

ARLINGTON COUNTY PUBLIC SPACES MASTER PLAN UPDATE



AGENDA

- Process Review
- Preliminary Demographic Analysis
- Site Evaluation
- Engagement Strategy Review
- Focus Groups
- Public Meeting Series 1
- Discussion

PROCESS

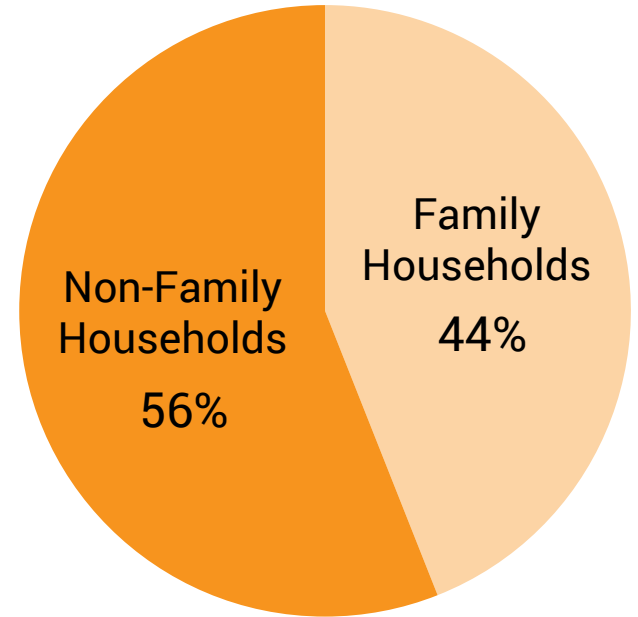
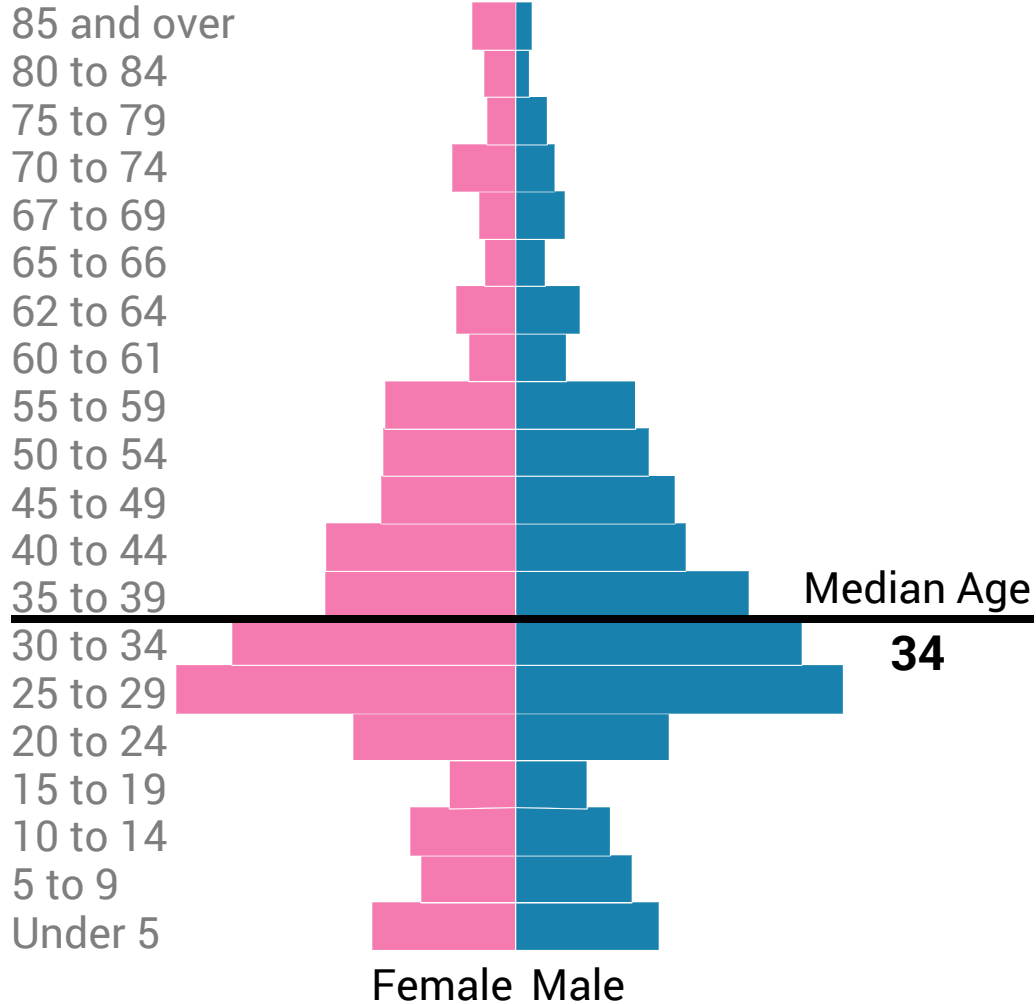
Project Coordination and Management



Coordination with other County projects / consultants

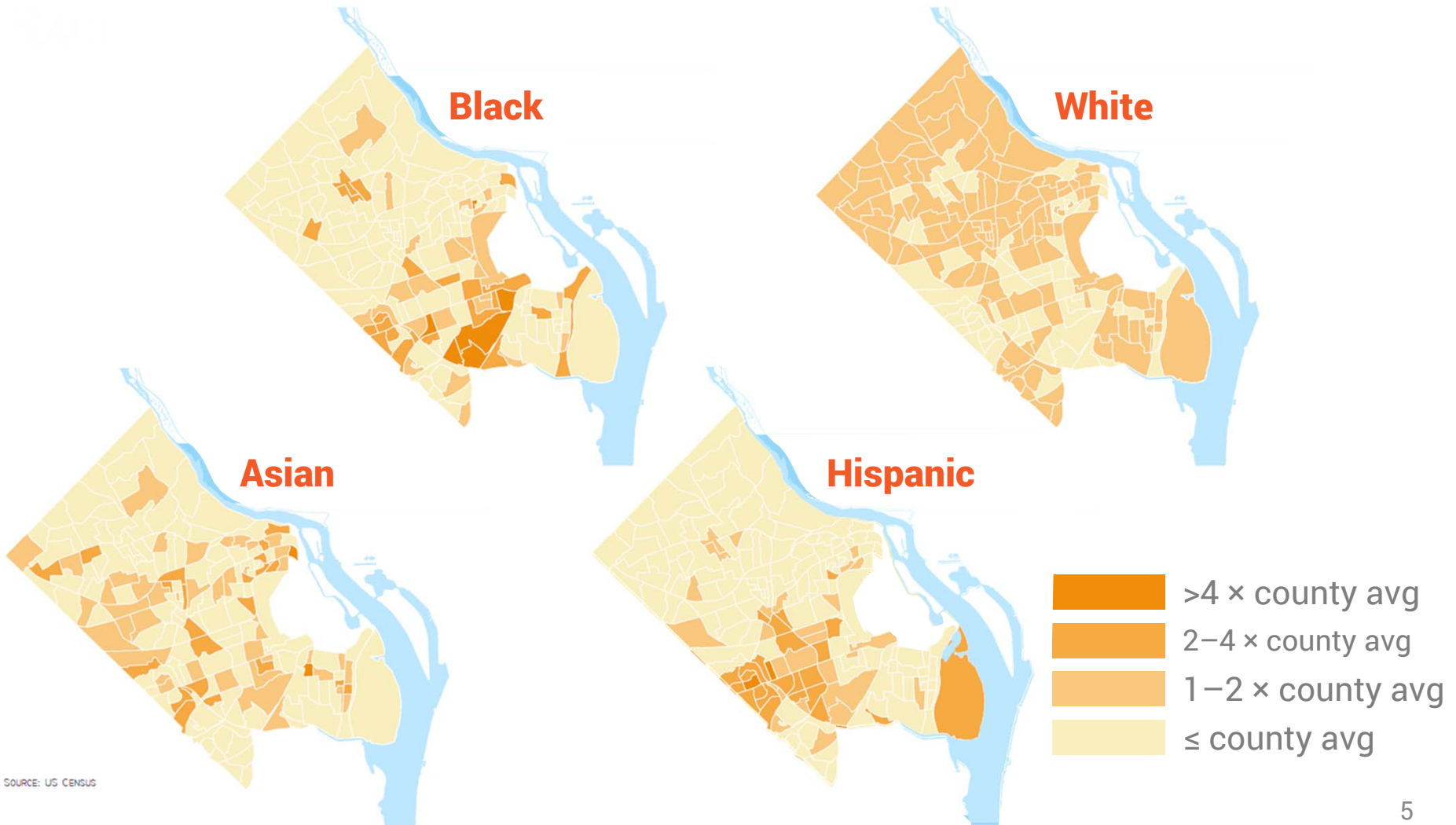
ANALYSIS

DEMOGRAPHICS



ANALYSIS

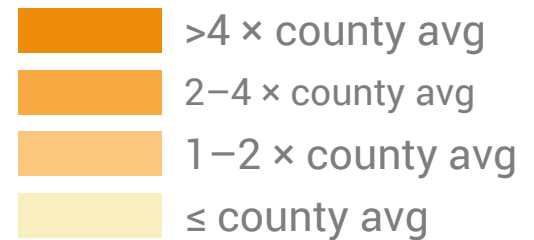
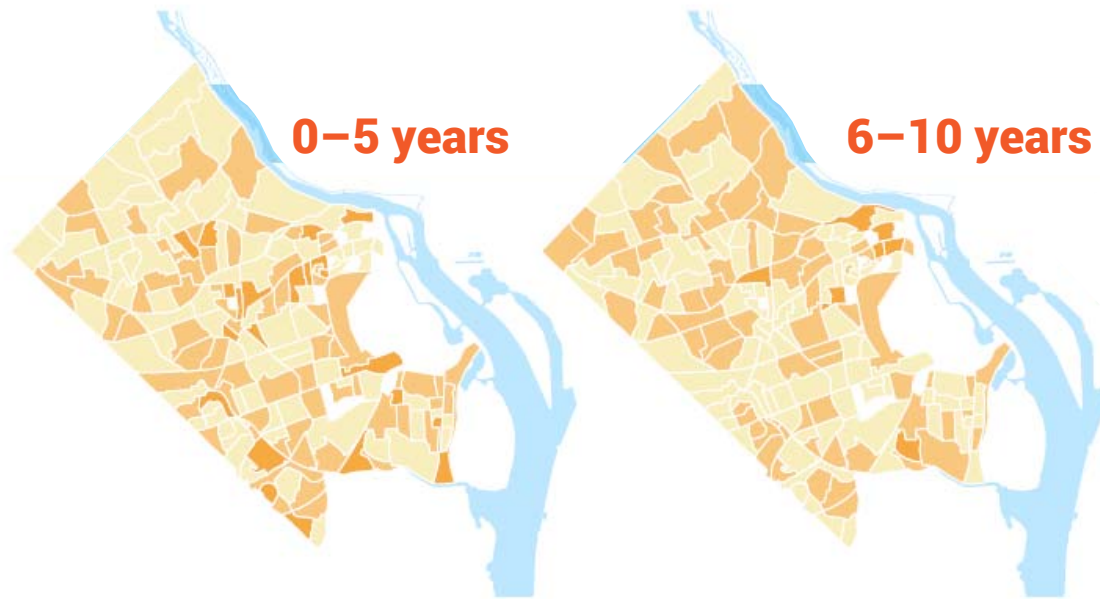
DEMOGRAPHICS



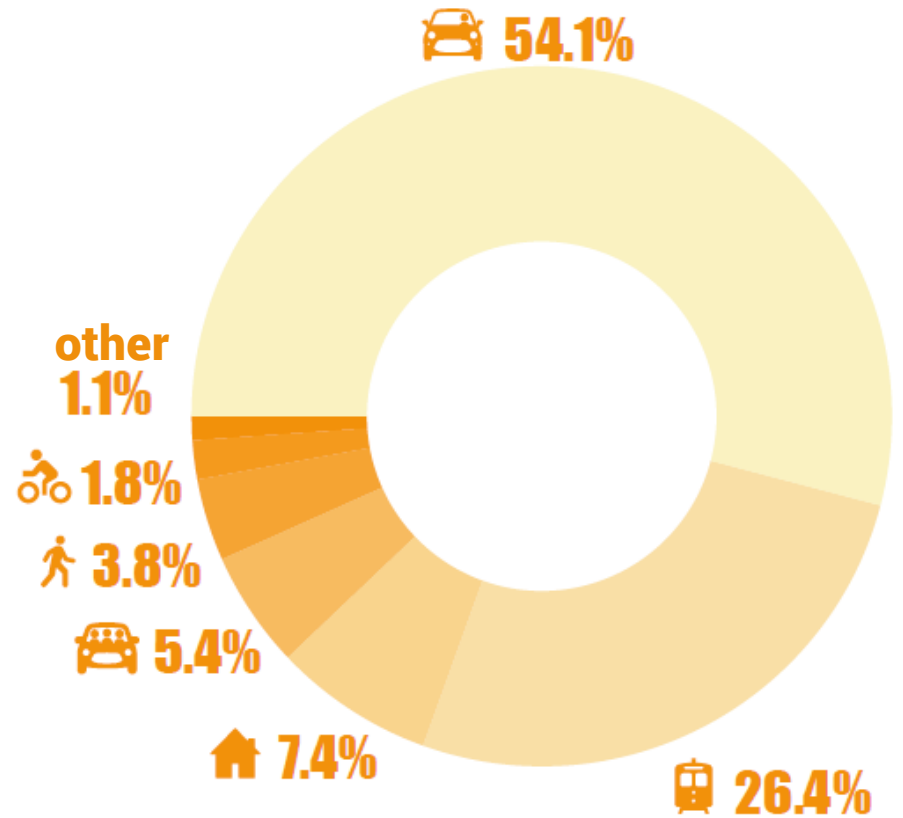
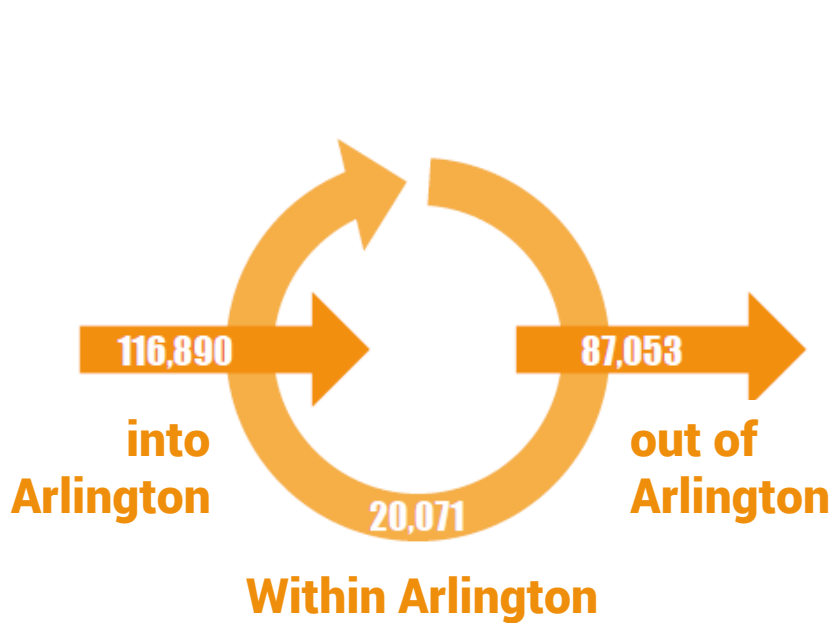
SOURCE: US CENSUS

ANALYSIS

DEMOGRAPHICS



COMMUTING PATTERNS



ANALYSIS

FACILITY EVALUATIONS

Arlington County Public Spaces Master Plan 1/6

SITE / FACILITY ASSESSMENT FORM

Site/Facility: _____
 Address: _____
 Acreage: _____
 Completed By: _____ Date & Time: _____

General Description

Access and Connectivity (check all that apply)

SITE ACCESS		ACCESS CONDITIONS
<input type="checkbox"/> public road / parking lot	road(s) / intersection _____	<input type="checkbox"/> well maintained
<input type="checkbox"/> sidewalk / pedestrian	_____	<input type="checkbox"/> moderately maintained
<input type="checkbox"/> bike / water trail	name _____	<input type="checkbox"/> poorly maintained
<input type="checkbox"/> Metro rail	station _____	<input type="checkbox"/> reliable access
<input type="checkbox"/> bus	stop _____	<input type="checkbox"/> unreliable access

Signage (check all that apply)

TYPE	CLASSIFICATION	
<input type="checkbox"/> wood	<input type="checkbox"/> educational / informational	<input type="checkbox"/> directional
<input type="checkbox"/> PVC/Ore board	<input type="checkbox"/> informational	<input type="checkbox"/> orientation Kiosk
<input type="checkbox"/> metal	<input type="checkbox"/> facility identification – large	<input type="checkbox"/> parkrules
<input type="checkbox"/> Other: _____	<input type="checkbox"/> facility identification – small	<input type="checkbox"/> other: _____

Purpose

Better understand the park system
 Inform park classifications

Site / Facility Assessment Form

Access and Connectivity
 Signage
 Land Cover / Natural Resources
 Strengths, Weaknesses, Opportunities
 Site Amenities
 Stormwater Infrastructure
 Corrective Actions Needed

ADA Assessments

Assessments of all sites completed

ENGAGEMENT

TAILORED STRATEGIES



Core Staff

biweekly
communication

Advisory
Committee,
County Board

briefings

Stakeholders

interviews and
focus groups

Public

deliberate input
and feedback

STAKEHOLDER INTEREST GROUPS

- Sports leagues
- Drop-in play
- Social Leagues
- Urban forestry & Natural resources
- Community gardens
- Kids (preschool programs)
- Bicycle advisory groups, advocates & users
- Community center users
- Multicultural programs users
- Volunteers
- Community Facilities Study
- Partners: BIDs, GWU, Marymount University

FOCUS GROUP PROCESS

an open group discussion with a *focus*

6-8 (4-12) participants

neutral facilitator

sample selection



1-2 hours

incentive

audio recorder and
interactive materials

Ethics: informed consent and reporting

PROPOSED FOCUS GROUPS

- Transit dependent (seniors, persons with disabilities, etc.)
- Families pressed for time or concerned with budget
- Cultural sports and social leagues
- Teens
- Millennials
- Seniors
- Persons with disabilities
- Congregate meals programs users

FOCUS GROUP STRATEGY

- Partner with community organization serving participants
- Provide incentives for participation, such as food, transportation, etc.
- Bi-lingual focus group facilitator

PUBLIC SURVEY

Community Interest and Opinion Survey: *Let your voice be heard today!*

Arlington County would like your input to help determine park and recreation priorities for our community. This survey will take 10-15 minutes to complete. When you are finished, please return your completed survey in the enclosed postage-paid, return-reply envelope. We greatly appreciate your time!

1. Please indicate if **YOU** or **any member of your HOUSEHOLD** has a need for each type of facility listed below by circling the YES or NO next to the right of each type of facility.

If YES, please answer the questions to the right of the facility regarding “How well are your needs being met?” and “How many times did you use this type of facility during the past 12 months?”

Type of Outdoor Facility:	Have a Need for this Facility?		If Yes, how well are your needs met?				If Yes, how many times did you use this type of facility in past 12 months?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met	None	1-10 times	11-25 times	26 or more times
01. Rectangular sports fields (soccer, football, Ultimate Frisbee, etc.)	Yes	No	4	3	2	1	0	1	2	3
02. Diamond athletic fields (baseball, softball, kickball, etc.)	Yes	No	4	3	2	1	0	1	2	3
03. Paved, multi-use trails (walking, biking)	Yes	No	4	3	2	1	0	1	2	3
04. Water spraygrounds	Yes	No	4	3	2	1	0	1	2	3
05. Playgrounds	Yes	No	4	3	2	1	0	1	2	3
06. Tennis courts	Yes	No	4	3	2	1	0	1	2	3
07. Basketball courts	Yes	No	4	3	2	1	0	1	2	3
08. Volleyball courts	Yes	No	4	3	2	1	0	1	2	3
09. Skate park	Yes	No	4	3	2	1	0	1	2	3
10. Dog parks	Yes	No	4	3	2	1	0	1	2	3
11. Natural areas and wildlife habitats	Yes	No	4	3	2	1	0	1	2	3
12. Courts (Pickle ball, handball, bocce, etc.)	Yes	No	4	3	2	1	0	1	2	3
13. Parks and plazas in Metro & Columbia Pike corridors	Yes	No	4	3	2	1	0	1	2	3
14. Park shelters and picnic areas	Yes	No	4	3	2	1	0	1	2	3
15. Bike parks (e.g., BMX)	Yes	No	4	3	2	1	0	1	2	3
16. Hiking trails	Yes	No	4	3	2	1	0	1	2	3
17. Community gardens	Yes	No	4	3	2	1	0	1	2	3
18. Rentable space (for formal events)	Yes	No	4	3	2	1	0	1	2	3
19. Other _____	Yes	No	4	3	2	1	0	1	2	3

2. Which **FOUR** of the **OUTDOOR** facilities from the list in Question #1 are **MOST IMPORTANT** to your household? [Using the numbers in Question #1 above please write in the numbers of the **OUTDOOR** facilities that are your 1st, 2nd, 3rd, and 4th choices, or circle NONE.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

3. What is the latest time in the evening you would consider using outdoor recreation facilities? [Please check ONE of the options for Weekdays and ONE for Weekends.]

Weekdays: ____ (01) 8-9 pm ____ (02) 9-10 pm ____ (03) 10-11 pm ____ (04) 11-midnight
Weekends: ____ (05) 8-9 pm ____ (06) 9-10 pm ____ (08) 10-11 pm ____ (08) 11-midnight

About

7 pages

24 public spaces questions

10 demographics questions

Distribution

Mailed after Thanksgiving

Also available online

Results

Preliminary results expected

early next year

ENGAGEMENT

PUBLIC MEETINGS



Series 1

Information
Sharing

Needs, Values,
Choices

Series 2

Vision / Draft Plan

Did we get it right?

Series 3

Presentation of
Final Plan

Focus on
Implementation

6 months

PUBLIC MEETING SERIES 1



Presentation

- explain the process
- present preliminary analysis

Open House

- gauge perception of existing public spaces
- seek their vision for public spaces in the future

PUBLIC MEETING SERIES 1



- Thursday, February 4 – evening meeting (North Arlington)
- Friday, February 5 – “coffee talk” with DPR director, midday open house, evening happy hour (Courthouse)
- Saturday, February 6 – morning meeting (South Arlington)

INFORMATIONAL STATIONS

1. Snapshot of the park system (acreage, map of locations)
2. Snapshot of the trail network
3. Basic demographics (current and projected)

ENGAGEMENT

DOT VOTING

Of the programs pictured, which are most important to you?
Please place ● dots on the four most important.



Group Exercise

Group Exercise

Wellness

Wellness

Zumba

Zumba

Sports Camp

Sports Camp

Water Fitness

Water Fitness

Swim Lessons

Swim Lessons

Swim Team

Swim Team

Lifeguard Training

Lifeguard Training

Other

Other

Gymnastics

Gymnastics

Martial Arts

Martial Arts

Traditional Sports

Traditional Sports

Other Sports

Other Sports

Performing Arts

Performing Arts

Visual Arts

Visual Arts

After School

After School

Seasonal Camps

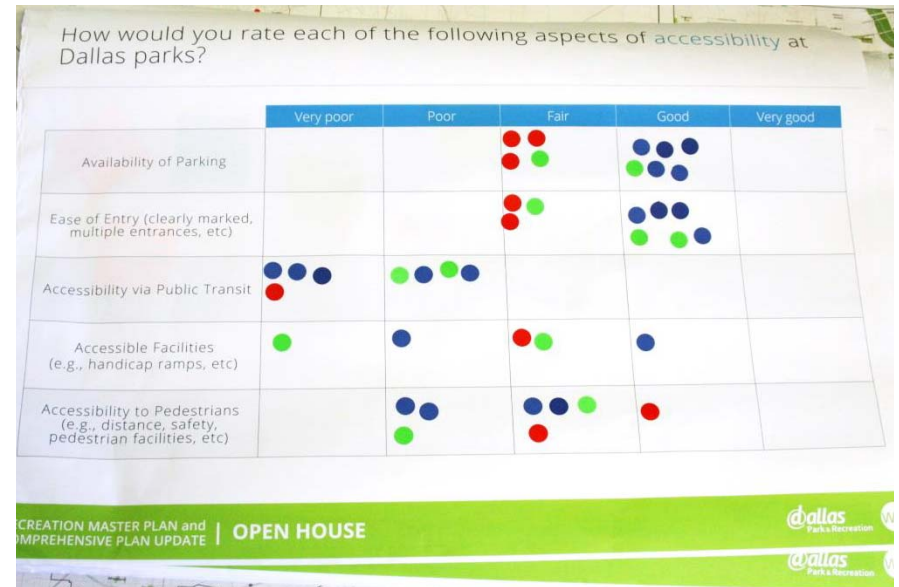
Seasonal Camps

Other

Other

ENGAGEMENT

DOT VOTING



DOT VOTING

1. For each mode, what distance would you be willing to travel to each of the facilities listed?
2. Of the amenities pictured, which are most important to you?
3. Of the programs pictured, which are the most important to you?
4. Are you supportive of the sale of food and beverages (both non-alcoholic and alcoholic) in the following locations?
5. What times of day would you use Arlington's parks and recreation facilities?

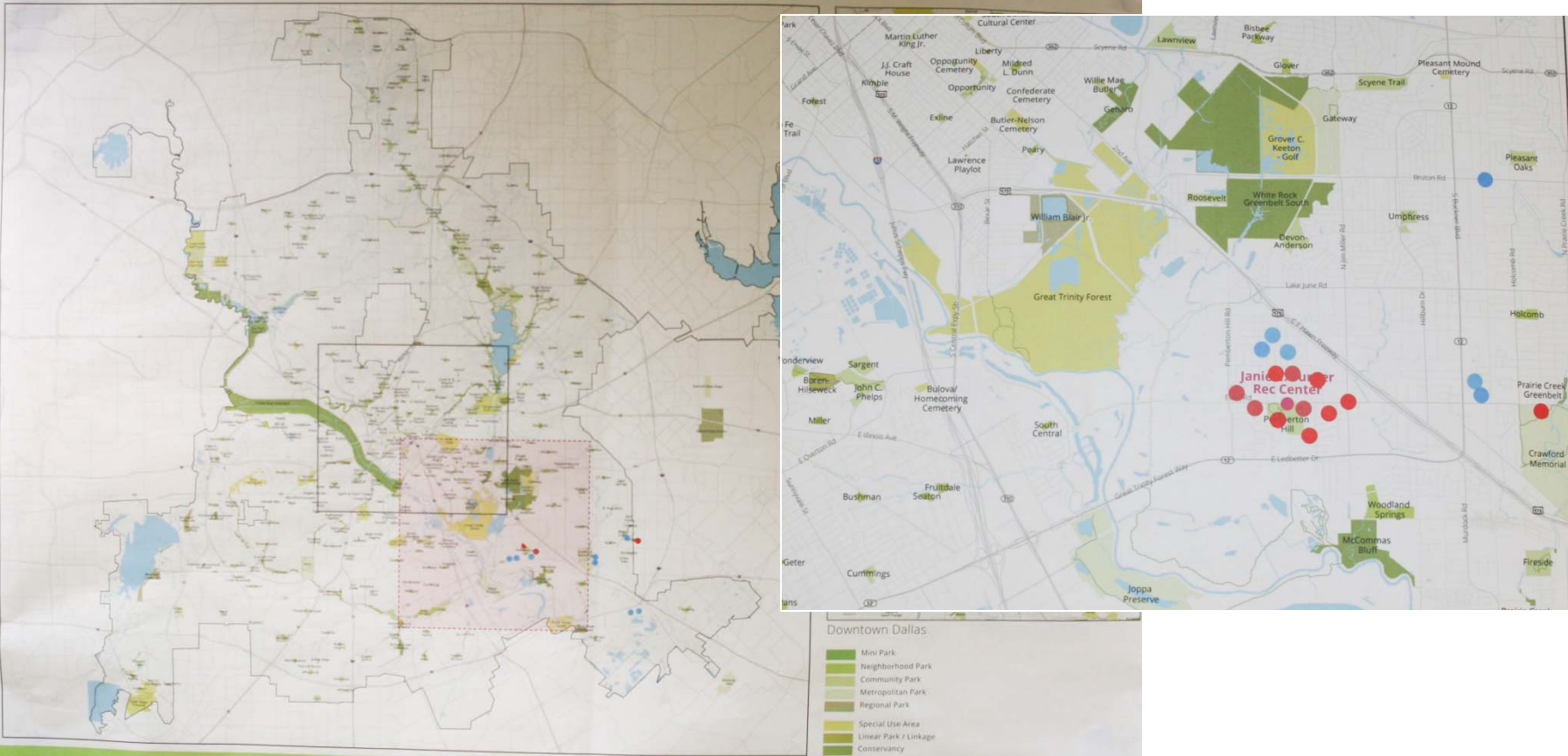
DOT VOTING

6. How supportive are you of some increase in fees to support offering the recreation facilities and programs that are most important to you and your household?
7. How supportive are you of a dedicated funding mechanism (such as a dedicated tax or fee) or private development contribution to support the types of parks, trails, and recreation facilities that are most important to you and your household?
8. How important do you think quality parks, facilities and programs are to the overall pursuit of a healthy and active lifestyle for you and your household?
9. How important do you think quality parks, facilities and programs are to the overall quality of life in Arlington County?

ENGAGEMENT

MAP-BASED

Place a blue dot where you live and a red dot on the park that you use most often.



RECREATION MASTER PLAN and COMPREHENSIVE PLAN UPDATE | OPEN HOUSE



ENGAGEMENT

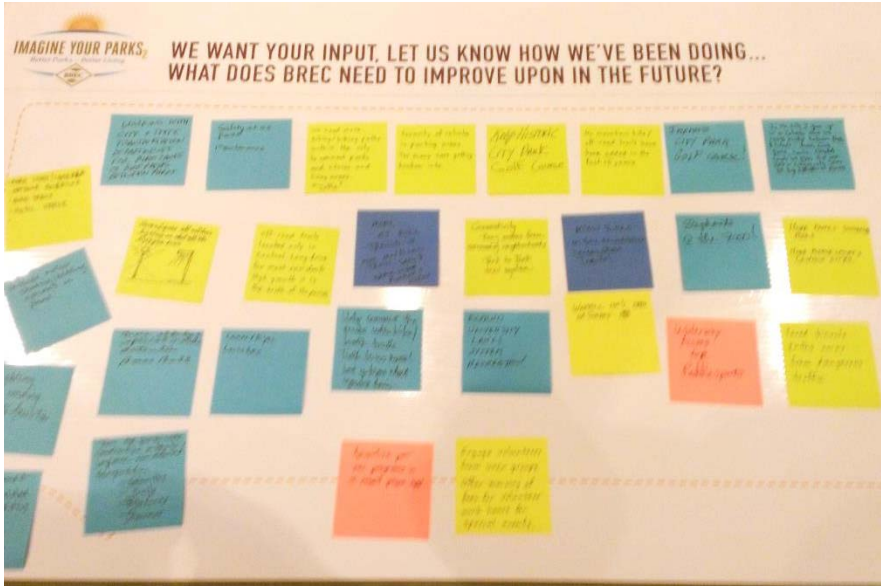
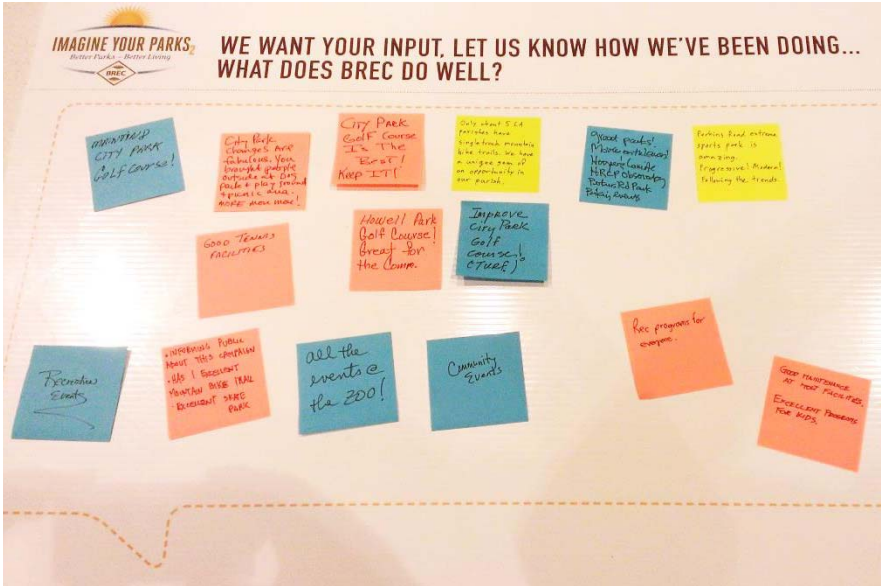
MONEY GAME



- If you had \$1000 to spend on the following improvements to Arlington's park and recreation system, how much would you allocate to each?

ENGAGEMENT

OPEN-ENDED



OPEN-ENDED

1. What improvements would encourage you to walk or bike more to parks?
2. Describe Arlington public spaces in three words.
3. What does Arlington County do well with its public spaces?
4. What should Arlington County improve upon with its public spaces in the future?
5. What keeps your family from using Arlington's public spaces?
6. Which parks or recreation facilities need the most attention?
7. What programs would encourage you to use public spaces more?

ADVISORY COMMITTEE ROLE

- Assist staff and the consultant in developing a community engagement plan and provide strategic guidance in ways to resolve matters of community process during the study
- Assist staff in public engagement
- Participate in workshops, focus group meetings, and countywide public meetings when applicable

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