



Parks & Recreation Advisory Board (PRAB)

2021-2022 Biannual Plan

PRAB

Phil Rohrer, Chair

Laura Ours, Vice Chair

Brian Morgan, Member

Amie Ware, Parks & Rec Division

Hibah Salah, Parks & Rec Division

Tip Stinnette, Town Council Liaison to PRAB



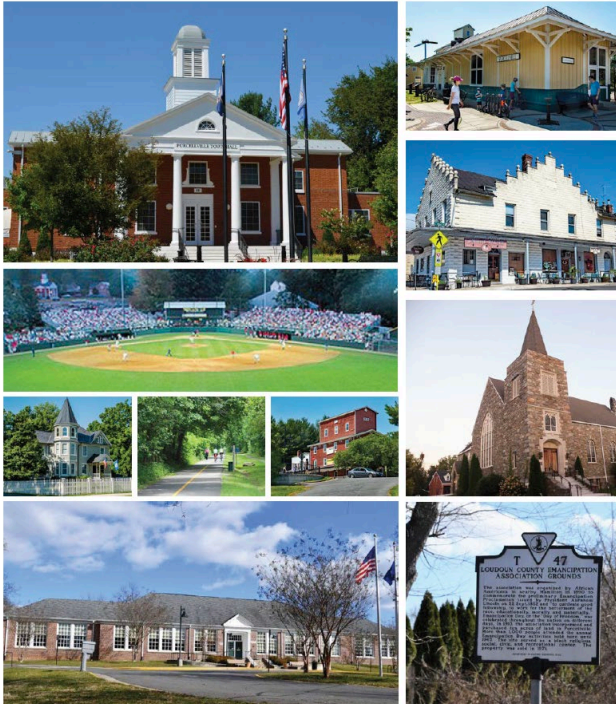
March 23, 2021

Amie Ware, Director PRD

Phil Rohrer, Chair PRAB

Brian Morgan, Member PRAB

Long-Term Plans Drive PRAB's Planning



VERSION 7.5 FOR ADOPTION | JUNE 30, 2020

- Recommends actions to maintain our unique and family-friendly character.
- Provides broad goals to inform decisions on land use, economic development, etc.
- Vision includes being a place where residents enjoy living and participating in the community.
- Provides Goals and Recommendations that are relevant to PRAB.

COMPREHENSIVE PARKS, RECREATION, & OPEN SPACE MASTER PLAN

Town of Purcellville, Virginia

Land Planning and Design Associates

310 East Main Street Suite 200
Charlottesville, VA 22902

Landscape Architecture

Land Planning

- Outlines policies and actions required to ensure our park system meets the needs of the growing community.
- Vision is parkland that is connected to create a green belt around and through Town.
- Recommendations that speak to PRAB are summarized on pg. 3.

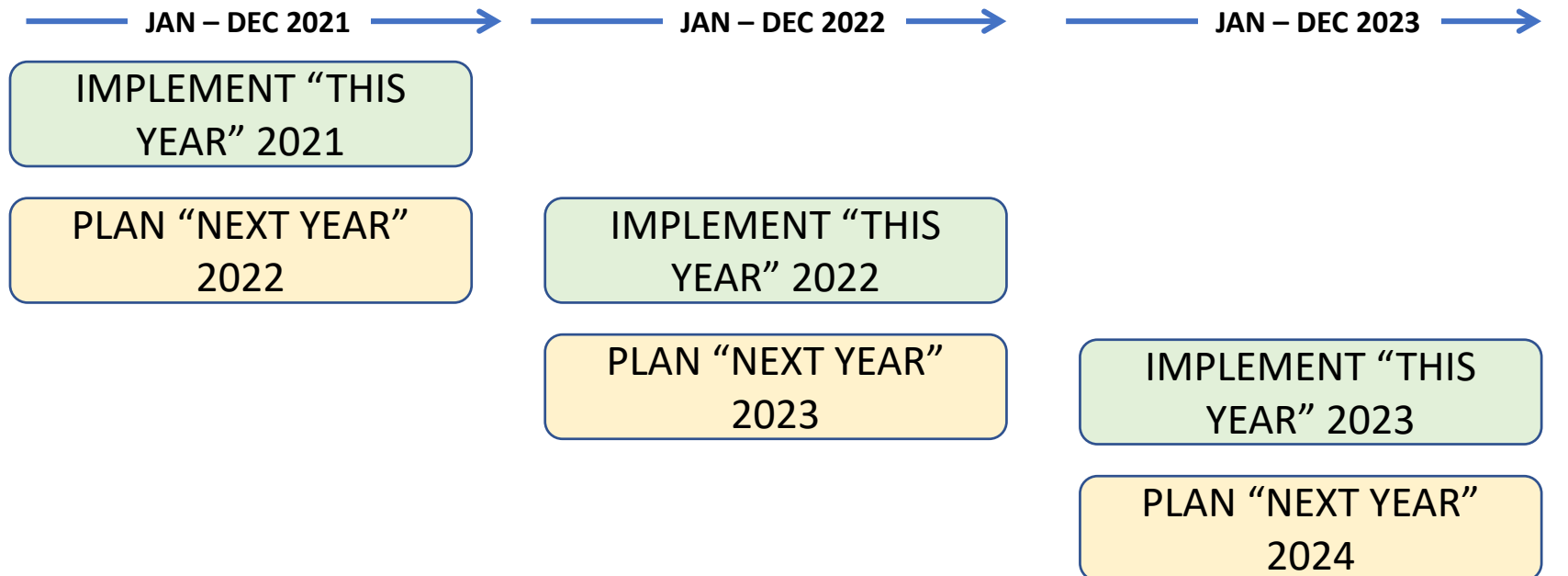
Why a Biannual Plan?

- The PRAB 2020-2022 Biannual Plan guides the efforts of the PRAB to support the Parks and Recreation Division (PRD) to accomplish the objectives of the PP 2030 and the 2005 CR&OS Master Plan.
- Incorporates Town Council guidance and Town Staff input to keep the focus on the community with available staff resources.
- Guided by feedback from past events and activities, and the community's recreation needs and wishes.
- Informs the Community of the Town's efforts and demonstrates prudent fiscal stewardship. This is what your tax dollars support!
- Serves as a coordination tool within the Staff and among CCBs to reduce redundancy and foster opportunities to collaborate to the benefit of our citizens.



PRAB'S Approach: Planning is Ongoing

- PRAB's approach to planning consists of an ongoing "This Year – Next Year" cycle.
 - This Year is guided by the approved 2021 Project Job Cards.
 - During 2021 PRAB conducts complete detailed planning required for This Year's activities and Capital Improvement Projects.
 - This Year's plan is reviewed and updated monthly at PRAB's regularly scheduled meeting.
 - Next Year's plan (2022) contains the draft Project Job Cards that were approved for initial "conceptual" planning during 2021.
- The Biannual Plan is a Living Document. PRAB will work with the Town Council, Staff, the CCBs and our stakeholders to continuously refine the plan to incorporate feedback from the community and lessons learned from implementation.



Biannual Plan Contents

- Section 1: This Year’s Plan (2021)
 - Project/Activity Job Cards
 - Ongoing Parks & Trails Capital Improvement Projects
 - Detailed Planning

- Section 2: Next Year’s Plan (2022)
 - Project/Activity Job Cards
 - Conceptual Planning

- Section 3: Summary of Parks and Trails Activities and Improvements

Event/Project	Date of Event
Nature Walks	Monthly
Purcellville Strong (Virtual Activities)	Ongoing
Music in the Tabernacle	Apr-May 2021
Non-Profit Expo	Apr 2021
Purcellville Rocks/Town-wide Scavenger Hunts	Aug 2021
The Purcellville Festival	Sep 2021
Outdoor Movies	Fall 2021
Fall Festivities	Oct 2021
Christmas in Purcellville	Dec 2021
PARKS AND TRAILS CAPITAL IMPROVEMENT PROJECTS	
Dillon’s Woods Gazebo	Ongoing
Dillon’s Woods Stage	Ongoing
Bike Repair Station	Ongoing
Community Garden/ Barns at Village Case	Ongoing

Summary of “This Year’s” Plan

Assessing Results Drives Continuous Improvement

PRAB will assess the results of activities conducted within the Biannual Plan to answer the questions:

1. Did we meet the community's expectations?
2. What worked well and what didn't?
3. What value was returned to the community for its investment of funding and staff effort?

Examples of Projected Outcomes

- Drive increased activity to local businesses to encourage economic development.
- Increase the follower count on the Purcellville Parks and Recreation Facebook page to show increased citizen engagement.
- Generate interest in PRC & PRAB's activities and events.
- Increased environmental awareness through entertaining and educational use of existing Town park space.

Data Collection to Support Analysis

- Compile data from event attendance rosters.
- Gather satisfaction feedback from Signup Genius survey
- Subjectively assess the level of attendee engagement through the Facebook comments pane
- Gather reach data through Facebook's statistics tool.
- Pre- & Post-Event surveys
- Compare Town's Meals and Sales Tax collection for the month of the Festival to results of previous year(s).
- Compare revenue generated from vendor and admission fees to results of previous year(s).

“If you don't know where you're going, any road will get you there” Lewis Carroll

Summary

- The PRAB Biannual Plan is a Living Plan; it will never be completed.
- The plan is written as an operational addendum to the Parks and Recreation Master Plan. It describes the actions we're taking to accomplish the objectives and goals in the Master Plan.
- The plan is driven by a "Job Card" focus to ensure resources are available and properly assigned for maximum effectiveness.
- The plan will be accessible to the public through the Town's website.
- PRAB's Biannual Plan will be updated continuously as conditions change (COVID, financing, staff availability, etc).



PRAB's Vision:

We aim to make Purcellville a place where residents delight in living.

