Attachment #5

Vienna Parks and Recreation Master Plan: Community Meeting #2 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 Monday, September 23rd 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 hearing initial community perspectives on survey findings, parks in Town that are community favorites or in need of improvement, the future vision for parks and recreation, and potential funding strategies.

The intended outcome of this event was to reengage the broader community on the Master Plan, to provide an update on the overall project status, and to gain valuable community feedback to close the community needs phase of the Master Plan project and accelerate into the vision phase of the Master Plan

The feedback from this open house will inform the understanding and documentation of community needs and long-term visioning in the Master Plan. The feedback will also be used to narrow in on the potential funding strategies that could support the to-be-developed Master Plan recommendations.

Engagement Strategy and Overview

This engagement event took place as the project team transitions from documenting community needs to developing draft recommendations. The feedback solicited at this meeting critically informs the project team's understanding of community members' parks and recreation vision and funding needs for the future of the Department.

This event was facilitated by three Town of Vienna staff members and three members of the Kimley-Horn team. Participants were not asked to sign in upon entry but counted upon entry; approximately 40 participants were in attendance.

The public meeting began with a presentation from David Samba (Kimley-Horn) overviewing the plan development process. Following the live presentation, the presentation slides ran on a continuous loop for the remainder of the meeting.

After a brief question and answer session, participants were instructed to engage with one of four interactive stations at their own pace. Results from both the statistical survey and the community survey were printed and placed around the room for participants to review and ask questions about. The following section describes each station's activity in detail, along with the resultant feedback.

Key Takeaways

Community members expressed appreciation for the activities and meeting, 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:

- **Prioritized Community Gathering Locations:** Key community parks and facilities that supported gathering and community/cultural events were identified as being frequently visited and favorite locations, indicating their importance to the community

- **Improvements and Needs:** Several parks, specifically Southside Park, emerged as significant areas for improvement, with concerns about maintenance and the potential for added amenities, such as pickleball courts. The dog park was cited as a facility that could be improved to accommodate a range of dog sizes and activity levels.

- **Specific Spaces/Programing:** The community shared a vision where an enhanced/upgraded community center had dedicated spaces for teens and seniors.

- **Preservation and Accessibility:** Community members emphasized the importance of preserving natural spaces while ensuring facilities are accessible and welcoming for all demographics.

- **Diverse Recreational Aspirations:** There is a strong desire for updated playgrounds, fitness centers, dedicated pickleball courts, and open space, highlighting a need for diverse active and passive recreational options.

- **Funding preferences:** Development-based fees and revenue bonds were favored as potential funding sources, reflecting a **community-oriented approach** to financing parks and recreation initiatives.

The information gathered from this second community meeting will be use with other engagement documents to guide plan development. The key themes from this initial assessment of the community's 2035 vision and funding desires will help to define and support the overarching plan vision, investment strategy, and recommendations.

Engagement Summary

Activity 1 – Our Preferred Places

The goal of this activity was to understand which parks and other locations in the Town that community members visit and favor the most while also gaining insight into the locations that need the most improvements. Data collected from this exercise reveals what locations should be prioritized for potential improvements and details on what is needed at the shared locations.

In this activity, a printed map of the Town showing existing parks, cultural and community sites, public schools, and non-town managed facilities were provided. Participants were asked to place a green pin at their home address a printed map of the Town and place a red pin in the parks and locations they visit most often. They were then instructed to connect the pins using a string. Participants were then prompted to place a green sticker at the location of their favorite park or place and a red sticker at the location of the park or place that they think needs the most improvement and provide feedback on the specifics of improvements needed. This activity demonstrated where participants "Preferred Places" were in the Town, as shown in **Figure 1**.

Figure 1: Activity 1 – Preferred Places

Bowman House, Waters Caffi Fields, and the Town Green were all marked as being the **most frequented locations** by participants. Southside Park, Cunningham Park, Wildwood Park, W&OD Trail, Glyndon Park, and Northside Park were also highlighted as being highly visited parks in the Town.

A majority of respondents listed the Vienna Community Center, Glyndon Park, Wildwood Park, and the W&OD Trail as their **favorite location or park**.

Many residents noted Southside Park as a location in need of improvements. Maintenance for overgrown plants and trash needs were listed as significant problems. Additional feedback shared from the community included a sentiment that the park is underutilized and could benefit from the addition of a pickleball court. Some participants also noted the desire to build an additional dog park in the Town.

One key insight was both a lack of representation from residents of the northwest quadrant and a lack of attraction to sites in the northwest quadrant. Some participants in the activity expressed a lack of awareness that the parks in the northwest quadrant even existed. This suggests a gap in services could be addressed through the planning process.
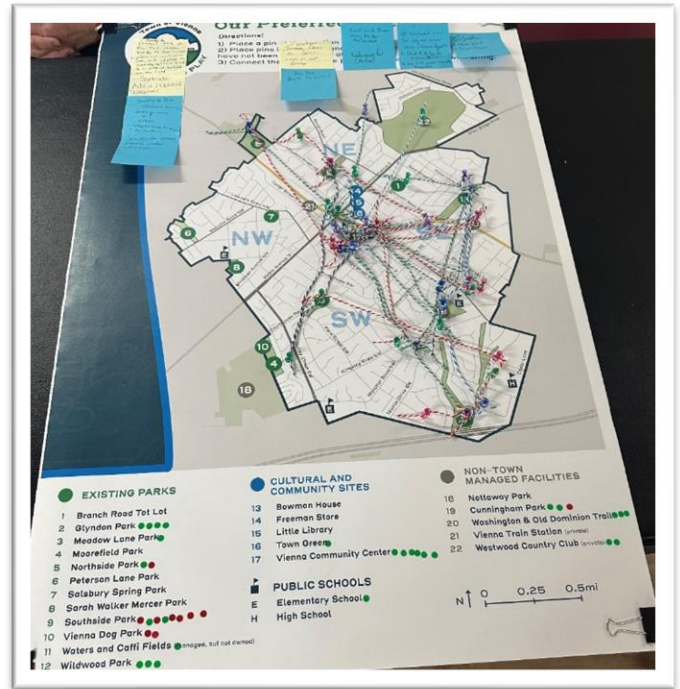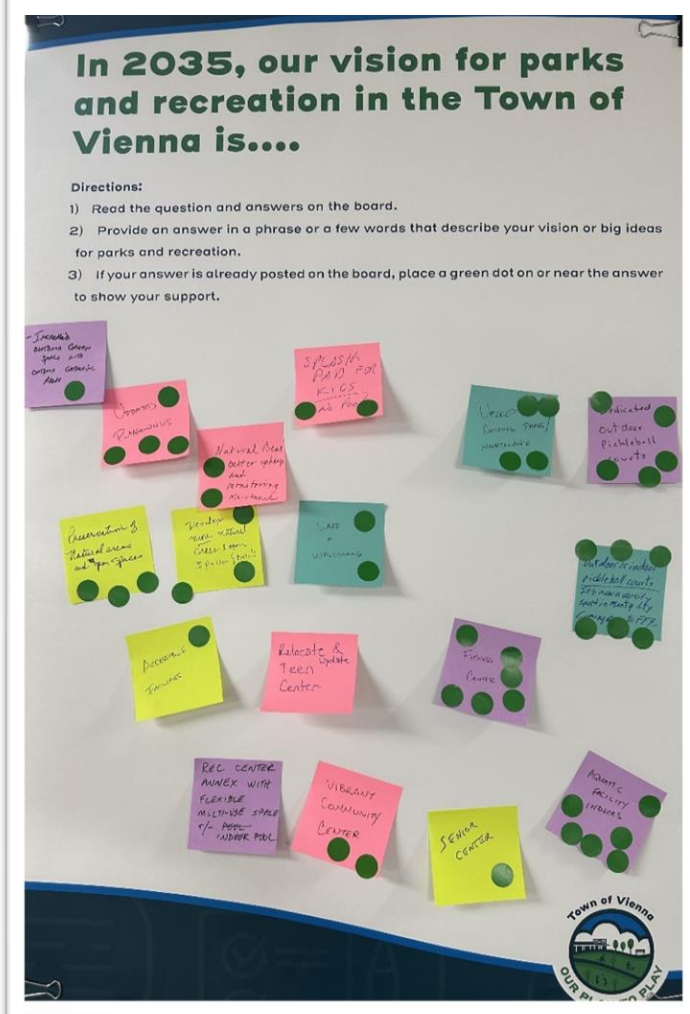
Figure 2: 2035 Parks and Recreation Vision – Activity Responses

Activity 2 – Our Vision for the Future

The goal of this activity was to understand what community members envision for the 2035 future parks and recreation system. Data collected from this exercise reveals the desires and aspirations community members have for parks and recreation in Vienna in the next ten years.

In this activity, participants were asked to use a phrase or a few words to answer the following question: "**In 2035, our vision for parks and recreation in the Town of Vienna is . . .?** ". Participants were prompted to write their responses on a sticky note and place it on the provided board. If their response was already posted on the board, participants were asked to use stickers to reinforce their answer and express agreement. **Figure 2** displays the community responses for this activity.
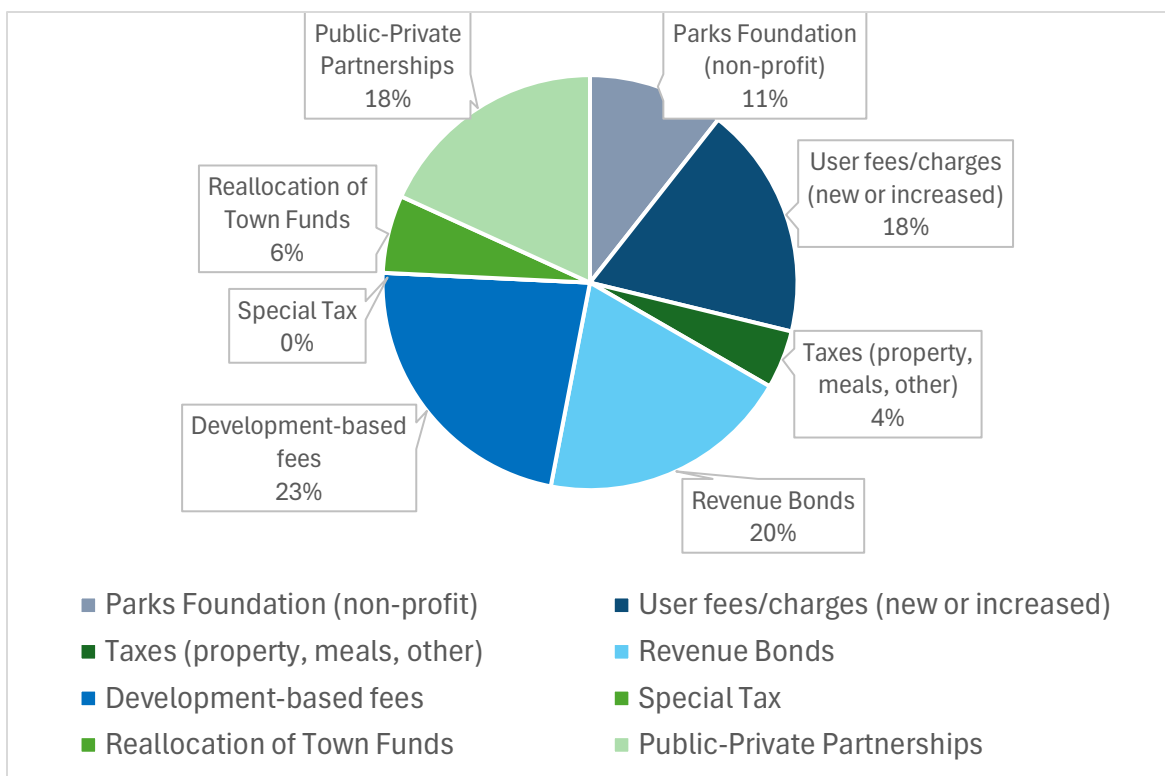
Participant responses revealed a strong emphasis on **enhancing and maintaining existing parks**, with a particular focus on updated playgrounds and improved upkeep of natural areas. A significant interest in **dedicated pickleball courts** and **fitness facilities** was also evident, highlighting the community's desire for diverse recreational options. Additionally, the responses indicated a strong desire for the development of accessible spaces, a **vibrant community center** with updated spaces for teens and senior citizens, and **indoor aquatic facilities**. The community responses indicate a high value placed on both active and passive recreation experiences. Overall, participant responses indicated a shared vision for a well-rounded and inclusive parks and recreation system by 2035.

Activity 3 – Funding Our Future

The goal of this activity was to understand what funding sources community members would like the Town to consider for future planning, design, construction, and maintenance activities of parks and recreation facilities, amenities, events, and programs in the Town. Data collected from this exercise provides insight into how community members would like the Town to prioritize funding future parks and recreation programs and projects. In this activity, participants were invited to read short descriptions of each potential funding source and use up to three stickers to select the top three funding options they wanted the Town to consider. The results from this activity are shown below in **Figure 3.**

Figure 3: Activity 3 – Funding Our Future

The funding preferences shared during this activity revealed a **strong preference for development-based fees** and **revenue bonds**, indicating a desire for funding mechanisms that leverage new growth and investment in the town. User fees and public-private partnerships also emerged as preferred funding options, suggesting that the community **values a mix of user contributions and alternative funding efforts** to enhance parks and recreation facilities and programs.

Activity 4 – Survey Results

Key questions and responses from the statistical and community survey were selected to highlight representative perspectives on **satisfaction, needs, unmet needs and community importance.** The goal of this presentation was to share the data collected and give community members the chance to share their opinions with the project team about the results.