



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: Friday, April 3, 2026.** Please include this submission form as the first page of your electronic entry. Contact [Gage Harter](#) with any questions.

PROGRAM INFORMATION

County: Loudoun County

Program Title: My PRCS

Program Category: Technology

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Tim Hemstreet

Title: County Administrator

Signature: 

Executive Summary

Over the last decade, Loudoun County's population exploded by over 35 percent. As the community expanded and changed, so did the need to provide more recreational amenities and infrastructure. In a recent countywide resident survey, Loudoun County Parks, Recreation and Community Services (PRCS) was ranked as the second most important factor in overall livability—just behind safety. With tourism growing and new residents rapidly moving into the county, it was essential for PRCS to provide an easily accessible way to learn about the diverse variety of services that the department offers.

In partnership with the Office of Mapping and Geographic Information, PRCS developed and launched *My PRCS*, an interactive online digital mapping tool designed to help residents and visitors discover parks, facilities and recreational amenities both nearby and throughout the county.

Available for both desktop and mobile use, *My PRCS* provides a centralized and accessible platform for users looking to quickly identify recreational opportunities, learn about available amenities, and access additional information about each site.

Sidewalk decals featuring the *My PRCS* logo and a QR code were prominently placed at PRCS parks and centers to promote the new on-the-go technology as well as other resources available in Loudoun County.

Challenge

Loudoun County experienced rapid population growth between 2010 and 2020, adding more than 100,000 residents. As the community expanded, PRCS also grew significantly to meet the community's needs.

Since 2016, Loudoun County added more than 10 parks, including a 257-acre regional park featuring unique amenities such as the county's first dedicated cricket pitch, a skate plaza, a nature center, and PRCS's first dedicated event rental facility. The county also opened the department's fifth senior center and the third combined recreation and community center. In addition to competition pools, a spa and full-size gymnasium, this new recreation and community center also includes the county's first dedicated sensory room and recovery room

Today, PRCS operates:

- 53 parks,
- 7 community centers

- 5 senior centers
- 3 adult day centers
- 3 recreation centers
- 1 indoor aquatics center
- 26 playgrounds
- 7 indoor pools and 2 outdoor pools
- 1 visual and performing arts center
- Equestrian facilities, skate parks and nature centers.

PRCS is also unique because it offers more than traditional parks and recreation. The department provides services and programs for all ages, including nine preschool sites, 60 after-school sites, and six childcare programs.

This growth expanded recreational opportunities, but it also made it difficult for residents to identify and locate specific facilities. While PRCS facilities and parks are listed on the department's main webpages many names lack a clear geographic reference, giving most residents little sense of where they are located.

The PCRS website includes a searchable facility module, but its search features are limited, and it does not provide a comprehensive visual map. As a result, residents may struggle to see what recreational resources are closest to them and identify which locations offer specific amenities.

Residents consistently say they view PRCS services as essential and deeply integrated into their daily lives. As the county continues to grow, it is increasingly important to help residents discover new amenities and programs for all ages, needs and capabilities.

Innovation/Collaboration

To address the challenge of promoting all the recreational activities and services that the county has to offer, PRCS collaborated with the Loudoun County Office of Mapping and Geographic Information to design and develop *My PRCS*, a modern, interactive mapping platform that leverages geographic information system (GIS) technology. The collaboration combined PRCS's program and facility expertise with the mapping office's technical capabilities to create a tool tailored to community needs.

My PRCS features specific icons for each of the 11 facility types, allowing residents to visually differentiate between parks, centers and other locations. The *My PRCS* platform allows users to filter locations by more than 65 amenities, search by facility type and

identify parks and recreation opportunities within a five-mile radius of their current location. The map integrates site details, directions and links to additional information about each location. The partnership ensured the tool was accurate, intuitive and scalable, allowing the system to evolve as new parks and amenities are added.

Loudoun takes pride in providing outstanding and unique experiences and has an equity commitment to promote diversity, inclusion and accessibility. ADA-accessible amenities like ADA fishing piers, multi-purpose trails, pools, playgrounds with inclusive features, and the department's first dedicated sensory room and sensory trail are all easy to find on *My PRCS*. The map can be translated into 243 languages using Google Translate.

Program Implementation

The first step in the implementation process of *My PRCS* involved compiling and organizing a comprehensive inventory of PRCS's 26 facilities, 53 parks and hundreds of amenities across the county. Staff worked closely with mapping specialists to categorize amenities, develop searchable layers and design a user-friendly interface. The system was built to function seamlessly on both desktop and mobile devices to accommodate how residents most frequently access information.

PRCS branded the interactive mapping system *My PRCS* to reinforce the department's mission to connect all communities through exceptional people, parks, and programs. The name emphasizes that residents can easily connect to, and fully benefit from, the services they receive through the county's premier parks, recreation facilities, amenities and community services. A logo was created utilizing a location pin icon and incorporating the Loudoun County department brand colors and fonts.

Once launched, the tool was integrated into the PRCS website, assigned a user-friendly URL: loudoun.gov/MyPRCS, and promoted to the public as a central resource for exploring recreational opportunities throughout Loudoun County. Educational support materials were also created, including instructional videos demonstrating how to navigate the map and use its filtering features.

In addition to promoting the site on the department's website, newsletter and social media platforms, PRCS implemented a unique marketing strategy by placing large sidewalk decals at PRCS parks and centers that prominently displayed the *My PRCS* logo along with a QR code that directed users to the webpage.

Cost of the Program

My PRCS was developed using existing county resources and expertise through collaboration with the Office of Mapping and Geographic Information, minimizing additional costs to the county. Loudoun County was an early adopter of GIS technology and has partnered with Esri for nearly 40 years to create digital maps, perform location-based data analysis, and support informed decision-making.

By leveraging internal GIS platforms and staff knowledge, PRCS was able to create a robust and interactive mapping tool without the need for costly external vendors or new software systems.

This cost-effective approach ensured that the county could deliver a modern digital resource while maintaining responsible stewardship of public funds.

Results and Impact

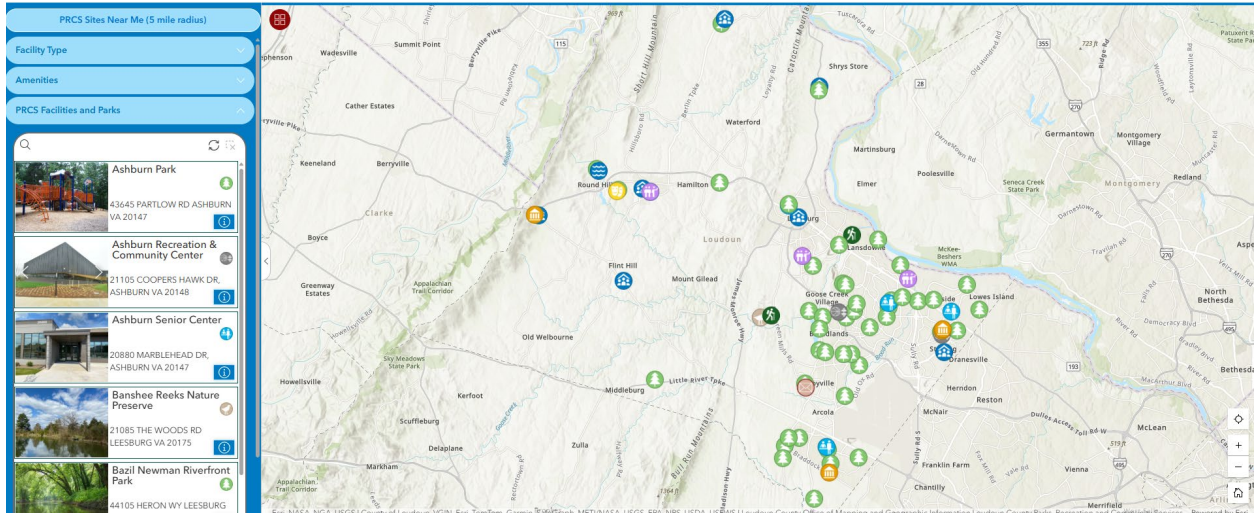
Officially launched in October 2025, My PRCS has seen over 5,000 views since its soft launch in October 2025 and significantly improves how residents and visitors discover and access recreational opportunities provided by PRCS throughout Loudoun County. As we head into the busy spring and summer seasons, we anticipate awareness and usage of the tool to continue to grow.

The interactive platform provides an intuitive way to locate parks, trails, recreation centers and amenities based on personal interests and proximity.

By making it easier to identify nearby facilities and explore available activities, the tool encourages greater community engagement with parks and recreation programs. It also improves transparency and accessibility of county services by presenting information in a clear and visually engaging format.

As Loudoun County continues to grow and expand its recreational offerings, *My PRCS* will serve as an important resource that connects residents to the parks, programs and community spaces that enhance quality of life across the county.

Supplemental Materials:



A screenshot of the My PRCS online interactive map displaying searchable features, including by facility type, amenities, and by department facilities and parks. My PRCS features specific icons that are displayed on the map for each of the 11 facility types. You can also search for facilities by name, learn more about the location, and get directions to the site by clicking on the icons.



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