



# Parks, Recreation and Community Services Master Plan



# Ground Rules

- Please submit your questions via the Q&A function ONLY directly with us during the presentation.
- Questions submitted via the CHAT function will NOT be captured.
- The project team will compile all questions and post a document with answers on the Master Plan Project Website within the next two weeks along with the meeting's recording.
- We will be monitoring questions however we WILL NOT be addressing them this evening.
- If connectivity is an issue, don't worry – please continue to log back in.

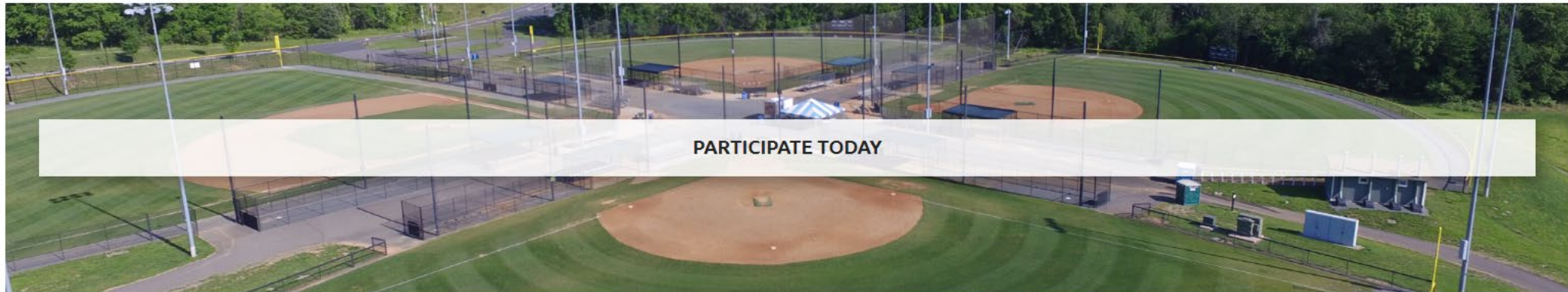


# Project Website

---

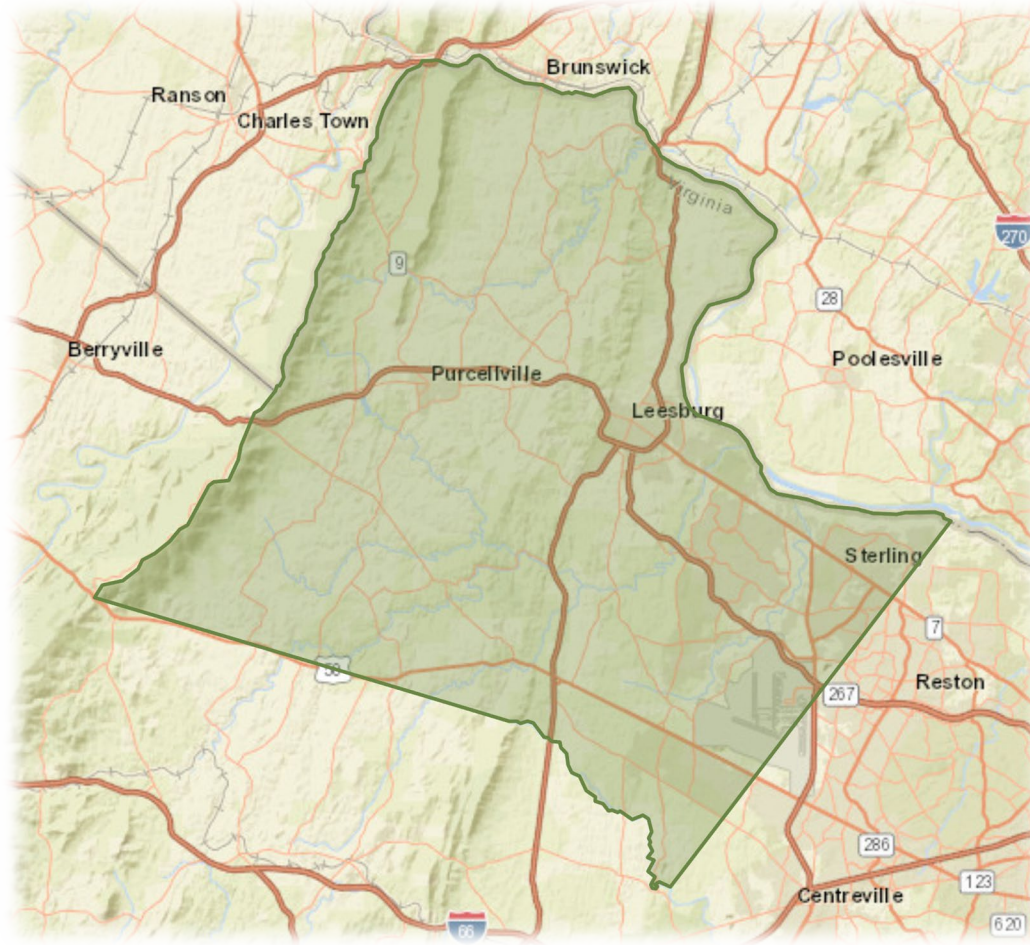
## PRCS Strategic Master Plan

Loudoun County is committed to delivering quality, accessible and amenity-rich park and recreation spaces. The Department of Parks, Recreation and Community Services is undergoing the master planning process in order to align new investments with a community-driven mission and vision that integrates the County's pursuit of parks and recreation. The outcome will be a Master Plan that will be used as a resource for future development and redevelopment of the County's parks, recreation programs and facilities.



**<https://www.loudoun.gov/prcsmasterplan>**

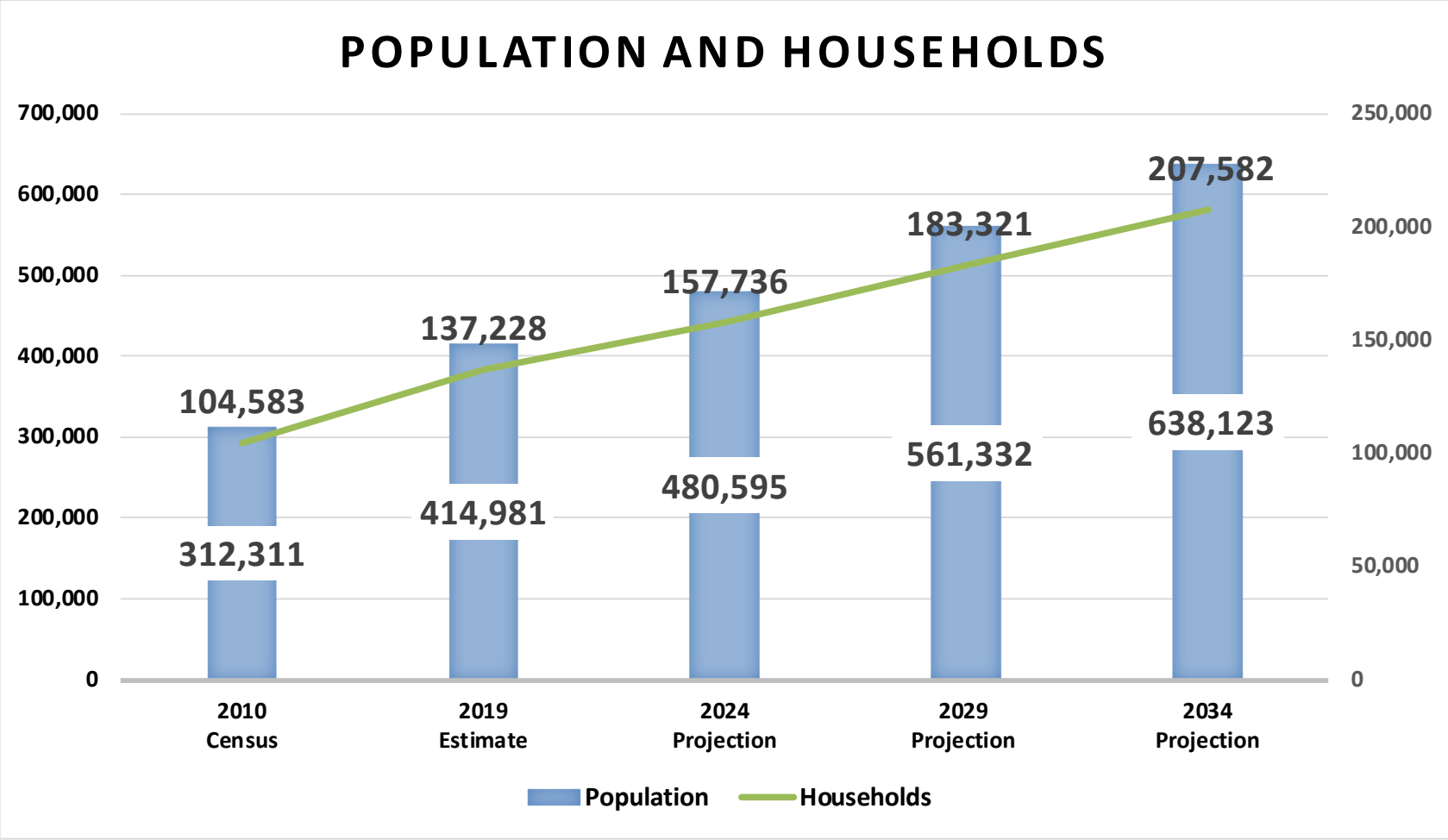




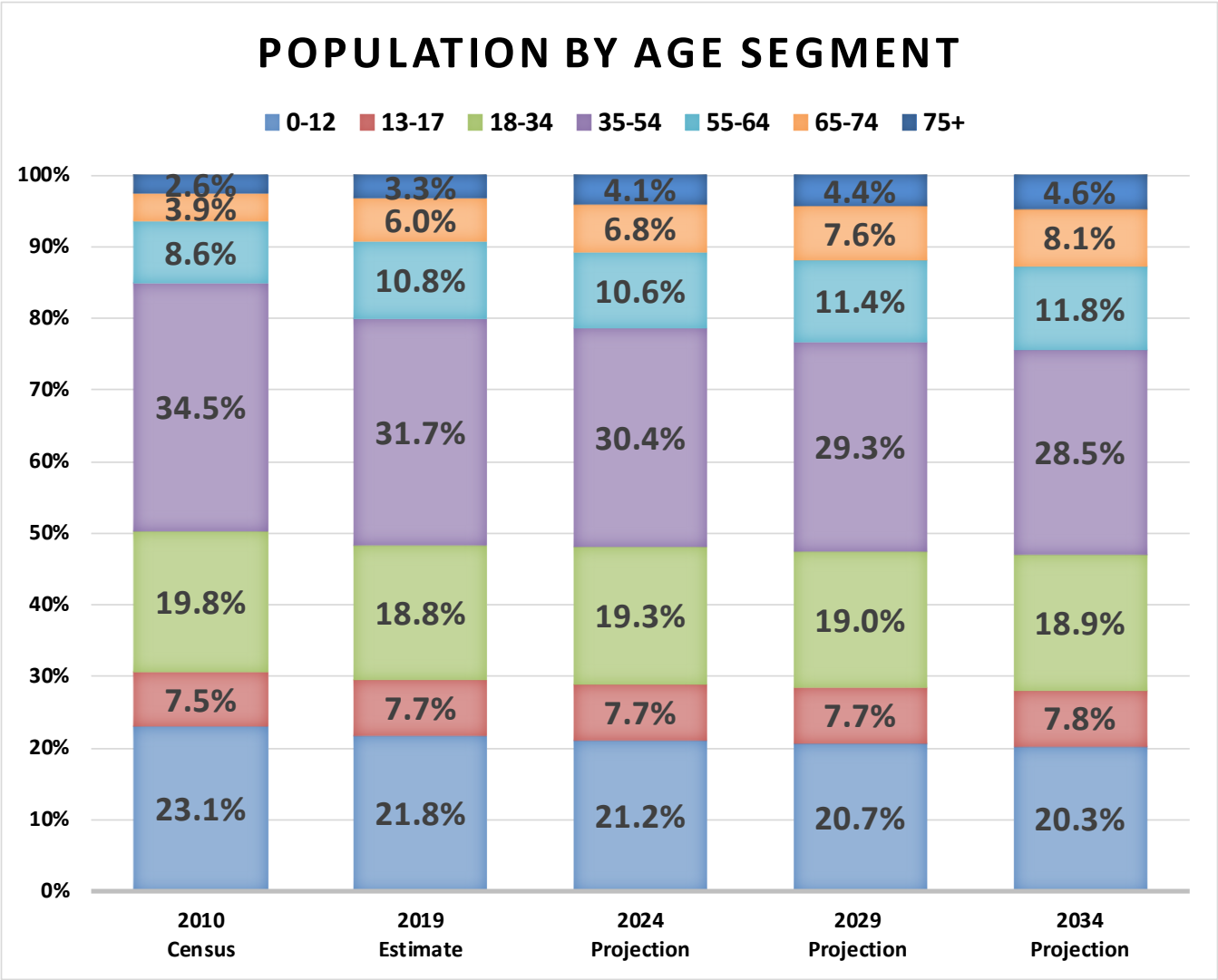
# Demographics

---

# What Will Loudoun County Look Like?



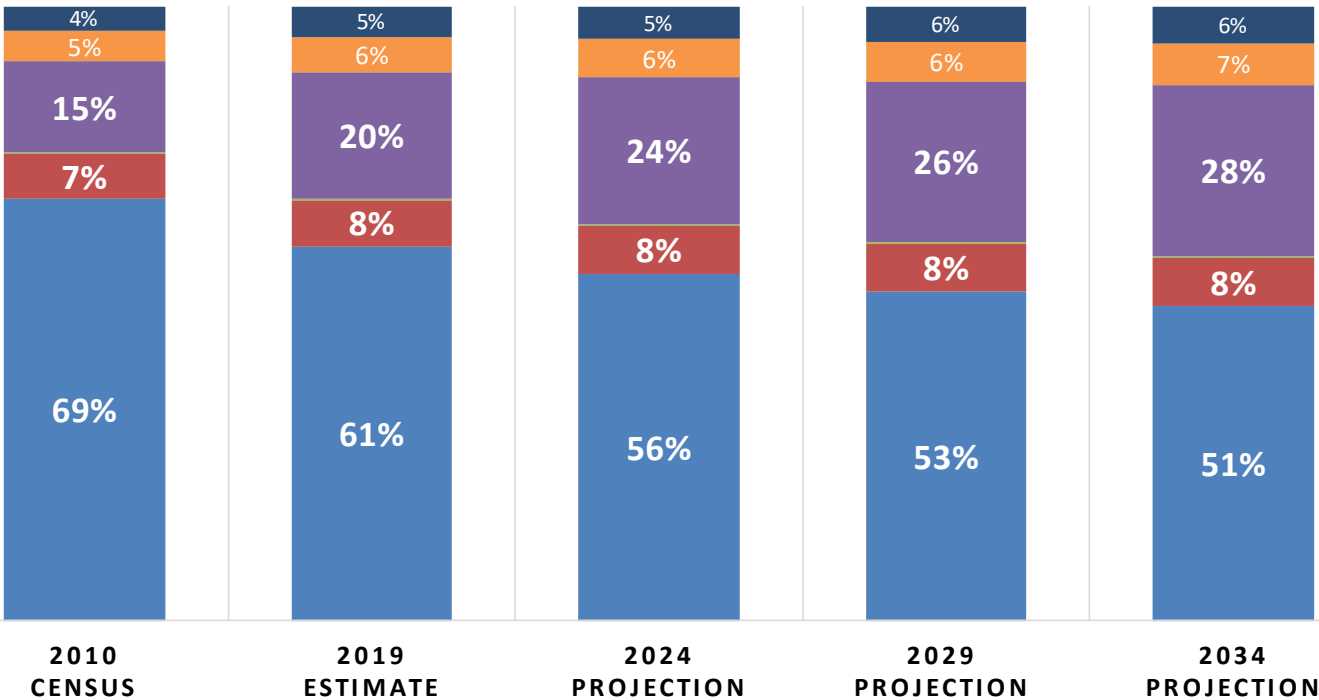
# What Will Loudoun County Look Like?



# What Will Loudoun County Look Like?

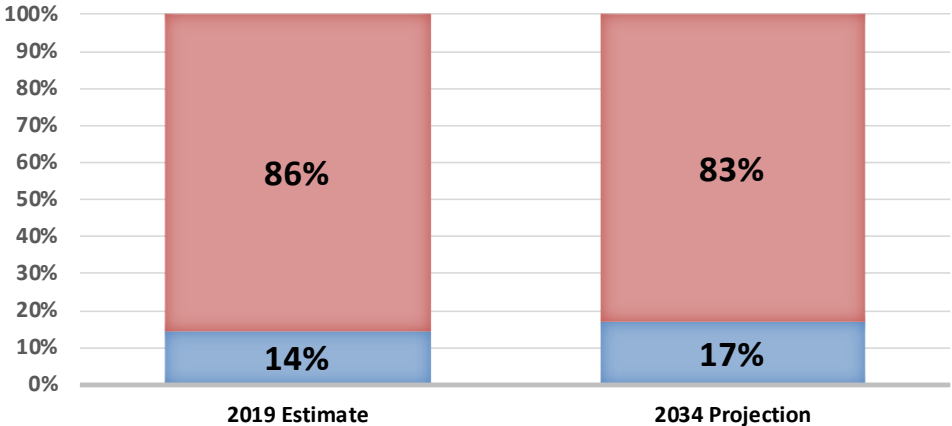
## POPULATION BY RACE

■ White Alone ■ Black Alone ■ American Indian ■ Asian ■ Pacific Islander ■ Some Other Race ■ Two or More Races



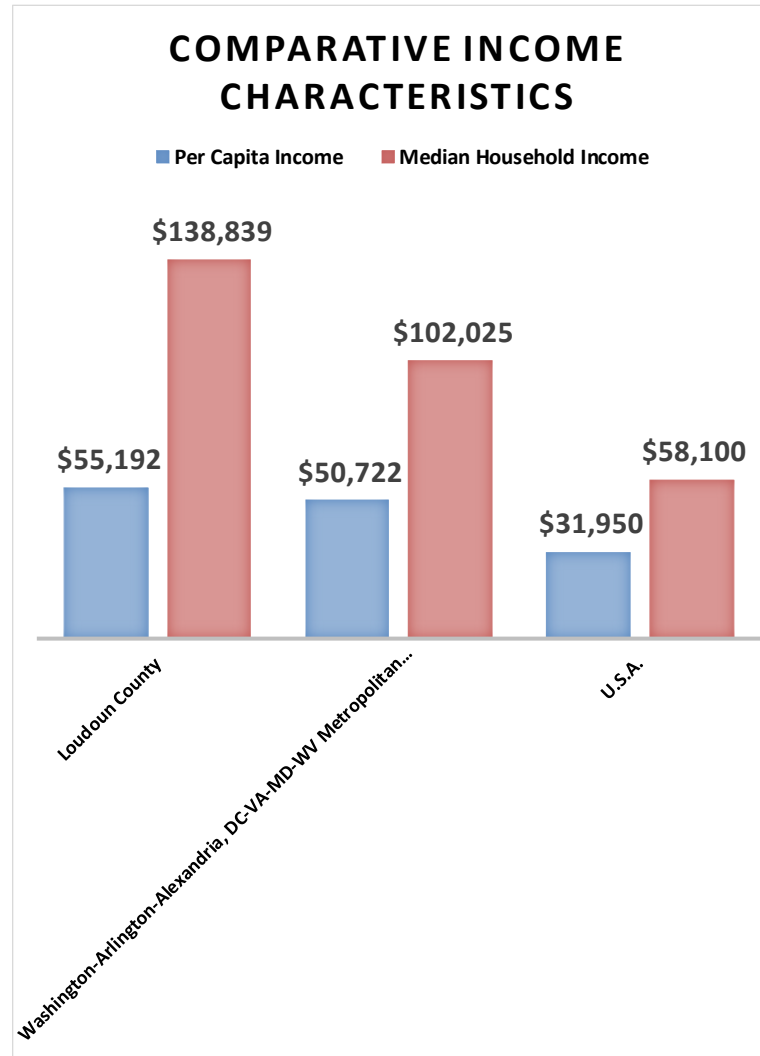
## HISPANIC POPULATION

■ Hispanic / Latino Origin (any race) ■ All Others





# What does Loudoun County Look Like?





# Community Engagement

---

# Public and Leadership Engagement/Advocacy Strategy

- **Meeting Series #1** – Overview of project and processes to achieve successful, sustainable implementation – *September/October 2020*
- **Meeting Series #2** – Present Key Public Needs Assessment Findings – *January 2021*
- **Meeting Series #3** – Present Key Technical findings – *February/March 2021*
- **Meeting Series #4** – Present Recommendations and Implementation Plan – *April 2021*
- **Meeting Series #5** – Present Final Plan for Adoption - *May 2021*

Each Meeting Series includes outreach/presentations and opportunities for feedback to:

- **Staff**
- **Community**
- **Advisory Commissions and Boards**
- **Board of Supervisors**

# Collaborative Planning



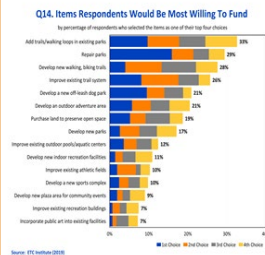
# Creativity

## Focus Groups

Stakeholder, User Groups, Partners

## Public Meetings

Meetings - Gather community priorities, vision for the future; report key findings and key recommendations



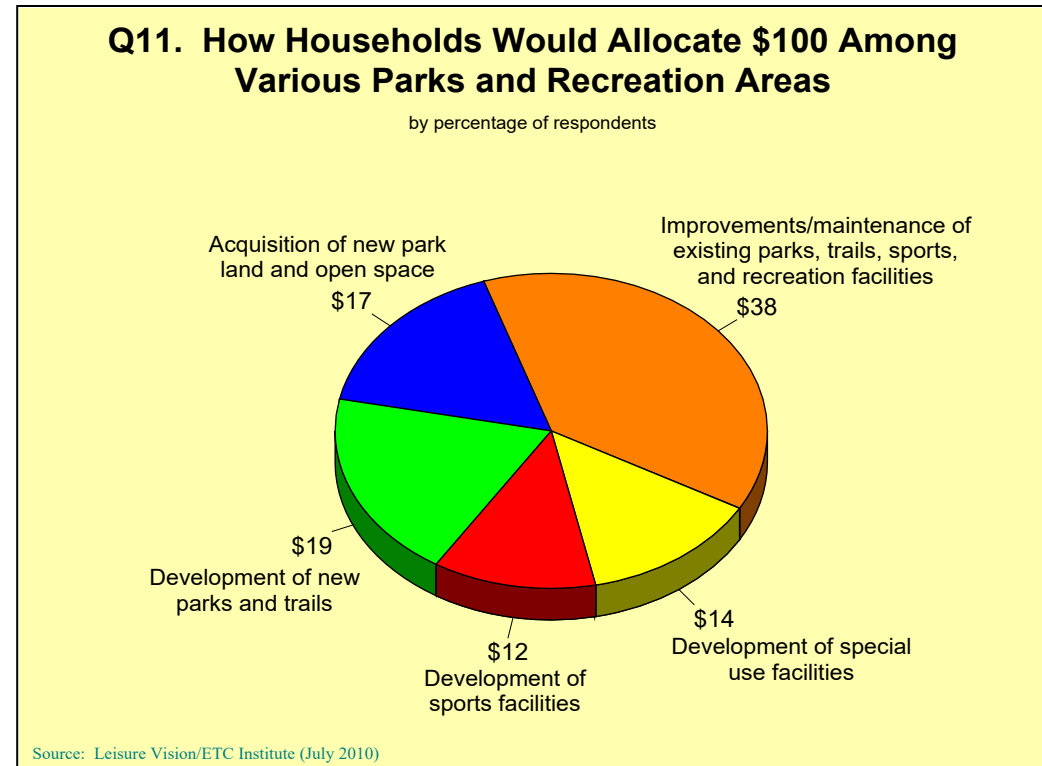
Statistically Valid Survey

## Key Leaders

Key leader interviews

# Statistically-Valid Survey

- Only scientific and defensible method to understand community needs
- Administered by mail/phone/web
- Developed in partnership with the County
- Methodology allows high return rate (25%-35%)
- Total of 800 completed surveys, 95% level of confidence with a margin of error of +/- 3.5%





# Recreation Programs, Services, and Experiences

## Prioritized Needs

Recreation Program/Service	Priority
Community special events (concerts, festivals)	High
Fitness & wellness programs (Yoga/Tai Chi, etc.)	
Open swim	
Senior programs & services	
Water fitness programs/lap swimming	
Target shooting (archery, etc.)	

Recreation Program/Service	Priority
Adult learning classes (language, tech, etc.)	Medium
Outdoor programs (nature programs, etc.)	
Gardening classes, farm to table classes/events	
Performing arts programs	
Walking/jogging/running clubs	
After school programs/out of school camps	
Environmental education & programs	
Programs for people with special needs	

Recreation Program/Service	Priority
Youth learn to swim programs	Low
Reservation/rental of picnic shelters	
Pickleball lessons/clinics	
Running events (5K, 10K, Marathons)	
Music classes	
Adult basketball/volleyball programs	
Golf lessons/clinics	
Gymnastics	
Youth basketball/volleyball programs	
Open gymnasium for pick up basketball/volleyball	
Tennis lessons & leagues	
Youth baseball/softball programs	
Reservation/rental of indoor meeting space	
Youth football programs	
Recreation/competitive swim team	
Sand Volleyball programs	
Bicycle lessons & clubs	
Youth lacrosse programs	
Reservation/rental of athletic fields	

# Park, Facility, and Amenity Prioritized Needs

Facility/Amenity	Priority
Aquatics facility indoor pool/natatorium	High
Walking & hiking trails (natural surface)	
Walking & biking trails (multi use paved)	
Restroom buildings	
Shooting ranges (archery, target shooting)	
Recreation/multi generational center	
Adventure area (ropes course, zip line, etc.)	
Open space conservation areas/trails	

Facility/Amenity	Priority
Aquatics facility waterpark	Medium
Dog parks (off leash)	
Neighborhood parks	
Performing arts venue (stage)	
Amphitheater	
Fishing	
Large community parks	
Aerobics/dance rooms/dance floors	
Pavilions/picnic sites	
Community gardens	
Aquatics facility splash pad	
Playgrounds	

Facility/Amenity	Priority
Environmental education center	Low
Mountain bike trails	
Pickleball courts	
Disc golf course	
Outdoor exercise equipment	
Basketball/volleyball courts inside	
Banquet/meeting rooms	
Outdoor board games (chess, checkers)	
Remote Control (RC) Hobby facility	
Tennis courts	
Sand volleyball courts	
Internet cafe	
Concession stands	
Basketball/volleyball courts outside	
Bicycle pump track	
Softball fields	
Skateboarding/bicycle parks	
Baseball fields	
Soccer/lacrosse multi purpose fields	
Football fields	



# Inventory / Assessment and Level of Service

---

# Site Inventory – Parks, Trails, Pools, Facilities, Open Space

- The inventory of the existing system is vital to understand the physical condition of the department's assets.
- Intended to build off the County's previous plans, by evaluating past recommendations, current geographic information and physical on-site assessment.
- Each asset will be reviewed in terms of location, quantity and value.



	Quantity	Size
Pocket Parks	3	0.93 acres
Neighborhood Parks	1	7.46 acres
Community Parks	1	78.63 acres
Special Use Parks/Facilities	2	5.16 acres
<b>Total Parks</b>	<b>7</b>	<b>92.18 acres</b>

There are numerous recreational amenities throughout the Sedona Parks and Recreation System. These facilities are detailed in the table below. (Pool facility square footage includes both wet (pool) and dry (deck) surfaces)

	Size
Recreation Room (Posse Grounds)	850 sq. ft.
Teen Center (Posse Grounds)	4,522 sq. ft.
Sedona Community Pool	11,873 sq. ft.
Jordan Historical Park	4.80 acres

In addition to these major facilities, the Department also operates numerous other recreational amenities and features throughout the city. A table detailing a summary of these is provided below.

	Quantity
Baseball, softball, and Little League game fields	2
Soccer, football, and multi-use game fields	1
Basketball courts	2
Tennis courts	4
Volleyball courts (sand)	1
Playgrounds	3
Skate parks	1
Dog parks	1
Ramadas and picnic areas	15
Restrooms	3
Concession buildings	1
Botanical gardens	1
Museums	1
Trails (within parks)	3.59 miles



# Site Assessments – Parks, Trails, Pools, Facilities, Open Space

- The quality of each asset is important in evaluating the level of service.
- Parks and amenities that are not properly maintained or do not provide a quality experience will not attract park visitors.
- The quality of each will be assessed by factors such as age, condition and overall experience.
- Evaluation and prioritization of improvement projects and identification of gaps in coverage.

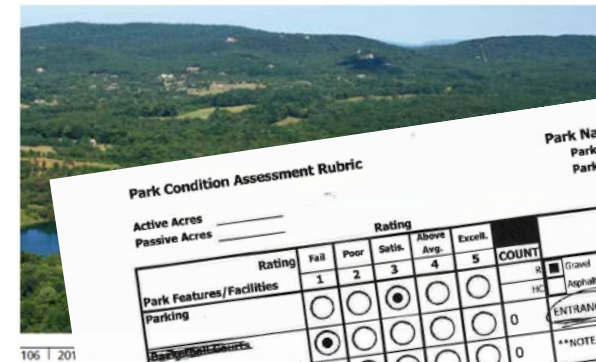
## Silver Lake Regional Park

Property Information	
16198 Silver Lake Road	Haymarket, VA 20169
GPIN	7299-01-5241
Park Type	Regional
Acreage	231.8893
2016 Value	\$1,902,200
Magisterial District	Gainesville

Fields and Courts		
Fields	Field #	Description
Soccer		none
Football		none
Open Play		none
Baseball		none
Softball		none
Little League		none
TBall		none
Courts	Qty.	Description
Basketball	0	
Tennis	0	
Volleyball	0	

Facilities and Amenities		
Item	Qty.	Description
Activity Center	1	
Boat Launch	1	
Playground	0	
Pavilion	1	
Trail	4.29 mi. <sup>1</sup>	natural
Pool	0	
Restroom	1	near activity center
Parking	2HC+ undefined	gravel
	.28 ac.	

**Notes**  
<sup>1</sup> It is part of the Catharpin Trail.  
 Leave no trace park — no trashcans.



106 | 201

**Park Condition Assessment Rubric**

Park Name: Silver Lake Regional Park  
 Park Type: Regional  
 Park Planning District #: D1  
 Evaluation Date: 10/2/19

Park Features/Facilities	Rating					COUNT	Comments
	1	2	3	4	5		
Parking						0	ENTRANCE ROAD - lots of holes and wash-board areas; large gravel in section
Baseball Courts						0	**NOTE - large shipping container for storage is ugly and in an awkward location
Tennis Courts						0	EQUESTRIAN TRAIL (adjacent to school) - very muddy and rutted
Volleyball Courts						1	at activity center; roof and pool in above average condition; wood not painted but look like new
Pavilions						0	BOAT LAUNCH - nice gentle entry; need signage to clarify if boats are available for rent
Playgrounds						1	Roof in good condition, exterior could use paint. Portable units outside restroom instead of located throughout park
Restrooms						1	section at activity center new (paved concrete area needs to be repaved)
Pathways/Sidewalks						1	areas with drainage issues, swampy in wet weather; could use improvements in sections
Nature/Interp. Trails						N/A	generally in good condition; signs are unorganized and unclear in a lot of areas
Signage							

Other Amenities (write-in)	Rating					COUNT	Comments
	1	2	3	4	5		
Activity Center						1	functional, could use paint, blocked windows should be painted
Dock by Activity Center							showing some wear, but level and has picnic table
Picnic Area (west side of lake)							could use pads/shelters for picnic tables
Picnic Area (by restroom)							nice, open, but could use better placement of tables/grills; old fixtures sticking out of ground

*Handwritten notes:*  
 Amenities = 13  
 Score = 42 out of 65  
 42/65 = 0.65 (B-)

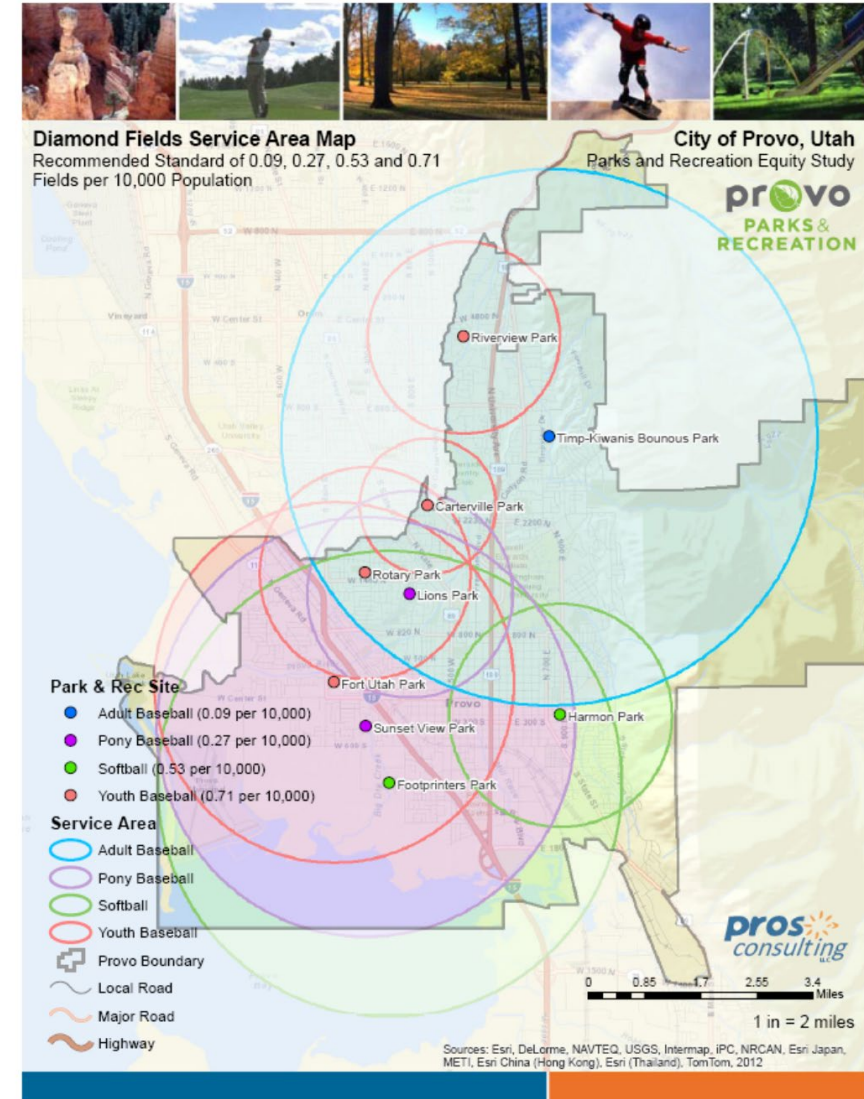
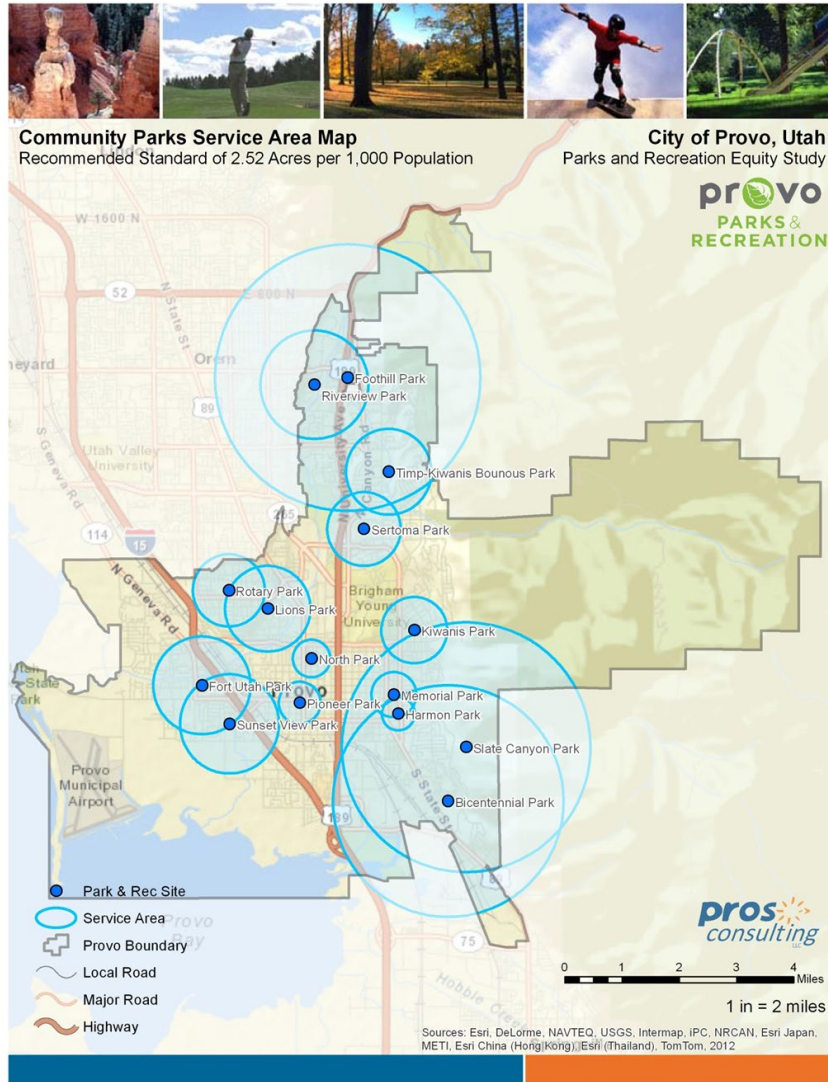
# Level of Service

Facility Standards Category	Totals
Pocket Parks (Acres)	1.1
Neighborhood Parks (Acres)	90.9
Community Parks (Acres)	283.1
Regional Parks (Acres)	167.4
Conservation Parks (Acres)	609.6
Open Space (Acres)	553.8
<b>Total Park Acreage</b>	<b>2,175.5</b>

Current Standards			2020 Need Calculation (Acres/Miles/Qnty) Based on Current Standards
0.01	Acres per	1,000	0.08
0.81	Acres per	1,000	6.30
2.52	Acres per	1,000	19.63
1.49	Acres per	1,000	11.61
5.42	Acres per	1,000	42.27
4.92	Acres per	1,000	38.40
<b>15.16</b>	<b>Acres per</b>	<b>1,000</b>	<b>118.28</b>



# Equity Mapping





# Operational Tasks

---



# Program Assessment

PROS Program Positioning Model (3PM) includes significant input from staff

Outcome of the process will be successful and innovative recreation program offerings that result in:

- Increased registration
- Customer satisfaction
- Customer retention
- Increase in revenue

## PROS Program Positioning Model Checklist

- ☐ **Review of Program Development Process**
- ☐ Age Segment Distribution
- ☐ **Lifecycle Analysis**
- ☐ Core Program Analysis and Development
- ☐ **Similar Provider Analysis**
- ☐ Market Position and Analysis
- ☐ **Technology Analysis**
- ☐ Staff Support for Service Delivery Excellence

© 2020 PROS Consulting

# Maintenance Assessment

PROS Maintenance Management Model includes significant input from staff

Outcome of the process will be successful maintenance plans that result in:

- Increased Effectiveness and Efficiency
- Improved Customer satisfaction
- Environmental Sustainability

## PROS Maintenance Checklist

- ☐ **Review of Work Plan Development and Work Order Management System**
- ☐ **Review of Maintenance Standards**
- ☐ **Task Time Analysis**
- ☐ **Cost of Service Modeling**
- ☐ **Staffing Capacity and Organizational Structure Analysis**
- ☐ **Equipment/Vehicle Assessment**

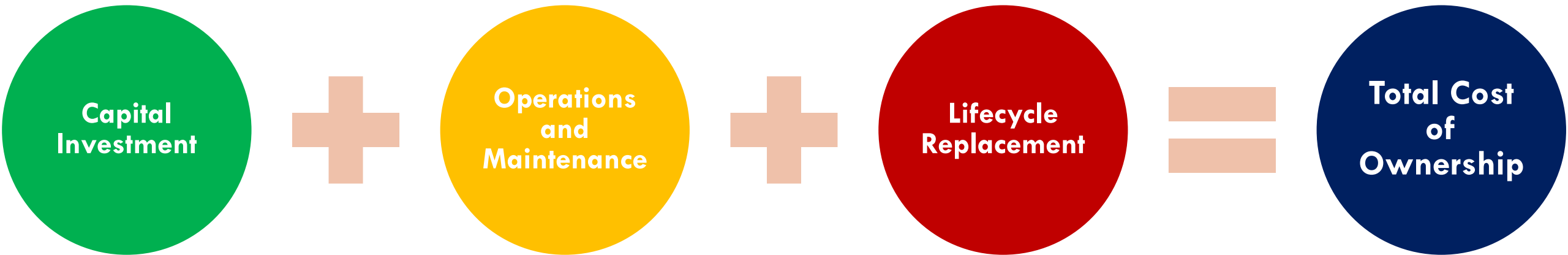
© 2020 PROS Consulting



# Recommendations and Implementation

---

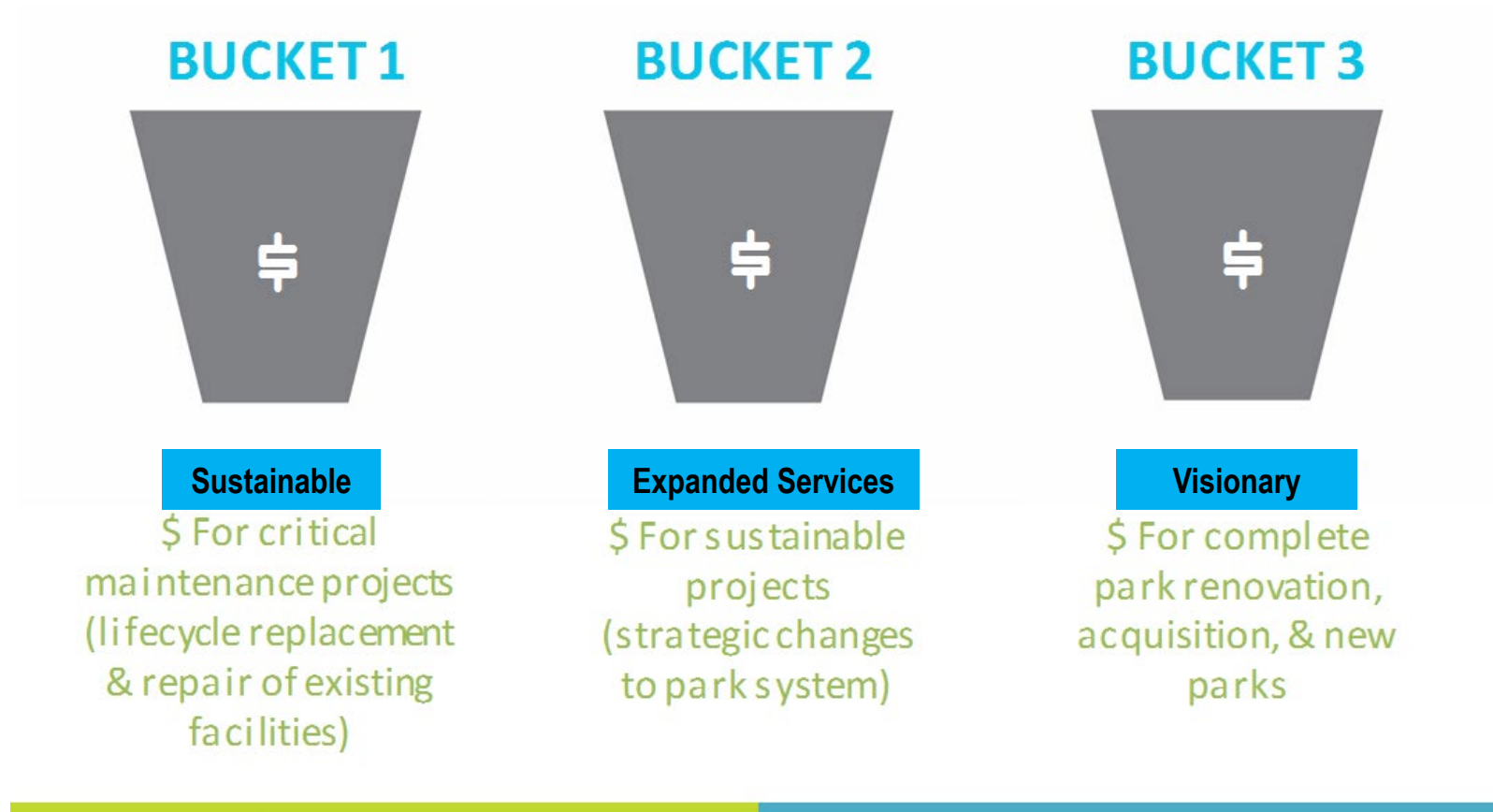
# Total Cost of Ownership Financial Plan





# Capital Improvement Plan

## *Understanding Cost “Buckets”*



# Funding Strategy Plan – Specific to County!!

Funding Category	Funding Strategy	Funding Description	Implementation Feasibility	Sustainability
<b>External Funding</b>				
	<b>Corporate Sponsorships</b>	This revenue-funding source allows corporations to invest in the development or enhancement of new or existing facilities in park systems. Sponsorships are also highly used for programs and events.	Select	Select
	<b>Crowdfunding</b>	Fairly new web-based source which aggregates funds from a group of people who are willing to support a specific project, be it program related or facility related. Some sites that successfully do that are <a href="http://www.kickstarter.org">www.kickstarter.org</a> and <a href="http://www.razoo.com">www.razoo.com</a> etc.	Select	Select
	<b>Partnerships</b>	Partnerships are joint development funding sources or operational funding sources between two separate agencies, such as two government entities, a non-profit and a City department, or a private business and a City agency. Two partners jointly develop revenue producing park and recreation facilities and share risk, operational costs, responsibilities and asset management, based on the strengths and weaknesses of each partner.	Select	Select

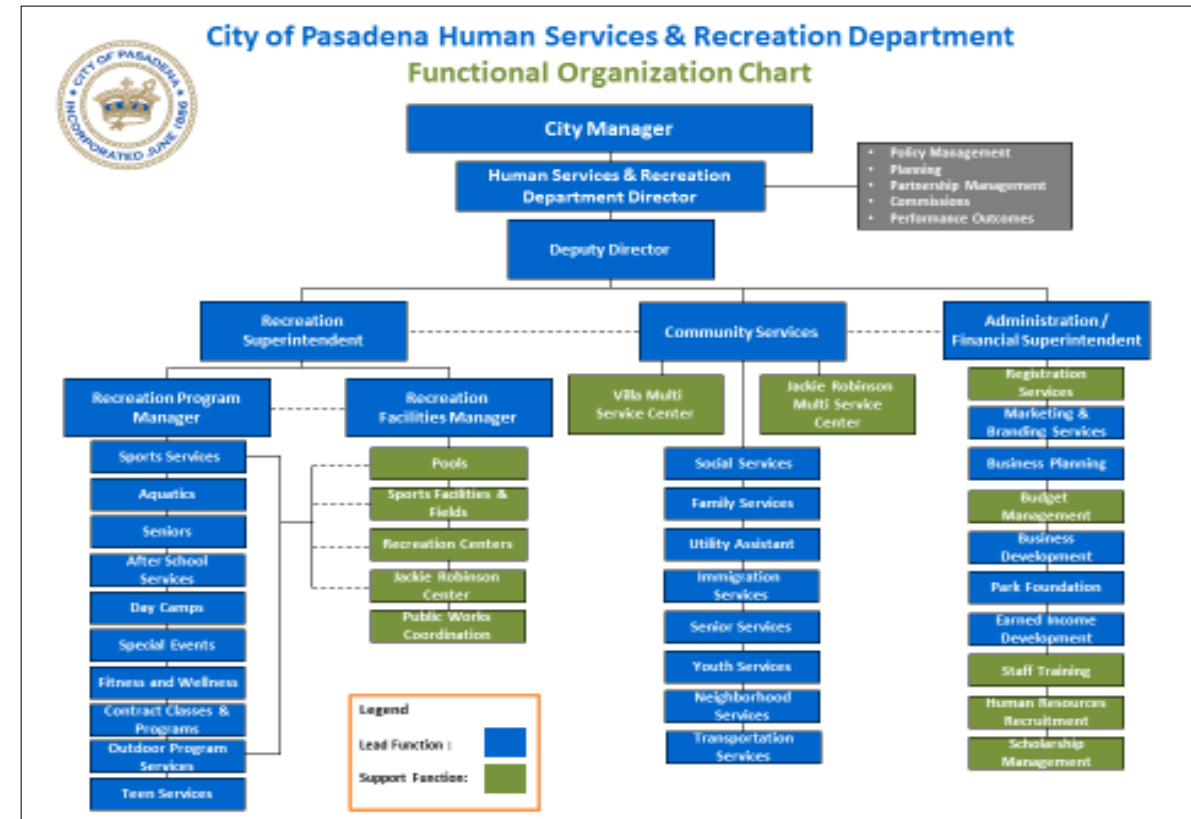
# Organizational Capacity for Implementing the Plan

Evaluate each area of operations and focus on **right-staffing** not just right-sizing

Evaluate policy and procedure to **ensure consistent implementation** system-wide

Determine whether the **organizational structure** is aligned to the community's vision, mission and goals

Create a **functional, outcome-driven agency**





# Loudoun County



V I R G I N I A

WHERE TRADITION MEETS INNOVATION

## Live Polling

# Live Polling

- We will present NINE live polling questions.
- We will review the answers (anonymously) after each poll.
- Questions pertain to:
  - ✓ Parks and facilities
  - ✓ Marketing
  - ✓ Participation barriers
  - ✓ Service priorities
  - ✓ Satisfaction
  - ✓ Programs and services

# **Next Steps    October – April**

- **Statistically Valid Survey – October – December**
- **Park, Facility, Program and Maintenance Assessments**
- **Park Level of Service Standards and Geographical Analysis through Mapping**
- **Capital Improvement Plan**
- **Funding and Revenue Strategies for Capital Improvement Plan**
- **Strategic Implementation Plan Development**
- **Final Master Plan Development**

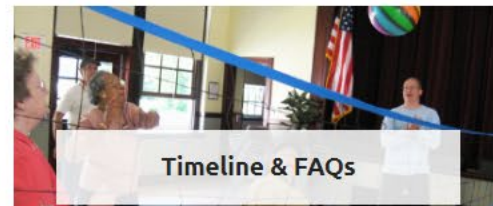
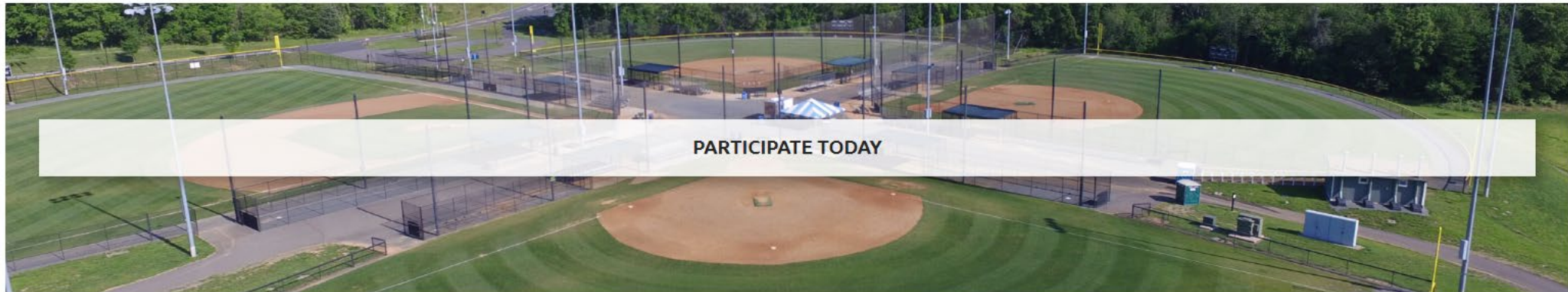


# Meeting Wrap-up

- ❖ Are there any additional questions? If so, please use the **Q&A function (not the chat function)**.
- ❖ The project team will compile and post a document on the Master Plan Project Website over the next two weeks along with the meeting's recording.
- ❖ Stay engaged and informed at <https://www.loudoun.gov/prcsmasterplan>
- ❖ Meeting Series #2 – Community Needs Findings – January 2021

## PRCS Strategic Master Plan

Loudoun County is committed to delivering quality, accessible and amenity-rich park and recreation spaces. The Department of Parks, Recreation and Community Services is undergoing the master planning process in order to align new investments with a community-driven mission and vision that integrates the County's pursuit of parks and recreation. The outcome will be a Master Plan that will be used as a resource for future development and redevelopment of the County's parks, recreation programs and facilities.



**<https://www.loudoun.gov/prcsmasterplan>**