



**Loudoun County**

**VIRGINIA**

WHERE TRADITION MEETS INNOVATION

# Parks, Recreation and Community Services Master Plan

Virtual Community Meeting  
January 14, 2021

# Agenda

- Process Overview
- Focus Group-Stakeholder-Community Meeting Key Themes
- Website Participation
- Online Survey
- Statistically Valid Survey
- Prioritized Needs
- Next Steps

# 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.
- 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.

# Process Overview



## Where Are We Today?

- Site and facility review
- Benchmark analysis
- User fee analysis
- Programs and services assessments
- Levels of services standards
- GIS mapping

## Where Are We Going Tomorrow?

- Community engagement needs analysis
- Statistically-valid survey
- Demographics & recreation trends analysis review
- Staffing and maintenance review

## How Do We Get There?

- Needs prioritization
- Capital development planning
- Financial planning
- Funding and revenue planning
- Strategic action plan implementation

# Holistic and Continuous Public Input



# Themes: Focus Groups / Community Meeting

- Strong Advocacy and Appreciation for the System
- Economic Development Through Park Development
- Invest in Existing While Strategically Expanding Park System

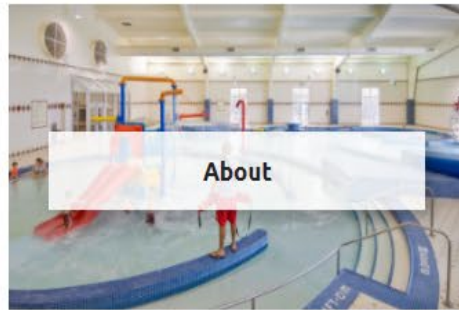
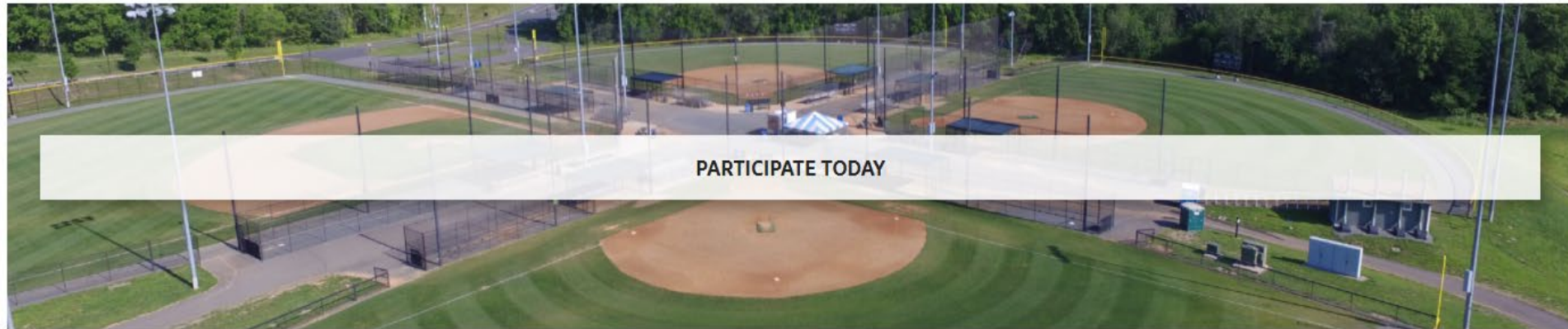
# Themes: Focus Groups / Community Meeting(continued)

- Trails, Trails, Trails
- Water/River Access
- Open Space Preservation
- Financial Strategies to Maintain and Grow the System

# 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>

# Website Participation and Key Themes

- The website has generated 108 comments since September.



# Online Survey

- Administered via Survey Monkey
- Developed in Partnership With the County
- November 1 – November 25, 2020
- Total of 694 Completed Surveys

# Program and Service Priorities – Online Survey

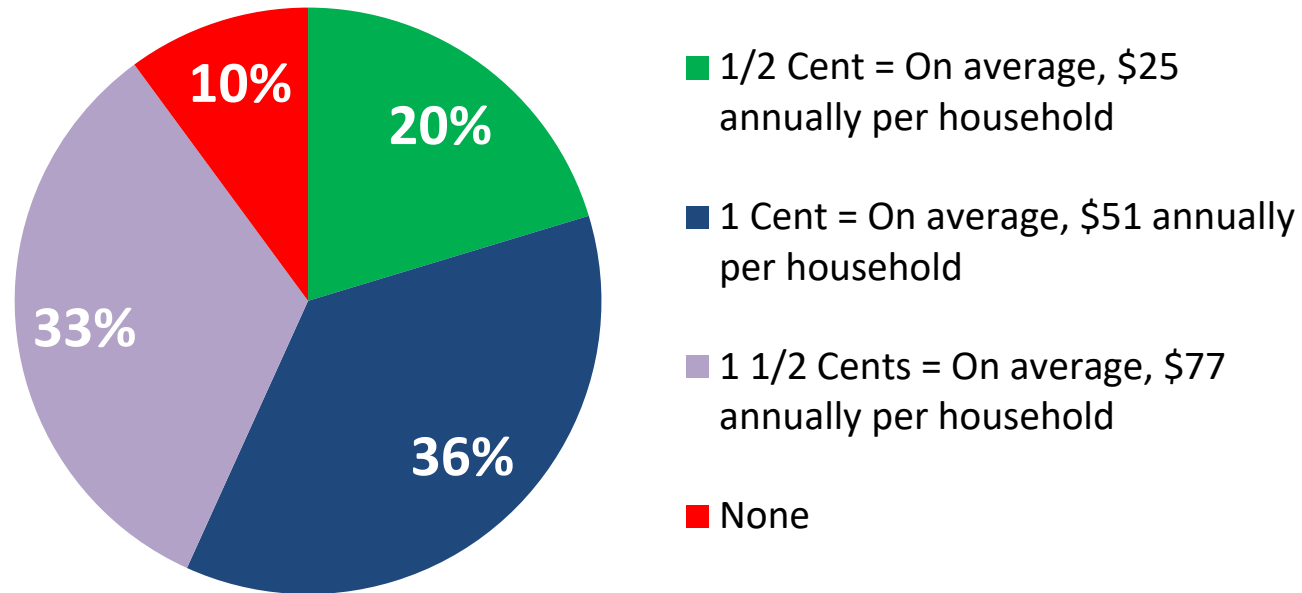
Recreation Program/Service	Priority
County special events (Fairs, festivals, races)	<b>High</b>
Outdoor adventure/recreation (canoeing, kayaking, fishing)	
Art, culture, enrichment, performing art programs	
Adult fitness and wellness programs	
Outdoor environmental education/nature camps and programs	
Water fitness classes/lap swimming	

# Facility and Amenity Priorities – Online Survey

Facility/Amenity	Priority
Trails - Unpaved/Natural	<b>High</b>
Parks – Natural Areas (Open Space, Nature Preserve)	
Trails - Paved (for recreation)	
Water/River Access (boat, kayak, canoe launches. Fishing piers)	
Environmental/Nature education center	
Parks – Large, District/Regional	
Indoor Facility (Performing Arts Center)	
Parks – Small, Community/Neighborhood Parks	
Adventure Area (BMX, Pump Track, Ropes Courses, Zip Lines)	

# Funding Support – Online Survey

Please indicate your preferred level of  
ADDITIONAL TAX RATE financial support for  
THE IMPROVEMENT of parks and recreation  
services in Loudoun County



# Statistically Valid Survey



# Statistically Valid Survey

- Scientific and Defensible Method to Understand Community Needs
- Administered by Mail/Phone/Web
- Methodology Allows High Return Rate (25%-35%)
- Total of 907 Completed Surveys, 95% Level of Confidence with a Margin of Error of +/- 3.5% (Goal was 800)
- Equitable Distribution Across Sub-park Planning Areas

## Loudoun County Parks, Recreation and Community Services System Master Plan Needs Assessment Survey

### Findings Report

*...helping organizations make better decisions  
since 1982*

**2020**

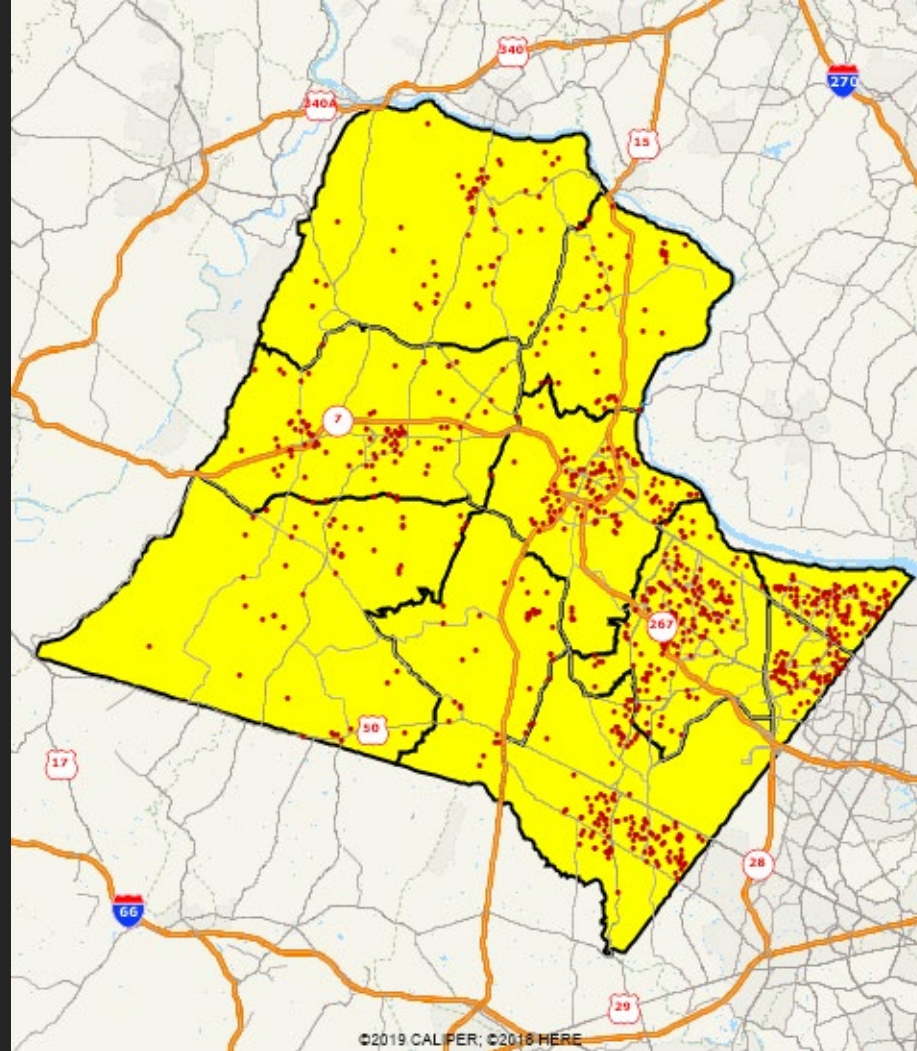
Submitted to the Department of Parks,  
Recreation and Community Services of  
Loudoun County (VA)

ETC Institute  
725 W. Frontier Lane,  
Olathe, Kansas  
66061

November 2020



# Survey Response Location Map

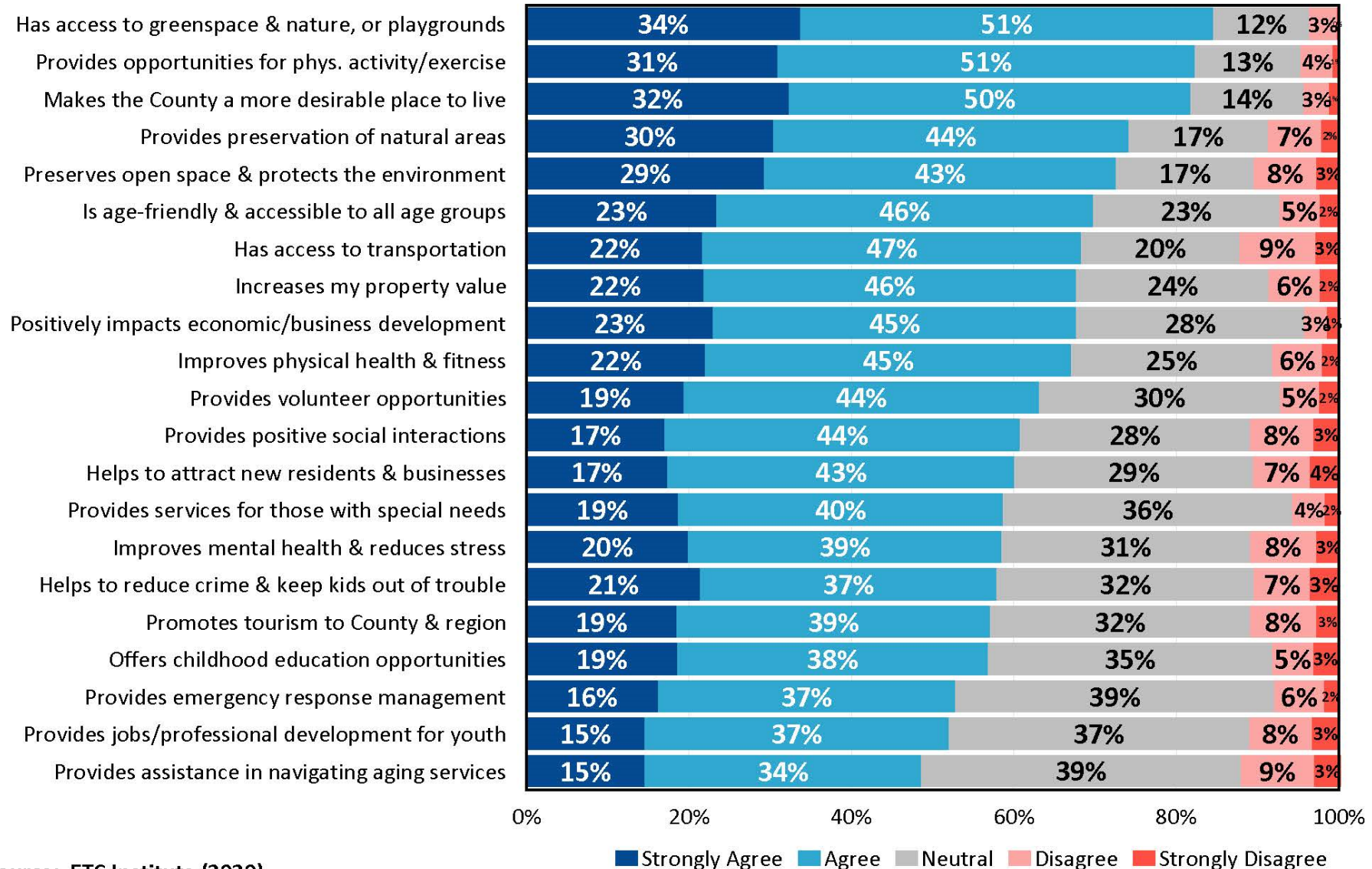


# Advocacy



## Q12. Please indicate your level of agreement with the following statements concerning some potential benefits of Loudoun County's parks, facilities, and recreation programs or services.

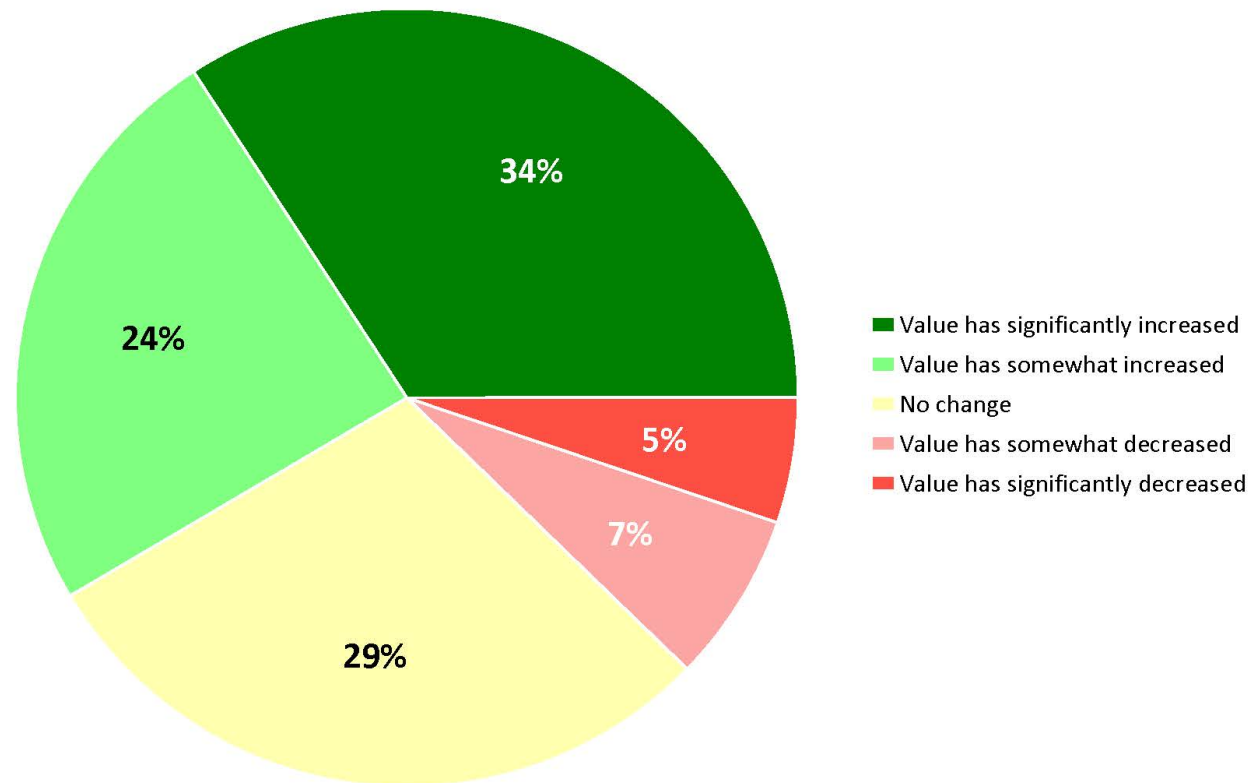
by percentage of respondents using a scale of 1 to 5, where 5 means your needs are "Strongly Agree" and 1 means "Strongly Disagree" (without "don't know")



Source: ETC Institute (2020)

**Q15. Given the recent COVID-19/Coronavirus crisis, how has your and your household's perception of the value of parks, trails, open spaces and recreation changed?**

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

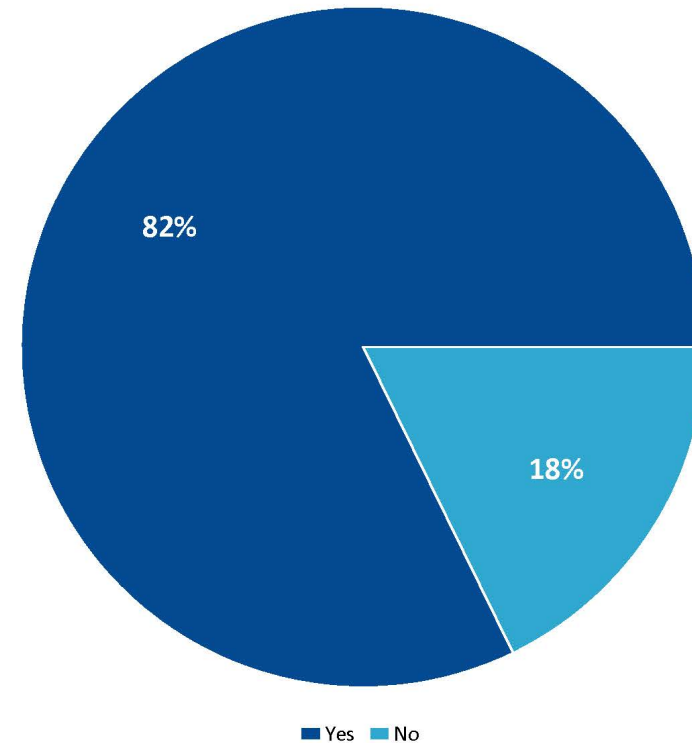
# Park Visitation and Condition



- The National Benchmark for Visitation is 79%.

**Q1. Have you or any member of your household visited any Loudoun County Parks, Recreation and Community Services (PRCS) parks and/or facilities during the past 12 months?**

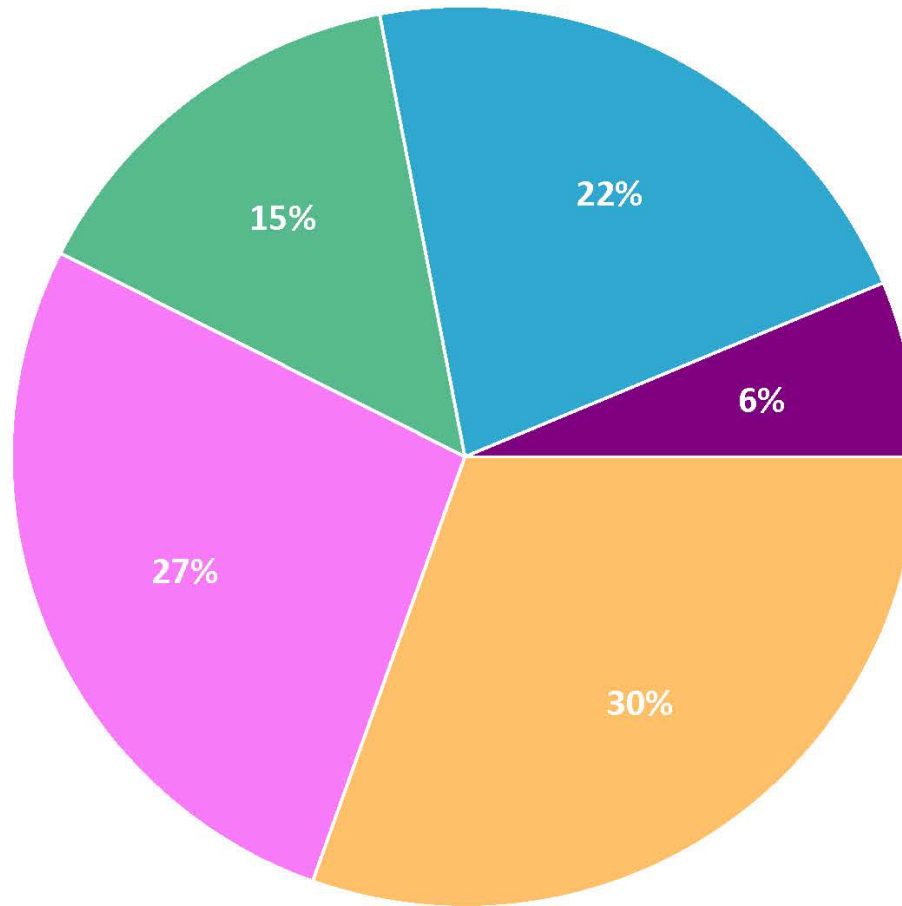
by percentage of respondents



Source: ETC Institute (2020)

## Q1a. How often have you visited a PRCS park and/or facility during the past 12 months?

by percentage of respondents that have used parks (without "don't know")

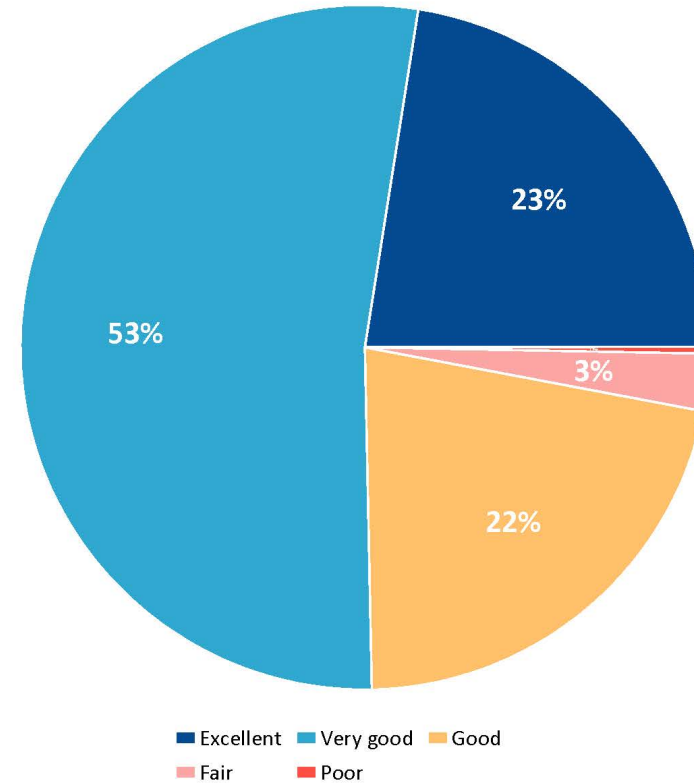


More than 5 times a week    2-4 times a week    Once a week  
1-3 times a month    Less than once a month

- The National Benchmark for Excellent is 29%.

**Q1b. Overall, how would you rate the physical condition of ALL PRCS parks and facilities you have visited?**

by percentage of respondents that visited parks (without “not provided”)



Source: ETC Institute (2020)

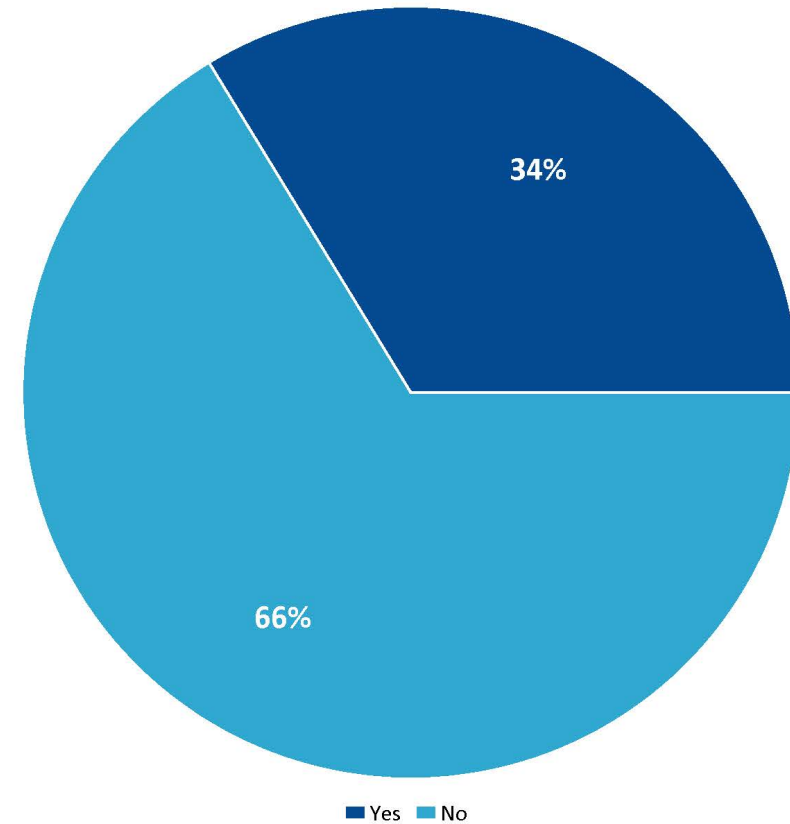
# Program Participation and Quality



- The National Benchmark for Program Participation is 32%.

**Q6. Has your household participated in any programs/events offered and/or hosted by PRCS during the past 12 months?**

by percentage of respondents

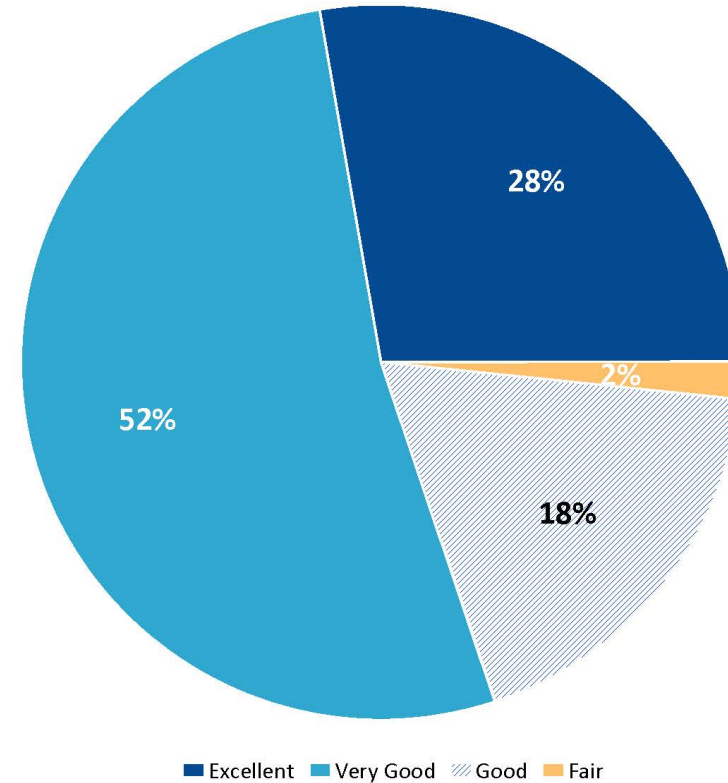


Source: ETC Institute (2020)

- The National Benchmark for Excellent is 22%.

**Q6b. How would you rate the overall quality of PRCS programs/events in which your household has participated?**

by percentage of respondents that participated in programs (without "not provided")

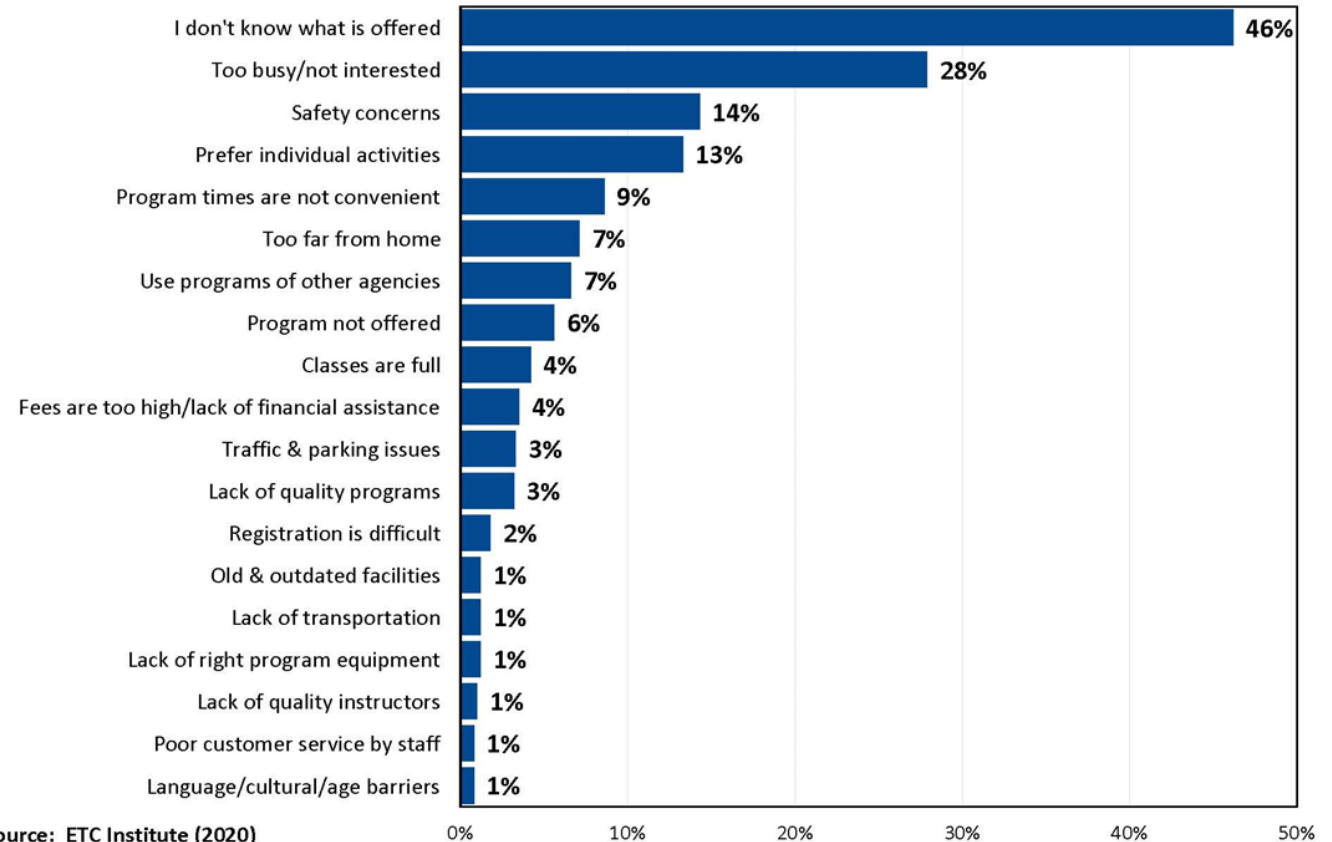


Source: ETC Institute (2020)

- The National Benchmark for Too Busy / Not Interested is 31% and for Not Knowing What is Offered is 34%.

**Q6c. If your household has NOT participated in any PRCS programs/events during the past 12 months, please CHECK ALL of the following reasons why you may have NOT participated.**

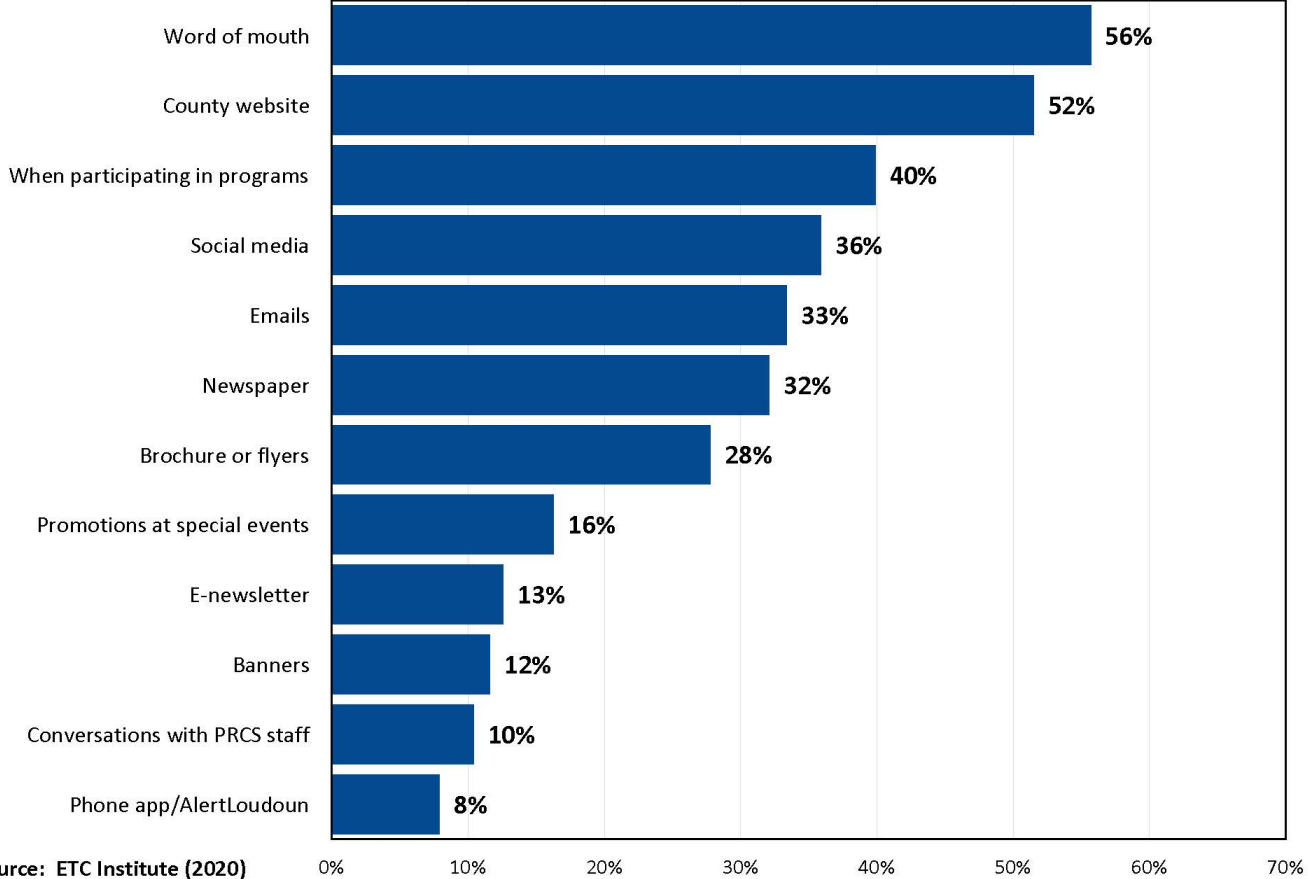
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

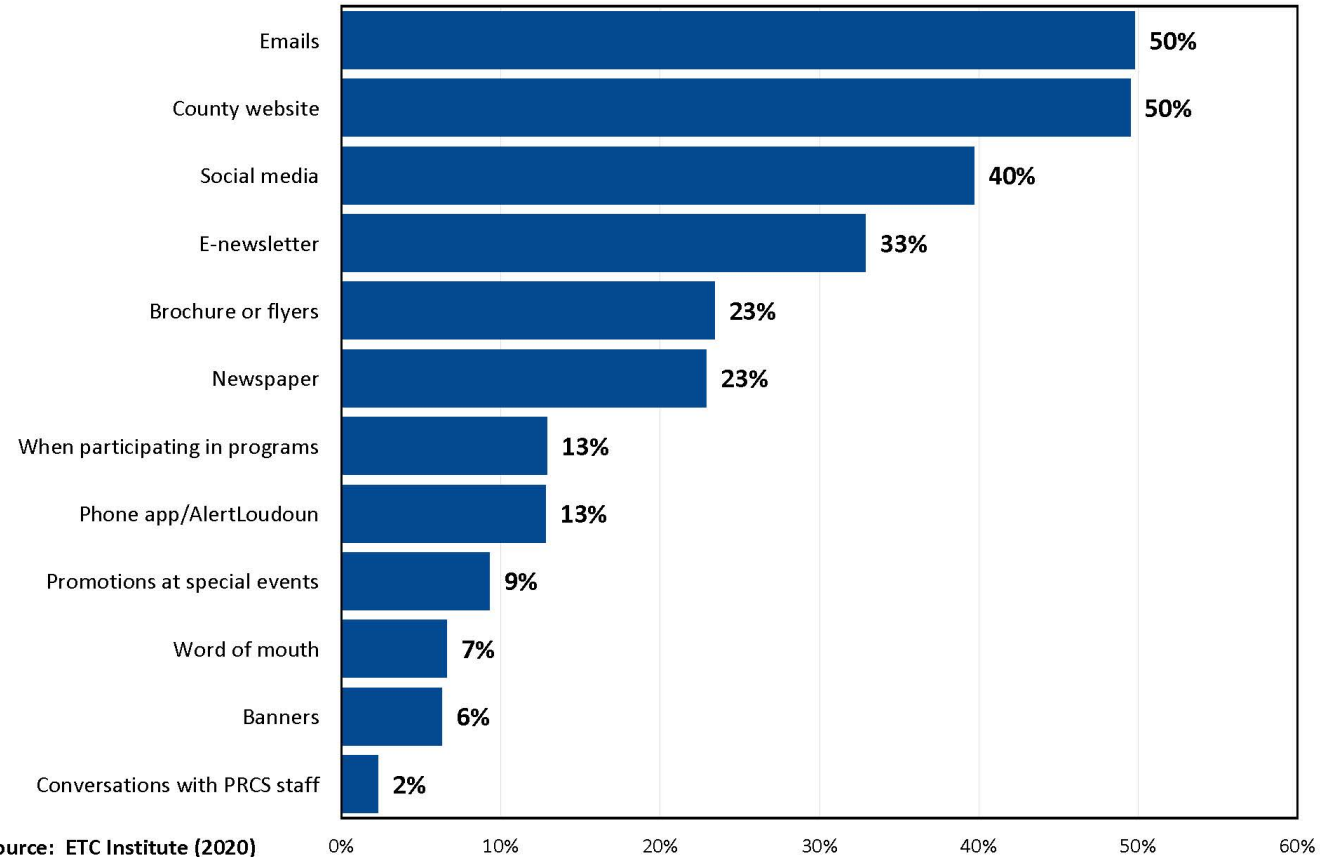
**Q4. From the following list, please CHECK ALL the ways you learn about Loudoun County PRCS programs and services.**

by percentage of respondents (multiple choices could be made)



**Q5. Which THREE methods of communication would you MOST PREFER the County use to communicate with you about parks and recreation programs and services?**

by percentage of respondents (multiple choices could be made)

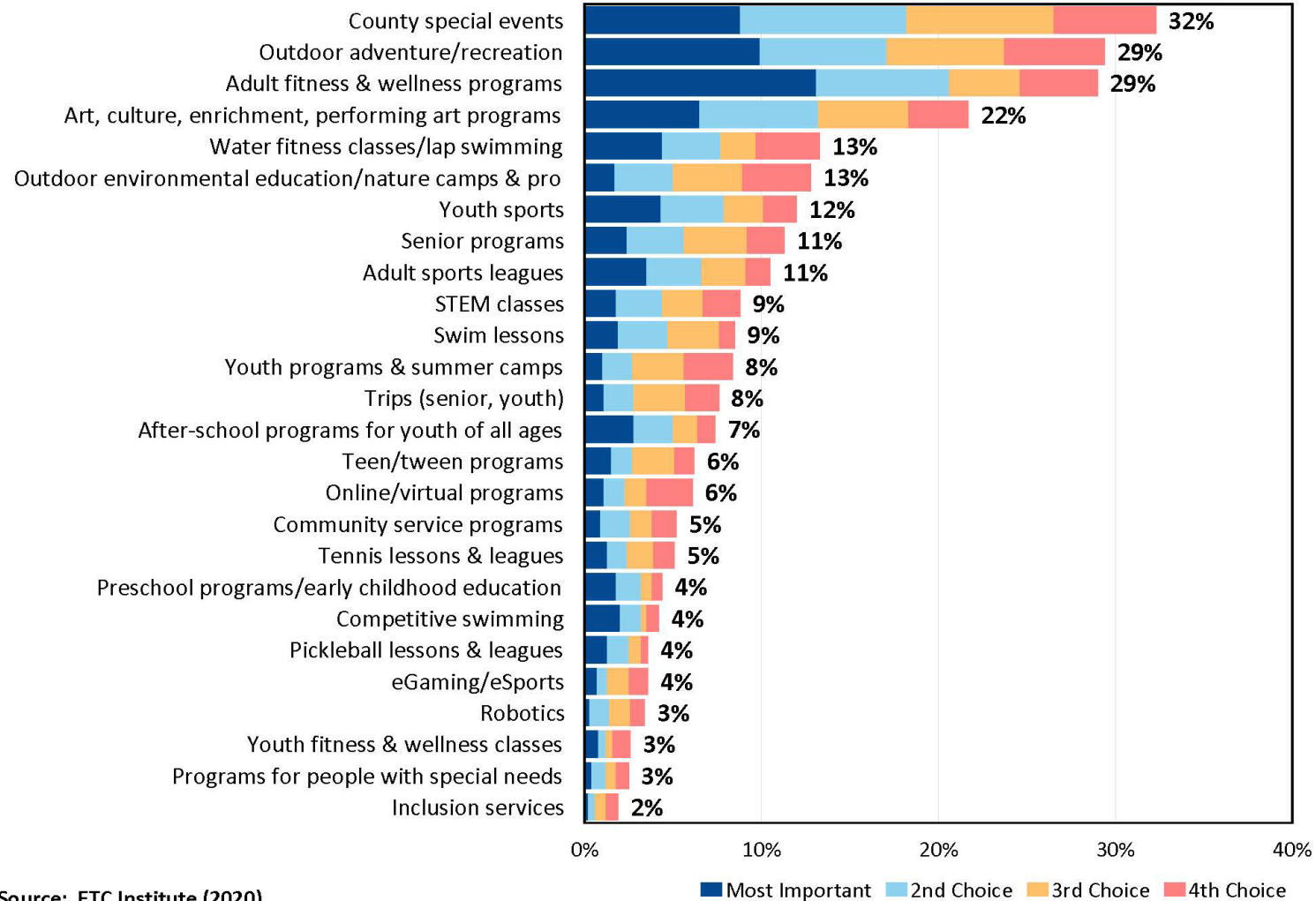


# Program and Service Needs



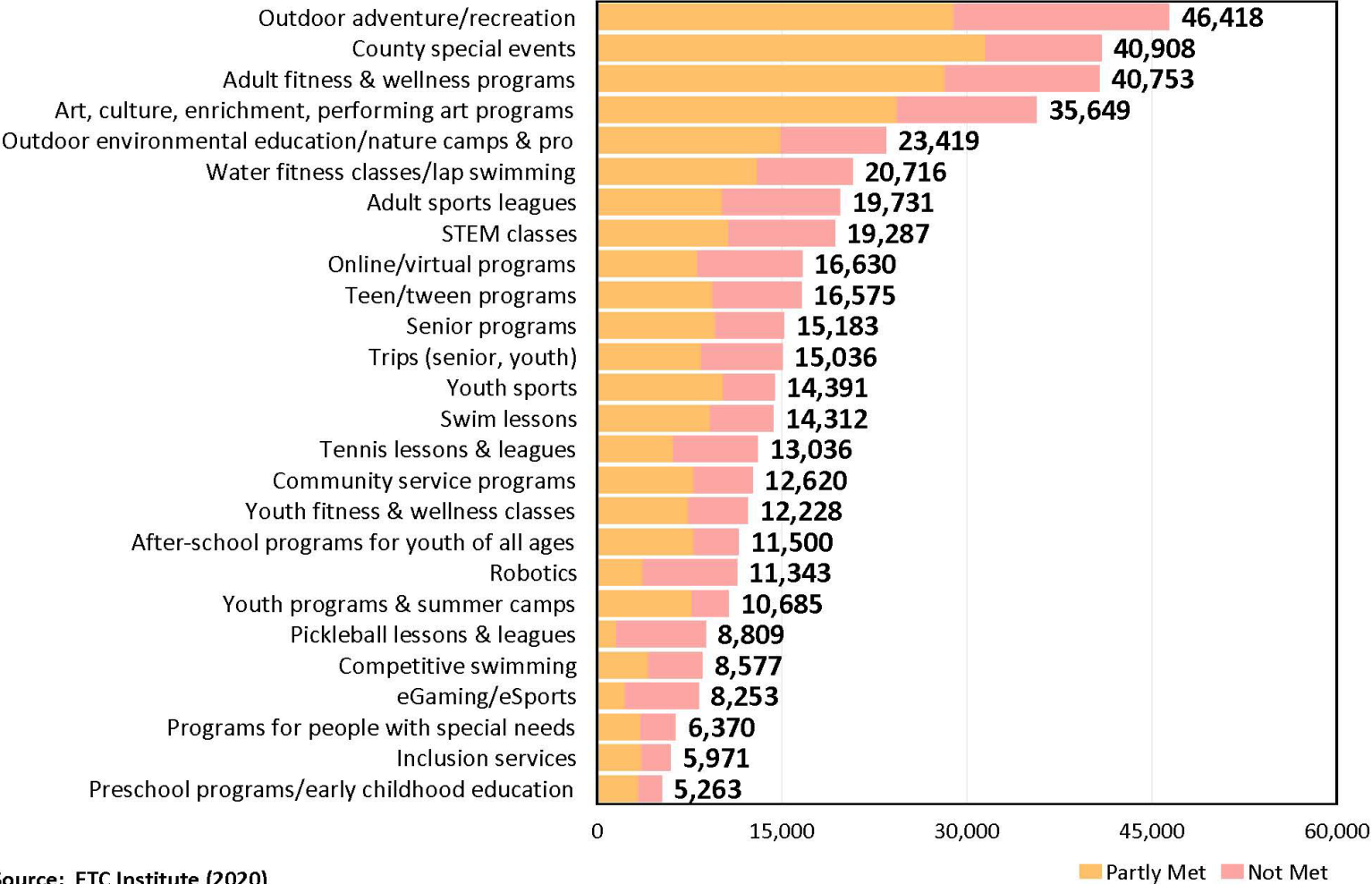
## Q11. Programs Most Important to Households

by percentage of respondents who selected the items as one of their top four choices

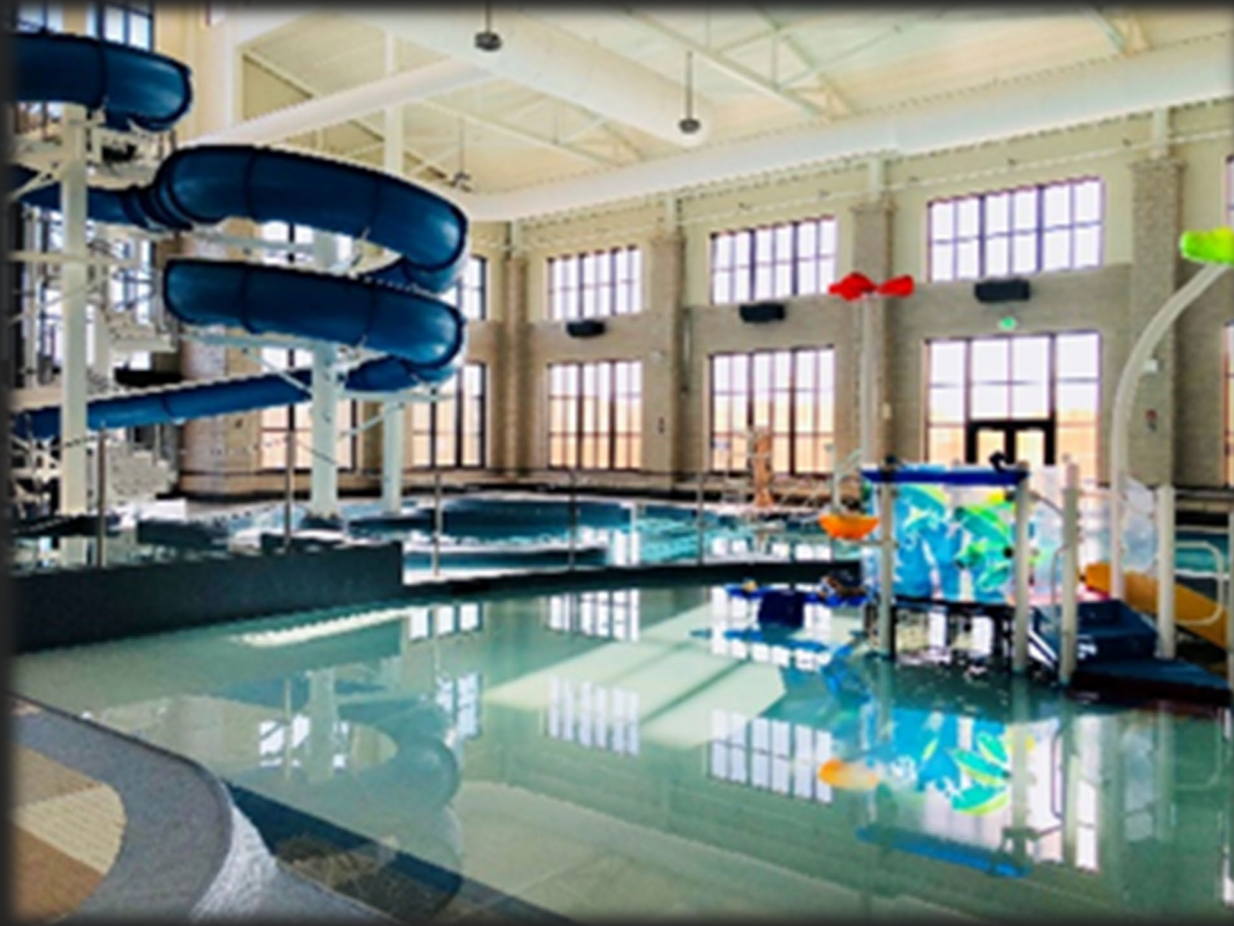


# Estimated Number of Households Whose Needs for Programs Are Partly Met or Not Met

by number of households based on an estimated 139,982 households in Loudoun County, VA

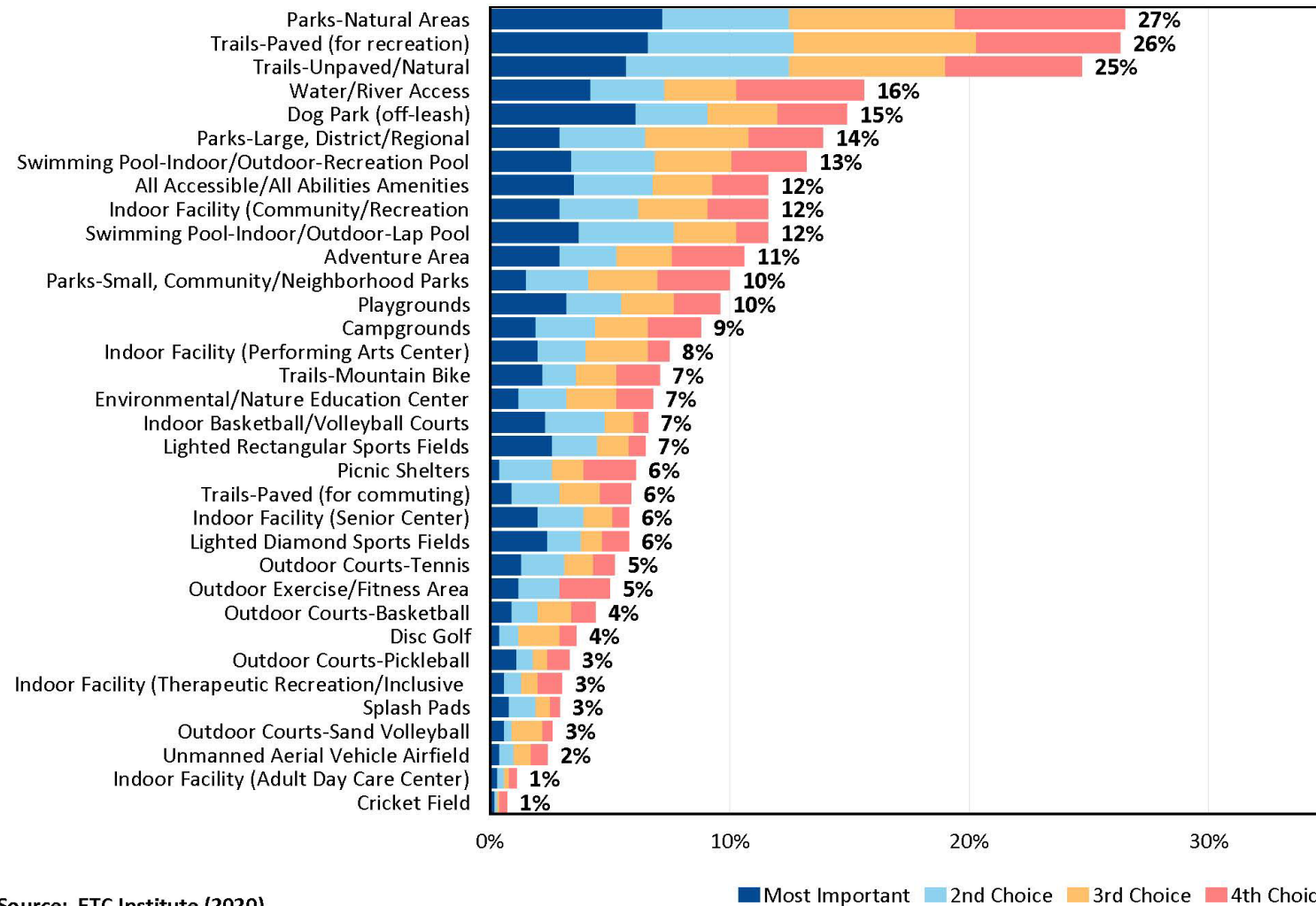


# Park, Facility and Amenity Needs



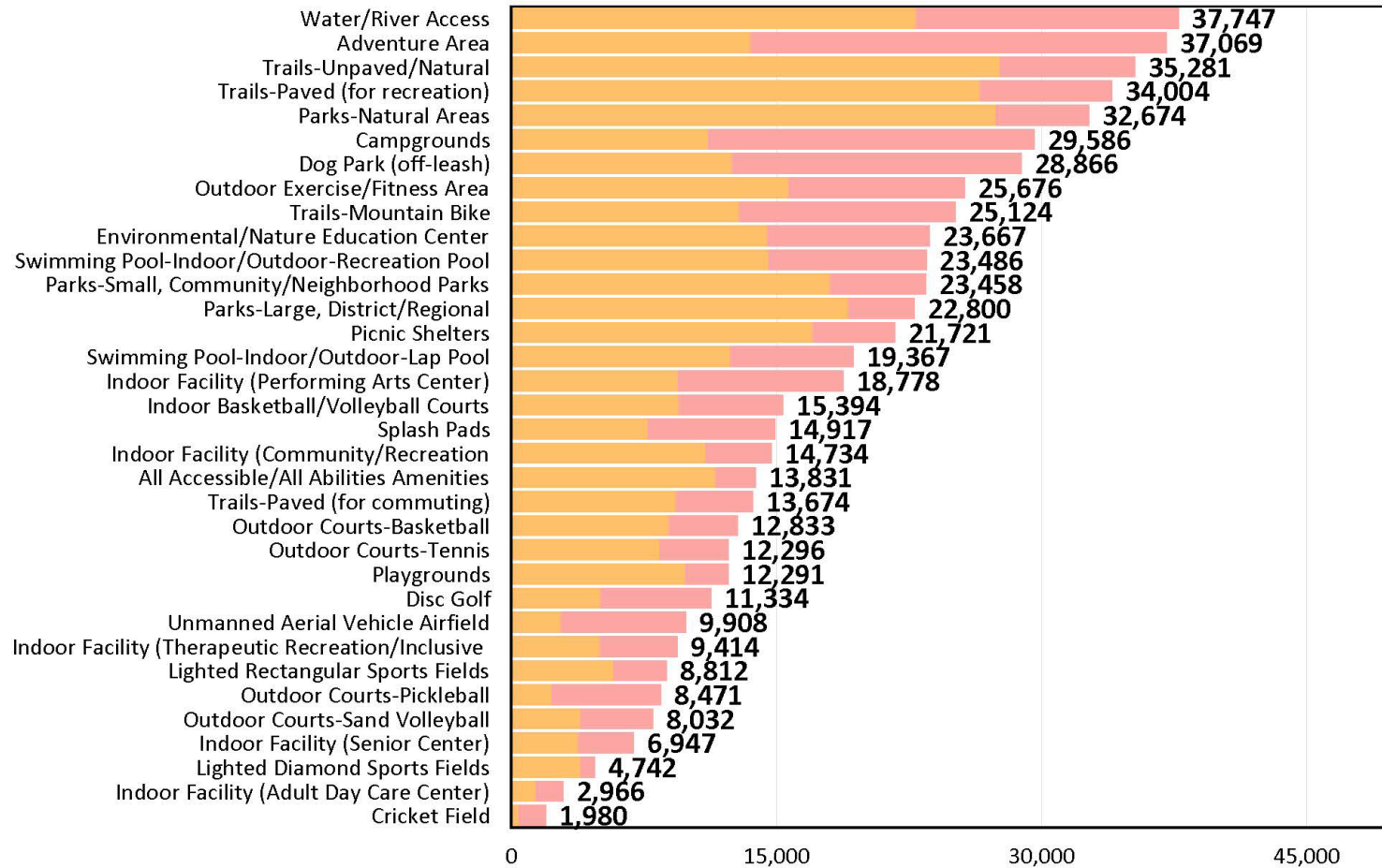
## Q9. Facilities Most Important to Households

by percentage of respondents who selected the items as one of their top four choices



# Estimated Number of Households Whose Needs for Facilities Are Partly Met or Not Met

by number of households based on an estimated 139,982 households in Loudoun County, VA



Source: ETC Institute (2020)

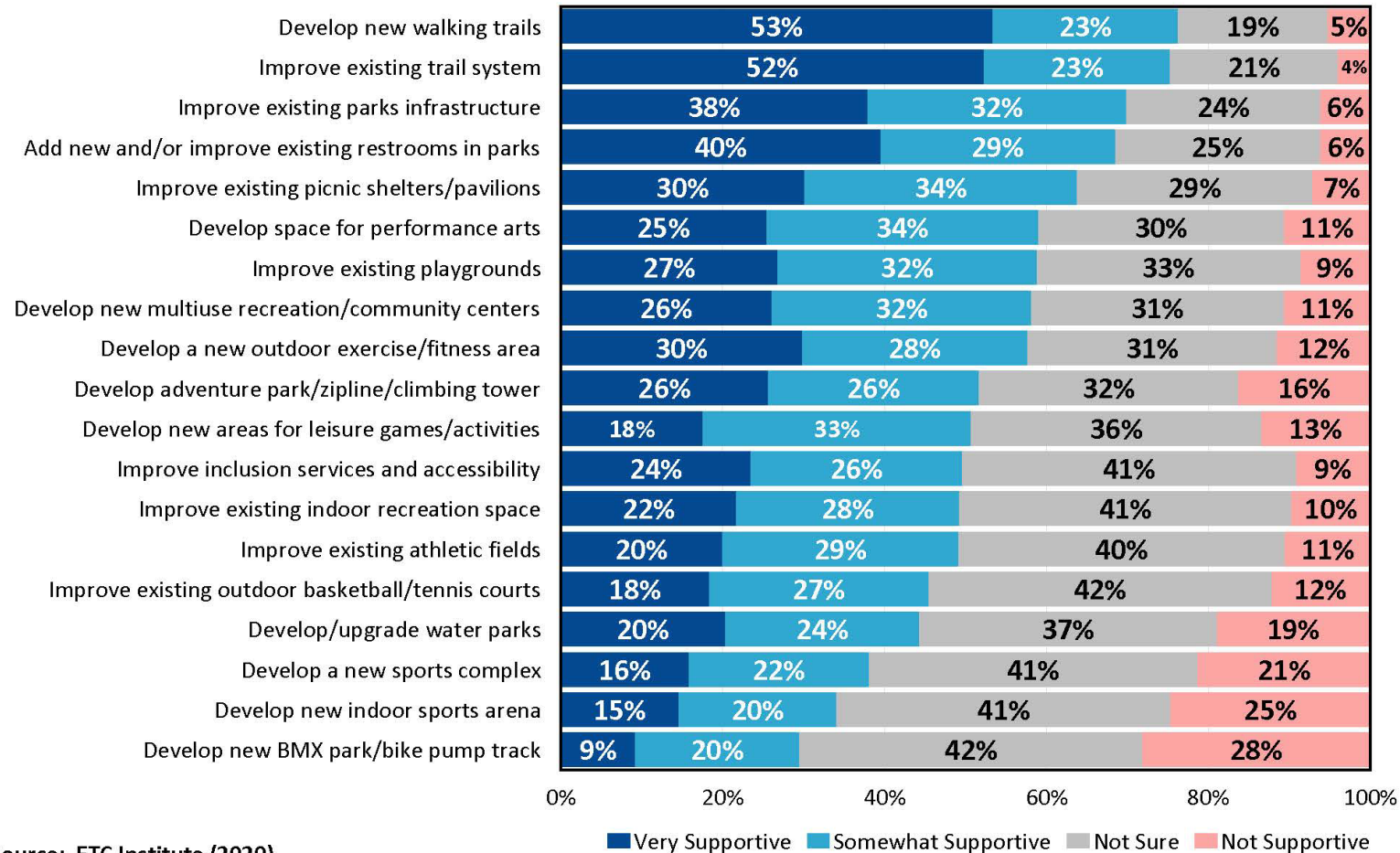
Partly Met Not Met

# Public Support



**Q18. The following is a list of actions PRCS could take to improve its parks and recreation system. Please indicate your support for each potential action by circling the corresponding number to the right.**

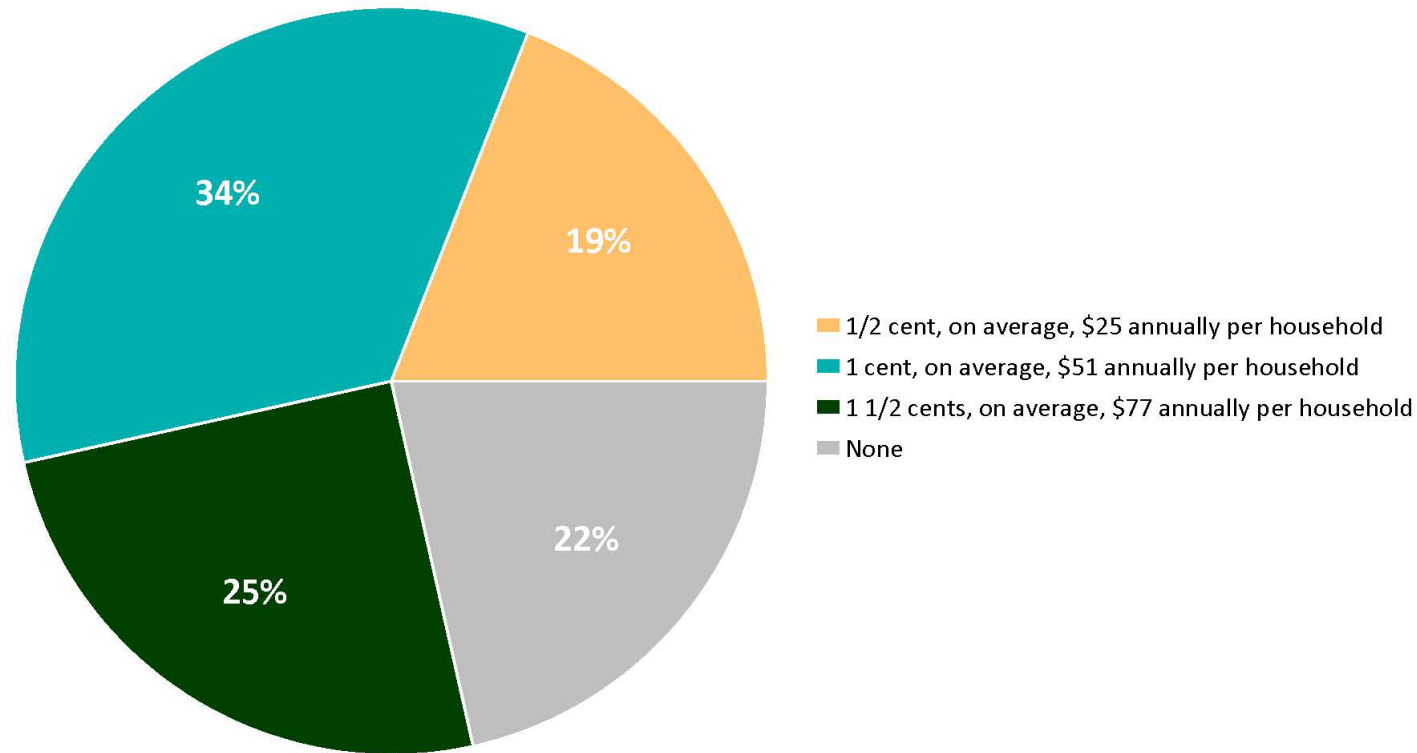
by percentage of respondents using a scale of 1 to 5, where 5 means your needs are "Very Supportive" and 1 means "Not Supportive"



Source: ETC Institute (2020)

**Q16. A potential funding source for park and recreation improvements is Loudoun County's Tax Rate-of which ONE CENT is equal to, on average, \$51 per year per household. Currently, less than 2 cents of the County's Tax Rate funds PRCS programs and services in Loudoun County. Please indicate your preferred level of ADDITIONAL TAX RATE financial support for THE IMPROVEMENT of parks and recreation services in Loudoun County.**

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

# Prioritized Community Needs Overall



# Needs Analysis Methodology

- Quantitative Data Includes the Local Demographics, Recreation Trends, Statistically Valid Survey and the Online Survey.
- Qualitative Data Includes Community Input via Stakeholder Interviews, Staff Input, Virtual Community Meeting, the Project Website, and Planning Team Observations.

# Needs Analysis Methodology (continued)

- A Weighted Scoring System is Used to Determine the Priorities for Facilities and Programs and Services.
- The Results of the Priority Ranking are Tabulated into Three Categories: High Priority, Medium Priority, and Low Priority.

# Recreation Programs and Services Prioritization

Recreation Program/Service	Priority
Adult fitness & wellness programs	<b>High</b>
Outdoor adventure/recreation	
County special events	
Art, culture, enrichment, performing art programs	
Water fitness classes/lap swimming	<b>Medium</b>
Outdoor environmental education/nature camps/prgms	
Adult sports leagues	
Youth sports	
STEM classes	
Senior programs	
Swim lessons	
Youth programs and summer camps	
Swim lessons	

Recreation Program/Service	Priority
After school programs for youth of all ages	<b>Low</b>
Teen/tween programs	
Online/virtual programs	
Trips (senior, youth)	
Community service programs	
Tennis lessons & leagues	
Youth programs & summer camps	
Competitive swimming	
Youth fitness & wellness classes	
Robotics	
Pickleball lessons & leagues	
Preschool programs/early childhood education	
eGaming/eSports	
Programs for people with special needs	
Inclusion services	

# Facility and Amenity Prioritization

Facility/Amenity	Priority
Trails Paved (for recreation)	High
Trails Unpaved/Natural	
Parks Natural Areas	
Water/River Access	
Adventure Area	
Dog Park (off leash)	
Parks Large, District/Regional	
Swimming Pool Indoor/Outdoor Recreation Pool	
Campgrounds	
Parks Small, Community/Neighborhood Parks	
Swimming Pool Indoor/Outdoor Lap Pool	Medium
Trails Mountain Bike	
Environmental/Nature Education Center	
Outdoor Exercise/Fitness Area	
Indoor Facility (Community/Recreation)	
Picnic Shelters	
All Accessible/All Abilities Amenities	
Indoor Facility (Performing Arts Center)	
Playgrounds	
Indoor Basketball/Volleyball Courts	
Trails Paved (for commuting)	
Outdoor Courts Tennis	
Outdoor Courts Basketball	
Splash Pads	

Facility/Amenity	Priority
Lighted Rectangular Sports Fields	Low
Disc Golf	
Indoor Facility (Senior Center)	
Indoor Facility (Therapeutic Rec/Inclusive Fac.)	
Unmanned Aerial Vehicle Airfield	
Outdoor Courts Pickleball	
Lighted Diamond Sports Fields	
Outdoor Courts Sand Volleyball	
Indoor Facility (Adult Day Care Center)	
Cricket Field	

# Recreation Programs and Services Prioritization by Sub Park Planning Area

Program and Service Prioritization by Sub Park Planning Area

High Priority Programs and Services	County-Wide	Ashburn	Dulles	Leesburg	Northwest	Potomac	Route 15 N	Route 15 S	Route 7 W	Sterling	Southwest
Adult fitness & wellness programs	●	●	●	●	●	●	●	●	●	●	●
Outdoor adventure/recreation	●	●	●	●	●	●	●	●	●	●	●
County special events	●	●	●	●	●	●	●	●	●	●	●
Art, culture, enrichment, performing arts	●	●	●	●	●	●	●	○	●	●	●
Outdoor environmental education/nature camps	○	○	○	○	●	○	○	●	○	○	○
Water fitness classes/lap swimming	○	○	○	○	○	●	○	○	●	○	●

Program and Service Priorities across all sub park planning areas are consistent with the County as a whole.

# Park, Facility and Amenity Prioritization

## Facility and Amenity Prioritization by Sub Park Planning Area

High Priority Facilities and Amenities	County-Wide	Ashburn	Dulles	Leesburg	Northwest	Potomac	Route 15 N	Route 15 S	Route 7 W	Sterling	Southwest
Trails-Paved (for recreation)	●	●	●	●	●	●	●	●	●	●	●
Trails-Unpaved/Natural	●	●	●	●	●	●	●	●	●	●	●
Parks-Natural Areas	●	●	●	●	●	●	●	●	●	●	●
Water/River Access	●	●	●	●	●	●	●	●	●	●	●
Adventure Area	●	●	●	●	○	●	●	●	●	●	○
Dog Park (off-leash)	●	●	●	●	○	●	○	●	●	●	○
Parks-Large, District/Regional	●	●	○	○	○	●	○	●	●	○	●
Swimming Pool-Indoor/Outdoor-Recreation Pool	●	○	○	●	●	●	●	○	●	●	○
Campgrounds	●	●	○	●	○	○	●	●	●	○	○
Parks-Small, Community/Neighborhood Parks	●	●	●	●	○	○	○	○	○	○	○
Outdoor Exercise/Fitness Area	○	●	○	○	○	●	○	○	○	●	○
Trails-Mountain Bike	○	○	○	●	○	○	●	○	○	○	○
Swimming Pool-Indoor/Outdoor-Lap Pool	○	○	○	○	○	○	○	○	●	○	○
Environmental/Nature Education Center	○	○	○	○	○	○	○	○	●	○	●
Indoor Facility (Community/Recreation)	○	○	○	○	○	○	○	○	●	○	○
Indoor Basketball/Volleyball Courts	○	○	○	○	○	○	○	○	●	○	○
Playgrounds	○	○	○	○	○	○	●	○	○	○	○
All Accessible/All Abilities Amenities	○	○	○	○	○	○	○	○	○	○	○

# Next Steps



# Immediate Next Steps January - March

- Park and Facility Inventory and Assessment
- Park Level of Service Standards and Geographical Accessibility Analysis Through Mapping
- Recreation Programming Assessment and Operational Funding Analysis
- Park Maintenance Management Plan
- Capital Improvement Plan

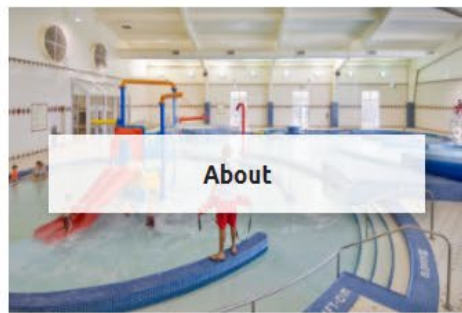
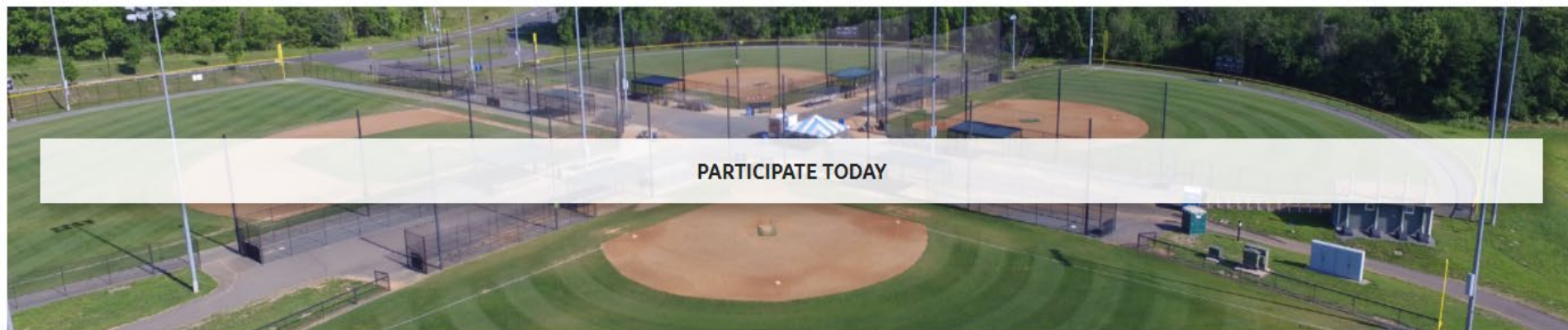
# Meeting Wrap-up

- 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>

# 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.



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