



Attachment #4

Vienna Parks and Recreation Master Plan: Community Meeting #1 Summary

Introduction

This memorandum summarizes the feedback received during the second **Our Plan to Play** community-wide engagement event, which was held from 6:00 p.m. to 8:00 p.m. on Thursday, May 16th in the Community Room of the Vienna Community Center.

This community event included a presentation, a short question and answer session, and then open house activities and conversations with the community. The activities during this event were focused on introducing the planning process to the community and getting preliminary community impressions of four topics: how the town should invest funds, what facilities and programs are well used in the town today, the strengths people perceive in the Town's recreation system, and how satisfied people are with the way parks and recreation is managed and its contribution to a quality way of life in Vienna.

The intended outcome of this event was to build excitement and engagement for the plan and to gain valuable community feedback that could inform focus areas and engagement approaches for the Master Plan process.

Engagement Strategy and Overview

This engagement event took place as the project team transitioned from studying existing conditions to documenting community needs. The feedback solicited at this meeting critically informs the project team's understanding of community members' parks and recreation priorities.

This in-person engagement complements two project surveys, both of which were live at the time of the meeting (a statistical survey, sent to a sample of randomly selected residents, and a community survey, available to all residents) and a second community meeting that took place in Fall 2024 to solicit input on the draft project vision and strategic plan. This event was facilitated by six Town of Vienna staff members and five members of the Kimley-Horn team. Participants were asked to sign in upon entry; 43 attendees signed in, and it is estimated between five and ten attendees did not, resulting in an approximate total of 50 participants.

The public meeting began with a presentation from David Samba (Kimley-Horn) providing an overview of the plan development process, with subtitles transcribing his narration into Spanish in real-time. Following the live presentation, the presentation slides ran on a continuous loop. A pre-recorded version of the presentation will be made available on the project website. After a brief question and answer session, participants were instructed to engage with one of four interactive stations at their own pace. At a fifth station, participants were invited to take the community survey using either iPads or printed copies; three participants completed printed copies during the meeting. The following section describes each station's activity in detail, along with the resultant feedback.



Key Takeaways

Community members expressed gratitude for the diversity of existing parks and recreation assets and events, as well as a strong interest in continued participation, investment and engagement in additional facilities and programs. In particular, the following key messages emerged across all activity stations:

- **Enhancing facilities:** community members reported greater satisfaction with programs than with facilities and would therefore **prioritize facility improvements over program expansions**.
 - Existing facilities do not fully satisfy community needs, especially for athletics.
 - Recurring facility needs include dedicated pickleball courts, a new aquatic facility, and a fitness center.
- **Cultivating open spaces:** community members place high value on the conservation and maintenance of the Town's open space network, especially for passive recreation.
 - In addition to preserving existing open spaces, the creation of new open spaces, such as greenways or pocket parks, could further enhance this network.
- **Improving inclusivity:** community members hope to expand the inclusivity and accessibility of facilities and programs for all user types.
 - Expanding transportation options at facilities and events, such as more parking or bicycle facilities, may help promote physical access and encourage participation.
- **Engaging the community:** community members appreciate the Town's communication of parks and recreation information and opportunities to engage with the Department.
 - Participants expressed a keen interest in remaining involved in decision-making processes through the remainder of this plan development and beyond.

The information gathered from this first community meeting will be consolidated with additional input gathered from the project surveys to guide plan development. The key themes from this initial assessment of community needs and opportunities will help to define and support the overarching plan vision and investment strategy, both of which will be revisited at the second community meeting.



Engagement Summary

Activity 1 - Our Plan to Invest

The goal of this activity was to understand how participants would spend their money if they were making the decisions for allocating limited financial resources. Data collected from this exercise reveals how participants would prioritize future investment in the Town's facilities, programs, and open spaces.

In this activity, participants were provided with five "money" chips and asked to distribute them between four investment categories: classes and programs, facilities, events, and natural and open space. **Figure 1** illustrates the total number of chips allocated to each investment category. After distributing their "funds," participants were then invited to elaborate on their more specific investment priorities within each category by adding a sticky-note to the activity board. **Table 1** lists investment priorities which were highlighted by multiple respondents.

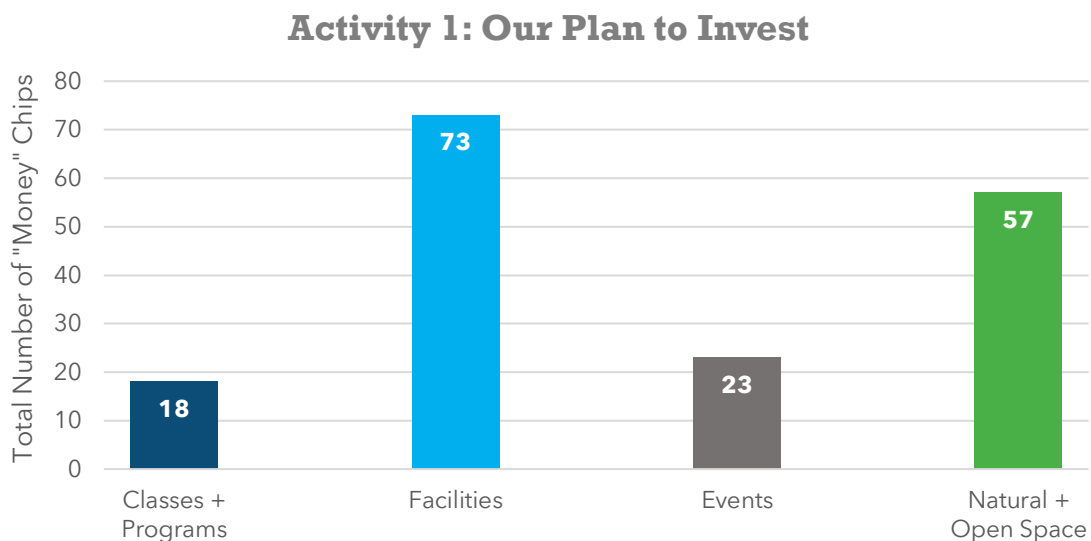


Figure 1: Activity 1 – Investment Category Totals



Table 1: Activity 1 – Investment Priorities with Multiple Respondents

Investment Category	Investment Priority	Number of Respondents
Facilities	Dedicated pickleball courts	16
Facilities	Aquatic center	8
Facilities	Fitness center	4
Natural + Open Space	More natural and open space	4
Classes + Programs	More art classes (for all ages)	3
Events	Chillin' on Church	2
Events	Summer on the Green	2
Natural + Open Space	Greenways	2
Natural + Open Space	Parking at natural and open spaces	2
Natural + Open Space	Picnic Spaces	2
Natural + Open Space	Promoting environmental conservation	2

A majority of respondents prioritized investments in the Department's physical assets: both built facilities and open spaces. Above all other priorities, participants indicated their investment preferences for additional, dedicated indoor and outdoor pickleball facilities to expand court availability and accessibility. Several participants expressed investment interest in an aquatic center and fitness center for both instructive and non-instructive use. Others specified that their ideal investment strategy would prioritize access to open space by promoting conservation efforts, expanding modal options to reach open spaces (e.g., more parking and bicycle facilities to and at open spaces), and creating new types of open spaces (e.g., linear parks or pocket parks).

Although fewer participants expressed an investment priority for programming, those who did so tended to allocate their resources to the arts, such as concert series or art classes. One participant emphasized the value of integrating multicultural and historic contexts to these arts and music events.

Activity 2 – Our Plan to Participate

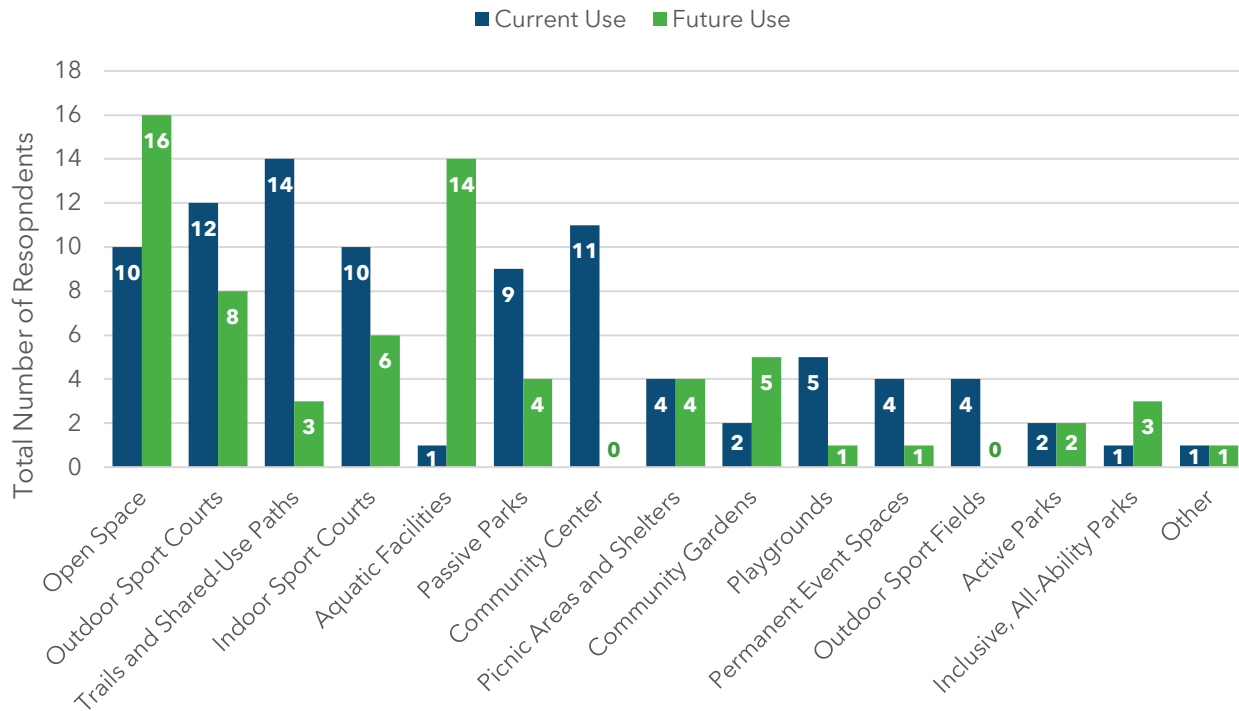
The goal of this activity was to understand what activities and facilities community members currently use and to identify any activities or facilities they would like to use but currently do not. Data collected from this exercise reveals whether existing facilities and programming meet community needs and where there may be an opportunity to narrow the gap between desired and available amenities and services.

In this activity, participants were asked to demonstrate their current and desired engagements with the parks and recreation system by placing stickers on two boards featuring common parks and recreation facilities and programs, respectively. One color of stickers corresponded to current participation, and another color corresponded to desired participation. On adjacent posters, participants were then invited to elaborate on their sticker placements with written responses.

Figure 2 illustrates current and future facility use, and **Figure 3** illustrates current and future program participation.

Figure 2: Activity 2 – Current and Future Facility Use

Activity 2: Our Plan to Participate - Facilities



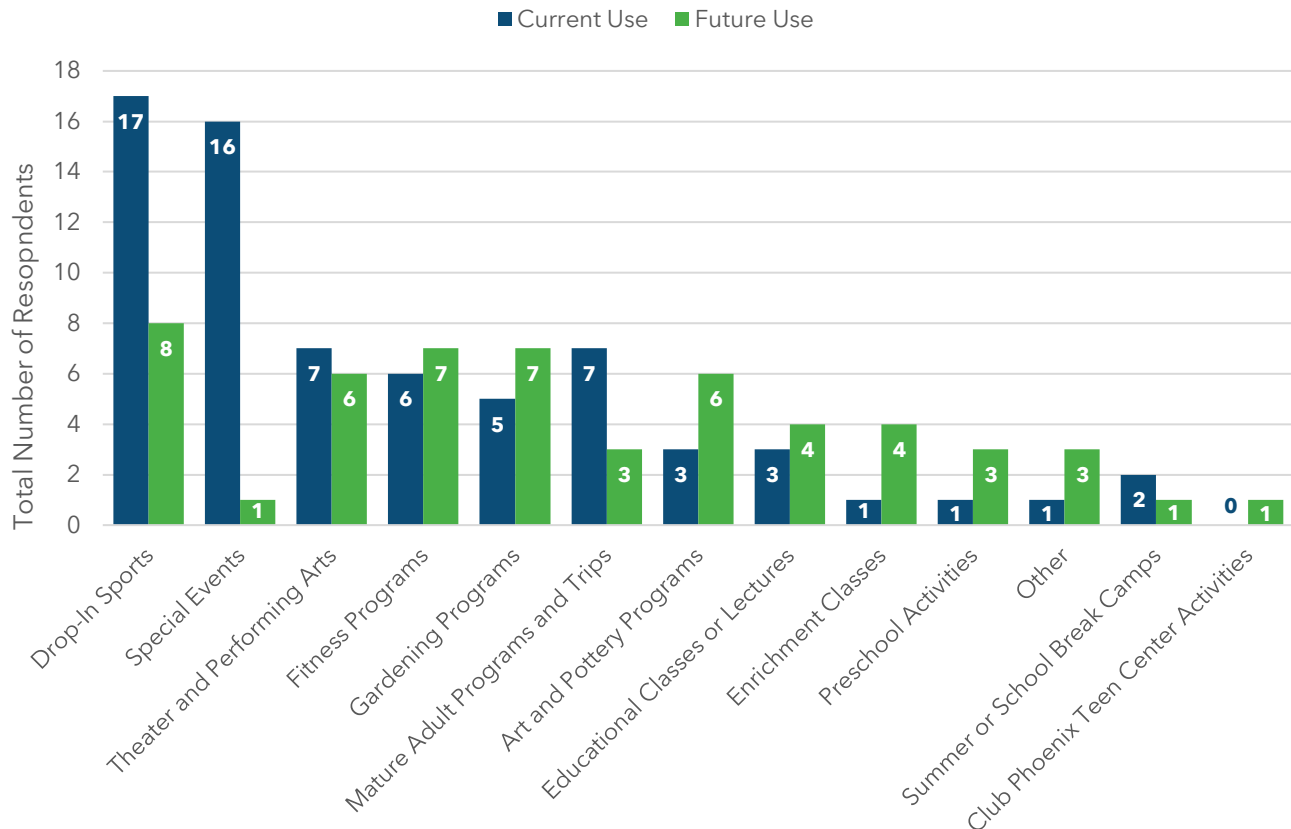
Of all facilities, participants indicated the greatest current and future use of open spaces for passive recreation, indoor and outdoor sports courts, trails and shared-use paths, and aquatic facilities. More participants expressed interest in either indoor and outdoor sports courts than sports fields or active parks combined, indicating a strong preference for courts over other athletic facilities. A desire for future use of open space and aquatic facilities notably exceeded their current use, suggesting an opportunity to invest in expanding these two facility types. While fewer participants expressed a need for community gardens and all-ability parks, these two facilities also saw greater desire for future use than current use, suggesting that existing amenities may not meet community needs. Trails, shared-use paths, and the community center are currently well-utilized, suggesting that these strong amenities already fulfill community needs.

In written responses, participants emphasized the creation of more linear parks, bicycle facilities, and trails, all of which could reduce stress on the W&OD Trail and promote access and connectivity between other facilities. Other participants suggested that creating pocket parks and improving cemetery maintenance could enhance the open space network and expand opportunities for passive recreation. Playground facilities were described as crowded with “old and tired” equipment that may not be accessible to all users. Several participants expressed interest in expanding dedicated indoor and outdoor courts for pickleball, which could reduce facility conflicts with tennis players and allow for more inclusive, drop-in play.



Figure 3: Activity 2 – Current and Future Program Participation

Activity 2: Our Plan to Participate - Programs



Of all programs, community members indicated the greatest current and future participation in drop-in sports and special events. While current program participation generally correlated with future program participation, respondents indicated a stronger future desire for art, gardening and enrichment programs than their current participation. While relatively few respondents indicated a desire for youth programs, this may reflect participant demographics—few parents with school-aged children attended the event—rather than a lack of community need.

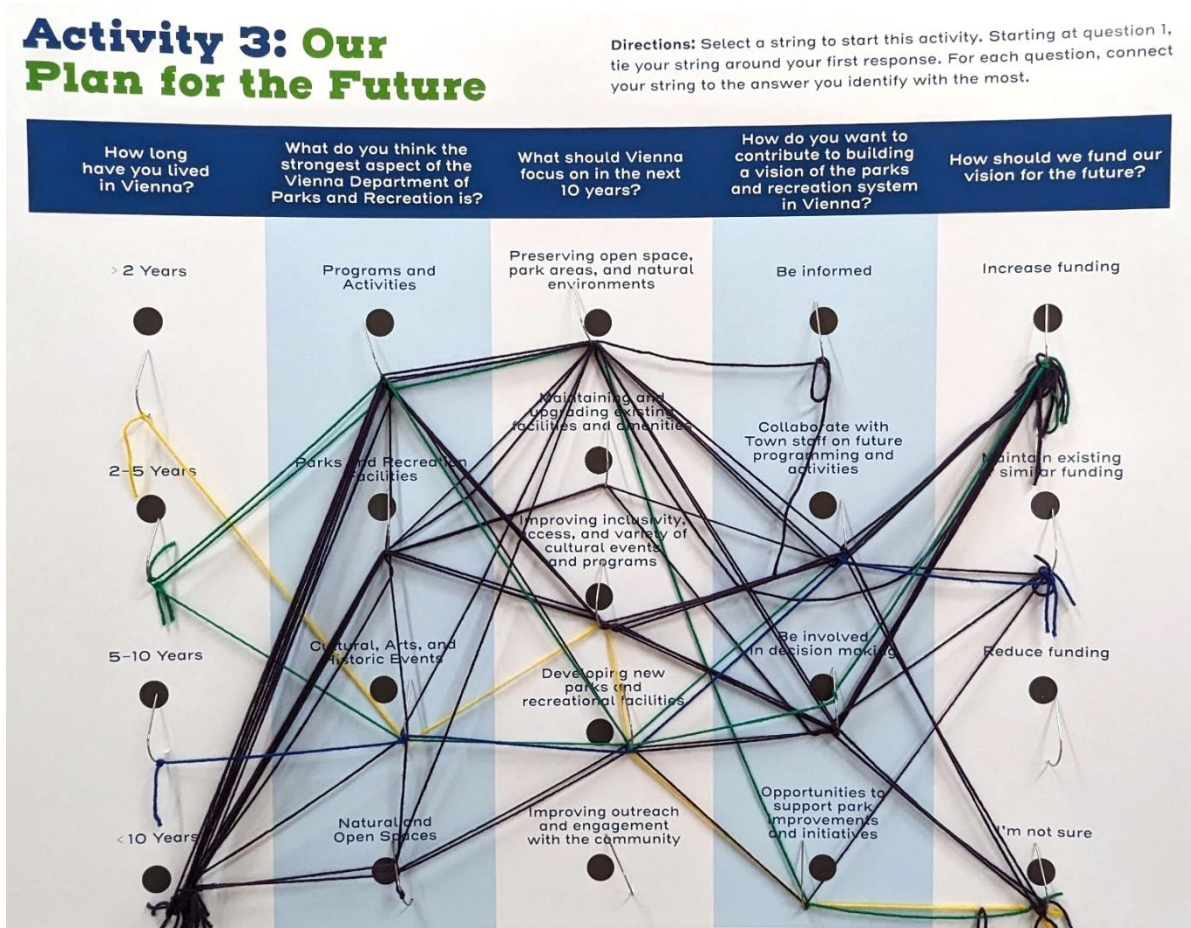
Written responses emphasized a desire for multicultural inclusivity at arts programs, enrichment activities, and special events. Other participants correlated the expansion of sport courts with expanded sports programming to allow for more flexible drop-in play, especially for pickleball.

Activity 3 – Our Plan for the Future

The goal of this activity was to understand what strengths and priorities community members envision for the future parks and recreation system. Data collected from this exercise reveals connections between community perceptions of the existing system and how to define and achieve a more idealized system in the future.

In this activity, participants were invited to tie a piece of string between hooks which correlated with answers to five questions regarding future parks and recreation planning and investment. Different string colors corresponded to the participant's length of residency in Vienna. Collectively, this web of individual threads creates a "community fabric," as shown in **Figure 4**. Twenty participants completed this exercise.

Figure 4: Activity 3 – Community Fabric



This activity was completed primarily by residents who have lived in Vienna for over ten years. These users tended to view the programs and activities as the Department's strongest asset, while more recent residents tended to view cultural, arts, and historic events as a greater strength. Participants indicated similar preferences for future investment focus between preserving natural environments, enhancing the inclusivity of programming, and developing new facilities. To contribute to this vision, a majority of respondents hoped to continue their involvement in decision-making processes and collaborate closely with Town staff. While many respondents indicated their preference to increase funding to achieve these goals—and none indicated a preference to reduce funding-- several participants felt unsure about the increased taxes needed to actualize these improvements.



Activity 4 – Our Plan to Manage

The goal of this activity was to understand the community perception of how well the Town maintains and manages its parks and recreation system. Data collected from this exercise will inform which existing management strategies are working well and where alternative strategies may need to be explored to improve community satisfaction.

In this exercise, participants were provided with fourteen statements regarding the management of the Town's parks and recreation system and asked to rate their agreement with each statement on a scale from one (disagree) to ten (agree). Twenty participants completed this exercise, and not all participants responded to each statement. **Figure 5** illustrates the average ranking of all fourteen statements, ordered from the highest level of agreement to the lowest level of agreement.

All fourteen statements received an average ranking higher than five, suggesting that participants are generally satisfied with the Department's management and operations of its systems. Participants expressed the greatest satisfaction with facility upkeep and cleanliness, the variety of programming, and strong public communication and outreach. However, following similar sentiments shared in the facilities evaluation in Activity 2, respondents reported the least agreement that existing facilities meet community needs.

Participants also expressed lower satisfaction with the accessibility and inclusivity of programs and facilities for all user types. Despite high satisfaction with general facility upkeep, respondents reported less satisfaction with the maintenance of parks, suggesting that additional resources may need to be allocated to maintaining open space assets in particular.



Figure 5: Activity 4 – Management Statements by Average Level of Agreement

Activity 4: Our Plan to Manage

