

Business Plan

Culture/Recreation/Education

Goal 1: Provide Activities, Educational Opportunities, and Services that Meet the Needs of the Community

Objective 1: Develop and Implement Programming Based on the Needs of the Community

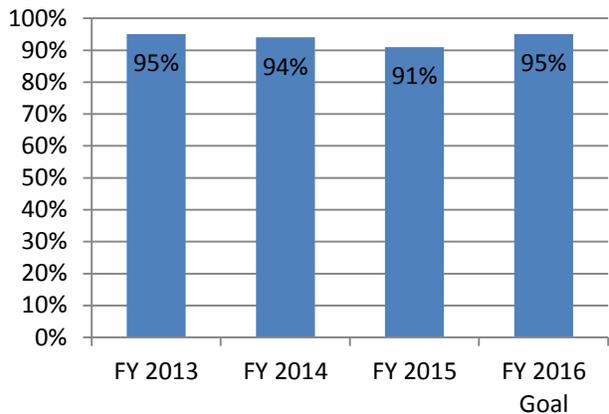
Project		Performance Measure(s)	City Service Team (Department)
Core CRE 1.1.1	Implement Library Department's Three-year Strategic Plan	Citizen satisfaction with overall library services	Neighborhood Services (Library)

Summary:

An update of the Library's Strategic Plan for fiscal years 2016 through 2018 was completed at the end of FY 2015. The revised plan will frame the services and programming offered throughout the Library system. In order to ensure that citizens are aware of services and programming offered, various initiatives will be undertaken based on the brand of the new strategic plan to ensure that citizens are taking full advantage of all that the Library offers.

Initiatives undertaken to support this project will include library card signup campaigns, social media promotions, library facility changes that reflect strategic plan goals (creating places where people want to be) as well as the creation of more effective marketing processes and initiatives to ensure full and efficient utilization of library resources and program offerings.

**Library Services Overall Rating
Citizen Satisfaction Survey
FY 2013 through FY 2016**



Business Plan

Culture/Recreation/Education

Goal 1: Provide Activities, Educational Opportunities, and Services that Meet the Needs of the Community

Objective 1: Develop and Implement Programming Based on the Needs of the Community

Project	Performance Measure(s)	City Service Team (Department)	
Core CRE 1.1.2	Look, Listen, Learn: Sharing our Dreams Local History Project	% of program evaluations with overall rating of excellent	Neighborhood Services (Library)

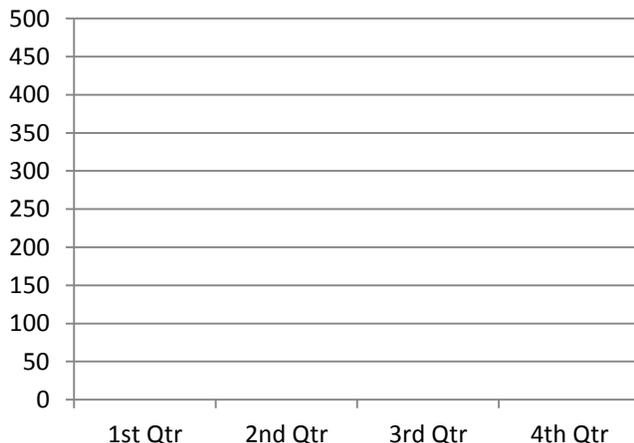
Summary:

The *Look, Listen, Learn: Sharing Our Dreams* project will include three elements: recorded interviews of oral histories, written histories and experiences obtained from program participants, and photographs and videos obtained from local contributors.

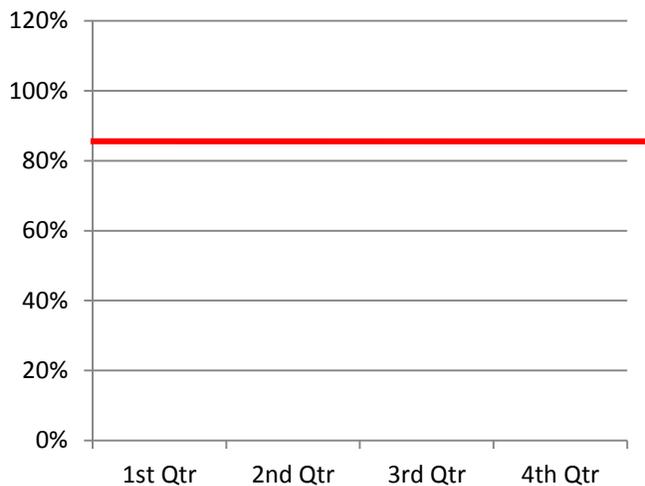
The Arlington Public Library will work with organizations to identify participants to create oral, written and visual histories that will illustrate the role education has in the development of community as well as the influential role the public library plays in the educational realm.

This project will preserve education-related stories of community members for future generations, will highlight Arlington’s diversity and will build partnerships with other Arlington non-profits that are dedicated to building artistic and cultural excellence in Arlington.

Look Listen Learn Program Attendance



FY 2016 Look Listen Learn Program Evaluations



Business Plan

Culture/Recreation/Education

Goal 1: Provide Activities, Educational Opportunities, and Services that Meet the Needs of the Community

Objective 1: Develop and Implement Programming Based on the Needs of the Community

Project		Performance Measure(s)	City Service Team (Department)
Core CRE 1.1.3	Randol Mill Sports Tournament Initiative	<ul style="list-style-type: none"> Rentals Citizen satisfaction with overall quality of parks and recreation programs and classes Quality of facilities Cost recovery of Performance Fund Participation in programs and classes 	Neighborhood Services (Parks)

Summary:

Arlington is not only a destination for professional sports, but also youth and families sporting activities. The Parks and Recreation Department currently provides numerous opportunities for sports tourism such as lacrosse, soccer, baseball and tennis. The Randol Mill Sports Tournament Initiative will increase the focus on the development of competitive baseball and softball events. This initiative aims to create Arlington as a destination for families to play sports and enjoy the numerous recreational and shopping opportunities the city has to offer. Located just a few miles from the Entertainment District, Randol Mill Park is a prime site to help grow sports tourism in the city.

Milestone	Estimated Completion	Actual Completion
Business Plan Completed	Sept. 2015	
Develop Partnerships	Oct. 2015	
Program development	Nov. 2015	
Promotional material development	Dec. 2015	
Marketing of new facility	Dec. 2015	
First tournament	Mar. 2016	
Make needed facility enhancements	Apr. 2016	

Business Plan

Culture/Recreation/Education

Goal 1: Provide Activities, Educational Opportunities, and Services that Meet the Needs of the Community

Objective 1: Develop and Implement Programming Based on the Needs of the Community

Project	Performance Measure(s)	City Service Team (Department)
Core CRE 1.1.4	High Ropes Adventure Course <ul style="list-style-type: none"> Rentals Citizen satisfaction with overall quality of parks and recreation programs and classes Quality of programs and services Cost recovery of Performance Fund 	Neighborhood Services (Parks)

Summary:

In early 2015, Parks and Recreation began researching the possibility of creating an outdoor adventure course in the city. After consideration, River Legacy Parks (Collins Ave) seemed to be the ideal location. With a combination of trees and open space, River Legacy Parks provides a suitable location for a high ropes and obstacle course facility for outdoor adventure pursuits. Parks and Recreation will work to identify a partner agency to help fulfill this opportunity during the summer of 2015. If this goal is achieved, construction could start as early as 2016. This project will provide yet another recreational opportunity for residents and visitors to travel to Arlington.

Milestone	Estimated Completion	Actual Completion
Request for qualifications completed	Aug. 2015	
Develop partnership(s)	Sept. 2015	
Site design	Dec. 2015	
Construction begins	July 2016	
Grand opening	Sept. 2016	