



# FREE OUTDOOR TOBACCO-FREE SIGNAGE



Aluminum Signs -12" x 18"

## ALUMINUM SIGNS: BEST FOR OUTDOOR AREAS

- Sign Poles/Lampposts
- Fences
- Athletic Fields or Playgrounds
- Parking Lots
- Outside of Buildings



Decals - 8" x 8"

## DECALS: BEST FOR ENTRIES & ITEMS

- Restrooms
- Doors, Windows, Mirrors
- Trash Cans
- Play Equipment

These signs are part of a comprehensive toolkit designed to support your tobacco-free and e-cigarette-free parkland. In addition to the signage, the toolkit provides:

- A **FREE** customized image to post on your city/town/county's social media channels and website, and Share The Air's media channels;
- A **FREE** professionally-designed advertisement/announcement to include in local news sources; and
- **FREE** resources for you to share with staff, key stakeholders, and your constituents to educate the public about the tobacco-free and e-cigarette-free outdoor policy.

# All Signs Point to a Healthier Mecklenburg County



Learn more inside and at [tobaccofreemeck.org](http://tobaccofreemeck.org)



## Proposed Staff Report Topics for 2026 Commission Meetings:

- CAPRA Accreditation- Big picture, timelines, sections, what it means
- Recreation and Inclusion programs- Highlight of program and information on who we serve and program impacts
- Memberships - Totals, scans, demographics, etc. *Presented this to the Commission a couple years ago on same type info*
- Modernization of Recreation Centers overview
- Natural Areas overview
- New partnership with Police- The effort in using the rec center for curfew violators and how that will work? *Wait until fall and may also have stats to share.*
- Park & Landscape Services- Overview + services provided to VB Public Schools (including Out-of-School Time, Recreation League sports, etc.)
- Park & Landscape Services- all areas of operation overview for a better understanding of everything they do.
- Parks & Landscape Services – A Customer Service Perspective overview
- Park Events, Programs & Special Use – Upcoming event program overview
- Placer.ai- Park Visitation, amenity impacts. We presented some baseline information a few months ago. We will have more numbers to work with for Level Green if we save this topic until later in the year.
- Proposed FY'28 CIP Budget (usually presented in November)
- Rudee Park Update
- Stewardship programs- New GIS Adopt-A-Program
- Urban Tree Canopy – Review of analysis data
- Youth Opportunities Office – Overview including Mayor's Youth Leaders in Action (MYLA), Summer Youth Employment Program (SYEP), Parks After Dark (PAD), Volunteers, and Community Outreach efforts

# Virginia Beach Parks & Recreation

## Agency Overview & PRC Orientation

Michael Kirschman, Parks & Recreation Director  
City of Virginia Beach [mkirschman@vbgov.com](mailto:mkirschman@vbgov.com)



Woodstock Park SkatePark



Thalia Creek Greenway



Kempsville Recreation Center

# VBP&R Facilities by the numbers

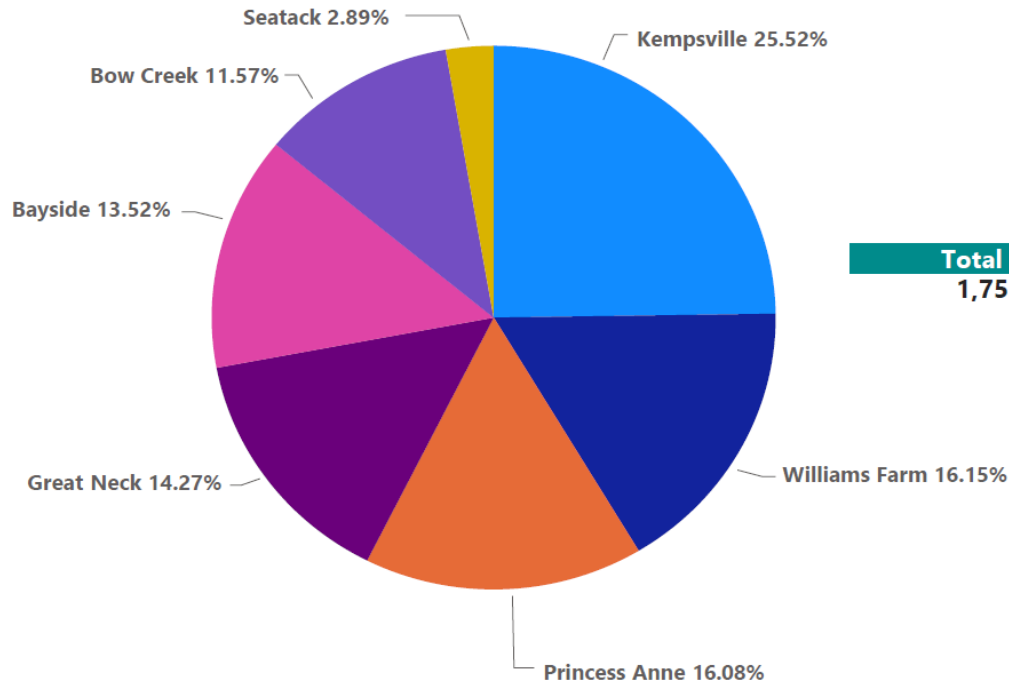
- 293 parks / 7,100+ acres
- 7 large full service regional Recreation Centers & assoc. programming
- 265 playgrounds, 210 athletic fields, 67 basketball/64 tennis/18 pickleball courts, 5 dog parks, 4 skateparks, 4 golf courses, etc. etc. etc.
- Childcare at all 56 elementary schools (largest childcare provider)
- Youth Opportunities division & Summer Youth Employment Program
- City-wide Athletics & Special Events
- Princess Anne Athletic Complex - tournament level 16-field facility
- 56-slip Marina & 14 boat launch & canoe/kayak launches
- 309 miles of paved bikeways
- Maintain all city properties (500+ sites)
- Maintain all city right of ways & street medians
- Maintain all school properties (90 school sites)
- Maintain Oceanfront boardwalk landscaping, playgrounds & parklets
- \$88M budget (FY25)
- 1,400ish employees (500+FT, 900+PT)

Additional Notable Public Lands: 35+ miles of beaches, First Landing State Park & Back Bay National Wildlife Refuge

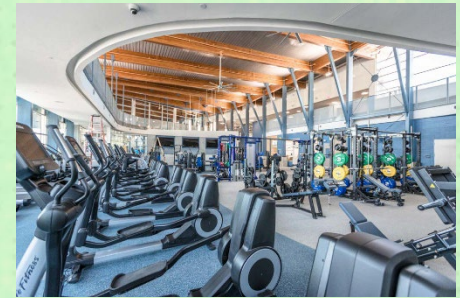


# VBP&R Facilities by the numbers

Membership Scans by Rec Center: November 2022 - October 2023



**Total Scans**  
**1,753,116**

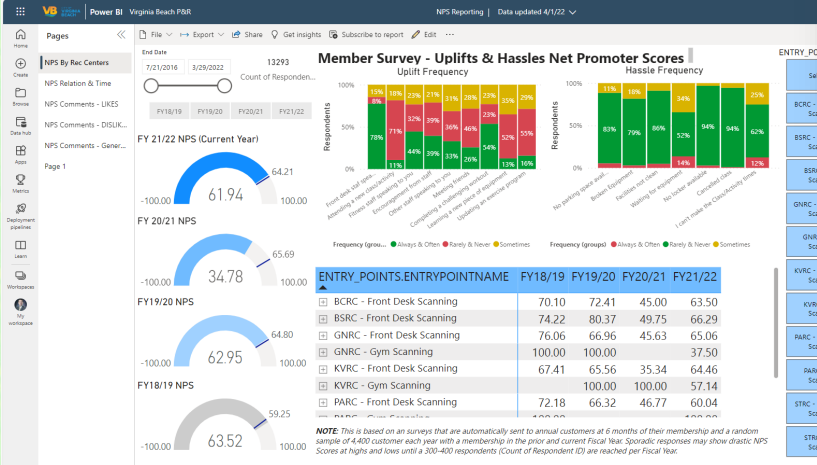
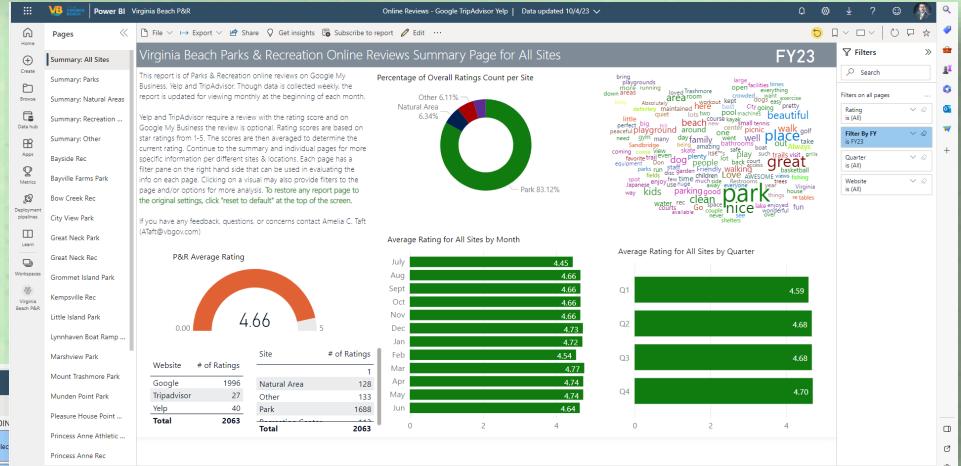


# VBP&R Facilities by the numbers

- **Net Promoter Score** — Promoter, Demoter & Passive
  - Indicates virality and enthusiasm
  - Improved Customer Satisfaction Metric
  - Industry Benchmark via SurveyMonkey
- **Retention Rate** — Concurrent Purchases
  - Indicates “stickiness” or leaky bucket
  - How likely our customers are going to consecutively renew or repurchase memberships
- **Market Penetration** — Unique Customers vs Population
  - Indicates slice of the pie size
  - How many citizens are we serving compared to total population



# VBP&R Facilities by the numbers

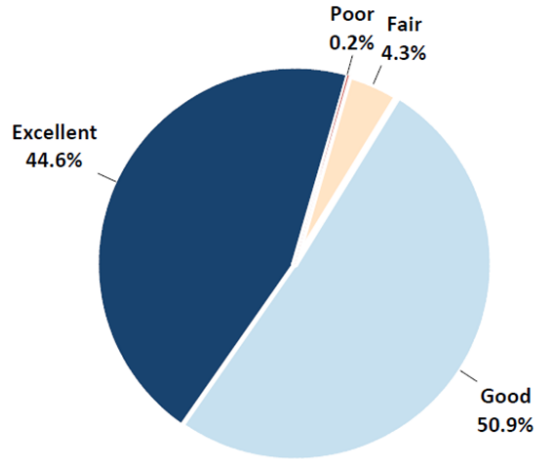


**NOTE:** This is based on an surveys that are automatically sent to annual customers at 6 months of their membership and a random sample of 4400 customer each year with a membership in the prior and current fiscal year. Sporadic responses may show drastic NPS Scores at highs and lows until a 300-400 respondents (Count or Respondent ID) are reached per Fiscal Year.

# VBP&R Customer Satisfaction

## Q1b. How would you rate the overall experience you've had at the parks you've visited?

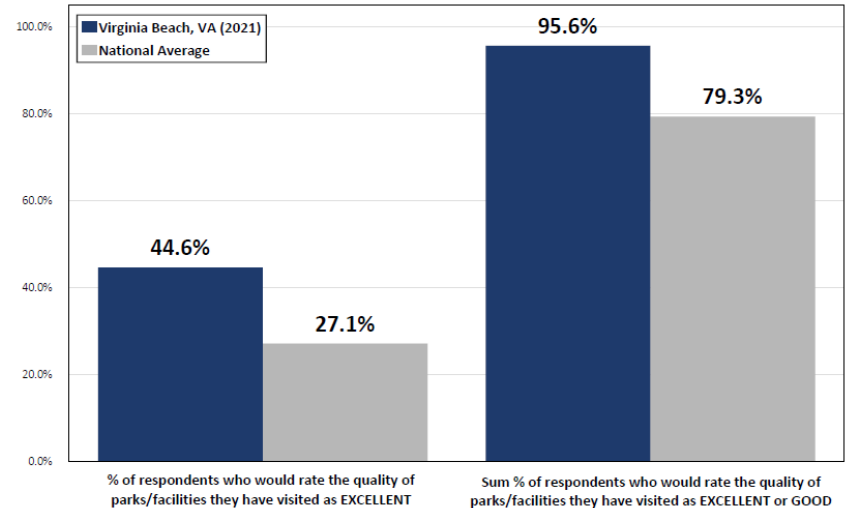
by percentage of respondents that have visited parks in the past year (excluding "not provided" responses)



## Benchmark: Percentage of Respondents That Rated the Parks/Facilities Visited as Either Excellent or Excellent/Good

Virginia Beach, VA (2021) vs. the National Average

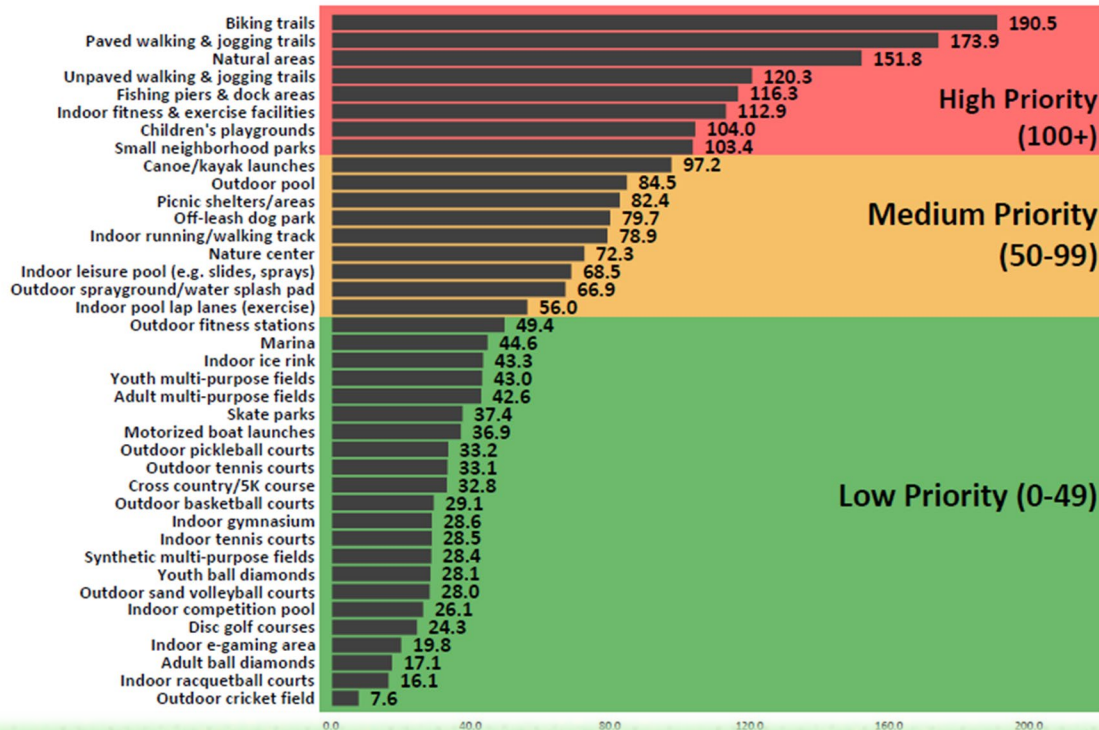
by percentage of respondents



# VBP&R Resident Survey Results

## Top Priorities for Investment for Parks & Recreation Facilities/Amenities

Based on the Priority Investment Rating (PIR)

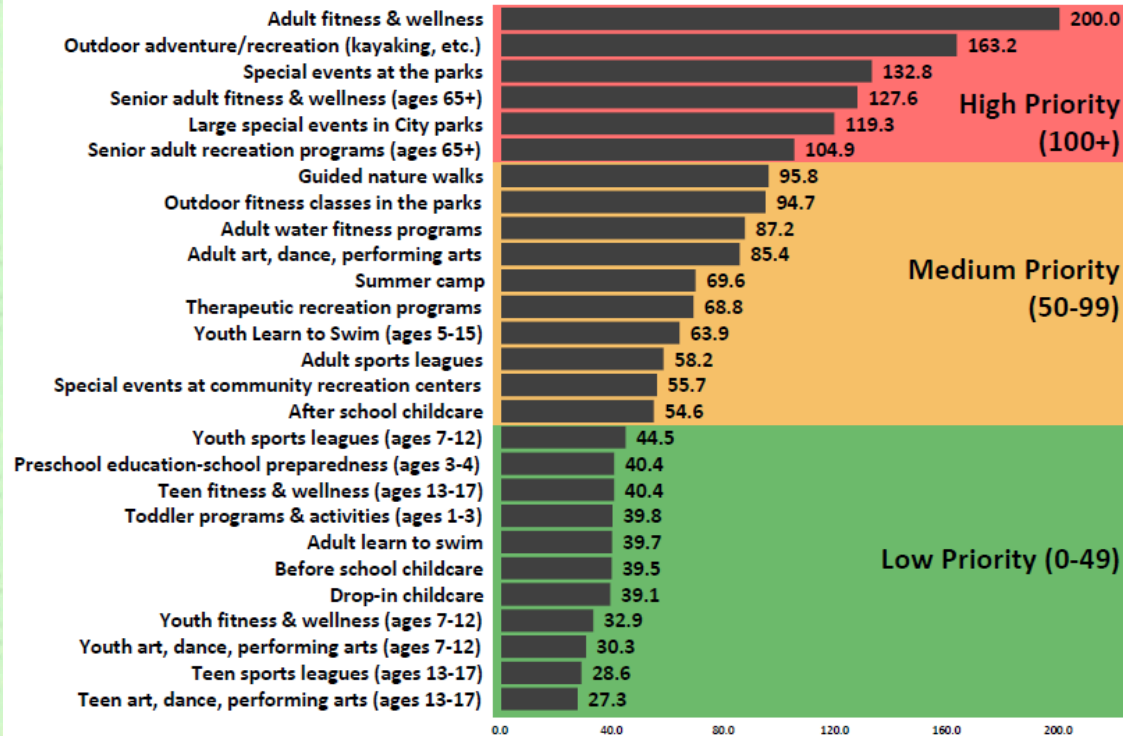


1. Biking trails
2. Paved walking & jogging trails
3. Natural areas
4. Unpaved walking & jogging trails
5. Fishing piers & dock areas
6. Indoor fitness & exercise facilities
7. Children's playgrounds
8. Small neighborhood parks

# VBP&R Resident Survey Results

## Top Priorities for Investment for Parks & Recreation Programs

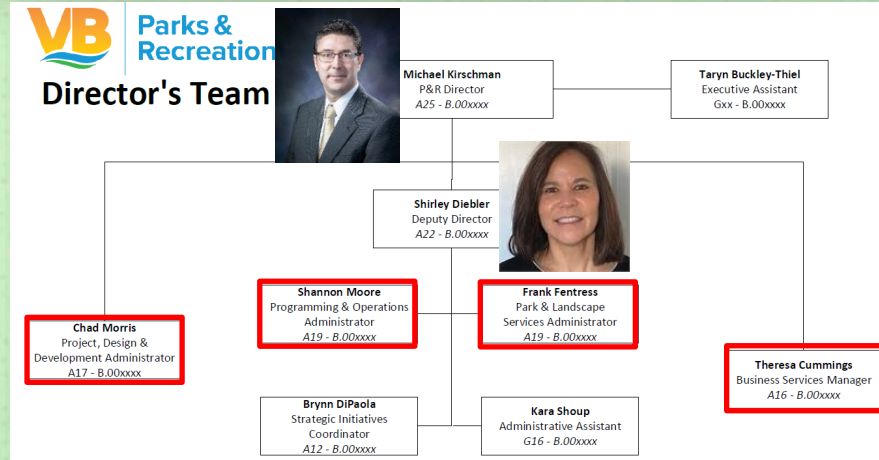
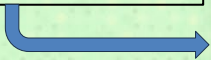
Based on the Priority Investment Rating (PIR)



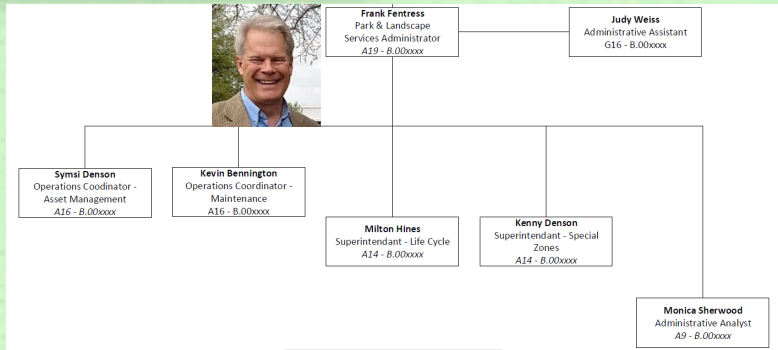
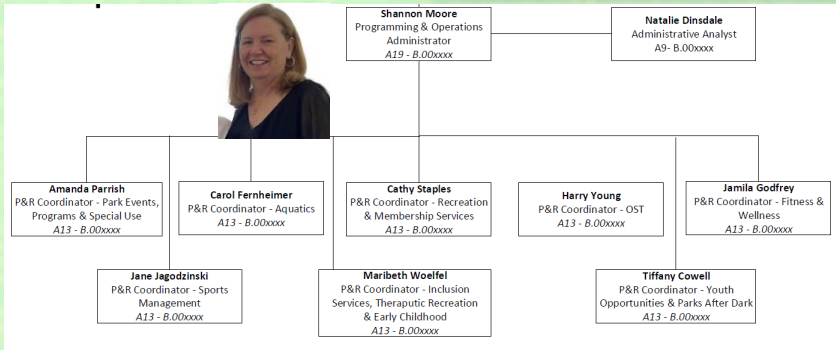
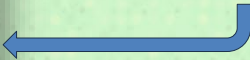
1. Adult fitness & wellness
2. Outdoor adventure/recreation (kayaking, etc.)
3. Special events at the parks
4. Senior adult fitness & wellness (ages 65+)
5. Large special events in City parks
6. Senior adult recreation programs (ages 65+)

# VBP&R Department Org. Chart

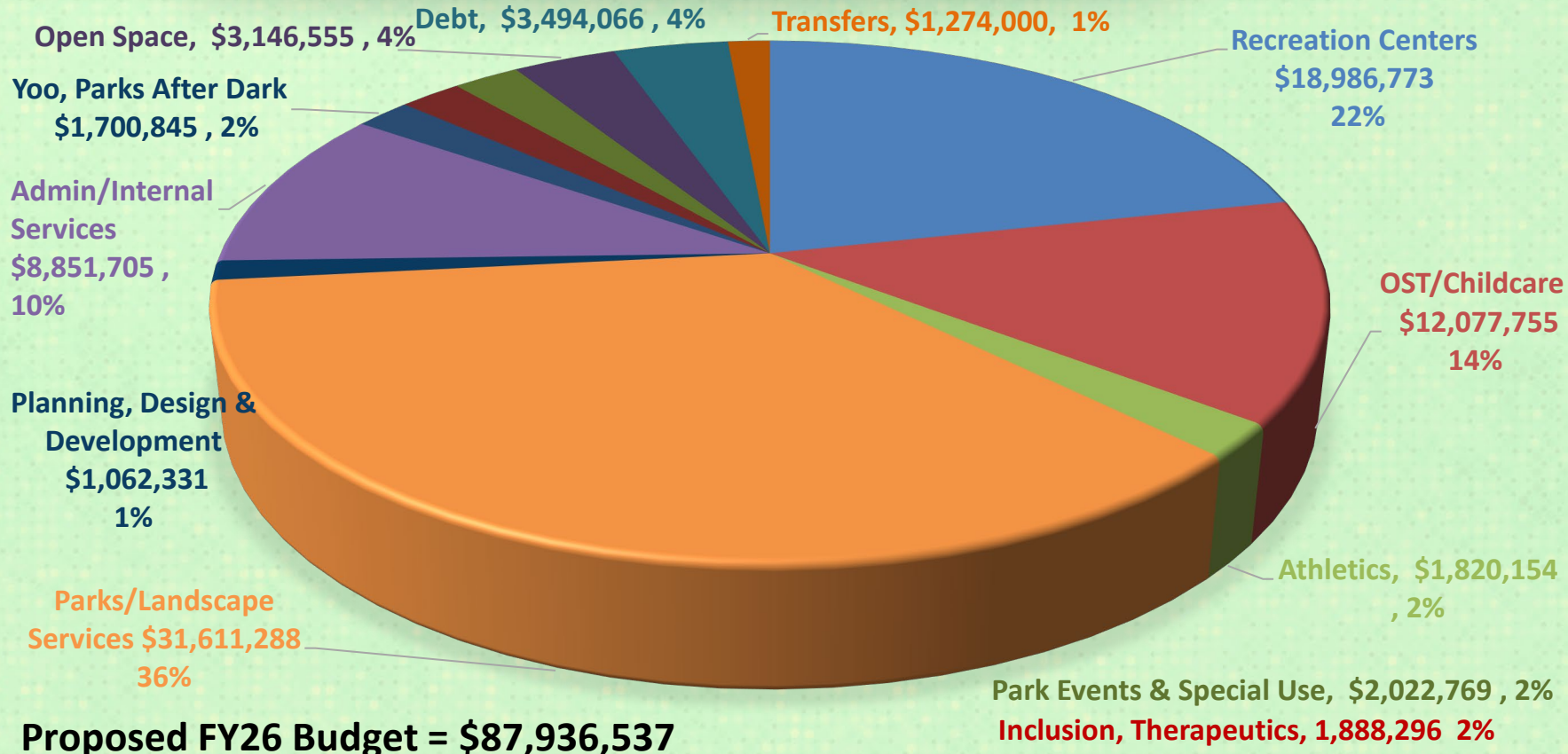
**Planning, design and all capital project management**



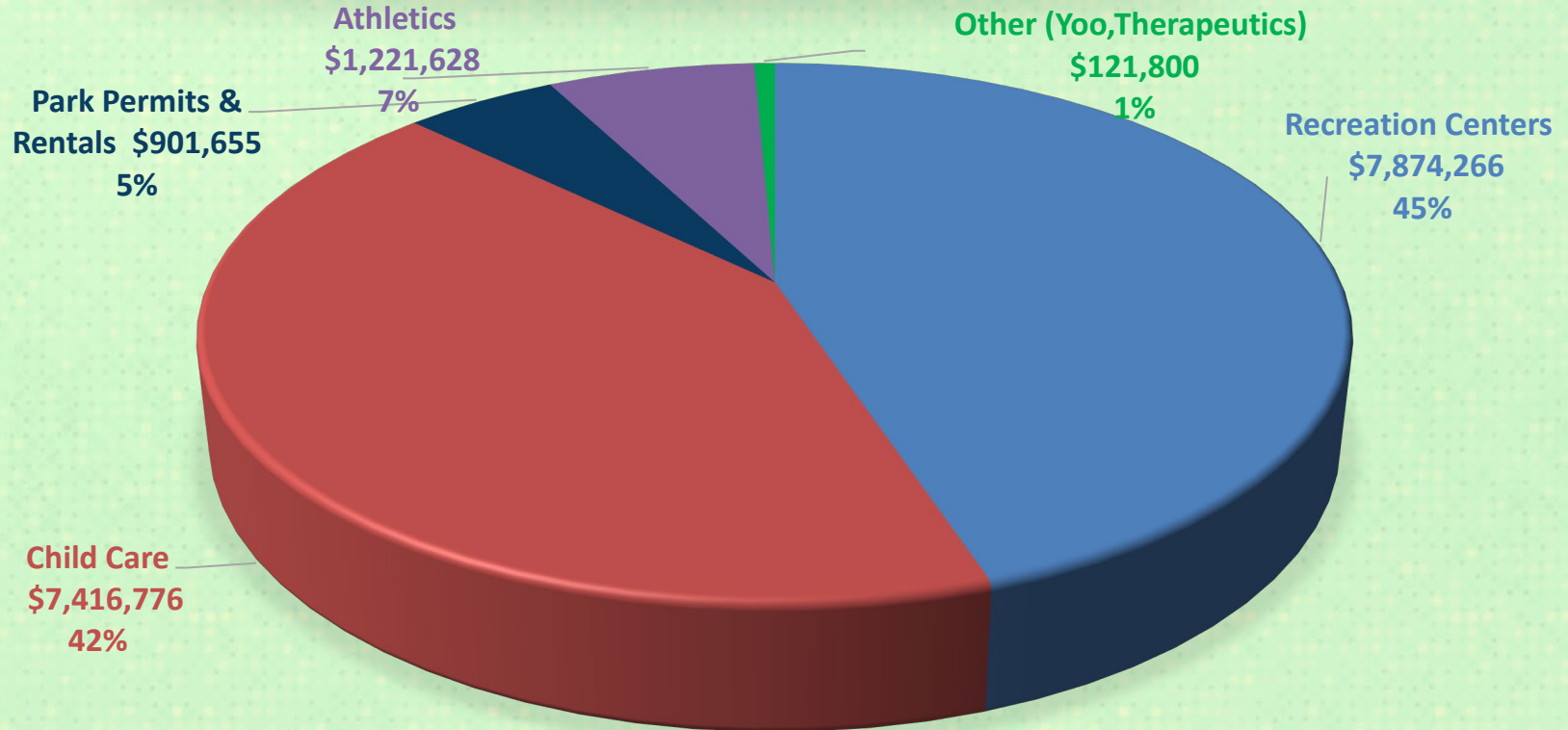
**Business Services: HR/IT/Budget/ Finance & Marketing**



# VBP&R Operating Budget

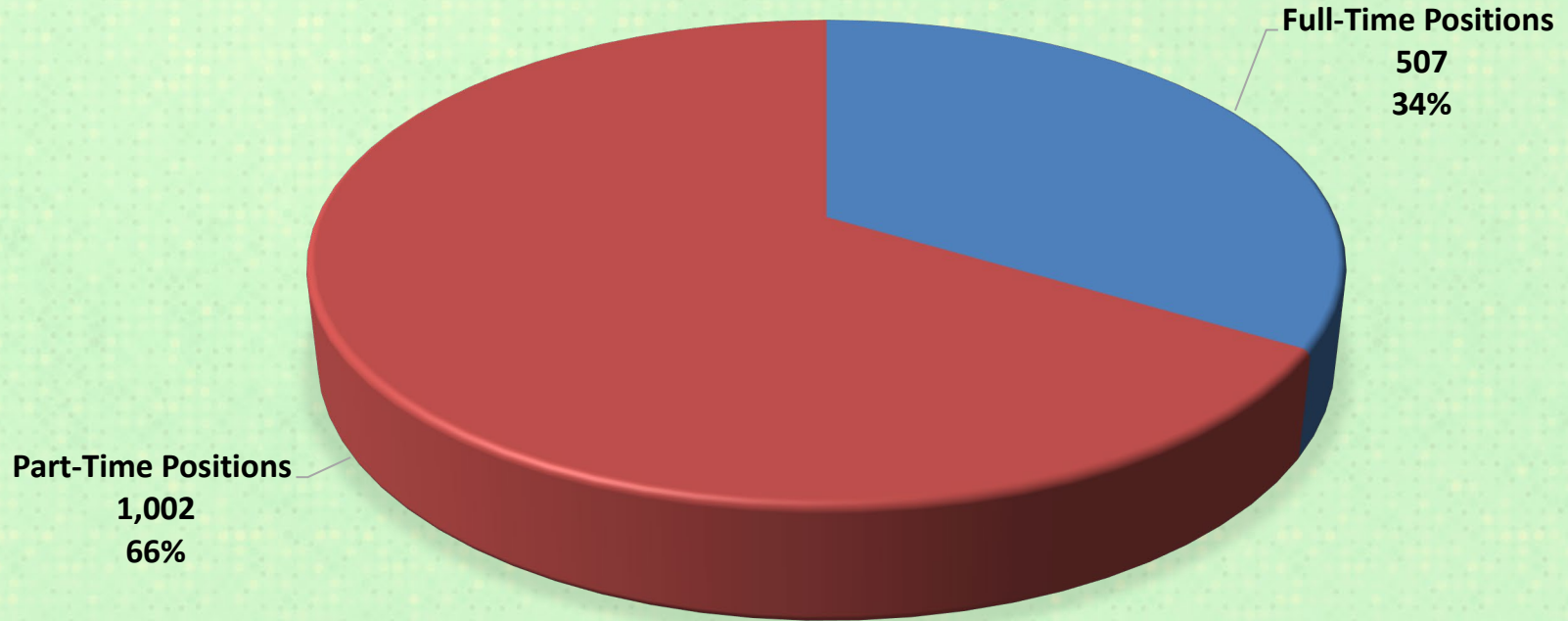


# VBP&R Earned Revenue



Proposed Earned Revenue (Fees & Charges) = \$17,536,125

# VBP&R Staffing



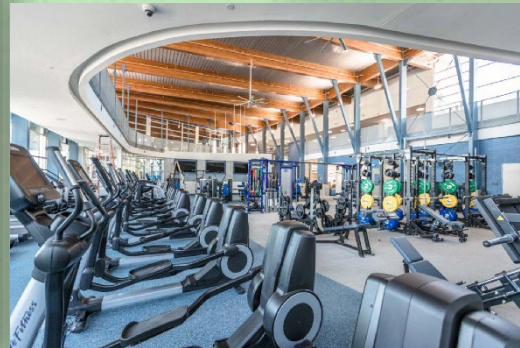
# Special Events



# VBP&R

<https://www.youtube.com/watch?v=HDbE2wvYW0g&t=6s>

# VBP&R Successes



# VBP&R Successes



# VBP&R Successes



# VBP&R Successes



# VBP&R Successes



NATIONAL RECREATION  
AND PARK ASSOCIATION



The National Gold Medal Awards are presented by the American Academy for Park and Recreation Administration in partnership with the National Recreation and Park Association, and proudly sponsored by Musco Lighting.

## 2023 Gold Medal Grand Plaque Award Recipients



National Gold Medal  
Recipients

[2023 Press Release](#)  
[2022 Press Release](#)  
[2021 Press Release](#)

### Class I (population 400,001 and over)

Virginia Beach Parks & Recreation, Virginia Beach, VA

### Class II (population 150,001 –400,000)

City of Plano Parks & Recreation Department, Plano, TX

### Class III (population 75,001-150,000)

Champaign Park District, Champaign, IL

### Class IV (population 30,001 –75,000)

Hoffman Estates Park District, Hoffman Estates, IL

### Class V (population less than 30,000)

Cullman Parks, Recreation, and Sports Tourism, Cullman, AL

### Armed Forces Recreation

Naval Air Facility Atsugi, Kanagawa, Japan

### State Parks

Texas State Parks, Austin, TX

# VBP&R Challenges – but progress...

- Deferred Maintenance Backlog
- Underutilized (Tremendous) Land Assets (GREAT potential)
- Lacking some traditional P&R amenities
- Paved Trail system lagging



Application for Better Utilizing Investments to Leverage Development (BUILD) Transportation Grant

Virginia Beach Trail | PHASE I



PREPARED BY:



VIRGINIA BEACH

JULY 2019

# VBP&R – Major Initiatives

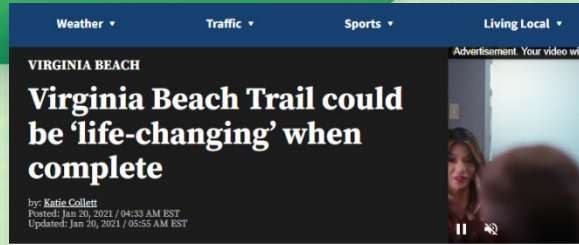
January 11, 2022

## VIRGINIA BEACH CITY COUNCIL DESIGNATES \$28 MILLION IN ARPA FUNDS TO ADDRESS BACKLOG OF PARKS & RECREATION INFRASTRUCTURE PROJECTS

Continuing a long-standing show of support and recognition of the value of parks and recreation, Virginia Beach City Council recently voted to devote \$28 million of the over \$136 million received in American Rescue Plan Act (ARPA) funds for Parks & Recreation capital improvements. More than \$500 million in city projects were submitted for consideration by other departments, which makes this investment and support by city leadership even more significant! Over the past two years, the global pandemic put a spotlight on the essential nature of parks as people flocked to outdoor recreational amenities in record ...

Share 3 comments

READ MORE



VIRGINIA BEACH, Va. (WAVY) — There's a special project in Virginia Beach that developers call "life-changing." They just have to get the funding needed to move forward with it.

It's called the Virginia Beach Trail and its approval actually dates back to 1981.

"The Virginia Beach Trail is a long-term project that will connect parts of our city that are currently hard to navigate by walking and biking," said Walter Camp of the Virginia Beach Bikeways and Trails Advisory Committee.



Camp said it would be a 10-foot wide, paved, shared use path through the former Norfolk Southern Railway corridor. This is the same corridor where light rail could have existed but was voted down by Virginia Beach residents years ago.



Figure 6: The proposed pedestrian fly-over is a grade-separated road crossing to allow users to cross Independence Boulevard safely.

# VBP&R – Reimagining Rudee Loop



## RUDEE LOOP PARK

A VISION FOR THE REDEVELOPMENT OF RUDEE LOOP

# VBP&R – What's Coming...



CITY OF  
VIRGINIA  
BEACH

PARKS SYSTEM NEEDS ASSESSMENT & DEVELOPMENT STRATEGY | P&R Commission – Recommendations, 11/2/23



Parks & Recreation  
Commission

Parks System  
Needs  
Assessment &  
Strategy:  
Recommendations

November 2, 2023



Barth Associates  
PUBLIC REALM PLANNING, DESIGN, AND FACILITATION

PEREZ PLANNING + DESIGN, LLC

# VBP&R – What’s Coming...

## Virginia Beach Park Recommendations Estimate of Probable Cost

<b>Recommendation</b>	<b>Cost</b>
Existing facility improvements	\$ 18,440,000
Lifecycle Replacement (10-year)	\$ 227,810,000
Amenity construction (15 year LOS)	\$ 268,410,000
Undeveloped Parks	\$ 57,310,000
Underdeveloped Parks	\$ 14,130,000
New park land acquisition and development	\$ 191,550,000
Planned Project: Virginia Beach Trail	\$ 75,000,000
<b>Grand Total Cost of Recommendations</b>	<b>\$ 852,650,000</b>

# The Role of PRC

- Serve as an advisory body of the Virginia Beach City Council
- Serve as a liaison between Council, the City Manager, the Department Director and the citizens
- Consult with and advise the City Manager, the Director, and the Council on PR matters....
  - May suggest improvements to facilities
  - May assist Council with appointing subcommittees to study a certain matter
  - Assist with budget prep/needs/recommendations
  - Investigate and determine the needs of the public & make recommendations

# Actions by PRC

Weigh in and endorse actions/policy changes by Department

- Elimination of Dog Park and Skate Park fees
- Elimination of youth tackle football as a sponsored activity
- Creation of a Cell/Mobile Tower request criteria on parklands
- Endorse park master plans
- Endorse system-wide master plans. Examples:
  - 2020 Rec Center Modernization Plan*
  - 2024 Rudee Park Master Plan*
  - 2024 ITA Master Plan concept*
  - 2025 Parks Master Plan and Needs Assessment*

# Strong / Effective Commissions

- Tend to have open dialogue with CC counterparts
- Tend to have the trust of CC, Department, and Citizens
- Understand their role, and clarify it to others (typically citizens)
- Seek understanding prior to taking action or voting on an issue
- Realize PRC votes are recommendations to CC for their consideration (CC sets policy & CM office directs staff)
- Is engaged and stays abreast of P&R events/issues/projects (follows social media pages, signs up for e-newsletter, attends meetings, calls/emails director at any time with questions, etc.)

# Q&A



# Virginia Beach Parks & Recreation

## Agency Spotlight

Michael Kirschman, Parks & Recreation Director  
City of Virginia Beach [mkirschman@vbgov.com](mailto:mkirschman@vbgov.com)



Woodstock Park SkatePark



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