



**Reston Community Center  
Board of Governors Monthly Meeting  
December 2, 2024  
8:00 p.m.  
Meeting Agenda**

- |  |                                   |
|--|-----------------------------------|
| 8:00 – Call to Order   | Beverly Cosham, Chair             |
| 8:02 – Approval of Agenda  | Beverly Cosham, Chair             |
| 8:03 – Approval of Minutes and Board Actions   | Beverly Cosham, Chair             |
| <ul style="list-style-type: none"> <li>• Approval of November 4, 2024 Board Minutes (as reviewed and approved by the Secretary)</li> <li>• Approval of November 4, 2024 Board Actions (as reviewed and approved by the Secretary)</li> </ul> |                                   |
| 8:05 – Chair’s Remarks   | Beverly Cosham, Chair             |
| 8:08 – Introduction of Visitors  |                                   |
| 8:10 – Citizen Input   |                                   |
| 8:12 – Committee Reports   | Beverly Cosham, Chair             |
| <ul style="list-style-type: none"> <li>• Board Orientation Report</li> </ul>   | Lisa Sechrest-Ehrhardt, Secretary |
| 8:20 – Board Member Input on Activities Attended   |                                   |
| 8:25 – Executive Director’s Report   | BeBe Nguyen, Executive Director   |
| 8:30 – Old Business  | Beverly Cosham, Chair             |
| 8:35 – New Business  | Beverly Cosham, Chair             |

**Reminders:**

**Events**

Annual Gifts from the HeART Holiday Sales  
 Reston Town Center Holiday Concerts  
 Retirement Celebration – Leila Gordon  
 Board of Governors & Management Team  
 Strategic Planning at Reston Association

**Date**

Saturday, December 7  
 Saturdays, December 7, 14, 21  
 Thursday, December 12  
 Saturday, January 4, 2025

**Time**

10:00 a.m. to 3:00 p.m.  
 12:00 p.m. to 3:00 p.m.  
 4:00 p.m. to 6:00 p.m.  
 9:00 a.m. to 3:00 p.m.



# RESTON COMMUNITY CENTER

**SUMMARY OF MINUTES  
RESTON COMMUNITY CENTER  
BOARD OF GOVERNORS MEETING  
November 4, 2024  
7:00 p.m.**

**Present:**

- Beverly Cosham, Chair
- Bill Bouie
- Paul Thomas
- Vicky Wingert
- Lisa Sechrest-Ehrhardt
- Shane Ziegler

**Absent and Excused:**

Paul Berry  
Bill Penniman

**Attending from RCC Staff:**

- Leila Gordon, Executive Director
- BeBe Nguyen, Executive Director
- Rebekah Wingert, Videographer
- Suzanne Connell, Chief Executive Assistant

**Visitors:**

Malka Wickramatilake, RCC's newly elected Board member for 2024-2025, sat in on the meeting.

Bev called the meeting to order at 7:02 p.m.

**MOTION #1:**

**Approval of the Agenda**

Bill B. moved that the agenda be approved as written. Paul T. seconded the motion. The motion passed unanimously.

**MOTION #2:**

**Approval of the October 7, 2024 Board Minutes**

Bill B. moved that the Board approve the October 7, 2024 Board Minutes. Paul T. seconded the motion. The motion passed unanimously.

**MOTION #3**

**Approval of the October 7, 2024 Board Actions**

Bill B. moved that the Board approve the October 7, 2024 Board Actions, Paul T. seconded the motion. The motion passed unanimously.

**Chair's Remarks**

Bev thanked everyone who came to her Meet the Artists concert at the CenterStage last week. The Board meeting is earlier tonight to allow sufficient time to prepare for Election Day voting at RCC on Tuesday. Every year for the Dr. Martin Luther King, Jr. Birthday Celebration activities, Bev joins the orchestra to sing "Silent Spring" written by Yip Harburg, and every year it is more relevant than the year before.

Bev shared a poem.

## November 4, 2024 Board of Governors Meeting Minutes

"Risk"

By Anais Nin

And then the day came,  
when the risk  
to remain tight  
in a bud  
was more painful  
than the risk  
it took  
to blossom.

Bev recognized Malka as our visitor, and she had no input for this meeting.

### Committee Reports

#### **October 7, 2024, Finance Committee Meeting:**

Paul T. Provided the summary of the written report; tax revenue is on track at 51% of the projected amount, and as has been the case, investment-related revenue is way ahead of budget. Professional Touring Artists Series (PTAS) revenue is already at 60% of the projected amount, in part due to the two sold out Judy Collins performances on November 30 and December 1. Fee Waiver use totals \$117,000 so far. Personnel expenses are on track across all cost centers. Extra costs were incurred due to the overlapping Executive Director positions filled by Leila and BeBe, but those costs will be offset by the Deputy Director vacancy.

There are up front operating expenses at the beginning of the year due to sponsorship commitments and maintenance contracts for utilities, security and storage rental. Programming contracts are encumbered early as well for things like the theatre performances.

The budget submittal memos for FY26 were reviewed. Capital projects included Energy Utilization Improvement and the Elevator Replacement that will close out in FY25. The RCC on Wheels project is going to cost a few hundred thousand dollars less than the \$700,000 that was allocated. FY26 capital projects will include replacement of the HVAC equipment in the Aquatics locker rooms and the main building switchboard. The budget for both the HVAC replacement and the switchboard replacement is about \$460,000. The estimated agency budget for FY26 is approximately \$12 million. The revenue estimate is a little under \$12 million. Capital project reserves for FY26 are projected a little short of cap, but savings will likely enable reaching that level.

No questions or comments were offered from the Board.

#### **November 4, 2024, Preference Poll Committee Report:**

Shane summarized the findings in the Preference Poll report. There were four candidates, two incumbents Bill Bouie, Lisa Sechrest-Ehrhardt, and two new candidates, Mahnaz Weldy and Malka Wickramatilake. Malka was elected. Voter turnout was standard, 5.6% of the total electorate voted.

Shane shared the recommended schedule for the 2025 preference poll.

August 1 – 15	Candidate filing
August 15	Candidate photo and orientation
September 5- 26	Voting period; mailed ballots must be received by September 25.
September 2 – 5	Candidates Forum, recommended location is the Leila Gordon Theatre.

Again, the committee recommends that at least one Board member attend the Candidates Orientation Meeting; that materials include date and time of the Candidates Forum with printed materials; that we promote that broadly; and that we continue putting out ballot boxes concurrently with the start of online voting. RCC staff will obtain new mailing lists and assure the match between provisional ballot credentials and printed ballots for them is correct.

No questions or comments were offered from the Board.

## November 4, 2024 Board of Governors Meeting Minutes

### **MOTION #4**

#### **Approval of the Committee Reports**

Bill B. moved that the Board approve the Committee and Preference Poll Reports. Paul T. seconded the motion. The motion passed unanimously.

#### **Board Member Input on Activities Attended**

Vicky attended a Reston Hoops event to raise money for children's cancer.

Lisa attended a field trip held at the Reston Museum for about 20 first-graders. They also toured Lake Anne. She loved attending the ArtsFairfax awards presentation. It was a wonderful afternoon.

Bill B. attended the Reduced Shakespeare performance and participated in announcing the renaming of the CenterStage to the Leila Gordon Theatre. He attended a lot of Park Authority budget meetings regarding a 10% budget cut. Also, he attended a quarterly meeting with Mac Cummins, CEO of Reston Association and participated in his 14th presidential election. He also attended the ArtsFairfax awards luncheon.

Paul T. attended a meeting of the Human Services Council and Successful Children and Youth Partnership Team (SCYPT) and South Lakes High School football games. He also attended a Plan Forward meeting regarding the comprehensive plan.

Shane attended the Washington West Film Festival and the Bacon Brothers concert at Reston Town Center. Thousands of people attended. He also went to the Northwest Federal Credit Union Foundation (NWFCU) 20th anniversary event and handed off the Reston Forward Thanksgiving Meal Drive to the NWFCU Foundation. They are teaming up with Thompson Hospitality to provide a larger range of meals throughout the DMV.

Malka noted that she also participated in the Plan Forward phone call and attended the Bacon Brothers concert.

Bev attended the ArtsFairfax luncheon. She was very happy to see Paul T.'s mother and Carol Ann Bradley at her concert.

#### **Continuing Business**

All agency plans, including the Master Plan, the Marketing and Community Relations Plan and the Risk Management and Safety Plan, are updated every five years as part of RCC's CAPRA reaccreditation. Paul T. provided edits to these documents. Bill B. said the three plans were very well done. The statistics contained in the Master Plan and Marketing Plan should be publicized. They are critically important. Leila agreed we could create an infographic piece similar to the one done by the Park Authority that describes our community and RCC programs and services.

### **MOTION #5**

Approval of the RCC Master Plan, Risk Management and Safety Plan, and Marketing and Community Relations Plans.

Paul T. moved to approve the three plans as corrected. Bill B. seconded the motion. The motion passed unanimously.

#### **Adjournment of 2023-24 Board and Welcome of the New Board**

Bev adjourned the 2023-24 Board and called to order the first meeting of the 2024-25 Board at 7:31 p.m.

Leila and BeBe switched seats.

Bev welcomed Malka Wickramatilake to the 2024-2025 Board meeting.

**Nominating Committee: Proposed Officer Slate**

Vicky said that the Nominating Committee recommended the current Board officers to serve for 2024-25 in the same positions to keep stability at these board positions during this period of transition. All current Board officers have agreed to continue serving.

**MOTION #6**

Bill B. nominated Beverly Cosham as Chair. Vicky seconded the motion. The motion passed unanimously.

**MOTION #7**

Vicky nominated Bill Bouie as Vice Chair. Shane seconded the motion. The motion passed unanimously.

**MOTION #8**

Vicky nominated Lisa Sechrest-Ehrhard as Secretary. Bill B. seconded the motion. The motion passed unanimously.

**MOTION #9**

Vicky nominated Paul T. as Treasurer. Lisa seconded the motion. The motion passed unanimously.

The group offered congratulations to the newly elected officers.

**New Chair's Remarks**

Bev welcomed BeBe to the Executive Director seat. BeBe will be great as RCC's Executive Director. Bev said that it has been fulfilling to be on the Board and work in the community; she noted that her service on this board has been most rewarding among the many leadership roles in the community she has fulfilled. RCC is the heart of the community, and it will continue to be under BeBe's leadership.

**Executive Director Report**

BeBe thanked the Personnel Committee and Board members for selecting her to serve as the new Executive Director and is grateful for Leila's leadership. She welcomed Malka to the Board, noting that she expects it to be rewarding for her. BeBe is energized and looks forward to working with all of the Board members.

She went through the Strategic Plan pillars. The transformers were replaced in October by Dominion Energy with minimal interruption to RCC operations. A lot of progress is being made on the office design and fabrication.

There was a meeting with the Hunters Woods Neighborhood Coalition and Supervisor Alcorn to discuss local concerns about people who are unhoused and who are sleeping in the areas around the adjacent complexes. About 25 people attended. A meeting summary showing strategies that can be used to report issues and to get support services to people who lack shelter. VSI has connected myRCC to translation available for users on the registration page. More than 100 languages are available.

BeBe participated in the Reston Chalkfest with Supervisor Alcorn and Stuart Holt, President/CEO of ArtsFairfax. They announced the winners. The wrap on the RCC on Wheels rental van has been finalized and we hope to make its debut at the Reston Holiday parade. Ethics Day planning for South Lakes High School's senior class is continuing. The event will be held on November 25. Participation is mandatory for the entire senior class.

Halloween Family Fun, Boo at the Pool and a Halloween-themed community coffee were all successful events. The Reduced Shakespeare Company worked with RCC's Young Actors Theatre students. Bev's concert was amazing.

The new RCC Public Information Officer (PIO) Kathryn Kovacs starts on November 11. Software upgrades are being done as needed.

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BeBe had a meet and greet with County Executive Bryan Hill. She also attended her first County Senior Management meeting. And she enjoyed the ArtsFairfax Awards presentation.

### **New Business**

No new business was raised.

Bev looks forward to picking up her tickets for upcoming performances and reminds board members of the events listed.

On behalf of the entire board and staff, she wished a Happy Thanksgiving to all.

Bev adjourned the meeting at 7:47 p.m.



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Lisa Sechrest-Ehrhardt  
Board Secretary

November 12, 2024

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Date

**BOARD ACTIONS TAKEN AT BOARD OF GOVERNORS MEETING ON November 4, 2024**

- 24-1104-1      Bd      That the Board approve the Agenda.
- 24-1104-2      Bd      That the Board approve the October 7, 2024 Board Minutes.
- 24-1104-3      Bd      That the Board approve the October 7, 2024 Board Actions.
- 24-1104-4      Bd      That the Board approve the October 7, 2024 Committee Reports.
- 24-1104-5      Bd      That the Board approve the Master Plan, Risk Management and Safety Plan and Marketing and Community Relations Plan as corrected.
- 24-1104-6      Bd      That the Board approve the nomination of Beverly Cosham as Chair.
- 24-1104-7      Bd      That the Board approve the nomination of Bill Bouie as Vice Chair.
- 24-1104-8      Bd      That the Board approve the nomination of Lisa Sechrest Ehrhardt as Secretary.
- 24-1104-9      Bd      That the Board approve the nomination of Paul Thomas as Treasurer.



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Lisa Sechrest-Ehrhardt  
Board Secretary

November 12, 2024

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Date



**SUMMARY OF MINUTES  
RESTON COMMUNITY CENTER  
BOARD OF GOVERNORS ORIENTATION  
November 16, 2024  
9:00 a.m.**

**Present:**

- Bev Cosham, Chair
- Paul Berry
- Bill Penniman
- Lisa Sechrest-Ehrhardt
- Paul Thomas
- Shane Ziegler

**Absent and Excused:**

- Bill Bouie
- Malka Wickramatilake
- Vicky Wingert

**Attending from RCC Staff:**

- Leila Gordon, Executive Director
- BeBe Nyugen, Executive Director
- Suzanne Connell, Chief Executive Assistant

**Visitor:**

- Walter Alcorn, Hunter Mill District Supervisor

Bev welcomed everyone at 9:09 a.m. and introduced Hunter Mill District Supervisor Walter Alcorn.

Supervisor Alcorn expressed gratitude to the members of the Board for their dedicated efforts and thanked everyone for their support of Reston and Fairfax County.

Supervisor Alcorn said that Leila's retirement is the end of an era. He thanked Leila for her service and is very excited to have BeBe now serving as RCC Executive Director. He is looking forward to working with BeBe and this board going forward.

Supervisor Alcorn discussed the various efforts he has undertaken involving coordination of activities, services and planning efforts among Reston civic entities. He continues to engage with Reston Association (RA) on several matters, significantly the Reston Town Center North project. It was noted that RCC also maintains communication with RA on matters of mutual concern.

With respect to ongoing efforts to help Lake Anne constituents, Walter noted that the consultant work to examine ways to improve the financial performance of that collection of properties is nearing its conclusion. He discussed various findings related to the levels of housing demand and types of housing feasible in the Lake Anne area. He noted RCC's interest in the County efforts regarding the Crescent Apartments property and will keep us apprised of how those unfold. The Baptist church is moving forward



## November 16 Board of Governors Orientation Meeting Minutes

with the development of their land behind the church, which may be used for townhouses. They could develop the land and sell the townhouses to underwrite the expenses associated with the church operations.

Board members Bill P., Paul B. and Paul T. raised various possible development scenarios related to commercial office vacancies, South Reston public assets and future requirements. He discussed the ongoing planning for the BXP proffer of land and development rights for up to 60,000 square feet devoted to an arts center. There is a possibility for a comprehensive design approach with new siting that will complement the relationships among residential and commercial properties, a linear park and the frontage for this arts venue.

Paul B. left the meeting at 9:58.

Bill P. inquired about actions by the County regarding climate adaptation. Supervisor Alcorn said that it is increasingly challenging to adapt, especially with stormwater management issues presented by microbursts and flash floods. These storms occur in localized areas. Our infrastructure is not designed to handle this weather. Bill P. said that construction needs to be designed for future conditions.

Shane asked what the infrastructure plans are for Reston. Supervisor Alcorn said that the Soapstone Drive crossing is fully funded through construction. There will be a multi-modal approach to this project and there are more transportation options that will be deployed in the coming years to move people more efficiently and with a lighter carbon footprint.

Leila said that the posting of the Deputy Director position closed on November 15. RCC is almost done with reclassifications in our organization departments. BeBe has seamlessly made the transition to Executive Director and has been welcomed heartily as the RCC representative to all of the community organizations with which we work.

She is pleased that RCC is in really great shape. We are submitting the agency materials to the Commission on Accreditation of Park and Recreation Agencies (CAPRA) for our reaccreditation. Leila requested that Supervisor Alcorn participate in the CAPRA visit when it is scheduled. The results of the community survey will come soon. It is an exciting time. Supervisor Alcorn thanked Leila and all the RCC Board of Governors members for making RCC a great organization.

There being no further business, the meeting adjourned at 10:16 a.m.

# RESTON COMMUNITY CENTER

MASTER PLAN

NOVEMBER 2024



*Enriching Lives.  
Building Community.®*

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# INTRODUCTION

This Reston Community Center Master Plan relies on the Fairfax County Comprehensive Plan for Reston and the Reston Master Plan to guide and support Reston Community Center's budget, capital improvement plan, recreation program plan and strategic plan to achieve the vision for the agency's recreation facilities and programs. The Master Plan includes the agency mission, goals and objectives, recreation and leisure trends analyses, needs assessment planning, community inventory, and level of service standards. The plan is updated regularly, corresponding with the agency's Strategic Plan.

## HISTORY OF RESTON

Founded in 1964, Reston is a planned residential community (PRC) designed and developed to emphasize self-contained communities intermingled with open green space, residential neighborhoods, and commercial development. Founder Robert E. Simon built a community that would revolutionize concepts of land use and residential/corporate development in suburban America.

The development of Reston is guided by the [September 12, 2023 Comprehensive Plan Amendment to the 2017 Edition](#) that is known as the "Reston Master Plan," the use of the Planned Residential Community zoning district and planned community deed covenants, which have served collectively as the general blueprint for where various land uses should be located within Reston.

A principle design concept for Reston is the clustering of neighborhoods in such a way that they can be served by a Village Center. The Village Centers were envisioned to provide community gathering spaces, as well as neighborhood-serving retail, personal services, office and civic uses. Reston also has a centrally located Town Center, which has been developed with an urban form and includes vibrant public spaces, high density housing and offices, as well as a retail component with a regional draw. Within that development, a large park – Reston Town Square Park – was created serving both passive and active recreation and cultural uses to complement the original plaza feature called "Fountain Square." Future development anticipates incorporation of public-serving amenities aligned with residential and commercial designs as well as comprehensive arts center.

Public art is located throughout Reston and Reston Town Center and has been a signature architectural feature of the community from its inception. In addition, public art approaches to public infrastructure have been implemented. The Reston Public Art Master Plan guides the continuing inclusion of public art projects in the community.

## ROBERT SIMON'S SEVEN FOUNDING PRINCIPLES

In 1962, Mr. Simon circulated seven goals, or founding principles, for his vision of Reston:

1. That the widest choice of opportunities be made available for the full use of leisure time. This means that the New Town should provide a wide range of cultural and recreational facilities as well as an environment for privacy.
2. That it be possible for anyone to remain in a single neighborhood throughout his life, uprooting being neither inevitable nor always desirable. By providing the fullest range of housing styles and prices – from high-rise efficiencies to 6-bedroom townhouses and detached houses – housing needs can be met at a variety of income levels and at different stages of family life. This kind of mixture permits residents to remain rooted in the community if they so choose – as their particular housing needs change. As a by-product, this also results in the heterogeneity that spells a lively and varied community.

3. That the importance and dignity of each individual be the focal point for all planning and take precedence for large-scale concepts.
4. That the people be able to live and work in the same community.
5. That commercial, cultural and recreational facilities be made available to the residents from the outset of the development – not years later.
6. That beauty – structural and natural – is a necessity of the good life and should be fostered.
7. Since Reston is being developed from private enterprise, to be completed as conceived, it must also, of course, be a financial success.

SOURCE: Reston Museum Archives

## THE ROLE OF RESTON COMMUNITY CENTER

Reston Community Center (RCC) is a community leader, bringing the community together through enriching leisure time experiences that reach out to all and contribute to Reston's sense of place. RCC collaborates to improve its and other Reston organizations' effectiveness, to build community and to strengthen the sense of Reston's unique identity. RCC outreach and collaboration efforts support our mission, serve Reston and enhance our value to the community.

RCC is an agency of Fairfax County, but it is not integrated within the two primary County recreation providers, the Department of Neighborhood and Community Services (NCS) and the Fairfax County Park Authority (FCPA). In March 1975, Small District 5 was created to pay for the construction and ongoing maintenance and operation of RCC. The boundaries of Small District 5 are similar to present Reston Master Plan boundaries; however, Small District 5 extends beyond the Reston Master Plan somewhat in all four map quadrants. Most properties in the 20190, 20191 and 20194 zip codes are in Small District 5. The tax district boundaries have been adjusted twice in the years since 1975 to consolidate it within the parameters of the Reston zip codes and the boundaries of the Hunter Mill District of Fairfax County government.

The special tax levied on all residential and commercial property in Small District 5 is currently \$.047 per \$100 of assessed valuation. This special tax creates an annual revenue stream to cover the cost of RCC operations (personnel and programs) and maintenance (repair and replacement) as well as to provide for capital improvements, feasibility studies, and economic and program contingencies. In addition to these tax revenues, RCC generates revenue from fees (registration, admissions, rentals and box office receipts). Fairfax County owns the Reston Community Center facility at Hunters Woods. RCC Lake Anne is a leased property.

## RESTON COMMUNITY CENTER VISION

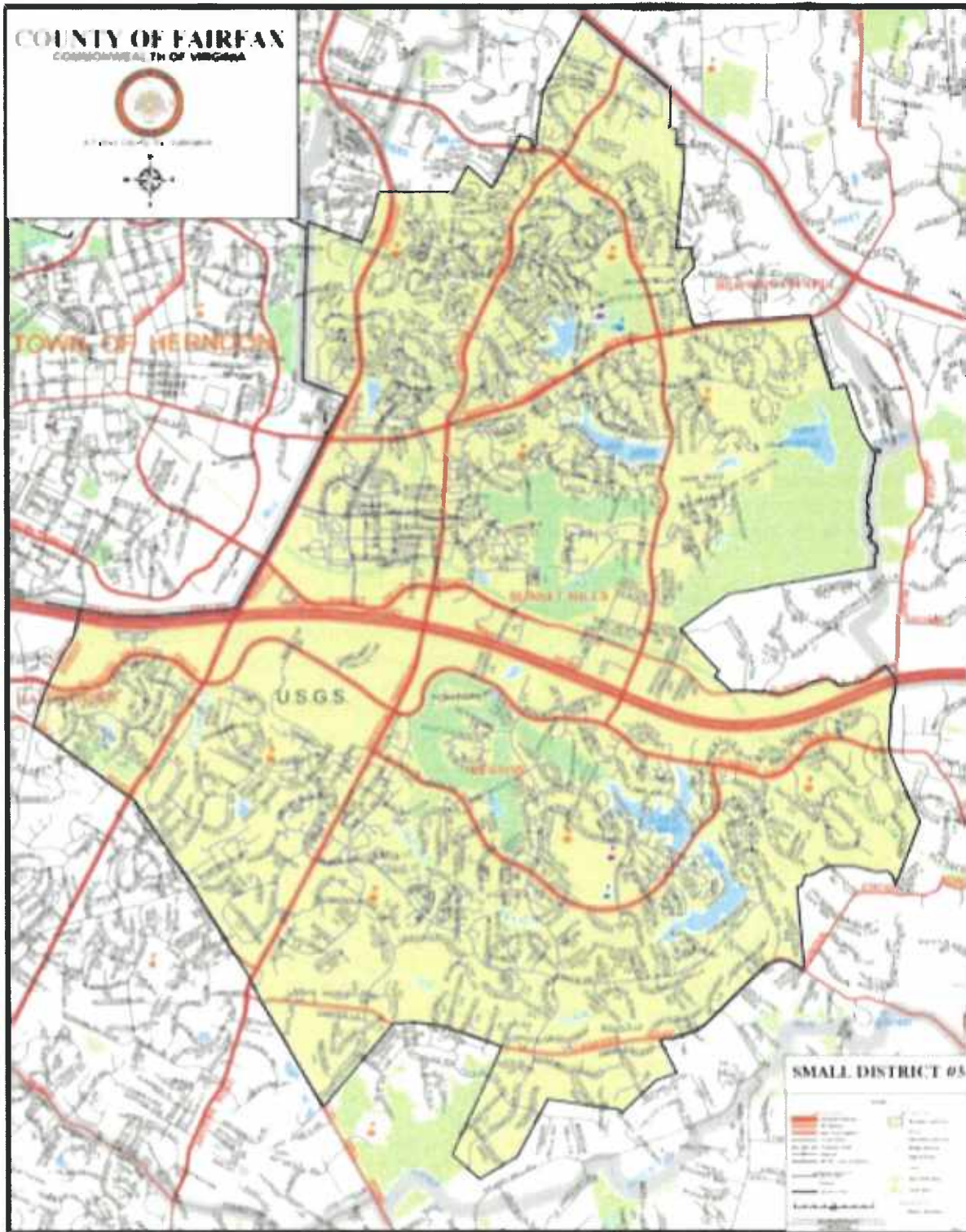
Reston Community Center enriches lives and builds community for all of Reston.

## RESTON COMMUNITY CENTER MISSION

To create positive leisure, cultural and educational experiences that enhance the quality of life for all people living and working in Reston by:

- Providing a broad range of programs in arts, aquatics, recreation, enrichment and lifelong learning.
- Creating and sustaining community traditions through special events, outreach activities and facility rentals.
- Building community through collaboration and celebration.

SMALL DISTRICT 5 MAP



# RESTON MASTER PLAN AND VISION

## COMPREHENSIVE MASTER PLAN FOR RESTON

The Reston Master Plan was initially adopted in July 1962 by the Fairfax County Board of Supervisors and updated periodically through 1989 by the various master developer entities that constructed areas of Reston. In October 2009, the Fairfax County Board of Supervisors authorized the Reston Master Plan Special Study Task Force and directed county planning staff to review current plan guidance related to the community of Reston in the Fairfax County Comprehensive Plan. The purpose was to make recommendations to the Planning Commission and Board regarding appropriate changes to the Comprehensive Plan.

The Reston Master Plan Special Study was conducted in two phases to identify appropriate changes to the Fairfax County Comprehensive Plan. The process was intended to capture development principles and guidance for changes to the areas of Reston affected by the advent of the Washington Metro system's Silver Line which bisects the community in the path of the Dulles Airport Access and Toll Road. The first phase would address redevelopment of the old "Reston Center for Industry and Growth" (RCIG) to a mixed use form. The second phase would reevaluate the status of the Reston Village Centers and incorporate appropriate updates to the Reston Master Plan regarding several of them. The study began in 2009 and concluded in June 2015 after robust and thoughtful community discussions and participation. The current Reston Master Plan reflects the work of the Task Force and community.

**Phase I of the Study** proposed updates to the Comprehensive Plan for the Reston Transit Station Areas. The Reston Transit Station Areas include the Reston Town Center, as well as the areas along the Dulles Toll Road adjacent to the Wiehle-Reston East, Reston Town Center and Herndon stations along the Silver Line. When the Phase I Task Force did its work, Wiehle-Reston East station was nearing the end of construction, while the other two were still in the planning stages. Phase I concluded with the Fairfax County Board of Supervisors' adoption of the Reston Transit Station Areas Comprehensive Plan amendment on February 11, 2014, which provides [Guidelines for Development in Reston Transit Station Areas](#).

**Phase II of the Study** concluded with the Fairfax County Board of Supervisors' adoption of the Reston Master Plan and other associated Comprehensive Plan guidance on [June 2, 2015](#). Phase II proposed updates to the Comprehensive Plan for the remainder of Reston, including the residential neighborhoods, Village Centers, Convenience Centers and other commercial areas. The amendment integrated the guidance for these areas with the guidance for the Reston Transit Station Areas adopted in February 2014. The adopted Phase II Plan amendment consolidated guidance for Reston into one location, a new "Reston" tab section of the County's Area III Plan. The amendment focuses future growth in the Transit Station Areas and Village Centers while preserving Reston's residential neighborhoods. The [2017 Edition of the Comprehensive Plan - Reston](#) was further updated and amended in March, 2018.

On January 14, 2020, the Board of Supervisors authorized Plan Amendment (PA) 2020-III-UP1 to initiate a process for additional study and community input on the Comprehensive Plan for Reston. The proposed Plan guidance from the Hunter Mill District Supervisor-appointed Task Force, developed during the task force meeting phase of the amendment, covers topics like Equity, Community Health, Heritage Resources, and Economic Development—subjects that were not part of the original authorization. Additionally, the Task Force recommended changes in land use and intensities for specific areas within Reston. On January 24, 2023, the Board agreed to include these topics in the amendment to the original authorization. The resulting current version of the Reston Master Plan was adopted on [September 12, 2023](#).

## RESTON'S PLANNING VISION

As noted in the 2023 Reston Master Plan, "Reston, Virginia will be a complete community designed for the 21st century with broad choices in jobs, housing, and lifestyles for an increasingly diverse residential population." The principles for planning cited in the 2023 Plan are:

1. Public participation in planning and zoning will continue to be the community's foundation. Local community participation remains a hallmark of the planning and zoning processes.
2. Excellence in planning, urban design, and architecture will be community hallmarks.
3. Planning will provide for environmental sustainability and green technology.
4. Development will be phased with infrastructure.
5. Reston will continue to offer a mix of urban and suburban lifestyles.
6. The Metrorail corridor will be transformed.
7. Reston will become a more vibrant employment center.
8. Housing will be provided for all ages and incomes.
9. Connectivity and mobility will be strengthened.
10. High quality recreation and public open space is needed to foster healthy lifestyles for all.
11. Health and wellness for all are high priorities for the Reston community.
12. The dignity and worth of the individual continue to be the focal point for Reston planning, creating opportunities to improve and enhance equity.

RCC necessarily relates its mission and strategic planning to outcomes associated with principles involving recreational amenities, inclusive engagement, environmental sustainability, and health and wellness, while also placing central importance on the dignity and worth of the individual in all aspects of agency planning, programming, facility development and services delivery.

## RESTON COMMUNITY CENTER STRATEGIC PLAN

### RCC STRATEGIC PLANNING – PLAN FOCUS PILLARS

RCC establishes its strategic plans in increments of five-year periods. For the 2021-2026 period, the plan focuses on long-range goals in the following focus pillars:

- ❖ Facilities
- ❖ Equity
- ❖ Community Connections
- ❖ Programs and Services
- ❖ Communications
- ❖ Stewardship and Accreditation

Included in the Strategic Plan is a Staff Methodology section to provide for the Outcomes and Tests for Success. These are identified to guide review processes associated with achievement of the Goals and Objectives.

To meet the goals and objectives of Reston Community Center's Strategic Plan 2021-2026, the Board of Governors and staff establish annual budgets, program plans, plan review processes and data collection practices. The data collected includes:

- Participation counts
- Customer satisfaction surveys
- Patron inputs from comment/suggestion cards



- Patron inquiries or input to [RCCContact@fairfaxcounty.gov](mailto:RCCContact@fairfaxcounty.gov)

Annual budget and program planning considers RCC’s strategic planning goals and objectives. The staff evaluates the results of the prior year efforts and presents those to the Board of Governors in a one-day January planning session, during which senior staff and the Board discuss successes and obstacles with respect to achievement of the plan metrics. Together, they brainstorm how the agency can best achieve goals or objectives not yet attained, or brainstorm approaches to emerging community challenges RCC should address.

From February to June, the Board and staff engage with the community to discuss progress, assess the validity of the goals and objectives, adapt if needed, and develop the budget and other resources needed to continue progress. At the June Annual Public Hearing for Programs and Budget, the plan progress is outlined, and a budget presentation is made. Following input from the community, the Board provides direction to staff on preparation of the agency budget.

Staff review programming and services delivery on an ongoing basis to ensure that these elements are considered:

- Pricing and cost recovery consistent with the RCC Policy Framework.
- Variety across age cohorts.
- Diversity of content.
- Delivery of programs and services to the entire community.
- Equitable resourcing where barriers related to racial or ethnic status, economic means, disabilities or other factors inhibit the ability of patrons to participate.

Beyond these general approaches to achieving the Strategic Plan objectives, particular strategies are identified for each Pillar of the Strategic Plan that will provide evidence of success.

## RCC STRATEGIC PLANNING – PRINCIPLES

RCC looks to the future with commitment to these overarching principles of our work:

- ✓ RCC will expand Reston’s access to cultural and recreational amenities, programs and services.
- ✓ RCC will leverage the strength of partnerships and collaborations with other Reston and Fairfax County agencies or organizations to serve the community.
- ✓ RCC will remain flexible in responding to changing trends and emerging community needs.
- ✓ RCC will deliver programs and services with superb and skilled staff using the best practices for stewardship of Reston’s investment to maintain the public’s trust.

## STRATEGIC PLAN GOALS & OBJECTIVES

<p><b>Facilities: Goal</b></p> <p>RCC engages the community in planning for existing and new facilities to create or maintain RCC buildings that are flexible, technologically advanced, accessible, beautiful and environmentally friendly.</p>	<p><b>Objectives:</b></p> <p>To support planning a new Reston venue for performing and other arts, that will be built with contributions from other funding partners and can be sustainably operated.</p> <p>To ensure that existing RCC facilities are well maintained and updated regularly as needed with improvements that will make them more accessible, useful and environmentally sound.</p> <p>To consider how RCC facilities can serve community needs and interests by regularly engaging with the community and partners on how they can be used.</p>
<p><b>Equity: Goal</b></p>	<p><b>Objectives:</b></p>

<p>RCC embodies the principles delineated in the One Fairfax Policy by putting equity at the forefront of meeting community needs and serves the people and neighborhoods of Reston through allocation of resources according to those needs and informed understanding of the community's diverse interests.</p>	<p>To participate as an active and engaged partner in Reston Opportunity Neighborhood (RestON).</p> <p>To regularly conduct outreach to the community that is welcoming, flexible and respectful.</p> <p>To assess barriers to the full enjoyment of leisure-time activities and implement strategies to eliminate those barriers.</p>
<p><b>Community Connections: Goal</b></p> <p>RCC provides resources for Reston people and organizations that forge meaningful relationships to create a greater sense of belonging and community cohesion. RCC helps newcomers understand the community values upon which Reston was founded and appreciate Reston's unique history.</p>	<p><b>Objectives:</b></p> <p>To implement and sustain collaborative efforts with other Reston organizations.</p> <p>To identify community and county initiatives that relate to RCC's mission and provide resources that contribute to their success.</p> <p>To reach out to new neighborhoods and under-served areas of the broader community with content that can be delivered to people where they are and that will then inspire those who participate to engage more deeply with the community as a whole.</p> <p>To implement a community calendar of important events in conjunction with civic and non-profit partners that will help inform people of the rich array of opportunities to enjoy Reston experiences.</p> <p>To foster ongoing development of leadership in the community and help maintain the rich array of Reston nonprofit organizations that serve the community.</p>
<p><b>Programs and Services: Goal</b></p> <p>RCC programs evolve and adapt to a changing community; programs and content should be delivered in both RCC facilities and where people live, work and play. RCC programs and services address diverse interests, ages, cultures and ethnicities; they are high quality, innovative, well attended and affordable.</p>	<p><b>Objectives:</b></p> <p>To preserve the broadest possible access to RCC programs and services.</p> <p>To create and use engagement strategies that inform the design and implementation of RCC programs and services.</p> <p>To establish reliable and well-used patron feedback mechanisms to ensure constant evaluation of patron satisfaction.</p> <p>To use data to inform program planning and development.</p> <p>To have staff participate in professional organizations that provide resources for the fields of RCC concern: aquatics, arts, leisure and learning, and facility services.</p>

<p><b>Stewardship and Accreditation: Goal</b></p> <p>RCC maintains its accreditation by the Commission on Accreditation of Park and Recreation Agencies (CAPRA) and achieves re-accreditation in 2025. RCC planning and operations are responsibly undertaken with community input, sustainable practices, sound fiscal management and consistent use of data to inform decision-making. As a Fairfax County agency, RCC complies with all requirements of such public service entities with respect to administration and management of its resources.</p>	<p><b>Objectives:</b></p> <p>To ensure that equity, accessibility and environmentally sound practices inform all facility planning, projects, maintenance and repair efforts.</p> <p>To ensure that the best practices required of Fairfax County agencies and enumerated by the CAPRA accreditation standards are routinely reviewed, followed, updated and in alignment with RCC functions.</p> <p>To consistently deliver programs and services that meet with patron satisfaction and to provide regular meaningful ways to measure that satisfaction.</p> <p>To pursue the objectives of the Fairfax County Countywide Strategic Plan that are aligned with RCC's mission.</p>
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**RCC VALUES**

In accomplishing these objectives, RCC will be:

- A respectful, diverse organization that supports and nurtures its patrons, partners, volunteers, and staff.
- An organization that embraces inclusion and diversity, and actively promotes racial and social justice.
- An accountable steward of Reston's resources, sense of place and community traditions.
- An accepting and open organization free of physical, financial and cultural barriers.

**RECREATION AND LEISURE TRENDS**

**COMMUNITY PROFILE & DEMOGRAPHICS**

Reston is an internationally known planned community developed by Robert E. Simon Jr. (1914-2015) and realized in 1964. Simon's plan combined urban lifestyle choices with open-space design, and valued community, nature and social equity. He created a suburban community that integrated citizens across racial, economic and social sectors. In 2018, Reston was ranked as the [Best Place to Live in Virginia](#) by Money magazine which noted its expanses of parks, lakes, golf courses and bridle paths as well as the numerous shopping and dining opportunities in Reston Town Center.

## Population of Reston:

63,226

Source: U.S. Census Bureau, 2020.

Sex	Estimate	Percent
Male	30,148	48%
Female	32,191	52%
Age Distribution	Estimate	Percent
Under 20 Years	12,903	20%
20 to 54 Years	30,767	49%
55 to 74 Years	14,065	23%
75 Years and Older	4,604	8%

Ethnicity	Percent
White	58.9%
Black or African American	9.5%
Asian	11.5%
Hispanic or Latino	14.1%

Note that percentages will not total 100% due to people choosing not to provide ethnicity data.

Total Household Income Category	Households Total: 27,808
Less than \$10,000	2.9%
\$10,000 to \$14,999	1.8%
\$15,000 to \$24,999	2.5%
\$25,000 to \$34,999	3.2%
\$35,000 to \$49,999	5.8%
\$50,000 to \$74,999	8.7%
\$75,000 to \$99,999	9.4%
\$100,000 to \$149,999	20.5%
\$150,000 to \$199,999	16.8%
\$200,000 or more	28.5%

## NEEDS ASSESSMENT & DATA

Data and assessments from the Fairfax County Park Authority, Reston's homeowners' association – Reston Association – and Northern Virginia Regional Park Authority (NOVA Parks) are used to monitor trends within the Reston area. Reston Community Center is an agency member of the Virginia Recreation and Park Society, the National Recreation and Park Association and other state, regional or national agencies.

Reston Association distributed a community survey compiled by the National Research Center to more than 3,000 randomly selected Reston households. Reston Community Center staff utilized feedback from this resource to help refine goals and objectives reflected in the current agency Strategic Plan. Of the

respondents, 88% cited Reston as having excellent or good recreational opportunities, while 79% believe the opportunity to participate in social events and activities was good or excellent.

Fairfax County Park Authority (FCPA) produces a recreation trends report on a periodic basis, and in late 2016, distributed the *Parks Count!* needs assessment to evaluate the wants and needs of residents from across the County. Prior to the FCPA survey,

According to the 2016 *Parks Count!* needs assessment, the following four themes emerged as the most important for Fairfax County households:

1. Preserve open space and environment
2. Improve physical health and fitness
3. Provide recreational facilities for children and teens
4. Make Fairfax County a more desirable place to live

In addition to the themes identified above, the following specific activities were cited as top priority needs for Fairfax County residents:

	Swim Lessons	Biking, Walking	Special Events	Summer Camps	Exercise
Under 18	X	X	X	X	X
18-49		X	X		X
50 and Older		X	X		X

Research results disseminated by these organizations and institutions provide a forecast for our industry and help inform staff of recommended programming and facility enhancements, innovative marketing efforts and trends in the community.

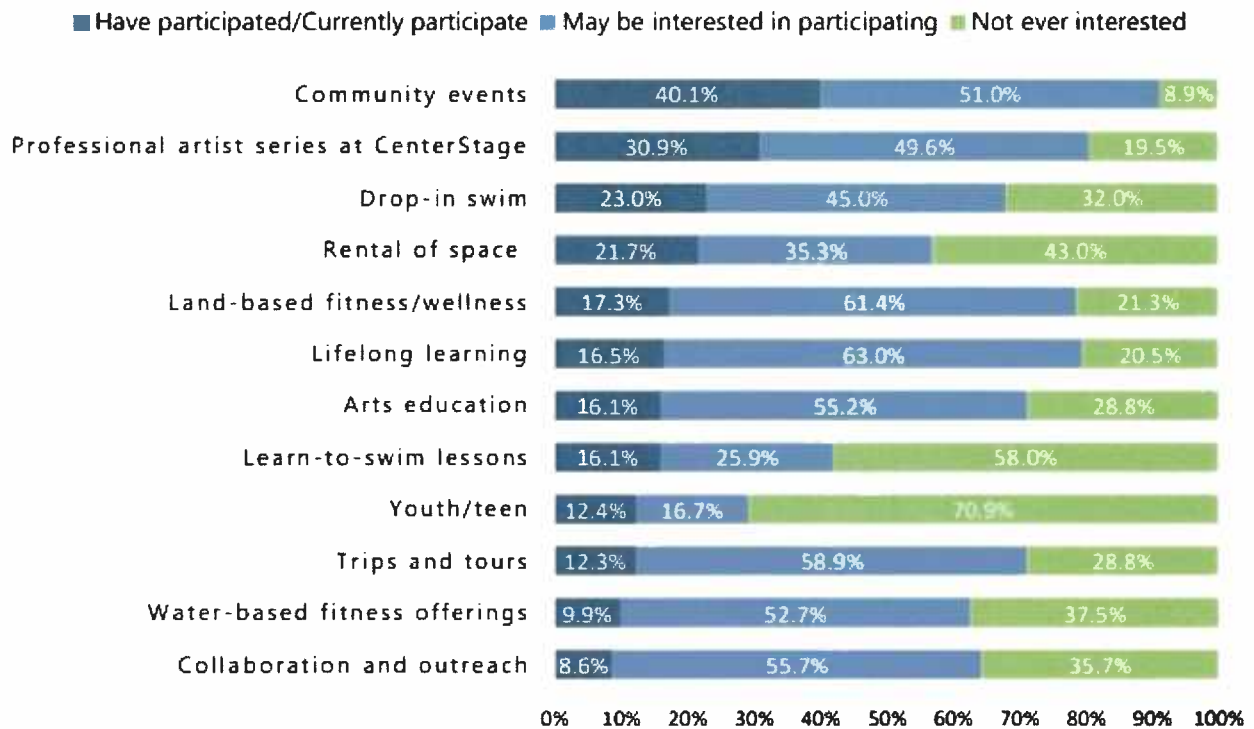
Finally, every five years, RCC conducts a community-based needs assessment via a survey instrument and related activities. RCC contracts with the University of Virginia's Center for Survey Research (CSR) to conduct an objective and statistically valid community survey. The last fully completed such effort was conducted in 2019.

Certain areas of investigation remain consistent from survey to survey to allow for comparisons across the years. These include the level of recognition of Reston Community Center, how it is funded, in what ways the community perceives its value to Reston, and some programming and services inquiries to get a pulse check on the community's priorities.

In addition to those consistent sets of questions, the CSR and RCC Board and staff identify particular issues to learn community preferences regarding. For example, in the 2019 survey, the concept of a new comprehensive facility for performing and visual arts being constructed in the new neighborhoods of Reston Town Center was explored in detail. This exploration helped give the community an objective view of the value of this proffer opportunity, how it might be funded, operated and to what extent RCC (SD 5) might be involved.

The chart provided from the 2019 CSR effort shows the community's level of participation and interest in various program areas. As a result of this data, RCC has placed a renewed focus on offsite and community events, creating a new department of Offsite & Collaboration which focuses specifically on events. Additionally, work is underway on procurement of an RCC-branded program delivery van which will be used to support offsite events starting in 2025. The next such RCC needs assessment will be completed in late 2024.

## Participation and Interest by Program Type



### INSIGHTS AND IMPLICATIONS

Priority Need	Implication for Reston Community Center
Swim lessons**	<ul style="list-style-type: none"> <li>RCC offers a year-round swim lesson program for all ages.</li> <li>Swim lessons are free during the summer season.</li> <li>RCC staff actively engage with the public to implement DEAP – Drowning Education and Prevention – water safety programming for community members.</li> </ul>
Biking, walking	<ul style="list-style-type: none"> <li>RCC launched RCC Cycles in 2017 to provide learn to bike classes for youth.</li> <li>RCC hosts a weekly walking group for community members.</li> <li>RCC partners with the Hunter Mill District Supervisor Office to present the annual Tour de Hunter Mill bicycle event.</li> </ul>
Special events	<ul style="list-style-type: none"> <li>The Arts &amp; Events, Offsite &amp; Collaboration and Leisure &amp; Learning teams plan and implement a robust and varied calendar of special events, including festivals and outdoor concerts, throughout the year.</li> </ul>
Summer camps	<ul style="list-style-type: none"> <li>RCC offers more than 100 individual summer camps annually, serving more than 1,200 participants.</li> </ul>
Exercise	<ul style="list-style-type: none"> <li>The Fitness &amp; Wellness team facilitates year-round classes and drop-in programs focused on cardio &amp; strength, yoga &amp; movement, and mind-body wellness.</li> </ul>

\*\*Swimming pools were cited as the highest priority facility need for indoor recreation. In 2019, RCC renovated its natatorium to provide an enhanced and modern setting for lessons, classes, fitness, therapeutic programming and swim leagues.

## RESTON COMMUNITY CENTER ANNUAL FLAGSHIP PROGRAMS & EVENTS

<p><b>Leisure &amp; Learning</b></p>	<p><b>Youth/Teen (Infant – 17)</b></p> <ul style="list-style-type: none"> <li>➤ Summer Camps</li> <li>➤ Children’s Fall Flea Market</li> <li>➤ Halloween Family Fun Day</li> <li>➤ Eggnormous Egg Hunt</li> <li>➤ Reston Elementary School, Middle School After School Programs</li> <li>➤ Social Programs</li> <li>➤ Meetups</li> <li>➤ Elementary After School Programs (varied)</li> </ul> <p><b>Lifelong Learning (ages 18 and older)</b></p> <ul style="list-style-type: none"> <li>➤ RCC Rides</li> <li>➤ Osher Lifelong Learning Institute (OLLI)</li> <li>➤ Good Neighbors Volunteer Group</li> <li>➤ Trips and Tours</li> <li>➤ Enrichment Programs</li> <li>➤ Social Programs</li> </ul> <p><b>Fitness (All Ages)</b></p> <ul style="list-style-type: none"> <li>➤ Yoga/Meditation</li> <li>➤ Pilates</li> <li>➤ Zumba</li> <li>➤ Cardio/Strength</li> </ul>
<p><b>Arts &amp; Culture</b></p>	<ul style="list-style-type: none"> <li>• Professional Touring Artist Series</li> <li>• Reston Dr. Martin Luther King Jr. Birthday Celebration Keynote Address</li> <li>• the CenterStage Cinema</li> <li>• OLLI Meet the Artists Series</li> <li>• Gifts from the HeART art exhibition</li> <li>• Summer Camps <ul style="list-style-type: none"> <li>➤ Young Actors Theatre</li> <li>➤ Lake Anne Art Rave for Kids (LARK)</li> </ul> </li> </ul>
<p><b>Offsite &amp; Collaboration</b></p>	<ul style="list-style-type: none"> <li>• Reston Multicultural Festival</li> <li>• Sunset Concerts at Lake Anne Plaza</li> <li>• Take a Break Concerts at Halley Rise</li> <li>• Darden &amp; Friends Jazz Concerts</li> <li>• Sunday Art in the Park Concert Series with Shenandoah Conservatory</li> <li>• Summerbration Concert Series at Reston Station</li> <li>• Thanksgiving Food Drive</li> <li>• Reston Town Center Holiday Concerts</li> <li>• RestON – Opportunity Neighborhood <ul style="list-style-type: none"> <li>➤ Crafternoons</li> <li>➤ Fun Around Town</li> </ul> </li> <li>• Reston Summer Camp Expo</li> <li>• Diva Central Prom Dress Drive &amp; Giveaway</li> <li>• Spring Flea Market</li> <li>• Green Reston</li> <li>• Community Coffee</li> <li>• RCC on Wheels</li> </ul>
<p><b>Aquatics</b></p>	<ul style="list-style-type: none"> <li>• Learn to Swim (All Ages)</li> <li>• Drowning Education Awareness Program (DEAP)</li> <li>• Underwater Egg Hunt</li> <li>• Boo at the Pool <ul style="list-style-type: none"> <li>➤ Swim Teams Practices – South Lakes, Reston Masters, Reston Swim/Winter Development, York Swim</li> </ul> </li> </ul>

COMMUNITY INVENTORY

Recreation Providers	Activity Types	Infant Programs	Pre-School Programs (ages 2-5)	School Age Programs (ages 6-17)	Adult Programs (ages 18+)	Before/After Care Programs (grades K-6)	Provides Transport	Scholarship, sliding scale or fee waiver
<b>Al Fatih Academy</b> 12300 Pinecrest Road, Reston, 20191 703-437-9382 www.alfatih.org	Enrichment Programs							
<b>Beloved Yoga Sanctuary</b> 11109 Sunset Hills Rd #100, Reston, VA 20190 www.belovedyoga.com	Fitness							
<b>Bikram Yoga Reston</b> 11495 Sunset Hills Rd #100, Reston 20190 (703) 437-5333 www.restonyoga.com	Fitness							
<b>Children's House Montessori School</b> 1625 Wiehle Avenue, Reston, 20190 703-481-6678 www.childrenshouse-montessori.com	Summer Camps							
<b>Childtime</b> 11511 Sunset Hills Road, Reston, 20190 703-796-9663 www.childtime.com	Summer Camps							
<b>Crunch Fitness</b> 11951 Freedom Dr, Reston, VA 20190 (571) 267-5000 www.crunch.com	Fitness							
<b>F45 Reston Station</b> 11201 Reston Station Blvd. Reston, VA 20190 f45training.com	Fitness							
<b>F45 Reston Town Center</b> 11840 Freedom Dr. Reston, VA 20190 f45training.com	Fitness							
<b>FCPA Programs (General)</b> Various locations in Fairfax County 703-222-4664 www.fairfaxcounty.gov/parks	Recreation Enrichment Programs							
<b>FCPA Rec Pac (Summer Camp)</b> Various locations in Fairfax County 703-324-8702 www.fairfaxcounty.gov/parks	Summer Camps							
<b>Fusion 360</b> 11130D South Lakes Dr, Reston, VA 20191 (703) 860-5635 www.fusion360fitness.com	Fitness							
<b>Golds Gym</b> 11830 Sunrise Valley Dr., Reston, VA 20191 (703) 435-3900 www.goldsgym.com	Fitness							
<b>Good Beginnings School</b> 11501 Sunrise Valley Drive, Reston, 20191 703-800-6262 www.goodbeginningsschool.com	Summer Camps							



Recreation Providers	Activity Types	Infant Programs	Pre-School Programs (ages 2-5)	School Age Programs (ages 6-17)	Adult Programs (ages 18+)	Before/After Care Programs (grades K-6)	Provides Transport	Scholarship, sliding scale or fee waiver
<b>Great Day Learning Center</b> 11155 N Shore Drive, 20190 703-787-6900 www.greatlearningctr.com	Summer Camps							
<b>Tephra Institute of Contemporary Art</b> 12001 Market Street #103, Reston, 20190 703-471-9242 www.tephraica.org	Art Classes and Camps							
<b>Greater Washington Dance Center</b> 12320 Pinecrest Road #110, Reston, 20191 571-659-4932 www.gwdancecenter.com	Dance Classes							
<b>Herndon Optimist Club</b> (Basketball, Cheerleading, Softball, Field Hockey, Football, Lacrosse, Rugby) P.O. Box 1771, Herndon, 20172 http://herndonoptimist.org	Sports and Recreation							
<b>i9 Sports</b> Various locations in Fairfax County 703-496-4433 www.i9sports.com	Sports and Recreation							
<b>Ideaventions</b> 12340 Pinecrest Road, Reston, 20191 703-860-0211 www.ideaventions.com	STEM and Enrichment Programs/Camps							
<b>Kiddie Academy</b> 12320 Pinecrest Road, Suite 150, Reston, 20191 703-860-0800 www.kiddieacademy.com	Summer Camps							
<b>Kindercare - Isaac Newton Square</b> 1946 Isaac Newton Square W, Reston, 20190 703-435-0263 www.kindercare.com	Summer Camps							
<b>Kindercare - Old Reston Avenue</b> 1802 Old Reston Avenue, Reston, 20190 703-709-8416 www.kindercare.com	Summer Camps							
<b>Lake Anne Nursery Kindergarten (LANK)</b> 12021 N Shore Drive, Reston, 20190 703-437-0035 www.lankschool.com	Summer Camps							
<b>Laurel Learning Center</b> 11484 Washington Plaza W, Reston 20190 571-323-1414 www.cornerstonesva.com	Summer Camps							
<b>Life Champ Martial Arts</b> 11160 South Lake Drive, Reston, 20191 703-860-5555 www.hellokarate.com	Fitness							
<b>Lifetime Athletic</b> 1757 Business Center Dr, Reston, VA 20190 (571) 512-3500 www.lifetime.life	Fitness Aquatics Summer Camps							

Recreation Providers	Activity Types	Infant Programs	Pre-School Programs (ages 2-5)	School Age Programs (ages 6-17)	Adult Programs (ages 18+)	Before/After Care Programs (grades K-6)	Provides Transport	Scholarship, sliding scale or fee waiver
<b>Lopez Studios, Inc.</b> 11425 Isaac Newton Square S, Reston, 20190 703-787-0071 www.lopezstudiosinc.com	Performing Arts							
<b>Mosaic School (resides in Good Beginnings)</b> 11501 Sunrise Valley Drive, Reston, 20191 571-525-2050 www.mosaicpreschool.com	Summer Camps							
<b>NCS - Reston Teen Center</b> 12196 Sunset Hills Road, Reston, 20190 703-326-7040 www.fairfaxcounty.gov/ncs	Gen Recreation Summer Camps							
<b>NCS - Cathy Hudgins Community Center at Southgate</b> 12125 Pinecrest Road, Reston, 20191 703-860-0676 www.fairfaxcounty.gov/ncs	Gen Recreation Summer Camps							
<b>NCS - Therapeutic Recreation</b> Various locations in Fairfax County 703-324-5556 www.fairfaxcounty.gov/ncs	Gen Recreation Summer Camps							
<b>New Trail Cycling and Strength</b> 1641-B Washington Plaza N Reston, VA 20190 newtrailcycling.com	Fitness							
<b>Northern Virginia Hebrew Congregation</b> 1441 Wiehle Avenue, Reston, 20190 703-437-7733 www.nvhcreston.org	Enrichment Programs Summer Camps							
<b>OFC - SACC</b> Throughout Fairfax County 703-449-8989 www.fairfaxcounty.gov/ofc/school	Summer Camps							
<b>One Life Fitness</b> 11445 Isaac Newton Square S, Reston 20190 (703) 904-7600 www.onelifefitness.com	Fitness							
<b>OrangeTheory Reston</b> 11410 Reston Station Blvd, 20190 (703) 822-5272 www.reston.orangetheoryfitness.com	Fitness							
<b>Ravel Dance</b> 1763 Fountain Drive, Reston, 20190 703-437-9664 www.raveldance.com	Dance Classes							
<b>Reston Association</b> 12001 Sunrise Valley Drive, Reston, 20191 703-435-6530 www.reston.org	Gen Recreation Fitness Aquatics Enrichment Summer Camps							
<b>Reston Children's Center</b> 11825 Olde Crafts Drive, Reston, 20191 703-476-8150 www.restonchildren.org	Summer Camps							
<b>Reston-Herndon Little League</b> Throughout Herndon and Reston http://rhbaseball.org	Sports							
<b>Reston Montessori School</b> 1928 Isaac Newton Square W, Reston, 20190 703-481-2922 www.restonmontessori.com	Summer Camps							

Recreation Providers	Activity Types	Infant Programs	Pre-School Programs (ages 2-5)	School Age Programs (ages 6-17)	Adult Programs (ages 18+)	Before/After Care Programs (grades K-6)	Provides Transport	Scholarship, sliding scale or fee waiver
<b>Reston Pilates</b> 11260 Roger Bacon Dr, Reston, VA 20190 (571) 354-0802 www.restonpilates.com	Fitness							
<b>Reston Regional Library</b> 11925 Bowman Towne Drive, Reston, 20190 703-689-2700 www.fairfaxcounty.gov/library	Enrichment Programs							
<b>Reston Soccer</b> P.O. Box 2697, Reston, 20195 703-859-6267 www.restonsoccer.com	Sports							
<b>Reston Swim Team Association</b> P.O. Box 2668, Reston, 20195 www.rsta.org	Aquatics							
<b>Reston Youth Association</b> 2013 Soapstone Drive, Reston, 20191	Sports							
<b>Reston Youth Basketball</b> 1751 Wainwright Drive, Reston, 20190 www.restonyouthbasketball.com	Sports							
<b>Russian Kids House</b> 11445 Isaac Newton Square S, Reston 20190 703-435-2784 www.russiankidshouse.com	Enrichment Programs Summer Camps							
<b>Solidcore</b> 12100 Sunset Hills Rd. Reston, VA 20190 www.solidcore.co	Fitness							
<b>Skatequest</b> 1800 Michael Faraday Court, Reston, 20190 703-709-1010 www.skatequest.com	Sports							
<b>Walker Nature Center</b> 11450 Glade Drive, Reston, VA 20191 www.reston.org	Enrichment Programs Camps							
<b>Winwood Children's Center</b> 1841 Explorer Street, Reston, 20190 703-787-0533 www.winwood.com	Summer Camps							
<b>YMCA Fairfax County Reston</b> 12196 Sunset Hills Road, Reston, 20190 703-742-8800 www.ymcadc.org	Gen. Recreation Fitness Summer Camps							
<b>Yoga 4 All Bodies</b> 12021 Creekbend Dr, Reston, VA 20194 (703) 297-2224 www.yoga4allbodies.com	Fitness							

This inventory is constantly evolving and RCC staff regularly repeat environmental scans to validate the inventory and the associated programs, facilities and services. The community as it grows is also incorporating social and activity centers in many of the multi-family dwelling unit styles of apartment and condominium developments being constructed in the Silver Line Corridor.

RCC regularly seeks opportunities to program in those types of spaces to provide samples of our offerings and connect these new residents to the community. By doing so, newcomers are able to appreciate the broad range of content that their new home boasts while also enjoying the benefit of the content being delivered on site.

# LEVEL OF SERVICE STANDARDS

Level of Service (LOS) standards are a type of performance measure associated with equitable provision of service, such as the number of facilities per 1,000 residents in a service area or facilities available within a designated travel distance or travel time, e.g. percent of population that have a park within a 15-minute walk.

According to the National Recreation and Park Association 2024 Facility Market Community Profile report, compiled specifically for Reston Community Center, the following chart captures the population information of those living within a 15-minute commute to either RCC facility.

Summary	Census 2010	Census 2020	2023	2028
Population	258,200	281,863	289,178	303,876
Households	97,333	106,620	109,770	115,870
Families	66,266	-	71,360	74,664
Average Household Size	2.65	-	2.63	2.62
Owner Occupied Housing Units	65,585	-	68,889	70,842
Renter Occupied Housing Units	31,748	-	40,881	45,028
Median Age	35.9	-	38.5	39.2

As noted in the Fairfax County Comprehensive Plan, the Reston Master Plan identified core needs for the community in terms of its recreational, cultural and leisure-time amenities. Items on the list were developed working with the largest not-for-profit providers of parks, recreation, and cultural amenities in Reston – Fairfax County Park Authority, Reston Association, Reston Town Center Association and Reston Community Center.

LOS standards can also address other dimensions of equitable access, such as connectivity, maintenance and affordability. Reston Community Center references the Fairfax County Park Authority (FCPA) LOS standards for provision of land, facilities and services within the jurisdiction. Reston Community Center does not own or operate any park land. Public providers include Fairfax County Park Authority, Fairfax County Public Schools, Department of Neighborhood and Community Services, Northern Virginia Regional Park Authority and Reston Association.

The adopted population-based countywide service level standards established in the Parks and Recreation section of Fairfax County’s Comprehensive Policy Plan form the basis of determination of how many facilities are needed.

In addition to these resources, the Fairfax County Comprehensive Plan document contains a [Performing and Visual Arts Policy Statement](#) that describes the County’s expectations regarding arts and culture amenities and programs. Its overall goal is stated as:

*Fairfax County should encourage a dynamic and diverse arts presence by supporting the works, participants, and audiences in the areas of dance, creative writing, choral and instrumental music, theater arts, film and new media, two and three-dimensional visual art in traditional and contemporary cultural iterations, but also in the ways that these areas may overlap and interact with new and emerging technologies.*

Specifically with respect to Reston Community Center planning, the policy objectives are in part:

- *Given the significant changing demographics of Fairfax County, arts planning and programming in the county should be diverse and inclusive.*
- *With respect to arts facilities, the principal focus should be community based.*
- *As major commercial areas of the county are redeveloped or expanded, developers should be encouraged to incorporate potential arts venues and public art in their plans.*
- *Public art should also be considered for all new and renovated county facilities and parks.*

Reston Community Center actively pursues the overall goal of this policy, and the individual objectives cited above.

## RESTON'S FUTURE AMENITY PRIORITIES – RESTON MASTER PLAN; COMMUNITY FEEDBACK

The current Reston Master Plan treats the entire array of parks, recreation, arts and open space amenities on pages 94-107. It describes the planning principles for the preservation, development and activation of these amenities as follows:

- Preserve the natural features including forests, lakes and stream valleys.
- Protect, preserve and conserve habitat for birds, pollinators and wildlife.
- Establish wildlife corridors by augmenting the landscape features in the natural and developed areas.
- Provide consistent quality and quantity of parks, recreation and open space for all residents and employees in Reston, regardless of localized variations in age, race and income levels.
- Plan for a variety of recreation experiences to serve all ages, backgrounds, interests and abilities to meet the needs of the culturally and economically diverse Reston community.
- Provide for indoor and outdoor cultural activities.
- Provide for community gathering spaces.
- Establish inclusive and equitable community engagement to inform and guide planning for parks and recreation and open spaces.

Page 97 offers a table of desired parks, recreation, cultural and open space outcomes for the community as a function of future development, coordinated planning among the array of providers in the community and Fairfax County government capital project planning for financing and construction.

Coordination of joint or complementary efforts is accomplished by regular convenings scheduled via the Hunter Mill District Supervisor's office or specific project efforts undertaken by partnering among the Reston providers of amenities and programming.

## CAPITAL IMPROVEMENT PLAN

Reston Community Center's Capital Improvement Program (CIP) serves as the vehicle to execute planned and proposed maintenance, facility upgrades and new facilities. RCC is required to review Capital Project planning annually and present plans for three consecutive fiscal years (Capital Improvement Plan/Capital Maintenance Plan) to the Board of Supervisors via the Fairfax County Department of Management and Budget (DMB). Capital projects are scoped in terms of Rough Order of Magnitude costs and established in the CIP/CMP when the earliest possible requirement may occur.

Projects not completed are "carried over" at budgeted amounts to the next fiscal year (June) and/or adjusted through carryover. Any necessary Architectural/Engineering or other studies conducted prior to final budget estimates established may require third quarter or year-end (carryover) adjustments to future budgets. The three-year planning document is reviewed and updated annually and approved by the Board of Governors.

The CIP/CMP includes the immediate fiscal year's funded projects and timeline, paired with a forecast of projects and estimated expenses and funding sources of the two upcoming years. Beginning in 2020, RCC established an agency-wide comprehensive tool for managing the CIP/CMP as well as routine facility, maintenance and repair efforts. This software is a product of Brightly and replaced the agency's spreadsheets previously used to maintain these plans and records.

CAPITAL IMPROVEMENT/MAINTENANCE SCHEDULE 2024 – 2025 – 2026

Project Name	FY 2024	FY 2025	FY 2026
Elevator Replacement	325,000		
Carpet Replacement	40,000		
Energy Utilization Improvement Project Phase 1	851,221		
Phase 2		851,221	
RCC HW/LA Lobby Display Systems		130,000	
CenterStage Lobby Exhibit		100,000	
Systems Furniture – All Workstations (replacement)		500,000	
RCC HW Restrooms Renovation		100,000	
Choral Risers/Stage System		45,000	
RCC on Wheels (Vehicle deposit)	350,000	350,000	
Light Board (theatre)	15,000		
A/V Equipment Systems	30,000		
AQ Center Locker Rooms HVAC Energy Recovery Units Replacements			275,000
HW Building Exterior Main Switchboard Replacement			185,00

NON-CAPITAL EQUIPMENT OR SYSTEMS LIST

Non-capital equipment systems used by the various specialized areas of RCC facilities include but are not limited to the following:

- Information technology assets
- Specialized theatrical equipment
- Specialized components for pool operations (e.g., pumps, filtration parts, motors)
- Genie lifts (theatre and non-theatre areas of the HW facility)
- Audio-visual equipment (monitors, laptops, microphones, cables, etc.)
- Risers for choral and symphony performances
- Ceramics, woodworking and related specialized equipment

RCC uses a software product called to manage the inventory of these kinds of equipment and more as well as the routine maintenance calls for the facilities and equipment. The software permits entry of useful life, replacement issues, and estimated and actual costs of repair or replacement.

Consistent with the Fairfax County government budget development guidelines, and internal controls for managing equipment and systems maintenance issues, RCC staff monitor capital equipment, project and maintenance needs.

## LONG RANGE PLANNING - CONCLUSION

As Reston Community Center considers the long-term planning for the community and its place in the tapestry of recreational, cultural and leisure-time amenities, it becomes more important than ever to foster partnerships and to realize new facilities jointly. New amenities will likely be so costly that they may be realized only by leveraging the totality of Reston's and Fairfax County resources to meet the emerging needs of this dynamic and growing community.

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# RESTON COMMUNITY CENTER

## RISK MANAGEMENT AND SAFETY PLAN NOVEMBER 2024



*Enriching Lives.  
Building Community.®*



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## INTRODUCTION AND PURPOSE

The purpose of this plan is to outline procedures for Reston Community Center (RCC) personnel to safely operate two multipurpose public facilities and offsite programming. The RCC Hunters Woods facility is a 50,000 square foot building owned by Fairfax County Government for RCC. RCC Lake Anne is a 13,000 square foot leased facility. RCC programming is also delivered in settings and on properties throughout the community where safety and security will be shared responsibilities. This plan will not and cannot identify and cover every task performed and encountered in all major areas and by staff within the agency. There will be material herein that does not apply to some departments and information more specifically outlined in the agency's Operating Guidance Memoranda (OGM) involving Risk Management.

If an employee is at all unsure about how to safely complete a task it is their responsibility to reach out to their immediate supervisor or an appropriate manager before proceeding with the task. Employees should be on constant alert for potential hazards that are not specifically referred to in any written RCC Operating Guidance Memoranda or other resources, but which may result in injuries or property damage. Where potential hazards are thought to exist, employees should use all precautionary measures and, when in doubt as to the procedure to follow, consult with their immediate supervisor or an appropriate manager on duty.

Accidents often occur when people overlook safety to concentrate on a mechanical skill or problem; when people fail to recognize a hazard; or when people take unnecessary risks when rushing to complete a task. Accidents are costly to the employee and the employer. Accidents can cause physical pain, disability, and loss of income or future earning power for an employee or affected party, and they represent a financial and reputational risk to the agency.

Safe operating procedures are essential in performing any job skill. Safe performance is also efficient performance. Most accidents can be avoided by identifying and responding appropriately to safety hazards when performing tasks.

Reston Community Center works closely with the Fairfax County Risk Management Division (RMD) which is part of the Fairfax County Department of Finance (DOF). RMD establishes risk management policy for Fairfax County Government.

This plan is intended to cover general risk management and safety topics. Detailed information on responding to emergency situations can be found in RCC's Emergency Action Plan. Copies are available at each RCC facility and on the agency's shared drive. Additionally, RCC OGM Risk Management/No. 4 contains RCC's General Security Plan.

Topics in the plan are listed alphabetically and not in any order of importance. Safety and security of people and property, in all aspects of RCC operations and programming, are everyone's first priority.

## AQUATICS OPERATIONS

RCC's Terry L. Smith Aquatics Center features a six-lane, 25-yard lap pool with a zero-depth beach entry, a separate warm water pool and a 16-person spa. This facility is professionally managed by RCC's Aquatics Director and employees of the Aquatics cost center.

RCC's aquatics staff follow all industry best practices and comply with all state and local guidelines regarding aquatic facility operations. All lifeguard and instructional staff are certified in accordance with industry standards. Complete documentation of the Terry L. Smith Aquatics Center facility operations and staff training is maintained in the Aquatics office. Training certifications and emergency support roles are as follow:

1. Lifeguard I, II and III are required to possess a current American Red Cross Lifeguard r.24 Certification that is valid for two years from completion of the class. This training includes the "CPR Pro" curriculum for professional first responders.
2. Operators (Managers and Lifeguard III) are required to have a Pool Operator certification that is valid for three years. RCC uses both the Aquatic Facility Operator (AFO) curriculum from the National Recreation and Parks Association (NRPA) and the Fairfax County Health Department Pool Operator license curriculum. The Fairfax County Health Department requires that public pools must have a certified Pool Operator on duty while pools are in operation.
3. Pool chemicals are stored as required by the Fairfax County Health Department in designated, secure spaces. Personal Protection Equipment (PPE) stations are set up outside the chemical storage and use rooms. Safety Data Sheet (SDS) notebooks are located with each station and in the Lifeguard Office.
4. RCC Aquatics staff are certified professional first responders who will respond throughout the Hunters Woods location to provide first aid and/or other assistance in medical emergencies. RCC Aquatics staff conduct CPR/First Aid/AED training for RCC staff for whom their position requires it.
5. RCC's Aquatics Director is the agency designated Fairfax County Narcan Task Force representative. This role includes maintaining/monitoring the agency's Narcan supply and working with RCC's training coordinator to ensure all RCC employees take the required EmployeeU class.

## CONCUSSION PROTOCOL

### Reference: RCC Operating Guidance Memorandum Risk Management 06 CONCUSSION PROTOCOL

RCC facilities are open to the public and offer the public opportunities to participate in programs, drop into offerings or simply gather or relax. Because the facilities are public in nature, these general guidelines are provided to support action in the event of a patron concussion injury.

### DEFINITIONS (FROM THE VIRGINIA BOARD OF EDUCATION GUIDELINES)

A *concussion* is a traumatic brain injury and is defined by the 4th International Conference on Concussion in Sports (2012) as a complex pathophysiological process affecting the brain and induced by biomechanical forces. Several common features that incorporate clinical, pathologic, and biomechanical injury constructs that may be utilized in defining the nature of a concussive head injury include the following:

- Concussion may be caused either by a direct blow to the head, face, neck, or elsewhere on the body with an "impulsive" force transmitted to the head.
- Concussion typically results in the rapid onset of short-lived impairment of neurologic function that resolves spontaneously. However, in some cases, symptoms and signs may evolve over a number of minutes, hours, or days.
- Concussion may result in neuropathological changes, but the acute clinical symptoms largely reflect a functional disturbance rather than a structural injury with no abnormality seen on standard structural neuroimaging studies.
- Concussion results in a graded set of clinical symptoms that may or may not involve loss of consciousness. Resolution of the clinical and cognitive symptoms typically follows a sequential course. It is important to note, however, that symptoms may be prolonged in some cases.

*Return-to-play* means participate in a nonmedically supervised practice or athletic competition.

*Non-interscholastic youth sports program* means a program organized for recreational athletic competition or recreational athletic instruction for youth.

The above definitions may apply to either RCC programming and its participants or participants in offerings for which RCC facilities are rented.

### GENERAL GUIDELINES

RCC staff are expected to follow the protocols for patron or staff injury consistent with training provided by the Aquatics team for First Aid/CPR/AED and as described in the American Red Cross manual for that training.

- Call 911 for any suspected concussion event.

- Alert the Aquatics team for assistance. A First Aid/CPR/AED-certified employee will remain with the injured individual and accomplish the following:
  - Support the head and neck in the existing position of the individual; individuals should not be moved.
  - Maintain an open airway.
  - Control any bleeding and apply dressings to any open wounds.
  - Do not apply direct pressure if there are any signs of an obvious skull fracture.
  - If there is clear fluid leaking from the ears or a wound in the scalp, cover the area loosely with a sterile gauze dressing.
  - Monitor the person for any changes in condition.
  - Try to calm and reassure the person. Encourage the person to talk; it may prevent loss of consciousness.

## DOCUMENTATION

- Reston Community Center staff should take care to obtain information required by the agency report forms (Incident and/or Worker's Compensation) and ensure that the participating staff and/or volunteers have reviewed and contributed to the information on those forms.
- Incident and/or Worker's Compensation original forms should be provided to the agency Director of Finance/HR.

## RESOURCES:

American Red Cross First Aid – Participant Manual

Virginia Department of Education Guidelines for Policies on Concussions in Students

## CONTRACTS AND PURCHASING – RISK AND INSURANCE ISSUES

- The Director of Finance/HR is responsible for review of all contracts, purchasing agreements, Memoranda of Understanding (MOUs), Letters of Agreement (LOAs) or other instruments obligating RCC funds, facilities and/or personnel.
- In cases where documentation of RCC's insurance is required, the applicable document is available here: [Statement of Fairfax County Self-Insurance](#).
- RCC may not hold harmless or indemnify any counterparty to any agreement involving the agency or its personnel.
- RCC must assert the legal jurisdiction of the Commonwealth of Virginia on any and all agreements that have legal force whether or not funding is involved.

- RCC staff who are involved in the establishment of MOUs or LOAs, contracts, or other types of legal or obligatory arrangements with outside entities (non-Fairfax County or Virginia State agencies) are responsible for striking through any part of provided agreements that are counter to the legal requirements related to jurisdiction, insurance or liability described above prior to submitting to the Director of Finance/HR.

## ELECTRICAL SAFETY AND ASSOCIATED WORK PRACTICES

### **Reference: RCC Operating Guidance Memorandum Risk Management 08 HAZARDOUS ENERGY CONTROL PROGRAM**

Offices have many different types of electrical equipment including computers, printers and copy machines. Electrical equipment used in an office is potentially hazardous and can cause shock and burn injuries if used improperly. Electrical hazards from overloading circuits and using extension cords improperly include fires, electrical shocks, trips and falls.

It is imperative that every employee have an efficient workstation with an adequate number of outlets. Using fixed power strips with ground fault circuit interrupters is a safer option than using extension cords. Employees and supervisors must ensure any worn, frayed or damaged power cords are replaced and that power cords are never run under carpets. Employees should never attempt to repair any electrical equipment; only trained and authorized employees or contractors should work on electrical equipment. Employees must also be trained to operate any electrical equipment before use.

Poorly maintained or unsafe, poor quality, non-rated (UL) coffee makers, heaters, lamps and radios should not be used. These appliances can develop electrical shorts, create fires and produce shock hazards. Equipment and cords for all equipment should be inspected regularly. Again, only qualified individuals should make repairs.

Receptacle cover plates must be kept tight to ensure no current-carrying parts are exposed and to eliminate the possibility of shock. Broken and/or cracked cover plates, as well as any unsafe electrical conditions should be reported to the Building Engineer and your supervisor immediately.

Electrical panel doors must not be blocked, and nothing should be stored within 30 inches of the panel. In the event of an electrical malfunction, the panel door and items in front of it could become hot, which would create a fire hazard. Panel doors should always be closed to prevent electrical flash in the event of an electrical malfunction.

*Here are a few things to know about electricity:*

- Electricity travels through electrical conductors—in most cases wires, but when problems occur, through the human body.
- Many metals and moist skin have little resistance to the flow of electrical current and can easily conduct electricity.
- Items such as dry wood, rubber, pottery and porcelain have a high resistance and can be used to prevent the flow of electrical current.
- When part of the human body contacts an electrical circuit, a shock will occur.

- Electrical current enters the body at one point and leaves the body at another.
- Electricity can cause pain, burns, damage of muscles, tissues and nerves and, in some cases, death.
- Factors that affect the severity of electrical shock include voltage, type of current, amperage, path through the body and duration of contact. More serious injuries occur the longer the current flows through the body.
- Injuries are more severe when the current passes through the nerve centers and vital organs.
- Accidents involving electricity typically occur because of faulty equipment, unsafe installation or misuse.

*Ways to prevent electrical hazards in the workplace include:*

- Turning off electrical equipment when not in use
- Ensuring ground prongs are in place on cords
- Inspecting electrical cords to identify damaged, frayed or worn cords
- Keeping cords out of walkways
- Avoiding and prohibiting extension cord use in place of permanent wiring
- Using approved surge protectors and never plugging surge protectors into each other or into an extension cord
- Not overloading outlets and surge protectors
- Not storing combustible materials (such as paper) close to or near electrical outlets and connections

## ENCROACHMENT

### **Reference: RCC Operating Guidance Memorandum Risk Management 09 ENCROACHMENT**

RCC facilities are open to the public and offer the public opportunities to participate in a variety of onsite programs and services. The RCC Hunters Woods building and site are owned on behalf of Small District 5 by the Fairfax County Board of Supervisors. As a Fairfax County Government agency, RCC applies remedies to encroachment that may affect the interiors of both of its buildings (RCC Hunters Woods, which is owned, and RCC Lake Anne which is a leased facility) and the exterior property area associated with RCC Hunters Woods.

## GENERAL GUIDELINES

Reston Community Center employees are responsible for enforcing the agency's Code of Conduct at all times. Persons observed inside RCC facilities who are damaging the facility or RCC property will be addressed in the following escalating fashion:

- Request politely and firmly that the person cease the activity.
- If the person(s) will not cease, request they leave the premises.
- If the actions will result in harm, or the person(s) will not cease actions, the police will be called. The non-emergency number will be used if the situation is not dangerous; otherwise, the call will be made to 911 if immediate danger exists.



- RCC will file a police report if damage to RCC facilities or property is of an extensive nature (greater than \$500 in repair or replacement cost).

Persons observed to be locating items on or making alterations to the exterior property within the boundaries of RCC Hunters Woods will be addressed in the following escalating fashion:

- Request politely and firmly that the person cease the activity..
- If the actions continue, request they leave the property entirely.
- If the party or parties fail to comply with requests, and the activity does not represent a safety threat to the public, the non-emergency police number will be used to request assistance.
- If the actions of the party or parties represent a safety threat, the 911 emergency number will be called to request police action to stop the activity.

Should encroachment on the exterior RCC Hunters Woods property be discovered without observation of a responsible party, RCC will take the following action:

- Determine through review of security footage if an individual(s) can be identified as responsible.
- Report the event to the police if the extent of the encroachment is significant.
- Remove the encroachment after being permitted to do so by the police.
- Remove the encroachment if it is sufficiently minor or can't be sufficiently investigated.

## DOCUMENTATION

RCC employees will document encroachment using the agency processes for incident reporting and the RCC Incident Report Form.

## RESOURCES

Code of Virginia: § 15.2-2009. Obstructions or encroachments:

<https://law.lis.virginia.gov/vacode/title15.2/chapter20/section15.2-2009/>

## FIRE PREVENTION

One of the most feared and potentially damaging disasters that can occur on the job is fire. Fires can be prevented through proper planning, sensible placement of fire-producing activities in relation to combustible materials and good housekeeping. Observe and enforce all no smoking rules. Follow these safety procedures to prevent fires:

- Fire equipment should be prominently displayed, labeled for usage and kept clear for easy access at all times.
- Know the location of fire extinguishers and how to use them. OSHA Safety in Fire Prevention fire extinguisher training is available through EmployeeU. Facility Services staff are required to take this training, but it is recommended for all employees. After use of an extinguisher, report such use immediately to the Facility Services Director so that a replacement may be obtained or the extinguisher recharged.

- Facility Services staff checks the condition and expiration date of all fire extinguishers monthly. Tags on the equipment are initialed by staff following inspection. A certified contractor performs service and applies new inspection tags on an annual basis.
- Do not use water type extinguishers on electrical fires because of the danger of electrocution.
- There are many types of portable fire extinguishers in use at different facilities; most are of the “ABC” type. These extinguishers should be used on fires involving the following types of materials:
  - Wood, Paper, Rags
  - Flammable liquids such as gasoline, kerosene, paint thinner etc.
  - Electrical equipment such as fuse boxes, circuit breakers, electrical insulation, etc.

Fire extinguishers should only be used by employees trained in their operation.

- Oily rags and other flammable wastes should be kept in covered metal containers. Such debris shall be removed from the building as soon as possible and not left unattended in a building overnight. Cleaning solvents that have flammable properties (a flash point below 140 degrees Fahrenheit) should be kept in OSHA-approved safety containers having spring-lift caps. Each container shall be labeled as to its contents. Gasoline should not be used for cleaning parts, floors or any part of buildings. All flammables should be stored in fireproof cabinets.
- Gasoline utilized in small quantities should be handled and dispensed in small (one gallon), OSHA-approved, standard fire-resistant safety containers having a spring-lift cap, and those should be stored in the outside shed. All containers must be labeled as to contents.
- Never let motorized equipment run while fueling. The fueling of any type of motorized equipment while the engine is running may cause fire and/or an explosion. When transferring flammable liquids, make sure the filler nozzle touches the equipment or container being filled to guard against the build-up of static electrical charge.
- Never overfill a fuel tank. Allow room for expansion of the gasses that may be created.
- No artificial light, except UL approved electric flashlights, should be used near escaping gasoline or other flammable vapors or when entering an enclosure suspected of containing those.
- Dark places, basements or cellars must not be entered without proper light. Matches or any open flames should not be used.
- “No smoking” rules will be enforced in all RCC program sites and facilities.
- Emergency exits should never be locked (chained or otherwise) or blocked.
- RCC’s program delivery vehicle must be equipped with a fire extinguisher in the cab.
- RCC’s Emergency Action Plan contains information on fire safety and response to combat fire if it should occur. The plan contains the following elements:
  - Adequate warning measures for alerting all persons in the area of the existence of a fire.
  - Rapid reporting to the Fire Department.
  - Evacuation of affected personnel from the area involved in a fire.
  - Procedures for containing the fire to the extent it is safe to do so; and particularly, only to the extent that it is possible to maintain safe exit for personnel so engaged.
  - Instruction of personnel who regularly work there regarding the duties they are to perform in given fire situations.
  - Adequate fire extinguishing equipment that is inspected by the Facility Services team on a monthly basis.

## FIRST AID KITS & SUPPLIES

All RCC facilities and RCC's program delivery vehicle are equipped with first aid kits. Travel programs, such as summer camps and day trips, shall stock first aid kits with their program supplies. The Aquatics Department shall ensure that all kits are properly stocked on a regular basis. Kits will be checked at the outset of each program cycle or restocked upon request of staff accessing them and finding supply levels below requirements.

## HAZARDOUS MATERIALS

### **Reference: RCC Operating Guidance Memorandum Risk Management 07 HAZCOM WRITTEN PROGRAM**

In support of Federal requirements stated in 1910.1200 – Hazard Communication – all employers are to provide information to their employees about the hazardous chemicals to which they may be exposed, by means of a hazard communication program. Such a program includes labels and other forms of warning, safety data sheets (SDS), information and annual training materials. RCC will meet these requirements by creating and updating an inventory of the hazardous chemicals used in its facilities, ensuring appropriate labels are properly affixed to all primary and secondary containers, ensuring SDS Notebooks and related logbooks are accessible, and that related training is offered and required.

RCC complies with all aspects of the Occupational Safety and Health Administration programs for employee, vendor and patron safety on RCC premises. In furtherance of those goals, Operating Guidance Memorandum Risk Management No. 7 has been established and is reviewed annually. New employees and vendors will be required to familiarize themselves with the Hazard Communication Written Program and the related safety protocols. Hazardous chemicals will be labeled, protective measures described in resource materials, and staff will be trained on how to act, if needed, to address exposure.

## GENERAL GUIDELINES

Specialized areas of RCC facilities that require Hazardous Chemicals Communication Training include:

- Terry L. Smith Aquatics Center. Responsible safety staff: Aquatics Director, Aquatics Operations Director
- The CenterStage Theatre (entire complex). Responsible safety staff: Theatre Technical Director; Assistant Theatre Technical Directors
- Maintenance closets containing cleaning supplies (both buildings). Responsible safety staff: Building Engineer, Facility Services Director
- The Woodworking Shop at RCC Hunters Woods. Responsible safety staff: Lifelong Learning Director, Facility Maintenance team members, Theatre Technical Director; Assistant Theatre Technical Directors.
- Art studios – including the Ceramics and Sculpture studios. Responsible safety staff: Arts Education Director, Facility Maintenance team members
- Any areas that may temporarily house chemicals. Responsible safety staff: All of the above.

Vendors working in the above areas shall be made aware of the location of the applicable SDS notebook and shall sign, print their name and date the documentation of the chemicals addressed therein, and required exposure protocols, with the date of their visit.

New employees shall be made aware of the locations of SDS notebooks and shall sign the applicable documentation of contents with the date and their name printed.

Cost center managers shall be responsible for alerting their respective employee teams to updates to the SDS and related exposure protocols as needed. Cost center managers or supervisors should document that such alerts have occurred by creating a written record appropriate to the occasion, e.g., use of an agenda, sign-in sheet, email thread or other written documentation showing that hazardous chemical communication occurred, for what purpose and with whom. These written records shall be maintained in the same location as the training documentation and SDS notebooks.

#### FACILITY AND/OR CHEMICAL EXPOSURE GUIDELINES

- Cost center managers with responsibility for the specialized area where chemicals may be stored are responsible for maintaining the inventory of chemicals and applicable SDS notebook and assuring they are current.
- Cost center managers with purchasing responsibility for items involving chemical substances shall take care to purchase only necessary items and items that have the lowest possible toxicity while still being effective for the work to be performed with them.
- All employees will be made aware of the location of the SDS notebooks for the respective specialized areas of RCC facilities during the onboarding process for their initial employment.
  - Aquatics: SDS Notebook is stored in the Lifeguard office desk, on the chlorine room door and on the spa pump room door.
  - the CenterStage: Two large binder SDS Notebooks are stored in the production office on the top shelf of the bookcase with the other CenterStage training and technical binders.
  - Maintenance materials: RCC SDS Notebook is stored in the main office cabinet; cleaning contractor SDS is stored in their storage area adjacent to the Computer Classroom.
  - Art Studios: SDS Notebook is stored on the Art Studio Shelf adjacent to the left side sink. The Ceramics Studio SDS Notebook is stored above the glaze buckets.
  - Woodworking Shop: SDS Notebook is stored on the bookshelf above the lockers on the opposite side of the sink.
- Any purchase of a potentially hazardous material will be accompanied by the provided SDS or, if no SDS is provided, the material will be researched to determine if it is covered by the OSHA Hazard Communication Standard, Title 29 Code of Federal Regulations 1910.1200.

## IMPLEMENTATION OF SAFETY MEASURES RELATED TO CHEMICAL EXPOSURE, TRAINING AND/OR PROGRAM ELEMENTS

- RCC employees shall be required to attend and complete all mandatory training which is provided by their respective cost center managers on their first day of duty if their work involves handling of any hazardous chemicals. Other employees whose positions don't require handling hazardous chemicals will be responsible for taking the EmployeeU listed training on hazardous chemicals and personal protective equipment within the required first 12 months of employment.
- Immediately upon unintended exposure to a chemical substance, an employee, vendor or patron should obtain appropriate first aid as dictated by the SDS. If aid can be self-administered by using adjacent first aid such as an eye-wash station, or other resources, it should be. If required, a call to 911 should occur immediately. Any protective measures required to avoid further contact by anyone will occur immediately (such as cleanup, closure of the affected area, etc.)
- Staff handling hazardous chemicals must have received training in such use that is documented and retained on file with applicable rosters that include the employee's name, date of training, trainer and to the extent feasible, the printed materials used in the training.
- An incident report shall be created for any unintentional exposure to toxic chemicals resulting in injury, undue exposure or other risk element. In addition, the [Fairfax County Post Exposure Form](#) will be completed. Note that the Fairfax County Exposure Form completion should include details regarding the chemical, length of exposure and actions taken.
- If immediate first aid has been rendered and the incident safely concluded, the affected party should report to the area supervisor as soon as possible, documenting the incident in the RCC incident report, as well as documenting the exposure on the applicable Risk Management Division (RMD) [Fairfax County Post Exposure Form](#). If warranted, the incident reporting should include notifying VOSH, and capturing the details on the OSHA 300 log.
- Any action that results in unintentional exposure to a chemical substance shall be reviewed by appropriate staff to ascertain if new procedures, protocols, or training are required to eliminate such exposure. Any review shall be documented and available if needed by Risk Management or VOSH.
- New procedures or protocols will be added to the SDS notebooks and staff alerted to the implementation for review and acknowledgment. If appropriate, new training and/or existing training materials will be updated and readministered to all staff required to be knowledgeable of the issues with accompanying documentation.
- RCC's Risk Manager and Security point-of-contact, with the support of the Deputy Director and Executive Director, shall ensure that new training, measures or other Fairfax County Government Chemical Exposure Program efforts are implemented. The agency Risk Manager is the Director of Finance/HR. The agency's Security point of contact is the Facility Services Director. Positions supporting those roles are the Aquatics Director, Theatre Technical Director, Arts Education Director and Building Engineer.
- The Hazard Communication Program will be administered by the RCC Aquatics Director.

## TRAINING TO ADDRESS HAZARDOUS MATERIALS AND CHEMICAL EXPOSURE

RCC will provide annual training to communicate information about Hazardous Materials and Chemical Exposure treatments for the areas where such materials are encountered in the course of work. At RCC Facilities, those areas are the Terry L. Smith Aquatics Center at RCC Hunters Woods, the CenterStage Theatre at RCC Hunters Woods, the Woodworking Shop at RCC Hunters Woods, maintenance supply closets at both facilities, and the Ceramics Studio and Art Studio at RCC Lake Anne. Training will be provided under the following guidelines to each employee who may encounter hazardous materials in the course of their routine work and vendors shall be made aware of the location of hazardous materials and related SDS and treatments in accordance with the agency's protocols as listed in "General Guidelines" above.

The format of the training program used is classroom instruction that may or may not include a slide presentation, videos and/or handouts. The training program emphasizes these elements:

- Summary of the Hazard Communication Standard.
- What hazardous chemicals are present in operations in RCC employee work areas.
- How to access the SDS notebooks, how to use an SDS in an emergency, how to communicate to emergency personnel regarding exposure, and what follow-up reporting and documentation is required.
- Chemical and physical properties of hazardous chemicals (e.g., flash point, reactivity, etc.) and how to detect the presence or release of these chemicals (including chemicals in unlabeled pipes).
- Physical hazards of chemicals (e.g., potential for fire, explosion, etc.).
- Health hazards, including signs and symptoms of overexposure, that are associated with exposure to chemicals and any medical condition known to be aggravated by exposure to them.
- Any simple asphyxiation, combustible dust, and pyrophoric hazards, as well as hazards not otherwise classified, of chemicals in work areas.
- RCC's proper storage of hazardous chemicals, where SDS notebooks are located and how to prevent exposure by using proper protective equipment and respiratory devices (if applicable). Such measures will be documented in the training materials and maintained in easily accessible locations applicable to the facility area where chemicals are used.
- Procedures for reporting and responding to chemical emergencies.
- How to read and use both the workplace labeling system and labels received on shipped containers.
- The order of information found on SDSs and how to read the information and what it means.
- How to access the written Hazard Communication Program, including training updates.

The training is scheduled and documented consistent with changes in staffing, onboarding of new employees, or significant changes to the inventory and characteristics of hazardous materials used by the agency. Training is documented by scheduling in EmployeeU through the RCC Training Coordinator and

enrollment of employees required to attend it. Attendance is taken at the training event and final EmployeeU documentation is coordinated between the applicable safety staff assigned to the location and the RCC Training Coordinator.

Employees who demonstrate lack of knowledge or capabilities in dealing with hazardous chemicals will be required to retake applicable training.

Training will be evaluated by all participants whenever it is provided and updated if required to make the experience as effective as possible.

## INCIDENT REPORTING

### **Reference: RCC Operating Guidance Memorandum Risk Management 02 INCIDENT REPORTING**

Sound risk management actions in response to situations involving patrons, volunteers or staff require thorough documentation of the events and their contributing causes. RCC requires that any and all incidents with risk management implications must be documented using the applicable forms and protocols.

## HAZARDOUS SITUATIONS

If it is safe and practical to do so, staff shall first block access to hazardous areas or objects identified at RCC facilities. Once the hazardous area is blocked, staff shall either report the hazard to their supervisor or to the Fairfax County hazard reporting line (703-324-HZRD or online) if their supervisor or agency management are unavailable. Always provide as much information as possible when completing the form or when notifying a supervisor.

## EMPLOYEE INCIDENTS OR INJURIES

If an employee is injured in the course of performing their work, and the injury doesn't require any medical attention, they should complete the agency Incident Report Form – even if the situation is physical/medical (such as an allergic reaction) and if the employee has experienced an injury that requires no additional follow-up beyond minor First Aid.

If an employee becomes ill on the job, and the illness is not related in any way to their work, they should return home as quickly as is practicable. If the illness requires outside treatment, transport or emergency action, the situation should be documented as soon as possible. The employee and/or their supervisor (if the employee is transported to the hospital) should use the Incident Report Form. If it is feasible, the affected employee should read and sign or initial the form.

If an employee is injured in the course of performing their work and if the injury requires treatment beyond minor first aid, the employee and the employee's supervisor are responsible for following Fairfax County Government procedures with respect to worker's compensation. Employees must report any work-related accident resulting in injury, no matter how minor, to their supervisor within 24 hours of the incident. Supervisors should, in turn, contact the third-party claims administrator at 1-800-906-4461 to file a report within 24 hours. Additionally, supervisors are responsible for submitting a completed accident investigation form to RMD within 48 hours of the accident. If immediate care is required, employees may visit an urgent

care facility or emergency room. Otherwise, all medical care must come from a provider listed on the current Authorized Physicians' Panel For Workers' Compensation. Copies are posted at each RCC facility in staff copy room areas.

The determination regarding required reporting to the Occupational Safety and Health Agency/Virginia Occupational Safety and Health (OSHA/VOSH) departments is made based on the outcome of the event. Specifically, if the injury event involves **in-patient hospitalization, amputation, loss of an eye, or death**, the agency is required to report to OSHA/VOSH.

#### DEFINITIONS:

**In-Patient Hospitalization:** OSHA defines in-patient hospitalization as a formal admission to the in-patient service of a hospital or clinic for care or treatment. Treatment in an Emergency Room only is not reportable.

**Amputation:** An amputation is the traumatic loss of all or part of a limb or other external body part. This would include fingertip amputations with or without bone loss; medical amputations resulting from irreparable damage; and amputations of body parts that have since been reattached. If and when there is a health care professional's diagnosis available, the employer should rely on that diagnosis.

If the incident requires reporting, be prepared to provide the agency name; names of employees affected; location and time of the incident; brief description of the incident; contact person(s) and a phone number. The report can be done in one of these three ways:

- Call the nearest OSHA office; the Northern Virginia Regional Office: 703-392-0900. You must speak with a person.
- Call the OSHA 24-hour hotline at 1-800-321-6742 (OSHA). You must speak with a person.
- Use the online form: OSHA Serious Event Reporting.

After completing the OSHA reporting requirement, notify all the following:

- RCC Executive Director or their designee
- Fairfax County Risk Manager: 703-324-3040 (After Hours: 571-214-7891).
- Fairfax County Attorney: 703-324-2421.
- Risk Management email at: DOFRiskMgmt-LossPrevention@fairfaxcounty.gov.

Document the time and date of any communications with OSHA/VOSH. Advise Risk Management who RCC's Points of Contact for the incident are.

More information can be found on the OSHA Reporting website.

If OSHA and/or VOSH personnel visit an RCC facility to perform an unannounced inspection, the individuals noted above must be contacted immediately. Inspectors may be asked to wait for a reasonable period of time to allow for RMD staff to arrive on site.



If, while performing their work, an employee damages or breaks RCC property, in an accidental or unintentional manner, and no one other than the employee is involved, the employee must do the following:

- Immediately report the occurrence to their supervisor via phone or email.
- Complete an RCC Incident Report Form.
- Ensure that photographs are taken (if applicable) of the damage or breakage.
- Remove or ensure removal of the affected property and its safe storage.
- Obtain retraining, if applicable, in the proper use/handling of the affected property/equipment.

Supervisors are responsible for follow-up to property or equipment damage to ensure the following:

- Replacement or repair of the equipment or property
- Documentation if the equipment or property is part of the agency's accountable property or the agency Capital Project/Maintenance/Equipment Framework
- Retraining if needed to operate or use RCC equipment without incident.

## PATRON INCIDENTS OR INJURIES

RCC uses an Incident Report Form to document patron experiences of a negative nature. All employees are responsible for being familiar with and knowing the location of the Incident Report Form. Copies of the form are available in the RCC Shared Drive, as well as in hard copy at each Customer Service Desk.

All negative patron experiences should be documented on the appropriate report by the employee who witnessed the event and/or to whom the event was reported. These experiences include but are not limited to:

- Injury of any kind.
- Report of theft or property damage while in RCC facilities or attending RCC programs.
- Report of violation of RCC's Code of Conduct by another patron or individual.
- Report of mistreatment by RCC staff, contractor or volunteer.

Any situation where a patron appears to be in physical distress should prompt one or more of the following responses:

- Call to 911 for assistance.
- Call to qualified RCC employees (First Aid Certified) to render assistance.
- Use of RCC First Aid kit if the distress is minor and easily treated with standard First Aid supplies; any employee (certified or not) may dispense supplies from the First Aid kit upon request.

Staff should work to isolate and/or protect from the public any evidentiary items until the Police Department is contacted and arrives at the scene. Staff are not to handle or move any potential evidence unless there is an imminent danger from not doing so.

Minor patrons (under 18 years old) who experience distress while under RCC supervision should be appropriately treated, and immediately as is practicable, their parent/responsible guardian must be alerted to the situation. The parent/guardian is required to sign the applicable form.

Patrons who experience theft or damage of property should be advised to have the police called if the property is valuable to provide a path to review of agency security camera footage. RCC does not provide patrons with access to security camera footage. Only Fairfax County Police may obtain and review such footage to investigate potential criminal activity.

All forms are to be completed with as full and complete detail as possible; where applicable, patrons should review and sign the relevant form. If needed, additional information should be provided as backup documents to the form.

## INCIDENT REPORTS – ROUTING

All Incident Report Forms are to be provided to the Director of Finance/HR (original) who provides a copy to the applicable department head. If a minor is involved, the signature of their parent/guardian must be obtained and then a copy must be given to the parent/guardian.

All forms are to be initialed by the Director of Finance/HR and provided for review and initials to the Executive Director. The Executive Director returns the form to the Director of Finance/HR who is responsible for the retention of the agency's Incident Report Forms for the applicable legal period. These files are maintained by the agency's HR Specialist.

## LOST AND FOUND

### **Reference: RCC Operating Guidance Memorandum Risk Management 05 LOST AND FOUND**

Reston Community Center provides short term storage of lost personal property as a courtesy but does not assume liability for such items or the condition in which they are either found or retrieved by the owner(s). It is the owner's responsibility to contact Reston Community Center to inquire about lost personal items. Items deemed valuable or sensitive are secured according to the guidelines outlined below.

## GENERAL GUIDELINES

- Perishable items or items used in conjunction with bodily contact (e.g., food items, water bottles, towels) are discarded immediately, or secured in a sealed baggie to prevent contact with surfaces if the item is of potential high value (ear buds, hearing aids).
- Items estimated to be valued at or worth \$50 or more, and sensitive items, (e.g., wallets, jewelry, driver's licenses, cell phones, laptops, credit cards or cash) are logged and secured in a locked area. If identification is available, RCC Customer Relations staff will attempt to contact the owner.

- Items of clothing, regardless of value, may be discarded for sanitary purposes at the discretion of staff and are exempt from these accountability guidelines.
- All other non-valuable Items (e.g., books, bags, toys) are stored in designated lost and found bins located at RCC Hunters Woods in the main storage room next to the copy room and at RCC Lake Anne in the facility maintenance room next to the storage cabinet. Those items are stored for one month, after which unclaimed cash is entered into RecTrac as miscellaneous income and other unclaimed items are given to charity or discarded. Unclaimed cash that is entered in RecTrac should also be noted in the log.

## LOGGING AND DISPOSITION OF VALUABLE ITEMS

- Items valued at or above \$50 and sensitive items (e.g., wallets, jewelry, driver's license, cell phone, laptops, credit cards or cash) are logged and secured in the lower safe at either Hunters Woods or Lake Anne. The log is kept in the lower safe with the valuables.
- An email is sent to the Customer Relations Assistant Director detailing that an item has been found, logged and stored.
- The Customer Relations Assistant Director will make at least three attempts to contact the item's owner if there is sufficient information with which to make contact.
- Owners must provide a photo ID to claim valuable or sensitive items. The type of ID used is noted in the log.
- Credit, debit and gift cards are stored in the safe for 24 hours. If no contact information for the cardholder can be found, the Assistant Customer Relations Director (or backup) will contact the applicable bank to report the lost card. Following notification of the applicable bank or credit issuing agency, credit/debit and gift cards are shredded.
- Unclaimed cash is entered into RecTrac as miscellaneous income and note of that is made in the log.
- All other valuable items are stored in the safe for 30 days, after which they are forwarded to the Property Division, Fairfax County Police Department for disposition. Staff should call the non-emergency number (703-691-2131) and ask for an officer to collect the found property.

## OFFICE SAFETY

Although working in an office has comparatively fewer hazards as compared to field settings, it is imperative that employees who work in an office are aware of the potential hazards associated with their work environment. All supervisors will be responsible for ensuring that employees follow the guidelines set forth.

## BACK INJURY PREVENTION

Proper lifting techniques are essential to back safety, as is proper planning. Sprains and strains are the most common causes of lower back pain. Most injuries are typically the result of improper lifting of heavy objects. It is imperative to know what is to be lifted and where it needs to be placed. In some instances, a hand truck

or cart must be used. Whenever possible, use mechanical help, help from a coworker or both. When using mechanical help, remember to push and not pull the device. Position yourself as close to the load as possible. Slide an object closer to your body prior to lifting and ensure you have adequate room for your hands and arms. Pay attention to objects that are adjacent to and near the load.

When lowering an object, allow as much room as possible. If an item must be moved, it can be done after it is set down. Look at the path of travel that must be taken and remove any tripping hazards. Ensure lighting is sufficient.

Back injuries are typically avoidable if the correct lifting choices are made. Most back injuries can be *attributed to one of the following causes: improper lifting techniques, improper posture, poor physical conditioning and unhealthy work habits.*

Practice the following techniques when lifting items:

- Plan the lift
- Stand with feet apart to maintain balance
- Squat down by bending knees and get as close to the load as possible
- Obtain a good grip on the object
- Lift with the legs, not the back
- Center the weight over the feet
- Avoid twisting

Consider that not all injuries are the result of a sudden trauma, some are cumulative where a repeated minor injury flares up or continued heavy lifting in the same position has caused pain, or when working in the same position for a long period.

## ERGONOMICS

Ergonomics basically means fitting the workstation or task to the worker by modifying or redesigning the job, task, workstation or environment. An employee's well-being can be greatly impacted by workplace design as there are many problems that can result from an ergonomically incorrect workstation. Common issues that arise include neck, shoulder and back pain. Other concerns include problems with the eyes, arms and hands.

By designing ergonomically, some of the stress that is placed on the body is lessened. The use of computers places stress on the body in the eyes, hands, neck, back, head and shoulders. Working at a computer workstation causes the body to move in uncommon motions and places strain on the eyes when glare from light is reflected off the screen. Computer monitors should be positioned away from windows and direct lighting to remove glare.

Some common characteristics with using computers have been identified and associated with increased risk of musculoskeletal problems. Considerations should include:

- Design of the workstation
- Nature of the work being performed
- Repetitiveness of the job

- Amount of restrictions placed on the body
- Pace of work
- Work and rest schedules
- Attributes of individual workers

Maintaining the body in a relaxed and neutral position is the key to a comfortable work area.

### **Workstation Design**

Workstations should allow the employee to have the maximum ability to adjust sitting position, arm and shoulder position and height of work surfaces. An employee's work area should also allow the operator to reach, use and view the screen, keyboard and documents easily. Employees must receive guidance from supervisors for beneficial adjustments to ensure the equipment, workspace and work methods are an appropriate match. Adjustability of equipment to fit an individual's need is crucial to a workstation's design. Here are a few other guidelines to reduce fatigue:

### **Posture Support**

The chair that is at the workstation should provide for a comfortable posture that allows for some alterations while in the sitting position. Chair height as well as the angle of the backrest should adjust easily. For some individuals, a footrest may be necessary.

### **Arms**

When the keyboard is in use, the user's upper arms and forearms should form a right angle. Hands should be in a relatively straight position with the forearm. Extraordinarily elevated reaches are discouraged. Armrest should only be used for support on a periodic basis.

### **Legs and Feet**

To allow blood to circulate freely in the legs and feet while sitting, the chair should be adjusted so that the knees are bent to about 90 degrees and the thighs are roughly horizontal to the floor. There should be space approximately the width of a clenched fist between the back of the knee and the front of the chair. Additionally, the feet should be able to rest comfortably on the floor or a footrest.

### **Work Surface**

The surface area should match the tasks that are to be performed. It should allow enough room for any books and equipment while also permitting different positions of the computer screen and keyboard.

### **Eyes and Screen**

The top display line on the screen should not be higher than the individual's eyes. To avoid constantly changing focus, when a document holder is used, it should be the same distance from the eyes as the screen.

## **HOUSEKEEPING AND MATERIAL STORAGE**

Housekeeping is an essential component of an office safety program as it deals with office material storage, good organization and the prevention of fire and personal injury hazards. Supervisors must ensure that they address common housekeeping issues including material storage, trash removal and recycling.

Storage should be established and maintained for the safety and convenience of staff members. Shelf storage is encouraged for office supplies. Paper products, flammable materials and combustibles should not be stored near HVAC closets, electrical rooms or other potential flammable areas. Additionally, materials must not be stored within three (3) feet of exits or emergency equipment, such as fire extinguishers, within 18 inches of ceilings or sprinkler heads, or on bare floors or blocking any aisles.

Materials should also be stored near areas in which they will be used. An example would be storing paper near or in copy rooms. Supervisors must ensure employees are trained and aware of proper lifting and storing procedures.

Having a neat and well-lit storage area will help to prevent serious injuries. Training and inspections of work and storage areas will help to ensure safe material handling and storage practices are maintained. All work areas should be kept as clean and neat as work allows but must be kept free of debris, trash, spills and other materials which could create a hazard or cause an accident.

Some examples of good housekeeping practices include the following:

- Floors, aisles and exits should be kept clear of obstructions that extend into walkways or have the potential to do so.
- Stairwells should be kept clear at all times. Storage of boxes, files and other materials in stairwells and landings is prohibited.
- Employees should pick up dropped pens, paper clips, or other supplies that can cause slips, trips or falls.
- Spills should be wiped up immediately.
- For common areas that are cluttered with trash, contact the Facility Services Director.
- Report any defective flooring (uneven, torn carpet, chipped tile, etc.) to Facility Services or appropriate personnel for correction.
- Avoid overfilling wastebaskets.
- Work areas should be kept reasonably clean.
- Any sharp and pointed tools, such as pencils, push pins, and scissors, must be used appropriately and stored in a safe manner.
- File drawers and desk drawers should be closed when not in use. Only one file or desk drawer should be opened at a time.
- Heavier files should be stored in the bottom drawers of filing cabinets.
- Blades on paper cutters should never be left in the opened position. Lower the blade after each cut.

### **Ladders and Chairs**

Many injuries can occur because of improper use of chairs or ladders. Injuries may occur when employees use furniture, such as a chair, to access something at a higher level. Chairs are not meant for climbing, just as ladders are not meant to be used for sitting. Use these accident prevention techniques to help avoid an injury from using a chair or ladder:

- Never lean back on a chair farther than it is intended to go and never put your feet up and lean back. By doing either one, the chair may slide out of place resulting in a fall.
- Never use a chair to stand.

- Always inspect a ladder before using and look closely at the side rails and rungs.
- Avoid overreaching or leaning out on a ladder, move the ladder instead.
- Never stand on the very top or the top step of a step ladder (the manufacturer should have a “Danger” sticker indicating this).

## SLIPS, TRIPS AND FALLS

Some of the leading causes of injuries in any workplace are slips, trips and falls. Easy actions such as good housekeeping and awareness of surroundings can help minimize the chances of injuries due to these types of hazards. The following information can be used to avoid office incidents:

- Elevated surfaces can cause fall hazards. Avoid unsafe practices such as standing on chairs or improper use of ladders. Be careful going down or up stairways.
- Walking on level surfaces can be a tripping hazard when employees are unaware of the surroundings—curbs, items on the floor and other protrusions might be present.
- Slip and trip hazards can occur in parking lots and garages where curbs, oil, holes and gravel can be present.
- Damaged flooring, carpeting, tile and other surfaces that are uneven or in otherwise poor condition should be reported to the Facility Services Director as quickly as possible.
- Employees should be cautious walking on newly cleaned or reconditioned floors.
- Suitable footwear for walking or working surfaces is encouraged.
- Pay attention to cords and wires as well as any other hazards that may cause tripping. They should be kept off the floors and out of walkways.
- Materials such as wastebaskets should be kept out of aisles and other walkways.
- Improvised platforms (chairs, tables) should not be used to reach overhead objects or areas.
- Ladders and step stools must be well constructed and have non-skid bases.
- Do not enter dark rooms or other areas without lighting since lack of visibility can conceal hazards.
- Avoid carrying loads that block vision.
- Tripping hazards can exist from electrical cords, chairs, papers, boxes and other items when left in walkways.
- Wet surfaces cause slip hazards; clean up spills as soon as they are noticed.
- Falls can occur while ascending or descending ladders, handrails (or rungs) should be used for support.
- Falls can result from damaged or improper ladders.
- Running or reading while walking can increase the chance of tripping or striking an object or another person.
- Use handrails in stairwells.
- Do not stand and talk in front of closed doors.

## OFFICE ATTIRE: SAFETY CONSIDERATIONS

Wearing comfortable clothing that best fits the job task and working environment reduces the potential for injury. An example would be avoiding ties or loose sleeves when working around equipment that has rotating parts, such as a paper shredder.

When the potential for any material handling is planned, avoid wearing open-toed shoes or sandals. Comfortable footwear with a good sole to reduce back and leg strain can help to prevent back and leg fatigue, especially when standing for long periods of time. By wearing appropriate footwear, slip and fall hazards can be reduced.

Specific work areas and positions at Reston Community Center may require further clothing or shoe requirements.

## SAFETY TRAINING

Various departments of Fairfax County Government offer training to employees on different safety topics throughout the year. Mandated annual safety trainings are assigned to staff through the RCC training ladder based on their position. Staff may also seek and register for additional safety trainings in EmployeeU.

## SECURITY

### **Reference: RCC Operating Guidance Memorandum Risk Management 04 SECURITY RCC GENERAL GUIDELINES**

RCC facilities are open to the public and offer the public opportunities to participate in programs, drop into offerings or simply gather or relax. Because the facilities are public in nature, these general guidelines are provided to ensure that there is awareness on the part of RCC employees about precautions and/or actions to take to support the Fairfax County Government Security Program.

The aim of that program is “to safeguard the public and individuals from risk. RCC employees are expected to help prevent harm to individuals, avoid business interruptions, and to help prevent loss or misuse of County property and information due to theft, vandalism, violence, illegal or disruptive activities by employees, visitors or vendors, and/or other criminal acts against County facilities, operations, and citizens.” RCC provides its employees general guidance on addressing security in RCC Hunters Woods and RCC Lake Anne as well as in the conduct of RCC programs in other locations.

## GENERAL GUIDELINES

- Employees are expected to safeguard their equipment and tools by handling them with care and securing them when not in use.
- Employees with responsibility for opening and closing RCC facilities or specific areas of RCC facilities are expected to follow the guidance provided in their respective cost center manuals.



- RCC offices should be locked at any time when there are few or no employees present to provide security or oversight of the area.
- Doors to all meeting rooms, storage areas and program areas (studios, labs, etc.) must be locked when the space is not in use for a class, activity, performance, open lab or rental, or unless the door functions as an emergency exit.
- Employees are expected to be cognizant of their personal belongings and to take measures to keep those belongings secured and out of sight or reach of the public.
- Staff and volunteers are to be provided with areas where their belongings can be secured if needed, or to be counseled to secure their personal belongings in their vehicles if they are working an offsite event.
- Patrons or employees who experience an incident involving harm to their person, loss of property, and/or damage to property, are required to report and complete a documentation report describing the incident.
- Employees are responsible for being familiar with the Fairfax County Security Program and its requirements.

#### FACILITY AND/OR SITE SECURITY EXPECTATIONS

- RCC utilizes Fairfax County Government resources for providing facility security, including but not limited to, the Fairfax County Police Department, Fairfax County Fire and Rescue Department, and contracted security vendors.
- The RCC Facility Services Director is the agency point-of-contact for security issues and coordinates that responsibility with the agency risk management point-of-contact.
- All RCC merit system employees are required to obtain the training required by the agency Training Ladder and Fairfax County Government upon hiring.
- All RCC merit and exempt service employees who are provided external or internal keys or entry prox cards to RCC facilities are required to safeguard those against loss, use them solely according to the requirements of their positions, and turn in such keys and/or prox cards as a function of their departure from employment with RCC.
- RCC employees should always maintain situational awareness and should never be alone in areas of RCC facilities that may present a risk to their person or belongings.
- RCC employees are required to park their vehicles in public parking lot areas that are lit and easily accessible to the public. Employees should not park in rear or isolated areas near RCC buildings.
- Employees are required to file the same paperwork for incidents or accidents at offsite locations as they may be required to complete for incidents or accidents at RCC facilities.
- Employees are required to report any unsafe or unsecure situation to the Facility Services Team if not in immediate danger or to the police if the situation warrants.

- RCC facilities include security cameras and any footage those cameras contain (whether from inside or outside RCC buildings) should be used only to assist the police in any investigations and/or to assist the Facility Services team in discovering how a security issue arose and may be addressed. Due to patron privacy concerns, cameras inside the natatorium do not record footage; they are intended for real-time viewing by Aquatics staff. Use of personal recording devices, including cameras, by RCC patrons is prohibited in the Terry L. Smith Aquatics Center, as well as in the CenterStage during Professional Touring Artist Series performances. In cases involving swim team rentals, only the coach may obtain permission to use recording devices.
- Should the police be needed and called to assist RCC in security issues, RCC employees are expected to provide cooperation. Employees should not move, remove, touch or otherwise interfere with any potential evidence that may be needed to assess criminal responsibility.
- RCC employees who observe or become aware of property damage or vandalism to RCC property or buildings are to report the incident and document the circumstances to the greatest possible degree prior to removing items that may be dangerous to leave unsecured. No action should be taken if police request that the objects be left in place; in such events, employees should take steps to cordon off the affected area and prevent the public from accessing it.

#### SECURITY GUARD SERVICES

- RCC utilizes contract security guard coverage at RCC Hunters Woods each evening and at RCC Lake Anne on weekend evenings, as well as for special events that have security requirements. All requests for security should be routed through RCC's Facility Operations Manager.

#### IMPLEMENTATION OF SECURITY MEASURES, TRAINING AND/OR PROGRAM ELEMENTS

- RCC's Risk Manager and Security points-of-contact, with the support of the Deputy Director and Executive Director, shall ensure that new training, measures or other Fairfax County Government Security Program efforts are implemented.
- RCC's Facility Operations Manager serves as the agency's liaison to the Fairfax County Police Department and the County's contract security provider.
- All staff are authorized to:
  - Call or text 911 to alert law enforcement or first responders of an emergency.
  - Call the non-emergency phone number (703-691-2131) for non-emergency inquiries.
- RCC employees shall be required to attend and complete all mandatory security training.

GENERAL REFERENCE: Fairfax County General Security Plan

## USE OF FAIRFAX COUNTY GOVERNMENT/RESTON COMMUNITY CENTER PROPERTY

### Reference: Fairfax County Standards of Conduct

Fairfax County's standards of conduct explicitly states that employees are prohibited from using County data, facilities, equipment, property or the services of other employees for other than officially approved activities, except as permitted under County policy or procedure. Accordingly, the following guidelines are in place:

- No RCC employee or appointed official may use Fairfax County property for personal use at any time except in cases where the facility has been rented for such. For this protocol, property is defined as, but not limited to, buildings, vehicles, facilities, grounds, tools, building materials, electronic equipment, recreational and rental equipment and/or related personnel services. Because safety and liability are of chief concern, all property will be used or operated in a fashion consistent with Fairfax County and/or RCC established safety rules and regulations. Instructions on safe and proper use are available.
- County equipment, such as telephones, postage, and copier machines, is intended for business purposes. An employee may use this equipment for non-business purposes in an emergency and only with the permission of his or her supervisor. Personal usage, in an emergency, of these or other equipment that results in a charge to the agency should be reported immediately to your direct supervisor.
- Immediately report any loss, damage, or theft of County property.
- Negligence in the care and use of County property may be considered grounds for discipline, up to and including termination.
- The use of agency property in violation of this guidance may result in punitive measures such as disciplinary procedures, including termination or revocation of privileges.

## VEHICLE USE

Many RCC employees spend time driving as part of their official duties, particularly employees engaged in the delivery of offsite programming at various locations around the community. This may involve personal vehicles, rental vehicles or RCC's program delivery van (scheduled for delivery in 2025). Safe operation of motor vehicles is paramount.

## ACCIDENT REPORTING

RCC's program delivery van is equipped with a **Vehicle Accident Report Kit**. The kit includes:

- Fairfax County Government Vehicle Accident Report Form
- Copy of the Vehicle Accident Reporting Procedures SOP
- Emergency and Informational Telephone Number Listing
- Witness Card

In the event an employee is in a vehicle collision, the employee should adhere to the following:

- Contact the police in the jurisdiction where the collision occurred.
- Immediately contact your supervisor if able.
- Seek medical treatment, if needed.
- Protect the area by setting out warning devices or flares.
- Have any witnesses complete the witness form.
- DO NOT accept blame for the accident. Do not discuss facts with anyone except the police, your manager/supervisor, Risk Management Division (RMD) or the County's claim service company.
- Complete the Vehicle Accident Report Form and submit it to the Supervisor, Risk Manager, Executive Director, and DOFRiskManagement@FairfaxCounty.gov within 24 hours
- A prompt investigation must be completed, with assistance from the involved employee, by their immediate supervisor to establish the cause of the incident. That should include:
  - Cause (answer who, what, why, where, when and how)
  - If the employee could have prevented the collision (if so, how)
  - Statement of corrective actions taken to prevent reoccurrence
  - Reports must be forwarded to the Executive Director, Vehicle Coordinator and RMD.
- If an employee is injured while driving on official county business, the employee must complete and submit the Fairfax County Employee Notice of Job-Related Injury/Illnesses. The employee's supervisor must complete and submit the Supervisor's Accident Investigation Report. The Medical Status Report shall be completed as soon as all the information is gathered. Detailed vehicle accident and worker's compensation claims reporting procedures are outlined in this manual and on applicable Fairfax County Intranet pages.
- All vehicle collisions and accidents, regardless of severity, must be reported to the employee's supervisor as soon as feasible after the incident. All accidents shall be reviewed by the employee's supervisor(s) to determine the cause and whether the incidents were preventable. Understanding the root causes of vehicle accidents, regardless of fault, forms the basis for preventing future occurrences.

## DRIVING RECORD REVIEW

The purpose of this policy is to promote the safety of employees and the public in conjunction with reducing the County's exposure to financial loss regarding employees driving on behalf of the County by ensuring that an annual review of driving record transcripts is conducted for all RCC employees who drive a vehicle as part of their job duties. This policy pertains to those employees who operate or have the potential to operate a County vehicle and those who drive their personal vehicle on behalf of the County.

At the time of hire, anniversary, and at any other time deemed appropriate, RMD will obtain a driving record report for employees. For new employees, this form will be included with their hiring paperwork. The authorized Employee Driving Record Transcripts Form must be submitted by the agency and provided to RMD who will obtain and review transcripts to identify and determine if the employee is currently licensed by the state, and if the transcript shows a pattern of unsafe driving such as excessive demerit points, DWI/DUI, reckless driving, and/or speeding convictions that might affect the employee's eligibility to operate a vehicle on behalf of the County. RMD shall advise the agency of the findings and their determination.

Employees with six (6) or more demerit points shall receive, from the RCC Executive Director, an advisory memorandum. This will alert the employee and supervisor that accrual of additional demerit points, during a

one-year period, could result in the suspension of the employee's license by the Department of Motor Vehicles and the privilege to operate a vehicle on behalf of the County.

Upon the suspension or revocation of an employee's license by any Court or any department of motor vehicles (DMV) or its equivalent, the privilege of the employee to operate a County vehicle or drive a personal vehicle on behalf of the County shall be immediately suspended. Such suspension shall last for the duration of the suspension or revocation that was outlined by the Court, DMV or equivalent. A restricted license will be evaluated on a case-by-case basis by RCC's Executive Director.

If an employee's license is suspended or revoked, at the RCC Executive Director's discretion, one of the following actions will be taken:

- Immediately reassign the affected employee to a non-driving position within the department,
- Immediately relieve the affected employee of the duties and responsibilities of his or her position which require the operation of a vehicle, or
- Dismiss the affected employee if reassignment to another position or relief of the duties and responsibilities requiring the operation of a vehicle cannot be accommodated either within the department or another County agency.

## INSURANCE

All County owned vehicles are either self-insured or covered by commercial insurance. The County does not provide insurance coverage for employees who drive their personal vehicles while conducting County-related business. You will need to report any accidents involving your personal vehicle to your insurance carrier. The County's self-insurance coverage will apply only when damages have exceeded the limits of the employee's personal auto insurance policy.

## MAINTENANCE

County vehicles shall be maintained and serviced on a regular schedule. Maintenance will be provided by the Department of Vehicle Services (DVS) at specific intervals consistent with the manufacturer's recommendations and County requirements. At a minimum, DVS will perform an annual inspection of each vehicle with documentation that is placed in each vehicle's file.

Employees should perform a spot check of their vehicle each day before operating it to identify any potential problems such as checking for damage to the vehicle, leaks under the vehicle and for low/flat tires.

## SEAT BELTS

All employees must wear seat belts whenever operating or riding in a County vehicle or any other vehicle on County premises or on County business. Seat belts are the single most effective means of reducing deaths and serious injuries in traffic collisions. During a crash, anyone not wearing a seat belt may strike the steering wheel, windshield, or other parts of the vehicle interior, or be ejected from the vehicle.

## SECURING MATERIALS IN VEHICLES

Equipment, materials and tools in vehicles should be secured to prevent unsafe movement. During collisions or when making sudden movements, loose objects can slide or become airborne, potentially injuring the driver or a passenger.

## ALCOHOL AND DRUG USE

RCC has a vital interest in maintaining a safe and efficient work environment for its employees. The consumption of alcohol or use of illegal drugs during duty hours is strictly prohibited. Employees are prohibited from operating a County owned or non-owned (personal or rented) vehicle while conducting County business under the influence of intoxicants.

## DISTRACTED DRIVING

With tight agendas and roadway delays, many employees may feel compelled to multitask to keep up with their personal and work-related tasks. Safe driving is the primary responsibility when operating a vehicle. Distracted driving will not be tolerated. Some activities that drivers may engage in that are distracting include:

- Cell phone use
- Adjusting radio or climate controls
- Looking at a GPS or map
- Using ear buds
- Grooming

Employees shall not engage in driving if feeling fatigued.

## REFERENCES

### Listed in Alphabetical Order

#### Exposure Reporting Form: Other Than Bloodborne Pathogens

[Post\\_Exposure\\_Form.pdf \(sharepoint.com\)](#)

#### Fairfax County Security Program

<https://fairfaxcounty.sharepoint.com/sites/DEMS/SitePages/County-Security.aspx>

#### Online Safety Data Sheets e-Notebook

[eBinder | Chemical Management \(ehs.com\)](#)

#### OSHA General Industry Guidelines

<https://www.osha.gov/general-industry>

#### Risk Management Division

<https://fairfaxcounty.sharepoint.com/sites/DOF/RMD>

<https://www.fairfaxcounty.gov/finance/RiskManagement> (public site)

Department of Finance - Risk Management Division (sharepoint.com) (policy statements)

#### Workers Compensation

[https://fairfaxcounty.sharepoint.com/sites/DOF/RMD/SitePages/Claims\\_WC.aspx](https://fairfaxcounty.sharepoint.com/sites/DOF/RMD/SitePages/Claims_WC.aspx)

#### WorkSafe Fairfax

<https://fairfaxcounty.sharepoint.com/sites/DOF/RMD/SitePages/WorkSafe.aspx>

#### Virginia Occupational Safety and Health Program

[https://doli.virginia.gov/virginia\\_occupational\\_safety\\_health\\_program/](https://doli.virginia.gov/virginia_occupational_safety_health_program/)

#### Vehicle Accident Reporting

[https://fairfaxcounty.sharepoint.com/sites/DOF/RMD/SitePages/Claims\\_Vehicle\\_Accident.aspx](https://fairfaxcounty.sharepoint.com/sites/DOF/RMD/SitePages/Claims_Vehicle_Accident.aspx)

#### DVS Accident Report Forms

<https://fairfaxcounty.sharepoint.com/sites/DVS/Agency%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FDVS%2FAgency%20Documents%2FComplete%20Vehicle%20Accident%20Report%2Epdf&parent=%2Fsites%2FDVS%2FAgency%20Documents>

# RESTON COMMUNITY CENTER

MARKETING AND COMMUNITY RELATIONS PLAN

ADOPTED: NOVEMBER 4, 2024



*Enriching Lives.  
Building Community.®*



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## INTRODUCTION

Reston Community Center (RCC) is a community leader, bringing the community together through enriching leisure time experiences that reach out to all and contribute to Reston's sense of place. RCC collaborates to improve our and other Reston organizations' effectiveness, to build community, and to strengthen our identity. RCC outreach and collaboration efforts support our mission, serve Reston and enhance our value to the community.

RCC provides five lines of business to the Reston community: Aquatics, Arts and Culture, Leisure and Learning, Offsite and Collaboration, and Facility Rentals. RCC is a sub-fund agency of Fairfax County dedicated to a specific and defined geographical jurisdiction. Operations are supported by revenues from the special property tax collected on all residential and commercial properties within this jurisdiction which is called [Small District 5 \(SD 5\)](#).

RCC also collects internal revenues generated by program registration fees, theatre box office receipts, gate admissions and facility rental fees. These activity fees are set at a level substantially below the actual costs of programming and operations since SD 5 property owners have already contributed tax revenues to fund RCC. Consequently, SD 5 residents and employees enjoy RCC programs at reduced rates and have priority registration and ticket purchasing periods.

RCC also provides fee waiver opportunities to eligible participants. The Fee Waiver program allows for class, workshop and trip participation on an annual basis for the low per-enrollment or purchase transaction fee of \$5.00; eligible households may register or participate in the offerings of their choice by use of an annual assigned dollar amount from which they may spend. For eligible households, an additional camp fee waiver program has been established and allows for participation in summer camp programs, at the cost of \$10.00 per camp activity, for as many camp offerings in which the eligible child is enrolled. Each fiscal year, eligible community members must reapply to participate in RCC's Fee Waiver program.

As a result of RCC's unique County status, the Agency is governed by a [nine-member Board of Governors](#) that is appointed by the Fairfax County Board of Supervisors, after the residents and businesses of SD 5 express their preferences in an annual poll. Board members serve three-year terms. The Board of Governors is responsible for these key oversight functions:

- **Strategic Planning:** to guide priorities for facilities, programs and services.
- **Policy Administration:** to advance the purposes, governing principles and functions.
- **Public and Community Relations:** to understand and support the Reston community.
- **Fiduciary Oversight:** to ensure responsible stewardship of RCC resources.
- **Personnel:** to select and employ the RCC Executive Director.

Because RCC functions as a Fairfax County agency, regardless of the segregation of Small District 5 funds into its own sub-fund, the Fairfax County Board of Supervisors is still responsible for the final approval of RCC budgets.

## MARKETING AND COMMUNITY RELATIONS PLAN VISION

The RCC Marketing and Community Relations Plan establishes communications objectives and strategies in support of the agency's mission, vision and value statements and Strategic Plan.

## RESTON COMMUNITY CENTER: MISSION, VISION AND VALUES

### RESTON COMMUNITY CENTER MISSION STATEMENT

To create positive leisure, cultural and educational experiences that enhance the quality of life for all people living and working in Reston by:

- Providing a broad range of programs in arts, aquatics, recreation, enrichment and lifelong learning.
- Creating and sustaining community traditions through special events, outreach activities and facility rentals.
- Building community through collaboration and celebration.

### RESTON COMMUNITY CENTER VISION

Reston Community Center enriches lives and builds community for all of Reston.

### RESTON COMMUNITY CENTER VALUES

In accomplishing our mission and vision, Reston Community Center will be:

- A respectful, diverse organization that supports and nurtures its patrons, partners, volunteers, and staff.
- An organization that embraces inclusion and diversity, and actively promotes racial and social justice.
- An accountable steward of Reston's resources, sense of place and community traditions.
- An accepting and open organization free of physical, financial and cultural barriers.

## RESTON COMMUNITY CENTER MASTER, RECREATION PROGRAM AND STRATEGIC PLANS

### **RCC Master Plan**

The RCC Master Plan relies on the Fairfax County Comprehensive Plan for Reston and the Reston Master Plan to guide and support Reston Community Center's capital improvement plan and resourcing. The RCC Recreation Program and Strategic Plans guide achievement of the vision for the agency's recreation facilities and programs. The Master and Recreation Program Plans include the agency mission, goals and objectives, recreation and leisure trends analyses, needs assessment results, community resources inventory, and level of service standards. The plans are updated regularly, corresponding with the agency's Strategic Plan cycle of review and formulation.

### **RCC Annual Report**

The Agency lines of business contribute to the development of a yearly [Annual Report](#) to inform the Board of Governors and other stakeholders of the progress made by the arts and recreation programming teams (i.e., Aquatics, Arts and Culture, Leisure and Learning, Offsite and Collaboration) as well as the Facilities team and administrative units. The formation of the report gives each line of business an opportunity to reflect on the prior year's performance and make recommendations for moving forward. This report serves as the guide for the public's understanding of the following year's programming priorities.

### **RCC Strategic Plan**

Building on the agency's prior strategic plans, every five years, RCC looks to the future with renewed commitment to these overarching principles of its work:

- RCC will expand Reston's access to cultural and recreational amenities, programs and services.
- RCC will leverage the strength of partnerships and collaborations with other Reston and Fairfax County agencies or organizations to serve the community.
- RCC will remain flexible in responding to changing trends and emerging community needs.
- RCC will deliver programs and services with skilled and talented staff using the best practices for stewardship of Reston's investment to maintain the public's trust.

Moreover, Reston Community Center's Strategic Plan 2021-2026 centers on six pillars, which are areas of special emphasis crucial for the continued success of the agency:

- Facilities
- Equity
- Community Connections
- Programs and Services
- Communications
- Stewardship & Accreditation

RCC developed the 2021-2026 Strategic Plan to identify objectives that will drive the agency forward in these areas. The Strategic Plan sets the foundation for agency programs and community partnerships when establishing programmatic goals and budget priorities.

## PUBLIC INFORMATION STATEMENT OF PURPOSE

Reston Community Center uses a centralized approach to all public communications, coordinated through use of social media, media relations, press releases, briefings and the agency's website. The public is also encouraged to participate in public input meetings to guide board committees (such as Community Relations and Program Policy), as well as to provide overall input to budget formation. Reston Community Center also offers patron satisfaction surveys, focus groups and other opportunities for input and the sharing of diverse perspectives and opinions from the community.

All media inquiries are directed to the Director of Communications or Public Information Officer. Local news media typically contact the Media Department when pursuing a story or following an event. This centralized approach ensures that appropriate internal subject matter experts are consulted, and the information provided is up-to-date and accurate. Responses are always reviewed by the Executive Director and Board Chair if circumstances warrant.

The Media Department maintains and employs numerous communications platforms to disseminate information to SD 5 residents and employees. The RCC Public Information Policy identifies agency procedures and lists what type of information (aligned with the applicable agency job title) can be released.

The Media Department complies with RCC's Memorandum of Understanding and Bylaws, all public records laws, including the Virginia Freedom of Information Act (VFOIA) and Fairfax County Office of Public Affairs Communications Toolkit requirements.

## RCC PUBLIC INFORMATION POLICY

It is Fairfax County Government and RCC policy to interact openly and professionally with the media. The goal of any interaction with media professionals is to appropriately connect them to the agency representative who should respond (depending on the context and content of the inquiry) and to ensure media representatives are given accurate and complete information. Generally, these procedures guide those interactions and inquiries:

- Inquiries from the media regarding RCC's Board of Governors shall be referred to the Executive Director.
- All official RCC news releases are disseminated after final approval from the Executive Director.
- Items requested through the Virginia Freedom of Information Act or Virginia public records law are referred directly to the Fairfax County government office responsible for tracking those inquiries and copied to the RCC Executive Director.
- The Executive Director is notified whenever a government (elected) official or media member visits RCC facilities.

**All RCC Staff** must refer all media inquiries to the Director of Communications or Public Information Officer. If they are unavailable to respond to media inquiries within the same day (out of office), staff refer media inquiries to the Deputy Director or Executive Director for response.

**Spokesperson(s)**

The Executive Director and the Board Chair shall be the official spokespersons for the Board of Governors and RCC when interacting with the media.

The Director of Communications and Public Information Officer shall speak regarding, coordinate responses for, and facilitate any news story or inquiry response with the media under the Executive Director’s guidance.

RCC cost center directors are authorized to respond to media inquiries regarding their specific program areas only after consultation and coordination with the Director of Communications or Executive Director. An RCC employee may be assigned by the Executive Director to provide a response to a media inquiry. Employees initiating media contact must do so with the knowledge and support of the RCC Executive Director and Communications Director.

**TARGETED AUDIENCE/COMMUNITY DEMOGRAPHICS**

Reston is an internationally renowned, planned community developed by Robert E. Simon Jr. (1914 – 2015) and founded in 1964. It combines urban lifestyle choices with open-space design, and values community, nature and social equity. Mr. Simon created a community that integrated people across racial, economic and social sectors. In 2018, Reston was ranked as the Best Place to Live in Virginia by Money magazine which noted its expanses of parks, lakes, golf courses and walking paths as well as the numerous shopping and dining opportunities in Reston Town Center.

Population of Reston: 63,226

Reston is a Census Designated Place (CDP) and the most current demographic profile information about the community is available here:

<https://data.census.gov/profile?g=160XX00US5166672>

Reston Demographic highlights from the Census are provided in the table.

DEMOGRAPHIC CATEGORY	
Total population	63,226
Education – Bachelor’s degree or Higher	71.2%
Total Housing Units	30,032
Families and Living Arrangements – Total Households	27,366
Income and Poverty – Median Household Income	\$126,571
Employment – Employment Rate	70.8%
Health – Without Health Care Coverage	6.1%
<b>POPULATIONS &amp; PEOPLE</b>	
Median Age	39.6
Older than 65	15.7%
Age 14 or Younger	16.8%
Ages 15 to 29	18.6%
Ages 30 to 49	27.6%
Ages 50 to 64	21.1%
Language Spoken at Home – Other Than English	29.6%
• English Only	70.4%
• Spanish	10.6%
• Other Indo-European Languages	9.6%

• Asian & Pacific Islander Languages	6.0%
• Other Languages	3.4%
Population of One Race	56,373
• White alone	39,092
• Black or African American alone	5,937
• American Indian & Alaska Native alone	198
• Asian alone	7,119
• Native Hawaiian & Other Pacific Islander alone	32
• Some Other Race alone	3,995

## MARKETING AND COMMUNITY RELATIONS OBJECTIVES

Acting on the goals set forth in the Strategic Plan, RCC’s Marketing Plan focuses on engaging with Reston residents, employees and media outlets using a centralized integrative approach to all external communications. Coordinated messaging is developed and presented during seasonal communications group meetings with each cost center. Subject matter experts regularly provide advice for specific topics relating to each line of business (Aquatics, Arts and Culture, Facility Rentals, Leisure and Learning, and Offsite and Collaboration) and a host of other topics of interest to the community and the media. The Media Department works collaboratively with internal and external stakeholders to achieve the following marketing and community relations objectives:

- To have recognizable images, a widely known logo, branding and messaging that are consistent across our platforms and well-known to community audiences.
- To consistently communicate with multiple tools (e.g., multi-lingual options, accessible web content, regular communications vehicles, and a well-established social media presence) that will collectively appeal to different consumers.
- To maintain a website that is mobile responsive, easily used and broadly accessible to engage with patrons, make RCC purchases, and offer a comprehensive community calendar solution for Reston nonprofits and civic organizations.

## MARKET ANALYSIS

External Environment Factors	Details/Context
Demographic Trends	According to the 2023 <a href="#">Demographics in Fairfax County and Reston</a> presentation to the Reston Town Center North Task Force (pp.17-19) demographics profile for Reston, the population is expected to grow by about 10.2% between 2022 and 2027. The development spurred by the arrival of the Metro Silver Line in 2014 brought new office buildings, residential communities and businesses to Reston. With the second phase of the rail line now open all the way to Dulles Airport, Reston will have more new residents and employees. As the community grows, RCC’s role in ensuring that founder Robert E. Simon Jr.’s vision of a diverse, inclusive community is more vital than ever before. RCC’s current Strategic Plan establishes the groundwork to address this growth, while fulfilling Simon’s vision of a community where everyone in Reston can thrive.

<p><b>Economic Climate</b></p>	<p>As a “designated census place,” Reston is Fairfax County’s second largest revenue-generator to the coffers of the General Fund. It is second only to Tysons in that regard. Its healthy balance of commercial property to residential property (nearly 50/50) enables it to weather economic cycles more effectively than many other communities within the County. Given the growth associated with the development of the Metro Silver Line, the economic outlook for the foreseeable future for Reston remains healthy.</p>
<p><b>Environmental Stewardship</b></p>	<p>Reston has long championed the value of integrated, large areas of open space throughout the community (achieved through clustered and high-density residential planning) as well as the practice of environmental stewardship in maintaining its significant achievements of outdoor ecosystems in proximity to people. The principal steward for Reston’s environmental success is <a href="#">Reston Association</a>.</p> <p>With respect to RCC’s communications plan, the agency uses the best practices for publications and products as set by the Forest Stewardship Council and other applicable Green Business Certifications to the greatest extent possible.</p>
<p><b>Governmental Policies</b></p>	<p>Reston Community Center follows all policies, procedures and requirements directed by Fairfax County government. RCC develops such specialized agency policies and procedures as needed. These are captured in the “Policy Framework” (as described in the <a href="#">RCC Policy &amp; User Manual</a>) or RCC’s Operating Guidance Memoranda.</p> <p>Fairfax County has established extensive communications protocols and strategies for agencies to use. These are available on the County Intranet in the Office of Public Affairs webpages and detailed public information about the <a href="#">Office of Public Affairs</a> is available on the County website.</p>
<p><b>Technology</b></p>	<p>The Media cost center team employs the most up-to-date hardware and software tools under the guidance of the Fairfax County Department of Information Technology. Both Microsoft and Apple products are used as well as the most recent licensed versions of such tools as RecTrac, Adobe Creative Suite and other publication design programs as needed.</p>
<p><b>New Media Platforms</b></p>	<p>RCC’s team uses traditional print, social media (Facebook, X, LinkedIn and Instagram), radio, podcast and YouTube platforms to convey its information to the public, as well as its own website.</p>

**COMMUNITY NEEDS ANALYSIS**

RCC conducts a comprehensive needs analysis every five years. In 2024, the focus areas for the survey include assessment of general awareness of RCC and its value to Reston; programming options provided by RCC and/or preferred by Reston residents; identification of challenges or barriers to participation in and awareness of RCC offerings; **general types of communication tools preferred by Reston residents to learn about leisure time offerings**; and whether or not the community desires facility development related to its RCC Lake Anne



building amenities. Results will be tabulated, and a final report on findings and analysis will be delivered to the Board and staff in January 2025.

The needs analysis provides for both statistically valid and open-ended participation and responses. Results contribute to communications planning, priorities and tools.

**RCC COMMUNICATIONS TEAM AGENCY SWOT ANALYSIS**

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Credentialed team members</li> <li>• Adaptability</li> <li>• High productivity</li> <li>• Quality product/content to promote</li> <li>• Employee loyalty and dedication</li> <li>• New or upgraded IT capabilities</li> <li>• High customer satisfaction rates (evidence of high quality)</li> <li>• CAPRA accreditation in 2020 and successful annual reports through 2024 (adhering to industry best practices)</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Massive number of offerings to promote</li> <li>• Retention of some low-performing offerings for too long</li> <li>• Inconsistent information management of program details</li> <li>• Inadequate storage space</li> <li>• Inconsistent branding across all programs and services areas</li> <li>• Lack of universally used or recognized information resources for the public</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• New programming space in the community by virtue of expanded offsite offerings, RCC on Wheels</li> <li>• New features of RecTrac (web platform) to use for external communications</li> <li>• Very strong sponsorship relationships with other community event providers offering on-site media tables/tents</li> <li>• Equity-driven and thought-provoking program offerings</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• New and rapid growth in alternative recreation providers in RCC's competitive context</li> <li>• Technology evolving faster than the County government may adapt</li> <li>• Scarcity of time available for recreation participation</li> <li>• Last-minute decision-making by patrons complicates marketing strategies</li> <li>• Information overload – too many outlets conveying too much data; difficult to cut through the "noise" to convey messages</li> </ul>

**MARKETING GOALS AND STRATEGIES**

<b>Planning Goal (in support of the Fairfax County Strategic Plan and One Fairfax)</b>	<b>Marketing Strategies</b>
Assure cultural and recreational opportunities are available to all.	<ul style="list-style-type: none"> <li>• Communicate RCC’s performance measures, accomplishments and challenges widely to the public.</li> <li>• Continue practice of all communication products being free of bias. (Implicit racial, ability, gender or other forms of bias)</li> <li>• Promote community awareness of and education regarding RCC’s Fee Waiver program; include qualification criteria and use non-English language versions of program descriptions.</li> <li>• Use an equity lens checklist for new programs and marketing materials.</li> </ul>
<b>Marketing Goals (in support of the RCC Strategic Plan)</b>	<b>Marketing Strategies</b>
Maximize participation in RCC’s Programs and Services.	<ul style="list-style-type: none"> <li>• Identify key attributes of events and promote those to encourage participation.</li> <li>• Monitor and employ new marketing approaches as trends change. (e.g., affinity marketing, experience marketing)</li> <li>• Respond rapidly to customer input and reactions. Adhere to RCC’s 48-hour response time policy for all patron inquiries.</li> <li>• Use market segmentation to create more tailored messaging that will motivate participation.</li> <li>• Continuously monitor and evaluate the agency’s advertising. Assess these by tracking enrollment, ticket sales, inquiries and attendance generated by specific campaigns.</li> </ul>
Leverage Partnerships/Sponsorships.	<ul style="list-style-type: none"> <li>• Establish RCC as a trusted community partner in achieving broad civic engagement by cooperative marketing efforts with event and program partners.</li> <li>• Maximize RCC’s brand recognition at high-profile events through sponsorship benefits.</li> </ul>
Cultivate brand marketing.	<ul style="list-style-type: none"> <li>• Use images of community members and actual RCC experiences in all marketing communications.</li> <li>• Use consistent branding on all forms of marketing/communications.</li> <li>• Assure staff wear RCC-branded attire and nametags at public events when appropriate.</li> <li>• Maximize RCC’s brand recognition at high-profile events with consistent presence of logos and identifier marketing elements throughout event collaterals.</li> <li>• Update and enforce use of identity guidelines (logo usage, RCC templates, images) – see RCC Communications OGM No. 2/MARKETING GUIDELINES</li> <li>• Update and share Media style guide with internal and external stakeholders. (RCC Communications OGM No. 2/MARKETING GUIDELINES)</li> <li>• Manage RCC’s Inclement Weather Communications Plan.</li> </ul>

Employ e-marketing and use of social media	<ul style="list-style-type: none"> <li>• Bi-Weekly e-newsletter - Around the Center for agency-wide news, leisure-time programs/events.</li> <li>• Monthly e-newsletter - Spotlight for CenterStage performances.</li> <li>• Constant Contact: 10.9K active email subscribers (as of 10/2024).</li> <li>• Facebook: 6.1K followers; Instagram: 3,272 followers; X: 1,536 followers; LinkedIn: 142</li> <li>• RCC Social Media Strategy (included below).</li> </ul>
Support positive public relations in the field.	<ul style="list-style-type: none"> <li>• Editorial Schedule: Reston Letter, Dulles Moms, Washington Parent, Northern Virginia Magazine, Fairfax Times, Reston Connection, and El Tiempo.</li> <li>• Staff participation on committees and with affiliated professional organizations.</li> </ul>
Maintain a useful and appealing website (website redesigned and deployed in 2023.)	<ul style="list-style-type: none"> <li>• Regularly review web content for accuracy.</li> <li>• Monitor and review Google Analytics.</li> <li>• Assure compliance with Fairfax County government and ADA requirements.</li> </ul>
Establish a new website every 10 years. (Due 2033)	<ul style="list-style-type: none"> <li>• Create Scope of Work and RFP for competition among County-authorized vendors.</li> <li>• Assure integration of a “Community Calendar” function.</li> <li>• Assure integration of a mobile app function.</li> <li>• Assure website is responsive to different platforms, particularly cell phones.</li> </ul>

## MARKETING TOOLKIT

RCC Media Staff utilizes the following communication tools to disseminate internal and external communications – particularly publicity, community relations and marketing efforts – promoting RCC activities, events, agency information and general identity.

Tool	Frequency	Audience	Distribution	Reach
Program Guides	3X (combined Winter/Spring, Summer, Fall)	Reston Residents, employees of Reston businesses	Direct mail of hard copies, PDF links, Rack placement	~31,000 copies printed, mailed to 28,882 households.
The CenterStage Professional Touring Artist Series brochure	Annually	Reston residents and employees	Direct mail of hard copies, PDF links, racks/events	~31,000 copies printed, mailed to 28,882 households.
Summer Camp Guide	Annually	Reston residents and employees	Direct Mail of hard copies, PDF links, racks/events	~31,000 copies printed, mailed to 28,882 households.

Annual Report	Annually	Employees, Public, Partners, Elected Officials, Community Leaders	Direct mail to a list, PDF link, Hard copies	250 copies printed. Mailed to ~100 partners, elected officials and community leaders.
Constant Contact Blast email	As needed	Residents/ Employees	Email	~10.9K subscribers
Display Ads (print and digital)	As needed	Residents	Subscribers	Community
Outside Program Ads (e.g. RCP programs, High School Athletic Boosters, etc.)	As needed	Public	Hard Copies	Community
News Releases/PSAs	As needed	Media, Public	Email to Media Contacts list	Community
Editorials	Ongoing	Media, Public	Seasonal Schedule	Varies based on media outlet's circulation and/or subscribers.
Flyers/Posters/Theatre Programs/Event Programs/Subject-specific brochures (e.g., Equity Matters brochure)	As needed	Public, Media, Employees	RCC lobbies (Hunters Woods and Lake Anne), RCC events, other outlets (e.g., libraries, businesses)	Community
Videos/RCC YouTube	As needed	Public, Media	YouTube, website	Community
Websites	Ongoing	Public, Media	Ongoing	Community
Social Media	Ongoing	Public, Media	Facebook, X, YouTube, Instagram, LinkedIn	6,000+ followers across all platforms
Radio/Podcasts	Ongoing	Public	Radio	WAMU, Fairfax County Podcasts, Spanish radio audiences
Special signage	As needed	Public	Events	Event attendees
Booth displays	As needed	Public	Events	Event attendees
Digital displays	Ongoing	Public	Onsite	Visitors
Branded promotional materials	As needed	Public	Events	Event attendees, visitors

Out of Home Advertising: - Bus Shelter ads (static)	On going, ads change 4 -5x per year	Public, up to 4 bus shelters	Events and programs	Community
Out of Home Advertising: - Hospital WR (digital)	On going, ads change quarterly	Public – 2 areas in hospital	Events and programs	Community

## RCC SOCIAL MEDIA STRATEGY

### Strategy/Goals

In keeping with Fairfax County’s social media strategy, RCC uses digital platforms to engage residents, employees and community partners *in* Reston, as well as community partners that *serve* Reston. All RCC social media accounts will:

1. Promote RCC’s key events and core services to the Reston community.
2. Provide superior customer service through delivery of relevant, timely and actionable information on a proactive and responsive basis.
3. Establish RCC as a trusted voice and source of information in the Reston community.
4. Strengthen relationships with current and potential community partners.
5. Consistently reflect RCC’s vision, mission and values.

### *Roles and Responsibilities:*

The Media team will collaborate with respective RCC programming staff during seasonal media planning sessions to develop approaches that serve major community events and selected programs to include publishing strategies for:

1. Pre-event/Program Planning
2. Real-time/Near-time Publishing
3. Post-event Publishing

The Media Team will prepare visual elements to support any target event/program across all platforms by aggregating content from print products and other collaterals, and converting those to social media outputs (e.g., photos, videos, audio clips, etc.) that maintain a consistent look for RCC and its programs.

Only members of the Media team will have administrative rights to RCC social media platforms.

The Director of Communications will serve as the lead contact for RCC social media accounts. Duties include directing and developing the engagement framework for posting information and responding to comments, adhering to policies and ensuring the social media sites are regularly updated.

### Media Staff will:

1. Create timelines for event announcements.
2. Generate content, seek approval and schedule all social media posts, ensuring that the Executive Director and Director of Communications have the opportunity to review all social media communications (excluding simple post shares and event page posts).
3. Create event pages.
4. Respond to all incoming social media-generated messages within 48 business hours.
5. Create and maintain a social media calendar.
6. Make recommendations for paid ads, obtain budget approval from the Director of Communications and follow agency policies for all purchasing.
7. Set the tone for RCC’s presence on all platforms, including managing responses to user engagement.
8. Respond to programmer requests for social media promotions.

9. Track, analyze and report reach and engagement through available platform metrics.
10. Stay apprised of social media best practices and trends.
11. Assign a primary Point of Contact (POC) for each platform or outlet.

## RCC SOCIAL MEDIA PLATFORMS

RCC follows County guidelines for use of social media and employs these social media platforms and resources to advance its agency programs and services.

### 1. Facebook

RCC's Facebook page and ad account is managed through Meta Business Suite and includes the below types of activity:

#### a. Posts

- i. Community Events – All community events, Board activities and Professional Touring Artist Series shows will be built into the social media calendar in advance.
- ii. Partner Events – All events for which RCC is a partner will be built into the calendar in advance and will follow commitments made in RCC's Partnership and/or Sponsorship agreements. The social media POC will determine whether new content should be generated or if a "share" of the partner's post is sufficient.
- iii. Emergency updates – All inclement weather or emergency updates will be posted as needed, in accordance with RCC's internal Inclement Weather Communications Guidelines (located in the Media Employee Manual).
- iv. Registration-based needs – Programmers concerned about event attendance or enrollment after registration opens may request additional media support. The Media team will review all requests and suggest efforts that should be added to the existing social media plan.
- v. Ongoing promotional activity – The Media team's platform POC will maintain a list of ongoing programs and services that should be added to the social media calendar when space permits. Examples include RCC Rides, private swim lessons, AARP Tax Aide, etc.
- vi. Additional posts as requested – Additional requests for social media support (from the Executive Director or Director of Communications) will be added to the social media calendar. All other requests from staff will be considered and approved by the Director of Communications.

#### b. Events

- i. RCC Programs/Events – At the beginning of each season, Facebook events will be created for all PTAS shows, as well as for all programs that are sponsored by RCC and meet the following criteria:
  - Open to the whole community (or large majority thereof)
  - Free
  - Drop-in
  - Duration meets Facebook standards (currently 2 weeks or less)Events that do not meet the above criteria will be considered on a case-by-case basis.
- ii. Partner Programs – RCC will repost or tag events for which we are a partner or sponsor. The partner posts the event and tags RCC, after which, RCC reposts that with a note apropos of the relationship or event.

#### c. Ads/Boosts

- i. Selection – The Media team will, at their discretion, based on current social media strategy and budget, determine when to create a paid ad on Facebook. All ads will

be either a Facebook post boost or an event boost and will follow current best practices for ads.

- ii. Approval – The Director of Communications will approve budgets for all paid ads.
- iii. Payment – Facebook ads are purchased via agency credit card and billed to Reston Community Center's ad account. Once an ad has been approved by the Director of Communications and proper PCard procedures have been followed, the POC will use a PCard in RCC's secure Facebook Business Ad Account. Only Media staff members will have access to the Ad Account.

**d. Page Posts/Comments/Reviews**

RCC allows anyone to post to the RCC Facebook page wall, or comment about or review Reston Community Center. The POC will work with the Director of Communications to remove any posts or comments deemed inappropriate. These may include but are not limited to:

- Posts that do not adhere to Reston Community Center's Code of Conduct.
- Posts not relevant to the Reston community.
- Posts of a political nature.
- Posts from religious institutions or private/commercial entities.

**2. X**

- a. RCC's X account will mirror messaging in RCC's Facebook account in terms of frequency, content and overall look.
- b. RCC may post real-time tweets only if determined to be useful by the Director of Communications on site at RCC-sponsored events.

**3. Instagram (also managed in Meta Business Suite)**

- a. RCC's Instagram account will be managed strategically, in conjunction with Facebook and Twitter, for events/programs.
- b. Instagram posts will focus on increasing brand awareness and contributing to the sense of belonging to RCC's "community." Content will include a stronger emphasis on visuals and creative graphics.
- c. Posts will not include registration or event links.

**4. YouTube**

- a. RCC's YouTube account will present recordings of RCC Board of Governors meetings.
- b. RCC's YouTube account will present original RCC content that supports the agency's image and contributes to the overall social media strategy.
- c. The Director of Communications, in consultation with the Executive Director, may elect to post video content produced independently that reflects RCC activities.

**5. Flickr**

- a. RCC's Flickr account serves as the primary vehicle for storage and transmission of photos that belong to RCC, as well as those submitted to RCC by partners/artists for marketing purposes. The account and its contents are not used as an external marketing tool. Only members of the media team have administrative access to RCC's Flickr account.
- b. RCC's Media Team will set account preferences to protect the Flickr photos as much as possible while still extending access to staff and partners when warranted.

**6. LinkedIn**

RCC's LinkedIn page serves as an extension of our professional online presence. We share and connect with others by providing company information, press releases and brand

awareness. The platform also affords networking opportunities, celebration of staff milestones, amplifying partnerships and highlighting projects while expanding our community footprint digitally. RCC staff are encouraged to connect to the RCC LinkedIn page if they are interested in doing so.

## 7. Other

Additional social media platforms will be reviewed and recommended for inclusion in RCC's social media strategy as needed and with approval from the Executive Director.

**RESOURCE:** Fairfax County PM 13-07 Social Media Policy for Official Fairfax County Accounts



Fairfax County  
PM-13-07 SOCIAL MI

## EMPLOYEE SOCIAL MEDIA POLICY

RCC Employees with personal social media accounts are expected to present personal communications in such a way as to make clear that these communications are personal, and not communications from RCC, Fairfax County, or from the user in his or her capacity as a representative of either.

RCC will not connect to employees through their personal social media accounts and does not expect personal accounts will be used to amplify messages from RCC's official accounts. Any engagement with RCC's official social media platforms must be initiated by the employee and be entirely voluntary.

The Fairfax County social media guidance is provided in the County Communications Toolkit resources. In addition, per the County's Information Technology Security Policy PM 70-05,

The County uses specific social media platforms to deliver public information, communications engagement, perform customer service, and conduct transactions, and communicate official business with constituents, stakeholders, partners, the media and the public in general. Agencies may establish an official Fairfax County Social Media presence which requires an authorized user/administrator and/or moderator. The County also allows employees general access to Social Media.

The IT Security Policy requirements apply to the use of Social Media platforms and capabilities. Informational content and services distributed and published through the County's official social media outlets shall be governed by the IT Security Policy, the Office of Public Affairs Social Media Policy and Guidelines, and any other applicable County policy, procedure, standard, or guideline.

Access to non-County approved social media platforms, and diversion in implementation and use of authorized Social Media can be granted through the executive exceptions process that includes DCEX, Office of Public Affairs, DIT and ISO.

With respect to personal use of social media, that procedural memorandum states:

Personal social media use, as well as the use of other similar communications tools hosted externally or internally on County hosted resources such as, but not limited to, forums and blogs, shall include no statements or depictions stating or implying that the user represents the County, is making an official statement of County policy, or is making a statement or depiction with the County's permission, whether implied or expressed, unless the user has received documented permission from the appropriate County authorities to communicate on the County's behalf in the non-County venues.

Users are encouraged to include in personal electronic communications discussing or relating to County business a disclaimer along the following lines: "The views I express are my own and do not reflect the official view or position of Fairfax County." In accessing personal social media from the County IT environment, users should follow the County standards of content. Users may not



download or copy content from their personal social media accounts to Fairfax County systems without permission.

## MEDIA PLANNING TOOL – SEASONAL STRATEGY SESSIONS

At the beginning of each cycle of RCC programming, the Media team will sit down with program units to design the overall strategy for the coming set of offerings. These meetings will allow for thoughtful planning and deep investigation into the structure of RCC offerings for that season and give the programming/services teams a variety of avenues for input as the “subject matter experts” for their respective areas of responsibility. These sessions use the below tool to inform the strategies agreed to by the program and media teams.

### Media Objectives:

1. Determine editorial opportunities. Where are pre-/post-media coverage opportunities in your season? Photography needs? E-newsletter or RCC Blog features?
2. Determine print/digital communications schedule.
3. Determine advertising opportunities.
4. Establish targeted email marketing strategies.
5. Schedule staffing and goals for partner/sponsor event tables and tents.

### **QUERIES TO ADDRESS:**

1. What are the top (3-5) priority programs this season?
2. What are the top new markets/audiences you would like to reach/engage (e.g. working adults, stay-at-home parents, etc.)? What ideas do you have for reaching them?
3. Are there any new (never run before or brought back after lengthy absence) programs in your season?
4. Are there specific dates/events (e.g., Back to School nights, Sponsorship events) that you will need program marketing collateral for cross-promotion?
  - a) Consider related national/world events
  - b) Consider specific characteristics of the type of event (e.g., weather, focus, audience)
5. What programs must be run regardless of enrollment and why? (e.g., pre-paid tickets/reservations, etc.)
6. What will be your most challenging programs to fill and why?
7. Are there any external resources that Media can leverage for marketing purposes? (e.g., instructor certifications, images, testimonials, articles, videos, case studies, etc.)
8. Do you anticipate any out-of-cycle programs? If yes, please describe.
9. Are there cross-marketing or upsell opportunities for events or programs?
10. What programs/events in your season are award-worthy? What award submissions do you know of and what are their deadlines? Is there a story option for the RCC Blog?

**RCC SPONSORED EVENTS REQUIRING STAFFING OR TABLES WITH DISPLAYS:**

Establish the season’s calendar of staffing requirements for community events – whether RCC-sponsored or those sponsored by RCC partners. Use the below table to assure each event is fully covered and site considerations are documented.

Event/Location	Date	Dept. Assigned	Materials/Swag/Storage.	Staff	Weather Issues	After Event Action

**CONCLUSION**

The Marketing and Community Relations Plan is reviewed and updated on an annual or as-needed basis. Media team members stay current with recreation trends and statistics, design and communications trends and tools, as well as critical issues affecting Reston to develop marketing and community relations priorities. This ongoing analysis supports and ensures achievement of the RCC Strategic Plan goals for Communications, as well as those that are applicable in other strategic planning pillars.

RCC’s communication products undergo vigorous reviews to ensure that they are accurate, reflect a diverse community, validate authentic RCC experiences and display the high quality of RCC program offerings. The RCC Marketing and Community Relations Plan ensures that proper community outreach strategies are planned, implemented and evaluated for effectiveness. The approach is inclusive, employs stringent quality control and builds confidence in RCC’s content on the part of staff, volunteers, partners, and of course, the community.