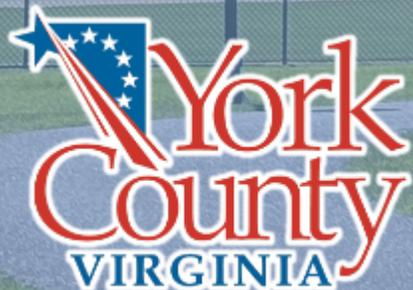
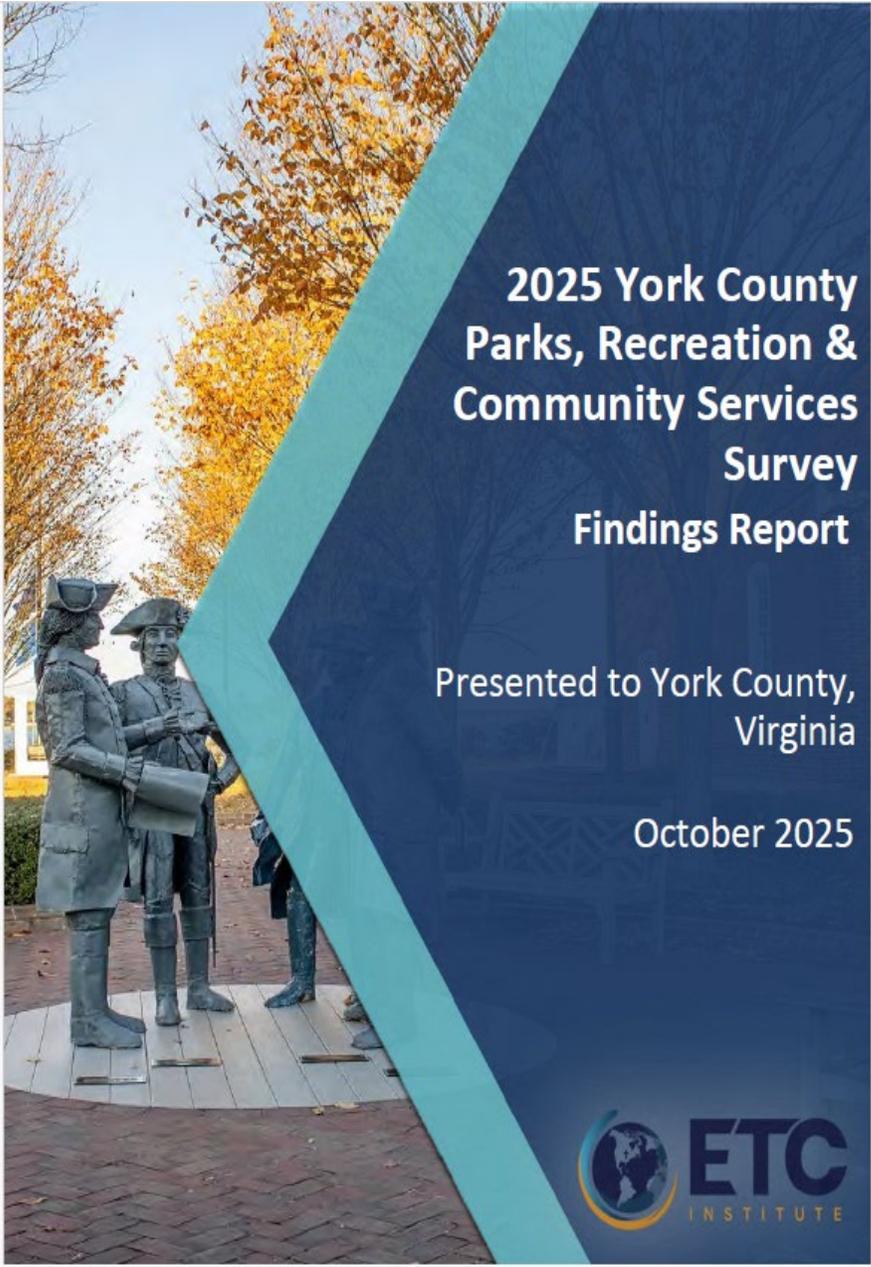


# York County

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## Comprehensive Parks and Recreation Master Plan





2025 York County  
Parks, Recreation &  
Community Services  
Survey  
Findings Report

Presented to York County,  
Virginia

October 2025



Public input methods used:  
Statistically valid survey  
Open survey

Public input meetings held around the County  
County leadership and staff input sessions

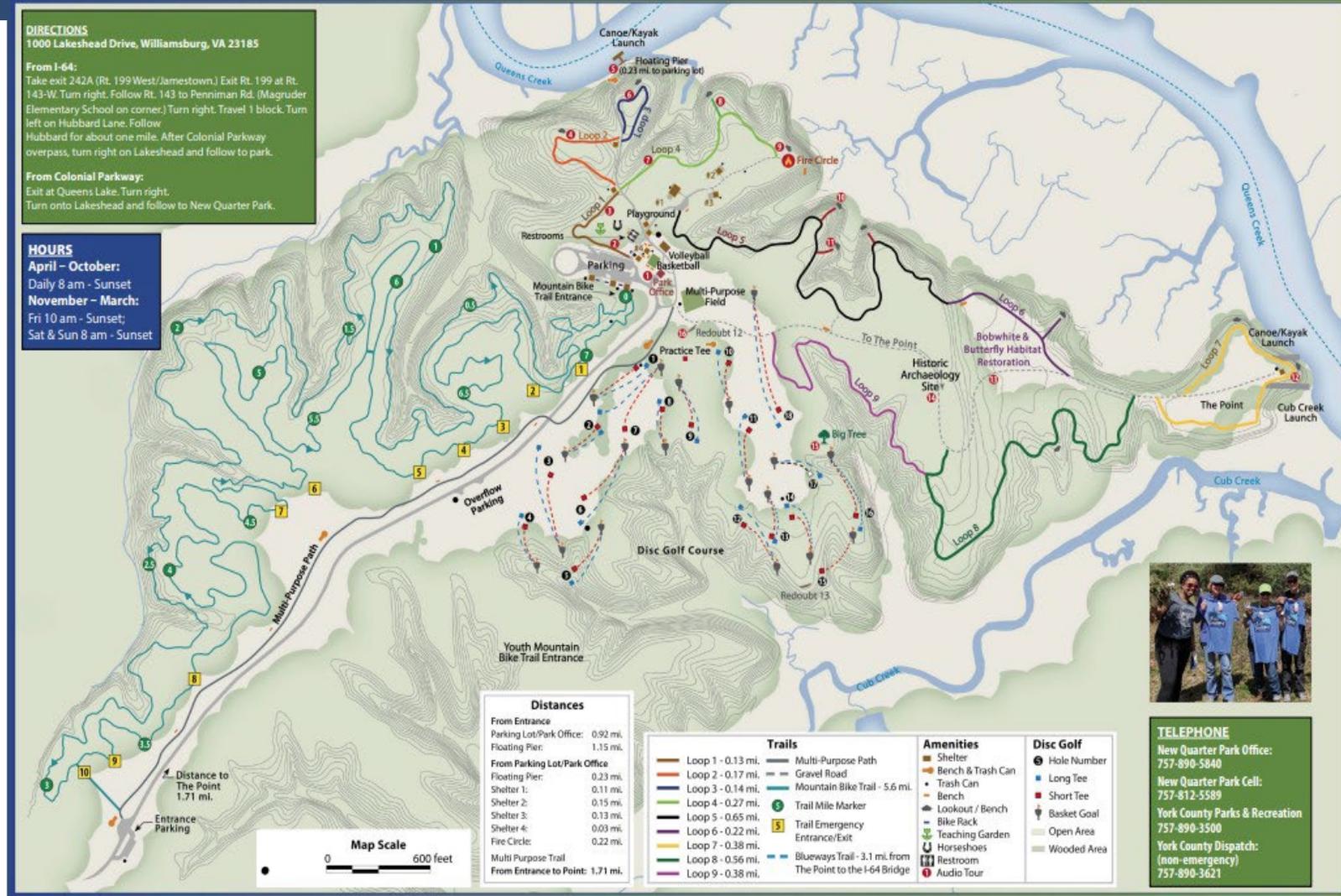


# Key take away: More adventure, nature access and local culture

New Quarter Park  
(Destination park  
feasibility study)

Serve residents + capture  
tourism revenue

- Outdoor adventure
- Large events
- Environmental education
- Science, engineering,  
technology, arts,  
mathematics (STEAM)



Key take away: A high-quality recreation center



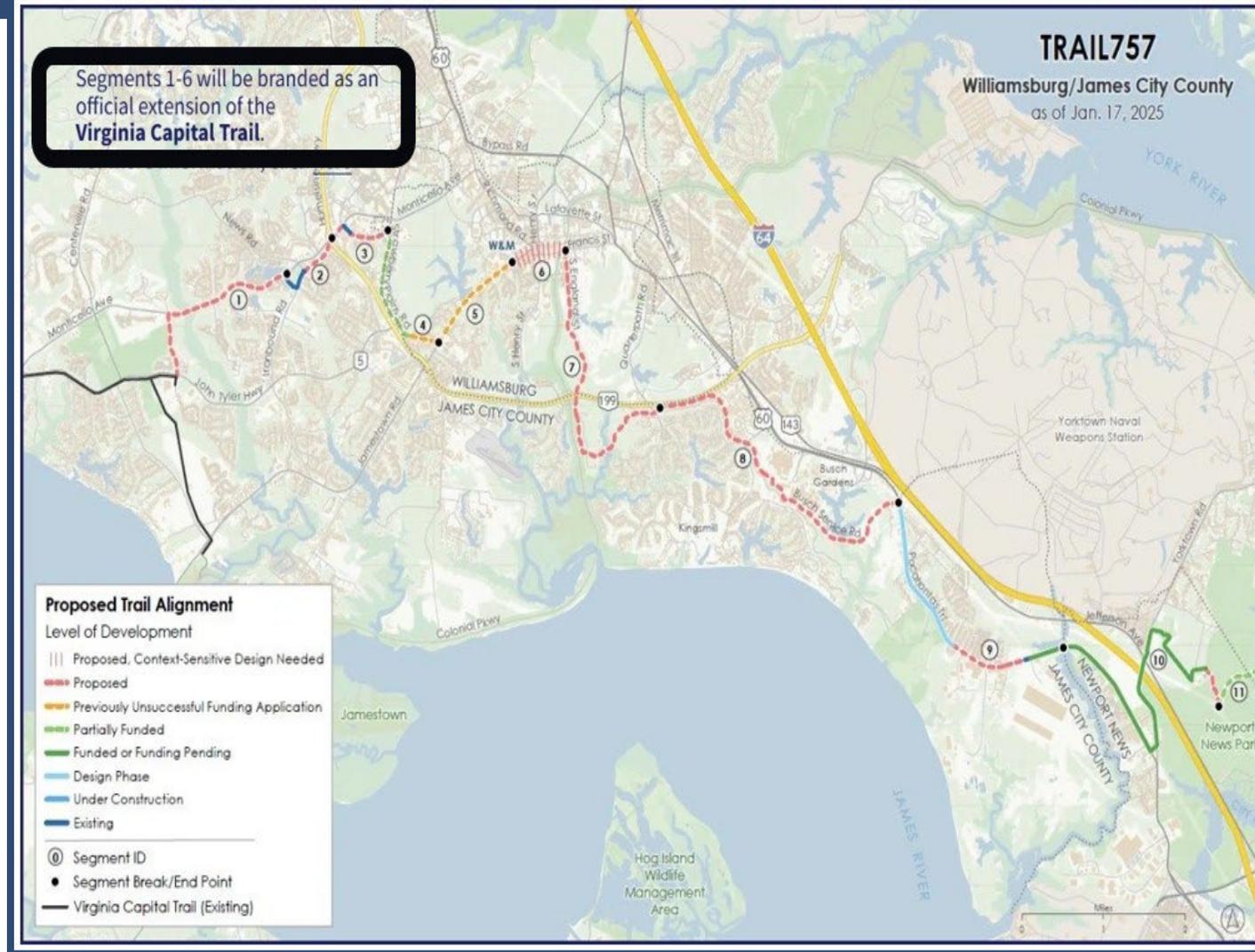
Dept. driven programs:  
Fitness, arts, youth/teen programs, gym, walking track, etc..  
Near your population base

# Key take away: Trails and greenways and connectivity

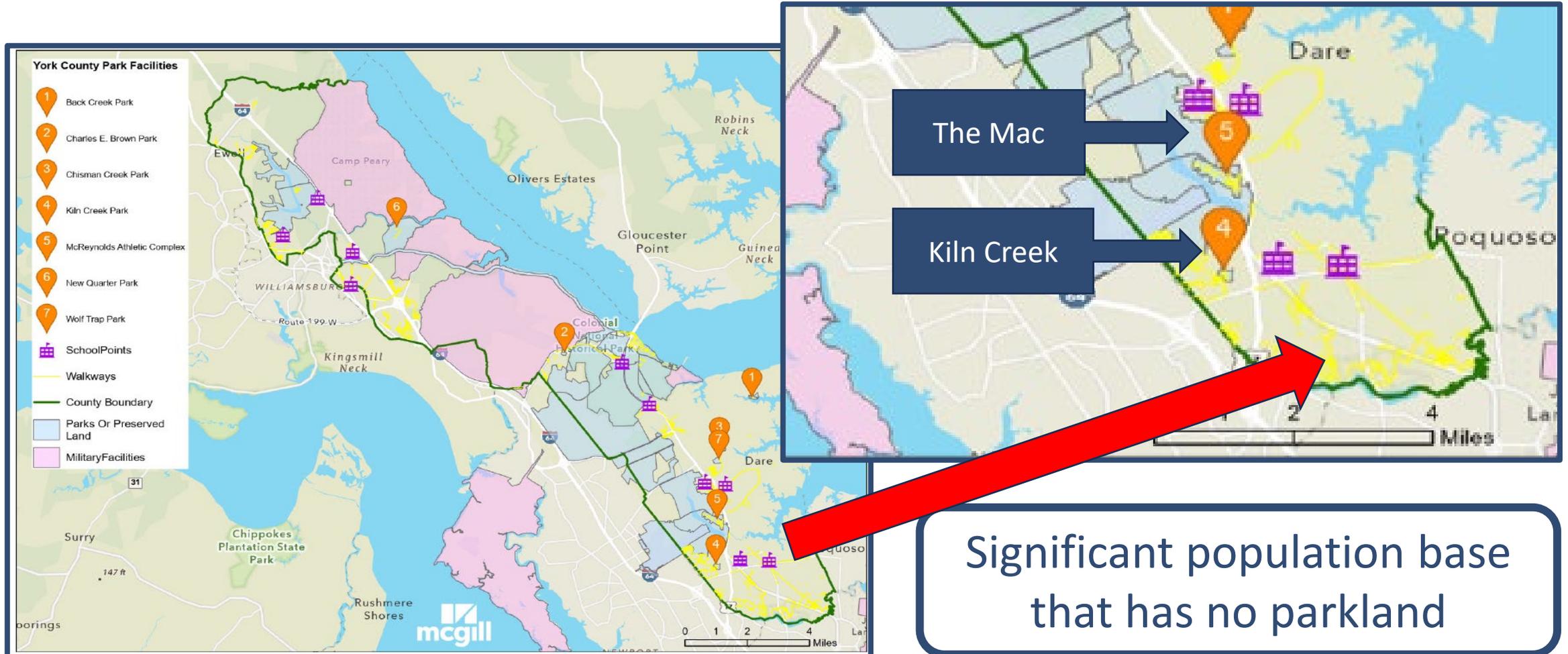
Spur trails regional & national trails

Improve walkability within parks

Plan for connecting trails within  
County

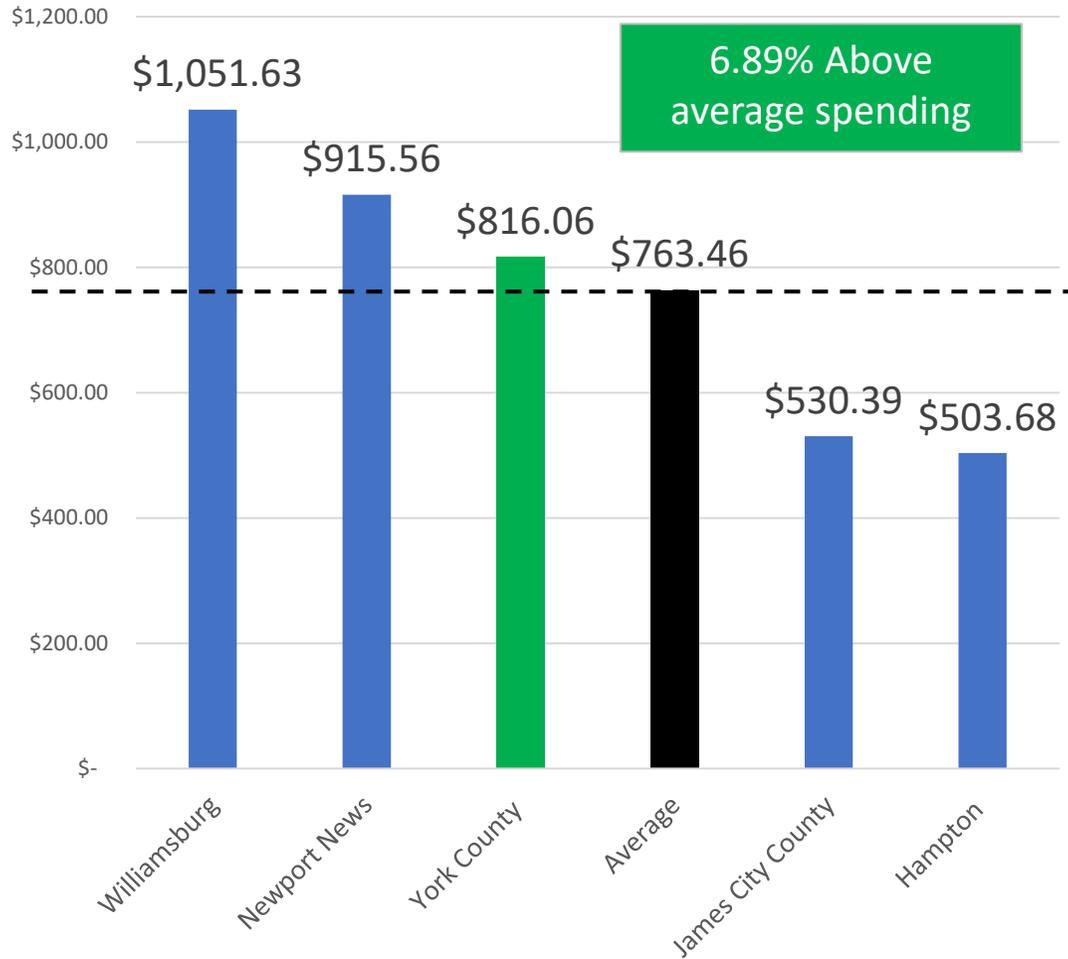


Key take away: You need parkland in the south

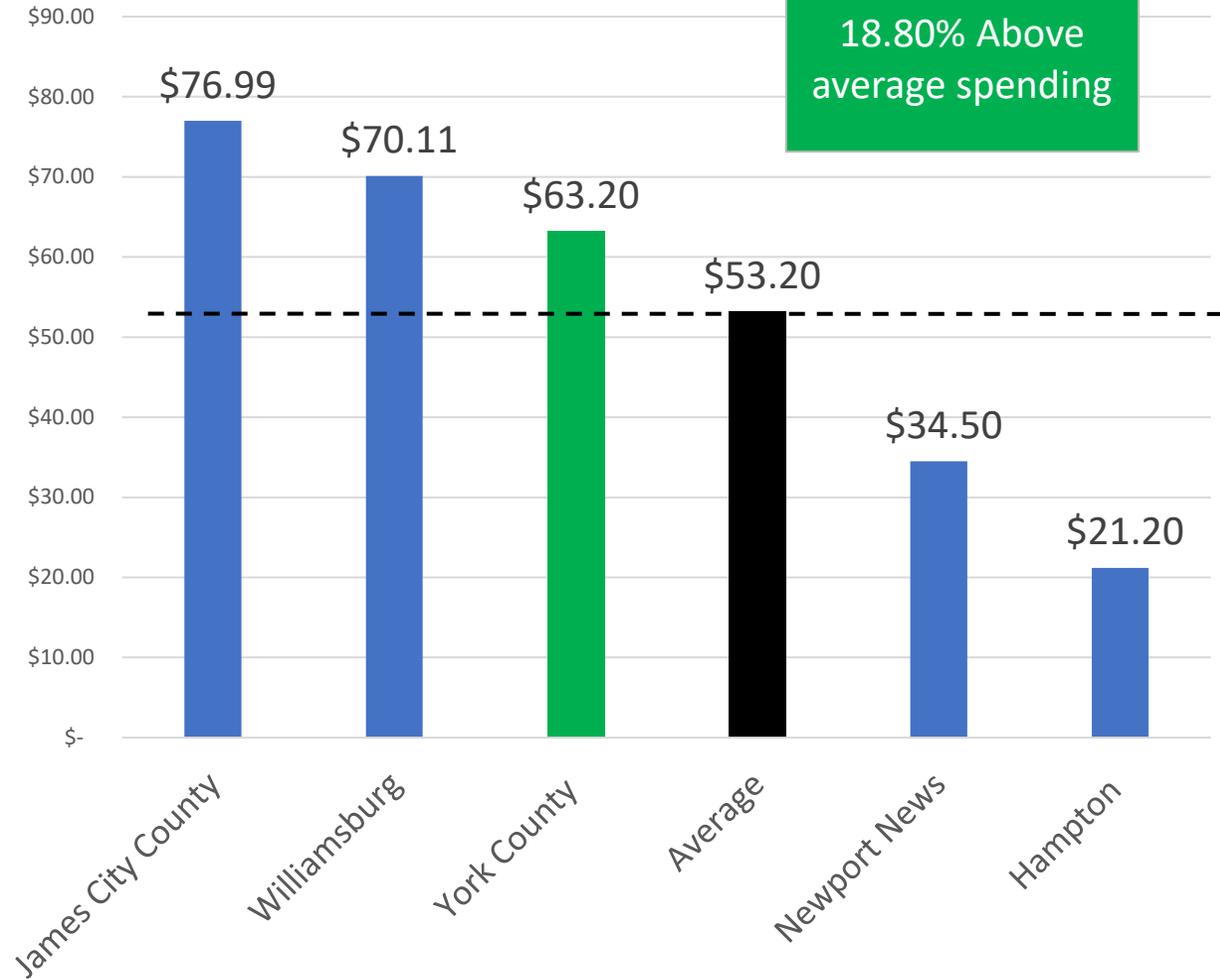


# Virginia Peninsula per capita investment comparisons

## Public safety (per cap)

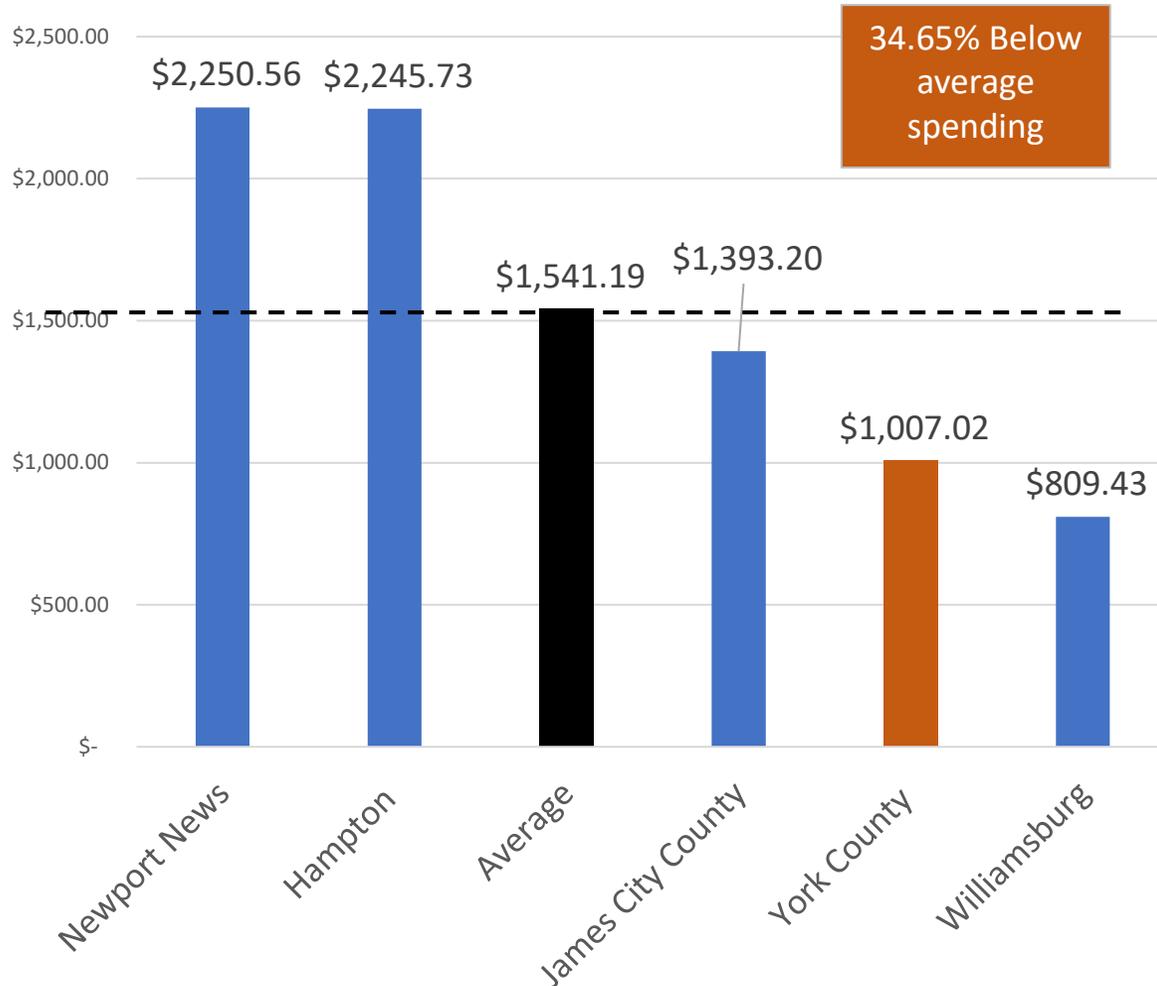


## Libraries (per cap)

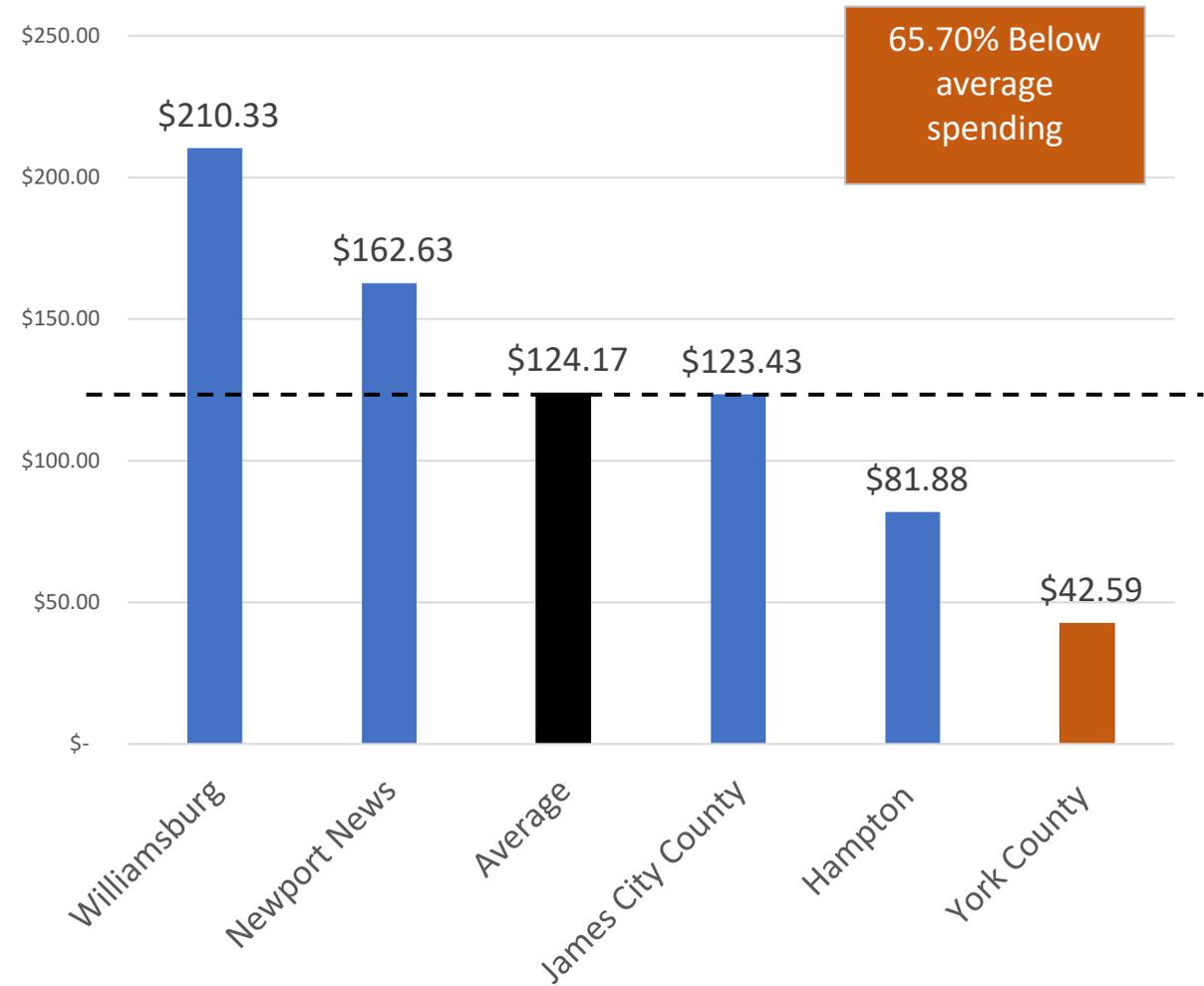


# Virginia Peninsula per capita investment comparisons

## Schools (per cap)



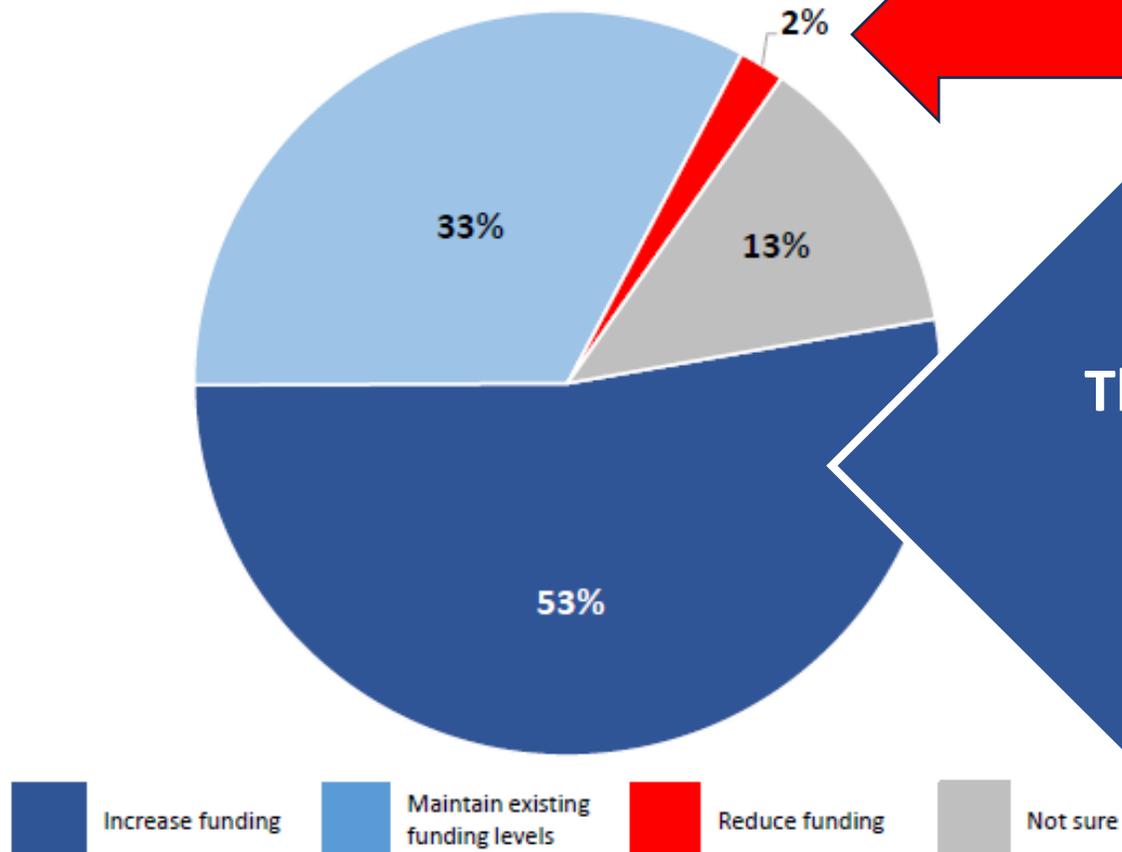
## Parks and Rec (per cap)



# Majority support for parks and recreation investment

Q12. Based on your perception of value, how would you want the County to fund future parks, recreation, trails, and open space needs?

by percentage of respondents (excluding "not provided")



Only 2% want funding reduced

The majority wants more parks and recreation funding  
**INCREASED**

## Action Steps

Number	Action Item	Description	Need Type	Check
1.1	School facility access plan	The recreation department and school system should form an access plan that identifies strengths and weaknesses of the joint-use agreement, multi-year forecasting, attendance analysis, and any upcoming barriers that impact either partner. The plan should also address any possibility for future collaborations. The current share-use efforts should also be reviewed to determine feasibility with resident demands.	Immediate	
2.1	Minimum budget threshold	The County's parks and recreation operating budget should have a minimum threshold of the national per capita lower quartile amount. A long-range goal should have a minimum threshold of the national per capita spending amount on parks and recreation.	Immediate	
7.3	General operational procedures and policies	The department should review and implement the NRPA Commission for Accreditation of Parks and Recreation Agency Standards. These standards should be used as a resource. The department should not formally begin the accreditation process until the standards have been drafted.	Immediate	
10.5	Partnership	The department should develop a partnership policy that guides public recreation. At minimum, nonprofits interested in partnerships should have uniform signs that align with the County's parks and recreation brand standards.		
1.2	Nonprofit / for profit investment report	The County should require any non-government organization that receives County funds for parks and recreation. At minimum, the report should indicate how the funds were used and quantify the impact of the funds on residents (ie: \$20,000 provided to "NGO" allowed for x numbers of residents to do... with a total cost benefit of y per user). The report should be made available to the general public.		
9.1	Partnership report	The County should develop an annual parks and recreation partnership report to provide leadership with a concise overview of current partnerships and opportunities to leverage County funds. This should also include a list of investments, success / failures, and current barriers to partnership.	Immediate	
5.4	Maintenance management system	The parks and recreation department should have real-time access to the public works maintenance system with work orders and should compare user feedback with park management planning.	Immediate	
10.1	Cell phone data	Every five years, the department should pay for and utilize cell phone data to help the County understand resident versus non-resident use trends for its special events, parks, and trails.	Immediate	

This has just been an overview

## 07 RECOMMENDATIONS

### Marketing

The hallmark of successful parks and recreation marketing is that community members can find out about programs, events, and new facilities in a variety of ways. Strong marketing efforts can also help build a sense of community within the municipality as well as broadcast events and activities to non-residents. Marketing practices frequently change as new technologies and creative trends emerge.

Number	Action Item	Description	Need Type
6.1	Rebranding efforts	The County should pursue uniform branding and brand standards for the parks and recreation department. This can give the park system a polished look and help draw in more visitors.	Short-range
6.2	Partnership marketing	The County should explain / market how agreements with local nonprofits and private businesses benefit parks and recreation.	Short-range
		The County should have uniform signs that align with the County's parks and recreation brand standards.	Short-range
		The County's parks are not on major roadways and improved wayfinding / signage is needed to help residents and visitors find the parks.	Short-range
		The County should regularly review and update the department's website (photos and videos). There should be engaging photos and advertisements of upcoming events and programs to attract residents and visitors.	Short-range

### Best Practice

Parks and recreation facilities are an invaluable asset to any community. The need to provide public awareness for recreation opportunities is just as important as providing the necessary facilities. Departments should regularly assess their marketing campaigns to improve their understanding of park facilities and programs. Departments should also strive to pursue more options for raising awareness through social media, special events at lesser known facilities, and signage that directs visitors to the parks as growth continues. Additionally, departments should seek partnerships with local chambers of commerce, tourism development authorities, and real estate groups to help these partners communicate the quality of life enhancements and attractive parks.

