

Equity Implementation Plan

Update

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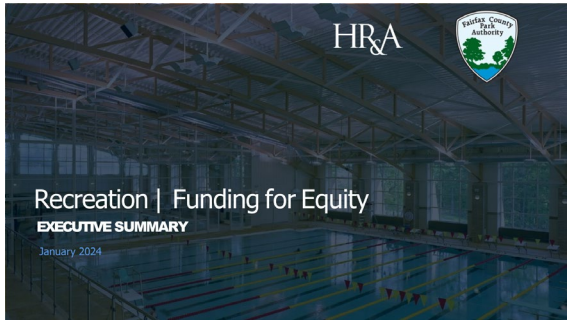
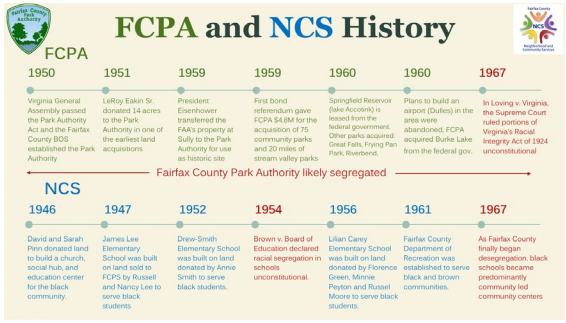
Sara Baldwin, Deputy Director, FCPA
Josh Colman, Division Director, FCPA

January 28, 2025

Equity Initiative Timeline





2020

FCPA 1st Equity Action Plan developed via One Fairfax

May 2021

Park Authority Leadership presented on the implementation of One Fairfax in the Park system at the Joint PAB-BOS Meeting

July 2022

Park Authority Leadership presented the state of the equity problem in Parks to the BOS – HHS Committee

September 2022

HR&A Consultant Review Begins

December 2022

HR&A Presented Study Development and Implementation Plan to BOS – HHS Committee

Summer 2023

Sully Community Center Pilot Program

January 2024

HR&A Report Presented to BOS – HHS Committee

February – April 2024

1st Phase of Equity Survey Outreach

October 2024

HHS Committee: 1st Phase Equity Survey Outreach Findings + Next Steps

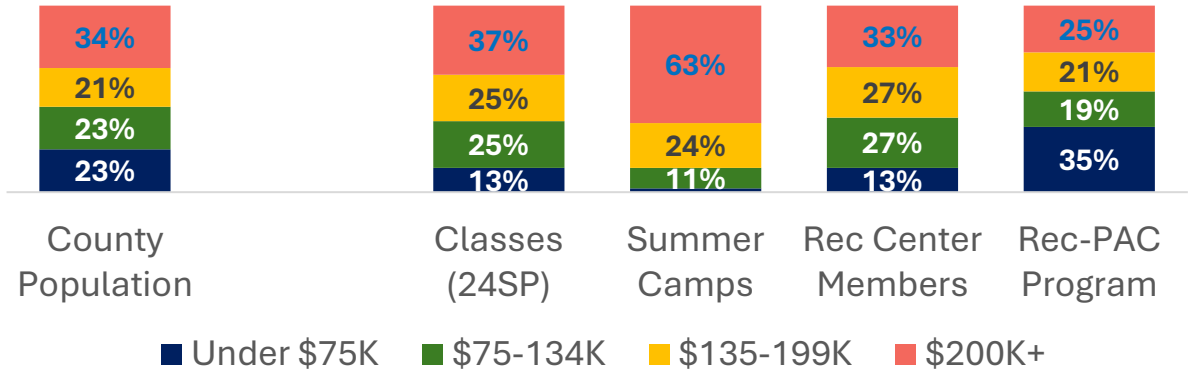
January 2025

HHS Committee: Present Sliding Fee Scale Implementation Plan and Budget

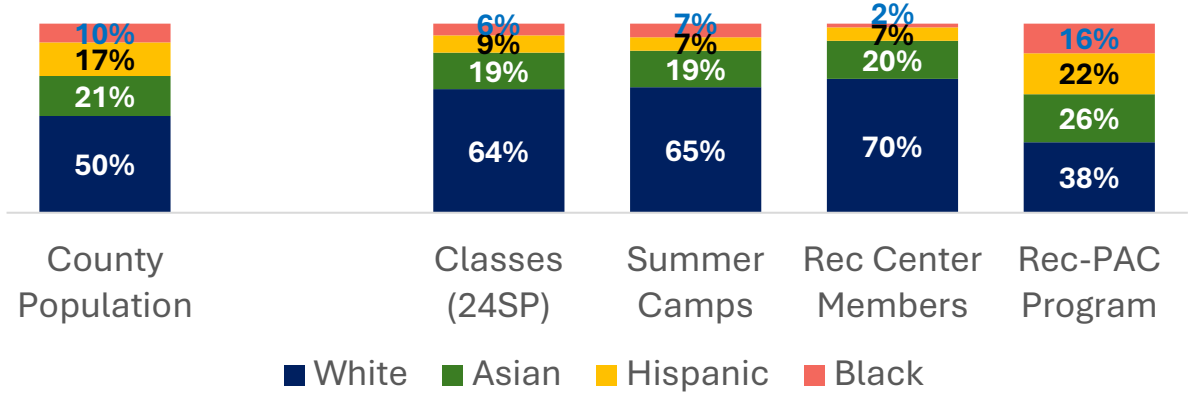
2020 | May 21 | July 22 | Sep 22 | Dec 22 | Summer 23 | Jan 24 | Feb – Apr 24 | Oct 24 | Jan 25

FCPA's Reliance on Fees Impacts Equitable Access

Program Participation by Household Income



Program Participation by Race/Ethnicity



FCPA's reliance on fees means that some of the agency's public recreation programs charge more than other local jurisdictions and more than many county residents can afford.

As a result, FCPA's recreation participation skews wealthier and whiter than both the population of Fairfax County and participation in General Fund programs like RecPac.

* *Data updated to reflect Summer 2024 program participation. The income groups are revised to capture the updated median households of $134k and are similar to the SACC income scale.*

HR&A Recommendation

Administration & Outreach

+

Sliding Scale Fee Program

+

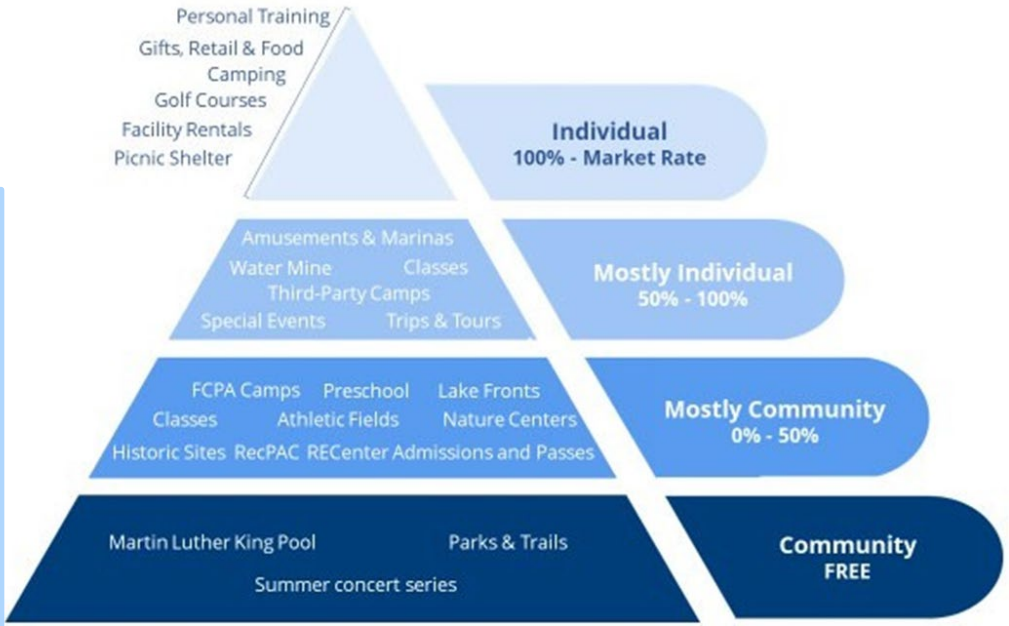
Community Benefit Pyramid

+

Flexible Vouchers

=

Equity in Recreation













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Equity Outreach and Sully Pilot

The **Sully Pilot Program in 2023** and the **Equity Outreach Study** in 2024 identified the **top three barriers** for participation :





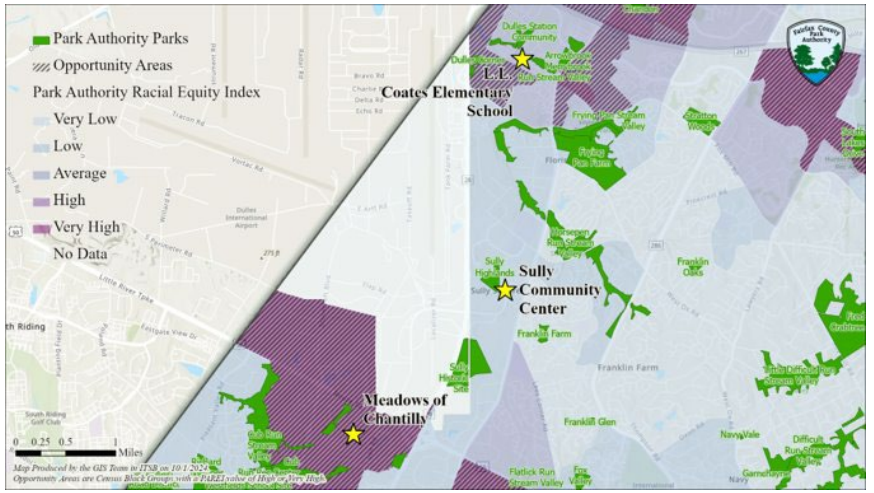


2020 | May 21 | July 22 | Sep 22 | Dec 22 | **Summer 23** | Jan 24 | **Feb – Apr 24** | **Oct 24** | Jan 25

Sliding Fee Scale Works and Rec Centers are Most Immediate Opportunity for Impact

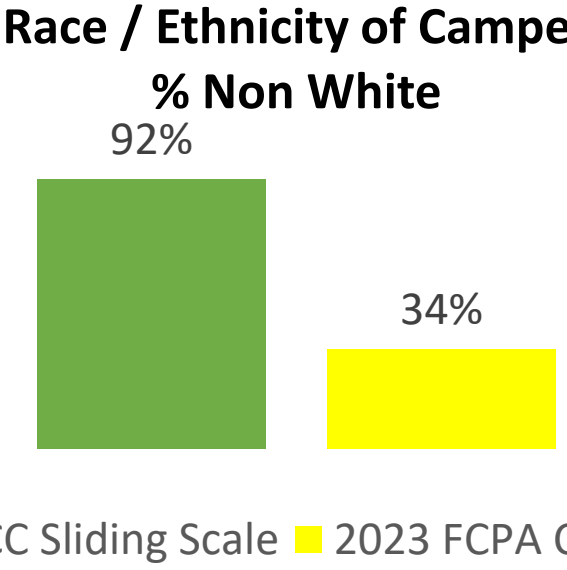
2024 Equity Impact Study: Barrier Summary

Households by	Rec Center	Swim Class	Classes	Summer Camp
Race/Ethnicity				
Hispanic/Latino	**Cost**	**Cost/Distance**	**Cost/Distance/ Awareness**	**Cost**
Black	**Cost**	**Cost**	Awareness	**Cost**
Asian	**Cost**	Awareness	Awareness	Camps Full
White	**Cost**	Distance	Distance	Camps Full
Income				
Under $75k	**Cost**	**Cost**	**Cost**	**Cost**
$75k-$132k	**Cost**	**Cost**	**Cost**	**Cost**
$133k-$199k	**Cost**	Awareness	Distance	Camps Full
$200k and above	**Cost/Distance**	Distance	Distance	Camps Full



Above: Area of Opportunity for Sully CC Pilot

Below: The Sliding Scale Program Did a Better Job of Serving non-white campers than other FCPA camps



FCPA Recommendation

Rec Center Sliding Fee Scale To Start

- **Promoting Healthy Lifestyles**
  - Core to FCPA's Mission
- **Greatest Immediate Capacity**
  - Immediate availability/space for new participants.
- **Easiest to Implement**
  - Less complex fee structure than other lines of business
- **Available to All Ages**
  - Rec Center memberships include amenities for all ages and abilities
- **Rec Centers Are Accessible**
  - Over 90% of residents fall within at least one Rec Center service area.



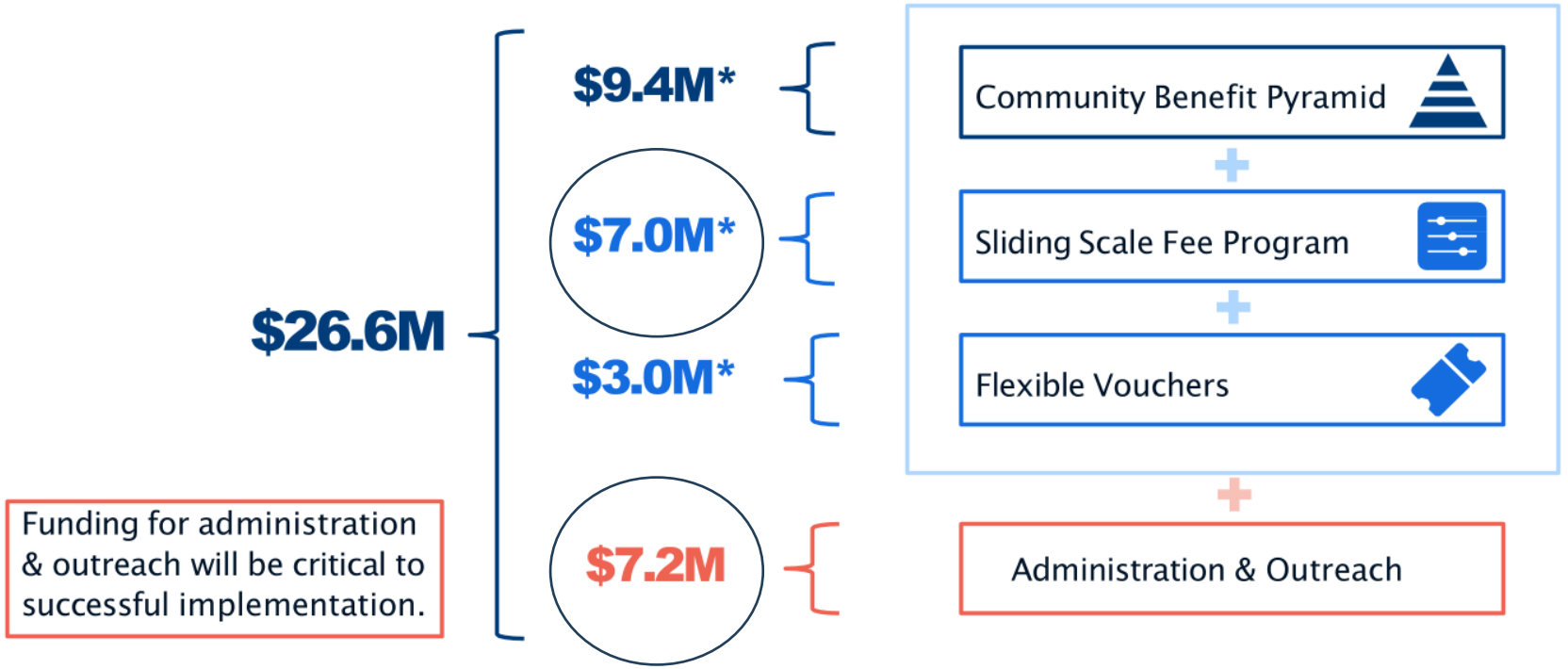




Total Implementation
Admin + Sliding Fee Scale = $14.2M

REDUCING FEES TO ENSURE EQUITY

In total, FCPA is recommending a scaled-down implementation of these programs that would cost approximately **$26.6M in additional funding as of today**.



*FCPA proposed estimates, to be finalized through public engagement and outreach.

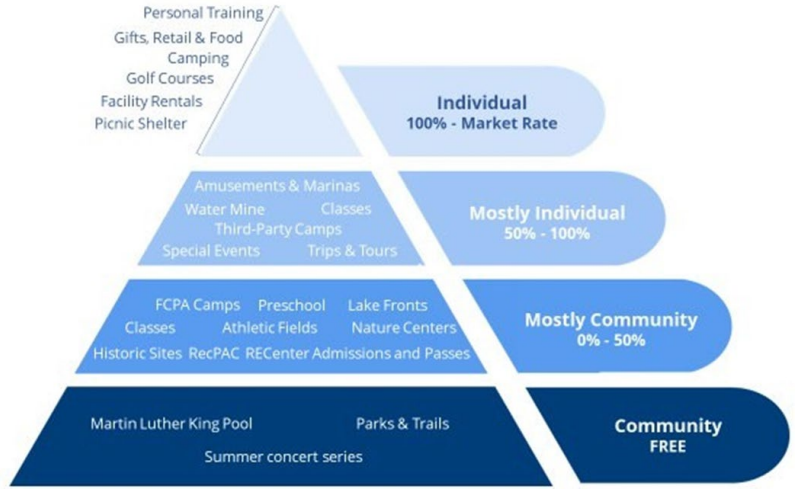
Full Sliding Fee Scale Timeline – Fall 2030 Implementation $12M

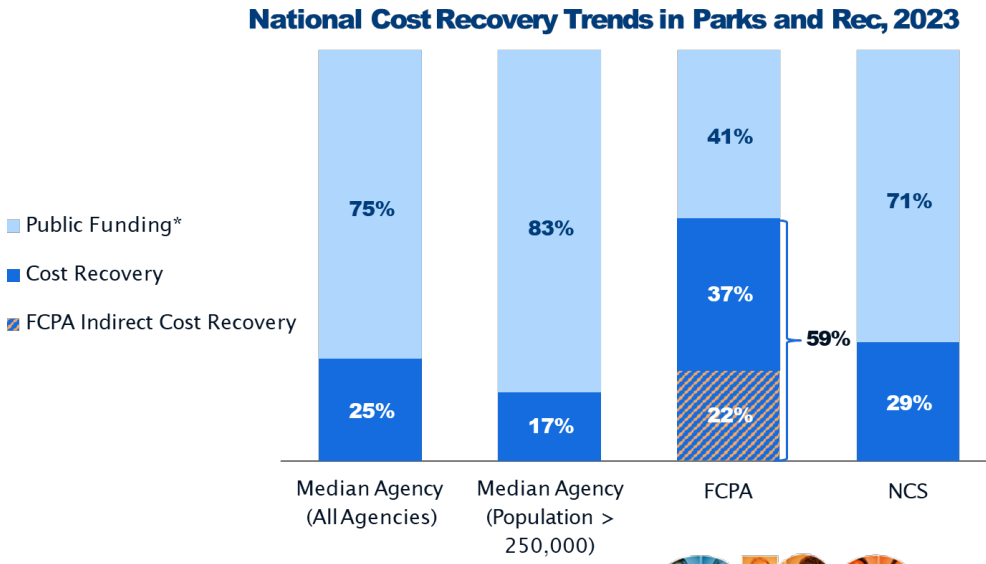
FY23-FY25	FY26	FY27	FY28	FY29	FY30
Implementation Planning •HR&A Report •Sully Pilot •Equity Outreach •3 Positions, equity funding included in the FY25 adopted budget will support these positions •Program Lead •IT •Statistical Analysis	Implementation Planning- $818,357 •Program Staffing •Program Management •IT •Verification/Registration •Finance/Budget •Survey Analyst	Operations & Program Initiation- $1.8 M •Program Staffing •Program Management •Outreach •Verification/Registration •Operations •Implementation & Recurring Software Support	Sliding Fee Scale for Rec Center Access- $2.4 M •Program Staffing •Outreach •Verification/Registration •Operations •Go-Live of Rec Center Membership Sliding Fee Scale	Sliding Fee Scale for Learn to Swim & Rec Classes- $2.9 M •Program Staffing •Outreach •Verification/Registration •Operations •Sliding Fee Scales for Learn to Swim & Recreational Classes	Sliding Fee Scale for Camps- $3.9 M •Program Staffing •Outreach •Verification/Registration •Operations •Sliding Fee Scales for Camps

- Funding and positions will be requested as part of the budget process (annual, third quarter, or carryover) and will take into account any changes to the implementation schedule as well as updated.
- Projected budgets in FY25 dollars. Rec Center Sliding Fee Scale cost currently estimated at $1.74M, though total is very likely lower in first year(s) of program. FY26 and FY27 positions will also be utilized for future Sliding Fee Scales (Learn to Swim, Camps, and Recreational Programs).

Next Steps

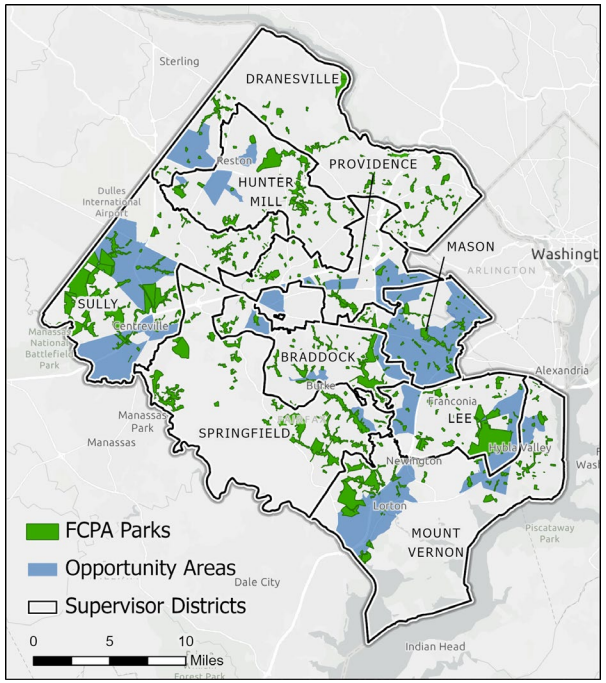
- Continue working on new registration system
- Continue working with DMB on funding
- Continue working with NCS, DIT, and HHS on Income Verification strategies
- Continue analyzing outcomes against goals
- Bring updates and results to the BOS
- Continue implementation of Equity Action Plan





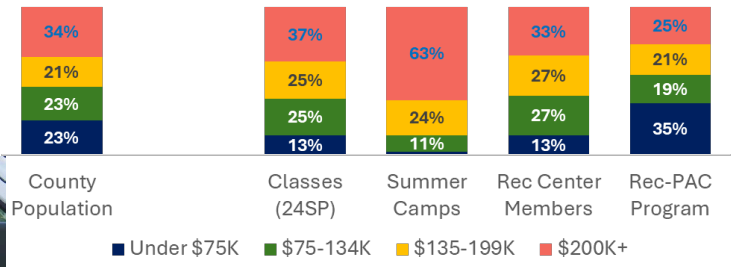
FCPA's Dedication to Equity Means Ensuring…

- "The quality and quantity of parks and amenities are not predetermined by the race and income of an area"
- FCPA's workforce represents the community we serve
- FCPA facilities and programs are accessible and inclusive for all residents
- We have equitable outreach





Program Participation by Household Income



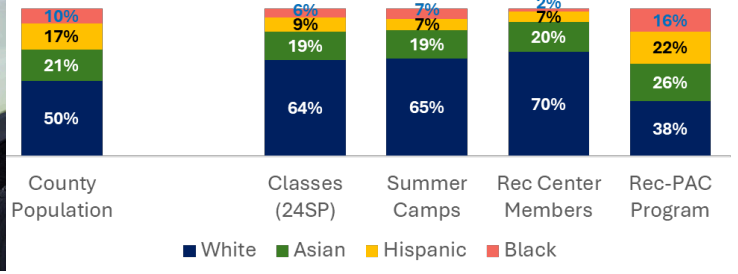








Program Participation by Race/Ethnicity



QUESTIONS







