



Cameron Run Park Planning Process and Conceptual Design

Department of Recreation, Parks & Cultural Activities

City Council Update – April 25, 2017

Engagement & Planning Process

GOALS

- Manage participant expectations and inform stakeholders of constraints;
- Provide multiple opportunities for stakeholders to provide input;
- Provide various stakeholders with information on how the input has been incorporated; and
- Present coordinated information regarding the planning findings.

Engagement Strategies

- City Sponsored Public Meetings
- Stakeholder Sponsored Meetings
- Website Updates
- Social Media
- Innovative Public Engagement
- Park Walks
- Information & Displays at City sponsored Events

Community Engagement Schedule

Community Meetings

- ***Park & Recreation Commission and City Council Public Hearings - TBD***
- ***City of Alexandria Earth Day***
April 29, 2017
- ***Community Meeting #2***
April 27 at 7 p.m.
- ***City Council Update***
April 25, 2017
- ***Park & Recreation Commission***
April 20, 2017
- ***Easter Egg Hunt / Cameron Run Park***
April 13, 2017
- ***WALK & TALK Cameron Run Park Walking Tour***
April 1, 2017
- ***Park & Recreation Commission***
March 16, 2017
- ***Beautification Commission***
March 9, 2017
- ***Community Meeting #1***
March 2, 2017

Stakeholder Meetings

- ***Youth Sports Advisory***
April 10, 2017
- ***Park & Recreation Commission 2x2***
March 28 & 29
- ***Federation of Civic Associations***
March 29, 2017
- ***Alexandria Tree Stewards***
March 27, 2017
- ***Alexandria Soccer Association***
March 8, 2017
- ***Eisenhower Partnership***
February 21, 2017
- ***Radhika Mohan, P & Z, Eisenhower West SAP***
February 16, 2017
- ***Jennifer Atkins, Chair, PRC***
December 9, 2016
- ***Paul Gilbert, Executive Director, NOVA Parks***
December 8, 2016

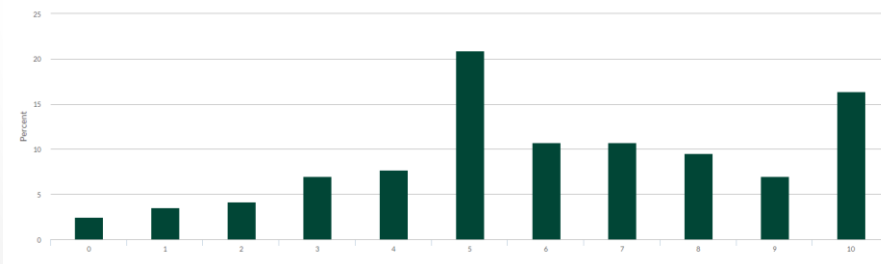
Preliminary Public Feedback

- Online Survey
 - Distributed at meetings and posted throughout City of Alexandria
 - 476 responses
- Break-out sessions at public meetings
 - Feedback recorded on base maps and easels
 - Dot exercises for active vs passive preferences
- Question & Answer Sessions at meetings
 - Offers areas to provide additional focus and research
- Engaged over 600 people in past 70 days, including public meeting attendees and survey respondents

Preliminary Public Feedback

- Online Survey: Active vs Passive Recreation
 - Of 476 participants, results followed a bell curve with a preference of mixed to active recreation:
 - The most respondents (84 people) selected a 50:50 mix between active and passive uses. Second most (66 people) selected active use
 - Feedback at public meetings generally supported this trend

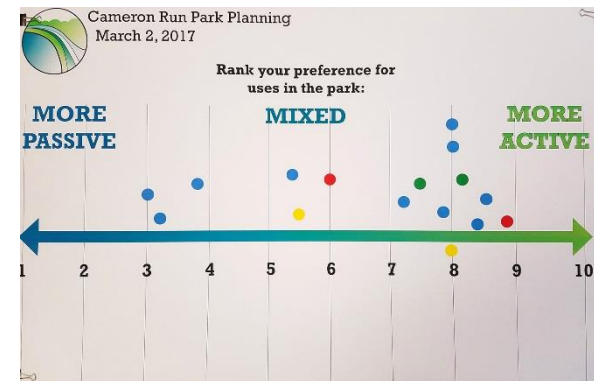
10. Rank your preference for use types in the park. (Passive: Hiking, walking, fishing, birdwatching, etc.; Active: Organized sports, playgrounds, fields, etc.)



More Passive

More Active

Online Survey #1 Results



Community Meeting
1 Dot Exercise

Preliminary Public Feedback

- **Passive vs Active Recreation**
 - Passive Recreation: provide more walking and bicycle trails, preserve woodlands, offer education/classes
 - Active Recreation: offer year round use, space for both City organized and pick-up games
- **Re-negotiation of Lease Supported in Majority of Public Meetings**
 - Provide more financial benefits to City
 - Additional programming coordinated with City Programs
 - Improve site maintenance and operations
 - Upgrade aging facilities: waterpark, batting cages, mini-golf

Preliminary Public Feedback

- **Hearing lots of need for:**
 - Open Space
 - Swimming/Swim Programs
 - Walking Trails
- **...but also:**
 - Great Waves is a unique draw for the City
 - Value of preserving plant biodiversity on site
 - Cameron Run Park could connect to local businesses to bring money into the City through programming.

Applying Preliminary Feedback

- Public feedback gives shape to preliminary options based on a spectrum of alternatives
- Community Meeting #2, April 27, will provide an opportunity for the public to comment on preliminary options

Key Milestones

- **Task One** – Planning Process Development
 - January 2017 (Received Direction from City Council)
- **Task Two** – Planning Process Implementation
 - Community Meeting #2: April 27
 - Present Preliminary Options for Public Comment
- **Task Three** – Conceptual Plan / Spectrum of Alternatives
 - Develop Concepts / Alternatives
 - Public Hearing with Park & Recreation Commission
 - Public Hearing with City Council

Next Steps

- **Proposed Alternative Schedule**
 - **Park & Recreation Commission**
 - June 15, 2017: Public Hearing
 - June 15 – July 14, 2017: Public Comment
 - July 20, 2017: Discussion & Recommendation
 - **City Council**
 - September 12, 2017: Receive
 - September 16, 2017: Public Hearing & Action

Questions

