



**SUMMARY OF MINUTES
RESTON COMMUNITY CENTER
BOARD OF GOVERNORS' MEETING
JULY 13, 2009**

Present:

- Carol Ann Bradley, Chair
- Colin Mills, Secretary
- Bill Bouie, Vice Chair
- Beverly Cosham
- Cathy Vivona, Treasurer
- Bill Keefe

Absent and Excused:

- John Gasson
- Bill Penniman
- Claudine Varesi

Staff:

- Leila Gordon, Executive Director
- Thomas Ward, Deputy Director

Visitors:

- Stephen Canner, 1417 Belcastle Court, Reston, Virginia 20194
- William and Joan Smith, 11817 Briar Mill Lane, Reston, Virginia 20194
- Michael and Therese Hathaway, 1453 Waterfront Road, Reston, Virginia 20194
- Dr. Thomas Guterbock, Director, Center for Survey Research (CSR), University of Virginia (UVA)
- Lynn Rexrode, Staff Research Analyst, CSR, UVA

The Chair called the meeting to order at 8:04 p.m., welcoming the viewing audience.

Approval of the Agenda:

Carol Ann Bradley, Chair

MOTION #1:

Colin Mills moved that the Board approve the Agenda. Bill Bouie seconded the motion. The motion passed unanimously.

Approval of the June 1, 2009 Board Minutes:

Carol Ann Bradley, Chair

MOTION #2:

Colin Mills moved that the Board approve the June 1, 2009 Board Minutes. Bill Bouie seconded the motion. The motion passed unanimously.

Approval of the June 1, 2009 Board Actions:

Carol Ann Bradley, Chair

July 13, 2009 BOG Meeting cont'd

MOTION #3:

Colin Mills moved that the Board approve the June 1, 2009 Board Actions. Bill Bouie seconded the motion. The motion passed unanimously.

Chair's Remarks:

Carol Ann Bradley, Chair

The Chair commented that the month had been very busy with RCC and Reston Association (RA) meetings. RA will hold a South Lakes District meeting, hosted by Kathleen Driscoll McKee, RA Vice President and District Representative, on Tuesday, July 21, from 7:00 p.m. to 8:30 p.m. in the Sunset Hills Montessori School assembly room, 11800 Ridge Heights Road, Reston. The purpose of this meeting, in addition to the previous ones, is to provide community members with an overview of efforts to bring indoor recreation to the Reston community and to seek their input on the idea. The Chair expressed appreciation to Board members and staff for showing their support by attending these meetings. The RCC and RA have been listening to the community and exploring the information received about ways to bring indoor recreation to Reston. More input is welcomed. Again, no decision has been made.

On June 1, the RA/RCC Joint Task Force received a presentation from the consultant firm, Brailsford & Dunlavey (B&D), on the Feasibility and Market Analysis for Indoor Recreation Final Report. Following the presentation, members of the audience were able to present their remarks within the RCC Board of Governors meeting comment section. RCC's Annual Public Hearing for Programs and Budget was held on June 15. The RA sponsored the following meetings to gather community input on indoor recreation in Reston: June 22 - Hunters Woods/Dogwood District; June 30 - North Point District; and July 9 - Lake Anne/Tall Oaks District. The Alliance of Reston Clusters and Homeowners (ARCH) cosponsored a forum with the Working Alliance of Town Center Homeowners (WATCH) on July 7, in the Jo Anne Rose Gallery at RCC Lake Anne, to provide ARCH and WATCH members, and the community at large, with an opportunity to obtain information and ask questions about the proposed indoor recreation facility. At this forum, the RCC Board Chair; Leila; Robin Smyers, RA President; and Milton Matthews, RA Chief Executive Officer, made presentations. Earlier today, the Chair and Leila joined Robin and Milton for a taping of John Lovaas' "Reston Impact" program on Comcast Channel 28 to answer questions received from the community about the proposed recreation center.

The Chair finished a RCC Lake Anne Art Studio class. Artwork by the Chair, Claudine Varesi, and Bill Penniman will be featured in an exhibit during August at RCC Hunters Woods. She expressed appreciation to the RCC instructors and staff for their commitment to providing exceptional programs. The Chair attended a swimming class, a yoga class, and the "Refuse to Be a Victim" class. She participated in the Senior Fashion Show, modeling fashions provided by Vogue to Vintage, a consignment shop in Reston. The Chair also attended the final performance of the Reston Community Orchestra for the 2008 to 2009 season, the RCC Volunteer Recognition Event, and the Greater Reston Chamber of Commerce Annual Awards for Chamber Excellence and President's Luncheon, with Leila. She saw Beverly Cosham dancing to Chuck Brown's performance at the Reston Festival.

Introduction of Visitors:

Carol Ann Bradley, Chair.

The Chair recognized the following visitors: Stephen Canner and William and Joan Smith. Visitors Michael and Theresa Hathaway arrived later in the meeting.

Citizens Input:

Carol Ann Bradley, Chair.

July 13, 2009 BOG Meeting cont'd

Stephen Canner, 1417 Belcastle Court, Reston, Virginia 20194, asked whether the questions that will be used in the telephone interview to be conducted by the Center for Survey Research (CSR) at the University of Virginia (UVA), for this year's Community Survey, will be available for the Reston public to review and comment on before or after the survey is administered. He commented that the B&D study was severely flawed, in part because the wrong questions were asked of the wrong people. Stephen expressed concern that local fitness centers would face stiff competition from the new indoor recreation center, and asked if Board members and/or staff have met with the employees of these centers.

In response to Stephen's first question, Leila noted that Dr. Thomas Guterbock, Director, CSR, UVA, will present information to the Board later this evening about the process and the survey methodology. An ad hoc committee of the Board will be formed under Colin Mills' leadership as the Chair of the Community Relations Committee. At the public meetings of this committee, the survey questions will be discussed as they are developed and members of the community are welcome to attend.

Responding to Stephen's second question, Leila said the Board and staff are continuing to engage in discussions with various groups in the community. She met last week with employees of the Reston YMCA, and the RCC will continue to reach out to and stay involved with this organization as the process moves forward. RCC will ask the Greater Reston Chamber of Commerce to help coordinate a meeting where its Board of Directors can learn about this effort and discuss it with the RCC Board. The Board and staff will talk to people in the community from all different perspectives. The community at large is invited to every meeting held by the RCC.

Joan Smith, 11817 Briar Mill Lane, Reston, Virginia 20194, commented that Reston is a very diverse, community where many residents speak English as a second language. She suggested that the appendices in the report of results be clearly introduced and the open-ended responses be clearly linked to the corresponding questions. This will help prevent RCC from being accused of skewing the data.

Bill B. pointed out that the survey is not a poll and it will not be distributed to the general public at-large. CSR will randomly select people within the community to be part of the telephone survey, as has occurred in the past several surveys. Leila added that Dr. Guterbock will describe the survey methodology in greater detail later in the evening.

Board Member Input on Activities Attended:

Carol Ann Bradley, Chair

Beverly attended the Senior Fashion Show, RCC and RA meetings, and the Reston Community Orchestra concert. Beverly and Colin attended the Reston Festival and the RCC Volunteer Recognition Event. Colin attended the Reston Community Players' performance of "Laughing Stock." He mentioned that he attempted to retire from the Reston Citizens Association Board of Directors, but failed to do so since he was re-elected as a write-in candidate for an at-large position on the board. Bill B. attended numerous community meetings and engaged in discussions with people representing various athletic and community groups. He said that based on his conversations with people in the community and some of his fellow Board members, he strongly recommended that public education efforts be implemented to show people the value returned on the Small District 5 (SD5) taxes that they pay. The Fairfax County real estate tax rate has increased three times in the last six years. However, RCC has reduced the SD5 rate twice in the last six years while still maintaining a magnificent program. The current SD5 tax rate is 4.7 cents per \$100 of assessed value. For example, a person whose home is assessed at \$500,000 pays \$235 per year in SD5 taxes, which equates to less than a cup of coffee or one bottled water per day. Reston residents and businesses/employees (which comprise roughly 40% of the RCC tax base) need to be educated as to the value of the Center. Moreover, the business community is a very critical component of the tax base and will grow as the Metrorail expansion project moves forward.

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Answering a question from the Chair, Bill B. said this information could be published in a newspaper article and other means to ensure that the community understands the value and purpose of the RCC.

Bill B. also spent a lot of time with Little League Baseball of Northern Virginia as Assistant District Administrator, attending two games a night for the last two and a half weeks. The Reston Little League will host the Little League State 10/11 Baseball Tournament between July 16 and 21. The opening ceremony will be held at the Reston Town Center Pavilion on July 16 from 5:30 to 8:00 p.m. Games will be played at Fred Crabtree Park, located near Crossfield Elementary School, 2791 Fox Mill Road, Herndon, Virginia 20171, on the following dates and times: July 17, 18, and 19 at 10 a.m., 1 p.m., and 4 p.m., and on July 20 and 21 at 4 p.m. and 7 p.m.

Cathy attended community meetings regarding the proposed indoor recreation center. She agreed with Bill B.'s recommendation for public outreach and said she wanted people to appreciate the Board's and staff's passion about what they are doing for the Center and community. Regardless of their position on the indoor recreation issue, the RCC should encourage people, who were not aware of the Center, to learn about the Center, use it, and understand its value. Cathy announced that she had earned first place two weeks in a row for scoring under 299 points in bridge. Bill K. attended the Reston Festival and the Reston Planning and Zoning Committee meeting to discuss the Reston Master Plan Special Study process. The Fairfax County Board of Supervisors had passed a resolution supporting this effort. He announced that the South East Regional Babe Ruth Tournament for 18-year-olds will be held between July 22 and 27 at Fireman's Field in Purcellville, Virginia. The Babe Ruth World Series for 14-year-olds will also be held at Fireman's Field in August 2010.

The Chair recognized the following visitors who came in after the Citizens Input portion of the meeting: Michael and Therese Hathaway. Both Michael and Therese declined Leila's offer to present remarks.

Committee Reports

Carol Ann Bradley, Chair

RA/RCC Joint Task Force Presentation - June 1, 2009

Carol Ann Bradley, Chair. Please see attached report.

There were no comments made by Board members.

Public Hearing on Programs/Budget - June 15, 2009

Cathy Vivona, Chair, Finance Committee. Colin Mills, Vice Chair, Program/Policy Committee. Please see attached transcript.

Cathy noted that the current Fiscal Year (FY) 2009 budget ended on June 30, the FY 2010 budget began on July 1, and RCC is preparing the proposed FY 2011 budget. RCC may revisit the proposed FY 2011 budget at the Third Quarter to adjust it based on the results of the Community Survey and other community input.

Preference Poll Committee Report - June 29, 2009

Cathy Vivona, Member (on behalf of Bill Penniman, Chair, and John Gasson, Vice Chair, who were both absent). The report was summarized and submitted for the record. Please see attached report.

Approval of Committee Reports:

Carol Ann Bradley, Chair

MOTION #4:

Colin Mills moved that the Board approve the Committee Reports. Bill Bouie seconded the motion. The motion passed unanimously.

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Executive Director's Report:

Leila Gordon, Executive Director. The report was summarized and submitted for the record. Please see attached report.

Leila recognized Tom Ward, RCC Deputy Director, for his exceptional work leading the staff team in the implementation of the new WebTrac system. The Customer Service staff team has been able to answer all questions and the system has been operating very smoothly.

Leila said she has been very busy meeting with the Board and the community at-large. She has learned a great deal from the community and as the fall season approaches, she anticipates learning more about where the community stands with respect to the exploration of recreation issues. The Board and staff will work diligently to use the Community Survey as a tool to help further educate the community about what programs and services the Center offers and how little they cost people individually.

Old Business:

Carol Ann Bradley, Chair.

There was no old business.

New Business:

Carol Ann Bradley, Chair.

Dr. Thomas Guterbock, Director, CSR, UVA, introduced Deborah Rexrode, who is a UVA graduate student, CSR Staff Research Analyst, and one of the project managers for the 2009 RCC Community Survey. He said Jim Ellis, CSR Senior Research Director, is the primary lead on this project but was absent from this meeting since he was on vacation.

Dr. Guterbock stated that CSR is a full-service academic survey research facility at UVA. CSR specializes in surveys by Internet, mail, face-to-face, and telephone and offers customized survey design, data analysis, and presentations. CSR has conducted the community surveys for RCC in 2001, 2004, and 2007. Each survey was different in its content but similar in how it was administered. This year, CSR proposes to conduct the survey in a similar way but with a substantial change relating to the inclusion of cell phone numbers. In previous surveys, CSR took a random sample of households that are located within the boundaries of SD5. The directory of listed telephone numbers in the phonebook was used although this listing did not cover households with an unlisted phone number or no landline telephone. However, the alternative sampling methods at the time did not seem feasible.

In a typical survey such as the annual Prince William County Citizen Satisfaction Survey, CSR employs a method called "Random digit dialing (RDD)," which ensures that all households with landline telephones are equally liable to be called for an interview. CSR obtains a list of telephone exchanges that are known to be working in an area and the numbers are randomly dialed by changing the last few digits until a working number is reached. If there is an answer, the respondent is asked their area of residence and if they are not in the preferred area, their number is removed from the calling list. Listed and unlisted telephone numbers have equal probability of being included in the survey. However, using the RDD method for the RCC survey is inefficient because SD5 is a small area, 703 numbers cover such a wide area, and people in Reston may not know if they live in SD5. Therefore, randomly calling listed telephone numbers in SD5 was a more efficient sampling method.

For the last RCC survey, CSR submitted to a sampling company the census tracts that encompass SD5, and the company provided a sample of listed telephone numbers in the three zip codes identified by RCC as being nearly contiguous with SD5 borders. CSR staff then used a file from RCC to manually delete from the list addresses that lay outside the district boundaries to make an exact match and only called households within the district. CSR mailed a letter in advance of the initial telephone calling to

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those households that were part of the sample, explaining the purpose of the survey and asking for their cooperation. CSR uses probability-based methods of sampling, which involves selecting participants at random from a defined population. Therefore, this method allows every SD5 household a chance of being selected in the sample and ensures a fully representative sample to include people who are fairly indifferent to or are unaware of the RCC.

One change affecting sampling methodology that has occurred over recent years is the increasingly common use of cell phones. Survey researchers have been working on addressing this issue. Dr. Guterbock attended the Annual Conference of the American Association for Public Opinion Research (AAPOR) in 2007, in which there were 55 different academic papers on the topic of polling people on their cell phones and the associated implications. In early spring 2008, CSR conducted a pilot study of cell phone surveying in Prince William County, using the 2007 survey instrument to demonstrate the feasibility of cell phone calling and to work out operational details. CSR learned that calling people on a cell phone was not as much of an issue for respondents as thought, especially as more people use a cell phone every day, are more reachable and plans are not as sensitive to time charges. Based on research conducted by CSR and others, calling people on their cell phone enables researchers to reach people who would otherwise never be reached, specifically more minorities, young adults, renters, single people, new residents, and language minorities (e.g. Hispanics are very likely to have cell phones only). In Northern Virginia, CSR found that by polling cell phone numbers, the number of Spanish interviews increased significantly. Thus, the results would be more representative of the population if people can be reached on their cell phones.

However, there is no single listing of cell phone numbers. CSR staff determines the exchanges that cell phone companies in the survey area are using and start randomly dialing the cell phone numbers, hoping to reach someone in the target area. Unfortunately, randomly dialing cell phone numbers to reach a person in SD5 is not practical. For a fairly well-defined large area like Prince William County, it took CSR staff two hours of dialing random cell phone numbers to make one complete call and this process was very expensive. Therefore, it is essential to try to balance how to poll cell phone numbers without considerable cost. CSR has conducted numerous surveys where the RDD method is used to gain a statistically valid sample from landline telephone numbers and cell phones and to make projections of the whole population. Although this would be the preferred method if SD5 was larger or all of Fairfax County was included, it was not feasible or cost-effective since the population being surveyed can be comprised only of SD5 households.

Therefore, CSR suggests Address Based Sampling (ABS), where the sampling frame is composed of household addresses. A full list of all SD5 households is obtained from the U.S. Postal Service's Delivery Sequence File, which is a computerized database that contains all delivery point addresses that mail carriers use on their mail route in the order that the mail is delivered. In recent years, this database has been enhanced with additional sources of data, such as geographic coordinates, demographic information, and other supplementary data items. CSR staff will obtain a list of every household address within SD5 (renters and owners) and back match the addresses to the telephone directory. Approximately 55% of the addresses are expected to return a phone number and the survey will be conducted as before where CSR staff call those households, verify their address, and proceed with the interview where appropriate. An estimated 20% of adults use cell phones only. For the addresses that do not return a phone number, CSR will send those households a letter to indicate interest in talking to them about RCC and request that they return the letter, call a phone number, or visit a Web site to provide CSR with their cell phone number. It is expected that many people will not respond to this request but a substantially greater number of people will be reached than might otherwise be possible. An estimated 3,000 letters will be mailed and 1,000 responses are anticipated to be received. As an experiment, CSR staff will enclose \$2 with some of the letters to test what effect it has on the response rate. The \$2 incentive is anticipated to pay for itself in a substantially higher response rate than otherwise expected.

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Responding to a question from Cathy, Dr. Guterbock said the RDD method typically took one hour to make a complete call on a landline telephone number (35 minutes dialing and 25 minutes administering the survey) versus two hours on a cell phone number. An area with a highly dense set of landline telephone numbers is likely to generate more working numbers. On the other hand, cell phones are fairly new, there are numerous cell phone exchanges that are not all filled up so it takes longer to find a working number, and other obstacles are present, such as a cell phone may be turned off or a person may not answer because of call screening. Cell phones are also more geographically sparse due to the lack of geographic targeting. Additionally, approximately 25% of cell phone users are under the age of 18, who are not eligible to participate in the survey.

Continuing his presentation, Dr. Guterbock said CSR has some experience with ABS sampling, noting that he and Deborah have used this method in health studies where staff followed up in person. This technique will benefit RCC in that it will give every single address in the sample an opportunity to participate in the survey. This will also enable a fully representative sample, symbolically and substantively. CSR staff plan to complete 1,000 telephone interviews with SD5 residents.

In reply to questions from Cathy, Dr. Guterbock noted that CSR survey participants are asked about their phone service, including the following questions: Do you have a landline? Do you have a cell phone? Is your landline number listed or not listed? Weighting of the data is then performed where greater statistical weight is given to cell-phone-only respondents based on the best estimate of the expected number of respondents in this category. CSR staff will ensure that there is a reasonable ratio between the number of landline respondents and cell-phone-only respondents. With modest weighting, CSR staff can obtain a solid estimate of the expected results if all households with each kind of phone service had equal chances of participating in the survey.

Answering a question from Bill B., Dr. Guterbock said CSR had been directed to focus on SD5 households only. For the last RCC survey, there were plans for CSR to conduct interviews of a focus group consisting of employees of Reston businesses. In the survey, the following questions have always been asked: Do you work in Reston? Do you own a business or commercial property in Reston?

In response to questions from Colin, Dr. Guterbock explained that the letters will only be mailed to households that have been randomly selected to be part of the telephone survey and not to every cell-phone-only household in SD5.

Dr. Guterbock pointed out that the Internet will be used to facilitate electronic communications between CSR and potential participants about the survey and to schedule a time for staff to call. It is not possible to acquire a random sample of the public based on e-mail addresses, as there is no legitimate method of random e-mail surveying. Furthermore, if there was such method, no system is available to target SD5 residents by e-mail address. This would also raise the issue of the "digital divide," since Internet access is not available to everyone.

At Leila's request, Dr. Guterbock discussed the proposed process involved in drafting the survey content. The Board and staff have already provided some ideas for the questions. This survey probably will not include many questions from previous surveys other than those relating to familiarity with RCC and satisfaction with the Center. The questionnaire will focus on gathering preferences for facility needs, programs, and activities; financing of new facilities or programs in the future; and balancing of current and future needs, among other issues. CSR will also test out the survey instrument in a focus group session to ensure that it is understandable and accessible to everyone.

Dr. Guterbock reviewed the following steps in the process:

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- 1) The Board develops a conceptual outline of topics to be covered in the questionnaire. CSR staff draft the questions based on the outline and present them to the Board to review and provide feedback.
- 2) The questionnaire is presented to the focus group and changes are made according to the feedback received.
- 3) The updated questionnaire is programmed into the CSR telephone interviewing system. A telephone pretest is conducted on a listed sample and additional changes are made based on the input received.
- 4) The final survey is administered by CSR staff.

Replying to a question from the Chair, Dr. Guterbock stated that the focus group participants are randomly selected by phone and are offered \$30 to participate. The focus group session can be held at a RCC facility.

Leila assured the community that before the Board submits an outline of concerns and questions to CSR, an ad hoc committee, comprised of Board members, will be formed to discuss the survey questions in a public meeting setting where people can contribute their ideas and concerns. This input will be forwarded to CSR to enable the questions to be framed appropriately for the purpose of the survey. The committee will then review the questions, prepared by CSR based on the outline, in a public meeting where people can review the questions and provide feedback before a final outline and format for the questions is determined. Dr. Guterbock pointed out that CSR plans to administer the survey in the fall.

In response to questions from Cathy, Dr. Guterbock said he was hesitant to call the test of the survey a "focus group," because that term can have different meanings. It was more appropriate to refer to it as a group self-administered test of the survey instrument. Once the questionnaire is complete, CSR will invite people to sit down and review the questionnaire, get debriefed, and tell staff why any of the questions need to be changed.

Leila pointed out that as always, there will be substantial discussion about the content of the survey questions. She assured the community that questions pertaining to both active outdoor recreation and indoor recreation will be asked so that respondents are not forced into a narrow field of recreation concerns. This is one of the issues that will be addressed in the ad hoc committee.

Cathy commented that CSR professionals are able to develop questions that are unbiased and honest, which is of particular interest to the community. Dr. Guterbock explained that the questionnaire is developed by mutual consent between the Board and CSR through discussions. Cathy said she wanted to assure the community that RCC understands the importance of wording the questions effectively. Dr. Guterbock stated that CSR staff will perform their best, although it was very difficult for a question to be completely unbiased because language always has connotations. One of the purposes of the group test is to ensure that all points of view are expressed.

Beverly said she thought that in working together, RCC and CSR can create an effective questionnaire. She also said she understood why Dr. Guterbock did not want to label the group test as a focus group because focus groups are usually held by the person who has a vested interest in the discussion so the questions are framed in such a way where participants can identify the "right" answers. Dr. Guterbock pointed out that the intent of this group is not to learn what people want from the Center, but to perform a live test to obtain input regarding the survey.

Answering a question from Joan, Dr. Guterbock said the \$2 incentive is not a quid pro quo in which people are told that if they participate in the survey, they will receive \$2. The \$2 enclosed with the advance letter becomes a part of a social exchange where CSR is doing a favor and showing trust in the people who received the money. Such incentive has a positive effect on the response rate generally, raising it by 5 to 10 percentage points. People participate in surveys based on various motivations, such

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as those who care about the given issue or believe it is their duty as a citizen. However, others may be motivated to participate if they know they are getting something in return. The front-end cash incentive helps to reach people who may otherwise not participate, such as those who are not connected to or involved in the community, are new to Reston, or are indifferent.

Approval of Extending the Meeting until 9:30 p.m.:

Carol Ann Bradley, Chair.

MOTION #5:

Cathy Vivona moved that the meeting be extended until 9:30 p.m. per the Agenda. Beverly Cosham seconded the motion. The motion passed unanimously.

New Business (Continued):

Carol Ann Bradley, Chair.

Replying a question from Stephen, Dr. Guterbock said CSR will allow for some open-ended comments from those randomly selected. If requested by the Board, CSR can provide a Web site for people to provide comments on the survey questions although this will be separate from the actual survey. Leila announced that a RA survey about indoor recreational facilities is available on the RA Web site at <http://www.reston.org>. The RCC Indoor Recreation Survey is also available on the RCC Web site at <http://www.restoncommunitycenter.com>. People filling out this survey must provide their name and address so RCC staff can verify that each individual has an equal opportunity to submit a survey once.

In response to questions from Stephen, Leila assured him that RCC will take into account all the information provided by the community. The telephone survey is based on a random sample and the integrity of it depends on the anonymity of the respondents and the randomness of the approach. The online survey instrument and the other means of providing input require validation of the respondents (name and address) to ensure that each person's opinion counts equally.

The Chair asked Colin Mills, Chair of the Community Relations Committee, to form an ad hoc committee to oversee the 2009 Community Survey instrument questions' development and related meeting times. Beverly Cosham, Cathy Vivona, and Carol Ann Bradley volunteered to join this committee. Leila said she will find out from the absent Board members (John Gasson, Bill Penniman, and Claudine Varesi) if they are interested in joining this committee. (*Note: Bill Penniman subsequently joined this committee.*)

Colin announced the following meeting schedule of the new Ad Hoc Committee on the 2009 Community Survey:

- Monday, July 20, at 6 p.m., RCC Hunters Woods
- Monday, July 27, at 6 p.m., RCC Hunters Woods

In reply to a question from the Chair, Dr. Guterbock said he will communicate with the Board members and staff via e-mail and teleconferencing.

MOTION #6:

Colin Mills moved that the meeting be adjourned. Beverly Cosham seconded the motion. The motion passed unanimously.

The meeting adjourned at 9:12 p.m.

Colin Mills, Board Secretary

Date

**RESTON COMMUNITY CENTER
BOARD ACTIONS
TAKEN AT BOARD OF GOVERNORS' MEETING ON JULY 13, 2009**

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| 09-7-13-1 | Bd | That the Board approve the Agenda. |
| 09-7-13-2 | Bd | That the Board approve the June 1, 2009 Board Minutes. |
| 09-7-13-3 | Bd | That the Board approve the June 1, 2009 Board Actions. |
| 09-7-13-4 | Bd | That the Board approve the Committee Reports. |
| 09-7-13-5 | Bd | That the meeting be extended until 9:30 p.m. |
| 09-7-13-6 | Bd | That the meeting be adjourned. |

Colin Mills, Board Secretary

Date



MEMORANDUM

DATE: July 6, 2009
TO: RCC Board of Governors
FROM: Bill Penniman
Chair, Preference Poll Committee
SUBJECT: June 29, 2009 Preference Poll Committee Meeting

The Preference Poll Committee met on Monday, June 29, 2009. Present were:

- Bill Penniman, Chair
- John Gasson
- Beverly Cosham
- Bill Keefe
- Cathy Vivona

Claudine Varesi was absent and excused.

Present RCC staff members were:

- Leila Gordon, RCC Executive Director
- Thomas L. Ward, Deputy Director
- BeBe Nguyen, Director of Communications

The Chair called the meeting to order at 6:07 p.m.

2009 Preference Poll Calendar and Process Outline: Leila distributed an outline of the milestones and process issues regarding the 2009 Preference Poll to be discussed by the Committee. She reported that on June 22, the Fairfax County Board of Supervisors adopted the revisions to the Memorandum of Understanding (MOU) between the County Board of Supervisors and the RCC Board of Governors. She also reported that she and Tom had researched administration of Reston Association's (RA) electronic balloting, regarding the online and mail-in voting process.

Under the proposed schedule for this year's Preference Poll, the voting period will take place for three weeks between September 24 and October 14. Only one vote can be cast per residential or commercial property in Small District 5 (SD5). Letters containing a personal identification number (PIN) and instructions on the electronic voting process would be printed and mailed by the Fairfax County Print Shop between September 16 and 21. RCC staff would e-mail the electronic voting vendor an Excel spreadsheet containing the SD5 residential and commercial mailing addresses. The vendor would then enter the PINs under a new column in the mailing list, therefore, ensuring that RCC staff would never see the PINs.

In response to questions from Cathy, Leila explained that SD5 households and businesses would receive a letter that includes instructions on how to access the vendor's Web site for voting, walk-in to an RCC facility to vote, and/or request a mail ballot. If a mail ballot is requested, RCC staff would send a paper ballot to the requestor, with an addressed envelope to the vendor. Users of the electronic voting system would first enter their address and PIN and the system would verify the address eligibility and if a vote

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had already been registered for the given address. The first vote that is registered for the address is the vote that counts.

Replying to a question from the Chair, Leila said a paper ballot and a return envelope would only be sent to people upon request to help minimize the expense of mailing a ballot and addressed envelope to every SD5 property.

The Chair said every SD5 household and business should have an opportunity to vote by mail without having to call RCC to request a paper ballot. Leila suggested mailing only the PIN and instructions because this would be less expensive and reduce paper usage. A discussion ensued.

Bill K. discussed the problems that the RA has faced over the last few years with its electronic voting system, such as software errors, unclear PINs, slow Web site performance, and user confusion.

Leila pointed out that the RA is comfortable with their current system, noting that 80% of the total votes cast in RA's last election were electronic.

The Chair commented that the online voting process must be simple and efficient or else people would not participate in the poll. He suggested enclosing a paper ballot and return envelope or the address to send the ballot, along with the PIN and instructions, and mailing them all at once to every SD5 household and commercial address. This would give people a choice on how to vote. John said although he supported this suggestion, he wanted to evaluate the cost first before any decision was made.

Answering a question from the Chair, Leila explained that the vendor can print and send paper ballots to those SD5 constituents who request them in a hybrid election system, or RCC can contract with the League of Women Voters to count the paper ballots and enter the numbers in the electronic system.

In response to a question from John, Leila noted that current research showed a vendor would charge a one-time cost of \$9,000 to set up the desired Web site template for the electronic voting system. The annual recurring cost for the system would be \$6,000 to \$7,000 depending on printing and PR costs.

Leila reported that one year, RCC had spent \$33,000 to promote and solicit participation in the Preference Poll.

Responding to another question from John, Leila said she did not know what the exact cost of conducting online and mail-in voting would be each year. She reminded members that the RCC Board had only voted this year to support some type of mail and electronic ballots beginning, so obtaining cost estimates and projecting them is going to depend on the specifications and procedures used.

In reply to a comment by the Chair, Leila stated that electronic voting systems have security measures in place to prevent the wipe out of poll data.

Tom and Leila explained to the Chair that every paper ballot would be entered into the voting Web site and those ballots that are entered against an address with a prior vote would be rejected. This method would prevent double-voting. Paper ballot results would be integrated with online results to create accurate consolidated results.

Cathy noted that the consensus from the Committee was that the letter with a PIN and instructions, a paper ballot, and a return envelope should all be mailed together at the same time to SD5 residential and commercial addresses.

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Answering a question from Bill K., Leila noted that participants would be able to request RCC staff to provide them with the instructions and PIN to vote online at a dedicated computer terminal in one of the two RCC facilities (Hunters Woods and Lake Anne). If a vote had already been registered at the address entered into the system, the participant would not be allowed to vote again.

Tom pointed out that the mailing list was not 100% accurate; therefore, walk-in voting is expected.

In response to a question from Cathy, Leila said a person would not be allowed to submit a walk-in paper ballot on behalf of someone else because the person would be required to present identification to a RCC employee that matches the address information being checked to permit a ballot to be given.

Beverly commented that it would be difficult to determine if electronic and mail balloting actually helped boost overall voter turnout since the controversy surrounding the proposed indoor recreation facility may be the primary cause for any increase in participation.

Leila said she did not see any need for an elaborate advertising campaign for this year's Preference Poll. The results from last year's poll can be compared to this year's poll to serve as a benchmark. Marketing activities can include normal marketing efforts and electronic and event-based marketing of the poll. The Chair expressed concern that the new Preference Poll voting process may cause confusion among some people. Leila said she felt that risk would be minimal because the RA had already established an online and mail-in voting process, which provides a good baseline for the community and people have some experience with it.

The Chair said the Preference Poll should be well promoted. Beverly pointed out that advertisements about the poll were featured at the local movie theater in a previous year, to no appreciable effect. RCC continually struggles with how to promote participation in the poll in a way that generates greater participation. Leila assured the Chair that the majority of active Preference Poll participants are RCC users and marketing efforts to reach beyond that group would include the RCC "News and Views" program on Comcast Channel 28 and methods used currently to promote other RCC programs and events. Cathy suggested sending a mass e-mail message about the upcoming Preference Poll to the list of patrons' e-mail addresses that is managed by RCC staff. The Chair recommended that RCC staff and Committee members seriously think about how to market the Preference Poll in order to encourage more people to vote.

The Chair suggested that "RCC ballot enclosed" be printed on the envelopes containing the voting materials that will be sent to SD5 residential and commercial addresses.

Replying to questions from Bill K., Tom noted that the League of Women Voters would tally the mail-in and walk-in paper ballots and enter the numbers into the voting Web site, not RCC staff. In reply to another question from Bill K., Leila said RCC was obligated by the MOU to have a system in place against double-voting; there would be one vote per address, therefore, the property owner of an apartment building would not be entitled to a vote. However, each apartment unit would be entitled to one vote. Bill K. reported that multi-family buildings in Reston currently have an overall 16% vacancy rate.

Answering a question from the Chair, Leila said she did not anticipate spending a lot of money on newspaper advertisements about the Preference Poll due to questions about the reach and effectiveness of such ads. She then reviewed possible public relations efforts to explain the new voting process and promote participation in the poll: a CNN News headline segment, an episode of the RCC "News and Views" program on Comcast Channel 28, the video of the Candidates Forum available on the RCC Web site, letters from the RCC Board Chair and Leila featured in the fall RCC Program Guide, and a presentation to the Greater Reston Chamber of Commerce. BeBe added that the public relations campaign would also involve direct e-mailing and free publicity in the local media.

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In reply to a question from the Chair, Leila noted that patrons opt-in to receive e-mail alerts from the RCC about upcoming programs or CenterStage Theatre performances by providing their e-mail address on the RCC Class/Trip/Workshop Registration Form or the CenterStage Professional Touring Artist Series Ticket Order Form, respectively.

John suggested that RCC reach out to other Reston organizations, such as homeowners associations, to encourage members to announce RCC news at their community meetings. Leila said she can request RA staff to provide her with contact information for each cluster association in Reston. RCC staff will conduct community outreach as much as possible to ensure that people are aware of the new voting process. The results of the 2007 RCC Citizen Survey showed significant support for mail-in and electronic voting.

The Chair recommended that RCC staff expand the list of e-mail addresses for attendees of RCC-sponsored concerts and festivals, create poster displays advertising the Preference Poll, and disseminate a postcard alerting SD5 households and businesses of the poll in advance. Leila replied that printing and sending the postcard would cost \$5,000; alternatively, a banner can be displayed in the RCC facilities, and staff can explore ways to capture more e-mail addresses.

The Chair also suggested that a promotional sign be displayed at the Reston Farmers Market in Lake Anne Village.

Responding to a question from the Chair, Tom noted that the mailing list contains 25,000 addresses.

John said additional efforts to boost the participation rate should be implemented in order to minimize the cost per vote. Answering a question from the Chair, Leila reported that approximately 10,000 votes were received in the last RA Board election.

Beverly commented that the RA may have a higher voter turnout than the RCC because more people are interested in issues facing the RA that relate to the dues paid for RA membership.

The Chair suggested that the Committee review the proposed schedule.

Bill Keefe requested that the Preference Poll Committee approve the schedule for the 2009 RCC Preference Poll. The Committee unanimously approved the schedule as presented by the staff.

In response to a question from Bill K., Leila explained that the RCC can contract with the League of Women Voters to fulfill the "administrator" role in which the League would receive mailed paper ballots at a PO Box and walk-in paper ballots at the two RCC facilities.

The Chair noted that the Committee can discuss at a later time the process for people to vote online at a computer terminal in a RCC facility and other related process issues.

Replying to a question from the Chair, Leila stated that it would be more expensive if the vendor, instead of the League of Women Voters, tallied the mail-in and walk-in paper ballots and received the results. Current research shows estimates of a vendor minimum charge of \$2,500 or \$1 per vote received, whichever is higher, for that service. John commented that the mail-in ballot option serves as a good backup plan if there was any problem with the voting Web site. Answering a question from the Chair, Leila explained that the Committee can decide to only send SD5 households and commercial addresses the letter with a PIN and instructions, and to also enclose a paper mail-in ballot and return envelope. The candidate names, photos, and statements can be posted on the RCC Web site and other mediums. Different approaches to what to include and not include would result in different costs. More information would be available after receiving the vendor quotes and fees for these various services.

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Leila was tasked with finding out the total costs, broken out to include paper ballots and return envelopes with the letters, and similar aspects' requirements.

With no further business, the meeting adjourned at 7:02 p.m.



Executive Director Report for June 2009

Programs

Arts and Events

The summer season for this department is all about free concerts, family entertainment and outdoor social gatherings. June through August include the Take A Break Concert series at Lake Ann Village Center, Family Fun Series at Town Center, Community Cookouts at RA pools, Reston Festival, and the Arts Education summer programs, Young Actors Theatre (YAT) and Lake Anne Art Rave for Kids (L.A.R.K.) So far, even with all the rain we have had this year, most events have been held and are drawing enthusiastic crowds.

General Programs

Enrollment in GP activities is showing approximately a 20% increase over comparable enrollment for last year. Additionally, the month of June is also the beginning of all the different General Programs summer programs for youth and teens. Focus in June was on training for all these activities, with RCC hosting a Summer Survival workshop for area counselors, featuring water safety and survival training by Aquatics Director, Joe Leary, among other offerings. Also, RCC hosted a full-day motivational training seminar presented by Phil Lilienthal, who is the founder of the Global Camps Africa organization and a national leader in camping recreation.

Aquatics and Operations

The major Aquatics and Operations news for June was the launch of online registration. WebTrac was up and running and available to the public for on-line registration of Aquatics classes on Wednesday June 24th. Patrons of RCC who had an active household account in our registration system (approximately 7,500 households) received a letter on Saturday June 27th describing the functionality of WebTrac and providing them with a userid and password. There were 27 classes available for online registration (Rookie I, Rookie II, Ranger, Marlin, Beginner II, and Advanced Beginner). From Saturday June 27th to Monday June 29th, there were 123 WebTrac sessions initiated by existing RCC patrons (patrons who have a household account in RecTrac) and 126 sessions initiated by guests (patrons who do not have a household account in RecTrac). The first class registration via WebTrac occurred on Saturday June 27th. (That same day a patron paid an outstanding facility rental balance.) Between June 27th and June 29th there were 216 activity inquiries initiated via WebTrac, 43 facility inquiries and 14 household inquiries. As a measure of access to RCC, 54 WebTrac sessions were initiated after 9:00 pm and before 9:00 am each day between June 27th and June 29th. A few of those sessions were initiated after midnight.

After the fall priority registration period all RCC classes and activities will be available for registration via WebTrac.

Executive Director Outreach

Meetings/Events: IPAR, Fairfax Partnership for Youth (Award presented to RCC for Outstanding Community Service), RCC Volunteer Recognition Event, Interview for Langston Hughes Middle School Oral History Project, (Community Anniversaries), Senior Fashion Show, Reston Interfaith Home Dedication (Best of Reston Home), Greater Reston Chamber of Commerce Annual ACE Awards and President's Luncheon.