

A G E N D A
JAMES CITY COUNTY BOARD OF SUPERVISORS
REGULAR MEETING
County Government Center Board Room
101 Mounts Bay Road, Williamsburg, VA 23185
April 11, 2017
5:00 PM

A. CALL TO ORDER

B. ROLL CALL

C. MOMENT OF SILENCE

D. PLEDGE OF ALLEGIANCE

1. Pledge Leader - Alexis Musselman, a 2nd grade student at Clara Byrd Baker and a resident of the Jamestown District

E. PUBLIC COMMENT

F. PRESENTATIONS

1. Fair Housing Month Contest

G. CONSENT CALENDAR

1. Minutes Adoption - March 19, 2017 Joint Meeting with Williamsburg City Council and WJCC School Board
2. Middle Peninsula Juvenile Detention Commission Service Agreement Amendments
3. Contingency Transfer to Merrimac Juvenile Detention Center
4. Clean County Commission Amended Bylaws / Keep James City County Beautiful Resolution
5. Contract Award – Asphalt Paving Repairs, Sealing, and Line Striping – \$130,819
6. Virginia Department of Transportation Project No. UPC 98823. Hick's Island Road Bridge over Diascund Creek – Resolution of Support

H. PUBLIC HEARING(S)

1. FY2018 County Budget

I. BOARD CONSIDERATION(S)

1. Adoption of the Parks & Recreation Master Plan Update 2017
2. Joint Resolution to Amend the Restated Contract for the Joint Operation of Schools, City of Williamsburg, and County of James City

J. BOARD REQUESTS AND DIRECTIVES

K. REPORTS OF THE COUNTY ADMINISTRATOR

1. County Administrator's Report

L. CLOSED SESSION

1. Consideration of a personnel matter, the appointment of individuals to County Boards and/or Commissions pursuant to Section 2.2-3711 (A)(1) of the Code of Virginia, concerning the Economic Development Authority
2. Consideration of a personnel matter, the appointment of individuals to County Boards and/or Commissions pursuant to Section 2.2-3711 (A)(1) of the Code of Virginia, concerning the Social Services Advisory Board

M. ADJOURNMENT

1. Adjourn until the 4 p.m. Budget Work Session on April 18, 2017

AGENDA ITEM NO. D.1.

ITEM SUMMARY

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Teresa J. Fellows, Administrative Coordinator

SUBJECT: Pledge Leader - Alexis Musselman, a 2nd grade student at Clara Byrd Baker and a resident of the Jamestown District

REVIEWERS:

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	3/30/2017 - 9:13 AM

ITEM SUMMARY

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Rebecca Vinroot, Director of Social Services

SUBJECT: Fair Housing Month Dream Home Contest

ATTACHMENTS:

	Description	Type
□	Memorandum-Fair Housing Month Dream Home Contest	Cover Memo

REVIEWERS:

Department	Reviewer	Action	Date
Social Services	Vinroot, Rebecca	Approved	3/24/2017 - 2:02 PM
Community Services	Vinroot, Rebecca	Approved	3/24/2017 - 2:02 PM
Publication Management	Trautman, Gayle	Approved	3/24/2017 - 2:10 PM
Legal Review	Kinsman, Adam	Approved	3/31/2017 - 8:22 AM
Board Secretary	Fellows, Teresa	Approved	3/31/2017 - 8:25 AM
Board Secretary	Purse, Jason	Approved	4/4/2017 - 10:34 AM
Board Secretary	Fellows, Teresa	Approved	4/4/2017 - 1:51 PM

MEMORANDUM

DATE: April 11, 2017

TO: The Board of Supervisors

FROM: Rebecca Vinroot, Director of Social Services

SUBJECT: James City County Celebrates Fair Housing Month

Each April the U.S. Department of Housing and Urban Development marks the passage of the federal Fair Housing Act. This landmark law, intended to supplement the Civil Rights Act, was signed April 11, 1968 shortly after the assassination of Rev. Dr. Martin Luther King, Jr.

In 1972 the General Assembly enacted Virginia's first Fair Housing Law. Today the Virginia Fair Housing Law is somewhat broader than the federal Fair Housing Act and states:

“It is the policy of the Commonwealth of Virginia to provide for fair housing throughout the Commonwealth, to all its citizens, regardless of race, color, religion, national origin, sex, elderliness, familial status, or disability, and to that end to prohibit discriminatory practices with respect to residential housing by any person or group of persons, in order that the peace, health, safety, prosperity, and general welfare of all the inhabitants of the Commonwealth may be protected and insured. Code of Virginia Section 36-96.1”

To mark the 45th anniversary of the federal Fair Housing Act, James City County's Department of Social Services, Housing Unit and Parks and Recreation held a contest for children in the Rec Connect after-school program. The theme this year is “Build your Dream Home.”

Thank you to Abbitt Woodall of Housing Partnerships Inc., Doug Harbin of Wayne Harbin Builders and Mike Payne of Trico Service Corporation for judging the entries. The Rec Connect team with the winning entry will receive an ice cream party. The winning entry, along with the other entries, will be available for viewing in the lobby of Building F before the Board meeting on April 11.

RV/gt
FairHousingMonth-mem

ITEM SUMMARY

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Teresa J. Fellows, Administrative Coordinator

SUBJECT: Minutes Adoption - March 19, 2017 Joint Meeting with Williamsburg City Council and WJCC School Board

Please note that the Joint Meeting Minutes were drafted by the Clerk of the School Board and must be adopted by all three governing bodies.

ATTACHMENTS:

	Description	Type
▣	March 19, 2017 Joint Meeting Minutes	Minutes

REVIEWERS:

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	3/26/2017 - 6:57 PM

WILLIAMSBURG-JAMES CITY COUNTY SCHOOL BOARD
Minutes from March 17, 2017
Joint Budget Meeting – School Board, Board of Supervisors and City Council
Room 300 in the Annex at the School Board & Central Office,
117 Ironbound Road, Williamsburg, VA

1. JOINT MEETING AT 9 A.M.

1.01 Call to Order/Roll Call/Welcome

Ms. Cook called the School Board to order at 9:02 a.m. Mr. Onizuk called the Board of Supervisors to order at 9:02 a.m. Mr. Freiling called City Council members to order at 9:02 a.m.

Ms. Cook noted that WJCC is committed to providing the variety of programs necessary to address the range of students needs as they grow academically, socially and emotionally. WJCC is in the top quartile of divisions in the state, which hasn't happened as a result of federal or state support, rather through James City County's and Williamsburg's steadfast support and investment in public education. Due to the budget constraints, the Pathways Program will not be expanded to Jamestown and Lafayette High Schools next year.

1.02 Roll Call

School Board: Present were Dr. James Beers, Ms. Julie Hummel, Mr. Jim Kelly, Ms. Lisa Ownby, Mrs. Holly Taylor, Mrs. Sandra Young and Ms. Kyra Cook (Chair.) Also present were Dr. Olwen Herron, Superintendent; Ms. Janet Cerza, Clerk of the Board; staff, press and the public.

Board of Supervisors: Present were Mr. Michael Hipple, Ms. Ruth Larson, Mr. John McGlennon, Ms. Sue Sadler, and Mr. Kevin Onizuk, (Chair.) Also present was Mr. Bryan Hill, County Administrator.

City Council: Present were Ms. Barbara Ramsey, Mr. Benny Zhang and Mr. Paul Freiling (Mayor). Mr. Douglas Pons arrived at 9:12 a.m. and Mr. Scott Foster was absent. Also present was Mr. Marvin Collins, City Manager.

The students from Project Lead the Way were recognized and thanked for building a model of the fourth middle school.

2. JOINT MEETING AGENDA ITEMS

2.01 Update on the Fourth Middle School

Mr. James Yatzeck and Mr. Erik Kaldmann, with MBP, presented an overview of the Fourth Middle School project. It was noted the project is on time, with opening in the fall of 2018 and within budget. Mr. Yatzeck confirmed the infrastructure (phase one) will serve 600 students and has the capacity for up to 900 students (phase two.)

2.02 Update on Lafayette High School Auxiliary Gym

Mr. Jack Hasten, with HBA, reviewed the Lafayette High School Auxiliary Gym project. Dr. Herron confirmed that Lafayette student athletes are currently being bused to the Warhill complex for practice.

2.03 School Board Update on FY2018 Operating Budget and 2018 Capital Improvement Plan

Ms. Cook said as a member of the School Board of Williamsburg-James City County, she acknowledged she has an interest in the FY2017-2018 School Budget because she is an employee of the Williamsburg Health Foundation; however, she believed she is able to participate in the consideration of and vote on the budget fairly and in the public interest.

Mr. Kelly said as a member of the School Board of Williamsburg-James City County, he acknowledged he has an interest in the FY2017-2018 School Budget because his wife is an employee of the WJCC Schools; however, he believed he is able to participate in the consideration of and vote on the budget fairly and in the public interest.

Dr. Herron noted changes were made to her proposed budget to accommodate updated information from the commonwealth. This is a challenging time because of unfunded mandates and staffing increases due to the new Standards of Learning. She appreciates the support from the local funding partners. The schools are facing increasing student enrollment and decreasing state funding. There are also increasing needs for special education and English Language Learners staff. There has been a 12% increase in the last decade in the number of homeless and Free and/or Reduced Lunch students at WJCC.

Ms. Berta, CFO for WJCC, reviewed the FY2018 Budget. *See Attachment.* There was discussion on English as a Second Language (ESL), the program, and English Language Learners (ELL), the students being provided services; enrollment projections; and, the cost to educate a child (\$11,523/year).

Mr. Hipple suggested the three entities work together to seek appropriate funding from the state and federal government.

There was discussion on the difference between the schools' request and the county's two-year proposed budget (localities provide 2/3 of the funding for schools); projected costs for staffing the fourth middle school; average cost to educate a student is \$11,523/year; increasing English Language Learners (ELL) in WJCC, which cost more to educate; and, the increasing number of homeless students and those receiving Free and/or Reduced Lunch.

Ms. Larson suggested members of the School Board attend the supervisors' public meetings on the budget to help explain the school division's needs.

Mr. Onizuk said they (funding bodies) have shown a commitment to funding the school division, but they need to face realities that there are a lot of needs for the tax dollars. There was discussion regarding the increased services required for special education students and the lack of increased funding (from the state and federal governments) to do so; how growth will bring more students; and, educating/investing in the students is an investment in the future.

Mr. McGlennon left the meeting at 10:17 a.m.

There was discussion on the costs/training for special education teachers and the minimum to meet the Standards of Quality; issues in recruiting quality teachers (WJCC ranked third from the bottom in wages); and, the requested salary increase of 1.5% (lower than most of the neighboring schools are requesting.) Dr. Beers suggested WJCC have a more flexible benefits package.

School Board Adopted CIP

Ms. Cook noted the state does not support capital projects in education.

There was discussion on the Capital Improvement Projects (CIP) including the Lafayette High School Roof (unexpected added cost to repair materials under roof); Lafayette High School Auxiliary Gym; and, the Norge HVAC (pushed back one year to bring LHS Auxiliary Gym forward.) Ms. Larson questioned if the LHS Auxiliary Gym created an equity issue at the other high schools. Ms. Ownby said the square footage will be about the same as the other two high schools. Ms. Larson asked if the LHS Auxiliary Gym could be used for sports tournaments (schools come first, then other requests.)

Redistricting for the opening of the fourth middle school was discussed. Ms. Cook said the school board will be discussing redistricting in April. Mr. Hipple asked that neighborhoods not be split up, especially the larger ones.

Mr. Onizuk stated that the county has a two-year budget plan, which was developed with the schools and city. The county is not expecting significant revenue increases; and, has needs in public safety and social services. There probably will not be a lot more (money) available and he didn't see being able to make significant changes in the two-year budget.

Dr. Herron thanked Mr. Hill and Mr. Collins for a collaborative relationship and partnership working together.

3. ADJOURNMENT

The WJCC School Board adjourned at 10:46 a.m.

Mr. Hipple made a motion to adjourn until March 28 at 4 p.m. in a work session. The vote was taken and carried 4:0 (Mr. McGlennon left the meeting at 10:17 a.m.)

Mr. Pons made a motion to adjourn the city council meeting. Mr. Zhang seconded the motion, which carried 4:0 (Mr. Foster was absent.)

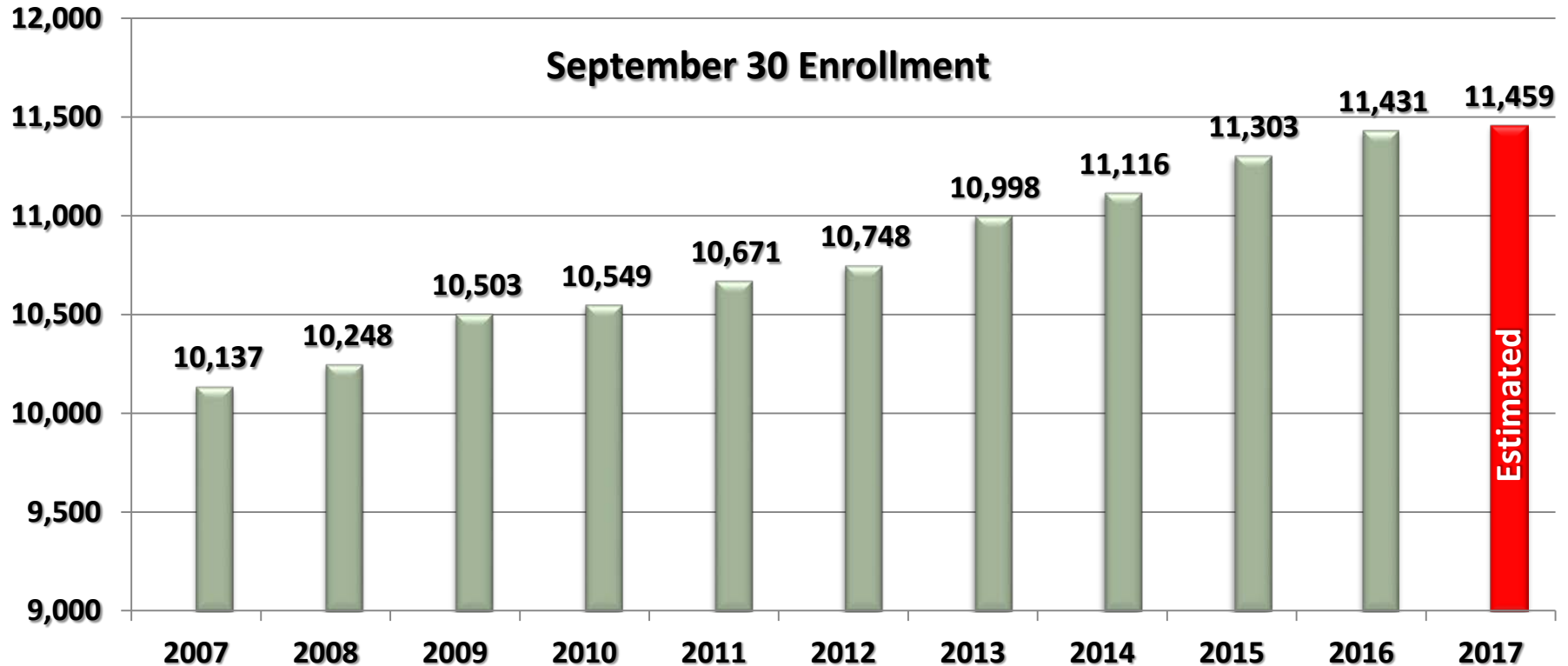
Bryan J. Hill, County Administrator

Joint Meeting

March 17, 2017



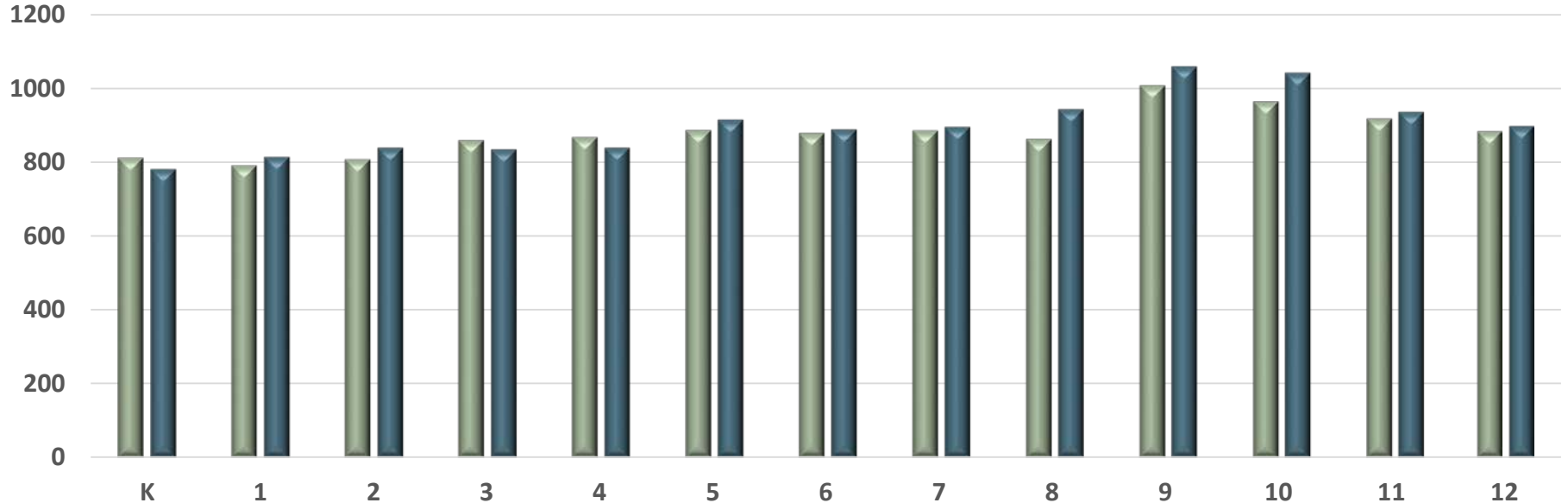
Enrollment History Summary



Enrollment Projections

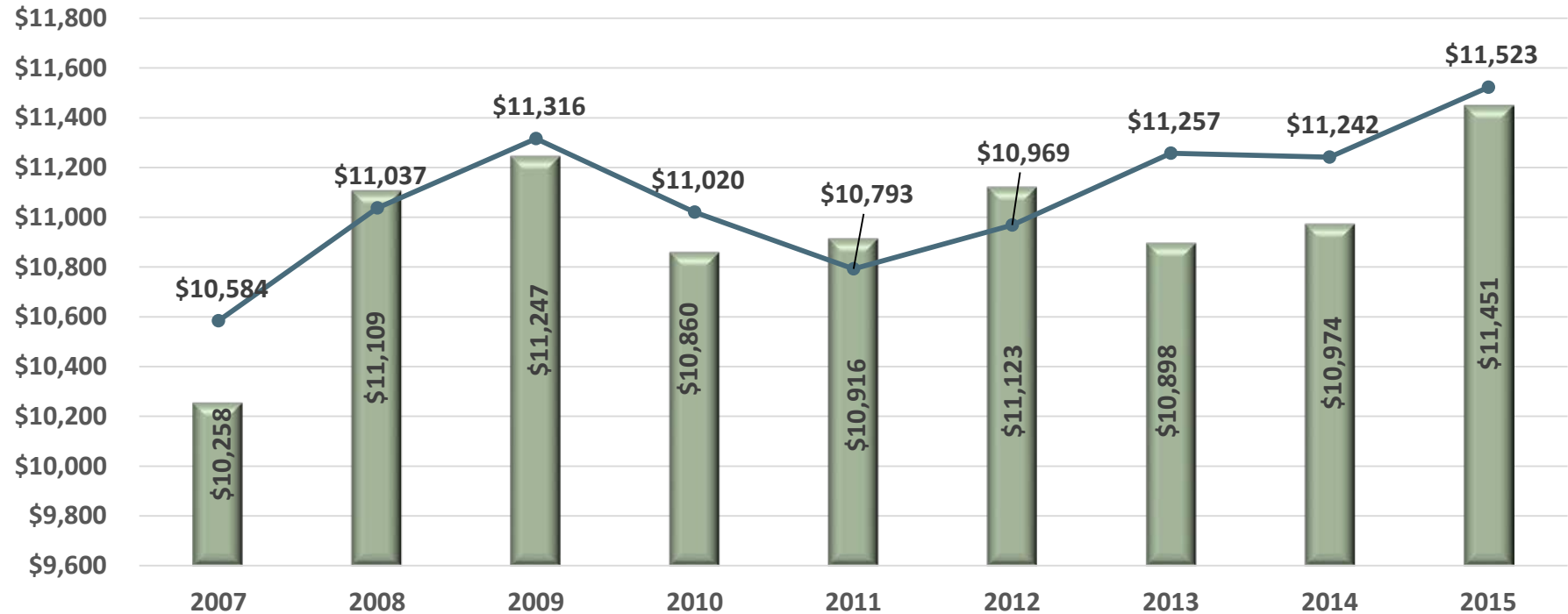
Enrollment September 30, 2016 vs. 2021–22 Enrollment Projections

■ September 30, 2016 ■ Estimated 2021 - 2022 Enrollment



Source: September 30, 2016, actual enrollment & estimated enrollment from FutureThink November 10, 2016, Enrollment Report (Low Projection)

Per Pupil Expenditures



Source: VDOE Annual Superintendent's Report Table 15

WJCC Grand Total State Average

FY18 Budget – Historical State Funding

Fiscal Year (FY)	State Budget	Enrollment 9/30
2009	\$32,785,545	10,249
2010	29,486,608	10,503
2011	28,154,118	10,549
2012	26,597,814	10,671
2013	27,371,795	10,748
2014	27,461,499	10,998
2015	31,249,910	11,116
2016	31,834,391	11,316
2017	31,692,035	11,431
2018 (Projected)	33,106,263	11,459
Total Change from FY09 to FY18	\$320,718	1,210

FY2018 Proposed Operating Budget

	FY2017 Budget	FY2018 Estimated	Change	Change (%)
Enrollment	11,431*	11,459	28	0.25%
FTEs	1,632.81	1,646.66	13.85	0.8%
Operating Budget	\$127,569,804	\$132,054,604	\$4,484,800	3.5%

*FY2017 enrollment is actual September 30, 2016, data

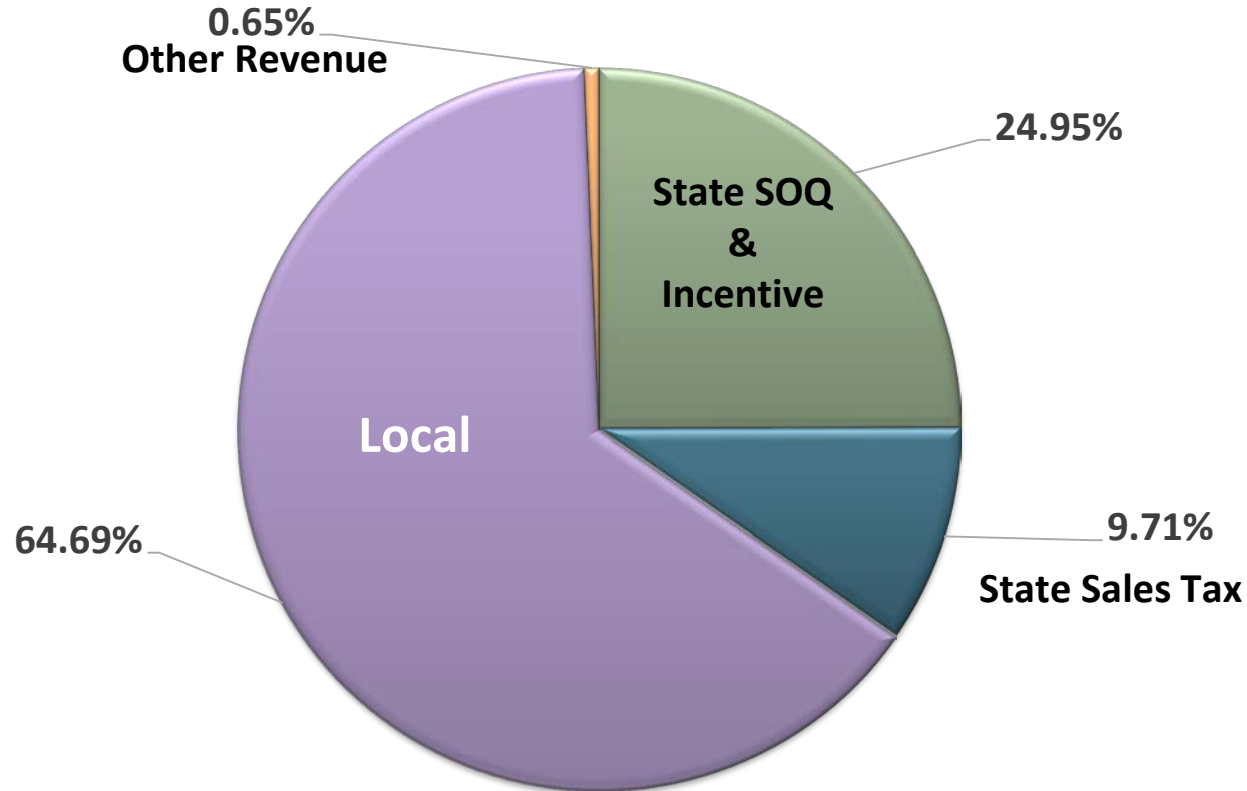
General Assembly's FY2018 Budget

	FY 2017 Budget	FY 2018 Estimated	Change (\$)	Change (%)
Revenues				
State Sales Tax - Local	12,894,444	12,875,248	(19,196)	-0.1%
State Revenue				
Standards of Quality (SOQ)	29,778,514	30,181,521	403,007	1.4%
Categorical/Incentive	1,913,521	2,924,742	1,011,221	52.8%
Total State Revenue	31,692,035	33,106,263	1,414,228	4.5%
Grand Total (State + Sales Tax)	44,586,479	45,981,511	1,395,032	3.1%

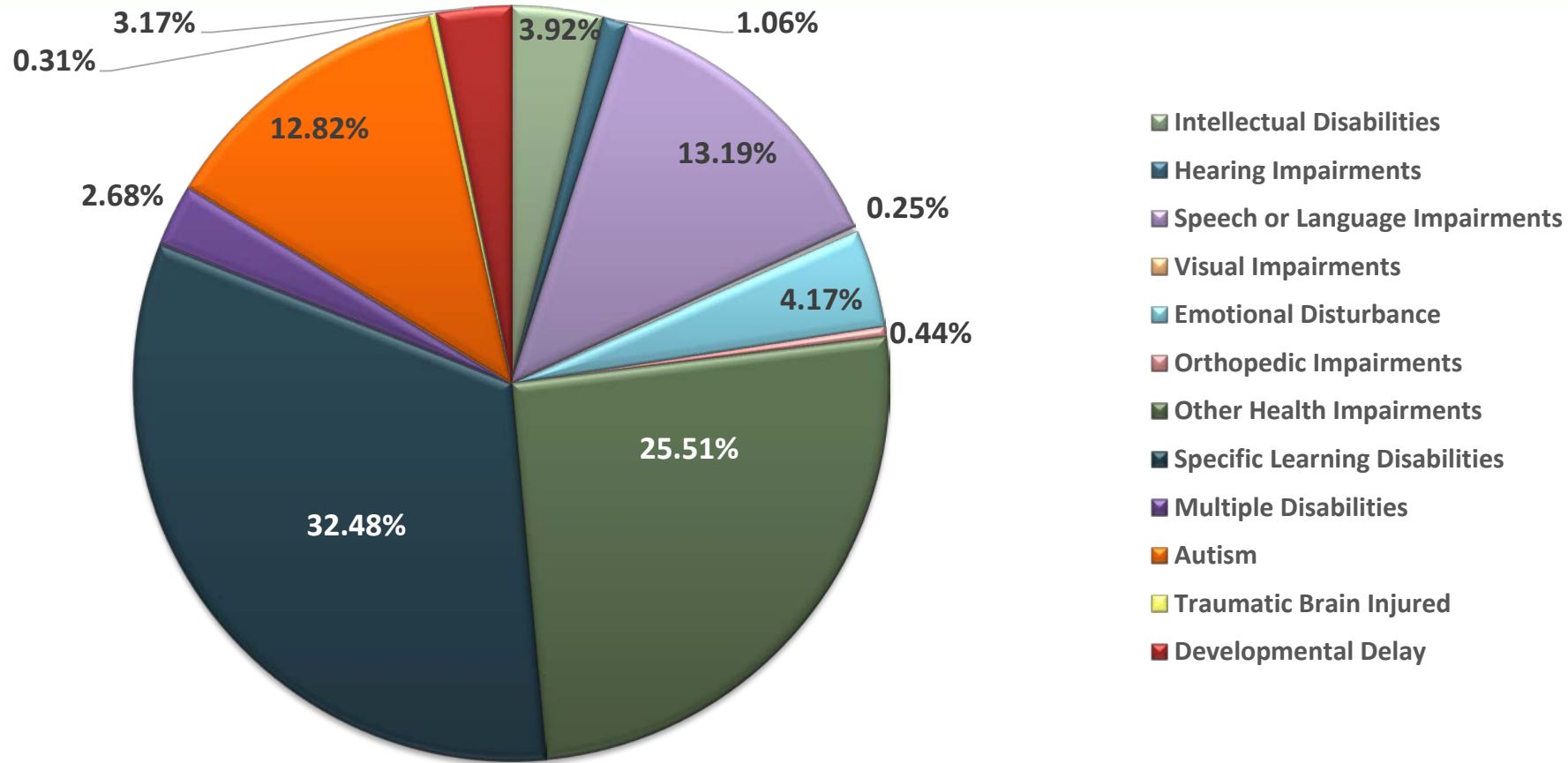
Operating Revenue Overview

- **Local revenue appropriation request: increase of 4.5% (\$3.7 million)**
- **State Sales Tax appropriation: decrease of 0.1% (\$19,196)**
- **State revenue (SOQ & Categorical/Incentive Funding): increase of 4.5%, excluding State Sales Tax (\$1,414,228)**
- **Other revenue: increase of \$21,000 or 2.9%**

Operating Revenue Summary



Enrollment By Disability



Changes in Enrollment

2015-16

- 179 initial eligibilities
- 142 found eligible

2016-17 (through January 31, 2017)

- 55 initial eligibilities
- 43 found eligible

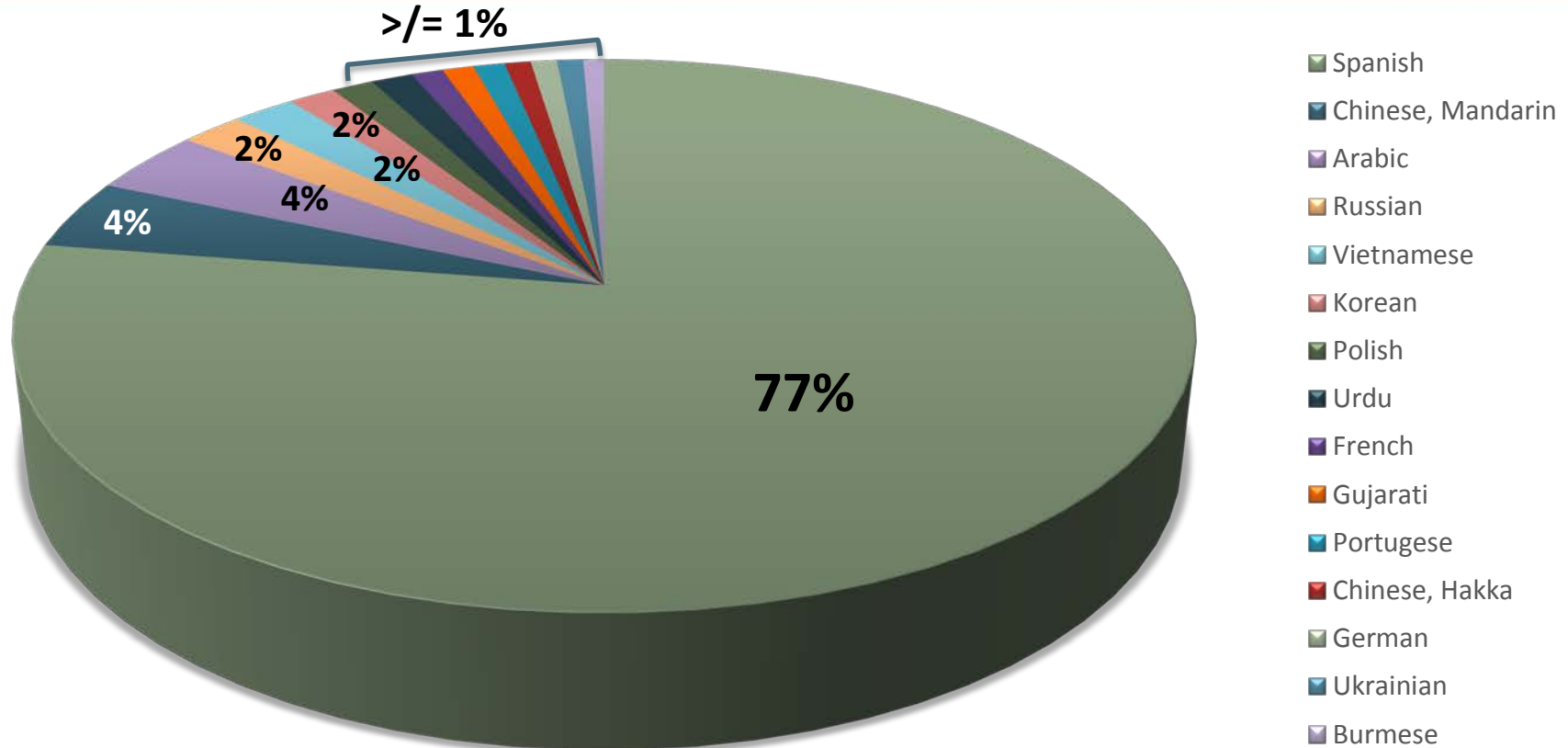
**Busiest eligibility months tend to be at the end of the year*

Non-Negotiable Special Education Staffing

School Year (Dec. 1)	Number of Students	Change in Student Count from Prior Year	Teacher Count	Change in Teacher Count	Special Education Aide Count	Change in Special Education Aide Count
2013-14	1,582	44	96	(7)		
2014-15	1,572	(10)	96	0	105	2
2015-16	1,630	58	100	4	108	3
2016-17	1,715	85	106	6	109	1

4 additional Special Education Teachers and 2 Special Education Aides

Enrollment By Language



Standards of Quality & Language Levels

- **Standards of Quality (SOQ) requirements 1:59**
- **Increase in number of ELLs with lower proficiency levels**
 - **58% of all ELLs are proficiency level 3 or below**
 - **40% of all ELLs are level 2 or below**
- **SOQs do not take into account the language level of students which drives the amount of services each student needs**

Non-Negotiable ESL Staffing

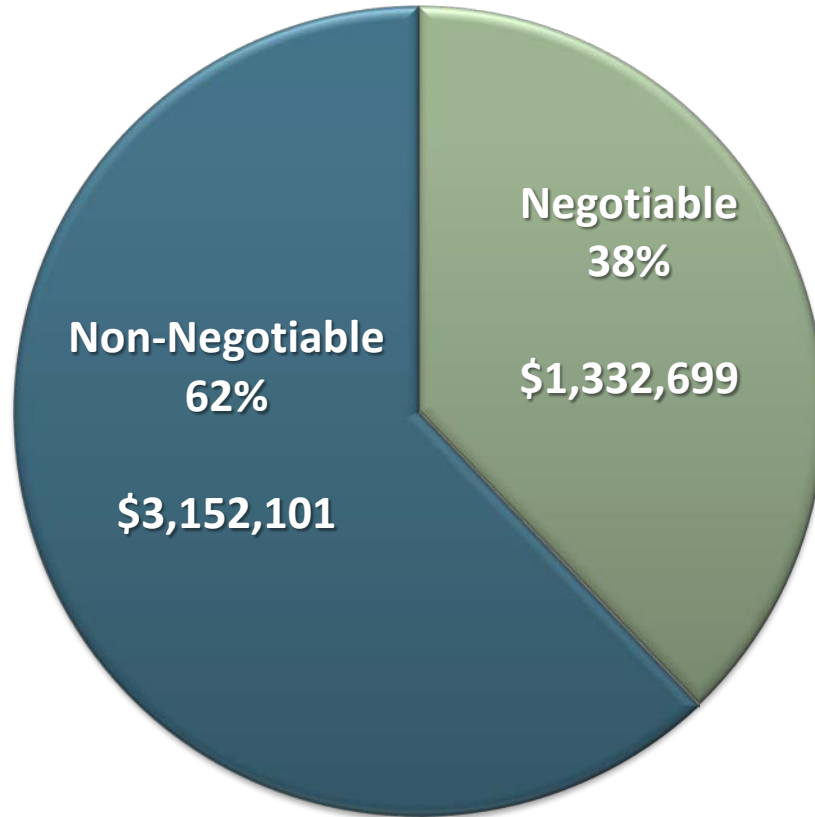
School Year	Total ELLs	Change in enrollment
2009-10	199	
2010-11	250	51
2011-12	331	81
2012-13	392	61
2013-14	485	93
2014-15	510	25
2015-16	541	31
2016-17 (as of 2-10-17)	653	112

1 additional ESL Teacher

Non-Negotiable – Increases

- **Virginia Retirement System (VRS) employer rate from 14.66% to 16.32% & health insurance credit from 1.11% to 1.23%**
- **New Horizon's regional programs**
- **Contractual obligations**
- **James Blair Middle Principal**

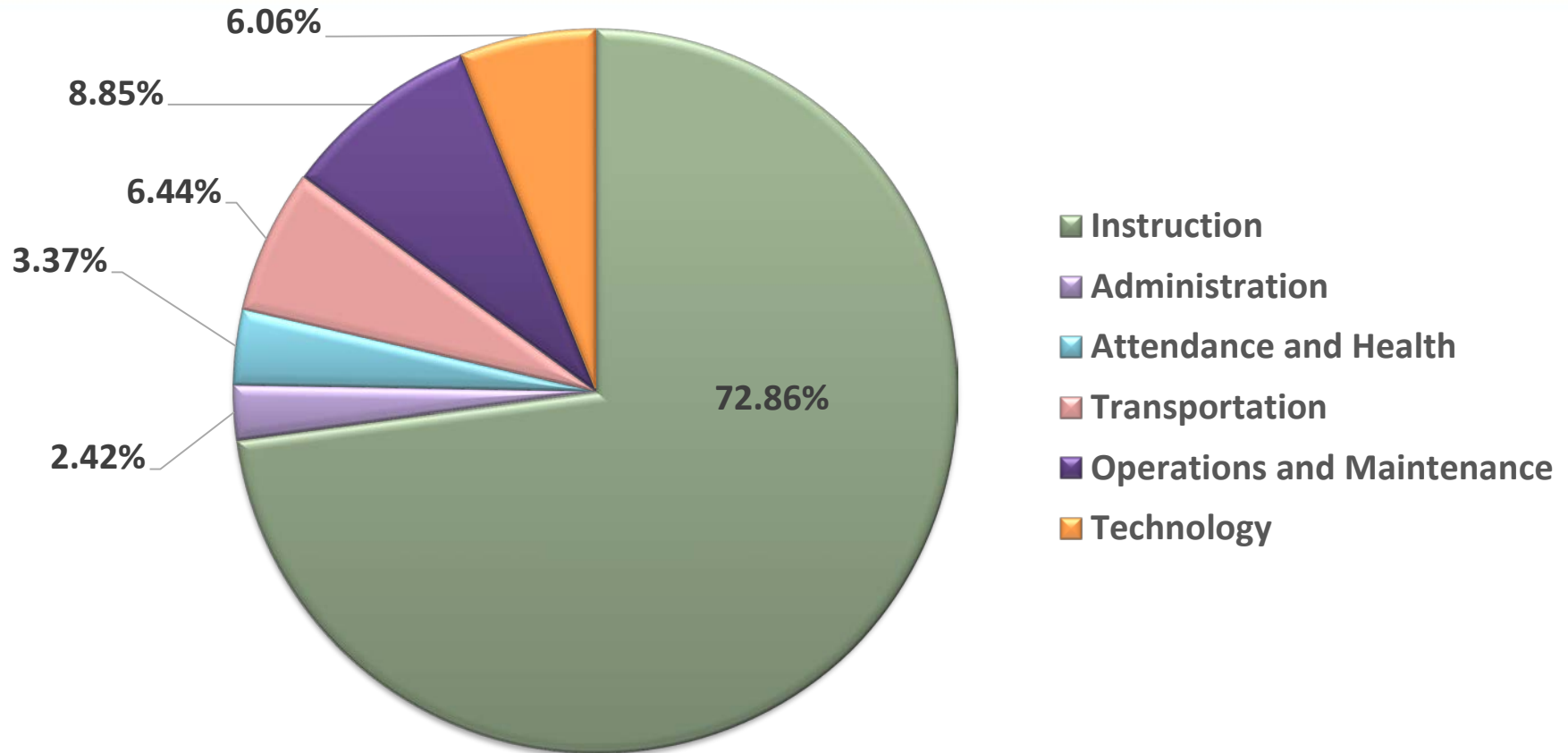
Budget Increase Comparison



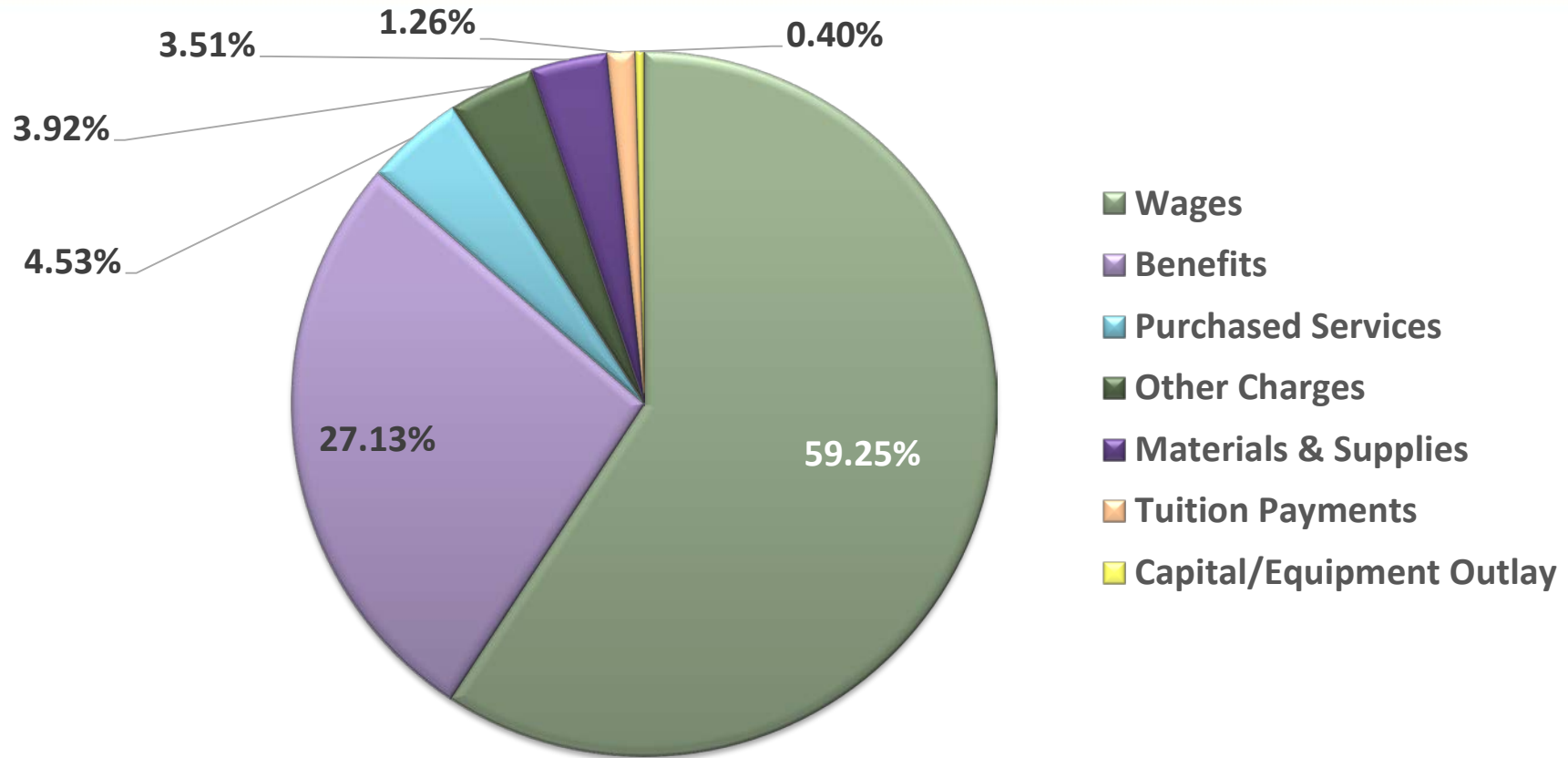
Operating Budget

- **Evaluation of areas for reduction**
 - Attrition
- **Staffing**
 - Additional staffing needs
 - Step increase for teachers and 1.5% for all other staff
- **Instruction/Technology**
- **Operations**

Operating Expenditures by Function



Operating Expenditures by Object



FY2018 Proposed – All Funds

Fund	FY2017 Budget	FY2018 Estimated	Change (\$)	Change (%)
Operating	\$127,569,804	\$132,054,604	\$4,484,800	3.5%
Grants	5,271,348	5,434,291	162,943	3.1%
State Operated	1,081,883	1,092,285	10,402	1.0%
Child Nutrition	4,086,586	4,102,678	16,092	0.4%
Grand Total	\$138,009,621	\$142,683,858	\$4,674,237	3.4%

WJCC School Board Approved FY2018 – FY2027 Capital Improvement Plan

March 17, 2017



Capital Improvement Plan (CIP)

- **School Board developed 10-Year CIP**
- **Placement of projects based on findings from the Facility Condition Index (FCI), staff recommendations, community input, and Capital Improvement Development Committee**

FY2018 – Specific Projects

Description	Estimated Cost
Rawls Byrd Elementary – HVAC replacement design	\$210,000
Jamestown High – HVAC replacement design & EIFS repairs	\$406,500
Lafayette High – Roof replacement	\$2,692,234
DJ Montague Elem. – Entrance redesign & parking lot/sidewalk ADA corrections	\$220,500
Norge Elementary – Entrance redesign	\$105,000
Clara Byrd Baker Elementary – Exterior masonry repairs	\$1,311,272
Berkeley Middle – Replace electrical equipment & auditorium seating	\$389,727
Toano Middle – Replace walk-in refrigerator & freezer	\$82,400
Division-wide – Parking lot repairs & replace fire panels	\$223,844
Warhill High – Innovation makerspace & chemistry lab	\$300,000
Grand Total	\$5,941,477

Joint Meeting

March 17, 2017



AGENDA ITEM NO. G.2.**ITEM SUMMARY**

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Bradley J. Rinehimer, Chief of Police

SUBJECT: Middle Peninsula Juvenile Detention Commission Service Agreement Amendments

ATTACHMENTS:

	Description	Type
▣	Memorandum	Cover Memo
▣	Resolution	Resolution

REVIEWERS:

Department	Reviewer	Action	Date
Police	Rinehimer, Bradley	Approved	3/21/2017 - 11:33 AM
Police	Rinehimer, Bradley	Approved	3/21/2017 - 11:33 AM
Publication Management	Colonna, Tina	Approved	3/21/2017 - 11:35 AM
Legal Review	Kinsman, Adam	Approved	3/31/2017 - 8:22 AM
Board Secretary	Fellows, Teresa	Approved	3/31/2017 - 8:26 AM
Board Secretary	Purse, Jason	Approved	4/4/2017 - 10:30 AM
Board Secretary	Fellows, Teresa	Approved	4/4/2017 - 1:54 PM

MEMORANDUM

DATE: April 11, 2017

TO: The Board of Supervisors

FROM: Bradley J. Rinehimer, Chief of Police

SUBJECT: Middle Peninsula Juvenile Detention Commission Service Agreement Amendments

The Merrimac Juvenile Detention Center (Merrimac) is operated by the Middle Peninsula Juvenile Detention Commission for the Commonwealth of Virginia. It serves both the 9th and the 15th District Court Service Units for a total of 18 localities, including James City County. Merrimac is a 48-bed facility, which provides secure detention for juveniles who are awaiting court hearings or who have been found guilty and have been sentenced to serve time in detention.

Merrimac was established in 1994 and a service agreement was executed by all members. Since that time, there have been no changes to the service agreement. On January 27, 2017, the Middle Peninsula Juvenile Detention Center Commission unanimously voted to recommend the attached service agreement changes to the respective governing boards.

The proposed changes to the agreement include:

1. Replacing the original “per diem” formula with a rolling 5-year member utilization method in order to improve predictability of the Member Jurisdictions’ and the Commission’s respective annual budget process beginning with Fiscal Year 2018;
2. Replacing “Per diem” with “Member Usage Fee” to better represent the new funding method;
3. Removing obsolete provisions that applied only during pre-construction and construction of the facility;
4. Removing references to King George County, which is no longer a member; and
5. Other technical revisions as set out in the amended Agreement.

These proposed amendments have been reviewed by Merrimac’s attorneys at Hefty, Wiley and Gore and shared with James City County, the fiscal agent for Merrimac.

Any changes to the Service Agreement must be approved by the governing bodies of all 18-member localities.

Staff recommends adoption of the attached amendments.

BJR/nb
MerrJDCtr2017-mem

Attachment

RESOLUTION

MIDDLE PENINSULA JUVENILE DETENTION COMMISSION

SERVICE AGREEMENT AMENDMENTS

NOW, THEREFORE, BE IT CONCURRENTLY RESOLVED by the Middle Peninsula Juvenile Detention Commission, the Boards of Supervisors of the Counties of Caroline, Charles City, Essex, Gloucester, Hanover, James City, King and Queen, King William, Lancaster, Mathews, Middlesex, New Kent, Northumberland, Richmond, Westmoreland and York, and the Councils of the Cities of Poquoson and Williamsburg, that Sections 3.7 and 4.1 of the Service Agreement adopted by all of them effective December 12, 1994, are amended and readopted as follows:

1. Replacing the original “per diem” formula with a rolling 5-year member utilization method in order to improve predictability of the Member Jurisdictions’ and the Commission’s respective annual budget process beginning with Fiscal Year 2018;
2. Replacing “Per diem” with “Member Usage Fee” to better represent the new funding method;
3. Removing obsolete provisions that applied only during pre-construction and construction of the facility;
4. Removing references to King George County, which is no longer a member; and
5. Other technical revisions as set out in the amended Agreement.

Kevin D. Onizuk
Chairman, Board of Supervisors

ATTEST:

Bryan J. Hill
Clerk to the Board

	VOTES		
	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
MCGLENNON	_____	_____	_____
SADLER	_____	_____	_____
HIPPLE	_____	_____	_____
LARSON	_____	_____	_____
ONIZUK	_____	_____	_____

Adopted by the Board of Supervisors of James City County, Virginia, this 11th day of April, 2017.

MerrJDCtr2017-res

AGENDA ITEM NO. G.3.**ITEM SUMMARY**

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Bradley J. Rinehimer, Chief of Police

SUBJECT: Contingency Transfer to Merrimac Juvenile Detention Center

ATTACHMENTS:

	Description	Type
▣	Memorandum	Cover Memo
▣	Resolution	Resolution

REVIEWERS:

Department	Reviewer	Action	Date
Police	Rinehimer, Bradley	Approved	3/30/2017 - 4:59 PM
Police	Rinehimer, Bradley	Approved	3/30/2017 - 4:59 PM
Publication Management	Trautman, Gayle	Approved	3/31/2017 - 9:58 AM
Legal Review	Kinsman, Adam	Approved	3/31/2017 - 1:00 PM
Board Secretary	Mellen, Sue	Approved	3/31/2017 - 2:49 PM
Board Secretary	Purse, Jason	Approved	4/4/2017 - 10:34 AM
Board Secretary	Fellows, Teresa	Approved	4/4/2017 - 1:51 PM

MEMORANDUM

DATE: April 11, 2017

TO: The Board of Supervisors

FROM: Bradley J. Rinehimer, Chief of Police

SUBJECT: Contingency Transfer to Merrimac Juvenile Detention Center

The Merrimac Juvenile Detention Center (Merrimac) is operated by the Middle Peninsula Juvenile Detention Commission for the Commonwealth of Virginia. It serves 18 localities in the region to include James City County. Each fiscal year, the County provides a local contribution for its share based on the estimation of beds that it will use over the course of the year.

The County budgeted \$238,800 in FY17 for its anticipated share of usage of the facility. However, utilization is extremely difficult to predict two years in advance. Many factors come into play, including the amount of juvenile crime in James City County, the judges' philosophies, the court service units' recommendations, the severity of the crimes, etc.

Merrimac has made County staff aware that actual usage of their facility this year will exceed the budget for the full year. Merrimac has provided an estimate that FY17 will likely cost the County an additional \$200,000 based on current and projected housing of juveniles from James City County. As an example, the month of March alone is expected to cost James City County usage fees of approximately \$52,000.

Using the above estimate, the attached resolution requests that up to \$200,000 from the County's Contingency Fund be made available to cover remaining FY17 usage fees to Merrimac.

Staff recommends adoption of the attached resolution.

BR/gt
MerrJDCcontfr-mem

Attachment

RESOLUTION

CONTINGENCY TRANSFER TO MERRIMAC JUVENILE DETENTION CENTER

WHEREAS, James City County is expected to exceed budgeted contributions to Merrimac Juvenile Detention Center to pay for costs associated with the court-ordered housing of juveniles within their facility; and

WHEREAS, it is estimated it will cost up to an additional \$200,000 in usage fees for existing and future cases involving juveniles from James City County; and

WHEREAS, the Contingency Fund has sufficient funding to pay for these remaining projected costs.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of James City County, Virginia, hereby authorizes up to \$200,000 from the Contingency Fund to be transferred to cover the additional FY17 costs pertaining to the Merrimac Juvenile Detention Center.

Kevin D. Onizuk
Chairman, Board of Supervisors

ATTEST:

Bryan J. Hill
Clerk to the Board

	VOTES		
	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
MCGLENNON	_____	_____	_____
SADLER	_____	_____	_____
HIPPLE	_____	_____	_____
LARSON	_____	_____	_____
ONIZUK	_____	_____	_____

Adopted by the Board of Supervisors of James City County, Virginia, this 11th day of April, 2017.

MERRJDcontfr-res

AGENDA ITEM NO. G.4.**ITEM SUMMARY**

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Dawn Oleksy, Environmental Coordinator

SUBJECT: Clean County Commission Bylaws Keep James City County Beautiful Resolution

ATTACHMENTS:

	Description	Type
▣	Memorandum	Cover Memo
▣	Keep James City County Beautiful Resolution	Resolution
▣	Clean County Commission Bylaws	Exhibit

REVIEWERS:

Department	Reviewer	Action	Date
General Services	Boone, Grace	Approved	3/24/2017 - 3:44 PM
Publication Management	Burcham, Nan	Approved	3/24/2017 - 4:36 PM
Legal Review	Kinsman, Adam	Approved	3/31/2017 - 8:23 AM
Board Secretary	Fellows, Teresa	Approved	3/31/2017 - 8:24 AM
Board Secretary	Purse, Jason	Approved	4/4/2017 - 10:33 AM
Board Secretary	Fellows, Teresa	Approved	4/4/2017 - 1:51 PM

MEMORANDUM

DATE: April 11, 2017
TO: The Board of Supervisors
FROM: Dawn Oleksy, Environmental Coordinator
SUBJECT: Establishing Keep James City County Beautiful

The James City Clean County Commission is establishing 'Keep James City County Beautiful' through a formal affiliation with Keep America Beautiful (KAB) to expand opportunities for public participation in County government and further support the mission of the County by encouraging a partnership of all citizens to achieve a quality community.

The attached resolution establishes the organization of Keep James City County Beautiful.

The attached bylaws amend the current Clean County Commission Bylaws to align with current operations and initiatives.

The Clean County Commission has worked hard for 36 years to promote litter prevention, recycling, environmental education and beautification projects, all of which align with the mission of the KAB program. While the Commission has partnered with neighboring KAB affiliates to participate in KAB programs over the years, Keep James City County Beautiful will offer direct access to information, resources and additional opportunities that will improve effectiveness of volunteer efforts. Through KAB affiliation, the James City County community will benefit from the utilization of proven tactics to be even more effective in our litter prevention efforts and the provision of resources that will further promote our stewardship values. Additionally, becoming a KAB affiliate will offer collaboration opportunities with community groups throughout the County and with other regional jurisdictions that are already KAB affiliates.

Staff recommends adoption of the attached resolution.

DO/nb
KpJCCBeautiful-mem

Attachments

RESOLUTION

ESTABLISHING KEEP JAMES CITY COUNTY BEAUTIFUL

- WHEREAS, the Board of Supervisors established the Clean County Commission (the “Commission”) by resolution dated October 26, 1981; and
- WHEREAS, the duties of the Commission are to promote public interest in the general improvement of the environment of James City County on a sustainable basis; and
- WHEREAS, the Commission was established to increase cooperation, coordination and communication among citizens, government, businesses and industries within the limits of James City with the goal of reducing and controlling litter, promoting beautification in the County and providing advice and assistance in the planning and execution of the County’s recycling program; and
- WHEREAS, the duties of the Commission will be advanced by using guidelines developed by Keep America Beautiful, Inc.; and
- WHEREAS, formal affiliation with Keep America Beautiful, Inc. will encourage a partnership of all citizens and will provide a framework for more effective community collaboration and public participation.
- NOW, THEREFORE, BE IT RESOLVED by the Board of Supervisors of James City County, Virginia, that the Clean County Commission shall become a Keep America Beautiful affiliate and shall also be known as Keep James City County Beautiful.

Kevin D. Onizuk
Chairman, Board of Supervisors

ATTEST:		VOTES		
		<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
	MCGLENNON	_____	_____	_____
	SADLER	_____	_____	_____
	HIPPLE	_____	_____	_____
	LARSON	_____	_____	_____
	ONIZUK	_____	_____	_____

Bryan J. Hill
Clerk to the Board

Adopted by the Board of Supervisors of James City County, Virginia, this 11th day of April, 2017.

KpJCCBeautiful-res

BY-LAWS
of the
JAMES CITY CLEAN COUNTY COMMISSION

ARTICLE I

Section 1. **Name.** The name of the organization shall be known as the James City Clean County Commission. When partnering with other agencies and community groups it will be known as Keep James City County Beautiful.

Section 2. **Creation.** The Commission was duly established by the Board of Supervisors of James City County, Virginia (the “Board”), by Resolution dated October 26, 1981.

Section 3. **Purpose.** The Commission is established to increase cooperation, coordination and communication among the major segments of James City County, Virginia (the “County”) and its citizens with the goal of reducing and controlling litter, promoting beautification in the County, and providing education and outreach for the County's recycling program. To fulfill these purposes, the Commission shall have express authority to engage in fund-raising activities, subject, however, to all other pertinent provision of the Code of Virginia, 1950, as amended, and the Code of the County of James City. It shall, whenever possible, use as its guidelines the Clean Community System developed by Keep America Beautiful, Inc. (KAB) and will operate as a KAB affiliate, also known as Keep James City County Beautiful (KJCCB).

Section 4. **Powers.** To perform the duties enumerated in Section 3 above, the Commission shall have the following authority:

1. To adopt by-laws to facilitate the attainment of its purpose and function.
2. To plan, initiate, direct and coordinate county-wide efforts to achieve its goals.
3. To solicit and accept donations and appropriations of money, services, products, property, and facilities for expenditure and use by the Commission for the accomplishment of its objectives.
4. To request the County to add, appoint, assign, or delegate such staff as may be required for the fulfillment of Commission duties.
5. To make recommendations to the Board, other governmental entities and the private sector regarding measures which it deems necessary to accomplish its objectives.
6. To collaborate with KAB, utilize the Behavior Change System and distribute KAB resources when available.

Section 5. **Duties.** The duties of this Commission shall be:

1. To promote public interest in the general improvement of the environment of the County.
2. To initiate, plan, direct, and coordinate programs for litter control on a sustainable basis in conjunction with and in cooperation with citizens, government, businesses and industries within the County.
3. To improve recycling in the County.
4. To study, investigate, and develop plans for improving the health, sanitation, safety, and cleanliness of the County by beautifying the streets, highways, vacant lots, yards, and other similar places.
5. To encourage placing, planting, and/or preserving trees, flowers, shrubs, and other objects or ornamentation in the County.
6. To advise and recommend plans to departments of the County for the beautification of the County.
7. To otherwise promote public interest in the general improvement of the environment of the County, provided that nothing herein shall be construed to abridge or change, or in any way interfere with the duties and powers of other commission, departments, boards, and like agencies of the County.
8. As a KAB affiliate, this Commission shall collaborate with other community groups, agencies and local KAB affiliates to maximize resources and improve the effectiveness of all efforts to fulfill its purpose.

ARTICLE II

Section 1. **Structure.** The Commission shall be composed of a part-time coordinator (the “Coordinator”) and no fewer than three Commissioners. The Commissioners will serve without financial compensation and will also serve as the Board of Directors of KJCCB.

Section 2. **Membership.** The commissioners shall be appointed by the Board as per the Board’s resolution on the 22nd day of January, 1990.

Section 3. **Terms.** The commissioners shall be appointed for three year terms.

Section 4. **Resignation and Removal.** Any commissioner may resign at any time by giving written notice to the Coordinator.

Section 5. **Initiatives.** Each meeting the agenda shall consist of reports of at least the following initiatives:

- | | |
|--------------------------|----------------------------|
| 1. Education & Outreach | 4. Beautification Projects |
| 2. Recycling Improvement | 5. Community Cleanups |
| 3. Green Businesses | 6. Adopt a Spot Program |

Section 6. **Duties of the Coordinator.** The Coordinator is responsible for all aspects of

program operation under the guidelines set by the Commission and shall serve as the Executive Director of KJCCB. The Coordinator shall keep the minutes of the meetings of the Commission and shall perform the duties of the Chairman in the absence or incapacity of the Chairman.

Section 7. **Officers.** The officer of the Commission shall be a Chairman. The Chairman shall be elected at the annual organizational meeting of the Commission. The Chairman shall hold office for one (1) year following the organizational meeting of the Commission, such term to continue until their successors are elected and qualified.

Section 8. **Duties of the Chairman.** The Chairman shall preside at all meetings of the Commission and shall appoint volunteers responsible for each initiative.

ARTICLE III

Section 1. **Regular Meetings.** Meetings shall be held once per month on the date and time designated on the annual calendar adopted at the organizational meeting.

Section 2. **Special Meetings.** Special meetings of the Commission shall be held when called by the Chairman as needed. Special meetings of KJCCB shall be held when called by the Executive Director.

Section 3. **Organizational Meeting.** An annual organizational meeting shall be held at the regularly scheduled January business meeting.

ARTICLE IV

Section 1. **Management of Funds.** The Commission shall have the power to receive and disburse funds within the limitations of appropriations, gifts, grants, and in connection with projects or undertakings consistent with Article I, Section 3.

ARTICLE V

Section 1. **Quorum.** A majority of the members of the Commission shall constitute a quorum at any meeting.

ARTICLE VI

Section 1. **Amendments.** These By-Laws may be amended by a majority vote of the Commission members.

Section 2. **Effective Date.** Amendments shall be effective upon adjournment of the meeting at which they were adopted, unless a different effective date as stated in the revision.

AGENDA ITEM NO. G.5.**ITEM SUMMARY**

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Steven W. Miller, PE - Capital Projects Coordinator

SUBJECT: Contract Award – Asphalt Paving Repairs, Sealing, and Line Striping – \$130,819

ATTACHMENTS:

	Description	Type
▣	Memorandum	Cover Memo
▣	Contract Award - Asphalt Paving Repairs, Sealing and Line Striping - Resolution \$130,819	

REVIEWERS:

Department	Reviewer	Action	Date
Capital Projects	Miller, Steve	Approved	3/24/2017 - 1:15 PM
General Services	Boone, Grace	Approved	3/24/2017 - 3:45 PM
Publication Management	Trautman, Gayle	Approved	3/24/2017 - 4:41 PM
Legal Review	Kinsman, Adam	Approved	3/31/2017 - 8:22 AM
Board Secretary	Mellen, Sue	Approved	3/31/2017 - 9:21 AM
Board Secretary	Purse, Jason	Approved	4/4/2017 - 10:30 AM
Board Secretary	Fellows, Teresa	Approved	4/4/2017 - 1:52 PM

MEMORANDUM

DATE: April 11, 2017

TO: The Board of Supervisors

FROM: Steven W. Miller, PE, Capital Projects Coordinator

SUBJECT: Contract Award - Asphalt Paving Repairs, Sealing and Line Striping - \$130,819

The Work under this Project consists of providing all management, supervision, labor, material, equipment, consumables and supplies required to provide asphalt repairs, sealing and striping at three County-owned facilities as follows:

1. James City County Government Center - located at 101 Mounts Bay Road, Williamsburg, VA 23185.
2. James City County Recreation Center - located at 5301 Longhill Road, Williamsburg, VA 23188.
3. Sanford B. Wanner Stadium - located at 4725 Stadium Road, Williamsburg, VA 23185.

This work is part of the regularly scheduled operational and maintenance program that is being implemented by General Services relative to the Capital Renewal Program. Each of these sites experiences relatively large traffic flows on a regular basis. This work will help to extend the life of the asphalt paving at each of these locations.

An Invitation for Bids was publically advertised. Six Bid Forms were received and five bids determined to be responsive and responsible. Cobb's Striping, Inc. submitted the lowest responsive and responsible bid, based on unit cost and estimated quantities.

<u>Firm</u>	<u>Amount</u>
Cobb's Striping, Inc.	\$128,388.60
Remac, Inc.	\$130,097.00
Excel Paving	\$169,069.00
The Blair Bros., Inc.	\$174,649.33
Adira Construction	\$178,576.08

County staff met with the low bidder, Cobb Striping, Inc. and visited all of the project sites to determine the actual quantities and total project cost based on the unit pricing submitted on the Bid Form. The revised bid price is \$130,818.60.

Cobb Striping, Inc. has performed satisfactory work for James City County in the past and was determined to be the lowest qualified, responsive and responsible bidder. The bid amount of \$130,818.60 is consistent with the project estimate, and previously authorized General Services Operation and Maintenance Funds are available to fund this project. The Purchasing Policy requires Board approval of contracts exceeding \$100,000.

Staff recommends approval of the attached resolution authorizing contract award to Cobb Striping, Inc. for completion of the Asphalt Paving Repairs, Sealing and Line Striping at the Mounts Bay Government Center Complex, James City County Recreation Center and the Sanford B. Wanner Stadium.

SWM/nb
CA-AsphaltRps-mem

Attachment

RESOLUTION

CONTRACT AWARD - ASPHALT PAVING REPAIRS, SEALING AND

LINE STRIPING - \$130,819

WHEREAS, this project supports the County's Capital Renewal Plan; and

WHEREAS, five bids were considered for award and Cobb Striping, Inc. was the lowest qualified, responsive and responsible bidder; and

WHEREAS, previously authorized General Services Operation and Maintenance budget funds are available to fund this project.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of James City County, Virginia, hereby authorizes the Contract Award in the amount of \$130,818.60 with Cobb Striping, Inc. for Asphalt Paving Repairs, Sealing and Line Striping at three County-owned facilities.

Kevin D. Onizuk
Chairman, Board of Supervisors

ATTEST:

Bryan J. Hill
Clerk to the Board

	VOTES		
	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
MC GLENNON	_____	_____	_____
SADLER	_____	_____	_____
HIPPLE	_____	_____	_____
LARSON	_____	_____	_____
ONIZUK	_____	_____	_____

Adopted by the Board of Supervisors of James City County, Virginia, this 11th day of April, 2017.

CA-AsphaltRps-res

ITEM SUMMARY

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Paul D. Holt, III, Director of Community Development and Planning

SUBJECT: Virginia Department of Transportation Project No. UPC 98823. Hick's Island Road Bridge over Diascund Creek – Resolution of Support

ATTACHMENTS:

	Description	Type
▣	Memorandum	Cover Memo
▣	Resolution	Resolution
▣	Location Map	Exhibit

REVIEWERS:

Department	Reviewer	Action	Date
Development Management	Holt, Paul	Approved	3/24/2017 - 2:41 PM
Publication Management	Trautman, Gayle	Approved	3/24/2017 - 2:51 PM
Legal Review	Kinsman, Adam	Approved	3/31/2017 - 8:23 AM
Board Secretary	Fellows, Teresa	Approved	3/31/2017 - 8:31 AM
Board Secretary	Purse, Jason	Approved	4/4/2017 - 10:34 AM
Board Secretary	Fellows, Teresa	Approved	4/4/2017 - 1:55 PM

MEMORANDUM

DATE: April 11, 2017

TO: The Board of Supervisors

FROM: Paul D. Holt, III, Director of Community Development and Planning

SUBJECT: Virginia Department of Transportation Project No. UPC 98823. Hick's Island Road Bridge over Diascund Creek – Resolution of Support

On Hicks Island Road, there is an existing bridge which crosses over Diascund Creek. This structure has a sufficiency rating less than 50, making it the Virginia Department of Transportation's (VDOT) first priority for bridge replacement on the County's secondary road system.

VDOT identified replacing Hicks Island Road Bridge over Diascund Creek as a candidate project in 2012, with an estimated cost of \$2.4 million. There is now enough funding to proceed with the project and VDOT has commenced preliminary design. The existing bridge is currently a one-lane, 12-foot-wide facility and the current VDOT standard would require the replacement bridge to be a two-lane, 24-foot-wide facility.

Given the location and the existing condition of Hicks Island Road, replacing the bridge to current VDOT standards may be too large of a facility for the context of the area.

VDOT would be amenable to considering a one-lane, 16-foot-wide bridge, if supported by the Board of Supervisors. The local VDOT residency finds that such a reduction represents a good common-sense engineering decision.

VDOT has spoken with several of the residents in this area and the Williamsburg Residency Administrator has spoken with property owners on both sides of the bridge and they all agree that a 16-foot-wide bridge is a better fit.

Recommendation

Staff recommends the Board of Supervisors adopt the attached resolution. A reduction in the design scope of the project will still meet the needs of the community and the needs of the County's first responders. In addition, a reduction in the design scope is expected to have less of an environmental impact and fewer impacts on the existing neighborhood.

PH/gt
DiaCkBdgRep-mem

Attachments:

1. Location Map
2. Resolution

RESOLUTION

VIRGINIA DEPARTMENT OF TRANSPORTATION PROJECT NO. UPC 98823.

HICK'S ISLAND ROAD BRIDGE OVER DIASCUND CREEK BRIDGE REPLACEMENT – RESOLUTION OF SUPPORT

- WHEREAS, the Virginia Department of Transportation (VDOT) has identified a need to replace the existing bridge on Hicks Island Road over Diascund Creek; and
- WHEREAS, VDOT first identified replacing the bridge as a candidate project in 2012; and
- WHEREAS, the existing structure has a sufficiency rating less than 50, making it VDOT's first priority for bridge replacement within the County's secondary road system; and
- WHEREAS, the existing bridge is currently a one-lane, 12-foot-wide bridge; and
- WHEREAS, based on VDOT's current design standards, the replacement bridge would be a two-lane, 24-foot-wide bridge; and
- WHEREAS, a replacement bridge meeting full VDOT standards may be too large of a facility for the context of the area; and
- WHEREAS, with concurrence of the Board of Supervisors, VDOT would consider designing the bridge to be a one-lane, 16-foot-wide facility; and
- WHEREAS, such a reduction in the design scope of the project will still meet the needs of the community and will still meet the needs of the County's first responders, but is expected to have less of an environmental impact and fewer impacts on the neighborhood; and
- WHEREAS, the local VDOT residency finds that such a reduction represents a good common-sense engineering decision; and
- WHEREAS, VDOT has spoken with several of the residents in this area and the Williamsburg Residency Administrator has spoken with property owners on both sides of the bridge and they all agree that a 16-foot-wide bridge is a better fit.
- NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of James City County, Virginia, hereby requests VDOT consider a design modification for the Hicks Island Road Bridge Replacement Project to construct a one-lane, 16-foot-wide facility, and requests VDOT continue to resolve outstanding design issues to address citizen concerns in a timely manner.

Kevin D. Onizuk
Chairman, Board of Supervisors

ATTEST:

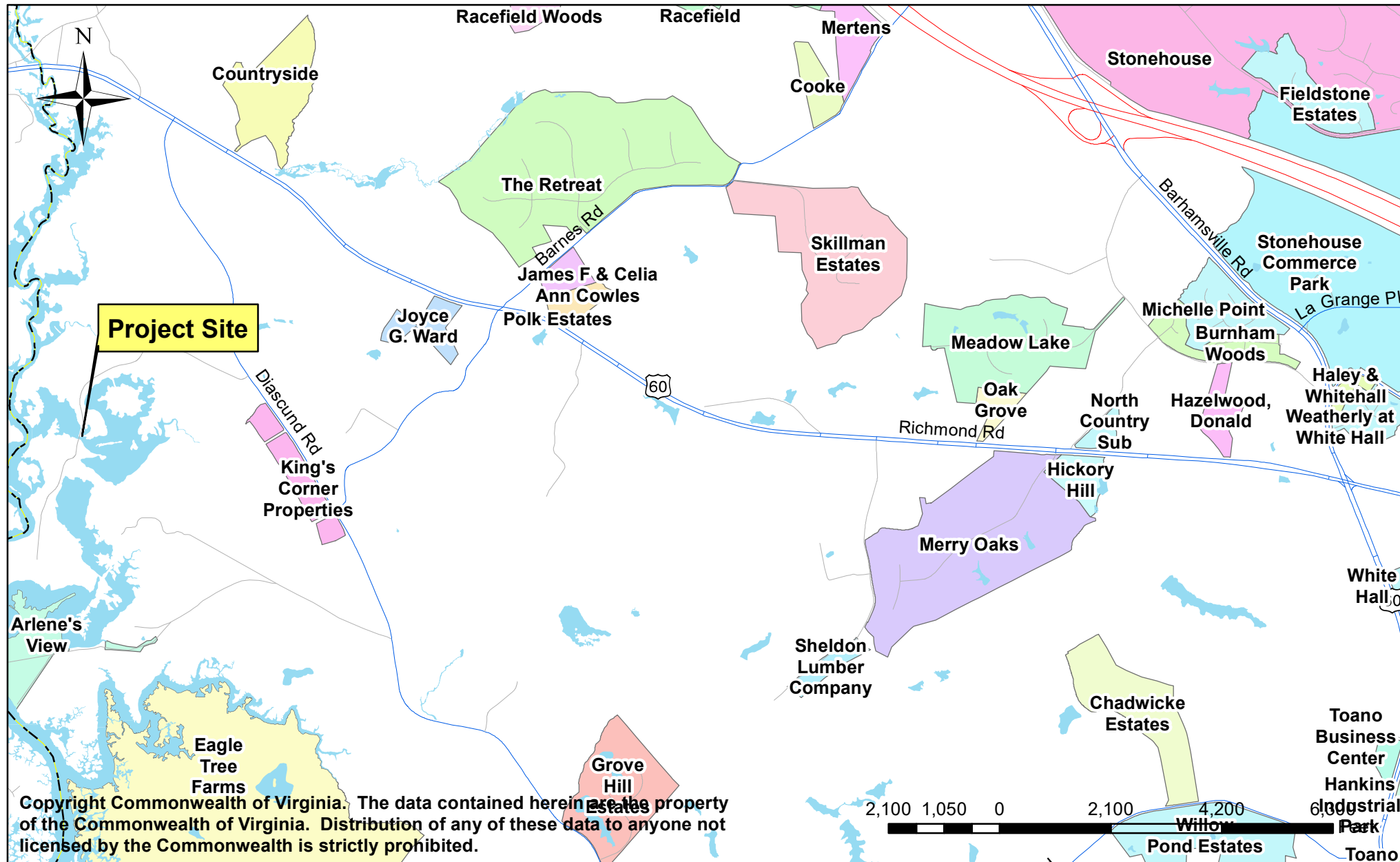
Bryan J. Hill
Clerk to the Board

	VOTES		
	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
MCGLENNON	_____	_____	_____
SADLER	_____	_____	_____
HIPPLE	_____	_____	_____
LARSON	_____	_____	_____
ONIZUK	_____	_____	_____

Adopted by the Board of Supervisors of James City County, Virginia, this 11th day of April, 2017.

DiaCkBdgRep-res

UPC 98823, Bridge Replacement Rte 601 (Hicks Island Road) Over Diascund Creek



Hicks Island Road Bridge



ITEM SUMMARY

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Suzanne R. Mellen, Director of Financial and Management Services

SUBJECT: FY2018 County Budget

ATTACHMENTS:

	Description	Type
▣	FY2018 County Budget	Cover Memo

REVIEWERS:

Department	Reviewer	Action	Date
Financial Management	Mellen, Sue	Approved	3/30/2017 - 12:30 PM
Publication Management	Burcham, Nan	Approved	3/30/2017 - 1:37 PM
Legal Review	Kinsman, Adam	Approved	3/31/2017 - 8:23 AM
Board Secretary	Fellows, Teresa	Approved	3/31/2017 - 8:26 AM
Board Secretary	Purse, Jason	Approved	4/4/2017 - 10:28 AM
Board Secretary	Fellows, Teresa	Approved	4/4/2017 - 1:52 PM

MEMORANDUM

DATE: April 11, 2017
TO: The Board of Supervisors
FROM: Suzanne R. Mellen, Director, Financial and Management Services
SUBJECT: FY 2018 County Budget

The purpose of the Public Hearing is to invite public comment on any aspect of the proposed FY 2018 Budget, with the expectation that those public comments would become part of the agenda for the upcoming budget work sessions.

No action is expected of the Board at this meeting, but any questions would be helpful as we prepare for the budget work sessions. The budget work sessions are scheduled for Tuesday, April 18, 2017, at 4 p.m. and Thursday, April 20, 2017, at 4 p.m. Staff expects to ask the Board to adopt the budget, as amended during its meeting on Tuesday, April 25, 2017.

SRM/nb
FY18CountyBudget-mem

ITEM SUMMARY

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: John H. Carnifax, Jr., Director of Parks & Recreation

SUBJECT: Adoption of the Parks & Recreation Master Plan Update 2017

ATTACHMENTS:

	Description	Type
▣	Memorandum-Adoption of the Parks & Recreation Master Plan Update 2017	Cover Memo
▣	Resolution-Adoption of the Parks & Recreation Master Plan Update 2017	Resolution
▣	Appendix F Developing Guidelines	Backup Material
▣	Master Plan, Part 1	Backup Material
▣	Master Plan, Part 2	Backup Material
▣	Master Plan, Part 3	Backup Material

REVIEWERS:

Department	Reviewer	Action	Date
Parks & Recreation	Carnifax, John	Approved	3/31/2017 - 8:05 AM
Publication Management	Colonna, Tina	Approved	3/31/2017 - 8:18 AM
Legal Review	Kinsman, Adam	Approved	3/31/2017 - 8:24 AM
Board Secretary	Fellows, Teresa	Approved	3/31/2017 - 8:25 AM
Board Secretary	Purse, Jason	Approved	4/4/2017 - 10:34 AM
Board Secretary	Fellows, Teresa	Approved	4/4/2017 - 1:51 PM

MEMORANDUM

DATE: April 11, 2017

TO: The Board of Supervisors

FROM: John H. Carnifax, Jr., Director of Parks & Recreation

SUBJECT: Adoption of the Parks & Recreation Master Plan Update 2017

One of the guiding documents for the James City County Parks & Recreation Department is the [Parks and Recreation Master Plan](#), which is updated periodically and serves as a plan of action for meeting the growing needs for parks, facilities, open space and recreational opportunities for James City County's citizens. In August 2016, Parks & Recreation Department staff began updating the Master Plan through a process that included extensive research, data updates, a survey and public meetings.

The draft [Parks & Recreation Master Plan Update 2017](#) was posted on the County's website for citizen review on February 8, 2017. The Parks & Recreation Department will continue to solicit citizen feedback to ensure that the Department meets County residents' future recreation needs, and to promote the Department's vision of providing high-quality parks, trails, recreation facilities and programs that are safe, clean, accessible and affordable to people of all ages.

The Parks & Recreation Advisory Commission unanimously approved the draft Parks & Recreation Master Plan Update 2017 at their February 15, 2017 meeting.

The Director of Parks & Recreation presented the draft Parks & Recreation Master Plan Update 2017 to the Board of Supervisors at their February 28, 2017 work session.

The Planning Commission reviewed the draft Parks & Recreation Master Plan Update 2017 at their March 1, 2017 meeting. Commissioners who serve on the Development Review Committee had previously met with Parks & Recreation staff to review survey results and a prior draft of the Master Plan on January 4, 2017 and January 25, 2017.

The draft Parks & Recreation Master Plan Update 2017 is attached for formal consideration by the Board of Supervisors at their April 11, 2017 meeting. Parks & Recreation Department staff will be present at the meeting to answer any questions the Board may have regarding the document. With the guidance of the County Attorney's Office, Appendix F has been amended to reflect recent changes in the Code of Virginia regarding proffers, and to ensure compliance with §15.2-2303.4. Appendix F is attached.

Please note that the Parks & Recreation Master Plan document is a general guidance document, and does not alter the specific master plans that have been adopted over the years for the County's individual parks. The County's Comprehensive Plan, Strategic Plan, Capital Improvement Program and budget process impact the implementation of the Master Plan.

JC/gt
MasterPlanUpdate-mem

Attachment

RESOLUTION

ADOPTION OF THE PARKS & RECREATION MASTER PLAN UPDATE 2017

WHEREAS, the current Parks & Recreation Master Plan was adopted in 2009; and

WHEREAS, the Plan has been updated as part of the 2035 James City County Comprehensive and Strategic Plan processes and is complementary to those plans; and

WHEREAS, the Parks & Recreation Master Plan Update 2017 development process began in August 2016 and included several public meetings, a public survey, several focus group meetings and benchmarking; and

WHEREAS, the Parks & Recreation Master Plan Update 2017 was approved by the Parks & Recreation Advisory Commission on February 15, 2017; and

WHEREAS, the Parks & Recreation Master Plan Update 2017 was reviewed by the James City County Planning Commission on March 1, 2017; and

WHEREAS, the Master Plan is a planning document that is intended to guide and assist citizens, staff, commissions and the Board of Supervisors in making future planning, funding, management and administrative decisions regarding Parks & Recreation programs and facilities.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of James City County, Virginia, hereby adopts the Parks & Recreation Master Plan Update 2017.

BE IT FURTHER RESOLVED that all Special Use Permits and conditional zonings approved prior to the date of this Resolution and any pending conditional zoning applications submitted on or before July 1, 2016 shall adhere to the previously adopted document entitled "James City County Comprehensive Parks and Recreation Master Plan Proffer Guidelines."

Kevin D. Onizuk
Chairman, Board of Supervisors

ATTEST:		VOTES		
		<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
	MCGLENNON	_____	_____	_____
	SADLER	_____	_____	_____
	HIPPLE	_____	_____	_____
	LARSON	_____	_____	_____
	ONIZUK	_____	_____	_____

Bryan J. Hill
Clerk to the Board

Adopted by the Board of Supervisors of James City County, Virginia, this 11th day of April, 2017.

MasterPlanUpdate-res

APPENDIX F – DEVELOPMENT GUIDELINES

James City County Recreational Facility Development Guidelines

Introduction

Mini parks/neighborhood parks and recreational amenities provide opportunities for physical activity, improved health, improved community interactions, and personal enjoyment to residents. Neighborhoods are residential subdivisions with or without other associated land uses in the subdivision. The number of housing units and their type are used to evaluate how these guidelines apply and standards are based on the 2009 Parks and Recreation Master Plan or other appropriate and professionally recognized guidelines or standards. The requirements for parks will be reviewed and applied for all phases of a development together or to the total of contiguous parcels subdivided by the same developer. These guidelines are divided into three sections: I. recommended facilities, II. recommended development guidelines, and III. design specifications. All three sections should be referenced in development of any master plan.

I. Recommended Facilities

Recreational programming for neighborhood recreation area shall include facilities in each of the following major categories:

- Playground with 5 activities minimum or, in age-restricted communities, an age-appropriate alternative facility (for example: lawn bowling, community gardening, bocce area, picnic shelters and grills, horseshoe pit, or wildlife observation platform)
- Sport court or competitive pool
- Graded athletic field
- Paved multiuse trails located either within the recreation area or providing connections from residences to recreation areas or adjacent trails and developments

The Director of Planning or his designee can modify pool design standards if necessary, provided that the overall design gives equivalent benefit to the desired population as a 25 meter competitive pool. See Exhibit 1 at the end of this document for an example arrangement to meet these Guidelines.

Other types of activities may be included in addition to but not in lieu of the above listed major category activities, unless otherwise approved by the Board of Supervisors. Upon application for an exception, and after receiving a report from the Director of Planning and the Director of Parks & Recreation, the Board of Supervisors may approve alternate facilities upon finding that proposed facilities are appropriate for the anticipated resident population. Activities selected for a neighborhood park should be appropriate to the anticipated resident population with age appropriate activity programming for the space. For more information, see design specifications in section III of this document.

II. Recommended Development Guidelines

A. Recommended Guidelines for Single Family Detached Developments (2.58 persons/unit)⁷⁸

Single family detached units average 2.58 persons per unit and therefore 388 units would house approximately 1000 persons.

Park land

Pocket Parks / Neighborhood Parks = 1.5 acres/1000 population. Pocket Parks / Neighborhood Parks are required for all developments.

Analysis: 1.5 acres/1000 pop. = 1.5 acres/388 units = 0.0039 acres per unit

Recommended Guidelines:	1-77 units	1 park (minimum 0.3 acres)
	78 or more units	0.0039 acres/unit

Biking/Jogging Trails

Analysis: Hard surface multiuse 0.4 miles/1000 pop. = 0.4 miles/388 units = 0.001 miles/unit
Soft surface gravel 0.4 miles/1000 pop. = 0.4 miles/388 units = 0.001 miles/unit
0.001 miles/unit x 5280 FT/mile = 5.28 LF/unit

Playgrounds

Analysis: 1 playground/2500 pop. = 1 playground/969 units = 0.001 playground/unit

Recommended Guidelines:	1-969 units	1 playground OR alternative age-appropriate activity
	970-1938 units	2 playgrounds
	1939 or more units	3 playgrounds

Courts or Pool

Analysis: Basketball 1 court/2500 pop. = 0.40 court/1000 = 1 court/969 units = 0.001 court/unit
Tennis 1 court/5000 pop. = 0.20 court/1000 = 1 court/1938 units = 0.0005 court/unit

Recommended Guidelines:	Basketball- 1-969 units	1 basketball court
	970-1938 units	2 basketball courts
	1939 or more units	3 basketball courts
	Tennis- 1-1938 units	1 tennis court
	1939 or more units	2 tennis courts

⁷⁸ Methodology for determination of average household size located in Appendix

Fields, Multiuse rectangular/soccer

Analysis: $1 \text{ field}/4000 = 0.25 \text{ field}/1000 = 1 \text{ field}/1550 \text{ units} = 0.00065 \text{ fields/unit}$

Recommended Guidelines:	1-1550 units	1 field
	1551 or more units	2 fields

B. Recommended Guidelines for Single Family Attached and Multifamily Developments (1.52 persons/unit)⁷⁹

Townhouse and multi-family units average 1.52 persons per unit and therefore 658 units would house approximately 1000 persons.

Park land

Pocket Parks / Neighborhood Parks = 1.5 acres/1000 population. Pocket Parks / Neighborhood Parks are required for all developments. Due to the higher density of townhouses and multi-family developments there is a greater need for pocket parks / neighborhood parks as shared open space.

Analysis: $1.5 \text{ acres}/1000 \text{ pop.} = 1.5 \text{ acres}/658 \text{ units} = 0.0023 \text{ acres per unit}$

Recommended Guidelines:	1-130 units	1 park (minimum 0.3 acres)
	131 or more units	0.0023 acres/unit

Biking/Jogging Trails

Analysis: Hard surface multiuse $0.4 \text{ miles}/1000 \text{ pop.} = 0.4 \text{ miles}/658 \text{ units} = 0.00061 \text{ miles/unit}$
Soft surface gravel $0.4 \text{ miles}/1000 \text{ pop.} = 0.4 \text{ miles}/658 \text{ units} = 0.00061 \text{ miles/unit}$
 $0.00061 \text{ miles/unit} \times 5280 \text{ FT/mile} = 3.21 \text{ LF/unit}$

Playgrounds

Analysis: $1 \text{ playground}/2500 \text{ pop.} = 1 \text{ playground}/1645 \text{ units} = 0.00061 \text{ playground/unit}$

Recommended Guidelines:	1-1645 units	1 playground OR alternative age-appropriate activity
	1646-3290 units	2 playgrounds
	3291 or more units	3 playgrounds

⁷⁹ Methodology for determination of average household size located in Appendix

Courts or Pool

Analysis: Basketball 1 court/2500 pop. = 0.40 court/1000 = 1 court/1645 units = 0.00061 court/unit
Tennis 1 court/5000 pop. = 0.20 court/1000 = 1 court/3290 units = 0.00030 court/unit

Recommended Guidelines: Basketball-1-1645 units	1 basketball court
1646-3290 units	2 basketball courts
3291 or more units	3 basketball courts
Tennis- 1-3290 units	1 tennis court
3291 or more units	2 tennis courts

Multi-use Fields (rectangular/soccer)

Analysis: 1 field/4000 = 0.25 field/1000 = 1 field/2632 units = 0.00038 fields/unit

Recommended Guidelines:	1-2632 units	1 field
	2633 or more units	2 fields

III. Design Specifications

In general, facilities should be built according to James City County standards as set forth in the 2002 JCC Greenways Master Plan, or other appropriate and professionally recognized standards or guidelines for technical information on size, details, and orientation, and in compliance with all applicable local, state, and national codes and regulations.

Mini Park / Neighborhood Park

Minimum mini park / neighborhood park size is 13,068 SF or 0.3 acres of relatively level, non-flood plain land outside the RPA, minimum 70% groomed space and the balance may be in existing natural tree cover. Goals for retaining existing trees are to reduce wind speeds in recreational space, provide shade and shelter for visitors and especially parents supervising children, reduce local air temperature, provide space for unprogrammed play, and improve environmental stewardship. The land should be centrally located within the neighborhood or development with no less than 0.25 acres in a single contiguous piece of land not less than 60 feet in width. In larger developments, dispersion of neighborhood park areas and amenities should be considered to ensure adequate access to all residents. Neighborhood parks should be within a half mile of the residents they are intended to serve.

Groomed space is to have the majority of the ground cover in grass cover appropriate to this region and may include trees, shrubs, or perennial planting beds with mulch cover. Neighborhood parks are to be maintained and owned by the developer or by the Homeowner's Association and should be open to all residents of the development or to the public. The area included as recreational space may not include streets, medians or parking islands, landscape buffers (exception may be granted by the Director of Planning or his designee for location of trails only), or built improvements such as pools or pool houses.

Water Access

Blueways are an important recreational goal for James City County. Whenever a development site or parcel has frontage on a river or creek capable of floating a canoe or larger craft year round, then the recreational space offered should provide community access to that water with parking where practical as determined by the Director of the Environmental Division.

Playgrounds

Playgrounds should include a minimum of 2,500 SF including the fall zone and safety space as required by all applicable local, state, and national regulations and codes. Possible activities include swings, slides, climbing nets, climbers (rock, balance step, etc.), overhead events (monkey bars, rings, zip, etc.), suspension bridges, ramps, and others. Activities to be age appropriate for the neighborhood population.

Sport Courts and Pools

Sport courts should be tennis, basketball, or paved multi-purpose courts with court markings painted in compliance with the Virginia High School League dimensions or other appropriate and professionally recognized standards or guidelines as well as the goals or other court equipment necessary for play. Pools should be a minimum length of 25 meters, or an alternative design appropriate for the neighborhood population as approved by the Director of Planning or his designee.

Multi-Use Fields

Multi-use fields with dimensions compatible with middle school soccer should be grass, and they would include a backstop for softball/baseball use, goals for soccer, lacrosse to facilitate use by the widest range of sport players. Refer to Virginia High School League design standards for technical information on size, details, equipment such as goals, and orientation. Fields are to be maintained by the developer or HOA in safe playable condition with grass cover for safe play and for resistance to erosion. Any fencing, goals, or other equipment shall also be kept in safe playable condition.

Trails

Trails will be considered to meet the recommended guidelines where:

- 1) The trail is a planned route or provides connections with a planned route in the 2002 JCC Greenway Master Plan, or
- 2) Connectivity to existing trails, sidewalk systems, or adjacent neighborhoods is made with a length of new hard surface trail or internally looped hard-surface trail not less than 0.3 miles which is located outside of sensitive environmental areas, as determined by the Director of Engineering & Resource Protection.

Greenway Master Plan Trails:

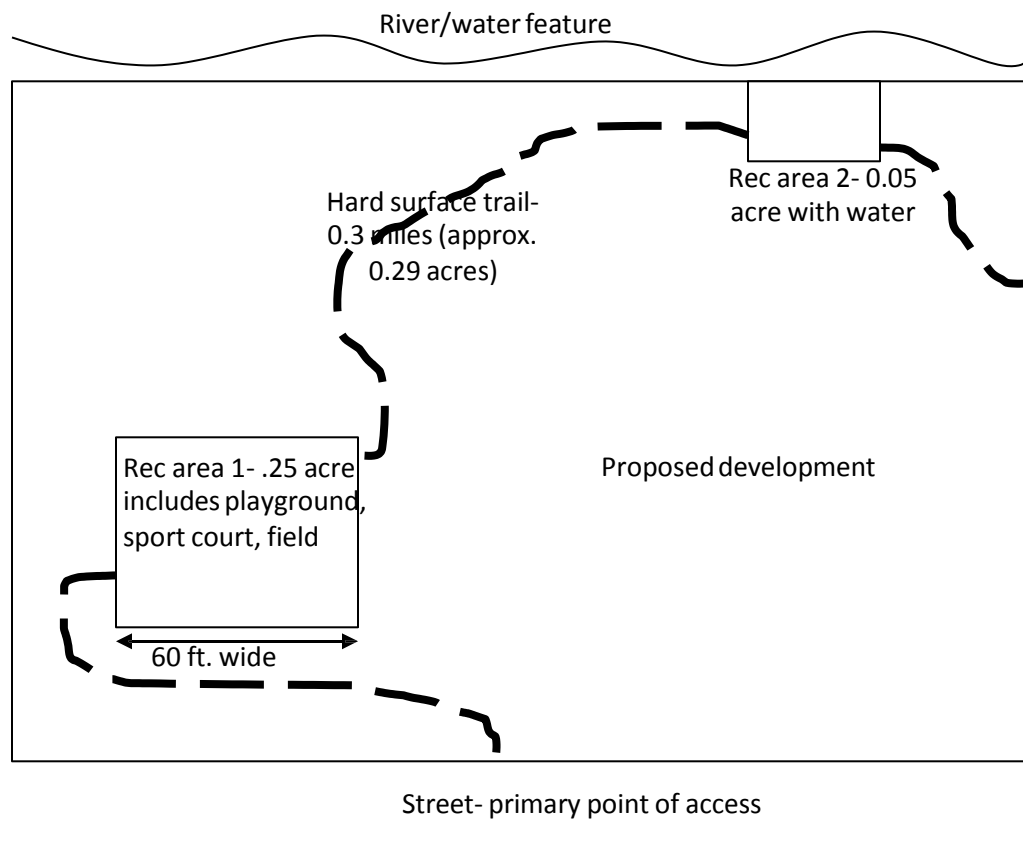
Provision of trails that complete or connect to trails included in the Greenway Master Plan shall be the priority. Primary trails with the potential to connect to schools and/or parks in the 2002 JCC Greenway Master Plan are to be 10 feet wide and paved. Easements for trails should be a minimum of 20 feet wide to allow for designing alignments with minimal environmental impacts, optimal slopes for accessibility, and vegetated shoulders. Trails should be located outside the RPA and RPA buffers wherever possible or use perpendicular crossings when necessary. Any trails within the RPA should have a minimum 20 foot easement outside delineated wetlands, wherever possible, to allow for the

greater environmental restrictions in the design and final alignment is subject to approval by the Director of Engineering & Resource Protection. Refer to 2002 Greenway Master Plan for surface standards consistent with the level of traffic and modes of travel. Trail easements shall be clearly labeled on plans stating width and indicated with dashed lines at the limits of easement. Trail easements are to be dedicated and recorded to James City County.

Private Trails:

Biking or multi-use trails within a development are to be asphalt (preferred) or concrete of a minimum of 8 feet width or wider. Mulch trails are not acceptable due to short maintenance life cycle and erosion risk. Trails that are internal to a neighborhood or subdivision are to be maintained by the developer or HOA. Trails to be constructed shall be clearly labeled on the master plan and development plans with a cross section of the construction specifications (including surface material) and indicated with solid lines at edges. Trails should be located outside the RPA and RPA buffers wherever possible or use perpendicular crossings when necessary. Final alignment and design is subject to the approval of the Director of Engineering & Resource Protection.

Exhibit 1: Example arrangement to meet Guidelines



Appendix: Methodology for determining household size for the purposes of the James City County Recreational Facility Development Guidelines⁸⁰

1. Determining the number of certain types of housing units:

H30. UNITS IN STRUCTURE [11] - Universe: Housing units
Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data

NOTE: Data based on a sample except in P3, P4, H3, and H4. For information on confidentiality protection, sampling error, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf3.htm>.

	James City County, Virginia
Total:	20,772
1, detached	13,899
1, attached	2,536
2	238
3 or 4	520
5 to 9	784
10 to 19	694
20 to 49	166
50 or more	512
Mobile home	1,413
Boat, RV, van, etc.	10

U.S. Census Bureau
Census 2000

- **15,322 single family detached housing units** (includes 1, detached, mobile home, and boat, RV, van, etc... categories⁸¹)
- **5,450 single family attached/multifamily units.**

2. Determining the number of people in each type of housing unit:

H33. TOTAL POPULATION IN OCCUPIED HOUSING UNITS BY TENURE BY UNITS IN STRUCTURE [23] - Universe: Population in occupied housing units
Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data

NOTE: Data based on a sample except in P3, P4, H3, and H4. For information on confidentiality protection, sampling error, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf3.htm>.

	James City County, Virginia
Total population in occupied housing units:	46,857
Owner occupied:	38,201
1, detached	32,899
1, attached	2,384
2	100
3 or 4	111

⁸⁰ All data taken from the 2000 Decennial Census, American FactFinder, Summary File 3 (SF 3)- Sample Data http://factfinder.census.gov/home/saff/main.html?_lang=en

⁸¹ Unit types were assigned to categories based on James City County Real Estate Assessment classifications.

	James City County, Virginia
5 to 9	87
10 to 19	107
20 to 49	16
50 or more	37
Mobile home	2,460
Boat, RV, van, etc.	0
Renter occupied:	8,656
1, detached	2,637
1, attached	1,020
2	300
3 or 4	752
5 to 9	1,240
10 to 19	1,236
20 to 49	303
50 or more	590
Mobile home	543
Boat, RV, van, etc.	35

U.S. Census Bureau
Census 2000

Total population in housing units...

- Single family detached (includes 1, detached, mobile home, and boat, RV, van, etc categories): 35,359 owners in SFD + 3,215 renters in SFD = **38,574 people**
- Single family attached/multi-family (includes all other categories): 2,842 owners in SFA/MF + 5,441 renters in SFA/MF = **8,283 people**

3. Adjusting the numbers based on revision of overall population data provided in the 2000 Census...

- James City County challenged the overall population figure provided by the Census and had it changed from 46,857 to 48,102 people, but the breakdowns of the data do not reflect the change.
- Based on percentages, 76.28% of County residents live in single family detached homes, so:

48,102 (revised Census population) – 46,857 (original Census population) = 1,245 people

1,245 x 0.7628 = 949.68 (so 950 additional residents live in single family detached for a total of **39,524 people**)

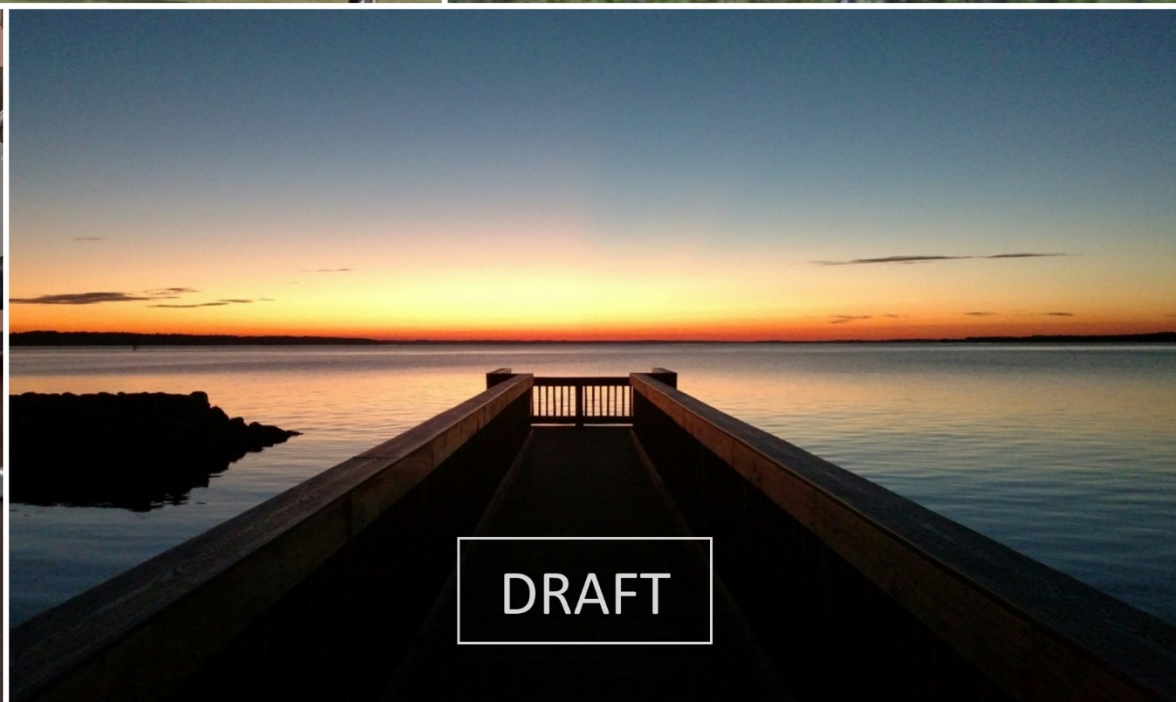
1,245 – 950 = 295 additional residents live in single family attached/multi-family for a total of **8,578 people**

Average SFD household size = 39,524 (# people in SFD) / 15,322 (# SFD) = **2.58** people/unit

Average SFA/MF household size = 8,283 (# people in SFA/MF) / 5,450 (# SFA/MF) = **1.52** people/unit



JAMES CITY COUNTY PARKS & RECREATION MASTER PLAN UPDATE 2017



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JAMES CITY COUNTY
PARKS & RECREATION DEPARTMENT

MASTER PLAN UPDATE 2017

Adopted by the Board of Supervisors on _____

Cover photos, clockwise from top right: wheelchair basketball with MAPVA Rimriders Basketball at the James City County Recreation Center, the sky at Freedom Park, sunset at Jamestown Beach Event Park, the fitness area at the James City County Recreation Center, All Star Football Camp at Sanford B. Wanner Stadium, camping at Chickahominy Riverfront Park

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JAMES CITY COUNTY PARKS & RECREATION DEPARTMENT

John H. Carnifax Jr., CPRE, Director

MASTER PLAN UPDATE 2017

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Thank you to the many members of the public who attended our public meetings and focus groups, completed the survey and contacted Parks & Recreation to provide input on the Master Plan Update.

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EXECUTIVE SUMMARY

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Mission Statement and Vision

The James City County Parks & Recreation Department is a proud member of the National Recreation and Park Association, whose three pillars are conservation, health and wellness, and social equity.

Mission Statement

We work in partnership with citizens to ensure responsive programs, facilities and open space which promote personal growth, social development and healthy lifestyles.

Our Vision

James City County Parks & Recreation strives to be recognized and viewed by the citizens of the County as providing high quality parks, trails, recreation facilities and programs that are safe, clean, accessible and affordable to people of all ages.

Through this effort the Department will create a sense of community and place that connects citizens to a variety of recreation experiences while supporting economic development, health and wellness in a financially sustainable system.

Government and Planning

James City County is a community of 73,000 located in southeastern Virginia, midway between the cities of Richmond and Norfolk. As home to the first permanent English settlement in the United States, James City County is a popular tourist destination featuring many important historic sites. James City County's prime location on the Lower Peninsula fronts the James, York and Chickahominy Rivers; fishing, boating and other water sports are popular pastimes for residents and visitors alike.

A five-member elected Board of Supervisors (BOS) governs James City County, setting policies, passing laws and appropriating funds for County operations. The BOS appoints a County Administrator, who leads the County government and develops the annual budget. Parks & Recreation is one of twelve County departments.

Planning in James City County is governed by a comprehensive plan that is reviewed and updated every five years. James City County's current Comprehensive Plan, "Toward 2035: Leading the Way," was adopted on June 23, 2015 by the BOS. The Parks & Recreation Master Plan complements the Comprehensive Plan, directing the activities of the Parks & Recreation Department. The previous update to the Parks & Recreation Master Plan was adopted in 2009.

In conjunction with its goal of becoming nationally accredited, in August 2016 the Parks & Recreation Department began the process of updating its master plan. In-depth research and extensive community participation in the master plan update are necessary to ensure that the needs and opinions of a diverse constituency are considered. In keeping with the Commission for Accreditation of Parks and Recreation Agencies' guidelines, major tasks undertaken to update the master plan include:

- Research local demographics
- Update the parks and facilities inventory and review level of service standards
- Conduct a program assessment and update the inventory of local program providers
- Research recreation and leisure trends
- Conduct a needs assessment, including a survey and public meetings
- State the Department's goals and objectives
- Review funding and implementation methods

Demographics

The Historic Triangle, comprised of James City County and adjacent York County and Williamsburg City, is home to the most highly-educated adults within a 100-mile radius (see Figure 7, page 28). Among people age 25 or older, 48.6% of the residents of Williamsburg City have a bachelor's degree or higher; James City County is close behind with 46.1%. York County ranks third among the 43 counties and independent cities in the region at 42%. The national average is 29.3%.¹

Given James City County's high level of educational attainment, it is not surprising that residents' median household income, \$76,706 in 2014, far exceeds the national median of \$53,482. James City County's per capita income of \$39,906 ranks first in the region. However, 8.5% of James City County's residents live in poverty; the national average is 15.6%.

Complicating the issue of poverty is the high price of homes in the Historic Triangle. James City County, York County and Williamsburg City have the highest median house values in the region (see Figure 10, page 30). James City County's median house value of \$320,000 is 82% higher than the national median of \$175,700. Median rents in the Historic Triangle are in the top quartile in the region.

The first U.S. Census in 1790 recorded James City County's population as 4,070. Over the next 150 years, the County's population fluctuated, clocking in at 5,643 in 1890 and 4,907 in 1940. Explosive

¹ Statistics on educational attainment, median household income, per capita income, poverty, median house value, median rent and median age are from U.S. Census Bureau, *American FactFinder*, <http://www.factfinder.census.gov>.

growth began in 1950, with James City County's population reaching 22,763 in 1980 and more than doubling to 48,096 in 2000. The most recent estimate, for 2015, is 73,147.²

The Weldon Cooper Center for Public Service at the University of Virginia projects that between 2015 and 2040 the population of the United States will grow 19%. Virginia is expected to grow 22% over the same 25 years. James City County is forecast to grow 86.5%, third-fastest in Virginia. York County and Williamsburg City are not projected to grow nearly as fast (see Figure 11, page 31).

James City County's residents are mature. The median age in James City County is 45.2, much higher than the national median of 37.4 and in the top quartile for the region. A large and growing proportion of James City County's citizens are retired. In 2015 24% of James City County's population was age 65 and older, compared to 15% nationwide. The Weldon Cooper Center projects that in 2030, 20% of the United States population will be 65 and older; 33% of James City County's residents are forecast to be 65 and older in 2030. The infographic on pages 34 and 35 illustrates the expected shift in age composition as James City County's population grows from 73,147 in 2015 to 109,030 in 2030. Much of the increase in the senior population is due to migration of retirees from other regions to James City County.

Researchers at UCLA Medical Center and the University of Pittsburgh have determined that "virtually any type of aerobic physical activity can improve brain structure and reduce Alzheimer's risk." The 30-year study of over 850 people found that "increasing physical activity was correlated with larger brain volumes in the frontal, temporal, and parietal lobes including the hippocampus. Individuals experiencing this brain benefit from increasing their physical activity experienced a 50% reduction in their risk of Alzheimer's dementia."

Source: Cyrus A. Raji, "Longitudinal Relationships between...", Journal of Alzheimer's Disease, March 11, 2016.

Level of Service Standards

Level of service (LOS) standards are guidelines that define park and facility service areas, usually in terms of travel time or number of facilities per 1,000 residents. Custom LOS standards were developed for James City County Parks & Recreation during the 2009 Master Plan Update, based on National Recreation and Park Association (NRPA) guidelines, regional recreation participation rates, and a consultant's expertise. Application of the standards to James City County's 2007 park and facility inventory led to the conclusion that the County needed additional neighborhood parks, trails, playgrounds, athletic fields, basketball courts, picnic shelters, pools and splash pads.³

Chapter 4 of this document compares the 2009 LOS standards to an updated park and facility inventory for three different scenarios: County property only; James City County, Williamsburg City and WJCC Schools' property plus select nonprofit and private facilities; and recalculation of the second scenario with 2030 projected populations. Despite the construction of many new facilities in recent years, in all three scenarios James City County falls short of LOS standards for neighborhood parks, dog parks, paved

² Historical population counts are from *Population.us*, <http://population.us/county/va/james-city-county/>. Current estimates are from U.S. Census Bureau, *QuickFacts*, <http://www.census.gov/quickfacts/table/>. Population projections are from Weldon Cooper Center for Public Service, *Demographics Research Group*, <http://www.coopercenter.org/demographics>.

³ PROS Consulting LLC, *James City County Division of Parks and Recreation Master Plan Update*, (U.S.A., 2009) 38.

trails, playgrounds, diamond fields, basketball courts, skate parks, outdoor pools, splash pads, indoor pools (both leisure and competitive), gymnasiums and senior centers. Two of three scenarios also show a deficit for soft surface trails, picnic shelters, rectangular fields and tennis courts. Overall park acreage far exceeds LOS standards (see Figure 20, page 44).

The results of the LOS analysis reinforce needs expressed by County residents, but should not be viewed as a mandate to build. Deficits articulated by members of the public and perceived by Parks & Recreation staff (for example, difficulty in meeting local sports teams' demand for gymnasium space, athletic fields and indoor pool lanes) hold greater weight than LOS standards based primarily on national guidelines. Regional recreation preferences and age composition impact a jurisdiction's needs. Given James City County's rapidly expanding senior population, particular attention should be paid to amenities popular with older active adults, such as pickleball and aquatic exercise.

The location as well as the quantity of a jurisdiction's parks and facilities is very important. The equity maps on pages 47 to 60 illustrate the proximity of County residents' homes to amenities such as parks, trails, athletic fields and pools, with each facility's service area denoted by a circle whose radius is based

"Children living within a ½ mile of a park are more likely to have higher levels of physical activity... Even a 20-minute walk in nature can help children with attention deficit hyperactivity disorder (ADHD) concentrate better."

Source: National Environmental Education Foundation, "Children & Nature," <https://www.neefusa.org/resource/children-and-nature-infographic>.

on NRPA guidelines. Most amenities have fairly good coverage of James City County's primary service area (PSA), the area within which public water and sewer are provided. Since development is not encouraged outside the PSA, it is unnecessary to provide recreation services there; some water-based facilities necessarily are located outside the PSA on the Chickahominy River.

The central portion of the northern part of James City County, which is within the PSA but quite undeveloped, falls outside the service radii for recreation amenities. Of greater concern, the southeastern tip of the County,

which includes a large low-income neighborhood, frequently has poor access to recreation facilities. The deficit grows more severe if residents of this area have transportation challenges that make standard NRPA service areas oversized. Figure 36 on page 62 depicts walking distances to parks.

Program Assessment

James City County Parks & Recreation offers over 3,500 programs annually, ranging from soccer camp to nutrition seminars. Program activity fees generate over \$1.2 million annually. Not all programs charge fees – many special events, neighborhood outreach programs and educational workshops are free.

During the 2009 Master Plan Update process, PROS Consulting recommended a reorganization of core program areas which Parks & Recreation subsequently adopted.⁴ New program areas have been added in response to County priorities and changes in the services offered by other community providers. The core program areas are: Aquatics, Club 55+, Health & Wellness, Inclusion/Therapeutic Recreation,

⁴ PROS Consulting LLC, 62.

Neighborhood Outreach, Outdoor, Special Events, Special Interest, Sports & Athletics, Teens, Volunteer Services and Youth. Figure 37 on page 66 details the twelve core program areas' goals and objectives.

Each program area maintains detailed statistics on participation. An important performance measure is the "make rate," defined as the percent of programs offered which actually took place and were not canceled. In FY2016 Parks & Recreation offered 3,504 programs and conducted 3,318, an overall make rate of 95%. The three core areas with the lowest make rates (Outdoors, Sports & Athletics and Special Events) were those most impacted by weather conditions and ranged from 81% to 87%.

Program statistics and customer feedback guide staff's decisions on program offerings. Each class and camp concludes with a request for participants (or participants' parents) to fill out a survey on the program, and patrons have the opportunity to fill out comment cards anytime. A broad Customer Satisfaction Survey is conducted every two years.

The Parks & Recreation Department views its role as filling the gaps where programs and services are needed by the community but not offered by private businesses or non-profit groups. In the spirit of avoiding duplication of programs and services, the Department works in partnership with many groups and has formal agreements with 35 organizations (see Figure 38, page 68). In the area of youth sports, Parks & Recreation has transitioned from direct service provider to service facilitator, providing low-cost facilities and oversight of background checks for affiliate groups' coaches and volunteers. The Department also coordinates informally with the City of Williamsburg's Parks & Recreation Department to avoid repetitive programming. The County and City extend resident rates for parks and recreation programs and facilities to each other's citizens, and co-sponsor an annual Easter egg hunt.



Recreation and Leisure Trends

Americans do not get enough exercise. Only 31% of the U.S. population is active to a healthy level, and 28% of Americans do not exercise at all.⁵ 39% of the senior population is inactive.⁶ Adults watch TV for over 2.5 hours per day; men spend about 24 minutes a day participating in sports, exercise or recreation while women average only 12 minutes daily.⁷

The most popular sports and recreational activities for adults nationwide are fitness walking, treadmill use and running or jogging. Golf and basketball are also very popular.⁸ In the southeast, kayaking, canoeing, stand up paddle boarding and rafting have high participation rates.⁹ The 2013 *Virginia*

⁵ Physical Activity Council, *2016 Participation Report* (U.S.A., 2016), 6.

⁶ Sports Marketing Surveys, *Physical Activity Council 2016 Participation Report* (U.S.A., 2016), 12.

⁷ U.S. Bureau of Labor Statistics, *American Time Use Survey*, <http://www.bls.gov/tus/>.

⁸ Sports and Fitness Industry Association, *2016 Study of Sports, Fitness and Leisure Activities Topline Participation Report* (U.S.A., 2016).

⁹ Outdoor Foundation, *Outdoor Recreation Participation Topline Report 2016* (U.S.A., 2016).

“In the United States, most people do not get enough physical activity. The Centers for Disease Control and Prevention (CDC) recommends that children have at least 60 minutes of physical activity per day. Yet, more than 80 percent of adolescents in the United States do not achieve this minimum, and more than 25 percent of adults report no leisure-time physical activity... Physical inactivity and obesity are independent risk factors for many of the same diseases, including cancer, diabetes, heart disease, stroke, joint and bone disease, depression.”

Source: Centers for Disease Control and Prevention, www.cdc.gov/healthyplaces/parks_trails.

Outdoors Plan found that both statewide and in the Hampton Roads region, residents’ top outdoor recreation priorities are trails and public access to state waters.¹⁰

Locally, the James City County Parks & Recreation Department has experienced rapid growth in participation over the past decade. In FY2006, participation (program participants, park visits and recreation center visits) totaled 1.91 million. In FY2016, participation totaled 3.46 million, an increase of 82%. Population grew only 25% during the same time period, indicating growth in per capita use of park and recreation facilities and programs.

In recent years, parks have experienced faster growth in participation than programs or recreation centers. Two trends contributing to greater use of parks are sports tourism and biking. Sports Williamsburg, a branch of the Greater Williamsburg Chamber and Tourism Alliance, promotes the Greater Williamsburg area as a host site for sports tournaments, triathlons and other events. The athletic fields and stadium at the Warhill Sports Complex are

a favored site for visiting sports teams. The Warhill Sports Complex’s annual attendance in FY2016 was 1.17 million, more than twice as much as any other County park (see Figure 41, page 77). The economic impact in 2014 from Sports Williamsburg events is estimated at \$8.2 million in direct spending, plus \$878,000 in tax revenue.¹¹

Seven and a half miles of the recently-completed 52-mile Virginia Capital Trail (VCT) are located in James City County. The VCT connects Virginia’s past and present capitals of Jamestown and Richmond; the majority of users are bicyclists but the trail is also used for walking, jogging and roller skating. Trail counters logged over 550,000 users during the VCT’s first year of operation.¹² Staff at Chickahominy Riverfront Park have observed an increase in the rental of campsites by bicyclists since the VCT was finished; the James City County Marina and Chickahominy Riverfront Park now offer overnight parking passes to people who wish to bike to Richmond and return to James City County the following day. Two partner groups, Williamsburg Area Bicyclists and the Eastern Virginia Mountain Bike Association, actively promote bicycling in the Historic Triangle.

¹⁰ Virginia Department of Conservation and Recreation, *2013 Virginia Outdoors Plan*, <http://www.dcr.virginia.gov/recreational-planning/document/vopall.pdf>.

¹¹ Sportsimpacts, “Assessing Annual and Event-Specific Economic and Tax Impacts Associated With Sports Tournaments Contested in Greater Williamsburg” (July 2015), 31.

¹² Beth Weisbrod, “Virginia Capital Trail Celebrates a Great First Year,” *Richmond Times-Dispatch* (August 20, 2016), http://www.richmond.com/opinion/their-opinion/guest-columnists/article_6d2c388f-ee8d-5120-ba51-698704d6655a.html.

Community Input

The Parks & Recreation Department values input from the community and frequently asks patrons for their ideas and opinions. As part of the Master Plan update process, Parks & Recreation supplemented its usual schedule of surveys and meetings with a ten-page Master Plan Survey and a series of public meetings to discuss the Master Plan update. The Department sought, through advertisements, social media and posters, to acquire input from nonparticipants as well as current patrons.

Surveys

Between October 21 and December 4, 2016, 572 Master Plan surveys were completed. The graphs on pages 94 – 101 depict the results of each question. To summarize the Department's findings:

- 78% of survey respondents reside in James City County. 9% live in Williamsburg City, which receives resident rates on Parks & Recreation programs and activities.
- James City County has five voting districts, each containing 19-21.4% of the County's population. The Roberts and Stonehouse voting districts are under-represented, comprising only 9% and 14% respectively of completed surveys.
- Participants say email is the most effective method for staying informed of Parks & Recreation activities. Respondents consider JCC TV48 and telephone hotline least effective. Within the Roberts precinct, which includes a large lower-income neighborhood, email remains the most effective method but direct mail is a close second, scoring much higher in Roberts than in the overall population. Local newspapers and flyers coming home from school also score higher in Roberts than in the survey as a whole.
- Survey respondents' top recreation interests are Outdoors and Health/Wellness/Fitness. Special Events, Sports/Athletics and Special Interest also rate highly. Equestrian Programs has the least interest. Historical Programs, which is not a core program area and currently has very limited offerings, scores surprisingly well. The most frequently mentioned activities listed in response to the question "What other recreation programs would you like Parks & Recreation to offer?" are ***lawn bowling, camping, rowing and trails***.
- Participants say the facilities they use most are the James City County Recreation Center, Freedom Park, Chickahominy Riverfront Park, Veterans Park, Jamestown Beach Event Park and the Warhill Sports Complex. Forest Glen Playground is least popular, with 95% of respondents stating they never use it. The facility most often listed in response to the question "What other recreation facilities do you think Parks & Recreation should offer?" is ***camping***, followed by ***trails, splash pad, rowing, lawn bowling, pools, dog park and pickleball***. Requests for group



campsites for primitive camping arose primarily from Boy Scouts, who also attended several community meetings.

- The top reasons cited by survey respondents for not participating in Parks & Recreation activities are ***“I do not have the time”*** and ***“Unaware of your programs and facilities.”*** Very few participants selected problems such as “Poor customer service” or “Lack of maintenance/cleanliness” as reasons for not participating.
- Over 99.6% of participants agree that “Well-maintained parks add to the quality of life in the community.” Over 95% agree that “Department staff is courteous and helpful,” “Park buildings and facilities I visit are clean and well-maintained” and “I feel safe in the parks.”
- Although 73% of respondents agree that “I am aware of the recreation programs and activities the department offers,” only 37% of respondents agree that “I am aware of volunteer opportunities.”
- Participants are very supportive of “Regional cooperation between localities,” “County government partnering with private sector to develop facilities,” “Use of public funds to buy more land for parks,” and “Use of public funds to provide access to the James and Chickahominy Rivers.”
- With regard to spending focus, survey respondents are most interested in “Improve existing facilities” and least interested in “Acquire new park land.”
- Participants would most prefer public recreation facilities and programs to be funded with Grants, followed by Endowments, Private Sponsorship, Combination of User Fees and Tax Support, General Fund, and Bonds. User Fees are the least favored method.
- The survey concluded with “Additional comments are welcome.” Topics receiving the most requests were: ***camping, rowing, lawn bowling, trails*** and ***splash pad***. Many respondents commented favorably on the James City County Recreation Center and its staff.
- A Parks & Recreation employee telephoned or emailed 63 survey participants who requested that staff contact them to discuss the survey. Several participants subsequently submitted additional comments; ***building a lawn bowling green*** and ***more trails*** were the most frequently-mentioned requests. A local lawn bowling club formerly played on a green in Colonial Williamsburg, but the green was eliminated during the recent redesign of the adjoining golf course.

The Parks & Recreation Department conducts a Customer Satisfaction Survey every two years. 196 patrons completed the survey in 2016. Respondents rated a variety of programs and facilities on a four-point scale, where 4=Excellent, 3=Good, 2=Fair and 1=Poor. Overall Satisfaction, Overall Customer Service, and most programs and facilities averaged above 3. Teen Programs scored 2.81 and the Abram Frink Jr. Community Center scored 2.72. The facility with the most write-in complaints was the indoor pool at the James City County Recreation Center, which numerous customers described as too crowded.

In 2014, as part of James City County's Comprehensive Plan update, the Virginia Tech Center for Survey Research conducted the James City County Citizens Survey, completing 606 telephone interviews. 83% of Citizens Survey respondents rated "parks and recreation facilities, programs and services" as excellent or good. 81% viewed "bike and walking trails" as very important or somewhat important, and 74% considered "public access to waterways" very important or somewhat important.

Public Meetings

In November 2016, the Parks & Recreation Department held a series of public meetings to obtain citizen input on the Master Plan update. Attendees discussed what Parks & Recreation does well, what needs improvement, and ranked their priorities for programs and parks/facilities as follows:

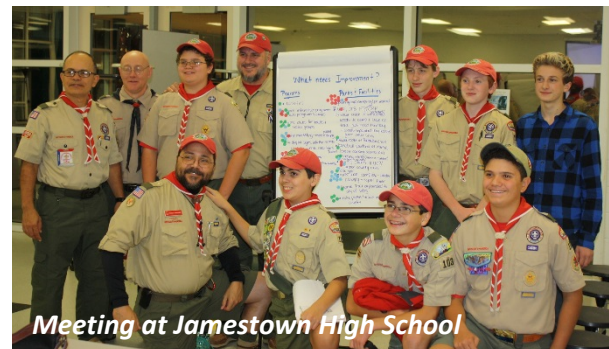
PROGRAMS:

- Teen programs (26)
- Decentralized programs – expand throughout the County (17)
- More interactive programs (such as arts programs/camps) (16)
- More partnerships/tournaments at Warhill Sports Complex (16)
- More marketing (14)
- Partnership – per head fees (14)
- Scout merit badge program (13)
- Senior programs (12)



PARKS AND FACILITIES:

- Primitive camping area (126)
- More gym space (22)
- Rock wall complex (16)
- Community center in Upper County (16)
- Adventure sports facilities (ATV, skate park, motocross) (15)
- Splash pad at Kidsburg (15)
- Indoor track (12)



Community Conversations

Several informal meetings were conducted to ascertain the views of lower-income residents and persons with disabilities, who appeared to be underrepresented in the Master Plan survey. Priorities identified by these groups include:

PROGRAMS:

- More program offerings (Tai Chi, tennis, puppet shows, swim lessons, social opportunities, tours, trips)
- Youth activities
- Address programming needs for Spanish population
- Provide transportation
- Increase involvement with community garden

- Increase marketing efforts (signs along the road, Grove Outreach Center, posters)
- Continue/expand the Day Support Program at AFCC (continuing education, life skills and vocational training for people with disabilities)
- Summer programs for children – trips, fun activities
- Movies for youth and adults
- Adult education – job training, job search, avoiding scams, computers
- Open forums to make the community feel they're being heard
- Grant-in-Aid program

PARKS AND FACILITIES:

- Change/expand the operating hours at AFCC to fit the needs of working people; open on weekends
- Build a full-service kitchen at AFCC for shared use by the Day Support Program and community
- Expand laundry facilities at AFCC for on-site jobs and job training for people with disabilities
- Replace fields at AFCC with a skate park
- Build a pool at AFCC
- Bigger community use space, rooms that hold 100+
- Winterized shelter in the neighborhood for community use
- Youth Center
- Free Little Library (bring a book/take a book library)

Needs Assessment

The Parks & Recreation Department's needs assessment is guided by community input, recreation and leisure trends analysis, demographics analysis and Level of Service (LOS) standards.

Trails and water access are the two recreational amenities most frequently requested by residents of James City County over the past decade. To help meet citizens' needs, Parks & Recreation recently renovated Jamestown Beach Event Park, opened the Powhatan Creek Trail and built a new multiuse trail at Freedom Park. Attendance at County parks has dramatically increased, growing from 2.2 million in FY2013 to 2.8 million in FY2016. LOS analysis indicates that trail miles are still lacking, and participants in the Master Plan survey and public meetings cited the need for more trails. In addition to expanding publicly funded trails and water access, it is important that private developers undertaking new projects construct trails and ensure water access as directed by the County's Development Guidelines (see Appendix F). Other amenities frequently requested during the Master Plan Update process include:

- Primitive camping area(s)
- Lawn bowling green
- Improved rowing facilities
- Splash pad (already in progress at Chickahominy Riverfront Park; other suggested locations are Veterans Park and the Abram Frink Jr. Community Center Park)
- More/larger indoor pools
- Dog park
- More teen programs
- More gymnasium space
- More operating hours and amenities at the Abram Frink Jr. Community Center (AFCC)

Although few residents specified senior programs as a top priority, population projections indicate that James City County's senior population will more than double from 2015 to 2030; it would therefore be wise to begin planning now for the future expansion of activities popular with seniors such as pickleball, aquatic exercise and Tai Chi.



County parks have individual master plans which set forth the approved uses for each park. Some facilities requested by the public during the Master Plan Update, such as primitive camping, do not currently appear on any County park's master plan. Parks & Recreation anticipates updating all park master plans in the near future; each update will incorporate community input and undergo an approval process

culminating in adoption by James City County's Board of Supervisors (BOS). The Department intends to begin the update process with Jamestown Beach Event Park, Abram Frink Jr. Community Center & Park, Chickahominy Riverfront Park, James City County Marina and Upper County Park. An update to the Warhill Sports Complex master plan was adopted by the BOS in December 2016; the Veterans Park (formerly Mid County Park) master plan was updated in 2011.

Goals and Objectives

James City County's Comprehensive Plan and Strategic Plan establish the Parks & Recreation Department's goals and objectives. The Comprehensive Plan sets forth an overall departmental goal and eleven supplemental goals, each of which has one or more objectives. Parks & Recreation's goals follow; detailed objectives appear in Chapter 9.

PR – Provide a range of recreational facilities and activities that are affordable, accessible, appropriate, and adequate in number, size, type and location to accommodate the needs of all County residents and that promote personal growth, social development and healthy lifestyles.

PR 1 – Match public facilities and programs with citizen needs for recreation and open space.

PR 2 – Continue to develop an integrated network of linear parks, trails, bikeways, sidewalks and greenways with connections to a regional greenway system that allow foot or bike access to destinations and that preserve the diverse natural, cultural, scenic and environmental resources of the community that contribute to recreation activities.

PR 3 – Research and pursue alternative methods for funding park development and recreation programs that create a positive cash flow to offset expenditures, including private sector partnerships, establishment of a park foundation, citizen volunteers, grants and revenue producing facilities.

PR 4 – Continue to provide access to major water bodies for expansion of water recreation opportunities.

PR 5 – Collaborate with developers of all new developments to provide neighborhood park facilities, sidewalks, bikeways and trails as outlined in the Parks and Recreation, Greenway, and Sidewalk master plans and to permanently protect open space and natural resources.

PR 6 – Incorporate the particular needs of the County’s diverse population, including but not limited to teens, at-risk youth, seniors and persons with disabilities when planning for recreational facilities, programs and greenways.

PR 7 – Address issues of affordability and accessibility in planning recreation programs.

PR 8 – Support programs that promote healthy lifestyles, such as fitness, aerobics and wellness education, and that emphasize conservation and environmental awareness.

PR 9 – Continue to promote awareness of the recreational opportunities available to County residents and visitors.

PR 10 – Sponsor educational opportunities that emphasize the connections between parks and recreation and environmental and historical preservation.

PR 11 – Design, construct and operate facilities in a sustainable manner.

Funding and Implementation

James City County Parks & Recreation strives to spend taxpayer dollars wisely and to generate revenue through user fees, advertising and sponsorship. The Department also pursues grants, welcomes partnerships and manages a large volunteer program.

Capital Improvement Program

James City County’s Capital Improvement Program (CIP) funds physical assets that have a useful life of at least ten years and cost \$50,000 or more. Capital improvements typically consist of land, facilities or equipment. James City County presents a 5-year CIP annually, but only the first year is the Capital Budget – the remaining four years are for planning purposes only. New projects may be added or existing projects deleted in the next annual review. Each year the Director of Parks & Recreation



submits CIP requests, which must be reviewed by the County Administrator and approved by the BOS. The FY2017-2021 Capital Improvement Program for Parks & Recreation (see Figure 53, page 118) totals \$4.4 million, of which \$3.1 million is for replacement of the synthetic turf at the Warhill Sports Complex.

Significant improvements can be difficult to fund through the annual Capital Budget. In 1995 and 2005, bond referenda were passed to allocate funds for major Parks & Recreation projects. An additional bond referendum planned for 2015 was not pursued due to the economic climate. As the economy continues to recover from the 2008 recession, it may be time to consider a bond issue in order to ensure that Parks & Recreation can keep pace with

population growth and continue to provide the level of quality programs and facilities that James City County residents expect.

General Fund

The General Fund is James City County's general operating fund, accounting for all financial resources except special revenue funds, capital projects and debt service. The primary source of the General Fund is property taxes. Over half of the General Fund is spent on schools; approximately \$0.03 of every dollar is spent on parks and recreation. However, Parks & Recreation generates income through program fees, rentals and admission/use fees. This revenue is returned to the General Fund and constitutes approximately \$0.02 of each dollar the County receives (see Figure 55, page 120). The ratio between the income that Parks & Recreation produces and its operating expenditures is called the recovery rate; a higher recovery rate indicates more revenue generation and less reliance on taxpayer dollars. In FY2016 Parks & Recreation's operating expenditures totaled \$5.5 million; non-tax revenue totaled \$3.6 million for a recovery rate of 65%, even higher than the Department's usual 50 – 60%. According to the National Recreation and Park Association (NRPA), "the typical agency recovers 29.0% of its operating expenditures from non-tax revenues."¹³ In 2012 the Department was recognized with the NRPA's prestigious Gold Medal Award for excellence in recreation and park management.



User Fees

While many of Parks & Recreation's programs and facilities are free, others have user fees or rental fees. Determination of fees depends on the balance of public good vs. private benefit – parks, for example, are deemed a public good and are free for all to visit. Storing one's RV or boat at the park is a private benefit and thus requires payment of a fee. In accordance with the Department's Fees and Charges Policy, Parks & Recreation's "goal is to set fees within the market range and adjust as needed to meet the overall financial needs of the Department and the County. In general the Department tries to maintain a minimum of a 50% recovery rate for the total Parks & Recreation annual operating budget. Generally, programs and instructional classes recover 100% of their direct operating costs and special events, parks and facilities recover between 0% - 50%."¹⁴

Most Parks & Recreation fees have a resident rate for residents of James City County and Williamsburg City and a slightly higher nonresident rate for all other patrons. The higher nonresident fee helps "to offset the additional impact to the parks system and facilities and to provide fee equality to taxpaying residents."¹⁵ In order to help all residents of James City County and Williamsburg City enjoy the many benefits of participating in Parks & Recreation programs and activities, the Department offers a Discount Assistance Program to qualifying residents. Discount rates depend on the applicant's household size and gross household income.

¹³ National Recreation and Park Association, "2016 NRPA Field Report," (U.S.A., 2016), 15.

¹⁴ James City County, "Administrative Regulation PR-1, Fees and Charges Policy," (U.S.A., 2016), 1.

¹⁵ James City County, "Administrative," 1.

Alternate Funding Methods

In an effort to reduce use of taxpayer funds, Parks & Recreation seeks grant funding for both programs and capital improvement projects. The Department has been quite successful in receiving grants from state and federal agencies, with awards totaling over \$950,000 between FY2011 and FY2015.

Parks & Recreation also enhances its revenue stream with sponsorships and advertising. The Department began selling banner space at Wanner Stadium in late 2010, and introduced advertising in its semiannual activity brochure in 2012. Sponsorship of dog waste stations and special events was added in 2014. Advertising and sponsorships totaled \$36,184 in FY2016.

The Parks & Recreation Department partners with numerous local businesses and organizations to offer programs and special events. Many of these groups are youth sports organizations, which pay a per-head fee to use the County's athletic fields and pool. The Williamsburg Indoor Sports Complex is a tenant at the Warhill Sports Complex and pays a monthly rent to Parks & Recreation; their lease was recently expanded to allow for the construction of an indoor pool that will help alleviate congestion at the James City County Recreation Center's pool. Go Ape USA is a tenant at Freedom Park, and pays the Department a percentage of its annual revenue.

Private developers enhance the County's inventory of recreational amenities by integrating parks, trails, playgrounds, sport courts, pools and athletic fields into new residential developments. The James City County Recreational Facility Development Guidelines (see Appendix F) detail how the size of a development and its anticipated resident population determine the appropriate level of recreation



facilities; provision of recreational amenities is part of the standard review process for proposed developments. A recent change in state law prompted James City County's Board of Supervisors to resolve to no longer accept proffers for new residential development effective July 1, 2016.

Parks & Recreation has a strong and growing volunteer program. Donation of time and talent by volunteers contributes enormously to Parks & Recreation's ability to offer activities and maintain parks. In FY2016 volunteers donated 16,370 hours of service directly to the Department. In addition, volunteers contributed 162,011 hours to Parks & Recreation's affiliate organizations.

Strategic Plan

The Parks & Recreation Strategic Plan guides implementation of the Parks & Recreation Master Plan. In accordance with the Commission for Accreditation of Park and Recreation Agencies' guidelines, the Strategic Plan states how the Department intends to achieve its mission, goals and objectives over the next three to five years. The Parks & Recreation Strategic Plan links to the County's Strategic Plan, and is reviewed annually in conjunction with the budget process and development of each unit's workplan.

DRAFT

JAMES CITY COUNTY PARKS & RECREATION DEPARTMENT



MASTER PLAN UPDATE 2017

James City County Parks and Recreation

Destination Recreation

Spring/Summer 2016 • March-September

jamescitycountyva.gov/recreation

Celebrating 35 Years!

Please Recycle in September

also inside

- Family Fun Fest
- Freedom Stories
- Movie Nights
- Summer Camps!

Story Inside.

In 2016 the Parks & Recreation Department celebrated 35 years of service.

Questions? Suggestions? Contact the Parks & Recreation Department at 757-259-4200 or parks.rec@jamescitycountyva.gov. Visit us online at jamescitycountyva.gov/recreation/.



1. INTRODUCTION

James City County is located in southeastern Virginia on the Lower Peninsula. As home to the first permanent English settlement in the United States, James City County is a place of considerable historic importance. James City County, York County and Williamsburg City (see Figure 1) together constitute the Historic Triangle, a popular tourist destination.

Geography

James City County enjoys a prime location, with extensive frontage on the James River, York River and Chickahominy River. Fishing, boating and other water sports are popular pastimes for residents and visitors alike.

Interstate 64 provides convenient access to both Richmond and Norfolk, while Route 199 speeds travel within the Historic Triangle. Residents of James City County can opt to live in planned developments, low-rise apartments, retirement communities or rural neighborhoods with enough space for horses, yet be within an hour's drive from urban amenities including major museums, minor league sports teams and international airports.

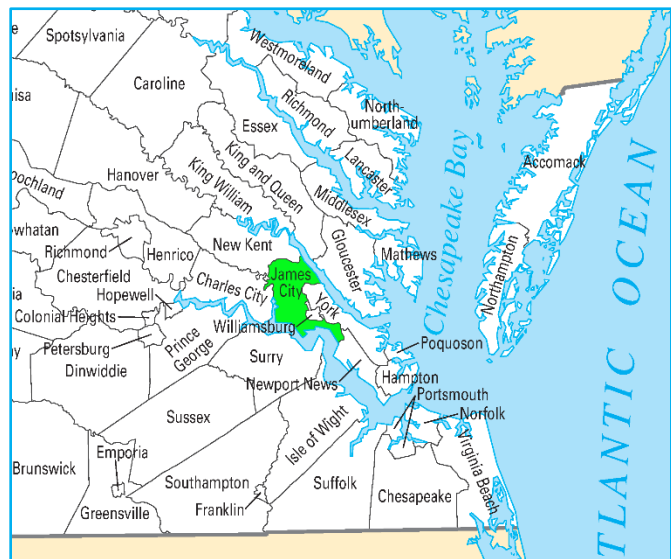


Figure 1 James City County

Source: *The National Atlas of the United States of America*, www.nationalmap.gov

Planning

Planning in James City County is governed by a comprehensive plan that is reviewed and updated every five years. The first Comprehensive Plan was adopted in 1975 and established the concept of the Primary Service Area, a growth management tool that guides the location of residential and commercial development by establishing the area within which public water and sewer will be provided.

James City County's current Comprehensive Plan, "Toward 2035: Leading the Way," was adopted on June 23, 2015 by the Board of Supervisors. "Toward 2035: Leading the Way" provides the long-range vision, goals and strategies that will guide James City County's growth and development over the next 20 years.

The Parks & Recreation Master Plan complements the Comprehensive Plan, directing the activities of the Parks & Recreation Department over a five to ten-year timespan. The Parks & Recreation

"Americans on average visit their local parks and recreation facilities approximately 29 times a year... Nine in ten Americans agree that parks and recreation are important services delivered by their local government."

Source: National Recreation and Park Association, Americans' Engagement with Parks Survey (2016), 1.

Department's first Master Plan was created in 1982, just one year after the James City County Recreation Office opened; its primary goal was to create three parks and a community center. The 1993 Master Plan Update guided continued land acquisition and construction of new parks and facilities. The most recent update to the Parks & Recreation Master Plan began in 2006 and was adopted in 2009.

This document reviews the Parks & Recreation Department's progress in implementing the 2009 Master Plan, summarizes the results of community input meetings and public surveys, assesses facility and programming needs, sets forth our goals and objectives for the next ten years and discusses funding strategies to create a sustainable system and maximize available tax and earned income resources.

Detailed strategies explaining how the Parks & Recreation Department will achieve its mission, goals and objectives are stated in our Strategic Plan, which is reviewed annually in accordance with the requirements of the Commission for Accreditation of Park and Recreation Agencies.

The Update Process

James City County prides itself on being a great place to live, work and play. Parks, trails and recreation facilities and programs are key components of a thriving community, enhancing livability, creating a sense of ownership and belonging, and providing opportunities for improved health and wellness through active living.

The Parks & Recreation Department seeks to provide a balanced mix of recreation programs, facilities, parks and trails equitably distributed and targeted to meet the present and future needs of James City County residents. The Master Plan update is a planning tool that builds on previous accomplishments, establishing priorities for the next five to ten years.

Updating the Master Plan requires in-depth research and extensive participation by the community to ensure that the needs and opinions of a diverse constituency are considered. Following is an outline of the topics examined and tasks undertaken to set the course for 2017 and beyond.

- Progress Implementing the 2009 Master Plan Update
 - Accomplishments
 - Current projects
- Demographics
- Community Inventory and Level of Service Standards
 - Park classifications
 - Inventory and service levels
 - Equity mapping
- Program Assessment
 - Core offerings
 - Partners and private providers
- Recreation and Leisure Trends Analysis
 - National, regional and local trends
 - Impact of trends given current and projected population
- Community Input
 - Surveys
 - Public meetings and focus groups
- Needs Assessment
 - Service gaps, current and projected, based on analysis and community input
 - Land, facility and service priorities
- Goals and Objectives
 - Agency mission and vision
 - Agency objectives
- Funding and Implementation
 - Capital Improvement Program (CIP)
 - General Fund
 - User fees, discount program
 - Grants, private developers, sponsorship, advertising
 - Volunteer program
 - Public/private partnerships
 - Strategic Plan

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2. IMPLEMENTATION OF THE 2009 MASTER PLAN UPDATE

The 1980s and 1990s were a time of rapid expansion for James City County Parks & Recreation. A pilot summer playground program in 1980 led to the creation of a Parks & Recreation Office in 1981. Master Plans adopted in 1982 and 1993 guided the construction of two recreation centers, a sports complex and numerous parks and trails. Land acquisition and new construction continued during the first decade of the 21st century; highlights included the purchase of a campground and a marina and the opening of Skate Park, Freedom Park, Legacy Hall and Sanford B. Wanner Stadium.

The 2009 Master Plan Update saw several shifts in focus from earlier master plans. Aging parks and recreation facilities' maintenance and renovation needs demanded an increased share of the budget. Rapid population growth and the need for more services and opportunities led to a redefinition of Parks & Recreation's role from direct service provider to program facilitator, via partnerships, contractual agreements and leases.

The economic challenges of 2008 highlighted the need for improved efficiency and alternative revenue sources. Thanks to a \$15 million bond referendum approved in 2005, James City County was able to complete many parks and recreation initiatives during years when other jurisdictions struggled to finance new construction. The 2008 recession resulted, however, in several years of staff reduction and deferred capital improvements.

Progress and Accomplishments

One of James City County Parks & Recreation's most notable recent achievements is winning the National Recreation and Park Association's Gold Medal Award in 2012. The Gold Medal Award recognizes excellence in recreation and park management and is awarded to only a few agencies each year. James City County Parks & Recreation was the first winner in Virginia in the 50,001-100,000 population category, and only the seventh department in Virginia to ever receive this prestigious award.

Other accomplishments since the 2009 Master Plan include:

- In partnership with the Eastern Virginia Mountain Bike Association, constructed mountain bike trails with over 20 technical features at Freedom Park (2009)
- Renovated Ironbound Park, adding a new picnic shelter and basketball court (2009)
- Shaping our Shores Master Plan adopted (2009)
- Reorganized core programming areas in accordance with PROS Consulting's recommendations, adding Outdoor, Special Events and Volunteer Services (2008/9)
- Completed the RV loop at Chickahominy Riverfront Park's campground (2010)
- Expanded the REC Connect before and after school and summer camp programs to include Williamsburg/James City County School District's ninth elementary school and third middle school (2010)
- Renovated the locker rooms at the James City County Recreation Center (2011)
- Opened a seven-field athletic complex at the Jolly Pond school site (2011)
- Began selling banner space at Sanford B. Wanner Stadium (2010); also began selling advertisements in the semi-annual Parks & Recreation activity brochure (2012)
- Opened the Freedom Park Interpretive Center, offering community meeting space while showcasing historical artifacts recovered during construction of the park (2012)
- Opened the Powhatan Creek Trail, providing a safe connection between neighborhoods, schools and historic sites (2012)
- Joined the National Park Service's Captain John Smith Chesapeake National Historic Trail, a 3,000-mile water trail (2012)
- Welcomed Go Ape USA, a treetop adventure course, to Freedom Park as a revenue-sharing initiative (2012)

- In partnership with the Leadership Historic Triangle Class of 2009, opened the inclusive My Place playground at the James City County Recreation Center Park (2012)
- Added lights to four high school athletic fields to allow evening play (2012)
- Renovated Kidsburg Playground at Veterans Park (formerly Mid County Park); playground and office building are fully accessible (2013)
- Implemented the RECN' It Out outreach program, expanding recreation programs and services to lower income neighborhoods (2013)
- Feasibility study completed for a 50-meter pool and a community gymnasium (2013)
- Partnered with the New Town Commercial Association to develop a sponsorship program for the synthetic ice rink (2013)
- Using 80% state funds, completed the multiuse trail at Freedom Park to link the park to neighborhood and school sites (2014)
- Opened The Lounge for age 55 and up at the James City County Recreation Center in the space formerly occupied by the Historic Triangle Senior Center (2014)
- Club 55+ added as a core program area to serve patrons age 55 and older (2014)
- Created a sponsorship program for dog waste stations (2014)
- Re-opened Jamestown Beach Event Park following extensive shoreline restoration and facility improvements, including a permanent restroom and concession building, funded by grants from the State and the Land and Water Conservation Fund (2015)
- Amblers, also known as the Vermillion House, named a Virginia Historic Landmark and placed on the National Register of Historic Places (2015)
- Assumed daily operations at Little Creek Reservoir Park and the James City County Marina, both previously managed by contractors (2015)
- Added two shelters and a rentable patio to Freedom Park (2015)



- Neighborhood Outreach added as a core program area (2015)
- Completed written Trail Maintenance Standards to assure consistency (2015)
- Created sign standards for all park signage in partnership with Graphic Design and General Services (2015)
- Completed the Concessions & Vending management plan (2016)
- Adopted a Fees and Charges Policy to uniformly apply set guidelines for fees and charges related to all programs and services (2016)

Current Projects

Projects underway or beginning soon include improvements to the James City County Recreation Center Park; Phase IV development at Freedom Park; and waterline replacement and construction of a splash pad at Chickahominy Riverfront Park. Upgrades at the James City County Recreation Center Park include the addition of shade structures and enhancement of accessibility to comply with ADA requirements. Freedom Park's Phase IV involves the construction of a walking trail with interpretive signage near the historic 19th-century cemetery. The Chickahominy Riverfront Park splash pad will be built on the site of a recently demolished small swimming pool that had developed leaks too cost-prohibitive to repair; the splash pad is scheduled to open in the spring of 2018 and will be adjacent to an existing large swimming pool and restrooms.

The Parks & Recreation Department has also partnered with its tenant in the Warhill Sports Complex to build a 25-meter indoor pool, slated to open in the spring of 2017. James City County has leased an additional two acres of land to the Williamsburg Indoor Sports Complex (WISC), who will bear the full cost of constructing and managing the pool. Practice time will be allotted to local high school swim teams to help alleviate congestion at the James City County Recreation Center's 25-meter indoor pool.

Future capital improvements are dependent on funding as determined by the Board of Supervisors. Chapter 10 details projects identified during the development of James City County's Strategic Plan; an important big-ticket item is replacement of the artificial turf at Sanford B. Wanner Stadium and six multipurpose fields in the Warhill Sports Complex, projected to cost \$3.1 million.

3. DEMOGRAPHICS

When Parks & Recreation began its first pilot program in 1980, the population of James City County was 22,763.¹⁶ Over the next thirty-five years, the County's population more than tripled (73,147 in 2015) and Parks & Recreation grew from a one-person office to a department with 49 full-time employees who manage 17 parks, two recreation centers, a community building and a stadium and offer over 3,500 programs annually.

Understanding James City County's recreation needs and preferences requires that we consider why James City County is special. Who lives here? How old are we? What is our income? How are we similar to or different from neighboring jurisdictions? Who will live here in the future, and what facilities and services will they want?

Population Characteristics

James City County is relatively small geographically, with land area of 142.4 square miles.¹⁷ Population density in 2015 was 513.7 people per square mile, more than double the average density in Virginia but

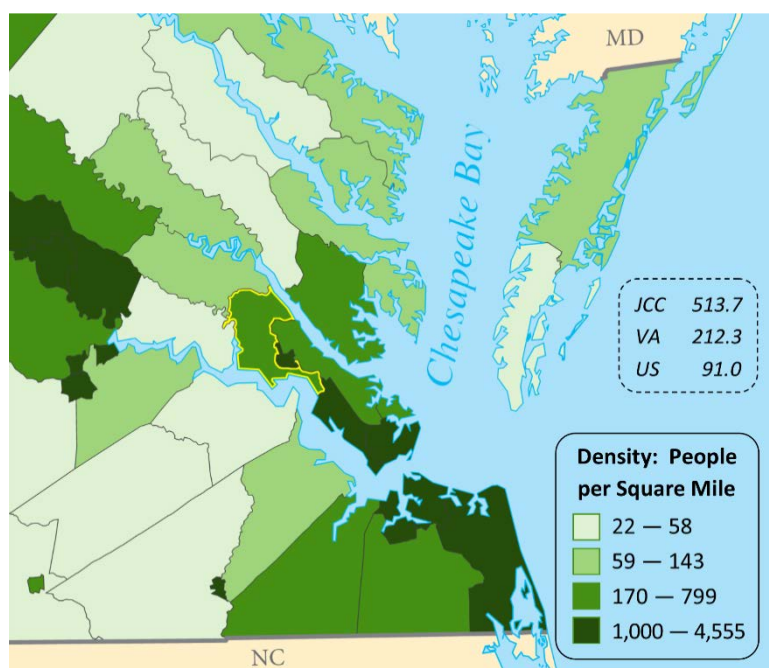


Figure 2 Population Density

Source: U.S. Census Bureau, factfinder.census.gov

less than a third as dense as neighboring Williamsburg City (see Figure 2). Generally speaking, density in the region is greatest along the corridor between Virginia Beach and Richmond.

James City County has close ties to adjacent jurisdictions, sharing a school district with Williamsburg City and periodically undertaking Comprehensive Plan joint reviews with both Williamsburg City and York County. It is very common for residents of James City County to work in nearby localities, and vice versa. Figure 3 shows commuting patterns to and from James City County; on a typical work day, approximately 12,749 County

¹⁶ U.S. Census Bureau. Decennial population figures in this chapter are from U.S. Census Bureau, *Population Estimates: Historical Data*, <http://www.census.gov/popest/data/historical/index.html>. Intercensal and postcensal state population estimates are from U. S. Census Bureau, *American FactFinder*, <http://factfinder.census.gov>.

¹⁷ U.S. Census Bureau, *QuickFacts*, <http://www.census.gov/quickfacts/table/PST045215/51095>.

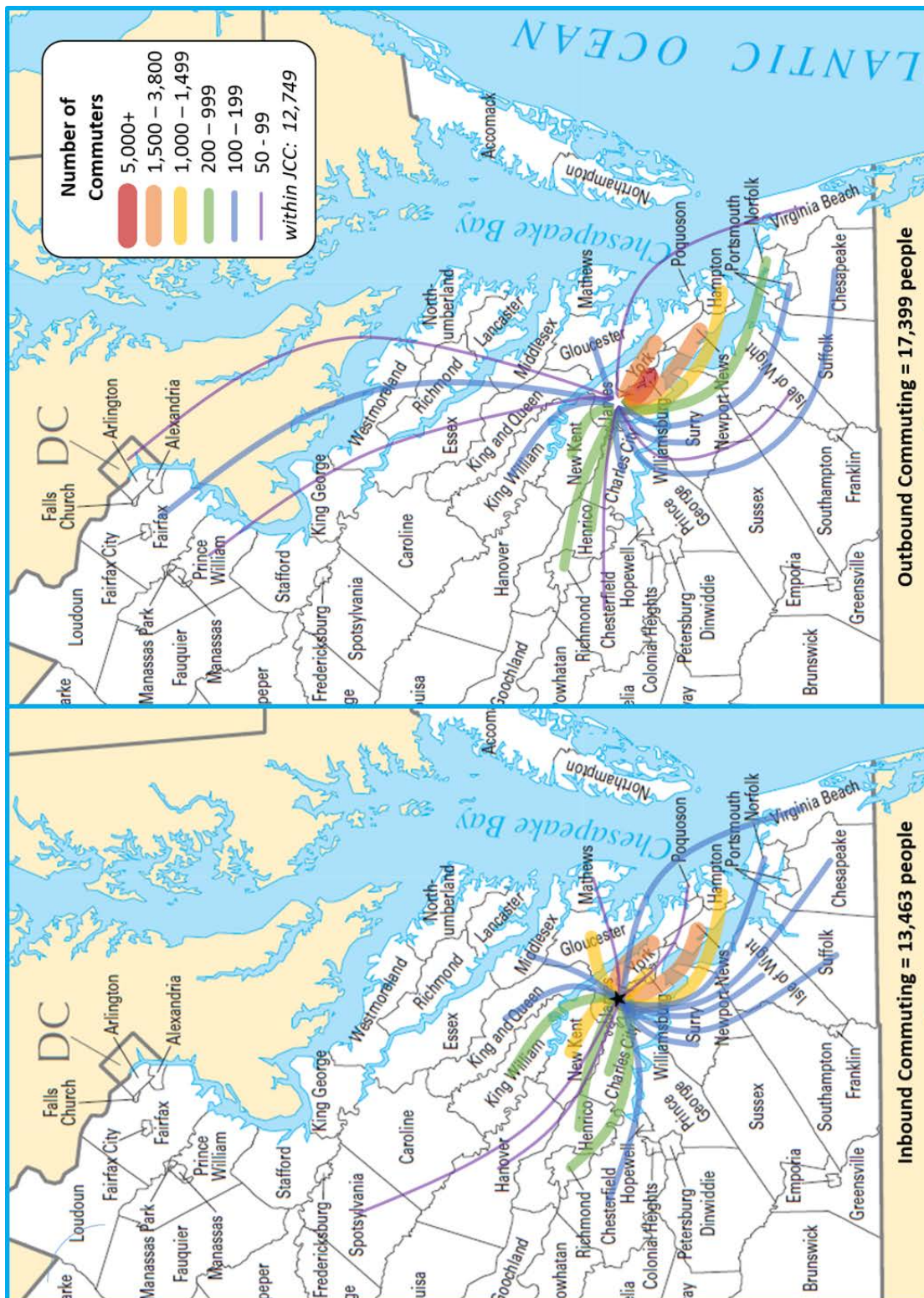


Figure 3 Commuting Patterns in James City County

Source: American Community Survey 2009-2013, [census.gov/hhes/commuting](https://www.census.gov/hhes/commuting)

residents commute to a workplace within James City County, while 13,463 non-residents travel to a job in James City County and 17,399 County residents commute to another jurisdiction. The source of the greatest influx of commuters to James City County is Newport News, with over 3,400 workers. Williamsburg City, despite its diminutive land area of 9 square miles, receives over 5,000 commuters daily from James City County.

Although some County residents commute long distances, on average workers in James City County enjoy a relatively brief commute of 24.2 minutes, slightly less than the national average of 25.7 minutes. As shown in Figure 4, employees in many nearby jurisdictions endure commutes that average more than half an hour.

The median age in James City County is 45.2, much higher than the national average of 37.4 (see Figure 5). Within approximately a 100-mile radius of James City County, Williamsburg City has the lowest median age, followed by Norfolk, Richmond and Newport News. Over 5,000 College of William & Mary students live in Williamsburg City,¹⁸ which skews the city's median age downwards to 24.8 years. This median age is not representative of permanent residents, but the Census's policy is to count college students as residents of the jurisdiction in which they live and sleep most of the time.

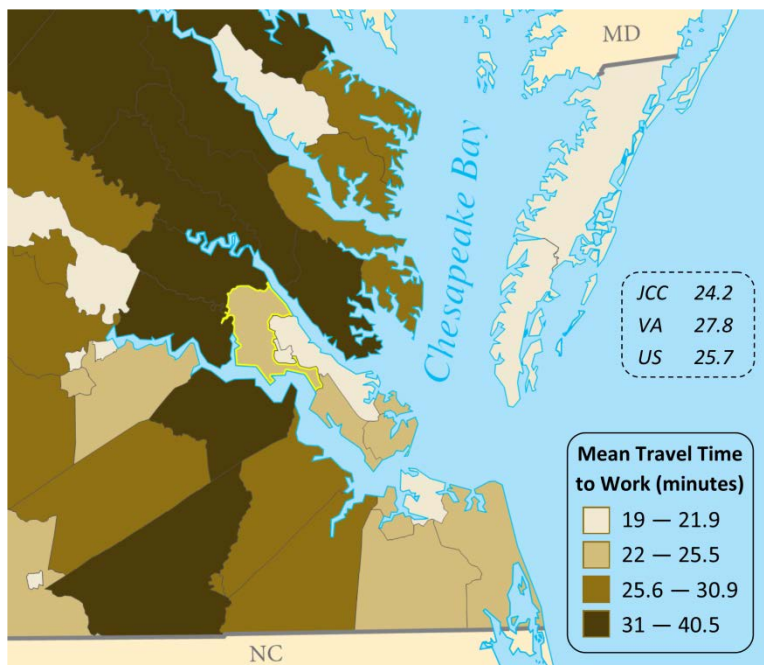


Figure 4 Mean Travel Time to Work

Source: American Community Survey 2010-2014 via Quickfacts, www.census.gov/quickfacts/table/PST045215

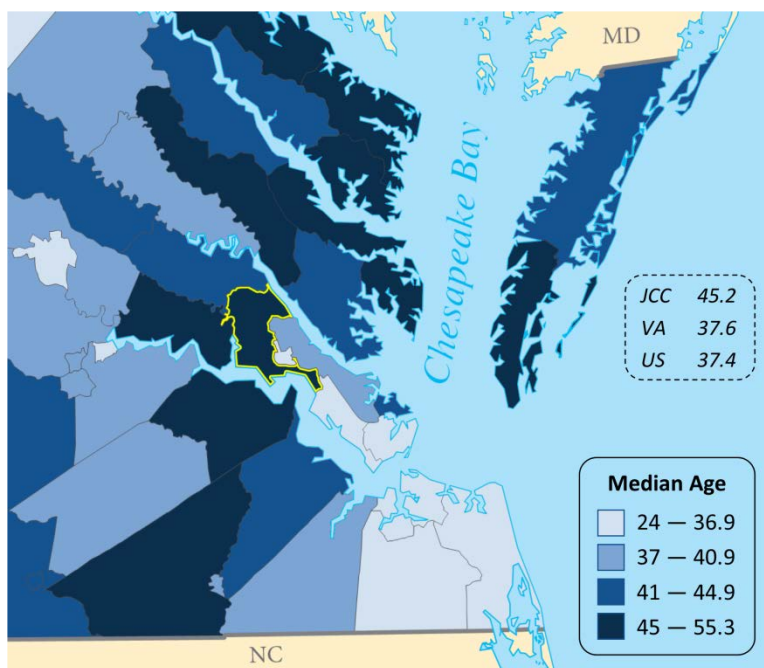


Figure 5 Median Age

Source: American Community Survey 2010-2014 via American FactFinder, www.factfinder.census.gov

¹⁸ The College of William & Mary, "Housing and Dining," <http://www.wm.edu/campuslife/housing-dining.php>.

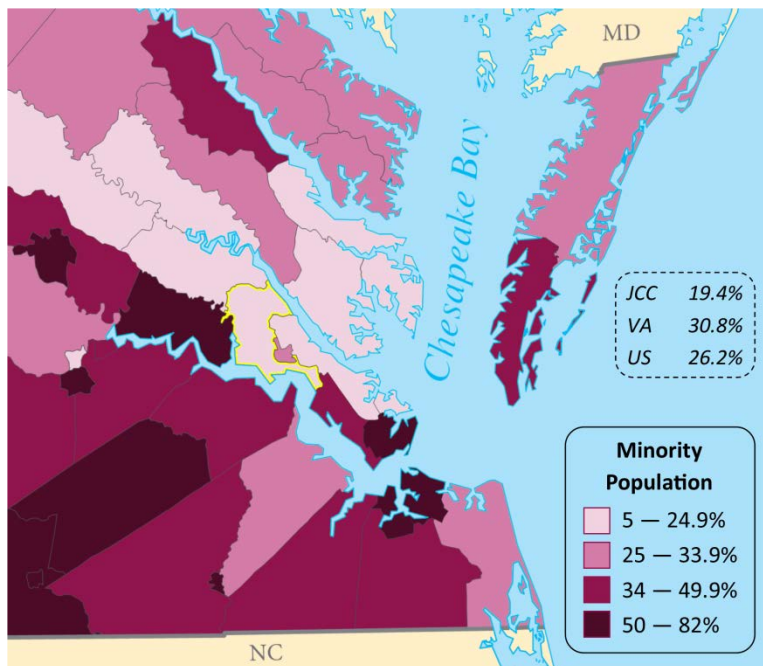


Figure 6 Minority Population

Source: American Community Survey 2010-2014 via American FactFinder, www.factfinder.census.gov

James City County is not a place of great diversity, as demonstrated by Figure 6. Although minorities constitute 26.2% of the U.S. population, minorities account for only 19.4% of the County's population. Williamsburg City is 25.1% non-white, due primarily to the College of William & Mary's increasingly diverse student body.

The Historic Triangle is home to the most highly educated adults in our region. Among people age 25 or older (which eliminates most college students from consideration in order to avoid skewing statistics for jurisdictions containing colleges and universities), 48.6% of the residents of Williamsburg City have a bachelor's degree or higher. James City County is close behind with 46.1% and York County ranks third with 42%. As shown in Figure 7, in a dozen localities in our region fewer than 17% of adults age 25 and older have a bachelor's degree.

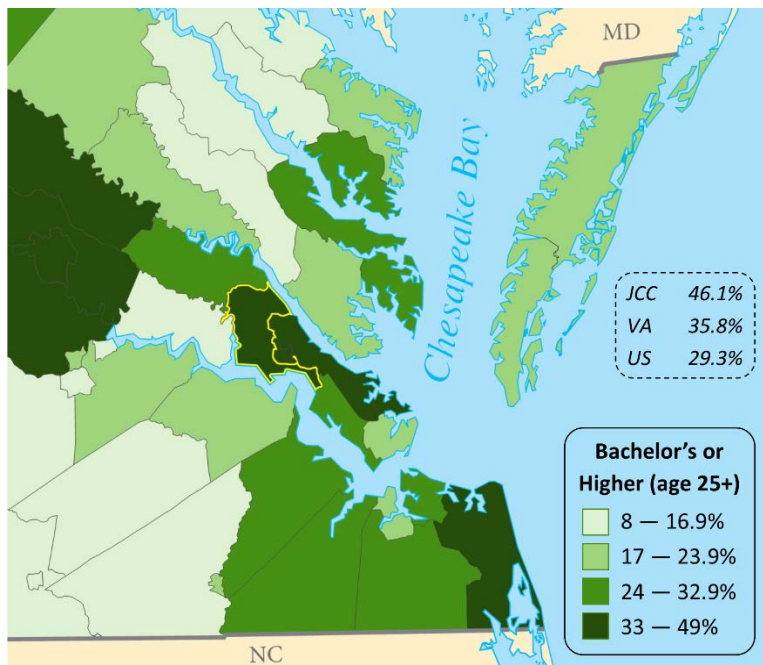


Figure 7 Educational Attainment: Percent of People Age 25+ with a Bachelor's Degree or Higher

Source: American Community Survey 2010-2014 via American FactFinder, www.factfinder.census.gov

Given James City County's high level of educational attainment, it is not surprising that residents' income is in the top quartile in our region. Median household income in James City County is \$76,705; neighboring York County ranks second in our region (behind Poquoson City) at \$80,900. Williamsburg City lags behind at \$48,057, but this is due to the large student population included in the Census's American Community Survey sample – many college students are not employed or work only part-time, usually at low hourly rates. James City County, York

County and the state of Virginia overall have a much higher median household income than the U.S. as a whole (see Figure 8).

The pattern of per capita income in the region is similar to median household income, but when measured on a per capita basis, James City County moves from fifth to first place with \$39,960. This occurs because, with an older population and many empty-nesters, James City County's household size is smaller than average. Per capita income for the U.S. is only \$28,555.

Not all residents of James City County share in the bounty of income levels that exceed the national average by 40%. The poverty rate in James City County is 8.5% (see Figure 9). Neighboring New Kent County has the lowest poverty rate in the region, 5.4%. York County is third-lowest at 6.2%. Williamsburg City places in the top quartile, but its rate of 20.5% includes many college students whose lack of cash income is a short-term situation that does not reflect parental support given in the form of tuition, clothing and food during the years students pursue a degree.

Although James City County's poverty rate is substantially lower than the national average of 15.6%, it is nonetheless important to consider the needs of lower-income residents and ensure that all neighborhoods have equal access to parks and recreation facilities. This issue will be discussed further in Chapter 4.

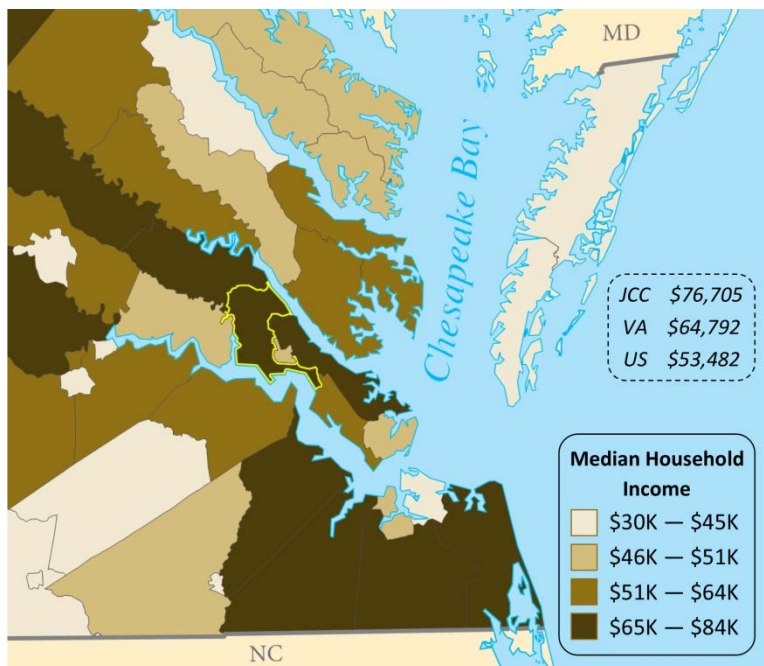


Figure 8 Median Household Income

Source: American Community Survey 2010-2014 via American FactFinder, www.factfinder.census.gov

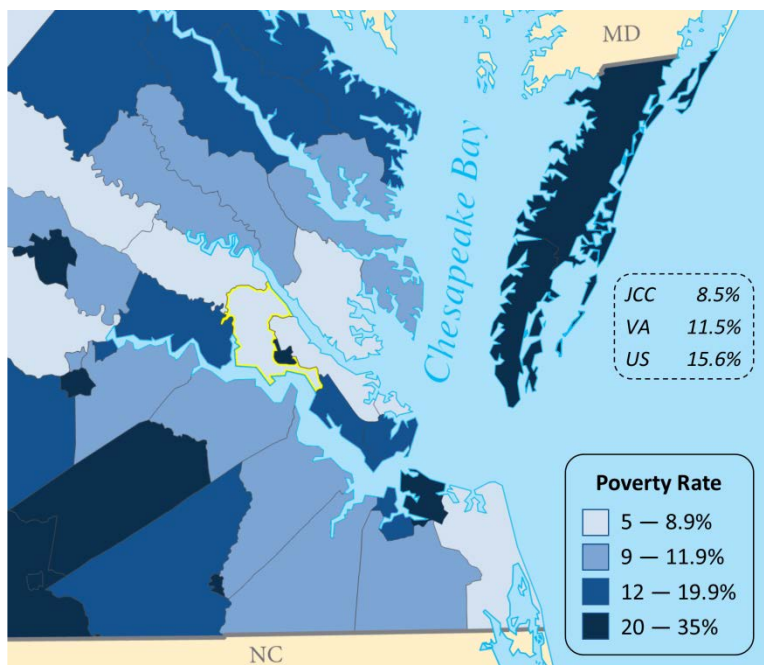


Figure 9 Poverty Rate

Source: American Community Survey 2010-2014 via American FactFinder, factfinder.census.gov

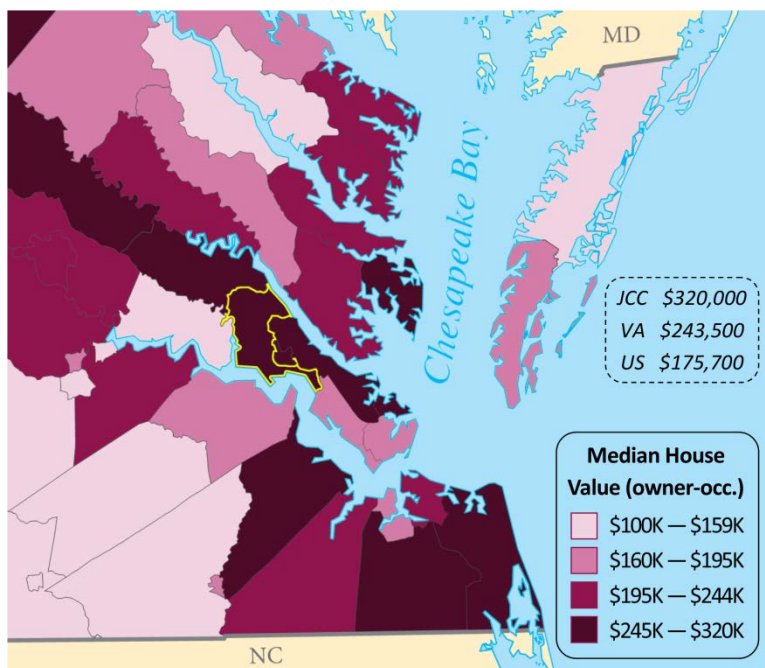


Figure 10 Median House Value

Source: American Community Survey 2010-2014 via American FactFinder, www.factfinder.census.gov

Complicating the issue of poverty is the high price of homes in the Historic Triangle. Among the 43 counties and cities shown in Figure 10, James City County, York County and Williamsburg City have the highest median house values. James City County's median house value of \$320,000 is 82% higher than the national median house value of \$175,700.

Median rents in the region follow a similar pattern, with York County topping the list at \$1,343 per month. James City County and Williamsburg City are also in the top quartile, with median rents of \$1,159 and \$1,063 respectively. Nationwide the median monthly rent is \$920.

Figures 2 – 10 are interrelated parts of a whole that paint a picture of who we are and can help guide our programming decisions. As a case in point, how can Parks & Recreation serve the large group of young daily commuters from Newport News? What can the Department do to assist County residents who live in poverty? And how can Parks & Recreation remain relevant to older, highly-educated and financially secure denizens of the Historic Triangle? Meeting the needs of a diverse clientele with evolving interests and preferences is an ongoing challenge.

Population Projections

James City County has experienced rapid growth over the past few decades. Figure 11 shows the US Census's decennial population counts for the Historic Triangle from 1960 through 2010, together with the Weldon Cooper Center for Public Service's population projections for 2020 to 2040.¹⁹ York County used to be more populous than both James City County and Williamsburg City, but James City County surpassed York County in 2010. The Weldon Cooper Center for Public Service expects James City County's population to continue growing at a rapid rate, much faster than York County or Williamsburg City. Forecasting is not an exact science, but projections can help us prepare for the future and predict what recreational facilities and programs may be desired in ten or twenty years.

¹⁹ The Weldon Cooper Center for Public Service is a research center at the University of Virginia specializing in demographics. Unless otherwise stated, all population projections in this chapter are from the Weldon Cooper Center's website, www.coopercenter.org/demographics.

Rapid growth is not exclusive to the Historic Triangle; the Weldon Cooper Center projects that the population of the United States will increase 19% from 2015 to 2040. Figure 12 shows the predicted increase by state. The fastest-growing states are Washington D.C., Texas, Colorado and Utah, with growth rates exceeding 40%. Virginia is projected to be the 19th fastest-growing state, with 22% growth.

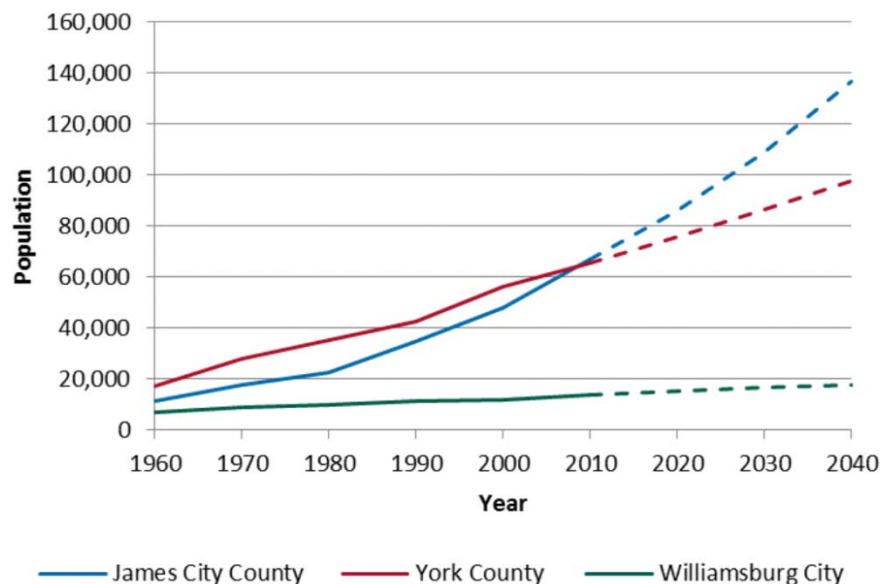


Figure 11 Population Growth in the Historic Triangle 1960-2040
Source: U.S. Census and Weldon Cooper Center for Public Service

The northern and eastern portions of Virginia are expected to grow faster than the western side. Figure 13 depicts projected growth rates from 2015 to 2040 for the 133 counties and independent cities in Virginia; rates range from a high of 138% for Stafford County to a low of negative 16% for Arlington County. James City County is forecast to be the third-fastest growing jurisdiction, with an 86.5% population increase. York County places twelfth at 40.5%, while Williamsburg City ranks 42nd at 19.9%.

It is important to keep in mind that projections are predictions, not foregone conclusions. In 2007 consultants hired to update the Parks and Recreation master plan predicted that James City County's population would grow 21% over the next 5 years.²⁰ Actual population growth from 2007 to 2012 was only 11%.²¹ The unexpected economic crash of 2008 is likely the primary reason that growth did not keep pace with the consultants' expectations – financial hardship often leads to a temporarily lower birth rate, and the distressed housing market limited families' mobility. James City County is a popular destination for retirees from other regions, and the decline in the value of many older workers' retirement portfolios in 2008 caused some to delay retirement.

Population projections rely on history and expectations, and can quickly become outdated when there are unexpected changes in the business climate or a jurisdiction's policies. Growth or decline in the business sector can lead to sudden population shifts in particular areas. North Dakota's oil boom is a prime example – in 2013, the Weldon Cooper Center's projections placed North Dakota as the 49th fastest-growing state. Revised projections completed in 2016 ranked North Dakota as the 6th fastest-growing state. Likewise, zoning, property taxes, transportation and amenities affect a region's appeal

²⁰ PROS Consulting LLC, *James City County Division of Parks and Recreation Master Plan Update*, (U.S.A., 2009) 23.

²¹ Weldon Cooper Center for Public Service, Demographics & Workforce Group, *Intercensal Estimates for Virginia Counties and Cities: 2010-2014*, www.coopercenter.org/demographics, Jan. 27, 2015.

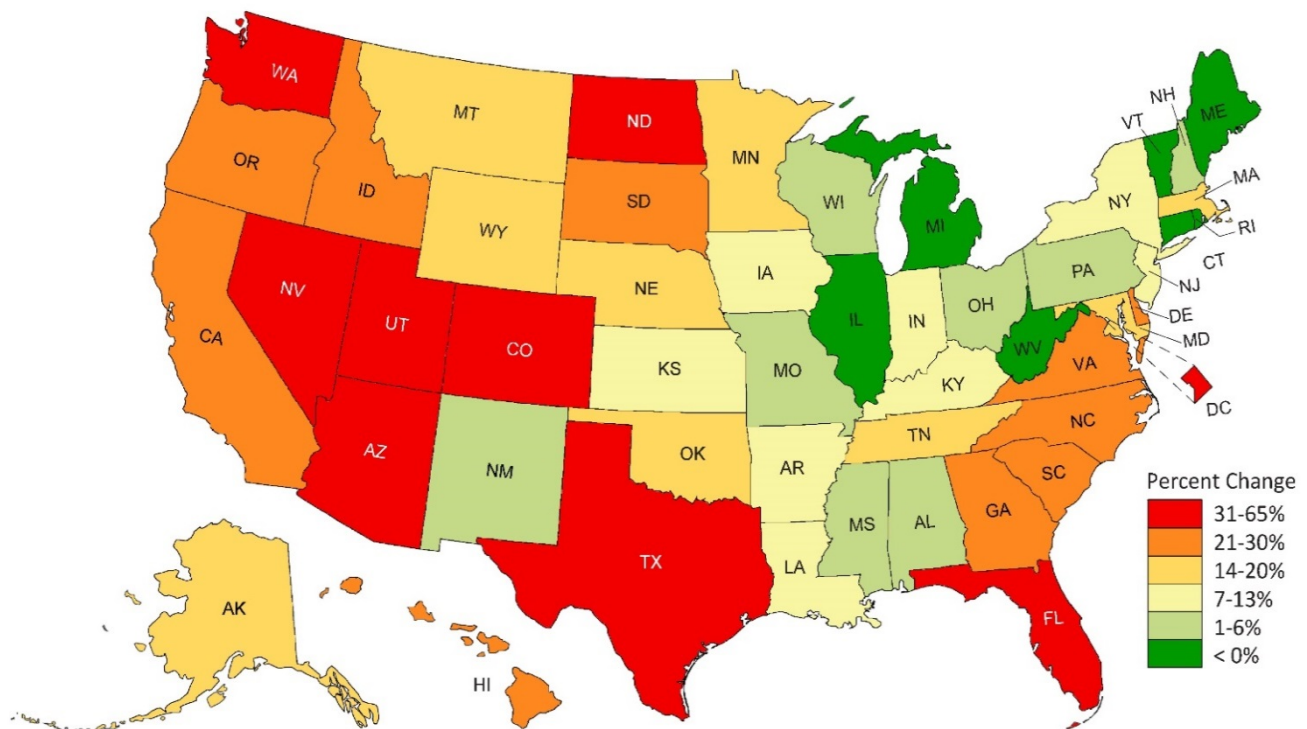


Figure 12 Projected Percent Change in Population by State, 2015-2040

Source: Weldon Cooper Center for Public Service, coopercenter.org/demographics

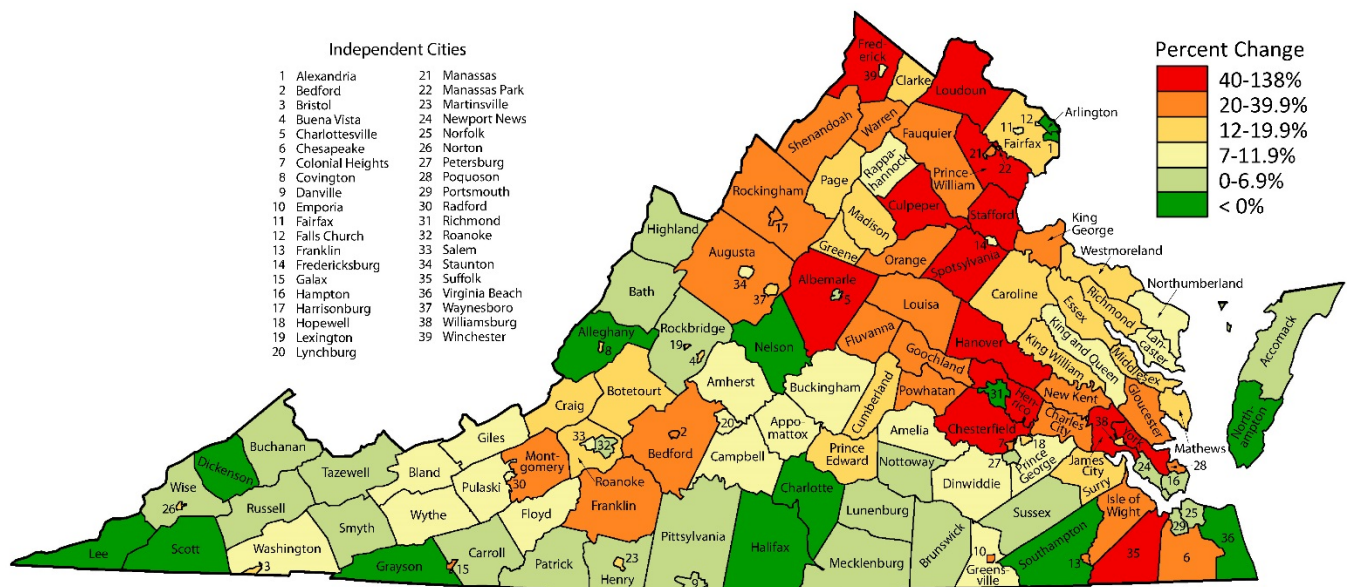


Figure 13 Projected Percent Change in Virginia Population by County, 2015-2040

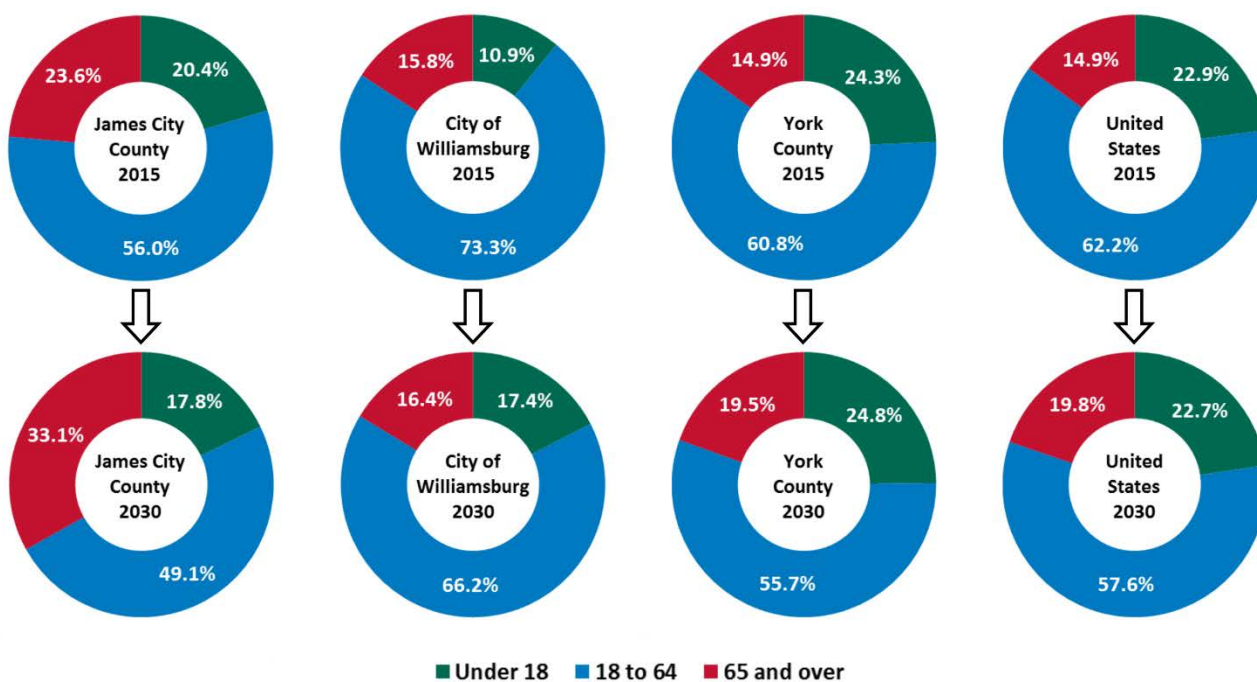
Source: Weldon Cooper Center for Public Service, coopercenter.org/demographics

and cost of living. The Weldon Cooper Center’s projected growth rates for Colorado, Washington and Washington D.C. increased substantially between their 2013 and 2016 studies; these states don’t have a great deal in common except that all three recently legalized marijuana.

On the local level, James City County’s pleasant climate, low taxes, numerous golf courses and many parks and trails hold great appeal for active older adults. The County is home to several sizeable retirement communities offering a range of price points and care options, and there remains plenty of undeveloped land. In 2015, 23.6% of James City County’s residents were age 65 and over, compared to 14.9% nationally (see Figure 14). The Weldon Cooper Center predicts that in 2030 19.8% of the U.S. population will be age 65 and older, with seniors constituting an astonishing 33.1% of James City County. York County and Williamsburg City are not expected to see similar growth in their senior populations.

Figure 14 Age Distributions in 2015 and 2030

Source: Weldon Cooper Center for Public Service, coopercenter.org/demographics



Figures 15 and 16 further illustrate the expected shift in the age distribution of James City County’s population. Figure 15 shows, in five-year increments, the age and gender of the County’s population in 2015; each symbol in the image represents 300 people. Figure 16 depicts projected age and gender in 2030 – the change in the number of people, especially older adults, is noteworthy. Only one age cohort, 50-54, decreases between 2015 and 2030, falling 2.2%. Overall population growth from 2015 to 2030 is 49.1% but each of the age groups from 65 up increases more than 73%, with the 85+ age cohort growing 173.5%. This rate of growth is not merely the result of the existing population aging in place – a large portion is due to migration of retirees from other regions to James City County.

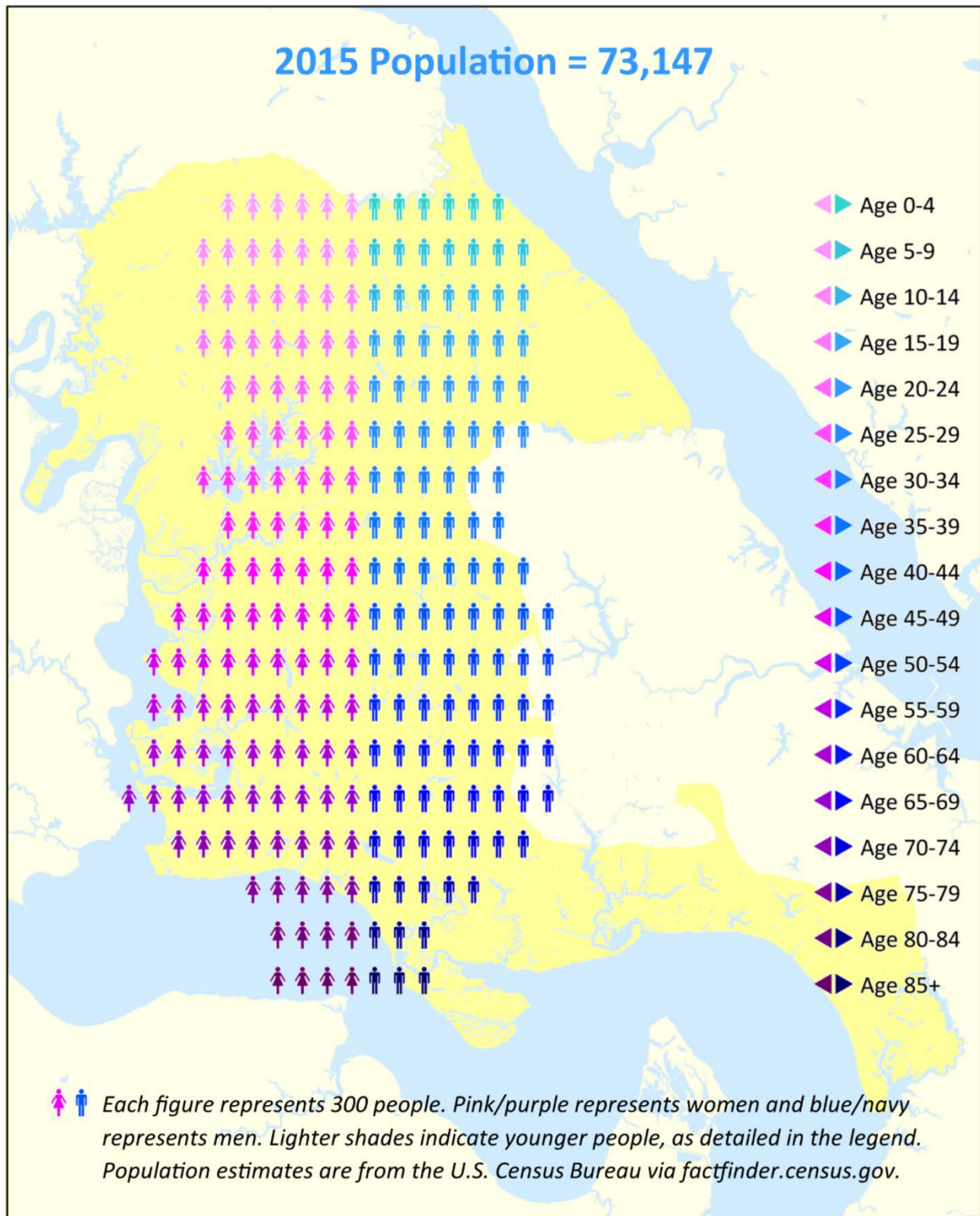


Figure 15 Population of James City County by Age in 2015

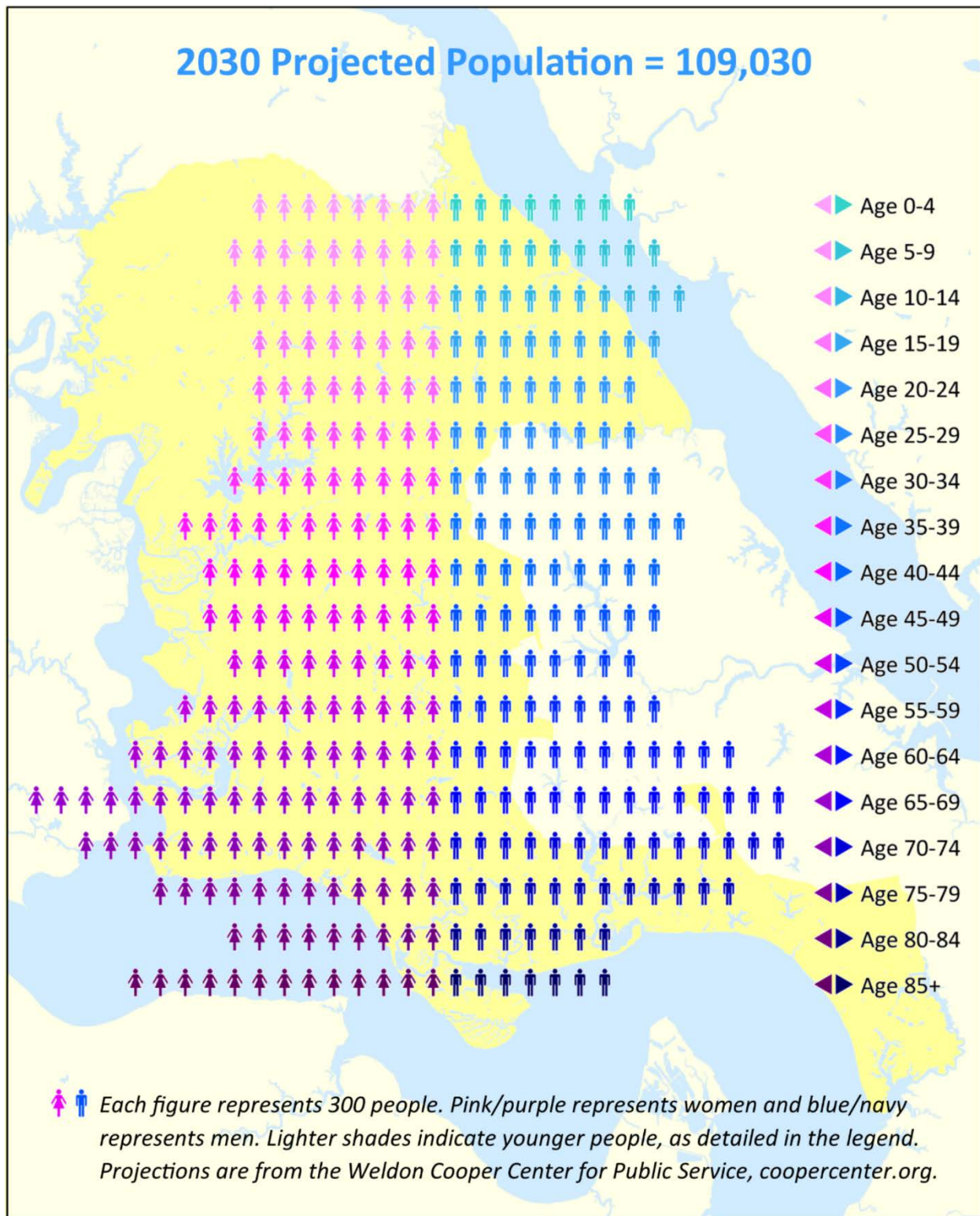


Figure 16 Projected Population of James City County by Age in 2030

As James City County's population ages, the gender balance is expected to shift, particularly among the oldest residents. In total the change is minor, with the female share of the population growing from 51.7% to 52.2% between 2015 and 2030. Women are projected to constitute 56% of the 80-84 age cohort in 2030, and 64.1% of the 85+ group.

Diversity in James City County is also expected to increase over the next 15 years. The Weldon Cooper Center anticipates that James City County's minority population will grow from 19.5% in 2015 to 26.9% by 2030, with much of this shift due to an increase in the County's small but rapidly growing Asian population. Nationwide the minority population is projected to reach 33% by 2030.



4. COMMUNITY INVENTORY AND LEVEL OF SERVICE STANDARDS

The purpose of this chapter is to provide an inventory of James City County's parks and recreation facilities, and to analyze whether the existing quantity of park land and amenities is sufficient to meet the County's needs based on level of service (LOS) standards.

Park Classifications

A park's size, service area and programming depend upon its intended function. Development is not permitted in parks, except for the construction of structures appurtenant to the uses of the park (playground equipment, picnic tables, playing fields, trails, etc.). James City County's Comprehensive Plan defines several types of parks, as excerpted below.²²

Neighborhood Park

A park where the primary function is to provide space for impromptu close-to-home recreation activities for the entire family within easy walking distance. It is not intended to generate revenue. Neighborhood parks can serve a variety of age groups and can include active and passive recreation areas. Neighborhood parks serve the immediate neighborhood, should have activities tailored to the needs of neighborhood residents and tend not to attract visitors from outside the neighborhood.

²² James City County, *Toward 2035: Leading the Way* (Virginia, 2015), Appendix D – Glossary.

Community Park

Community parks are typically between 10-100 acres and primarily support active recreation activities, both organized and formal, for the entire family. While capable of withstanding intensive use, they still should contain a fair amount of natural open space for passive activities such as wildlife watching. Community parks serve several neighborhoods. Access is more often by car, transit or bicycle than by walking.

Regional Park

The regional park is the largest park category and serves the recreational needs of the entire locality and often of adjacent localities within a 15- to 25-minute driving time. They may also attract visitors from up

“Parks and trails can improve health in several ways including: increased physical activity - walkable access to appropriate sites motivates people to participate in physical activity and to do so more frequently; improved mental health - parks can serve as a venue for stress reduction; environmental benefits - parks can reduce air and water pollution...; community interaction - parks can provide meeting places for neighbors; reduce injury - parks and trails can provide safe spaces for people to play and exercise, away from busy streets and commercial zones.”

Source: Centers for Disease Control and Prevention, www.cdc.gov/healthyplaces/parks_trails.

to 60 miles away. Although regional parks often have a combination of active and passive facilities, they are likely to be predominantly natural resource based parks. Regional parks include recreational opportunities such as golf, boating, camping, conservation, wildlife viewing and fishing, which often cannot be provided at the neighborhood or community level. They should also be linked to major trail systems and other area parks.

Special Use Park

The size of these areas depends on what recreational opportunities are being offered. Purposes can vary depending on the type of park, but are likely to serve special activities such as a boat launch.

Greenway

Linear open spaces that are managed for conservation, recreation and/or alternative transportation uses. Greenways often follow natural features (such as ridgelines, stream valleys and rivers) and cultural features (such as

canals, utility corridors, abandoned rail lines, zoning buffers and roadways). Greenways include networks of natural open space corridors that connect neighborhoods, parks and schools to areas of natural, cultural, recreational, scenic and historical significance.

Blueway

For the purposes of this plan, the term blueway and water trail are used synonymously and are typically oriented for use by non-motorized watercraft. Blueways and water trails are managed systems of access points and support facilities that allow trail users to plan multi-day trips with assurances that access points, camping sites, rest stops and re-supply sites are clearly identified on maps and on signs visible from the water. A trail may include both public and private lands, with some or all of the latter open only to users specified by the owners.



PARK NAME AND LOCATION	CLASSIFICATION	ACRES	AMENITIES
Abram Frink Jr. Community Center Park 8901 Pocahontas Trail	Special use	32.82	Community center with fitness equipment, gymnasium, game tables, TV, meeting rooms; outdoor athletic courts, playground
Brickyard Landing 990 Brickyard Road	Special use	0.33	Boat launch, fishing, wildlife viewing, picnic area
Chickahominy Riverfront Park 1350 John Tyler Highway	Regional	139.42	Boat launch, campground, biking, walking trail, canoe/kayak rental & storage, fishing pier, playground, picnic area, nature, boat/RV storage, outdoor pool, driving range
Diascund Reservoir Park 9551 Diascund Reservoir Park Road	Special use	2	Boat launch, fishing, wildlife viewing, picnic area
Forest Glen Playground 204 Forest Glen Drive	Neighborhood	0.43	Playground
Freedom Park 5537 Centerville Road	Regional	593.73	Biking, walking trails, Interpretive Center, playground, picnic area, nature, mountain bike trails with technical features, botanical garden, historical buildings
Greensprings Interpretive Trail 3751 John Tyler Highway	Greenway	76.99	Walking trail with interpretive signage, nature, wildlife viewing
Ironbound Park 150 Carriage Road	Neighborhood	3.59	Playground, walking trail, picnic area, basketball court
James City County Marina 2054 Jamestown Road	Special use	37.08	Boat ramp, canoe/kayak rental, bike rental, fishing, nature, wildlife viewing, picnic area, boat/RV storage
James City County Recreation Center Park 5301 Longhill Road	Special use	33.65	Recreation center with fitness equipment, gymnasium, game tables, TV, meeting rooms, indoor walking track, racquetball courts, indoor pool, craft room, dance studio, spin room, The Lounge (for ages 55+), Skate Park (skateboarding and BMX biking), My Place playground, outdoor walking trail, athletic fields
Jamestown Beach Event Park 2205 Jamestown Road	Regional	94.75	Beach, canoe/kayak rental & storage, fishing, nature, wildlife viewing, picnic area, event area
Little Creek Reservoir Park 180 Lakeview Drive	Special use	37.55	Boat ramp, boat rental, fishing, walking trail, playground, nature, wildlife viewing, picnic area, paddle craft storage
Powhatan Creek Park 1831 Jamestown Road	Special use	1.2	Boat launch, walking trail, fishing, picnic area, nature, wildlife viewing
Powhatan Creek Trail 3131 Ironbound Road	Greenway	23.4	Walking trail, nature, wildlife viewing
Upper County Park 180 Leisure Road	Community	54.72	Outdoor pools, walking trail, playground, nature, picnic area, athletic courts
Veterans Park (formerly Mid County Park) 3793 Ironbound Road	Community	18.31	Kidsburg playground, walking trail, biking, picnic area, athletic courts, meeting room
Warhill Sports Complex 5700 Warhill Trail	Regional	442.23	Athletic fields, Sanford B. Wanner Stadium, walking trail, biking, playground, picnic area, fishing
TOTAL ACREAGE		1592.2	

Figure 17 Parks Owned and Operated by James City County

Figure 17 lists the parks owned and operated by James City County and describes their classification, acreage and amenities. Total acreage is 1,592.2 acres. Parks & Recreation's *Natural Resources Management Plan* (adopted as Appendix A) includes information about how natural resources located in County parks are protected and preserved for the present and future benefits of open space.

Figure 18 lists the trails owned by James City County; total length is 39.06 miles. There are three types of trails: multiuse (15.28 miles), hiking/walking (3.68 miles) and singletrack mountain biking (20.1 miles). Multiuse trails are minimum 8' wide and serve a variety of users including hikers, bikers, joggers, in-line skaters and skateboarders. Hiking/walking trails, usually 4' to 5' wide, are specifically for hikers, walkers and joggers; bicycles, in-line skates and skateboards are not permitted. Singletrack mountain biking trails are typically 2' wide with traffic flowing in one direction only. While designed for mountain biking, hiking is also permitted on these narrow, winding trails.

TRAIL LOCATION	TYPE	SURFACE	MILES
Chickahominy Riverfront Park 1350 John Tyler Highway	multi-use	natural	0.25
Freedom Park 5537 Centerville Road	mountain biking	natural	20.1
	multi-use	natural	1.3
	multi-use	paved	1
	hiking/walking (no bikes)	natural	0.25
Greensprings Interpretive Trail 3751 John Tyler Highway	hiking/walking (no bikes)	gravel	3.43
Ironbound Park 150 Carriage Road	multi-use	paved	0.18
James City County Recreation Center Park , 5301 Longhill Road	multi-use	paved	2
Little Creek Reservoir Park 180 Lakeview Drive	multi-use	natural	1
Powhatan Creek Trail 3131 Ironbound Road	multi-use	paved	2.05
Upper County Park 180 Leisure Road	multi-use	natural/gravel	0.6
Veterans Park 3793 Ironbound Road	multi-use	paved	0.6
Warhill Sports Complex 5700 Warhill Trail	multi-use	gravel	3.55
	multi-use	paved	2.75
TOTAL MILES			39.06

Figure 18 Trails Owned by James City County

In addition to the parks and trails owned by the County, there are major parks located in James City County that are owned and operated by other agencies, notably the Virginia Department of Conservation and Recreation's York River State Park and the National Park Service's Historic Jamestowne (part of Colonial National Historic Park). The 52-mile Virginia Capital Trail and the 3000-mile Captain John Smith Chesapeake National Historic Trail (a water trail) pass through James City County; Parks & Recreation assists the Virginia Department of Transportation with maintenance of the Virginia Capital Trail. Figure 19 illustrates the location of local parks and trails.

As previously noted, James City County shares a school district with Williamsburg City; both jurisdictions maintain a joint facility use agreement with the school system. Additionally, the Parks & Recreation Departments of James City County and Williamsburg City extend resident rates for recreation facilities and

services to each other's populaces. Residents of James City County therefore have numerous public options for recreation. There are also many private and nonprofit facilities, ranging from corporate franchises to homeowners associations. Some facilities limit membership to particular neighborhoods; others are open to anyone who pays a membership fee. Appendices B and C list public, non-profit and private recreation facilities and program providers in James City County and Williamsburg City.

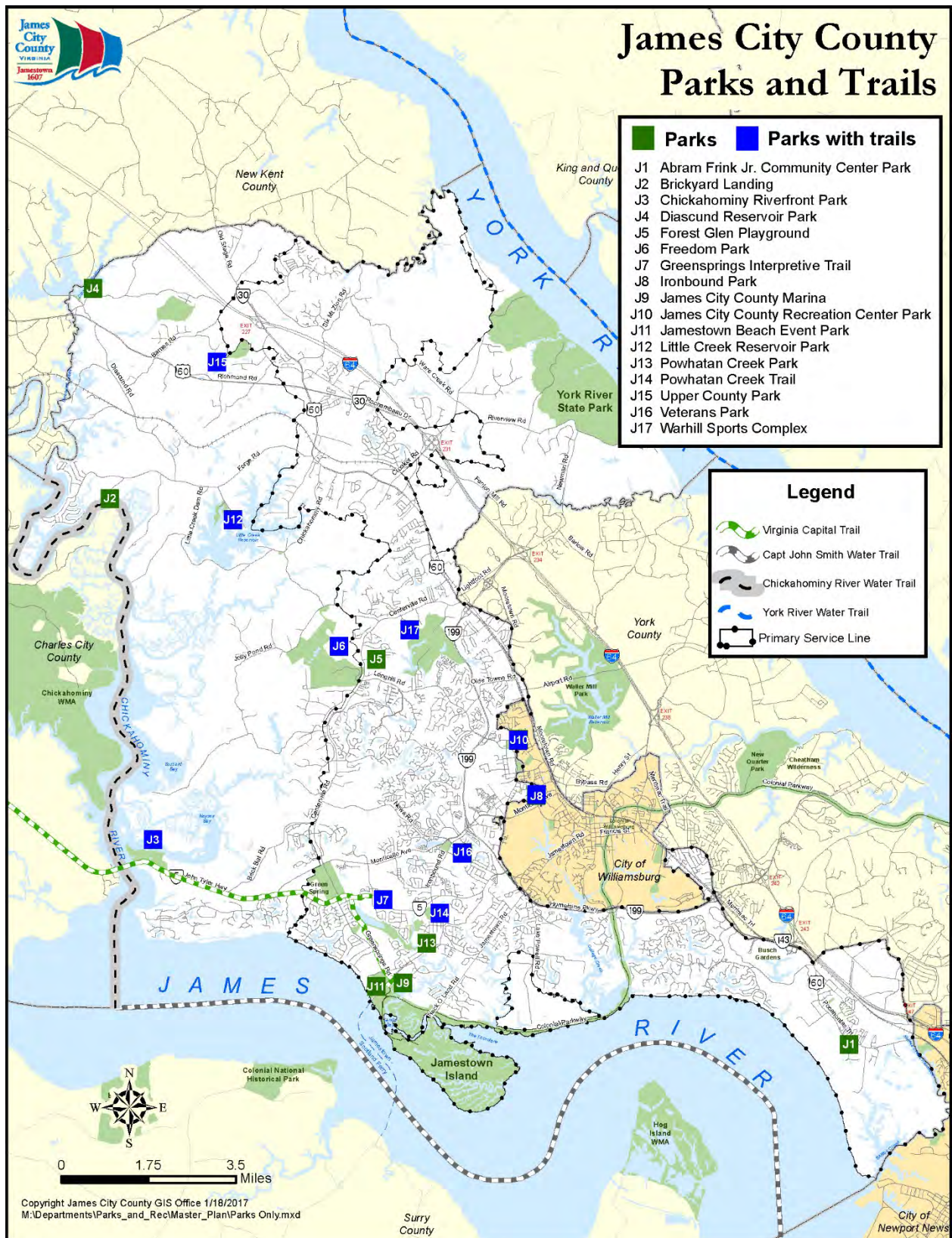


Figure 19 James City County Parks and Trails

Inventory and Level of Service Standards

Level of service (LOS) standards are guidelines that define park and facility service areas. LOS standards are typically expressed in terms of a designated travel time or the number of facilities per 1,000 residents. The National Recreation and Park Association (NRPA) developed LOS standards during the 1970s and 80s that guided the development of many major park and recreation systems. Their first effort, *National Park, Recreation and Open Space Standards*, was published in 1971.²³ An update titled *Recreation, Park and Open Space Standards and Guidelines* was published in 1983 and cautioned readers that the standards should be viewed as minimums, not maximums.²⁴

In 1996 the NRPA abandoned generalized LOS standards such as their oft-quoted guideline of 10 acres of parkland per 1,000 residents in favor of a complicated mathematical system that jurisdictions were encouraged to follow in order to develop custom LOS standards.²⁵ Given the complexity of the required calculations, most park planners continued to rely on the old standards. The NRPA now promotes benchmarking through use of their Park Metrics survey (formerly called PRORAGIS), which gives member departments the ability to compare their facilities, programs, revenue and expenditure with other jurisdictions. James City County Parks & Recreation joined Park Metrics in 2014 and participates in their annual updates.

During the development of James City County Parks & Recreation's 2009 Master Plan Update, PROS Consulting reviewed the LOS standards used in previous versions of the Master Plan and developed customized LOS standards based on NRPA guidelines, regional recreation participation rates, community input and PROS Consulting's industry expertise. Their analysis concluded that James City County had many shortfalls and recommended the addition of more parks, trails, playgrounds, athletic fields, basketball courts, picnic shelters, pools and splash pads.²⁶ However, PROS Consulting inventoried only land and facilities owned by James City County and WJCC Schools and did not take into account other public, nonprofit or private parks and recreation options.

Many new County and school facilities have been constructed since 2009, so it is time to revisit James City County's LOS standards. Figure 20 calculates the service level and surplus or deficit for a variety of facilities under three different scenarios:

- Section A considers only parks and facilities owned by James City County. The inventory includes parks and facilities that currently exist or are under construction with anticipated completion dates in FY2017 or FY2018. Service levels are calculated based on James City County's 2015 population (the most recent population estimate available from the U.S. Census as of January 1, 2017).

²³ Robert D. Buechner, *National Park, Recreation and Open Space Standards* (Washington, D.C.: National Recreation and Park Association, 1971).

²⁴ Roger A. Lancaster, *Recreation, Park and Open Space Standards and Guidelines* (Alexandria, VA: National Recreation and Park Association, 1983).

²⁵ James D. Mertes, James R. Hall, *Park, Recreation, Open Space and Greenway Guidelines* (Arlington, VA: National Recreation and Park Association, 1996).

²⁶ PROS Consulting LLC, 38.

- Section B follows the precedent of the 2009 Master Plan by adding WJCC Schools' inventory to the County inventory listed in Section A. However, because James City County shares a school district with Williamsburg City, Section B extends the entire LOS analysis to Williamsburg, which as previously discussed is generally viewed as part of James City County Parks & Recreation's service area. Section B therefore includes recreation facilities owned by Williamsburg City, which has a small parks and recreation department. State and federal parks are catalogued too. As directed by James City County's Comprehensive Plan, select private and nonprofit facilities are also included but counted at a percentage.²⁷ Service levels are calculated based on the sum of James City County and Williamsburg City's 2015 populations. For a detailed list of the facilities included in Section B, see Appendix B.
- Section C calculates projected service levels for 2030 for the combined service area of James City County and Williamsburg City, based on the Weldon Cooper Center's population estimates. It is difficult to predict construction projects so far in advance (see Chapter 10 for a discussion of James City County's Capital Improvement Program), so most of Section C's inventory is the same as Section B. Planned facilities included in Section C are the athletic fields and gymnasiums expected to be built in the near future as part of Lafayette High School and the new James Blair Middle School, and also a multiuse trail recently put out to bid by Williamsburg City.

Most of the ratios appearing in Figure 20's "LOS Standard" column are from PROS Consulting's 2009 Master Plan Update.²⁸ Some facility types such as indoor pools and senior centers did not appear in the 2009 report; for these facilities, the LOS standards used are benchmarks from the *2016 NRPA Field Report*.²⁹ Benchmarks are median values of member agencies who participate in NRPA's Park Metrics survey; they represent reality rather than being aspirational.

James City County's total park acreage per 1,000 residents is impressive, both alone (21.8 acres/1,000) and combined with state, federal and Williamsburg City property (101.7 acres/1,000). Acreage far exceeds the LOS standard of 12 acres/1,000 and the national average of 9.5 acres/1,000.³⁰ However, in all three scenarios depicted in Figure 20, James City County falls short of LOS standards for the majority of facilities listed: neighborhood parks, dog parks, paved trails, bike lanes, playgrounds, diamond fields, basketball courts, skate parks, outdoor pools, splash pads, indoor pools (both leisure and competitive), gymnasiums and senior centers. Two of three scenarios also show a deficit for soft surface trails, picnic shelters, rectangular fields and tennis courts.

Deficits shown for neighborhood park acres and playgrounds are probably overstated because there are private parks and playgrounds located within developments that are not included in the Parks & Recreation Department's inventory. As discussed in Chapter 10, the County's development guidelines encourage developers to construct neighborhood parks, trails, playgrounds, sport courts, pools and athletic fields. However, without the attention of an active, involved and well-funded homeowners' association, there is often no oversight after the fact of how these facilities are maintained. In contrast,

²⁷ James City County, *Toward 2035: Leading the Way* (Virginia, 2015), 114.

²⁸ PROS Consulting LLC, 38.

²⁹ National Recreation and Park Association, "2016 NRPA Field Report," (U.S.A., 2016), 6-7.

³⁰ National Recreation and Park Association, "2016 NRPA Field Report," 5.

Facility Type	LOS Standard ^e	SECTION A James City County Parks & Recreation Department facilities only 2015 population = 73,147			SECTION B Government/school facilities plus select private and nonprofit facilities in JCC & Williamsburg 2015 population = 88,199			SECTION C Government/school facilities plus select private and nonprofit facilities in JCC & Williamsburg 2030 projected population = 125,759		
		Inventory	Service Level	Surplus/Deficit	Inventory	Service Level	Surplus/Deficit	Inventory	Service Level	Surplus/Deficit
Park acres (total)	12 acres/1,000	1,592	21.8 acres/1,000	714	8,966	101.7 acres/1,000	7,907	8,966	71.3 acres/1,000	7,456
Neighborhood park acres	1.5 acres/1000 ^f	4	0.05 acres/1,000	(106)	16	0.2 acres/1,000	(117)	16	0.1 acres/1,000	(173)
Dog parks	1 site/50,000	0	0	(2)	1	1 site/88,199	(1)	1	1 site/125,759	(2)
Trail miles (total)	--	19	--	--	61.4	--	--	62.2	--	--
Hard surface trails	0.4 miles/1,000	8.6	0.1 miles/1,000	(20.7)	26.1	0.3 miles/1,000	(9.2)	26.9	0.2 miles/1,000	(23.4)
Soft surface trails ^a	0.4 miles/1,000	10.4	0.1 miles/1,000	(18.9)	35.3	0.4 miles/1,000	0.0	35.3	0.3 miles/1,000	(15.0)
Bike lanes	1 mile/1,000	22.61	0.3 miles/1,000	(50.5)	32.6	0.4 miles/1,000	(55.6)	32.6	0.3 miles/1,000	(93.2)
Playgrounds ^b	1 site/2,500	10	1 site/7,315	(20)	33	1 site/2,673	(3)	33	1 site/3,811	(18)
Picnic shelters	1 site/5,000	13	1 site/5,627	(2)	23	1 site/3,835	5	23	1 site/5,468	(3)
Rectangular fields (total)	1 field/4,000	17	1 field/4,303	(2)	28	1 field/3,150	6	28.5	1 field/4,413	(3)
Synthetic rectangular fields	1 field/34,915 ^g	7	1 field/10,450	5	7	1 field/12,600	4	7	1 field/17,966	3
Diamond fields (total)	--	10	--	--	25	--	--	26	--	--
Baseball, adult ^b	1 field/7,000	1	1 field/73,147	(10)	2.5	1 field/35,280	(10)	2.5	1 field/50,304	(16)
Baseball, youth ^b	1 field/5,000	3	1 field/24,382	(12)	7	1 field/12,600	(11)	7	1 field/17,966	(19)
Softball, adult ^b	1 field/9,000	2	1 field/36,574	(7)	6.5	1 field/13,569	(4)	7	1 field/17,966	(7)
Softball, youth ^b	1 field/5,000	0	0	(15)	5	1 field/17,640	(13)	5.5	1 field/22,865	(20)
Tee ball	1 field/12,771 ^g	4	1 field/18,287	(2)	4	1 field/22,050	(3)	4	1 field/31,440	(6)
Basketball courts (outdoor) ^b	1 court/2,500	6.5	1 court/11,253	(23)	16.5	1 court/5,345	(19)	16.5	1 court/7,622	(34)
Tennis courts (outdoor) ^b	1 court/5,000	2	1 court/36,574	(13)	22	1 court/4,009	4	22	1 court/5,716	(4)
Skate parks	1 site/50,000	1	1 site/73,147	(1)	1	1 site/88,199	(1)	1	1 site/125,759	(2)
Pools, outdoor ^c	1 pool/20,000	2	1 pool/36,574	(2)	2.6	1 pool/33,923	(2)	2.6	1 pool/48,369	(4)
Splash pads	1 site/20,000	1	1 site/73,147	(3)	1	1 site/88,199	(4)	1	1 site/125,759	(6)
Pools, indoor competitive ^c	1 pool/51,895 ^g	0	0	(2)	1.1	1 pool/80,181	(1)	1.1	1 pool/114,326	(2)
Pools, indoor leisure ^c	1 pool/48,100 ^g	1	1 pool/73,147	(1)	1.1	1 pool/80,181	(1)	1.1	1 pool/114,326	(2)
Recreation centers ^c	1 sq ft/person	110,524	1.5 sq ft/person	37,377	207,874	2.4 sq ft/person	119,675	207,874	1.7 sq ft/person	82,115
Gymnasiums ^d	1 sq ft/person	16,885	0.2 sq ft/person	(56,262)	59,512	0.7 sq ft/person	(28,687)	66,262	0.5 sq ft/person	(59,497)
Fitness centers ^c	1 site/39,765 ^g	2	1 site/36,574	0	4.7	1 site/18,766	2	4.7	1 site/26,757	1
Senior centers	1 site/49,500 ^g	1	1 site/73,147	(1)	1	1 site/88,199	(1)	1	1 site/125,759	(2)

^a Does not include the mountain bike trails at Freedom Park (20.1 miles) and York River State Park (22.8 miles).

^b Most school facilities are counted at 50% because their availability for public use is limited. This percentage is consistent with the 2009 Master Plan Update.

^c Private facilities are counted at 10%. The 2009 Master Plan Update did not include private facilities.

^d For consistency with the 2009 Master Plan Update, WJCC Schools' gyms are counted at 25%. Private schools' gyms are counted at 10%.

^e Unless otherwise noted, LOS Standards are the Recommended JCC Standard from the 2009 Master Plan Update.

^f The LOS Standard for neighborhood parks is from James City County's Recreational Facility Development Guidelines (see Appendix F).

^g In cases where no LOS Standard was previously adopted by James City County, benchmarks from the National Recreation and Park Association (NRPA) are used. Benchmarks represent median values of member agencies who participate in NRPA's annual Park Metrics survey.

Figure 20 Level of Service Analysis

Parks & Recreation employs a Certified Playground Safety Inspector who regularly inspects all County and WJCC School playgrounds.

The deficits calculated in Figure 20 reinforce needs already expressed by County residents, but should not be viewed as a mandate to build. Deficits articulated by members of the public or perceived by Parks & Recreation staff (for example, difficulty in providing gymnasium space to all local groups requesting it) hold greater weight than standards based primarily on national guidelines. Regional recreation preferences and age composition impact a jurisdiction's needs. Baseball and softball fields for both youths and adults, for example, exhibit large shortages relative to their LOS standards, but staff hear many more requests for trails, pools and gym space than for diamond fields; it appears that swimming is more popular and softball and baseball less popular locally than nationally. In percentage terms, James City County has more seniors, fewer children and fewer people age 18 to 64 than average, so residents' facility usage probably skews towards amenities favored by older adults.

Age composition is particularly important with regard to Section C of Figure 20, which is calculated based on James City County and Williamsburg City's combined projected 2030 populations. As shown in Figure 14, James City County's senior population is expected to increase faster than other age groups. The balance of amenities needed in 2030 therefore is likely to shift further towards activities popular with older adults – the County may need more pools and senior centers than Section C suggests, and fewer playgrounds and basketball courts. As detailed in Chapter 6, James City County has experienced high demand from older adults for pickleball courts, a facility that does not appear in Figure 20 because the NRPA does not yet have a benchmark.

Equity Mapping

A jurisdiction's quantity of recreation amenities is not the only factor to be considered when seeking to meet citizens' needs – location is also important. The equity maps on pages 47 to 62 show how well each neighborhood in James City County is served by:

- Community, regional and special use parks
- Public neighborhood parks
- Trails
- Playgrounds
- Picnic shelters
- Rectangular athletic fields (for soccer, football, lacrosse, etc.)
- Diamond athletic fields (for baseball and softball)
- Outdoor basketball courts
- Outdoor pools
- Indoor pools (both leisure and competitive)
- Gymnasiums (wood floors only – does not include school gyms with non-wood floors)
- Recreation centers
- Driving access to parks
- Walking access to parks

Each facility's service area is denoted by a circle whose radius is based on NRPA guidelines; neighborhoods outside the circular buffer zones are deemed to have inadequate access to that type of amenity. Due to technology limitations, service areas depicted in Figures 21 – 36 do not account for the transportation network and barriers to travel such as rivers. The straight-line distance shown by a service radius will translate to a longer distance when walking on sidewalks or driving on streets.

Figures 21 and 22 depict the service areas for community, regional, special use and neighborhood parks in James City County and Williamsburg City. Because neighborhood parks usually have limited parking and are used primarily by local residents, the radius of their service area is only half a mile. The other park categories offer parking and draw from a larger region; the radius of their service area is 3 miles. Few County neighborhoods have access to a public neighborhood park, but as previously discussed, many neighborhoods have private parks.³¹

The maps for individual amenities such as playgrounds and diamond fields generally show fairly good coverage of neighborhoods within James City County's primary service area (PSA), the region within which public water and sewer are provided. Since development is not encouraged outside the PSA, it is unnecessary to provide many recreation services beyond the PSA. Facilities outside the PSA usually are resource-based – for example, boat landings and fishing piers.

The central portion of the northern part of James City County, which is within the PSA but quite undeveloped, falls outside the service radius for all the recreation amenities shown in Figures 21 – 34. When homes are built in this area, residents will need recreation facilities. The southeastern section of the County, which includes a large low-income neighborhood called Grove, has poor access to indoor and outdoor pools and picnic shelters. Although the Abram Frink Jr. Community Center (AFCC), which shares a building with the James River Elementary School, is located in this area, it has limited operating hours and is closed on weekends. The athletic fields, gymnasium and fitness area at the AFCC are not as large as those at the James City County Recreation Center. The Grove neighborhood therefore has less access to recreation amenities than the equity maps indicate.

As with LOS standards, equity mapping is a helpful exercise but regional habits may differ from national guidelines – service areas are traditionally fairly small, typically 2 to 4 miles; James City County residents might happily drive further than this to access parks and facilities. However, some citizens do not have exclusive or shared access to a car. 4% of James City County households do not own a vehicle, and 29% of households have only one vehicle.³² The recreation facility deficit in Grove grows more severe if residents of this low-income area face transportation challenges that make standard NRPA service areas oversized. People lacking access to a car who have young children or mobility challenges may not be able to walk very far to enjoy recreation facilities. Figures 35 and 36 depict driving distances and walking distances to parks for all neighborhoods in James City County. As shown in Figure 35, all property in the County except the undeveloped northernmost tip is within four miles of a park – a short trip by car. But for residents who don't have a vehicle, there is limited access to parks within much of the PSA (see Figure 36).

³¹ Appendix B, the source for Figures 21 – 36, includes all public and major private recreation amenities. The Department plans to expand its facility inventory to include all private parks and recreation amenities.

³² U.S. Census Bureau, *American FactFinder*, <http://www.factfinder.census.gov>.

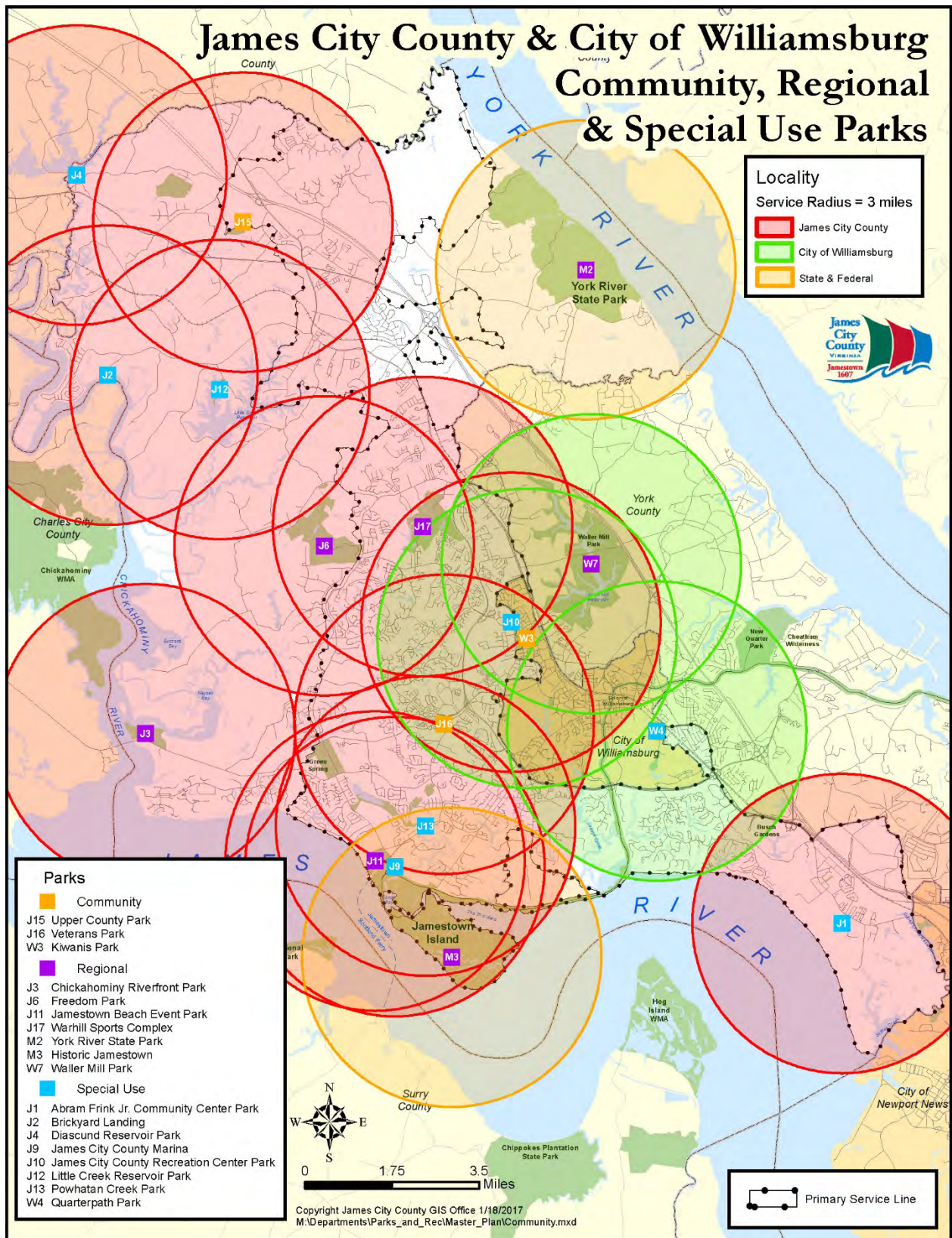


Figure 21 Community, Regional and Special Use Parks

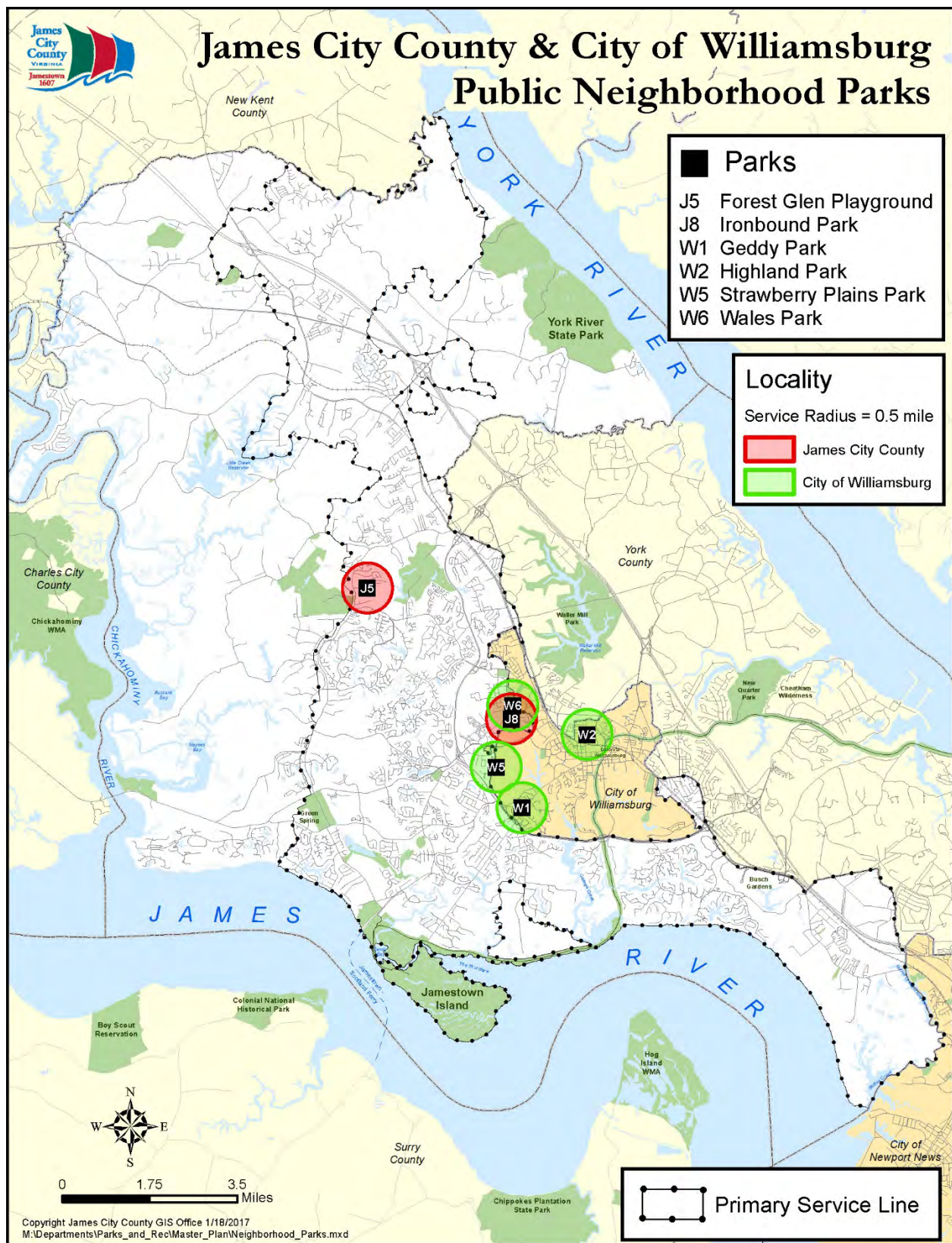


Figure 22 Public Neighborhood Parks

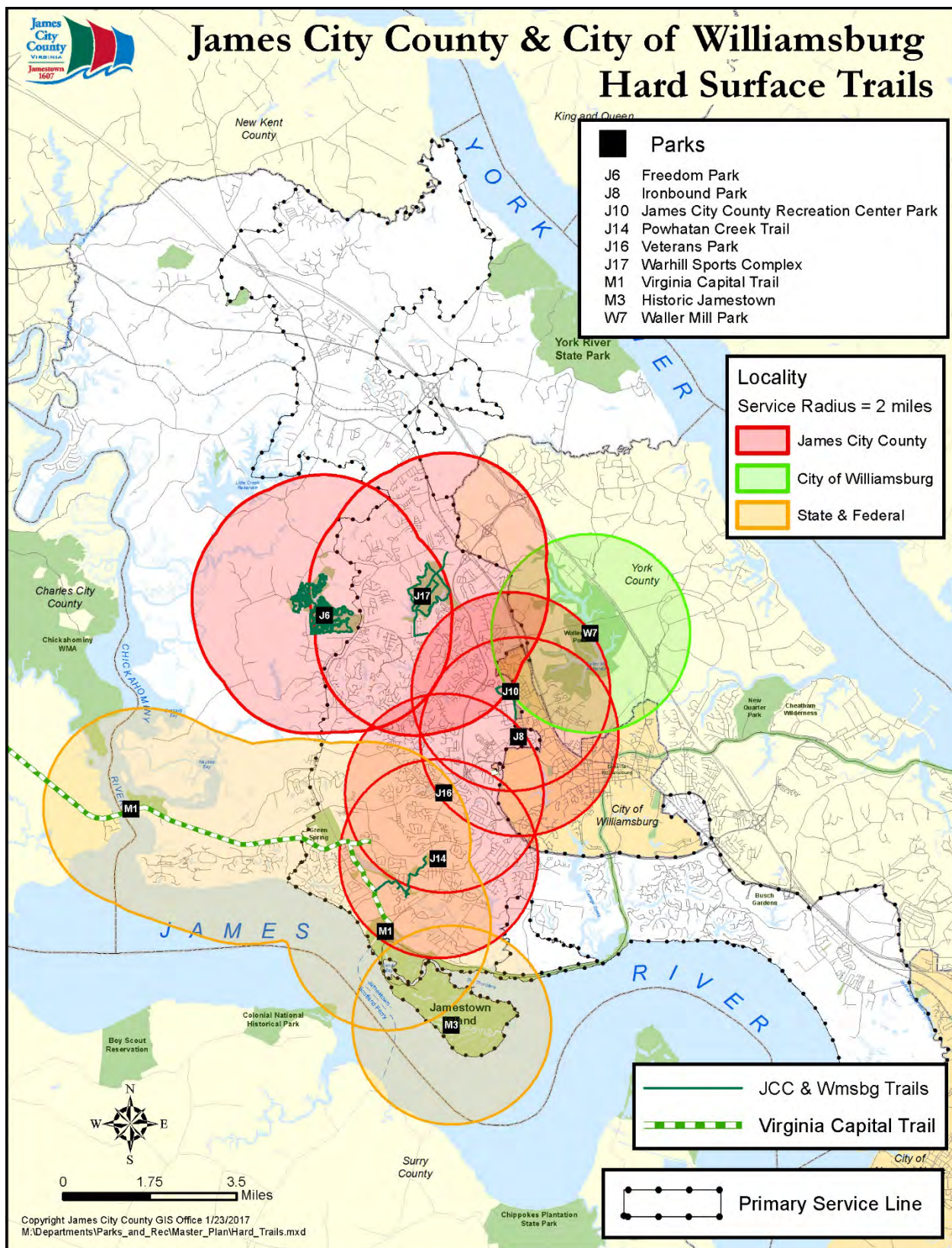


Figure 23 Hard Surface Trails

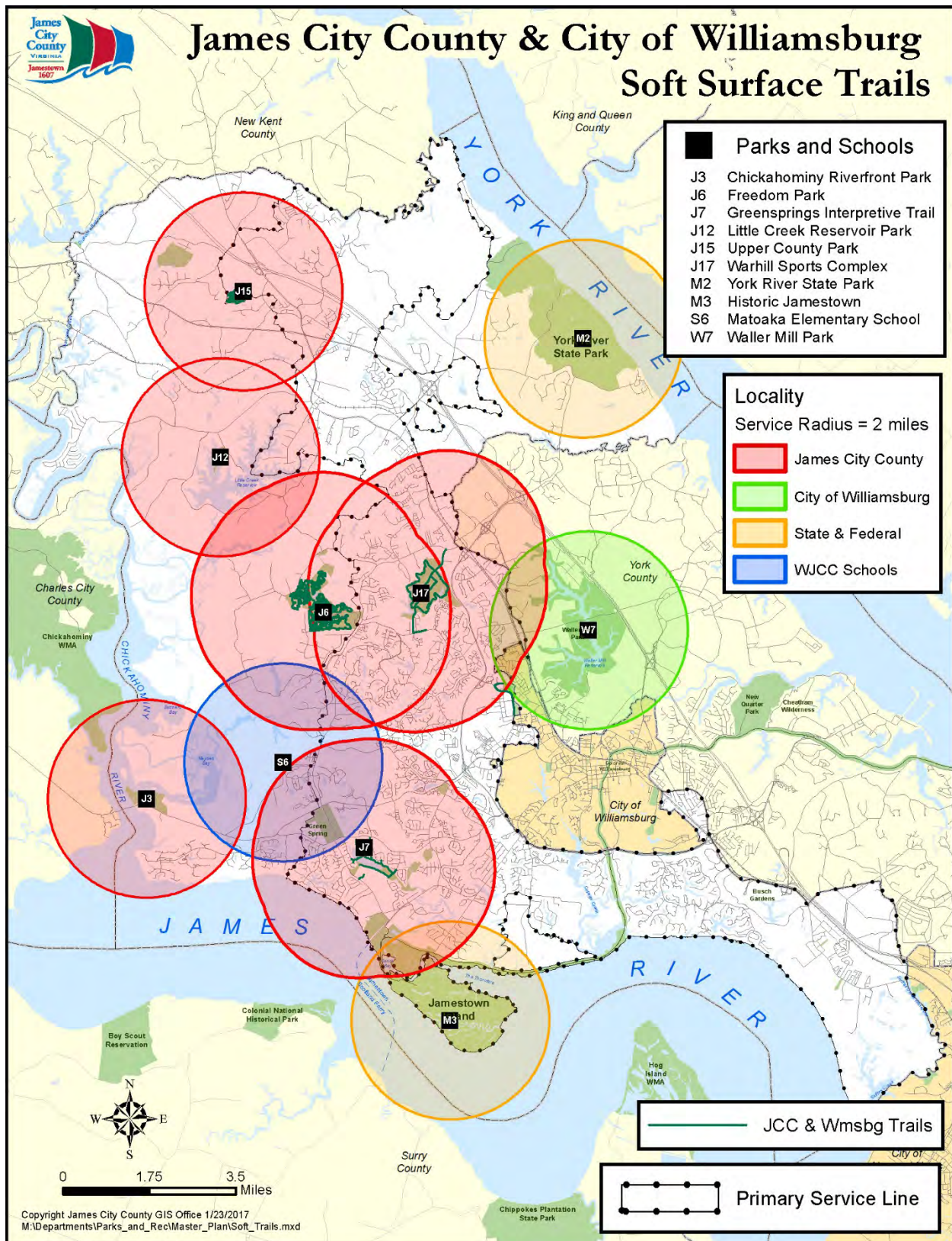


Figure 24 Soft Surface Trails

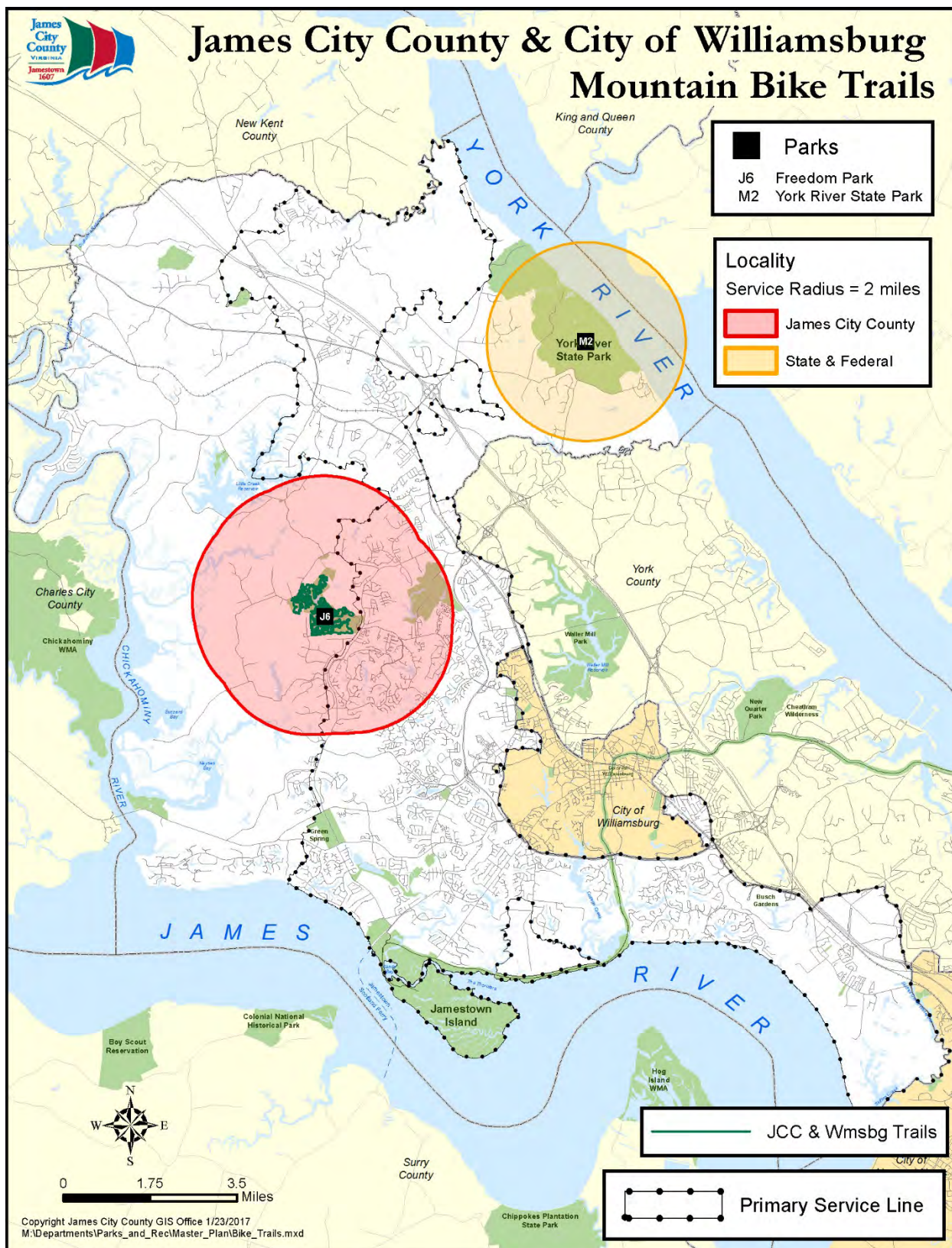


Figure 25 Mountain Bike Trails

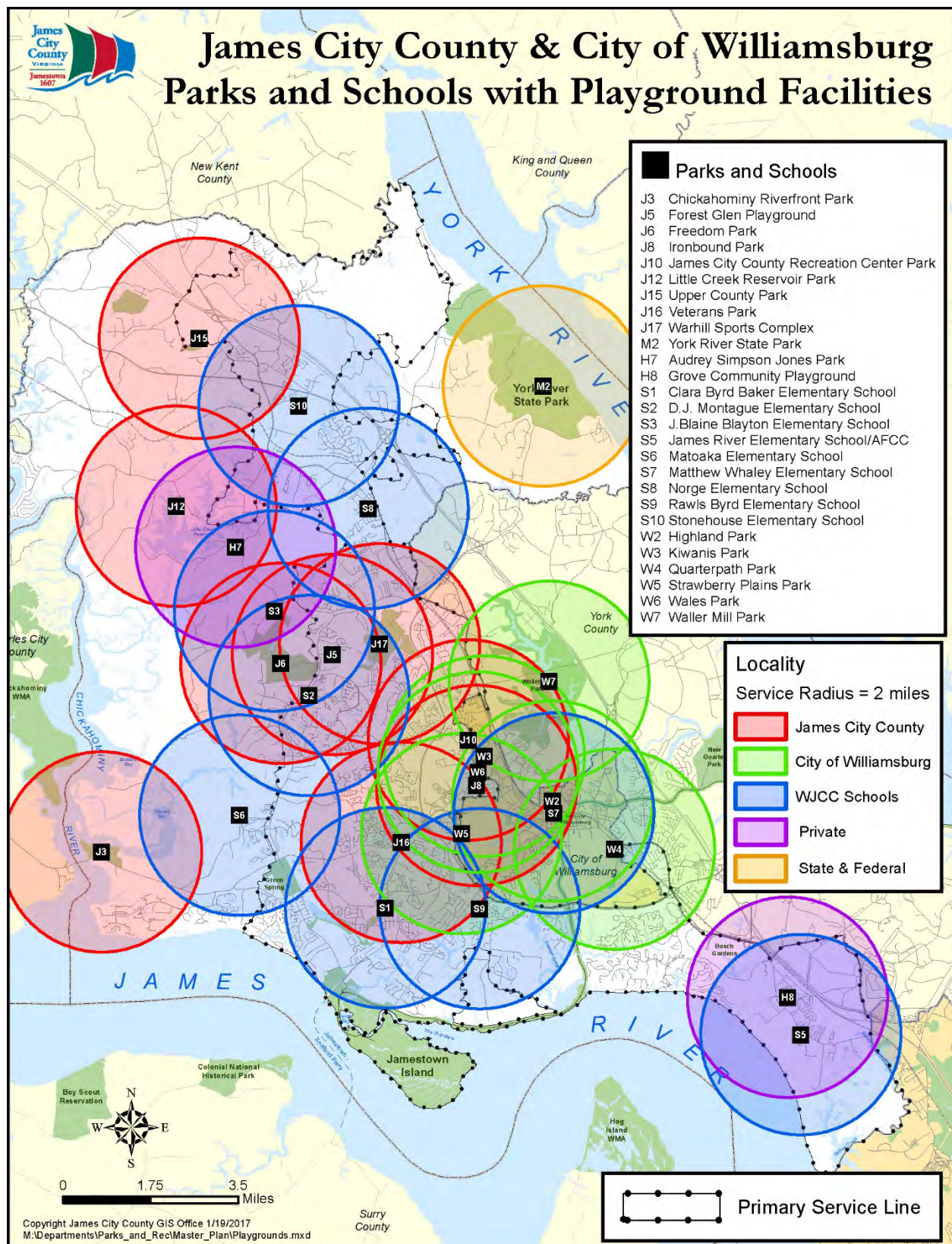


Figure 26 Playgrounds

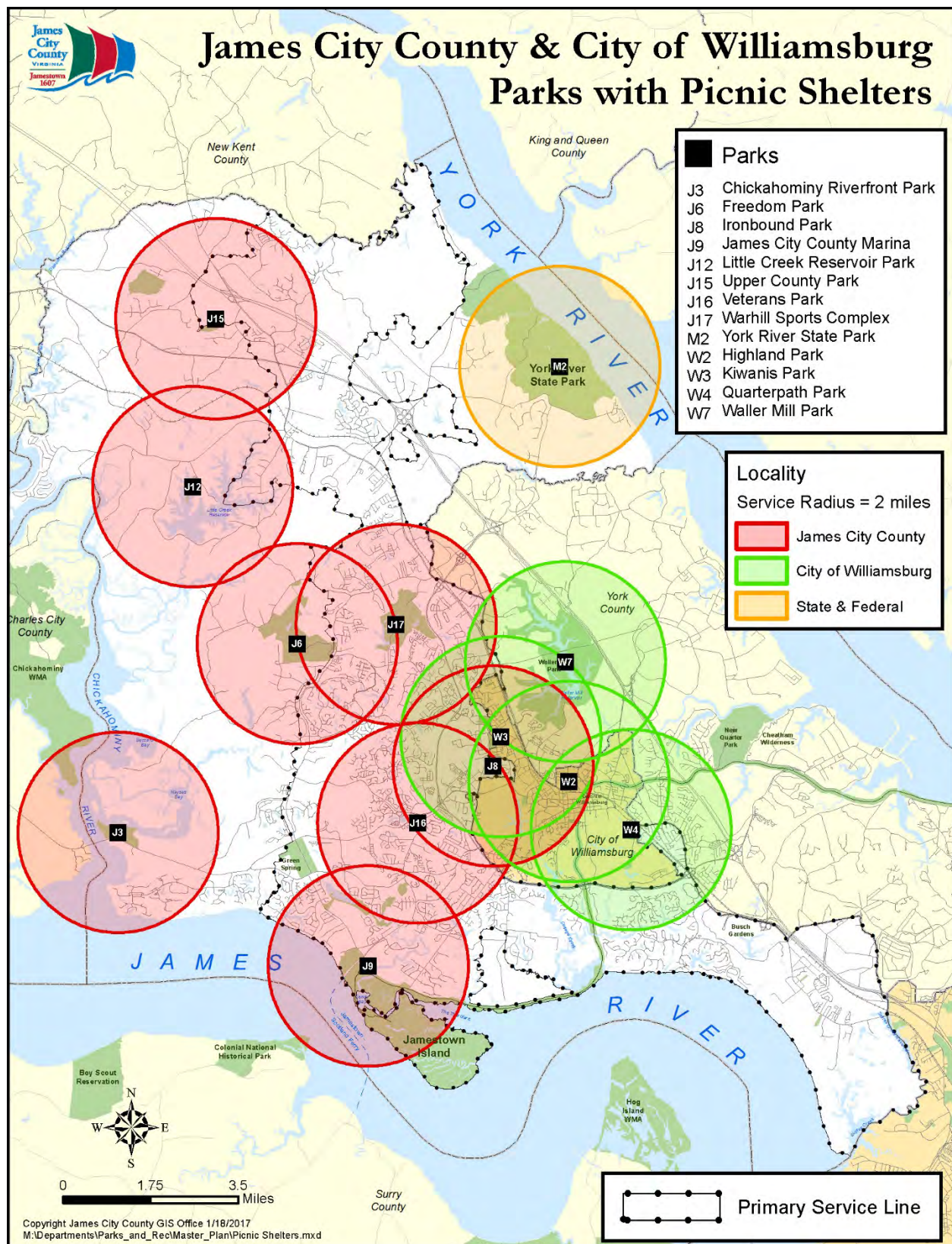


Figure 27 Picnic Shelters

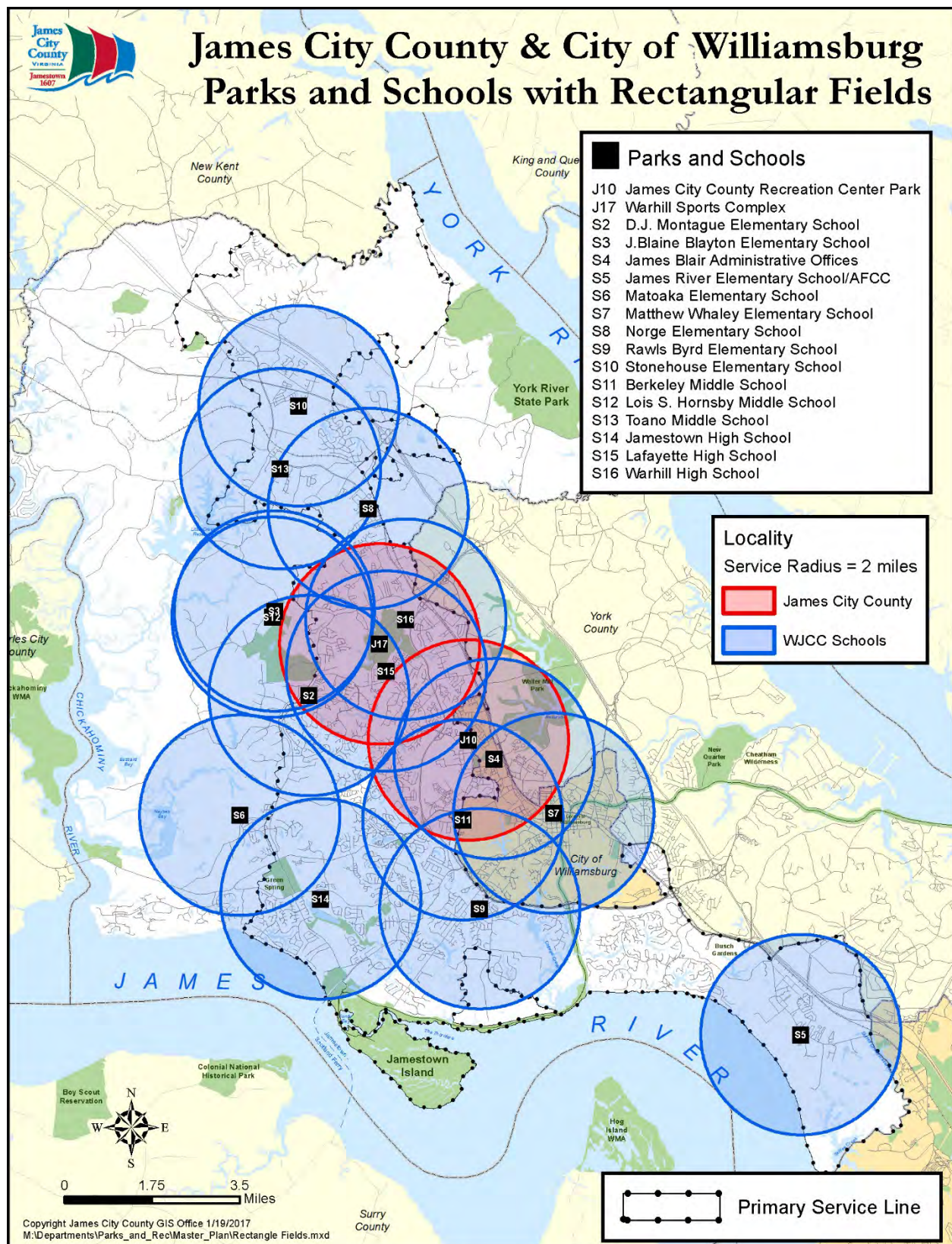


Figure 28 Rectangular Athletic Fields

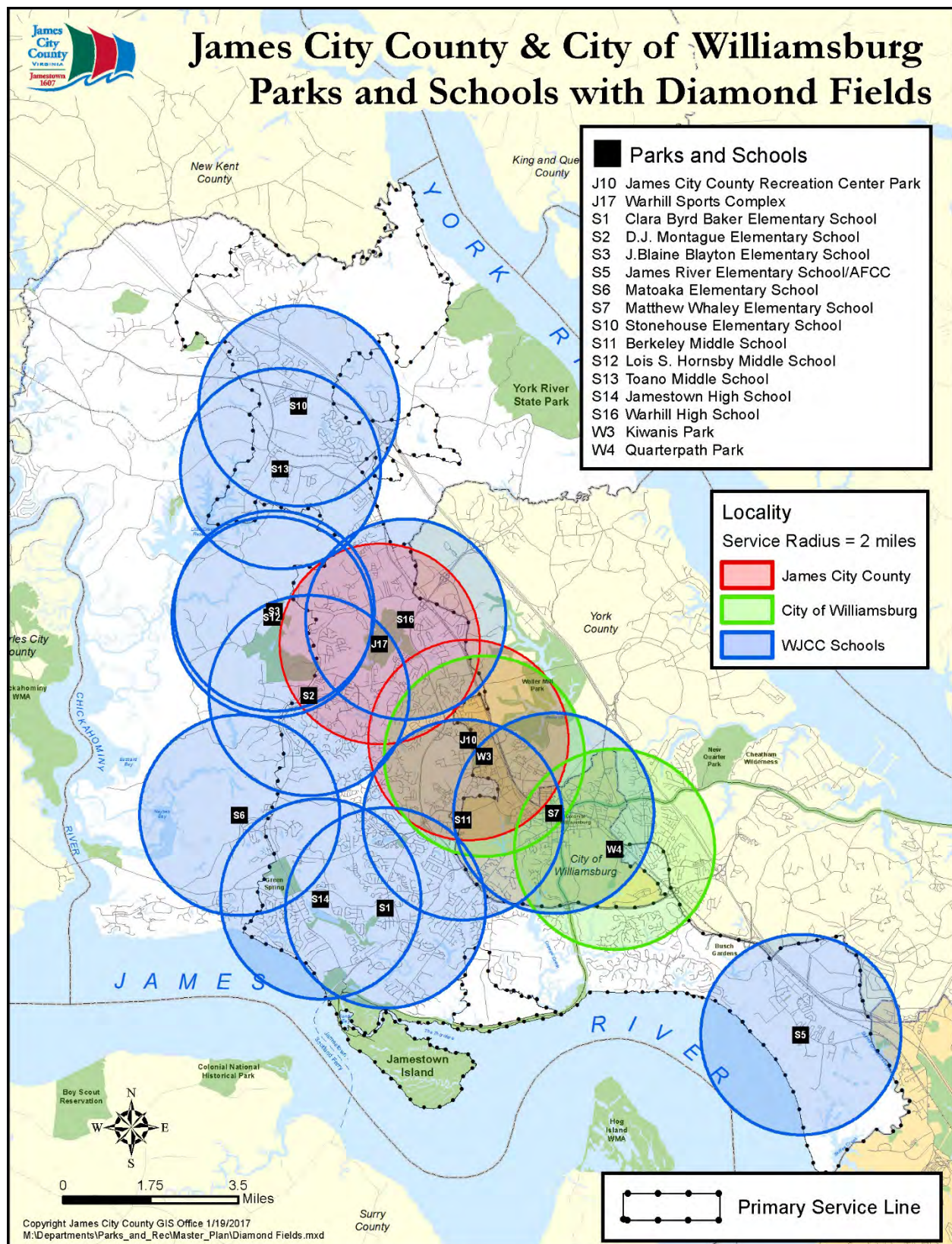


Figure 29 Diamond Athletic Fields

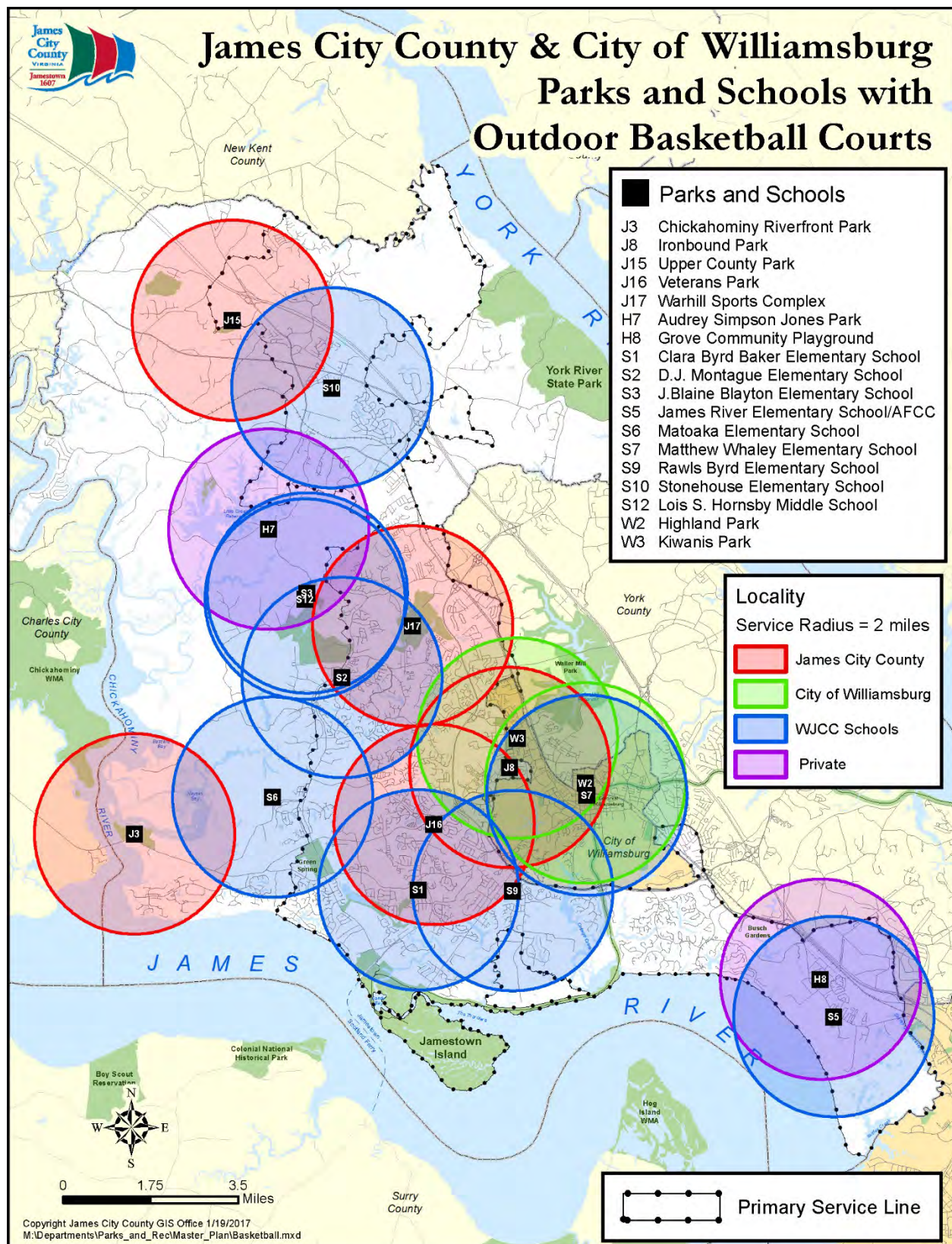


Figure 30 Outdoor Basketball Courts

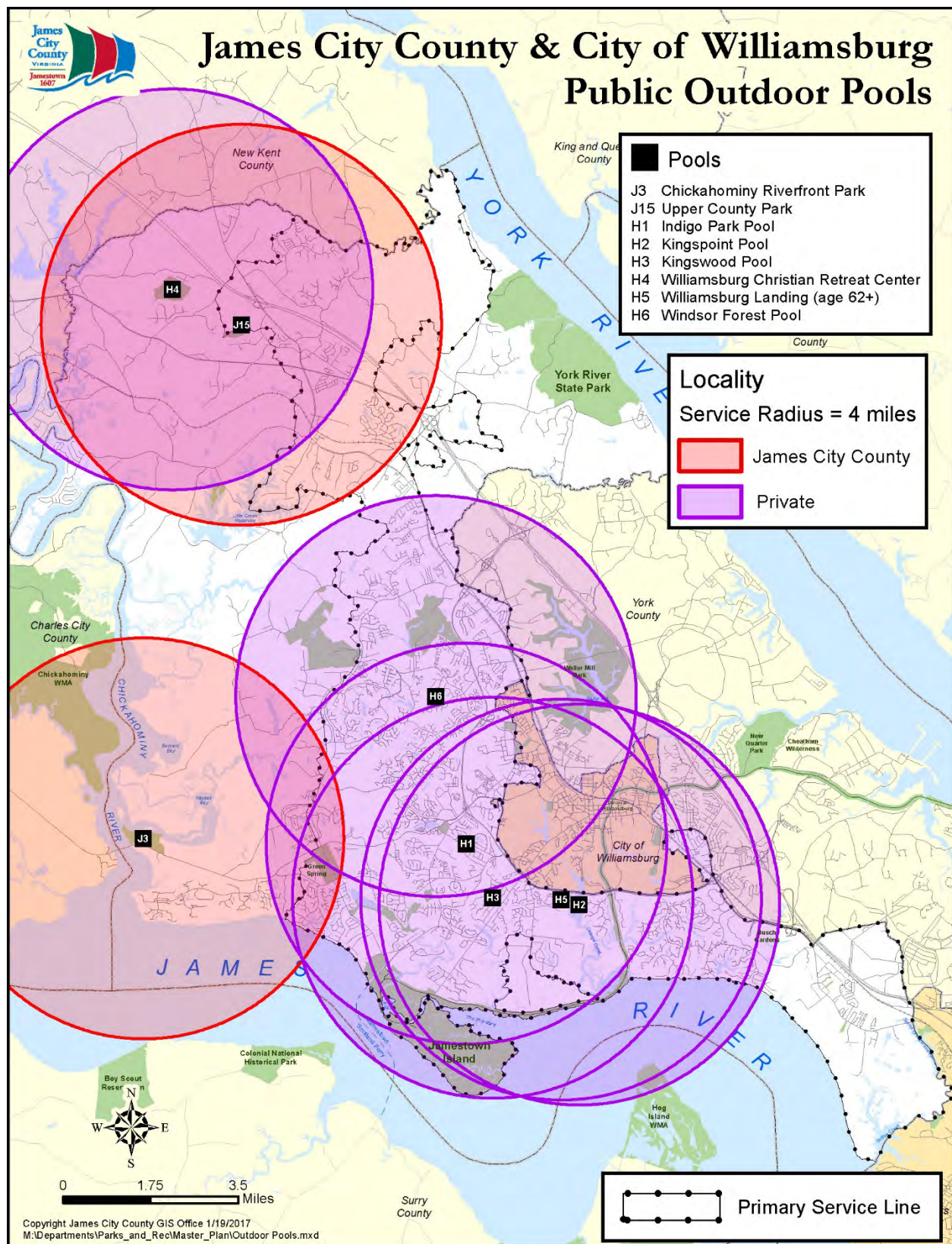


Figure 31 Outdoor Pools

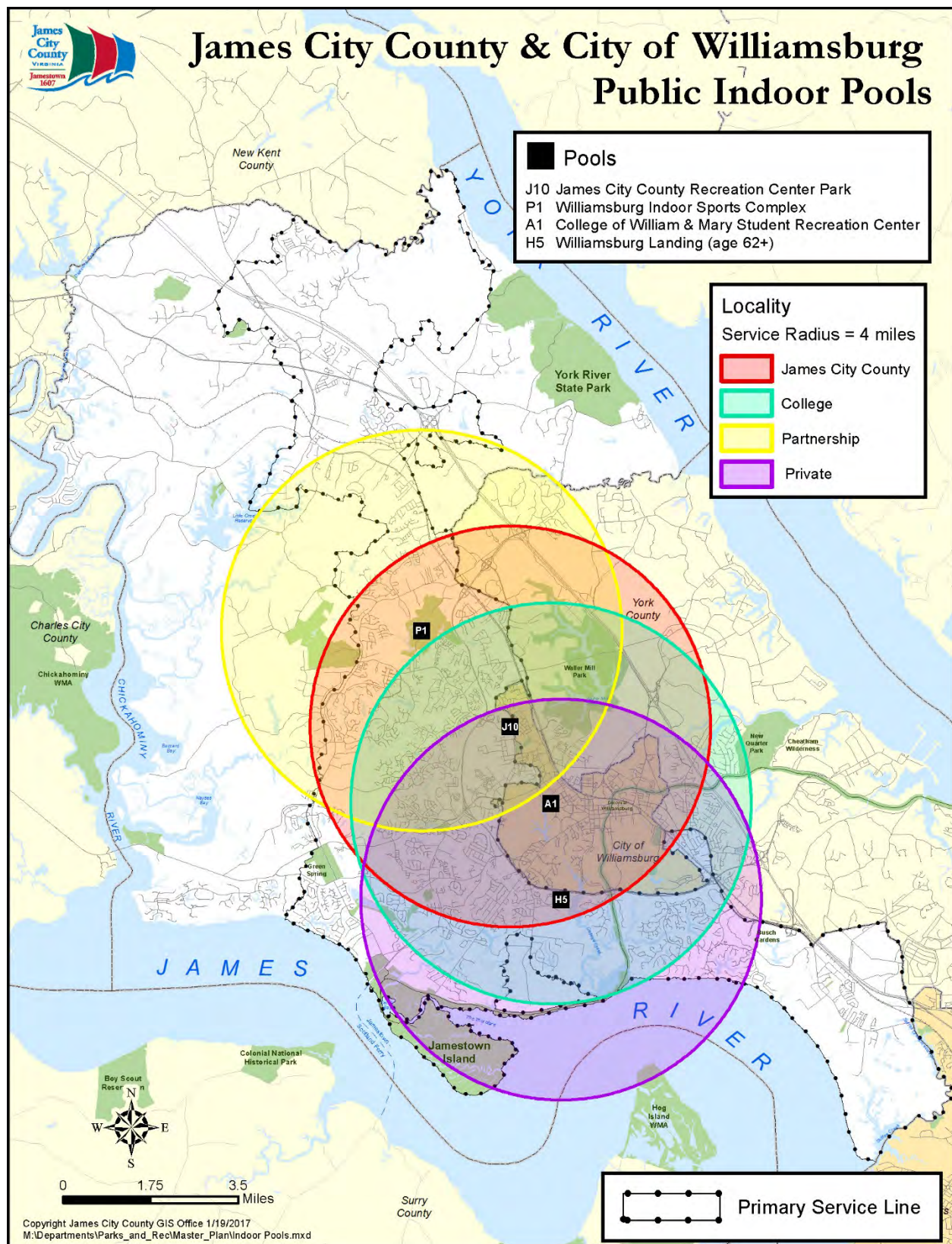


Figure 32 Indoor Pools

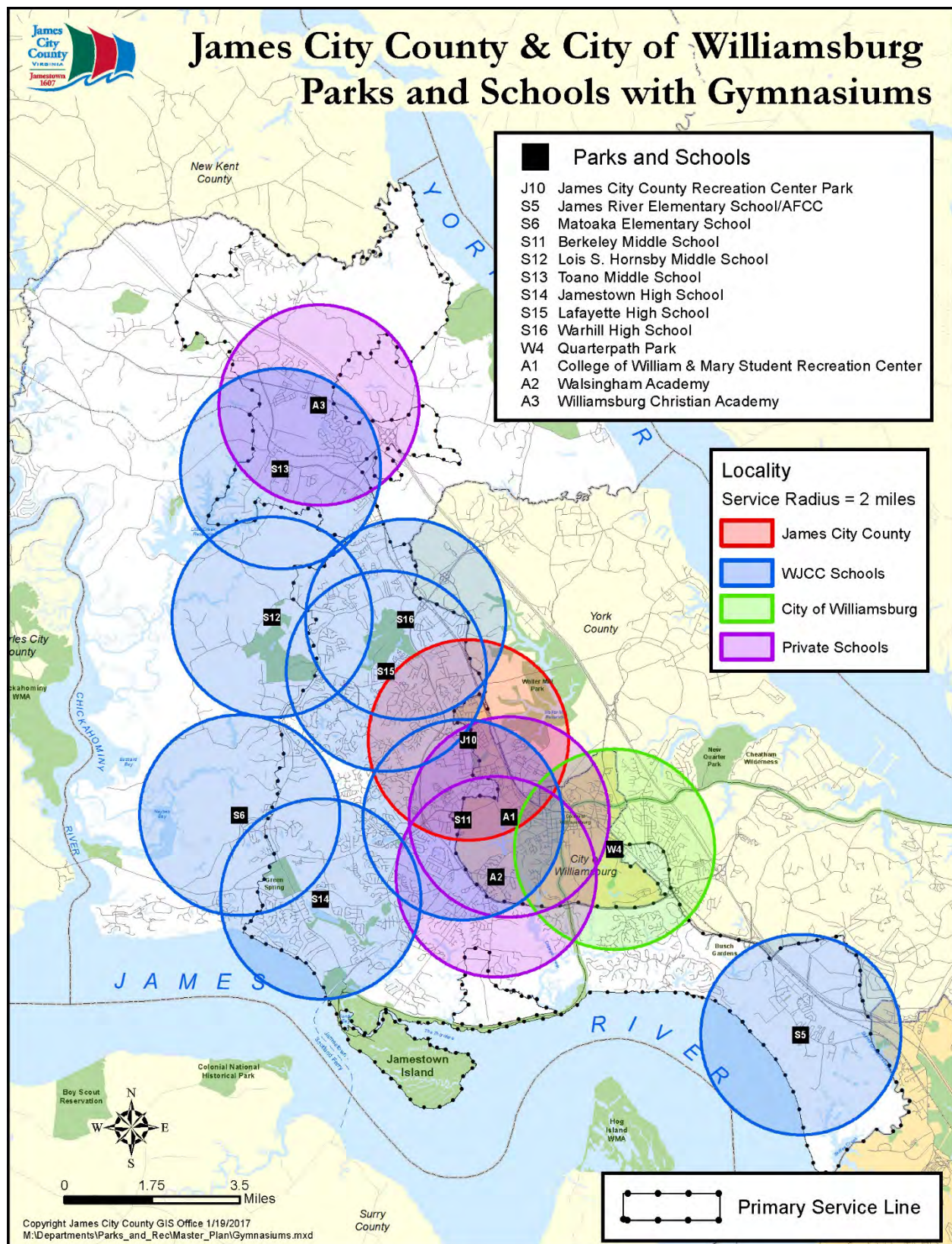


Figure 33 Gymnasiums

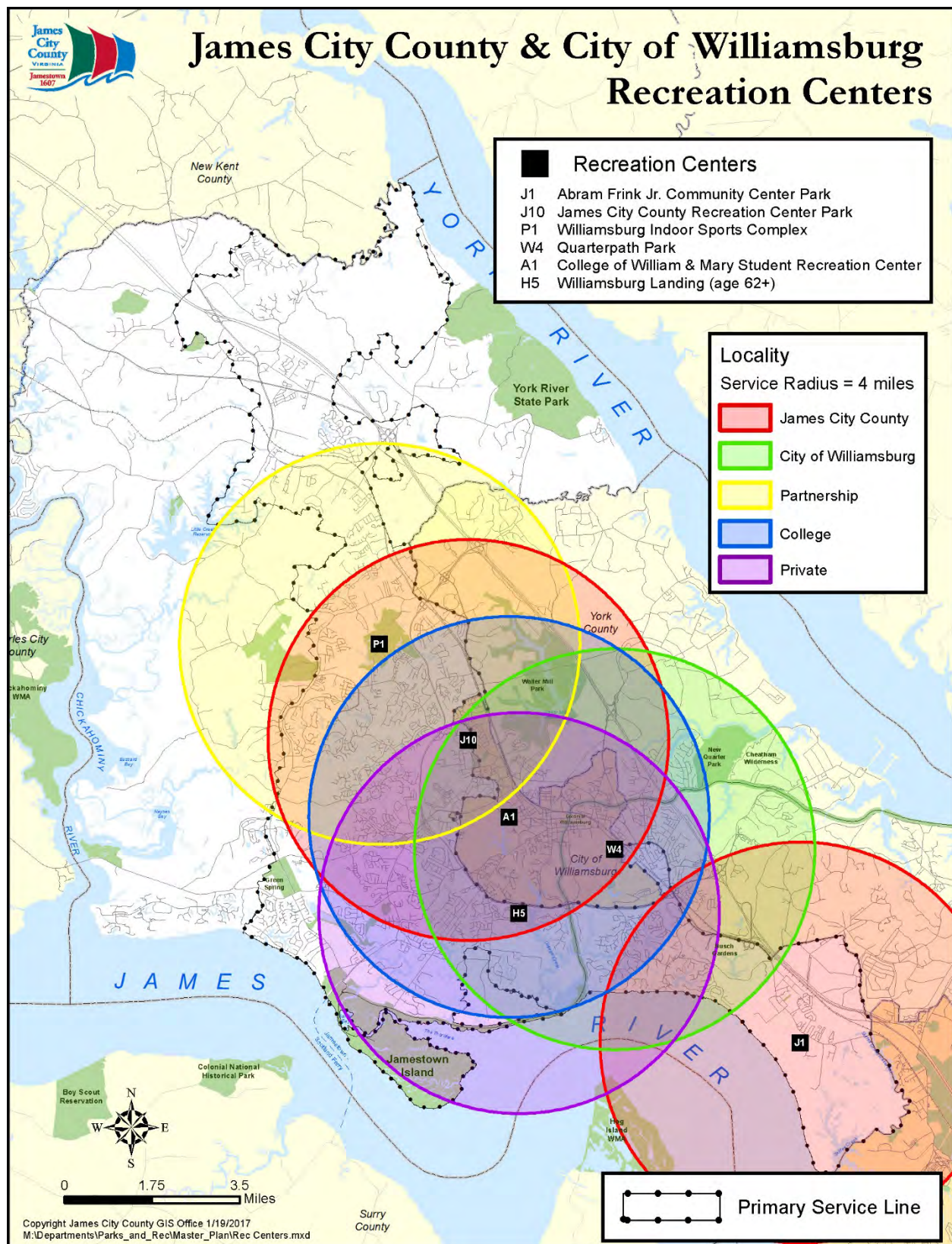


Figure 34 Recreation Centers

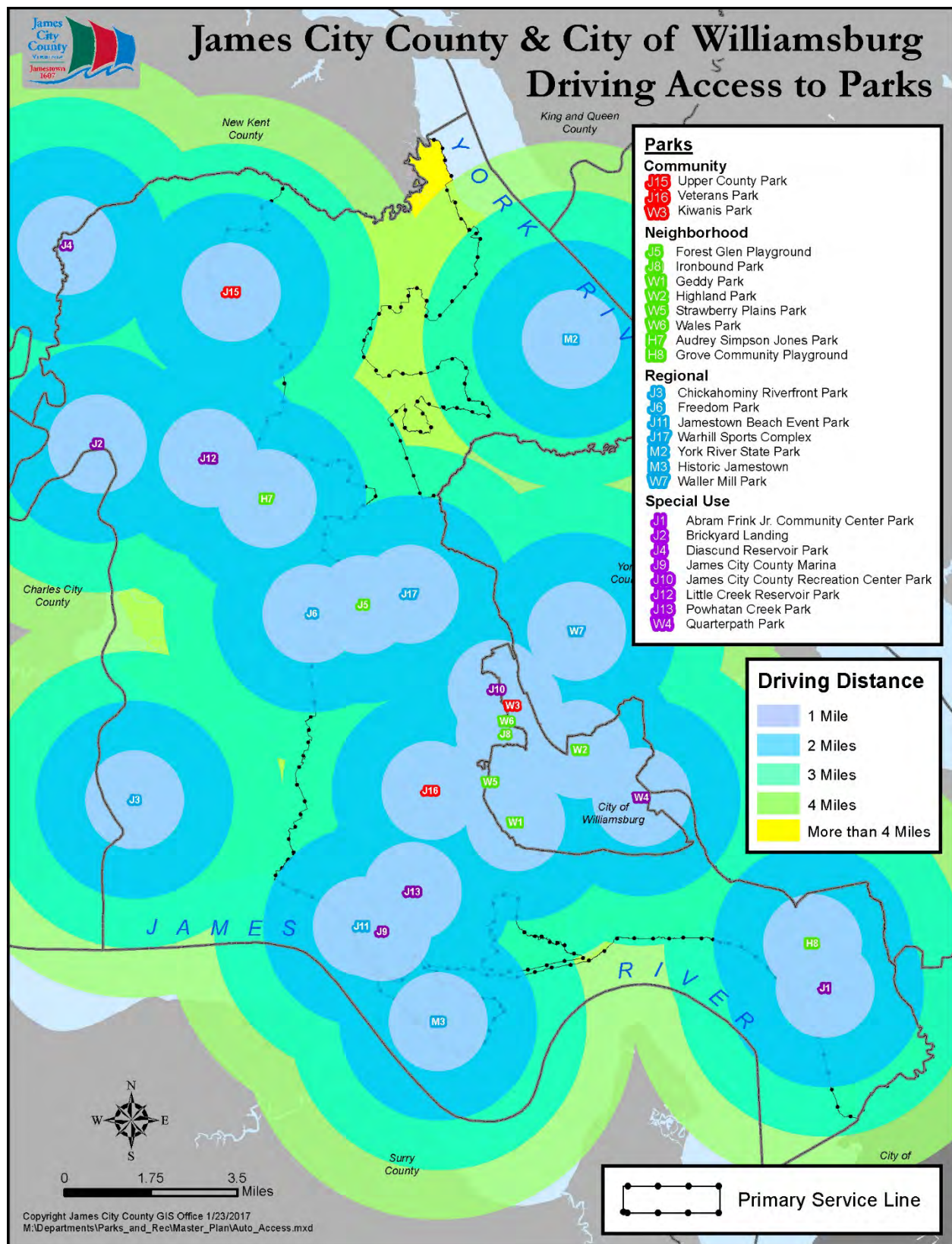


Figure 35 Driving Access to Parks

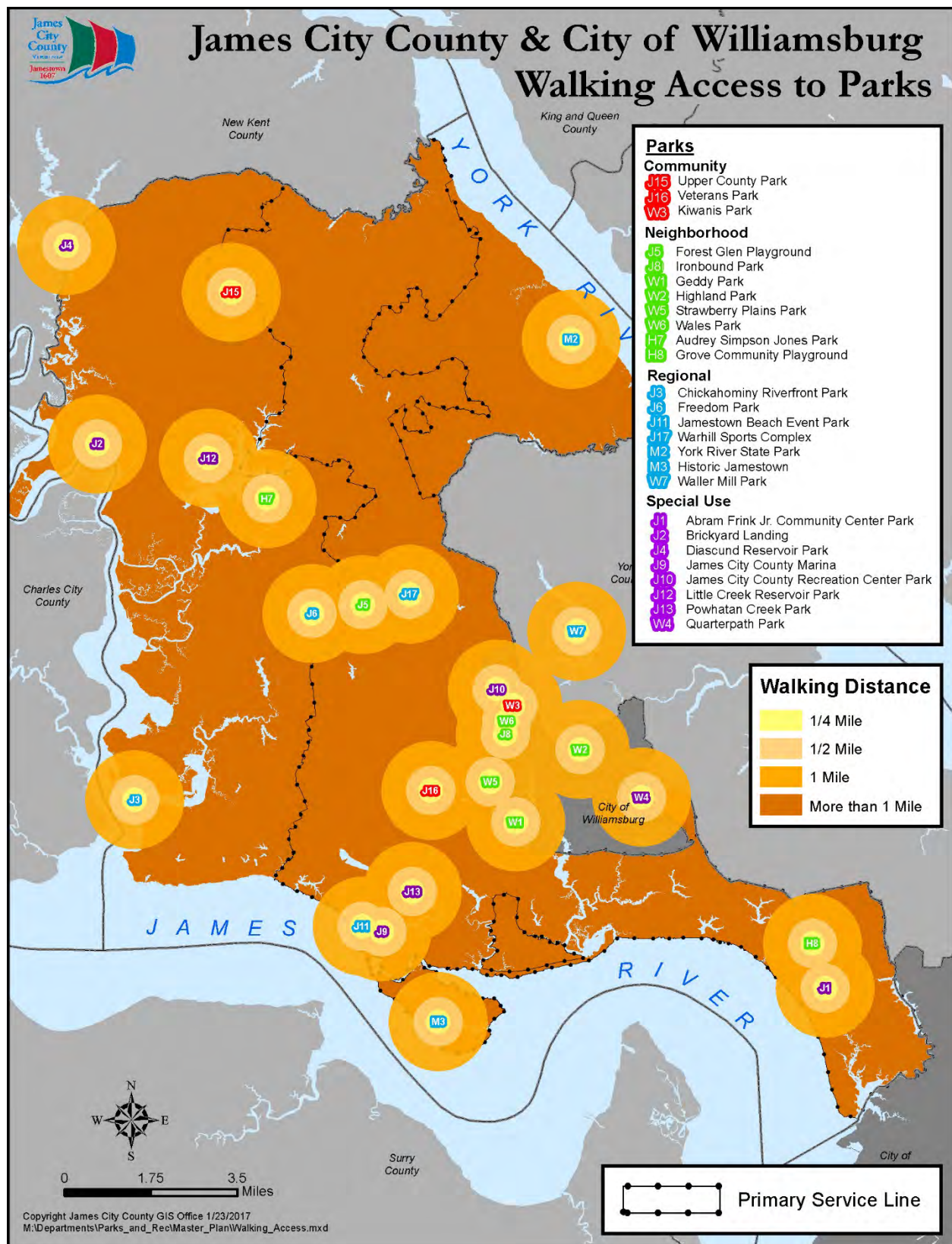


Figure 36 Walking Access to Parks



5. PROGRAM ASSESSMENT

James City County Parks & Recreation offers over 3,500 programs annually, ranging from swim lessons to pottery classes to special events like the annual Harvest Festival. In FY2016 program activity fees generated nearly \$1.3 million in revenue, although not all programs charge fees – many special events, neighborhood outreach programs and educational workshops are free.

Core Areas

During the 2009 Master Plan Update process, PROS Consulting recommended a reorganization of core program areas which Parks & Recreation subsequently adopted.³³ In recent years new program areas have been added in response to County priorities and changes in the services offered by other community providers.

Following are the current core program areas, each of which is associated with one or more staff members whose primary responsibility is programming. In the Outdoor core program area, a small number of site-based programs is managed by staff at various parks.

Aquatics consists of swim lessons, group fitness classes, open swim, swim clubs, camps and special events. Most aquatics programs take place at the indoor pool at the James City County Recreation Center (JCCRC), but during the summer a few lessons and camps are offered at the outdoor pools at Upper County Park and Chickahominy Riverfront Park. In November 2016, SilverSneakers® group fitness classes were introduced at the JCCRC pool to serve the County's growing senior population. With the

³³ PROS Consulting LLC, 62.

exception of occasional special events, use of the County's pools requires a membership or payment of a fee for daily use or a specific program.



Club 55+ is programming for people age 55 and older. Some programs are multigenerational; other programs, including those conducted by The Lounge, are exclusively for the 55+ age group. The Lounge occupies a space at the JCCRC which was formerly leased by the Historic Triangle Senior Center. After the Historic Triangle Senior Center unexpectedly disbanded in the spring of 2014, The Lounge and Club 55+ were created to fill the gap and

continue offering a physical space and programming for older adults. A positive response from the community and growing membership led to the addition of a full-time Recreation Program Coordinator to oversee The Lounge and community-wide senior outreach programs.

Health & Wellness encompasses use of the fitness areas at the James City County Recreation Center and the Abram Frink Jr. Community Center, as well as group fitness classes, summer camps, special events, wellness workshops and health-related seminars. Most classes are for ages 14 and older, but during the past year more youth classes have been introduced. SilverSneakers® fitness classes including chair-based exercise are a popular offering. Use of the Centers' fitness equipment, gym, indoor walking track and participation in group fitness classes requires a membership or payment for daily use or a specific program; some workshops and special events are free.

Inclusion/Therapeutic Recreation provides accommodations to persons with disabilities for participation in recreation programs, facilities and leisure activities. Individuals with disabilities are encouraged to recreate with their peers. Exclusive programming such as Days of Discovery, a special needs summer camp, is also offered along with year-round therapeutic recreation programs such as adaptive swimming, music therapy, community outings, fitness programs and special events supported by local community partnerships. Inclusion also oversees ADA compliance and offers disability awareness programs and community and staff training.

Neighborhood Outreach was established in 2015 as Parks & Recreation's newest core area following successful pilot programs in the Lafayette Square and Grove neighborhoods. The purpose of Neighborhood Outreach is to expand recreation services to lower income neighborhoods while reaching vulnerable populations of youth, teens, adults and families that would rarely or never participate in centralized recreational programs due to financial, transportation, cultural, interest or lifestyle barriers.

Outdoor includes classes, special events and summer camps in archery, archaeology, camping, kayaking, biking, gardening and other outdoor activities. Many Outdoor programs are cosponsored by partner groups including the Williamsburg Botanical Garden and the Eastern Virginia Mountain Bike Association. The Virginia Cooperative Extension's Master Naturalists also assist with programming.

Special Events became a core area after PROS Consulting recommended that large special events be overseen by a single person rather than having each core area manage its own special events. Fourteen new special events have been developed since 2009, and the special events coordinator has worked with administrative staff to target sponsors to help cover the cost of special events, which are usually free or have \$5 parking fees. A variety of small to large-scale community-wide special events for families and special populations are presented annually. Offerings include the popular Family Fun Fest, Harvest Festival, Drool in the Pool (for dogs and their families) and the Live Well Expo (for adults age 55 and older).



Special Interest includes youth and adult classes and youth camps covering a wide range of topics including painting, pottery, STEM education, robotics, videography, science, cooking, conversational Spanish, horse care, aviation and engineering. Most classes and camps have a fee; a few workshops, such as money management and college readiness courses, are free.

Sports & Athletics includes a variety of youth sports including soccer, basketball, golf, tennis, volleyball, football, baseball, floor hockey, track and field and fencing, plus soccer and pickleball for adults. Most of the youth sports programs focus on pre-school and elementary school children, after which children can transition to sports programs offered by the Department's affiliate groups.

Teens consists of the year-round REC Connect after-school and summer camp program, Teens Toward Success volunteer program, Youth Advisory Council, and various leadership and development workshops and camps. In FY2016 the service delivery model of the REC Connect Middle School program was modified, centralizing the program at the JCCRC (instead of operating at each of the three middle school sites) and expanding activities to include swimming, cooking, walking clubs, sports clinics and field trips.

Volunteer Services became a core area in FY2009 following PROS Consulting's suggestion to formalize and enhance the management of James City County's many volunteers. The Volunteer Coordinator recruits and manages volunteers for the Parks & Recreation Department, and oversees training of both volunteers and employees. Volunteers who are in contact with vulnerable populations, including youth and the elderly, are required to pass a background check. A formal Adopt-a-Park system was developed in 2014 to engage businesses, organizations and families in long-term care of specific park areas.

Youth consists primarily of REC Connect before and after school care offered at nine WJCC elementary schools. Youth programming also includes summer and spring break camps for ages 3-10. The Youth core program area attracts over 1,300 children and their families annually, providing safe, affordable year-round care and a variety of education and recreational activities.

Figure 37 shows the twelve core program areas' goals and objectives.

PROGRAM GOAL	PROGRAM OBJECTIVES FOR PARTICIPANTS
AQUATICS: To provide instructional, educational and recreational water safety and survival skill classes, camps, events and workshops for ages 6 months and up based on defined levels of skill progression and interests.	Increase confidence, comfort and enjoyment in and around the water. Increase overall physical well-being. Develop water safety and swimming skills. Gain new social connections through interactions with people of all ages. Learn about opportunities to participate in water-based activities.
CLUB 55+: To provide senior exclusive and multi-generational recreational, educational, social and culturally enriching programs for adults ages 55 and up.	Increase interaction and socialization with other peers in the community. Learn new and relevant information pertaining to the senior population. Increase exposure to new and safe recreational activities. Have the opportunity to participate in a variety of activities. Broaden perspectives through travel opportunities.
HEALTH & WELLNESS: To create lifelong commitments to healthy lifestyles, personal development, and a strong community through indoor/outdoor instructional and educational health, fitness and nutrition classes, camps, workshops and events for all ages, demographics and levels of skill progression.	Develop/increase physical fitness, healthy behaviors, and wellbeing. Learn about healthy lifestyle choices to further increase knowledge and participation in health/wellness activities. Have the opportunity to meet and interact with diverse groups of people with common interests. Have the ability to advance through graduated levels of instruction based on skills and interests. Have the opportunity to experience a variety of health and wellness activities across their lifespan.
INCLUSION/THERAPEUTIC RECREATION: To ensure the inclusion of all in recreation programs and provide specialized/therapeutic instructional, educational and recreational classes, camps and events for individuals ages 3 and up with disabilities.	Be provided opportunities for socialization with peers. Increase independence and self-esteem by being introduced to new leisure/recreation activities. Develop an increased awareness of leisure activities in the community. Improve health and overall wellbeing while engaged in physical activities. Have access to all county facilities, parks and programs based on essential eligibility guidelines.
NEIGHBORHOOD OUTREACH: To provide outreach recreational, educational, cultural and enrichment activities and support services (financial assistance, securing recreational infrastructure, equipment or transportation) for residents of all ages, living in lower income areas of James City County.	Gain exposure and an outlet for positive recreational and social behavior. Gain new and safe recreational activities and experiences. Learn about the benefit and value of recreational and community programs, services and facilities. Increase access to recreational and community programs, services and facilities. Have the opportunity to build on positive peer, family and community relationships.
OUTDOOR: To provide educational and recreational outdoor programming to include non-competitive, leisure, adventure-based, environmental education, culturally relevant classes, camps and events for all ages.	Develop a foundational understanding of and appreciation for their natural and cultural surroundings. Be able to model good environmental stewardship in a variety of outdoor settings. Discover recreational opportunities that promote interactions with the outdoors in a safe environment. Gain exposure to local groups and organizations that promote environmental education and outdoor recreation. Have diverse opportunities to engage with the outdoors across their lifespan.
SPECIAL EVENTS: To provide fun, educational and recreational small to large scale community-wide events for all ages.	Increase exposure to new and safe experiences. Gain appreciation for James City County park and facility amenities. Have the opportunity to meet and interact with diverse groups of people with common interests. Increase knowledge of available community activities and resources. Experience and learn about a variety recreational/hands-on activities and attractions.
SPECIAL INTEREST: To provide instructional, educational and recreational classes, camps, workshops and events for ages 3 and up in beginner to advanced skill levels.	Increase knowledge and skills in the specific topic area. Develop and improve fine motor, cognitive and creative skills. Increase and improve social interaction with peers who share common interests. Have the ability to advance through graduated levels of instruction based on skills and interests. Have the opportunity to experience a variety of special interest areas across their lifespan.
SPORTS & ATHLETICS: To provide indoor/outdoor instructional, educational, recreational and competitive sport classes, camps, clinics, leagues and events for ages 2 and up based on levels of skill progression and interests.	Learn foundational game concepts and skills for participation in a variety of sports and athletic activities. Cultivate relationships with others that share like interests. Gain an understanding of and be able to demonstrate good sportsmanship while participating in different levels of competition. Develop and maintain increased flexibility, range of motion, and fine and gross motor skills. Have the ability to progress through diverse types of sports and levels of instruction over their lifespan.
TEENS: To provide year-round educational, developmental, and recreational programs in leadership and career development to youth ages 13-17.	Develop/increase leadership and career readiness skills through hands-on experiential learning opportunities. Learn strategies for developing an active voice and communicating solutions/ideas. Develop/improve communication and social skills such as acceptance of others, facilitation, cooperation and conflict resolution. Develop/improve personal and character skills such as teamwork, respect, responsibility, caring, integrity, stewardship and citizenship. Have the opportunity to meet and interact with peers and adults from diverse backgrounds.
VOLUNTEER SERVICES: To offer Department and County wide volunteer opportunities and placement for individuals 18 years or older within programs, facilities, parks and services.	Develop or increase social skills through social networking and meeting a diverse range of people. Learn new skills and increase professional development through utilizing existing skills, talents and knowledge. Increase physical activity and development through participation in hands-on activities during volunteer assignments. Develop a sense of community ownership, achievement and pride through community involvement and giving back.
YOUTH: To provide year-round safe and fun recreational and educational before and after school programs, camps and events for ages 3-14 and their families.	Increase exposure to and knowledge of a variety of recreational and leisure activities. Gain an appreciation of self, family, school, community, country and the world. Develop/improve personal and character skills such as safety, good health, respect, responsibility, caring, fairness, trustworthiness and citizenship. Develop/improve social skills such as acceptance of others, cooperation and conflict resolution. Have the opportunity to meet and interact with new peers/friends.

Figure 37 Program Goals and Objectives

Parks & Recreation distributes a seasonal activity brochure called *Destination Recreation* each February and September that details program offerings for the next six months. The brochure is available in print and online; of concern is a recent change in WJCC Schools' policy that eliminates free distribution of paper copies to students. For a fee, Parks & Recreation can electronically distribute the brochure to the schools' mailing list, but online distribution may not reach families who don't have easy access to computers. The brochure often exceeds 50 pages so it is not convenient to print at home.

Patrons can register for programs by phone, mail, online or in person at six County locations. In July 2016 James City County imposed a convenience fee on all credit and debit card transactions, including payments to Parks & Recreation. Since this change in policy, the Department has seen a shift from online credit card payments to in-person payment by cash or check. Processing in-person payments requires more staff time; extra staff is required at the JCCRC on Tuesdays, the day when the greatest number of transactions occur due to payment deadlines for the REC Connect before and after school program.



Each program area maintains detailed statistics on participation. An important annual statistic is the "make rate," defined as the percent of programs offered which actually took place and were not canceled. The two primary reasons for a program to cancel are inclement weather and inadequate enrollment – each program has a minimum enrollment level which is based on the cost of offering the program (instructor's salary, supplies and equipment, etc.) and whether a certain number of participants is necessary for a successful experience. In FY2016, Parks & Recreation offered 3,504 programs and conducted 3,318 programs, an overall make rate of 95%. The three core areas with the lowest make rates (Outdoors, Sports & Athletics and Special Events) were those most impacted by weather conditions and ranged from 81% to 87%.

Program statistics and customer feedback guide staff's decisions on program offerings. Each class and camp concludes with a request for participants (or participants' parents) to fill out a survey on the program, and patrons have the opportunity to fill out comment cards anytime. A broad Customer Satisfaction Survey is conducted every two years; results are discussed in Chapter 7. Trends in program participation, overall and by area, are discussed in Chapter 6.

AFFILIATE ORGANIZATIONS	RECREATIONAL SERVICE
757 Swim 757swim.com	Swim club for ages 5-18
AIM USA, Inc. Cheer Program aimusainc.com	Cheerleading for ages 4-12
American Legion Post 39 Baseball	Baseball for ages 14-19
Coast Guard Blue Dolphins Swim Team, Inc. cgbdswwimming.org	Swim club for ages 5-18
James City Youth Football/Cheerleading League jamescitycountyjaguars.org	Football and cheerleading for ages 5-14
Jamestown Mayhem Girls Fastpitch Softball jamestownmayhem.com	Softball for ages 8-18
StageLights Childrens Theatre stagelightstheatre.org	Theater for ages 6-17
Team Flash Track & Field teamflashva.com	Track and field for ages 6-18
Tidewater Sharks Soccer tidewatersharks.com	Soccer for ages 9-18
Toano Storm Basketball, Inc.	Youth basketball
Virginia Legacy Soccer Club valegacysoccer.com	Soccer for ages 4-18
Virginia Venom Baseball virginiavenom.com	Youth baseball
Virginia Venom Basketball virginiavenom.com	Youth basketball
Virginia Venom Volleyball Club venomvb.com	Youth volleyball
Williamsburg Aquatic Club swimwac.com	Swim club for ages 5-18
Williamsburg Boat Club wbcjuniors.org	Rowing for age 13+
Williamsburg Lacrosse Club	Lacrosse for grades 4-12
Williamsburg Volleyball Club williamsburgvolleyball.com	Volleyball for ages 7-18
Williamsburg Warriors Lacrosse Club wmbglax.org	Lacrosse for ages 7-18
Williamsburg Youth Baseball League, Inc. williamsburgbaseball.com	Baseball for ages 5-17
Williamsburg Youth Football/Cheerleading League leaguelineup.com/wyfdl	Football and cheerleading for ages 6-14
PROGRAM PARTNERS	COMMUNITY SERVICE
Arc of Greater Williamsburg thearcgw.org	Support for people with developmental disabilities
Eastern Virginia Mountain Bike Association evma.org	Build and maintain mountain bike trails and advocate cycling
Heritage Humane Society heritagehumanesociety.org	Pet adoption and spay/neuter services
Lazy Lizard, LLC WilliamsburgFamilies.com	Online calendar of local activities and events
MAPVA Rimriders Basketball	National Wheelchair Basketball Association team
Sentara Williamsburg Regional Medical Center sentara.com	Hospital offering health & wellness programs
Williamsburg Contemporary Art Center visitWCAC.org	Gallery offering art classes including Buddy Art for children with disabilities
Williamsburg Area Bicyclists wabonline.org	Recreational bicycling club
Williamsburg Botanical Garden williamsburgbotanicalgarden.org	Public garden located at Freedom Park
Williamsburg-JCC Community Action Agency wjcc-caa.org	Support and training services to help people achieve self-sufficiency
Young Life - Capernaum younglife.org	Support for youth with intellectual and developmental disabilities
COMMUNITY/BUSINESS PARTNERS	FACILITY
William & Mary Tack Family Boathouse Facility wmrowing.org	Rowing club at Chickahominy Riverfront Park
Go Ape USA goape.com	Treetop adventure course at Freedom Park
Williamsburg Indoor Sports Complex thewisc.com	Private sports facility at the Warhill Sports Complex

Figure 38 Affiliates and Partners

Affiliates and Partners

The Parks & Recreation Department works in partnership with many groups and organizations in the community. Figure 38 lists the groups with whom Parks & Recreation currently has formal agreements.

Groups categorized as Affiliate Organizations maintain long-term contracts with the County and pay a per-head fee for seasonal or annual use of County facilities such as athletic fields and the indoor pool.

Program Partners collaborate with Parks & Recreation to provide community programs and special events, such as yoga for persons with disabilities, mountain bike rides at Freedom Park, health and wellness workshops, and Drool in the Pool, an annual fundraiser following the close of the outdoor pool season when dogs are permitted to swim in the Chickahominy Riverfront Pool.

Community/Business Partners maintain a formal lease or contract with James City County. The Williamsburg Indoor Sports Complex, for example, is a private business that leases land in the Warhill Sports Complex.

Private Providers

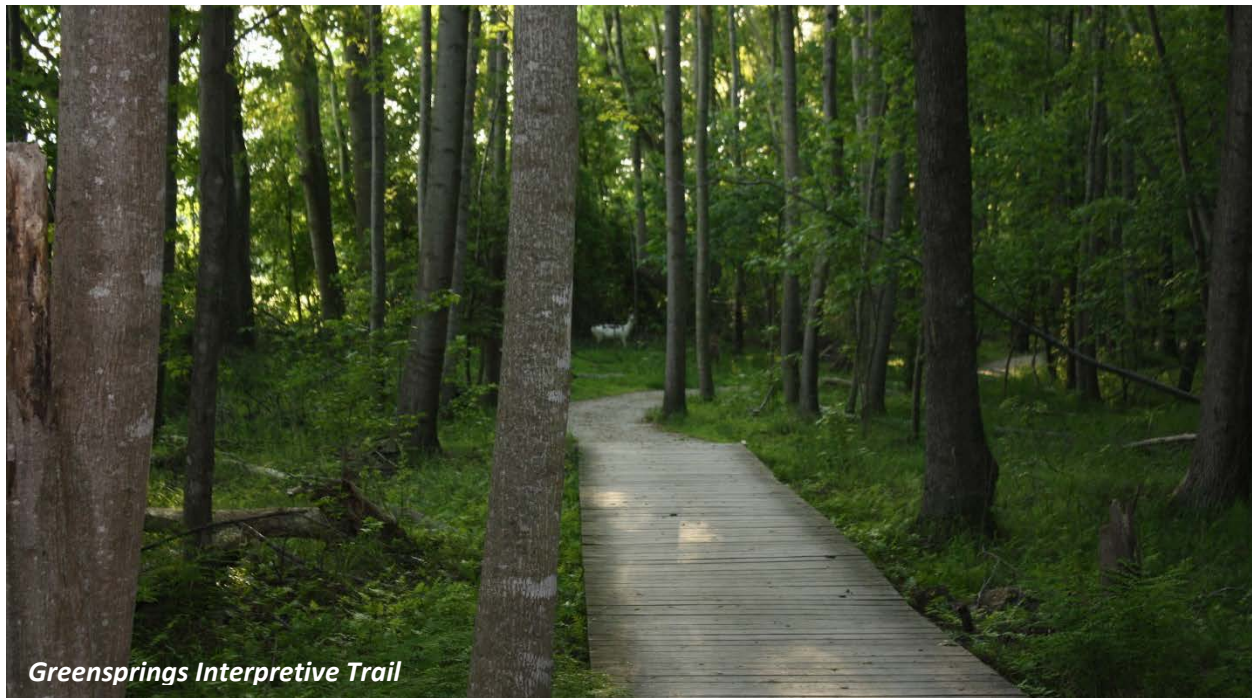
James City County Parks & Recreation strives to maintain awareness of private, public and nonprofit service providers in the community. Appendix C presents the results of a study conducted in 2016 by Parks & Recreation staff to identify recreation programs and services in the Historic Triangle. The study notes providers and the general type of service provided; when considering new programs and services, Parks & Recreation employees routinely contact providers in the community for more detailed information on offerings and fees.

The Department views its role as filling the gaps where programs and services are needed by the community but not offered by the private sector. If private businesses or nonprofit groups are already fully serving the community's needs, then Parks & Recreation need not provide the same services. In some cases, Parks & Recreation has offered programs and other groups have subsequently begun offering similar programs – Parks & Recreation will then evaluate whether supply exceeds demand and consider reducing or discontinuing its services. As an example, the Parks & Recreation Department in collaboration with the New Town Commercial Association constructed a synthetic skate rink in FY2013, which operated for four years. In FY2016 Colonial Williamsburg built a large rink featuring real ice. After evaluating revenue, expenses and participation, Parks & Recreation decided to discontinue operating the synthetic rink after the FY2016 season – attendance had dropped precipitously and revenue barely covered expenses.

While the region's population is too small to support two skate rinks, there are many areas where multiple service providers are needed. Parks & Recreation's largest program is REC Connect, a state licensed before and after school care program that also offers full-day camps during the summer and school breaks. REC Connect has the advantage of operating inside WJCC Schools' nine elementary schools, eliminating the issue of transportation between school and a day-care site (the middle schools combine for an after-school program at the James City County Recreation Center). REC Connect is staffed by trained professionals, including specialists in therapeutic recreation. Eligible households can receive a discount on weekly fees by completing the Department's Discount Assistance Application.

In the area of youth sports, Parks & Recreation has transitioned from direct service provider to service facilitator, providing low-cost facilities and oversight of background checks for affiliate groups' coaches and volunteers. The Department offers introductory sports programs and camps for children; those seeking higher-level competition are encouraged to continue developing their sport via the many specialized clubs and teams in the region.

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6. RECREATION & LEISURE TRENDS ANALYSIS

Identification of recreation and leisure trends at the national, state, regional and local levels is an important step when planning parks and recreation facilities and programs. Publications from several respected industry sources including the Sports and Fitness Industry Association and the Physical Activity Council were consulted to identify national participation trends in recreation and leisure. In most cases, trends were analyzed over the six-year period from 2010 to 2015, for ages 6 and older, to provide a comprehensive overview of changes in interest and activity in the market.

The 2013 Virginia Outdoors Plan identifies trends in Virginia and the Hampton Roads region based on a statewide survey. Local trends were analyzed from data collected by James City County Parks & Recreation, the Virginia Capital Trail Foundation, and studies completed by consultants.

National Trends

Activity Level Trends: Of concern nationally is the overall level of inactivity. An inactive person is defined as someone who does not exercise at all. A total of 27.6% of the U.S. population was inactive in 2015, compared to 26.9% in 2010. Only 31.2% of the population is active to a healthy level, down from 34.5% in 2010.³⁴ Time usage data reported from 2010-2015 by the Bureau of Labor Statistics for people 15 years and older indicates that in recent years, Americans have consistently watched TV for over 2.5 hours per day with men watching nearly 3 hours daily. The amount of time people spend participating

³⁴ Physical Activity Council, *2016 Participation Report* (U.S.A., 2016), 6.

in sports, exercise or recreation averages less than a half hour daily; men spend about 24 minutes a day compared to a little over 12 minutes a day for women.³⁵

Most Popular Activities Overall: According to the Sports and Fitness Industry Association (SFIA), fitness walking continues to be Americans' most popular sports and recreational activity by far, followed by treadmill use and running/jogging. Fitness walking and treadmill use have shown a moderate decrease over the last six years, but active people cross over into other forms of exercise for variety and new experiences.³⁶

Sports: Golf and basketball have the highest participation rates, followed by tennis, baseball and soccer. All of these sports have experienced a moderate decrease since 2010.³⁷

"Just two and a half hours per week of aerobic physical activity, such as swimming, bicycling, or running, can decrease the risk of chronic illnesses. This can also lead to improved health for people with diabetes and heart disease."

Source: Centers for Disease Control and Prevention, "Healthy Swimming," www.cdc.gov/healthywater/swimming/.

Among *team sports*, basketball, baseball, soccer, slow-pitch softball and touch football have the most participants. Since 2010, these major team sports experienced a decline in participation but there was a slight upward trend in for all five from 2014 to 2015. The overall trend bears watching.³⁸

For *racquet sports*, tennis has the highest participation with badminton, racquetball, pickleball and squash rounding out the top five. Only pickleball and squash reported increases in participation. Of special note is the emerging upward trend for pickleball, which is projected to move just below tennis in popularity by 2018.³⁹

Indoor Fitness: As previously noted, treadmill use is the most popular indoor fitness activity, with hand weights (under 15 lbs.), stretching, stationary cycling and weight/resistance machine use ranking second through fifth respectively.⁴⁰

Indoor Aquatic Activities: Among those who visit indoor pools, fitness swimming is by far the most popular, followed by aquatic exercise and competition swimming. From 2014 to 2015, competition swimming reported an increase in participation of 6.7%, while fitness swimming grew 4% and aquatic exercise increased 1.1%.⁴¹

Outdoor Activities: The Outdoor Foundation's research finds running/jogging/trail running to be the most popular outdoor activity followed by fishing, road biking/mountain biking/BMX bicycling, camping

³⁵ U.S. Bureau of Labor Statistics, *American Time Use Survey*, <http://www.bls.gov/tus/>.

³⁶ Sports and Fitness Industry Association, *2016 Study of Sports, Fitness and Leisure Activities Topline Participation Report* (U.S.A., 2016).

³⁷ Sports and Fitness Industry Association.

³⁸ Sports and Fitness Industry Association.

³⁹ Sports and Fitness Industry Association.

⁴⁰ Sports and Fitness Industry Association.

⁴¹ Sports and Fitness Industry Association.

and hiking. Except for hiking, mountain biking and BMX bicycling, all of the other activities saw a slight decrease in participation.⁴²

Paddlesports: Kayaking is the most popular form of paddling followed by canoeing, rafting and stand up paddle boarding. Of special note is the 25.7% increase in stand up paddling participation. Kayaking experienced a moderate increase while canoeing had a slight decrease and rafting numbers showed no change. The South Atlantic Census Region of the United States, which includes Virginia, has the highest participation rates in the country for kayaking and rafting, and ranks second in the country for canoeing and stand up paddle boarding.⁴³

Summer Activities: According to a National Recreation and Park Association survey, leading the list of popular summer activities is picnicking/barbecuing followed by walking/hiking, going to the beach, exploring nature and attending festivals.⁴⁴

Fastest Growing and Declining Activities: The SFIA finds that the two fastest-growing sports and recreational activities, by a wide margin, are adventure racing and non-traditional/off-road triathlons. Squash, trail running, boxing for competition, lacrosse, rugby, roller hockey, archery and field hockey complete the top ten. Roller skating (in-line), touch football, wrestling, slow-pitch softball and racquetball show the largest declines in participation in percentage terms.⁴⁵

Facility Plans: Parks and Recreation agencies planning facility construction reported that the most popular park features being added are: splash play areas, playgrounds, dog parks, fitness trails/outdoor fitness equipment, trails (hiking/walking/biking), restrooms, shelters/gazebos, synthetic turf sports fields and Wi-Fi service.⁴⁶

"A new study of the relationship between physical activity and cancer has shown that greater levels of leisure-time physical activity were associated with a lower risk of developing 13 different types of cancer."

Source: National Cancer Institute, <https://www.cancer.gov/news-events/press-releases/2016/physical-activity-lowers-cancer-risk>.

Sports Tourism: The sports tourism industry is projected to continue its pattern of steady, sustainable growth. Since 2012, visitor spending associated with sports events has increased 13.9%. Hotel bookings are expected to increase 3-4% in 2016 over 2015, giving sports tourism a total economic impact in the United States of about \$9.4 billion. More parks and recreation agencies are becoming involved in sports tourism, which is increasing the number of events being held. Currently, lacrosse and pickleball are emerging as the fastest-growing sports in the sports tourism industry.⁴⁷

⁴² Outdoor Foundation, *2016 Outdoor Participation Report* (U.S.A., 2016).

⁴³ Outdoor Foundation, *Outdoor Recreation Participation Topline Report 2016* (U.S.A., 2016).

⁴⁴ National Recreation and Park Association, *Americans' Favorite Summer Outdoor Activities*, (June 2016), <https://www.nrpa.org/Park-Pulse-Survey-Results-Summer-Outdoor-Activities>.

⁴⁵ Sports and Fitness Industry Association.

⁴⁶ Emily Tipping, "2015 State of the Industry Report, State of the Managed Recreation Industry," *Recreation Management Magazine* (June 2015), <http://www.recmanagement.com/state-of-the-industry/>.

⁴⁷ Dawn Reiss, "16 Sports Tourism Trends for 2016", (January 26, 2016), <http://www.connectsports.com/feature/16-sports-tourism-trends-for-2016/>.

Free Wi-Fi is an important amenity for host sites because social media is integral to many sports tourism organizations' communication efforts. 65% of organizations have personnel dedicated to social media communication; Facebook (92%) and Twitter (90%) are their most-used social media platforms.⁴⁸

Across the country, new sports venues are being developed and existing facilities are being renovated to accommodate sports tourism events. An annual National Association of Sports Commissions survey indicated that 40% of respondents constructed new facilities and 75% renovated existing facilities for sports tourism purposes in 2015. The two most common facility renovations were adding artificial turf (36%) and restrooms (32%).⁴⁹



Park and Recreation Facility Visitation: On average, Americans visit their local park and recreation facilities approximately 29 times a year. Their reasons are diverse and include: a place to be with family and friends; to be more physically active; to be closer to nature; to access quality, affordable child care and to learn a new skill or craft. Factors keeping people from greater enjoyment of their parks and recreation facilities are a lack of time, concerns about safety both at the park and walking to/from the park, a lack of

awareness of park locations/offerings and not finding programming that matches their interest. Nine in ten people agree that parks and recreation are important services delivered by their local government.⁵⁰

State and Regional Trends

Every five years the Virginia Department of Conservation and Recreation conducts the Virginia Outdoors Demand Survey in preparation for updating the Virginia Outdoors Plan (VOP). The survey was last completed in 2011 and analyzed in the 2013 VOP. The survey data is used to formulate recommendations both statewide and on a regional level for the state's 23 regions. James City County is part of the Hampton Roads Planning Region along with 21 other local governments; the Hampton Roads region "covers approximately 2,500 square miles and is home to more than 1.6 million people."⁵¹

Figure 39, from the *2013 Virginia Outdoors Plan*, shows the most-needed outdoor recreation facilities as determined by the Virginia Outdoors Demand Survey. The top five needs for the state and the region differ slightly in priority but both include the same five activities. Trails for hiking and walking ranks first, with 72% of households in the region and 68% of households in the state identifying this as a most-needed facility. Other top needs are trails for bicycling, public access to state waters for fishing/swimming/beach use, natural areas and historic areas.⁵²

⁴⁸ National Association of Sports Commissions, *Sport Tourism: A State of the Industry Report* (April 2016), 5.

⁴⁹ National Association of Sports Commissions, *Sport Tourism*, 6.

⁵⁰ National Recreation and Park Association, *NRPA Americans' Engagement with Parks Survey* (U.S.A., 2016).

⁵¹ Virginia Department of Conservation and Recreation, *2013 Virginia Outdoors Plan*, 10.254, <http://www.dcr.virginia.gov/recreational-planning/document/vopall.pdf>.

⁵² Virginia Department of Conservation and Recreation, *2013 Virginia Outdoors Plan*, 10.254.

Local Trends

Sports Tourism: Sports Williamsburg is a relatively new organization created by the Greater Williamsburg Chamber and Tourism Alliance (GWCTA) to attract sporting events to the area. The purpose of Sports Williamsburg is to infuse new tourism spending and tax dollars into the local economy by bidding for and hosting sporting events in the Historic Triangle. A recent study commissioned by the GWCTA estimates that the economic impact in the Greater Williamsburg area from 14 sporting events in 2014 was at least \$8.2 million in direct spending, plus \$878,000 or more in tax revenue.⁵³

As Sports Williamsburg focuses its efforts on the sports tourism market, it is expected to be very successful in attracting events to the area. Sports Williamsburg reports that 34 sporting events were hosted in 2015 and 46 events were held in 2016, representing an increase of 35.3%. A Parks & Recreation employee serves on Sports Williamsburg's operating committee.

Go Ape USA: This treetop adventure course located in Freedom Park is a public-private partnership. As a condition of their contract, Go Ape pays the County a percentage of their gross revenue. Over the last three full years of operation (their first year was a partial operating year), Go Ape's revenue increased 43%. Participation numbers are proprietary information of Go Ape so exact attendance is unknown but certainly growing -- the majority of Go Ape's revenue is generated by admission sales (and also includes sales of souvenir items such as Go Ape T-shirts and water bottles).

Virginia Capital Trail: A 7.5-mile section of the 52-mile Virginia Capital Trail (VCT) is located in James City County; it was the first leg of the trail to be constructed and portions of it have been open since 2007. Statistics collected by the Virginia Capital Trail Foundation from three trailside counters along the James City County portion of the VCT show a five-year average of 302 daily or approximately 110,230 annual users. Data from two counters on the segments of the trail that have been open the longest show a 13% increase in usage. While a majority of the users are bicyclists, other uses include walking,

Figure 39 Outdoor Recreation Priorities

activity	% of households in	
	region	state
Trails for hiking and walking	72	68
Trails for bicycling	62	54
Public access to state waters for fishing, swimming and beach use	59	60
Natural areas	56	55
Historic areas	55	51
Public access to state waters for nonmotorized boating (canoeing or kayaking)	54	46
Trails for wildlife watching and nature study	47	45
Playing fields for outdoor sports (softball, baseball, football and soccer)	44	40
Public pools	39	38
Outdoor playing courts for tennis and basketball	38	32
Trails for horseback riding	25	22
Public access to state waters for motorized boating	22	22
Trails for motorized off-road vehicles	17	17
Other	5	6

Source: 2011 Virginia Outdoors Demand Survey.

⁵³ Sportsimpacts, "Assessing Annual and Event-Specific Economic and Tax Impacts Associated With Sports Tournaments Contested in Greater Williamsburg," (July 2015), 31.

running, jogging, and roller skating. The entire 52-mile trail, which connects Virginia’s past and present capitals of Jamestown and Richmond, was completed in October 2015 and has exceeded projections with reported first-year use of over 550,000 people.⁵⁴ Staff at Chickahominy Riverfront Park have observed an increase in the rental of campsites by bicyclists since the VCT was finished.

Overall Annual Attendance Data: Figure 40 shows annual participation for James City County Parks & Recreation’s programs, centers, parks and affiliate organizations (groups that have executed agreements with Parks & Recreation to offer programs which occur occasionally or entirely on County and School property). Park facilities are the most popular amenity, with over 2.8 million visits in FY2016. Program attendance has been fairly stable over the past four years, while affiliate participation has grown steadily. Centers attendance dropped in FY2014 but is slowly improving.

Only four years of participation data is shown because of recent changes and improvements in the ways that Parks & Recreation tracks attendance. New traffic counters were installed in the parks in FY2013; the previous counters were less reliable and frequently malfunctioned. New methods of counting patrons who use the pool and engage in group fitness classes at the James City County Recreation Center were implemented in 2015 to improve accuracy and efficiency.

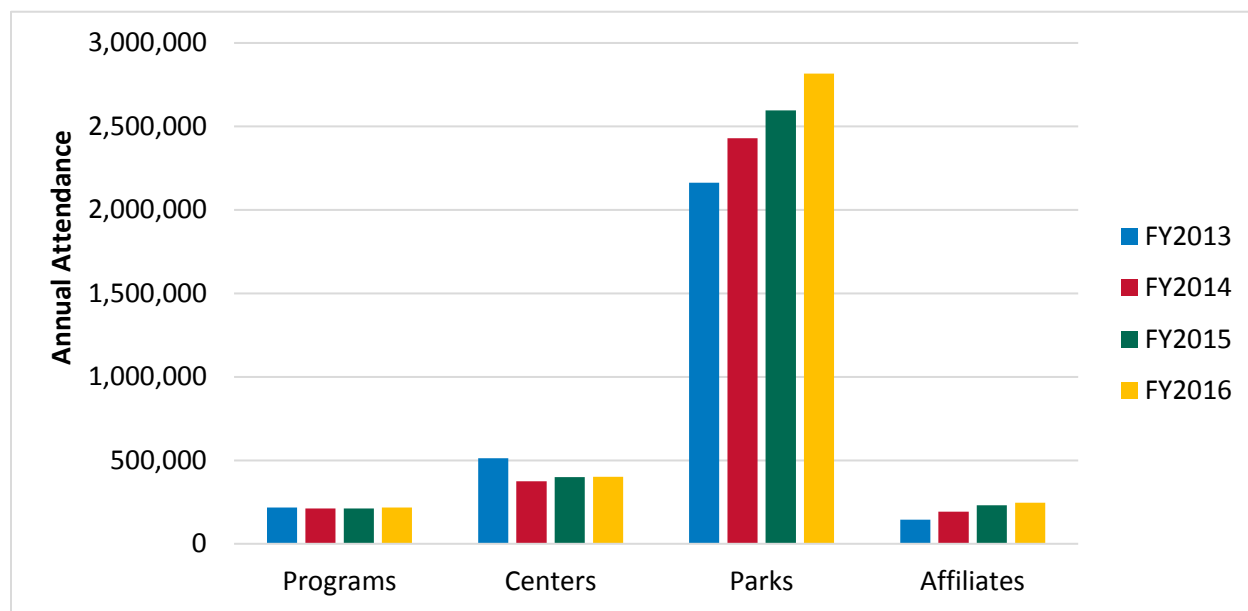


Figure 40 James City County Parks & Recreation Participation

⁵⁴ Beth Weisbrod, “Virginia Capital Trail Celebrates a Great First Year,” *Richmond Times-Dispatch*, (August 20, 2016), http://www.richmond.com/opinion/their-opinion/guest-columnists/article_6d2c388f-ee8d-5120-ba51-698704d6655a.html.

Park Attendance: As shown in Figure 41, Parks & Recreation’s most-visited park is the Warhill Sports Complex, followed by Jamestown Beach Event Park, Veterans Park (formerly Mid County Park) and Chickahominy Riverfront Park. Almost all park sites with traffic counters have experienced growth since FY2013 (some parks, like Ironbound Park, do not have a suitable location to place a counter tracking either vehicles or people). When growth has not occurred, often there were contributing factors such as inclement weather conditions, construction, repair work and/or facilities taken out of service for various reasons. As an example, attendance at Veterans Park was low in FY2013 because one of the park’s most popular amenities, Kidsburg playground, was closed for renovation.

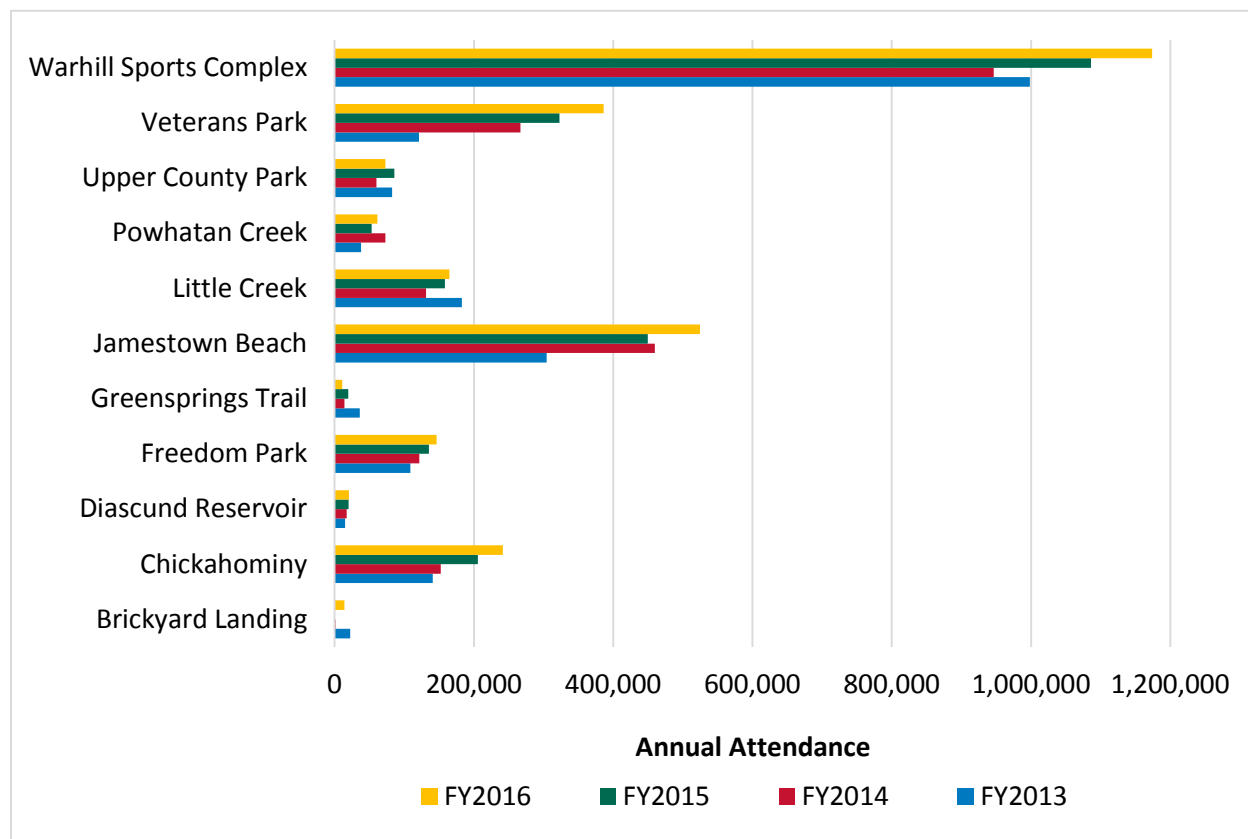


Figure 41 Park Attendance, FY2013-FY2016

Program Participation: Overall recreation program participation has experienced significant growth since FY2013, but as shown in Figure 40, the overwhelming majority of this growth is attributed to programs managed by affiliate organizations rather than programs operated directly by Parks & Recreation.

Although participation in programs operated by Parks & Recreation has been fairly flat over the past four years, there have been shifts in areas of interest. Figure 42 shows participation by core area. The decline in Sports & Athletics correlates with the intentional transition by Parks & Recreation from a direct service provider to a service facilitator – most of the Department’s affiliate groups are sports leagues. Special Events is highly weather-dependent and experienced the cancellation of a major outdoor event, Family Fun Fest, in FY2016.

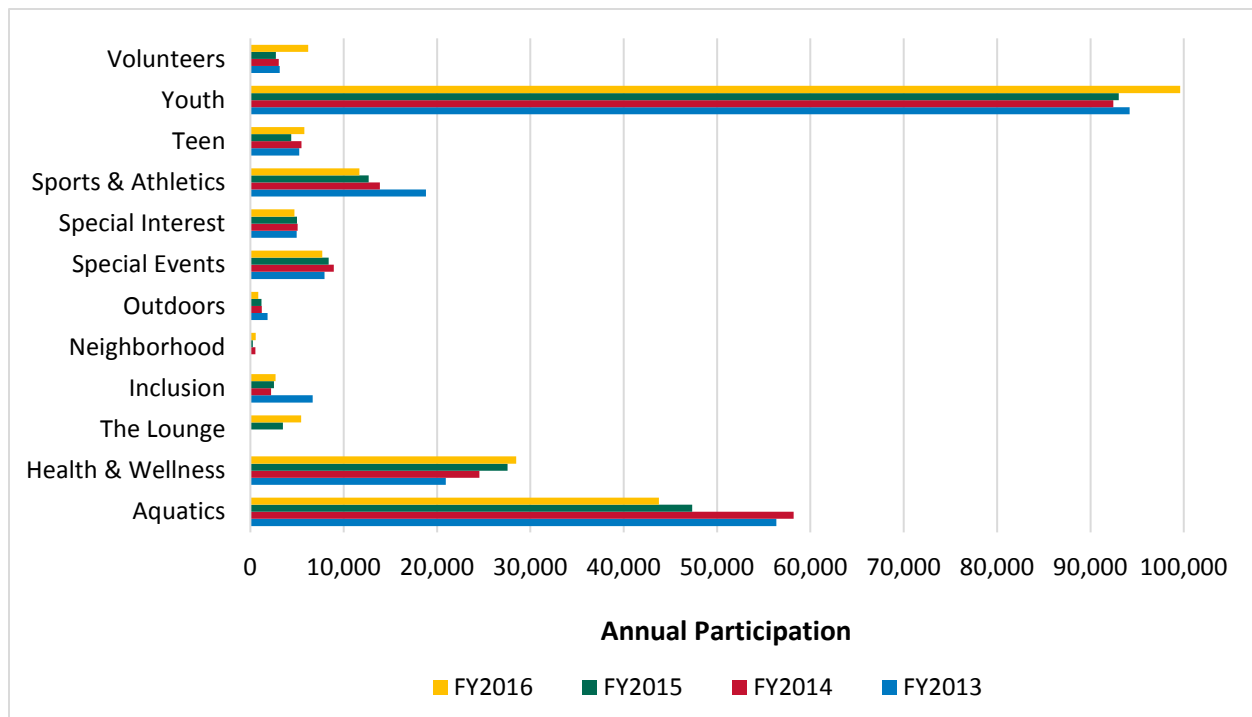


Figure 42 Participation in James City County Parks & Recreation Programs

The large decline in Aquatics is due to fewer swim team participants, and may be overstated; staff believes that early-morning swim team practices were significantly over-counted during FY2013, FY2014 and the first half of FY2015. Revenue for aquatics programs (swim lessons and aqua fitness classes) increased 40.5% from FY2013 to FY2016, which further suggests that miscounting occurred.

Youth and Health & Wellness show considerable growth. The major component of the Youth core area is REC Connect, a before and after school program that also operates full-day camps during school breaks and the summer. The primary component of Health & Wellness is group fitness classes, which range from Arthritis Foundation chair exercise to Zumba®.



Teen volunteers

Teen and Volunteer programs both experienced a decline during periods of leadership transition, followed by a surge in participation as recently-hired staff implemented new ideas.

Centers Memberships: Membership data from FY2013 to 2016 for the James City County Recreation Center (JCCRC) and the Abram Frink Jr. Community Center (AFCC) shows a 33.9% increase in memberships at the JCCRC and a 16.9% decrease at the AFCC (see Figure 43). The JCCRC is a much larger facility than the AFCC and offers more amenities for members, including an indoor walking track and an indoor pool. Membership to JCCRC therefore costs significantly more – an annual pass for an adult resident costs \$35 at AFCC and \$260 at JCCRC. Group fitness classes can be purchased separately, no membership required; JCCRC members can purchase unlimited monthly or annual fitness classes at a discount. AFCC offers Zumba® classes and SilverSneakers® classes.

FISCAL YEAR	JCCRC	THE LOUNGE	AFCC
FY2013	4,924	N/A	260
FY2014	5,168	N/A	194
FY2015	5,429	119	255
FY2016	6,592	232	216

Figure 43 Centers Memberships

Memberships to The Lounge, an area within the James City County Recreation Center for people age 55 and older, increased 95% from FY2015 to FY2016. The space occupied by the Lounge was formerly leased by the Historic Triangle Senior Center (HTSC), which disbanded in 2014, prompting the JCCRC to create The Lounge to accommodate seniors accustomed to spending time at the HTSC. Membership data from the HTSC is not available. Lounge membership is separate from membership to the JCCRC and covers access only to The Lounge area for social and recreational activities geared toward seniors. It is unlikely that Lounge memberships will continue to grow at the current rate; however, growth is expected as the County's senior population increases.

The decrease in membership at the AFCC is most likely the result of the inconvenience to patrons of extended closures in recent summers necessitated by maintenance work at the James River Elementary School, the facility in which the AFCC is located.



Zumba class at the JCCRC

Impact

As discussed in Chapter 3, James City County's population has grown dramatically since the County began building parks and operating recreation programs. Continued growth, particularly in the 65+ age group, is expected during the next decade and beyond. Age impacts recreation preferences. Participation in various sports activities by generation on a national level as determined by Sports Marketing Surveys is illustrated in Figure 44; boomers show a predilection for fitness sports and outdoor sports and have low participation in winter sports and team sports. Contrary to observed trends in James City County, this survey found low participation in racquet sports for seniors.

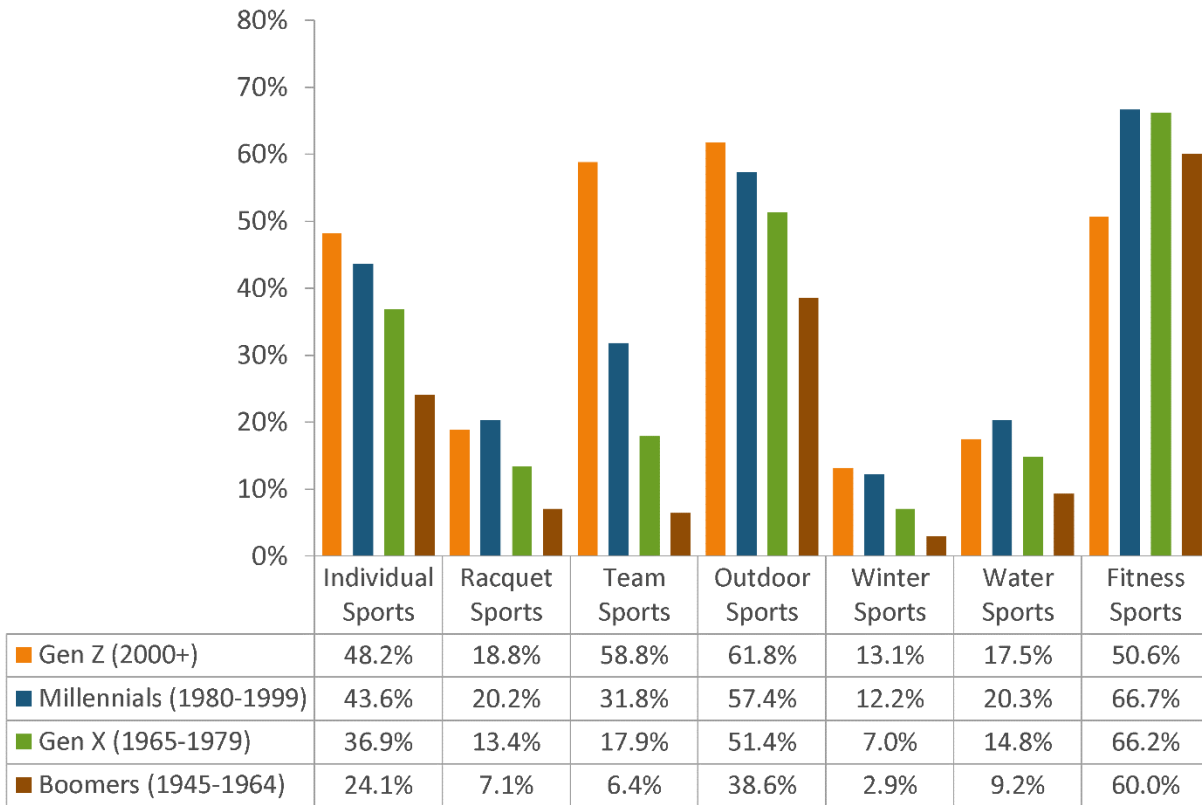


Figure 44 Sports Participation by Generation

Source: Sports Marketing Surveys, Physical Activity Council 2016 Participation Report, page 9



Of continued concern is the increase in overall inactivity rates nationwide for those 65 and older, as depicted in Figure 45. A concerted effort should be made and strategy formulated to encourage older citizens to become and remain active. Such a strategy should take into account the reasons why people are not active, as summarized in Figure 46; topping the list of what would help inactive people become physically active is “having someone to take part with” and “having a friend take me along.”⁵⁵ With The Lounge and Club 55+ programs, James City County is making efforts to provide recreation services for older adults. However, given the expected increase in the senior population, there will most likely be a need to expand programs and facilities to accommodate this group.

⁵⁵ Physical Activity Council, 20.

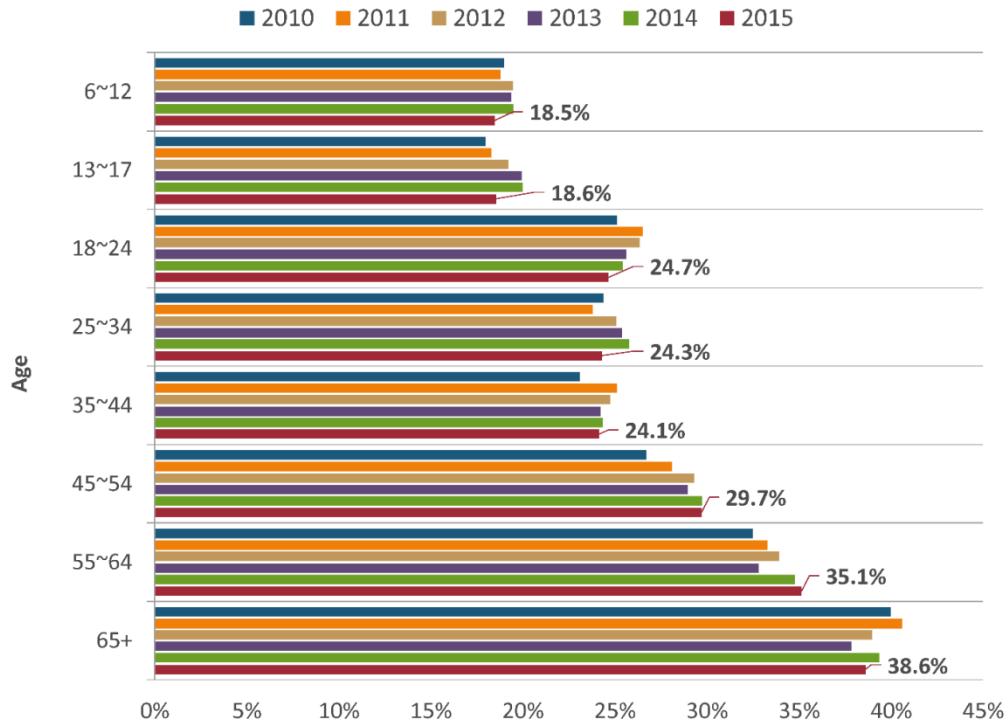


Figure 45 Overall Inactivity Rates by Age

Source: Sports Marketing Surveys, Physical Activity Council 2016 Participation Report, page 12

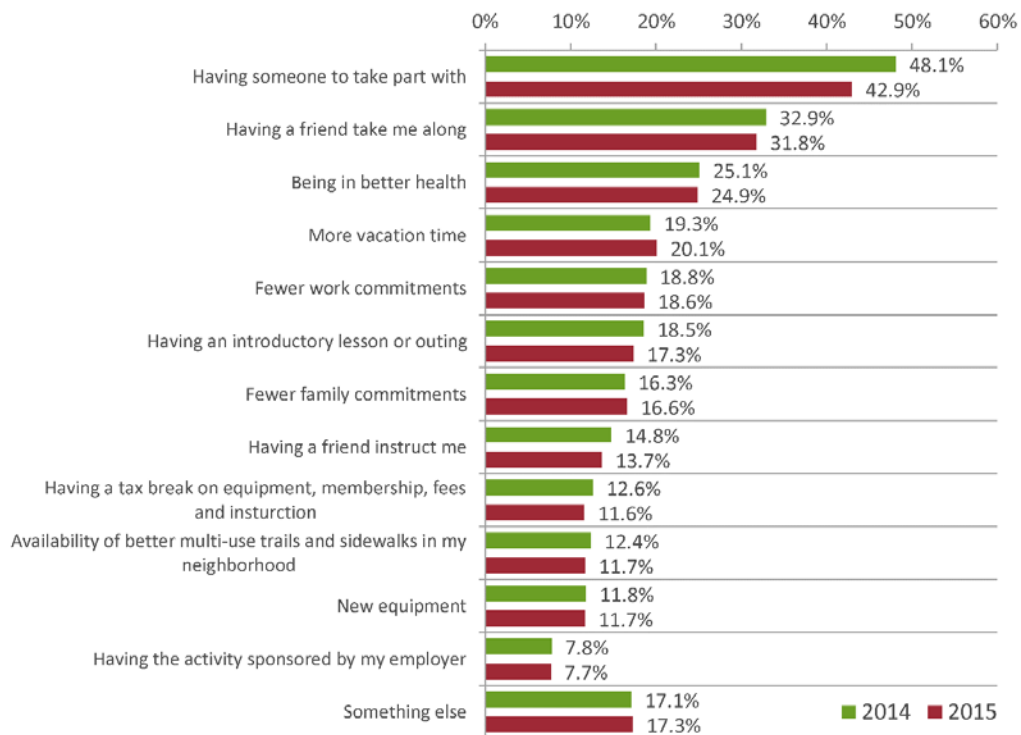


Figure 46 What Would Help Get Non-Participants Involved

Source: Sports Marketing Surveys, Physical Activity Council 2016 Participation Report, page 20

Parks: In some locations park attendance has significantly increased over the past decade, leading to parking and traffic problems. In 2015 the entrance and parking area at Jamestown Beach Event Park were re-located to expand capacity and reduce congestion near the Jamestown-Scotland Ferry’s loading and unloading area.

The Warhill Sports Complex (WSC) has also experienced increased traffic volume, which will intensify as new facilities are added to the 442-acre site. The WSC has two entrances but patrons cannot easily travel from one end of the Complex to the other because the interior service road is open seasonally and for limited hours. Figure 47 shows that while Warhill Trail (off Longhill Road) carries the majority of the WSC’s traffic, use of the newer Stadium Road (off Opportunity Way) has increased 33% since FY2013. Unlike Longhill Road, Opportunity Way has a traffic light and left-turn lanes to help control traffic. A traffic study conducted in 2016 by the Timmons Group recommended that the interior service road be open on a regular basis to improve traffic flow from the access roads, and also recommended that in the future a traffic light and left-turn lane be constructed at the intersection of Longhill Road and Warhill Trail.⁵⁶ At the current time, the Virginia Department of Transportation will not permit a traffic light at that intersection. A newly-approved update to the WSC’s master plan requires Parks & Recreation to prepare a traffic management plan annually.

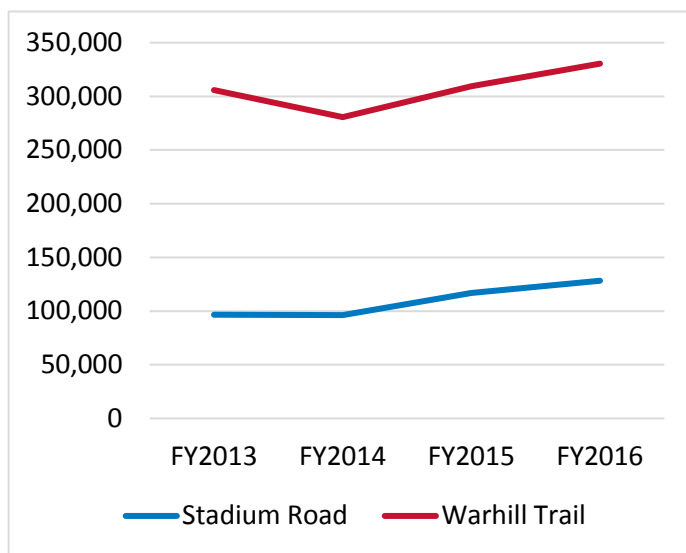


Figure 47 Traffic Counts at the Warhill Sports Complex

The James City County Marina is a newly-acquired facility that was operated by a contractor until the summer of 2015. The Marina generates considerable revenue thanks to its boat ramp, slip rental, boat/RV storage and sales of gas and concessions. Access to our waterways is important to James City County residents, but the Marina has very limited parking and requires repairs to keep the docks in safe, usable condition. A locally-owned craft brewery recently leased the second floor of the Marina building plus land for an additional structure, which will increase traffic at the already-crowded facility.

Centers: Congestion is an issue at the James City County Recreation Center (JCCRC), both indoors and outside. During times of peak activity, the parking lot cannot accommodate the number of vehicles attempting to access the facility, which results in patrons parking illegally and creating a safety hazard. To circumvent this problem, staff must coordinate programming and avoid simultaneously scheduling larger activities inside the building and outside on the athletic fields.

Neither the JCCRC nor the AFCC have experienced serious capacity issues in their fitness areas or group fitness classes, aside from occasional overcrowding when affiliate sports groups wish to work out in the JCCRC’s fitness area. As detailed in Appendix C, there are many other local recreation facilities such as

⁵⁶ Timmons Group, *Warhill Sports Complex Traffic Impact Analysis, James City County*, (September 19, 2016).

the YMCA, American Family Fitness, Iron-Bound Gym, Williamsburg Indoor Sports Complex and numerous small gyms and yoga studios. County residents who wish to use cardio equipment, lift weights or take group fitness classes can choose from a wide range of public, private and nonprofit options at a variety of price points. However, James City County has few indoor public pools and lacks a 50-meter competition swimming pool. The JCCRC regularly receives complaints from patrons that its 25-meter pool is overcrowded and that there is not enough space to accommodate swim lessons, swim team practices, aqua fitness classes and fitness swimmers. Given the national upward trend in fitness swimming and aquatic exercise and the popularity of these activities among older active adults, the demand for more pools is likely to increase in James City County.



Gymnasium space is also in short supply. Parks & Recreation staff coordinate their affiliate groups' use of County and School facilities and cannot meet the affiliates' demand for practice time. While Lafayette High School's 10,000 square foot auxiliary gym and the new James Blair Middle School's gym, both expected to open in September 2018, may ease congestion in the short term, the number of elementary, middle and high school students in James City County is expected to continue growing.⁵⁷ Furthermore, very little time for

community gymnasium use is typically allocated by WJCC Schools. In the long run, additional gymnasium space is needed.

A feasibility study completed by consultants in 2014 for James City County confirms that the region is lacking in both indoor court and aquatic facilities.⁵⁸ Their research took into account not only local use from schools, private sports programs, and parks and recreation programs, but also non-local sports tourism events.

As previously noted, membership at the James City County Recreation Center's The Lounge has increased and is expected to continue growing given the projected increase in the County's senior population. The Lounge is only 950 square feet and may require expansion to meet the needs of future members.

"Water-based exercise can help people with chronic diseases. For people with arthritis, it improves use of affected joints without worsening symptoms. People with rheumatoid arthritis have more health improvements after participating in hydrotherapy than with other activities."

Source: Centers for Disease Control and Prevention, "Healthy Swimming," www.cdc.gov/healthywater/swimming/

⁵⁷ Williams, Amanda. "Projections show W-JCC to outgrow facilities," *Virginia Gazette* (November 19, 2016), 1A.

⁵⁸ CSL International, The Sports Facilities Advisory and Counsilman-Hunsaker, *A Recreational Facility Feasibility Study for James City County* (U.S.A., March 2014).

Sports Tourism: Nationwide, the sports tourism market is largely considered to be “recession-proof” as more communities are seeing the economic benefits of attracting non-local sporting events to their localities. The experience thus far in the Greater Williamsburg area is no different and the benefits are widely acknowledged. Popular tourist attractions in the region provide James City County with selling points for securing family, youth and adult sporting events, giving the region the opportunity to have a strong position in the sports tourism market. However, *A Recreational Facility Feasibility Study for James City County* expresses the need for additional facilities in order to compete successfully in the sports tourism market.⁵⁹ Specifically, construction of an indoor recreational sports complex and aquatics center would be needed to host large sporting events and tournaments. Currently, there are no plans to construct either of these types of facilities.

Similarly, the Sportsimpacts study commissioned by the Greater Williamsburg Chamber and Tourism Alliance provides some strategic information for consideration if an effort is to be made to maintain a presence in the ever-competitive sports tourism market. Three areas were pointed out that need to be addressed if the Greater Williamsburg area wants to maintain and enhance its ability to attract sports events in the future:

1. The number of persons dedicated to recruiting events to the region should be increased, perhaps hiring one or two additional people who can specialize in sports-specific enterprises. Meeting with tournaments directors and facility operators to recruit events and market the region’s amenities would likely produce more tournament acquisitions.
2. The quality of facilities needs to keep pace with other communities who are either upgrading existing facilities or building new facilities in order to attract events. Not only is the quality of the primary facilities (fields, stadiums, pools, lights, synthetic turf, etc.) important, but the supporting facilities (restrooms, concessions stands, cooling/shade areas, onsite locker rooms, etc.) are equally valuable. There is plenty of competition when it comes to facility renovations and development in the sports tourism market area. For local governments, it can be especially difficult to stay in step with this type of activity.
3. There needs to be better communication and cooperation between local sports marketing officials and venue operators to provide additional dates for hosting sports tourism events. There are some scheduling issues inherent to using sports facilities that were primarily built for local use versus sports tourism events that need to be addressed, along with maintenance and operational support.⁶⁰

The level of funding to support sports tourism and the source of this funding is key. Whether it is provided from local governments, private citizens or other sources will be a determining factor of the long-term success of this regional initiative.

⁵⁹ CSL International, The Sports Facilities Advisory and Counsilman-Hunsaker.

⁶⁰ Sportsimpacts.

Bicycle Tourism: There appears to be a great opportunity to expand bicycle tourism in the Greater Williamsburg area. The recent completion of the Virginia Capital Trail (VCT) and its substantial usage numbers could be a major draw for those who enjoy bicycle touring. In addition to offering bike rentals at the James City County Marina, the County recently began issuing overnight parking permits at the trailheads of Chickahominy Riverfront Park and the Marina to cyclists wishing to bike to Richmond and return the next day. The County is also exploring offering a bike shuttle program to provide transportation to and from select locations along the VCT to accommodate cyclists planning shorter trips.



Park to Park Bicycle Tour participants

The Williamsburg Area Bicyclists (WAB) are very active in promoting bicycling in the Historic Triangle. They recently published *Williamsburg Area Bicycle Rides*, a book containing 26 bike routes through the Historic Triangle area and Surry County that are rated for riders at all skill levels.⁶¹ This book was created for both local and visiting cyclists to encourage biking through one of the most historic areas in America, and is available on the WAB website and at local bike shops. It may be beneficial to consider selling *Williamsburg Area Bicycle Rides* at the guest services offices at Chickahominy Riverfront Park and the James City County Marina to encourage bikers to expand their rides from the VCT to other routes of interest. The WAB also constructed a bike shelter and repair station in memory of former member Larry Skalak near the Chickahominy Riverfront Park trailhead, adding a valuable amenity for riders on the VCT.

Amtrak recently added on-board bicycle racks on trains coming to Williamsburg, making it easier for bicyclists to transport their bikes on the train instead of boxing them for transport. Amtrak service to Williamsburg brings people from the heavily populated Northeast corridor of the country and major cities like Boston, New York, Philadelphia, Baltimore and Washington D.C.⁶²



Virginia Capital Trail

Although there's already been much work to promote bicycling and building biking infrastructure in the Historic Triangle, perhaps some focused discussion and collaboration with the WAB, the Historic Triangle Bicycle Advisory Committee, the Greater Williamsburg Chamber and Tourism Alliance, the College of William &

⁶¹ Williamsburg Area Bicyclists, *Williamsburg Area Bicycle Rides* (Williamsburg, VA, 2016).

⁶² Kimberly Woods, "Amtrak Expands Bicycle Program For Travel On National Routes," September 21, 2016 (<http://media.amtrak.com/2016/09/amtrak-expands-bicycle-program-for-travel-on-national-routes/>).

Mary and the Virginia Capital Trail staff would be beneficial to forming a comprehensive bicycle tourism plan and deepening its reach into the business and higher education community.

One program that may be of interest is “Bicycle Friendly America,” a program sponsored by The League of American Bicyclists that provides a roadmap to creating a bicycle-friendly culture and environment in states, communities, universities and businesses. The program not only encourages bicycling for recreation, but also as a mode of alternate transportation and tourism (destination bicycling).

The Bicycle Friendly America program ranks Virginia as 13th out of 50 states in bikeability. Even so, only 11 communities, 56 businesses and seven universities within Virginia are designated “Bicycle Friendly.” Williamsburg City is the only community in the Historic Triangle area listed as “Bicycle Friendly;” no businesses or universities in the Historic Triangle are so designated.⁶³ With some evaluation by a collaborative group, expanding the Bicycle Friendly status to include James City County, the College of William & Mary and area businesses may be a positive step in developing a broader bicycle tourism initiative.



Pickleball: With projections trending toward an older population and the meteoric rise in the popularity of pickleball across the country in the senior age group, pickleball is a sport with much potential. Signs of interest in James City County already exist, with the creation of the www.pickleburg.com website and the hosting of a small pickleball tournament every fall. In addition to being a local recreational programming offering, pickleball has caught the attention of sports tourism professionals. A review of facilities to identify additional sites suitable to accommodate pickleball play

would be important whether it be for local leagues or attracting tournament play. Another benefit of the sport, which can be played indoors or outside, is that it is easy and inexpensive to adapt existing tennis courts into pickleball courts. In 2016 one tennis court at Veterans Park was converted into two dedicated pickleball courts, and lines for pickleball were added to two additional tennis courts to allow for play of either sport.

The January 2017 issue of *Parks & Recreation Magazine* suggests that the next trend sweeping the senior community is Tai Chi, a low-impact form of exercise that improves balance and can be performed outdoors or inside, alone or in groups.⁶⁴

⁶³ The League of American Bicyclists, “Bicycle Friendly America,” <http://www.bikeleague.org/bfa>.

⁶⁴ Sallie Thoreson and Maureen Hart, “Tai Chi: The Gateway to Active Seniors,” *Parks & Recreation Magazine* (January 2017).



7. COMMUNITY INPUT

The Parks & Recreation Department values input from the community and frequently asks patrons for their ideas and opinions. As detailed in Chapter 5, customer feedback helps guide staff's decisions on program offerings. When considering major changes to parks and facilities, the Department always provides opportunities for the public to state their views. The Director of Parks & Recreation meets regularly with the Parks & Recreation Advisory Commission, which serves as a liaison to the Board of Supervisors, the County Administrator and the community.

As part of the Master Plan update process, Parks & Recreation supplemented its usual schedule of surveys and meetings with a 10-page Master Plan Survey and a series of public meetings to discuss the Master Plan update. Several focus groups also provided input. The survey and public meetings were advertised in the local newspaper and online; posters inviting participation were placed in public areas prior to each meeting in an effort to reach not only current users of Parks & Recreation's programs and facilities, but also James City County residents who do not visit local parks or take part in the Department's activities and events. Nonparticipants' views are more difficult to ascertain but indispensable to planning.

Surveys

Customer Satisfaction Survey: Parks & Recreation conducts a Customer Satisfaction Survey every two years to ascertain patrons' views. Customers are asked to rate a variety of programs and facilities on a four-point scale, where 4=Excellent, 3=Good, 2=Fair and 1=Poor. 196 patrons completed the Customer Satisfaction Survey in 2016, down from 250+ in 2014 and 2012.

Figure 48 shows the average scores for Overall Satisfaction and Overall Customer Service from 2008 to 2016. While both measures have improved since 2008, Overall Satisfaction dipped slightly from 2014 to 2016 and Overall Customer Service dropped 3.8% from 2014 to 2016, falling to its lowest level since 2008. Patrons have the option of writing in additional comments but few complaints concerned customer service so the reason(s) for the sharp decline in Overall Customer Service is unknown. As a means of improving customer service, in late 2016 the Department updated the training protocol for new employees and formalized a system for re-training employees who repeatedly make errors.

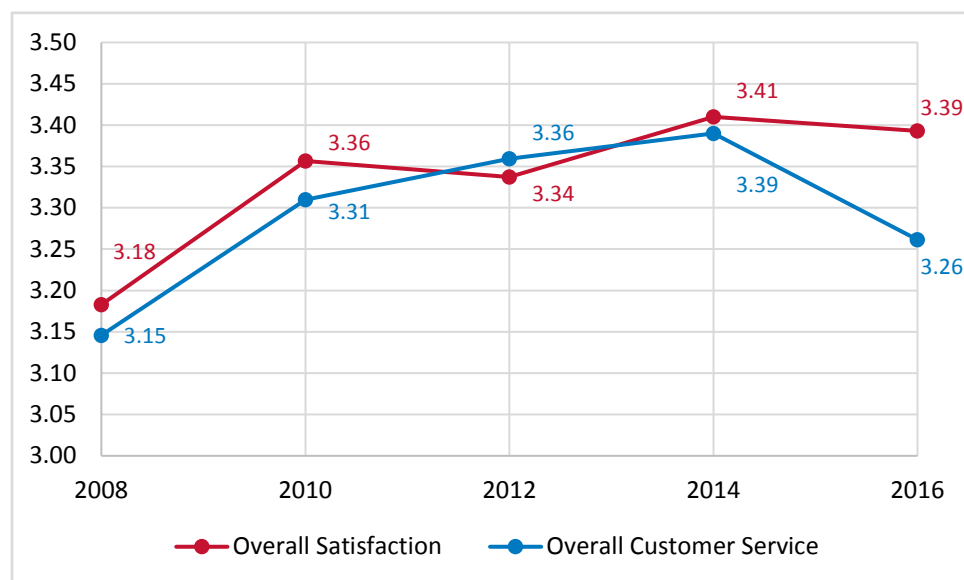


Figure 48 Customer Satisfaction, 2008-2016
Source: 2008-2016 Customer Satisfaction Surveys

Respondents to the Customer Satisfaction Survey graded Parks & Recreation programs and facilities on the same four-point scale, with 4 being the best score. Figures 49 and 50 show average scores in 2016; most programs and facilities scored above 3. While Adult Programs (55+) scored better than programs for all other age groups, The Lounge – site of most senior programming – scored lower than the James City County Recreation Center overall. Teen Programs and the Abram Frink Jr. Community Center were the lowest-scoring program and facility, respectively.

The facility with the most write-in complaints in 2016 was the indoor pool at the James City County Recreation Center, which numerous customers described as too crowded. Some customers stated that the pool is too hot but others felt it is too cold; this reflects differing preferred temperatures for competitive versus recreational swimmers.

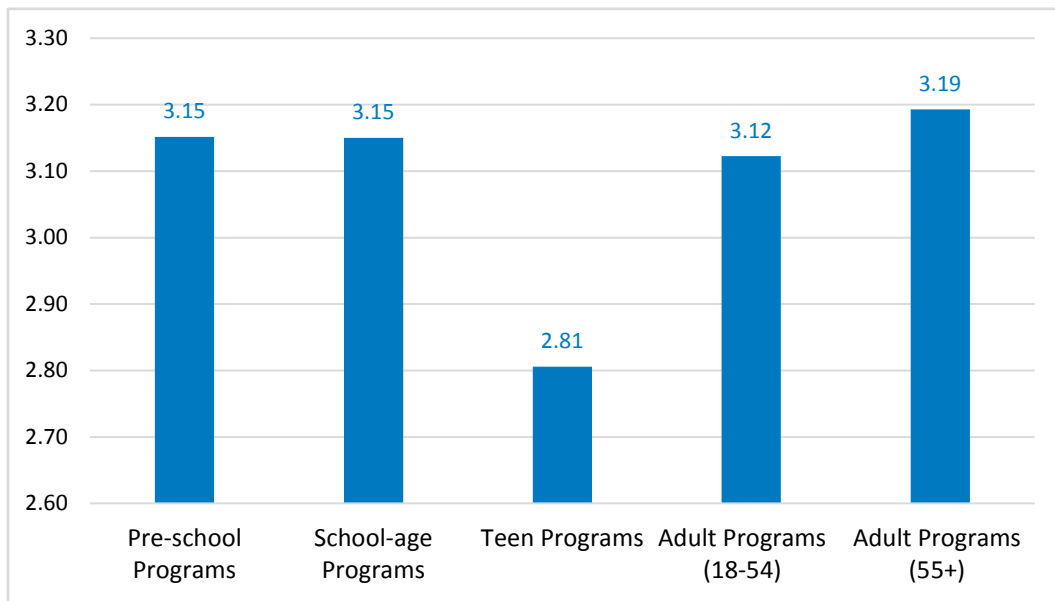


Figure 49 Satisfaction with Programs
Source: 2016 Customer Satisfaction Survey

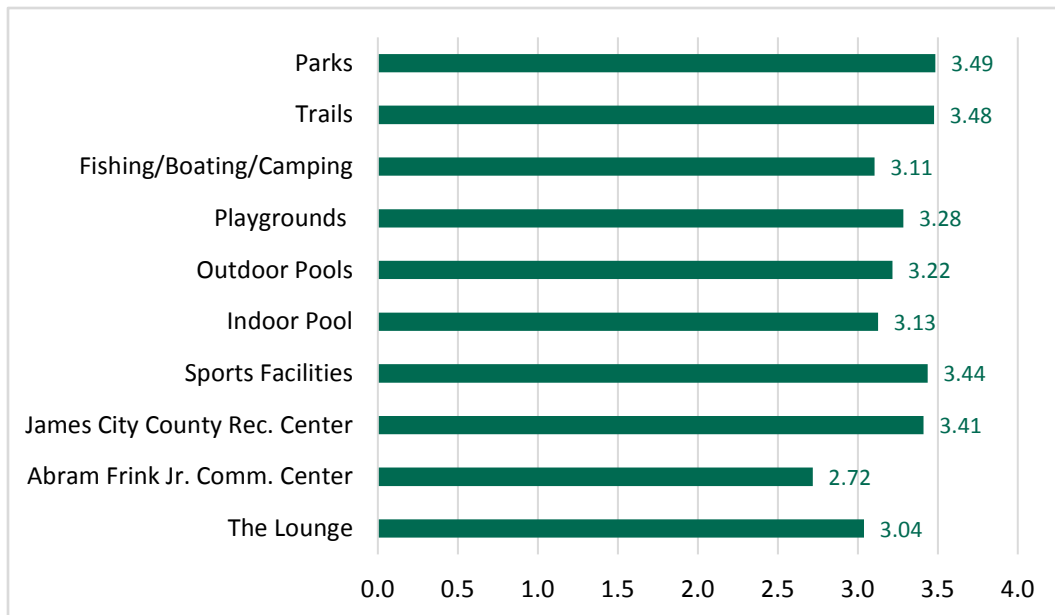


Figure 50 Satisfaction with Facilities
Source: 2016 Customer Satisfaction Survey

James City County Citizens Survey: As part of James City County’s most recent Comprehensive Plan update, the Virginia Tech Center for Survey Research conducted a telephone survey in 2014 that resulted in 606 completed interviews. The survey had 56 questions, of which 13 pertained directly to the Parks & Recreation Department.

84.8% of Citizens Survey respondents rated “services provided by James City County” as excellent or good. Slightly fewer, 82.7%, rated “parks and recreation facilities, programs and services” as excellent or good. However, ratings dropped significantly for “parks and recreation facilities, programs and services for *youths*” and “parks and recreation facilities, programs and services for *seniors*,” with 61.4% and 44.1% respectively.⁶⁵ The survey took place before Parks & Recreation’s creation of The Lounge and Club 55+, so the Department anticipates much improved scores for senior facilities, programs and services in the future.

The Citizens Survey asked participants how important they consider various recreational amenities such as bike and walking trails, and then asked respondents whether they would be willing to pay more in taxes or fees for the amenity. Figure 51 shows the percent of participants who stated that the amenity listed is Very Important or Somewhat Important, and also the percent of respondents who replied Yes, they would be willing to pay more for that amenity. Although three of the five options were deemed important by over 70% of survey participants, fewer than 50% were willing to pay more for any of these amenities.

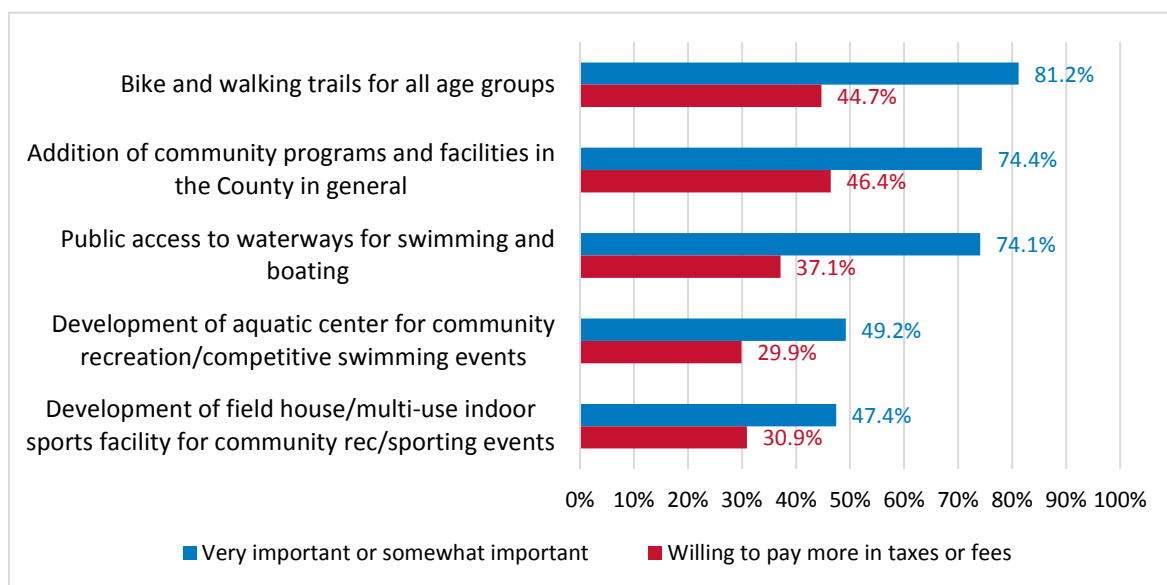


Figure 51 Amenity Importance and Finance Preferences

Source: Virginia Tech Center for Survey Research, James City County Citizens Survey, page 20.

⁶⁵ The Virginia Tech Center for Survey Research, James City County Citizens Survey (May 2014), B1.

Master Plan Survey: The Parks & Recreation Department conducted an online survey from October 21 to December 4, 2016.⁶⁶ Paper copies of the survey were available in six public buildings in James City County, and staff handed out surveys at Veterans Park on the weekend of December 3-4. Over the course of the six weeks that the survey was active, it was publicized repeatedly in the newspaper, on County social media sites and via several County mailing lists. A total of 572 surveys were completed, of which 487 were submitted electronically and 85 were written on paper and subsequently entered electronically by staff.

The graphs on pages 94-101 illustrate the detailed results for each question of the Parks & Recreation Master Plan Survey. Some respondents did not answer every question; in that case, percentages are calculated based on the number of responses received. To summarize the Department's findings:

- 78% of survey respondents reside in James City County. 9% live in Williamsburg City, which receives resident rates on Parks & Recreation programs and activities.
- James City County has five voting districts, each containing 19-21.4% of the County's population. The Roberts and Stonehouse voting districts are under-represented, comprising only 9% and 14% respectively of completed surveys. 16% of participants did not know their voting district.
- The average number of years lived in James City County by participants is 13.8.
- More than 70% of survey respondents are age 40 or older. Only 2% are under 18.
- 58% of survey participants are female.
- 499 of 555 survey respondents who chose to specify their race self-identify as white. 24 participants identify as black, with smaller numbers for all other categories. In this category the responses do not total to 100% because participants can select more than one race.
- The average participating household is comprised of 2.03 adults and 1.04 children.
- 44% of survey respondents report a household income of \$100,000 and up. Only 14% have a household income below \$50,000.
- Participants say email is the most effective method for staying informed of Parks & Recreation activities. Social media also received many "very effective" votes. When combining "very effective" and "somewhat effective," word of mouth, brochures/flyers/posters and direct mail score well. Respondents consider JCC TV48 and telephone hotline least effective. Within the Roberts precinct, which includes a large lower-income neighborhood, email remains the most effective method but direct mail is a close second, scoring much higher in Roberts than in the

⁶⁶ James City County Parks & Recreation thanks Chesterfield County Parks & Recreation for generously sharing information from the Public Input Survey conducted in Chesterfield County, VA in 2014 as part of Chesterfield's Master Plan Update process.

overall population. Local newspapers and flyers coming home from school also score higher in Roberts than in the survey as a whole.

- Survey respondents' top recreation interests are Outdoors and Health/Wellness/Fitness. Special Events, Sports/Athletics and Special Interest also rate highly. Equestrian Programs has the least interest. Historical Programs, which is not a core program area and currently has very limited offerings, scores surprisingly well. The most frequently mentioned activities listed in response to the question "What other recreation programs would you like Parks & Recreation to offer?" are lawn bowling, camping, rowing and trails. Many write-in comments requesting camping specified group camping for youth and/or camping for Boy Scouts. Members of local Boy Scout troops attended several community meetings, as noted in the Public Input Meetings section.
- 
- Wreath ceremony at Freedom Park*
- Participants say the facilities they use most are the James City County Recreation Center, Freedom Park, Chickahominy Riverfront Park, Veterans Park, Jamestown Beach Event Park and the Warhill Sports Complex. Forest Glen Playground is least popular, with 95% of respondents stating they never use it. The facility most often listed in response to the question "What other recreation facilities do you think Parks & Recreation should offer?" is camping, followed by trails, splash pad, rowing, lawn bowling, pools, dog park and pickleball.
 - The top reasons cited by survey respondents for not participating in Parks & Recreation activities are "I do not have the time" and "Unaware of your programs and facilities." Very few participants selected problems such as "Poor customer service" or "Lack of maintenance/ cleanliness" as reasons for not participating. Five participants cited accessibility issues; in partnership with General Services, Parks & Recreation continues to eliminate barriers to accessibility as detailed in the Department's ADA Transition Plan. Top write-in responses for "Other" are not knowing about programs and facilities and difficulty in using the County's new website to view and register for classes. Staff recently resolved a problem with viewing group fitness class schedules online that arose during the County's website redesign in early 2016.
- "Experts point to decreased blood pressure and more successful fitness outcomes among dog owners, versus those without a canine walking companion... dog owners are 34% more likely to fit in the recommended 150 minutes of walking per week."*
- Source: Samantha Bartram, "Our Dogs, Our Bodies, Ourselves." <http://www.parksandrecreation.org/2016/June/Our-Dogs-Our-Bodies-Ourselves/>.*
- 99.6% of participants agree that "Well-maintained parks add to the quality of life in the community." Over 95% agree that "Park buildings and facilities I visit are clean and well-maintained," "I feel safe in the parks," and "Department staff is courteous and helpful."

- Although 73% of respondents agree that “I am aware of the recreation programs and activities the department offers,” only 37% of respondents agree that “I am aware of volunteer opportunities.”
- Participants are very supportive of “Regional cooperation between localities,” “County government partnering with private sector to develop facilities,” “Use of public funds to buy more land for parks,” and “Use of public funds to provide access to the James and Chickahominy Rivers.”
- With regard to spending focus, survey respondents are most interested in “Improve existing facilities” and least interested in “Acquire new park land.”
- Participants would most prefer public recreation facilities and programs to be funded with Grants, followed by Endowments, Private Sponsorship, Combination of User Fees and Tax Support, General Fund, and Bonds. User Fees are the least favored method. Write-in comments were few; the most common suggestion was partnerships.
- The survey concluded with the statement “Additional comments are welcome.” Topics receiving the most requests were: camping, rowing, lawn bowling, trails and splash pad. Many respondents commented favorably on the James City County Recreation Center and its staff.
- A Parks & Recreation employee telephoned or emailed 63 survey participants who requested that staff contact them to discuss the survey. Several participants subsequently submitted additional comments; building a lawn bowling green and more trails were the most frequently-mentioned requests. A local lawn bowling club formerly played on a green in Colonial Williamsburg (CW), but the green was eliminated during the recent redesign of CW’s golf course.

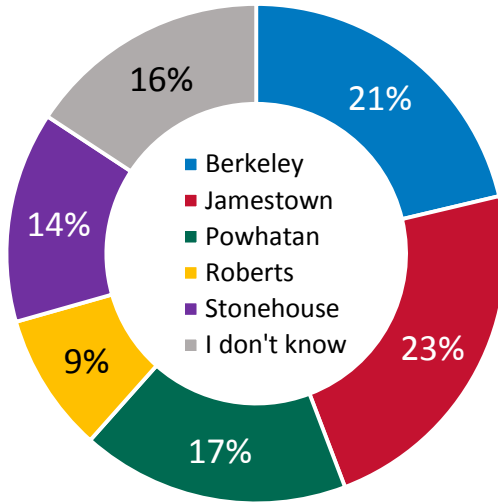


Appendix D lists all of the comments received in response to the survey’s open-ended questions and write-in opportunities, as well as remarks made by participants who communicated directly with staff.

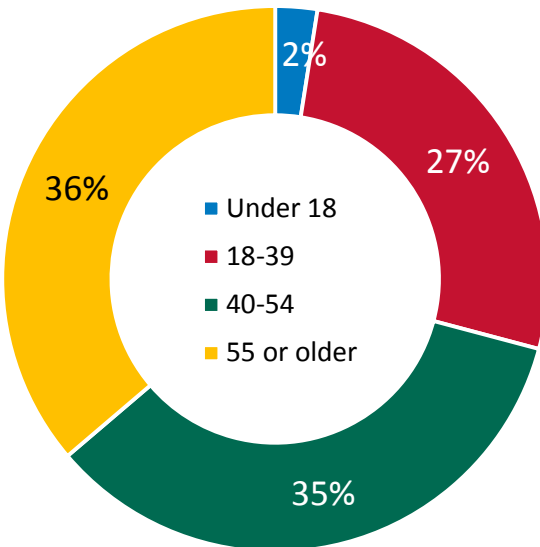
Graphs depicting complete results for all the survey’s close-ended questions follow.

MASTER PLAN SURVEY RESULTS

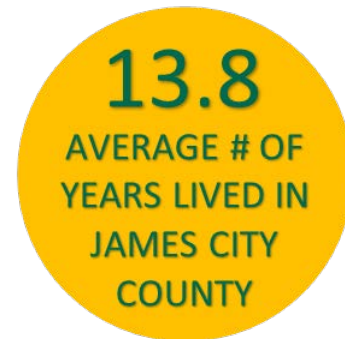
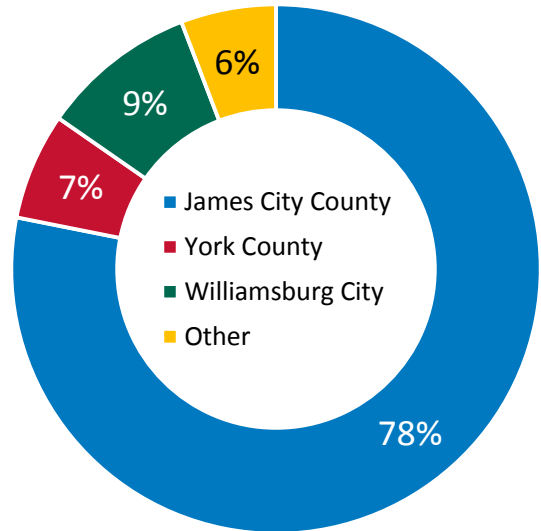
IF YOU LIVE IN JAMES CITY COUNTY,
WHAT IS YOUR VOTING DISTRICT?



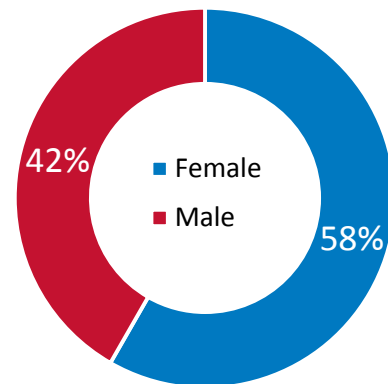
WHAT IS YOUR AGE?



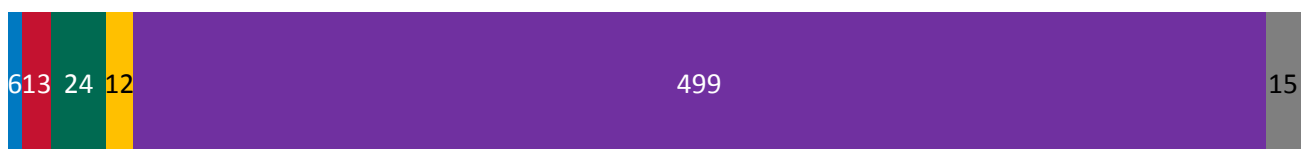
WHERE DO YOU RESIDE?



WHAT IS YOUR GENDER?

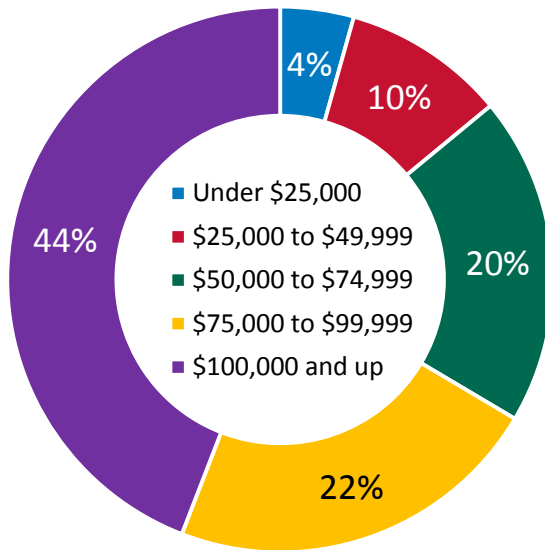


WHAT IS YOUR RACE?



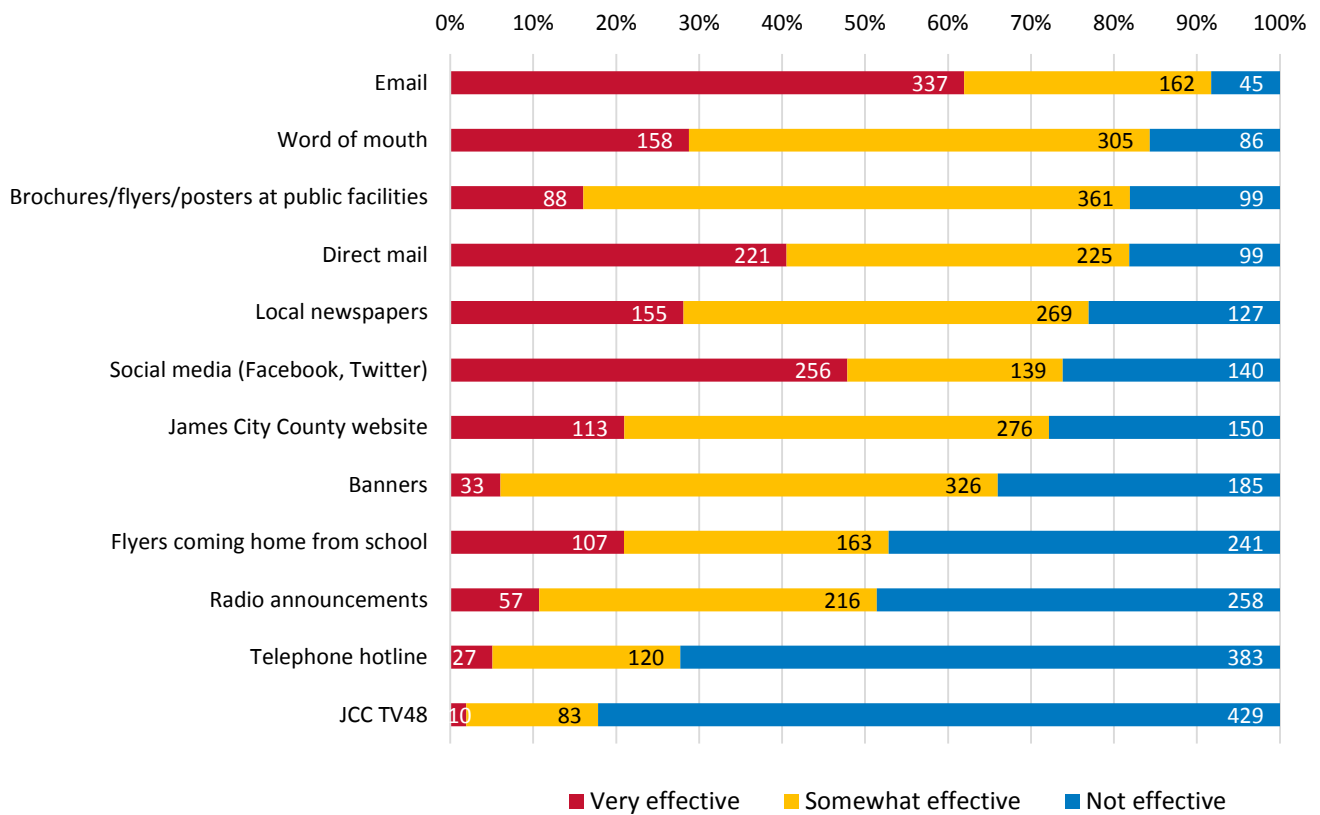
■ American Indian/Alaska Native ■ Asian ■ Black/African American ■ Hispanic/Latino (of any race) ■ White ■ Other

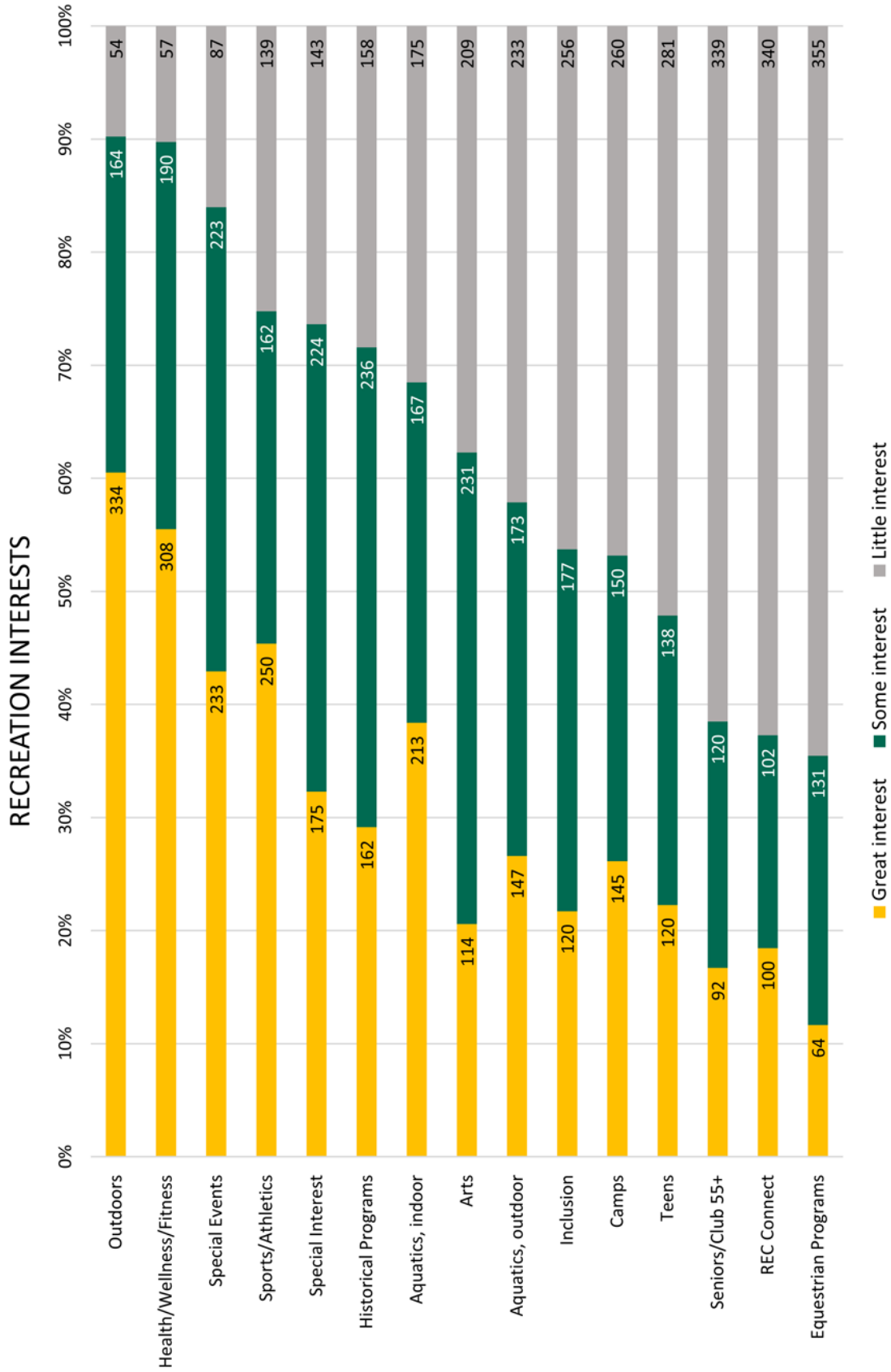
WHAT WAS YOUR HOUSEHOLD INCOME IN 2015?



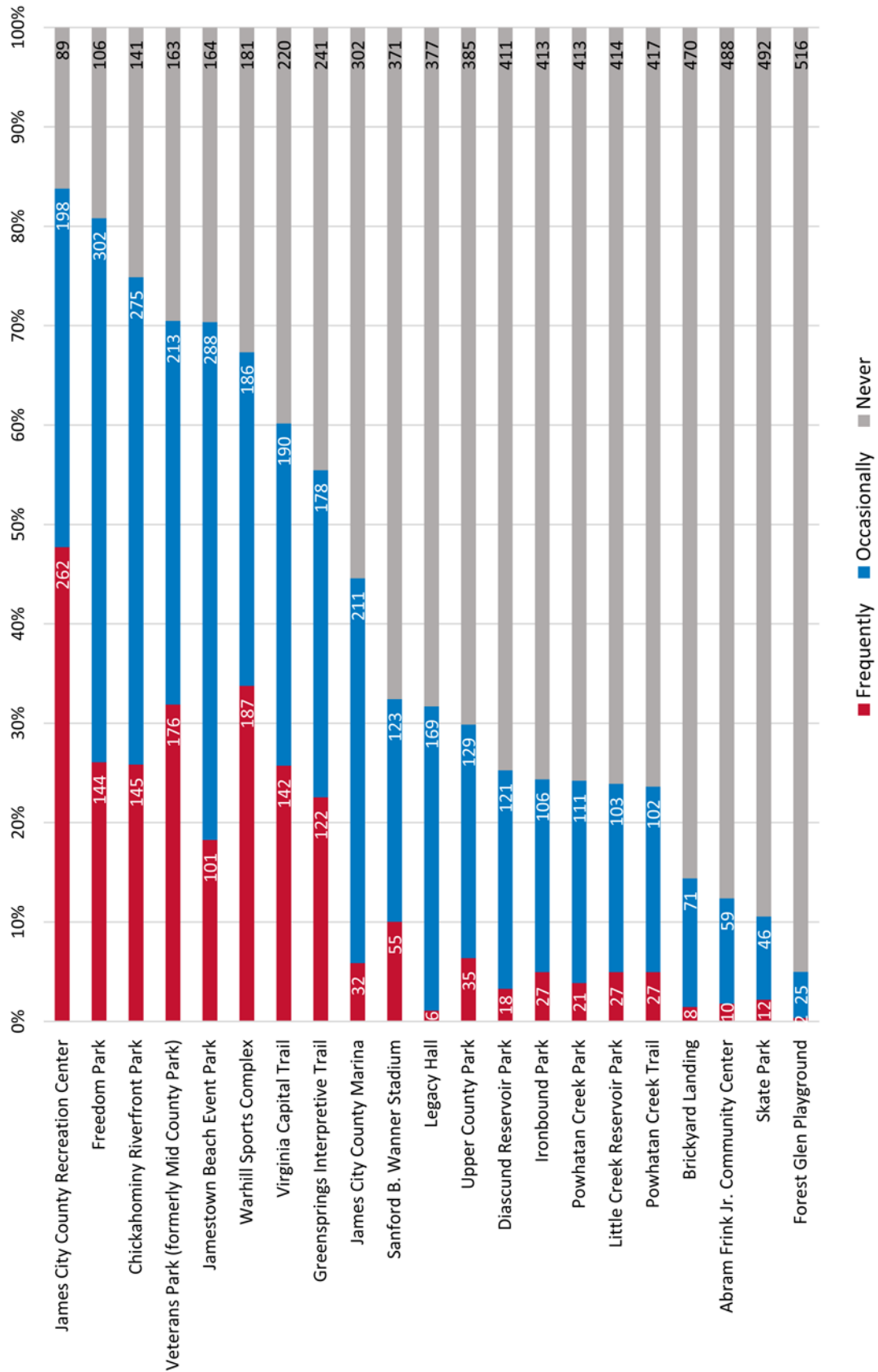
AVERAGE HOUSEHOLD
2.03 ADULTS
1.04 CHILDREN

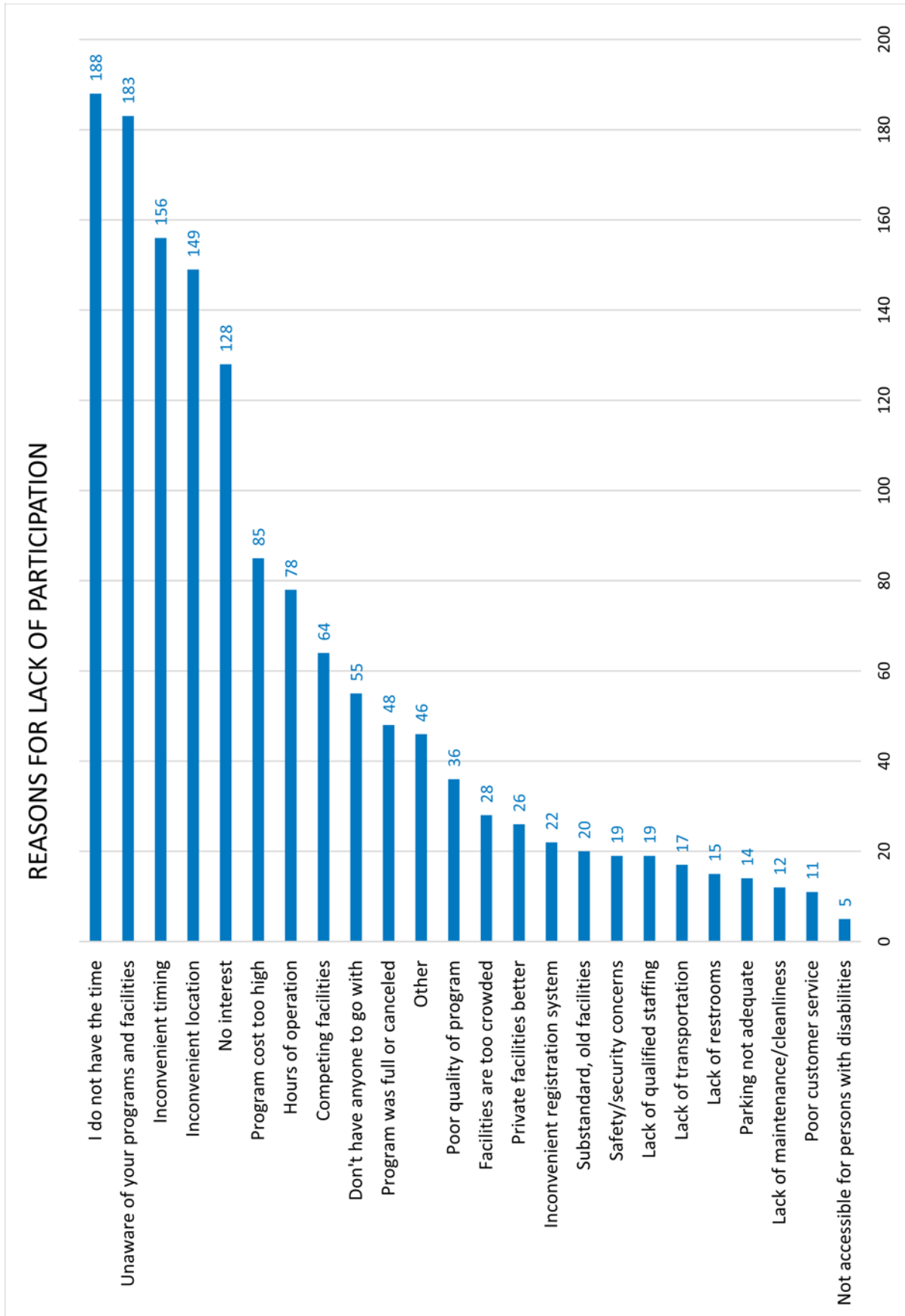
HOW EFFECTIVE ARE THE FOLLOWING METHODS FOR KEEPING YOU INFORMED?





HOW OFTEN DO YOU AND/OR YOUR HOUSEHOLD USE THESE RECREATION FACILITIES?

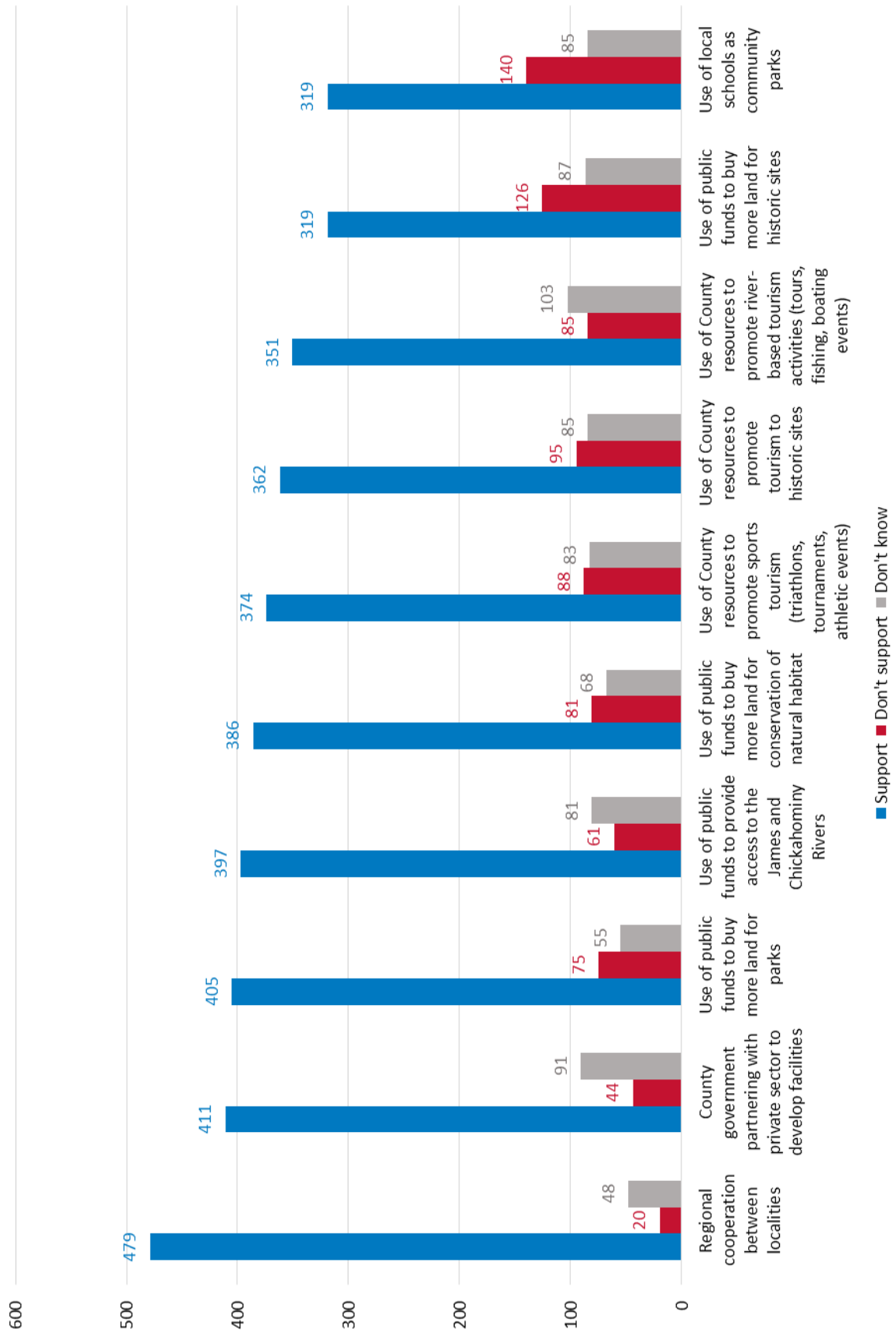




PERSONAL OPINIONS

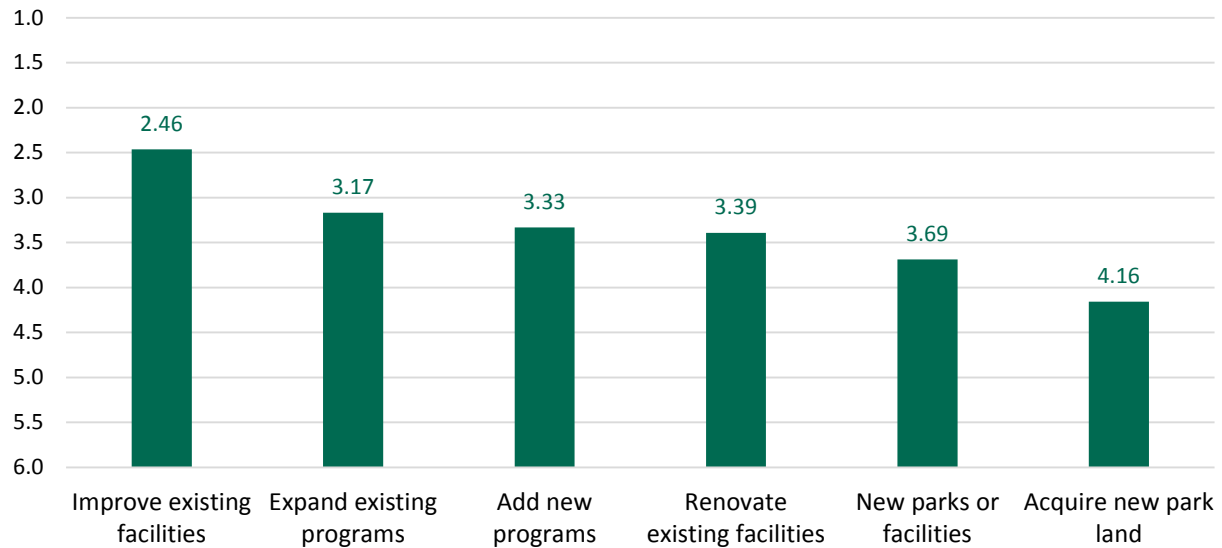


PLEASE INDICATE YOUR LEVEL OF SUPPORT FOR THE FOLLOWING OPPORTUNITIES

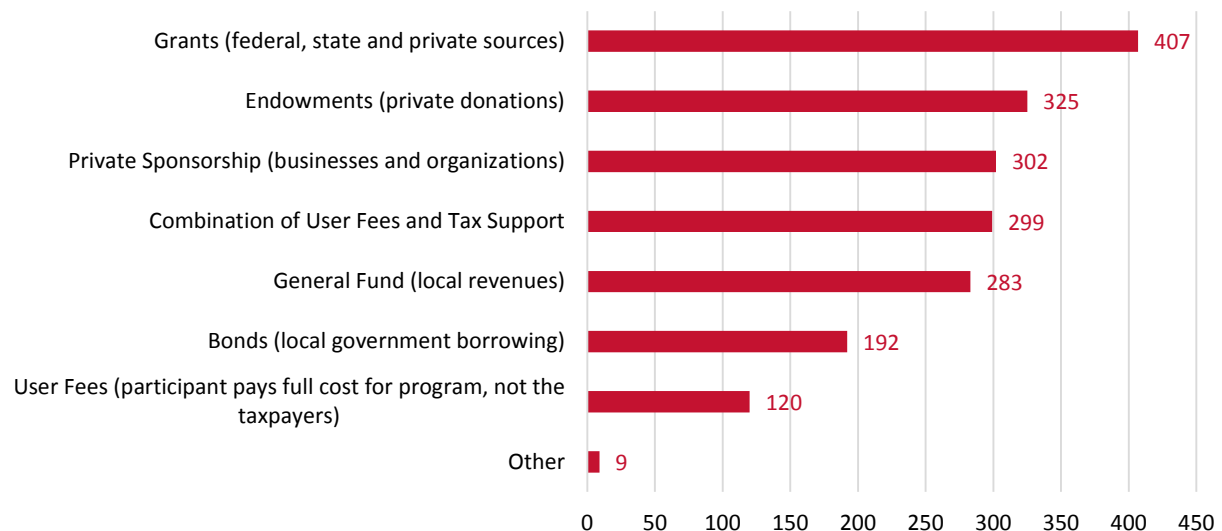


WHERE WOULD YOU LIKE TO SEE THE SPENDING FOCUS FOR PARKS & RECREATION FACILITIES AND PROGRAMS?

AVERAGE RANK ON A SCALE OF 1 TO 6 [1=TOP PRIORITY FOR SPENDING]



HOW DO YOU PREFER TO FUND YOUR PUBLIC RECREATION FACILITIES AND PROGRAMS?

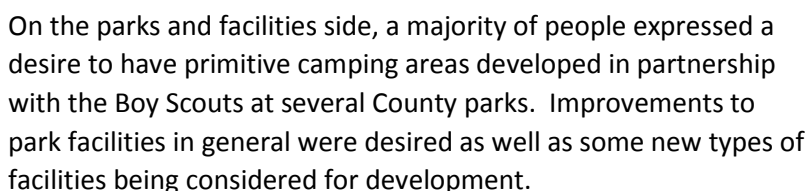


Four weekday public meetings were held at various locations in the County: an afternoon meeting at the James City County Recreation Center and evening meetings at Jamestown High School, James River Elementary School and Toano Middle School.

A total of 64 people participated in these meetings. A summary of their comments follows; detailed comments are listed in Appendix E.

Overall, attendees were very pleased with the services provided by Parks and Recreation. They felt staff are competent, professional and responsive to their clientele. The quality and quantity of County parks, facilities and programs are good. Operations are well run with no staff issues mentioned.

Comments regarding expansion of certain areas of programming were made in all of the meetings, with all age categories wanting more program offerings. Increasing the marketing of parks and recreation services was a concern attendees brought forward.



Participants were asked to rank their priorities and given three different colors of dot stickers to do so (a red dot equaled 3 points, a blue dot was 2 points, and a green dot was 1 point). Attendees were instructed to place the dots next to the items listed on a flip chart which were derived from their group discussions. The placement of these dots would then determine the overall degree of importance for the items listed. Figure 52 shows a flip chart with participants' dot stickers that was created one of the public meetings.

The results of this exercise follow, with the associated point values noted in parentheses. Points from the various meetings have been added together.

FUTURE PRIORITIES FROM PUBLIC INPUT MEETINGS

PROGRAMS:

- Teen programs (26)
- Decentralized programs – expand throughout the County (17)
- More interactive programs (such as arts programs/camps) (16)
- More partnerships/tournaments at Warhill Sports Complex (16)
- More marketing (14)
- Scout merit badge program (13)
- Senior programs (12)

PARKS AND FACILITIES:

- Primitive camping area (126)
- Rock wall complex (16)
- Community center in Upper County (16)
- Adventure sports facilities (ATV, skate park, motocross) (15)
- Splash pad at Kidsburg (15)
- Indoor track (12)

A large majority of the people attending these meetings came to request and support the future development of a primitive camping area in one or more of the County parks. The second highest priority was expanding programs for the teen population. All other programs and parks/facilities listings ranked with a mostly equal priority status. A petition received from the Boy Scouts regarding camping is included in Appendix E.

Partner Group Meetings

Two weeknight meetings were held at the James City County Recreation Center with representatives from various Parks & Recreation affiliate and partner organizations. A total of 17 people, mostly from sports organizations that have formal agreements with Parks & Recreation, attended these meetings.

What Parks and Recreation does well

Attendees complimented the variety of programs (camps, before/after school, school break programs, preschool through elementary programs, etc.) that are offered and at a reasonable cost. Programs noted were: camps, before/after school, school break programs, and preschool through elementary programs.

Participants were pleased with many of the parks and facilities in the County, finding them to be progressive and innovative. Specifically mentioned were the Warhill Sports Complex, mountain biking and running/walking trails, the quality of athletic fields and the use of facilities to support the region's sports tourism initiative.



Representatives also felt the staff was flexible especially at Chickahominy Riverfront Park and the James City County Recreation Center. Maintenance of the Warhill Sports Complex and the various trails in the County also received positive comments.

What needs improvement/future priorities

Staff gathered input from attendees on what programs and facilities need improvement, then used this list to formulate future priorities. Like the process used in the community group meetings, participants were asked to rank their priorities and given three different colors of dot stickers to do so (a red dot equaled 3 points; a blue dot was 2 points; and a green dot was 1 point.) Attendees were instructed to place the dots next to items on a flip chart which had been derived from their group discussions; placement of the dots determined the overall degree of importance for the items listed. The results of this exercise are listed below, with the associated point values captured in parentheses.

FUTURE PRIORITIES FROM PARTNER GROUP MEETINGS

PROGRAMS:

Partnership – per head fees (14)

Tournament fees (7)

School use fees (6)

More theatre programs for youth and seniors during school year (4)

Access to affordable swim lessons in low-income neighborhoods (2)

PARKS AND FACILITIES:

More gym space (22)

More rowing locations w/storage rental (9)

Improve existing and add an additional sand volleyball court at Upper County and Chickahominy Riverfront Parks (7)

Improve field lights, controls and goals at Matoaka Elementary School (7)

Pool for swim meets and more practice lanes (6)



Community Conversations

Four informally-styled meetings took place to ensure that the needs of citizens with disabilities and residents of low-income neighborhoods were not overlooked. “Community conversations” were held at James River Elementary School/Abram Frink Jr. Community Center (AFCC), Grove Christian Outreach Center, Chickahominy Baptist Church and The Arc of Greater Williamsburg. Approximately 53 people attended these gatherings.

Attendees were asked to comment on what needs improvement as a way to determine future needs. Due to the informal nature of these meetings, a priority list was not formulated. The following summary captures the information collected at these locations.

FUTURE PRIORITIES FROM THE GROVE CHRISTIAN OUTREACH CENTER AND JAMES RIVER ELEMENTARY SCHOOL/AFCC MEETINGS

PROGRAMS:

- More program offerings (Tai Chi, tennis, puppet shows, swim lessons, social opportunities, tours, trips)
- Address programming needs for Spanish population
- Provide transportation
- Increase involvement with community garden
- Increase marketing efforts (signs along the road, Grove Outreach Center, posters)

PARKS AND FACILITIES:

- Covered bus stops in Grove area
- Change/expand the operating hours at AFCC to fit the needs of working people; open on weekends
- Replace fields at AFCC with a skate park
- Build a pool at AFCC

FUTURE PRIORITIES FROM THE CHICKAHOMINY ROAD COMMUNITY ASSOCIATION MEETING

PROGRAMS:

- Summer programs for children – trips, fun activities
- Youth activities
- Movies for youth and adults
- Adult education – job training, job search, avoiding scams, computers
- Free Little library (bring a book/take a book library)
- Open forums to make the community feel they’re being heard
- Grant-in-Aid program

PARKS AND FACILITIES:

- Bigger community use space, rooms that hold 100+
- Winterized shelter in the neighborhood for community use
- Make existing shelter available year round with roll down sides
- Youth Center
- Free Little Library

FUTURE PRIORITIES FROM THE ARC OF GREATER WILLIAMSBURG MEETING

PROGRAMS:

Continue/expand the Day Support Program at AFCC (continuing education, life skills and vocational training for people with disabilities)

PARKS AND FACILITIES:

Build a full-service kitchen at AFCC for shared use by the Day Support Program (life skills and vocational training) and the community (events, volunteer-provided meals and more)

Expand laundry facilities at AFCC for on-site jobs and job training

Continue the community garden at AFCC



8. NEEDS ASSESSMENT

The Level of Service (LOS) standards discussed in Chapter 4 and community input presented in Chapter 7, together with the demographic data evaluated in Chapter 3 and the recreational trends described in Chapter 6, guide the Parks & Recreation Department's needs assessment.

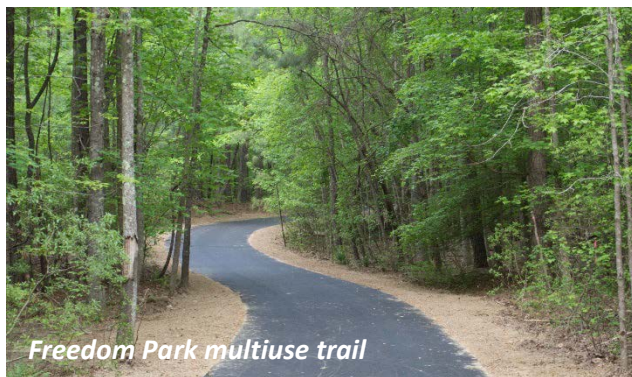
Service Gaps

The LOS analysis depicted in Figure 20 indicates that James City County falls short of LOS standards for neighborhood parks, dog parks, paved trails, playgrounds, diamond fields, basketball courts, skate parks, outdoor pools, splash pads, indoor pools (both leisure and competitive), gymnasiums, senior centers, soft surface trails, picnic shelters, rectangular fields and tennis courts. While LOS analysis is a useful tool for evaluating a jurisdiction's inventory of recreational amenities, LOS standards are based primarily on national guidelines and don't fully account for regional preferences, community age composition and rapidly changing recreation trends. Nonetheless, the results of the LOS analysis serve to reinforce deficits noted by County residents in surveys and at public meetings – notably, trails, splash pads, indoor pools, dog parks, and gymnasiums.

Citizen input gathered via the Master Plan survey and public meetings highlighted the need for additional teen programs and more programs/operating hours at the Abram Frink Jr. Community Center. Although few residents specified senior programs as a top priority, population projections indicate that James City County's senior population will more than double from 2015 to 2030; it would

therefore be wise to begin planning now for the future expansion of activities popular with seniors such as pickleball, aquatic exercise and Tai Chi.

The equity maps shown in Figures 21 – 36 illustrate the proximity of County residents' homes to recreation facilities and indicate service gaps based on facility service areas. Most neighborhoods within the primary service area (PSA) have fairly good access to parks, trails and other amenities. The central northern section of James City County lacks access, but is quite undeveloped. The southeastern tip of the County, which includes a lower-income neighborhood called Grove, also has limited access. A small recreation center is located in Grove but has restricted operating hours and few amenities.



Land, Facility and Service Priorities

Residents of James City County regularly express a desire for more trails and water access. As noted in the County's 2035 Comprehensive Plan, biking and walking trails and public access to waterways for swimming and boating rated highly in the 2007 Citizens Survey, and their importance increased in the 2014 Citizens

Survey.⁶⁷ The 2013 Virginia Outdoors Plan likewise identified trails and public access to water as priorities for both the Hampton Roads region and the entire state of Virginia.⁶⁸ In addition to expanding publicly funded trails and water access, it is important that private developers construct trails and ensure water access as directed by the County's Recreational Facility Development Guidelines discussed in Chapter 10 and detailed in Appendix F.

Surveys and community input meetings related to the Parks & Recreation Department's Master Plan Update captured a wide range of opinions and recommendations from the public, as detailed in Chapter 7 and Appendices D and E. Facilities and programs which were repeatedly requested, across various constituent groups and assessment methods, include:

- Primitive camping area(s)
- Lawn bowling green
- Improved rowing facilities
- More trails for walking and biking
- Splash pad (already in progress at Chickahominy Riverfront Park; other suggested locations are Veterans Park and the Abram Frink Jr. Community Center Park)
- More/larger indoor pools
- Dog park
- More teen programs
- More gymnasium space
- More operating hours and amenities at the Abram Frink Jr. Community Center (AFCC)

⁶⁷ James City County, *Toward 2035: Leading the Way* (Virginia, 2015), 106.

⁶⁸ Virginia Department of Conservation and Recreation, *2013 Virginia Outdoors Plan*, 10.254.

Budget considerations are very important and often limit the Department's ability to provide facilities the public requests; Chapter 10 describes the budget process and funding options. In addition, County parks have individual master plans which set forth the approved uses for each park. Some facilities requested by the public during the Master Plan Update, such as primitive camping, do not currently appear on any County park's master plan. Parks & Recreation anticipates updating all park master plans in the near future; each update will incorporate community input and undergo an approval process culminating in adoption by James City County's Board of Supervisors. The Department intends to begin the update process with Jamestown Beach Event Park, Abram J. Frink Community Center & Park, Chickahominy Riverfront Park, James City County Marina and Upper County Park. An update to the Warhill Sports Complex master plan was approved in December 2016. The Veterans Park (formerly Mid County Park) master plan was updated in 2011.

Additional results from the Master Plan Survey to keep in mind include:

- Participants expressed more interest in Historical Programs than expected, given the very limited program offerings.
- "Unaware of your programs and facilities" ranks second only to "I do not have the time" as a reason for not participating in Parks & Recreation programs.
- Despite the Department's strong volunteer program, only 37% of survey participants agree that "I am aware of volunteer opportunities."

Marketing is a challenge for Parks & Recreation. The Department has made a strong effort to keep up with new marketing methods such as email, Facebook and Twitter, but cannot abandon traditional marketing platforms like the local newspaper due to the diversity of Parks & Recreation's audience. While younger patrons appreciate the County's use of social media, many seniors prefer flyers and newspaper ads. The Department's *Community Relations and Marketing Plan* details how Parks & Recreation promotes its parks, facilities and programs to County residents.

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NRPA'S THREE PILLARS



CONSERVATION

Parks create sustainable communities, protect natural resources and open space, and connect people to the benefits of nature and the outdoors.



HEALTH AND WELLNESS

Parks and recreation create healthy communities by improving physical and mental health, youth development and social well-being.



SOCIAL EQUITY

All people should have access to programs, facilities, places and spaces that make their lives and communities great.

Source: National Recreation and Park Association, 2015 Annual Report, page 4.

9. GOALS AND OBJECTIVES

The James City County Parks & Recreation Department is a proud member of the National Recreation and Park Association (NRPA), whose three pillars are conservation, health and wellness, and social equity.

Mission Statement

We work in partnership with citizens to ensure responsive programs, facilities and open space which promote personal growth, social development and healthy lifestyles.

Our Vision

James City County Parks & Recreation strives to be recognized and viewed by the citizens of the County as providing high quality parks, trails, recreation facilities and programs that are safe, clean, accessible and affordable to people of all ages.

Through this effort the Department will create a sense of community and place that connects citizens to a variety of recreation experiences while supporting economic development, health and wellness in a financially sustainable system.

Goals and Objectives

James City County's Comprehensive Plan and Strategic Plan establish the Parks & Recreation Department's goals and objectives. The Comprehensive Plan sets forth an overall departmental goal and eleven supplemental goals, each of which has one or more objectives, as follows.

PR – Provide a range of recreational facilities and activities that are affordable, accessible, appropriate, and adequate in number, size, type and location to accommodate the needs of all County residents and that promote personal growth, social development and healthy lifestyles.

PR 1 – Match public facilities and programs with citizen needs for recreation and open space.

~~PR 1.1 – Implement the specific strategies and tactics approved in the 2009 James City County Parks and Recreation Master Plan Strategy Matrix.~~⁶⁹

PR 1.1R – Implement capital projects and operational initiatives approved in the 2035 James City County Strategic Plan.

PR 1.2 – Prioritize potential property acquisition for parks in underserved areas of the County.

PR 1.3 – Continue to develop Freedom Park and the Warhill Sports Complex based upon approved master plans as funds become available.

PR 1.4 – Update and develop master plans for County-owned parks to coordinate construction phasing and validate capital improvement requests.

PR 1.5 – Continue to plan and develop a park with open space areas on the 13-acre water tower parcel next to the James City County Recreation Center.

PR 1.6 – Develop parks and fields in conjunction with new school development whenever possible and continue to collaborate with Williamsburg-James City County Schools during the site design process.

PR 2 – Continue to develop an integrated network of linear parks, trails, bikeways, sidewalks and greenways with connections to a regional greenway system that allow foot or bike access to destinations and that preserve the diverse natural, cultural, scenic and environmental resources of the community that contribute to recreation activities.

PR 2.1 – Continue to coordinate with the Virginia Department of Transportation (VDOT), the Historic Triangle Bicycle Advisory Committee and local running, hiking and bicycling clubs to develop a bikeway network consistent with the adopted Regional Bikeways Map and support the public provision of bicycle facilities by seeking County funding whenever feasible and by seeking non-County funding sources.

PR 2.2 – Incorporate bikeway design standards from the Greenway Master Plan into the County's Zoning Ordinance. These design standards should address not only cross sections and surface materials, but also signage, support facilities (such as bike racks, benches, trash receptacles, etc.) and road crossing safety measures.

PR 2.3 – Update the Greenway Master Plan and develop a new strategic Action Plan based on the current needs, conditions, objectives and funding resources in order to continue to improve bike and pedestrian connectivity in the community.

⁶⁹ Since the 2009 Parks & Recreation Master Plan Update is being replaced, PR 1.1 is replaced with PR 1.1R, which references James City County's 2035 Strategic Plan.

- PR 2.3.1 – Continue to seek funding in the Capital Improvements Program (CIP) for the acquisition and use of open space areas and greenways to preserve the scenic, natural and historic character of the area.
- PR 2.3.2 – Collaborate with adjacent localities, developers and other interested organizations to align and integrate plans.
- PR 2.4 – Continue to collaborate regionally to improve connectivity of open space, including but not limited to working with Hampton Roads Planning District Commission (HRPDC) and County staff to develop a local level green infrastructure map which identifies critical natural, cultural and recreational networks and develop a plan for implementation. Build upon the open space diagram in the Greenway Master Plan.
- PR 2.5 – Work with the National Park Service to realize the recreational and cultural potential of Green Spring Plantation, including evaluation of a multi-use trail on Centerville Road between Monticello Avenue and John Tyler Highway (Route 5).

PR 3 – Research and pursue alternative methods for funding park development and recreation programs that create a positive cash flow to offset expenditures, including private sector partnerships, establishment of a park foundation, citizen volunteers, grants and revenue producing facilities.

- PR 3.1 – Reinstitute the grant-in-aid program, if financially feasible, for neighborhood associations and other non-profit groups to make funds available for neighborhood park improvements.
- PR 3.2 – Coordinate Purchase of Development Rights, greenway, greenspace, community character and environmental protection programs to maximize utility of shared resources, funding and criteria necessary for site selection and land protection.
- PR 3.3 – Submit grant applications to secure funds for new parks and recreation programs, services, facilities and related transportation services.
- PR 3.4 – Emphasize the maintenance of existing facilities as a way to make efficient use of limited financial and physical resources.

PR 4 – Continue to provide access to major water bodies for expansion of water recreation opportunities.

- PR 4.1 – Seek additional waterfront access on the James, York and Chickahominy rivers to improve and expand water access and blueway trail development, especially in areas currently lacking water access, such as the lower James River.
- PR 4.2 – Develop recreational components of the Jamestown Beach Campground, Jamestown Yacht Basin and Chickahominy Riverfront Park in accordance with approved master plans.
- PR 4.3 – Collaborate with the National Park Service to continue to provide trail information at designated Chesapeake Bay Gateways and for the Captain John Smith Chesapeake National Historic Trail (blueway).

PR 5 – Collaborate with developers of all new developments to provide neighborhood park facilities, sidewalks, bikeways and trails as outlined in the Parks and Recreation, Greenway, and Sidewalk master plans and to permanently protect open space and natural resources.

- PR 5.1 – Continue to encourage new developments to dedicate or otherwise permanently convey open space, greenway and conservation areas to the County or a public land trust.
- PR 5.2 – Encourage new developments to dedicate right-of-way and construct sidewalks, bikeways and greenway trails for transportation and recreation purposes, and construct such facilities concurrent with road improvements and other public projects in accordance with the Pedestrian Accommodation Master Plan, the Regional Bikeways Map and the Greenway Master Plan.

- PR 5.3 – Encourage new developments requiring legislative review to include public recreation facilities consistent with standards in the Parks and Recreation Master Plan. New developments should have neighborhood parks with trails, bikeways, playgrounds, practice fields and open spaces.
- PR 5.4 – Maintain a comprehensive inventory of privately owned recreation facilities within the County and apply a percentage of these facilities towards meeting the overall Parks and Recreation Facility and Service Standards.
- PR 5.5 – Amend Zoning Ordinance regulations to facilitate development of recreational facilities, including but not limited to neighborhood parks, playgrounds, sport courts, fields and trails within by-right residential developments in accordance with design standards as enabled by the Code of Virginia.

PR 6 – Incorporate the particular needs of the County’s diverse population, including but not limited to teens, at-risk youth, seniors and persons with disabilities when planning for recreational facilities, programs and greenways.

- PR 6.1 – Include input from teens, at-risk youth, seniors and persons with disabilities in all master plans for new parks.
- PR 6.2 – Re-evaluate the types of programs offered based on changing County demographics and citizen needs.
- PR 6.3 – Continue to offer the Inclusion service and conduct assessments with persons with disabilities to ensure necessary accessibility for participation in recreation programs.
- PR 6.4 – Establish program performance measures (including goals, objectives and essential eligibility guidelines) to incorporate consistent standards in program design.
- PR 6.5 – Incorporate leadership and volunteerism in teen programs in an effort to increase skill building and employability within the County.
- PR 6.6 – Include programs and services that build resiliency in at-risk youth and their families.

PR 7 – Address issues of affordability and accessibility in planning recreation programs.

- PR 7.1 – Work with Williamsburg Area Transit Authority to improve the public transportation service to County parks and facilities.
- PR 7.2 – Plan for multiple points of access for vehicles, pedestrians and bicyclists to improve connectivity between Parks and Recreation Department facilities and surrounding neighborhoods.
- PR 7.3 – Re-evaluate and continue to provide financial assistance to families and individuals who are most in need for essential programs (such as the before and after school program) and continue to offer free access times at County recreation centers.
- PR 7.4 – Conduct a comparative market analysis to review fees bi-annually to ensure that programs are offered at fair market value.
- PR 7.5 – Identify potential partnerships with neighborhoods to develop neighborhood programming.

PR 8 – Support programs that promote healthy lifestyles, such as fitness, aerobics and wellness education, and that emphasize conservation and environmental awareness.

- PR 8.1 – Enhance the partnerships with Williamsburg-James City County Schools to offer joint programming for health and wellness.
- PR 8.2 – Develop a plan to incorporate health and wellness components into program areas.

PR 9 – Continue to promote awareness of the recreational opportunities available to County residents and visitors.

PR 9.1 – Continue to disseminate brochures and keep up to date information on the website to inform County residents and visitors about County parks and recreational opportunities in accordance with approved public information plans.

PR 9.2 – Provide information at community events regarding Parks and Recreation Department programs and services.

PR 10 – Sponsor educational opportunities that emphasize the connections between parks and recreation and environmental and historical preservation.

PR 10.1 – Enhance existing facilities and marketing efforts to fully promote an ecotourism program that promotes passive recreational opportunities within natural open spaces and special environmental and historical areas and identify and designate lands in support of this purpose.

PR 10.2 – Continue to promote signage and programs that provide educational opportunities in cultural and natural resources. Develop public historical interpretive sites at County facilities in keeping with the County's Archaeological Policy.

PR 11 – Design, construct and operate facilities in a sustainable manner.

PR 11.1 – Develop sustainable strategies similar to LEED (Leadership in Energy and Environmental Design) for the design and location of parks and incorporate the strategies into park development guidelines, where feasible.

These goals and objectives are the foundation of the Parks & Recreation Department's Strategic Plan, which sets forth performance measures for each objective and is reviewed annually in conjunction with the budget process and development of each unit's workplan.

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10. FUNDING AND IMPLEMENTATION

James City County Parks & Recreation strives to spend taxpayer dollars wisely and to generate revenue through user fees, advertising and sponsorship. The Department also pursues grants, welcomes public/private partnerships and manages a large volunteer program.

Capital Improvement Program

James City County generally defines capital improvements as physical assets that have a useful life of at least ten years and cost \$50,000 or more. Capital improvements typically consist of land, facilities or equipment, but need not be new – replacement, rehabilitation and the cost of studies and services relating to improvements can be included in the Capital Improvement Program (CIP).

Figure 53 presents the Parks & Recreation Department’s CIP for FY2017-2021.⁷⁰ Only the first year of the 5-year CIP is the Capital Budget. The remaining four years are for planning purposes only and do not represent appropriated funds. Each year the 5-year CIP is reviewed before determining the next one-year Capital Budget, during which time new projects may be added or existing projects deleted.

⁷⁰ James City County Department of Financial and Management Services, “Two-Year Adopted Operating Budgets FY2017-2018,” (U.S.A., 2016), D-8.

PARKS AND RECREATION	Total 5 year request	FY2017	FY2018	FY2019	FY2020	FY2021	TOTAL
Jamestown Beach Event Park	\$1,633,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
James City County Marina	2,220,000	-	-	-	-	-	-
CRFP Shoreline Stabilization	1,084,000	-	450,000	634,000	-	-	1,084,000
CRFP Waterline Replacement	75,000	75,000	-	-	-	-	75,000
Warhill Artificial Turf Rep	3,100,000	-	-	3,100,000	-	-	3,100,000
Splash Pad at CRFP	175,000	175,000	-	-	-	-	175,000
	\$8,287,000	\$250,000	\$450,000	\$3,734,000	\$0	\$0	\$4,434,000

Figure 53 Capital Improvement Program FY2017-2021

Source: James City County Department of Financial and Management Services

James City County's Strategic Plan sets forth the process whereby each department works with the County Administrator and the Financial and Management Services Director to prepare a list of requests for inclusion in the CIP. Following prioritization of departmental and WJCC School Board CIP requests by the Planning Commission, the County Administrator proposes a CIP budget for review and approval by the Board of Supervisors.⁷¹

One of the functions of the Strategic Plan is to serve as an inventory of projects for the short (5-10 years), medium (10-15 years) and long term (15-20 years). Figure 54 depicts Parks & Recreation's list of short and medium-term CIP projects, not including maintenance. There is no expectation that all of these projects will be funded within the next 15 years, but given Parks & Recreation's increasing issues with congestion and failure to meet LOS standards, it is important that resources be allocated to keep pace with population growth.

Significant improvements can be difficult to fund through the annual Capital Budget. In 1995 and 2005, bond referenda were passed to allocate funds for major Parks & Recreation projects. An additional bond referendum planned for 2015 was not pursued due to the economic climate. As the economy continues to recover from the 2008 recession, it may be time to consider a bond issue in order to ensure that the Department continue to provide the level of quality programs and facilities that James City County residents expect.

General Fund

The General Fund is James City County's general operating fund, accounting for all financial resources except special revenue funds, capital projects and debt service. Figure 55 shows where each dollar in the General Fund comes from and how it is spent; Parks & Recreation appears on both the revenue and expenditure sides - on the expenditure side, Parks & Recreation accounts for the majority of Citizen & Community Services.⁷² The primary source of the General Fund is property taxes. Over half of the General Fund is spent on schools.

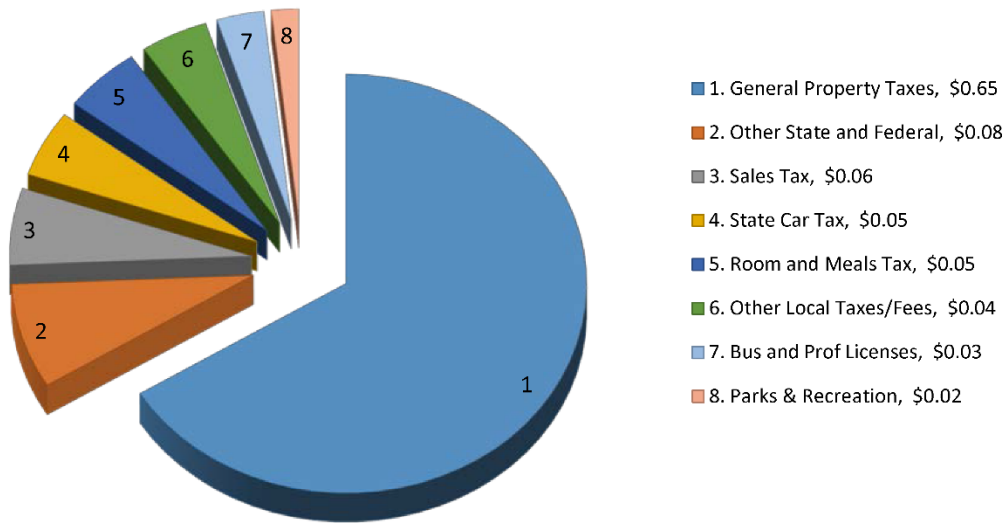
⁷¹ James City County, *2035 Strategic Plan* (U.S.A., 2016), 7.

⁷² James City County Department of Financial and Management Services, "Two-Year Adopted Operating Budgets FY2017-2018," (U.S.A., 2016), A-8.

PROJECT DESCRIPTION	TOTAL CAPITAL COST	EST. ANNUAL OPERATIONAL COST	EST. ONGOING MAINTENANCE COST	TIMELINE	TYPE OF PROJECT
Abram Frink Community Center Park-splash pad/shelter	\$ 300,000	\$ 20,000	\$ 5,000	Short Term	New facility/infrastructure
Abram Frink Community Center-sports lighting	\$ 175,000			Short Term	New facility/infrastructure
Chickahominy Shoreline Stabilization phase II	\$ 2,000,000	\$ -		Short Term	Preventative maintenance on existing facility/infrastructure
Community Gym	\$ 7,000,000	\$ 228,000		Short Term	New facility/infrastructure
Freedom Park Phase 3- Passive Recreation Facilities	\$ 5,600,000	\$ 15,600		Short Term	New facility/infrastructure
Jamestown Beach Event Park-Vermillion House/Gardens, Event Area	\$ 4,405,000			Short Term	Replacement of existing facility/infrastructure
Little Creek Reservoir Park- New Boat Ramp	\$ 300,000	\$ -		Short Term	Replacement of existing facility/infrastructure
Mid County Park - Phase 2 Splash pad, parking	\$ 400,000	\$ 20,000	\$ 5,000	Short Term	New facility/infrastructure
Mid County Park Phase 4- MU trail lighting	\$ 150,000			Short Term	New facility/infrastructure
Recreation Center Park-parking expansion, outdoor restrooms/concession	\$ 1,050,000	\$ 15,600		Short Term	New facility/infrastructure
School sites- field lighting, restroom facilities	\$ 500,000	\$ 15,600		Short Term	New facility/infrastructure
Warhill Sports Complex-BB field 6, picnic areas/restrooms	\$ 1,700,000	\$ 15,600		Short Term	New facility/infrastructure
Warhill Sports Complex-Field Hockey/Lacrosse Complex	\$ 2,600,000	\$ 15,600		Short Term	New facility/infrastructure
Warhill Sports Complex-multi purpose field practice complex/restrooms/parking	\$ 7,800,000	\$ 15,600		Short Term	New facility/infrastructure
Aquatic Facility-50M	\$ 12,000,000			Medium Term	New facility/infrastructure
Chickahominy Riverfront Park- Phase 2 MP implementation-shelters/parking/campsite improvements	\$ 524,000			Medium Term	Replacement of existing facility/infrastructure
Chickahominy Riverfront Park Phase 3 MP - utilities, bathhouses, docks, kayak launch, concession/store	\$ 1,200,000			Medium Term	Replacement of existing facility/infrastructure
Freedom Park Environmental Ed Center	\$ 2,700,000			Medium Term	New facility/infrastructure
Greenway Master Plan implementation	\$ 3,000,000			Medium Term	New facility/infrastructure
James City County Marina Phase 2 MP implementation	\$ 11,000,000			Medium Term	Replacement of existing facility/infrastructure
Little Creek Reservoir- Master Plan implementation	\$ 350,000			Medium Term	New facility/infrastructure
Mid County Park Phase 3-shelters, parking	\$ 400,000			Medium Term	New facility/infrastructure
Upper County Park Master Plan implementation	\$ 1,000,000			Medium Term	New facility/infrastructure
Warhill Sports Complex-paved multiuse trails	\$ 1,400,000			Medium Term	New facility/infrastructure
TOTAL CAPITAL COST	\$ 67,554,000	Short Term \$33,980,000 Medium Term \$33,574,000			

Figure 54 Parks & Recreation CIP Project Inventory for FY2022-FY2031

FY2017 - Where each dollar in the County comes from



FY2017 - How each dollar in the County is spent

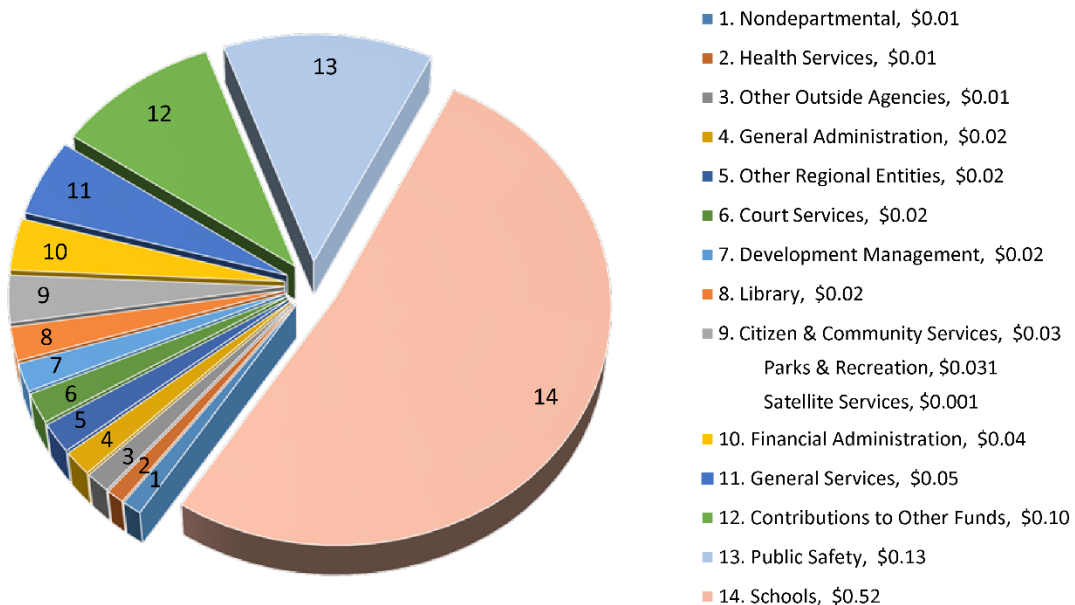


Figure 55 James City County Revenues and Expenditures

Source: James City County FY2017-2018 Two-Year Adopted Operating Budgets

The budget process that allocates money from the General Fund to Parks & Recreation and other County departments is a months-long process directed by the County Administrator. Within Parks & Recreation, the Director and the Budget Management Specialist oversee the creation of the department's budget requests and monitor adherence to the budget after its adoption.

The ratio between the revenue that Parks & Recreation produces and its operating expenditures is called the recovery rate -- a higher recovery rate indicates more revenue generation and less reliance on taxpayer dollars. In FY2016 Parks & Recreation's operating expenditures totaled \$5.5 million; non-tax revenue totaled \$3.6 million for a recovery rate of 65%. According to the National Recreation and Park Association (NRPA), "the typical agency recovers 29.0% of its operating expenditures from non-tax revenues."⁷³ While James City County's exceptionally high recovery rate is in part due to staff's efforts to bring in revenue and control costs, it bears mentioning that James City County's centralization of maintenance and custodial services inflates Parks & Recreation's recovery rate by reducing departmental expenditures. Some parks and recreation agencies include these functions within their departmental budget, whereas James City County consolidates maintenance and custodial services into the General Services Department. Nonetheless, James City County Parks & Recreation clearly performs well above the national average; the Department's excellence in management was recognized in 2012 with the NRPA's Gold Medal Award.

User Fees

While many of Parks & Recreation's programs and facilities are free, others have program/user fees or admission/permit use fees. Determination of fees depends on the balance of public good vs. private benefit -- parks, for example, are deemed a public good and are free for all to visit. Storing one's RV or boat at the park is a private benefit and thus requires payment of a fee. Likewise, a special event like Harvest Festival is for the entire community and is free of charge aside from a nominal parking fee, but a ceramics class benefits a particular individual and therefore has a user fee. In accordance with the Department's Fees and Charges Policy, Parks & Recreation's "goal is to set fees within the market range and adjust as needed to meet the overall financial needs of the Department and the County. In general the Department tries to maintain a minimum of a 50% recovery rate for the total Parks & Recreation annual operating budget. Generally, programs and instructional classes recover 100% of their direct operating costs and special events, parks and facilities recover between 0% - 50%."⁷⁴



Most Parks & Recreation fees have a resident rate for residents of James City County and Williamsburg City and a slightly higher nonresident rate for all other patrons. The higher nonresident fee helps "to

⁷³ National Recreation and Park Association, "2016 NRPA Field Report," (U.S.A., 2016), 15.

⁷⁴ James City County, "Administrative Regulation PR-1, Fees and Charges Policy," (U.S.A., 2016), 1.

offset the additional impact to the parks system and facilities and to provide fee equality to taxpaying residents.”⁷⁵

In order to help all residents of James City County and Williamsburg City enjoy the many benefits of participating in Parks & Recreation programs and activities, the Department offers a Discount Assistance Program to qualifying residents. Discount rates depend on the applicant’s household size and gross household income. Discounts can be applied to all programs and to annual access passes to the JCCRC and AFCC (but are not given for private instruction such as personal training). Discount rates granted by Parks & Recreation are also honored by the Department’s affiliates and partner groups, the Williamsburg Indoor Sports Complex and Williamsburg City’s Quarterpath Park.

Although James City County’s 17 parks are free to visit, park amenities such as camping, athletic field rentals, shelter/room rentals, boat ramps, boat and bicycle rentals, RV/boat storage and concessions generate over \$1.2 million annually. Sports tourism contributes significantly to park revenue, with tournaments, triathlons and other athletic competitions paying fees for use of Wanner Stadium and the Warhill Sports Complex, Chickahominy Riverfront Park and Jamestown Beach Event Park.

Grants

In an effort to reduce use of taxpayer funds, Parks & Recreation seeks grant funding for both programs and capital improvement projects. The Department has been fairly successful in receiving grants from state and federal agencies, with awards totaling over \$950,000 from FY2011 to FY2015. The largest



grantor was the Virginia Department of Conservation and Recreation, whose grants included funding 80% of the cost of constructing a trail from Freedom Park to J. Blaine Blayton Elementary and Lois S. Hornsby Middle Schools.

Competition for grants is fierce, and some offices offering grants have begun to show a preference for departments that are accredited by the Commission for

Accreditation of Park and Recreation Agencies (CAPRA). Parks & Recreation therefore began the process of seeking accreditation in January of 2016 and anticipates completing CAPRA’s requirements for accreditation in the summer of 2017.

Private Developers

James City County relies on private developers to mitigate the impacts of development by providing physical improvements such as turn lanes, traffic signals and recreational facilities. The 1993 and 2009 Parks & Recreation Master Plans included proffer guidelines which set forth standards for the construction of parks, playgrounds, trails, sport courts, pools and athletic fields in residential

⁷⁵ James City County, “Administrative,” 1.

developments, and provided the option of cash proffers in lieu of most of these amenities. Effective July 1, 2016, Code of Virginia § 15.2-2303.4 changed the law with regard to cash proffers for new residential developments. In response to the new state law, the Board of Supervisors (BOS) resolved to not accept proffers for new residential development by Resolution dated June 28, 2016. James City County subsequently replaced its Comprehensive Parks and Recreation Master Plan Proffer Guidelines with the James City County Recreational Facility Development Guidelines shown in Appendix F (previously-approved Special Use Permits and conditional zoning applications submitted on or before July 1, 2016 shall adhere to the previously-adopted Proffer Guidelines).

Provision of recreational facilities remains part of the standard review process for proposed developments. The size of the development and the anticipated resident population determine the appropriate level of recreational amenities. The Parks Administrator assists the Planning Division in reviewing development proposals; the BOS has final authority in approving proposed facilities.



Banners at Wanner Stadium

Advertising and Sponsorships

In 2009 PROS Consulting recommended that Parks & Recreation enhance its revenue stream with sponsorships.⁷⁶ The Department began selling banner space at Wanner Stadium in late 2010. In 2012 Parks & Recreation introduced advertising in its semiannual activity brochure. A Business Analyst was hired in 2014 whose responsibilities included increasing advertising and sponsorship revenue. The Department now generates approximately \$7,500 annually in activity brochure advertisements, \$5,000

in stadium banners, \$2,000 in dog waste station sponsorships, and \$14,000 to \$20,000 in program-related sponsorships (some of which is in-kind donations rather than cash contributions). In FY2016 advertising and sponsorships totaled \$36,184.

Volunteer Services

In accordance with recommendations made by PROS Consulting during the previous Master Plan update, Volunteer Services was added as a core area in FY2009 in the Administrative division of Parks & Recreation.⁷⁷ The Volunteer and Resource Coordinator seeks and trains volunteers for departmental programs and events, and also oversees employee training programs. In 2014 the Volunteer and Resource Coordinator introduced an Adopt-a-Park program, which currently has eight organizations under contract. Adopt-a-Park participants visit their chosen sites monthly and undertake at least one major project annually.



Zeta Mu Mu at their Adopt-a-Park site

⁷⁶ PROS Consulting LLC, 71-72.

⁷⁷ PROS Consulting LLC, 77.

Donation of time and talent by volunteers contributes enormously to Parks & Recreation's ability to offer activities and maintain parks. In FY2016 volunteers donated 16,370 hours of service directly to the Department. In addition, volunteers contributed 162,011 hours to Parks & Recreation's affiliate organizations.

Public/Private Partnerships

Partnering with private businesses can help leverage Parks & Recreation's assets. The Department has partnerships with three local organizations: Williamsburg Indoor Sports Complex (WISC), Go Ape USA and the William & Mary Tack Family Boathouse Facility.

The WISC has been a tenant at the Warhill Sports Complex since 1999. The WISC operates a large indoor facility that offers before and after school care, sports programs, laser tag, climbing challenges, a multi-level playground and an arcade. In 2016 the WISC was permitted to lease an additional two acres of land at the Warhill Sports Complex in order to build a 25-meter indoor pool. The WISC is funding all costs of constructing and managing the pool, slated to open in early 2017. Practice time will be allotted to local high school swim teams and competitive swim clubs, which will help alleviate congestion at the James City County Recreation Center's 25-meter pool.



Williamsburg Boat Club

In 2011 Parks & Recreation entered into an agreement with the College of William & Mary and the Rowing Club at William & Mary to allow the Rowing Club to build a boathouse at Chickahominy Riverfront Park. The Rowing Club pays an annual facility use fee in return for exclusive use of the boathouse, which will be donated by the College to the County. The Rowing Club is supported by the Friends of Williamsburg Rowing, a 501(c)3 nonprofit corporation. The Friends of Williamsburg Rowing also promotes community rowing and founded the Williamsburg Boat Club (for adults) and the

Williamsburg Boat Club Juniors (for high school students). The Williamsburg Boat Club welcomes competitive members who participate in races as well as members who row for recreation and exercise.

Go Ape USA is Parks & Recreation's newest business partner. In 2012 Go Ape built a treetop adventure course in Freedom Park that features suspended obstacles, swings and zip lines. Go Ape pays Parks & Recreation a percentage of its annual revenue.

Parks & Recreation welcomes proposals from private businesses and non-profit organizations that seek to partner with the Department; two recent proposals for facilities at the Warhill Sports Complex are under consideration.



RECN' It Out campers at Go Ape USA

In addition to the three partners described above, who maintain formal long-term contracts with Parks & Recreation, the Department has written agreements with 32 other local organizations to provide community programs and special events. The role of these affiliates and partners is described in Chapter 5.

Strategic Plan

The Parks & Recreation Strategic Plan guides implementation of the Parks & Recreation Master Plan. In accordance with the Commission for Accreditation of Park and Recreation Agencies' guidelines, the Strategic Plan states how the Department intends to achieve its mission, goals and objectives over the next three to five years. The Parks & Recreation Strategic Plan links to the County's Strategic Plan, and is reviewed annually in conjunction with the budget process and development of each unit's workplan.

Parks & Recreation Department

Mission Statement

We work in partnership with citizens to ensure responsive programs, facilities and open space which promote personal growth, social development and healthy lifestyles.

Questions? Suggestions? Contact the Parks & Recreation Department at 757-259-4200 or parks.rec@jamescitycountyva.gov. Visit us online at jamescitycountyva.gov/recreation/.

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APPENDIX A – NATURAL RESOURCES MANAGEMENT PLAN

The text of the James City County Parks & Recreation Department's Natural Resources Management Plan follows. The 21 appendices to the Natural Resources Management Plan are on file with the Parks & Recreation Department.

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PARKS AND RECREATION NATURAL RESOURCES MANAGEMENT PLAN



**Reviewed and Approved By:
Scott Thomas, Director
James City County Engineering and Resource Protection Division**

**Fran Geissler, Director
James City County Stormwater Division**

**John Carnifax, Director
Department of Parks and Recreation
November 2016**

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❖ **INTRODUCTION**

James City County's natural environment is one of its most valuable assets, and at the same time, one of its most vulnerable. The County is located in the upper Virginia Peninsula and is the epicenter of much of Virginia's early English-speaking history, being the site of the first permanent English settlement and colonial government in America.

The County borders the York River to the northeast, the James River to the south and the Chickahominy River to the west. The prevalence of historic rivers and waterways in the County provides many opportunities to educate citizens and encourage active use of these waterways. In addition to these resources, wetlands, unstable soils, steep slopes, scenic vistas, wildlife and woodland areas also exist throughout the area.

James City County continues to experience growth, mostly due to its locations between two major metropolitan areas and its growing attraction as a retirement community and tourist destination. Consequently, efforts must be maintained to mitigate the impacts of growth. Impacts, if left unbalanced, could lead to decreased water quality; increased soil erosion and stormwater runoff; loss of scenic vistas, and agricultural lands; destruction of wildlife habitats; deforestation; and air pollution.

The approach taken by James City County to effectively manage its natural resources is holistic in nature and contains three major planning elements: an inventory of natural resources, management strategies, and community awareness and education. These planning elements working in conjunction, produce a comprehensive effort to effectively protect and preserve the natural resource heritage of the County.

❖ **RESOURCE INVENTORY**

Recognizing the value in the natural resources under its care, James City County Parks and Recreation, in cooperation with the County's Engineering and Resource Protection Division, has endeavored to identify and better understand these resources in an effort to manage them responsibly. A major County initiative in this regard is the development of management plans for the watershed areas that exist in James City County. These plans are discussed below.

Watershed Management Plans

The map on the following page indicates the locations of all James City County parks as they relate to the 14 watershed management areas that exist in the County. To date, five watersheds have had management plans adopted by the Board of Supervisors and of those, three contain the majority of the County's park sites. In the future, it is anticipated that each County watershed will have plans completed and approved by the Board of Supervisors.

While each of these management plans have different goals, priorities and recommendations based on specific baseline assessments and stakeholder and public input, there are two overarching goals for all County watersheds:

- Minimize further degradation of water quality and preserve, restore and maintain the quality of all streams with the watershed as well as tidal and non-tidal wetlands; and
- Promote active stewardship among residents, community associations, businesses and seasonal visitors.

Inventories and evaluations of the natural resources in each watershed were conducted as part of developing a management plan for them. This data provides County staff with the information necessary to effectively steward its natural resources.





Detailed management plans for the watersheds listed below are included in the Appendices Section for review. A summary of the key natural resource findings that are pertinent to the park facilities located in these areas are as follows:

- **Powhatan Creek Watershed (JL31)** – is a State and national historic treasure with significant biodiversity. It discharges into the James River near Jamestown Island and is home to rare, threatened, and endangered organisms such as the small whorled pogonia, Virginia least trillium, and bald eagle and heron colonies. Park sites located in this watershed include: the Warhill Sports Complex and Wanner Stadium, Forest Glen Playground, James City County Recreation Center, Skate Park, Mid-County Park, Ironbound Park, Greensprings Trail, Powhatan Creek Park and Blueway, Jamestown Beach Event Park and the James City County Marina.
- **Yarmouth Creek Watershed (JL28)** – is a rapidly developing watershed with moderate to high biodiversity characteristics. Yarmouth Creek drains into the Chickahominy River, which discharges into the James River. There are extensive complexes of wooded swamp, freshwater wetland and rare tidal freshwater marshes which support at least one heron rookery and seven globally rare or State rare species of flora and fauna. Park sites located in this watershed include: the Little Creek Reservoir Park and Brickyard Boat Ramp.
- **Gordon Creek Watershed (JL29)** – is primarily forested with low impervious cover and large parcels. Gordon Creek drains to a large tidal freshwater marsh which enters the Chickahominy River near its confluence with the James River. The watershed is highly significant to the biodiversity of the State. Rare animals and plants, including the small whorled pogonia, were found and significant communities were present in the marshes. Park sites located in this watershed include: Freedom Park and Chickahominy Riverfront Park.

Water Quality Monitoring

Since 2008 James City County staff and trained volunteers have been gathering information and data on the health of County waterways. Two types of data are collected: the number and types of benthic macroinvertebrates and the amount of harmful bacteria present in the stream. Benthic macroinvertebrates consist of small, pollution-sensitive animals that live in waterways and provide an indication of the amount of pollution present. Screening for harmful bacteria gives an indication of the safety of the waterway for contact recreation. Monitoring occurs at the Jamestown Beach Event Park, Powhatan Creek Park, Upper County Park and Freedom Park. Data is used to shape preservation and restoration efforts at these and other park sites. (Water Quality Reports for Powhatan, Yarmouth and Gordon Creek Watersheds are included in the Appendices Section.)

Natural Areas Inventory of the Lower Peninsula of Virginia

In 1988, the localities of James City County, York County and the City of Williamsburg contracted with the Department of Conservation and Recreation's Division of Natural Heritage to conduct a natural areas inventory. The goal of this inventory was to systematically identify the natural heritage areas in these localities, sites supporting unique or exemplary natural communities, rare plants and rare animals or other significant natural features. The final report of this study was issued in 1993 and was titled "Conservation Planning for the Natural Areas of the Lower Peninsula of Virginia". It formed the basis of James City County's Natural Resource Policy which is discussed in the Management Strategies section that follows. (This document is included in the Appendices Section for review.)

Virginia Natural Heritage Program

Another important resource available to James City County is the Virginia Natural Heritage Program (VNHP), which is operated by the Virginia Department of Conservation and Recreation. Staff involved with this program conduct an ongoing inventory documenting the location and ecological status of rare plants and animal species and natural communities. The VNHP collects and manages natural resources data to guide science-based conservation and land-use decisions in an effort to properly steward Virginia's biodiversity. The VNHP inventory is the most comprehensive natural resource data system in Virginia. Consultants involved in developing the County's watershed management plans use this data base to identify existing or potential natural resources in the areas of study. (<http://www.dcr.virginia.gov/natural-heritage/inventory>)

❖ MANAGEMENT STRATEGIES

The Board of Supervisors takes its responsibility to be good stewards of the natural resources that exist in James City County seriously and has adopted policies, ordinances and the 2035 Comprehensive Plan as part of an overall management strategy for these assets. In addition, the Board of Supervisors established the Chesapeake Bay Board, Wetlands Board and the Stormwater Program Advisory Committee to engage citizens in the management and protection of the County's natural resources.

Natural Resource Policy – this policy was adopted by the Board of Supervisors in 1999 and ensures the identification and protection of natural resources, and preserve habitats for rare, threatened and endangered species as development occurs. (This policy is included in the Appendices Section.)

Outstanding Specimen Tree Option Guidelines – this initiative was adopted by the Board of Supervisors in 2011 with the purpose of identifying, maintaining and protecting outstanding tree specimens in the County. The guidelines provide developers with incentives to preserve specimen trees by giving additional tree credits toward fulfilling tree planting requirements through provisions of Sections 24-88 and 24-95 of the Zoning Ordinance. (The approving resolution is included in the Appendices Section.)

Ordinances – excerpts from the James City County Code relating to identification and preservation of natural resources as development plans move through the site plan review and approval process are provided in the Appendices Section. As noted specifically in Section 24-143 (8) below, the planning and development of parks and recreation facilities are subject to the same submittal, review and approval requirements as other projects.

Sec. 24-143. - When site plans required.

Site plans shall be required for the following major uses and additions and expansions thereto:

- (1) Multi-family dwellings with a combined total of four units or more; except for the addition of individual private decks and fences accessory thereto;
- (2) Apartments; except for the addition of individual private decks and fences accessory thereto;
- (3) Places of public assembly, such as houses of worship, temples, synagogues, cemeteries, and public meeting halls;
- (4) Docks, marinas, wharves, piers, bulkheads and the like or any overwater structures, except private overwater piers and boat houses accessory to a single-family dwelling;
- (5) Commercial or industrial buildings or developments;
- (6) Manufactured home parks;
- (7) Campgrounds;
- (8) Public parks or recreation facilities;**
- (9) Public utilities, public service or transportation uses, transmission mains, buildings, generating, purification or treatment plants, water storage tanks, pumping or regulator stations, telephone exchange, transformer or substations, or power transmission lines;
- (10) Schools or public buildings;
- (11) Hospitals or nursing homes;
- (12) Wireless communications facilities;
- (13) Three or more single-family dwellings on the same parcel; or
- (14) Off-street parking areas or any additions to existing off-street parking areas except for single-family residences.

(Ord. No. 31A-132, 10-14-91; Ord. No. 31A-160, 5-1-95; Ord. No. 31A-267, 6-12-12)

All site plan reviews are evaluated for compliance with other important environmental ordinances regulating the identification, protection and preservation of the County's natural resources. (All of these ordinances are provided in the Appendices Section for review.) Those ordinances are:

- **Chesapeake Bay Preservation Ordinance (County Code Section 23)** – James City County was the first locality in Virginia to adopt this major environmental protection program that complies with the Virginia State Code (Chesapeake Bay Preservation Act) that guides local government decisions on land use and development; improves water quality by controlling and regulating runoff into the Chesapeake Bay and other State waters; establishes local programs to regulate activities in Chesapeake Bay Preservation Areas, Resource Protection Areas and

Resource Management Areas; protects County waterways by requiring a higher level of stormwater management for areas of the County closest to waterways and sets standards for water-dependent development along shorelines.

- **Erosion and Sediment Control (County Code Chapter 8)** - conserves the land, water, and other natural resources of the County by mitigating land clearing due to construction and reducing the potential for erosion and sediment to damage County waterways.
- **Stormwater Management (County Code Chapter 18A)** – reduces pollutants to the storm sewer system as required by the Virginia Stormwater Management Program discharge permit; reduces the volume and improves the quality of storm runoff entering County waterways.
- **Wetlands (County Code Chapter 22)** – regulates the use and development of wetlands.
- **Floodplains (County Code Chapter 24)** – regulates the use and development of flood prone areas in the County and is in compliance with the National Flood Insurance Program requirements; higher standards are included in the ordinance that further protect the floodplains from development impacts.

In addition, it is usually a common practice that whenever there is a large project that requires a special use permit or rezoning, conditions are crafted to encourage master stormwater management planning and nutrient-turf management plans. Master stormwater management planning on a large scale is beneficial to avoid having to meet stormwater management compliance on a case-by-case or plan by plan basis. Nutrient-turf management is encouraged in public spaces because healthy turfgrass inhibits erosion and promotes water conservation.

2035 Comprehensive Plan

Since James City County first adopted a comprehensive plan in 1975, the population of the County has increased over 235 percent to a current population of over 70,000. Based on 2010 census data, the County was the fifth fastest growing locality in Virginia over the last ten-years. In response to such rapid growth, the citizens of James City County have been on the vanguard of environmental protection and growth management. The County's award winning comprehensive plan is centered on the core values of environmental management, community character and sustainability.

These core principles, embedded in the current comprehensive plan “Toward 2035: Leading the Way, James City County,” have resulted in a wide range of activities promoting water quality protection. As a result, today James City County boasts:

- A comprehensive Chesapeake Bay protection program based on a County-wide resource management area;
- A well-funded green space acquisition program, which has preserved 1,685 acres of land to date;
- Ordinances that actively promoted conservation easements as tools to meet stormwater management requirements;
- A well-funded purchase of development rights program, which has protected 705 acres of

- land from development;
- A comprehensive watershed planning program which identifies lands needing enhanced stormwater management, targets lands for the green space program, encourages better site design and identifies stormwater retrofit and improvement opportunities;
- The Clean Water Heritage public information and outreach program;
- An active group of volunteer water quality monitors who evaluate watershed conditions quarterly and screen for elevated bacteria levels monthly and,
- A sustainable building policy to promote energy efficiency, water conservation, heightened environmental protections and more.

Specific goals, strategies and actions for the County regarding the management of natural resources are found in various sections of the Comprehensive Plan and are noted as follows:

GOAL – COMMUNITY CHARACTER SECTION

Community Character – Acknowledge the County’s responsibility to be good stewards of the land by preserving and enhancing the scenic, cultural, rural, farm, forestal, natural and historic qualities that are essential to the County’s rural and small town character, economic vitality and overall quality of life.

STRATEGIES

- *Preserve and enhance entrance corridors and roads that promote the rural, natural or historic character of the County.*
- *Preserve and enhance neighborhood and community appearance.*
- *Preserve and create open space and greenways.*
- *Preserve existing vegetation as possible and appropriate during development.*

ACTIONS

- *Expect that development along Community Character Corridors protects the natural views of the area; promotes the historic, rural or unique character of the area; maintains the greenbelt network; and establishes entrance corridors that enhance the experience of residents and visitors.*
- *Encourage vistas and other scenic resources to be protected and encourage building, site and road designs that enhance the natural landscape and preserve valued vistas.*
- *Expect all currently approved and new development to blend carefully with the topography and surrounding vegetation; to preserve unique formations, greenery and scenic views; and to use sustainable plantings and building techniques.*
- *Implement the Greenway Master Plan in the development review process to take advantage of opportunities to provide open space and make connections where new development or redevelopment occurs.*
- *As funding becomes available, encourage participation in the Capital Improvements Program Greenspace Fund to protect valuable open space lands.*

- *Use County ordinances and/or policies enabled by the Code of Virginia to require a more detailed phased clearing plan that minimizes the removal of existing trees and ensures tree preservation measures are implemented during the site plan review and pre-construction phase of development.*
- *Promote the Optional Specimen Tree Designation to enable more developers to preserve specimen tree that are not within required tree-save areas.*
- *Improve the methods the County uses during planning, pre-construction, construction and post-construction phases to make sure tree preservation measures are properly performed, resulting in healthier trees, buffer and proper maintenance.*

GOAL – ENVIRONMENTAL SECTION

Environmental – Continue to maintain and improve the high level of environmental quality in James City County and protect and conserve sensitive lands and waterways for future generations.

STRATEGIES

- *Protect and improve the quality of water in County watersheds, wetlands, and waterways including water bodies that discharge in the Chesapeake Bay.*
- *Improve public knowledge of and involvement in County environmental programs and initiatives.*
- *Protect and conserve environmentally sensitive areas.*

ACTIONS

- *Promote development and land use decisions that protect and improve the function of wetlands and the quality of water bodies.*
- *Promoting early submission of environmental inventories in order to protect trees, County wetlands, and highly erodible soils.*
- *Continuing to promote the protection of trees.*
- *Utilize Virginia Institute of Marine Sciences' Comprehensive Coastal Resource Management Shoreline Best Management Practices for management recommendations for all tidal shorelines in the County.*
- *Seek public outreach opportunities to educate citizens and stakeholders on new shoreline management strategies including living shorelines.*
- *Promote the preservation of open space in areas adjacent to marsh lands to allow for inland retreat of vegetation and additional water containment areas as sea level rises.*
- *Ensure that water dependent activities such as marinas and docks are located and conducted in an environmentally sensitive manner and include adequate marine sanitation facilities.*
- *Continue to develop watershed management plans for the remaining County watersheds that identify environmentally sensitive areas and specific protections, restoration, and retrofit recommendations.*

- *Continue to educate the public about voluntary techniques to preserve and protect environmentally sensitive lands; wildlife habitats; water quality; and watersheds, agricultural, forestal, and other open space lands through the Clean Water Heritage Program.*
- *Maintain biological and habitat diversity and promote habitat connectivity by protecting wildlife and riparian corridors between watersheds, subwatersheds, catchments, and tidal and nontidal wetlands and by natural resource inventory methods, implementing a green infrastructure plan.*
- *Develop specific recommendations for voluntary and regulatory means to protect resources identified in studies, such as the Regional Natural Areas Inventory, and watershed management plans for County watersheds.*
- *Operate programs which seek clear title to, or conservation easements over, environmentally sensitive lands throughout the County in partnership with willing property owners.*
- *Continue to develop and enforce zoning regulations and other County ordinances that ensure the preservation to the maximum extent possible of rare, threatened, and endangered species; wetlands; flood plains; shorelines; wildlife habitats; natural areas; perennial streams; groundwater resources; and other environmentally sensitive areas.*
- *Continue to gather and gain technical knowledge on data that is available to help the County identify its natural and cultural assets, and, where appropriate, use such data as an information tool to help guide decisions during the creation of regulations and policies and/or to provide guidance to property owners and development proposal applicants on lands best suited for development.*

GOAL – PARKS AND RECREATION SECTION

Parks and Recreation – Provide a range of recreational facilities and activities that are affordable, accessible, appropriate, and adequate in number, size, type and location to accommodate the needs of all County residents and that promote personal growth, social development and healthy lifestyles.

STRATEGIES

- *Continue to develop an integrated network of linear parks, trails, bikeways, sidewalks and greenways with connections to a regional greenway system that allow foot or bike access to destinations and that preserve the diverse natural, cultural, scenic and environmental resources of the community that contribute to recreation activities.*
- *Collaborate with developers of all new developments to provide neighborhood park facilities, sidewalks, bikeways and trails as outlined in the Parks and Recreation, Greenway, and Sidewalk master plans and to permanently protect open space and natural resources.*
- *Sponsor educational opportunities that emphasize the connections between parks and recreation and environmental and historical preservation.*

ACTIONS

- *Continue to seek funding in the Capital Improvements Program for the acquisition and use of open space areas and greenways to preserve the scenic, natural and historic character of the area.*
- *Continue to collaborate regionally to improve connectivity of open space, including but not limited to working with the Hampton Roads Planning District Commission and County staff to develop a local level green infrastructure map which identifies critical natural, cultural and recreational networks and develop a plan for implementation. Build upon the open space diagram in the Greenway Master Plan.*
- *Continue to encourage new developments to dedicate or otherwise permanently convey open space, greenway and conservation areas to the County or a public land trust.*
- *Enhance existing facilities and marketing efforts to fully promote an ecotourism program that promotes passive recreational opportunities within natural open spaces and special environmental and historical areas and identify and designate lands in support of this purpose.*
- *Continue to promote signage and programs that provide educational opportunities in cultural and natural resources.*

Citizen Boards and Commission

The following citizen boards and committee were established by the Board of Supervisors to address natural resource management issues:

- **Chesapeake Bay Board** – ensures that the Chesapeake Bay Preservation Areas are developed in a manner that protects the water quality of the Bay and its tributaries by minimizing nonpoint source pollution into County wetlands, streams, and lakes from uses of land in the County. Members of this Board also serve on the Wetlands Board.
- **Wetlands Board** – is responsible for overseeing proper development and conservation of designated wetlands areas in the County. Members of this Board also service on the Chesapeake Bay Board.
- **Stormwater Program Advisory Committee** – provides assistance and advice to the Board of Supervisors and County staff in the development, implementation and promotion of the County’s stormwater capital improvement program and the Clean Water Heritage stormwater outreach program.
- **Clean County Commission** – promotes recycling, litter control, environmental education and stewardship, and beautification projects by offering programs and community events throughout the year.

Parks and Recreation Environmental Policy

The Department has adopted a policy with the purpose of providing guidance to parks and recreation staff in the development of best environmental practices in the operation of parks, facilities and programs. This comprehensive policy covers areas such as the purchase and use of

environmentally safe and sensitive products; protection of air, water, soil and wildlife; wise use of energy resources; reduction and handling of waste; open space planning and preservation; and environmental education and interpretation. (This policy is included in the Appendices Section.)

Park Planning

Natural resource management is a major element of park planning. County-owned parks that include valuable natural resource features, such as wetlands, are protected from development, which then allows these features to provide natural floodplain functions. Parks restored to their natural state, and those intentionally left in an undeveloped state, shall remain in a restored or undeveloped condition for the benefit of the natural functions of the open space lands.

Recent examples of how park planning efforts accommodated natural resource management are seen at the following parks:

- **Jamestown Beach Event Park** – due to the significance and sensitive nature of this particular park setting, a project team consisting of staff from the County agencies of Parks and Recreation, General Services, Planning and Stormwater was utilized to develop a vision and plan for renovations to this site. As a result, the shoreline was restored and stabilized using a “living shoreline” approach – a creative and proven technique of planting native wetland plants, grasses, shrubs and trees at various points along the tidal water line to prevent shoreline erosion. In addition, living shorelines improve water quality by settling sediments and filtering pollution, providing shallow water habitat for wildlife and access to the shoreline for nesting turtles and shorebirds, produce shade to keep water temperatures cool which helps to increase oxygen levels for fish and other aquatic species, and absorbing wave energy that can damage hamper the growth of underwater grasses. Over 80 volunteers assisted with planting the native plant material used to create the living shoreline features. Interpretive signage was installed to educate visitors on the importance of shoreline stabilization and the benefits of living shorelines. Construction of a breakwater system to compliment the living shoreline used recycled and resized concrete rubble that existed on the site. To improve stormwater conditions, an extended stormwater outfall pipe was installed to drain runoff directly into the James River. An observation pier was built over the pipe to improve the aesthetics of the pipe and provide another amenity to the site. Low impact pervious material was used to develop parking lots to minimize environmental impacts. Interpretive signage was installed to educate visitors on the importance of shoreline stabilization and the benefits of living shorelines.
- **Freedom Park** - the small whorled pogonia, an endangered plant species, was found in an area where trails were planned. Because of this discovery, the trails were re-routed to avoid disturbances to the area where these plants were growing. In addition a bike wash system was designed that uses recycled water.

A major feature of the Park is the existence of the volunteer-operated Williamsburg Botanical Garden – a hub for on-site learning about the species of flora and fauna that exist in the area. Educational programs for the public for both children and adults are offered at the Park and cover a wide variety of topics.

Recently, a family-friendly interpretive nature trail was planned and constructed by various partner groups and includes signage about the natural resources that exist along the trail.

Finally, because of the development of over 20 miles of mountain bike trails and their popularity, a bike wash system was designed for mountain bikers that uses recycled water.

Green Infrastructure Planning

In 2013, a green infrastructure plan was developed to identify the potential for green infrastructure retrofits on County facilities and to prioritize the retrofits for future capital improvement program planning. The study screened 118 properties covering over 2,400 acres and included the following park and recreation sites: Upper County Park, Brickyard Landing, James City County Recreation Center, James City County Marina, Warhill Sports Complex and Chickahominy Riverfront Park.

This effort consisted of site inventories, site assessments, alternative analysis, development of a green infrastructure master plan and the preparation of concept plans for high priority sites. Priority parks and recreation sites included the James City County Marina, the James City County Recreation Center and Chickahominy Riverfront Park. The concept plans have formed the baseline for planned stormwater retrofits at these sites. (Samples of these site evaluations are included in the Appendices Section.)

Good Housekeeping and Pollution Prevention Program

Since 2003, James City County has been operating under municipal separate storm sewer system (MS4) discharge permit from the VA Department of Environmental Quality (DEQ). The permit requires operational actions such as written pollution prevention procedures, turf and landscape management and staff training. Together these actions and strategies improve management of the County's facilities and natural lands by minimizing the potential for damaging storm runoff or chemical spills or discharges. Specific management actions include:

- Standard operating procedures addressing spill prevention, hazardous and waste management, pool chemical management, pet waste management and anti-dumping guidelines.
- Implementation of turf management on 13 acres of playing fields at the Warhill Sports Complex and the James City County Recreation Center. State certified nutrient (fertilizer) management plans have been developed for each field and all chemical applications are applied by state certified applicators.
- Staff pollution prevention training is undertaken on a biennial basis and focuses on the issues most applicable to Parks and Recreation staff.

- Parks Division staff participate in the County's Pollution Prevention Team, implementing administrative regulations that prescribe good housekeeping procedures.

The most recent annual report (VSMP Annual Report) is included in the Appendices Section for review.

Pet Waste Stations

All County parks have pet waste stations to encourage visitors to properly dispose of pet waste. This program is part of an overall effort by the County to reduce pollutants from being introduced into local bodies of water. Pet waste carries diseases which can make water unsafe for swimming or drinking.

Since County parks are popular sites for dog walking and either contain or are adjacent to bodies of water, this program is particularly integral to natural resource protection and preservation measures.

Understanding the importance of this water quality issue, many local veterinarian offices have entered into a key community partnership to help defray the cost to provide bags for the waste stations through a sponsorship program initiated by Parks and Recreation. Veterinarian offices that participate in this program are given advertisement on the pet waste stations in the parks where they provide the waste disposal bags.

Future Program Consideration

James City County is interested in exploring the possibilities for establishing an urban and community forestry program. The concept for this program would involve urban tree cover assessments and tree surveys with a goal of maintaining the health of trees and tree canopies and preventing and controlling invasive species.

❖ COMMUNITY AWARENESS AND EDUCATION

Understanding that increasing community awareness and education of its citizens about the importance of protecting and preserving natural resources is integral to successful stewardship of an irreplaceable asset, the County has endeavored to work with the community with that goal in mind.

Clean Water Heritage Program - created to equip citizens to make better decisions about actions that affect water quality and inform them about services provided by the County's stormwater program. Information provided through this program emphasizes the importance of the proper use of fertilizers, maintenance of septic systems, development and use of rain gardens, and the proper clean up and disposal of pet waste as a way to minimize negative effects on water quality. This program is operated by the Department of General Services Stormwater Division.

Through this program and in partnership with organizations such as the James River Association and the Chesapeake Bay Foundation, volunteers are able to participate in environmental projects

at County parks such as the shoreline plantings and water quality monitoring at the Jamestown Beach Event Park.

Clean County Commission – this coalition of volunteers sponsor programs such as the annual Litter and Recycling Expo, Good Neighbor Environmental Grants, Spring Cleanup, Adopt-A-Spot, and the Clean Business Awards. The Commission also works in collaboration with schools, civic organizations, the Keep America Beautiful program, and events such as fairs and Earth Day celebrations to promote proper stewardship of the County’s natural resources.

Parks and Recreation Initiatives

As previously mentioned, one of the strategies outlined for James City County Parks and Recreation in the County’s 2035 Comprehensive Plan is the provision of educational opportunities about natural resources and environmental preservation.

In response to the Comprehensive Plan initiative, Parks and Recreation has been actively engaged in promoting community awareness of and educational opportunities about the County’s natural resources. Some of the ways this has been accomplished are highlighted on the following pages.

Greenway Master Plan – the Board of Supervisors established a steering committee to produce a comprehensive plan for the development of a greenway system in response to rapid population growth the County was experiencing and projected to experience over the next several years. The steering committee consisted of the Parks and Recreation Advisory Commission, County staff and key stakeholders. (This plan is included in the Appendices Section.)

One of the six goal areas of the Plan states, *“Design a plan that preserves, promotes and enhances awareness of the County’s environmental assets, including developing a comprehensive greenway system that is sensitive to environmental, historical, cultural, scenic, and open space resources.”* The Plan provides justification on how important it is in the planning of greenways to link “people to places” (i.e. neighborhoods, parks and schools to, in this case, natural resource and open space areas, but also other areas as well.) These linkages provide educational opportunities to the public about the area’s natural heritage and enhances the quality of life in the community. Examples of some of the projects that exemplify this type of planning are:

- **Powhatan Creek Park and Blueway** – a partnership with the National Park Service’s Chesapeake Bay Gateways Network and the John Smith Water Trail, this Park allows access to Powhatan Creek, a scenic waterway that traverses through some of the most significantly biodiverse areas on the Virginia peninsula. There are six rare plant species as well as two federally protected bird species, the Bald Eagle and the Great Blue Heron that call Powhatan Creek their home. (The Powhatan Creek Park and Blueway brochure is included in the Appendices Section.)
- **Greensprings Interpretive Trail** – a 3.5 mile pedestrian trail that loops through a landscape of beaver ponds, wetlands and forests. Over 200 species of birds are documented on this trail and it is part of the Virginia Birding and Wildlife Trail. It

also has scenic views and interpretative signage about area wildlife and environmental features. This trail also links to the Virginia Capital Trail, a state-owned 52-mile asphalt trail that connects sites that represent over 400 years of colonial Virginia history. (The Greensprings Interpretive Trail brochure is included in the Appendices Section.)

- **Powhatan Creek Trail** – this multiuse trail connects to the Greensprings Interpretive Trail, the Church on the Main historic site and the Virginia Capital Trail. It offers some of the best views nature can offer. (The Powhatan Creek Trail brochure is included in the Appendices Section.)

Partnerships – James City County Parks and Recreation has formulated many partnerships and works cooperatively with several organizations to provide natural resource education and management services to the community. Those partners are as follows:

- **Virginia Native Plant Society**
- **Virginia Master Naturalists – Historic Rivers Chapter (Parks & Recreation has a staff member on the board)**
- **Williamsburg Bird Club**
- **Coastal Virginia Wildlife Observatory**
- **GoApe**
- **Peninsula Tree Stewards**
- **Master Gardeners (Virginia Cooperative Extension Service)**
- **Chesapeake Experience (environmental education group)**
- **Williamsburg Botanical Garden**
- **James River Association (environmental education group)**
- **National Park Service (Chesapeake Bay Network/John Smith Water Trail Program)**
- **Williamsburg Area Council of Garden Clubs (Arbor Day Plantings)**
- **Virginia Department of Game and Inland Fisheries**

Freedom Park

This 600-acre park site is located in the geographic center of the Gordon Creek Watershed and is the focal point for nature and environmental programs sponsored by Parks and Recreation and its many partner groups. Freedom Park is the location of the Williamsburg Botanical Garden (WBG), a non-profit organization that provides monthly public programs on various natural resource topics and are geared to both adults and children. In addition, the WBG sponsors special events such as the annual Butterfly Festival where people of all ages can get “up close and personal” with butterflies by moving through a butterfly tent and participate in educational sessions and arts and crafts projects to expand their knowledge of these important pollinators. These monthly programs and special events are extremely well-attended and provide important information relevant to natural resource stewardship.

The Park also contains a Bluebird Trail – a mile-long system of 26 bluebird boxes that are monitored and managed by the Virginia Master Naturalists who keep and report data on the bluebird population in the Park.

The Freedom Park Interpretive Center is a hub for additional information about the natural environment. An interactive kiosk provides a substantial amount of information on birds, fish and wildlife that exist in the Park. A bird watching checklist was created by staff for visitors to take out on the trails and keep a record of birds they see. Other information on the Parks' natural resources and topics of interest is displayed on a bulletin board easily seen by guests. A monthly newsletter produced by staff provides additional information and notices about upcoming events.

In 2016, Freedom Park also opened a new interpretive nature trail to encourage families to explore and learn about natural features in the Park that are found along the trail. Children can check out backpacks and trail maps to creativity engage and enhance their learning experience.

GoApe, a for-profit company that operates a tree top adventure course in the Park, constructed and installed two bat houses in the Park to attract bats and provide a safe area for them to nest during the day. They also provided volunteer labor to construct the new interpretive nature trail and donated signage for the trail.

Nature camps and walks are also part of the annual programming at the Park and take advantage of the wealth of natural resources found there.

Chesapeake Bay Explorer Camp Program

Funded by a grant from the Chesapeake Bay Restoration Fund Advisory Committee, this annual camp program provides over 300 elementary and middle school age children with a fun experience while they learn the importance of preserving the natural resources of the Chesapeake Bay and its watershed. Participants learn basic facts about the Bay, what aquatic habitats and marine life exist in the Bay, the importance of maintaining the environment and water quality of the Bay, how to contribute to preserving and protecting environmental stewardship efforts, and how to responsibly recreate on the Bay and its watershed.

Interpretive Signage and Wildlife Viewing Areas

An important component of creating awareness of and educating the public about natural resources in their community is the use of interpretive signage. Interpretive signage has intrinsic value in that it can stimulate interest, create a sense of place, generate appreciation for the natural environment, and/or gain a new perspective on familiar topics for park visitors.

James City County Parks and Recreation acknowledges the value of interpretive signage and has installed signs at interesting natural resource locations throughout the park system. Freedom Park, the Jamestown Beach Event Park, Veterans Park, Chickahominy Riverfront Park, Powhatan Creek Park and the Greensprings Trail all have interpretive signage.

Interpretive signage will continue to be integral to new park development and the discovery of additional natural resource amenities on existing parkland.

In addition to listing parks where interpretive signage exists, the Parks and Recreation website also provides information on parks that are conducive for wildlife viewing and include: Freedom Park, Brickyard Landing, Diascund Reservoir, the James City County Marina, Powhatan Creek Trail and Little Creek Reservoir.

Samples of interpretive signage are included in the Appendices Section.

Virginia Birding and Wildlife Trail

The State of Virginia is home to some 400 species of birds, 250 species of fish, 150 species of terrestrial and marine mammals, amphibians and reptiles. In order to promote visitation to the state for the purpose of viewing its birds and wildlife, the Virginia Department of Game and Inland Fisheries instituted the Virginia Birding and Wildlife Trail. It was the first program of its kind in the United States and links people to the places where this diverse natural habitat can be found. James City County is part of the Coastal Trail portion of this program and has three sites that are identified as areas of interest for people to view birds and wildlife: the Greensprings Trail (James City County Parks and Recreation), Jamestown Island (National Park Service) and York River State Park (Virginia State Parks). (<https://www.dgif.virginia.gov/vbwt/coastal-trail>)

❖ CONCLUSION

James City County Parks and Recreation is committed to protecting, preserving, showcasing and educating citizens and visitors about the diverse natural resources in the County that are linked by parks, greenways, blueways and other public open spaces. This commitment is commonly shared by many partner agencies and groups on all levels of government and in the community. Together, these collaborative efforts not only enhance the quality of life for James City County residents, but provide an important connection to the community's natural heritage for both present and future generations.



APPENDIX B – PARKS AND FACILITIES

The following parks and facilities appear in Chapter 4's level of service analysis and equity maps.

Facility	Category	Parks	Basketball Courts	Picnic shelters	Playgrounds	Pools, outdoor	Pools, indoor	Hard surface trails	Soft surface trails	Mountain bike trails	Diamond Fields	Rectangular Fields	Gymnasiums	Indoor Facility Space	Recreation Centers	Fitness Centers	Address
Abram Frink Jr CC/James River Elementary School	JCC P&R/ WJCC Schools	X	X		X					X	X	X	X	X	X		8901 Pocahontas Trail
American Family Fitness	Private														X		5137 Main Street
Anytime Fitness	Private														X		5251 John Tyler Hwy, Ste 31
Audrey Simpson Jones Park	Private	X	X		X												2885 Chickahominy Road
Berkeley Middle School	WJCC Schools									X	X	X					1118 Ironbound Road
Bicentennial Park	Wmsbg City	X															320 Court Street
Brickyard Landing	JCC P&R	X															990 Brickyard Road
Chickahominy Riverfront Park	JCC P&R	X	X	X	X	X		X									1350 John Tyler Highway
Clara Byrd Baker Elementary School	WJCC Schools		X		X					X							3131 Ironbound Road
College Landing Park	Wmsbg City	X															1070 South Henry Street
College of William & Mary Student Recreation Center	College						X					X		X	X		400 Brooks Street
Community Building	Wmsbg City												X				401 North Boundary Street
D.J. Montague Elementary School	WJCC Schools		X		X					X	X						5380 Centerville Road
Diascund Reservoir Park	JCC P&R	X															9551 Diascund Reservoir Park Road
Forest Glen Playground	JCC P&R	X			X												204 Forest Glen Drive
Freedom Park	JCC P&R	X		X	X		X	X	X				X				5537 Centerville Road
Geddy Park	Wmsbg City	X															110 Berkeley Lane
Greensprings Interpretive Trail	JCC P&R	X						X									3751 John Tyler Highway
Grove Community Playground	Private	X	X		X												111 Grove Heights Avenue
Highland Park	Wmsbg City	X	X	X	X												703 North Henry Street
Historic Jamestowne	Federal						X	X									1368 Colonial Parkway
Indigo Park Pool	Private				X												154 Stanley Drive
Iron Bound Gym	Private														X		4325 New Town Avenue
Ironbound Park	JCC P&R	X	X	X	X		X										150 Carriage Road
J. Blaine Blayton Elementary School	WJCC Schools		X		X					X	X						800 Jolly Pond Road
James Blair Administrative Offices	WJCC Schools										X						117 Ironbound Road
James City County Marina	JCC P&R	X		X													2054 Jamestown Road
James City County Recreation Center Park	JCC P&R	X			X		X			X	X	X	X	X	X		5301 Longhill Road
Jamestown Beach Event Park	JCC P&R	X															2205 Jamestown Road

Facility	Category	Parks	Basketball Courts	Picnic shelters	Playgrounds	Pools outdoor	Pools indoor	Hard surface trails	Soft surface trails	Mountain bike trails	Diamond trails	Rectangular Fields	Gymnasiums	Indoor Facility Space	Recreation Centers	Fitness Centers	Address
Jamestown High School	WJCC Schools								X	X	X						3751 John Tyler Highway
Kingspoint Pool	Private				X												119 Northpoint Drive
Kingswood Pool	Private				X												111 Spring Road
Kiwanis Park	Wmsbg City	X	X	X	X				X								125 Longhill Road
Lafayette High School	WJCC Schools									X	X						4460 Longhill Road
Legacy Hall	JCC P&R	X											X				4301 New Town Avenue
Little Creek Reservoir Park	JCC P&R	X		X	X		X										180 Lakeview Drive
Lois S. Hornsby Middle School	WJCC Schools		X						X	X	X						850 Jolly Pond Road
Matoaka Elementary School	WJCC Schools		X		X		X		X	X	X						4001 Brick Bat Road
Matthew Whaley Elementary School	WJCC Schools		X		X				X	X							301 Scotland Street
Maxfit 24	Private														X		3356 Ironbound Road #209
Norge Elementary School	WJCC Schools			X						X							7311 Richmond Road
Powhatan Creek Park	JCC P&R	X															1831 Jamestown Road
Powhatan Creek Trail	JCC P&R	X					X										3131 Ironbound Road
Quarterpath Park	Wmsbg City	X		X	X				X		X	X	X	X	X		202 Quarterpath Road
Rawls Byrd Elementary School	WJCC Schools		X		X					X							112 Laurel Lane
Redoubt Park	Wmsbg City	X															1051 Quarterpath Road
Snap Fitness	Private														X		7500 Richmond Road, Ste D
Stonehouse Elementary School	WJCC Schools		X		X				X	X							3651 Rochambeau Drive
Strawberry Plains Park	Wmsbg City	X			X												205 Watson Road
Toano Middle School	WJCC Schools								X	X	X						7817 Richmond Road
Upper County Park	JCC P&R	X	X	X	X	X		X									180 Leisure Road
Veterans Park	JCC P&R	X	X	X	X		X						X				3793 Ironbound Road
Virginia Capital Trail	Nonprofit						X										John Tyler Highway
Wales Park	Wmsbg City	X			X												308 Rowland Street
Waller Mill Park	Wmsbg City	X		X	X		X	X									901 Airport Road
Walsingham Academy	Private											X					1100 Jamestown Road
Warhill High School	WJCC Schools								X	X	X						4615 Opportunity Way
Warhill Sports Complex	JCC P&R	X	X	X	X		X	X	X	X							5700 Warhill Trail
Williamsburg Christian Academy	Private											X					101 School House Lane
Williamsburg Christian Retreat Center	Private				X												9275 Barnes Road
Williamsburg Indoor Sports Complex	Partnership					X								X	X		5700 Warhill Trail
Williamsburg Landing (for age 62+ only)	Private				X	X								X	X		5700 Williamsburg Landing Drive
Windsor Forest Pool	Private				X												101 Wyndham Way
York River State Park	State			X	X			X	X								5526 Riverview Road

APPENDIX C – RECREATION PROVIDERS

	Provider Name	Programs Offered with JCC Parks & Recreation																							Provider Address
		Adult Sports Programs	After-School Programs	Arts Programs	Biking Programs	Camps	Camping / Wineries / Tours	Combining Education	Fitness Programs	Golf Programs	Gymnastics	Horse Programs	Ice Skating	Indoor Playground	Martial Arts Programs	Neighborhood Programs/Outreach	Outdoor Recreation/Environmental	Performing Arts (Dance, Music, Theatre, etc.)	Reading Programs	Senior/Lifelong Programs	Special Events	Swim Lessons Programs	Team Sports Programs	Therapeutic Programs	
	James City County Parks & Recreation	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	5320 Palmer Lane, Suite 2A
	7 Cities Ballroom Dance Studio																								5251 John Tyler Hwy, Suites 65-67
	757 Swim																								P.O. Box 6641
	A Chef's Kitchen																								501 Prince George Street, Suite 102
	AIM USA, Inc. Cheer Program																								189-B Ewell Road
	Aleworks Brewing Company																								5137 Main Street
	American Family Fitness																								146 Maxton Lane
	American Heritage RV Park																								
	American Legion Post 39 Baseball																								
	AMF Williamsburg Lanes																								
	Anahata Yoga Center of Williamsburg																								5544 Olde Towne Road
	Anheuser Busch																								104 Bypass Road, Suite 210
	Anvil Campground																								7801 Pocahontas Trail
	Anytime Fitness																								5243 Mooretown Road
	Arc of Greater Williamsburg																								5251 John Tyler Hwy, Suite 31
	Artfully Yours																								150-D Strawberry Plains Road
	B-Defined Innovative Personal Training and Wellness																								1303 Jamestown Road, #117
	Baeplex Martial Arts Center																								5207 Center Street
	Benefits Personal Training																								500 Bulfinch Boulevard
	BikeWalk Williamsburg																								410-A Lightfoot Road
	Bounce House Williamsburg																								
	Brass Cannon Brewing Company																								3032 Richmond Road
	Broadway Dance Arts																								5476 Mooretown Road
	Busch Gardens of Williamsburg																								223 Bulfinch Boulevard
	Bushin Martial Arts Center																								1 Busch Gardens Blvd
	Carlton Farms																								701 Merrimac Trail, Suite B
	Champions (Magruder Elementary - YCSD)																								3516 Mott Lane
	Champions (Waller Mill Elementary - YCSD)																								700 Penniman Road
	Childcare Network #180																								314 Waller Mill Road
	Childcare Network #181																								4300 John Tyler Hwy
	City of Williamsburg																								159 Kristiansand Drive
	Coast Guard Blue Dolphins Swim Team, Inc.																								401 Lafayette Street
	College of W&M Student Recreation Center																								
	Colonial Williamsburg																								400 Brooks Street
	Copper Fox Distillery																								101 Visitors Center Drive
	Core Fitness Performance Training Center																								901 Capitol Landing Road
	Creative Kids Child Development Center																								344 McLaws Circle
	Curves																								8582 Pocahontas Trail
	DeWitt Wallace Decorative Arts Museum																								107 Bulfinch Boulevard
	Dreamcatchers Therapeutic Riding Center																								326 Francis Street
																									1120 Fire Tower Road

APPENDIX D – MASTER PLAN SURVEY COMMENTS

The Master Plan Update Survey conducted in 2016 included two open-ended questions and several opportunities for respondents to write in comments. Participants also could request that a staff member contact them to discuss the survey. The tables below list all the comments received from survey respondents. Survey results are discussed in Chapter 7.

QUESTION: What other recreation programs would you like Parks & Recreation to offer?

a play area that is more wheelchair friendly. Similar to one I visit in Greenville SC which is near the city zoo
Adaptive rowing for all ages.
Classes for kids with learning disabilities e.g. pottery, art, communication skills. My son is 13 and is somewhere between buddy art and a regular class. He likes to be challenged but needs a bit of extra help so anything that would help him and the many kids like him would be great.
Inclusion - these are all very important for these populations. Teens - no need for me for this ship but they are very valuable. Tours to Richmond, Washington DC for some cultural events or to visit/see museums (because driving can be difficult for older people).
Swim lessons for children with physical disabilities. Wheelchair sports.
Areas for primitive camping and areas designated as "Youth Group Camping Area." This could be accomplished through the efforts of BSA and would cost little to nothing for the County. There is great support via local BSA Troops and Packs and they provide the labor to construct.
Boy Scout Merit Badge classes and places to camp
Campsites for Boy Scouts
Need to enhance camping options for youth programs, been involved in scouting for 20+ years and James City County has no where to take the kids besides one place, there needs to be more options for camping for the Boy Scouts, we have to consistently leave the county to camp.
Please change the Master Plan to give Boy Scouts, Cub Scouts and Girl Scouts opportunities to camp other than only at Chickahominy River Front Park.
Rock climbing, gymnastics and trampoline. Camping locations for Boy Scouts. There really isn't a good rock climbing program anywhere close. We also need more trampoline and gymnastic options for kids older than tots. Also need more indoor swimming venues. We have so many swimmers in the area, they should not have to compete for pool time or swim at 5 AM.
Youth camping IE: boy scouts
All the sites for campers at CRP should have full hookups:
Camping
camping locaations
More parks with group camping
More wooded locations for group camping.
outdoor camping exploring and adventure opportunities for youngsters to enjoy the wilderness, woods and wetlands of this area. JCC parks can provide a great venue for youth outdoor wilderness camping, hiking and exploring.

outdoor service projects / volunteer hours / carpentry classes, workshops / more camping areas in the parks / programs for older (75+) senior citizens: like easy exercise on a chair, get together groups
Tent Camping in JCC
Youth camping
Youth Group Camping Areas
Astronomy club
Bird watching, mommy and me classes
Boy Scout merit badge programs like they have in Arlington parks & recreation program.
bridge
Career information and classes through recreational activities
chess
County Wide Book Club
Cross country and distance running. Creative writing courses for multiple ages.
Dance (ballet, jazz, tap, ballroom); Martial Arts (Karate, Jujitsu, Taekwondo, Self Defense); Outdoor Education (camping, conservation, gardening), visual arts (painting, photography, woodworking, leather crafts, pottery, paper crafting, etc.), Music, theater, & film production; Textiles (sewing, fashion design, knitting/crochet), family hiking, biking, fishing, paddling, etc.
dance classes
Dance classes, such as ballet, for adults
dart, German, more Aqua Zumba
Dogs of leash days
Family events - gingerbread house making that includes younger ages!
I would like more activities that include active couples.
I'd like to see people other than the before/after school staff managing special interests events. Especially TEEN/YOUNG ADULT programs. I'd like to see some one who is qualified and KNOWS WHAT THEY ARE DOING FOR THOSE EVENTS
Kids Karate; Have a "Spelling B" for kids; kid classes to teach them about dogs/dog training; classes for kids on etiquette/manners; Kids Boxing; Kids Weight Training; Survival skills for kids; Cross Training for kids; Gaming Club for kids; Hip Hop Dance for kids; Dog Show (all ages)
Knitting, sewing, learning a foreign language
language classes especially Spanish and Mandarin for kids and adults
Learning about James City County!
More classes and activities geared towards the empty nester BUT NOT RETIRED (or anywhere near it) folks. So much assumes that empty nesters are retired and free during the day. How about classes and book clubs in the evening????
More activities for post-college age young adults who are NOT into the bar scene or sports.
more free summer camps
More mommy and me for toddlers. And more preschooler things. Cooking class. Spanish lessons. Swim lessons for this age just once a week. Evening programs for this age that start earlier. Community service project for this young age etc.
Mother's Day out type programs
Music
Music, piano, guitar etc
paleo living program.

Please have a better selection in cooking classes.
Rock climbing indoors would be cool. Obstacle courses, i.e. American Ninja Warrior, Go Ape, Tough Mudder
Scout support
SCOUTING PROGRAMS at our local parks. I have a son in Boy Scouts and I spend a lot of time trying to find Merit Badge opportunities and cannot find any in our area. Fairfax Virginia Parks and Rec has a tremendous program but it is difficult and really impossible to travel that far for a 3-4hour program.
Self defense classes aimed mostly at women and elderly.
Small fairs or festivals that showcase local businesses and unite the community
Spanish programs for preschool and school aged children / Latin dance / Infant water survival / Three Kings Day celebration
Theatre/Drama
toddler play groups
Water Polo, Diving, Civics education
Weight reduction techniques
WRL Bookmobile service to afterschool programs and rec center
More environmentally related tours kayaking trips through the protected areas of our rivers and waterways... so our children can learn the value of this wonderful Chesapeake Bay area and keep it protected
Nature programs and outdoor pursuits.
Organized hiking/outdoor activities (plants, bird watching) similar to those offered at Quarterpath Park.
Programs relating to/teaching/providing opportunities for hiking, camping, ecology and environment, "Leave No Trace" outdoor ethics, etc.
1. Health instruction 2. Nutritional instruction 3. Tai Chi (outdoors) 4. Physical therapists provide instructions on prevention of injury
did i miss Fitness center?
FOR FITNESS, MORE CARDIO WORKOUTS IE, KICKBOXING AEROBIC FITNESS FOR AT LEAST 30 MINUTES
I liked the rec center best when there was one instructor who taught Mon thru Fri at 7AM. By having one instructor programs were managed to insure total body work out for the week.
Masters swimming program!!!
Masters Swimming with a coach
More affordable access to the fitness center on Ironbound
More exercise classes
More Gentle Yoga with Julia
more Tai Chi programs
NEED MORE AQUATICS FACILITIES- REC CENTER POOL OFTEN FULL
parcore
Parks and Rec does a fabulous job. I am interested in social gatherings for middle aged adults. Music, food and craft beer trucks would be fun. I would also like to see SUP rentals and yoga on the beach classes.

Pilates
Swim teams can make the pool crowded for quite extended period of time. Love to see another pool built in huge open field behind Clara Byrd Baker. Be extremely cool if it was a water smart facility - recycling enormous amount of water used. Plus love to see it have solar. Cutting edge stuff where our County could be a leader!
swimming, weight room, run/walk outdoor loop
Everything is fine with me, as it is.
I can't think of any others
I think the current offerings are very good.
Programs are very extensive currently.
What is offered is plenty.
FOR WEDDING OR BABY SHOWERS, OR RESE.
More family friendly times, because some households neither have grandparents in the area nor a parent staying home. Working parents need work-friendly options. Families choose the WISC because it is convenient to working parent schedules. I cannot wait for their pool to open and offer lesson times that my children might be able to attend.
Add lights at skate park. Increase skateboarding events / camps.
Improve RV dump station at Chickahominy Park. It is poorly located next to picnic area and should have concrete pad. The path from parking lot to swimming area was muddy and flooded the last time I went to the beach park by the ferry.
When I visit a park I want to have a clear field of vision. The new kidsburg is hard to find my kids when they are playing on the other side of the play structure. Makes me fearful of creepers that might be at the park the same time we are.
A much better before and after care program. The current one is terrible.
Thank you for offering REC Connect. If possible to extend it to 6:30 or 7:00 p.m. that would be great.
AGE LIMITS MY ACTIVITIES
Chair zumba
I am not the person to ask! Were I younger I'm certain I could come up with some
MORE EXERCISES CLASSES FOR OLDER ADULTS WHO MAY NEED ASSISTANCE SIMILAR TO THE 11:15 AM CLASSES
More interesting things for seniors. Denbigh has a great trip program. More diversity.
senior softball
Tai Chi - several times a week for seniors - daytime classes. More senior exercise! And senior activities!
Lawn bowling is a game that is a good one for all ages (especially older folks) and both men and women. It can be played both socially and competitively, and is usually both.
I would like to see lawn bowling back in Williamsburg .
Lawn bowling . It's a sport you can play your whole life . It's a social sport , and we just lost the only bowling Green in 250 miles .
lawn bowling
Lawn Bowling
Lawn Bowling
lawn bowling
lawn bowling

Lawn bowling
lawn bowling
Lawn Bowling
Lawn bowling for all ages
Lawn Bowling is a must. Please include Lawn Bowling in the JCC/Williamsburg P&R program. It is very important to the history of Williamsburg.
Lawn bowling returned to Williamsburg
Lawn Bowling, Bocci Ball
Lawn bowling, croquet
Lawn bowling. A great outdoor activity for both young and old but particularly for retirees. A competitive but very social game for all skill levels. A proper green would generate good usage within the community and allow for tournaments with players from all up and down the east coast participating.
Lawn bowling. Swim indoor rec center with a lazy river! Pools.
lawn sports
Lawn sports - lawn bowling, croquet, etc.
Would like lawn bowling, croquet, and badminton.
boating facilities
Continue supporting collegiate, high school and adult rowing programs
Crew Rowing
Crew rowing
Developing our waterfronts on the James and York Rivers with a US Sailing Sanctioned Facility offering Community Sailing and Boating programs, competitive HS and College level Dinghy Racing and Crew
Expand Williamsburg Boat Club/Rowing
Helping Williamsburg Boat club with needs of a growing group of participants.
I strongly support william and mary rowing and the williamsburg boat club
I would like to see the county encourage rowing in the area. I think a partnership between Williamsburg Boat Club, William and Mary Rowing, and Parks & Rec has great opportunity to bring in teams from far away to compete and enjoy and use the parks system while providing good PR for James City County. There are robust rowing programs already using the parks - all that would need to happen is some organization and a partnership between the local teams and Parks and Recreation.
I would love to see more support for the Williamsburg Boat Club.
Organized cycling, both road and mountain
Rowing, incl. sculling and sweep rowing
Recreational rowing
Rowing
Rowing
Rowing
Rowing
Williamsburg Boat Club (rowing)-the highest priority
Adult Athletics
Adult basketball league
Archery, fencing clubs

Bubble soccer
Cycling and Ice Skating - please build a velodrome and indoor ice skating rink.
Indoor Rock Climbing
More interest in women's tennis
pickleball
pickleball indoors more often
Pickleball. This has become a world wide sport. People travel all over and when they visit Williamsburg they are look for venues to play at. We do the same when we travel.
Running events
Softball camps in the summer for girls. Any softball camps will do since there are currently none offered, but also ones with specific training for pitching, catching, hitting, etc.
Sport camps for older students, middle to high school age...need more summer activities for middle and high school students to keep them active and engaged during the summer instead of sitting at home playing video games or worse, out in the community getting into trouble
Sports specifically for girls.
Stand up paddle boarding
Tennis lessons
We have great tennis programs, but we need more walls where a single person can practice. The two available are always in use or blocked by the courts being used.
Would like to see disc golf course added to Freedom Park
Would love to see some youth volleyball or at least some open court time in JCC. We have this at Quarterpath once a week but it can get very crowded.
In the future I would like to see more offerings for tween and teens. In the summer special interest camps . But also dances or socials . Live music, Skating would be nice on Friday or Saturday nights. Or a movie night for that age group.
More Special Interest Science Camps for Tweens - I have an 11 yr old son very interested in science!
Need more programs for Middle school/Freshman
Other skills training for teens, perhaps online/social media safety, video/film production, etc.
Roller skating, more year round activities, places for teenagers.
Youth project opportunities to get youth more involved in helping the parks and learning community service counts.
Adding to our walking paths, connecting them with each other and expansion to include other neighborhoods.
Areas to walk daily for fitness in the UPPER COUNTY. Not in the woods. A safe area for after work walking that can be used in the evening and has lights. Group exercise after 5pm and weekends in the UPPER COUNTY for seniors and others.
Bike & Run trails are a huge plus, don't need the big jumps at Freedom way too dangerous for a public park, we need small features safe for the general public not the 002% of the population that want the extreme mtb features.
Having places to workout during a walk, rope climb, pull up bar, sit up bench and other such things that can help with fitness. Items have to be friendly to all, child, teen, adult, elderly. Currently the trend is obstacle races, having an area where such activities can be held or people who participate can go out & train.
HIKING/ WALKING TRAILS

I am a mountain biker and love the work JCC has done to make fun trails, and more trails can only be a good thing :). I also love to play disc golf and would love to see more courses in the area.
I don't know what sort of hiking is available in the county but maybe guided hikes
More bike trails. A great goal/facility would be a velodrome. Such a facility could capitalize on the cycling boom in our region, state, and country. Having velodrome coupled with events and activities potentially could promote recreation destination tourism
More events utilizing our fantastic trails- either through biking, walking/running, or hiking meet-ups for all ages.
More mountain bike trails
Promotion of mountain biking on trails maintained by EVMA. Partnering with EVMA for mountain biking events or even a locally supported race with local businesses. Running events take place but no mountain biking.
Safe Cycling routes
Day-long bus trips to scenic areas or to musical events or to plays, etc that are out of our area
Ski trips
WALKING CLUBS, TRIPS

QUESTION: What other recreation facilities do you think Parks & Recreation should offer?

Allow BSA to build primitive camping areas in 4 parks: Chickahominy Riverfront Park, Freedom Park, Jamestown Event Park and Upper County Park. These parks make up 915 acres.
Camping
Camping (Primitive-No amenities; Standard-graded, gravel/dirt road, picnic table & fire ring; Premium-Electric/Water, Sewer connect or bathhouse, paved, picnic table & fire ring. Standard & Premium have access to screened/covered shelters, trash bins, walking trails, boat/canoe launch.
Camping at Jamestown
Climbing wall, trampolines, tent camping locations for Boy Scouts and families, splash park.
I would like to see youth camping facilities in our park land. Local Boy Scout troops could benefit greatly by having local access to camping facilities.
I'd like to see more primitive camping available for youth groups. As of right now, the only park in which youth groups can camp overnight is Chickahominy Riverfront Park, which has fixed restroom facilities. While this is an appropriate venue for younger elementary-school age youth, older youth need more locations in which they can learn and improve their low-impact camping skills. Having more primitive camping locations available within the county will give James City County youth an opportunity to work on those skills close to home, allowing them to prepare for adventures in more remote locations like the Appalachian Trail and the George Washington National Forest.
Individual and group camping sites for church or Scouting groups with overnight camping and fire rings.
More camping areas for the Boy Scouts
More camping opportunities
More group camping at different parks. I'm sure Boy Scout troops would also tie in service project support to earn camping overnight at local parks.
More inexpensive youth camping sites

More local camping opportunities would be great. Frankly, I didn't know we had so many parks close by--lots of boating and fishing opportunities of which I was unaware. My son is in Boy Scouts and it would be great to have more local scouting events and camping opportunities.
Not a new facility, but permitting "backcountry" camping for organized youth groups in available undeveloped land would be a great way to get kids outside and experience nature. Leaving no trace will be the key to success over time.
Over night youth group camp sites
Permit BSA (BoyScouts) to build primitive camping areas in 4 parks. Chickahominy Riverfront Park. Freedom Park. Jamestown Event Park & Upper County Park.
Scout camping locations
SCOUTING OPPORTUNITIES - Orienteering trails and programs, hiking trails, CAMPING facilities
Youth Group Camping Areas
Youth Group Camping Areas in Chickahominy Riverfront Park, Freedom Park, Jamestown Event Park, and Upper County Park.
Youth group camping areas that are rustic. Develop new areas at CRF, UCP, Freedom and Jamestown. These should be wooded areas for BSA, GS, etc.. that are looking for non-commercial camping.
Youth group camping at Freedom, Chickahominy Riverfront, Upper County and Jamestown Event Parks is badly needed!!!
Youth Tent Camping
A dog park near the Kidsburg Playground
Dog park
Dog park
Dog park. Running center.
More dog parks
We need more dog parks around the area, especially near penniman
I think the centers, especially the rec center on Longhill Road, should open earlier on Saturdays (by 7 am) and 9 am on Sundays.
I would love for you all to bring back the guest times at the JCC. I hated when that ended. I pay for membership to another sports club that meets my needs better, but I loved being able to swim on Thurs, Fri and Sat.
It would be nice to see a top notch gym - a full fitness facility that caters to families with nice new equipment and fitness classes.....maybe a cross fit that was affordable and classes for kids.
A groomed area for lawn sports croquet, badmitton, "lawn bowling"
A Lawn Bowling court needs to be constructed for the sport of Lawn Bowling.
a lawn bowling green
Lawn Bowling
Lawn bowling
LAWN BOWLING
lawn bowling
Lawn bowling
lawn bowling and bocce
lawn bowling greens
Lawn bowling rink, croquet green

Lawn bowling
I didn't even know about all these places - I hope to seek them out.
I didn't know some of these existed. I will have to visit some of them.
I have not heard of many of these rec facilities that were listed here! We've been here 4 years. We need to somehow learn more about them.
1.) A park with amenities, easily accessible by residents, in the Grove area. 2.) More walking and bike paths throughout the County, linked if possible
A park and walking trail along the James River would be great.
There is really not much offered in the James City area around Croaker. I find I use the State Park and Waller Mill Park more than James City areas.
There should be a recreation facility (indoor field, gym, basketball, pool) on the east side of James City County. Every citizen from Jamestown Road to Carter's Grove is without a nearby facility. We have to travel to Warhill or Longhill which are two minutes away from each other. Why stack facilities so close when you have a whole segment of the population without a facility nearby?
Indoor Pickleball courts (6)
More dedicated Pickleball courts; the two at Mid County are great, but we often have 25 people playing and if tennis players show up, there just aren't enough courts. This happens 2-3 times a week, especially during warmer weather.
pickleball
50 meter indoor competition pool able to host large scale and high level swim meet venues
50 meter pool, dog park, community gym, more shelters and trails
Additional aquatics facilities to support the wide range of interesting in swimming and aquatic activities. Currently families with interest in anything to do with aquatics must depend on programming in either Richmond or Newport News for wide range of opportunities and/or more time/space.
An olympic size pool suitable for hosting local high school swim meets and team practices. Currently all Williamsburg high schools travel to Hampton for their meets held during the school week.
Aquatic Center
Aquatic center, volleyball courts, more sand volleyball courts with maintained sand and nets
Earlier pool hours (10am-6pm?) maybe and outdoor swim lessons in the summer.
JCC Rec/Park have most complete facilities in the region. Would vote for an aquatic center if it's considered.
More aquatics
More indoor swimming pools.
Olympic sized pool
open swimming lanes for paying patrons only
Salt water swimming pool(s)
How about a rock climbing wall?
Indoor climbing wall
Indoor Rock Climbing and Kids Ninja Warriors Course
Indoor skate rink, rock climbing or ropes course, tennis courts. While this isn't a facility jet ski rentals would be nice.
Additional rowing facilities for collegiate, high school and adult programs

Additional/better/bigger facilities for rowing at Chickahominy would be really helpful. The WBC rowing program is growing! This is great for JCC and York County youth! It would be really helpful to have better parking, bigger boathouse, more dock space, and a more direct road to the boathouse (instead of driving through the camp sites). Parks that host big regattas draw families and those families bring their dollars! It would be a "win:win" proposition to have a top-notch rowing facility coupled with the campground.
Boat house pier for crew/rowing regattas
Boathouse for rowing
Consider development of rowing facility, to include boat storage space.
Crew rowing boat dock
Expand Williamsburg Boat Club Rowing
I just wanted to comment that we spend at least four days a week at Chickahominy Riverfront Park with the Williamsburg boat club my children love the middle school and high school rowing club and we enjoy the creek that the kids row in almost every day! We also over the years have enjoyed camping there quite a bit and festivals that have been there it's always such a beautiful area and we love seeing all the bald eagles and wildlife flourishing in such a beautiful creek area!
Increased space and facility for rowing club at Chickahominy.
more boating access
William & Mary/Williamsburg Boat Club rowing facilities
Williamsburg Boat Club in Chick Park.
A splash pad!!
Better playgrounds, and splash pads
How about a splash pad for the little ones? More dog parks.
Outdoor splash pads
Outdoor sprayground for children
some water/sports park in Roberts District
Splash pad
splash pad at Kidsburg and parkour for kids and adults
Splash pad at mid county park. Sailing lessons. Yoga on beach. Bootcamps at various outdoor locations.
Splash pad at midcounty and other locations.
Splash pad, ice skating/hockey rink or roller skating/inline skating rink
We would love one of the outdoor parks to have a splash pad.
A track
Bicycle paths/trails linking existing parks. Create a network of safe bicycling environments.
bike skills park (see Belle Island in Richmond)
Expand bicycle trail network
I would like to see a paved walking track at Upper County Park, similar to the one at Mid County Park. The available walking area at Upper County Park is uneven and not conducive to safe walking, especially for older people (like me) who have some disability. One could be built fairly cheaply and I believe it would increase park usage quite a bit.
Lighted walking track in the upper county. Group exercise.
Love the Powhatan Creek Trail, what a treasure. Would like to see more walking trails and biking lanes to connect to it from other neighborhoods.

More bike trails or a velodrome
More bike trails that safely connect older established neighborhoods to existing bike trails and a old time roller skating(4 wheels)indoor facility that isn't in a gym on Saturday morning only.
More mountain bike trails with ttf's like at freedom
More outdoor fitness Trails < with equipment > / More bike rentals needed all over JCC / More Dog Parks / Outdoor Rockclimbing wall / Another "kidsburg" in the opposite side of town // add water sprayers to Kidsburg off monticello
More walking and bike trails connecting the parks and retail.
more waterfront activities; more trails
Mountain biking
The more parks and walking trails the better!! I absolutely love the variety of parks that we have, but I do hope to see more land dedicated to parks as the building continues. The true beauty of Williamsburg is not the million and one chain stores that can be found in every other town, but in the trees, the woods, the nature. I'd love to see more bike trails that allow people to get to and from their destinations within town, so that we could minimize the incredible increase in traffic that more and more housing developments inevitably bring. Let's be an environmentally conscious and progressive community that embraces less cars, and more innovative means of transportation. Tuk-Tuks in the downtown, Richmond road area, how fun would that be?! :)
we need new Bike trails at upper county park, we had some but they closed it down. Trails will make you community much healthier!!
A roller skating rink would be lovely, albeit a long shot. :)
Add on to skatepark.
Bleachers and Scoreboards for football fields
Community garden
Dancing
events at the WISC for older kids other than just middle school kids. Games night. Dances. For ages 15-18.
Field House for indoor sporting events...more lighted tennis courts
Flag football
I think WISC is dismaying because it's a privately owned facility that uses publicly owned property. It does a service, but this strikes me as wrong. Private business owners making money off county land/property bothers me a lot. I do use the WISC and I want to see it continue but I don't like the relationship.
I would like to see Jamestown Beach Park parking returned to where it was forever. It has made it impossible to enjoy the main beach and picnic tables due to the hike from the parking area designated now. A Restaurant at that location or at Jamestown Marina would be beneficial as well. With an arcade/ game room.
Ice Rink
Indoor multi-court volleyball facility
indoor skating
Indoor tennis
Indoor/outdoor sporting guns and shooting ranges for shot guns, rifle, air rifles, and hand guns, as well as archery.
Kidsburg
More accessible, affordable, and better maintained RV storage

More marinas More access to water
More playgrounds
None to my knowledge
Perhaps bathroom facilities at College Creek beach and a couple of trash cans in beach area. Probably not in your purview.
placement of porta-johns near the trail head parking lot at the college-side of the sports complex. bathrooms at the WISC building are too far away if you park at the above parking lot to use the trail. thx for keeping it maintained, but bathrooms are necessary.
Please add a light at the WSC entrance
QuarterPath
Running Center
Softball fields.
Sports facilities useful particularly for seniors.
Stables
These seems sufficient, but I was unaware of many of them and plan on exploring more.
Velodrome and Indoor Ice Skating Complex.
Volleyball court facility
We are well covered, I think.
What we have is great
You do a very good job already!!! I am impressed with what you already offer.

Write-in responses to "Other" for reasons for lack of participation.

Facilities not open to public for camping
Group campsite options to expensive for our Boy Scout Troop.
On other, This carries on my comment above. In order to youth camp in JCC and have any woods, you have to rent "regular" sites at CRP. Add a shelter rental, and it turns into a 400 - 500.00 weekend. Doing a partnership with some youth organizations, together we could develop some camping areas that would be cheap (or no cost) and get "in the woods" camping.
Everything is fine. I love to swim at the indoor pool, 4 days a week, early.
FOR US, JAMES CITY REC CTR MEETS MOST OF OUR NEEDS- LOVE THE JCCRC!
I concentrate my recreational interest in JCC at the rowing facility in Chickahominy Riverfront Park
I only use the senior center.
I spend a lot of time at JCC outdoor facilities.
I use the pool at the Longhill Rd Rec Center most often, and hours are fine.
I use the Rec Center daily, so only occasional use of other facilities.
I use very many of your facilities and service. I am thankful and pleased with all of them .
If there is a facility in JCV that we haven't been to yet or don't frequent often it's because we haven't taken the opportunity.
No problems! You offer excellent activities!
NONE

usually we participate in different events or activities unless they conflict with other school, or recreational requirements.
We're self-directed for our own exercises and usually exceed physical abilities of the other participants. Additionally, we' have very low socialization needs
Health issues restrict my ability to participate.
I am a teacher and still work so weekends are ideal for activities. I want to exercise in the mornings as early as possible...not late afternoon on Sundays!
No child programs in the evening so that I can workout .
Short hours should be 5 a.m. - 11 p.m. No everyone works a 9-5.
Competing activities take my spare time
Location to home; interest;time;
MY ADVANCED AGE/ OTHER ACTIVITIES (E.G. CHURCH, SPORT)
Our family have used parks, summer day camps, playgrounds, and hiking trails in JCC throughout the year. Mainly, lack of use is due to schedules and multiple obligations that we cannot take advantage of more programs or similar programs within York Co or Williamsburg area.
Plain ol' laziness. However, now that we're both retired, we should have more time to take advantage of what is offered.
These are all good programs for youth, families, young adults. We do volunteer work with our free time.
I'm looking for Boy Scout opportunities
Kids. Especially older teens need aace to go where they are safe and looked after by qualified adults. There is not much to do in Wmsbg/JCC/York counties during the "off season".
Lawn bowling green not available.
Many programs and facilities are geared for the young and seniors
No masters swimming program
I have been having difficulties logging on to sign up my children for sports
I love to take the exercise classes at the Rec Center on Longhill especially the aquatics but it is impossible to find info about the times they are occurring! The website never has up to date info.
Registration for activities is very difficult. Information provided on website is lacking - you can't even find classes that are offered at Rec. centers. Website and registration is not user friendly at all. Hours of fitness classes during the day are not conducive to students or those working typical business work hours.
Website is not user-friendly for registration
Didn't know you offered and maintained such a wide variety of facilities
I don't really know about them. i only know the rec center, warhill and chickahomy plus a few others
Just moved here, getting to know.
New to area, learning what is around and good
Over half of these places ive never heard of. I havent lived here long
Still learning about facilities and activities in the community.
disagree with parking fee at Walllermill
I took a tour of the Rec Center and it seemed very outdated and felt dirty - childcare was also not up to par.....chose not to join.
JCC decision to eliminate Access card hours at Recreation Center Credit Card fees

JCC Needs to Advertise their classes for kids (not just festivals/fairs!) MORE. Parents do not read the catalog. Too many classes (for my son) have been cancelled (due to low enrollment) -- but they were never advertised (try Gazette & williamsburgfamilies.com website-- get the word out on these classes!
Just as an example, several years ago we enrolled two of children in a youth gymnastics class at the JCC Rec Center. The "instructor" looked like a teenager that rolled out of bed and arrived at class. The "instruction" consisted of telling the kids to do somersaults. One morning she arrived wearing tight pants with "Juicy" written on the backside. Seriously?! You expect people to shell out money for that kind of a class?!
Playground equipment gets VERY hot (kidsburg), because the entire playscape has no shade. There need to be awnings or something to help shade the equipment.... go mayday in summer, and (if there are kids there) kids are literally red faced, sweating, and often unable to play on certain climbing structures and slides because they are so hot. The equipment literally lets off heat from baking on the sun.
Rec Center pool is too crowded with all the swim teams.
safety/security concerns at skate park
tried several times to get approved for financial help/aid/discounts but the lady in charge of that was horrible to work with, often didn't get back to me, rigid, etc
Very hard to walk to MidCounty/Kidsburg now. New traffic doesn't stop for cross walk and the increased speeds and lanes is very unsafe. My wife and I only do a few official JCC events per year and they are always well staffed with quality amenities.
My Family would participate in more of your programs if we lived in the area. As Gloucester residents it is a bit far to travel on a regular basis to any of your programs.
Too far
Too old! (76)

Write-in responses to “Other” for preferred ways to fund public recreation facilities and programs.

Actually Balance a government budget and cut all the waste out of other programs. There is already plenty of taxpayer dollars going through the system being wasted. If it were properly managed as it would be by any successful private sector organization then programs and facilities could be expanded with the current funds without a need to increase tax revenue.
fund-raisers
I do not feel I have enough knowledge to comment.
I have no idea which is more useful, responsible or efficient. Debt does not seem practical.
I will pay for Boy Scout Merit Badge classes and camp opportunities
My research is that the county pays too much for land and conservation rights. Inflated and underhanded appraisals cause the costs to be excessive. User fees for supervised or staff are OK, but user fees for self-service use of facilities is not. Maintenance and clean-up of public lands is a necessary cost funded by the general fund.
Other communities where I have lived the Rec center was like a spa with hair salon,nails etc plus indoor tennis center

I would like to see P and C to take a more active role in supporting initiatives that they have previously contributed. Particularly, I am speaking from experience at the W'burg Boat Club. P and C maintain the property well and are generally very helpful there (although they could maintain a bit firmer control with the fishermen who use their speedboats on Gordon Creek). That said, they are helpful, generally pleasant, and the grounds are kept well. However, supporting the boathouse's community mission would be helpful, providing space, land, and/or funds for a boathouse dedicated specifically to the community would be helpful. The boathouse currently is, effectively, not accessible to WBC community members b/c it is controlled by the College. Also, a boathouse with better facilities could be better, whereas many boathouses have, to start with, bathrooms, if not showers, workout room, and lockers.
Partnership. Allow Volunteers to "bank" the JCC dollar equiv. for use of facilities. This allows work force and completed projects where necessary, at the same time, not really costing the county anything. It is win-win. Example- A Scout Troop does a real project, then pays no fees for using the Youth Group camping areas at the different parks. JCC gets a project completed, the Scouts get an area to camp. WIN-WIN.
Partnerships like the William & Mary boathouse make a lot of sense. The county is only required to provide land and water access while the private rowing organizations that use the facilities provide their own buildings, equipment and staff.
Private funds
Really appreciate my tax dollars supporting such good stuff. Enhances quality of area and of life here substantially!
Seek multiple sources of funding
Solicit a non-profit organization to run programs (baseball, soccer, field hockey...) on County-owned lands. If non-profit organization already exist, help expand their programs. This reduces County tax dollars being used for staff and maintenance of facilities. See Suffolk Youth Athletic Assoc., Beale Park in Smithfield (I believe is City owned property but operated by non-profit organization)
The Jamestown Marina should not be exploited as business opportunity for private interests. This area should be maintained as a location for water access and not developed by commercial enterprises.
This comment qualifies my answer to SPENDING FOCUS above. Funds for new park land should be available as a land conservation tool when green space or water ways are threatened.

QUESTION: Additional comments are welcome.

I have a boat that I launch at several local parks and reservoirs. The recent improvement of the boat launch at Waller Mill was much appreciated and is well done. Little Creek reservoir boat launch is in need of significant improvement. It is a shame that such a beautiful park has been allowed to fall into disrepair. Improving the boat launch ramp and dock should be placed high on the priority list.
The County needs to provide more access to the rivers that surround us. Boat owners pay personal property taxes on their boats. This money should be dedicated to acquiring new launch facilities.
The marina needs a complete overhaul - beautiful location with disintegrating facilities

<p>Building a new multi-use Gymnasium would be a great addition to consider for new parks & rec facilities. Many sports compete to use basketball/volleyball courts throughout the year and if the county had a facility with a 9-10 court gym it would relieve the strain on your partnering organizations requiring gym access for their clubs. Putting an indoor track(s) in this same space around the courts could prove useful for local schools during inclement weather. This facility could be utilized year round by many sports teams/clubs/organizations. This gym would be available to be used for tournaments hosting Track, Basketball and Volleyball clubs which in turn would generate more local revenue for out of region/state participants and their families for multi-day events.</p> <p>I believe the number of outdoor parks and trails that the county has is adequate.</p>
<p>I cannot emphasize enough how disappointed my family is with the changes at Jamestown Beach. My family used to go to the beach very frequently (1-3 times per week in good weather) and this summer we went only a handful of times. I understand that many people worked hard to design and implement the changes, but the changes have reduced the usability of the beach because parking is extraordinarily inconvenient. For children it is a very long walk to the beach from the new parking and the loading area is useless if there is only one adult with children that cannot be dropped off independently. It is also much, much harder to transport a picnic or party supplies down to the beach. The most desirable picnic area, the shaded area under the trees, is completely unusable unless you have a cart to haul things with. I am disappointed that all of the families that had weekend gatherings in that area are now discouraged from doing so. I understand that the beach area was crowded on weekends, but shutting down the original convenient parking was very short-sighted in my opinion.</p> <p>Jamestown Beach used to be an asset to our county that we would use as an example of one of the great amenities in the local area. We no longer recommend it and hardly ever use it. We are also connected with many families in the area that share our frustrations with the new parking and have not heard any positive comments.</p> <p>Please, please, please bring the old parking back at Jamestown Beach, at least during the week when it is not as busy and likely to overflow.</p>
<p>I don't suggest expensive "whole building" renovations, but rather would suggest that some of the existing recreational facilities & space can be re-tooled to be used in a different way. It would be useful to review the utilization rates of all Parks & Recs facilities, centers, parks and rec space to determine if the current use is meeting the needs of the community. If a rec space is not being utilized much, then this space could be designated for an alternate use.</p>
<p>Just adding to some of the facilities would help a lot of the not for profit youth sports. The Warhill Athletic Fields are used daily. Having a better equipped concession, as in a small kitchen stove and freezers. The fields that are marked for football and soccer could use a nice set of scoreboards. It would be nice to see more than just two fields marked for football.</p>
<p>Please build a velodrome and indoor ice skating rink (maybe at Warhill Sports Complex).</p>
<p>Please expand parking on Capitol Trail at Mainland Farm. Four spaces is not enough.</p>
<p>Please give the citizens in the area of Jamestown Road to Carter's Grove a recreation facility. We feel a bit left out and removed from the comprehensive facilities that are a 20-30 minute drive away.</p>
<p>The Warhill Sports Complex Baseball fields are getting better, but still in rough shape. The Regional Tourney helped get Field 4 up to speed, but they don't drain well and the dirt is way too low in many areas causing puddling and unsafe playing conditions in some circumstances. I've seen hit balls catch a "lip" on the infield and pop up into a player's face when there should be a level roll from the grass to the dirt. The WYBL board has notified the county and it's gotten better, but sork still needs to be done and there needs to be more annual budget for it.</p>

Williamsburg desperately needs a nice gym/fitness facility.
Would love to see the restroom facilities at Warhill Sports Complex renovated. The stainless steel fixtures look bad - a fresh upgrade would make a big difference.
Seems like many parks need parking improvements - Jamestown Beach & Chickahominy Riverfront parking on grass is not desirable - looks like parking wasn't planned correctly. If we are keeping the Marina then fix it up!
Again, I would like to see more opportunities for primitive camping for youth groups in more of our County parks! Thank you for your consideration!
All in all, I think that JCC P&R does a good job. There are some things that can be improved, and you occasionally get a sour person, but where I have been it has been good and most everyone has been helpful and positive. As you can tell from all of my comments, I am wanting to get more camping areas available for youth groups, specifically Boy Scouts. JCC has a lot of acres of land, a of is is wooded, that is perfect. The only group camping area site that is allowed by JCC is a piece of land at CRP that really isn't much good. We are looking for WOODS to teach camping, not a commercial campsite. This could be done with very little cost to JCC as a partnership between the local Scout troops and P&R to actually construct the areas. (Remember, we are looking for rustic) Most of our Scouts reside in JCC and use the parks for other activities. My Troop (103) has done several Eagle Scout projects and helped with sponsored events at the parks
Better access to county parks and land for local Boy Scout use in camping and events would be the most important change to me.
Groups should be allowed to use wooded camping sites at Chickahominy Riverfront Park. The exposed sloping field that constitutes new group site there provides a poor camping experience for our youth. Given the size and quantity of Boy Scout Troops in our community, there should be more and better group camping locations in our many parks. Boy Scouts produce excellent citizens for our community and camping is why boys stay in Scouting.
I am currently affiliated with Cub Scouts and the Boy Scouts of America. Due to its location, we would love to see Upper County Park offer overnight group camping with a fire ring and restrooms as it is an ideal location and would offer much in terms of resources for larger youth groups that are active in Williamsburg on this end of the county. Right now, only Chickahominy offers this as one of the few locations and it doesn't have the separation needed (from private tent campers) when hosting a larger youth group. Additionally, only Chickohominy Park and New Quarter Park offer fire rings for a group campfire and the latter offers no camping option. Cost to implement would be minimal as no additional structures would likely be needed if current pavilions, restrooms, and parking are adequate. Even the building of a fire ring or other smaller projects could be extended to Scout groups as part of a community service effort.
I am the scout master for troop 300 from Williamsburg. The rec center has always been very helpful to us when we use the pool for the scout swim test. We camp a chickahominy once a year. It would be very helpful if we had access to primitive camp sites at other locations. We don't need much, some portable out houses and we are good. We can pack out our own trash and bring our own water supply for an overnight camp out.
I believe we need additional camping spots throughout all Parks areas. Having camping spots at all of the park areas would bring citizens that are supportive and caring of the parks to them. Their knowledge of what the county has to offer would improve and organizations with manpower may be able to provide resources and manpower to improve the areas throughout the county. Scouting is one of those areas, the kids are always looking for projects to complete and have a keen interest in protecting the public areas.

I would like to see more parks open to allowing the Boy Scouts and Cub Scouts to camp at their facilities. They are courteous groups and promote outdoor activities and leadership of our youth.
<p>I would like to see primitive youth camping expanded in the following parks:</p> <p>Chickahominy Riverfront Park</p> <p>Freedom Park</p> <p>Jamestown Event Park</p> <p>Upper County Park</p> <p>This would allow more activities and opportunities for kids to get outside and learn.</p> <p>By partnering with groups like the Boy Scouts, Girls Scouts and American Heritage girls there are opportunities for these organizations to conduct service projects to improve upon park facilities.</p>
More camping opportunities would be welcomed
More over night camping sites should be available.
<p>Please help create inexpensive youth camping sites within the existing parks and recreation system.</p> <p>Partnering with the scouts and other outdoor youth programs is a great way to create a win-win scenario.</p>
<p>SCOUTING is such a great program for boys and girls and our area does not support this program.</p> <p>Please add opportunities for Camping and Merit Badges programs to our PARKS AND REC programs.</p> <p>Fairfax VA parks and rec web site has a great example</p> <p>thank you!!!</p>
<p>The benefits for youth from activities in the outdoors are well documented (See, e.g., http://www.apa.org/monitor/2008/03/outdoors.aspx). The County's existing parks (Chickahominy Riverfront, Upper County, Freedom, and Jamestown Even Parks all have space that would accommodate facilities where youth groups (Boy Scouts, Girl Scouts, YMCA, Church Groups, etc.) could experience the benefits of the outdoors in a primitive camping (tents, campfire rings, etc.) environment. Much of the labor to develop campsites could be provided by local youth groups (Boy Scouts, for example) as part of their community service efforts.</p>
<p>There is a great need for primitive camp sites for youth groups. There are no real areas for youth to go to learn about nature and spend outdoors without being crowded by others. Youth safety is a concern with cars at camping pads. People driving through a youth camp out is dangerous. Give the area youth somewhere to go to learn how to respect and appreciate our local area. Keep our youth local.</p>
We need to expand the use of our parks for more group camping for our scouts.
<p>We really love what Parks and Rec offers in JCC, which is a big reason we decided to live here. Keep up the great work! We need more opportunities to get kids out of the house, especially in hot summer. Water parks, boating, river access and shaded bike trails can do that. I would love to see a bike path along Greensprings Rd, between Monticello and Rte 5. I would also love to see more partnering between JCC and the Boy Scouts for service projects and Eagle Scout projects, and more Scout camping locations locally. My two sons camp every month.</p>

<p>Youth Group Camping Areas. You have a great resource within the Boy Scouts of America right here in JCC/Wmbg. Primitive camping areas could be constructed with free labor and minimal materiel expense. The local BSA Council is currently without a designated camping area (previously it was Bayport) and Scouts are reliant upon private camping areas or are heading out of the area with their initiatives and dollars. This would be as easy as it gets to increase park usage with minimal impact to the environment. Given the number of projects that are undertaken yearly by local Scouts needing community or conservation service hours, the individual park sites would stand to benefit from this improved association for many years. Please give serious consideration to the 915 acres contained within the four area parks of: Chickahominy Riverfront Park, Freedom Park, Jamestown Event Park and Upper County Park.</p>
<p>Thank you for the opportunity to be a part of the James City County master plan for the next five years! I mainly wanted to let you know that I enjoy all the parts that I have been too very very much especially the Chickahominy Riverfront Park! My family and I have a love for that park and we use it almost daily! I hope that the rumors I hear about jcc possibly putting a water desalinization plant at that park is not true! It would be so sad to ruin such a beautiful area that was protected and making big strides to helping the waters of the Chesapeake be cleaner vibrant and full of life!</p>
<p>Add a capability for the county to host regional rowing regattas at the Chick River - boat house and piers.</p>
<p>I am a member of the William & Mary Rowing Club and I'd like to say thank you for your wonderful facilities at the Chickahominey Riverfront Park. It's a huge help that we're able to row there, and it helps our team grow. We love the lovely water and surrounding park area you have, and all the staff are friendly and helpful. Thank you so much, it means a lot.</p>
<p>I am a part of the W&M Rowing Club, and we really appreciate being able to use the park to row! We would love for y'all to continue to keep the local rowing clubs in mind when planning for the future. Thank you!</p>
<p>I love chickahomney park and love seeing the rowing team out in the water</p>
<p>I participate with the Williamsburg Boat Club. This group helps me physically and socially and emotionally :). Please help assist our leadership group, how they need supporting, as they lead. They are INCREDIBLY competent and supportive in how they conduct this group! I feel very safe, encouraged, and challenged!</p>
<p>I would like to see the county encourage rowing in the area. I think a partnership between Williamsburg Boat Club, William and Mary Rowing, and Parks & Rec has great opportunity to bring in teams from far away to compete and enjoy and use the parks system while providing good PR for James City County. There are robust rowing programs already using the parks - all that would need to happen is some organization and a partnership between the local teams and Parks and Recreation.</p>
<p>Local rowing at Chickahominy Riverfront Park is terrific opportunity! Williamsburg Boat Club and William and Mary Rowing would have great success with regattas. Thank you for continuing to support rowing, a sport gaining in popularity.</p>
<p>Rowing programs should be expanded to strengthen the college, high school and adult programs available. High school programs are great for getting students into college, college programs serve the College of William and Mary and support local resident rowing programs by providing equipment sharing and college students as coaches. Adult programs are great for community health.</p>
<p>Thanks for letting the William & Mary Rowing team, the Williamsburg Boat Club, and the Williamsburg Boat club Junior rowing program use the Chickahominy Riverfront Park - it is truly a terrific resource! Very appreciated by anyone who uses it.</p>

The william and mary rowing team really appreciates being able to use the Chickahominy Park - thank you for your support!!
We've had a great partnership between WBC rowing and JCC Parks and Recs. Chickahominy Park is a wonderful location. It seems to have a great deal of untapped potential in terms of event hosting. It could be a great destination for our sport in terms of hosting races with a large, positive economic impact to the community. Down the road 7+ years if the park had upgrades to infrastructure including a proper boat house and better road access, it would create more opportunities for residents to take part in recreational water sports (i.e. paddle boarding, kayaking, canoeing, sailing, rowing).
More dog parks!
The unused field at the current Kidsburg facility could be modified to create a dog park for the west side of the city. The Williamsburg City Dog park is a nice facility but the 40 minute round trip drive is inconvenient. The small field the runs along Iron Bound Road could be fenced in and a few dozen trees could be planted in the middle of the field and you'd have a great site for a dog park. That small field is rarely used for events or private activities and the parking lot is capable of handling the additional population coming to the park. The dogs would be far enough away from the kids play area and the facility would provide a useful place for local dog owners and their pets.
Use of facilities is too high. I drive to newport news to use planet fitness because I cannot afford the rec center. Also, more dog parks would be helpful
Even though I am a York County resident, I work in the County and use the facilities/parks during the workweek. I have also used the programs for my children, especially during the summer. I only wish York County would follow JCC's lead! York County has too few offerings, relies too much on the private sector for their offerings so that costs are higher and the quality lower. JCC should be commended for their high quality public offerings, particularly its RecConnect program.
Have a great appreciation for the job JCC Parks & Rec is doing. Keep up the good work. Improve programs/facilities as time and money allow.
I come from Madison, WI. I used many of the park facilities there when I was young but none were as generous and creative as the programs I found here. Bravo Parks and Recreation! Unfortunately I'll be out of town during many of the winter months - if the discussions are in the summer or fall - YES - occassionally.
I enjoy coming to the facilities.
Inclusivity is not an issue. If people want that they should pay for it. The parks and services offered are already above adequate.
JCC does good Job in general
JCC P & R does a great job, but there is always room for improvement.
JCC PARKS ARE A GREAT ASSET AND QUALITY OF LIFE MULTIPLYER
Keep up the good work! Quality of life is important for citizens of all ages.
Kidsburg is a great park. Freedom Park is another treasure. I am very happy with Rec Connect after school & summer camp. Great staff, affordable & convenient. Really enjoy the special programs like the Halloween event & Christmas parade. Ice skating rink was disappointing (not ice).
My family loves walking the trails and playing in the playgrounds. In all my years living here I have NEVER noticed a dirty park or felt unsafe. My children have all been/are in programs and absolutely love them. Even on a limited budget we have never felt the cost of programs was unfair. We feel you are doing a great job, and look forward to what you have in store for us in the following years!
Nice survey. Good questions.
Thank you for the opportunity to provide input to the Master Plan.

Thanks for asking!
The quality of life in our community is greatly enhanced by the recreational opportunities here. By using our tax dollars to support high-quality recreational areas and programs, we are sharing the wealth with those who might not be able to afford access. Increasing user fees to participate will mean only those with resources will be able to join in. People of all economic levels in our area can come together in the recreational facilities. Only with such opportunities can we truly be a community. JCC Parks and Recreation is a common good.
We are fortunate to have the facilities and staff we have.
We think JCC has awesome parks! We love walking and biking the paths and use the parks as a family almost weekly. We have often wished for a simply way to write a thank you note to those visionaries who have helped make Williamsburg-JCC such a wonderful place to live. We have lived in four other states/communities and JCC really is extraordinary! The educational and cultural events, parks, and libraries are top notch! Thank you! Thank you!
Carla Brittle at the JCC Recreation Center has done an amazing job of managing the facility. The place is cleaner and better organized since she took over.
Crossfit would benefit some people at JCC Rec Center.
Eliminate the fee for use of credit cards as payment for activities; bring back access pass times to the Rec Center. You want to welcome and encourage folks to use facilities and programs, not restrict or hinder them! Thanks.
Expand hours at rec centers. Close at 10 pm on weeknights. Open 10 am Sundays.
I have been so impressed by the staff at the front desk at the Rec Center. They are amazing!
I love the programs and recreation center....I just wish the hours were expanded.
I really prefer no music to be played in the facility. Some songs are inappropriate, such as "use all must get stoned." Folks who want music use earbuds. Those of us who prefer no music cannot "escape" it. I very much appreciate this opportunity for input!
I USE THE JCC REC CTR ON LONGHILL ROAD AND I FIND IT ONE OF THE FINEST, COMPREHENSIVE, AND PROFESSIONALY RUN FACILITIES I'VE EVER SEE! i'M NOT AWARE OF ANY PROGRAMS FOR DISABLED VETERANS, AND YOU SHOULD!
I use the rec center most and I'd like to see an expansion of qualified, credentialed, attentive staff who take their jobs seriously as careers -- ones who keep the machines working, are available to help newcomers, and maintain order in the areas where kids congregate, like on the basketball courts, by the vending machines, and in the area at the bottom of the stairs. Also, it would be nice for something interesting to be done with the space where the rehab center used to be.
JCC Rec Center is awesome. I like the fact they are always updating and improving. It is also great that it is so clean given the number of patrons
Mainly use Rec Center off Longhill. Superior facility, well maintained and clean (inside pool could use a little more attention and changing shower floors). Excellent staff and programs. Visiting family and friends always highly impressed. You could maybe contact me. Yes if it might help. But you asked great questions, covered lots of bases. Don't really know what more I could add.
Need better oversight to see that all who use facilities have paid their membership fees. At James City Co;unty rec Center--Many go to classes and don't pay. No one at front desk checks. Yo;u keep cutting programs for older users--need more low impact classes.
REC CENTER ON LONGHILL/IRONBOUND IS WONDERFULLY MAINTAINED, TERRIFIC STAFF, VARIETY OF PROGRAMMING... ALL GREAT ASSETS.

Rec center staff could be quicker to assist, encourage, and interact with patrons rather than being desk bound. More could be done to control children and teenagers acting unruly on the basketball courts and the lobby/under the stairs. Juice bar or other fitness and recovery foods available in Rec Center entryway rather than salty and sweet vending machine junk.
The JCC Rec staff is really good. The place is well maintained also.
TRX in exercise room takes up too much space with full classes.
I am a member of a local club swim team and appreciate the partnership opportunity with the Rec Center. However, local facilities are inadequate to meet the swimming demand. Hopefully the new pool at the WISC will alleviate crowding. The pool at the Rec Center has poor air quality; perhaps the ventilation could be improved with any building renovation. Also the pool is too warm for competitive swimmers and too cold for younger and older swimmers. That's just a reality of one pool trying to meet a wide variety of needs. Regarding other activities, camps, etc, my children have outgrown those for the most part, but I used to send them to Rec Center camps/activities especially in the summer. Generally we were mildly dissatisfied with the experience, but to be fair, at those prices it would probably be impossible to compete on quality with some of the private offerings in the area. It's important that activities be offered at a rate most families can afford, and that is the niche I see the Rec Center as filling. I think it's most important that the Rec Center does not "price out" lower income families, as long as the experience remains safe & professionally supervised for all kids. One suggestion: more music programming in the summer, e.g, group guitar/ukulele/keyboard lessons, or even a "rock band" camp.
Pool. Sometimes the "paying customer " can't find a lane because of club swimming.
The pool at the Rec Center is so heavily used. I encourage the city and county to look at funding an indoor aquatic center.
Water class participants are being treated like 2nd class citizens. WE have to help prep the lanes and it is pulling teeth to get ready by class time. What is so hard about reserving the lanes at 7:55 for class setup? It takes 5 min. at least to move the lane dividers with us helping. The 7:55 time is an easy solution instead of angering 22 class participants.
We need a bigger pool!
I am most interested in having a space for lawn bowling. I can't say it often enough - we need a lawn bowling green.
I believe it is not a good decision to stop lawn bowling at Williamsburg Inn as this was an 18th Century sport and should be added to existing facility.
I have a strong desire to see the sport of Lawn Bowling continue in Williamsburg.
I have become an avid lawn bowler in recent years. JCC has an opportunity to step in where Colonial Williamsburg has stepped out by providing a new home to this popular (and historical) activity among young and old.
I would like to see a Lawn Bowling Facility installed. This would add health and wellness programs to the county for its citizens. Also, this would preserve the historic side of athletic programs ins Williamsburg.
Lawn bowling is a sport where up to 64 people can participate in a 120 square foot space . It provides a healthy , social experience for a lot of people in a relatively small space .
More programs for seniors would enhance our quality of life. Lawn sports would benefit our health and wellness!
Please add lawn bowliing to your programs.
There is an opportunity for the county to bring back a sport that is healthy and has been played in Williamsburg for the last 300 years . The

There are currently no lawn sports available. It would be great to have lawn bowling available!
I would like more programs who can deal with Autism mailing camps and swimming programs
I would like to see more Park Rangers added to the Department, for the continued safety of visitors.
long sursvey....not effective
Our family lives in the Williamsburg area, but have to pay higher rates living in York County. It would be great for those of us with Williamsburg addresses to be able to use the facilities at the same rates.
Please consider adding mini softball camps in the summer for the girls. They have to go to Richmond or Newport News and Hampton if they want to work on softball skills as Williamsburg does not have this as an option.
see above - especially about more walls for hitting tennis balls that aren't on court space.
Softball needs to be supported more by the county. It is difficult finding fields in the county, with lights, at a reasonable price, for any organization in the area. I would suggest extending use of the fields at the county schools to private organizations or somehow expanding the inclusion of other groups at existing facilities such as the WISC. There are strong travel softball organizations in the county that are seeking fields outside the county, and therefore recruiting girls from outside the county, because it is extremely difficult to find a field in Williamsburg or James City County that doesn't give preferential treatment to other organizations.
The Inclusion program is amazing. It offers many wonderful opportunities for children with disabilities. There does seem to be an opportunity for improvement in providing before & after school/summer camp care for children with high functioning disabilities like ADHD, Sensory Processing Disorder and High Functioning Autism. Over the years, the RecConnect program seemed to fill positions of team members who had adequate training with younger, more inexperienced employees. We had to phase out of the program and find alternative care and my child missed his RecConnect friends so very much. We tried to come back several times but it just didn't work with the new staff.
The parks staff does great work. There is a need to revive neighborhood play areas. Centralized recreation opportunities assume a transportation infrastructure that we just don't have. Centralized parks leave out the children and families without transportation options -- the families who need those parks the most!
the play equipment at Mid County park is very awkward and dangerous for many children. I know that cannot be changed but I wish they would have taken more consideration when building it. Addition play areas would be nice also. Such as more zip lines, mini golf, bounce house, ect. And again open the parking area to Jamestown beach next to the ferry entrance back up please.
The reason I selected to acquire new land as the most important option is because I believe more land should be conserved as opposed to being built upon. My hope is that this could be a way to protect this land, and not necessarily in the hopes of placing a new facility or turning it into a park.
This survey was confusing. Most positive answer on p. 2, p.3, p.4, p.5, p.6 on right. Then p.8 & p.9 most positive in left column. This might affect results. Poor layout.
utilize the boy scouts to help improve facilities.

<p>There are some great opportunities for an expansion and marketing of historic sites in JCC. Additionally there are some phenomenal environmental and cultural resources already being interpreted and marketing. JCC and the Department does an amazing job so cheers! You all probably don't hear that enough. The few events we've been to have been great, staff is always nice and the amenities are always clean. Well done. We are very much behind the acquisition and development of historical and environmental parks- its a great and rational use of tax dollars. Keep going! You need to lean more on the local experts in your area and coalitions for interpretation and seek partnerships like Campaign 1776. That being said, we use midcounty/kidsburg park the most since its nearest to our home. However, the new traffic there, even with the crosswalks has made it very dangerous to cross over to the park. On a weekly basis we see close calls with kids, joggers, bikers, etc. There needs to be a crosswalk at the other Old Field and Ironbound intersection which would help all the folks who walk from 'Five Forks' up to the park as well as the communities on the eastern side of Ironbound. The new crosswalk is ineffective as it requires you to cross several additional lanes of traffic which do not stop and have increased speed. Moving on, we are very much behind a new park and amenities at the Jamestown Eco-Discovery Park. The rental prices on the kayaks at Chickahominy Park seem to have gone up (?) if they've not the last time we went out there we didn't rent cause it seemed pricey. Obviously, we need to maintain the amenities somehow but just FYI.</p>
<p>We need to partner better with the Colonia Parkway (Federal/National Parks) Rangers to build a synergy and successful access and recreational use program. Not allowing paddling along our pristine shores, where paddlers are often our best conservationists on the water is absurd. Other partnerships with, i.e. - James River Association, and American Canoe Association, et. al. , based in Richmond can be tremendous resources in developing model programs downstream on the Peninsula.</p> <p>Additionally, with the concentrated military presence about the County, why are there not more benefits publicized and offered to encourage our Armed Forces men, women and families to enjoy the communities they are sacrificing for, and to be appreciated by our community.</p>
<p>As a senior, I am bored in JCC.</p>
<p>I joined the Senior Center because I only walk. I did not renew my Rec membership because I only walk (I don't use machines, the pool, etc.). Why are seniors restricted on days and times? What difference would it make if seniors could walk "whenever"?</p>
<p>I love James city country parks and rec and I would love to see us grow in a way that will continue to support all of our residence especially seniors. With the growing number of people with joint problems and artheritis i would love to see a greater increase in the number of pools and other equatic programs that support joint health and osteo artheritis throughout the county.</p>
<p>The track is not busy on Tuesdays & Thursdays (afternoons). Seniors should be able to walk at those times!</p>
<p>A splash area in Williamsburg would be awesome!</p>
<p>A splash pad at Kidsburg would be great for the summer time. More indoor pools! We use the JCCRC, but kids can't jump or dive into the pool.</p>
<p>Jcc needs splash pads and nicer playgrounds</p>
<p>Summer is soooooo hot in williamsburg. Shallow pool for littles with a two and three foot part needed that isn't a separate baby pool. Sunshades over pools. sPlash pad!!!! Sailing lessons. Boat rentals. Kids fun run. Sept harvest fest always too hot wait a week or two at least.</p>
<p>Williamsburg needs a splash pad!</p>
<p>Would like to see disc golf course added to Freedom Park. Also would be interested in having a splash park within the county.</p>

<p>More wheelchair accessible playgrounds and a splash pad.</p> <p>Wheelchair sports and swim lessons for kids with physical disabilities.</p> <p>A fence around Kidsburg - parents are universally terrified of losing sight of a child who is snatched or wanders into the road. A fence around the playground with allowing entrance and exit to the playground from the front only would help keep kids safe and parents happy.</p> <p>Better coaches. I do not sign up my kids (even my able-bodied kids) for swim lessons or sports lessons anymore because the poor quality of coaches we have experienced.</p>
<p>I am an avid bicyclist (road, not mountain) and have become more and more aware not only of the health benefits for myself, but also of the economic benefits for the community, of having an extensive infrastructure of facilities to support safe bicycling. This could be a major attraction to bring visitors to James City County. We are proud of what we have thus far (in particular the Virginia Capital Trail and the Powhatan Creek Trail, but could benefit tremendously from even more such facilities.</p>
<p>I would love to see our current bike trails/lanes maintained better. Ex. Swept of sand & debris. More trails that connect to the VA Capital Trail, and the construction of a velodrome.</p> <p>Note: I have a Bachelor's of Science Degree in Parks & Recreation Management</p>
<p>JCC's park systems are wonderful. I spend a lot of time at Freedom Park and on the Greensprings, Powhatan Creek, and Capital trails. I do wish that areas of the county not served by those trails were more bike/pedestrian friendly--Jamestown Road is pretty hazardous for pedestrians and bikes in JCC, as is Ironbound road and the section of Centerville Road between John Tyler Highway and Monticello. Therefore, although the trails and parks are great and safe for use, getting to them without using a vehicle can be a challenge.</p>
<p>Need group fitness and outdoor walking tracks in the upper county.</p>
<p>Need more sidewalks to and from neighborhoods!!!!!!!!!!!!</p>
<p>Preserving green space to help deal with water issues is important, as well as hiking and walking trails providing walking paths... nothing fancy or paved, just gravel walking paths. Like in freedom park. Then they must be maintained. Maintain existing facilities.</p> <p>A walking path between Lafayette high school and the fields is important, but not some overblown ridiculous path with bridges like previously proposed.</p> <p>Bring back the front parking lot at Jamestown beach, even if you have to access it from the campsite.... the way it is set up now is very far to cart your stuff.</p> <p>Keep Jamestown Marina just the way it is.... with no other commercial development... no hotels should ever go down there.</p>
<p>Survey could have asked about potential (if possible) for county to acquire new lands for more mountain bike trails. EVMA could help design, build, and maintain them (as we do already) but additional trails would provide more riding and recreation options and diversity for both tax payers and tourists.</p>
<p>We have great parks/rec activities in JCC that can only get better! Keep up the good work. I would love to see the Virginia Capital Trail expand to reach more parts of JCC.</p>
<p>I do not wish to see an increase in my taxes for these things!</p>
<p>It should be cheaper to go to the rec centers alot of families can't afford it but would love to go</p>
<p>Stop government spending! Small government.Cut spending!</p>
<p>We really did not appreciate the County increasing our camper storage fee we pay at Chickahominy Park. It was a \$10 increase. We moved our camper from a private storage facility to this park to save money, and almost within the year the county added \$10 to our monthly storage fee. seems to me that this type of thinking could possibly deter people.</p>
<p>What about cutting expense? You did not ask for suggestions about that.....</p>

Comments received from members of the public who communicated directly with staff members regarding the survey (citizen names and phone numbers are redacted).

Ms. Sims...My main interest is in promoting the development of a lawn bowling green to replace the one Colonial Williamsburg "plowed up" earlier this year to make room for the refurbished Golden Horseshoe Golf Course. The green in Williamsburg had been in existence for over 50 years and supported a very active local club that maintained around 70 members a year. Additionally, many invitational tournaments that included visitors were held here as the Historic Triangle is a very popular venue for this type of event. Lawn bowling is a very social game and can be enjoyed by all ages but particularly for the retirement community as it offers an opportunity for both socializing and competition in an outdoor setting. Thank you.

Thanks for the quick reply. My fellow Lawn Bowlers, C____, J____ and S____ are working with John to make Lawn Bowling reappear in Williamsburg. I do not want to muddy the waters. Just register my vote for the need for this activity.

Thanks, Nancy. The trails and parks in JCC are, for me, the best part about living here. The county may not have the most pedestrian friendly roads, but the parks and trails are easy to get to and they are a treasure--I'm out running, hiking or biking on them almost every day.

Topic is always the same....how can pickleball contribute to the overall sports tourism question (for JCC and Williamsburg.) I believe it can and I also believe it is currently an undervalued part of the mix. No need to talk to John. I am just a bit disappointed the elected officials have yet to show any interest at all in the sport and its potential in the sports tourism effort (I have tried.). It is a big deal around the US. It *could* be a big deal here. Not just as a wellness attraction for residents but a draw for visitors that can be added to what some might suggest has become a stale mix. Plus....big tournaments draw a lot of people....which means families, meals, hotel nights, checking out other activities. No Virginia locale has taken the lead on this. Someone will. Why not us? And I haven't eve mentioned the brand new side of pickleball....*parapickleball*. Yup....for our para athletes.

I just wanted to reiterate the need for the recreation center to open earlier in weekends. I have spoken to others who pay for other locations because they can exercise with many more options on Saturdays and Sundays. I keep putting in this suggestion and nothing seems to happen.

Extend walking for seniors on track. More days a week. Start earlier. Scan Sr. Pass @ Main Desk.

My wife and I reside in York County, so I am using this email format rather than your master planning survey to suggest to you that you consider the installation and upkeep of a lawn bowling facility in your master plan. Lawn bowling was very much a part of Britain's American colonies including, of course, Williamsburg and George Washington maintained a bowling green at Mount Vernon. Your consideration of a lawn bowling green as a part of the James City County Parks and Recreation future recreational offerings would be much appreciated by these aging Williamsburg residents. Thank you.

Very active 75 year old participates in Senior Games at the state and national level. Recommends we support/provide/construct: Lawn Bowling, outdoor and indoor badminton courts, and that we establish day time hours for Seniors at the RC for indoor bocce and badminton... other activities especially in the winter time.

My son is part of Scouting. So I get to see/hear about how many local projects his Troop and other Troops throughout the Williamsburg, James City County area complete each year. I have only taken advantage of the park system through his experiences and I know how much pride they take in keeping them clean. I believe that the Scouting organization is a very valuable resource to the planning committee especially with every increasing restrictions on the budget. I am going to encourage the committee to place Youth Group Camping Areas on the Master Plan on as many parks as possible. Thanks again for the email and I am happy to speak directly with anyone if request.

I appreciate your follow-up and inquiry. Five topics regarding our future Parks and Recreation programs if planning:

- 1) The Peninsula, surrounded by waters, and integrated with creeks and reservoirs/lakes, remarkably has yet to really maximize the value of our waterborne recreation opportunities. How might we activate and encourage a boating, sailing, paddling, fishing etc. community through better facilities, educational programs, and equipment availability? There is no i.e. – US Sailing or American Sailing Association sanctioned community sailing facility or program on the Peninsula accessible to the general public, or elementary/H.S. / school sponsored competitive sailing / rowing programs.
- 2) The James City Beach Park needs facilitated access and closer parking for patrons, as the distance is a deterrent as compared to the once very convenient parking spaces available closer to the Ferry Station. Are there going to be better parking provisions made available?
- 3) The Colonial Parkway restricts/deters boating by the Rangers who discourage kayaking from the shores of the Parkway along the James and York Rivers, and the Parkway Bridge that spans Powhatan Creek, a relatively low clearance, non-opening bridge, precludes the passage of any larger powerboat or even modest sailboats due to mast height. Would there ever be consideration as to erecting an opening draw bridge? Increasing access and attractiveness to the County's James River Basin Marina would be a huge benefit to all, as there are very few port calls and public marinas on the James River in the vicinity of our County.
- 4) There is a large population of avid outdoorsmen and women who enjoy marksmanship need a facility to practice and ensure safety and proficiency in the use of firearms. Our Police Dept does a great job providing instructions to fully subscribed firearm safety classes on a regular basis. I understood there was to be an indoor rifle, pistol, and perhaps even archery range approved and built to provide such recreation. (regretfully, the only one nearby in the Chickahominy WMA permits only long guns, and is weather dependent).
- 5) With the great number of military in our community, have we additional benefits, access and opportunities honoring and encouraging our veterans and active duty to take advantage of our offerings and be involved and present in our parks and facilities.

Thank you for your follow-up!

In general, I'm very pleased with the county park facilities. In terms of specific feedback, I think I have few points that I'm not sure were covered in the survey:

- 1) With the proposed expansion at Warhill, I'd love to see something done about getting in/out of the park. The exit onto Longhill Rd backs up severely on weekends. Weekday evening traffic on Longhill Rd to get into the park suffers backs up starting at 199. The access road entrance off Centerville Rd is unreliable (despite the signage, I've found I can't rely on the gates being open). So if the Warhill park is expanding (and it is already with the pool, though that isn't a county project), I'd really like to see something done to help moving people in/out of the park. (Unfortunately, I don't have any suggestions on how to do that :(*
- 2) I'd like to see more community gardens. I joined the one at Warhill, and would love to see that expand.*
- 3) Would like to know what the county plans are for the former Yacht Basin/Jamestown Marina.*

My main interest is in having a lawn bowling facility.

JC is aware...has talked with C_____ about it. I want to reinforce my interest.

I do not need to take up anybody's time...unless I can assist.

Angie, Thank you for contacting me. I would like to talk to your director about more opportunities for youth camping at your other parks. Specifically local Boy Scout Troops tent camping at primitive camp sites. I can be contacted at 757-xxx-xxxx.

Thanks for your quick reply. You all do an incredible job. I am happy to answer any followup questions you might have to my survey but I have nothing in particular to say. I do wish the County would get involved in interpreting the battlefield at Green Spring. It is the largest preserved Revolutionary War battlefield outside of Yorktown in the country and there are a number of interested groups who want to see that expanded and interpreted. My wife and I frequently attend events at some of the JCC parks but the survey made us realize all the parks we were missing. My biggest concern is the increase lane width and speed of traffic around Kidsburg. Its been a real nightmare watching kids, dogs, bikers, etc. trying to cross into the park almost get hit. Most of the residents of the Meadows are having a frightful time of it and we've reached out to our Supervisor. Thanks again for all you do and for your time and consideration.

I wish to discuss expanding the plan to include more group camping locations for scouting.

Thanks for the contact, Ms Sims. I was mainly interested in making sure my survey was seen by a human! There is one aspect of the survey that I am interested in following up with someone....the recommendation I made about a walking path for Upper County Park. I'd love to see one constructed that would put this park (close to my home) on a par with other parks in the County with paved walking paths. Is there a particular person on staff with whom I could talk about the possibility of building such a path? Thanks.

Thank you for the reply. I did attend the meeting at the Toano Middle School and was able to participate in the discussion and I also talked with John Carnifax at the end of the meeting, so I am pleased with the discussion and presentation. I only checked the box at the end of the survey to contact me should someone need more information, but I feel the meeting and discussion was very informative for all parties and do not need a follow-up unless there were any comments needing clarification on my survey. Thank you again to you and the JCC Parks & Rec for all you do for our community!

No need for formal contact other than that we really do want to say "thanks" - the parks and paths in Williamsburg are fantastic! Would love to have a path to connect us in Powhatan Secondary to Greensprings without having to brave Monticello... And to voice support for a bigger boathouse and better facilities for rowing.

No need for contact. You are welcome to use me as a resource if needed. I really like our rec. facilities in JCC. I bike, kayak and walk and JCC has excellent opportunities for all. Thanks for the great Parks and recreational facilities.

I just want the Senior Center to become more diverse and people encouraged to attend. Change some of the functions and topics. I find no common ground with any of them. The new director was to change it and I do not see change. Who plans the trips? Thanks.

I wouldn't mind speaking to someone about both increasing land for mountain biking and also creating mountain biking events for our area. Thanks

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APPENDIX E – INPUT FROM PUBLIC MEETINGS

Input from public meetings, partner groups and community conversations is summarized in Chapter 7. This appendix lists all of the comments received from the public in response to the questions asked of meeting participants, as well as a petition presented to staff by the Boy Scouts at a public input meeting.

WHAT PARKS AND RECREATION DOES WELL

Public Input Meetings:

Programs

- Good variety of program offerings
- Public alliance – a good relationship with the public; customer service
- The Lounge – various activities, bridge, trips, discussion groups
- Exercise classes, kettlebell, Pilates, yoga, swimming lessons at Recreation Center
- REC Connect
- Youth programs are well run
- Summer camps
- Inclusion Program
- Live Well Expo provides lots of information
- Santa Calling
- Information and outreach about programs online and on paper
- Hosting special events (triathlons, etc.)
- Staff training

Parks & Facilities

- Offers a lot of facilities and parks throughout the County
- Are maintained and run well - competent staff – well trained and helpful – adequate staffing
- Chickahominy Riverfront Park – beautiful setting, good activities, fishing, store, great park to bunch Boy Scout projects
- Mountain bike trails and partnership
- Fitness area at Recreation Center
- Jamestown Beach Event Park
- Providing access to water
- My Place Playground
- Pool at Chickahominy Riverfront Park
- Buildings are nice to visit
- Renovations at Veterans Park were well done
- Boat launch annual passes and fees combined were good ideas
- Trails at Freedom Park; Virginia Capital Trail; Warhill Sports Complex; Powhatan Creek
- James City County Recreation Center – basketball and racquetball courts, trail and pool
- Warhill Sports Complex – baseball and soccer fields, tournaments and partnerships
- Legacy Hall rentals

Partner Group Meetings:

Programs

- Before/After School
- Variety of camps, programs and good prices
- Partnerships with organizations
- Programs for 6 months to age 12
- School break programs

Parks and Facilities

- Flexibility of staff (Chickahominy Riverfront Park & James City County Recreation Center)
- Diverse trails and upkeep
- Warhill Sports Complex is great – soccer facility, upkeep and updates, shade structures/concessions
- Partnering with schools for space
- Conditions of soccer fields at Warhill Sports Complex and Hornsby Middle School
- Number of and quality of sports fields available
- Mountain bike trails
- Baseball fields
- Running trails – Warhill trail
- Synthetic turf fields
- Progressive and innovative
- Assistance with sports tourism by providing facilities

Community Conversations:

James River Elementary School/Abram Frink Jr. Community Center

- Office staff is very nice
- The variety of programs offered – Zumba, basketball, GED, tax help, outdoor garden, block party
- Crosswalk over Route 60 makes it safer to walk from neighborhoods to AFCC

Chickahominy Road Community Association

- Before/After School
- Good number of facilities in the area
- Meeting participants used Upper County, Chickahominy Riverfront and Veterans Parks
- Walking trails
- Parks/facilities are well maintained
- GoApe is popular with kids

WHAT NEEDS IMPROVEMENT

Community Input Meetings:

Programs

- Expand computer/technology training at the Senior Center, help with iPhones
- Bring back the Haunted Forest program – offered volunteer opportunities and opportunities to get people into the parks
- Additional partnership opportunities and tournaments at Warhill Sports Complex
- More clubs and social groups for adults and seniors
- Full day care for seniors
- Offer more interactive programs like arts and camp programs; expand variety of sports camps
- Better marketing – more postal mailings, digital signs, information distributed through schools, Anderson Corner area
- Teen programs, gamer competitions and tournaments
- Decentralize programming, spread out throughout the County
- Offer Scout Merit Badge program
- Educate on programs and services available to the community
- Trips
- Use County access cable channel to promote programs and services
- Offer music festivals
- Offer paintball
- Increase use of Recreation Center gym (example: volleyball league)
- More marketing for My Place Playground
- Additional recreation league sports
- Offer volleyball in upper end of County
- Expand water-related programs
- Use existing school facilities for programs (woodshops, computer labs)
- Weekend programs for people 18 and younger
- Fishing derby
- Outdoor programs for seniors and assisted living communities
- Extended hours for before/after school program
- Community service opportunities for teens
- Summer children's programs
- Transportation – coordination and access
- Senior section in the brochure or a separate brochure
- Bike events

Parks and Facilities

- Splash pad at Kidsburg; more benches and tables
- Dog park
- Update facilities at Chickahominy Riverfront Park – roadways, shower house, rowing dock, campground, sewer/septic hook-ups; improve mowing around RV spots; expand camping areas

- Provide insect repellent
- Provide primitive camping area for scouts (partnership with scouts) at existing parks
- Rock wall complex and repel tower under canopy
- More sports facilities (baseball, soccer fields); upgrade facilities
- Partner with schools for access to Warhill trails at Lafayette High School
- Look at ways to partner with William and Mary on sports facilities; other public/private partnerships
- Tennis courts at Upper County Park or Upper County area
- Bike trails/paths in Upper County
- Indoor or outdoor shooting range for gun and archery
- Disc golf course
- Capital Trail expanded to City of Williamsburg and other local connections; better maintenance
- Kayak racks at Powhatan Creek Park
- Additional parking for baseball fields at Warhill Sports Complex
- GaGa Ball Pit for teens and adults
- Indoor track facility
- Teen Lounge/space
- Educate community on plans
- Provide Starbucks at the Recreation Center
- Improve group camping at Chickahominy Riverfront Park
- Community Center in upper end of County
- Adventure sports facilities (skate park, ATV, motocross)
- Acquire more parkland
- More indoor sports facilities
- Expand access to water, especially at Brickyard Landing for kayaks and power craft
- Group campsites
- Second WISC entrance and stoplight
- Improve grading at boat ramp at Little Creek, add another ramp
- Parks with senior activities
- Tot lots for children under 5
- Senior walking trails
- Additional parking for baseball fields at Warhill Sports Complex

Partner Group Meetings:

Programs

- Partnership per/head fees
- Tournament fees
- School use fees
- More theatre programs for youth and seniors during school year
- Partnership fees (rec league vs. travel) resident vs. nonresident
- Access to affordable swim lessons for low-income neighborhoods

Parks and Facilities

- Gym space (basketball, volleyball, tournaments; space and seating)
- Sand volleyball courts (need to fix courts at Upper County & Chickahominy Riverfront Parks; put two courts at each location)
- Improve field lights, controls and goals at Matoaka Elementary
- Cooler pool water temperature for swimmers
- Better air quality for pool
- Add synthetic turf baseball fields
- Improve turf at AFCC & Hornsby Middle School
- More rowing locations with storage rental
- Pool for meets – more practice lanes
- More synthetic turf fields
- Improved access space for rowing at Chickahominy Riverfront Park; new roadway
- Heat an existing outdoor pool for year round use
- More lighted fields for practice and tourneys
- Improve now wake zones
- Indoor off-season space (soccer)
- Accessible docks
- Conditioning space for youth athletes – swim, soccer, row
- Irrigation and maintenance for grass fields
- More docks at Chickahominy Riverfront Park for races
- Diving pool
- Performing arts center
- Secure storage
- Disc golf
- Stoplight at Warhill Sports Complex

Community Conversations:

James River Elementary School/Abram Frink Jr. Community Center

- Would like to see Tai Chi, karate, tennis, puppet show for children, programs that appeal to existing resident needs like skateboarding, programs for the Spanish speaking population (soccer), programs that introduce children to the water offered
- Programs that build community/neighborhoods around AFCC – more social gatherings
- Increase AFCC involvement with outdoor garden
- Weekend operating hours
- Transportation to the Center (mobility limitations)
- More use of outdoor courts and fields
- Possibly replace tennis courts with skate park

Grove Christian Outreach Center

- Covered bus stops in Grove area
- Would like a pool at the Abram Frink Jr. Community Center or in the Grove area
- Puppet shows or activities in the Community Garden located at AFCC
- Change the hours of the AFCC to fit the needs of the working
- Place signs and reminder signs along the road at the AFCC

Chickahominy Road Homeowners Association**Programs**

- Summer programs for kids – trips, fun
- Activities for youth
- Movies
- Adult education
- Movies for adults too
- Free Little Library (bring a book/take a book library neighborhood project)
- Programs for job training and job search
- Computer, making learning fun
- Education about avoiding scams
- Open Forum, make the community feel they're being heard

Parks and Facilities

- Bigger community use space, rooms that hold 100+
- Winterized shelter in the neighborhood for community use
- Make exiting shelter available year round, roll down sides
- Youth center, can even convert existing for youth. Only activities on Friday/Saturday night
- Free Little Library
- Grant-in-Aid program

The Arc of Greater Williamsburg**Programs**

- Continue/expand the Day Support Program at AFCC (continuing education, life skills and vocational training for people with disabilities)

Parks and Facilities

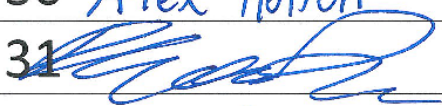


- Build a full-service kitchen at AFCC for shared use by the Day Support Program (life skills and vocational training) and the community (events, volunteer-provided meals and more)
- Expand laundry facilities at AFCC for on-site jobs and job training
- Continue the community garden at AFCC

Hi, this is Ramon Rodriguez, and I'm a 12-year-old 2nd class Boy Scout in Troop 103, and I want to talk about camping. I heard some of the parents and leaders of my troop have been talking about this as well. Me and my parents have suggested being allowed to go to more Jamestown P&R sites like Freedom Park, Upper County Park and Jamestown Event park to camp. We'd also like to build a primitive camping area at Chickahominy Riverfront Park. I know that not all the parks have campgrounds, but we can do service projects to help with this. Can you include youth group camping areas in the master plan of James City County Parks?

Thank you!

Ramon Rodriguez, Boy Scout Troop 103

1 Ramon Rodriguez IV	13 Nate Scruton
2 Barbara Little	14 Daniel Bales
3 Nate Baker	15 Addison Seltzer
4 Andy Kohn	16 Ethan Wunibald
5 Tabe cyg	17 Max Berckmueller
6 Harrison Wade	18 Kevin D'Alessandro
7 Ian Howard	19 Ethan Grawl
8 Jonathan D'Alessandro	20 Nicholas Pugh
9 Quinn Merkel	21 Elijah Fry
10 Daniel Hansen	22 Dominic Wilson
11 Andrew Shelton	23 John Graham
12 Taylor Christman	24 Anders Belerra

25	Matthew Kahan	46
26	Jack Seftas	47
27	Danrel O'Neal	48
28	Kainoa Samuelson	49
29	Mason Shipp	50
30	Alex Holton	51
31		52
32	Michael Orrell	53
33	Andrew Small	54
34	Comor Heath	55
35	Andrew Takoree	56
36	Ayden Connor	57
37	Kourage Craig	58
38	Bodhi Wolverton-Diggs	59
39	Josua Corby	60
40		61
41		62
42		63
43		64
44		65
45		66

APPENDIX F – DEVELOPMENT GUIDELINES

James City County Recreational Facility Development Guidelines

Introduction

Mini parks/neighborhood parks and recreational amenities provide opportunities for physical activity, improved health, improved community interactions, and personal enjoyment to residents. Neighborhoods are residential subdivisions with or without other associated land uses in the subdivision. The number of housing units and their type are used to evaluate how these guidelines apply and standards are based on the 2009 Parks and Recreation Master Plan or other appropriate and professionally recognized guidelines or standards. The requirements for parks will be reviewed and applied for all phases of a development together or to the total of contiguous parcels subdivided by the same developer. These guidelines are divided into three sections: I. recommended facilities, II. recommended development guidelines, and III. design specifications. All three sections should be referenced in development of any master plan.

I. Recommended Facilities

Recreational programming for neighborhood recreation area shall include facilities in each of the following major categories:

- Playground with 5 activities minimum or, in age-restricted communities, an age-appropriate alternative facility (for example: lawn bowling, community gardening, bocce area, picnic shelters and grills, horseshoe pit, or wildlife observation platform)
- Sport court or competitive pool
- Graded athletic field
- Paved multiuse trails located either within the recreation area or providing connections from residences to recreation areas or adjacent trails and developments

The Director of Planning or his designee can modify pool design standards if necessary, provided that the overall design gives equivalent benefit to the desired population as a 25 meter competitive pool. See Exhibit 1 at the end of this document for an example arrangement to meet these Guidelines.

Other types of activities may be included in addition to but not in lieu of the above listed major category activities, unless otherwise approved by the Board of Supervisors. Upon application for an exception, and after receiving a report from the Director of Planning and the Director of Parks & Recreation, the Board of Supervisors may approve alternate facilities upon finding that proposed facilities are appropriate for the anticipated resident population. Activities selected for a neighborhood park should be appropriate to the anticipated resident population with age appropriate activity programming for the space. For more information, see design specifications in section III of this document.

II. Recommended Development Guidelines

A. Recommended Guidelines for Single Family Detached Developments (2.58 persons/unit)⁷⁸

Single family detached units average 2.58 persons per unit and therefore 388 units would house approximately 1000 persons.

Park land

Pocket Parks / Neighborhood Parks = 1.5 acres/1000 population. Pocket Parks / Neighborhood Parks are required for all developments.

Analysis: 1.5 acres/1000 pop. = 1.5 acres/388 units = 0.0039 acres per unit

Recommended Guidelines:	1-77 units	1 park (minimum 0.3 acres)
	78 or more units	0.0039 acres/unit

Biking/Jogging Trails

Analysis: Hard surface multiuse 0.4 miles/1000 pop. = 0.4 miles/388 units = 0.001 miles/unit
Soft surface gravel 0.4 miles/1000 pop. = 0.4 miles/388 units = 0.001 miles/unit
0.001 miles/unit x 5280 FT/mile = 5.28 LF/unit

Playgrounds

Analysis: 1 playground/2500 pop. = 1 playground/969 units = 0.001 playground/unit

Recommended Guidelines:	1-969 units	1 playground OR alternative age-appropriate activity
	970-1938 units	2 playgrounds
	1939 or more units	3 playgrounds

Courts or Pool

Analysis: Basketball 1 court/2500 pop. = 0.40 court/1000 = 1 court/969 units = 0.001 court/unit
Tennis 1 court/5000 pop. = 0.20 court/1000 = 1 court/1938 units = 0.0005 court/unit

Recommended Guidelines:	Basketball- 1-969 units	1 basketball court
	970-1938 units	2 basketball courts
	1939 or more units	3 basketball courts
	Tennis- 1-1938 units	1 tennis court
	1939 or more units	2 tennis courts

⁷⁸ Methodology for determination of average household size located in Appendix

Fields, Multiuse rectangular/soccer

Analysis: $1 \text{ field}/4000 = 0.25 \text{ field}/1000 = 1 \text{ field}/1550 \text{ units} = 0.00065 \text{ fields/unit}$

Recommended Guidelines:	1-1550 units	1 field
	1551 or more units	2 fields

B. Recommended Guidelines for Single Family Attached and Multifamily Developments (1.52 persons/unit)⁷⁹

Townhouse and multi-family units average 1.52 persons per unit and therefore 658 units would house approximately 1000 persons.

Park land

Pocket Parks / Neighborhood Parks = 1.5 acres/1000 population. Pocket Parks / Neighborhood Parks are required for all developments. Due to the higher density of townhouses and multi-family developments there is a greater need for pocket parks / neighborhood parks as shared open space.

Analysis: $1.5 \text{ acres}/1000 \text{ pop.} = 1.5 \text{ acres}/658 \text{ units} = 0.0023 \text{ acres per unit}$

Recommended Guidelines:	1-130 units	1 park (minimum 0.3 acres)
	131 or more units	0.0023 acres/unit

Biking/Jogging Trails

Analysis: Hard surface multiuse $0.4 \text{ miles}/1000 \text{ pop.} = 0.4 \text{ miles}/658 \text{ units} = 0.00061 \text{ miles/unit}$
Soft surface gravel $0.4 \text{ miles}/1000 \text{ pop.} = 0.4 \text{ miles}/658 \text{ units} = 0.00061 \text{ miles/unit}$
 $0.00061 \text{ miles/unit} \times 5280 \text{ FT/mile} = 3.21 \text{ LF/unit}$

Playgrounds

Analysis: $1 \text{ playground}/2500 \text{ pop.} = 1 \text{ playground}/1645 \text{ units} = 0.00061 \text{ playground/unit}$

Recommended Guidelines:	1-1645 units	1 playground
		OR alternative age-appropriate activity
	1646-3290 units	2 playgrounds
	3291 or more units	3 playgrounds

⁷⁹ Methodology for determination of average household size located in Appendix

Courts or Pool

Analysis: Basketball 1 court/2500 pop. = 0.40 court/1000 = 1 court/1645 units = 0.00061 court/unit
Tennis 1 court/5000 pop. = 0.20 court/1000 = 1 court/3290 units = 0.00030 court/unit

Recommended Guidelines: Basketball-1-1645 units	1 basketball court
1646-3290 units	2 basketball courts
3291 or more units	3 basketball courts
Tennis- 1-3290 units	1 tennis court
3291 or more units	2 tennis courts

Multi-use Fields (rectangular/soccer)

Analysis: 1 field/4000 = 0.25 field/1000 = 1 field/2632 units = 0.00038 fields/unit

Recommended Guidelines:	1-2632 units	1 field
	2633 or more units	2 fields

III. Design Specifications

In general, facilities should be built according to James City County standards as set forth in the 2002 JCC Greenways Master Plan, or other appropriate and professionally recognized standards or guidelines for technical information on size, details, and orientation, and in compliance with all applicable local, state, and national codes and regulations.

Mini Park / Neighborhood Park

Minimum mini park / neighborhood park size is 13,068 SF or 0.3 acres of relatively level, non-flood plain land outside the RPA, minimum 70% groomed space and the balance may be in existing natural tree cover. Goals for retaining existing trees are to reduce wind speeds in recreational space, provide shade and shelter for visitors and especially parents supervising children, reduce local air temperature, provide space for unprogrammed play, and improve environmental stewardship. The land should be centrally located within the neighborhood or development with no less than 0.25 acres in a single contiguous piece of land not less than 60 feet in width. In larger developments, dispersion of neighborhood park areas and amenities should be considered to ensure adequate access to all residents. Neighborhood parks should be within a half mile of the residents they are intended to serve.

Groomed space is to have the majority of the ground cover in grass cover appropriate to this region and may include trees, shrubs, or perennial planting beds with mulch cover. Neighborhood parks are to be maintained and owned by the developer or by the Homeowner's Association and should be open to all residents of the development or to the public. The area included as recreational space may not include streets, medians or parking islands, landscape buffers (exception may be granted by the Director of Planning or his designee for location of trails only), or built improvements such as pools or pool houses.

Water Access

Blueways are an important recreational goal for James City County. Whenever a development site or parcel has frontage on a river or creek capable of floating a canoe or larger craft year round, then the recreational space offered should provide community access to that water with parking where practical as determined by the Director of the Environmental Division.

Playgrounds

Playgrounds should include a minimum of 2,500 SF including the fall zone and safety space as required by all applicable local, state, and national regulations and codes. Possible activities include swings, slides, climbing nets, climbers (rock, balance step, etc.), overhead events (monkey bars, rings, zip, etc.), suspension bridges, ramps, and others. Activities to be age appropriate for the neighborhood population.

Sport Courts and Pools

Sport courts should be tennis, basketball, or paved multi-purpose courts with court markings painted in compliance with the Virginia High School League dimensions or other appropriate and professionally recognized standards or guidelines as well as the goals or other court equipment necessary for play. Pools should be a minimum length of 25 meters, or an alternative design appropriate for the neighborhood population as approved by the Director of Planning or his designee.

Multi-Use Fields

Multi-use fields with dimensions compatible with middle school soccer should be grass, and they would include a backstop for softball/baseball use, goals for soccer, lacrosse to facilitate use by the widest range of sport players. Refer to Virginia High School League design standards for technical information on size, details, equipment such as goals, and orientation. Fields are to be maintained by the developer or HOA in safe playable condition with grass cover for safe play and for resistance to erosion. Any fencing, goals, or other equipment shall also be kept in safe playable condition.

Trails

Trails will be considered to meet the recommended guidelines where:

- 1) The trail is a planned route or provides connections with a planned route in the 2002 JCC Greenway Master Plan, or
- 2) Connectivity to existing trails, sidewalk systems, or adjacent neighborhoods is made with a length of new hard surface trail or internally looped hard-surface trail not less than 0.3 miles which is located outside of sensitive environmental areas, as determined by the Director of Engineering & Resource Protection.

Greenway Master Plan Trails:

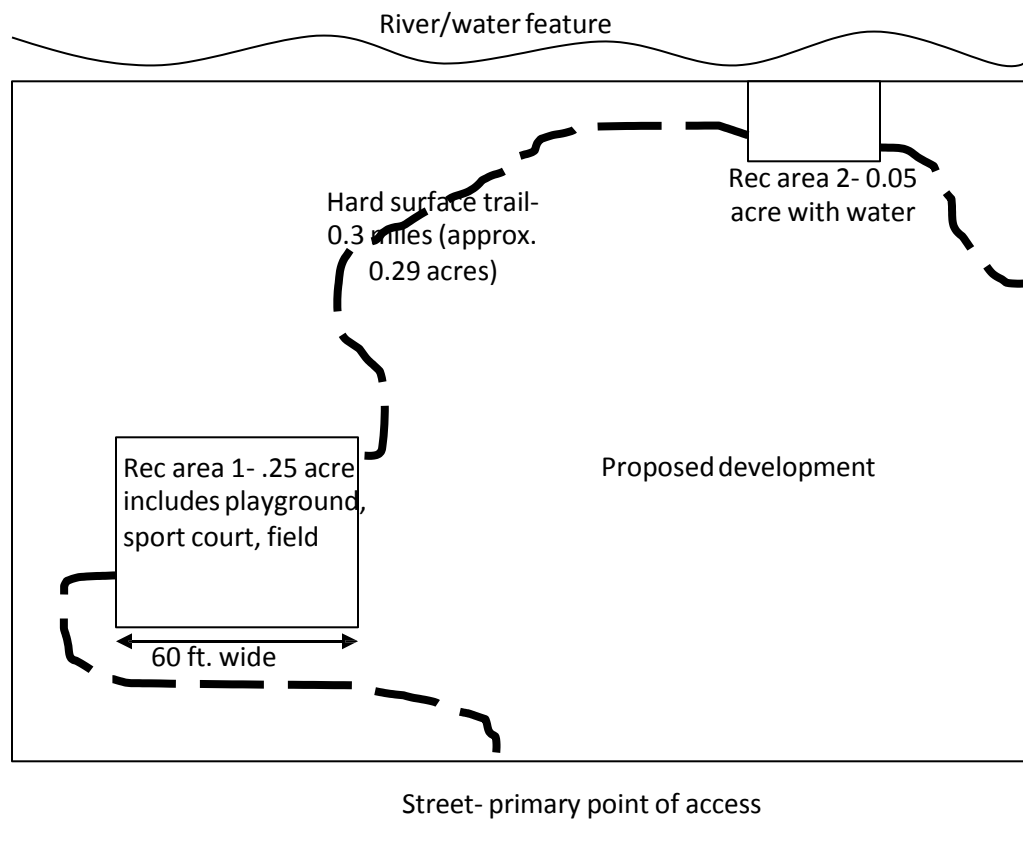
Provision of trails that complete or connect to trails included in the Greenway Master Plan shall be the priority. Primary trails with the potential to connect to schools and/or parks in the 2002 JCC Greenway Master Plan are to be 10 feet wide and paved. Easements for trails should be a minimum of 20 feet wide to allow for designing alignments with minimal environmental impacts, optimal slopes for accessibility, and vegetated shoulders. Trails should be located outside the RPA and RPA buffers wherever possible or use perpendicular crossings when necessary. Any trails within the RPA should have a minimum 20 foot easement outside delineated wetlands, wherever possible, to allow for the

greater environmental restrictions in the design and final alignment is subject to approval by the Director of Engineering & Resource Protection. Refer to 2002 Greenway Master Plan for surface standards consistent with the level of traffic and modes of travel. Trail easements shall be clearly labeled on plans stating width and indicated with dashed lines at the limits of easement. Trail easements are to be dedicated and recorded to James City County.

Private Trails:

Biking or multi-use trails within a development are to be asphalt (preferred) or concrete of a minimum of 8 feet width or wider. Mulch trails are not acceptable due to short maintenance life cycle and erosion risk. Trails that are internal to a neighborhood or subdivision are to be maintained by the developer or HOA. Trails to be constructed shall be clearly labeled on the master plan and development plans with a cross section of the construction specifications (including surface material) and indicated with solid lines at edges. Trails should be located outside the RPA and RPA buffers wherever possible or use perpendicular crossings when necessary. Final alignment and design is subject to the approval of the Director of Engineering & Resource Protection.

Exhibit 1: Example arrangement to meet Guidelines



Appendix: Methodology for determining household size for the purposes of the James City County Recreational Facility Development Guidelines⁸⁰

1. Determining the number of certain types of housing units:

H30. UNITS IN STRUCTURE [11] - Universe: Housing units
Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data

NOTE: Data based on a sample except in P3, P4, H3, and H4. For information on confidentiality protection, sampling error, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf3.htm>.

	James City County, Virginia
Total:	20,772
1, detached	13,899
1, attached	2,536
2	238
3 or 4	520
5 to 9	784
10 to 19	694
20 to 49	166
50 or more	512
Mobile home	1,413
Boat, RV, van, etc.	10

U.S. Census Bureau
Census 2000

- **15,322 single family detached housing units** (includes 1, detached, mobile home, and boat, RV, van, etc... categories⁸¹)
- **5,450 single family attached/multifamily units.**

2. Determining the number of people in each type of housing unit:

H33. TOTAL POPULATION IN OCCUPIED HOUSING UNITS BY TENURE BY UNITS IN STRUCTURE [23] - Universe: Population in occupied housing units
Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data

NOTE: Data based on a sample except in P3, P4, H3, and H4. For information on confidentiality protection, sampling error, nonsampling error, definitions, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf3.htm>.

	James City County, Virginia
Total population in occupied housing units:	46,857
Owner occupied:	38,201
1, detached	32,899
1, attached	2,384
2	100
3 or 4	111

⁸⁰ All data taken from the 2000 Decennial Census, American FactFinder, Summary File 3 (SF 3)- Sample Data http://factfinder.census.gov/home/saff/main.html?_lang=en

⁸¹ Unit types were assigned to categories based on James City County Real Estate Assessment classifications.

	James City County, Virginia
5 to 9	87
10 to 19	107
20 to 49	16
50 or more	37
Mobile home	2,460
Boat, RV, van, etc.	0
Renter occupied:	8,656
1, detached	2,637
1, attached	1,020
2	300
3 or 4	752
5 to 9	1,240
10 to 19	1,236
20 to 49	303
50 or more	590
Mobile home	543
Boat, RV, van, etc.	35

U.S. Census Bureau
Census 2000

Total population in housing units...

- Single family detached (includes 1, detached, mobile home, and boat, RV, van, etc categories): 35,359 owners in SFD + 3,215 renters in SFD = **38,574 people**
- Single family attached/multi-family (includes all other categories): 2,842 owners in SFA/MF + 5,441 renters in SFA/MF = **8,283 people**

3. Adjusting the numbers based on revision of overall population data provided in the 2000 Census...

- James City County challenged the overall population figure provided by the Census and had it changed from 46,857 to 48,102 people, but the breakdowns of the data do not reflect the change.
- Based on percentages, 76.28% of County residents live in single family detached homes, so:

48,102 (revised Census population) – 46,857 (original Census population) = 1,245 people

1,245 x 0.7628 = 949.68 (so 950 additional residents live in single family detached for a total of **39,524 people**)

1,245 – 950 = 295 additional residents live in single family attached/multi-family for a total of **8,578 people**

Average SFD household size = 39,524 (# people in SFD) / 15,322 (# SFD) = **2.58** people/unit

Average SFA/MF household size = 8,283 (# people in SFA/MF) / 5,450 (# SFA/MF) = **1.52** people/unit

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ITEM SUMMARY

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Bryan J. Hill, County Administrator

SUBJECT: Joint Resolution to Amend the Restated Contract for the Joint Operation of Schools, City of Williamsburg, and County of James City

ATTACHMENTS:

	Description	Type
▣	Memo	Cover Memo
▣	Resolution	Resolution
▣	Resolution-strikethrough	Resolution

REVIEWERS:

Department	Reviewer	Action	Date
Admin	Purse, Jason	Approved	4/4/2017 - 10:31 AM
Publication Management	Trautman, Gayle	Approved	4/4/2017 - 12:44 PM
Legal Review	Kinsman, Adam	Approved	4/4/2017 - 1:51 PM
Board Secretary	Fellows, Teresa	Approved	4/4/2017 - 1:54 PM
Board Secretary	Purse, Jason	Approved	4/4/2017 - 2:03 PM
Board Secretary	Fellows, Teresa	Approved	4/4/2017 - 2:04 PM

M E M O R A N D U M

DATE: April 11, 2017

TO: The Board of Supervisors

FROM: Bryan J. Hill, County Administrator

SUBJECT: Joint Resolution to Amend the Restated Contract for the Joint Operation of Schools, City of Williamsburg and County of James City

At the February 28 work session, staff brought forward a draft of the joint school contract between James City County, the City of Williamsburg and the schools. At the meeting, one change was recommended to section 1(a) that removed the listing of individual years since the add-on factor remains the same for the duration of the contract.

It is anticipated that the City of Williamsburg will approve the contract at its April City Council meeting. Staff recommends that the Board of Supervisors adopt the attached resolution.

BH/gt
SchoolContract-April2017-mem

Attachments:

1. Resolution
2. Resolution-strikethrough

RESOLUTION #
JOINT RESOLUTION TO AMEND THE RESTATED
CONTRACT FOR THE JOINT OPERATION OF SCHOOLS,
CITY OF WILLIAMSBURG AND COUNTY OF JAMES CITY

DATE OF DOCUMENT: _____, 2017

PREAMBLE

By Agreement dated October 9, 1980, the County School Board of James City County, Virginia, and the County of James City, parties of the first part and the School Board of the City of Williamsburg, Virginia and the City of Williamsburg, Virginia, parties of the second part entered into a restated contract for the operation of a joint school system, hereinafter referred to as the "Restated Contract."

By Resolution dated October 9, 1980, the City of Williamsburg (hereinafter referred to as "City") and the County of James City (hereinafter referred to as "County") and their respective school boards amended the funding formula as set forth in the Restated Contract.

By Resolution dated February 27, 1989, the City of Williamsburg and County of James City and their respective school boards, further amended the Restated Contract to provide that James City County would fully pay all costs of constructing three schools as described therein and that the County would have all ownership equity in such schools.

By Resolution dated December 12, 1991, by the City, December 16, 1991, by the County, and December 17, 1991, by the School Boards, (hereinafter referred to as "1991 Resolution") the parties further amended the Restated Contract by repealing in its entirety the October 9, 1980, Restated Contract and substituting therefore new provisions for all aspects of the contract.

By Resolution dated April 11, 1996, by the City and April 30, 1996, by the County (hereinafter referred to as the "1996 Resolution"), the parties amended the Restated Contract.

By Resolution dated October 9, 2001, by the County, and October 11, 2001, by the City (hereinafter referred to as the "2001 Resolution,") the parties amended the Restated Contract.

By Resolution dated November 14, 2006, by the County and November 9, 2006, by the City (hereinafter referred to as the "2006 Amendment"), the parties amended the Restated Contract.

By Resolution dated March 27, 2007, by the County, and April 12, 2007, by the City (hereinafter referred to as the "2007 Amendment,") the parties amended the Restated Contract.

By Resolution dated April 24, 2012, by the County, and April 12, 2012, by the City (hereinafter referred to as the "2012 Amendment,") the parties amended the Restated Contract.

By Resolution dated _____, 2017 by the County, and _____, by the City (hereinafter referred to as the "2017 Amendment,") the parties amended the Restated Contract.

RESOLUTION

NOW, THEREFORE, BE IT RESOLVED that effective July 1, 2017, the funding formula of the *Restated Contract* is amended as follows:

1. Operational Costs. Beginning Fiscal Year 2017/2018, City's contribution toward annual operational costs of the joint school system shall be:

a. A portion of the total operational costs jointly approved by County and City for each fiscal year which portion shall be equivalent to the percentage of City students enrolled in the joint system determined as hereinafter set forth times an add-on factor-of 1.14 for Fiscal Years 2018 through 2022.

b. For the purposes of calculating the percentage of City students under subparagraph a. above, the average school division daily membership shall be computed as of September 30 of the preceding fiscal year which date is here defined as the "determination date." The percentage thus obtained, and the percentage determined for the two preceding fiscal years shall be averaged and the average shall be used in applying the formula to the next fiscal year; provided, certain City/County student populations will be excluded from the funding formula set forth in 1a above as follows:

- Non-residents (children living in other localities)
- Residents of halfway houses, group homes, detention centers, mental hospitals, or other institutions with no home address in either the City or County.
- Children for whom the school division cannot assign a home address in City or County.
- Children who reside in hotels, motels, campgrounds, or some other type of non-residential property.

Both City and County shall be entitled to review all pertinent school enrollment records to verify such calculations. Should either City or County, after reviewing such records

wish to contest the accuracy of the calculation for any year, it must elect to do so by December 31 immediately following the September 30 calculation cutoff date. The contesting party shall give written notice to the other on or before December 31 specifying the basis of its disagreement. Upon receipt of such notice, the parties shall meet together as soon as is reasonable practicable and shall in good faith attempt to resolve the dispute. Should such efforts fail, each party shall appoint a certified public accountant as its arbitration representative. Such representatives shall choose an attorney at law duly licensed to practice in Virginia as a third arbitrator. The decision of the arbitrators shall bind both parties. Each party shall compensate its own accountant and the fees of the attorney shall be equally shared by the parties.

"Operational Costs" are all costs of operating the joint school system other than Capital Project Costs and shall include, but not be limited to: Administration, operation of school plants, routine maintenance of school plants, instructional costs, F.I.C.A. taxes and other employer funded employment benefits, repair and replacement of furnishing and equipment.

c. Based on § 22.1-100 of the Code of Virginia, local school funds unexpended in any year shall become a part of the appropriated funds of the City and County for the School Board for the following year. However, based on a spending plan submitted by the School Board, unexpended local funds at year-end may be appropriated by the City and County for school purposes beyond those previously funded.

d. City and County shall pass through any and all of their shares of the State Sales Tax for schools to the schools. The School Board shall determine how such funds shall be used.

- e. City and County shall have a responsibility to their respective citizens to assure that funding provided to the school system is spent wisely and efficiently in achieving quality of education for the students.

The funding formula calculated for operational costs in Section 1, above, shall be used to determine the funding by City and County for all Capital Project Costs approved by their respective governing bodies, if any new school is to be contracted for during the five-year term of this agreement the City and County shall negotiate their respective participation at that time.

"Capital Project Costs" shall include: (a) all costs of land acquisition; all costs of land lease having a term of at least ten (10) years, including but not limited to rents and lease negotiation fees and costs; (b) all construction costs of new buildings including all architectural, engineering, consultation and, other design and development costs related thereto; (c) all costs of equipping new buildings, building additions and renovations and other structures or facilities; (d) all construction costs for major renovations of and/or additions to existing buildings, structures and facilities, including all architectural, engineering, consultation and other design and development costs related thereto ("major" being defined for purposes of subsections (d), (e), and (f) as an expenditure in excess of \$50,000); (e) all major studies such as engineering, feasibility, etc., related to existing or proposed school facilities, sites, properties, equipment, etc., (f) all costs for acquisition of major equipment and mechanical systems whether new or replacement, (g) expansion of existing school bus fleet.

City and County agree, for any School capital project with an estimated cost of \$1 million or more, to appropriate funds to the project in two phases:

Phase 1 shall include site acquisition and sufficient engineering and design services to produce reliable cost estimates. Constructability, peer review and value engineering reports shall be reviewed and critically evaluated. The expected capital improvement impact of any required school attendance zone redistricting shall also be evaluated during Phase 1. This includes identification of additional buses or design changes to existing school facilities to meet new zone requirements.

Phase 2 shall come at the conclusion of Phase I and shall result in an appropriation of sums sufficient for construction.

Any capital project balance not to exceed \$500,000 may be retained by the School Board if these funds are invested in a capital project included in the adopted five-year capital improvement programs of both City and County. Project balances exceeding \$500,000 shall be considered in the same way as unexpended local funds in the operating budget, paragraph 1(c) of this agreement.

FURTHER RESOLVED that paragraphs 3 through 6 of the Restated Contract are hereby amended and restated as follows:

2. Termination. Either the Williamsburg City Council or the James City County of Board of Supervisors may elect to terminate this contract at any time by giving written notice to the other. Unless City and County shall agree otherwise, termination shall become effective at the close of the school year next following the school year during which notice was given.

In the event of termination, the City shall have one hundred percent (100%) equity in all school facilities located within the City's corporate limits and the County shall have one hundred

percent (100%) equity in all school facilities located in the County; provided, however, that the non-situs locality shall have an equity interest in any real property located in the other locality which was used for school purposes, equal to all capital contributions made by the non-situs locality for the erection or improvement of buildings on such real property subsequent to July 1, 1997; provided, however, that City's capital contributions made under the provisions of this contract attributed to the construction of Matoaka Elementary School, Hornsby Middle School, and Blayton Elementary School shall be considered as an increase in City's equity position in Warhill High School or any other currently operating school buildings chosen by City. City relinquishes all equity interest in Matoaka Elementary School, Hornsby Middle School, and Blayton Elementary School effective November 1, 2006.

In event that any building previously used for educational purposes under this contract ceases to be used as such, and is declared surplus by a resolution of the School Board, then full ownership of such building, the land upon which it is located, together with all other related facilities, shall vest in the locality in which the building is located; provided, however, that the non-situs locality shall have an equity interest in such building and land, equal to all capital contributions made by the non-situs locality for the erection or improvement of such building subsequent to July 1, 1997.

"Facilities" shall include all real and personal property located at a school site. School-owned real property not identified with a specific school site and owned as of June 30, 2002, shall be distributed 26% to City and 74% to County. Real property acquired after June 30, 2002, shall be distributed based on the proportional funding at the time the acquisition/construction is made. Personal property not identified with a specific school site shall be distributed between City and County on a formula that represents the average operating budget funding percentage as calculated using the five most recent annual budgets. Such non-school site property includes, but is

not limited to, central administration and operations real and personal property, school buses, vehicles and equipment not used primarily at a particular school.

In applying the above percentages to non-school site property, the current values of such properties shall be determined as follows:

Real Property - Fair market value based on comparable sales and highest and best use.

School Buses - As shown in most recent issue of valuation booklet for school buses, "Yellow Book" published by Yellow School Buses, P. O. Box 261, Los Angeles, CA 90078 or if out of publication, as determined by other mutually agreeable method.

Other Personal - Acquisition cost depreciated over five (5) years with ten percent (10%) salvage value.

3. School Board Membership. Effective July 1, 1993, City's School Board shall consist of two (2) members and County's School Board shall consist of five (5) members. The two School Boards shall serve as one Board for all decisions regarding operation of the joint school system including the hiring and firing of the superintendent.

4. Review of Contract. The Restated Contract as here amended shall be reviewed by City and County prior to the fiscal year beginning July 1, 2022; and every fifth (5th) year thereafter. Each review shall commence not later than January of the previous fiscal year. The parties intend that any subsequent amendments to the Restated Contract shall result from the regularly scheduled reviews, and each party represents to the other its intent to withhold requests for further amendments until the time of such scheduled reviews unless urgent necessity dictates otherwise.

5. Effective Date of Amendments. All future amendments to the Restated Contract as here amended shall become effective on July 1 following the fiscal year in which the parties reach written agreement as to such amendment.

IN WITNESS WHEREOF, Pursuant to resolution duly adopted, the City of Williamsburg, Virginia, on ____ day of _____, 2017; the County of James City on the ____ day of _____, 2017.

COUNTY OF JAMES CITY

By: _____
Chairman

	VOTES		
	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
MCGLENNON	_____	_____	_____
SADLER	_____	_____	_____
HIPPLE	_____	_____	_____
LARSON	_____	_____	_____
ONIZUK	_____	_____	_____

ATTEST:

Clerk

CITY OF WILLIAMSBURG

By: _____
Mayor

ATTEST:

Clerk

RESOLUTION #
JOINT RESOLUTION TO AMEND THE RESTATED
CONTRACT FOR THE JOINT OPERATION OF SCHOOLS,
CITY OF WILLIAMSBURG AND COUNTY OF JAMES CITY

DATE OF DOCUMENT: ~~April 24, 2012~~ 7

PREAMBLE

By Agreement dated October 9, 1980, the County School Board of James City County, Virginia, and the County of James City, parties of the first part and the School Board of the City of Williamsburg, Virginia and the City of Williamsburg, Virginia, parties of the second part entered into a restated contract for the operation of a joint school system, hereinafter referred to as the "Restated Contract."

By Resolution dated October 9, 1980, the City of Williamsburg (hereinafter referred to as "City") and the County of James City (hereinafter referred to as "County") and their respective school boards amended the funding formula as set forth in the Restated Contract.

By Resolution dated February 27, 1989, the City of Williamsburg and County of James City and their respective school boards, further amended the Restated Contract to provide that James City County would fully pay all costs of constructing three schools as described therein and that the County would have all ownership equity in such schools.

By Resolution dated December 12, 1991, by the City, December 16, 1991, by the County, and December 17, 1991, by the School Boards, (hereinafter referred to as "1991 Resolution") the parties further amended the Restated Contract by repealing in its entirety the October 9, 1980, Restated Contract and substituting therefore new provisions for all aspects of the contract.

By Resolution dated April 11, 1996, by the City and April 30, 1996, by the County (hereinafter referred to as the "1996 Resolution"), the parties amended the Restated Contract.

By Resolution dated October 9, 2001, by the County, and October 11, 2001, by the City (hereinafter referred to as the "2001 Resolution,") the parties amended the Restated Contract.

By Resolution dated November 14, 2006, by the County and November 9, 2006, by the City (hereinafter referred to as the "2006 Amendment"), the parties amended the Restated Contract.

By Resolution dated March 27, 2007, by the County, and April 12, 2007, by the City (hereinafter referred to as the "2007 Amendment,") the parties amended the Restated Contract.

By Resolution dated April 24, 2012, by the County, and April 12, 2012, by the City (hereinafter referred to as the "2012 Amendment,") the parties amended the Restated Contract.

By Resolution dated _____, 2017 by the County, and _____, by the City (hereinafter referred to as the "2017 Amendment,") the parties amended the Restated Contract.

RESOLUTION

NOW, THEREFORE, BE IT RESOLVED that effective July 1, 2012~~7~~, the funding formula of the *Restated Contract* is amended as follows:

1. Operational Costs. Beginning Fiscal Year 2012~~7~~/2013~~8~~, City's contribution toward annual operational costs of the joint school system shall be:

a. A portion of the total operational costs jointly approved by County and City for each fiscal year which portion shall be equivalent to the percentage of City students enrolled in the joint system determined as hereinafter set forth times an add-on factor ~~that varies by years as follows:~~ *of 1.14 for Fiscal Years 2018 through 2022.*

b. For the purposes of calculating the percentage of City students under subparagraph a. above, the average school division daily membership shall be computed as of September 30 of the preceding fiscal year which date is here defined as the "determination date." The percentage thus obtained, and the percentage determined for the two preceding fiscal years shall be averaged and the average shall be used in applying the formula to the next fiscal year; provided, certain City/County student populations will be excluded from the funding formula set forth in 1a above as follows:

- Non-residents (children living in other localities)
- Residents of halfway houses, group homes, detention centers, mental hospitals, or other institutions with no home address in either the City or County.
- Children for whom the school division cannot assign a home address in City or County.
- Children who reside in hotels, motels, campgrounds, or some other type of non-residential property.

Both City and County shall be entitled to review all pertinent school enrollment records to verify such calculations. Should either City or County, after reviewing such records wish to contest the accuracy of the calculation for any year, it must elect to do so by December 31 immediately following the September 30 calculation cutoff date. The contesting party shall give written notice to the other on or before December 31 specifying the basis of its disagreement. Upon receipt of such notice, the parties shall meet together as soon as is reasonable practicable and shall in good faith attempt to resolve the dispute. Should such efforts fail, each party shall appoint a certified public accountant as its arbitration representative. Such representatives shall choose an attorney at law duly licensed to practice in Virginia as a third arbitrator. The decision of the arbitrators shall bind both parties. Each party shall compensate its own accountant and the fees of the attorney shall be equally shared by the parties.

"Operational Costs" are all costs of operating the joint school system other than Capital Project Costs and shall include, but not be limited to: Administration, operation of school plants, routine maintenance of school plants, instructional costs, F.I.C.A. taxes and other employer funded employment benefits, repair and replacement of furnishing and equipment.

c. Based on § 22.1-100 of the Code of Virginia, local school funds unexpended in any year shall become a part of the appropriated funds of the City and County for the School Board for the following year. However, based on a spending plan submitted by the School Board, unexpended local funds at year-end may be appropriated by the City and County for school purposes beyond those previously funded.

d. City and County shall pass through any and all of their shares of the State Sales Tax for schools to the schools. The School Board shall determine how such funds shall be used.

e. City and County shall have a responsibility to their respective citizens to assure that funding provided to the school system is spent wisely and efficiently in achieving quality of education for the students.

The funding formula calculated for operational costs in Section 1, above, shall be used to determine the funding by City and County for all Capital Project Costs approved by their respective governing bodies, if any new school is to be contracted for during the five-year term of this agreement the City and County shall negotiate their respective participation at that time.

"Capital Project Costs" shall include: (a) all costs of land acquisition; all costs of land lease having a term of at least ten (10) years, including but not limited to rents and lease negotiation fees and costs; (b) all construction costs of new buildings including all architectural, engineering, consultation and, other design and development costs related thereto; (c) all costs of equipping new buildings, building additions and renovations and other structures or facilities; (d) all construction costs for major renovations of and/or additions to existing buildings, structures and facilities, including all architectural, engineering, consultation and other design and development costs related thereto ("major" being defined for purposes of subsections (d), (e), and (f) as an expenditure in excess of \$50,000); (e) all major studies such as engineering, feasibility, etc., related to existing or proposed school facilities, sites, properties, equipment, etc., (f) all costs for acquisition of major equipment and mechanical systems whether new or replacement; (g) expansion of existing school bus fleet.

City and County agree, for any School capital project with an estimated cost of \$1 million or more, to appropriate funds to the project in two phases:

Phase 1 shall include site acquisition and sufficient engineering and design services to produce reliable cost estimates. Constructability, peer review and value engineering reports shall be reviewed and critically evaluated. The expected capital improvement impact of any required school attendance zone redistricting shall also be evaluated during Phase 1. This includes identification of additional buses or design changes to existing school facilities to meet new zone requirements.

Phase 2 shall come at the conclusion of Phase I and shall result in an appropriation of sums sufficient for construction.

Any capital project balance not to exceed \$500,000 may be retained by the School Board if these funds are invested in a capital project included in the adopted five-year capital improvement programs of both City and County. Project balances exceeding \$500,000 shall be considered in the same way as unexpended local funds in the operating budget, paragraph 1(c) of this agreement.

FURTHER RESOLVED that paragraphs 3 through 6 of the Restated Contract are hereby amended and restated as follows:

2. Termination. Either the Williamsburg City Council or the James City County of Board of Supervisors may elect to terminate this contract at any time by giving written notice to the other. Unless City and County shall agree otherwise, termination shall become effective at the close of the school year next following the school year during which notice was given.

In the event of termination, the City shall have one hundred percent (100%) equity in all school facilities located within the City's corporate limits and the County shall have one hundred percent (100%) equity in all school facilities located in the County; provided, however, that the non-situs locality shall have an equity interest in any real property located in the other locality which was used for school purposes, equal to all capital contributions made by the non-situs locality for the erection or improvement of buildings on such real property subsequent to July 1, 1997; provided, however, that City's capital contributions made under the provisions of this contract attributed to the construction of Matoaka Elementary School, Hornsby Middle School, and Blayton Elementary School shall be considered as an increase in City's equity position in Warhill High School or any other currently operating school buildings chosen by City. City relinquishes all equity interest in Matoaka Elementary School, Hornsby Middle School, and Blayton Elementary School effective November 1, 2006.

In event that any building previously used for educational purposes under this contract ceases to be used as such, and is declared surplus by a resolution of the School Board, then full ownership of such building, the land upon which it is located, together with all other related facilities, shall vest in the locality in which the building is located; provided, however, that the non-situs locality shall have an equity interest in such building and land, equal to all capital contributions made by the non-situs locality for the erection or improvement of such building subsequent to July 1, 1997.

"Facilities" shall include all real and personal property located at a school site. School-owned real property not identified with a specific school site and owned as of June 30, 2002, shall be distributed 26% to City and 74% to County. Real property acquired after June 30, 2002, shall be distributed based on the proportional funding at the time the acquisition/construction is made. Personal property not identified with a specific school site shall be distributed between City

and County on a formula that represents the average operating budget funding percentage as calculated using the five most recent annual budgets. Such non-school site property includes, but is not limited to, central administration and operations real and personal property, school buses, vehicles and equipment not used primarily at a particular school.

In applying the above percentages to non-school site property, the current values of such properties shall be determined as follows:

Real Property - Fair market value based on comparable sales and highest and best use.

School Buses - As shown in most recent issue of valuation booklet for school buses, "Yellow Book" published by Yellow School Buses, P. O. Box 261, Los Angeles, CA 90078 or if out of publication, as determined by other mutually agreeable method.

Other Personal - Acquisition cost depreciated over five (5) years with ten percent (10%) salvage value.

3. School Board Membership. Effective July 1, 1993, City's School Board shall consist of two (2) members and County's School Board shall consist of five (5) members. The two School Boards shall serve as one Board for all decisions regarding operation of the joint school system including the hiring and firing of the superintendent.

4. Review of Contract. The Restated Contract as here amended shall be reviewed by City and County prior to the fiscal year beginning July 1, 2017~~22~~; and every fifth (5th) year thereafter. Each review shall commence not later than January of the previous fiscal year. The parties intend that any subsequent amendments to the Restated Contract shall result from the regularly

scheduled reviews, and each party represents to the other its intent to withhold requests for further amendments until the time of such scheduled reviews unless urgent necessity dictates otherwise.

5. Effective Date of Amendments. All future amendments to the Restated Contract as here amended shall become effective on July 1 following the fiscal year in which the parties reach written agreement as to such amendment.

IN WITNESS WHEREOF, Pursuant to resolution duly adopted, the City of Williamsburg, Virginia, on this 12th day of April, 2012; ~~THE~~ *the* County of James City on the 24th day of April, 2012.

COUNTY OF JAMES CITY

By: _____
Chairman

<u>Supervisors</u>	<u>Vote</u>
MCGLENNON	AYE
SADLER	
HIPPLE	
LARSON	
ONIZUK	
ICENHOUR	AYE
KALE	AYE
KENNEDY	AYE
JONES	AYE

ATTEST:

Clerk

CITY OF WILLIAMSBURG

By: _____
Mayor

ATTEST:

Clerk

SchoolContract-April2017-res

ITEM SUMMARY

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Bryan J. Hill, County Administrator

SUBJECT: County Administrator's Report

ATTACHMENTS:

	Description	Type
▣	CA Report	Cover Memo

REVIEWERS:

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	3/31/2017 - 8:00 AM

M E M O R A N D U M

DATE: April 11, 2017

TO: The Board of Supervisors

FROM: Bryan J. Hill, County Administrator

SUBJECT: County Administrator's Report

The following is a summary of activities that took place March 8, 2017 through April 4, 2017:

March 14, 2017 (Tuesday)

- Met with John Carnifax, Parks & Recreation Director
- Speaking engagement: LEAD Historic Triangle Youth Leadership Program

March 15, 2017 (Wednesday)

- Met with John McGlennon, Supervisor
- Attended VPRJ meeting
- Met Tom Brownlie, OTMDC Board Chair
- Met with Sue Mellen, FMS Director; budget process and fiscal health
- Met with Grace Boone, General Services Director; project overview

March 16, 2017 (Thursday)

- Met with Patrick Teague, HR Director
- Attended New Employee Orientation; five new employees
- Attended HRMFA Board meeting
- Attended HRTAC meeting
- Attended Executive Leadership Team meeting

March 17, 2017 (Friday)

- Attended joint meeting with WJCC Schools and City of Williamsburg
- Blood drive, James City County Rec Center

March 18, 2017 (Saturday)

- Attended Fire Station 1 ribbon cutting and opening
- Busch Gardens
- Attended Family Fun Night, JCC Rec Center

March 20, 2017 (Monday)

- Met with Sue Mellen, FMS Director and Sharon Day, Assistant FMS Director
- Attended Quarterpath Hands Across America event
- Dinner with Stephen Moret, VEDP CEO and representatives from City of Williamsburg and York County

County Administrator's Report

April 11, 2017

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March 21, 2017 (Tuesday)

- Attended Rotary of Kingsmill with Chairman Onizuk
- Ride along with Police Officer White; day shift
- Met with David Cromwell, Busch Gardens CEO
- Attended Kingsmill Town Hall meeting with John McGlennon, Supervisor

March 22, 2017 (Wednesday)

- Met with Rebecca Vinroot, Social Services Director
- Attended GWP Board meeting
- Met with Grace Boone, General Services Director
- Attended Community Action Agency volunteer search (Roberts District)

March 23, 2017 (Thursday)

- Met with Bobby Braxton, former Councilman, City of Williamsburg
- Met with Paul Holt, Community Development Director, Grace Boone, General Services Director, Fran Geissler, Stormwater Director and Doug Powell, JCSA Manager; credits from HRSD
- Attended final event for LEAD youth at Launchpad

March 24, 2017 (Friday)

- Met with Jason Purse, Assistant County Administrator
- Met with Patrick Teague, HR Director
- Met with Vernon Geddy, Gary Werner and Max Hlavin, Assistant County Attorney
- Ride along with Police Lt. McMichael; night shift

March 27, 2017 (Monday)

- Attended Robert Wood Johnson Foundation meeting at the Williamsburg Health Foundation
- Met candidate for WATA Director position
- Met with Jody Puckett, Communications Director and Sue Mellen, FMS Director

March 28, 2017 (Tuesday)

- Attended agenda meeting
- Met with Jody Puckett, Communications Director and Sue Mellen, FMS Director

March 29, 2017 (Wednesday)

- Met with Adam Kinsman, County Attorney
- Met with Tim Harris, Jason Purse, Assistant County Administrator and Ron Gilden
- Met with Jason Purse, Assistant County Administrator

March 30, 2017 (Thursday)

- Met with Grace Boone, General Services Director
- Met with Sue Mellen, FMS Director
- Met with Shawn Gordon, General Services Capital Projects Coordinator

County Administrator's Report

April 11, 2017

Page 3

- Met with Jason Purse, Assistant County Administrator
- Met with JCSA staff
- Attended Executive Leadership meeting
- Attended Child Abuse Prevention Candlelight Vigil Event at Warhill High School

March 31, 2017 (Friday)

- Attended SWIFT Research Center ground breaking ceremony at Nansemond Treatment Plant
- Attended James City County meeting with media; County budget

April 2, 2017 (Sunday)

- Attended James River Association event

April 3, 2017 (Monday)

- Attended meeting with Doug Powell, JCSA Manager, Danny Poe, Chief Civil Engineer and attorneys; Mirror Lake Dam
- Met with Sue Mellen, FMS Director
- Met with Patrick Teague, HR Director

April 4, 2017 (Tuesday)

- Met with Renee Dallman, Senior Communications Specialist; podcast

BJH/gt

CARreport041117-mem

ITEM SUMMARY

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Jason Purse, Assistant County Administrator

SUBJECT: Consideration of a personnel matter, the appointment of individuals to County Boards and/or Commissions pursuant to Section 2.2-3711 (A)(1) of the Code of Virginia, concerning the Economic Development Authority

Discussion of upcoming appointments to the Economic Development Authority

REVIEWERS:

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	4/4/2017 - 1:11 AM

ITEM SUMMARY

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Rebecca Vinroot, Director of Social Services

SUBJECT: Consideration of a personnel matter, the appointment of individuals to County Boards and/or Commissions pursuant to Section 2.2-3711 (A)(1) of the Code of Virginia, concerning the Social Services Advisory Board

ATTACHMENTS:

Description	Type
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REVIEWERS:

Department	Reviewer	Action	Date
Social Services	Vinroot, Rebecca	Approved	4/3/2017 - 2:52 PM
Community Services	Vinroot, Rebecca	Approved	4/3/2017 - 2:52 PM
Publication Management	Trautman, Gayle	Approved	4/3/2017 - 2:57 PM
Legal Review	Kinsman, Adam	Approved	4/4/2017 - 1:51 PM
Board Secretary	Fellows, Teresa	Approved	4/4/2017 - 1:51 PM
Board Secretary	Purse, Jason	Approved	4/4/2017 - 2:03 PM
Board Secretary	Fellows, Teresa	Approved	4/4/2017 - 2:04 PM

AGENDA ITEM NO. M.1.

ITEM SUMMARY

DATE: 4/11/2017

TO: The Board of Supervisors

FROM: Teresa J. Fellows, Administrative Coordinator

SUBJECT: Adjourn until the 4 p.m. Budget Work Session on April 18, 2017

REVIEWERS:

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	3/30/2017 - 9:15 AM