10-A

MOTION: **August 4, 2020**
Regular Meeting
SECOND: **Res. No. 20-**

RE: **ADOPT THE 2020 PARKS, RECREATION, AND OPEN SPACE MASTER PLAN**

ACTION:

WHEREAS, the purpose of the Parks, Recreation, and Open Space Master Plan (Master Plan) is to provide the Department of Parks, Recreation, and Tourism (DPRT) and the Board of County Supervisors (BOCS) with a road map for future investment in recreational facilities and programs over the next 10 to 15 years; and

WHEREAS, the Master Plan is intended to ensure that recreational opportunities are equitably distributed across the County as well as balance the improvement of existing assets with expanding services to fulfill unmet needs in accordance with the 2019 Needs Assessment; and

WHEREAS, the Parks Chapter of the 2020 Comprehensive Plan update recommends development of a Master Plan as a tactical supplement to effectuate Comprehensive Plan strategies; and

WHEREAS, the Master plan succeeds the former Prince William County Park Authority 2010-2030 Comprehensive Plan, adopted by the Park Authority in April 2010; and

WHEREAS, the Master Plan process was a joint effort between Pros Consulting and Department staff and includes an analysis of County demographics and recreation trends, a list of opportunities by Park Planning District, a Capital Project plan, and a strategic implementation plan; and

WHEREAS, this Master Plan is required for national accreditation by the Commission for the Accreditation of Parks and Recreation Agencies, which DPRT is current pursuing; and

WHEREAS, the Parks and Recreation Commission endorsed the Master Plan on July 15, 2020, and recommended the BOCS adopt the same; and

WHEREAS, staff may from time to time make recommendations to the Board of County Supervisors to update the Master Plan based on new data and changing trends and community needs;

NOW, THEREFORE, BE IT RESOLVED that the Prince William Board of County Supervisors hereby adopts the 2020 Parks, Recreation and Open Space Master Plan.

ATTACHMENT: Parks, Recreation, and Open Space Master Plan

Votes:
Ayes:
Nays:
Absent from Vote:
Absent from Meeting:

ATTEST: _____

Clerk to the Board

PRINCE WILLIAM
Parks, Recreation & Tourism

Parks, Recreation & Open Space Master Plan 2020

PRINCE WILLIAM
——Parks, Recreation & Tourism
14420 Bristow Road
Manassas, Virginia 20112
(703) 792-7060
www.pwcparks.org

On the cover:
Neabsco Regional Park Boardwalk
Lake Ridge Marina & Golf Course
Brentsville Courthouse Historic Centre
Fawn at Prince William Golf Course
First Tee Participants
PWC Stadium Complex (Pfitzner Stadium)
Soccer at George Hellwig Memorial Park (credit: W. Gaitan)

PRINCE WILLIAM
Parks, Recreation & Tourism

Parks, Recreation & Open Space Master Plan 2020

Prepared by:
PROS Consulting and Stantec

in coordination with:
Department of Parks, Recreation & Tourism Planning Staff

Accepted by the
Parks and Recreation Commission
July 15, 2020

PRINCE WILLIAM COUNTY GOVERNMENT

(as of July 1, 2020)

County Executive

Christopher E. Martino

Board of County Supervisors

Ann B. Wheeler
Chair At-Large

Victor S. Angry
Vice Chair
Neabsco District Supervisor

Margaret Angela Franklin
Chair Pro-Tem
Woodbridge District Supervisor

Jeanine M. Lawson
Brentsville District Supervisor

Yesli Vega
Coles District Supervisor

Pete K. Candland
Gainesville District Supervisor

Kenny A. Boddye
Occoquan District Supervisor

Andrea O. Bailey
Potomac District Supervisor

Parks & Recreation Commission

Christian Thom
At-Large Commissioner

Nate Murphy
Neabsco District Commissioner

Sharon Richardson
Woodbridge District Commissioner

Erica Tredinnick
Brentsville District Commissioner

Jane Beyer
Coles District Commissioner

Jeffery Bergman (Vice Chairman)
Gainesville District Commissioner

Brodie Freer (Chairman)
Occoquan District Commissioner

David Miles
Potomac District Commissioner

Department of Parks, Recreation & Tourism

Seth Hendler-Voss
Director

Shannon Jaenicke
Secretary to the Commission

Message from the Director

To County Residents, Employees, Stakeholders, and Visitors,

In Prince William County, we see Parks, Recreation, and Tourism as a transformative force. We recognize that the springheads of social, physical, and economic health intersect in the public spaces we steward. As goes our investment in nurturing our parks and facilities, goes the internal and external perception of Prince William as a Community of Choice. We are fortunate to have a strong foundation from which to build, complete with a wide array of park and facility types that are the envy of other jurisdictions.

However, hard work is required if we wish to live into our vision of transformation. Many of our parks, trails, and facilities are under-maintained, unfinished, and underdeveloped. Access gaps remain in certain areas and our park acreage count has remained relatively flat while our population continues to grow. We have made great strides in the last few years thanks to new deferred maintenance funding and capital infusion to complete long-term projects. Our citizenry is taking notice. The new Neabsco Creek Boardwalk reinvigorated public confidence in our leadership and excitement for the future of our parks system, leading to a 65% approval for the 2019 General Obligation Bond package. In the face of an uncertain economy we must dig deep and develop creative ways build on our momentum. This Master Plan charts the way.

Parkland and facilities are foundational, but programming is the activating ingredient. With the help of our partners, we have earned a strong reputation for delivering dynamic programs for all ages in financially sustainable ways. We have ramped up inclusive programming and are working to weave equity into the fabric of every service we provide. As with facilities, our programs must respond to the needs and wants of our customers. To that end, this Master Plan will point the way for how we expand our offerings and respond to emerging trends.

In closing, this Master Plan, like all others before it, is only as strong as the community desire and excitement to enact its recommendations. In Prince William County, the community desire for a robust system of quality parks, trails, facilities, and unique programming is glaring and people are eager for change. This plan is built upon the needs expressed by citizens during the 2019 Needs Assessment and the 2020 Comprehensive Plan update. By involving our citizens in each step we take to realize this plan I am confident we will overcome all barriers and reach our full potential.

Kindest Regards,

Seth Hendler-Voss
Director of Parks, Recreation, and Tourism
Prince William County, Virginia

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Powell's Landing Park

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CHAPTER ONE – PURPOSE OF MASTER PLAN

1.1 INTRODUCTION

Parks and recreation facilities are an essential service in Prince William County. The quality of our parks and recreation facilities, and the level of service they provide the community, are indicators of quality of life. The abundance, accessibility, variety, and quality of recreational offerings often correlates with how a community ranks on livability in citizen satisfaction surveys. In addition to fostering physical and emotional well-being, communities can leverage parks and recreation facilities to tell their story, create a sense of place, and bridge social divides. Parks not only shape the character of the community by providing places to gather and recreate, but they can also strengthen the local economy through tourism, preserve cultural links to the past, and improve air and water quality. When properly planned and located, parks can contribute to a cleaner and more resilient environment by protecting and preserving natural areas and open space.

For the Prince William County Department of Parks, Recreation & Tourism (Department), the way we manage future development and programming, specifically with regard to the protection and conservation of land, provision of recreational resources, and preservation of cultural and historic sites, has an immense impact on future generations. As the county continues to grow and develop, there needs to be a greater balance between the quantity and quality of parkland and facilities offered by the County. As additional parks are developed, consideration for the balance between conservation issues and the provision of active recreation becomes an important ingredient in the park development process. Finding ways to add to the county's economy, through parks and recreation, is also important for future sustainability. With an increasing population there is a corresponding increase in demand for facilities and their use. Increased use of recreation facilities results in faster facility deterioration and replacement rates, potential crowding, and user conflicts. In addition, the diversification of recreational preferences that often occurs in larger populations expands the need for new types of facilities and associated support amenities. As residential densities rise and individual yards become smaller or disappear, the need for public open space, woodland areas, trails, recreation facilities, and open play areas also increases. This is true for the urban, suburban, and rural areas of the county.

1.2 PURPOSE

The purpose of the Parks, Recreation, and Open Space Master Plan (Master Plan) is to provide the Department and the County with a road map for future development of recreational facilities and opportunities over the next 10 to 15 years. This Master Plan focuses on identifying the County's current and future recreation needs, not only to aid staff and decision-makers in providing and expanding the recreational facilities and opportunities available to Prince William County residents, but also to ensure that these opportunities are equitably distributed across the county, at a variety of levels. This plan is based on recognized planning principles and best practices, as well as level of service standards that are unique to Prince William County and which are outlined in this plan. The Department's level of service standards are also outlined in the Parks, Recreation & Tourism chapter of the County's Comprehensive Plan.

This plan is intended to satisfy the National Recreation and Parks Association's (NRPA), Commission for Accreditation of Park and Recreation Agencies (CAPRA) requirements, for the Department to have a Parks and Recreation System Master Plan. Per the CAPRA requirements this plan is to be updated every 10 years. This is consistent with Department procedures and, as such, this plan also serves as an update to the Department's previous master plan which was titled, "Prince William County Park Authority Comprehensive Plan 2010-2030".

Nokesville Park

1.3 PROJECT PROCESS

This Master Plan is born out of the process of merging level of service standards with recreational trends data, the results of the Department's 2019 Needs Assessment, programming standards, and planning-related analyses, to arrive at a future plan of action that satisfies user wants and needs - for both facilities and programs. This Master Plan process was a joint effort between the consulting team and Department staff, and includes an assessment of local opportunities and recreation trends at the national, regional and local levels. By reviewing and evaluating data from these varied sources, and comparing that data to the available and planned resources in the county, we are hopeful that the goals and objectives contained within this plan set a course for balanced and equitable park and program growth and expansion over the next decade, and beyond.

The following local Planning efforts provided an underlying framework for this plan:

- County Comprehensive Plan
- 2019 Department Strategic Plan
- 2020 Department Recreation Program Plan
- PWC Park Authority Comprehensive Plan, 2010-2030
- Department planning policies and procedures

In its simplest form, this Master Plan presents an analysis of the current state of the County's parks and recreation system and recommendations for improvement and expansion over the next 10 to 15 years. This Master Plan responds to existing conditions and projected needs and offers operational and capital improvement recommendations for the future.

Master Plan Process:

** Administrative Note: The project scope for this plan originally incorporated several opportunities to gather input and feedback from county residents, stakeholders, and decision-makers, but that process was greatly impacted by service disruptions and associated closures that resulted from the COVID-19 pandemic of Spring 2020. The Department remains committed however, to seeking resident and stakeholder input when implementing the future goals and objectives of this plan, and the goals, strategies, and park planning initiatives identified in the County Comprehensive Plan.*

1.4 CURRENT CLIMATE

In Prince William County the amount of land available for parks and recreation purposes is decreasing due to development pressures, while at the same time the increasing population is demanding new, and more diverse, recreation experiences and opportunities. The Department is constantly balancing community needs with available resources. As we move into a new decade - with a steadily increasing population rate - the Department is stepping away from population based level of service and is, instead, looking toward new methodologies to assess the quality and quantity of the park, facilities, and programs that we provide. Moving forward, the Department will continue to apply and/or adjust the recommendations in this plan, as needed, to ensure the Department is able to best serve the residents of Prince William County.

CHAPTER TWO - DEPARTMENT PROFILE

2.1 DEPARTMENT HISTORY

The predecessor to the County's Department of Parks, Recreation & Tourism, the Prince William County Park Authority, was established by the Board of County Supervisors in 1977. The primary mission of the Park Authority was to provide the county's residents and visitors with quality recreational programs, parks, and facilities. The Park Authority was an independent public corporate and political entity, governed by an eight-member board appointed by the Board of County Supervisors. A majority of the funding for the Park Authority came from the County's General Fund.

When the Park Authority was created, Prince William County had a population of around 150,000 residents. Ben Lomond Regional Park was the first park in the County's system. The lands now known as Andrew Leitch Park and Cloverdale Park were acquired and added to the system in 1978. The inventory further expanded in 1979 with the addition of the Locust Shade Park property (from the Federal Lands to Parks Program), Veterans Memorial Park, Birchdale Recreation Center, and Turley Fields. In addition, the Brentsville Courthouse complex was acquired by the County in 1979.

The next thirty years brought impressive economic growth to the county, along with rapid growth in population. The Park Authority acquired over 3,000 acres of parkland during this period, and added the Sharron Baucom-Dale City Recreation Center, Chinn Aquatics & Fitness Center, two 18-hole golf courses, and the Prince William County Stadium Complex (original home to the Prince William Pirates, most recently the Potomac Nationals, a Class A Minor League Baseball team).

In March of 2012, the Board of County Supervisors dissolved the Park Authority and created the Prince William County Department of Parks & Recreation. On August 1, 2017, the Prince William County Board of County Supervisors voted unanimously to merge the Convention and Visitors Bureau into the County's Department of Parks and Recreation, as the Office of Tourism, with a Tourism Advisory Board comprised of members of the tourism industry. At that time the department name was changed to the Department of Parks, Recreation & Tourism. On February 1, 2019, the Historic Preservation Division was moved from the County's Department of Public Works and merged into the Department of Parks, Recreation & Tourism. This merge also moved all of the Historic Preservation properties into the Department's land inventory, adding over 300 acres. In total, the Department now manages over 5,000 acres for an estimated current population of around 460,000 residents.

Department Mission

"Create recreational and cultural experiences for a more vibrant community."

Department Vision

"Be a lead collaborator in delivering solutions for holistic community transformation."

Philosophy

"Our vision and values guide our actions; we embrace change and adapt; we actively engage; and we communicate and collaborate at all levels."

2.2 DEPARTMENTAL ORGANIZATIONAL STRUCTURE

2.2.1 DIRECTOR

The Department Director exercises general control of the Department, working through subordinate supervisors. He or she is responsible for implementing the goals, objectives, policies, and regulations issued by the Board of County Supervisors for the planning and development of parks, recreation facilities, and programs, and is the spokesperson for the Department. The Director maintains financial controls through best budget practices and the capital improvement plan to operate the parks system.

The Director's administrative coordinator provides administrative services to the Director and serves as the Secretary to the Parks and Recreation Commission. In this capacity this position prepares agendas and materials for the monthly Commission meetings.

2.2.2 DEPUTY DIRECTOR

The Deputy Director oversees four Divisions. In addition to the Marketing & Communication and Recreation Services Divisions, the Deputy Director also oversees the Park Ranger and Historic Preservation Divisions.

2.2.3 OPERATIONAL DIVISIONS

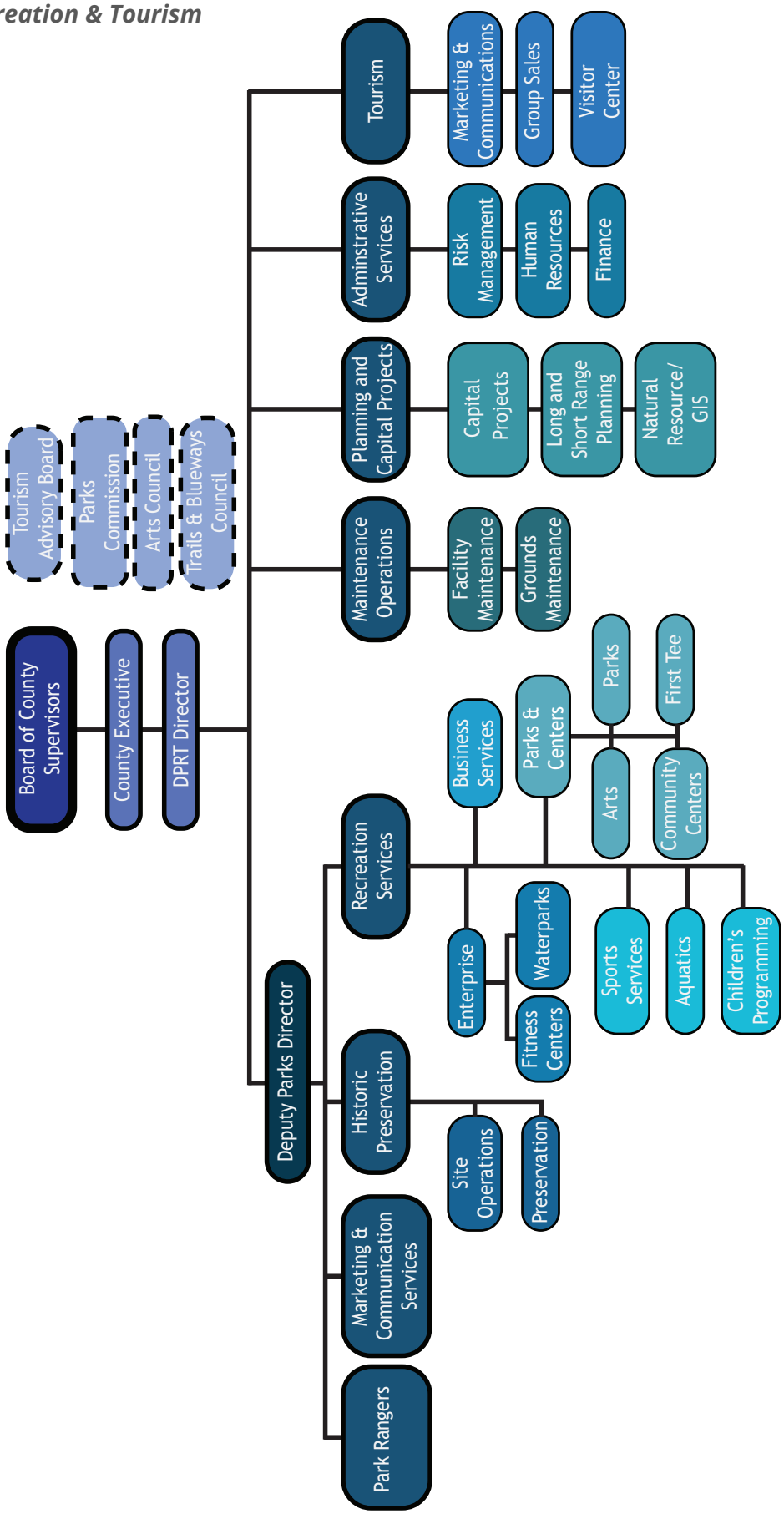
The Department operates via a division structure with each division led by a Division Director. The following are the Department's eight operational divisions:

- **Administrative Services Division** - Oversees all human resource, finance, and risk management functions of the Department. The Director and Deputy Director are located in this Division.
- **Marketing & Communication Division** - Oversees all public information and marketing functions of the Department including website management, advertising, and events involving elected officials.
- **Park Rangers** - Oversees the safety and security of all park lands and facilities, and the visitors/patrons thereof.
- **Historic Preservation** - Oversees the operations and programming of all historic sites and artifact collections.
- **Planning & Capital Projects Division** - Oversees all park planning, construction and project management functions of the Department including capital projects and comprehensive plans.
- **Maintenance & Operations Division** - Oversees all facility and grounds maintenance functions across the Department.
- **Recreation Services Division** - Oversees the operation of all recreation facilities/sports fields, participant registration and fees, facility rental functions, and programming functions of the Department.
- **Office of Tourism** - Oversees all efforts to bring non-residents into the county for tourism opportunities that enhance economic growth

2.2.4 PARKS AND RECREATION COMMISSION

The Parks and Recreation Commission is an advisory body that provides guidance to staff and elected official regarding the implementation of the Department's mission and vision. The Parks and Recreation Commission is made up of eight members, each appointed by a member of the Board of County Supervisors, who represent each of the County's seven magisterial districts, with an at-large commission representative appointed by the Board of County Supervisors At-Large Chairperson. The Department Director and/or designated staff provide updates to the Commission on items of interest, during monthly Commission meetings.

Department of Parks, Recreation & Tourism Organizational Chart



2.2.5 OTHER ADVISORY BODIES

The Department also has a key participatory role in two councils that were established to help create a constituent-centered culture around specific programs and services. These are the Prince William Arts Council and the Prince William County Trails and Blueways Council.

The Arts Council was created with a mission to foster the creation, production, and appreciation of the arts in the Greater Prince William Area through advocacy and education. The Arts Council provides services for the local arts, including coordinating public facility use for arts groups, and advocating for the needs of the local arts community. They also provide members with networking, development, marketing, and grant opportunities. Membership to the Arts Council is by application, and the individual, group, or business applying must be based in Prince William County or the independent Cities of Manassas or Manassas Park. The Department typically has one appointee that serves on the Council's Board of Directors.

The Prince William County Trails and Blueways Council is an advisory body that provides support for the development of trails and water trails in Prince William County. The Trails and Blueways Council is committed to the mission of developing a high-quality, interconnected system of non-motorized trails and water trails throughout Prince William County. It is comprised of 16 at-large members, two appointed by each member of the Board of County Supervisors, and is supported by staff representatives from the Department, the Planning Office, and the Department of Transportation. County staff typically provide updates on items of interest such as trail construction and management, long-range planning studies, and rezoning or special use permit applications that have implications for the county's system of trails, water trails, and open space.

Lastly, the Tourism Advisory Board advises and assists the County with tourism initiatives. The Advisory Board is comprised of eleven members who represent the interests of local tourism industry organizations and stakeholders within Prince William County. This board advises the Board of County Supervisors, County Executive, and Department Director on matters related to promoting Prince William County as a tourism destination in accordance with Virginia Code Section 58.1-3819. The Advisory Board assists staff in the Office of Tourism in identifying and securing new tourism opportunities.

2.3 PLANNING & CAPITAL PROJECTS OVERVIEW

As a department of Prince William County government, the Department of Parks, Recreation & Tourism is directly and actively involved in local planning efforts. The Planning & Capital Projects Division within the Department is the group primarily responsible for the planning, design, and construction of the County's parks.

The Division's Planning staff coordinate the short and long-range planning initiatives of the Department with County Planning staff, as well as other local and regional park and planning agencies. Coordination with the County's Planning Office primarily occurs through contributions to the County's Comprehensive Plan, small area plans, and development review processes. Other park planning efforts within the county include coordinating with the National Park Service to facilitate the location, design and development of the Potomac Heritage National Scenic Trail (PHNST) through the County, including the coordination of this trail through the Featherstone Wildlife Refuge (a Fish & Wildlife Service property), Leesylvania State Park (a Virginia Department of Conservation & Recreation property), and Marine Corps Base Quantico (an active military base). Staff also regularly coordinates with the Virginia Department of Conservation and Recreation and Northern Virginia Regional Commission, to implement regional strategies contained within the Virginia Outdoors Plan. Examples of Department-driven projects include the development of the Department's Master Plan, individual park master plans, site feasibility studies, project mapping and analysis, and the development and review of level of service standards as they pertain to parks.

The Division's Capital Projects staff coordinate the design and construction of the County's parks and recreation facilities, and the improvement thereof. Capital Projects staff handle design and engineering contracts, building permits, and manage contract staff. This side of the Division also oversees the Department's Capital Improvement Program and the coordination of Department projects that are under to the County's Building & Facilities Program, which addresses deferred maintenance at County facilities. In addition, Capital Projects staff coordinate and assist with the planning and implementation of internal projects as they relate to the Department's Capital Maintenance Program.

2.4 INVENTORY OVERVIEW

The County currently owns more than 4,500 acres of park land and operates and maintains 50+ miles of trails and blueways. The County leases two private parcels and maintains recreational fields at 76 elementary and middle school sites (totaling an additional 828 acres) that help expand the recreational opportunities available to residents and visitors. In total, the Department manages and maintains an inventory of 5,337 acres, or approximately 2.5% of the County's land area. There are 63 developed parks totaling approximately 4,059 acres of the Department's inventory, with 450 acres in undeveloped land holdings. Within the total park acreage there are 12 historic sites covering 342 acres. A majority of the County's parks have come from developer donations and/or development proffers. Most of the remaining park acreage is the result of County or Federal land surplus, or land purchase.

Residents and visitors enjoy a vast array of amenities and experiences at the County's parks. There are two 18-hole golf courses, one 9-hole leisure golf course, 116 sports fields, two waterparks, six outdoor pools, two aquatics and fitness centers, a skate park, a marina, and a dog park, to name just a few of the available amenities. The Department plans and schedules hundreds of fitness classes, swimming lessons for all ages and levels, before and after school care, historical/cultural programs, dance and martial arts programs, and often offers over 400 summer camps per year for county youth.

Prince William County Park Acreage Summary:

To assist with planning parks and recreational amenities across the county's 348 square miles, the Department's Planning staff has subdivided the County into 14 separate Park Planning Districts (PPD). These park planning districts are at a sub-magisterial district level and create smaller population subsets. Breaking the County down into sub-magisterial district park planning areas allows the Department's Planning staff to perform more in-depth analysis and assess community needs and desires on a more local scale, ensuring that public investment in the park system has a geographic context. The Department's park and facility inventory, by park planning district, is included in the Appendix.

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CHAPTER THREE - FOCUS AREAS

3.1 STRATEGIC PLAN

The Department of Parks, Recreation, and Tourism's Strategic Plan was updated in 2019. The Strategic Plan provides a road map for advancing the Department's mission through "focus areas" that, in turn, address administrative and operational goals and objectives for the Department. These focus areas represent the core principles that the Department believes are integral to establishing the Department as a recreational leader in the region. The goals and objectives of the Strategic Plan provide direction for Department staff regarding how best to fulfill the Department's mission and vision. These focus areas are also key to creating a Department that equally values its customers and employees, so that we can adapt to change and challenges, such as budget cuts or operational interruptions like those posed by the current COVID-19 pandemic.

**Administrative Note: The goals and objectives in the 2019 update of the Department's Strategic Plan were developed prior to the onset of the COVID-19 pandemic of Spring 2020. Application of these goals and objectives in this uncertain climate have proven advantageous, as the Department has adjusted and modified operations to address the strict limitations of COVID-19 closures and cancellations. Moving forward, the Department will continue to apply and/or adjust these core values, as necessary, to ensure the Department is able to best serve the residents of Prince William County, and also support Department staff, as post-COVID operating limitations are defined.*

3.2 FOCUS AREAS

The focus areas identified in the 2019 Strategic Plan update are as follows. For the purposes of this Master Plan we have added "Equity, Diversity & Inclusion (EDI)" as a focus area in order to address the level of service goal for an equitable distribution of parks, facilities, and programs across the county and its populations.

Visitor Experience

Goal: Mobilize a new generation of park, recreation and tourism customers and advocates.

Objectives:

Implement user friendly technology and policies to assist residents and visitors in locating and utilizing parks and services.

Ensure quality guest-staff interaction.

Provide modern conveniences at facilities.

Community Engagement

Goal: Create transparent, effective and efficient strategies that continually allow for the residents of Prince William County to provide feedback on, and a vision for, parks and recreation.

Objectives:

Seek out public outreach opportunities.

Maximize participation of advisory bodies.

Employee Engagement

Goal: Empower leadership at all levels.

Objectives:

Provide professional development and leadership training opportunities.

Involve employees closest to the operations in shaping the future.

Maximize employee performance.

Communicate abundantly.

Regularly assess work culture and organizational health.

Encourage intra-departmental team building and recognition and provide leadership and supervisory training opportunities for all employees.

Operational, Planning & Business Excellence

Goal: The Department will operate as a financially stable, well-run business unit of Prince William County.

Objectives:

Embody best-in-industry service delivery.

Enhance internal service delivery.

Strengthen working relationships with other County departments.

Embrace data-informed decision-making.

Leverage private partnerships.

Safety and Environment

Goal: Develop and implement environmental and safety standards that will provide Prince William County residents with high quality park and recreation experiences while promoting proper safety training and awareness for departmental personnel.

Objectives:

Accelerate environmental stewardship.

Increase employee ownership of risk and environmental practices (daily work).

Increase workplace safety.

Increase safety of public in parks and facilities.

Equity, Diversity, and Inclusion (EDI)

Goal: Prince William County's parks, facilities and programs will be places in which every member of the community is welcome and can focus on their potential without discrimination. Prince William County's parks, facilities, and programs will be equitably distributed amongst the County and its populations and be places that foster opportunities for health and well-being.

Objectives:

Integrate EDI goals and objectives for effective outreach and engagement of underrepresented constituencies.

Develop strategies and accountability to build our workforce and advisory bodies to attract and retain talent and leadership that reflect the local community.

Develop programs that include funding for intentional external outreach, for growing community and regional partnerships, and for increasing community engagement to advance diversity and inclusion.

Improve and establish recreation opportunities in all communities.

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CHAPTER FOUR - COMMUNITY PROFILE

This section contains an analysis of current and projected demographics for the County. In addition, this section includes a review of recreation trends at the national, regional and local levels. By combining this data with a review of the Department's Needs Assessment, a picture of service level gaps begins to appear, and it is these gaps that influence future decision making.

4.1 DEMOGRAPHIC ANALYSIS

The Demographic Analysis provides an understanding of the population of Prince William County. This analysis is reflective of the total population and its key characteristics, such as age segments, income levels, race, and ethnicity. It is important to note that future projections are all based on historical patterns, and unforeseen circumstances during or after the time of the projections could have a significant bearing on the validity of the final projections. This analysis, however, is currently the best practice for evaluating who the Department's customers currently are and projecting who they are likely to be in the future.

Demographic data used for the analysis was obtained from U.S. Census Bureau and from the Environmental Systems Research Institute (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in January 2020 and reflects actual numbers as reported in the 2010 Censuses and estimates for 2020 and 2025, as obtained by ESRI. Straight line linear regression was utilized for projected 2030 and 2035 demographics.

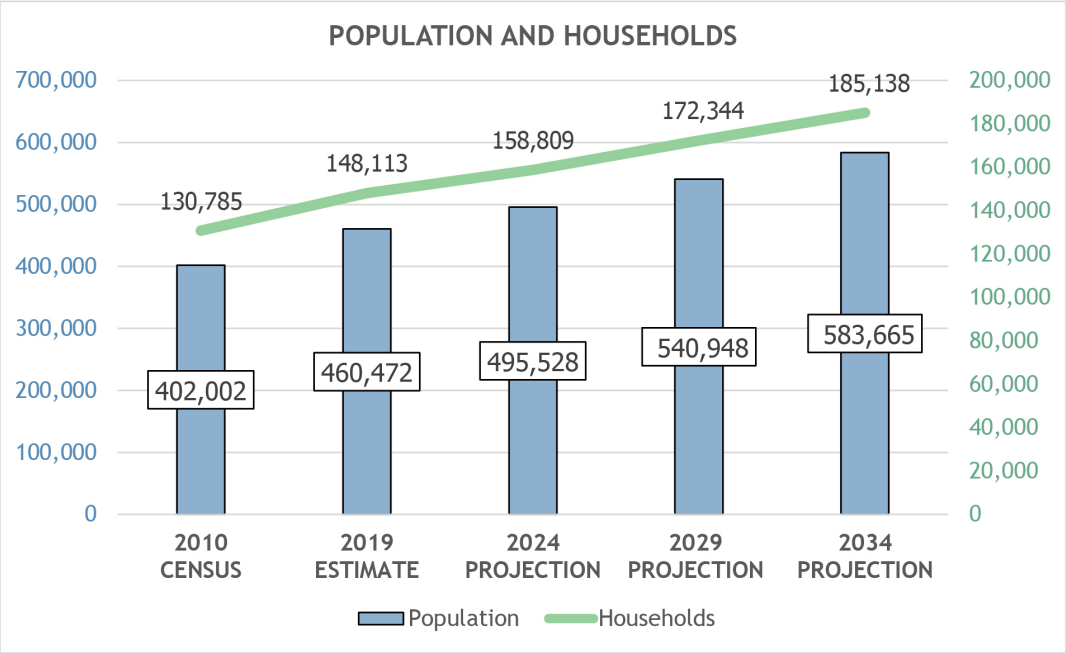
The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined herein. The Census 2010 data on race is not directly comparable with data from the 2000 Census and earlier censuses. Therefore, caution must be used when interpreting changes in the racial composition of the U.S. population over time. The latest (Census 2010) definitions and nomenclature are used within this analysis and are as follows:

- **American Indian** - This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- **Asian** - This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- **Black** - This includes a person having origins in any of the black racial groups of Africa.
- **Native Hawaiian or Other Pacific Islander** - This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- **White** - This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa.
- **Some Other Race** - Includes all other responses not included in the "White", "Black or African American", "American Indian and Alaska Native", "Asian" and "Native Hawaiian and Other Pacific Islander" race categories described above.
- **Two or more races** - People may have chosen to provide two or more races either by checking two or more race responses.
- **Hispanic or Latino** - This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race.

4.2 COMMUNITY PROFILE

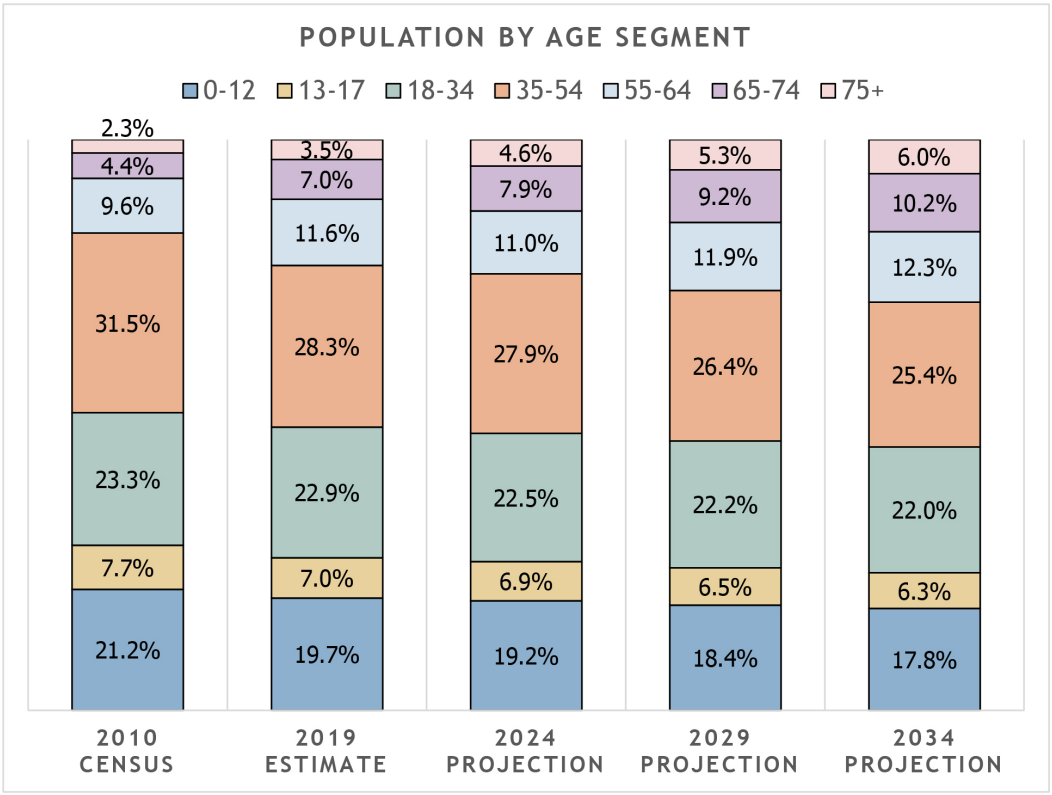
4.2.1 POPULATION

The county's population has experienced a growing trend in recent years and is estimated at 460,472 individuals in 2019. Projecting ahead, the total population is expected to grow significantly, over the next 15 years. Based on predictions, the county is expected to have 583,665 residents living within 185,138 households by 2034.



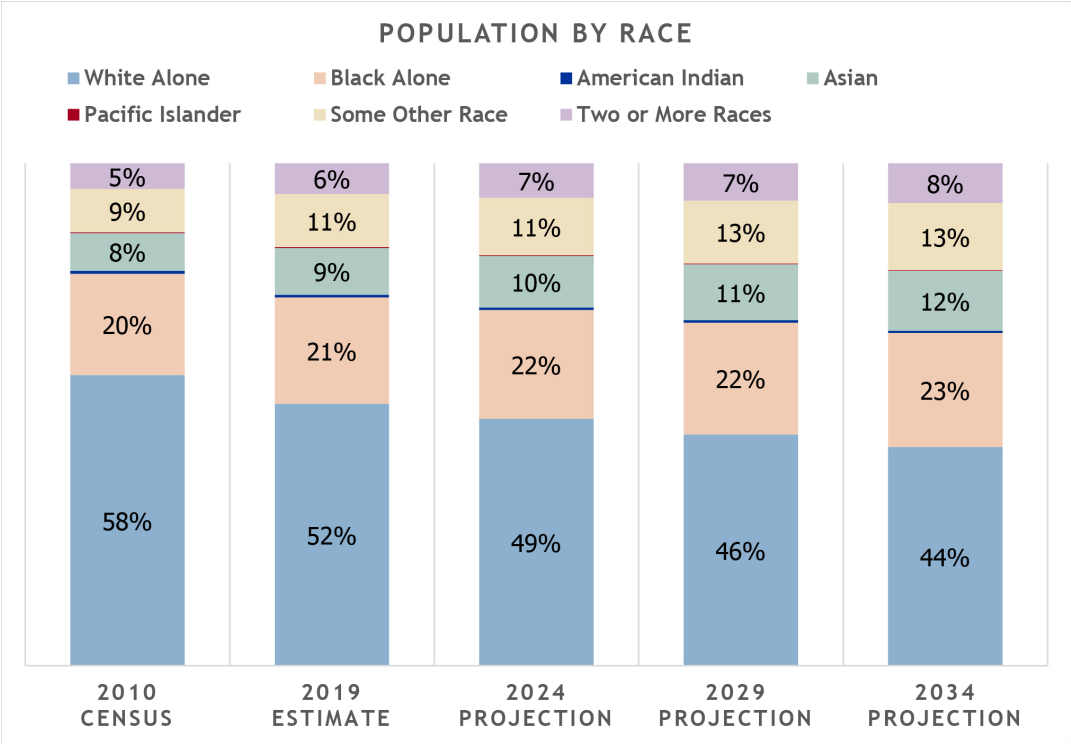
4.2.2 AGE SEGMENT

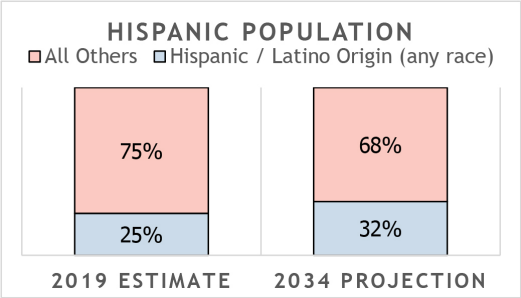
When evaluating the population by age segments, the county exhibits a balanced distribution among the major age segments. Currently, the largest grouping of age segments is the 35-54 segment, making up 28.3% of the population. The overall age composition of the population within the county is projected to undergo an aging trend while still remaining fairly balanced across all segments. Over the next 15 years, the 55+ age segment, which currently is the largest age segment in the county, will increase by 6.4% and make up 28.5% of the county's population. Conversely, those who are 0-17 are projected to decrease by 2.6%, making up 24.1% of the population by 2034. This is assumed to be a consequence of a vast amount of the Baby Boomer generation shifting into the senior age segment.



4.2.3 ETHNICITY

In analyzing race, the county's current population is diverse. The 2019 estimates show that 52% of the county's population falls into the White Alone category, while Black Alone (21%) represents the largest minority. It is projected that the county's population by race will diversify even more by 2034, with the percentage of each ethnicity group projected to increase at the same time that the White Alone population is projected to decrease by approximately 8%.

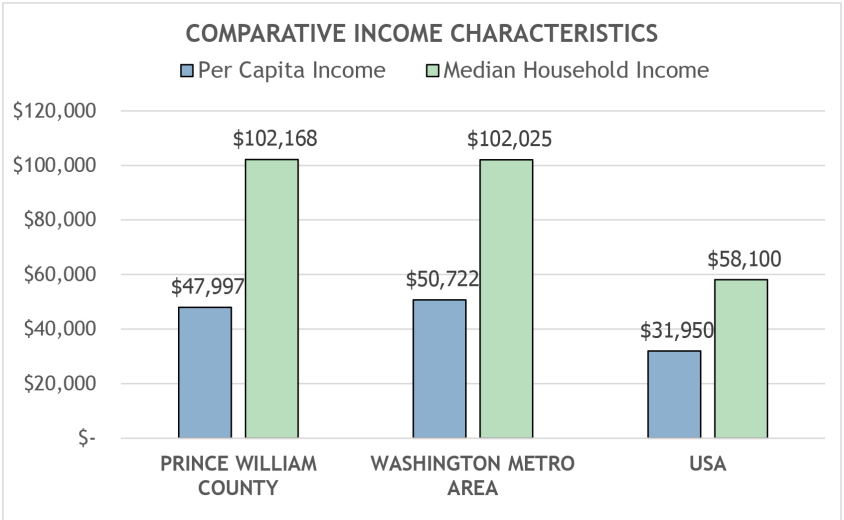




Hispanic or Latino - This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race. The Hispanic population in Prince William County is expected to increase to 32% by 2034.

4.2.4 INCOME

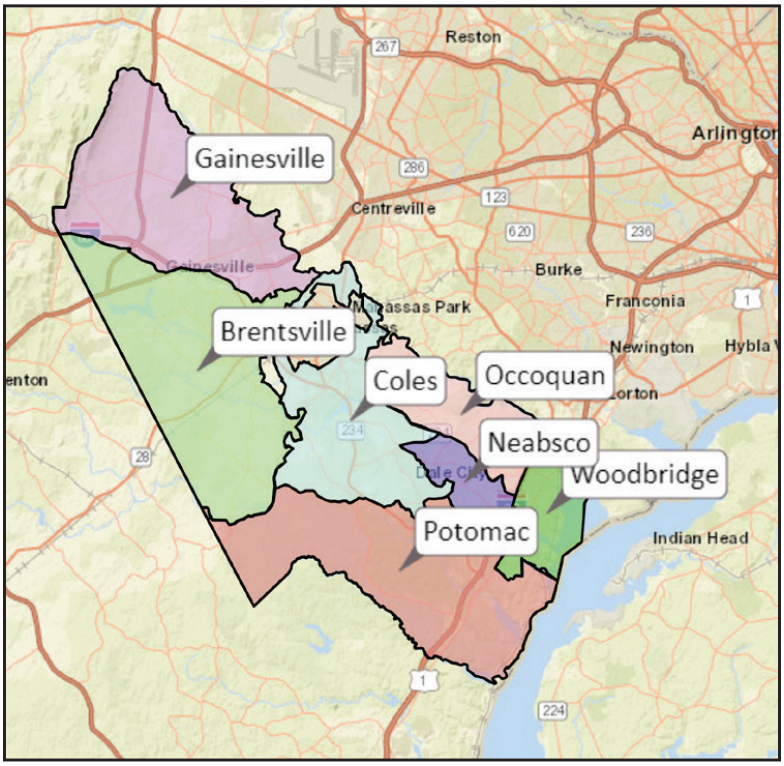
The county's per capita and median household income level is in-line with the Washington-Metropolitan Area averages and is well above that of national averages. Income levels are influenced by the fact that the cost of living index in the County is 167.6 (very high, since the U.S. average is 100).



4.2.5 DEMOGRAPHICS BY MAGISTERIAL DISTRICT

Given that the county is 348 square miles in size with an overall population density of 1,323 persons per square mile, it is important to recognize that its demographic information provides only a snapshot of the make-up of the county. The following provides a summary of the current demographic make-up and projected changes of the County broken down by Magisterial District.

Prince William County Magisterial Districts:



Population Density by Magisterial District:

GENERAL DEMOGRAPHICS			
GEOGRAPHY	**SQUARE MILES**	**CURRENT (2020) POPULATION**	**POPULATION DENSITY PER SQUARE MILE**
COUNTY AS A WHOLE	**348.0**	**460,472**	**1,323**
Brentsville District	85.2	74,395	873
Coles District	50.9	68,089	1,339
Gainesville District	71.2	67,622	950
Neabsco District	12.3	57,989	4,707
Occoquan District	27.1	60,166	2,220
Potomac District	81.5	62,490	767
Woodbridge District	19.7	69,721	3,539

DEMOGRAPHIC PROJECTIONS for 2034				
GEOGRAPHY	**POPULATION**	**AGE SEGMENTATION**	**RACE**	**INCOME**
County as a Whole	**Significant Growth (27% over the next 15 yrs)**	**Balanced Age Segmentation Distribution (28% of population will be 55+; less than national average of 31%)**	**Highly Diverse White Alone (44%); Black Alone (23%); Asian (12%); Hispanic (32%)**	**Equal to Metro Area Averages and Well Above US Averages**
Brentsville District	Extreme Growth (40% over the next 15 yrs)	Balanced and Younger Age Segmentation (78% of population under 55)	Diverse White Alone (51%); Black Alone (14%); Asian (16%); Hispanic (27%)	Above Prince William County and Metro Area Averages; Well Above US Average
Coles District	Significant Growth (27% over the next 15 yrs)	Aging Population (36% of population will be 55+)	Diverse White Alone (54%); Black Alone (15%); Asian (10%); Hispanic (33%)	Above Prince William County and Metro Area Averages; Well Above US Average
Gainesville District	Above Average Growth (23% over the next 15 yrs)	Aging Population (33% of population will be 55+)	Diverse White Alone (54%); Black Alone (13%); Asian (14%); Hispanic (29%)	Equal to Prince William County and Metro Area Averages; Well Above US Average
Neabsco District	Average Growth (13% over the next 15 yrs)	Balanced and Younger Age Segmentation (73% of population under 55)	Highly Diverse Black Alone (31%); White Alone (30%); Asian (11%); Hispanic (44%)	Below Prince William County and Metro Area Averages; Above US Average
Occoquan District	Average Growth (15% over the next 15 yrs)	Aging Population (35% of population will be 55+)	Diverse White Alone (47%); Black Alone (23%); Asian (11%); Hispanic (28%)	Equal to Prince William County and Metro Area Averages; Well Above US Average
Potomac District	Above Average Growth (23% over the next 15 yrs)	Balanced and Younger Age Segmentation (72% of population under 55)	Highly Diverse White Alone (38%); Black Alone (34%); Asian (10%); Hispanic (26%)	Equal to Prince William County and Metro Area Averages; Well Above US Average
Woodbridge District	Extreme Growth (40% over the next 15 yrs)	Balanced and Younger Age Segmentation (78% of population under 55)	Highly Diverse Black Alone (33%); White Alone (29%); Asian (11%); Hispanic (40%)	Below Prince William County and Metro Area Averages; Above US Average

4.3 DEMOGRAPHIC SUMMARY AND IMPLICATIONS

The following implications are derived from the analyses provided in this section:

POPULATION

- The County's population is steadily increasing and is projected to experience 27% population growth over the next 15 years. This increase in population requires land development that, in turn, reduces the availability of land for parks, recreation and open space. The Department will need to strategically invest in and/or secure the donation or lease of land to expand the County's parks and recreation offerings.
- The magisterial districts that are projected to be the largest drivers of growth in the County over the next 15 years, based on percentage of increase, are Brentsville, Coles, and Woodbridge.
- The population density is greatest in the Neabsco and Woodbridge Districts and least dense in the Brentsville and Gainesville Districts. The population density in the Potomac District is identified as the lowest, at 767 persons per square mile, but this value is skewed by the amount of land area in the Potomac District occupied by Prince William Forest Park (a Department of Interior, National Park property).

AGE SEGMENTATION

- Prince William County currently has a balanced age segmentation with the largest group being 35-54 with the second largest group being 0-17.
- Over the next 15 years, the 55+ age segment will become the largest age segment in the County and increase by 6.4%, while those who are 0-17 are projected to decrease by 2.6%. Although the County will undergo a slight aging trend, its age segmentation will remain balanced.
- The magisterial districts that are projected to see the most significant increases in the 55+ age segment in the next 15 years are Coles, Gainesville, and Occoquan.

RACE AND ETHNICITY

- Preferred recreation experiences are often defined by ethnic and cultural backgrounds. Prince William County is currently diverse and is expected to diversify further in the next 15 years.
- The magisterial districts that are projected to be the most diverse by 2034 are Neabsco and Potomac.

HOUSEHOLDS AND INCOME

- Median and per capita household income averages are equal to that of the Metro Area averages, and greater than national averages.
- The magisterial districts where the income level is currently projected to be lower than that the County's average are Neabsco and Woodbridge.

Waterworks Waterpark

CHAPTER FIVE - RECREATION AND TOURISM TRENDS

The Trends Analysis provides an understanding of national, regional, and local recreational and tourism trends as well as recreational interest by age segments. Trends data utilized are as follows:

Recreation Trends:
- Sports & Fitness Industry Association's (SFIA)
- National Recreation and Park Association (NRPA)

Tourism Trends:
- Virginia Tourism Corporation
- TNS-TravelTrakAmerica

5.1 RECREATION TRENDS

5.1.1 METHODOLOGY

The Sports & Fitness Industry Association's (SFIA*) Sports, Fitness & Recreational Activities Topline Participation Report 2020* (SIFA Report) was utilized in evaluating the following trends:

- National Recreation Participatory Trends
- Core vs. Casual Participation Trends
- Non-Participant Interest by Age Segment

The SIFA Report is based on findings from surveys carried out in 2019 by the Physical Activity Council (PAC), resulting in a total of 18,000 online interviews. Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population. A sample size of 18,000 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at a 95 percent confidence level. Using a weighting technique, survey results are applied to the total U.S. population figure of 302,756,603 people (ages six and older).

The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S. This study looked at 122 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

CORE VS. CASUAL PARTICIPATION

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness activities more than 50-times per year, while for sports, the threshold for core participation is typically 13-times per year.

In a given activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than casual participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants.

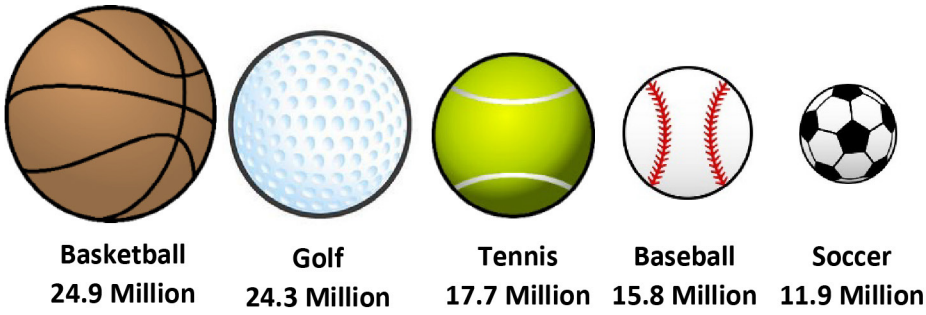
5.1.2 NATIONAL SPORT AND FITNESS PARTICIPATORY TRENDS

National Trends in General Sports

PARTICIPATION LEVELS

The sports most heavily participated in, in the United States, were Basketball (24.9 million) and Golf (24.3 million), which have participation figures well in excess of the other activities within the general sports category. These were followed by Tennis (17.7 million), Baseball (15.8 million), and Outdoor Soccer (11.9 million).

The popularity of Basketball, Golf, and Tennis can be attributed to the ability to compete with relatively small number of participants. Basketball's success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game. Even though Golf has experienced a recent decrease in participation in the last 5-years, it still continues to benefit from its wide age segment appeal and is considered a life-long sport. In addition, target type game venues, like Golf Entertainment Venues, have increased drastically (84.7%) as a 5-year trend. Golf Entertainment Venues have the potential to revitalize the game of golf and increase future participation in the sport.



FIVE-YEAR TREND

Since 2014, Golf- Entertainment Venues (84.7%), Pickleball (40.5%), and Flag Football (23.1%) have emerged as the overall fastest growing sports. During the last five-years, Baseball (20.2%) and Indoor Soccer (17.8%) have also experienced significant growth. Based on the trend from 2014-2019, the sports that are most rapidly declining include Ultimate Frisbee (-49.4%), Squash (-23.4%), Touch Football (-21.5%), Badminton (-15.1%), and Tackle Football (-14.6%).

ONE-YEAR TREND

In general, the most recent year shares a similar pattern with the five-year trends; with Boxing for Competition (8.2%), Golf-Entertainment Venues (6.7%), and Pickleball (4.8%) experiencing the greatest increases in participation this past year. However, some sports that increased rapidly over the past five years have experienced recent decreases in participation, such as Rugby (-10.8%) and Gymnastics (-1.5%). Other sports including Ultimate Frisbee (-15.5%), Sand Volleyball (-7.8%), Roller Hockey (-6.8%), and Touch Football (-6.3) have also seen a significant decrease in participation over the last year.

CORE VS. CASUAL TRENDS IN GENERAL SPORTS

Highly participated in sports, such as Basketball, Baseball, and Slow Pitch Softball, have a larger core participant base (participate 13+ times per year) than casual participant base (participate 1-12 times per year). In the past year, Ice Hockey and Fast Pitch Softball have increased core participation. While less mainstream sports, such as Boxing for Competition, Roller Hockey, Badminton, and Racquetball have larger casual participation base, their participants may be more inclined to switch to other sports or fitness activities.

National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2014	2018	2019	5-Year Trend	1-Year Trend
Basketball	23,067	24,225	24,917	8.0%	2.9%
Golf (9 or 18-Hole Course)	24,700	24,240	24,271	-1.7%	0.1%
Tennis	17,904	17,841	17,684	-1.2%	-0.9%
Baseball	13,152	15,877	15,804	20.2%	-0.5%
Soccer (Outdoor)	12,592	11,405	11,913	-5.4%	4.5%
Golf (Entertainment Venue)	5,362	9,279	9,905	84.7%	6.7%
Softball (Slow Pitch)	7,077	7,386	7,071	-0.1%	-4.3%
Football, (Flag)	5,508	6,572	6,783	23.1%	3.2%
Volleyball (Court)	6,304	6,317	6,487	2.9%	2.7%
Badminton	7,176	6,337	6,095	-15.1%	-3.8%
Soccer (Indoor)	4,530	5,233	5,336	17.8%	2.0%
Football, (Touch)	6,586	5,517	5,171	-21.5%	-6.3%
Football, (Tackle)	5,978	5,157	5,107	-14.6%	-1.0%
Gymnastics	4,621	4,770	4,699	1.7%	-1.5%
Volleyball (Sand/Beach)	4,651	4,770	4,400	-5.4%	-7.8%
Track and Field	4,105	4,143	4,139	0.8%	-0.1%
Cheerleading	3,456	3,841	3,752	8.6%	-2.3%
Pickleball	2,462	3,301	3,460	40.5%	4.8%
Racquetball	3,594	3,480	3,453	-3.9%	-0.8%
Ice Hockey	2,421	2,447	2,357	-2.6%	-3.7%
Ultimate Frisbee	4,530	2,710	2,290	-49.4%	-15.5%
Softball (Fast Pitch)	2,424	2,303	2,242	-7.5%	-2.6%
Lacrosse	2,011	2,098	2,115	5.2%	0.8%
Wrestling	1,891	1,908	1,944	2.8%	1.9%
Roller Hockey	1,736	1,734	1,616	-6.9%	-6.8%
Boxing for Competition	1,278	1,310	1,417	10.9%	8.2%
Rugby	1,276	1,560	1,392	9.1%	-10.8%
Squash	1,596	1,285	1,222	-23.4%	-4.9%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

National Trends in General Fitness

PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. These activities also have very few barriers to entry, which provides a variety of options that are relatively inexpensive to participate in and can be performed by most individuals. The most popular general fitness activities amongst the U.S. population include: Fitness Walking (111.4 million), Treadmill (56.8 million), Free Weights (51.4 million), Running/Jogging (49.5 million), and Stationary Cycling (37.1 million).

FIVE-YEAR TREND

Over the last five years (2014-2019), the activities growing most rapidly are Trail Running (46.0%), Yoga (20.6%), Cross Training Style Workout (20.2%), and Stationary Group Cycling (17.5%). Over the same time frame, the activities that have undergone the biggest decline include: Traditional Triathlon (-9.2%), Running/Jogging (-8.7%), Free Weights (-8.3%), and Fitness Walking (-1.0%).

ONE-YEAR TREND

In the last year, activities with the largest gains in participation were Trail Running (9.9%), Dance, Step, & Choreographed Exercise (7.0%), and Yoga (6.0%). From 2018-2019, the activities that had the largest decline in participation were Traditional Triathlons (-7.7%), Non-Traditional Triathlon (-7.4%), Bodyweight Exercise (-2.8%), and Running/Jogging (-2.6%).

CORE VS. CASUAL TRENDS IN GENERAL FITNESS

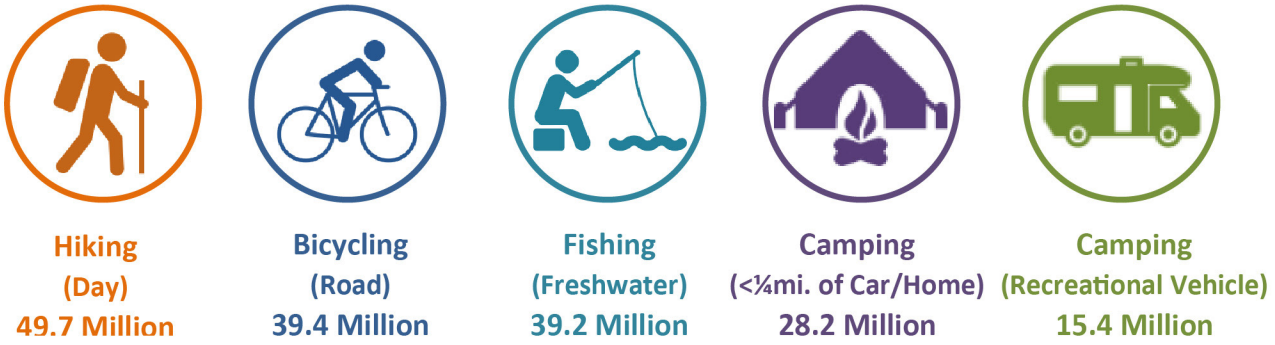
The most participated in fitness activities all have a strong core users base (participating 50+ times per year). These fitness activities include: Fitness Walking, Treadmill, Free Weights, Running/Jogging, Stationary Cycling, Weight/Resistant Machines, and Elliptical Motion/Cross Training, all having 48% or greater core users.

National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2014	2018	2019	5-Year Trend	1-Year Trend
Fitness Walking	112,583	111,001	111,439	-1.0%	0.4%
Treadmill	50,241	53,737	56,823	13.1%	5.7%
Free Weights (Dumbbells/Hand Weights)	56,124	51,291	51,450	-8.3%	0.3%
Running/Jogging	54,188	50,770	49,459	-8.7%	-2.6%
Stationary Cycling (Recumbent/Upright)	35,693	36,668	37,085	3.9%	1.1%
Weight/Resistant Machines	35,841	36,372	36,181	0.9%	-0.5%
Elliptical Motion Trainer	31,826	33,238	33,056	3.9%	-0.5%
Yoga	25,262	28,745	30,456	20.6%	6.0%
Free Weights (Barbells)	25,623	27,834	28,379	10.8%	2.0%
Dance, Step, & Choreographed Exercise	21,455	22,391	23,957	11.7%	7.0%
Bodyweight Exercise	22,390	24,183	23,504	5.0%	-2.8%
Aerobics (High Impact/Intensity Training HIIT)	19,746	21,611	22,044	11.6%	2.0%
Stair Climbing Machine	13,216	15,025	15,359	16.2%	2.2%
Cross-Training Style Workout	11,265	13,338	13,542	20.2%	1.5%
Trail Running	7,531	10,010	10,997	46.0%	9.9%
Stationary Cycling (Group)	8,449	9,434	9,930	17.5%	5.3%
Pilates Training	8,504	9,084	9,243	8.7%	1.8%
Cardio Kickboxing	6,747	6,838	7,026	4.1%	2.7%
Boot Camp Style Cross-Training	6,774	6,695	6,830	0.8%	2.0%
Martial Arts	5,364	5,821	6,068	13.1%	4.2%
Boxing for Fitness	5,113	5,166	5,198	1.7%	0.6%
Tai Chi	3,446	3,761	3,793	10.1%	0.9%
Barre	3,200	3,532	3,665	14.5%	3.8%
Triathlon (Traditional/Road)	2,203	2,168	2,001	-9.2%	-7.7%
Triathlon (Non-Traditional/Off Road)	1,411	1,589	1,472	4.3%	-7.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

National Trends in Outdoor Recreation

PARTICIPATION LEVELS

Results from the SFIA report demonstrate a contrast of growth and decline in participation regarding outdoor/ adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or within a group, and are not as limited by time constraints. In 2019, the most popular activities, in terms of total participants, from the outdoor/adventure recreation category include: Day Hiking (49.7 million), Road Bicycling (39.4 million), Freshwater Fishing (39.2 million), and Camping within ¼ mile of Vehicle/Home (28.2 million), and Recreational Vehicle Camping (15.4 million).



FIVE-YEAR TREND

From 2014-2019, BMX Bicycling (55.2%), Day Hiking (37.2%), Fly Fishing (20.1%), Salt Water Fishing (11.6%), and Mountain Bicycling (7.2%) have undergone the largest increases in participation. The five-year trend also shows activities such as In-Line Roller Skating (-20.5%), Archery (-11.7%), and Adventure Racing (-9.5%) experiencing the largest decreases in participation.

ONE-YEAR TREND

The one-year trend shows activities growing most rapidly being BMX Bicycling (6.1%), Day Hiking (3.8%), and Birdwatching (3.8%). Over the last year, activities that underwent the largest decreases in participation include: Climbing (-5.5%), In-Line Roller Skating (-4.4%), and Camping with a Recreation Vehicle (-3.5%).

CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION

A majority of outdoor activities have experienced participation growth in the last five- years. Although this a positive trend, it should be noted that all outdoor activities participation, besides adventure racing, consist primarily of casual users. This is likely why there is a lot of fluctuation in participation numbers, as the casual users likely found alternative activities to participate in.

National Participatory Trends - Outdoor / Adventure Recreation					
Activity	Participation Levels			% Change	
	2014	2018	2019	5-Year Trend	1-Year Trend
Hiking (Day)	36,222	47,860	49,697	37.2%	3.8%
Bicycling (Road)	39,725	39,041	39,388	-0.8%	0.9%
Fishing (Freshwater)	37,821	38,998	39,185	3.6%	0.5%
Camping (< 1/4 Mile of Vehicle/Home)	28,660	27,416	28,183	-1.7%	2.8%
Camping (Recreational Vehicle)	14,633	15,980	15,426	5.4%	-3.5%
Fishing (Saltwater)	11,817	12,830	13,193	11.6%	2.8%
Birdwatching (>1/4 mile of Vehicle/Home)	13,179	12,344	12,817	-2.7%	3.8%
Backpacking Overnight	10,101	10,540	10,660	5.5%	1.1%
Bicycling (Mountain)	8,044	8,690	8,622	7.2%	-0.8%
Archery	8,435	7,654	7,449	-11.7%	-2.7%
Fishing (Fly)	5,842	6,939	7,014	20.1%	1.1%
Skateboarding	6,582	6,500	6,610	0.4%	1.7%
Roller Skating, In-Line	6,061	5,040	4,816	-20.5%	-4.4%
Bicycling (BMX)	2,350	3,439	3,648	55.2%	6.1%
Climbing (Traditional/Ice/Mountaineering)	2,457	2,541	2,400	-2.3%	-5.5%
Adventure Racing	2,368	2,215	2,143	-9.5%	-3.3%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

National Trends in Aquatics

PARTICIPATION LEVELS

Swimming is deemed as a lifetime activity, which is most likely why it continues to have such strong participation. In 2019, Fitness Swimming was the absolute leader in overall participation (28.2 million) amongst aquatic activities, largely due to its broad, multi-generational appeal.

Swimming (Fitness) 28.2 Million

Aquatic Exercise 11.2 Million

Swimming (Competition) 2.8 Million

FIVE-YEAR TREND

Assessing the five-year trend, all aquatic activities have experienced growth. Aquatic Exercise stands out having increased (22.7%) from 2014-2019, most likely due to the ongoing research that demonstrates the activity's great therapeutic benefit, followed by Fitness Swimming (11.5%) and Competition Swimming (4.1%).

ONE-YEAR TREND

From 2018-2019, Competition Swimming (-7.3%) was the only aquatic activity that declined in participation, while both Aquatic Exercise (6.4%) and Fitness swimming (2.3%) experienced increases when assessing their one-year trend.

CORE VS. CASUAL TRENDS IN AQUATICS

All aquatic activities have undergone increases in participation over the last five years, primarily due to large increases in casual participation (1-49 times per year). From 2014 to 2019, casual participants for Aquatic Exercise (35.7%), Competition Swimming (22.7%), and Fitness Swimming (18.4%) have all grown significantly. However, all core participation (50+ times per year) for aquatic activities have decreased over the last five years.

National Participatory Trends - Aquatics

Activity	Participation Levels			% Change	
	2014	2018	2019	5-Year Trend	1-Year Trend
Swimming (Fitness)	25,304	27,575	28,219	11.5%	2.3%
Aquatic Exercise	9,122	10,518	11,189	22.7%	6.4%
Swimming (Competition)	2,710	3,045	2,822	4.1%	-7.3%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

National Trends in Water Sports/Activities

PARTICIPATION LEVELS

The most popular water sports/activities based on total participants in 2019 were Recreational Kayaking (11.4 million), Canoeing (8.9 million), and Snorkeling (7.7 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has a long winter season or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can greatly influence water activity participation.

FIVE-YEAR TREND

Over the last five years, Stand-Up Paddling (29.5%) and Recreational Kayaking (28.5%) were the fastest growing water activity, followed by White Water Kayaking (9.9%) and Surfing (8.9%). From 2014-2019, activities declining in participation most rapidly were Water Skiing (-20.1%), Jet Skiing (-19.6%), Scuba Diving (-13.7%), Wakeboarding (-12.7%), and Snorkeling (-12.5%).

ONE-YEAR TREND

Similar to the five-year trend, Recreational Kayaking (3.3%) and Stand-Up Paddling (3.2%) also had the greatest one-year growth in participation, from 2018-2019. Activities which experienced the largest decreases in participation in the most recent year include: Boardsailing/Windsurfing (-9.7%), Sea Kayaking (-5.5), and Water Skiing (-4.8%)

CORE VS. CASUAL TRENDS IN WATER SPORTS/ACTIVITIES

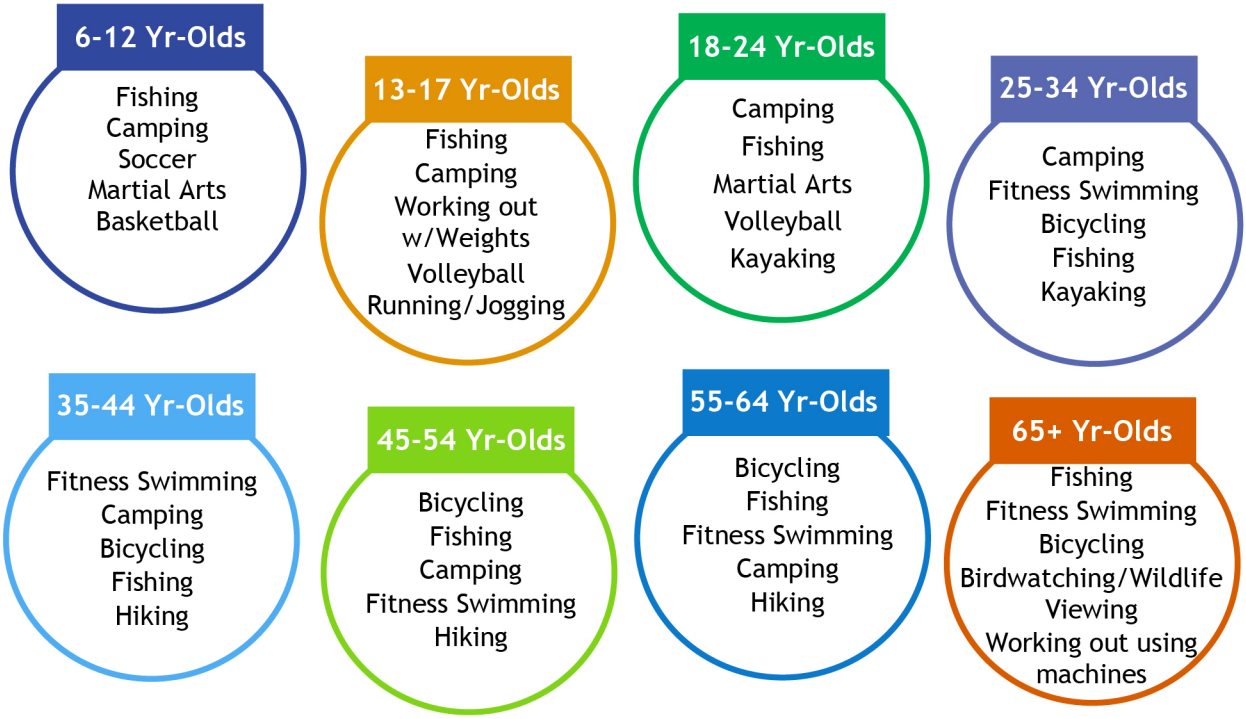
As mentioned previously, regional, seasonal, and environmental limiting factors may influence the participation rate of water sport and activities. These factors may also explain why all water-based activities have drastically more casual participants than core participants, since frequencies of activities may be constrained by uncontrollable factors. The high casual user numbers are likely why a majority of water sports/activities have experienced decreases in participation in recent years.

National Participatory Trends - Water Sports / Activities					
Activity	Participation Levels			% Change	
	2014	2018	2019	5-Year Trend	1-Year Trend
Kayaking (Recreational)	8,855	11,017	11,382	28.5%	3.3%
Canoeing	10,044	9,129	8,995	-10.4%	-1.5%
Snorkeling	8,752	7,815	7,659	-12.5%	-2.0%
Jet Skiing	6,355	5,324	5,108	-19.6%	-4.1%
Sailing	3,924	3,754	3,618	-7.8%	-3.6%
Stand-Up Paddling	2,751	3,453	3,562	29.5%	3.2%
Rafting	3,781	3,404	3,438	-9.1%	1.0%
Water Skiing	4,007	3,363	3,203	-20.1%	-4.8%
Surfing	2,721	2,874	2,964	8.9%	3.1%
Wakeboarding	3,125	2,796	2,729	-12.7%	-2.4%
Scuba Diving	3,145	2,849	2,715	-13.7%	-4.7%
Kayaking (Sea/Touring)	2,912	2,805	2,652	-8.9%	-5.5%
Kayaking (White Water)	2,351	2,562	2,583	9.9%	0.8%
Boardsailing/Windsurfing	1,562	1,556	1,405	-10.1%	-9.7%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

5.1.3 NON-PARTICIPANT INTEREST IN RECREATION BY AGE SEGMENT

In addition to participation rates by generation, SFIA also tracks non-participant interest. These are activities that the U.S. population currently does not participate in due to physical or monetary barriers, but is interested in participating in. Below are the top five activities that each age segment would be most likely to partake in, if they were readily available.

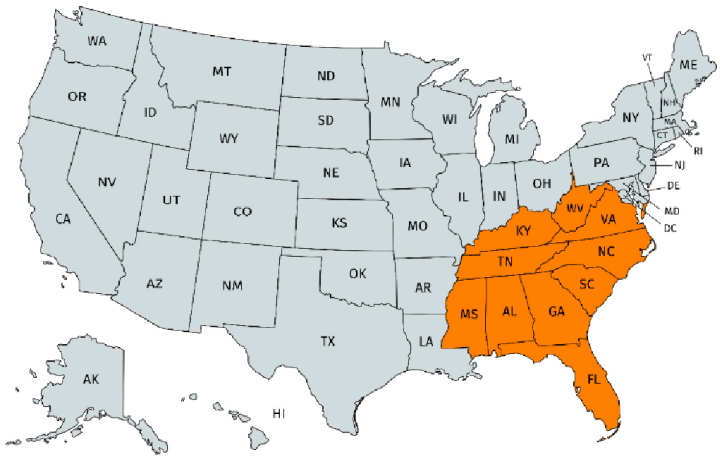
Overall, the activities most age segments are interested in include: Camping, Bicycling, Fishing, and Swimming for Fitness. All of these are deemed as low-impact activities, making them obtainable for any age segment to enjoy.



5.2 NATIONAL AND REGIONAL PROGRAMMING TRENDS

5.2.1 PROGRAMS OFFERED BY PARK AND RECREATION AGENCIES (SOUTHERN REGION)

NRPA's Agency Performance Review 2019 summarizes key findings from NRPA Park Metrics, which is a benchmark tool that compares the management and planning of operating resources and capital facilities of park and recreation agencies. The report contains data from 1,075 park and recreation agencies across the U.S. as reported between 2016 and 2018.

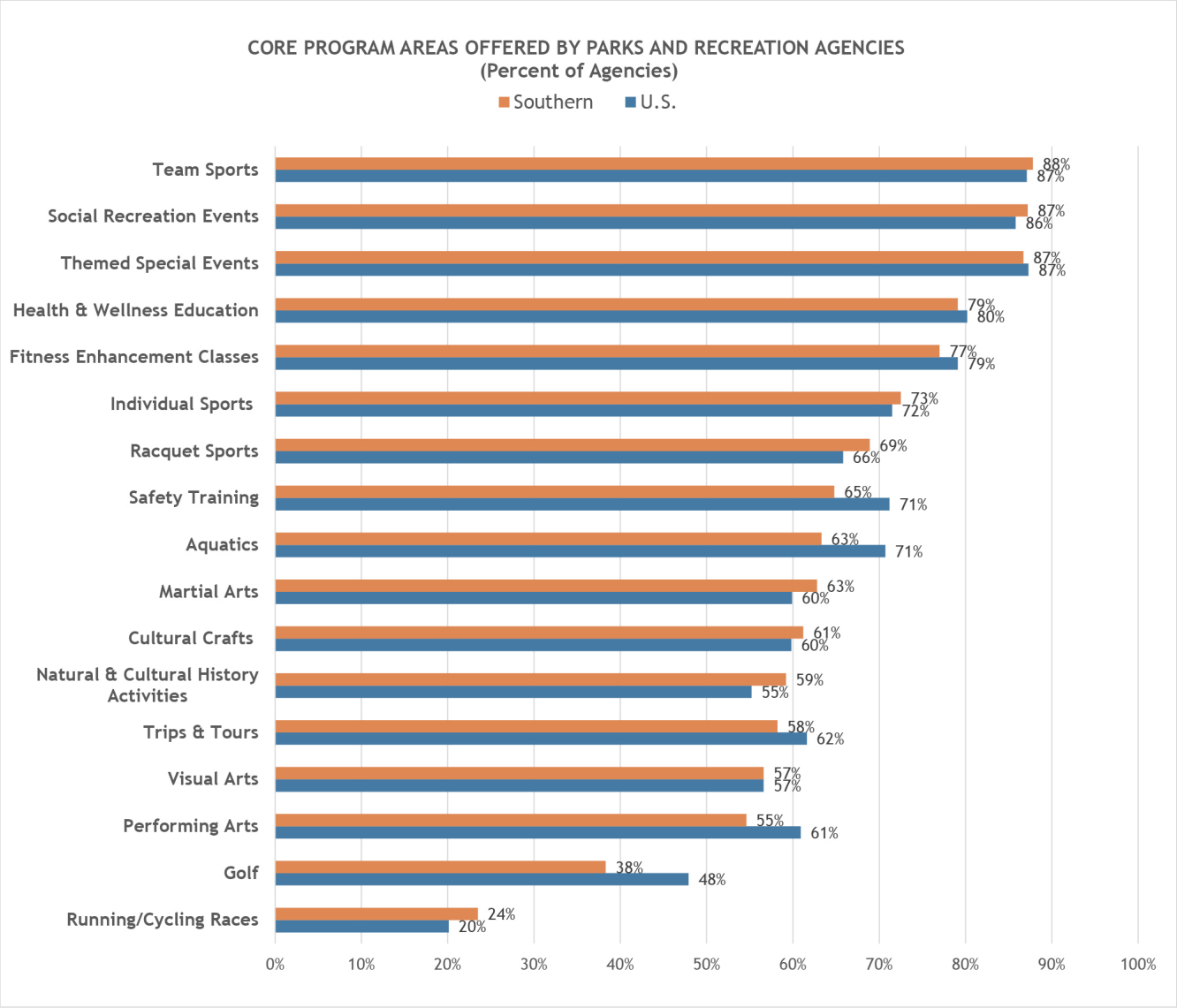


Based on the 2019 report, the typical agency (i.e., those at the median values) offers 175 programs annually, with roughly 63% of those programs being fee-based activities/events.

According to the information reported to the NRPA, the top five programming activities most frequently offered by park and recreation agencies, both in the U.S. and regionally, are described in the following table:

TOP 5 MOST OFFERED CORE PROGRAM AREAS (Offered by Parks and Recreation Agencies)	
Southern (% of agencies offering)	**U.S. (% of agencies offering)**
Team Sports (88%)	Themed Special Events (87%)
Social Recreation Events (87%)	Team Sports (87%)
Themed Special Events (87%)	Social Recreation Events (86%)
Health & Wellness Education (80%)	Health & Wellness Education (79%
Fitness Enhancement Classes (79%)	Fitness Enhancement Classes (77%)

When comparing Southern Region agencies to the U.S. average, team sports, social recreation events, themed special events, health & wellness education, and fitness enhancement classes were all identified in top five most commonly provided program areas offered regionally and nationally. Overall, Southern Region parks and recreation agencies are very similar to the U.S. average regarding program offerings. However, utilizing a discrepancy threshold of +/-5% (or more), Southern agencies are currently offering Safety Training, Aquatics, Performing Arts, and Golf programs at a lesser rate than the national average. A more complete comparison of regional and national programs offered by agencies can be found in the table below.

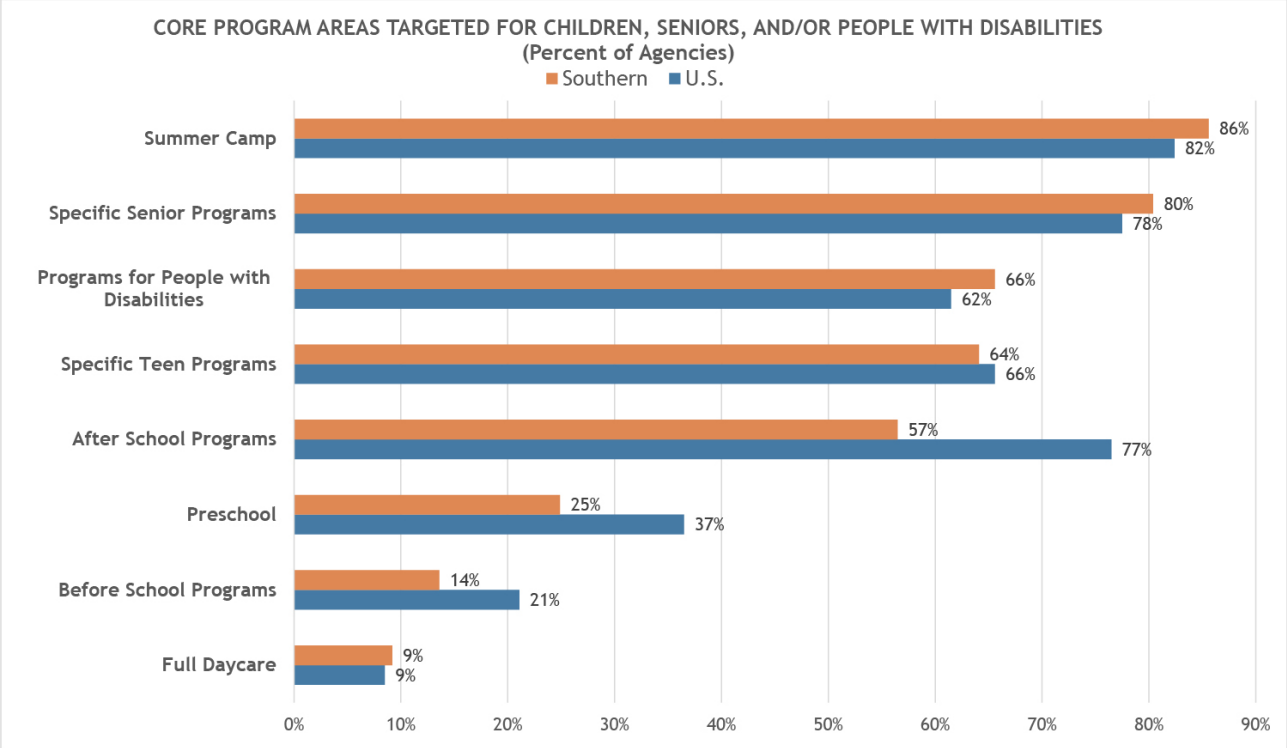


5.2.2 TARGETED PROGRAMS FOR CHILDREN, SENIORS, AND PEOPLE WITH DISABILITIES

For a better understanding of targeted programs (programs that cater to a specific age segment, demographic, etc.), NRPA also tracks program offerings that are dedicated specifically to children, seniors, and people with disabilities. This allows for further analysis of these commonly targeted populations on a national and regional basis. Based on information reported to the NRPA, the top three targeted programs offered by park and recreation agencies, nationally and regionally, are described in the table below.

TOP 3 MOST OFFERED CORE PROGRAM AREAS (Targeting Children, Seniors, and/or People with Disabilities)	
Southern (% of agencies offering)	**U.S. (% of agencies offering)**
Summer Camp (86%)	Summer Camp (82%)
Senior Programs (80%)	Senior Programs (78%)
Disability Programs (66%)	After School Programs (77%)

Agencies in the Southern Region tend to offer targeted programs at a lower rate than the national average. Southern agencies are currently offering After School Programs, Preschool Programs, and Before School Programs at a significantly lower rate than the country as a whole. A more complete comparison of regional and national targeted program offerings can be found in the chart below.



5.3 REGIONAL AND LOCAL TOURISM

Prior to the COVID-19 Pandemic of Spring 2020, tourism across communities in Virginia was on a steady rise, particularly in the Northern Virginia Region, of which Prince William County is a part. While it remains to be seen how the COVID-19 Pandemic will impact tourism and the local economy in the months and years ahead, the Department still considers the following regional and local trends to be key drivers of the Department's and County's tourism initiatives.

5.3.1 REGIONAL TRENDS

In 2013, the State of Virginia, through the Virginia Tourism Corporation (VTC), took on a State-led initiative to guide the development of Virginia's tourism industry through the development of the Virginia State Tourism Plan. This initiative was not only focused on increasing tourism in the state, but also focused on product themes that were intended to increase economic development through tourism. The product themes for each of the state's regions varied based on the region's resources and were divided into primary themes and secondary themes. In 2013, the primary themes were intended to be the key focus for years 1 to 5 (up to March 2018), and the secondary themes were to be the key focus beyond 5 years, given that they were likely to be more niche focused or were considered complementary/auxiliary product experiences to the primary themes. For Northern Virginia, the following primary and secondary product themes were identified (the definition for each theme is included):

Primary product themes:

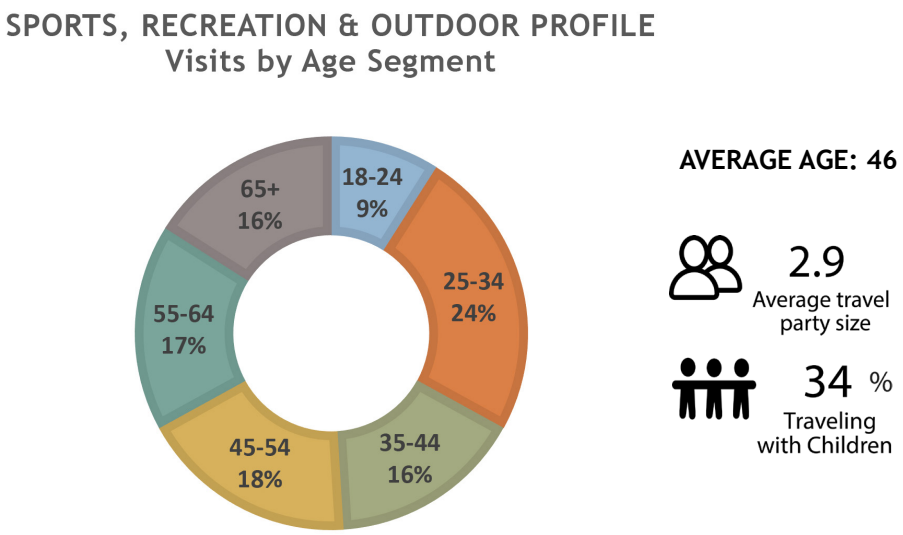
- **History & Heritage** – Experiences, structures, and sites that show Virginia and U.S. history and heritage.
- **Town/City Centers** – Refers to the central area of a destination, generally a downtown or main street area.
- **Culinary (Dining, Wineries)** – Includes wineries, breweries, distilleries, foodie/dining venues.
- **Meetings (Meetings & Conferences)** – Refers primarily to facilities that serve the meetings market such as conventions, conferences, corporate meetings, trade shows, exhibitions, trainings/seminars, and other group events.
- **Nature & Outdoor Recreation** – Relaxing and active experiences to enjoy Virginia's scenic natural environment and outdoors, including but not limited to driving tours, hiking, biking, paddling, boating, fishing, hunting, observing wildlife, and others.
- **Arts & Music** – Visual, performance, and craft arts experiences and music of various genres and musical heritage.
- **Events** – May include festivals, fairs, concerts, performances, tournaments/races (running, biking, swimming, kayaking, rowing, boating/sailing, fishing, etc.) and other events. These events serve to further enhance other product themes.

Secondary product themes:

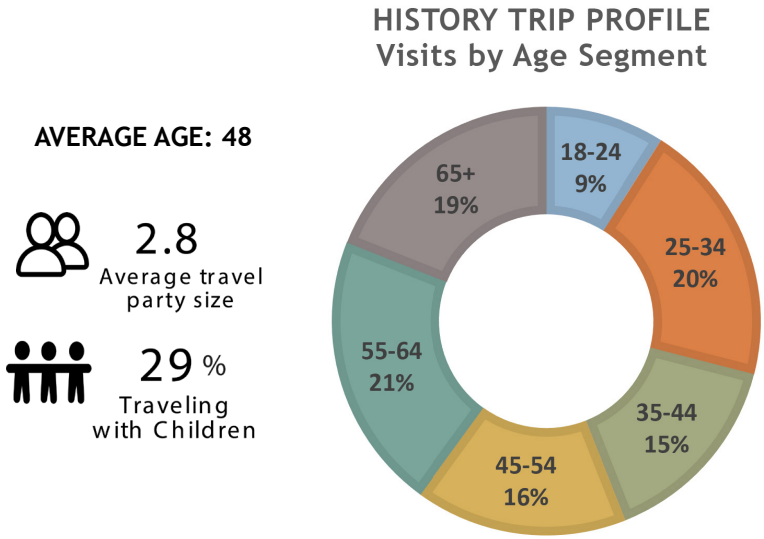
- **Culinary (Agri-tourism)** – Includes farms, orchards, farmers markets, and agriculture-based businesses.
- **Sports** – Refers primarily to facilities that host sports events and tournaments, including youth, amateur, collegiate, professional, minor league, and motorsports.
- **Industry** – Refers to products that leverage specific industry areas in which Virginia has a base; industries include corporate, military, equestrian, and space.
- **Commercial Attractions (Family, Higher-end)** – Refers to tourism attractions designed for user entertainment and enjoyment, including family-oriented (theme park, waterpark, etc), or higher-end/luxury attractions (golf, spa, resort, etc.).

To continue to understand the value of these product themes to each region, VTC conducts ongoing surveys to track visitor trends and behaviors. The FY2019 profiles of Travel in Virginia are based upon data collected monthly by TNS-TravelTrakAmerica (formerly known as TNS, TravelsAmerica). The results of TNS-TravelTrakAmerica surveys conducted between July 2018 and July 2019 showed the primary purpose of trips made to the Northern Virginia Region were mostly for visiting friends and relatives (51%), but that the second, third and fifth highest responses (and considered most applicable to the Department) were for Entertainment/Sightseeing (12%), Other Pleasure/ Personal Interests (10%), and Outdoor Recreation (8%), respectively.

The FY2019 Profiles of Travel in Virginia include data subsets specific to different tourism themes. Two of these data subsets that are relevant to the Department are: Sports, Recreation & Outdoors, and History. The FY2019 Sports, Recreation & Outdoors data set shows that out of the visitors that visited the region for sports, recreation and outdoor activities, the average age of the visitors was 46 years old, and the distribution among age groups was fairly even with largest age groupings being 25-34 years (24%), 45-54 years (18%), and 35-44 years and 65+ years (tied at 16% each). 41% of the visitors that traveled to the region for Sports, Recreation & Outdoors also had an annual household income of $100K or more and 34% of these visitors were traveling with children.



The FY2019 History data set shows that out of the visitors that visited the Northern Virginia region for history or heritage tourism purposes, the average visitor age was 48 years, with a majority of the visitors being 45+ (56%), versus ages 18-44 (44%). The largest age segment in the older visitor group, that were 45+ years of age, was the 55-64 year old age segment (21%), while the largest segment in the younger visitor group (ages 18-44) was the 25-34 year old age segment with a nearly equal representation (20%). Like those traveling for Sports, Recreation & Outdoors purposes, 41% of those traveling for History purposes had an annual household income of $100K or more, but only 29% of this group was traveling with children.



5.3.2 LOCAL TOURISM

With the recent merger of Prince William County's Historic Preservation Division and Office of Tourism, with the Department of Parks and Recreation, the recently formed Department of Parks, Recreation & Tourism has become the primary promoter of the County's outdoor recreation, sports, and history (or heritage) tourism opportunities. The Department is committed to improving visitor experiences at the County's parks, recreation facilities, and historic sites, and is particularly focused on promoting heritage tourism and sports tourism in the County.

HERITAGE TOURISM

In 2019, nearly 150,000 people visited County-owned historic sites, with nearly 35% being out-of-county visitors. However, little is known about these visitors beyond that information.

SPORTS TOURISM

Sports ETA, a sports tourism trade group, reported in 2017 that the United States sports tourism industry exceeded $10 Billion in visitor spending. That amount, up until the recent pandemic, had been increasing steadily since 2017. The Department's initiatives are in their infancy but were strengthened with the recent hiring of a Sports Tourism Manager in early 2020. The Department hopes to develop a strong sports tourism focus in order to tap into the revenues generated by these types of events, while also strengthening the economic development of the county.

5.4 RECREATION AND TOURISM TRENDS SUMMARY

TRENDS IN RECREATION

It is critically important for the Department to understand the national and regional participation trends in recreation activities. In doing so, the Department can gain general insight into the life cycle stage of recreation programs and activities (emerging, stable and declining) and thereby anticipate potential changes in the need and demand for the programs and activities that it provides to the residents of Prince William County. In summary:

- National participatory trends are promising for the Department, as many of the activities trending positively in recent year are in line with Department core offerings. In general, people are recreating more and the importance of living an active, healthy lifestyle is on the rise.
- The County must continue to provide active recreation opportunities and seek out new, trending activities that will pique the interest of County residents.

TRENDS IN TOURISM

While the recent pandemic may have slowed tourism-related revenues and growth, the Department should, in this downturn:

- Generally, evaluate its inventory to determine if there are site/facility enhancements or additions that could be implemented to provide a higher level of service/satisfaction for event hosts/visitors.
- Implement survey methods that track additional information about its Heritage Tourism visitors.
- Remain vested in seeking out opportunities that will allow Sports Tourism to grow and evolve in the years ahead.

Ben Lomond Historic Site

CHAPTER SIX - COMMUNITY NEEDS ASSESSMENT

A large part of the foundation for this Master Plan is based on an evaluation of existing resources and capacity, as well as community input. A key consideration for creating a vision for parks and recreation in Prince William County is to understand current community values, needs, and desires. The assessment of these values is accomplished by triangulating information generated from focus groups with staff, public input received via focus groups and public forums, and a statistically valid survey (i.e. 2019 Needs Assessment Survey). The 2019 survey was written to reflect issues and wishes that emerged from the qualitative data gathered through discussions with staff. Triangulation occurs when findings of the qualitative work is supported by the quantitative work. The following sections discuss this process and the resulting findings of the Department's 2019 Needs Assessment Survey.

6.1 QUALITATIVE INPUT SUMMARY

In 2019, a consultant team conducted a series of town hall, stakeholder and focus group meetings in partnership with Department staff that included representatives from various stakeholder groups, including school districts, athletic organizations, County leadership, and members of the tourism industry. The results of these discussions were condensed into a series of key themes that emerged.

Input from the community confirmed that Prince William County's parks are loved by many, but there are gaps in service and amenities, and additional investment is needed to maintain and develop new parks for the growing community. Participants generally see the system as one that is well-maintained with great staff. They also enjoy the numerous programs and amenities offered. Unmet needs exist as the demand for select services is currently outweighing the available facilities and/or existing amenities. The following summarizes the themes from community input:

ECONOMIC DEVELOPMENT THROUGH PARK DEVELOPMENT

- Parks and recreation can play a significant role in business attraction, residential development, and the overall quality of life attributes desired by the community.
- Investment in parks reflects the community's value set and the County's overall attitude of being an active player in the betterment of the community.
- Generalized opportunities to enhance the economic impact via tourism were cited through a number of existing Department offerings, including, but not limited to golf, pickleball, historic properties, athletic field sports, and festivals/events.

INVESTING IN THE EXISTING PARKS SYSTEM

- Continue to focus on reinvesting in and maintaining existing parks.
- Opportunities exist, in part, to help meet the recreational needs of the community, through partnership with both the development community and the Prince William County School District.

OPEN SPACE

- Desire to preserve open space was consistently expressed through all community input opportunities and in alignment with the County's Comprehensive Plan.

TRAILS AND CONNECTIVITY

- Desire for a connected, accessible recreational trail system that also supports active transportation initiatives.

ADVOCACY AND AWARENESS

- Increased and targeted communication/marketing is needed to develop more advocacy for, and the awareness of, the County's parks and recreation system.

FUNDING THE PARKS AND RECREATION SYSTEM

- Multiple fiscally sustainable funding strategies, without increasing taxes, may be required to meet the needs of the community over the next 10 years.
- Continuing to secure funding through grant programs will be critical for funding park development over the next 10 years.

6.2 PUBLIC FORUM FINDINGS

As part of the Needs Assessment efforts, the consultant team conducted a series of public forums to gather input from residents regarding the importance of park and recreation facilities and amenities. The public forums were conducted utilizing live polling devices and a summary of the input received is as follows:

WHAT PARK AND RECREATION SERVICES ARE MOST VALUED IN PRINCE WILLIAM COUNTY?

- Trails/Connectivity
- Open Space
- Special Use Facilities (golf courses, aquatic facilities, BMX tracks, skateparks, etc.)
- Programs/Events
- Fitness Classes and Facilities

WHAT ELEMENTS OF THE PARKS AND RECREATION SYSTEM ARE MOST IN NEED OF IMPROVEMENT?

- Updating Existing Facilities/Amenities (restrooms/parking/benches/lighting)
- Trail Maintenance
- Communication/Marketing with Users

WHAT ARE THE BIGGEST CHALLENGES THAT THE PRINCE WILLIAM COUNTY PARKS & RECREATION DEPARTMENT WILL BE FACING IN NEXT 5-10 YEARS?

- Funding for Renovations and New Facilities
- Acquiring Park Land to Keep Up with Population Growth
- General Maintenance Funding
- Senior Services/Facilities

WHAT ARE THE KEY OUTCOMES YOU DESIRE FOR THIS PARKS AND RECREATION SYSTEM PLAN?

- Funding Future Improvements
- Equity of Access to Parks and Facilities Across the County
- Understanding Future Priorities
- Programs to Meet Residents' Needs
- Communicate the Value of Parks & Recreation

6.3 STATISTICALLY VALID SURVEY

6.3.1 OVERVIEW

ETC Institute administered the 2019 Needs Assessment Survey for the Department in the Spring of 2019. The survey was administered as part of the County's Parks and Recreation Needs Assessment of County residents. The survey results were intended to assist the County in taking a more resident-driven approach to making decisions that will enrich and positively affect the lives of residents.

6.3.2 METHODOLOGY

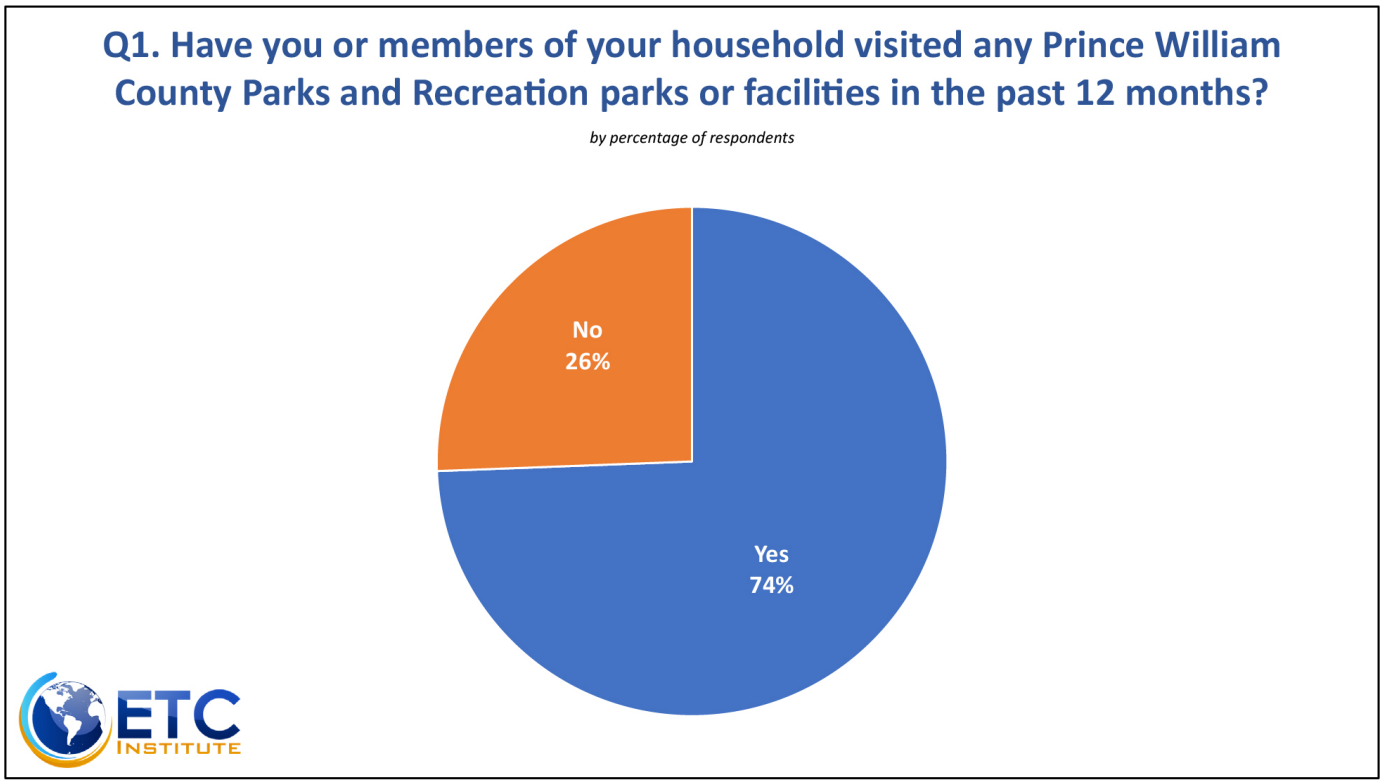
ETC Institute mailed a survey packet to a random sample of households in Prince William County. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete. To prevent people who were not residents of Prince William County from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 2,400 residents. The goal was exceeded with a total of 2,455 residents completing the survey. The overall results for the sample of 2,455 households have a precision of at least +/-1.97% at the 95% level of confidence.

The major findings of the survey are summarized on the following pages. The complete survey results are available on the Department's web page.

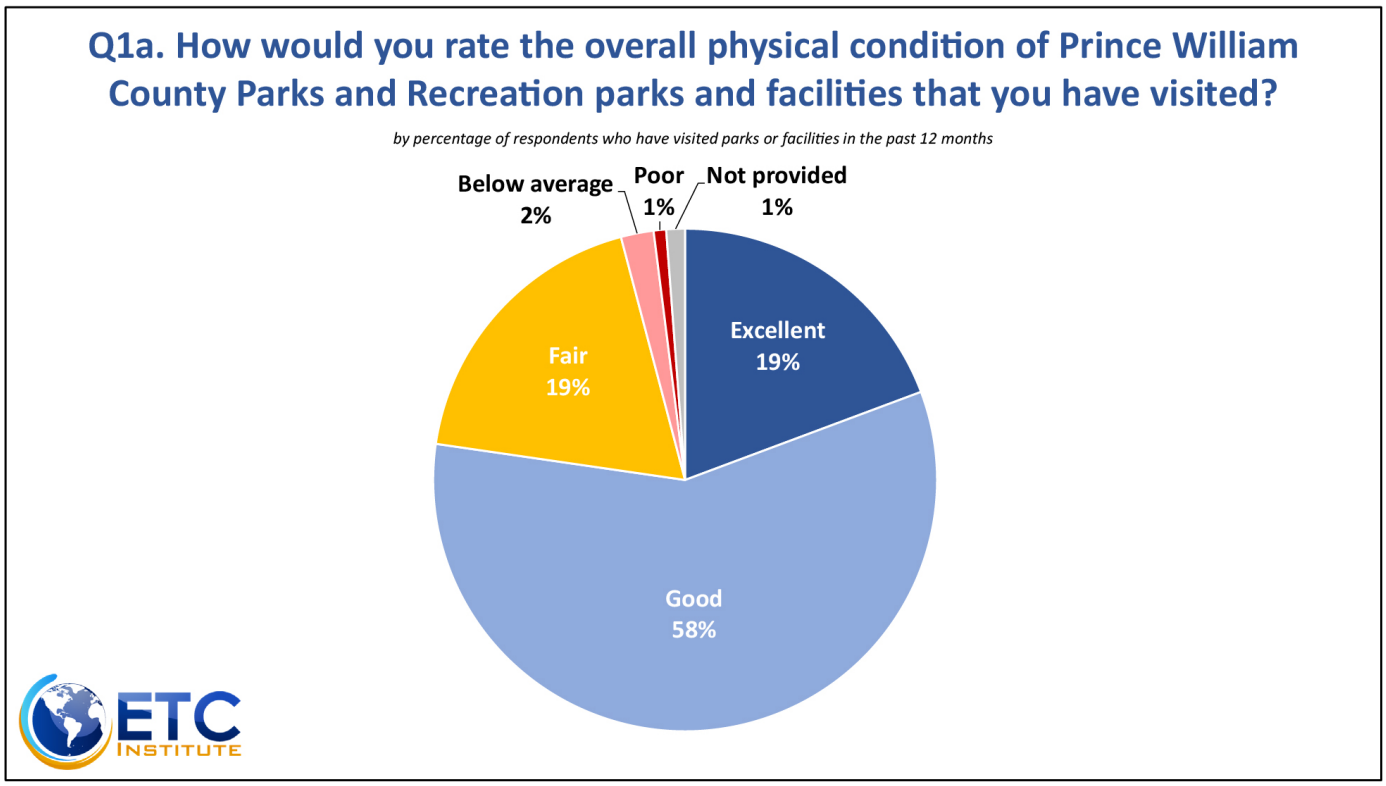
PARK AND FACILITY UTILIZATION AND CONDITION RATINGS



Utilization:
Seventy-four percent (74%) indicated they have utilized Prince William County Parks and Recreation parks or facilities in the past 12 months.

The national benchmark for 'Yes' regarding utilization is 76%.

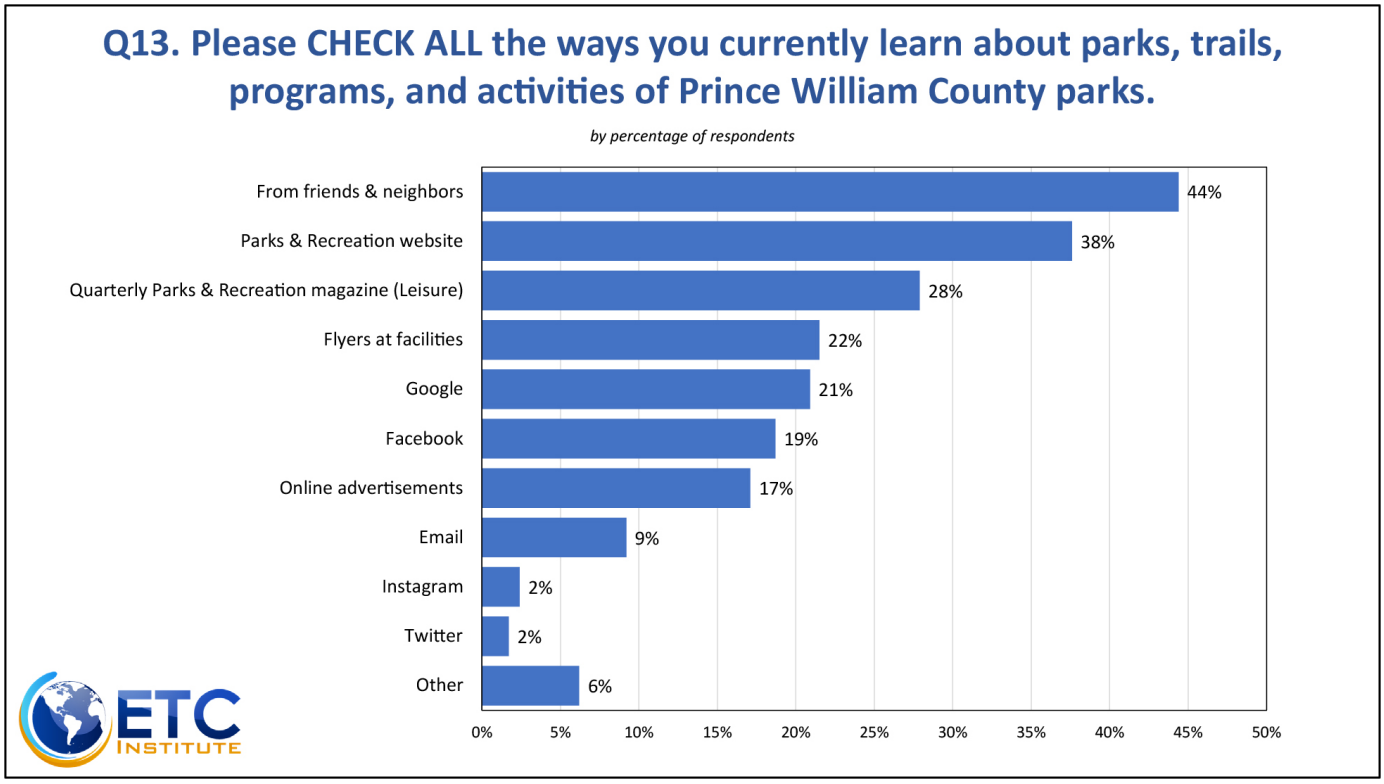
CONDITION RATINGS OF PARKS AND FACILITIES



Condition ratings of parks and facilities:
Nineteen percent (19%) of Prince William County's residents rated the condition of the parks and recreation facilities as excellent.

The national benchmark for Excellent regarding physical condition is 29%.

WAYS HOUSEHOLDS CURRENTLY LEARN ABOUT PARKS, TRAILS AND PROGRAMS

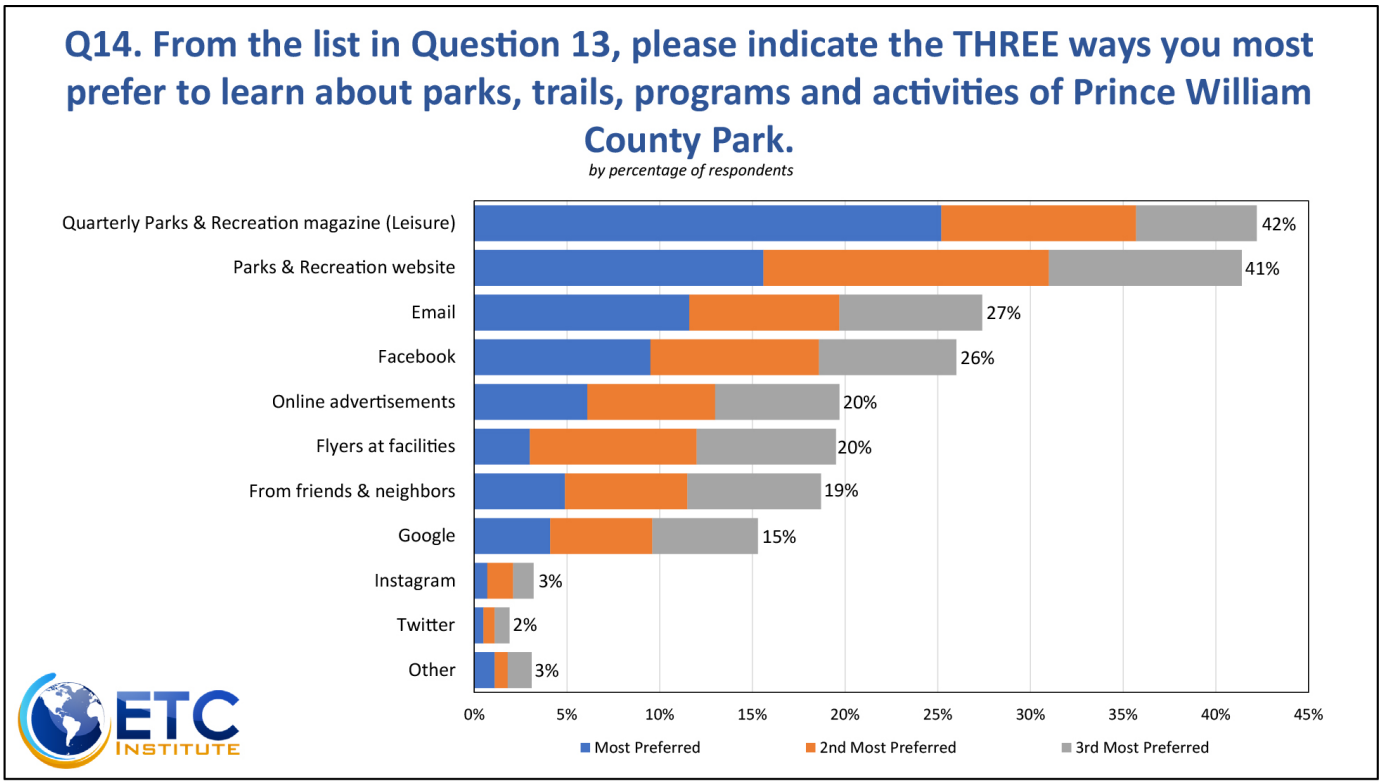


Ways households currently learn about parks, trails and programs:
From Friends and Neighbors (44%) was the most utilized source of information when learning about parks, trails, and program offerings.

Other most used sources include:
- Parks and Recreation Website (38%).
- Quarterly Parks and Recreation Magazine - Leisure (28%).

The national benchmark for learning From Friends and Neighbors is 43%.
The national benchmark for learning from Website is 31%.

WAYS HOUSEHOLDS WOULD PREFER TO LEARN ABOUT PARKS, TRAILS AND PROGRAMS

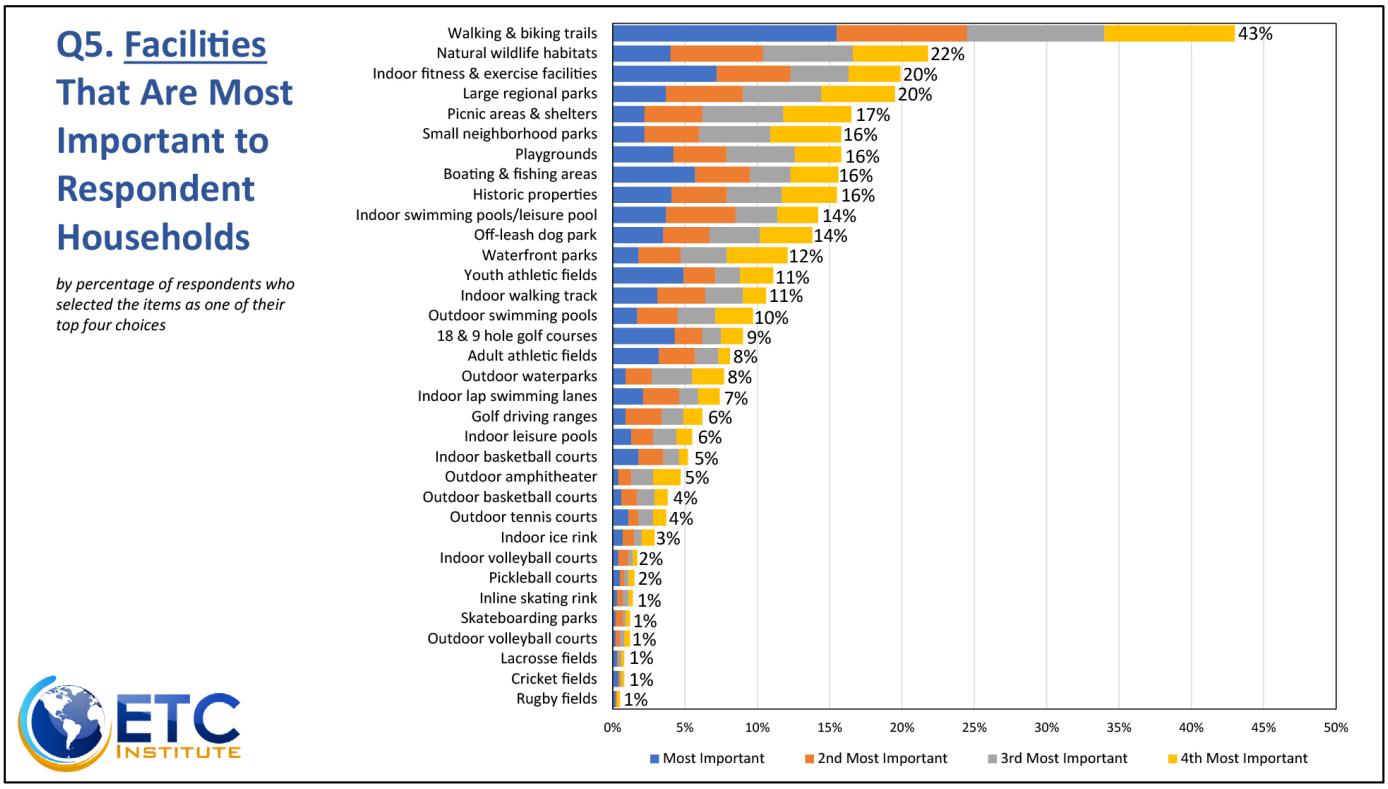


Ways households would prefer to learn about parks, trails and programs:
Quarterly Parks and Recreation Magazine – Leisure (42%) was the most preferred source of information when learning about program and activity offerings.

Forty-one percent (41%) of households indicated they would prefer to continue to receive parks and recreation information source via the Department's website.

Other most preferred sources include:
- Email (27%).
- Facebook (26%).

FACILITY NEEDS, UNMET NEEDS AND IMPORTANCE

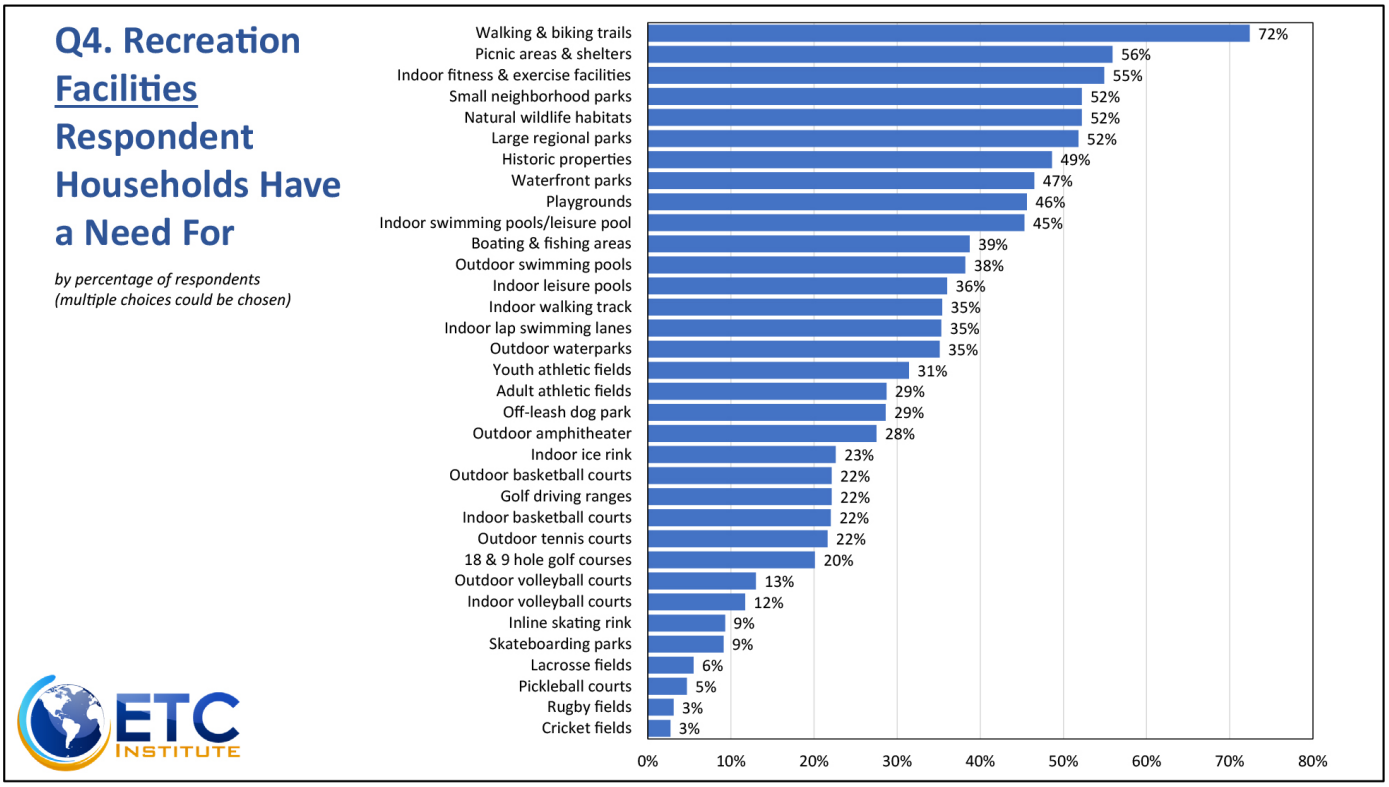


Facility needs, unmet needs and importance:
Respondents were asked to indicate from a list of facilities/amenities whether or not they had a need. If the respondent indicated a need for the facility, they were then asked to rate how well their needs were being met.

Facility Needs:
- Seventy-two percent (72%) indicated a need for Walking and Biking Trails.

Other most needed facilities include:
- Picnic Areas and Shelters (56%).
- Indoor Fitness and Exercise Facilities (55%).
- Small Neighborhood Parks (52%).
- Natural Wildlife Habitats (52%).
- Large Regional Parks (52%).
- Historic Properties (49%).
- Waterfront Parks (47%).
- Playgrounds (46%).
- Indoor Swimming Pools/Leisure Pools (45%).

FACILITY IMPORTANCE



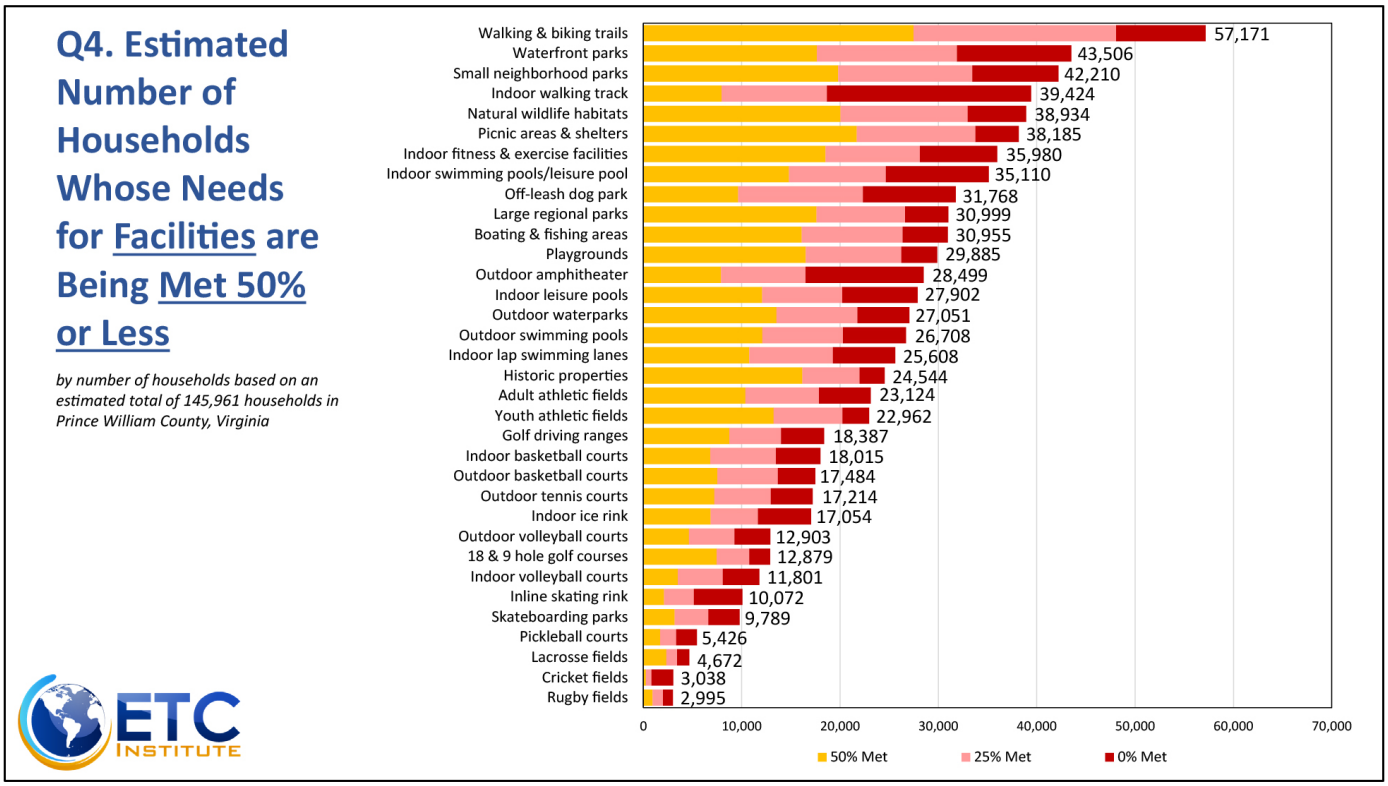
Facility importance:
Based on the sum of respondents' top four choices, 38% indicated Multi-Use Paved Trails were the most important to their household.

Other most important facilities include:

- Walking and Biking Trails (43%).
- Natural Wildlife Habitats (22%).
- Indoor Fitness and Exercise Facilities (20%).
- Large Regional Parks (20%).

National benchmark for Multi-Use Paved Trails is 45%.

HOW WELL HOUSEHOLD NEEDS ARE BEING MET FOR FACILITIES

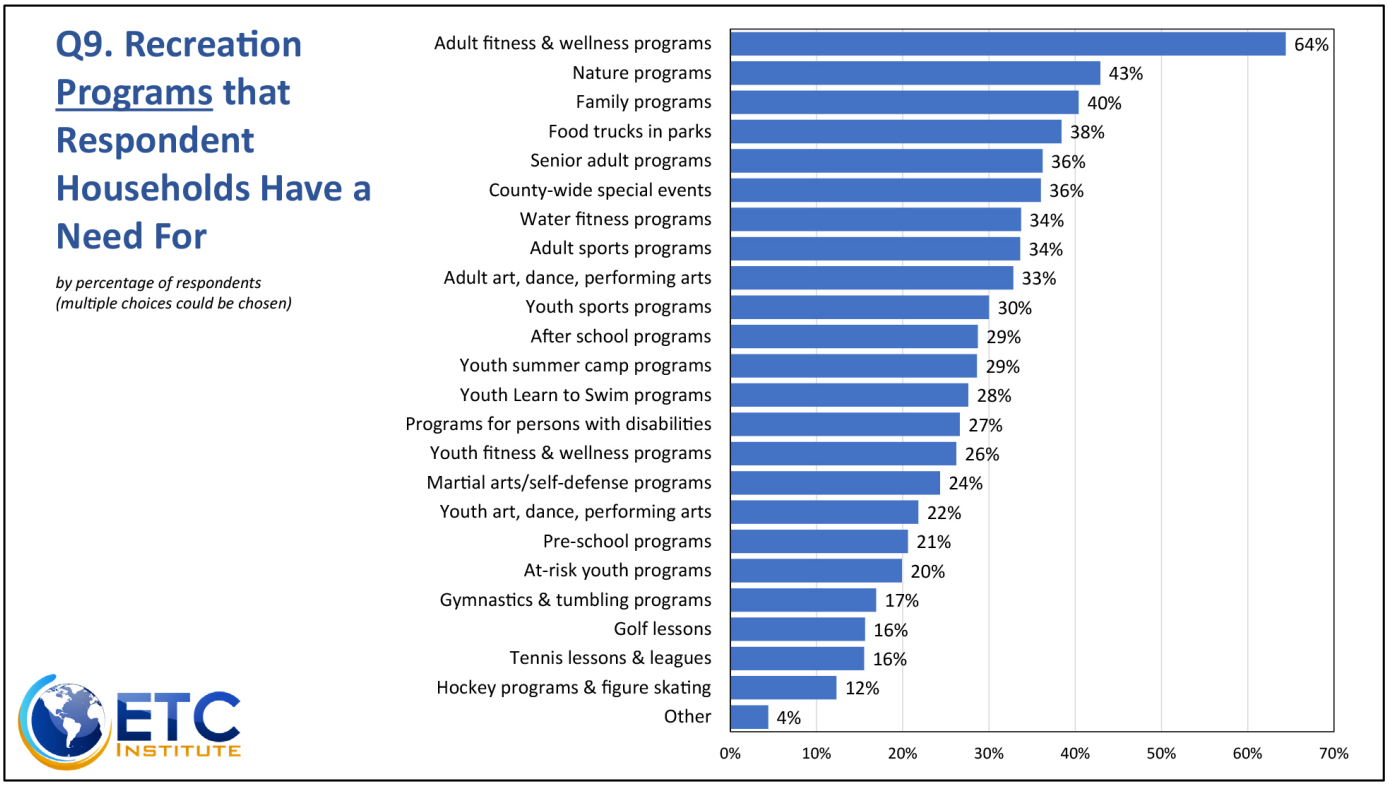


How well household needs are being met for facilities:
Based on the number of households who indicated their needs were only being met 50% or less, 57,171 households (or 39%) indicated an unmet need for Walking and Biking Trails.

Other unmet needs include:

- Waterfront Parks (43,506 households or 30%).
- Small Neighborhood Parks (42,210 households or 29%).
- Indoor Walking Track (39,424 households or 27%).
- Natural Wildlife Habitats (38,934 households or 27%).
- Picnic Areas and Shelters (38,815 households or 27%).
- Indoor Fitness and Exercise Facilities (35,980 households or 25%).
- Indoor Swimming Pools/Leisure Pools (35,110 households or 24%).

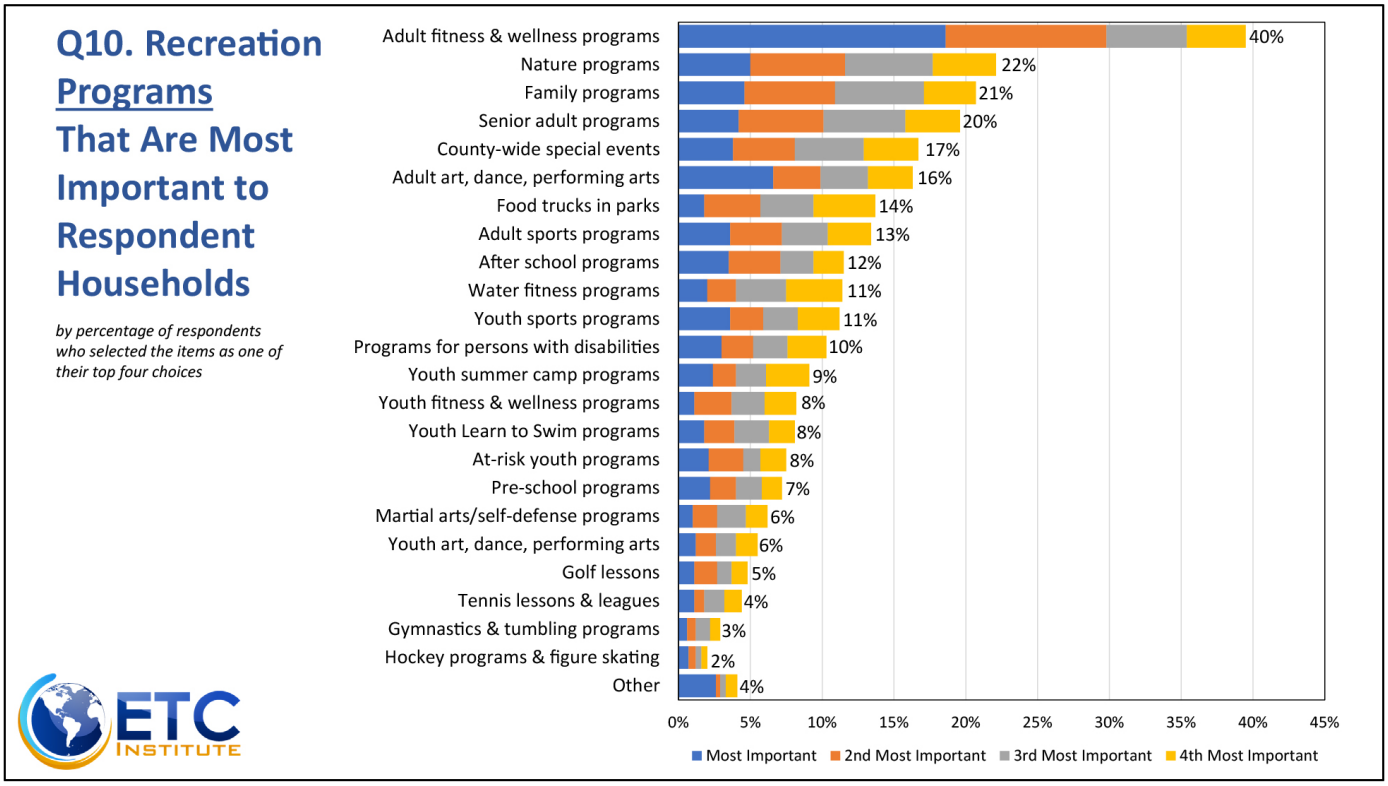
PROGRAM NEEDS, UNMET NEEDS AND IMPORTANCE



Program needs, unmet needs and importance:
Sixty-four percent (64%) of households indicated a need for Adult Fitness and Wellness Programs.

Other most needed programs include:
- Nature Programs (43% of households).
- Family Programs (40% of households).
- Food Trucks in Parks (38% of households).
- Senior Adult Programs (36% of households).
- County-wide Special Events (36% of households).

RECREATION PROGRAM IMPORTANCE



Recreation program importance:
Based on the percentage of households who indicated the program as one of their top four choices, 40% indicated Adult Fitness and Wellness Programs were the most important to their household.

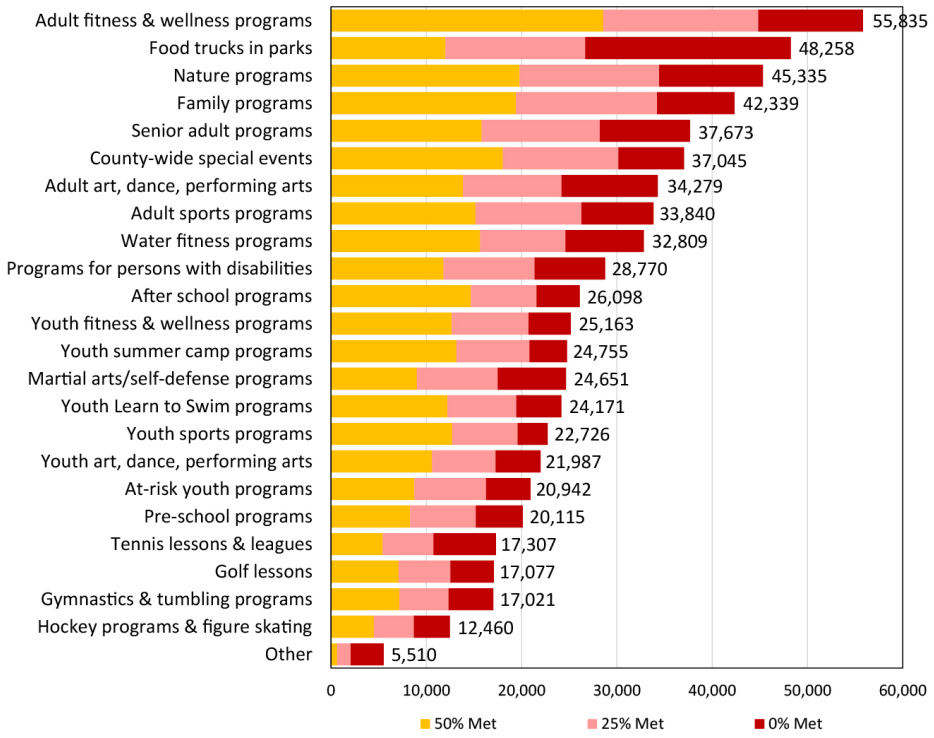
Other most important recreation programs include:
- Nature Programs (22% of households).
- Family Programs (21% of households).
- Senior Adult Programs (20% of households).
- County-wide Special Events (17% of households).

National benchmark for Adult Fitness and Wellness Programs is 30%.

HOW WELL NEEDS ARE BEING MET FOR PROGRAMS

Q9. Estimated Number of Households Whose Needs for Recreation Programs are Being Met 50% or Less

by number of households based on an estimated total of 145,961 households in Prince William County, Virginia



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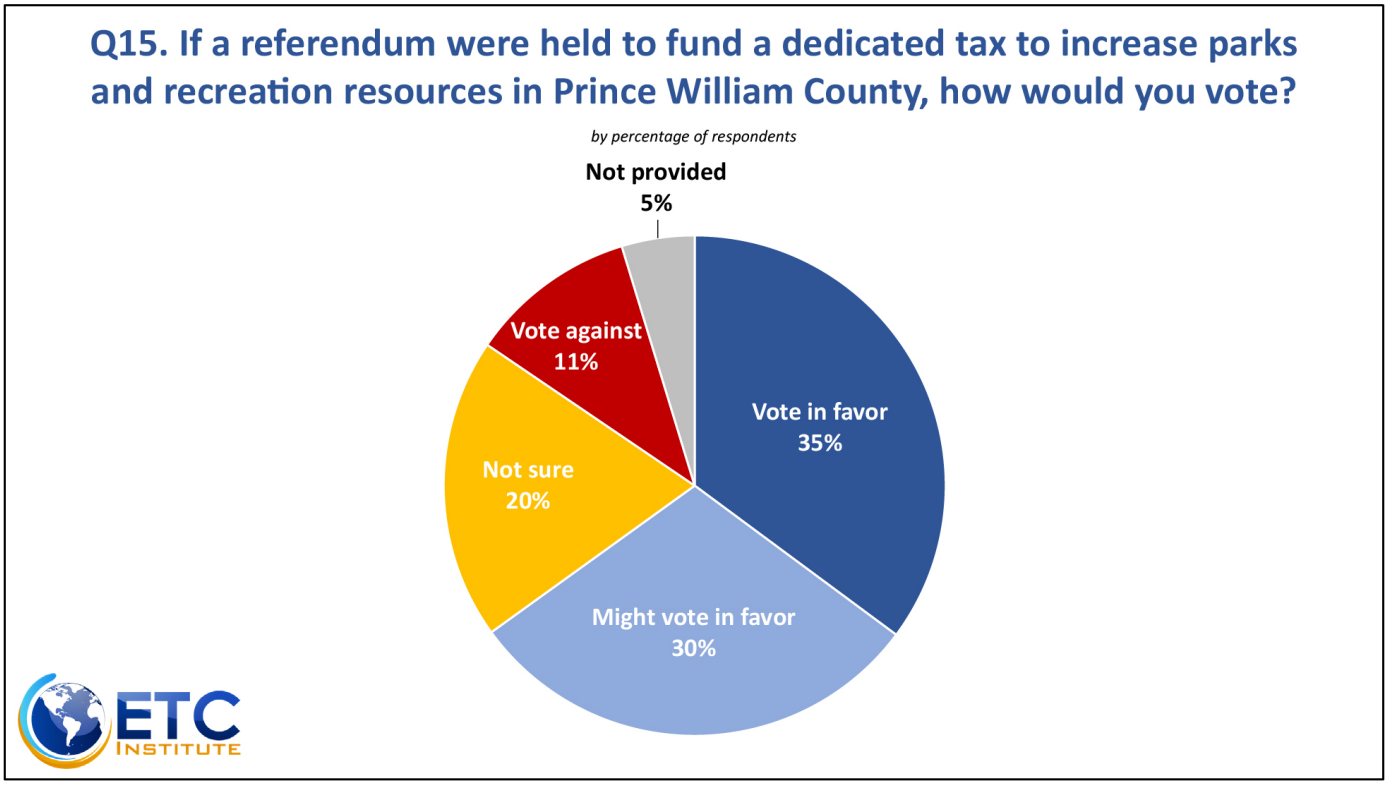
How well needs are being met for programs:
Based on the number of households who indicated their needs were only being met 50% or less, 55,835 households (or 38%) responded that Adult Fitness and Wellness Programs had the greatest level of unmet need.

Other unmet needs include:
- Food Trucks in Parks (48,258 households or 33%).
- Nature Programs (45,335 households or 31%).
- Family Programs (42,339 households or 29%).
- Senior Adult Programs (37,673 households or 26%).
- County-wide Special Events (37,045 households or 25%).

IF A REFERENDUM WERE HELD TO FUND A DEDICATED TAX TO INCREASE PARKS AND RECREATION RESOURCES IN PRINCE WILLIAM COUNTY, HOW WOULD YOU VOTE?



If a referendum were held to fund a dedicated tax to increase parks and recreation resources in Prince William County, how would you vote?
Respondents were asked to indicate their level of support for a dedicated tax to increase parks and recreation in Prince William County.

- 35% indicated that they WOULD Vote IN FAVOR of a dedicated tax.
- 30% indicated they MIGHT vote IN FAVOR of a dedicated tax.
- ONLY 11% indicated that they would vote AGAINST a dedicated tax.

**Administrative Note: On November 5, 2019, Prince William County residents affirmed their support to vote in favor of a dedicated funding source for parks and recreation, and approved a $41 million General Obligation Bond. The referendum passed by a favorable margin of 64.5% to 35.5%. The ballot language asked the following:*

> ***"Shall Prince William County, Virginia, contract a debt, borrow money, and issue its general obligation capital improvement bonds in the maximum aggregate principal amount of $41,000,000 to provide funds (including reimbursement to the County for temporary financing) for the purpose of financing the costs of acquiring, designing, constructing and improving the following park improvement projects in the County: Howison Park Improvements; New Neabsco Park Development; Fuller Heights Park Expansion; Hellwig Park Artificial Turf Fields; and County-wide Trail (including, but not limited to, the Occoquan Greenway and Neabsco Greenway), Open-Space and Accessibility Projects?"***

6.4 NEEDS ASSESSMENT PRIORITY RANKINGS

The purpose of the Priority Rankings is to provide a prioritized list of facility/amenity needs and recreation program/service needs for the residents served by the Department. This model evaluates the integration of both quantitative and qualitative data.

Quantitative data includes the local demographics, recreation trends, and the statistically valid survey. Qualitative data includes community input via stakeholder interviews, staff input, public forums, and planning team observations. A weighted scoring system was used to determine the priorities for recreation programs/ services and facilities/amenities.

These weighted scores provide an overall score and priority ranking for the system as a whole. The results of the priority ranking are tabulated into three categories: High Priority (top third), Medium Priority (middle third), and Low Priority (bottom third).

- **High Priority Programs and Facilities** – High priority programs and facilities have broad appeal to county residents. The Department should strongly consider investment in the introduction and/or expansion of these programs and facilities across the county.
- **Medium Priority Programs and Facilities** – Medium priority programs and facilities typically appeal to a specific age segment/skill/special interest and must have a targeted marketing strategy. The Department should consider strategic investment in the introduction and/or expansion of these programs and facilities.
- **Low Priority Programs and Facilities** – Low priority programs and facilities have limited appeal to county residents. It is recommended that the Department not expand or develop new programs and facilities that have been prioritized as having low and limited value to Prince William County residents, without additional evaluation and analysis of cost benefits.

6.4.1 PROGRAMS AND SERVICES – PRIORITIZED RANKINGS

County-wide Programs and Services Prioritized Rankings:

Recreation Program/Service Priority					
High	Adult fitness & wellness programs	Medium	Adult sports programs	Low	Golf lessons
	Nature programs		Water fitness programs		Tennis lessons & leagues
	Family programs		Programs for persons with disabilities		Gymnastics & tumbling programs
	Food trucks in parks		After school programs		Hockey programs & figure skating
	Senior adult programs		Disc golf		
	County-wide special events		Youth sports programs		
	Adult art, dance, performing arts		Youth summer camp programs		
			Youth fitness & wellness programs		
			Youth Learn to Swim programs		
			Martial arts/self-defense programs		
			At-risk youth programs		
			Pre-school programs		
			Youth art, dance, performing arts		

Programs and Services Prioritized Rankings by Magisterial Districts:

PROGRAM AND SERVICE PRIORITIZATION BY MAGISTERIAL DISTRICT								
TOP RANKING PROGRAMS/SERVICES	ALL COUNTY	Brentsville	Coles	Gainesville	Neabsco	Occoquan	Potomac	Woodbridge
Adult fitness & wellness programs	●	●	●	●	●	●	●	●
Nature programs	●	●	●	●	●	●	●	●
Family programs	●	●	●	●	●	●	●	●
Food trucks in parks	●	●	●	●	●	●	●	●
Senior adult programs	●		●	●	●	●	●	●
County-wide special events	●	●	●		●	●	●	●
Adult art, dance, performing arts	●		●	●		●	●	●
Youth Sports Programs		●						
Adult Sports Programs							●	
Water Fitness Programs							●	

6.4.2 FACILITY AND AMENITY - PRIORITIZED RANKINGS

County-wide Facility and Amenity Prioritized Rankings:

Facility/Amenity Priority		
High	**Medium**	**Low**
Walking and Biking Trails	Large regional parks	Golf driving ranges
Natural wildlife habitats	Indoor swimming pools/leisure pool	Indoor basketball courts
Small neighborhood parks	Indoor walking track	18 & 9 hole golf courses
Indoor fitness & exercise facilities	Boating & fishing areas	Outdoor basketball courts
Picnic areas & shelters	Playgrounds	Outdoor tennis courts
Waterfront parks	Disc golf courses	Indoor ice rink
	Off-leash dog park	Outdoor volleyball courts
	Historic properties	Indoor volleyball courts
	Outdoor swimming pools	Inline skating rink
	Youth athletic fields	Skateboarding parks
	Outdoor waterparks	Pickleball courts
	Indoor lap swimming lanes	Lacrosse fields
	Indoor leisure pools	Cricket fields
	Outdoor amphitheater	Rugby fields
	Adult athletic fields	

Facility and Amenity Prioritized Rankings by Magisterial Districts:

FACILITY AND AMENITY PRIORITIZATION BY MAGISTERIAL DISTRICT								
TOP RANKING FACILITIES/AMENITIES	ALL COUNTY	Brentsville	Coles	Gainesville	Neabsco	Occoquan	Potomac	Woodbridge
Walking and Biking Trails	●	●	●	●	●	●	●	●
Natural wildlife habitats	●	●	●	●	●	●	●	●
Small neighborhood parks	●	●	●	●	●	●	●	●
Indoor fitness & exercise facilities	●		●		●	●	●	●
Picnic areas & shelters	●	●		●	●		●	●
Waterfront parks	●				●	●	●	●
Large Regional Parks		●				●	●	●
Boating and Fishing Areas				●				
Indoor Swimming/Leisure Pools					●		●	●
Indoor Walking Track					●	●	●	●
Playgrounds					●			

6.5 NEEDS ASSESSMENT SUMMARY

The following summarizes the key themes from the Community Needs Assessment.

- ***Economic Development and Tourism:*** Opportunity exists for park development to enhance and/or advance economic development and tourism. There is also an opportunity for economic development to enhance and support park development.
- ***Trails and Connectivity:*** Trails are highly desired not only as a recreation element as a means to connect the Department's parks and recreation facilities, but as an active transportation element as well.
- ***Prioritized Needs:*** It is important to understand that there is a direct correlation between the experiences most desired by the community and the positive, intended utilization of parks and facilities.
- ***County-Wide Needs Consistency:*** Needs expressed by Prince William County residents are extremely consistent across magisterial districts. Though exceptions do exist, the Department should be confident that investment in programs and facilities as identified as having a high need in the overall County-wide priority rankings will maximize the productivity of the Department's offerings and the utilization of taxpayer dollars.
- ***Communication and Marketing:*** The Department should strategically invest resources in communication and marketing to connect with users and supporters of Prince William County parks and recreation utilizing the means most preferred by residents as identified in the statistically valid survey.
- ***Funding:*** Prince William County residents not only recognize that the Department needs to continually reinvest in the existing parks and recreation system, but that population growth will require an expansion of the system in the future.
- ***Support for Funding is Strong:*** As expressed in the statistically valid survey there is strong support amongst Prince William County voters to fund parks and recreation. This was affirmed on November 5, 2019 as Prince William County residents voted in favor of a $41 million General Obligation Bond Referendum by a margin of 64.5% to 35.5%.

CHAPTER SEVEN – RECREATION PROGRAMS AND SERVICES

7.1 RECREATION DIVISION OVERVIEW

The program-oriented functions of the Department are housed primarily in the Recreation and Historic Preservation Divisions of the Department. In conjunction with the Marketing & Communications, and Park Ranger Divisions, this half of the Department is generally tasked with implementing the County's community outreach efforts through recreational programs and events. The Recreation Division is responsible for supporting, planning, and implementing a variety of recreational programs and services not only for the residents of the County, but also for visitors to the region. The Historic Preservation staff are responsible for the operations, management, and programming of the Department's historic sites, including interpretive displays of the artifact collections and facilities. The Marketing & Communications staff are primarily responsible for the Department's media relations, including social media, print publications, and signage. The Park Ranger staff are responsible for the safety and security of the County's parks and facilities, as well as the safety of employees and visitors.

The Recreation Services Division is broken into six additional subgroups: Business Services, Enterprise, Parks & Centers, Sports Services, Aquatics, and Children's Programming. The Business Services staff are primarily in charge of fee collection and the online reservation system. The Enterprise group primarily oversees the Department's key revenue facilities, which are the two fitness centers and two waterparks. The Parks & Centers staff are in charge of the programs within the parks or at the Department's community centers. This includes the Department's Arts and First Tee Golf programs. Sports Services staff manage all sports league reservations and agreements for use of Department-owned and managed fields. The Aquatics staff oversees all aquatics programming, including lifeguard training. Children's Programming includes the Department's day care, Pre-K, and summer camp programs. Because the Department operates and maintains facilities that are heavily scheduled for camps, programs, leagues, and special events, the work groups within the Recreation Division are dependent on each other and none is truly independent of the others. There is a great degree of coordination required, within the Division and across the Department, in order to ensure that there are not programming and site conflicts across the Department's 50+ developed parks/facilities.

7.2 CORE PROGRAM AREAS

The Recreation Division operates under a core program structure. The core program areas create a programming foundation that reflects the programs that have been identified by the community as having the greatest level of importance. Public recreation is often challenged by the premise that it needs to be all things to all people, but with the core program philosophy, staff, policy makers, and the public can instead focus on the programs that are most important. For the Department, program areas are considered to be core areas if they meet a majority of the following categories:

- The program area has been provided for a long period of time (over 4-5 years) and/or is expected by the community.
- The program area consumes a relatively large portion (5% or more) of the Department's overall budget.
- The program area is offered 3-4 seasons per year.
- The program area has wide demographic appeal.
- There is a tiered level of skill development available within the programs area's offerings.
- There is full-time staff responsible for the program area.
- There are facilities designed specifically to support the program area.
- The Department controls a significant percentage (20% or more) of the local market.

DEPARTMENT INVENTORY OF CORE PROGRAM AREAS

The programming foundation of the Recreation Division is based on these ten core program areas:

- **Aquatics:** This core area offers a variety of programs across all indoor and outdoor pools and waterparks. The departmental Aquatics Manager provides guidance to the aquatics staff at each site to ensure consistency and quality in programs. Examples include: swim team, swim lessons, holiday pool events, aquatic aerobics, and masters swimming.
- **Camps & Out of School Programs:** This core area covers over 400 camp programs that are offered in full-day or half-day increments during school break periods across several sites and before and after school programming at the Chinn Aquatics & Fitness Center. Camp offerings range in ages from preschool through teens and are general day camp programs or specialized half-day programs taught by contracted specialty instructors. Examples include: day camps at three recreation centers, sports camps, kayaking and fishing camps, theatre camps, robotics camps, archery camps, dance camps, and civil war camps.
- **Dance and Performing Arts:** This core area offers youth and adult classes and camps in multiple areas of dance and theatre focused on holistic health and movement. Examples include: ballet, hip-hop, praise, basic tumbling and musical theatre.
- **Environmental Education and Outdoor Recreation:** This core area offers mostly youth-based programs that promote the stewardship of natural resources. Science in the Park is largest program in this group, and it provides science standards of learning for local school children through park-based field trip experiences. It is currently provided to 45 different schools. Other examples include: scouting programs, tours, and instructor workshops.
- **First Tee:** This core area operates as a local chapter of the national First Tee program, which sets the teaching curriculum and national program goals. Programs are housed at Lake Ridge Marina & Golf Course, but also occur at Prince William Golf Course and Forest Greens Golf Course, which are all municipal courses owned by Prince William County and managed by Billy Casper Golf.
- **Fitness & Health:** This core area offers mostly teen and adult-based programs that help individuals to meet their fitness and health goals. Group fitness and wellness classes, one-on-one personal training, and wellness coaching make up the bulk of these programs. Other examples include: Kids Triathlon, fitness classes at outdoor nature fitness trails, and supplemental fitness activities for day camps.
- **Historic Preservation:** This core area offers interpretive and educational programming focused on introducing participants and visitors to the historic sites and interpretive areas across the county. Examples include: camps, tours, lectures, workshops, demonstrations, concerts, hikes, and holiday programming.
- **Inclusion & Adaptive:** This core area offers a range of programs for all disabilities, facilitating inclusion opportunities into all existing programs offered by the County and offering outreach and consulting services to local recreation providers. The Recreation Specialist assigned to this area also provides knowledge and expertise related to the American with Disabilities Act (ADA) codes for facilities. Examples include: adaptive sports programs, adaptive arts programs, and inclusion services for non-adaptive programming.
- **Preschool:** This core area includes the licensed preschool programs operated across multiple sites for ages 2-5. These programs meet stringent state mandated criteria for operation and have multiple classes offered over fall and spring sessions. Sites include: Gro at James Long Park (a nature-based preschool offering curriculum based in environmental education), Chinn Aquatics & Fitness Center, Sharron Baucom-Dale City Recreation Center and Pat White Center at Ben Lomond.
- **Sports:** This core area includes introductory and skill-based programs offered at Chinn Aquatics & Fitness Center and Sharron Baucom-Dale City Recreation Center and the external sports leagues that utilize park sites for their operations. The Sports Services team manages all the external league scheduling and document collections for the Department's 25+ league partners.

7.3 OTHER PARK AND RECREATION PROVIDERS IN THE COUNTY AND REGION

Multiple levels of government (local, county, regional, state and national), as well as private businesses and schools, also provide recreational opportunities in Prince William County. With this, there are several choices for the recreation customer.

Within the county, at the city and town level, the Cities of Manassas and Manassas Park, and the independent Towns of Haymarket, Occoquan, Dumfries and Quantico all offer some level of recreation, whether a pocket park, waterpark, or ball fields. The county also has several large homeowner's associations that offer recreational amenities for their homeowners, the largest being the Lake Ridge Homeowner's Association which has its own Parks & Recreation Association, which operates and manages nearly 1,400 acres of park land and open space on the eastern end of the county.

At the regional level the Northern Virginia Regional Park Authority owns land in the county, but it is currently undeveloped. There are four State-managed sites in the county: Leesylvania State Park, Conway Robinson State Forest, and the Merrimac Farm Wildlife Management Area. The county is also home to several federally-managed properties that offer outdoor recreation opportunities, those being: Manassas National Battlefield Park, Prince William Forest Park, Occoquan Bay National Wildlife Refuge, Featherstone National Wildlife Refuge, and Marine Corps Base Quantico which has a public golf course and paintball park, and at select times offers access onto the base for mountain biking. In addition, the Virginia Outdoors Foundation (VOF) owns and manages Bull Run Mountain Preserve with just over 1,400 acres on the western end of the county. VOF was created by the Virginia General Assembly in 1966 and receives both public and private support. Excluding homeowner association properties, the county benefits from having over 24,000 acres of public parkland provided by VOF and the local, regional, State and Federal agencies/jurisdictions - which is almost 12% of the county's land area.

7.4 MEETING COMMUNITY NEED

As noted in Chapter Six, Prince William County residents remain very supportive of the park and recreation services provided by the Department. The 2019 County-Wide Needs Assessment survey reaffirmed Prince William County residents' strong interest in recreation programs and services. The Department's Recreation Services division annually evaluates recreation trends and community needs to develop programs, services, and events that bring residents together for memorable community experiences. The Needs Assessment indicated a strong interest in adult fitness and wellness programs, nature programs, family programs, senior adult programs, county-wide special events, and food trucks in parks. The Department currently engages in each of these activities in some way and will be looking for ways to increase opportunities in the future.

Based on the conducted Needs Assessment, the following recommendations are provided for consideration and inclusion into the Department's program portfolio:

7.4.1 CONCENTRATE ON HIGH INVESTMENT PROGRAM AREAS

The Department should concentrate on enhancing, expanding, or initiating the following program areas/activities:

- Adult fitness and wellness programs
- Family programs
- Senior adult programs
- Adult art, dance, performing arts
- Nature programs
- Food trucks in parks
- County-wide special events

7.4.2 EXPAND SPECIFIC PROGRAMMING BASED ON COMMUNITY INTEREST

As identified in the Department's Recreation Program Plan analysis, the Department needs to expand its focus on adult programming. When looking at the statistically valid community survey cross tabular calculations, households with no children rated the following recreation facilities and programs as highly important:

- Walking and biking trails
- Large regional parks
- Small neighborhood parks
- Adult art, dance, and performing arts
- Nature programs
- Natural wildlife habitats
- Picnic areas and shelters
- Adult fitness and wellness programs
- Food trucks in parks

When looking at the list in totality, both adult programming and nature/environmental programming should be expanded by placing a larger focus on programming park facilities and open spaces. This programming needs to be balanced with general public use, but dedicated/intentional park programming appears to be a large interest

from Prince William County residents. The following are examples of programmed events/activities that park systems across the country have implemented to address these programmatic topics:

- Special events and community performances (amphitheater or mobile/permanent stage).
  - *Programming Highlight: The Department currently utilizes both amphitheaters and mobile stages to facilitate programming in its park system.*
- Traveling beer/wine gardens.
- Heart-healthy trails that indicate calories burned, mileage walked, etc. and are sponsored by a local health system.
- "Walk with a Doc" programming.
- Community gardens, meditation gardens, urban agriculture, or similar.
  - *Programming Highlight: The Department has an existing master plan for Shenandoah Park that incorporates community gardens and urban agriculture; however, this park is not yet funded.*
- Historic re-enactments and living history.
  - *Programming Highlight: The Department offers a wide variety of programs at its historic sites and is regularly looking for ways in which to expand this programming.*
- Public art in parks.
  - *Programming Highlight: The Department incorporated several art elements into the design of the new Neabsco Creek Boardwalk.*
- Outdoor fitness equipment circuits and/or dedicated areas
  - *Programming Highlight: Outdoor fitness equipment was recently installed at Neabsco Regional Park.*
- Yoga and other fitness programs in the parks.
  - *Programming Highlight: The Department offers several fitness programs outdoors, in our parks.*

7.4.3 IDENTIFY THE PREFERRED PROGRAM FORMAT FROM RESIDENTS

Recreation program consumptive behavior has also changed over the years and more activities are turning in to "drop-in" formats. This is largely due to residents stating, "no time" and "I'm too busy" as high real (or perceived) barriers to program participation. The Department needs to identify the characteristics associated with a Department "core user." That is, how many activities participated in annually is a reasonable expectation for the common Department program user. In many instances, park agencies will have less than five programmatic opportunities each year per resident. Therefore, how the Department cross-markets/promotes services to users is paramount along with how the program is structured (i.e., multi-week, weekly, drop-in, etc.).

7.5 RECREATION PROGRAM SUMMARY

More information regarding the Department's programming initiatives can be found in the Department's Recreation Program Plan. The following is a summary of key targets from this review and the Recreation Program Plan.

PROGRAMMING

It is critically important for the Department to understand its customers in order to project program longevity and overall interest. It is doubly important to offer programs that meet participant needs. The Department should:

- Develop a methodology to identify its "core user".
- Develop strategies that align marketing tools with its "core user".
- Adopt a program lifecycle evaluation approach to programs and services.
- Align classification of services/programs with cost recovery philosophy.
- Adopt and track Key Performance Indicators (KPIs) by core program area.

PARTNERSHIPS

In order to provide a greater variety of programming options to residents, the Department should utilize partnerships to the greatest extent possible. The Department should therefore:

- Identify potential partners by core program area.
- Utilize joint-use agreements to enhance recreation access, as needed/appropriate.
- Evaluate formalizing partnership policies.

CHAPTER EIGHT – LEVEL OF SERVICE STANDARDS AND ANALYSIS

A critical first step in transforming the parks system is to understand how the Department is meeting everyone's recreational needs, and preparing for growth and change to serve those needs. The evaluation of how well the parks and facilities are meeting demand is often referred to as 'level of service', or LOS. Level of service (LOS) standards are important tools that inform planning, influence investment priorities, shape the design of specific parks, and establish the policy basis for financing sources. As policy, level of service standards embody the aspirations of the Parks Master Plan, but are not strict measurements. If standards are to serve as meaningful guides for a County-wide network, they should be reasonably achievable over time, transparent and affordable to taxpayers, and sufficiently flexible to accommodate diverse and evolving community needs.

8.1 LEVEL OF SERVICE STANDARDS

New development and changing demographics present ever-changing demands for parks and recreation facilities and place additional pressures on the preservation and protection of natural and cultural resources. It is important that the Department provide both current and future residents an adequate mix of recreational opportunities and open space, and that those opportunities be of the highest quality. With that, the Department has developed standards to assess the LOS provided by its parks. These standards can be applied to evaluate where additional park acreage and amenities should be provided in the County, set priorities for development and re-development, and ensure an equitable distribution of parks and recreation resources County-wide. These standards can also help determine the impacts that new residential development will have on the natural, cultural, and recreational resources of a particular service area.

The following are the standards which the Department uses to assess the LOS that is provided by the County's park system. Each tool has a related assessment metric. The end result of applying these standards is to determine where different types of parks and amenities may best serve county residents, and where those parks and amenities can be accommodated with the optimal goal being an equitable distribution of parks and amenities across the entire county.

- ***Park Type*** – categorization of park types by typical size and mix of program amenities.
- ***Level of Development*** – amount of each park to be developed for active and passive uses.
- ***Service Area*** – standard for travel distance to a park by park type.
- ***Park and Amenity Quality*** – metric to assess overall quality of each park and the facilities contained therein; can be used to establish hierarchy of needs by park planning district.
- ***Percentage of Land Area*** – metric to quantify amount of county land area utilized for County parks and recreation purposes.
- ***Park Planning Districts*** – sub-magisterial planning districts created to analyze park distribution and equity at a more neighborhood scale.

8.1.1 PARK TYPES

In developing design principles for parks, it is important that each park be programmed, planned, and designed to meet the needs of its service area. The mix of program amenities at each park is typically related to the size of the park (i.e. a smaller park will have fewer program amenities while a larger park will have more). The term 'program amenities' refers to a list of features and facilities and does not always include staff-managed recreation programs. The program amenities for a site can include such elements as ball fields, skate parks, shelters, restrooms, game courts, trails, natural resource stewardship areas, open meadows, nature preserves, or interpretive areas. The needs of the population of the park it is intended to serve should be considered and accommodated at each type of park, to the greatest extent possible.

Every park, regardless of type, needs to have an established set of outcomes. Park planners and designers design to those outcomes, but in doing so, also need to project the operational and maintenance costs associated with the design outcomes. To address budget shortfalls the design outcomes should be prioritized and implemented in phases.

Overall, the Department strives to provide program amenities for a variety of age groups and abilities at each type of park. Program amenities therefore need to be designed for the number of age segments the park is intended to serve, the desired length of stay deemed appropriate, and the uses it has been assigned. Recreation needs and services require different design standards based on the age segments that make up the community that will be using the park. Having set design standards for each program amenity helps park planners and designers to develop more accurate construction, operation and maintenance budgets.

The Department categorizes County lands utilized for parks, recreation, and natural/cultural resources by the following park types:

- Neighborhood Park
- Community Park
- Regional Park
- Linear/Greenway Park
- Natural/Cultural Resource Park
- School/Community-Use Site

Below are general descriptions for each park type, including a list of typical program amenities. For future park development projects, the specific facilities and program amenities provided at each park will be determined by the Department, with public participation, through our park planning and development processes. The primary focus for future park development will be to ensure that the facilities provided in each park are not only built to the highest level of quality, but that they also serve the identified needs for that specific park or service area. Future park development will also continue to integrate natural and cultural resource stewardship needs at all levels of park planning and development.

The Department acknowledges that all parks and recreation facilities/amenities, are required by federal law, to adhere to Americans with Disabilities Act (ADA) regulations. Those regulations are implemented as part of all new park and facility design plans. The Department is also currently working to resolve existing accessibility barriers at our parks that occurred prior to the ADA regulations. Many of these barriers projects have been funded through the County's Building & Facilities Program.

NEIGHBORHOOD PARK

Neighborhood parks are typically the smallest in size, and most often serve the neighborhood immediately surrounding the park. They can be located County-wide but should primarily be located in the suburban and urban areas of the County where population densities are higher, and where there is access/connectivity via bicycle and pedestrian corridors. Residents are not generally expected to drive to a neighborhood park and will typically use the neighborhood park that is closest to their home or office. In suburban and urban settings, a neighborhood park will generally offer open space for those with little or no yards. The typical features of a neighborhood park are:

- ***Size:*** between ¼-acre and 20 acres, urban parks may be less than ¼- acre.
- ***Program Amenities:*** singular field/open play area with no standard dimensions, singular court (if any), picnic pavilion, and playground; portable restrooms typical; bicycle racks should be standard; on-site parking preferred but on-street parking is acceptable.
- ***Service area:*** 5 to 10-minute walk or bicycle ride; access to/from a transportation hub such as a bus stop or train station is preferred.
- ***Development:*** generally, 75% active/25% passive; larger neighborhood parks may have a larger percentage of passive acreage, particularly if development limitations are present.

To offset the neighborhood park demand across the county, communities with a homeowner's association (HOA) are encouraged to provide neighborhood parks for the residents of their development. In the more urban areas of the county, neighborhood parks may consist of community greens, pocket parks, plaza/event space, etc. HOA and private urban parks assist the County with meeting the local demand for recreation and outdoor amenities and, as such, are generally required as part of the County's land development process.

COMMUNITY PARK

Community parks are generally larger than neighborhood parks, serve a larger area of the County, and offer more balanced opportunities for users to enjoy both passive and active recreational activities. Community parks may contain cultural resources. Because of the more diverse array of experiences/activities at community parks, visitors will often use this type of park for longer periods of time than a neighborhood park. Community parks should be located throughout the County. With their larger service area, community parks should be accessible by vehicle, transit, and bicycle and pedestrian modes. The typical features of a community park are:

- ***Size:*** between 20 and 100 acres.
- ***Program Amenities:*** multiple recreation fields, court(s), picnic pavilion(s) and playground; where multiple fields are grouped together, lights and extended hours of operation are typical; cultural resources; permanent restrooms typical; on-site parking required, consistent with number of fields, with overflow parking as appropriate.
- ***Service Area:*** 10 to 15-minute walk/bicycle time, or 20-minute drive time.
- ***Development:*** generally, 50% active/50% passive, unless larger portion of site is to remain passive/undeveloped to protect natural or cultural resources.

REGIONAL PARK

Regional parks generally encompass the largest park properties that offer the widest array of recreational opportunities. Visitors to regional parks will often use a regional park for a longer period and may participate in multiple recreational opportunities during a single visit. Regional parks typically have areas of intense development for active recreation purposes and areas set aside for passive recreation also. Portions of these parks may be reserved for natural resource protection or management, but that is typically an additional feature of the park rather than the primary use. Regional parks may contain cultural resources.

Regional parks will often have a facility that is a regional attraction for visitors, such as a multi-field sports complex, indoor recreation center, equestrian facility, or waterpark. Golf courses are also included in this park classification because of their large size and the larger service area generally required to sustain the regional draw of the site's amenities.

Regional parks should be located throughout the County and cover service areas not covered by community parks. Regional parks should be equally accessible by transit, bicycle and pedestrian modes, as well as by private vehicle. The typical features of a regional park are:

- ***Size:*** larger than 100 acres.
- ***Program Amenities:*** multi-field sport complexes, multiple courts of different types, picnic pavilion(s), playground(s), and on-site trail system; regional amenity consisting of indoor recreation center, equestrian facility, waterpark, golf course, or similar; permanent restroom; on-site parking consistent with number of fields/buildings, with overflow parking preferred.
- ***Service Area:*** 20 to 30-minute drive time.
- ***Development:*** generally, 25% active/75% passive, unless site uses (such as indoor recreation center, waterpark, etc.) require increase in active/developed area. A portion of these parks may remain undeveloped to protect natural or cultural resources.

LINEAR/GREENWAY PARK

Linear/Greenway Parks are those parks established primarily for passive recreation, trail, or blueway purposes. These parks may contain cultural resources. The lands for these parks are typically along the County's trail, greenway and stream corridors, but may also follow designated bicycle and pedestrian corridors.

There are no acreage standards for this park type since these parcels are often constrained by topography, environmental/development restrictions, or land-use agreements such as easements. There is also no typical service area for this park type given that these parcels may extend across large distances. Given their linear nature, these parks should be supported by multiple entrance/exit points, primarily pedestrian. Vehicle access

and parking areas should be provided at designated intervals to enhance public access. Bicycle access to a designated entrance/exit point is also desired, with at least one of the entrance/exit points being within a ¼-mile of a public transportation center or bus stop. The typical facilities provided at these parks are trails and trailhead parking areas. Interpretive signs should be incorporated in areas with natural or cultural significance.

NATURAL/CULTURAL RESOURCE PARK

Natural/Cultural Resource Parks encompass the County's historic properties and sites with significant natural and/or cultural resources. In general, these lands are primarily for resource preservation and passive recreation and do not include active recreation amenities like ball fields. They may include indoor and outdoor event/museum-like space or passive trail access in order to provide the best protections for identified resources. Interpretive signs/programs are also a typical feature. An example of the natural resources that are protected at these sites include areas with endangered species or sensitive habitats. Cultural resources protected in these parks include historic properties, cemeteries, architectural sites, archaeological sites, Historic Districts, and battlefields.

The location of these parks is dependent on the resources being protected and, as such, there is no level of service standard for park size or service area. The specific programs/activities, and level of development at these parks, is determined by the resources present at the site and the resource management plan for the property.

SCHOOL/COMMUNITY-USE SITE

These sites are not generally owned but may be operated and maintained by the County for active recreation purposes. These sites are available for use by the public pursuant to a community-use agreement or site lease. These sites typically encompass the outdoor recreation areas provided at the County's elementary and middle schools or other County buildings. In some instances, private property is leased to offset an identified recreational need. The outdoor amenities provided at elementary and middle school sites generally consist of both active and passive features, such as ball fields, courts, running tracks (middle schools), playgrounds (elementary schools), and open play areas.

There are no typical size or service area standards for school/community-use sites given that they are dependent on the size and location of the subject parcel. For analysis purposes, however, the outdoor recreation areas at schools that are programmed and/or maintained by the Department for community use, are generally considered to be the equivalent of a neighborhood park, given that the size and mix of facilities at these sites is consistent with those provided at neighborhood parks. Furthermore, the parcels in this category typically serve the neighborhoods in the immediate vicinity of the parcel and are generally accessed by pedestrian and bicycle means.

School/Community-Use Sites should continue to be utilized for public recreation purposes wherever and whenever feasible in order to offset community needs. School facilities that are available for community use should continue to be inventoried and counted against overall County park and facility needs. Because elementary school fields, and some middle school fields, are not built to park/field design standards, however, the Department should develop a system for rating the quality of these fields, to evaluate where potential upgrades and enhancements may better serve community needs.

OPEN SPACE CONSIDERATIONS

Within the Open Space chapter of the County's Comprehensive Plan, there is a stated goal to retain a minimum of 39 percent of the total land area in the County as open space. It must be noted that Open Space in Prince William County is defined as <u>any</u> land developed or undeveloped that is or can be preserved based on its cultural, environmental and/or passive recreational attributes. Open space per this definition does not need to be County-owned. The Department's role in helping to meet this open space goal is therefore addressed through the preservation of the cultural, environmental and/or passive recreational attributes within the land areas/parcels that the Department manages. Although the Department has a mission to also meet the active recreational needs of county residents, this is continually balanced against trying to preserve and protect as much land as it can for passive recreation and natural/cultural resource protection. The Department is committed to making the best use of its land inventory based on resources, capacity, and community preferences.

The Linear/Greenway and Natural/Cultural Resource Parks are the Department's primary means of assisting the County to achieve its open space goals as most of the park acreage found within these two classifications are considered open space. The Linear/Greenway Park type captures the stream valley parks and trail corridors and include lands that the Department has acquired along the County's greenway corridors. The Natural/ Cultural Resource Park type encompasses lands protected for natural and cultural resources, and includes all of the Department's historic properties, as well as the parks that incorporate large tracts of undisturbed forest, wetlands, or riparian habitats, as an example. The Linear/Greenway and Natural/Cultural Resource Parks are also how the Department helps meet the goals of the Cultural Resources and Environment chapters of the County's Comprehensive Plan.

The following table summarizes the acreage of Prince William County's parks system by park type, and level of development:

DISTRIBUTION OF PARK ACRES BY PARK TYPE AND LEVEL OF DEVELOPMENT				
PARK TYPE	Sum of ACTIVE ACRES	Sum of PASSIVE ACRES	Sum of UNDEVELOPED ACRES	TOTAL
Neighborhood	44.6000	143.7355	33.7400	222.0738
Community	248.2591	270.4370	150.7153	669.4114
Regional	681.7400	1905.2950	0.0	2587.0350
Linear/Greenway	0.0	296.0260	152.6841	448.7101
Natural/Cultural	42.2978	535.5349	0.0	577.8327
School/Community Use	832.7688	0.0	0.0	832.7688
TOTAL	**1849.6640**	**3151.0284**	**337.1394**	**5337.8318**

8.1.2 LEVEL OF DEVELOPMENT

As identified in the previous section, the Department categorizes its parks by types, and has established general program amenity standards, level of development standards, and service area standards for each of the park types that are likely to have active recreational features (i.e. neighborhood, community, and regional parks). These standards create a correlation between the park type and the percentage of the park area that will typically be dedicated to active or passive uses.

By equating the amount of active use area to the developed acreage in each park, and the amount of passive use area to the undeveloped acreage, the Department quantifies the active and passive acres by park type. The Department has created general park development guidelines regarding the amount of developed versus undeveloped acreage that should be targeted in neighborhood, community and regional parks, as a means of setting a development framework that continually preserves land for its passive and natural qualities.

The following table shows the active, passive and undeveloped acres currently provided by the Department by park type:

ACTIVE vs. PASSIVE ACRES AT DEVELOPED PARKS					
PARK TYPE	ACTIVE ACRES	PASSIVE ACRES	% ACTIVE	% PASSIVE	% GOAL (Active/Passive)
Neighborhood	44.60	143.73	23.7%	76.3%	75/25
Community	248.26	270.45	47.9%	52.1%	50/50
Regional	681.74	1905.30	26.4%	73.6%	25/75

Note: The above table shows only the total active and passive acres at the Department's ***developed neighborhood, community, and regional parks***, because the other park types do not have a development standard.

As shown in the previous table, the Department is within the identified development ranges for community and regional parks, but there is a significant amount of undeveloped acreage in the neighborhood park category that could potentially offset current neighborhood park demand as identified in the Needs Assessment. The Department should therefore continue to evaluate the development constraints on each of the neighborhood parks that have a large amount of undeveloped acreage and, where appropriate, re-evaluate the master plans for these parks to determine if unmet needs could be served by additional amenities and/or the development of these underutilized parks.

From the previous table it can be ascertained that the Department has 33.74 acres of additional undeveloped neighborhood parkland and 150.72 acres of undeveloped community parkland in its inventory. By applying the development standard to these parcels, there are potentially an additional 25 acres of developable neighborhood parkland and 75 acres of developable community parkland in the Department's existing inventory. An environmental constraints analysis and a cultural resource assessment are also still necessary to determine the true development potential of these parcels, but at the bare minimum, this developable area analysis shows that the Department has existing opportunities to expand its facility inventory within the confines of its existing land inventory.

As identified previously, the Department also has general guidelines regarding the type of program amenities that are to be provided in each type of park. The actual type and mix of amenities provided in any given park is generally the result of the Department's master planning effort for the park when it is designed. This process involves a review of the LOS standards for the park's service area, resident and stakeholder input via community meetings, and an analysis of the financial constraints as they pertain to construction and continued maintenance and operation. Overall the Department's ultimate goal is to balance recreational development with the environmental constraints of the property.

The total number of program amenities currently offered at the County's developed parks and programmed school sites is shown in the table to the right. The amenities available at the school sites, represent the fields that the Department has agreements to schedule and maintain, and they are quantified by their scheduled use. These fields may not be standard dimensions, may have restricted access times, and the inventory may fluctuate with use agreements and school construction. There are also playground and court amenities available for community use at the school sites, but the Department does not regularly maintain an inventory of those amenities. In addition to the primary park amenities in the above table, the Department also offers typical support facilities such as restrooms and bathhouses; site-specific features such as historic buildings and marinas; and, additional select recreational amenities such as equestrian rings, batting cages, and activity centers. A full facility/amenity inventory, by park and park planning district, is included in the Appendix of this plan.

PRIMARY PROGRAM AMENITY INVENTORY		
PROGRAM AMENITY	DEPARTMENT INVENTORY	PROGRAMMED SCHOOL INVENTORY
Soccer Field	49	70
Football Field	7	16
Baseball Field	9	19
Softball Field	21	51
Little League Field	25	1
Basketball Court (Outdoor)	27	
Tennis Court (Outdoor)	28	
Volleyball Court (Outdoor)	15	
Playground	43	
Pavilion	77	
Trail (Miles)	58.7	
Recreation/Fitness Center	2	
Community/Activity Center	3	
Swimming Pool (Indoor)	2	
Swimming Pool (Outdoor)	4	
Waterpark	2	
Amphitheater	1	
Regular Gold (Holes)	45	
Miniature Golf (Holes)	36	

8.1.3 SERVICE AREA

The service area of a park is another LOS measurement that the Department uses to assess quality of the system. Service area is directly attributable to how accessible the park system is to the County's residents. In short, a park's service area is the accepted amount of time that most park patrons will travel from their home to get to a given recreation destination. From the Park Type/Amenities section, the service area standards by park type are as follows:

PARK SERVICE AREAS		
PARK TYPE	**WALK/BIKE SERVICE AREA**	**DRIVE TIME SERVICE AREA**
Neighborhood	5 to 10-minute walk/bike time; bus stop within 1/4-mile, preferred	Less than 10 minutes
Community	10 to 15-minute walk/bike time	10 to 20-minute drive time
Regional	Greater than 15-minute walk/bike time	20 to 30-minute drive time
Linear/Greenway	Dependent on Access Points	No Standard
Natural/Cultural Resource	Dependent on Access Points	No Standard
School/Community Use	5 to 10-minute walk/bike time	Less than 10 minutes

The Department's goal is for each household in the County to be served by a neighborhood, community, and regional park. Per analysis conducted as part of the update to the County's Comprehensive Plan, the Department is generally meeting the service area standards of its community and regional parks but is lacking at the neighborhood level. Department Planning staff acknowledge, however, that development patterns across the county make certain areas less suitable for County-owned neighborhood parks. These areas primarily have large lot zoning where larger yard sizes negate the need for neighborhood parks, or the areas are more heavily developed and neighborhood parks are generally provided by homeowner's associations. Given these development implications, the Department may want to consider re-evaluating and amending its service area for neighborhood parks.

8.1.4 QUALITY ASSESSMENTS

Quality of parks and recreation facilities is utilized to measure whether parks and recreation facilities are meeting the design and maintenance criteria established by the local community. Even though a community may be meeting its acreage, type, and access level of service standards, it cannot be meeting residents' needs if it provides poorly designed or maintained facilities.

To evaluate park and facility quality, Department staff developed an asset condition rating system. In essence, this is a mathematical grading system for the program amenities in each park – including parking, pavilions, courts, restrooms, trails, etc. An assessment and general on site inspection of each of the County's developed parks was conducted over the Summer/Fall of 2019. A 5-point grading system was applied to the visible and physical condition of each amenity. Recreational fields (rectangular and diamond) were scored separately based on the quality and mix of features provided at each field (i.e., type of turf, irrigation, lights, permanent restrooms, etc.). The field scores were averaged and then added to the park score, which was determined by dividing the total quality score by the total possible score for the amenities graded.

PARK AND FACILITY GRADING SCALE		
QUALITY VALUE	DECIMAL RANGE	LETTER GRADE
5	0.91-1.0	A
	0.81-0.90	A-
4	0.71-0.80	B+
	0.61-0.70	B-
3	0.51-0.60	C+
	0.41-0.50	C-
2	0.31-0.40	D+
	0.21-0.30	D-
1	0.0-0.20	F

The total possible score is a count of the number of amenities that were evaluated, multiplied by a factor of 5 (the top score that each amenity could receive). The best possible decimal score for any park is a 1.0. For grading purposes, the final decimal score was converted to a letter grade based on the scale to the left.

The table below summarizes the assessment score for each of the parks that was evaluated. This table provides a quick snapshot of where there are failing program amenities in and parks in the Department's system. This snapshot provides a quick view of where CIP funding may provide the greatest return.

PARK ASSESSMENT SCORES - DEVELOPED PARKS - January 2020							
PARK by PPD	PARK TYPE	SCORE	PARK GRADE	PARK by PPD	PARK TYPE	SCORE	PARK GRADE
DISTRICT 1				**DISTRICT 9**			
Silver Lake Regional Park	R	0.65	B-	Andrew Leitch Park/Waterworks	R	0.60	C
DISTRICT 2				Anne Moncure Wall Park	C	0.56	C
Catharpin Recreational Park	R	0.60	C	Birchdale Recreation Center	C	0.47	C-
James S. Long Regional Park	R	0.62	B-	Cloverdale Park	C	0.53	C
DISTRICT 3				Earl M. Cunard Park at Ridgefield Village	N	0.67	B-
Braemar Park	N	0.57	C	Harry W. Dawson Park	N	0.55	C
Broad Run Linear Park	L/G	0.60	C	John D. Jenkins Park	N	0.70	B-
Prince William Golf Course	R	0.73	B	Keytone Park	N	0.53	C
DISTRICT 4				Prince William County Indoor Ice Arena	C	0.85	A-
Ellis L. Barron Park	N	0.60	C	Sharron Baucom-Dale City Recreation Ctr.	C	0.64	B-
Rosemount Lewis Park	N	0.71	B	Turley Fields	C	0.48	C-
DISTRICT 5				VEPCO Fields	C	**0.27**	**D**
Ben Lomond Regional Park/Splashdown	R	0.57	C	**DISTRICT 10**			
Fairmont Park	C	0.70	B-	Chinn Aquatics & Fitness Center	R	0.60	C
Joseph D. Reading Park	N	0.54	C	Lake Ridge Marina & Golf Course	C	0.65	B-
Mayhew Sports Complex	C	0.46	C-	Occoquan Park	N	0.53	C
Pat White Center at Ben Lomond	C	0.84	A-	PWC Stadium Complex (Pfitzner Stadium)	C	0.63	B-
DISTRICT 6				**DISTRICT 11**			
None			N/A	Belmont Park	N	**0.27**	**D-**
DISTRICT 7				Hammill Mill Park	C	0.73	B
Forest Greens Golf Course	R	0.64	B-	Hylbrook Park	C	0.60	C
George Hellwig Memorial Park	R	0.68	B-	Lancaster Park	N	0.55	C
Nokesville Park	C	0.67	B-	Marumsco Acre Lake Park	N	0.54	C
Valley View Park	R	0.76	B	Riverbend Park	N	**0.40**	**D**
DISTRICT 8				Veterans Memorial Park	R	0.60	C
Brittany Park	N	0.47	C-	**DISTRICT 12**			
Dove's Landing Park	N/CR	0.60	C	Neabsco Regional Park	R		
Howison Homestead Soccer Complex	C	0.78	B	Rippon Landing pcl (includes Boardwalk)		0.80	B
Independent Hill Ball Fields	C	0.60	C	Neabsco Eagles Park parcel		**0.40**	**D**
Occoquan River Access	N/CR	0.67	B-	**DISTRICT 13**			
				C. Lacey Compton Neighborhood Park	N	0.63	B-
				Ferlazzo Pickleball Courts	S/CU	TBD	TBD
				DISTRICT 14			
				Fuller Heights Park	C	0.96	A
				Graham Park Pool	C	0.80	B
				Locust Shade Park	R	0.62	B-
						RANK	**GRADE**
				AVERAGE ALL DEVELOPED PARKS		**0.58**	**C**

Key for Park Type:
N=Neighborhood; C=Community; R=Regional; L/G=Linear/Greenway; N/CR=Natural/Cultural Resource; S/CU=School/Community Use

The scores on the preceding table that are highlighted in red are considered less than satisfactory given that the Department has set an aggressive goal for all parks in the Department's inventory to obtain a grade "B" or higher. To reach this goal, the Department will need to balance park upgrades and enhancements against new construction. The enhancements/improvements identified in the park assessments are typically prioritized through the Capital Maintenance and Capital Improvement Project processes. The Department will also continue to seek monetary contributions and/or proffers from developers, in accordance with applicable law, through the County's land development processes. These contributions/proffers can help provide park improvements that target identified assessment priorities, particularly where such improvements offset the added usage impacts of the development. To garner additional community involvement and create a sense of investment in the Department's parks, the Department is also working to expand and promote its "Adopt A Park" program, which assists staff by helping address the smaller park maintenance and enhancement projects. The "Adopt A Park" program is also beneficial for strengthening community outreach efforts and fostering a sense of community at the local level.

8.1.5 PERCENTAGE OF LAND AREA

Changes in patterns of development require growing municipalities to confront the limitations of traditional park standards. One of the most commonly used service standards in municipal parks systems has been the number of public park acres per 1,000 residents. While an acreage based standard provides a simple equation for calculating the amount of acreage needed to serve a given population, it also ends up placing limitations on municipalities with steadily increasing population growth, since the amount of acreage needed to serve the identified population is increasing at the same time the amount of available land is decreasing as a result of the growing population. Population-based standards also do not consider factors that affect recreational experiences, like accessibility, quality, or community context. In Prince William County, it is also becoming increasingly difficult in certain areas to satisfy the acreage needs of the identified population given limited availability of open land and rising acquisition costs. Without a designated land acquisition fund, the County is rarely in the position to competitively bid on land purchases. Instead the County is primarily left to rely on donations and development proffers. Donations and development proffers are intrinsically unreliable, however, and overall do little to assist the County's ability to address systemic park deficiencies and expand recreational opportunities in many of the County's rapidly growing and changing neighborhoods

To avoid having an acreage need that shifts with the population, the Department has moved away from a population-based level of service standard and instead has set a LOS standard for park acreage based on a percentage of the available land in the county. Because this is a new method for addressing LOS, the Department has set the acreage standard at five percent (5%) of the County's land area, excluding the acres occupied by Marine Corps Base Quantico, as a starting point. The Department believes this standard is attainable in the long term and will enable the County to remain a leader among local jurisdictions regarding the amount of County-owned park acreage that is provided for the enjoyment of county residents. When considered in combination with the wide array of state and federal land holdings in the county, this value also positions the County to be a leading parks and recreation destination in the greater Washington D.C. metropolitan area.

As identified in the following table, the Department currently owns and manages 5,337.86 acres of parkland, or 2.57% of the total available land area of the County. With an available land area of 207,621 acres, the Department will need to preserve approximately 10,400 acres (or an additional 5,043 acres) of parkland to achieve the 5% LOS goal. The need is even greater if the school/community use acreage is removed from the equation, which is something that the Department may want to consider in the future, given that the school/community use sites typically have limitations to hours of operation and/or scheduling.

COUNTY/OTHER PARKLAND AS PERCENT OF LAND AREA					
COUNTY LAND AREA	COUNTY PARK ACRES	*% COUNTY*	FEDERAL/OTHER PARK ACRES	% OTHER	% TOTAL LAND AREA
207,621	5,338	*2.57%*	24,271	11.69%	14.26%
GOAL	10,381	5.00%			
NEED	5,043	2.43%			

The percentage of land area LOS standard should be evaluated on a regular basis in order to determine if a larger percentage of the county's land area should be preserved for County parks and recreation purposes. This is even more important if the school/community use acreage is taken out of the equation. While adding more acreage is a priority, the Department still also needs to continue to weigh additional land acquisitions against the quality of the parks, recreation, and preservation opportunities that are provided by any potential acquisition, to ensure that adequate long-term maintenance and capital improvement funds are available to sustain the park, and park system, into the future.

REMINDER: The Open Space chapter of the County's Comprehensive Plan, contains a goal to retain a minimum of 39 percent of the total land area of the County as open space, but not all open space acreage counts toward the Parks and Recreation LOS standard and not all park acreage counts toward the Open Space LOS standard. The Department's role in helping to meet the Open Space acreage standard is simply to focus on preserving land that fits the cultural, environmental, and/or passive recreational attributes described in the Open Space chapter. The Department's passive recreation areas that are part of neighborhood, community and regional parks, Linear/ Greenway Parks, and Natural/Cultural Resource Parks are the primary means by which the Department assists the County with achieving its open space goal.

8.1.6 PARK PLANNING DISTRICTS

As previously identified, the Department has developed 14 separate Park Planning Districts (PPDs) to better evaluate the distribution and accessibility of the County's park inventory. These park planning districts are at a sub-magisterial district level and create smaller population subsets. Breaking the County down into sub-magisterial district park planning areas allows the Department's Planning staff to perform more in-depth analysis and assess community needs and desires on a more local scale, ensuring that public investment in the park system has a geographic context.

Each PPD is centered on a prominent recreational resource, such as a community or regional park. The PPD boundaries were set by assessing a reasonable walking or bicycling distance from this central element, accounting for barriers to travel, such as rivers and limited access highways. The Department's goal with this approach is to provide greater access to the County's recreation opportunities and to foster the equitable and efficient distribution of recreational resources needed to create a preeminent park system.

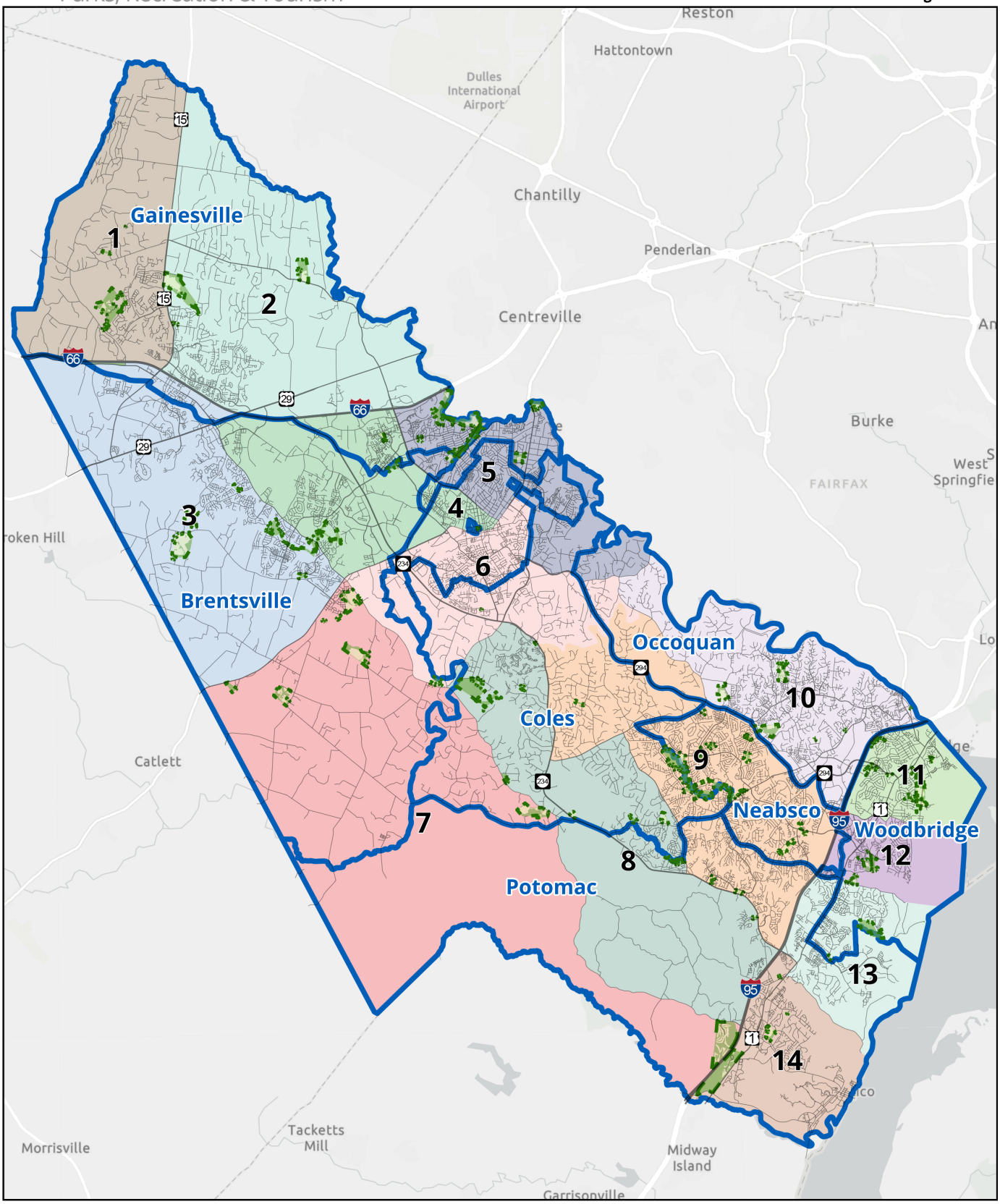
The map on the following page identifies the geographical boundaries of the 14 PPDs, overlapped by the County's seven magisterial districts. Following the map is a general description of each PPD, including a brief overview of existing land use development patterns that may impact the Department's ability to provide additional parks in that PPD. Also included is a brief overview of the current parks, primary park planning initiatives, and future potential recreation opportunities in each PPD. The future opportunities should not be considered an exhaustive list by any means. Instead, this information is more representative of the types of recreational development that may be suitable in a particular area of the county. The Department remains committed to determining the best use of any future parkland or park redevelopment only after garnering resident and stakeholder input, and completing a full level of service analysis on the project area and related PPD.

Silver Lake Regional Park

PRINCE WILLIAM
Parks, Recreation & Tourism

Magisterial Districts

With Park Planning Districts



PARK PLANNING DISTRICT OVERVIEW

PPD 1

- PPD 1 is entirely located in the Gainesville Magisterial District.
- This PPD is bound by Bull Run Mountain Preserve to the west, Loudoun County to the north, Rt. 15 to the east, and I-66 to the south.
- The largest and only developed park in this PPD is Silver Lake Regional Park, which is a passive use regional park.
- The Catharpin Creek Greenway corridor connects PPD 1 to PPD 2.
- This PPD offers potential opportunities for the addition of larger parks given lower population density (950 population per square mile) and larger parcel sizes.
- Neighborhood parks, if any, are primarily provided by Homeowner's Associations and that should continue to be the focus given the low population density.

PPD 2

- PPD 2 is entirely located in the Gainesville Magisterial District
- This PPD is bound by Rt. 15 to the west, Loudoun and Fairfax Counties to the north and east, and I-66 to the south. It contains Conway Robinson State Forest and Manassas National Battlefield.
- This PPD houses two of the Department's larger parks – James S. Long Regional Park and Catharpin Recreational Park, both of which have multi-field sport complexes that can be promoted for sports tourism.
- The Catharpin Creek Greenway corridor connects to PPD 1.
- Neighborhood parks are primarily provided by Homeowner's Associations in the more densely developed sections of this PPD and that should continue to be the focus given the low population density in the outer perimeter.

PPD 3

- PPD 3 is primarily located in the Brentsville Magisterial District, with the area between Rt. 55 and I-66 located in the Gainesville Magisterial District.
- This PPD is bound by Fauquier County to the west, I-66 to the north, Linton Hall Road to the east, and Rt. 28 to the south. The Town of Haymarket is in this PPD.
- In this PPD, Rollins Ford Park is currently being designed and when constructed will offer a mix of active and passive program amenities. It will be this PPDs only community park.
- The only regional park in this PPD is Prince William Golf Course.
- For Broad Run Linear Park, the Department is still looking to acquire land dedications or easements to complete the Broad Run Linear Trail from Lake Manassas to Bristow Station Battlefield Heritage Park. Broad Run Linear Trail will ultimately provide a pedestrian connection between PPDs 3,4,6 and 7.
- This PPD is fairly rural in character with the higher densities along eastern Linton Hall Road corridor. Additional community or regional parks would benefit this area. With the low population density (873 population per square mile), neighborhood parks should continue to be provided by Homeowner's Associations.
- Given the rural character and number of farms in this PPD, it presents opportunities to promote agri-tourism.

PPD 4

- This PPD is primarily located in the Brentsville Magisterial District, with portions also in the Gainesville and Coles Districts. A portion of this PPD is also within the incorporated area of the City of Manassas.
- This PPD is bound by Linton Hall Road to the west, I-66 to the north, Business 234 to the east, and Rt. 28 to the south.
- This PPD has two neighborhood parks and a portion of Broad Run Linear Park. Additional land dedications or easements are needed to complete the portions of the Broad Run Linear Trail within this PPD.
- This PPD contains most of the County's Innovation Industrial Park. Park growth is somewhat limited in this PPD due to a large amount of industrial zoning, but pedestrian connections via multi-use trails, and neighborhood parks, should be considered with future residential development.

PPD 5

- The largest portion of this PPD is in the Coles Magisterial District, with smaller areas in Gainesville, Brentsville, and Occoquan Districts. A portion of this PPD is also with the incorporated areas of the City of Manassas and Manassas Park (which the Department doesn't typically provide parks in, but could via a partnership)
- This PPD is bound by Business 234 to the west, I-66 to the north, Bull Run and Fairfax County to the east, and Yates Ford Road and Prince William County Parkway to the south.
- The primary parks are Ben Lomond Regional Park/Splashdown Waterpark, Mayhew Sports Complex, and Fairmont Park, all of which have field complexes that require enhancements in order to serve as sports tourism venues.
- The Northern Virginia Regional Park Authority (NOVA) owns 101 acres in this PPD along Bull Run, opposite Fairfax County, that is undeveloped.
- The potential for larger parks is limited as this PPD is densely populated and includes the Cities of Manassas and Manassas Park.

PPD 6

- The largest portion of PPD 6 is in the Coles Magisterial District, with a small portion in the Brentsville District and also a portion within the incorporated limits of the City of Manassas.
- PPD 6 is bound by Bristow Road to the west, Rt. 28 to the north, Prince William Parkway to the east, and Broad Run and Brentsville Road to the south. The Prince William Fairgrounds are in this PPD but are not part of the Department's land or facility inventory.
- There are only 2 parks in this PPD and both are historic sites (Brentsville Courthouse Historic Centre and Lucasville School).
- A community park on the eastern side of this PPD would be beneficial and serve residents along the Prince William County Parkway corridor. Neighborhood parks should be provided in conjunction with residential development applications.

PPD 7

- PPD 7 is in the Brentsville, Coles and Potomac Magisterial Districts. Opportunities for additional parkland are only in the Brentsville and Coles portions of this PPD. The part of this PPD that is in the Potomac Magisterial District is taken up by either part of Marine Corps Base Quantico, or the Department's Forest Greens Golf Course.
- This PPD is bound by Fauquier County to the west, Rt. 28 to the north, Bristow and Joplin Roads to the east and Marine Corps Base Quantico and Stafford County to the south. Merrimac Farm Wildlife Management Area is in this PPD.
- This PPD has parks to promote sports tourism (Valley View Park and George Hellwig Memorial Park) and heritage tourism (Bristoe Station Battlefield Heritage Park). There are also opportunities to promote agri-tourism in this PPD, given the rural character, and presence of farms and wineries.
- Forest Greens Golf Course is at the far southeastern end of this PPD. Enhancements are needed to return this course to its status as a Top 100 course in the mid-Atlantic region.
- This PPD offers opportunities for park growth (community or regional) given the low density and larger lot sizes. Neighborhood parks are not likely to be provided given larger lot zoning.
- Given the equestrian amenities at Nokesville and Valley View Parks, the Department should evaluate additional equestrian trail opportunities in this PPD.

PPD 8

- PPD 8 is in the Coles and Potomac Magisterial Districts.
- This PPD is bound by Bristow and Joplin Roads to the west and south, Brentsville Road, Rt. 234, Hoadly Road and Spriggs Road to the north/northeast, and I-95 to the east. The County's Landfill (approximately 1000 acres) is in this PPD as is slated to become a park when landfill operations cease (currently projected to be in 40+ years).
- Opportunities for additional parkland are primarily limited to the Coles Magisterial District portion of this PPD since the Potomac Magisterial District section south of Rt. 234 is Prince William Forest Park, and the small area in the Potomac District, north of Rt. 234 is primarily small lot residential.
- The major park in this PPD is Doves Landing Park, which the Department recently expanded via a land donation. This park is entirely reserved for passive recreation.
- Future active recreation in this PPD will mostly likely be associated with the landfill conversion or multi-use trails that follow primary transportation routes. The northern reaches of the Powell's Creek Greenway corridor are planned to connect Minnieville Manor Park with Ashland Park in this PPD, with additional proffered trails connecting to Howison Homestead Soccer Complex and the multi-use trail along Minnieville Road.

PPD 9

- PPD 9 is in the Coles, Occoquan, Neabsco and Potomac Magisterial Districts.
- This PPD is bound by Rt. 234, and Hoadly and Spriggs Roads to the west and south, Broad Run to the north, Davis Ford Road and Prince William Parkway to the northeast, and I-95 to the east. This PPD encompasses all of the Dale City residential planned community.
- There are opportunities to provide neighborhood parks as in-fill development in the more densely populated areas of this PPD. Larger park development is primarily limited to the areas along Prince William Parkway because of density levels within Dale City.
- Key parks in this PPD are Andrew Leitch Park/Waterworks Waterpark and Sharon Baucom-Dale City Recreation Center.
- The upper reaches of the Neabsco Creek Greenway corridor are in this PPD, and trails are planned to connect Andrew Leitch Park, to Sharon Baucom-Dale City Recreation Center, and further south to Cloverdale Park and Neabsco Regional Park which is in PPD 12.
- The middle portion of the Powell's Creek Greenway corridor is in this PPD, and the planned corridor trail will connect to PPDs 8 and 13. Additional land dedications or easements will be needed to complete this trail.

PPD 10

- PPD 10 is entirely in the Occoquan Magisterial District.
- This PPD is bound by Prince William Parkway to the west and south, Yates Ford Road to the northwest, Bull Run, Occoquan River and Fairfax County to the north, and I-95 to the east. The Town of Occoquan is in this PPD. This PPD also encompasses most, if not all, of the Lake Ridge residential planned community.
- There are limited opportunities for large park additions in this PPD given the high density of population (2,220 population per square mile). Neighborhood parks should be added where in-fill opportunities are available.
- Key parks in this PPD are PWC Stadium Complex (Pfitzner Stadium), Chinn Aquatics & Fitness Center, and Lake Ridge Marina & Golf Course.
- The Stadium offers opportunities to increase sports tourism and concert events with the move of the Potomac Nationals to Spotsylvania County in June 2020. The BMX track at the stadium property also hosts national events.
- Both the Chinn and Lake Ridge park properties offer opportunities to improve level of service through reinvestment/redevelopment of existing amenities.
- The Occoquan Greenway is in this PPD and is planned to connect the PWC Stadium Complex to the Town of Occoquan.
- A large portion of PPD 10 is covered by the Lake Ridge residential master planned community. This community has its own private park system and recreation association which manages and maintains approximately 1400 acres of parkland for Lake Ridge residents. The Department leases K9 Gunner Memorial Dog Park from the Lake Ridge Parks & Recreation Association.

PPD 11

- This PPD is entirely in the Woodbridge Magisterial District.
- This PPD is bound by I-95 to the west and north, Occoquan Bay to the north and east, and Opitz Boulevard and Featherstone Road to the south. The Occoquan Bay Wildlife Refuge is located in this PPD.
- There are limited opportunities for large park additions in this PPD given the high density of population (3,539 population per square mile).
- The primary park in this PPD is Veterans Memorial Park which has a recreation center and several ball fields. It also has an outdoor pool and a variety of picnic areas. This park is currently being improved under the Capital Improvement Program.
- There are a number of parks in this PPD that have low quality assessment scores and should be re-master planned/redeveloped.
- The Potomac Heritage National Scenic Trail (PHNST) extends through the length of this PPD and new sections are currently under construction via agreements with the US Fish & Wildlife Service. The PHNST will ultimately connect PPDs 11, 12, 13 and 14.

PPD 12

- This PPD is primarily in the Woodbridge Magisterial District, with a small section between Neabsco Mills Road and I-95 in the Neabsco Magisterial District.
- This PPD is bound by I-95 to the west, Opitz Boulevard and Featherstone Road to the north, the Potomac River to the east, and Leesylvania Road to the south.
- There are limited opportunities for large park additions in this PPD given density of population (3,539 population per square mile).
- The primary park in this PPD is Neabsco Regional Park. This park was recently created by combining several smaller parks and is a connection point between the Neabsco Greenway Corridor and the Potomac Heritage National Scenic Trail.
- Rippon Lodge is in this PPD and offers heritage tourism opportunities.

PPD 13

- PPD 13 is in the Woodbridge and Potomac Magisterial Districts.
- This PPD is bound by I-95 to the west, Leesylvania Road to the north, the Potomac River to the east, and Quantico Creek to the south. Leesylvania State Park is in this PPD and the Potomac Heritage National Scenic Trail is planned to pass through this PPD.
- The key park in this district is the Ali Krieger Sports Complex. This park and its program amenities are not currently listed in the Department's land or amenity inventories because it has not yet been dedicated to the County and is still under construction. It will house numerous ball fields and will be a sports tourism venue for the eastern end of the county.
- The eastern end of the Powell's Creek Greenway corridor is in this PPD. Additional land dedications or easements are needed to connect the planned corridor trail to PPD 9.

PPD 14

- PPD 14 is entirely in the Potomac Magisterial District.
- This PPD is bound by I-95 to the west, Quantico Creek to the north, the Potomac River to the east, and Stafford County to the south. The Towns of Dumfries and Quantico are in this PPD. Residential portions of Marine Corps Base Quantico are also in this PPD.
- The key parks in this PPD are Locust Shade Park and Fuller Heights Park. Additions or enhancement to each of these park is possible to help improve the quality of recreation services provided to the residents of this PPD.
- There is limited opportunity to add additional parkland in this PPD given the boundaries of the Towns and Marine Corps Base Quantico. Improved connections, via multi-use trails, would benefit the residents of this PPD, particularly if they connect the commercial, school, park and other public resources in this PPD.

8.1.7 LEVEL OF SERVICE BENCHMARKING

Benchmark analysis is a comparison-type analysis and utilizes other park systems/jurisdictions in Virginia that are similar to Prince William County and/or within the Northern Virginia region. In evaluating the Department's level of service for parks as a percent of land area, against comparable Parks and Recreation systems in Virginia (as compiled by Department staff), it must be noted that all benchmark agencies currently utilize a population based level of service methodology. The complexity in this analysis was therefore ensuring direct comparison through a methodology of statistics and ratios in order to provide objective information that is relevant and accurate, as best as possible. The benchmark analysis is only an indicator based on the information provided (i.e. jurisdiction land area size and percentage of parkland). No comparison of program amenities was undertaken due to the site-specific and jurisdiction-specific nature of those decisions.

The table on the following page shows that overall Prince William County is keeping pace with most of the benchmark jurisdictions with regard to the County's parkland inventory and percent of land area utilized for parks. The table also shows the significant amount of public parkland support provided by the state and other local recreation land managers in Prince William County. If the County achieves its goal of 5% of its land area for County-owned parks, it will be within the Top 5 of recreation providers, amongst the benchmarked jurisdictions, with regard to both percent of land area for County-owned parks and also the overall percent of land area when factoring in the other recreational providers. Because the other park systems/jurisdictions will also likely continue to grow and expand, the Department will need to evaluate its LOS standard for parkland percentage of land area, over time, to determine if this value remains a suitable goal.

PARKLAND AS PERCENT OF LAND AREA BENCHMARKS						
JURISDICTION	LAND AREA	CITY/COUNTY PARK ACRES	% CITY or COUNTY	FEDERAL/OTHER PARK ACRES	% OTHER	% TOTAL LAND AREA
Fairfax County	250,240	23,360	9.34%	25,000	9.99%	19.33%
Alexandria	9,824	566	5.76%	334	3.40%	9.16%
Richmond	38,278	2,027	5.30%	n/a	n/a	n/a
Norfolk	34,637	1,781	5.14%	n/a	n/a	n/a
Virginia Beach	159,370	6,162	3.87%	18,754	11.77%	15.63%
PRINCE WILLIAM COUNTY	**207,621**	**5,338**	**2.57%**	**24,271**	**11.69%**	**14.26%**
Henrico County	156,800	3,783	2.41%	1,369	0.87%	3.29%
Chesterfield County	279,680	4,625	1.65%	9,688	3.46%	5.12%
Arlington County	16,623	925	1.12%	835	5.02%	6.15%
Chesapeake	218,112	2,450	1.12%	53,804	24.67%	25.79%
Stafford County	172,800	1,195	0.69%	4,031	2.33%	3.02%
Loudoun County	333,440	1,700	0.51%	n/a	n/a	n/a
Fauquier County	416,640	1,063	0.26%	6,719	1.61%	1.87%
	PWC GOAL	10,381	5.00%			
	NEED	5,043	2.43%			

TOTAL PARK ACRES
Total acreage reported for the benchmark systems ranges from 566 acres to 23,360 acres, with a benchmark median of 4,229 acres (which is heavily influenced by the abundance of park acres in Fairfax County). Prince William County is above the median and has the third most acres of the benchmark agencies at 5,338 acres.

PARK ACRES AS A PERCENTAGE OF LAND
When comparing the park acreage as a percentage of land for each benchmark jurisdiction, there is a wide range of coverage, anywhere from 0.26% to 9.34%. At 2.57% of the county land area currently set aside for parks and recreation, Prince William County currently ranks sixth out of the 12 benchmark jurisdictions, and below the benchmark median of 3.06%. It must be noted that when Fairfax County is factored out of the analysis, Prince William County is in-line with the other park systems/jurisdictions included in this benchmarking exercise.

8.1.8 ADDITIONAL ANALYSIS BY PARK PLANNING DISTRICT

As introduced previously, to better assess the level of service provided by the County's park system at a more local/neighborhood level, the County has developed 14 separate Park Planning Districts (PPDs). These park planning districts are at a sub-magisterial district level and create smaller population subsets which, in turn, allow for a greater level of analysis. This approach came out of the understanding that a County-wide population-based level of service analysis does not create an accurate picture of how the park system is performing at the neighborhood level, nor identify which community-specific needs are unmet. Breaking the county down into sub-magisterial district park planning areas allows the County to perform more in-depth analysis and assess community needs and desires on a more local scale, also ensuring that public investment in the park system has a geographical context.

PERCENTAGE OF PARK LAND BY PPD
The following chart summarizes the following PPD data points as they relate to the Department's LOS goal for 5% of the county's land area to be utilized for County parks and recreation uses:

- Land Area for each PPD
- Park acreage for each PPD,
- PPD park acreage as a percentage of total park system's acreage
- Level of service of each PPD with regard to percentage of parkland.

PERCENT OF PARKLAND BY PARK PLANNING PPD				
PARK PLANNING DISTRICT (PPD)	LAND AREA (in acres)	TOTAL PARK ACRES	PERCENT OF PARK SYSTEM ACREAGE	PARKLAND PERCENTAGE OF PPD
PPD 14	3,690	368.37	6.9%	10.0%
PPD 12	4,793	340.52	6.4%	7.1%
PPD 11	5,181	254.41	4.8%	4.9%
PPD 5	10,627	467.26	8.8%	4.4%
PPD 9	20,856	727.33	13.6%	3.5%
PPD 13	8,200	269.37	5.0%	3.3%
PPD 7	27,026	867.67	16.3%	3.2%
PPD 10	13,266	311.74	5.8%	2.3%
PPD 3	24,661	569.71	10.7%	2.3%
PPD 1	15,830	283.67	5.3%	1.8%
PPD 8	23,558	363.32	6.8%	1.5%
PPD 2	24,714	373.28	7.0%	1.5%
PPD 4	12,771	109.12	2.0%	0.9%
PPD 6	12,448	32.09	0.6%	0.3%

In analyzing the above table, there is no clear delineation as to where the Department can and will expand its park system in the future in order to meet its 5% LOS goal for percentage of county land area. The table, when cross-referenced with the County's Comprehensive Plan and the Park Planning District descriptions does, however, indicate that many of the PPDs in the older and more densely populated areas of the County - PPDs 14, 12, 11, 5, 9, 13 and 10 - are not only carrying the higher level of service percentages of parkland, but are also likely locations where parkland expansion will be less opportune. This, in turn, indicates that the remaining PPDs will be where the Department will likely need to focus its parkland acquisition efforts in order to achieve the 5% LOS goal.

The Department will need to continue to evaluate the distribution and mix of parkland and facilities provided in each of the PPDs as it moves forward in its efforts to meet the 5% LOS goal. The Department should also consider additional level of service strategies to evaluate program amenity needs and ensure that the productivity and utilization of parks and facilities in PPDs 14, 12, 11, 5, 9, 13 and 10 is maximized. One such example that the Department may want to consider is the Recreational Value-Based Park Standard utilized by other municipalities.

PARK TYPE AND ACRES BY PPD

The table on the following page identifies the inventory of park acreage, by park type, in each PPD. Overall this table shows that the Department has done an excellent job of creating a diverse and geographically balanced park system. Quick takeaways from this analysis are:

- PPD 7 has the most park acreage with 867 acres (or 16% of the total park system acreage).
- PPD 6 has the least park acreage with 32 acres (or less than 1% of the total park system acreage).
- The average park land acreage across all 14 PPDs is 381 acres and the park acreage in 8 out of the 14 PPDs is within 100 acres of this average.

Additional information that should be considered when reviewing the following table is:

- The school/community use acres in each PPD may fluctuate with changes to the Shared Use Agreement that the Department has with Schools and/or changes to lease agreements. In all of the PPDs, with the exception of PPD 7, the amount of land provided on school/community use sites is greater than the neighborhood park acres in that PPD. This shows the large impact of the Shared Use Agreement and being able to utilize school fields and outdoor amenities for community use.

PARK ACREAGE BY DISTRICT AND CLASSIFICATION								
PARK PLANNING DISTRICT (PPD)	NEIGHBORHOOD PARK	COMMUNITY PARK	REGIONAL PARK	LINEAR/ GREENWAY PARK	NATURAL/ CULTURAL RES. PARK	SCHOOL/ COMMUNITY USE SITE	TOTAL PPD ACRES	PERCENT OF PARK SYSTEM
PPD 1	6.79		231.89			44.99	283.67	5.3%
PPD 2			329.63		4.25	39.40	373.28	7.0%
PPD 3	22.73	69.10	195.83	191.66		90.39	569.71	10.7%
PPD 4	37.33				2.31	69.48	109.12	2.0%
PPD 5	27.48	110.53	240.61		5.92	82.72	467.26	8.8%
PPD 6					22.91	9.18	32.09	0.6%
PPD 7		122.07	607.22		138.38		867.67	16.3%
PPD 8	11.01	58.01		14.44	235.62	44.24	363.32	6.8%
PPD 9	64.58	105.42	219.06	130.69	8.21	199.37	727.33	13.6%
PPD 10	0.67	143.92	89.53			77.62	311.74	5.8%
PPD 11	52.79	17.49	107.38			76.75	254.41	4.8%
PPD 12			270.64		45.39	24.49	340.52	6.4%
PPD 13	6.26			104.37	113.09	45.65	269.37	5.0%
PPD 14		42.88	295.25		1.75	28.49	368.37	6.9%
TOTALS	**229.64**	**669.42**	**2,587.03**	**441.16**	**577.84**	**832.77**	**5,337.86**	**100%**

8.2 SYSTEM OPPORTUNITIES

As was identified in Chapter Six, Prince William County residents remain very supportive of the park and recreation services provided by the Department. The 2019 County-Wide Needs Assessment both reaffirmed resident needs and trends for parks, trails and recreation/special use facilities within the County, as well as highlighting some newer recreational opportunities on which the Department can focus in the next 10 years. The survey showed that most Prince William County residents are supportive of maintaining and fixing up older facilities and structures throughout the park system, while recognizing the need to expand the system due to projected population growth. Again, residents place a high priority on walking and biking trails, natural wildlife habitats, small neighborhood parks, indoor fitness and exercise facilities, and picnic areas and shelters as the top five facility needs.

The Needs Assessment data, trends in Chapter Four, and the level of service analysis compiled in this chapter will create the synergy needed to assist the Department in making decisions about maintenance and improvement projects as well as new construction projects within the system, that will benefit residents. Utilizing this analyses the following park improvement opportunities have been identified for each of the Park Planning Districts.

PLEASE NOTE: *The following is not exhaustive of the opportunities available in each PPD. The following are opportunities gleaned from the analysis in this plan and the Department will continue to seek resident and stakeholder input on its park planning initiative to ensure that parks are designed for their best and most effective use. The opportunities identified for each PPD are in no particular order.*

PPD 1

- Seek opportunities to add parkland (particularly Linear/Greenway and Natural/Cultural Resources Parks), including potential expansions of Silver Lake Park.
- Create a master plan and park operations/program plan for Silver Lake Park that balances park use with resource protection.
- Continue to acquire land/easements for trails in the stream valley/greenway corridors along Little Bull Run and Catharpin Creek.
- Seek opportunities to connect Silver Lake Park to Bull Run Mountain Preserve and work to preserve/protect additional land on and around Bull Run Mountain.
- Focus on outdoor programming opportunities that targets the district's aging population.

PPD 2

- Connect Long Park to Silver Lake Park by completing the Catharpin Creek Greenway corridor, which was started but remains unfunded; also seek opportunities to finalize the planned/proffered equestrian trail between these parks.
- Seek opportunities to extend the Catharpin Greenway trail eastward to Conway Robinson State Forest and Manassas National Battlefield, including equestrian trail connections.
- Complete identified improvements to James S. Long Regional Park and Catharpin Recreational Park, with a focus on enhancements that support the Department's sports tourism initiatives (to include new diamond and rectangle fields, and support amenities, as appropriate).
- Seek opportunities to add additional Community, Regional, Linear/Greenway and Natural/Cultural Resource Parks within this PPD.
- Identify opportunities to expand picnic facilities at each of the parks in this district.
- Identify outdoor programming opportunities that targets the district's aging population.

PPD 3

- Secure additional land dedications or easements to complete the planned Broad Run Linear Trail between Lake Manassas and Linton Hall Road and identify funding opportunities/partnerships for bridge maintenance and repairs.
- Seek opportunities to add additional Community, Regional, Linear/Greenway and Natural/Cultural Resource Parks within this PPD.
- Complete the design and construction of Rollins Ford Park; phase park construction over several budget cycles to realize the full park vision and functionality; seek opportunities to connect Rollins Ford Park with the Broad Run Linear Trail.
- Evaluate opportunities to partner with the City of Manassas to provide hand-carried boat access to Lake Manassas.
- Identify outdoor programming opportunities for families and the district's balanced age segmentation; utilize existing facilities within Broad Run Linear Park as a 'nature classroom' to showcase Broad Run and its habitats.

PPD 4

- Seek additional land dedications or easements to complete the Broad Run Linear Trail from Linton Hall Road to Rt. 28; identify funding opportunities/partnerships for trail maintenance; promote the trail and its amenities through outdoor programming and guided trail walks.
- Investigate opportunities in Ellis Barron Park to improve level of service by improving the quality of program amenities.
- Continue to work with Prince William County Schools to upgrade/redesign Rosemount Lewis Park in conjunction of the construction of a new elementary school adjacent to the park
- Continue to target multi-use trail connections, particularly in and around development occurring in the County's Innovation Small Area Plan. Also seek additional neighborhood and community parkland in this PPD and the Innovation Small Area Plan to help offset need for additional sports fields.
- Continue to explore development of an indoor, local use sports facility in the Innovation Small Area Plan; explore ways to partner with the United States Tennis Association who is considering relocating to Prince William County.

PPD 5

- Consider upgrades/enhancements at Fairmont Park and Mayhew Sports Complex to improve opportunities for sports tourism (i.e. parking enhancements, comfort stations, concessions/food trucks, etc).
- Develop a master plan for Orchard Bridge Park and finalize current plans for a dedicated cricket field; evaluate water access and wildlife viewing opportunities along Bull Run.
- Evaluate opportunities to expand water access to Bull Run particularly near its confluence with the Occoquan River to help promote canoe/kayak trails between County parks.
- Re-master plan Joseph D. Reading Park to ensure this park best serves the community/user needs and interests, especially given the high level of use daytime/casual use that this park receives.
- Improve trails and picnic facilities at Mayhew Sports Complex and Ben Lomond Regional Park to serve identified needs; improve the Copeland Park area of Ben Lomond Regional Park to serve identified need for neighborhood park amenities; and improve wildlife/nature viewing opportunities along streams and wetlands within Mayhew Sports Complex and Ben Lomond Regional Park.
- Explore opportunities to add new thrill amenities to Splashdown Waterpark to expand upon its regional draw as popular tourism destination.
- Seek outdoor programming opportunities that are focused on the aging/diverse populations in this PPD.

PPD 6

- Seek land acquisitions opportunities in and around the Manassas airport and along Prince William Parkway for new Community, Regional, Linear/Greenway, or Natural/Cultural Resource Parks.
- Seek opportunities to expand Bristoe Station Battlefield Heritage Park.
- Conduct a feasibility study that considers the extension of the Broad Run Linear Trail south of Rt. 28 to Doves Landing Park (in PPD 8).
- Evaluate water access opportunities along Broad Run, particularly between Bristoe Station Battlefield Heritage Park and Doves Landing Park, including opportunities for hand-carried boat launches where water depth is suitable.
- Focus on walking and biking trails in this PPD that connect County parks with the residents of the City of Manassas; ensure that walking and biking connections are promoted in the Mobility Chapter of the County's Comprehensive Plan.
- Explore opportunities for a large festival ground site for mass-market tourism and local events.
- Evaluate opportunities to expand picnic opportunities in this PPD.

PPD 7

- Seek to acquire additional land for Community, Regional, Linear/Greenway, and Natural/Cultural Parks where appropriate.
- Seek land donations in areas where soils may not be suitable for residential development.
- Evaluate opportunities to connect Nokesville and Valley View Parks with an equestrian trail.
- Evaluate opportunities that enhance the heritage and sports tourism attributes of Bristoe Station Battlefield Heritage Park, Valley View Park, Nokesville Park, and George Hellwig Memorial Park.
- Evaluate opportunities to expand/enhance picnic facilities in this PPD.
- Identify outdoor programming opportunities that utilize the trail systems in Bristoe Station Battlefield Heritage Park (history and nature programming), Valley View Park (nature programming/wildlife viewing), Nokesville Park (history and nature programming), and George Hellwig Memorial Park (fitness and nature programming).
- Explore co-locating a championship disc golf course at Forest Greens Golf Course.
- Identify programming opportunities that focus on families and the balanced age segmentation of this district.

PPD 8

- Seek to acquire additional land for Community, Regional, Linear/Greenway, and Natural/Cultural Parks where appropriate.
- Consider the feasibility of developing existing undeveloped neighborhood parks to address unmet needs of residents in the vicinity of these parcels.
- Re-evaluate plans for using Shenandoah Park as a horticultural therapy program location, re-master plan park if deemed appropriate.
- Continue to work with County staff to utilize the perimeter of the landfill property for multi-use trail and/or interpretive trail opportunities.
- As appropriate, begin improvements to Howison Park via funding authorized as part of the 2019 Bond Referendum.
- Identify resources to improve/expand the trail corridors proffered/planned along Powell's Creek, between Hoadly and Spriggs Roads, and along the intermittent stream west of the Meadows at Barnes Crossing and Hope Hill Crossing subdivisions.
- In partnership with the National Park Service, explore ways to provide vehicular and improved pedestrian access to Prince William Forest Park from Rt. 234.
- Identify programming opportunities that focus on families and the balanced age segmentation in the eastern area of this PPD.

PPD 9

- Seek opportunities to provide neighborhood parks as part of overall in-fill development in the more densely populated areas of this PPD.
- Seek to acquire additional land for Community, Regional, Linear/Greenway, and Natural/Cultural Parks where appropriate, and if feasible, particularly along the Prince William Parkway corridor.
- Seek land acquisitions and/or trail easements that will allow for the completion of the Neabsco Creek Trail between Andrew Leitch Park and Sharron Baucom-Dale City Recreation Center, (utilizing Saratoga Hunt Park and Greenwood Farms Park properties).
- Place a high priority on upgrading existing neighborhood parks with low park assessment ratings.
- Seek land acquisitions and/or easements to complete the planned Powell's Creek Greenway trail, between the Montclair residential community and Leesylvania State Park.
- Focus on making parks in this PPD pedestrian and bicycle accessible and provide bike racks in more locations; ensure that walking and biking connections are promoted in the Mobility Chapter of the County's Comprehensive Plan.
- Seek outdoor programming opportunities that are focused on the younger/diverse populations in this PPD.

PPD 10

- Continue to engage with the Board of County Supervisors about long-term use plans of Pfitzner Stadium that capitalize on the stadium's marketability and potential for diverse uses.
- Improve/enhance the PWC Stadium Complex property and BMX track to support sports tourism opportunities.
- Upgrade the trail and picnic amenities at Lake Ridge Marina & Golf Course to meet identified priorities; consider a larger/inclusive playground at this location.
- Seek to acquire additional land for Community, Linear/Greenway, and Natural/Cultural Parks where appropriate.
- Consider new amenities and enhance the soccer fields at Chinn Aquatics & Fitness Center to support sports tourism and enhance league play; evaluate partnering with groups to advance these initiatives.
- Seek opportunities to complete the Occoquan Greenway.
- Seek indoor/outdoor programming opportunities that target the aging population in this district.
- Focus on making parks in this PPD pedestrian and bicycle accessible and provide bike racks in more locations; ensure that walking and biking connections are promoted in the Mobility Chapter of the County's Comprehensive Plan.

PPD 11

- Complete identified renovations to Veterans Memorial Park (i.e. court improvements, sidewalk/ accessibility improvements, recreation center upgrades, etc).
- Seek to acquire additional land for Community, Linear/Greenway, and Natural/Cultural Parks, where appropriate.
- Continue exploring partnership to create a river front park near Belmont Bay and add additional park/ open space as part of the Woodbridge Small Area Plan.
- Complete construction of the Potomac Heritage National Scenic Trail sections in this PPD, and seek opportunities to connect the trail to the Town of Occoquan.
- Focus on making parks in this PPD pedestrian and bicycle accessible and provide bike racks in more locations; ensure that walking and biking connections are promoted in the Mobility Chapter of the County's Comprehensive Plan.
- Seek indoor and outdoor programming opportunities that are focused on the younger/diverse populations in this PPD.
- Look for opportunities to improve/expand picnic opportunities in this PPD.
- Promote and sign the East Coast Greenway as it pertains to this PPD.

PPD 12

- Acquire additional acreage for Neabsco Regional Park.
- Complete construction of additional sections of Neabsco Creek Boardwalk and look to add picnic facilities and improve boardwalk access on south entrance.
- Complete installation of kayak/hand-carried boat launch.
- Complete renovations to Rippon Lodge and finalize connection between Rippon Lodge and the Neabsco Boardwalk (also part of the Potomac Heritage National Scenic Trail).
- Promote and sign the East Coast Greenway as it pertains to this PPD.
- Conduct a feasibility study to connect Neabsco Regional Park to Cloverdale Park via Neabsco Creek.
- Focus on improving/enhancing pedestrian and bicycle access in this PPD; ensure that walking and biking connections are promoted in the Mobility Chapter of the County's Comprehensive Plan.
- Seek outdoor programming opportunities that target the families and diverse populations that visit the Neabsco Creek Boardwalk; promote art-in-the park programming and wildlife viewing.

PPD 13

- Once construction is complete, finalize transfer and dedication of the Ali Krieger Sports Complex.
- Complete the section of the Powell's Creek Trail between Powell's Landing Park and Rt. 1; map proffered sections of Powell's Creek Trail in Eagle's Pointe subdivision between Rt. 1 and I-95.
- Seek to acquire additional land for Community, Linear/Greenway, and Natural/Cultural Parks, where appropriate.
- Develop Cockpit Point Battery property to expand heritage tourism opportunities.
- Evaluate opportunities to improve access to the Potomac River.
- Continue to develop and promote the Potomac Heritage National Scenic Trail corridor in this PPD.
- Seek outdoor programming opportunities that target families and utilize the wildlife viewing opportunities along Powell's Creek.

PPD 14

- Complete expansion of Fuller Heights Park and promote this facility for sports tourism.
- Focus on improving/enhancing pedestrian and bicycle access in this PPD; ensure that walking and biking connections are promoted in the Mobility Chapter of the County's Comprehensive Plan; Key focus is to develop a multi-use trail plan that connects Locust Shade Park to Fuller Heights Park, and supports pedestrian connections proposed in the Triangle Small Area Plan.
- Evaluate opportunities to lease or sell Williams Ordinary for small tourism business incubation.
- Seek outdoor programming opportunities that target families, particularly the military families of Marine Corps Base Quantico.
- Evaluate opportunities to provide a large inclusive playground in Locust Shade Park and/or expand the playground at the back of the park to larger adventure-type playground.
- Continue to develop and promote the Potomac Heritage National Scenic Trail corridor in this PPD; also sign and promote the East Coast Greenway, as applicable.

ALL PPDs

- Upgrade existing parks with low park assessment scores to achieve grade 'B' or better.
- Create and update design standards for all program amenities to ensure quality park design and development.
- Expand the Adopt-A-Park program to help offset park maintenance expenditures and promote community involvement.
- Garner citizen and stakeholder input when master planning/designing individual parks.
- Seek to create a dedicated "Park Land Acquisition Fund" via a new financial management principal or other revenue source.
- Satisfy all barrier removal projects identified in the 2015 Accessibility Report, by 2030.
- Consider the development of a Recreational Value Level of Service Standard in PPDs where the opportunity to add park land is minimal. Recreation value emphasizes the activities and experiences that residents can enjoy, rather than the amount of parkland in a given area. It measures the inherent benefits of park spaces and their ability to support active recreation and exercise.
- Link people to transit, bike facilities, trails, and active public areas; ensure that multi-use trails are promoted in the Mobility Chapter of the County's Comprehensive Plan.
- For all new playground installations consider opportunities to make play spaces more inclusive.
- Identify means to continue to promote socialization and use of County parks throughout the day that are responsive to COVID-19 pandemic and/or social-distancing limitations.
- Create maintenance strategies that focus on target lifecycle replacement and the appropriate funding thereof.

8.3 LEVEL OF SERVICE SUMMARY

Overall, the Department has changed course from population-based level of service standards so that it can focus more on the level of quality provided by the County's parks, and hopefully better serve the individual and specific needs of the neighborhoods created by the Park Planning Districts. The Department acknowledges that different park and facility amenities may be desired by different populations within the County and, as such, the Department has attempted to modify its standards such that the individual master plans for the development or redevelopment of each park will be done to a high level of design and construction, and with more citizen involvement.

As the Department executes its Capital Improvement Program, the vehicle by which it will reinvest and expand the park system, it is equally important to understand that there is a direct correlation between the experiences most desired by the community (as identified in Chapter Six) and the inclusion of specific park and recreation amenities when developing a public parks and recreation system. Moving forward, the Department remains committed to seeking resident and stakeholder input when applying the level of service standards set forth in this chapter to ensure that community need is being met and participant/visitor satisfaction is remains high.

CHAPTER NINE - 15-YEAR CAPITAL IMPROVEMENT PLAN

9.1 15-YEAR CAPITAL IMPROVEMENT PLAN METHODOLOGY AND ASSUMPTIONS

A key priority of planning and prioritizing capital improvement projects is to balance the maintenance of current assets with the development of new facilities. The Department's capital improvement project framework was utilized by PROS to categorize projects into cost and timeline "buckets" as an exercise to show what will be required to sustain, as well as expand, the park system moving forward. This exercise was focused on maintaining the integrity of the current infrastructure and facilities before expanding and/or enhancing programs and facilities. It is acknowledged, however, that by placing a priority on maintaining current infrastructure over developing new facilities, especially in a climate of limited funding, the County's ability to grow and diversify the park system is restricted. With this, the Department should continue to balance and adjust its capital improvement projects, on an on-going basis, per its internal review processes and 4-Tier System identified in the Appendix.

For the purposes of this analysis a three bucket approach was taken to categorizing projects by both service level and timeline. The three service level buckets were as follows:

- ***Sustainable*** - Critical maintenance projects, including life cycle replacement, repair of existing equipment, safety and ADA improvements and existing debt service obligations. Many of these types of improvements typically require one-time funding and are not likely to increase annual operations and maintenance costs. In many cases, these types of projects may reduce annual operations and maintenance costs.
- ***Expanded Services*** - Projects that include strategic changes to the existing parks system to better meet the unmet needs of the community. These types of improvements typically require one-time funding and may trigger slight increases in annual operations and maintenance costs, depending on the nature of the improvements.
- ***Visionary*** - Complete park renovation, land acquisition, and/or new park/trail development. These improvements will likely increase annual operations and maintenance costs. Visionary projects also include planning efforts to support new/future development.

The timeline buckets were identified as short-term (1 to 5 years), mid-term (6-10 years), and long-term (11-15 years). A typical Capital Improvement Plan is for a period of 10 years, but for the purposes of this exercise the planning timeline was extended out to 15 years to capture budget adjustments that are anticipated as a result disruptions created by the COVID-19 pandemic of Spring 2020.

The tables on the following pages show the project buckets (or lists) by service level and timeline. The bucket lists are in alphabetical order so as not to prioritize any project over another. It must be noted that the Department also has projects planned for beyond the identified 15-year timeline and will need to continue to evaluate these opportunities as projects on this list are completed and/or as priorities shift with future level of service analysis.

Howison Homestead Soccer Complex

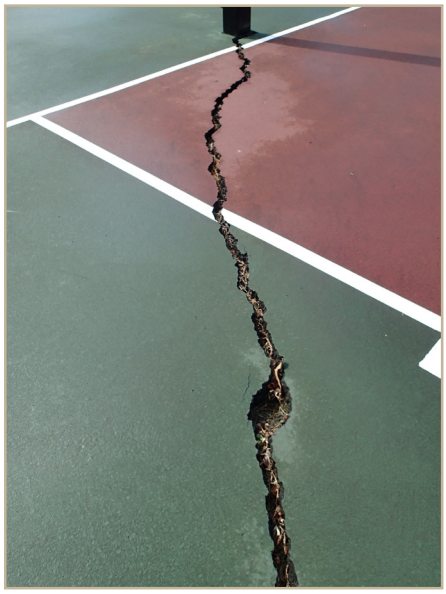
9.2 SUSTAINABLE PROJECT RECOMMENDATIONS

The following table outlines the projects in the sustainable bucket (i.e. those which focus on the repair and life cycle replacement of existing parks/amenities):

SUSTAINABLE PROJECTS (Repair Existing)			
PARK	**BRIEF PROJECT DESCRIPTION**	**EST. TOTAL PROJECT COST**	**TERM**
Andrew Leitch Park/Waterworks	Refurbish Picnic Pavilions and Enhance Picnic Area(s)	$148,025	Mid
Anne Moncure Wall Park	Drainage Improvements in Picnic Area	$8,303	Mid
Anne Moncure Wall Park	Path improvements throughout	$105,600	Mid
Belmont Park	Regrade field for higher quality of play; add seating/other needed fixtures	$344,903	Mid
Belmont Park	Replace 30' bridge to school	$7,920	Short
Ben Lomond Historic Site (HP)	Farmhouse renovation	$525,000	Short
Ben Lomond Historic Site (HP)	Re-stucco main house and recreate two story porch	$900,000	Short
Ben Lomond Regional Park/Splashdown	Linden Field parking improvements; trail connection improvements	$290,400	Long
Ben Lomond Regional Park/Splashdown	Splashdown HVAC Replacement	$37,142	Mid
Ben Lomond Regional Park/Splashdown	Splashdown Fire Alarm Replacement	$22,258	Short
Ben Lomond Regional Park/Splashdown	Splashdown Sprinkler Replacement	$133,548	Short
Ben Lomond Regional Park/Splashdown	Splashdown Repaint Exterior Fibre Cement Siding	$33,878	Short
Ben Lomond Regional Park/Splashdown	Phase 3 Power to Paradise Pizza Concessions	$100,000	Short
Ben Lomond Regional Park/Splashdown	Court improvements across the board (identify re-use if appropriate)	$462,000	Short
Ben Lomond Regional Park/Splashdown	General picnic improvements/creation of picnic areas for smaller groups	$220,000	Short
Birchdale Recreation Center	Replace 2 Picnic Pavilions	$220,000	Short
Braemar Park	Playground improvements; expand for multiple age groups	$440,000	Long
Braemar Park	Regrade informal diamond field to be a rectangle field	$121,000	Mid
Brittany Park	Parking Lot Improvements	$173,250	Mid
Brittany Park	Plant drainage swale and replace wooden bridge	$26,400	Mid
Broad Run Linear Park	Repair/replacement of damaged foot bridges	$21,120	Short
Broad Run Linear Park	Trailhead at Target plaza - new timber stairs	$16,500	Short
Broad Run Linear Park	Directional Signs at all trailheads and intersections	$25,000	Short
Catharpin Recreational Park	Replacement of existing paths only	$62,700	Short
Catharpin Recreational Park	Parking Lot Improvements, esp. for tournaments	$727,188	Short
Cloverdale Park	Bridge Abutment Repairs	$475,000	Mid
Cloverdale Park	Park infrastructure improvements, roads, sidewalks, storm water	$446,865	Short
Cloverdale Park	Renovate playground/picnic area; general enhancements throughout	$189,000	Short
Cloverdale Park	Upgrade comfort station	$13,200	Short
Ellis L. Barron Park	Trail/Sidewalk/Access Improvements throughout	$52,800	Mid
Ellis L. Barron Park	Improve all courts (surface and fencing)	$275,000	Mid
Forest Greens Golf Course	Cart Path improvements throughout	$69,630	Short
Forest Greens Golf Course	Bunker Repair (25 bunkers done in FY20)	$313,000	Short
George Hellwig Memorial Park	Park infrastructure improvements, roads, sidewalks, storm water	$1,210,000	Short
George Hellwig Memorial Park	Staircase to AT fields to reduce erosion/maintenance	$250,000	Long
George Hellwig Memorial Park	Remove fitness stations and correct trail design/erosion issues	$100,000	Long
Lake Ridge Marina & Golf Course	Redesign/renovate hillside picnic areas, including bridge renovation	$100,000	Long
Lake Ridge Marina & Golf Course	Redesign and renovate mini golf to be accessible	$500,000	Long
James S. Long Regional Park	Intersection Improvements - Add left turn lane and queue capacity to alleviate internal congestion	$2,000,000	Mid
James S. Long Regional Park	Road and lower lot paving and ADA improvements	$497,435	Short
James S. Long Regional Park	Renovate playground to be large inclusive playground	$275,000	Short
Joseph D. Reading Park	Restroom Improvements	$161,700	Mid
Lake Ridge Marina & Golf Course	Eliminate Large Tent and replace with permanent pavilion	$286,000	Mid
Lake Ridge Marina & Golf Course	Trail improvements throughout to fix grading/drainage	$378,000	Mid
Locust Shade Park	Landscape enhancements around Gro building and pond to reduce erosion	$82,500	Long

SUSTAINABLE PROJECTS CONTINUED (Repair Existing)			
PARK	**BRIEF PROJECT DESCRIPTION**	**EST. TOTAL PROJECT COST**	**TERM**
Mayhew Sports Complex	Entrance Road Improvements - Repaving and restriping paint line	$4,290	Long
Mayhew Sports Complex	New pavilion with electric	$110,000	Short
Neabsco Regional Park	Enhance picnic/playground area at Rippon entrance (plus restroom)	$135,300	Mid
Nokesville Park	Pavilion improvements and re-design of playground	$242,000	Mid
Pat White Center @ Ben Lomond	Elevator	$605,000	Short
Prince William Golf Course	Bunker Repair	$370,000	Mid
PWC Stadium Complex (Pfitzner)	Parking lot improvements for BMX and large events	$410,641	Mid
Rippon Lodge Historic Site (HP)	Office renovations	$96,000	Short
Sharron Baucom-Dale City Rec Center	Improve pathways to picnic area and upgrade small amphitheater area	$120,000	Long
Silver Lake Park	Entrance Road Improvements - remove pot holes/regrade/speed control	$476,619	Mid
Turley Fields	Remove/replace concrete area around concession bldg; new retaining wall	$297,000	Short
Valley View Park	Trail Improvements including direction/information signs	$363,000	Mid
Veterans Memorial Park	ADA Site Improvements including paving	$1,000,000	Short
Veterans Memorial Park	Remove tents and replace with permanent pavilions	$587,400	Short
	TOTAL ALL SUSTAINABLE PROJECTS	**$17,664,515**	

Examples of Sustainable Projects (sign/facility standardization, accessibility improvements, court repair, etc.):



9.3 EXPANDED SERVICES RECOMMENDATIONS

Again, expanded services are provided through projects that include strategic changes to the existing parks system to better meet the unmet needs of the community. Projects in the expanded services bucket address the extra services or capital improvements that could be undertaken to meet needs, with a focus on enhancements to existing facilities:

EXPANDED SERVICE PROJECTS (Upgrade and Renovation)			
PARK	**BRIEF PROJECT DESCRIPTION**	**EST. TOTAL PROJECT COST**	**TERM**
Ali Krieger Park	Field Lights - 2 ATF fields	$550,000	Mid
Ben Lomond Regional Park/Splashdown	Copeland Park section redesign/renovation	$3,300,000	Long
Ben Lomond Regional Park/Splashdown	Splashdown Electrical panel boards replacement	$39,196	Short
Ben Lomond Regional Park/Splashdown	Splashdown Expansion - Add Thrill Slide and Other Amenities	$19,800,000	Short
Birchdale Recreation Center	Design new seating areas and landscaping for shade around courts	$100,000	Long
Braemar Park	Add Pavilion	$100,000	Mid
Catharpin Recreational Park	New Large Playground	$825,000	Mid
Chinn Aquatics & Fitness Center	Field Lights - 3 soccer fields	$825,000	Long
Cockpit Point Battery (HP)	Construction of trailhead parking lot	$150,000	Long
Fairmont Park	perimeter walking trail for neighborhood users	$140,000	Long
Fuller Heights Park	2 Additional Fields	$6,050,000	Short
George Hellwig Memorial Park	Two Artificial Turf Fields	$3,000,000	Short
Howison Homestead Soccer Complex	Perimeter Trail; Exercise Equipment; ADA Improvements; Bathroom Expansion, Stadium Seating	$6,000,000	Long
James S. Long Regional Park	Repurpose/resurface 2 retired tennis courts	$100,000	Long
James S. Long Regional Park	Field Enhancements - Soccer #1 and #2 Lights and Irrigation	$1,650,000	Mid
James S. Long Regional Park	Field Enhancements - Comfort Station; Sewer Line; Lights; 2 New Diamond Fields; Parking Expansion	$8,800,000	Short
John D. Jenkins Park	Trail and pavilion improvements in upper park area	$100,000	Mid
Lake Ridge Marina & Golf Course	Large/Inclusive playground	$660,000	Long
Locust Shade Park	Trail Expansion including skills course	$800,000	Long
Locust Shade Park	Add Shelters; New Mini-Golf	$3,300,000	Short
Locust Shade Park	Enhanced picnic area, adventure playground around open play field	$715,000	Mid
Mayhew Sports Complex	Permanent Restroom	$550,000	Long
Neabsco Greenway	Complete Corridor--Andrew Leith Park to SBDC Recreation Center	$5,000,000	Short
Neabsco Regional Park	Boardwalk continuation in wetland preserve - PHNST	$800,000	Mid
Nokesville Park	Soccer Field Lights; Irrigation; Comfort Station	$3,300,000	Mid
Occoquan Greenway	Complete Corridor	$5,000,000	Mid
Pat White Center @ Ben Lomond	Renovate second floor for themed event hall with outside event space and playground	$350,000	Short
PHNST-Powells Creek Boardwalk	Leesylvania Park to Potomac Shores	$11,000,000	Mid
Powells Landing Park	Completion of trail to Route 1	$5,000,000	Short
Prince William Golf Course	Clubhouse improvements/upgrades	$500,000	Long
Rollins Ford Park	Park Development (currently in design)	$7,276,213	Long
Silver Lake Park	268-acre expansion of park	$1,650,000	Long
Valley View Park	Soccer Field Lights for 6 fields	$3,300,000	Mid
Valley View Park	Maintenance Shop Expansion	$6,600,000	Mid
Valley View Park	Enhancements to soccer pavilion; additional picnic/seating areas/shade for spectators	$50,000	Mid
Veterans Memorial Park	ATF for football fields and Lighting for fields 3 & 4; Trail Improvements	$3,850,000	Long
	TOTAL EXPANDED SERVICE PROJECTS	**$111,230,409**	

9.4 VISIONARY RECOMMENDATIONS – DEVELOPING NEW OPPORTUNITIES

Recommendations described in this section represent additional services and facilities currently desired by the community, which are not captured in the Sustainable and Expanded Services lists. These Visionary recommendations can help provide policy guidance by illustrating the ultimate goals of the community, and by providing a long-range look at addressing future needs and deficiencies. The primary issue with these visionary projects is funding and whether the need for these facilities will still be a high priority once funding is identified.

The following new development and redevelopment projects have been identified as relevant to the interests and needs of the community, at this time, and have been identified as relevant to the County's visionary focus because they feature a high probability of success, or are needed to meet a current level of service goal.

VISIONARY PROJECTS (New/Major Upgrade)			
PARK	**BRIEF PROJECT DESCRIPTION**	**EST. TOTAL PROJECT COST**	**TERM**
Andrew Leitch Park/Waterworks	Waterworks Expansion - Add Lazy River and New Features	$11,000,000	Long
Ben Lomond Regional Park/Splashdown	Splashdown Expansion - Add Thrill Slide and Other Amenities	$19,800,000	Short
Broad Run Linear Park/Greenway Corridor	Complete Corridor--Innovation Park to Rollins Ford Park	$11,000,000	Long
Catharpin Greenway	Trail Connectivity and Expansion (south corridor)	$10,000,000	Long
Chinn Aquatics & Fitness Center	Center Expansion - Add Fitness and Program Space; Add Aquatic Amenities	$13,200,000	Long
Cockpit Point Battery (HP)	Design and development of park	$5,000,000	Long
Historic Preservation	expansion and renovation of historic resources	$5,000,000	Long
Land Acquisition	1000 acres of cultural/natural land acquisition	$50,000,000	Long
Land Acquisition	1000 acres of cultural/natural land acquisition	$50,000,000	Long
Land Acquisition	1250 acres to meet comprehensive plan goal	$62,500,000	Long
Lindendale Park	New neighborhood park and trail connection along Ridgefield Rd right-of-way	$250,000	Long
Neabsco Regional Park/Rippon Lodge	Environmental Education Center	$11,000,000	Long
New Aquatic/Fitness Center	Considered during 2019 Bond Referendum deliberations	$22,000,000	Long
New Facility	Indoor regional sports tourism facility	$65,000,000	Long
New Facility	Indoor local use sports facility	$32,000,000	Long
New Park (Bond Project)	New adventure park in Dale City	$6,000,000	Short
New park on Davis Ford Rd	New Park - Development of Davis Ford parcel	$150,000	Mid
Sharron Baucom-Dale City Rec Center	Center Expansion - Add Fitness and Program Space	$8,800,000	Long
	TOTAL VISIONARY PROJECTS	**$382,700,000**	

9.5 CAPITAL IMPROVEMENT SUMMARY BY TIER AND TIMELINE

The following tables summarize the capital improvement projects by the term and service level buckets. The term table clearly shows the heavy lift for both projects in the short-term and to sustain an appropriate level of service.

TERM	Estimated Total Project Cost
Short Term (Years 1-5)	$85,738,438
Mid Term (Years 6-10)	$41,318,082
Long Term (Years 11+)	$384,538,403
TOTAL	**$511,594,924**

SERVICE LEVEL	Estimated Total Project Cost
Sustainable Projects	$17,664,515
Expanded Service Projects	$111,230,409
Visionary Projects	$382,700,000
TOTAL	**$511,594,924**

9.6 PROJECT PRIORITIZATION CRITERIA

In order to help prioritize projects based on limited funding sources, PROS developed recommended criteria for evaluating a project's ability to meet a variety of park and recreation needs and provide additional benefits. The criteria are shown in the table below and focus on the following:

- ***Financial Viability*** – All projects must demonstrate that funding is available for both capital and long-term operations and maintenance costs. The County should not take on a project that it cannot afford to maintain.
- ***Immediate Projects*** - Projects needed due to health, safety, legal and/or ADA issues, as well as to protect the County's current investment in facilities.
- ***Benefit-Driven Projects*** - Projects that meet the park land and amenity needs of the community, complete a partially-developed project and/or serve as a potential catalyst for economic development.
- ***Opportunity-Driven Projects*** - Projects that leverage resources and offer partnership opportunities, are located on a significant site and/or promote economic development opportunities.

PROJECT PRIORITIZATION CRITERIA		
CATEGORY	**VALUE**	**DESCRIPTION**
For All Projects	**1. Financial Viability**	All projects must demonstrate that funding is available for capital AND long-term operation/maintenance costs.
Immediate	**2. Health/Safety/Legal/ADA**	Immediate health & safety risk, ADA improvements, settlement requirements.
	3. Taking Care of Existing Investments	Lifecycle replacement and enhancement of existing parks, trails, and building facilities.
Benefit Driven	**4. High Unmet Need**	Development of amenities based on unmet needs identified in the Level of Service (LOS) analysis.
	5. Parkland Deficiency	Land/project is located in a park-poor area (deficient in meeting parkland needs based on the LOS analysis.
	6. Completeness	Site or trail is partially improved. Benefits are limited until site/trail is fully developed.
	7. Economic Revitalization	Potential for project to serve as a catalyst for other investment.
Opportunity Driven	**8. Ability to Leverage Resources**	Are other projects occurring on or near the site or are there other funding sources available?
	9. Partnership Opportunities	Partnership will help fund improvements and/or long-term operation/maintenance costs.
	10. Site Significance	Site has been identified as a public priority.

The development of the CIP exercise in this chapter is intended to incorporate several data points reflected throughout this master plan, including but not limited to, population growth, community need, current asset condition ratings, and level of service. This service level and timeline bucket approach acknowledges the stark fiscal realities facing the Department due to the economic downturn resulting from the COVID-19 Pandemic of Spring 2020. This downturn is likely to force the continuous re-balancing of the CIP while strategically and creatively identifying the funding strategies necessary to create a park system that reflects the park and recreational priorities of Prince William County residents.

CHAPTER TEN - FUNDING AND REVENUE STRATEGIES

Municipal Parks and Recreation agencies across the United States today have learned to manage revenue options to support parks and recreation services, especially with the limited availability of tax dollars. Municipal Park and Recreation systems can no longer rely on taxes as their sole revenue option and have developed new revenue sources/options to help support capital and operational needs.

A growing number of municipalities have developed policies on pricing of services, cost recovery rates, and partnership agreements for programs and facilities provided to the community. They also have developed strong partnerships that are fair and equitable in the delivery of services based on whom receives the service, for what purpose, for what benefit, and for what costs. In addition, agencies have learned to use parks and recreation facilities, amenities, programs, and events, to generate revenue and support economic development. Having a park or multi-use trail in the vicinity typically results in increased property values in that neighborhood. Adding special events programming that has a regional draw can increase hotel stays and increase expenditures in restaurants and retail areas. Municipalities have also learned to recognize that people will drive to their community for quality recreation facilities such as sports complexes, pools, and tournaments, if the facilities/ events are well managed and properly marketed.

Below, PROS has outlined several options for the County and Department to consider when addressing funding and revenue options for parks and recreation. In any event, it is the opinion of PROS that some, if not all, of these sources should be considered as an option to support the capital and operational needs of the Department. It remains to be seen how the COVID-19 Pandemic of Spring 2020 will impact the Department's budget long-term, but in all likelihood supplemental funding will be increasingly more important in order to provide the needs identified in this plan. Of course, this assumes that these supplemental funding sources won't also be impacted by post pandemic budget constraints.

10.1 FUNDING SOURCES FOR CAPITAL IMPROVEMENT DOLLARS AND OPERATIONS

The following financial options outline opportunities for the County and Department to consider in supporting the recommended capital improvements that are outlined in this Master Plan, as well as operational costs associated with managing the parks and recreation system in the future. Some of these funding sources may not be allowed by the County now, or may have never been used, but should, where possible, be pursued/considered as a means of funding capital projects, park maintenance, and/or park operations.

General Obligation Bond: A general obligation bond is a municipal bond secured by a taxing authority such as the County to improve public assets that benefits the municipal agency involved that oversee the parks and recreation facilities. General Obligation Bonds should be considered for park and recreation facility projects, such as updates to a community or regional park, trails, recreation centers, aquatic centers, or a sports complex. Improvements to parks should also be covered by these funding sources because there are very little operational revenues associated with these parks to draw from, and some of the County parks are in need of upgrades and renovations limiting the uses of other revenue sources. These parks help frame the County image and benefit a wide age segment of users and updating these parks will benefit the community as a whole and stabilize neighborhoods and other areas of the County. According to Trust for Public Land research, over the last 10 years across the United States over 90% of park and recreation bond issues have passed in cities when offered to the community to vote to support the community needs for parks and recreation.

Note: PROS acknowledges that Prince William County already utilizes general obligation bonds for parks and recreation and that county residents recently approved a $41 million General Obligation Bond Referendum by a margin of 64.5% to 35.5% to support park improvements. General Obligation Bonds should continue to be utilized by the County for park improvements.

10.1.1 GOVERNMENT FUNDING SOURCES

A variety of funding sources are available from federal and state governments for park-related projects. For example, the Land and Water Conservation Fund funding program can provide capital funds to state and local governments to acquire, develop, and improve outdoor recreation areas. Federal Community Development Block Grant (CDBG) funds are used to support open space related improvements including redevelopment and new

development of parks and recreation facilities. Transportation Enhancement Funds available through SAFETELU, the current federal transportation bill, can be used for trail and related green space development. AmeriCorps Grants can be used to fund support for park maintenance. The County has a strong grants team and should pursue these funding sources for the future. An overview government funding programs is as follows:

SAFETELU Funds as well as **Safe Routes to School Funds** should be pursued for trail improvements outlined in this plan. SAFETELU monies require a 20% match by the County and Safe Routes to School Funds require no match by the County.

Federal Lands Access Program (FLAP) Grants – The Federal Lands Access Program (Access Program) was established in 23 U.S.C. 204 to improve transportation facilities that provide access to, are adjacent to, or are located within Federal lands. The Access Program supplements State and local resources for public roads, transit systems, and other transportation facilities, with an emphasis on high-use recreation sites and economic generators.

CDBG (Community Development Block Grants) funds are used by many cities to enhance parks. These funds should be used to support the re-development of major facilities based on its location in the county and what it will do to enhance the neighborhood and schools surrounding the park which is the purpose for the CDBG monies.

AmeriCorps Grants should be pursued by the Department to support park maintenance and cleanup of drainage areas where trails are located and improve neighborhood parks in the county.

Federal Housing Grants can also help support parks near federal housing areas and should be pursued if appropriate. Several communities have used HUD funds to develop greenways, including the Boscobel Heights' "Safe Walk" Greenway in Nashville, Tennessee.

Land and Water Conservation Fund (LWCF) Grants - This federal funding source was established in 1965 to provide "close-to-home" park and recreation opportunities to residents throughout the United States. Money for the fund comes from the sale or lease of nonrenewable resources, primarily federal offshore oil and gas leases and surplus federal land sales. LWCF grants can be used by communities to build a variety of parks and recreation facilities, including trails and greenways. LWCF funds are annually distributed by the National Park Service to the states. Communities must match LWCF grants with 50-percent of the local project costs through in-kind services or cash. All projects funded by LWCF grants must be used exclusively for recreation purposes, in perpetuity. LWCF funds are intended to preserve, develop, and renovate outdoor recreation facilities. New or the renovation of existing pavilions, playgrounds or play areas, ball fields, bleachers, golf course meeting rooms, multi-purpose courts, parking facilities, pathways and trails, roads, signs, and snowmobile facilities, are all examples of amenities accepted under this program. The federal funds average award value under this program is $70,000.

Note: The Department has utilized the LWCF program to preserve several of its parks in perpetuity. The Department's LWCF parks are: Forest Greens Golf Course, James S. Long Regional Park, Lake Ridge Marina & Golf Course, Locust Shade Park, Nokesville Park, Prince William Golf Course, Riverbend Park, and Valley View Park.

Conservation Reserve Program - The U. S. Department of Agriculture (USDA), through its Agricultural Stabilization and Conservation Service, provides payments to farm owners and operators to place highly erodible or environmentally sensitive landscapes into a 10-15-year conservation contract. The participant, in return for annual payments during this period, agrees to implement a conservation plan approved by the local conservation district for converting sensitive lands to less intensive uses. Individuals, associations, corporations, estates, trusts, cities, counties and other entities are eligible for this program. Funds from this program can be used to fund the maintenance of open space and non-public-use greenways along bodies of water and ridgelines.

Wetlands Reserve Program - The U.S. Department of Agriculture provides direct payments to private landowners who agree to place sensitive wetlands under permanent easements. This program can be used to fund the protection of open space and greenways within riparian corridors.

Watershed Protection and Flood Prevention (Small Watersheds) Grants - The USDA Natural Resource Conservation Service (NRCS) provides funding to state and local agencies or nonprofit organizations authorized to carry out, maintain, and operate watershed improvements involving less than 250,000 acres. The NRCS

provides financial and technical assistance to eligible projects to improve watershed protection, flood prevention, sedimentation control, public water-based fish and wildlife enhancements, and recreation planning. The NRCS requires a 50-percent local match for public recreation, and fish and wildlife projects.

Urban and Community Forestry Assistance Program - The USDA provides small grants of up to $10,000 to communities for the purchase of trees to plant along county streets and for greenways and parks. To qualify for this program, a community must pledge to develop a street-tree inventory, a municipal tree ordinance, a tree commission, committee or department, and an urban forestry-management plan.

Small Business Tree-Planting Program - The Small Business Administration provides small grants of up to $10,000 to purchase trees for planting along streets and within parks or greenways. Grants are used to develop contracts with local businesses for the plantings.

Economic Development Grants for Public Works and Development of Facilities - The U. S. Department of Commerce, Economic Development Administration (EDA), provides grants to states, counties, and cities designated as redevelopment areas by EDA for public works projects that can include developing trails and greenway facilities. There is a 30-percent local match required, except in severely distressed areas where federal contribution can reach 80 percent.

National Recreational Trails Program grants are available to government and nonprofit agencies, for amounts ranging from $5,000 to $50,000, for the building of a trail or piece of a trail. It is a reimbursement grant program (sponsor must fund 100% of the project up front) and requires a 20% local match. This is an annual program with an application deadline at the end of January. The available funds are split such that 30% goes toward motorized trails, 30% to non-motorized trails, and 40% is discretionary for trail construction.

Design Arts Program - The National Endowment for the Arts provides grants to states and local agencies, individuals and nonprofit organizations for projects that incorporate urban design, historic preservation, planning, architecture, landscape architecture, and other community improvement activities, including greenway development. Grants to organizations and agencies must be matched by a 50-percent local contribution. Agencies can receive up to $50,000.

10.1.2 TAXPAYER OR DEVELOPER SOURCES OF REVENUE

Conditional Rezoning Proffer: In Virginia, localities are permitted to accept conditions voluntarily proffered by the applicant in a rezoning case. When consistent with the standards set forth in Sec. 15.2-2303.4 of the Code of Virginia, the County may seek on-site or off-site proffers to address the impacts created by the proposed new development and the level of service standards identified in the Parks, Recreation & Tourism chapter of the County's Comprehensive Plan form the basis for the Department's proffer requests. The final proffer conditions are negotiated through the County's rezoning process. The Department has received monetary proffers, land donations, and facility construction (primarily trails) via conditional rezoning proffers.

Internal Park Improvement Fund - This funding source is created from a percentage of the overall park admissions to attractions such as sport complexes, golf courses, special events in a park and would allow a percentage usually in the 3-5% of gross revenues to be dedicate to the park or recreation facility for existing and future capital improvements. This funding source is used for sports complexes, aquatic parks, campgrounds, and fee-based parks. This type of user fee generally does not require voter approval but is set up in a dedicated fund to support the existing attraction for future maintenance and improvements.

Tax Allocation or Tax Increment District - Commonly used for financing redevelopment projects. A Tax Allocation District (TAD) involves the issuance of tax-exempt bonds to pay front-end infrastructure and eligible development costs in partnership with private developers. As redevelopment occurs in the county, the "tax increment" resulting from redevelopment projects is used to retire the debt issued to fund the eligible redevelopment costs. The public portion of the redevelopment project funds itself using the additional taxes generated by the project. TADs can be used to fund park improvements and development as an essential infrastructure cost. These funds would work well in downtown park redevelopment and in trail development.

Facility Authority - A Facility Authority is sometimes used by park and recreation agencies to improve a specific park or develop a specific improvement such as a stadium, large recreation center, large aquatic center, or sports venue for competitive events. Repayment of bonds to fund the project usually comes from a sales tax in the form of food and beverage. A Facility Authority could oversee improvements for the large facilities, such as an aquatic center and sports field complex. The County could seek out a private developer to design/build a field house facility for the County with the County paying back these costs over a 20-year period. The Facility Authority would include representation from the schools, the County, and private developers.

Utility Lease Fee - Utility lease fees have been used to support parks in the form of utility companies supporting a park from utility easements, storm water runoff, and/or paying for development rights below the ground. This funding source is derived from fees on property own by the County based on measures such as the amount of impervious surfacing as well as fees from utility companies having access through the park. It is used by many cities to acquire and develop greenways and other open space resources that provide improvements in the park or development of trails. Improvements can include trails, drainage areas, and retention ponds that serve multiple purposes such as recreation, environmental protection, and storm water management. This could be a source for the utilities to make a contribution to support the parks and trails in the future. This has been very successful in Houston along their bayous.

Transient Occupancy Tax (Bed Tax) - This funding source is used by many cities to fund improvements to parks from hotels that benefit from the parks in the form of sporting events where participants stay in hotels when they use County owned sports complexes or competitive facilities. The Transient Occupancy Taxes are typically set at 3-5% on the value of a hotel room a 1% sales tax that can be dedicated for park and recreation improvement purposes as well. Because of the value that parks could provide in the way of events, sports, entertainment and cultural events hotels in the area that benefit could be set up with a portion of their occupancy funds going to support park and recreation related improvements. This funding source should be implemented progressively as the County increases the number of events it sponsors or develops. Tracking the economic value back to the hotels is important to build trust with the Hotel business community.

Food and Beverage Tax - This 1/8% sales tax is currently used by cities across the United States and usually requires voter approval. These dollars can come from the local community as well as visitors to the county to help pay for a bond to finance future park and recreation related improvements. Food and Beverage Taxes are very well accepted in most communities.

Tobacco Tax - On July 1, 2020, Virginia doubled the tax on the sale of cigarettes and tobacco products. City and town governments in Virginia also have the authority to raise local cigarette taxes. Counties generally do not have this authority except for Fairfax and Arlington Counties, which were given this authority because they provide many of the services to their citizens as do cities and towns. However, with the recent tax increase, the Virginia General Assembly approved additional financial resources for localities, to include additional revenue through the tobacco tax effective in 2021. Revenue from the tobacco tax can be used to fund specific projects like park and trail improvements. Prince William County should evaluate the opportunities provided by this funding.

Accumulated Building Funds - In Indiana under code 36-10-3 cities and counties can establish a Cumulative Building fund for the Parks and Recreation Department. These funds can provide money for building, remodeling and repairing park and recreation facilities. In addition, the County can purchase land with these funds for park and recreation purposes. The Cumulative Building Fund must be proposed by a Park Board and then approved by the County council in order to levy the tax. The Cumulative Building Fund can provide capital funds that are best utilized for improvements to existing park and recreation amenities and facilities in the system.

Capital Improvement Fee - A capital improvement fee can be added to an admission fee to a recreation facility or park attraction to help pay back the cost of developing the facility or attraction. This fee is usually applied to golf courses, aquatic facilities, recreation centers, stadiums, amphitheaters, and special use facilities such as sports complexes. The funds generated can be used either to pay back the cost of the capital improvement on a revenue bond that was used to develop the facility. Capital improvement fees normally are $5 per person for playing on the improved site or can be collected as a parking fee or admission fee.

Lease Back - Lease backs are a source of capital funding in which a private sector entity such as a development company buys the park land site or leases the park land and develops a facility such as a park, recreation

attraction, recreation center, pool, or sports complex; and leases the facility back to the municipality to pay off the capital costs over a 20 to 30 year period. This approach takes advantage of the efficiencies of private sector development while relieving the burden on the municipality to raise upfront capital funds. This funding source is typically used for recreation and aquatic type facilities, stadiums, civic buildings, and fire stations.

Dedicated Funding Source - This involves creating a dedicated revenue source for parks by leveraging new local taxing authority opportunities.

10.2 FUNDING SOURCES FOR OPERATIONAL DOLLARS

Land Leases/Concessions are public/private partnerships in which the municipality provides land or space for private commercial operations that will enhance the park and recreational experience in exchange for payments to help reduce operating costs. They can range from food service restaurant operations, cell towers, hotels, to full management of recreation attractions. Leases usually pay back to the County a percentage of the value of the land each year in the 15% category and a percentage of gross from the restaurant or attractions. They also pay sales tax and employee income tax to the County.

Admission to the Park - Many park and recreation systems in the United States have admission fees on a per car, per bike and per person basis to access a park that can be used to help support operational costs. Car costs range from $3 to $5 a car and $2 dollars per bicycle or per person. This would most likely only apply to the County's regional parks or sports complexes, if it is considered. This fee may be useful for large events and festivals that have the capability to be set up as a fee-based park at least on weekends.

Parking Fee - Many parks that do not charge an admission fee will charge a parking fee. Parking rates range from $3 to $4 dollars a day. This funding source could work for helping to support special events, festivals and sports tournaments.

User Fees - User fees are fees paid by a user of recreational facilities or programs to offset the costs of services provided by the Department in operating a park, a recreation facility or in delivering programs and services. A perception of "value" has to be instilled in the community by the parks and recreation staff for what benefits the County is providing to the user. As the Department continues to develop new programs, all future fees should be charged based on cost recovery goals developed in a future Pricing Policy. The fees for the parks and/or core recreation services are based on the level of exclusivity the user receives compared to the general taxpayer. It is recommended that user fees for programs be charged at market rate for services to create value and operational revenue for the Parks and Recreation Department. For services where the County feels that they cannot move forward on adequate user fees to obtain the required cost recovery, consideration of contracting with a not-for-profit and/or private company to help offset service costs should be pursued. This would save the County dollars in their operational budgets while still ensuring the community receives the service to keep the quality of life at a high standard.

Corporate Naming Rights - In this arrangement, corporations invest in the right to name an event, facility, or product within a park or recreation facility in exchange for an annual fee, typically over a ten-year period. The cost of the naming right is based on the impression points the facility or event will receive from the newspapers, TV, websites, and visitors or users to the park. Naming rights for park and recreation facilities are typically attached to sports complexes, amphitheaters, recreation centers, aquatic facilities, stadiums, and events. Naming rights are a good use of outside revenue for parks, recreation facilities or special attractions in the county.

Corporate Sponsorships/Advertising - Corporations can also underwrite a portion or all of the cost of an event, program, or activity based on their name being associated with the service. Sponsorships typically are title sponsors, presenting sponsors, associate sponsors, product sponsors, or in-kind sponsors. Many agencies seek corporate support for these types of activities. Advertising sales on sports complexes, scoreboards, gym floors, trash cans, playgrounds, in locker rooms, at dog parks, along trails, flower pots, and as part of special events held in the county to help support operational costs have been an acceptable practice in parks and recreation systems for a long time and should be considered by the County to support operational costs.

Maintenance Endowment Fund - This is a fund dedicated exclusively for a park's maintenance, funded by a percentage of user fees from programs, events, and rentals and is dedicated to protecting the asset where the activity is occurring.

Park and Recreation Revenue Revolving Fund - This is a dedicated fund to be used for park purposes only that is replenished on an ongoing basis from various funding sources such as grants, sponsorships, advertising, program user fees and rental fees within the park system. The County could establish a revolving fund supported by all of the funding sources identified in this section and kept separate from the tax general fund. This has worked well in many cities across the United States.

Permit Fees - The Department currently utilizes permit fees for several facilities. Typically permit fees are applied to exclusive reservations for picnic shelters, sports fields, special events that are provided by the County, and competition tournaments held in the county by other organizations who make a profit off of County owned facilities. Permit fees include a base fee for all direct and indirect costs for the County to provide the space on an exclusive basis plus a percentage of the gross for major special events and tournaments held on County owned permitted facilities. Alcohol permits should be explored and if determined worthwhile, added to these permits which would generate more dollars for the County for these special use areas. These dollars could be applied to the Recreation and Park Revolving Fund if developed to help support park improvements and operations.

Tipping Fees - In Michigan some landfill tipping fees collected at County and County-owned landfills are redirected back to parks to help pay for the cost of litter pick up in County parks.

10.3 PRIVATE FUNDING SOURCES

Prince William County Parks Foundation - The former Park Authority created a Foundation in 2010, which went dormant until 2020 when it underwent a complete turnover of the Board of Directors. The Foundation exists to support the mission of the Department through policy advocacy, fundraising, and in-kind promotion. The foundation operates as an independent, non-profit organization and receives in-kind support from the Department. The dollars raised by the foundation are tax-exempt. The Department should help the Foundation build its capacity for generating private support for capital projects and programs.

Historic Preservation Foundation - The Prince William Historic Preservation Foundation is proud to support the Department's efforts to preserve our past and fund important work that restores County-owned historic properties and structures on parkland.

National Park Foundation (for Potomac Heritage National Scenic Trail) - The National Park Foundation is the official nonprofit partner of the National Park Service and focuses on promoting programs and projects that protect precious landscapes and wilderness, historical sites, and places of cultural significance within the National Parks. Within the National Park Foundation (NPF) there is a service corps initiative that supports work groups to assist with park maintenance and small service-type projects. NPF also manages a grant program but as of May 2020, this program is in a transition phase and grant details are not currently available.

Business/Citizen Donations - Individual donations from corporations and citizens can be sought to support specific improvements and amenities.

Private Foundation Funds - Nonprofit community foundations can be strong sources of support for the Department and should be pursued for specific park and recreation amenities. The Department should consider developing and expanding upon the Parks Foundation and partner with private foundations as appropriate. Park and recreation agencies, already respected as long-term stewards of public lands, are being viewed by mitigation project sponsors as ideal potential partners for the creation and development of new mitigation banks, particularly those focused on restoring and protecting smaller streams and waterways. New mitigation banks, privately built on public lands, can allow park and recreation agencies to achieve multiple restoration goals simultaneously, including restoring environmentally damaged lands for which no funding would otherwise be available, permanently protecting such lands from future damage through perpetual conservation easements and gaining new revenues for management, conservation and education from royalties gained on the sale of mitigation

credits. One of the most attractive features to public landowners is that all of the restoration can be achieved at no cost to taxpayers. In fact, some mitigation banks can generate significant revenues for park and recreation agencies that can be used for management of other conservation lands, education or other public purposes.

Nonprofit Organizations - Nonprofit organizations can provide support for green space and parks in various ways. Examples include:

- ***Conservancy or Friends Organizations:*** This type of nonprofit is devoted to supporting a specific park like the Sports Complex or Downtown Park. These Park Conservancy's or Friends Groups are a major funding source for parks in the United States and should be considered for the parks and recreation facilities in the County.
- ***Greenways Foundations***: Greenways foundations focus on developing and maintaining trails and green corridors within a jurisdiction or area. In this scenario, the County could seek land leases along their trails as a funding source, in addition to selling miles of trails to community corporations and nonprofits in the County. The development rights along the trails can also be sold to local utilities for water, sewer, fiber optic, and cable lines on a per mile basis to support development and management of these corridors. The Indianapolis Greenway Foundation has a specific Greenway Trail license plate they have had in place for over 20 years to help support the development and maintenance of trails in the city.

10.4 VOLUNTEER AND OTHER FUNDING OPPORTUNITIES

10.4.1 OTHER FUNDING PROGRAMS

Adopt-A-Foot Program - These are typically local programs that fund new construction, repair/renovation, maps, trail brochures, facilities (bike racks, picnic areas, birding equipment) as well as provide maintenance support, through private funding for "adopted" trail segments. The Adopt-A-Foot program is in the form of cash contributions per linear foot of adopted trail segment. Funds can be provided in one-time increments or paid over a set number of years for larger amounts.

Greenway Trail Land Leases - Many communities across the United States have allowed land leases for commercial retail operations along trails as a source of funding. The communities that have used land leases look for retail operations that support the needs of recreation users of the trails. This includes coffee shops, grill and food concessions, small restaurants, ice cream shops, bicycle shops, farmers markets and small local business. The land leases provide revenue to maintain the trails and/or to be used for in-kind matching.

Greenway Trust Fund - Another strategy used by several communities is the creation of a trust fund for land acquisition and facility development that is administered by a private greenway advocacy group, or by a local greenway commission. A trust fund can aid in the acquisition of large parcels of high-priority properties that may be lost if not acquired by private sector initiatives. Money may be contributed to the trust fund from a variety of sources, including the municipal and County general funds, private grants, and gifts.

Greenway Fundraising Programs - Agencies across the United States have used greenways for not-for-profit fundraisers in the form of walks, runs, bicycle races, and special events. The local managing agency usually gets $2-$5 per participants in the events to go back to support the operations and maintenance costs.

Greenways Conservation Groups adopt green corridors to support the operations and capital costs for specific greenway corridors. These groups raise needed money for designated greenways for capital and operations costs.

Local Private-Sector Funding - Local industries and private businesses may agree to provide support for greenway development through one or more of the following methods:

- Donations of cash to a specific greenway segment.
- Donations of services by businesses and corporations to reduce the cost of greenway implementation, including equipment and labor to construct and install elements of a specific greenway.
- Reductions in the cost of materials purchased from local businesses that support greenway implementation and can supply essential products for facility development.

Wetland or Stream Mitigation/Conservation Banks/Nutrient Banks, or similar - Mitigation banking is a system of credits and debits devised to ensure that ecological loss, especially loss to wetlands and streams resulting from development is compensated by the preservation and restoration of wetlands, natural habitats, and streams

in other areas so that there is no net loss to the environment. Parks and recreation agencies can partner with mitigation project sponsors to create and develop mitigation banks, particularly those focused on restoring and protecting smaller streams and waterways. New mitigation banks, privately built on public lands, can allow parks and recreation agencies to achieve multiple restoration goals simultaneously, including restoring environmentally damaged lands for which no funding would otherwise be available, permanently protecting such lands from future damage through perpetual conservation easements, and gaining new revenues for management, conservation and education from royalties gained on the sale of mitigation credits.

State Water Management Funds - Funds established to protect or improve water quality could apply to a greenways/trails project if a strong link exists between the development of a greenway and the adjacent/nearby water quality. Possible uses of these funds include the purchase of critical strips of land along rivers and streams for protection, which could then also be used for greenways; develop educational materials, displays; or for stormwater management.

Tax Increment Financing (TIF Funds) - The concept behind the tax increment financing is that taxes in a designated area are frozen and the redevelopment that occurs in the blighted, conservation, or economic development area will increase the assessed valuation of the property and generate new property tax revenues. The increase can be used on an annual basis to retire revenue bonds issued to finance redevelopment costs. A great deal of development is required to generate sufficient revenues to make it work.

10.4.2 VOLUNTEER ASSISTANCE AND SMALLER-SCALE DONATION PROGRAMS

Adopt-a-Park, -Trail, -Stream, or similar program - In this approach, local neighborhood groups or businesses make a volunteer commitment to maintaining a specific area of a park or an amenity. Adopt-a-Park or similar arrangements are particularly well-suited for the Department.

Community Service Workers - Community service workers are assigned by the court to pay off some of their sentence through maintenance activities in parks, such as picking up litter, removing graffiti, and assisting in painting or fix up activities. Most workers are assigned 30 to 60 hours of work. This would seem to be a good opportunity for the parks to work with the sheriff's or County police department on using community service workers.

Estate Donations - Wills, estates, and trusts may be dedicated to the Department for use in developing, expanding, or preserving park land, facilities, and natural or cultural resources.

Greenway Sponsors - A sponsorship program for greenway amenities allows for smaller donations to be received both from individuals and businesses. The program must be well planned and organized, with design standards and associated costs established for each amenity. Project elements that may be funded can include mile markers, call boxes, benches, trash receptacles, entry signage and bollards, and picnic areas.

Volunteer Work - Community volunteers may help with greenway construction, as well as conduct fundraisers. Examples of organizations that may be mobilized for volunteer work include the Boy Scouts and Girl Scouts, and local Friends groups.

10.4.3 GRANTS THROUGH PRIVATE FOUNDATIONS AND CORPORATIONS

Many communities have solicited park and greenway funding from a variety of private foundations and other conservation-minded benefactors. Some of these grants include:

- **American Greenways Eastman Kodak Awards** - The Conservation Fund's American Greenways Program has teamed with the Eastman Kodak Corporation and the National Geographic Society to award small grants ($250 to $2000) to stimulate the planning, design, and development of greenways.
- **REI Environmental Grants** - Recreational Equipment Incorporated awards grants to nonprofit organizations interested in protecting and enhancing natural resources for outdoor recreation. The company calls on its employees to nominate organizations for these grants, ranging from $500 to $8,000, which can be used for the following:
  - Protect lands and waterways and make these resources accessible to more people.
  - Better utilize or preserve natural resources for recreation.

  - Increase access to outdoor activities.
  - Promote safe participation in outdoor muscle-powered recreation, and proper care for outdoor resources.
- **Coors Pure Water 2000 Grants** - Coors Brewing Company and its affiliated distributors provide funding and in-kind services to grassroots organizations that are working to solve local, regional and national water-related problems. Coors provides grants, ranging from a few hundred dollars to $50,000, for projects such as river cleanups, aquatic habitat improvements, water quality monitoring, wetlands protection, pollution prevention, water education efforts, groundwater protection, water conservation and fisheries.
- **World Wildlife Fund Innovative Grants Program** - This organization awards small grants to local, regional and statewide nonprofit organizations to help implement innovative strategies for the conservation of natural resources. Grants are offered to support projects that accomplish one or more of the following: (1) conserve wetlands; (2) protect endangered species; (3) preserve migratory birds; (4) conserve coastal resources; and (5) establish and sustain protected natural areas, such as greenways.

Innovative grants can help pay for the administrative costs for projects including planning, technical assistance, legal and other costs to facilitate the acquisition of critical lands; retaining consultants and other experts; and preparing visual presentations and brochures or other conservation activities. Examples of these grant sources are as follows:

Bikes Belong Coalition is sponsored by members of the American Bicycle Industry. Their grant program is a national discretionary program with a small budget, to help communities build TEA-21-funded projects. They typically fund high-profile projects with similar regional coalitions. An application must be supported by the local bicycle dealers. Bikes Belong also offers advice and information on how to get more people on bikes. Government and nonprofit agencies are eligible, and no match is required. The maximum amount for a grant proposal is $10,000. Applications may be submitted at any time and are reviewed as they are received.

Wal-Mart Foundation supports local community and environmental activities and educational programs for children (among other things). An organization needs to work with the local store manager to discuss application. Wal-Mart Foundation only funds 501(c)3 organizations.

Partnership Development Agreements - Each partner develops their respective facilities based on set design guidelines with the County managing all the site elements. Partners work collectively to promote the site as a whole versus individual amenities. This process was successful for Papago Park, located in the County of Phoenix, Arizona. The site included a major league spring training facility and minor league baseball complex, zoo, botanical gardens, history museum, and other attractions on site.

Community Forest and Open Space Program - Federal grant program with Estimated Total Program Funding of $3,150,000. Individual grant applications may not exceed $400,000. The program pays up to 50% of the project costs and requires a 50% non-federal match. Eligible lands for grants funded under this program are private forests that are at least five acres in size, suitable to sustain natural vegetation, and at least 75% forested.

Congestion Mitigation and Air Quality Program Fund - This source is for transportation projects that improve air quality and reduce traffic congestion. Projects can include bicycle and pedestrian projects, trails, links to communities, bike rack facilities. Average grant size $50-$100,000.

Community Facilities Grant and Loan Program-Grant Program - This source is established to assist communities with grant and loan funding for the expansion, renovation and/or remodeling of former school facilities and or existing surplus government facilities that have an existing or future community use. Facilities may be space for community gatherings and functions, recreational athletic facilities for community members, particularly youth. These include space for non-for-profit offices, childcare, community education, theater, senior centers, youth centers, and after school programs. CFP match requirements for requests up to $250,000 are 10-% eligible project costs. For requests over $250,000 to $1 million, the match is 15%.

American Hiking Society provide funds on a national basis for promoting and protecting foot trails and the hiking experience.

The Helen R. Buck Foundation provides funding for playground equipment and recreational activities.

Deupree Family Foundation provides grants for recreation, parks/playgrounds, and children/youth, on a national basis. This foundation supports building/renovation, equipment, general/operating support, program development, and provides seed money.

The John P. Ellbogen Foundation provides children/youth services grants as well as support for capital campaigns, general/operating support, and program development.

10.5 OPERATIONAL FUNDING COST MITIGATION OPPORTUNITIES

There are numerous revenue sources to draw from to support operational and management costs that include long term capital replacement costs. The following are funding options to consider in operations of the parks system:

User fees can be implemented to access or use elements of parks. These exist in the Department currently but need to be evaluated for applicability and ability to meet cost recovery goals.

Concessions can be leased out to a private operator for a percentage of gross profits. Typically, 15%-18% of gross profits from concessions is paid to the park operator or a managing agency. This fee can also be applied to food truck services that are permitted to operate at Department venues.

Field Permits - The County already issues recreational use permits for activities, practices, or games. Permits should cover the operational cost of each field and management costs. If a private operator desires to rent the site for a sporting tournament for private gain, the County should provide a permit fee plus a percentage of gross from the event for the exclusive use of the fields.

Food and Equipment Sponsors - Official drink and food sponsors can be utilized by the County. Official drink and food sponsors would pay the County a set percentage of gross sales. Typically, this is 15%-20% of costs for being the official product and receiving exclusive pouring and food rights to the complex. Likewise, official equipment sponsors work well for trucks, mowers, and tractors.

Advertising Revenue can come from the sale of ads or banners in the parks or on equipment/vehicles. The advertising could include trashcans, trail markers, visitor pull trailers, tee boxes, scorecards, and in restrooms.

Wi-Fi Revenue - The County can set up a Wi-Fi area whereby a Wi-Fi vendor is able to sell the advertising on the Wi-Fi access banner to local businesses targeting the users of the site. This revenue has amounted to $20,000-$50,000 in revenue for similar systems.

Cell Tower - Cell tower leases can be used to generate revenue specifically for parks. The Department has cell towers in several of its parks and the County should consider dedicating a portion of the revenue generated from those towers back into the Department's Capital Improvement or Capital Maintenance programs.

Volunteerism - This is an indirect revenue source whereby persons donate time to the County to assist in providing a product or service on an hourly basis. This reduces the County's cost in providing the service plus it builds advocacy for the County.

Special Fundraiser - Many agencies hold special fundraisers on an annual basis to help cover specific programs and capital projects to be dedicated to a facility or the County as a whole.

Catering - The County has many sites that are set up well to have high, , and low-level caterers on contract that groups can use. Caterers usually provide the parks with a fixed gross rate on food and beverage at 12%-15% of the cost of food and 18% of drink back to the County.

Web-page Revenue - The County could advertise on its web page to help support online media efforts.

CHAPTER ELEVEN - STRATEGIC IMPLEMENTATION

PROS Consulting synthesized its findings to develop a framework of strategic recommendations for the Department as it moves forward with implementation of this plan. The implementation strategies are categorized under the following eleven categories of best practices:

1. Growing the Park System.
2. Maintaining the Park System.
3. Park Development through Private Sector Partnerships.
4. Park Enhancements through Public Sector Partnerships.
5. Dynamic Recreation Programming.
6. Planning through Community Engagement.
7. Natural and Cultural Resource Integration.
8. Marketing and Branding.
9. Tourism Enhancement through Collaborative Partnerships.
10. Economic Development through Agribusiness.
11. Tourism Visitation.

The implementation matrix should be evaluated and refined as development, economic, and political circumstances shift, and be used to validate the Department's vision and mission as it moves into its sixth decade of park growth. When implementing the strategies/initiatives below, the Department should always make sure that two final objectives are considered. These objectives are: (1) who will it benefit, and (2) who will it burden? These objectives will help ensure that residents' needs are being promoted and advanced, and that decision-making acknowledges the value and importance of the end user.

The implementation strategies derived from this Master Plan are as follows:

	1. Growing the Park System
	Retain and acquire a minimum of five percent (approximately 10,000 acres) of the total area in the County (excluding acreage of Marine Corps Base Quantico) for County-owned parks and historic preservation sites, including natural/cultural areas used for the protection of resources, environmental corridors, and the County's trails and blueways.
Strategy 1.1	Actively seek to acquire fee simple interest in property – through land dedication, purchases, grants, and donations – that is suitable for creating new parks or expanding the boundaries of existing parks. Actively seek easements or land acquisition to complete planned trail connections.
Strategy 1.2	Identify and prioritize land acquisition opportunities that meet level of service goals for service area and park acreage.
Strategy 1.3	Establish a dedicated "Park Land Acquisition Fund" via a new financial management principal or other revenue source.
Strategy 1.4	In support of the Virginia Outdoors Plan, actively seek to acquire and preserve parkland along Bull Run Mountain to provide a buffer to sensitive habitats within the Bull Run Mountains Natural Area Preserve, create continuous green corridors for wildlife, increase acreage for Silver Lake Park, and/or increase trail connectivity between existing parks and other nodes of activity in Prince William County and adjacent jurisdictions.
Strategy 1.5	Actively seek to acquire and preserve parkland along identified greenway and blueway corridors to provide a buffer to sensitive habitats, continuous green corridors for wildlife, preservation of cultural resources, increased acreage for passive recreation, and/or increased trail connectivity between existing parks and other nodes of activity in Prince William County and adjacent jurisdictions.

	1. Growing the Park System (continued)
Strategy 1.6	Pursue creative and collaborative efforts with Prince William County Public Schools to enhance community use of co-managed facilities and offset potential impacts to County parkland created by school expansion/development.
Strategy 1.7	Consider using future "surplus" county rights-of-way or other county-owned lands for trails, blueway access, parks, and open space, prior to determining if other disposition is more appropriate.
Strategy 1.8	Consider the development of a Recreational Value Level of Service Standard in PPDs where the opportunity to add park land is minimal. The Recreational Value Standard establishes a point value to represent recreational opportunities within neighborhood, community, regional, resource-based and open space parks. Recreation value emphasizes the activities and experiences that residents can enjoy, rather than the amount of parkland in a given area. It measures the inherent benefits of park spaces – their ability to support active recreation and exercise; encourage socializing; link people to transit, bike facilities, trails, and active public areas; and invite activity throughout the day.
Strategy 1.9	Consider open space acquisition as a regular component of the capital improvement program.

	2. Maintaining the Park System.
	Redevelop and revitalize existing County-owned parks and recreation resources to serve the changing needs of County residents and create a preeminent system of parks, recreation facilities, and tourist attractions.
Strategy 2.1	Develop a parks resiliency plan and associated mitigation strategies to address impacts of climate-related challenges to the integrity of the park system. The effects of climate change directly affect the ability of the County to fulfill its mission and provide a robust and sustainable system of parks and trails.
Strategy 2.2	Seek ways to make deferred maintenance funding, such as the Building and Facilities Program, permanent via a new financial management principal or other revenue source, that is dedicated to health, safety, and welfare improvements at County parks and facilities.
Strategy 2.3	Regularly conduct park/facility condition assessments and generate a grade for each County park and amenity. Strive to attain a grade "B" or better for all developed parks. Through this process, evaluate, and identify park facilities that are no longer used on a consistent basis and identify opportunities for redevelopment and re-use of those facilities.
Strategy 2.4	Create a master plan for each park that incorporates new recreation opportunities or repurposes resources to meet user needs as dictated by future recreation needs assessments and identified trends, and incorporate cultural resource surveys and inventories into decision making.

	3. Park Development through Private Sector Partnerships
	Encourage the preservation of private lands and their development, where appropriate, to provide adequate park and recreation facilities, and open space, within new developments.
Strategy 3.1	When consistent with applicable law, and utilizing the LOS standards as a guide, ensure that any new residential development provides an appropriate mix of on-site and/or off-site recreational accommodations.
Strategy 3.2	Ensure that any new residential development that seeks to construct neighborhood parks do so in a manner that is consistent with Service Area guidelines. Residents should be within a 5 to 10-minute walk/bike time of a neighborhood park or school/community- use site.

	4. Park Enhancements through Public Sector Partnerships
	Recognize that the Federal, State, and regional parks located within the County are a valuable asset to our community and our residents and, as such, should be protected.
Strategy 4.1	Coordinate, with the respective land management agencies, to align our park planning efforts with the operating objectives of these lands, and where appropriate provide connectivity to park and recreation facilities, trails, trail heads, and open space.
Strategy 4.2	Identify future economic development opportunities that can result from the additional recreational resources that Federal, State and regional parks provide, including the tourism visits that they generate within the County.

	5. Dynamic Recreation Programming
	Create a dynamic parks and recreation program by providing quality active and passive recreational facilities and programs of a mix and variety to meet the needs of County residents.
Strategy 5.1	Seek to obtain and maintain CAPRA (The Commission for Accreditation of Park and Recreation Agencies) Accreditation for the Department of Parks, Recreation and Tourism.
Strategy 5.2	Develop and implement a county-wide recreation Needs Assessment Survey every 5 years. Analyze results to determine adjustments to park development plans, capital improvement projects, and recreational programs.
Strategy 5.3	Expand and enhance the County's recreational trail system to provide a world-class resource for residents, a regional draw, and an economic driver for the County. Complete this strategy by developing diverse trail-based recreation opportunities such as advanced mountain bike experiences and long-distance land and water trails.
Strategy 5.4	Integrate the County's recreational trail system into the multi-jurisdictional system of trails entering the County and integrate the recreational trail system into the County's transit, bicycle, and pedestrian networks. Focus on non-motorized park access, particularly at the neighborhood level.
Strategy 5.5	Coordinate with Federal, state, local, and regional park partners and land management agencies in the County to provide extended recreational programs, and connections to the County's recreational trail system, and where an entrance fee is charged seek to allow no/low-cost access for County residents to these facilities.
Strategy 5.6	Increase water-based recreational access and/or opportunities along the Potomac and Occoquan Rivers and along other public waters in the County; and, where appropriate, seek to preserve/ protect lands adjacent to the County's blueways (i.e., streams, rivers, lakes) to help create a network that integrates the County's recreational trail system with the blueway corridors.
Strategy 5.7	Develop strategies to determine visitation and customer satisfaction at the County's park facilities and programs and utilize this data to help determine the adequacy and effectiveness of that facility/program. Adopt changes, where necessary, to improve and enhance the quality of the experience of any facilities or programs.
Strategy 5.8	Develop strategies to provide programs, services, and recreational infrastructure to directly improve the health outcomes of Prince William County's residents.
Strategy 5.9	Adopt a more robust program delivery framework that incorporates additional best practices such as program life cycle evaluation, classification of services, cost recovery philosophy, and pricing strategies.
Strategy 5.10	Utilize core program area business plans to outline participants, cost recovery targets, marketing strategies, and cost of service metrics. Additionally, add key metrics for evaluation such as customer retention rates and program capacity statistics.

	5. Dynamic Recreation Programming (continued)
Strategy 5.11	Adopt formal partnership policies in an effort to: 1) require written agreements with all partners, 2) articulate and clearly state partnership objectives for both parties, and 3) bring additional programming to areas of the County that necessitate a form of partnership to deliver the service(s).
Strategy 5.12	Allow community needs to drive core program area investment. Concentrate on adding additional adult-focused programming and family programming into the programming portfolio. Focus on developing support facilities/amenities that correspond with providing the needed experiences. For example, increase programming in parks by investing in amphitheaters, walking trails, outdoor fitness areas/circuits, mobile/permanent stages, special event areas with electric hook-ups for food trucks, public art in parks, heart-healthy trails, etc.
Strategy 5.13	Continue to measure and evolve program delivery as recreation consumer behavior shifts. Evaluate the most appropriate program format for each core program area such as multi-week, weekly, drop-in, etc.
Strategy 5.14	Focus on staff capacity, development, and a functional organizational structure. Provide opportunities for learning how to calculate operational impacts associated with each core program area (cost of service). Additionally, assess the functional alignment of the organization to ensure staffing is aligned with the Department's core, important, and value-added services.
Strategy 5.15	Evaluate opportunities to expand and improve community special events offerings, with a priority on family-oriented events.

	6. Planning through Community Engagement
	Encourage resident and stakeholder involvement in the planning, design and maintenance of the County's recreational facilities to promote a greater sense of equity and investment.
Strategy 6.1	Develop communication strategies to garner increased resident/stakeholder input on all park master plan and development projects, particularly at the individual park planning district level.
Strategy 6.2	Develop and implement tools/programs to garner resident/stakeholder input on park and facility quality, in support of the County's ongoing efforts to improve visitor satisfaction.
Strategy 6.3	Coordinate with Prince William County Public Schools and local communities to identify best use and design of facilities on school properties, to best serve the neighborhood park needs of the surrounding community, especially at the school/community-use sites identified in the Shared Use Agreement between the County and Schools.
Strategy 6.4	Coordinate with the Prince William County Area Agency on Aging and The Arc of Greater Prince William/INSIGHT to ensure that there are adequate park facilities and programs to serve the specialized needs of seniors and patrons with disabilities.
Strategy 6.5	Develop an "Adopt A Park", "Adopt A Cemetery", or similar program to promote resident, stakeholder, and neighborhood investment in the maintenance and improvement of the County's parks, history, trails, and blueways.
Strategy 6.6	Evaluate opportunities to create a public art collection or "Art-in-the-Park" program.

	7. Natural and Cultural Resource Integration
	Continue to integrate natural and cultural resource stewardship needs at all levels of land use and programing related decision making.
Strategy 7.1	Inventory and map current park land holdings to identify rare and sensitive natural or cultural resources and identify means to preserve and protect these areas on park land, and interpret resources where appropriate.
Strategy 7.2	Prioritize identified sensitive ecological resources and corridors for acquisition and encourage the dedication of land to the County if owned by others.
Strategy 7.3	Where appropriate, develop park management plans that include measures to survey and protect cultural resources on County park land.
Strategy 7.4	Follow low-impact development standards for park design on all new park construction and renovation projects.
Strategy 7.5	Coordinate with Watershed Management to develop design standards for on-site natural water filtration systems (bio-swale, rain garden, etc.), for implementation in parks that have standing water and/or drainage concerns.
Strategy 7.6	Continue to acquire, restore, and maintain historic and prehistoric sites, structures, and land.
Strategy 7.7	Create a Natural Resource focus within the Planning & Capital Projects Division and provide dedicated staff to oversee natural resource stewardship
Strategy 7.8	Create a wildlife biologist position to oversee and expand the Deer Management Program County-wide and address other wildlife management/preservation initiatives.

	8. Marketing and Branding
	Collaborate with tourism partners to create and promote a shared narrative about Prince William County.
Strategy 8.1	Utilize Prince William County's diversity, natural areas, cultural resources, historic sites, and recreation opportunities as foundational attributes upon which to build the Prince William County storyline.
Strategy 8.2	Coordinate with appropriate departments/staff on developing a Prince William County branding and marketing plan to achieve a consistent narrative to promote the County, and market/brand the County to attract new businesses, residents, and visitors.
Strategy 8.3	Continue dedicating a share of marketing resources to promote events and sites to local audiences.
Strategy 8.4	Expand marketing as necessary to reach the diverse audiences in Prince William County, with a focus on ensuring equitable access to parks, facilities, and programs.

	9. Tourism Enhancement through Collaborative Partnerships
	Stimulate private investment in new tourism products.
Strategy 9.1	Develop a Tourism Master Plan that addresses gaps in Prince William's repertoire of destination options, with an emphasis on nightlife, agribusiness, historic sites, and competitive sports venues.
Strategy 9.2	Create a Tourism Targeted Industry list, upon which to base financial and non-financial incentives.
Strategy 9.3	Collaborate with the Planning Office and Department of Economic Development to create Tourism Zones to utilize State Tourism Development Financing Program (gap-financing) for development projects related to tourism and, where appropriate, seek to overlay these zones with each of the County's Small Area Plans, Sector Plans, and Regional Activity Centers.
Strategy 9.4	Consider public/private partnerships to develop and operate new tourism related facilities.

	10. Economic Development through Agribusiness.
	Expand Prince William County's agribusiness footprint.
Strategy 10.1	Collaborate with the Planning Office to ensure policies support emerging types of agribusiness that can serve as a tourism draw while sustaining a rural economy.
Strategy 10.2	Promote business development and community events that support agri-tourism, showcase the rural economy, and strengthen the economic vitality of agribusinesses.
Strategy 10.3	Identify programs, incentives, and grants to retain and encourage agribusiness.
Strategy 10.4	Aid advisory committees in evaluating programs and policies that affect the tourism position of Prince William County's Rural Area.

	11. Tourism Visitation
	Pursue new markets to increase visitation to existing sites and facilities in Prince William County, without adverse impacts to cultural resources.
Strategy 11.1	Evaluate County inventory to determine if there are site/facility enhancements or additions that could be implemented to provide a higher level of service/satisfaction for event hosts/visitors.
Strategy 11.2	Implement survey methods that track additional information about Heritage Tourism visitors.
Strategy 11.3	Coordinate with inter-Department groups to identify park/facility improvements that will support and strengthen sports tourism opportunities.
Strategy 11.4	Recruit national and regional rights-holders to utilize Prince William County facilities for sporting events.
Strategy 11.5	Continue the sports tourism grant program.
Strategy 11.6	Market sites for special events such as weddings and corporate retreats and assist in connecting prospective clients to local tourism partners.
Strategy 11.7	Work with Federal, State, regional and local park partners to enhance tourism opportunities in the County by tapping into the significant resources of the Federal, State, and Regional parks located within the County.
Strategy 11.8	Develop new sports tourism products such as large scale indoor and outdoor complexes in order to remain market-competitive with neighboring jurisdictions.
Strategy 11.9	Complete construction of the Potomac Heritage National Scenic Trail and promote this trail corridor as a hallmark tourism destination in the DC Metro area.

CHAPTER TWELVE - CONCLUSION

Parks are crucial to a community's quality of life and in recent years, people have turned to their parks like never before—for fresh air, exercise, meditation, education, a sense of peace. Research shows that parkland is, indeed, a potent force for our well-being, as numerous scientific studies show the benefits of parks and recreation for both physical and mental health.

During economic downturns, such as the COVID-19 crisis of 2020, parks and public land often face extraordinary pressures. Given the sharp drop in all forms of tax revenue that occur during recessions, cities and counties often target park systems for budget cuts.

This is shortsighted. Parks and green spaces are essential infrastructure - every bit as critical as roads and utilities. Newfound appreciation for the outdoors must be nurtured into new investment that provides this vital benefit for everyone. Currently, one in three people do not have a park within a 10-minute walk of their home. By using data to target where investment in parks, trails, and open spaces will bring the greatest return, cities and counties can ensure that everyone has access to the healthful, life-affirming benefits of parks and recreation experiences.

The Prince William County Parks, Recreation and Open Space Master Plan has been developed to provide the Department a road map for the future. Utilizing knowledge gained from community input, park and program inventory review, comparison to national standards and trends, and an assessment of the current economic and political climate, the Master Plan provides realistic and actionable goals that enhances residents' opportunities to access parks and recreation experiences close to home. The planning process incorporated a comprehensive series of discovery and analysis strategies to understand the workings of the organization and included a strong community engagement process through the Needs Assessment. Several strategic recommendations resulted from this effort and were aligned into the eleven major categories of implementation actions found in Chapter Eleven.

Overall, the park system is highly valued by community residents and leaders. It serves multiple purposes including recreational, environmental, educational, social, economic development, and higher quality of life. Adequate funding for upkeep of existing parks is a priority for residents as well as developing new parks and facilities. Improved communication between the community and the Department is another opportunity for enhancing programs, services and project activities. In short, investment in the County's park and recreation system should be a priority.

Programmatically, the Prince William County Parks, Recreation & Tourism Department is meeting some of the major needs of the community, but a regular review of offerings will ensure successful outcomes.

Prince William County is a growing community and based on population projections will continue to grow significantly. While growth can be positive it can also stress the existing park system if strategies and policies are not in place to meet the new growth. As of today, the County lacks sufficient park land to meet the needs of residents particularly in neighborhood and community park types. As a result, other amenities provided through these park types are in shortage such as athletic fields, indoor facility space, and reservable picnic shelters. While most will require long-term solutions, some areas of improvement in the short-term can be accomplished with enhanced partnerships, as well as, close coordination with the development community.

To support the Department's capital improvement efforts, a three-bucket evaluation was developed that organizes projects into: Sustainable Projects, Expanded Services Projects and Visionary Projects. Each of these buckets provides a way to categorize and prioritize projects which ultimately identified a capital improvement plan totaling $511M over the next 15 years, with $85M in projects identified for the short-term (1 to 5 years).

The Parks, Recreation and Open Space Master Plan includes a system-wide approach for accomplishing short and long-term goals, initiatives, tactics, and measurements to ensure that as the County grows in population, the Department does so as well – effectively, efficiently and sustainably – while providing world-class services, programs, parks, and facilities to the community for many years to come.

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APPENDICES

APPENDIX A: DEPARTMENT'S CURRENT 4-TIER CAPITAL IMPROVEMENT PROJECT RANKING PROCESS

When prioritizing capital improvement projects, the Department currently utilizes the following tiered ranking system. This system was in place prior to the analysis conducted in this Master Plan. The analysis undertaken in Chapter Nine is not intended to replace this process, but instead, provide an alternate method of viewing the breadth and scope of projects currently planned and/or needed to maintain the County's parks and facilities at a high level. Given the size of Prince William County's parks system, the lists in Chapter Nine are not comprehensive with regard to identifying all current capital improvement needs. This is an on-going effort and the Department is continually reviewing and evaluating the need, viability, and sustainability of capital projects, and making adjustments as internal budget processes require.

The four tiers by which capital improvement projects are currently ranked are:

Tier 1: High Risk and Basic Maintenance - Critical maintenance projects that, if unaddressed, will or may result in liability exposure for the County. Many of these types of improvements typically require one-time funding and are not likely to increase annual operations and maintenance costs. In many cases, these types of projects may reduce annual operations and maintenance costs.

Tier 2: Incomplete - Projects that have been planned and partially constructed due to funding shortages.

Tier 3: Enhancements - Strategic changes to existing facilities to address unmet needs of the community. These types of improvements typically require one-time funding and may trigger slight increases in annual operations and maintenance costs, depending on the nature of the improvements.

Tier 4: Visionary - New development and expansionary projects that address unmet needs. These improvements will likely increase annual operations and maintenance costs, but may recover costs directly or indirectly via fees and increased tax generation.

ON THE FOLLOWING PAGES:

APPENDIX B: THE DEPARTMENT'S PARK AND FACILITY INVENTORY BY PARK PLANNING DISTRICT

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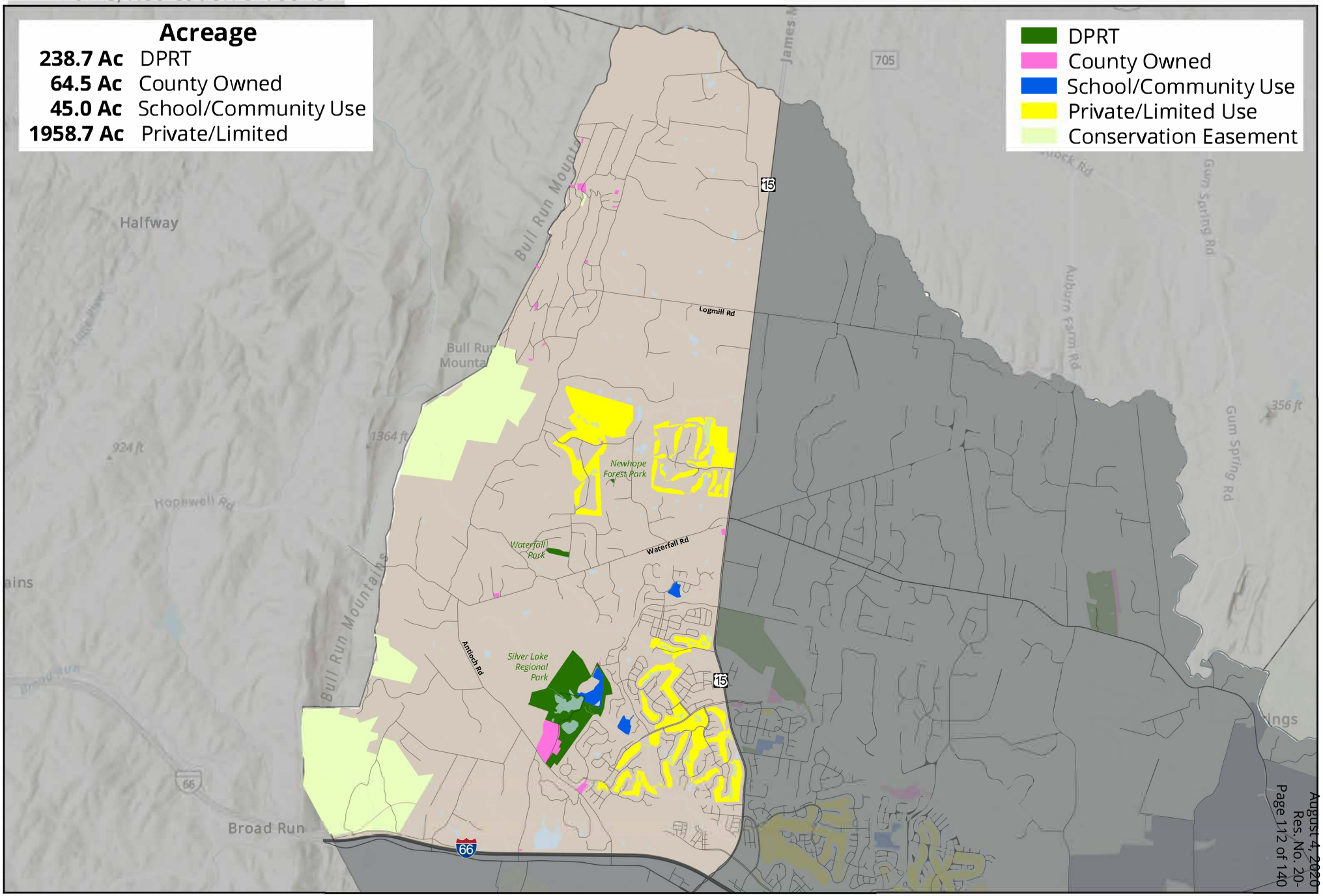
Park Planning District 1



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George Hellwig Memorial Park Administrative Offices
14420 Bristow Road
Manassas, VA 20112
Phone: 703-792-7060
Fax: 703-792-4278

N

1 Miles

Note: Any determination of topography or contours or any depiction of physical improvements, property lines, or boundaries is for general information only and shall not be used for design modification or construction of improvements to real property or for floodplain determination.

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PWC PARKS
Planning District 1

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr	Historic Prop./Programs	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Sream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Skate Area	Equestrian Ring	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																					
Newhope Forest Park *15701 Scotts Valley Drive*	*undeveloped park*																																		0.5		
Waterfall Park *4209 Jackson Mill Road*	*undeveloped park*																																		6.3		
COMMUNITY PARKS																																					
None																																					
REGIONAL PARKS																																					
Silver Lake Regional Park *16198 Silver Lake Road*												1	4.3	Y		GR	2								Y	Y									231.9	0.65	B-
LINEAR/GREENWAY PARKS																																					
Catharpin Greenway Trail													6.9																						n/a		
NATURAL/CULTURAL RES. PARKS																																					
None																																					
SCHOOL/COMMUNITY-USE SITES*																																					
J.W. Alvey ES	2			2				Y			Y																								10.9		
Reagan MS	1	1	1	1					4																										26.0		
Samuel L. Gravely ES	1							Y			Y																								8.1		

**School rectangle and diamond fields quantified by scheduled use, they may not be standard dimensions; access may be restricted; inventory can fluctuate w/school construction*

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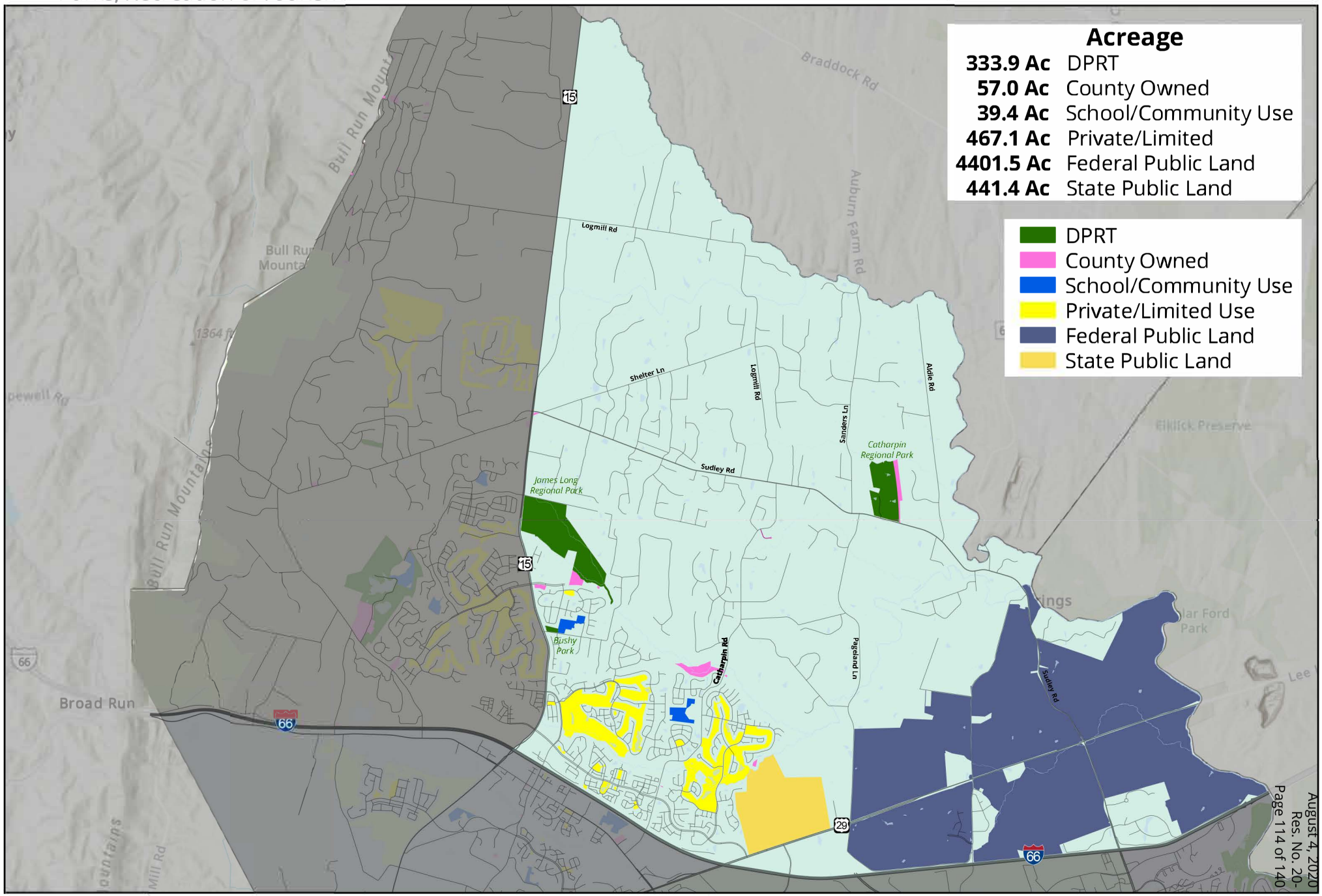
Park Planning District 2



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PWC PARKS
Planning District 2

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr	Historic Prop./Programs	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Stream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Skate Area	Equestrian Ring	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																					
None																																					
COMMUNITY PARKS																																					
None																																					
REGIONAL PARKS																																					
Catharpin Recreational Park *12500 Kyle Wilson Way*				2	3									N	Y	440	8																		99.9	0.60	C
James S. Long Regional Park *4603 James Madison Hwy.*	7		1		2	1	Y	2	2		1	3	4.6	Y	Y	378	15		Y							Y						1			229.7	0.62	B-
LINEAR/GREENWAY PARKS																																					
Catharpin Greenway																																			n/a		
NATURAL/CULTURAL RES. PARKS																																					
Bushy Park *14870 Lightner Road*																Y	Y			Y															4.3	n/a	n/a
SCHOOL/COMMUNITY-USE SITES*																																					
Bull Run MS	2	1	1	1				Y	4																										22.1		
Mountain View ES	2							Y			Y																								17.3		

**School rectangle and diamond fields quantified by scheduled use, they may not be standard dimensions; access may be restricted; inventory can fluctuate w/school construction*

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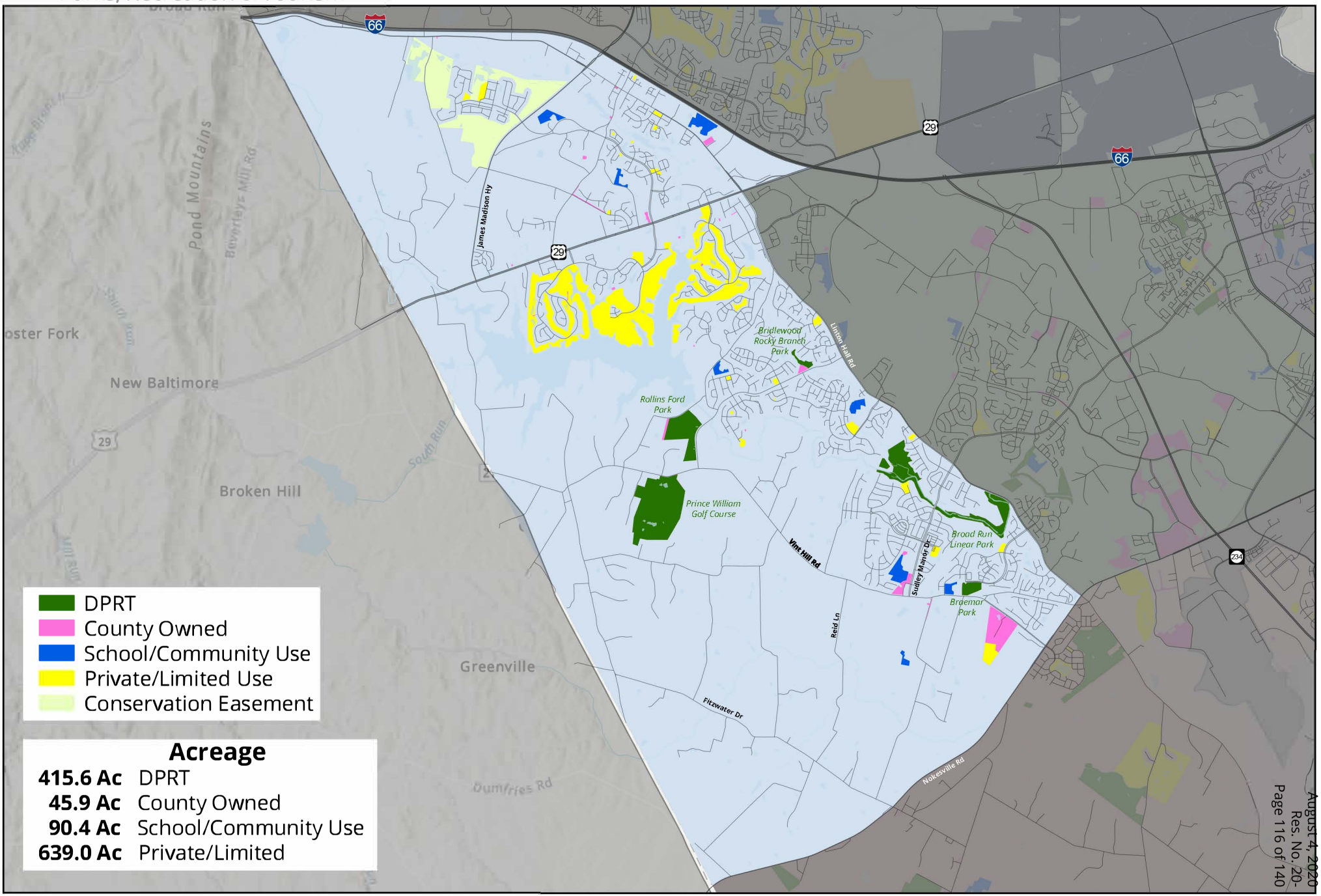
Parks, Recreation & Tourism

Park Planning District 3



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PWC PARKS
Planning District 3

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr	Historic Prop./Programs	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Stream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Skate Area	Equestrian Ring	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																					
Braemar Park *12401 Braemar Parkway*							Y	2	2		2			N	Y	44	2																		15.2	0.57	C
COMMUNITY PARKS																																					
Rollins Ford Park *14500 Rollins Ford Road*	*undeveloped park*																																		69.1		
REGIONAL PARKS																																					
Prince William Golf Course *14631 Vint Hill Road*														Y	Y	58	3													18					195.8	0.73	B
LINEAR/GREENWAY PARKS																																					
Bridlewood-Rocky Branch Park *13814 Bridlewood Drive*	*undeveloped park*																																		7.6		
Broad Run Linear Park (partial) *12940 Hunting Cove Place*													4.7	N	N	20										Y									127.9	0.60	C
NATURAL/CULTURAL RES. PARKS																																					
None																																					
SCHOOL/COMMUNITY-USE SITES*																																					
Bristow Run ES	1			1				Y			Y																								10.3		
Buckland Mills ES	1							Y			Y																								6.4		
Cedar Point ES	1				1			Y			Y																								6.9		
Glenkirk ES	1							Y			Y																								6.6		
Haymarket ES	1						Y	Y			Y																								12.8		
Marsteller MS	1	1	1	1				Y	4																										20.3		
T. Clay Wood ES	1							Y	8		Y																								4.9		
Tyler ES/Pace West School	2			3			Y	Y			Y																								22.2		

**School rectangle and diamond fields quantified by scheduled use, they may not be standard dimensions; access may be restricted; inventory can fluctuate w/school construction*

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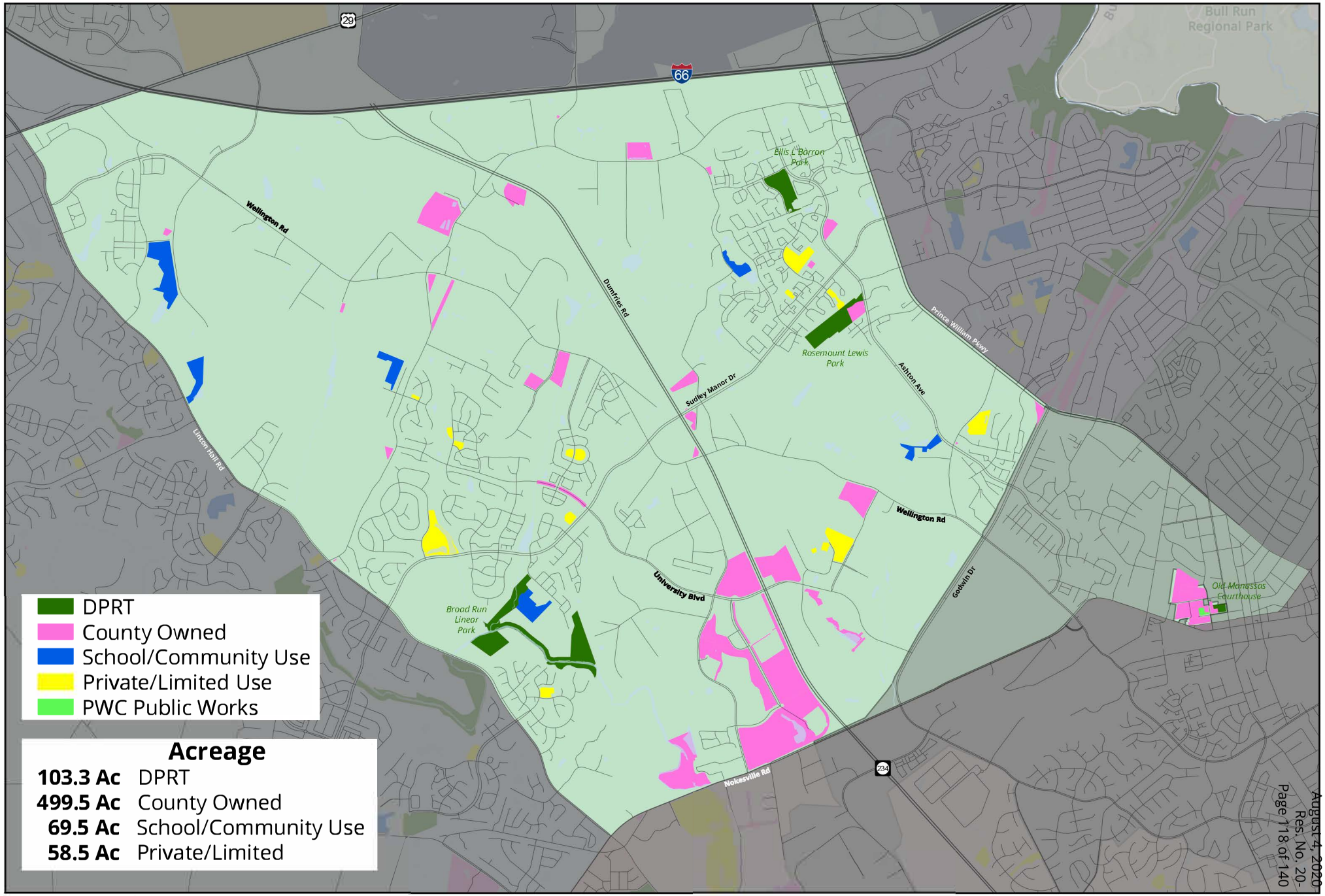
Park Planning District 4



Acreage

103.3 Ac	DPRT
499.5 Ac	County Owned
69.5 Ac	School/Community Use
58.5 Ac	Private/Limited

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ATTACHMENT
August 4, 2020
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PWC PARKS
Planning District 4

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr.	Historic Prop./Programs	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Stream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Skate Area	Equestrian Ring	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																					
Ellis L. Barron Park *7625 Aaron Lane*							Y	2	2	1	1	2			Y	32																			15.3	0.60	C
Rosemount Lewis Park *1100 Crestwood Drive*							Y	1	1		1	1	0.5																						22.1	0.71	B
COMMUNITY PARKS																																					
None																																					
REGIONAL PARKS																																					
None																																					
LINEAR/GREENWAY PARKS																																					
Broad Run Linear Park (partial) *12940 Hunting Cove Place*											1	1	1	N	N	34	1									Y									63.7	0.60	C
NATURAL/CULTURAL RES. PARKS																																					
Old Manassas Courthouse *9248 Lee Avenue*																Y				Y															2.2	n/a	n/a
SCHOOL/COMMUNITY-USE SITES*																																					
Chris Yung ES	1						Y	Y			Y																								9.4		
Ellis ES	1						Y	Y			Y																								6.4		
Gainesville MS	1T +1	1	1	1				Y	4																										24.7		
George P. Mullen ES	1							Y			Y																								6.3		
Piney Branch ES							Y	Y			Y																								10.3		
Victory ES	1		1					Y			Y																								12.4		

**School rectangle and diamond fields quantified by scheduled use, they may not be standard dimensions; access may be restricted; inventory can fluctuate w/school construction*

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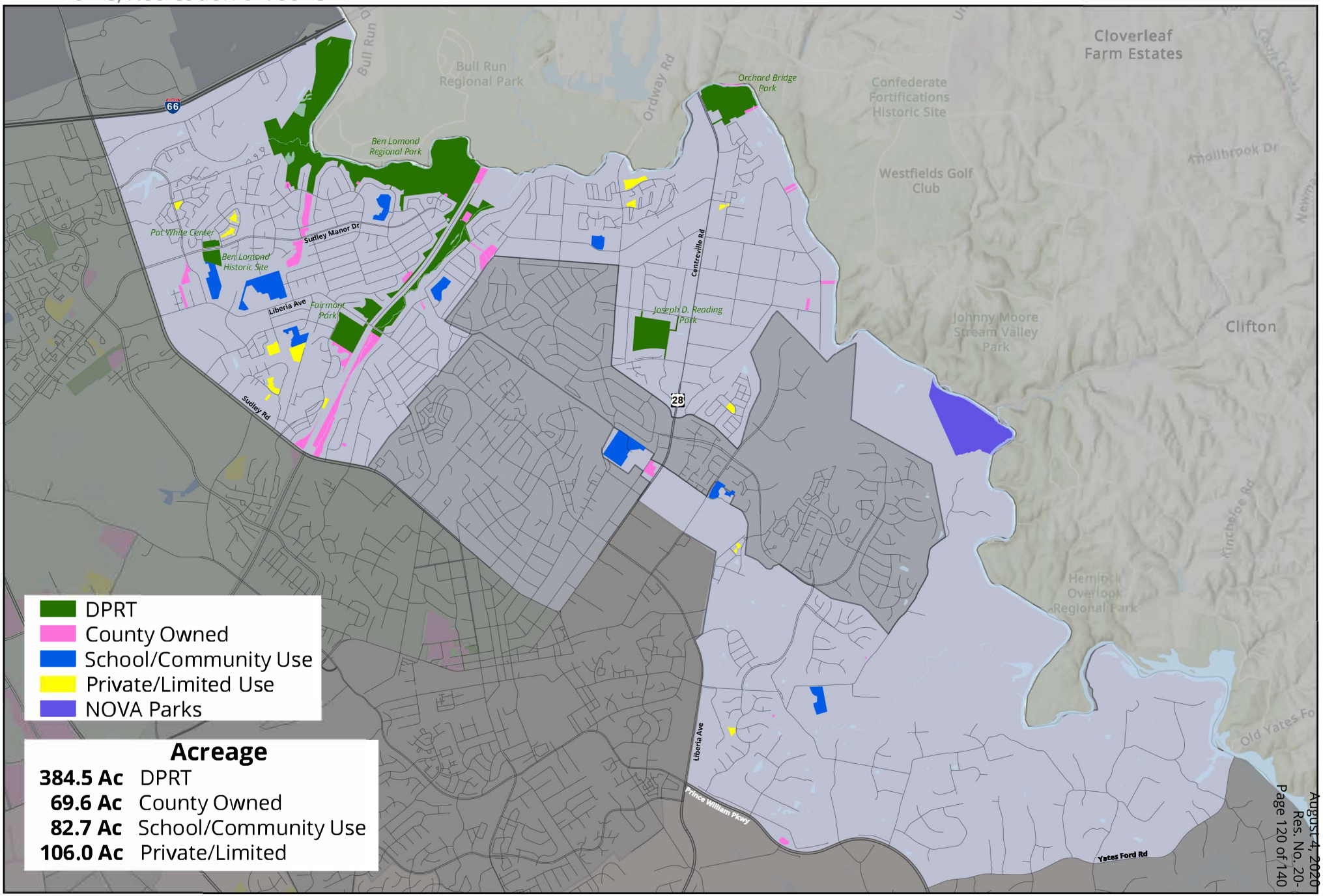
Park Planning District 5



Acreage

384.5 Ac	DPRT
69.6 Ac	County Owned
82.7 Ac	School/Community Use
106.0 Ac	Private/Limited

Prepared by the PWC Department of Parks, Recreation, & Tourism
George Hellwig Memorial Park Administrative Offices
14420 Bristow Road
Manassas, VA 20112
Phone: 703-792-7060
Fax: 703-792-4278

N

1 Miles

Note: Any determination of topography or contours or any depiction of physical improvements, property lines, or boundaries is for general information only and shall not be used for design modification or construction of improvements to real property or for floodplain determination.

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PWC PARKS
Planning District 5

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr	Historic Prop./Program	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Stream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Skate Area	Equestrian Ring	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																					
Joseph D. Reading Park *8460 Maplewood Drive*							Y	1	1		2	3	0.5	Y		47	1																		27.5	0.54	C
COMMUNITY PARKS																																					
Fairmont Park *9801 Fairmont Avenue*				4							1			Y		102	3																		20.0	0.70	B-
Mayhew Sports Complex *9901 Balls Ford Road*		3											0.5		Y	83	1									Y									48.9	0.46	C-
Orchard Bridge *7201 Centreville Road*	*undeveloped park*																																		38.7		
Pat White Center @ Ben Lomond *10501 Copeland Drive*							Y							Y		88	2		Y																	2.9	0.84	A-
REGIONAL PARKS																																					
Ben Lomond Reg. Park/Splashdown *7500 Ben Lomond Drive*	9			1	1		Y	1	3	2	1	6	2.4	Y	Y	597	8					Y	Y			Y									240.6	0.57	C
LINEAR/GREENWAY PARKS																																					
None																																					
NATURAL/CULTURAL RES. PARKS																																					
Ben Lomond Historic Site *10321 Sudley Manor Drive*							Y						0.25	Y		30	2			Y															5.9	n/a	n/a
SCHOOL/COMMUNITY-USE SITES*																																					
Loch Lomond ES	1							Y			Y																								5.9		
Parkside MS		1	1	1				Y	3																										17.8		
Pennington Traditional	2						Y	Y			Y																								6.0		
Signal Hill ES	1			1			Y	Y			Y																								7.4		
Sinclair ES	2							Y			Y																								9.1		
Stonewall MS/Brandon Way Fields	3	1	1	1					4																										19.6		
Sudley ES	1						Y	Y			Y																								6.9		
West Gate ES	1						Y	Y			Y																								6.0		
Yorkshire ES				1			Y	Y			Y																								4.0		

**School rectangle and diamond fields quantified by scheduled use, they may not be standard dimensions; access may be restricted; inventory can fluctuate w/school construction*

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PRINCE WILLIAM
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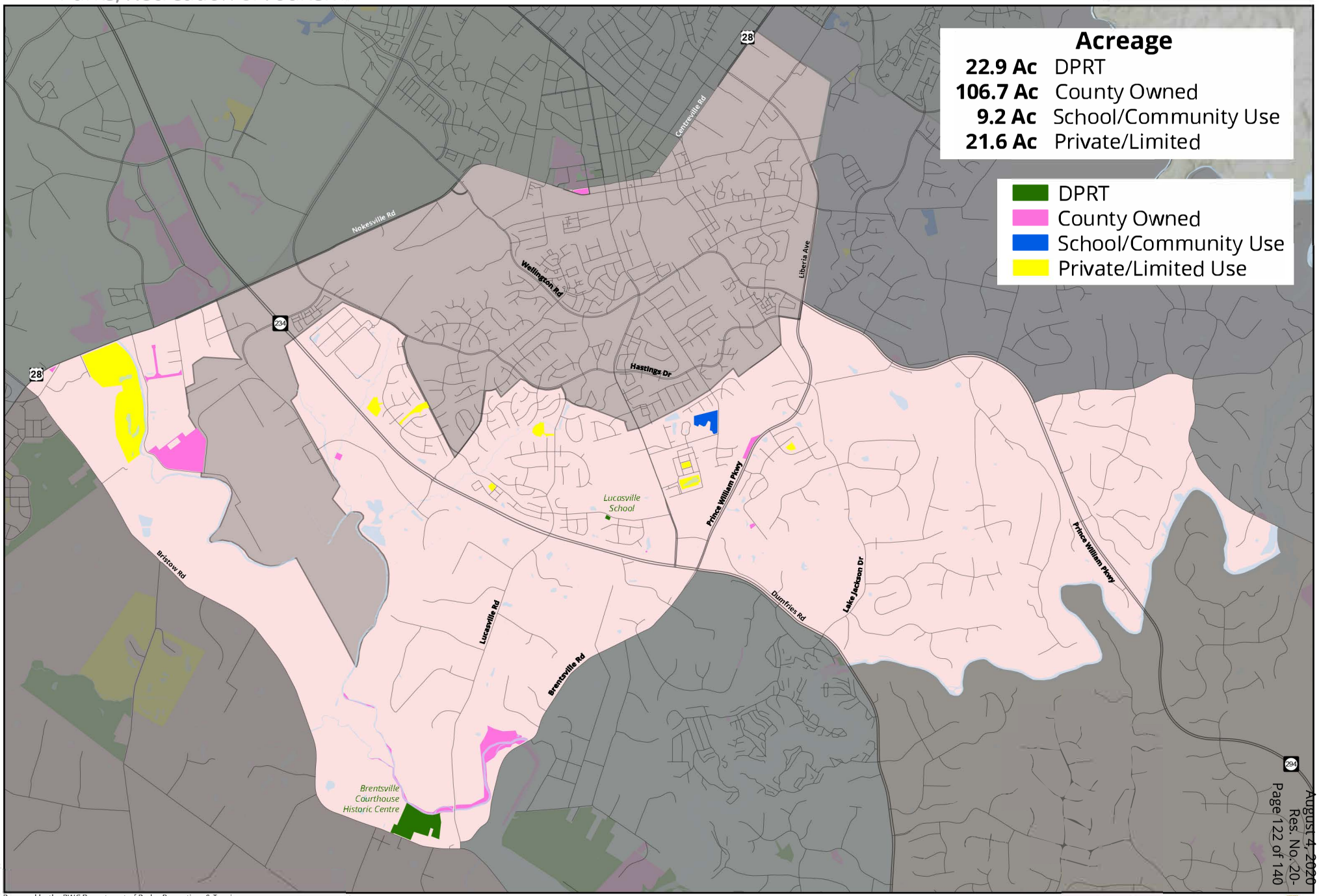
Park Planning District 6



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George Hellwig Memorial Park Administrative Offices
14420 Bristow Road
Manassas, VA 20112
Phone: 703-792-7060
Fax: 703-792-4278

N

1 Miles

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PWC PARKS

Planning District 6

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr	Historic Prop./Programs	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Stream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Skate Area	Equestrian Ring	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																				
None																																				
COMMUNITY PARKS																																				
None																																				
REGIONAL PARKS																																				
None																																				
LINEAR/GREENWAY PARKS																																				
None																																				
NATURAL/CULTURAL RES. PARKS																																				
Brentsville Courthouse Historic Ctr. *12229 Bristow Road*							Y						1.5	Y		Y	Y			Y															22.4	n/a	n/a
Lucasville School *10516 Godwin Drive*							Y									Y	Y			Y															0.5	n/a	n/a
SCHOOL/COMMUNITY-USE SITES*																																				
Maitland C. Bennett ES	1			2				Y			Y																								9.2		

**School rectangle and diamond fields quantified by scheduled use, they may not be standard dimensions; access may be restricted; inventory can fluctuate w/school construction*

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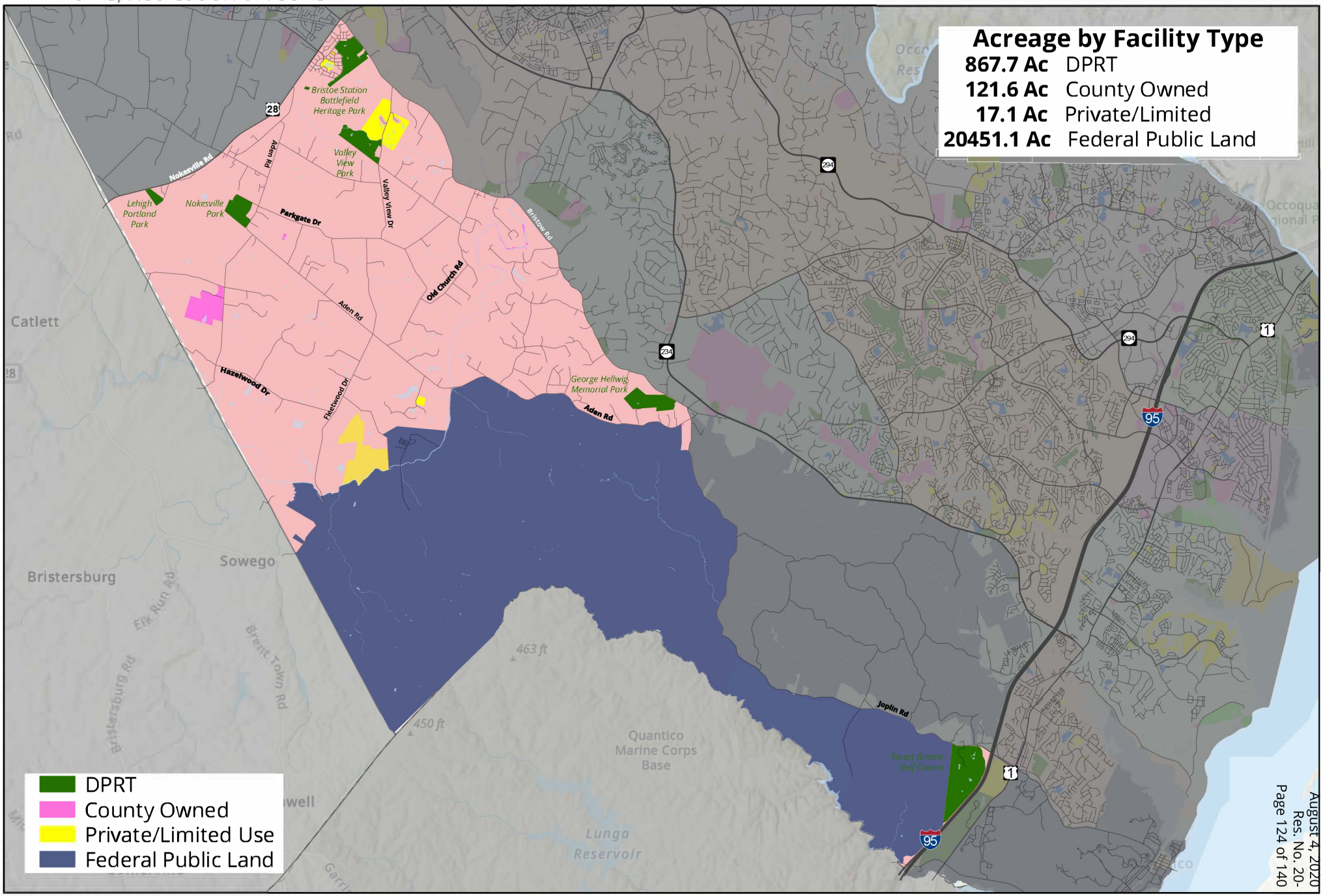
Park Planning District 7



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Fax: 703-792-4278

N

1 Miles

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PWC PARKS
Planning District 7

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr.	Historic Prop./Programs	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Stream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Skate Area	Equestrian Ring/Trail	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																					
None																																					
COMMUNITY PARKS																																					
Lehigh Portland Park *13865 Nokesville Road*	*undeveloped park - leased to Prince William Off-Road Riding Club*																																		25.0		
Nokesville Park *12560 Aden Road*	2		1		2	3				1	1	1	1.9	Y	Y	215	8											1				Y			97.1	0.67	B-
REGIONAL PARKS																																					
Forest Greens Golf Course *4500 Poa Annua Lane*												2		Y	Y	132	6												18					347.4	0.64	B-
George Hellwig Memorial Park *14420 Bristow Road*	8		1	1	2		Y	2	3		1	2	1.0	Y	Y	710	26															Y	ADA LL	134.2	0.68	B-
Valley View Park *11930 Valley View Drive*	6			5								1	2.2	Y		598	29									Y					Y			125.6	0.76	B
LINEAR/GREENWAY PARKS																																					
None																																					
NATURAL/CULTURAL RES. PARKS																																					
Bristoe Station Battlefield Heritage Pk. *10707 General Kirkland Drive*							Y						2.5			20	1			Y															138.4	n/a	n/a
SCHOOL/COMMUNITY-USE SITES*																																					
None																																					

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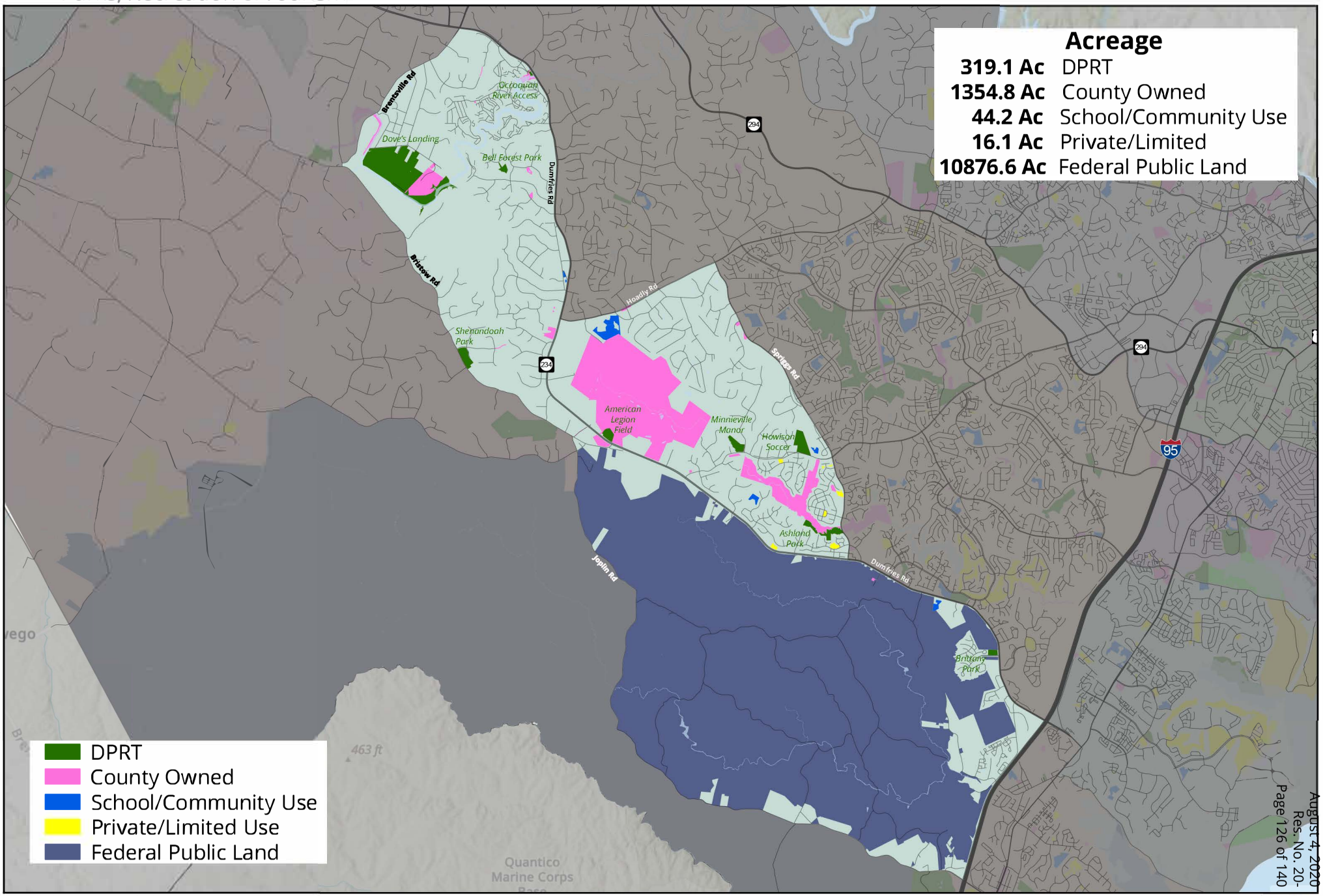
Park Planning District 8



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George Hellwig Memorial Park Administrative Offices
14420 Bristow Road
Manassas, VA 20112
Phone: 703-792-7060
Fax: 703-792-4278

N

1 Miles

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PWC PARKS

Planning District 8

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr	Historic Prop./Program	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Stream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Skate Area	Equestrian Ring	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																				
Bell Forest Park *8313 Morningside Drive*	*undeveloped park*																																	5.5		
Brittany Park *4100 Exeter Drive*							Y	1	2	1	1	1				90																			5.5	0.47	C-
COMMUNITY PARKS																																				
Howison Homestead Soccer Complex *14716 Minnieville Road*	3						Y				2	2		Y		101	7																		26.7	0.78	B
Independent Hill Ball Fields *14811 Dumfries Road*		2													Y	Y																			13.3	0.60	C
Shenandoah Park *13501 Bristow Road*	*undeveloped park*																																	18.0		
REGIONAL PARKS																																				
None																																				
LINEAR/GREENWAY PARKS																																				
Minnieville Manor Park *14850 Alps Drive*	*undeveloped park*																																	14.5		
NATURAL/CULTURAL RES. PARKS																																				
Dove's Landing Park *9305 Doves Lane*													2.0			16	2									Y								234.3	0.60	C
Occoquan River Access *11430 Hinson Mill Lane*																2									Y	Y								1.3	0.67	B-
SCHOOL/COMMUNITY-USE SITES*																																				
Ashland ES	1			1				Y			Y																							5.5		
Benton MS	1 Turf	1	1	1				Y	4																									22.8		
Coles ES	1			1				Y			Y																							12.9		
Kyle R. Wilson ES							Y	Y			Y																							3.0		

**School rectangle and diamond fields quantified by scheduled use, they may not be standard dimensions; access may be restricted; inventory can fluctuate w/school construction*

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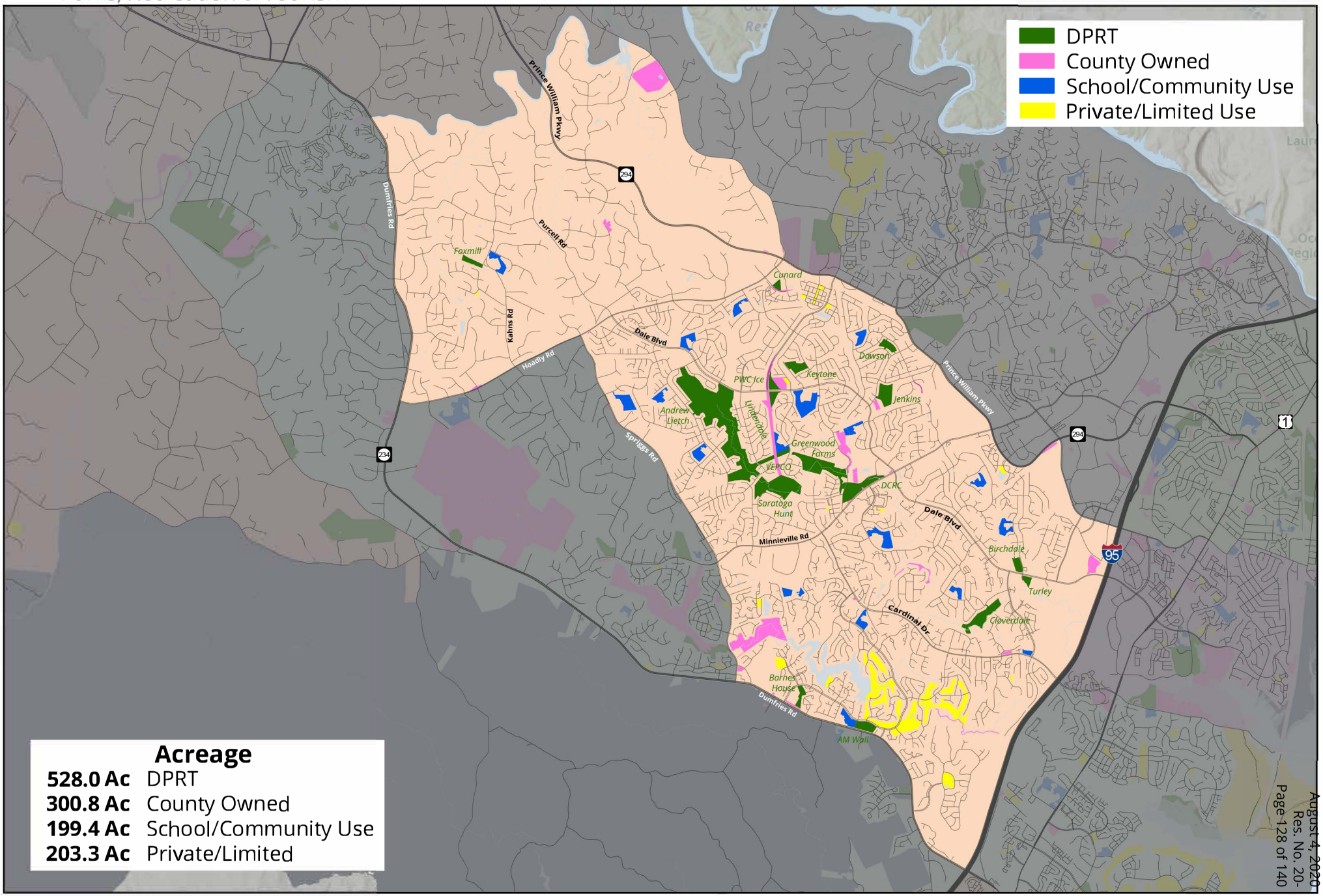
——Parks, Recreation & Tourism

Park Planning District 9



Acreage

528.0 Ac	DPRT
300.8 Ac	County Owned
199.4 Ac	School/Community Use
203.3 Ac	Private/Limited

Prepared by the PWC Department of Parks, Recreation, & Tourism
George Hellwig Memorial Park Administrative Offices
14420 Bristow Road
Manassas, VA 20112
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N

1 Miles

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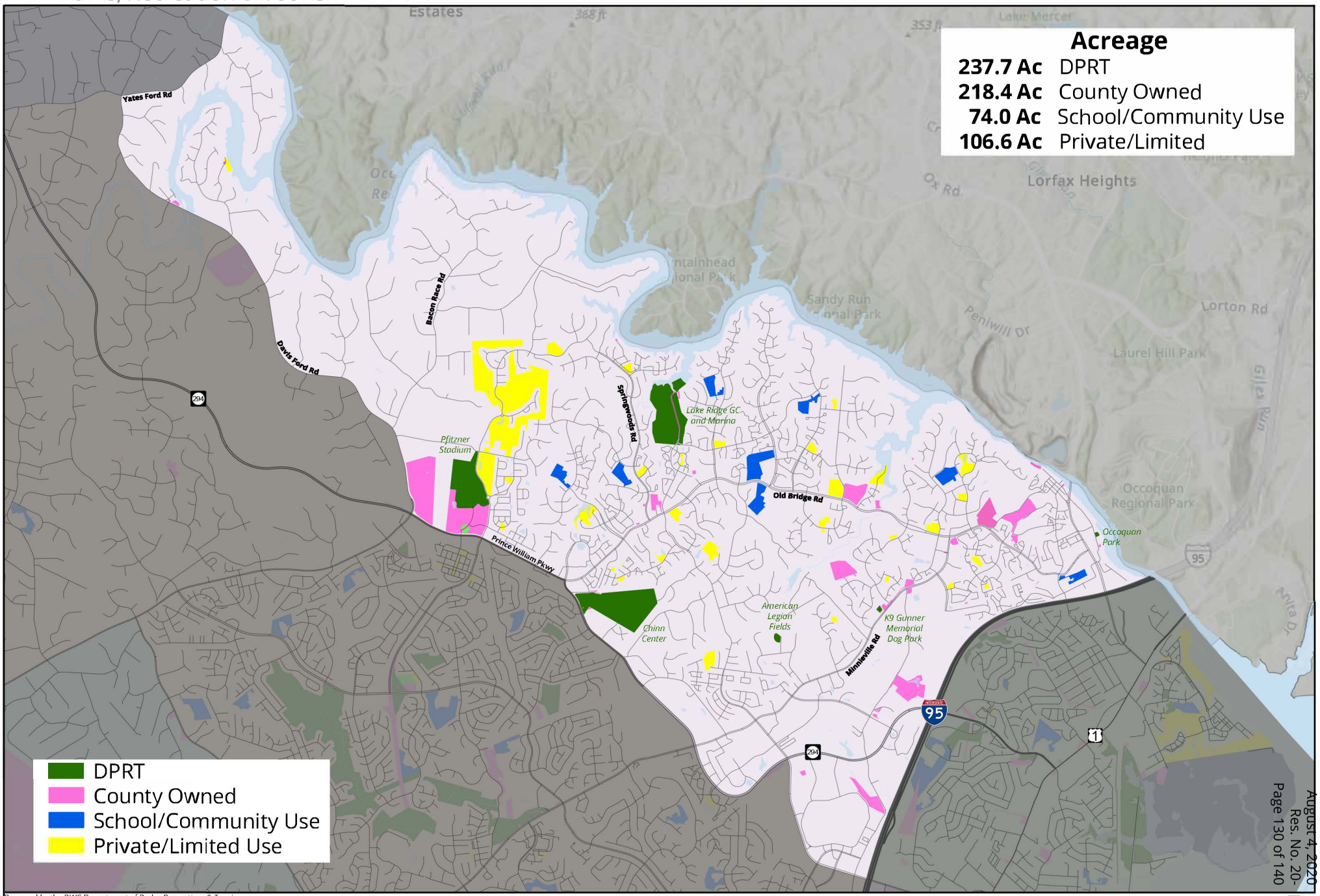
PWC PARKS
Planning District 9

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr	Historic Prop./Programs	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Stream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Ice Arena	Equestrian Ring	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																					
Earl M. Cunard Pk @ Ridgefield Village *12731 Ridgefield Village Drive*							Y	1.5				1	0.23		Y	24	1													Y				4.4	0.67	B-
Foxmill Park *12058 Bridle Post Place*	*undeveloped park*																																	8.0		
Harry W. Dawson Park *13206 Hillendale Drive*							Y				1	1																						9.6	0.55	C
John D. Jenkins Park *13499 Hillendale Drive*								1			2	2	0.13		Y	19	1																	21.9	0.70	B-
Keytone Park *13449 Keytone Road*							Y				1	1																						13.9	0.53	C
Lindendale Park *5181 Dale Boulevard*	*undeveloped park*																																	6.7		
COMMUNITY PARKS																																					
Anne Moncure Wall Park *4433 Waterway Drive*			1		1			2	2		2	2		Y	Y	97	5																		13.8	0.56	C
Birchdale Recreation Center *14730 Birchdale Avenue*							Y	2			1	2		Y	Y	88	4		Y		Y		Y								Y				8.7	0.47	C-
Cloverdale Park *15150 Cloverdale Road*	2			3		1		1	2		2	5	0.08	Y	Y	182	6									Y									30.2	0.53	C
PWC Indoor Ice Arena *5180 Dale Boulevard*																181	6													2 Ice				7.2	0.85	A-
Sharron Baucom-Dale City Rec Center *14300 Minnieville Road*					3						2	1		Y	Y	262	8	Y			Y						Y								31.2	0.64	B-
Turley Fields *14998 Birchdale Avenue*					2									Y	Y	29																			5.0	0.48	C-
VEPCO Fields *14101 Mapledale Avenue*	3														Y	25																			9.4	0.27	D
REGIONAL PARKS																																					
Andrew Leitch Park/Waterworks *5301 Dale Boulevard*	1		1	1				1			2	7	4.2	Y	Y	206	2					Y	Y			Y									219.1	0.60	C
LINEAR/GREENWAY PARKS																																					
Ashland Park *15400 Spriggs Road*	*undeveloped park*																																	22.3		
Greenwood Farms Park *14450 Delaney Road*	*undeveloped park*																																	51.4		
Saratoga Hunt Park *14450 General Washington Drive*	*undeveloped park*																																	57.0		
NATURAL/CULTURAL RES. PARKS																																					
Barnes House *5049 Waterway Drive*																1	1			Y															8.2	n/a	n/a

***NOTE: PARK PLANNING DISTRICT 9 SCHOOL/COMMUNITY USE SITES ARE PROVIDED AT THE END OF THIS SECTION IN ORDER TO PRESERVE FORMATTING.**

PRINCE WILLIAM
——Parks, Recreation & Tourism

Park Planning District 10



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George Hellwig Memorial Park Administrative Offices
14420 Bristow Road
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N

1 Miles

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November 2019

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PWC PARKS
Planning District 10

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr	Historic Prop./Programs	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Stream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Skate Area	Equestrian Ring	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																					
Occoquan Park *12701 Popular Lane*									1		1	1				5	1																		0.7	0.53	C
COMMUNITY PARKS																																					
Lake Ridge Marina & Golf Course *12350 Cotton Mill Drive*							Y			1	1	6	1.77	Y	Y	288	15		Y					Y	Y	Y				9				Mini Golf	78.4	0.65	B-
PWC Stadium Complex (Pfitzner) *7 County Complex*			1	3			Y							Y	Y	819	18																	BMX	65.5	0.63	B-
REGIONAL PARKS																																					
Chinn Aquatics & Fitness Center *13025 Chinn Park Drive*	3						Y				1	1	1.05	Y	Y	203	20	Y			Y												Y		89.5	0.60	C
LINEAR/GREENWAY PARKS																																					
None																																					
NATURAL/CULTURAL RES. PARKS																																					
None																																					
SCHOOL/COMMUNITY-USE SITES*																																					
American Legion Field	*leased facility restricted to scheduled users only*																																		1.8	n/a	n/a
K9 Gunner Memorial Dog Park	*property leased and maintained by PWC DPRT as a dog park*																																		1.8	n/a	n/a
Antietem ES				2				Y			Y																								7.9		
Lake Ridge ES	1						Y				Y																								9.2		
Lake Ridge MS	2	1 Turf	1	2					5																										21.0		
Occoquan ES	1						Y				Y																								5.1		
Old Bridge ES	1			1				Y			Y																								12.9		
Springwoods ES	1						Y	Y			Y																								9.2		
Westridge ES	1			2			Y	Y			Y																								8.7		

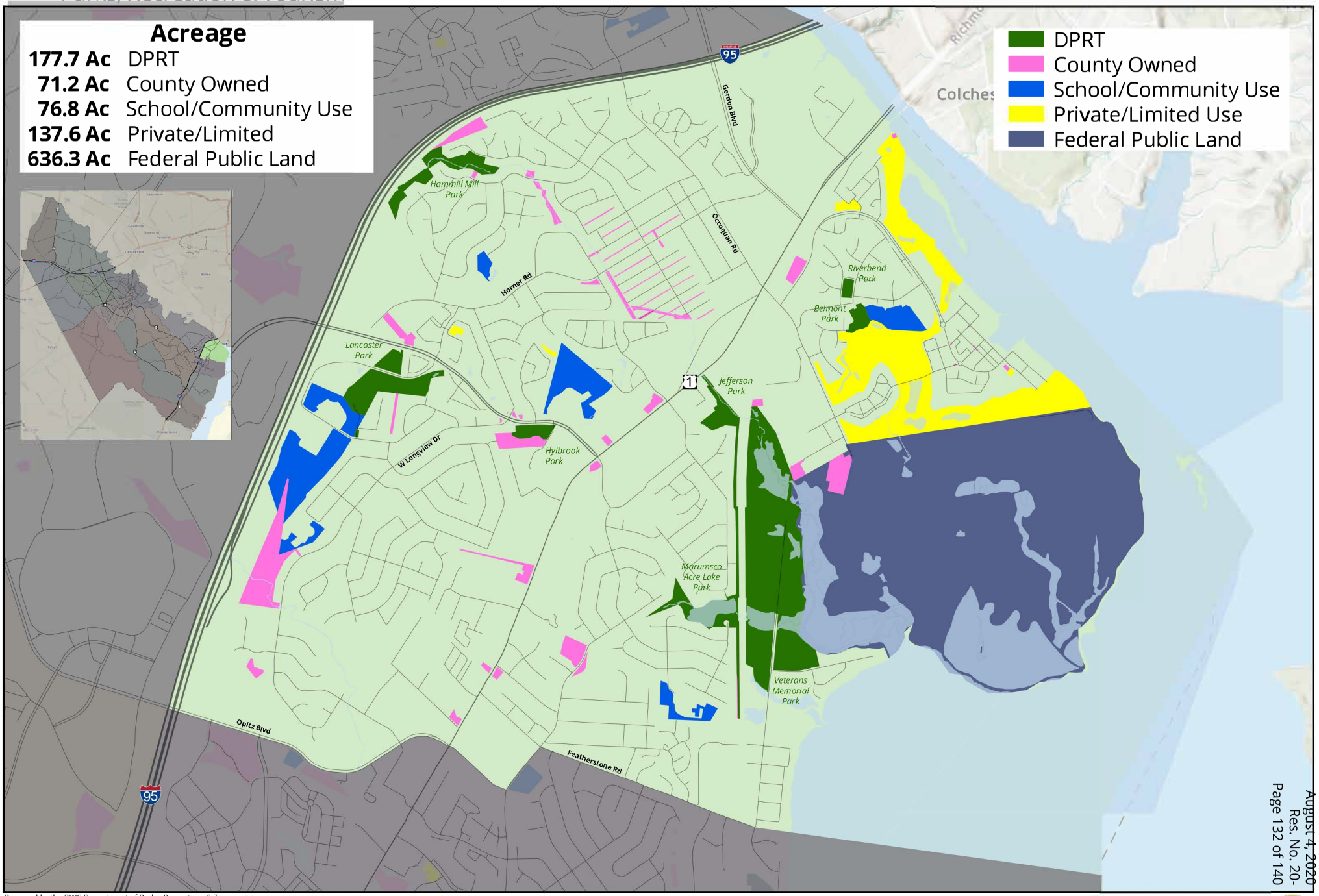
**School rectangle and diamond fields quantified by scheduled use, they may not be standard dimensions; access may be restricted; inventory can fluctuate w/school construction*

PRINCE WILLIAM
Parks, Recreation & Tourism

Park Planning District 11

Acreage

177.7 Ac	DPRT
71.2 Ac	County Owned
76.8 Ac	School/Community Use
137.6 Ac	Private/Limited
636.3 Ac	Federal Public Land



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PWC PARKS

Planning District 11

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr	Historic Prop./Programs	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Stream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Skate Area	Equestrian Ring	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																					
Belmont Park *900 Alexis Road*	1												1.0		Y																				3.6	0.27	D-
Jefferson Park *13729 Jefferson Davis Highway*	*undeveloped park*																																		6.7		
Lancaster Park *13800 Pop Moubry Place*								2		1	2	1				24																			21.2	0.55	C
Marumsco Acre Lake Park *14398 Melbourne Avenue*							Y	1			1	2	0.35			4										Y									19.6	0.54	C
Riverbend Park *13529 Fitzhugh Lane*							Y	1	1	1	1	1																Y							1.7	0.40	D
COMMUNITY PARKS																																					
Hammill Mill Park *1721 Carter Lane*							Y	1			1	2		Y		49					Y		Y					Y							13.3	0.73	B
Hylbrook Park *2430 West Longview Dr*					2										Y	14	2																		4.2	0.60	C
REGIONAL PARKS																																					
Veterans Memorial Park *14300 Veterans Drive*	4	2	2	1	2		Y	1	3	5	2	4	0.76	Y	Y	382	11	Y			Y		Y			Y		Y			Y				107.4	0.60	C
LINEAR/GREENWAY PARKS																																					
None																																					
NATURAL/CULTURAL RES. PARKS																																					
None																																					
SCHOOL/COMMUNITY-USE SITES*																																					
Belmont ES			1	1				Y			Y																								9.2		
Dean Kilby ES	1							Y			Y																								2.4		
Elizabeth Vaughn ES	1							Y			Y																								8.6		
Fred Lynn MS		1	1	1					2																										18.2		
Marumsco Hills ES	1						Y	Y			Y																								3.5		
Potomac View ES	1										Y																								6.0		
Woodbridge MS		1 Turf	1	1					4																										28.9		

**School rectangle and diamond fields quantified by scheduled use, they may not be standard dimensions; access may be restricted; inventory can fluctuate w/school construction*

ATTACHMENT
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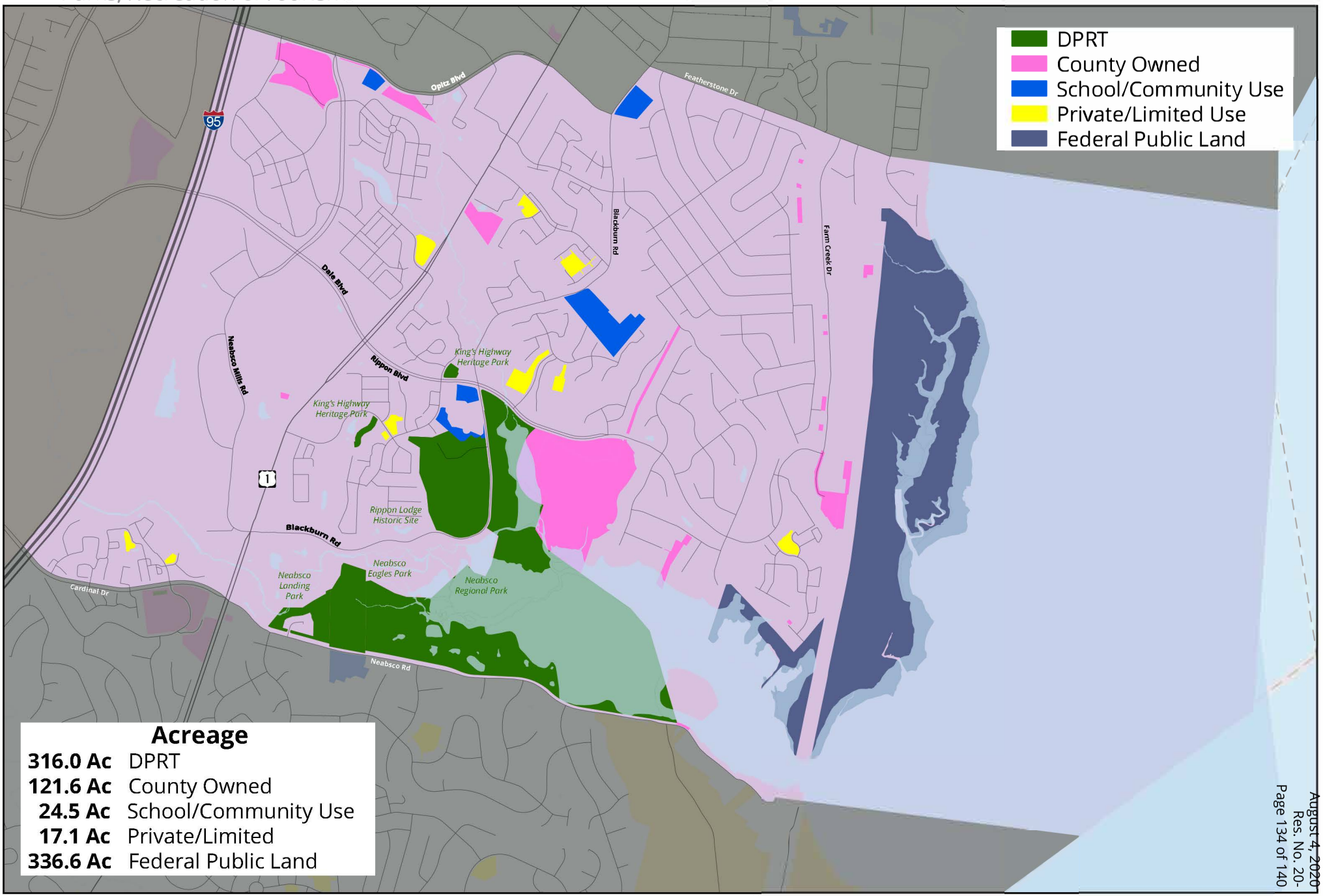
PRINCE WILLIAM
——Parks, Recreation & Tourism

Park Planning District 12



Acreage

316.0 Ac	DPRT
121.6 Ac	County Owned
24.5 Ac	School/Community Use
17.1 Ac	Private/Limited
336.6 Ac	Federal Public Land

Prepared by the PWC Department of Parks, Recreation, & Tourism
George Hellwig Memorial Park Administrative Offices
14420 Bristow Road
Manassas, VA 20112
Phone: 703-792-7060
Fax: 703-792-4278

N

1 Miles

Note: Any determination of topography or contours or any depiction of physical improvements, property lines, or boundaries is for general information only and shall not be used for design modification or construction of improvements to real property or for floodplain determination.

November 2019

PWC PARKS

Planning District 12

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr.	Historic Prop./Programs	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Stream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Skate Area	Equestrian Ring	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																					
None																																					
COMMUNITY PARKS																																					
None																																					
REGIONAL PARKS																																					
Neabsco Regional Park													3.5																								
15125 Blackburn Road entrance										1	1	1			Y													Y						BOARD WALK	270.6	0.80	B
15801 Neabsco Road entance			1		1										Y																				0.40	D
LINEAR/GREENWAY PARKS																																					
None																																					
NATURAL/CULTURAL RESOURCE PARKS																																					
Rippon Lodge Historic Site *15520 Blackburn Road*							Y						1.0	Y	Y	Y	Y			Y															42.8	n/a	n/a
The Kings Hwy Heritage Park I & II *2251 Vantage Drive*													1.5							Y															2.6	n/a	n/a
SCHOOL/COMMUNITY-USE SITES*																																					
Featherstone ES				1			Y	Y			Y																								4.8		
Porter Traditional School				1				Y			Y																								5.1		
Rippon MS		1	1	1					4																										14.6		

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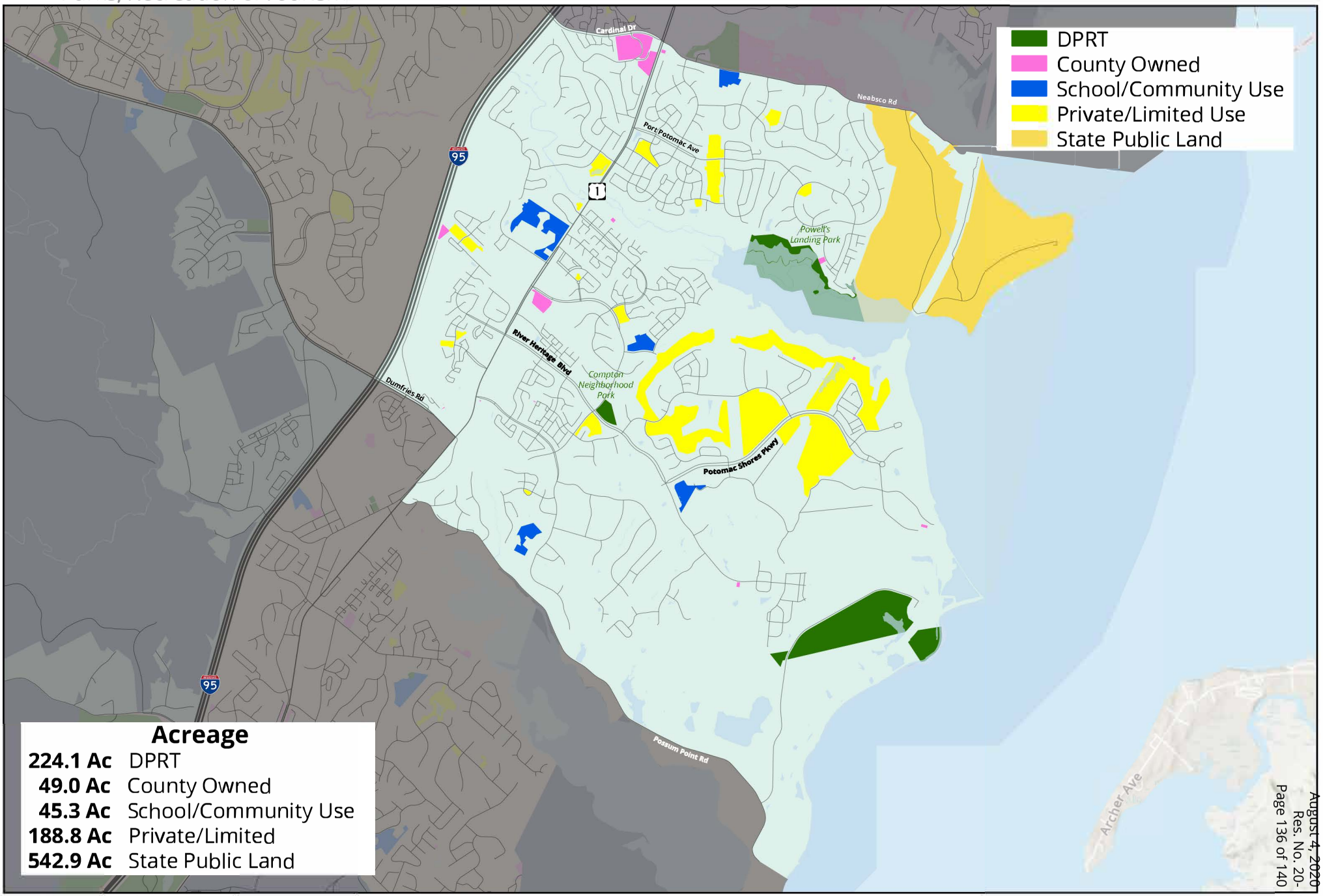
——Parks, Recreation & Tourism

Park Planning District 13



Acreage

224.1 Ac	DPRT
49.0 Ac	County Owned
45.3 Ac	School/Community Use
188.8 Ac	Private/Limited
542.9 Ac	State Public Land

Prepared by the PWC Department of Parks, Recreation, & Tourism
George Hellwig Memorial Park Administrative Offices
14420 Bristow Road
Manassas, VA 20112
Phone: 703-792-7060
Fax: 703-792-4278

N

1 Miles

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November 2019

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PWC PARKS

Planning District 13

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr	Historic Prop./Programs	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Stream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Skate Area	Equestrian Ring	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																					
C. Lacey Compton Neighborhood Park *17301 River Ridge Boulevard*											1	1	0.22			38	2														Y				6.3	0.63	B-
COMMUNITY PARKS																																					
None																																					
REGIONAL PARKS																																					
None																																					
LINEAR/GREENWAY PARKS																																					
Powell's Landing Park *16710 Radcliffe Lane*													0.88																						104.4		
NATURAL/CULTURAL RES. PARKS																																					
Cockpit Point Battery *17998 Cockpit Point Road*	*undeveloped property - visitation by appointment only*																																		113.1	n/a	n/a
SCHOOL/COMMUNITY-USE SITES*																																					
Ferlazzo Pickleball Courts																																		8 PB	0.3	TBD	TBD
Leesylvania ES	1			1			Y				Y																								6.5		
Mary Williams ES								Y			Y																								5.3		
Potomac MS	1	1	1	1					3																										18.2		
River Oaks ES	1			1				Y			Y																								7.2		
Swans Creek ES	1			1				Y			Y																								8.1		

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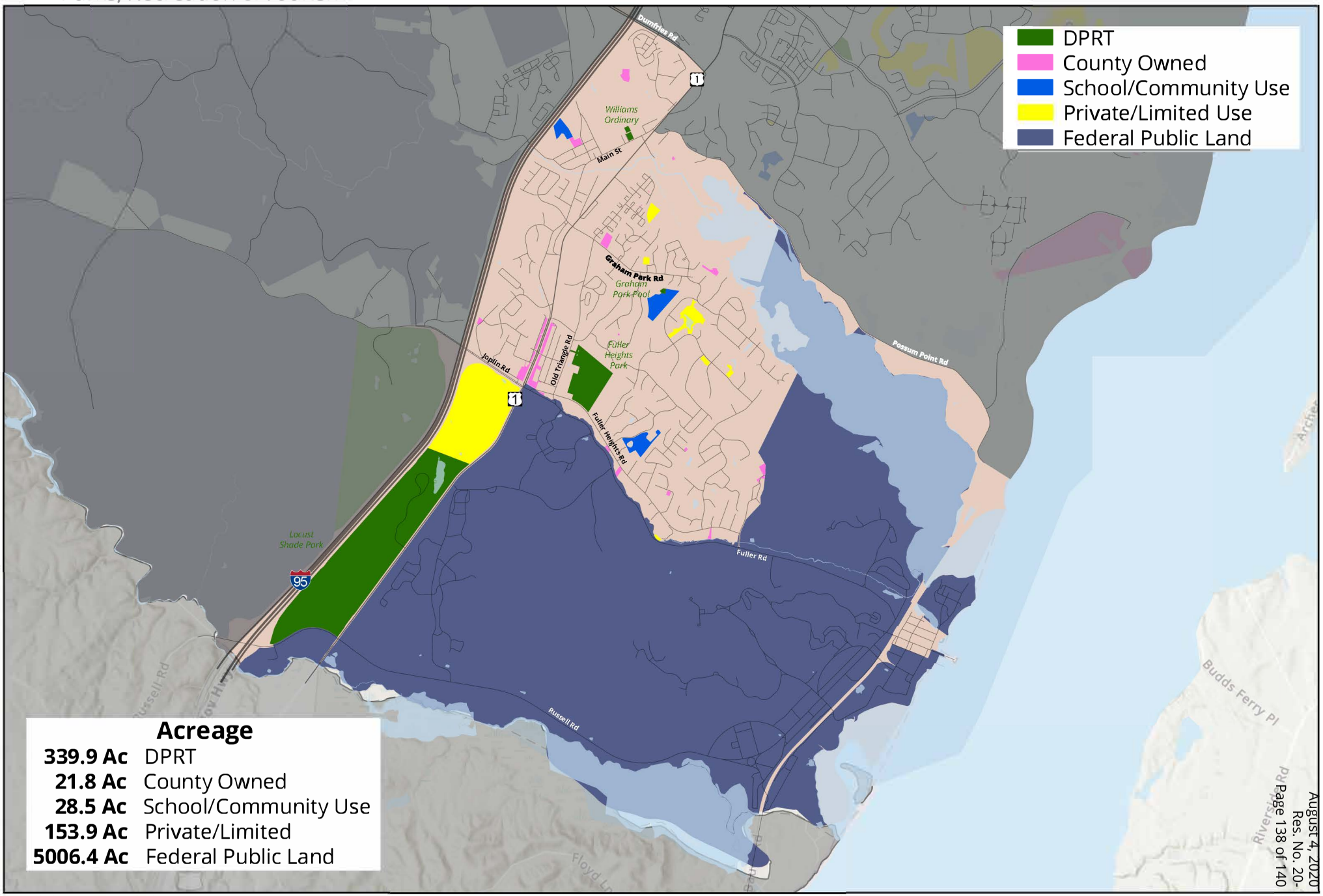
Parks, Recreation & Tourism

Park Planning District 14



Acreage

339.9 Ac	DPRT
21.8 Ac	County Owned
28.5 Ac	School/Community Use
153.9 Ac	Private/Limited
5006.4 Ac	Federal Public Land

Prepared by the PWC Department of Parks, Recreation, & Tourism
George Hellwig Memorial Park Administrative Offices
14420 Bristow Road
Manassas, VA 20112
Phone: 703-792-7060
Fax: 703-792-4278

N

1 Miles

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November 2019

PWC PARKS
Planning District 14

	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Pavilion	Trail (Miles)	Restroom (Permanent)	Restroom (Portable)	Parking	Parking (HC)	Recreation Center	Community/Activity Ctr	Historic Prop./Programs	Pool	Waterpark	Bathhouse	Marina	Boat Launch	Stream/Lake Access	Batting Cage	Horseshoe Pits	Amphitheater	Golf (holes)	Skate Park/Skate Area	Equestrian Ring	Library	Other	Acres	LOS Quality Score	LOS Letter Grade
NEIGHBORHOOD PARKS																																					
None																																					
COMMUNITY PARKS																																					
Fuller Heights Park *18809 Fuller Heights Road*					3									Y		182	6																	42.3	0.96	A
Graham Park Pool *3605 Graham Park Road*												1		Y		89	2				Y		Y											0.6	0.8	B
REGIONAL PARKS																																					
Locust Shade Park *4701 Locust Shade Drive*							Y		3	1	3	8	5.27	Y	Y	294	11							Y	Y		Y		Y				Mini Golf	295.2	0.62	B-
LINEAR/GREENWAY PARKS																																					
None																																					
NATURAL/CULTURAL RES. PARKS																																					
Williams Ordinary *17674 Main Street*														Y		10				Y													HP Office	1.8	n/a	n/a
SCHOOL/COMMUNITY-USE SITES*																																					
Dumfries ES				2							Y																							5.6		
Graham Park MS	1	1 Turf	1	1																														12.6		
Triangle ES	1							Y			Y																							10.3		

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PPD 9 SCHOOL/COMMUNITY USE INVENTORY

PWC PARKS Planning District 9 (continued)	Soccer	Football	Baseball	Softball	Little League	Tball	Open Play	Basketball	Tennis	Volleyball	Playground	Acres
SCHOOL/COMMUNITY USE SITE*												
Alexander Henderson ES				2			Y				Y	8.7
Bel Air ES	1						Y	Y			Y	8.7
Beville MS	1	1	1	1					4			29.1
Christa McAuliffe ES	1			1				Y			Y	10.8
Dale City ES				1			Y	Y			Y	11.2
Enterprise ES				1			Y	Y			Y	9.8
Fannie Fitzgerald ES	1							Y			Y	3.2
Hampton MS	2	1 Turf	1	1					4			18.5
John F. Pattie ES	1		1					Y			Y	10.7
Kerrydale ES	1										Y	9.1
Marin Luther King Jr. ES	1							Y			Y	11.5
Minnieville ES	1										Y	8.9
Montclair ES				1			Y	Y			Y	8.1
Neabsco ES	1										Y	6.8
Rosa Parks ES	1							Y			Y	7.9
Saunders MS	1 Turf	1	1	1					4			16.5
Sonnie Penn ES	1			1				Y			Y	8.6
Thurgood Marshall ES	1			2			Y	Y			Y	11.3

**School rectangle and diamond fields quantified by scheduled use, they may not be standard dimensions; access may be restricted; inventory can fluctuate w/school construction*

PRINCE WILLIAM COUNTY

Office of the County Executive
Christopher E. Martino

STAFF REPORT

The Board of County Supervisors
Ann B. Wheeler, Chair
Victor S. Angry, Vice Chair
Andrea O. Bailey
Kenny A. Boddye
Pete Candland
Margaret Angela Franklin
Jeanine M. Lawson
Yesli Vega

Board Meeting Date:	August 4, 2020
Agenda Title:	Adopt the Parks, Recreation and Open Space Master Plan
Requested Action:	Approve the Resolution to Adopt the Master Plan
Department / Agency Lead:	Department of Parks, Recreation & Tourism
Staff Lead:	Seth Hendler-Voss, Director

EXECUTIVE SUMMARY

The purpose of the Parks, Recreation, and Open Space Master Plan (Master Plan) is to provide staff and the Board of County Supervisors (BOCS) with a road map for future investment in recreational facilities and programs over the next 10 to 15 years. The Master Plan serves as a tactical supplement to the Parks Chapter of the 2020 Comprehensive Plan update, which was adopted by the BOCS last March.

BACKGROUND

The existing Master Plan was adopted by the former Park Authority in 2010. On March 10, 2020, the BOCS adopted an update to the Parks Chapter of the Comprehensive Plan (CPA#2018-00004), which includes a new Level of Service approach that is rooted in equity and quality. The policies within the plan aim to balance the improvement of existing assets with expanding services to fulfill unmet needs in accordance with the 2019 Needs Assessment.

The Parks Chapter of the 2020 Comprehensive Plan recommends the development of a Master Plan as a tactical supplement to effectuate Comprehensive Plan strategies. In specific, Comprehensive Plan policy PK 2.1 states the Master Plan should include cost estimates and prioritization of unfunded projects and implementation strategies that emphasize enhancing the quality of existing parks and programs and ensuring equitable and inclusive access to the County's parks and recreation facilities for each county resident.

The Master Plan process was a joint effort between Pros Consulting and DPRT staff and was unanimously endorsed and recommend for BOCS adoption by the Parks and Recreation Commission on July 15, 2020.

In addition to satisfying a key recommendation of the Parks Chapter of the 2020 Comprehensive Plan update, the Master Plan is required for national accreditation by the Commission for the Accreditation of Parks and Recreation Agencies, which DPRT is current pursuing. Accreditation demonstrates a commitment to meeting industry best practices. Prince William County would be the 13th Accredited agency in the Commonwealth of Virginia and one of 171 nationwide.

The Master Plan includes an analysis of county demographics, a recreation trends analysis, a list of opportunities by Park Planning District, a Capital Project plan, and a strategic implementation plan. Staff may need to amend the Master Plan from time to time based on new data, changing trends, and community needs.

STAFF RECOMMENDATION

It is the recommendation of staff and the Prince William County Parks and Recreation Commission that the BOCS adopt the Parks, Recreation, and Open Space Master Plan.

Service Level / Policy Impact

This Master Plan is a tactical document intended to effectuate Level of Service policy goals contained within the Parks Chapter of the 2020 Comprehensive Plan update.

Fiscal Impact

There is no cost to associated with adopting the Master Plan.

Legal Impact

The Board has the legal authority to adopt the Master Plan.

STAFF CONTACT INFORMATION

Seth Hendler-Voss | (703) 792-4284
SHendler-Voss@pwcgov.org

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Parks, Recreation & Tourism

Parks, Recreation & Open Space Master Plan

Seth Hendler-Voss

Purpose of the Master Plan

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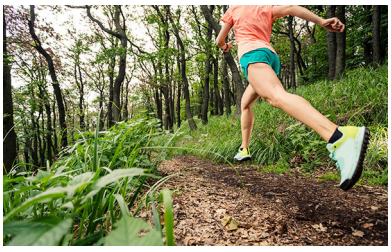
- **Road map for future investment in recreational facilities and programs over the next 10 to 15 years**
- **Supplement and reinforce the 2020 Comprehensive Plan**
- **Required for national accreditation**



Master Plan Components

- Analysis of County demographics
- Recreation trends analysis
- List of opportunities by Park Planning District
- Capital project plan with cost estimates and priorities
- Strategic implementation plan

Master Plan Update Process

- Hired Pros Consulting
- Significant staff involvement
- Robust public input process from 2019 Needs Assessment shaped the plan
- Endorsed by the Parks and Recreation Commission on July 15, 2020

Future Components

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- **Recreation program plan**
- **Cost-recovery philosophy**
- **Maintenance and Operations analysis/cost-of-ownership**
- **Amendments from time to time based on new data, changing trends, and community needs.**

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Parks, Recreation & Tourism

Questions?