



**Reston Community Center
Board of Governors Monthly Meeting
September 13, 2021
8:00 p.m.
Meeting Agenda**

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| 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"> • Approval of Board Minutes for July 26, 2021
(as reviewed and approved by the Board Secretary) • Approval of Board Actions for July 26, 2021
(as reviewed and approved by the Board Secretary) | |
| 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"> • July 26 Finance Committee • September 13 Long Range Planning Committee (verbal) | Paul Thomas, Chair
Bill Bouie, Chair |
| <ul style="list-style-type: none"> Approval of Board input to RCC 2021-2026 Strategic Plan DRAFT language | |
| 8:13 – Board Member Input on Activities Attended | |
| 8:25 – Executive Director Report | Leila Gordon, Executive Director |
| 8:30 – Old Business | Beverly Cosham, Chair |
| New Business | |
| 8:40 – Adjournment | |

Reminders:

Events	Date	Time
PTAS: Mutts Gone Nuts	September 19	3 p.m. and 7 p.m.
Reston Multicultural Festival	September 25	11 a.m. – 6 p.m.
RCC Preference Poll Voting	Through October 1	
MTA: Beverly Cosham	September 30	2:15 p.m.
PTAS: The Seldom Scene	October 2	8 p.m.



RESTON COMMUNITY CENTER



**SUMMARY OF MINUTES
RESTON COMMUNITY CENTER
BOARD OF GOVERNORS MEETING
July 26, 8:00 p.m.**

Present:

- Beverly Cosham, Chair
- Bill Bouie
- Laurie Dodd
- Lisa Sechrest-Ehrhardt
- Dick Stillson
- Paul Thomas

Absent and Excused:

- Bill Keefe
- Bill Penniman
- Vicky Wingert

Attending from RCC Staff:

- Leila Gordon, Executive Director
- John Blevins, Deputy Director
- Mark Anduss, Assistant Technical Director
- Karen Goff, Public Information Officer

Visitors

- Susan Meeks-Versteeg, Reston Chorale Managing Director
- Roger Lowen, former RCC BOG member

Bev called the meeting to order at 7:45 p.m.

MOTION #1:

Approval of the Agenda

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

MOTION #2:

Approval of the June 7, 2021 Board Minutes

Bill B. moved that the Board approve the June 7, 2021 Board Minutes. Paul seconded the motion. The motion passed unanimously.

MOTION #3:

Approval of the June 7, 2021 Board Actions

Bill B. moved that the Board approve the June 7, 2021 Board Actions. Paul seconded the motion. The motion passed unanimously.

Chair's Remarks

Bev said we are in a strange place, we are vaccinated, and yet many people are getting sick because they did not get the vaccine; sadly, once they are sick it is too late for the vaccine.

Bev read a quote from Mahatma Gandhi:

"Keep your thoughts positive because your thoughts become YOUR WORDS.

Keep your words positive because your words become YOUR BEHAVIOR.

Keep your behavior positive because your behavior becomes YOUR HABITS.

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Keep your habits positive because your habits become YOUR VALUES.
Keep your values positive because your values become YOUR DESTINY.”

Introduction of Visitors

Susan Meeks-Versteeg of the Reston Chorale and former RCC Board member Roger Lowen.

Citizen Input

Susan Meeks-Versteeg, Reston Chorale Managing Director, said she wanted to thank the Board for the survey presentation prior to the meeting. It is very encouraging to hear of the support for a new performing arts center. The Chorale also did an unscientific poll in 2019, polling performing arts groups from McLean to Leesburg and got 24 responses. People are very interested in a 500-700 seat venue in Reston. Eighteen of the responders said they would be happy to work on a task force to bring that along. She said RCC should use the Chorale's energy and advocacy to get this done. There was a developer proffer submitted to the Board of Supervisors with a four-year window, but it is now more than two years old. The time to act is now, and Susan is here to lend support.

Roger Lowen, former RCC Board member, said he is happy to see the Board. He started on the Board about 20 years ago and served about 10 years. Terry L. Smith talked him into it. He said he is impressed by the work this Board has done getting through the COVID-19 crisis. He understands that RCC's finances are in good shape. He said one regret he has is about a proposed recreation center; the Board worked on it a long time, and he felt that adjacent neighborhoods were opposed to it without really considering the possible benefits. He hopes this Board can reconsider it.

Committee Reports

June 21 Annual Public Hearing (Long Range Planning Committee) – Chair Bill B. told attendees to refer to their notebooks for meeting notes.

July 26 Long Range Planning Committee (Community Survey Meeting) – Chair Bill B. said we had the meeting tonight further explaining the 2019 Community Survey methodology and results. Many responses were music to our ears. Reston has changing demographics. There is support for a performing arts venue. The second part of the meeting was a review of RCC's SurveyMonkey Pulse Check in June and July of 2021. It reinforced many of the same things from the 2019 survey which is on the website.

July 19 Preference Poll Meeting – Chair Paul referred attendees to the committee report in the notebooks. Candidacy statements are due August 15. The forum will be on September 9. Voting should open September 10. If ballots hit earlier (on September 8 or 9), then we will open voting earlier. There are no real changes to the process this year.

July 26 Finance Committee Meeting – Chair Paul said we went through and looked at FY21 year-end figures to see what is being carried over and what our financial results were. We went through the cost center reports. On revenue, tax receipts were slightly higher and there was a reduction in program revenue that was more than offset by accompanying reductions in operating and personnel expenditures. So far, \$750,000 returned to reserves from the pool renovation. We expect more when the pool project closes out; it will be formally closed out in October. There is money for the FY22 budget designated to fund RCC's return to normalcy. We are in great shape because our revenue model implies if we pause programs, we spend less. In November, we will have a sense of what the agency's overall reserves look like with the posting of unspent funds from the pool project and various RCC cost center budgets.

MOTION #4:

Approval of the Committee Reports

Bill B. moved to approve the committee reports. Paul seconded the motion. The motion passed unanimously.

Board Member Input on Activities Attended

Lisa attended several Take a Break performances on Thursdays at Lake Anne Plaza. The concerts are well attended. It is great to see activity at Lake Anne.

Dick has been working on OLLI presentations. Both of his upcoming courses will be at RCC. He went to New Mexico for research for his program on the Anasazi and Pueblo in January. In September, he will present a program on the history of the Western United States.

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Laurie visited the Terry L. Smith Aquatics Center. She said it is nice to see people enjoying the warm water pool and it will be nice to see the beach area open for youngsters.

Bill B. attended lots of meetings. The county has hired a new Department of Public Works and Environmental Services (DPWES) director and is close to hiring a new Park Authority director. Bill is on the new Leadership Fairfax Equity Committee. It is almost time to replace the community use turf field at South Lakes High School (SLHS). RCC contributed to the SLHS varsity field. The Board of Supervisors now has a replacement fund for the fields. Dick asked about Park Authority investment in Lake Fairfax. Bill and Dick will discuss the topic after the meeting. Bill will serve on the county redistricting committee. The Board of Supervisors will vote on new boundaries for magisterial districts on December 7 and any redistricting will go into effect January 1.

Paul attended Trout Fishing in America and the RCC Volunteer Appreciation event. He is no longer the SLHS PTSA president but will be the SLHS Band Boosters president for the next two years. Paul attended the Preference Poll Committee meeting July 19, as well as the Long Range Planning and Finance committee meetings earlier tonight.

Bev attended Trout Fishing in America. It was her first time seeing them, even though they are CenterStage regulars. They have become favorites for her granddaughter.

Executive Director's Report

Leila said we have a tentative date for August 24 focus group meetings with Cornerstones. There will be two meetings: mid-day and evening. By that point will have some big-picture goals relating to strategic plan pillars. We will bring a draft of the 2021 --2026 Strategic Plan to the Board in September.

We have hired a Financial Specialist I. He is a current county employee. He will start at the beginning of August. We completed all 48 employee evaluations on time. The website design project has begun. We held a kickoff meeting and planning conversations. We will explore faster connectivity between landing page and purchase pages. The pool project will wrap up end of August. We should have final numbers on the project for the November finance committee meeting.

Aquatics had a Junior Lifeguard Camp. If enthusiasm is a guide, we have gained the interest of several future lifeguards. The Summer Concert Series performances have been terrific, and we have been lucky with the weather. All camps are in full swing. We have a new series with Opportunity Neighborhoods: Crafternoons. It has been successful, with crafts such as making kites and bookmarks. We are gearing up for more offsite programming for fall.

Old Business

None

New Business

Leila said there is typically no August Board meeting. There is the Preference Poll Orientation (all candidates and committee chair Paul as well as any other board members who can and wish to attend) on August 15 at 5:00 p.m. at RCC Hunters Woods. The Preference Poll Candidate Forum is September 9 at 6:30 p.m. at RCC Hunters Woods.

Bev adjourned the meeting at 8:20 p.m.



Lisa Sechrest-Ehrhardt
Board Secretary

8-5-21

BOARD ACTIONS TAKEN AT BOARD OF GOVERNORS MEETING ON July 26, 2021

- 20-0726-1 Bd That the Board approve the Agenda**
- 20-0726-2 Bd That the Board approve the June 7, 2021 Board Minutes**
- 20-0726-3 Bd That the Board approve the June 7, 2021 Board Actions**
- 20-0726-4 Bd That the Board approve the June 21 Long Range Planning, July 19 Preference Poll and July 26 Finance and Long Range Planning Committee Reports**



Lisa Sechrest-Ehrhardt
Board Secretary

_____8-5-21_____

Date



**SUMMARY OF MINUTES
RESTON COMMUNITY CENTER
FINANCE COMMITTEE MEETING
July 26, 2021, 5:30 p.m.**

Present:

- Paul Thomas, Chair
- Bill Bouie
- Laurie Dodd
- Dick Stillson

Absent and Excused:

- Bill Keefe
- Vicky Wingert

Attending from the RCC Staff:

- Leila Gordon, Executive Director
- John Blevins, Deputy Director
- Renata Wojcicki, Finance Director
- Karen Goff, Public Information Officer

The Chair called the meeting to order at 5:30 p.m.

Paul said the most important issue this evening was to go through the FY21 year-end reports. He said Leila would walk the committee through the summary. Leila directed the committee to the first part, which summarizes RCC's response to COVID-19. It reiterates our priorities that were established in May of 2020. We did achieve considerable savings as we canceled programs, but we also introduced new programs with different formats and new approaches that were supported by our financial resources.

FY21 Carryover

Regarding revenue, whatever we achieved February to June for July onward (for example, payments for camps that did not take place until July (FY22) were deferred to the correct fiscal year. A chart breaks down the deferral amount by cost center (total: \$151,414.69). The next table shows fee waivers, which have a value of \$36,271. Therefore, the net cash amount deferred to FY22 is \$115,143.69.

Leila said the amount deferred is typically much larger as the camp programs are usually more robust. This year, camp capacity was limited but staffing was at a typical level.

Dick said he was surprised at the large amount (\$35,211) carried over for Arts Education. Leila said that department has Young Actors Theatre (YAT) and Lake Anne Art Rave for Kids (LARK), which are very popular camps and account for that total.

The amount of purchase orders moving into FY22 is larger than usual, mainly because we are carrying over \$147,860 for the new website design. Typically, we try and close out POs and reduce carryover to the extent feasible.

Leila explained the Corbett Technology Solutions PO is for outfitting Rooms 1-4 with adaptive listening systems. She said there has been a delay, mainly due to the shortage of computer chips. Paul asked about the website timeframe. Leila said it will be about another eight months until completion. Dick asked if the RCC website is related to the county website. Leila said it is not. Bill B. asked to see the Scope of Work as that seems like a long project. Leila said it is not the architecture that will take that long; moving

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and reorganizing our content will take significant time along with balancing the work with other projects. She said she would be happy to send Bill B. a copy of the RFP and vendor deliverables schedule.

The Capital Projects carryover is typical for RCC since most work can't be done until the summer maintenance window each year. The pool renovation will close out by October. Dick asked for more information about the remaining pool work. Leila said all of the remaining work will be done in the August maintenance period. The grate repair was partially done in June. During the August closure (August 28 to September 10), crews will pull out all the grates, put a surface coat of sealant on the cement to improve waterproofing and reattach the new grates. There are still a few outstanding HVAC issues.

Once this work is completed, the experts have to come back and recheck the systems. Once they sign off in September, the Department of Public Works and Environmental Services (DPWES) will sign off, and any project penalties will come back as RCC credits that will be subtracted from the final amount due to the contractor. Dick asked if the county would pursue financial remedies from the poor performing subcontractors (the reason for many of the delays and repairs). Leila said the county is enforcing the contract terms and that the contractor, Branch Builds, will in turn hold their subcontractors accountable. Dick noted that it could have been disastrous and very embarrassing; Leila said we were lucky that the pandemic afforded time to the contractor to rectify the issues without significant impact to the public. Since the public couldn't come into our facility anyway, they didn't perceive any "loss" that was any different from the general impact to all RCC users.

Bill B. asked when our warranty period begins. Leila said it is different for each system. Bill said we want them to be concurrent as we may not be able to get a year's adjustment. Leila said that may not be possible, but that DPWES and the contractor would work out an equitable and enforceable warranty schedule for us.

Leila turned to the materials describing the closeout month of financial activity, June. The June spreadsheet statement bottom line savings does not include the cost of approximately \$105,000 for staff bonuses, and the amount in operating expenses of the carried over purchase order obligations. Dick asked if the county general fund paid for the bonuses. Leila said no, they came out of RCC's budget, since these are for RCC employees.

Leila said the financial outlook for FY22 is very strong. She feels very confident allocating more funding for operating and personnel categories to restore offerings to pre-pandemic levels. The presumption is we have seen the worst of COVID-19; we are in good shape, and the county and state are in good shape. We should be able to resume normal function. We will of course be cautious as we manage programming moving forward.

Bill B. asked if we will be able to receive any federal money from the second COVID-19 relief bill. Leila said she has made the case that if there is to be federal reimbursement of lost revenues, we should be eligible for our losses. Dick said he heard Virginia is expecting substantial funds from the relief act. Leila said the county gets relief funding directly from the federal government. The county received about \$215 million the first time; the second tranche should be substantial as well. The first payment did not allow for reimbursement of forfeited revenue. The second will allow for that potentially. The county is doing an audit of refunds and lost revenue. Laurie asked about the timeframe. Leila said she does not know how long that process will take.

Paul asked about the money being reallocated from the fund balance to our personnel and operating line items for FY22. Leila said we will save almost \$1 million in unspent FY21 personnel expenses and \$1.4 million in operating expenses in FY21 because of the impact of COVID-19; therefore, restoring funding in FY22 categories to allow for more typical offerings will be easily managed given the overall fund balances once the FY21 carryover package is approved in September. The net impact to our reserves will continue to be positive.

Dick asked where federal and state money would come into the budget. Leila said it would go directly into the fund balance unless we want it allocated. Paul said the fund balances would be the right place.

Bill B. asked about seeking funding from the Save our Stages Act; Leila said we would have to apply separately for that program and that it may well be challenging as the CenterStage is funded within a

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government agency. Bill noted that Wolf Trap is getting money, and it's part of the National Park Service. Leila said it was likely that only the Wolf Trap Foundation – a non-profit organization – would apply. Our losses from the Box Office are about \$35,000-\$40,000 and it might be more efficient to try and get our lost revenue back from a county process within that program.

June 30 Statement

Revenue – Leila said COVID-19's impact on revenue is obvious. But the performance of the tax base was good, so we came close (93.5 percent) to achieving the budget goal for the year.

Personnel – We paid all our staff through the COVID-19 closure and following months as was county policy. Dick asked if all Merit staff got full salary for the whole period. Leila said yes; we learned in the 2008 recession that if you fire people or put them at the mercy of the safety net, you have much more negative fiscal results that take longer to heal.

Operating – Many programming costs were in contracts, so we had significant savings in unspent funds. There was nothing unusual besides COVID-19. Dick asked about maintenance costs. Leila said we were closed for four months and have had shortened hours since March 2020. That has resulted in significant savings in utilities, cleaning and security. The pool renovation has also resulted in large savings in water usage. Leila said she would look up the exact amount. It is even more significant when you consider we have significantly more water with two pools, and we are still saving money. Dick asked should we have done the renovation years earlier. Paul said the timing was right because we had the money to renovate without incurring debt. [Note: per RCC's Annual Report only 1.6 million gallons of water were used in 2020 versus the 4.1 million gallons used in 2018 – the last year of operation of the old pool.]

Capital Projects – Leila said the pool renovation project will close in FY22 once the closeout issues are resolved. We still have to assess the need for a rooftop AC unit over the theatre fly space, and we are still waiting on the county regarding solar panels. Dick asked about where the T-Mobile cell tower is located; Leila said that is on the fly roof. Laurie asked if all RCC mechanical equipment was on roof. Leila said it is in various locations: rooftops and mechanical rooms inside the building.

Renata confirmed that \$750,000 has been returned from the aquatics project to the reserves so far. More money will be coming. Leila said we will use some of the savings to fund replacement of stainless-steel restroom dividers in the locker rooms. Dick asked about the spa. Leila said we hope to open it in January. There was discussion about the spa and how it intersects with COVID-19 protocols.

Leila said overall it was still a pretty amazing year, and we should be very happy with how it turned out. Paul said as chair of the Finance Committee, he is pleased.

Leila said adding funds to our FY22 budget will help us ramp up programming. We have been doing that this summer with full concert series at offsite locations. We pay hundreds of thousands of dollars and offer concerts for free. This will only increase as we bring more offsite programming to new Reston developments.

There was discussion about new developments and branding opportunities for RCC.

Leila thanked Renata for her work with the closeout as her department is shorthanded and we are going through an internal audit. Dick asked if the committee could see a preliminary fund statement. Leila said there will be more info in the budget transmittal memo in September. We try to wait to distribute the fund statement as it is updated several times and circulating multiple versions will inevitably lead to confusion. Once the carryover submission adjustments are posted in October, the version of the fund statement that follows that will represent the most accurate statement of anticipated reserves levels.

Having no further issues to discuss, the meeting adjourned at 6:20 p.m.



**SUMMARY OF MINUTES
RESTON COMMUNITY CENTER
BOG LONG RANGE PLANNING COMMITTEE MEETING
July 26, 2021, 6:30 p.m.**

Present:

- Bill Bouie, Chair
- Bev Cosham
- Laurie Dodd
- Lisa Sechrest-Ehrhardt
- Dick Stillson
- Paul Thomas

Absent and Excused:

- Bill Keefe
- Bill Penniman
- Vicky Wingert

Attending from RCC Staff:

- Leila Gordon, Executive Director
- John Blevins, Deputy Director
- Anthony Adams, Technical Director
- Mark Anduss, Assistant Technical Director
- Karen Brutsché, Leisure and Learning Director
- Ali Clements, Lifelong Learning Program Assistant
- Cheri Danaher, Arts Education Director
- Brian Gannon, Facility Services Director
- Karen Goff, Public Information Officer
- Matthew McCall, Aquatics Director
- P.D. Michnewicz, Arts and Events Director
- Bebe Nguyen, Communications Director
- Harun Rashid, Network Administrator
- LaTanja Snelling, Collaboration and Outreach Director
- Renata Wojcicki, Finance Director

Visitors:

- Kara Fitzgibbon, Director Center for Survey Research, University of Virginia Weldon Cooper Center for Public Service.

The meeting began at 6:30 p.m. with Long Range Planning Committee Chair Bill Bouie welcoming everyone and introducing Dr. Kara Fitzgibbon, Director of UVA's Center for Survey Research (CSR). She will present findings and methodology from RCC's 2019 Community Survey. Dr. Fitzgibbon was supposed to give this presentation in March of 2020, but the presentation was delayed due to the COVID-19 pandemic.

Kara said she will focus on the survey's methodology. She said the survey was intended to be a comprehensive, representative and statistically sound survey. She explained the mixed-probability design and how we had both a probability and non-probability sample.

She said the probability sample (list of 5,000 households, stratified sample for better representation, mail first with web alternative and confidential tracking protocol) meant CSR would be able to calculate the

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margin of error or draw statistical differences. The non-probability sample was open for anyone who lives and/or works in Reston to take the survey online (paper was also available), with an anonymous protocol.

She went over the timeline. Prior to the survey period in Summer 2019, there were meetings to develop the questions and design. There were focus groups, further revisions and then translations into several languages. She reviewed the tailored design method, with mailings intentionally spaced out and designed to maximize participation (advance letter on RCC letterhead, survey mailing, reminder with online option and access code, closeout reminder, thank you note).

The non-probability sample opened a month later to give probability sample households the chance to respond. All data closed in September 2019.

She described the responses rates for each sample and margins of error. Dr. Fitzgibbon explained what the probability sample's reliability level of confidence was and the formula for establishing level of confidence.

Findings

Kara said the results presented are based only on probability sample results. Non-probability results can be found in the complete report on RCC's website.

The slides show some key responses (full findings and statistics can be found in the presentation slides).

Awareness and support – 94% of respondents have heard of RCC.

Participation – 54% of households have used RCC in the last 12 months; 75% have used RCC at some point.

Barriers to Participation – Time constraints are the most significant barrier, followed by lack of awareness. She broke down the barrier responses by demographics. (i.e., "Too busy" responses came from families with children, who are employed and/or who are under 65 years old).

Communication and outreach – Respondents use a variety of media on a regular basis. Most popular media are online journalism, broadcast TV, radio, Facebook and print journalism. She broke down media usage demographics. Respondents were asked how they find out about RCC programs and activities. By far (75%) people said the RCC Program Guide, followed by the CenterStage mailing (25%), flyers (20%) and friends and family (20%). She showed demographic differences in how people find out about programs. Another slide showed how respondents find out about leisure-time activities generally; friends and family and internet searches are most popular (51%).

Performing Arts Venue – Respondents were asked how interested they are in a larger performing arts venue in Reston. Kara said 68 percent were very to somewhat interested, and she explained how researchers arrive at a "margin of error" rate of 64-71 percent based on the 95% level of confidence for the survey overall. She broke down the demographic comparisons and said there was a statistically significant higher level of interest among women, those living in Reston fewer than five years, renters, those working full or part time and Black respondents.

Respondents were asked about interest in a performing arts venue if built by a developer. Eighty-two percent of respondents were very to somewhat supportive. When asked about using a bond referendum and approach to financing the venue, the largest single portion (32%) was not at all supportive, but 56% were very to somewhat supportive.

Summary of findings

Key points: There are high levels of awareness and support for RCC, and 76% of respondents would like to attend RCC programs and events more. In program relevance, there were high marks for Community Events, Lifelong Learning programs, land-based Fitness and the Professional Touring Artist Series. Respondents said they would like to see more age-specific, fitness/sports and educational programs. Dr. Fitzgibbon reviewed the top barriers to participation, most effective communication products (and recommendation that RCC should expand its online presence), and support for a new performing arts venue.

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Kara asked if there were questions. She was asked if the results presented were overall results or just the paper surveys. She said it was the probability sample, which was mostly paper.

Kara was asked about past projects. Has she seen statistical results match up with future bond issue votes and actual voting responses? She said this was the first survey where they looked at a performing arts venue with a referendum possibility. She compared a recent case in Charlottesville, where a new YMCA was developed based on community support that they determined was there via survey techniques.

Lisa said she was encouraged by the diversity of respondents to the performing arts venue. She asked for more background about the percentage of Black respondents. Kara said the response was statistically significant based on the sample size (a small group won't likely catch statistical significance). If it is a strong pattern, we should be able to see it. We are seeing support across the board and did not see especially low support in any groups. More specific breakdowns are in the report appendices. Leila added the whole report is posted on RCC's website, and the appendices are where demographics are broken down. The Executive Summary at the front also contains the summary details.

RCC SurveyMonkey Pulse Check June-July 2021

Leila explained that RCC did a follow up survey from June 10 to July 16, 2020. We wanted to see where we were in the context of COVID-19 and ahead of new planning pillars as part of the 2021 -- 2026 Strategic Plan process. It was a pulse check and not statically valid, she said. The survey contained six open-ended questions. RCC received 267 responses.

Some of the findings:

Q1: Thinking about RCC overall, what comes to mind? Leila said the main takeaway was people are enthusiastic about offerings. In details for no response or governance, 13 responses indicated that RCC needed to earn money from fees alone or be county-supported.

Q2: Thinking about RCC facilities, present and future, what comes to mind? Leila said modernization, maintenance, maintaining programming and facilities, and expansion were supported. "No response" or governance categories' replies noted we should avoid duplication of programs and should eliminate or reduce the tax district. Four answers said we should have the county build a recreation center in Reston.

Q3: Thinking about the social and racial equity issues in our community, how do you think RCC can help Reston continue to be a welcoming, inclusive and accessible place to live, work, learn and play? The main takeaway is that RCC has a good reputation but should continue to add programming and leadership that is reflective of the community's diversity.

Q4: Thinking about RCC's programs and services, what kinds of offerings do you feel would be relevant to you and your family and friends? The main takeaway is that most of RCC's programming is relevant, new programs would be welcome and some old programs are missed.

Q5: Thinking about how Reston is growing and changing, how do you think RCC can help forge community connections between newcomers and longstanding residents, and among established organizations and new participants? The main takeaway is the need to offer programming where newcomers are located and more marketing for new residents.

Q6: Thinking about communications, how would you like to find out about RCC and Reston events, activities and opportunities for leisure-time pursuits? The main takeaway is that people like getting emailed info, would like a more user-friendly website and like the RCC print products. Leila said this echoes the 2019 survey responses.

Leila said that overall, the responses were very similar to the 2019 Community Survey. Participants did not feel dramatically different than they did in 2019.

The meeting ended at 7:33 p.m.

Reston Community Center 2019 Community Survey

Kara S. Fitzgibbon, PhD
Director, Center for Survey Research
Weldon Cooper Center for Public Service

July 26, 2021



UNIVERSITY
of VIRGINIA

WELDON COOPER CENTER
for PUBLIC SERVICE
CENTER *for* SURVEY RESEARCH

Survey Purpose

- Assess awareness and support of RCC
- Understand current and projected use of programs
- Identify barriers to RCC use
- Identify accessible sources of information on leisure activities
- Assess level of support for a performing arts center

Survey Design

Multi-mode, mixed probability

Probability

- Scientifically drawn address-based sample of Reston households
- Mail-forward, with delayed web alternative
- Confidential protocol

Non-probability

- Open-source available to anyone who lives or works in Reston
- Primarily web, with paper copies available through RCC
- Anonymous protocol

Probability Sample

- Sampling frame: Residential addresses within Small Tax District 5
- Sample: 5,500 Reston households
 - Purchased from Dynata
 - Stratified based on Census Low Response Score (LRS)

Questionnaire Design

- Iterative questionnaire development
- Qualitative pretest
 - Focus group 6/4/2019
- Online version programmed in Qualtrics
- Questionnaire available in English, Spanish, Chinese, Russian, and Arabic

Data Collection

	Event	Date
Probability	Postal advance letters	7/3/19
	Postal 1 st questionnaire packets	7/15/19
	Postal reminder letter	7/25/19
	Postal 2 nd questionnaire packets, web-referral	8/15/19
	Mail closeout reminder postcard	8/30/19
Non-probability	Online survey launches	8/5/19
	Paper survey packets available at RCC	8/5/19
	Close data collection	9/16/19

Survey Response

- 1,906 completed responses
 - Non-probability: 817
 - Probability: 1,089
- Response rate: 19.8%
- Margin of error = +/- 3.7% at the 95% level of confidence

A photograph of the Reston Community Center building, a large, multi-story structure with a reddish-brown facade and a modern architectural style. The building is set against a clear blue sky with some light clouds. In the foreground, there is a green lawn and a paved walkway. The text "Reston Community Center 2019 Community Survey Findings" is overlaid in the center of the image in a large, bold, black font.

Reston Community Center 2019 Community Survey Findings

Awareness and Support of RCC

- 94% of respondents have heard of RCC
- 86% consider RCC somewhat to very important to the overall quality of life in Reston
- 90% think RCC makes Reston a more attractive place to live

Participation in RCC Programming

- 54% of households had used RCC in the prior 12 months
- 75% of households have used RCC at some point
- 76% of respondents would like to participate in RCC more than they currently do

Most Relevant Programs & Recommendations for New Offerings

Relevant existing programs:

1. Community Events
2. Lifelong Learning
3. Land-based Fitness
4. Professional Touring Artist Series

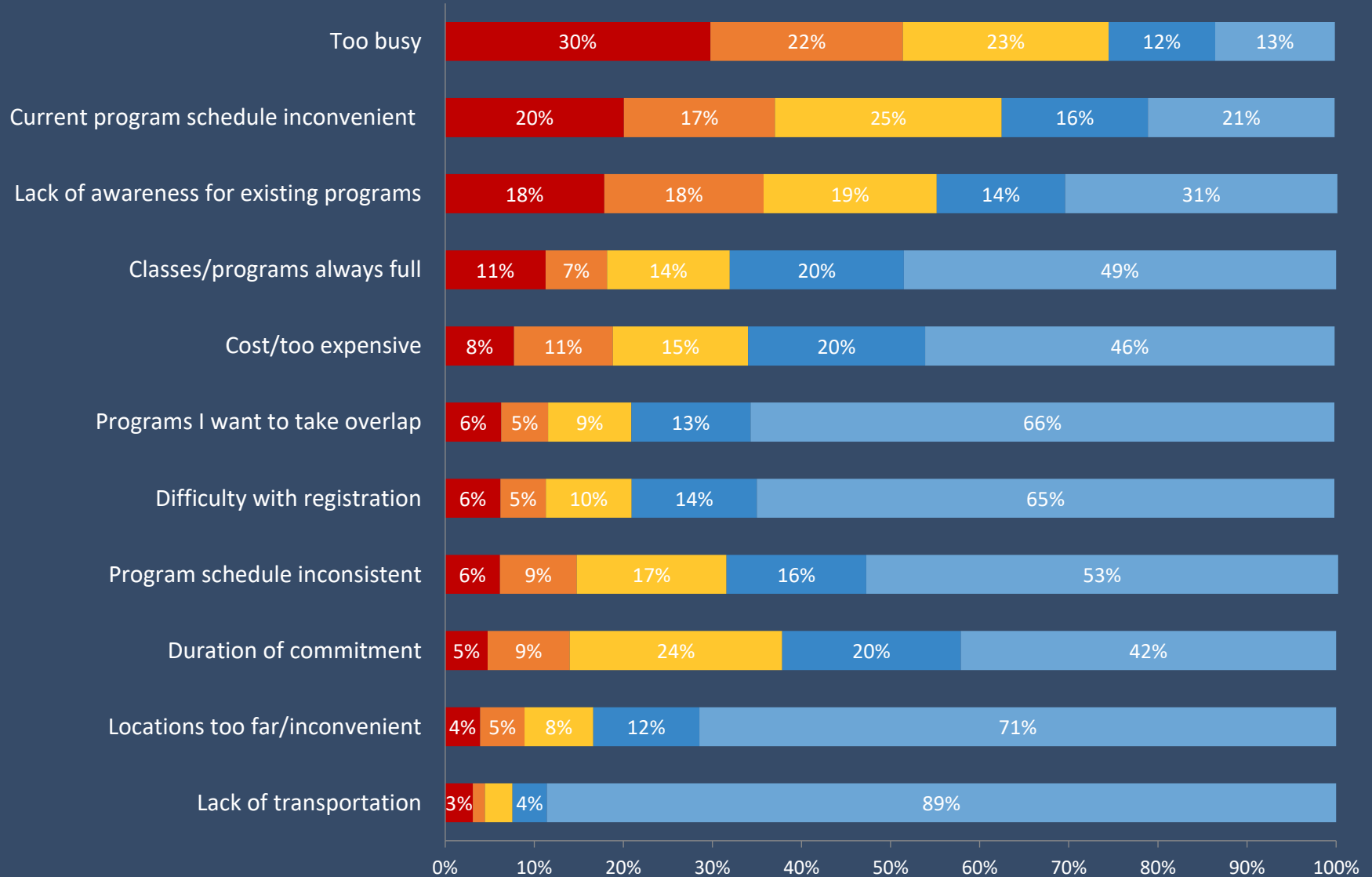
New Program Recommendations:

1. Age-specific programming
2. Fitness/sports programming
3. Additional lifelong learning/educational courses

Barriers to Participation

Barriers to RCC Participation

■ 5 Significant barrier ■ 4 ■ 3 ■ 2 ■ 1 Not at all a barrier



Demographic Comparisons

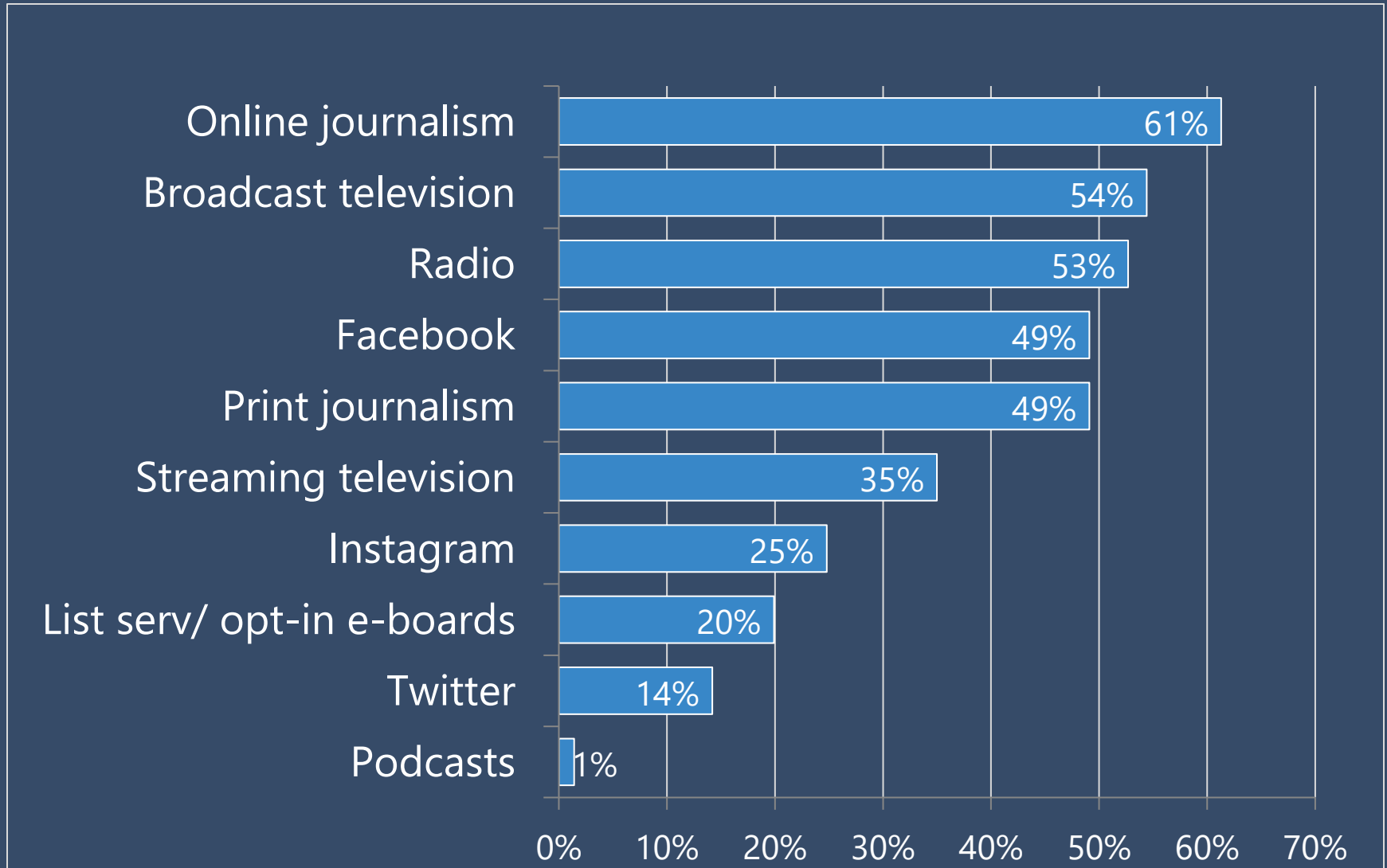
- **Too busy**
 - Respondents who have children, are employed, and/or younger than 65 years old
- **Current program schedule inconvenient**
 - Respondents who are between 30-64 years old, have less than a 4-year college degree, and household income less than \$50,000
- **Lack of awareness**
 - Respondents who had lived in Reston less than 10 years, work full-time, men, less than 4-year degree, and younger than 65 years old

Demographic Comparisons

- **Cost**
 - Respondents who have children, lived in Reston less than 5 years, renters, language other than English spoken in home, have less than a 4-year college degree, and lower household income
- **Programs always full**
 - Respondents who have children, language other than English spoken in home, and household income less than \$50,000
- **Lack of transportation**
 - Respondents over 65 years old, renters, and less than a 4-year college degree

Communications and Outreach

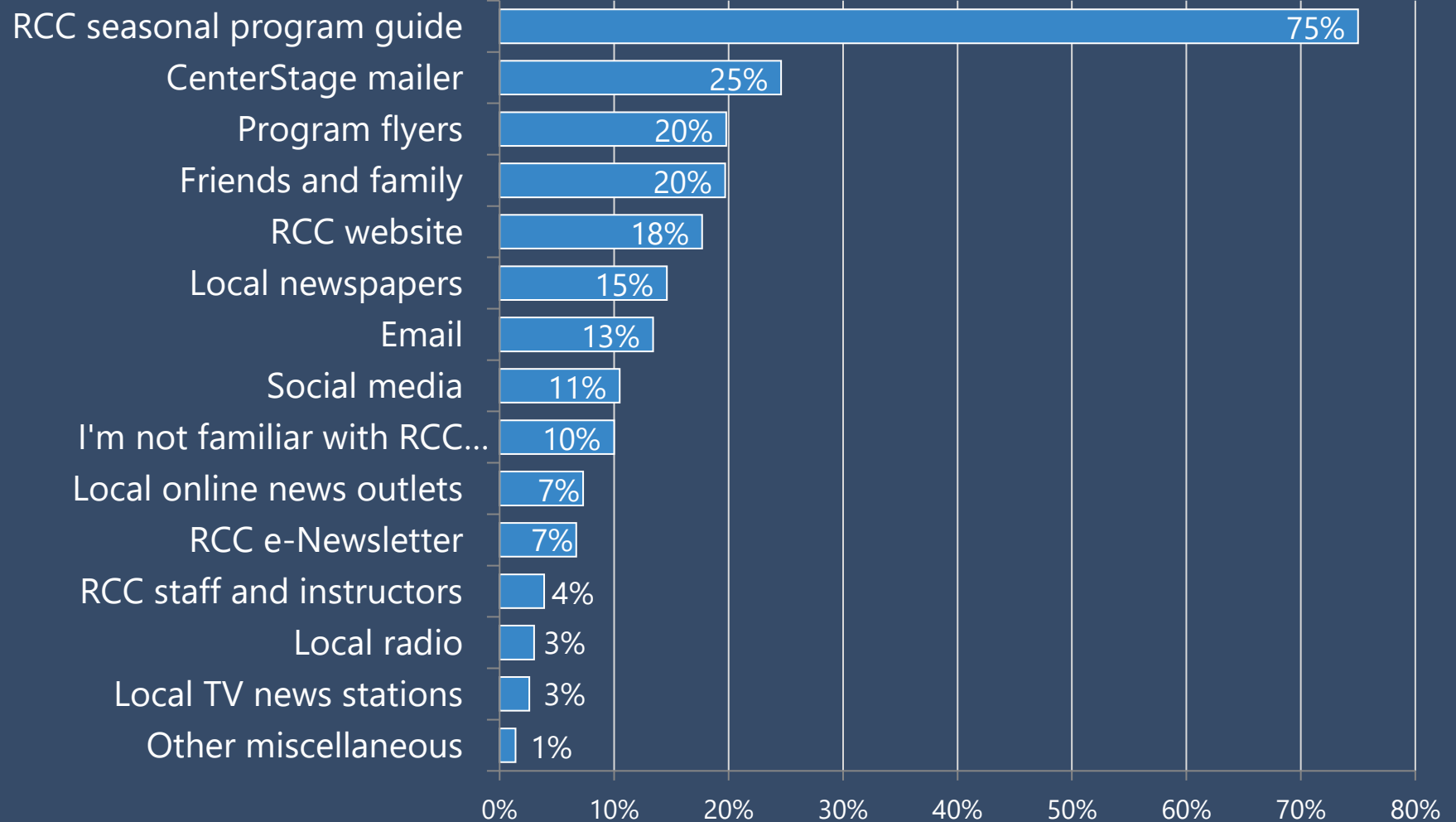
Types of Media Used on a Regular Basis



Demographic Comparisons

- **Age**
 - Older respondents: broadcast TV and print journalism
 - Younger respondents: Facebook, Twitter, Instagram
- **Employment status**
 - Employed compared to retired: Facebook, Twitter
- **Length of residence**
 - More years in Reston: Broadcast TV, print journalism
 - Fewer years in Reston: Facebook, Twitter, Instagram, online journalism
- **Children in the home**
 - With children: Facebook, Twitter, Instagram, online journalism

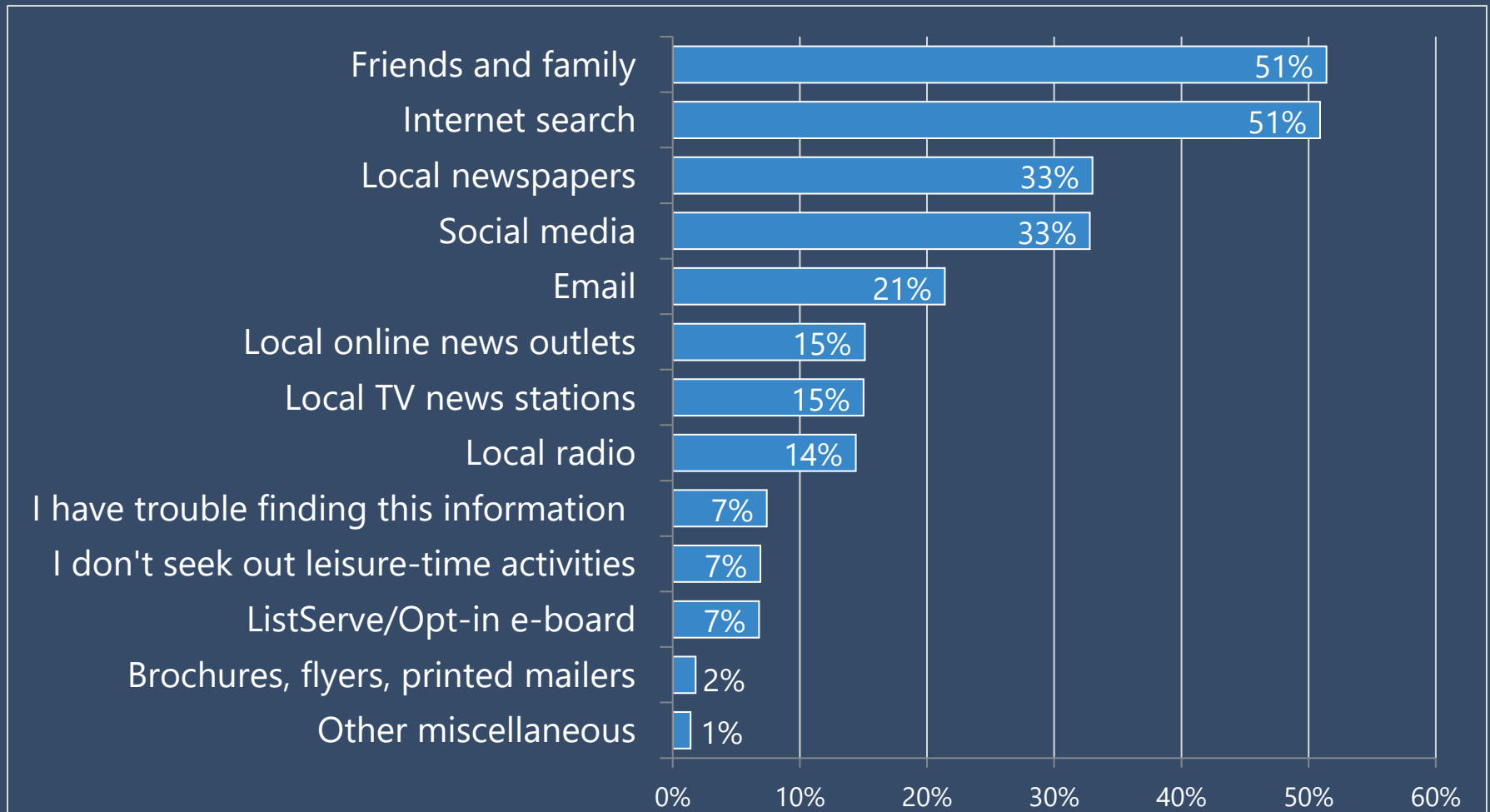
How do you find out about RCC programs and activities?



Demographic Comparisons

- **Age**
 - Older respondents: local newspaper, seasonal program guide, CenterStage mailer, email
 - Younger respondents: social media
- **Gender**
 - Men: local newspaper
 - Women: seasonal program guide, social media
- **Length of residence**
 - More years in Reston: local newspaper, seasonal program guide, Centerstage mailer, family & friends
- **Children in the home**
 - With children: program flyers, RCC website, e-newsletter, social media
- **Education**
 - Less than 4-year degree: local TV

Outside of RCC programs, how do you find out about leisure-time activities generally?



Demographic Comparisons

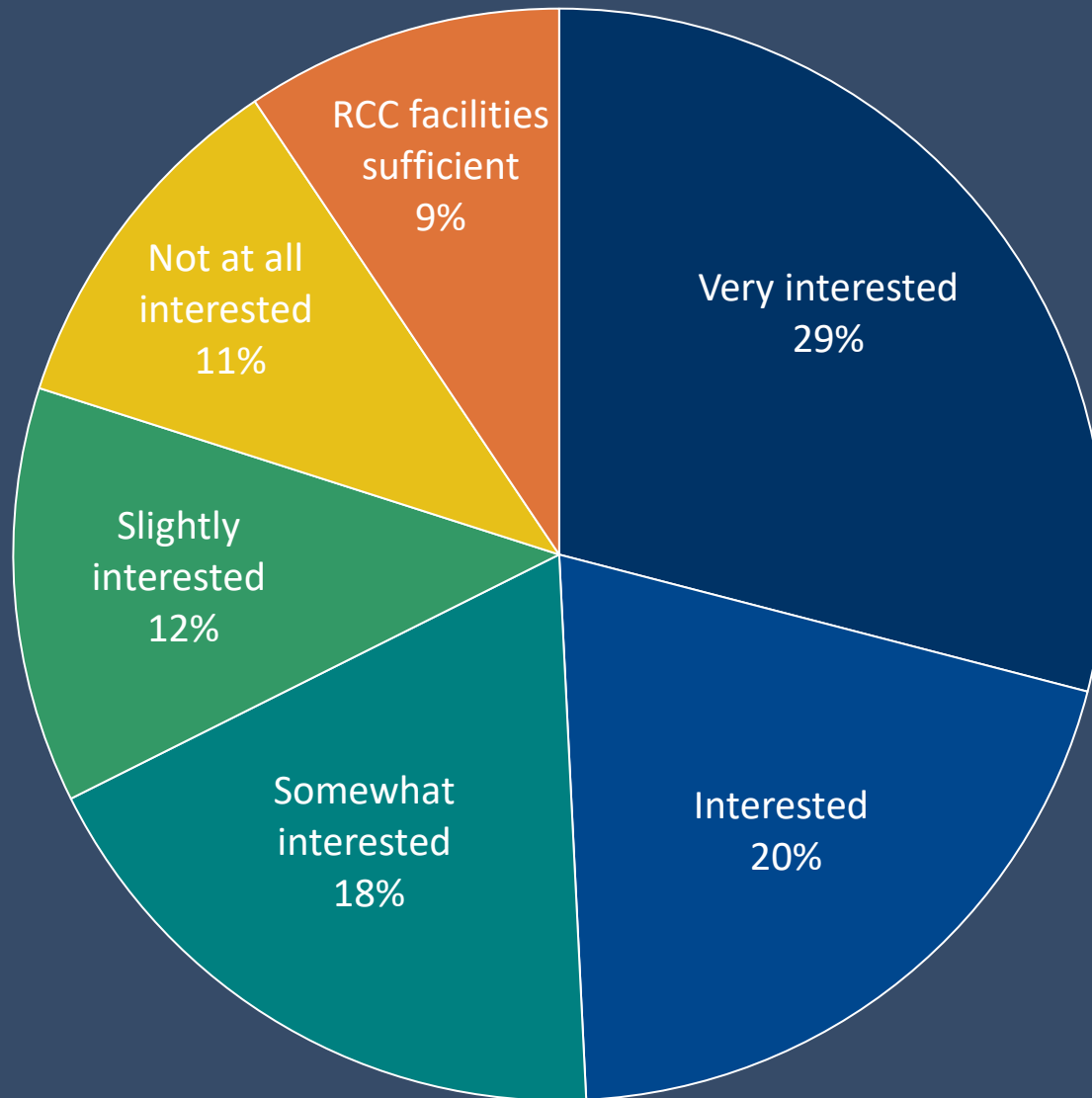
- **Age**
 - Older respondents: local newspaper, local TV, local radio
 - Younger respondents: social media, internet search
- **Employment status**
 - Working full-time *or* retired: local radio
 - Employed compared to retired: social media
- **Length of residence**
 - More years in Reston: local newspaper, local TV, family & friends
 - Fewer years: social media, internet search
- **Children in the home**
 - With children: social media, internet search, friends & family

Performing Arts Venue

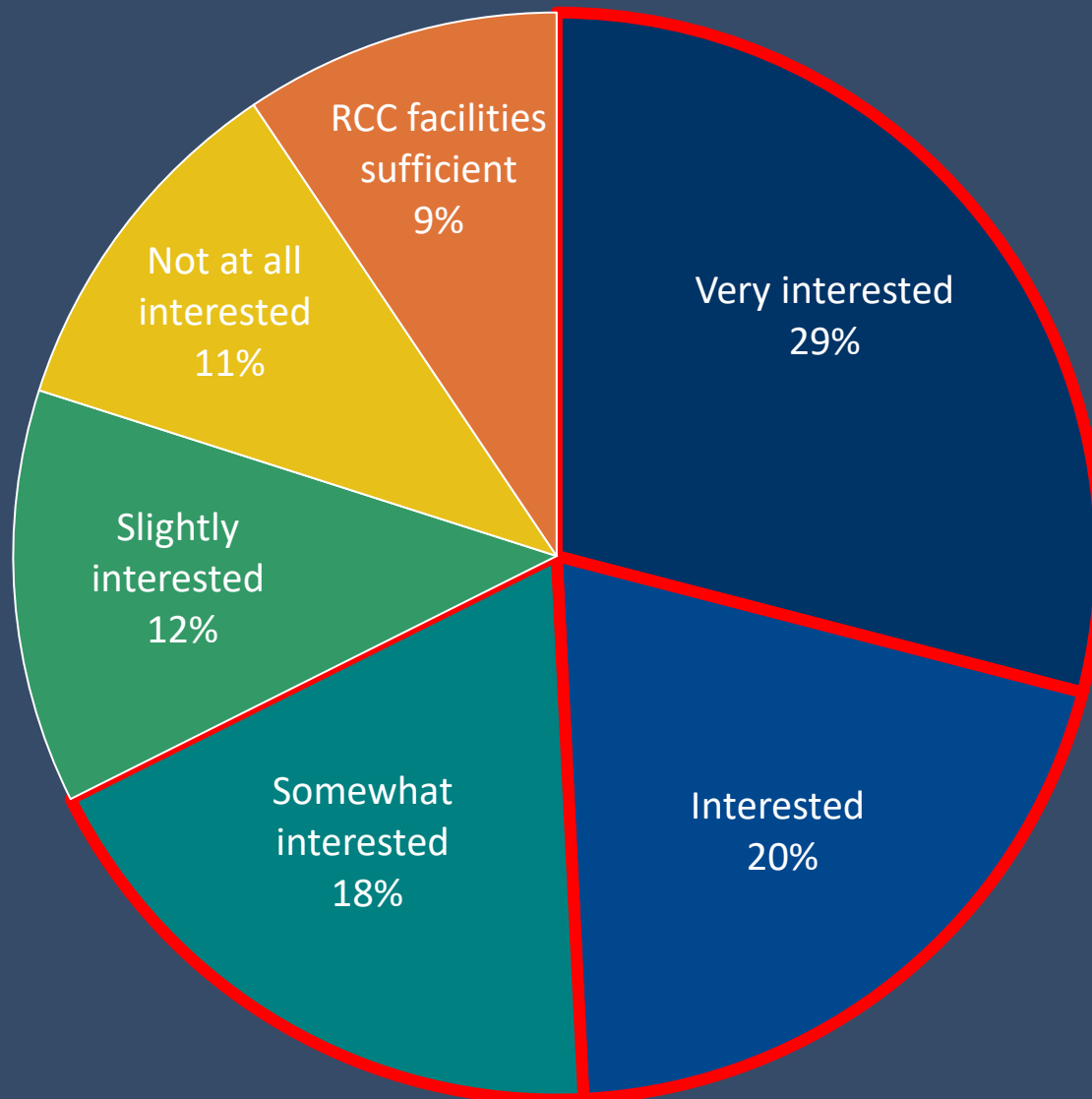
How interested would you be in Reston having a larger venue in which to see music, dance, film screenings, or other types of performances that require a big stage to host?

1. Very interested
2. Interested
3. Somewhat interested
4. Slightly interested
5. Not at all interested
6. I think RCC's existing facilities (CenterStage and RCC Community Room) are sufficient

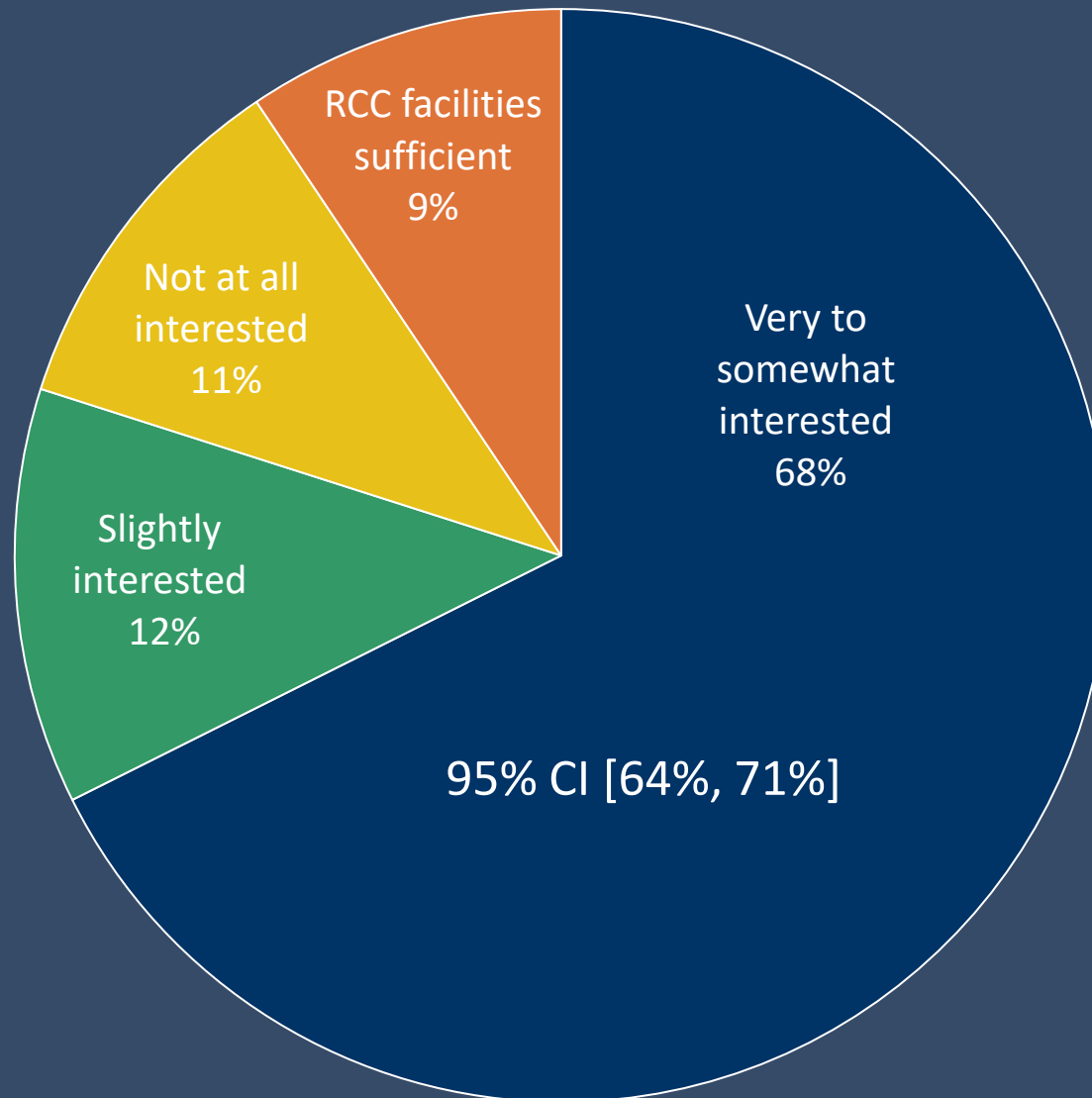
How interested would you be in Reston having a larger performing arts venue?



How interested would you be in Reston having a larger performing arts venue?



How interested would you be in Reston having a larger performing arts venue?



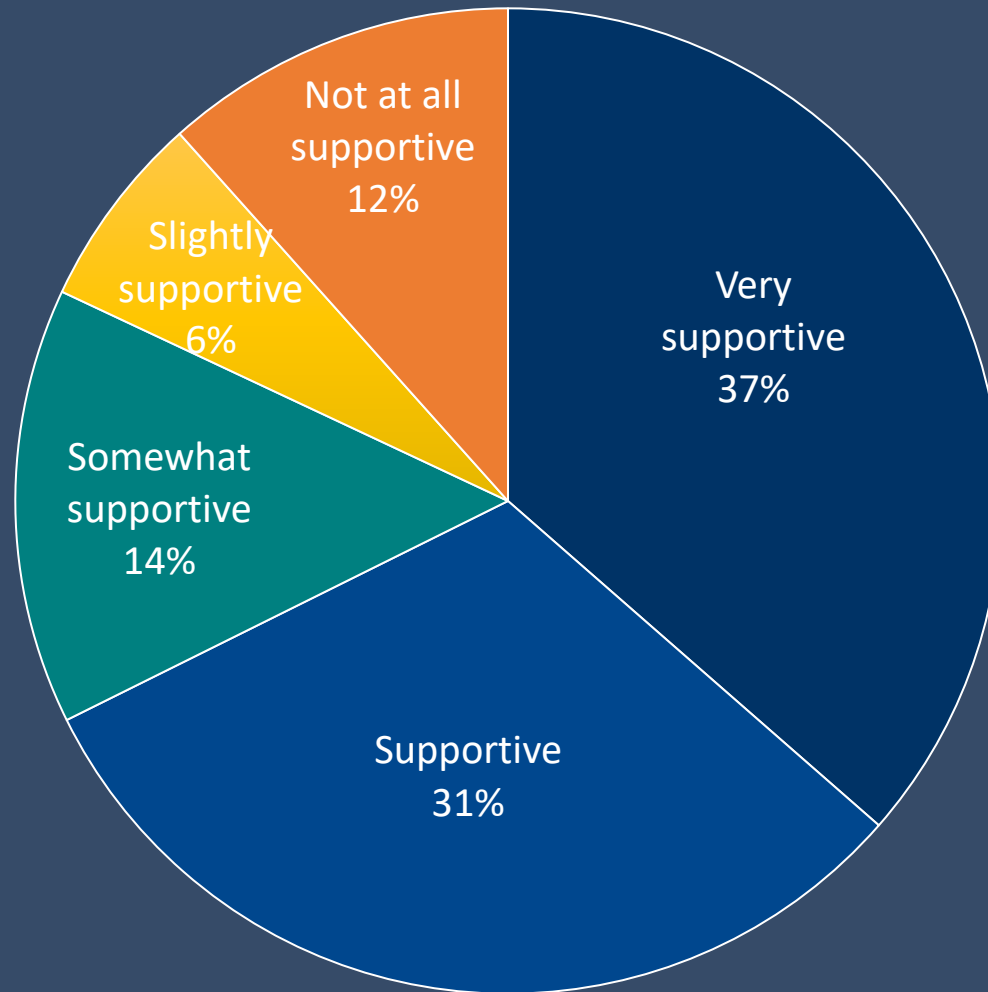
Demographic Comparisons

- Statistically significant *higher* interest in Reston having a larger venue among:
 - Women
 - Lived in Reston less than 5 years
 - Renters
 - Work full or part-time compared to retired
 - Black or African-American respondents

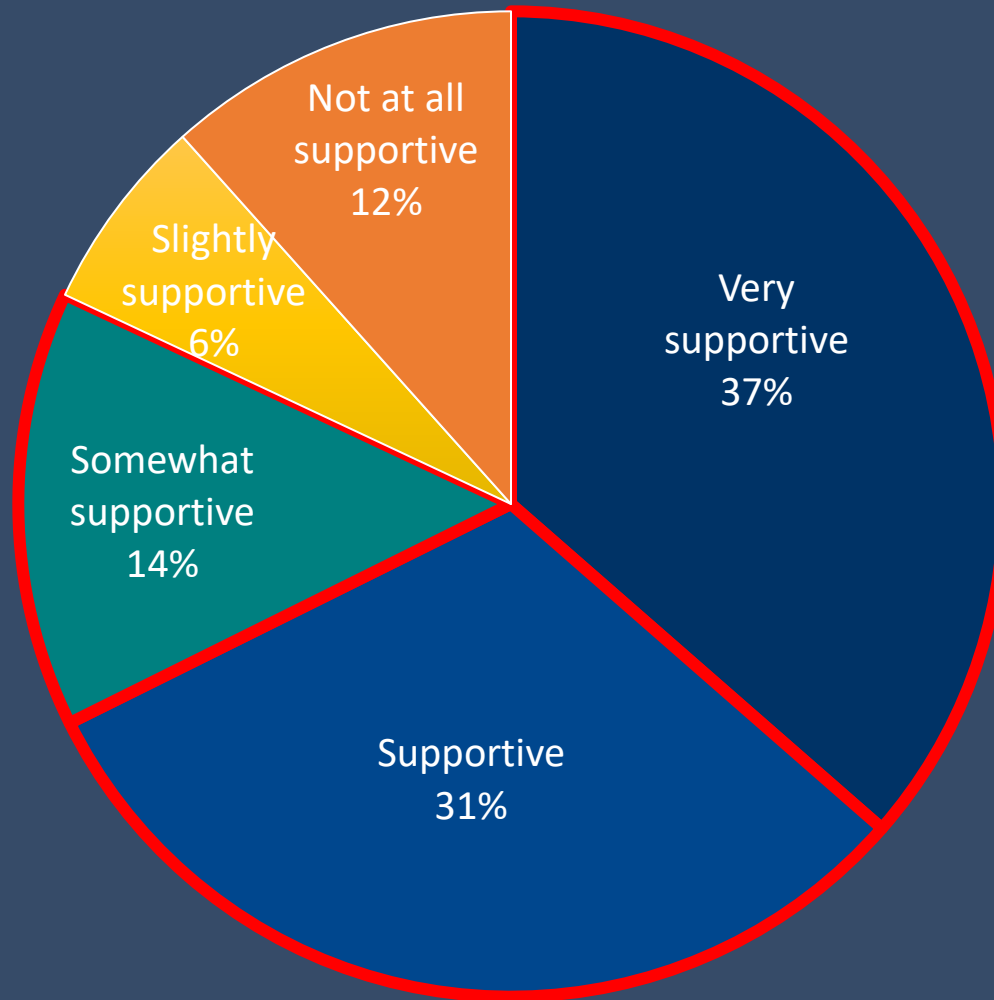
If an arts venue is built by a developer, to what extent do you support RCC operating that venue on behalf of the community? Assume that it would not result in raising the RCC tax rate.

1. Very supportive
2. Supportive
3. Somewhat supportive
4. Slightly supportive
5. Not at all supportive
6. Not sure

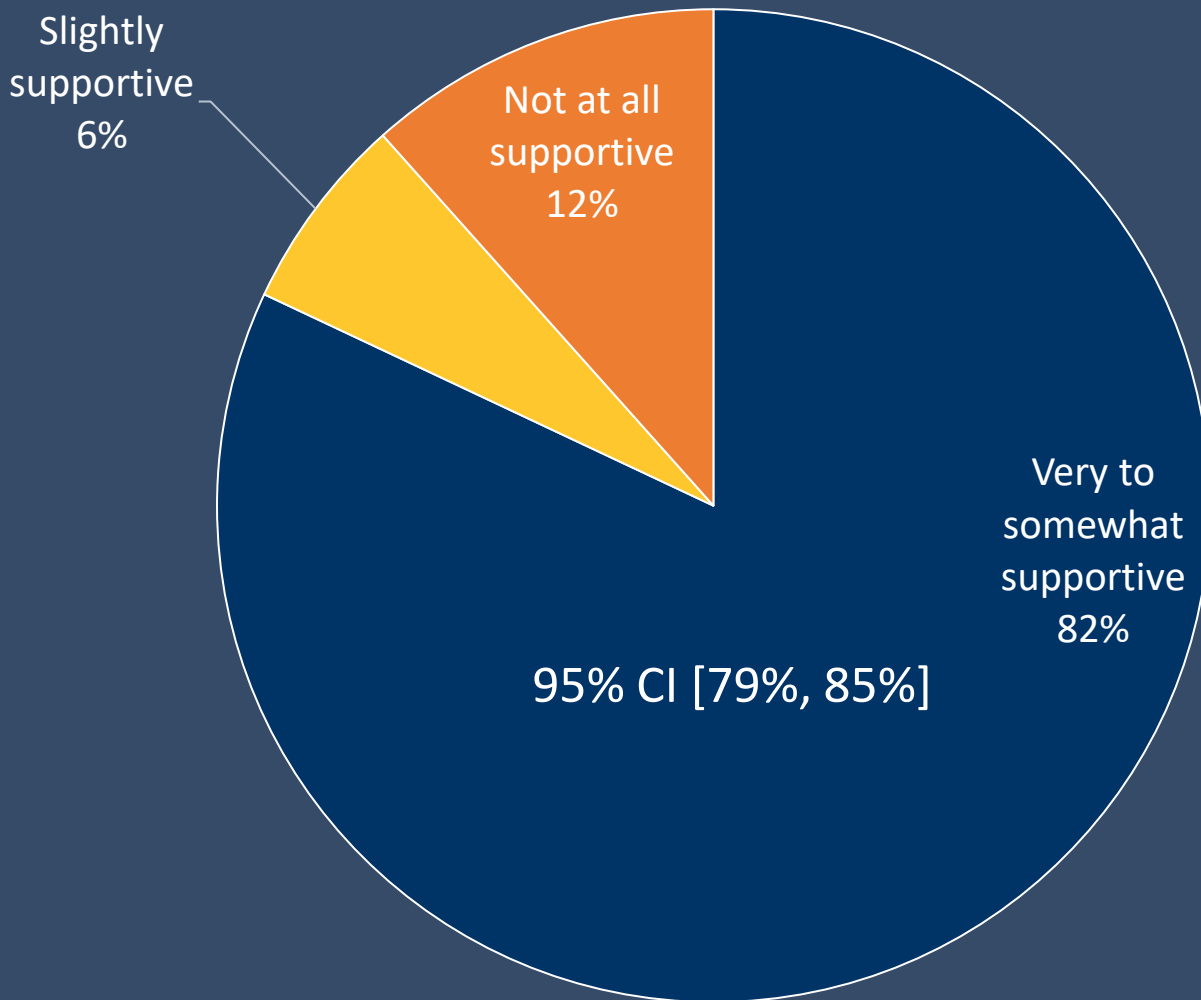
If an arts venue is built by a developer, do you support RCC operating the venue on behalf of the community?



If an arts venue is built by a developer, do you support RCC operating the venue on behalf of the community?



If an arts venue is built by a developer, do you support RCC operating the venue on behalf of the community?



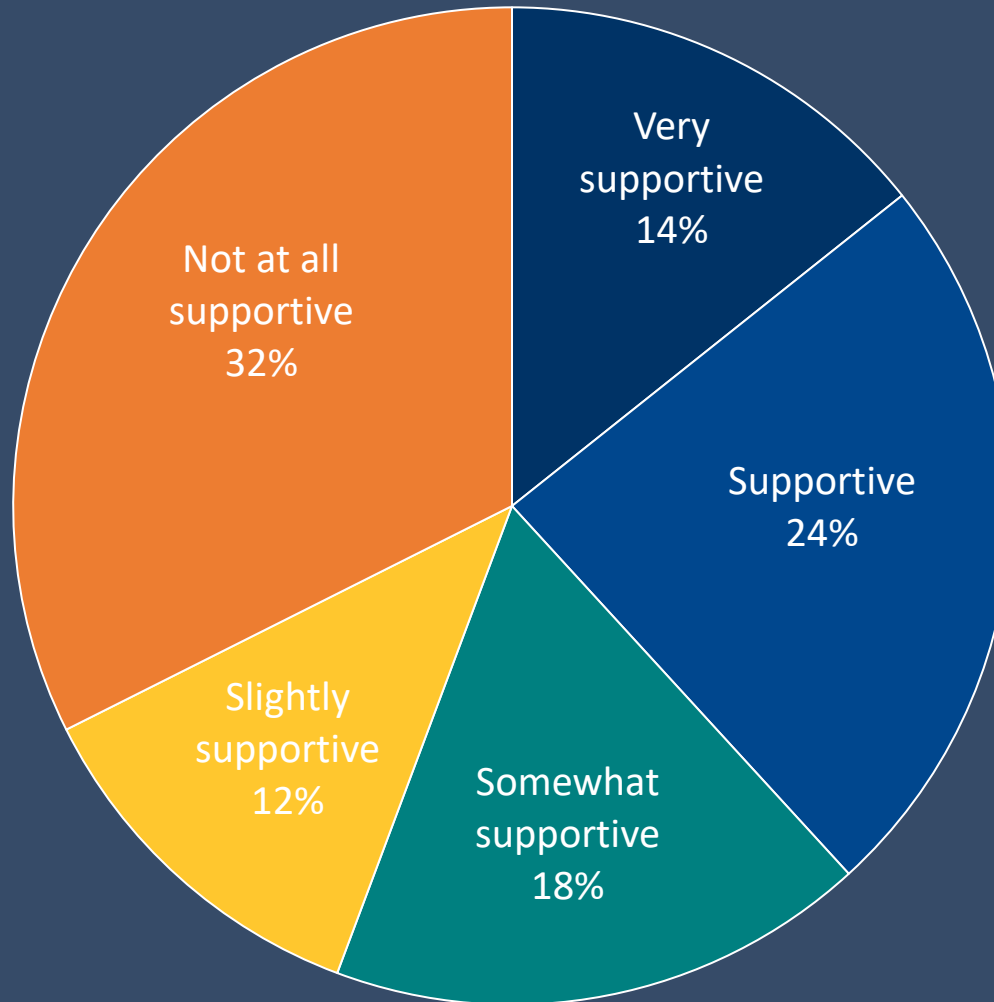
Demographic Comparisons

- Statistically significant higher support for RCC operating venue among:
 - Married respondents
 - Lived in Reston for less than 10 years
 - Renters
 - Work full or part-time compared to retired
 - Black/African-American and White respondents
 - Younger than 40 and 50-64 years old

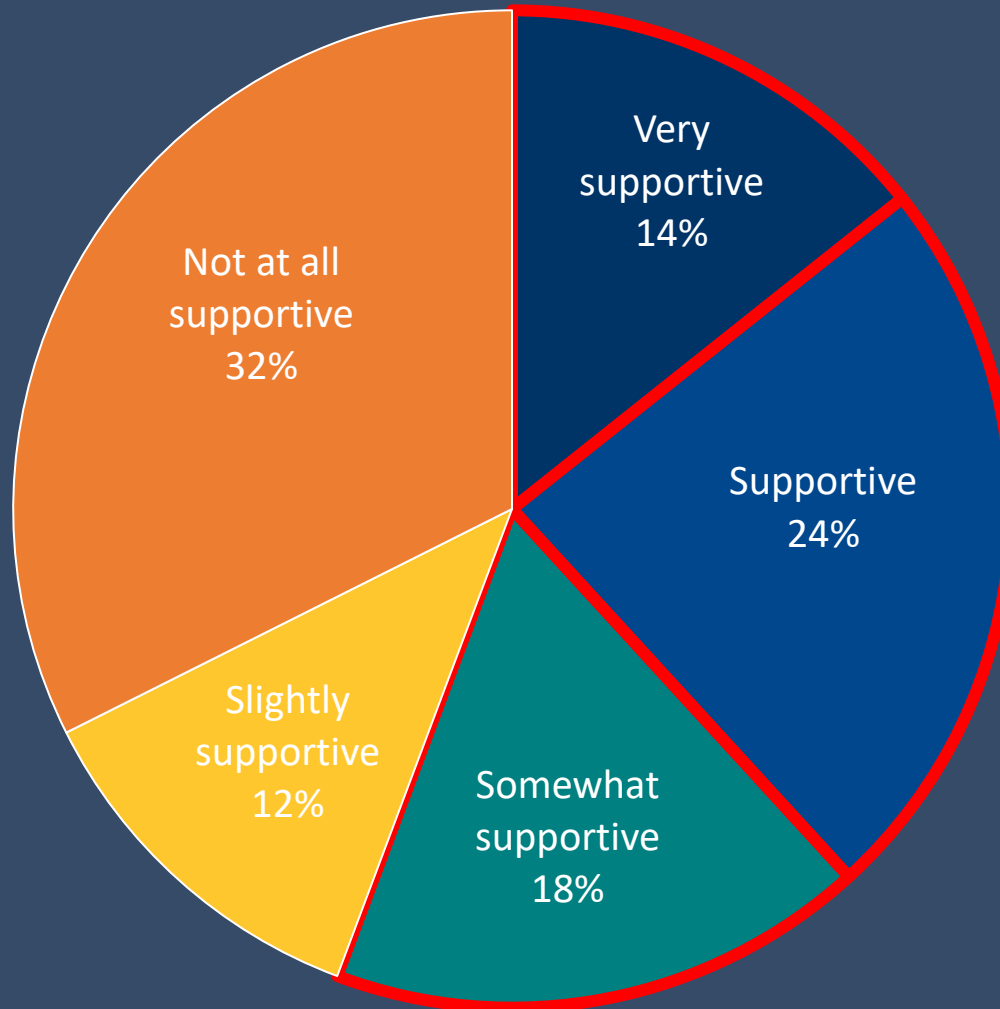
Without a developer contribution, RCC would need to undertake a bond referendum to obtain authority from the community to borrow funds in order to build a new facility. To what extent do you support RCC financing the building of a new arts venue by means of a bond issue?

1. Very supportive
2. Supportive
3. Somewhat supportive
4. Slightly supportive
5. Not at all supportive
6. Not sure

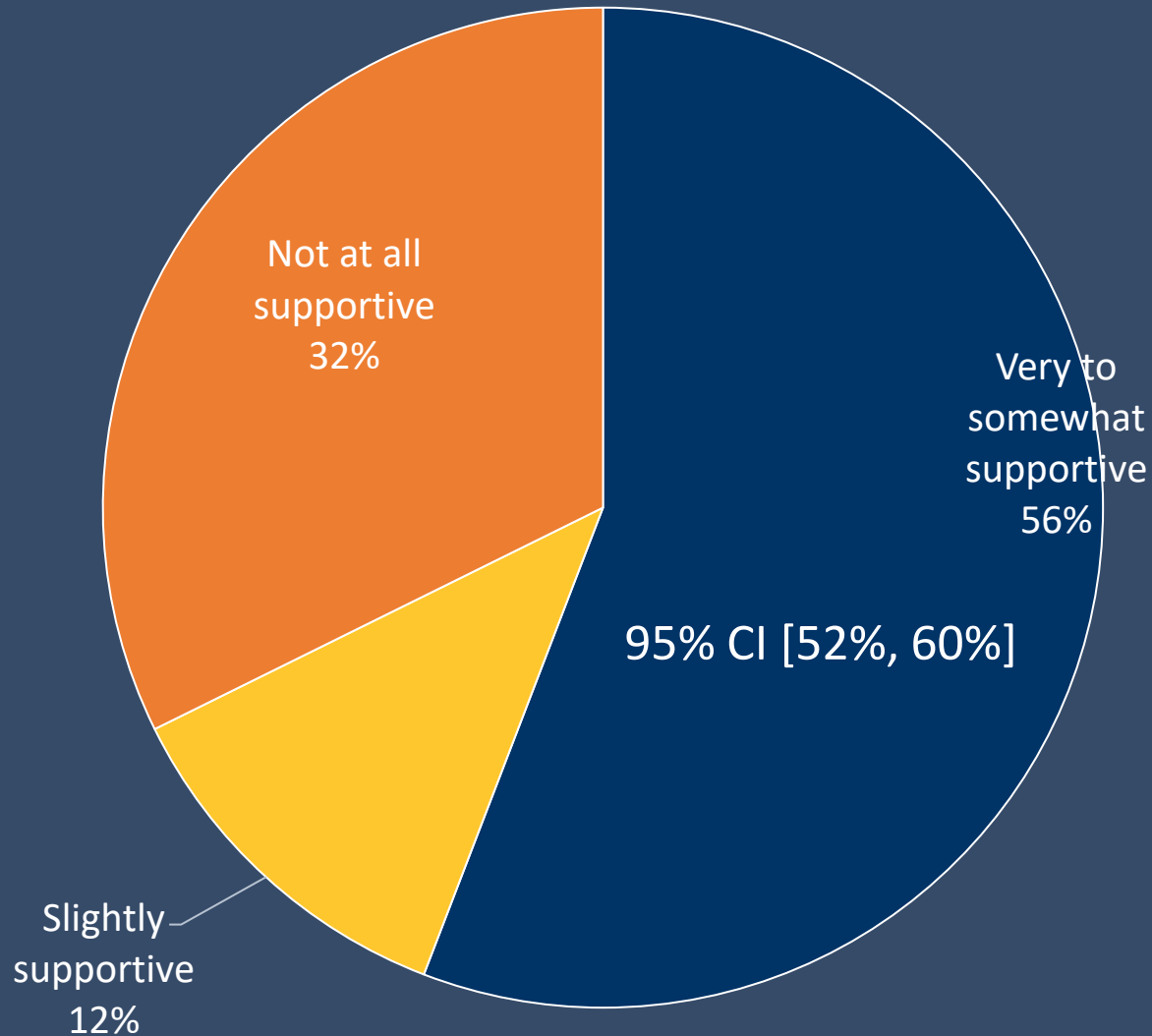
Do you support RCC financing the building of a new arts venue by means of a bond issue?



Do you support RCC financing the building of a new arts venue by means of a bond issue?



Do you support RCC financing the building of a new arts venue by means of a bond issue?



Demographic Comparisons

- Statistically significant higher support for RCC financing building the venue among:
 - Renters
 - Work part-time
 - Black/African-American respondents
 - Household income less than \$100,000 and more than \$150,000

Summary of Findings

- There are high levels of awareness and support for RCC
 - 76% of respondents would like to attend RCC more
- Program Relevance:
 - Top existing programs:
 - Community events, lifelong learning, land-based fitness, and Professional Touring Artist Series
 - Recommendations of new programs:
 - Age-specific, fitness/sports, lifelong learning/educational

Summary of Findings

- Barriers to Use:
 - Being too busy
 - Inconvenient program schedule
 - Lack of awareness of existing programs
 - Lived in Reston less than 10 years
 - Work full-time
 - Men
 - Less than 4-year degree
 - Younger than 65 years old

Summary of Findings

- Communications & Outreach:
 - RCC seasonal program guide highly effective
 - Media use and sourcing information varies widely across community
 - RCC will want to maintain variety of outlets for sharing information
 - In particular, RCC should maintain/expand online presence, including social media

Summary of Findings

- Widespread support for performing arts venue:
 - **68%** are somewhat to very interested in Reston having a larger venue
 - **82%** are somewhat to very supportive of RCC operating a venue built by developer
 - **56%** are somewhat to very supportive of RCC financing building a venue by means of a bond issue

Questions?

Kara S. Fitzgibbon, PhD
Director, Center for Survey Research
Weldon Cooper Center for Public Service



Weldon Cooper Center
for Public Service
Center for Survey Research

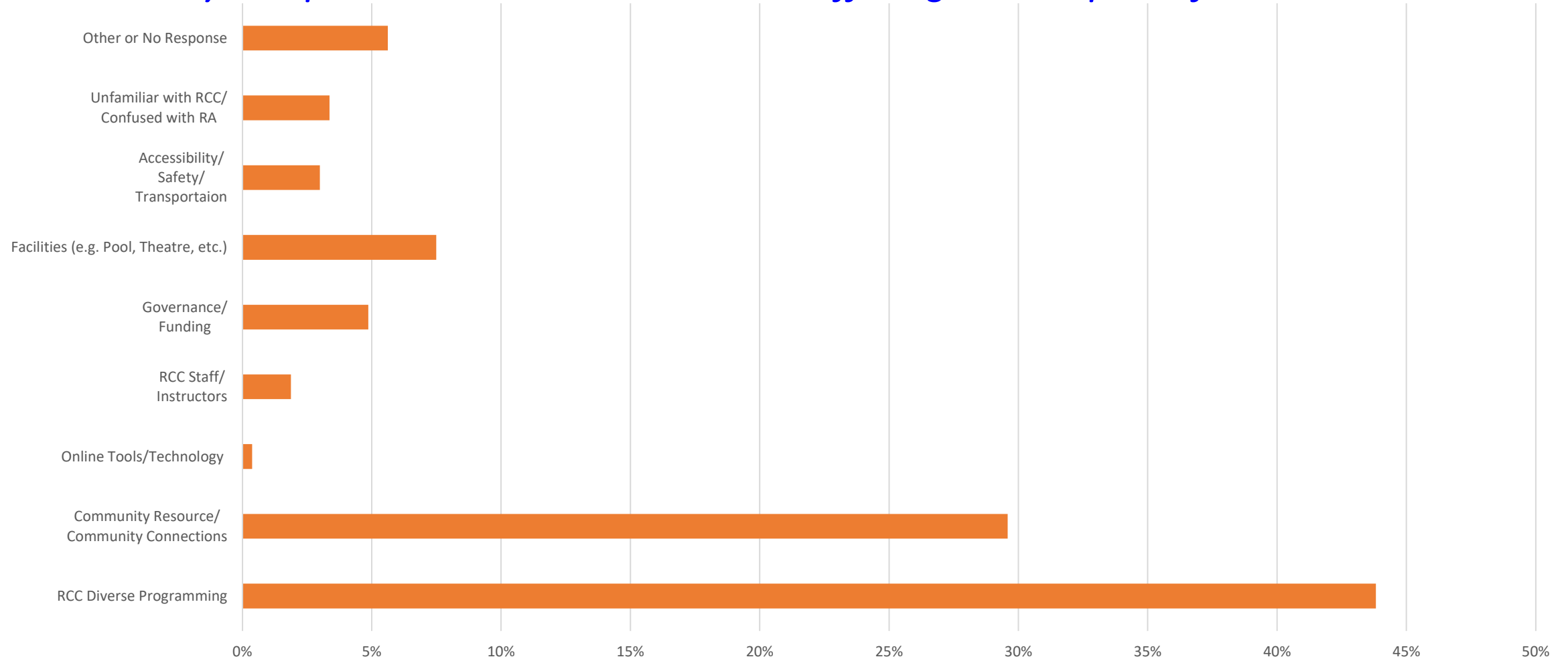
RCC Strategic Plan SurveyMonkey Analysis

Survey Period: June 10 – July 16

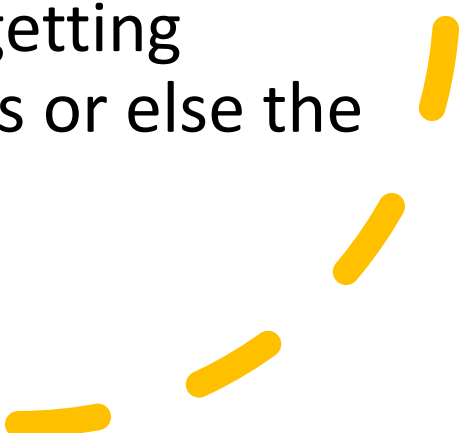
Total Number of Respondents: 267

Q1: Thinking about RCC overall, what is the first thing that comes to mind?

Takeaway: People are enthusiastic about the offerings and impact of RCC.

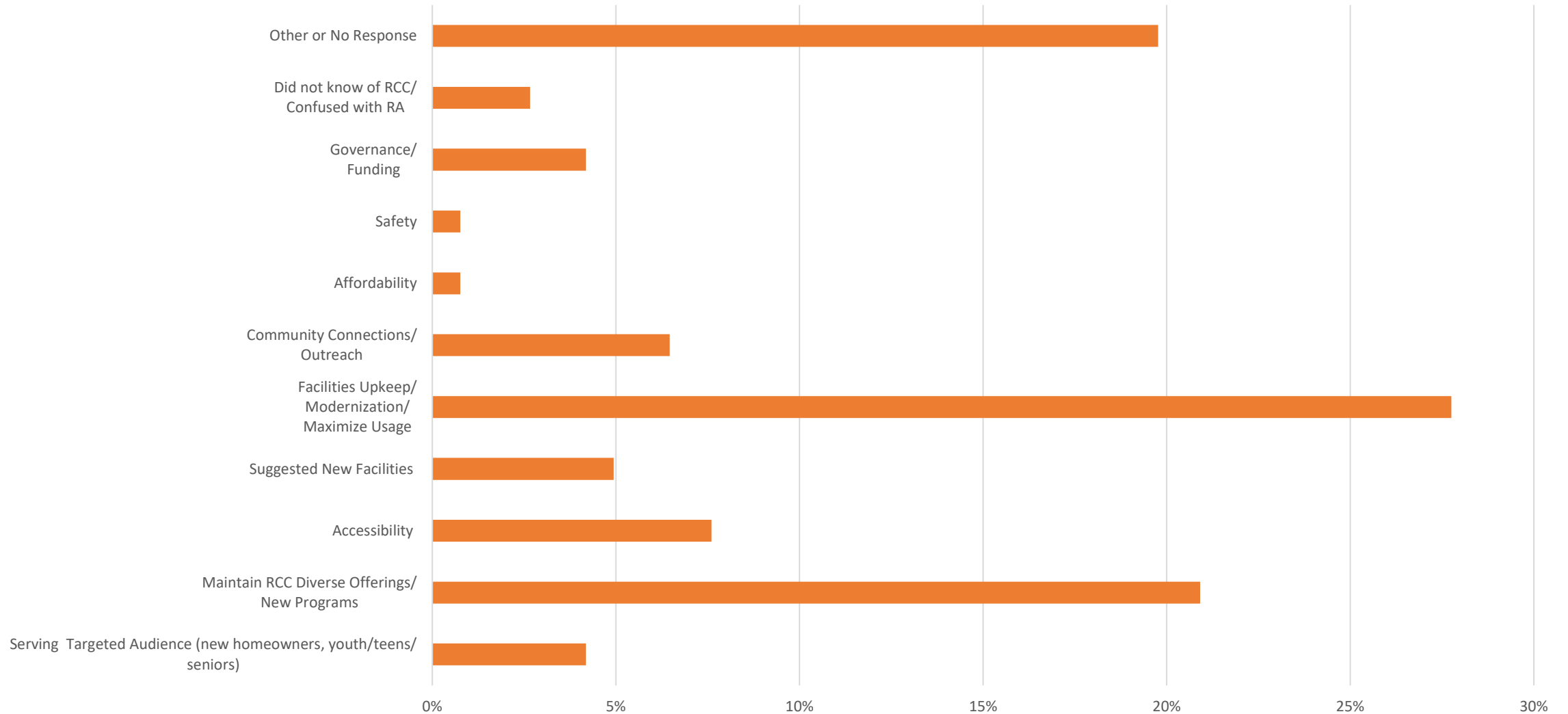


Q1: Details for No Response or Governance

- The 5% “No Response/Other” answers included about half that were negative (“don’t use,” “outdated”) and half that were genuinely non-responses.
 - The 5% “Governance” answers were a variety, but most focused on RCC needing to earn its funding from fees alone or else become a General Fund agency getting funding from all County taxpayers or else the cost of RCC was too high.
- 

Q2: Thinking about RCC facilities, present and future, what do you feel are priorities?

Takeaway: Modernization, maintenance, maintaining programming and expansion supported.

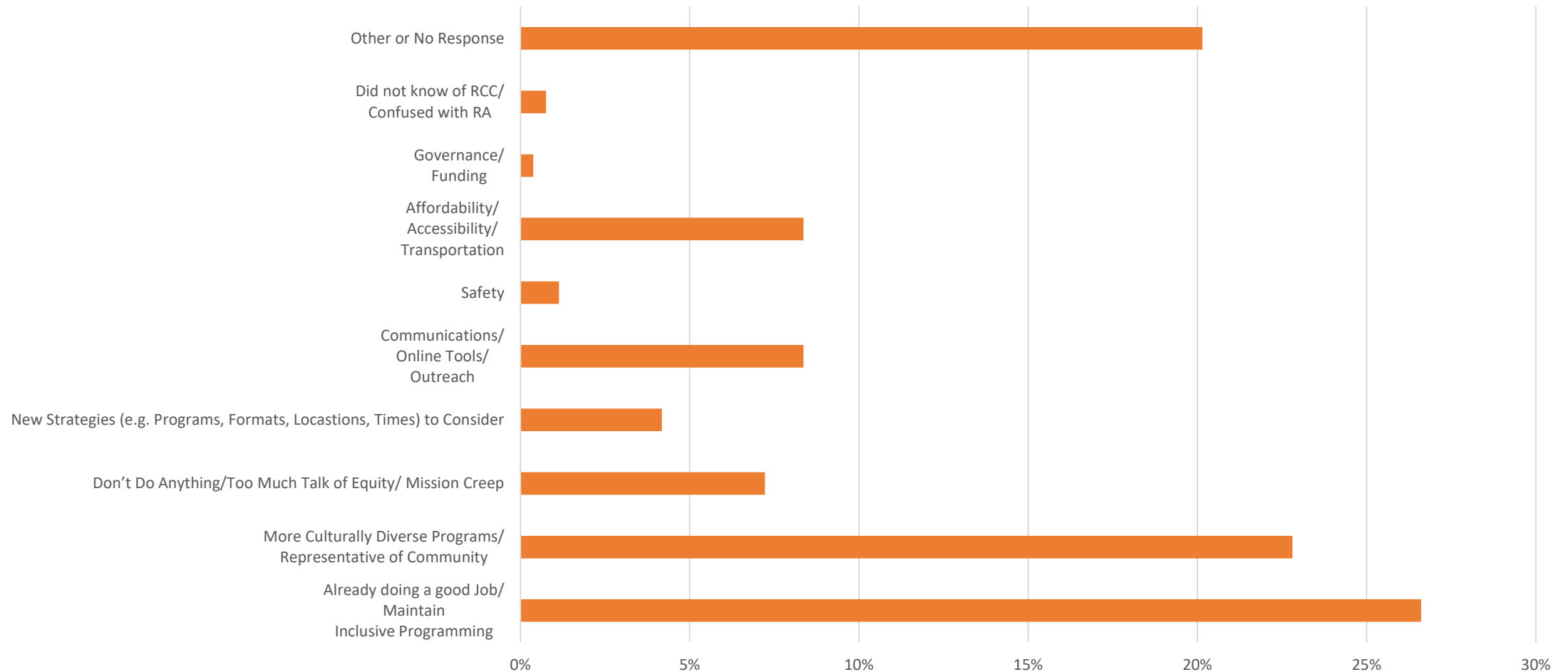


Q2: Details for No Response or Governance

- The 20% “No Response/Other” answers were primarily no answer provided; a few comments were offered: “too niche,” “duplication of programs,” and “work with RA to avoid duplication.”
- The 4% “Governance” answers were mainly directed to lowering the tax or eliminating it; four of the answers specified that the community should get its own large recreation facility from FCPA.

Q3: Thinking about the social and racial equity issues in our community, how do you think RCC can help Reston continue to be a welcoming, inclusive and accessible place to live, work, learn and play?

Takeaway: RCC has a good reputation with respect to its work, but can continue to add programming and leadership that is even more reflective of cultural, ethnic and social diversity.



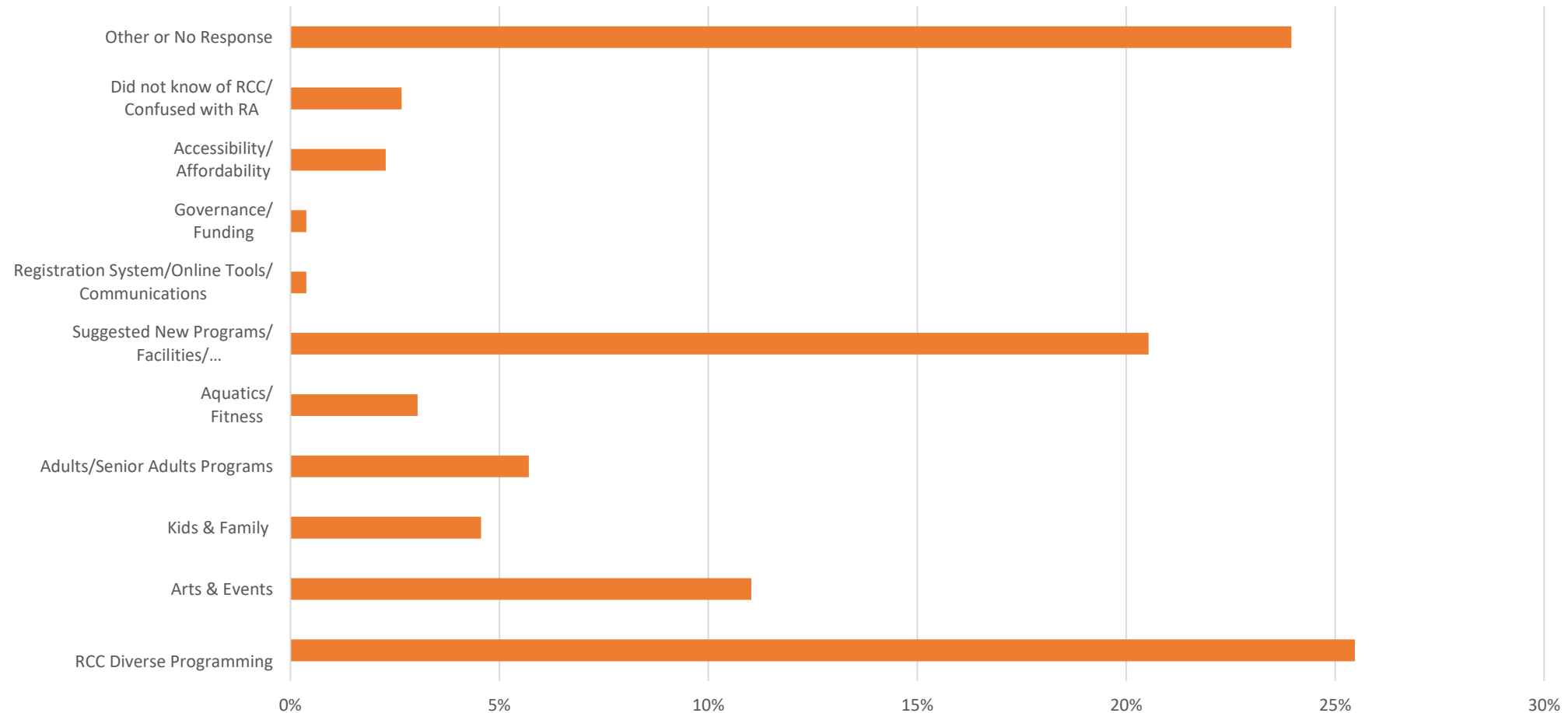
Q3: Details for No Response

- The 20% “No Response/Other” answers were lack of any input, with just a few answers that were uncategorizable in the other columns: “RCC should be more demanding of social acceptance...” or “this is a slippery slope...more voices equal more diversity.”



Q4: Thinking about RCC's programs and services, what kinds of offerings do you feel would be relevant to you and your family and friends?

Takeaway: Most of the current programming is relevant and some new approaches or content would be welcome; some traditional offerings are missed.



Q4: Details for No Response

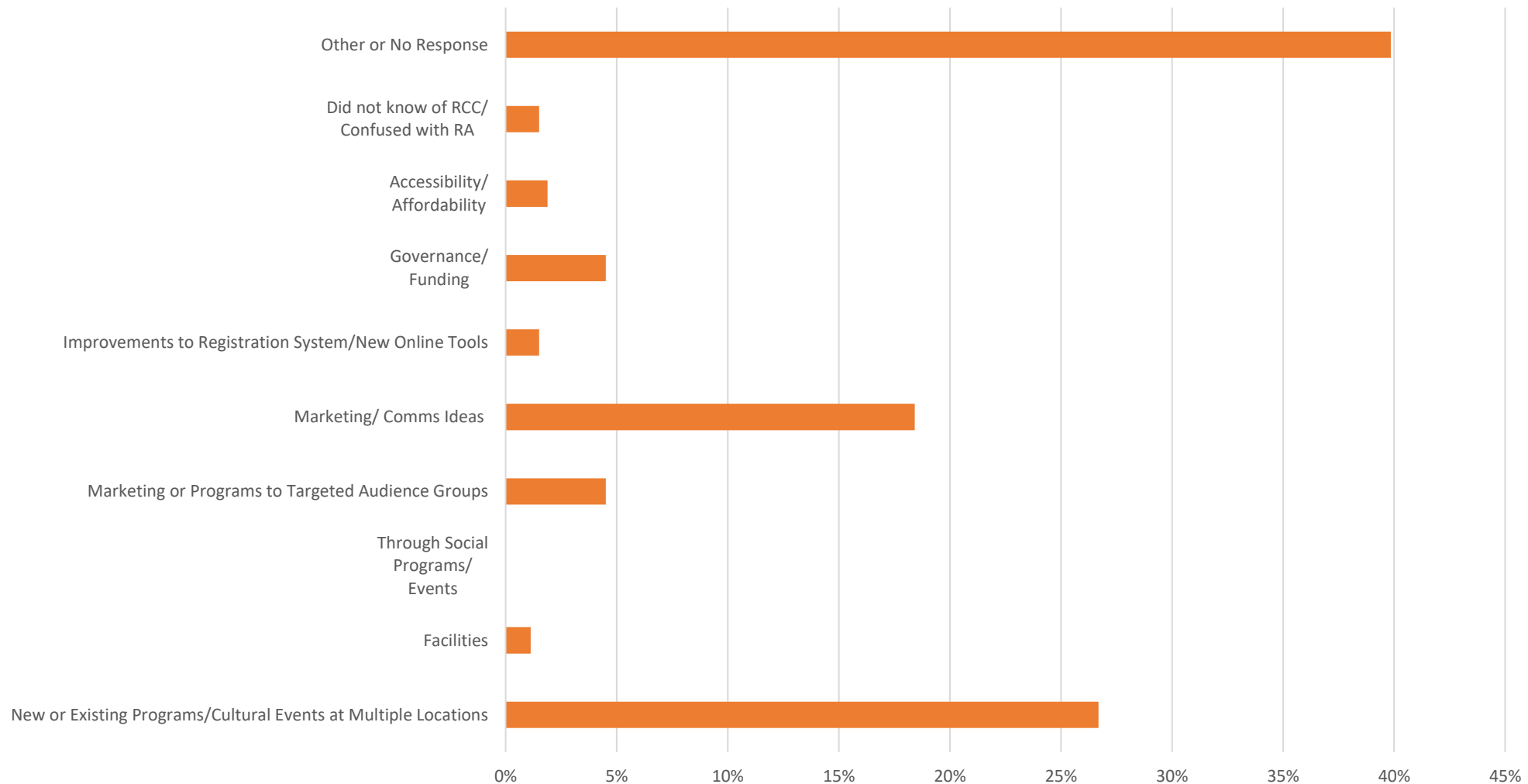
- The 24% of answers were nearly all blank – genuinely “no response.”

The diverse array of answers to the programming issue focused on satisfaction with current offerings, as well as support for extending programming efforts to teens. Another age cohort mentioned frequently was older adults and their needs.



Q5: Thinking about how Reston is growing and changing, how do you think RCC can help forge community connections between newcomers and longstanding residents, and among established organizations and new participants?

Takeaway: People advocate programming where newcomers are, as well as having specific marketing products for welcoming new residents.

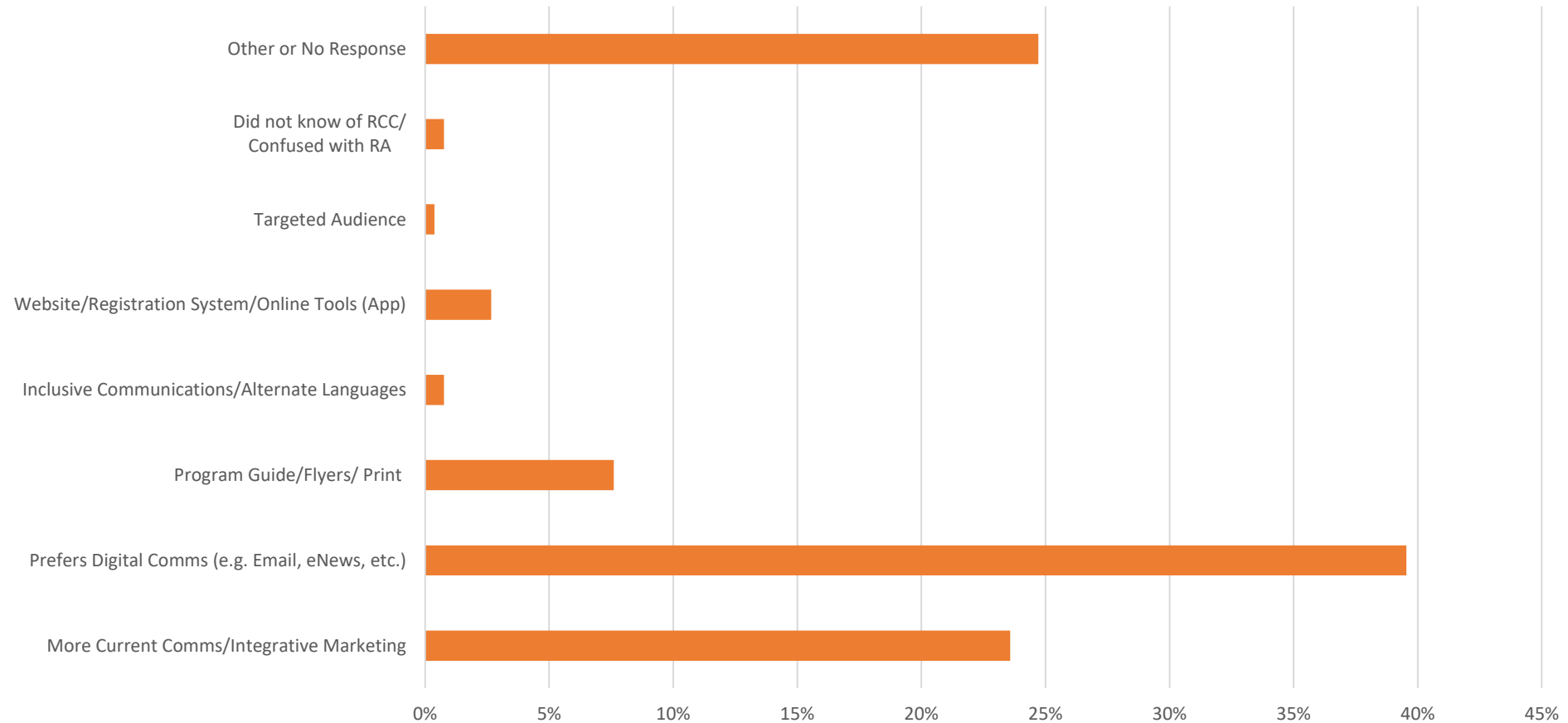


Q5: Details for No Response

- Of the 40% of responses that were assigned this category, the vast majority were genuinely “blank” inputs. Interestingly, of the handful of actual comments provided, most were focused on the impacts of newcomers to the community. Suggestions were to “get developers to contribute to RA to support pathway maintenance,” “add another community center” (presumably to serve the corridor), and one to “establish clubs to serve people’s interests and connect newcomers to others.”

Q6: Thinking about communications, how would you like to find out about RCC and Reston events, activities and opportunities for leisure-time pursuits?

Takeaway: People like getting emailed info, want a more user-friendly website, still like the print products RCC produces.



Q6: Details for No Response

- The 24% “no response/other” answers were blank – no content offered.

Many of the responses to this question affirmed the RCC effort to improve its website with a new design that is scalable to phones, offers a community calendar, provides easier navigation of enrollment and reservations options and gives people a one-stop location for information about community experiences.

