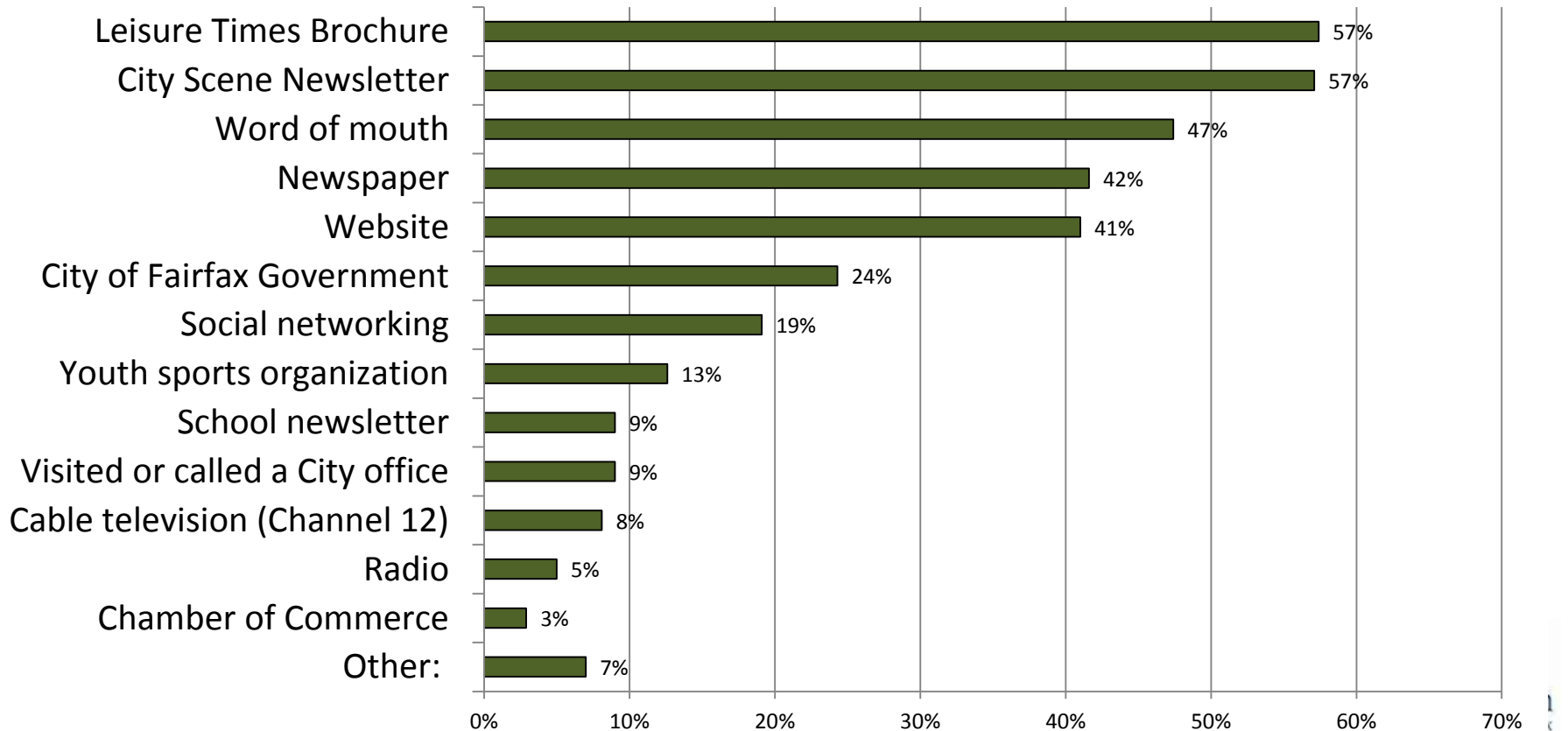
<u>Program</u>	<u>Households</u>
1. Water fitness	1,709
2. Pet exercise / Dog park	1,627
3. Nature Programs	1,309
4. Adult sports programs	1,065
5. Tennis lessons and leagues	1,049
6. Adult education & enrichment	1,011
7. Adult fitness & wellness	964
8. Senior adult programs	761
9. Teen programs	664
10. Local history programs	654



# Program/Park Information Source

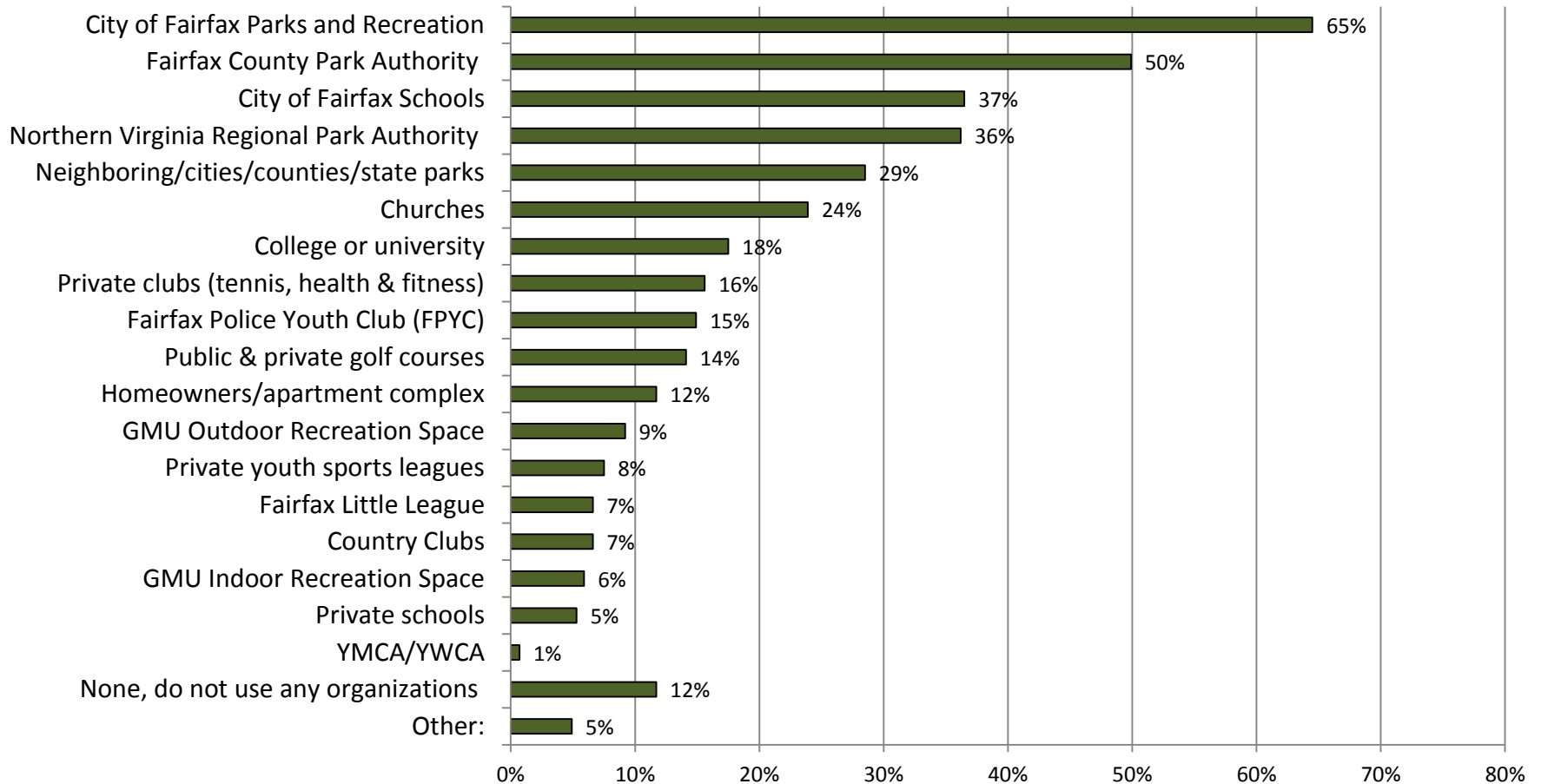
## How Fairfax City Residents Learn about Recreation Facilities and Activities

(multiple responses allowed so sum is greater than 100%)



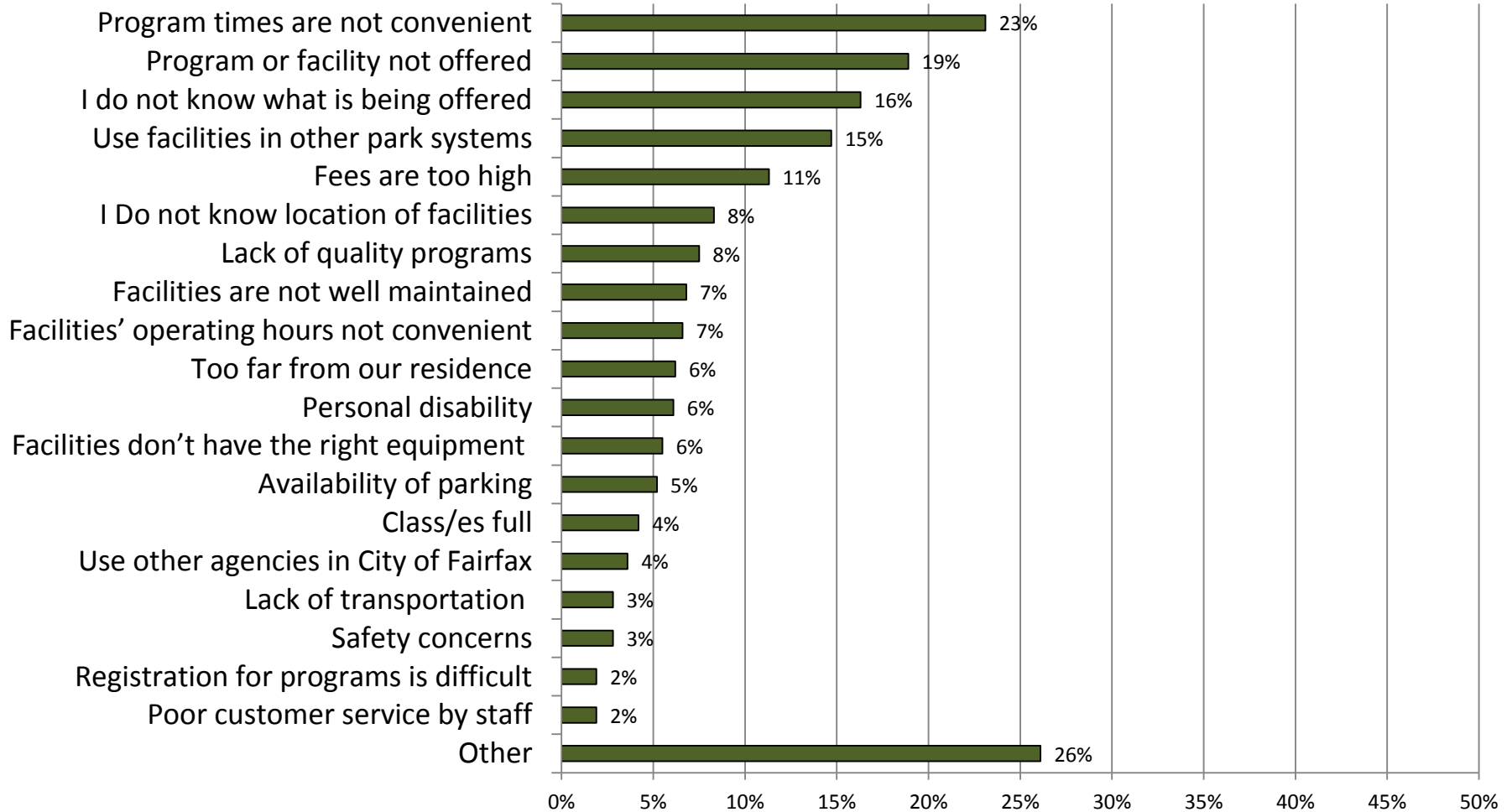
# Organization Most Used

**Organizations that Fairfax City Residents Use for Parks and Recreation Programs and Facilities**



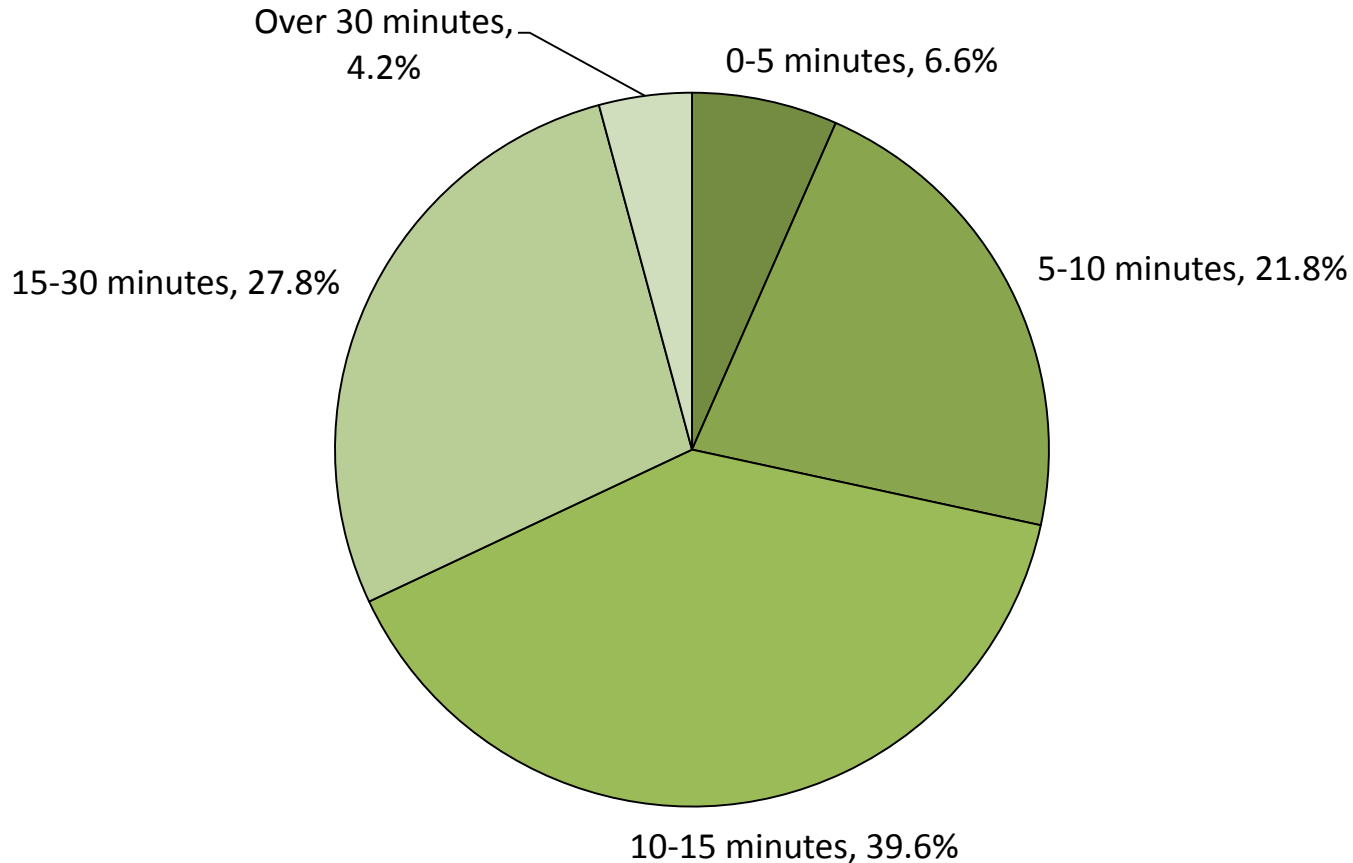
# Reasons for Not Participating

Why Fairfax City Residents Do Not Use Facilities and Programs More Often



# Driving Preferences

## How Long Fairfax City Residents are Willing to Drive to Attend Programs or Facilities



# Decision Making Criteria

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What decision making factors are most important for the City to use in establishing priorities for recommendations of the Strategic Plan? In priority order based on voting on the web site and in a public workshop.

1. Maximize Existing Resources
2. Location
3. Demographics
4. Development/Preservation Balance
5. High Value/Low Cost
6. Economic Impact
7. Active/Passive Recreation Balance
8. Partnerships



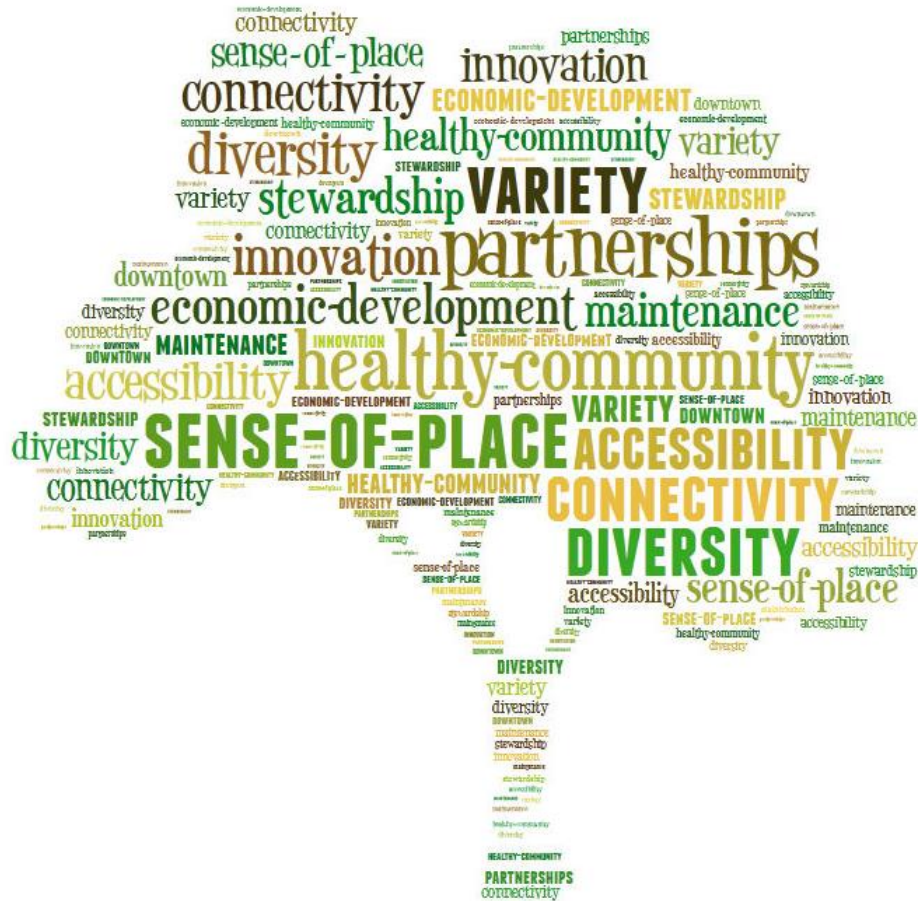
# Using the Data to Create a Vision

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Mission  
& Vision

# VISION – Long View, Inspiring

## Amazing Experiences!







# VISION – *Long View, Inspiring*

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## ***Amazing Experiences!***

We will know we have realized this vision when the City of Fairfax achieves:

- **Sense of Place** – maintain Fairfax as a unique community
- **Healthy Community** – opportunities for residents to maintain healthy lifestyles
- **Diversity** – engage and serve ALL members of the community
- **Variety** – offer innovative, varied, and affordable experiences
- **Connectivity** – connect people, places, and parks
- **Accessibility** – provide easy access to parks and recreation
- **Partnerships** – maximize a broad range of partnerships to deliver innovative programs, facilities, and services
- **Innovation** – nurture and demonstrate creativity and innovation
- **Economic Development** – boost economic development through parks and recreation
- **Downtown** – emphasize and support a thriving Downtown
- **Stewardship** – demonstrate environmental and historical stewardship and a commitment to sustainability
- **Maintenance** – invest in the ongoing maintenance of existing resources





## Mission – *Contribution, Purpose*

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***To enrich the quality of life in the City of Fairfax and maintain the unique home-town character that makes the City a special place to live, work, and play.***

# Goals

*Detailed strategies, projects, timelines in Phase II*



# Goals – *Areas of Strategic Priority*

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## ***Park Planning, Development, & Re-Development***

Strategically plan for and implement strategies to acquire, develop and re-develop parks, facilities and open space

## ***Operations & Maintenance***

Plan, schedule, invest in, and implement comprehensive operations and maintenance programs to enhance safety, accessibility, quality of service and cost effectiveness

## ***Programs & Services***

Plan, develop, and deliver an innovative suite of programs and services to meet the ever changing and diverse needs of the community



# Goals – *Areas of Strategic Priority*

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## ***Strategic Partnerships***

Explore, develop, and maximize strategic partnerships to enhance and expand delivery of program, facility, and service offerings

## ***Promotion and Marketing***

Implement innovative promotional and marketing initiatives to engage, activate, and increase awareness, participation and support of programs, facilities and services

## ***Opportunities for Funding and Resources***



Explore and implement innovative funding and revenue sources to expand and enhance facility, program and services



# Comments/Questions

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# Phase I Timeline

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Steering Committee Meetings	3/20		★					★	
Mind Mixer Kick Off		4/1							
Public Workshops			5/2-3	6/22-23					
Prior Studies, Demographic, Inventory, and Trends									
Stakeholder Meetings			May	June					
Needs Assessment Survey					July	Aug	Sep		
Public Workshop								Oct	
Mission, Vision, Goals, Objectives									Nov
Council Draft Presentation									Nov
Ongoing Public Review Comments									

# Phase I Timeline Details

Date	Event	Notes
October 16, 2013	Steering Committee/PRAB	<ul style="list-style-type: none"> <li>• Review Outreach Results</li> <li>• Discuss DRAFT Vision, Mission, Goals, Objectives</li> </ul>
October 17, 2013	Public Workshop #5	<ul style="list-style-type: none"> <li>• Present Outreach Results</li> <li>• Review DRAFT Vision, Mission, Goals, Objectives</li> </ul>
November 12, 2013	City Council Meeting	<ul style="list-style-type: none"> <li>• Present Status Report and Next Steps               <ul style="list-style-type: none"> <li>• Outreach Results</li> <li>• Vision, Mission, Goals Overview</li> <li>• Outline of Final Report</li> <li>• Phase II Overview</li> </ul> </li> </ul>