

ONE-PAGE STRATEGIC PLAN

2014 TO 2024

(Revise in intervals of 3 to 5 years)



Parks Recreation City of Fairfax

Vision | *“Amazing Experiences”*

Mission | Enrich the quality of life in the City of Fairfax and maintain the unique hometown character that makes the City a special place to live, work and play.

Strategic Result | Provide World Class Gold Medal worthy parks, trails, events, cultural activities, facilities and services

	SENSE OF PLACE	HEALTH & WELLNESS	ECONOMIC VITALITY	CONSERVATION & STEWARDSHIP	STRATEGIC PARTNERSHIPS
Parks	<ul style="list-style-type: none"> + Conduct ADA system wide assessment + Fully accessible parks & amenities + A plan for Van Dyck Park & Westmore 	<ul style="list-style-type: none"> + Fitness stations in parks + Synthetic fields at Ianier with lights + New skate park 	<ul style="list-style-type: none"> + Branding identity + Focused downtown park + Proffer standards & use + Monitor Paul VI property 	<ul style="list-style-type: none"> + Recycling in the parks + Restore stream beds + Nature interpretive programs + Achieve CAPRA accreditation 	<ul style="list-style-type: none"> + Promote partner offerings + Partners for aquatics & nature + Partner for a park at Rt. 50 & Pickett Road
Trails	<ul style="list-style-type: none"> + Complete Pickett Road crossing + Complete Snyder Trail + Connect trails to FX Blvd from Van Dyck Park and to Pickett Rd. from Daniels Run Park 	<ul style="list-style-type: none"> + Branding identity + Focused downtown park + Proffer standards & use 	<ul style="list-style-type: none"> + Connect trails to business centers + Utilize transportation funding mechanisms 	<ul style="list-style-type: none"> + Make connectivity and multimodal trails a priority + Leverage proffers to complete trails + Achieve CAPRA accreditation 	<ul style="list-style-type: none"> + Partner on a regional trail coordinator
Recreation	<ul style="list-style-type: none"> + Feasibility study for Green Acres + Define scope of services for a vibrant senior center + Increase adult programming 	<ul style="list-style-type: none"> + Implement a series of health and wellness programs and community gardens as part of the “Get Fit City of Fairfax” initiative + Fitness classes & utilize fitness center at Green Acres 	<ul style="list-style-type: none"> + Expand out of school programming + Develop more indoor recreation & gymnasium space 	<ul style="list-style-type: none"> + Increase nature oriented programming and education + Achieve CAPRA accreditation 	<ul style="list-style-type: none"> + Coordinate with partners for use of therapeutic aquatics & services + Coordinate Program and Service offerings with Fairfax County and the Town of Vienna
Cultural Activities	<ul style="list-style-type: none"> + Add “culture” in name of Dept. + Art in the Parks + Expand role of cultural arts manager 		<ul style="list-style-type: none"> + Increase legacy funding + Long term vision of a theater 	<ul style="list-style-type: none"> + Art in the Parks + Achieve CAPRA accreditation 	<ul style="list-style-type: none"> + Renew partnerships with GMU + Establish Business Forum for events + Work with the many diverse community organizations to increase events and program opportunities
Events	<ul style="list-style-type: none"> + Focus on diverse population 		<ul style="list-style-type: none"> + Economic impact study + Establish a forum for businesses + Additional locations for events + Develop apps for events 	<ul style="list-style-type: none"> + Achieve CAPRA accreditation 	<ul style="list-style-type: none"> + Establish formal volunteer program
Open Space	<ul style="list-style-type: none"> + Maintain 50% of parks as open space + Acquire new park land for neighborhood parks in central NW and SE areas of the City 	<ul style="list-style-type: none"> + Restore stream banks + Implement sustainable maintenance practices 		<ul style="list-style-type: none"> + Develop a conservation program + Invasive plant policy + Achieve CAPRA accreditation 	<ul style="list-style-type: none"> + Coordinate with county on county owned properties as they are converted + Partner with city schools, NVRPA & FCPA to offer interpretive programs

OPERATING PHILOSOPHY

Superior customer service

Outstanding maintenance

Maximum inclusiveness

Exciting promotion

Innovative dynamic leadership



City of Fairfax | Parks and Recreation
10455 Armstrong St. • Fairfax, VA 22030

STRATEGIC MASTER PLAN FOR PARKS, RECREATION, TRAILS, OPEN SPACE, EVENTS, AND CULTURAL ARTS 2014 TO 2024

The Future is Bright for Our Parks!

The Strategic Plan for Parks, Recreation, Trails, Open Space, Events, and Cultural Arts has been completed and approved by City Council on June 24, 2014.

This historic acceptance through City Council Resolution marks the first comprehensive plan endorsed by the City Council, School Board, Planning Commission, Parks and Recreation Advisory Board (PRAB), Commission on the Arts (COA), Community Appearance Committee (CAC), Spotlight on the Arts, Senior Center Council, Fairfax Police Youth Club, Fairfax Little League, George Mason University, Northern Virginia Regional Park Authority, and Fairfax County Park Authority.

Phase One and Two of the strategic plan development process spanned more than 18 months of hard work and comprehensive review. The task of Phase One was to seek extensive public input and Phase Two was to develop the draft Action Plan that contains strategies and action items. All information gathered in Phase One, along with additional documentation to support the Action Plan, has been compiled into the draft Strategic Master Plan Document. This document will be used to guide decisions and measure success of all aspects of parks, recreation, trails, open space, events, and cultural arts.

The overall process included 5 public workshops, 22 stakeholder meetings, 2 stakeholder update meetings to discuss and review the plan and 2 work sessions with City Council. PRAB held 10 regular and 5 special meetings, a special public workshop, and held joint meetings with the School Board, Senior Center Council, and Commission on the Arts and asked for feedback through mailings, social media, and the website. In addition, staff and PRAB conducted the final work session on June 3, 2014 with City Council and subsequently have made necessary changes to the draft plan as a result of this work session.

What is the Strategic Plan?

This Strategic Master Plan represents a “road map” or “blue print” for the future of Parks, Recreation, Trails, Open Space, Events and Cultural Arts in the City of Fairfax. The Plan contains clear, measurable goals, objectives, and policies that the City Council, Park and Recreation Advisory Board (PRAB), Commission on the Arts (COA) and Staff may use to make more informed decision making related to future development, redevelopment, and enhancement of the City’s parks, open space, recreation programs, facilities, services, events, and cultural arts. The Plan pronounces a vision for the future that was developed by the entire community and provides data and priorities for use in making investment, management, and operational decisions over the next five to ten years. More specifically, it outlines a clearly defined set of priorities, strategies, and actions to assist the City in “staying on course” and achieving the shared vision, while also providing metrics to measure performance and support accountability.

How Will the Strategic Plan be Implemented?

The Strategic Master Plan serves as an overarching roadmap for strategic and tactical planning of activities related to parks, recreation, trails, open space, events and cultural arts. The Plan is strategic in nature and requires more detailed, tactical planning to become operational on a year-to-year basis. The Parks and Recreation Department Staff and PRAB will develop an Annual Work Plan each fiscal year that aligns with the goals, objectives, and strategies included in this Plan. The Annual Work Plan will identify specific steps to take, responsible individuals or departments, and resource requirements to accomplish the Plan. The Annual Work Plan will also serve as a foundation for the Department to develop its annual operating budget and provide updated inputs to the City’s Comprehensive Plan. On an annual basis, the Department will report on progress and achievements related to implementation of the Plan. The Strategic Master Plan will be reviewed and updated every five years.

For more information on the strategic plan, visit the Strategic Planning page on the Parks and Recreation site at www.fairfaxva.gov or visit www.ourparksourfuture.com.



*“Amazing Experiences
into Action”*

