



Economic Success Strategic Plan Indicators and Measures

Update to Economic Advisory Commission

January 16, 2018

www.fairfaxcounty.gov/economic-success/indicators-performance-measures

Fairfax County Departments

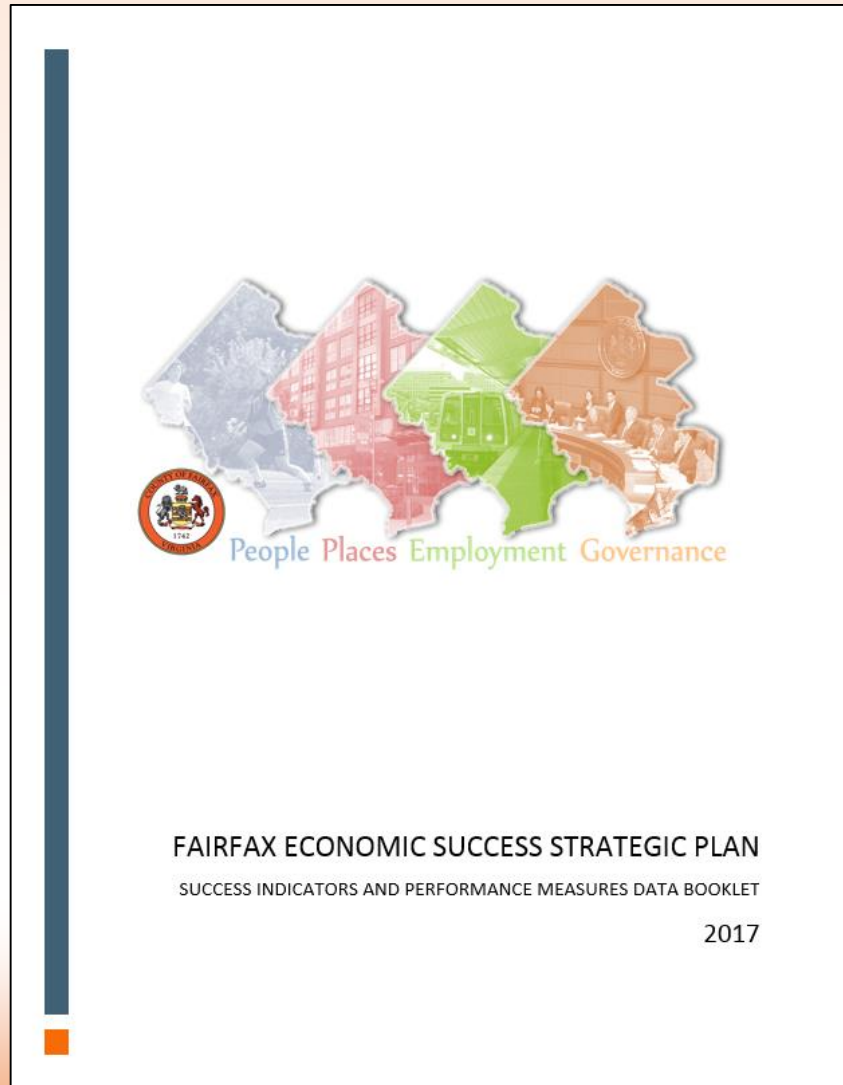
- ❖ Department of Information Technology
- ❖ Department of Management Budget
- ❖ Department of Planning and Zoning
- ❖ Department of Tax Administration
- ❖ Fairfax County Park Authority
- ❖ Health Department
- ❖ Land Development Services
- ❖ Neighborhood and Community Services
- ❖ Office of the County Executive
- ❖ Office of Private Public Partnerships
- ❖ Office of Public Affairs

51

Fairfax
County staff
involved



ESSP Data Booklet



- Resource and decision making tool to support ESSP
- Starting point for future improvement – not perfect
- 31 out of 35 indicators presented
- Focus was creating internal county awareness, engagement, and involvement



ESSP Data Booklet

| THEME | SUB-THEME | INDICATOR (To view a specific indicator, click on the title) | DATA |
|--------------------------------------|--|--|-----------------|
| INNOVATION AND EQUITY | ECONOMIC INNOVATION AND SUSTAINABILITY | NEW BUSINESS STARTS | 2,595 (2016) |
| | | EMPLOYMENT BY SECTOR | 595,258 (2016) |
| | | BUSINESS ESTABLISHMENTS | 37,569 (2016) |
| | | POPULATION WITH POSTGRADUATE DEGREES | 29.9% (2016) |
| | | WAGE GROWTH ACROSS SECTORS | \$81,459 (2016) |
| | | VENTURE CAPITAL EXPENDITURES | \$2.04M (2016) |
| | | ANGEL INVESTMENT | N/A |
| | | RESEARCH AND DEVELOPMENT DOLLARS | 56.6% (2016) |
| | | PATENTS | 446 (2015) |
| | EDUCATION, HOUSING, HEALTH | MEDIAN HOUSEHOLD INCOME TO AVERAGE HOUSEHOLD INCOME | 1.27 (2016) |
| | | HOUSING AND TRANSPORTATION BURDEN | 45% (2015) |
| | | EMPLOYMENT BY RACE AND EDUCATIONAL LEVEL | 96.4% (2016) |
| | | KINDERGARTEN STUDENTS REACHING LITERACY BENCHMARKS | 90% (2015) |
| | | ADVANCED ACADEMIC ENROLLMENT AND COMPLETION BY SUBGROUP | 70% (2016) |
| | | STUDENTS EARNING CAREER CREDENTIAL | 77% (2016) |
| | | CHILD OPPORTUNITY INDEX | 73.6% (2013) |
| | | SOCIAL AND ECONOMIC FACTORS RANKING | 6 (FY17) |
| PLACE AND INFRASTRUCTURE | MOBILITY | WALKABILITY SCORE IN ACTIVITY CENTERS | 26% (2017) |
| | | MODE SHARE | 71.02% (2016) |
| | | 45 MINUTE COMMUTE | 73.8% (2015) |
| | ACTIVITY CENTERS AND CREATING VALUE | DENSITY IN TRANSIT STATION AREAS | 8.8 (2017) |
| | | ART ACCESS | 28 (2017) |
| | | ASSESSED VALUE/ACRE IN ACTIVITY CENTERS | \$1.8M (2017) |
| | | HOTEL REVENUE GENERATED IN ACTIVITY CENTERS | 11.04% (2017) |
| | | RETAIL ACCESS | N/A |
| | ENVIRONMENT AND INFRASTRUCTURE | PARKS ACCESS | 19.6% (2016) |
| | | AIR QUALITY | 98.4% (2016) |
| | | TOTAL DOLLAR INVESTMENT IN MAINTENANCE PER TOTAL DOLLAR VALUE OF COUNTY ASSETS | N/A |
| | | COMMUNITY ENGAGEMENT | 82.5% (2016) |
| | | VOLUNTEERISM | 85% (FY17) |
| GOVERNANCE AND FINANCIAL STEWARDSHIP | REGULATORY PROCESSES | DEVELOPMENT REVIEW TIMELINE | 30.3 (FY17) |
| | | DEVELOPMENT PROCESS CUSTOMER SURVEY | N/A |
| | | TOTAL ASSESSED VALUE – COMMERCIAL AND RESIDENTIAL | 1.89% (FY18) |
| | SOUND FINANCIAL DECISIONS | COMMERCIAL/INDUSTRIAL PROPERTY VALUES AS PERCENTAGE OF REAL ESTATE TAX BASE | 19.12% (FY18) |
| | | DEBT RATIOS | 8.62% (FY18) |

- Best viewed electronically
- 9 infographics!
- 9 static data driven maps!
- 3 interactive mapping applications!
- Dozens of visual charts and graphs!
- Links to numerous external data sources and informational websites!



Indicator Example – New Business Starts

Description: Fostering new businesses facilitates a culture of entrepreneurship and fuels economic growth. To grow and support this culture, the county must fully understand both the characteristics of the existing employment market and the pipelines needed for cultivating the workforce of the future.

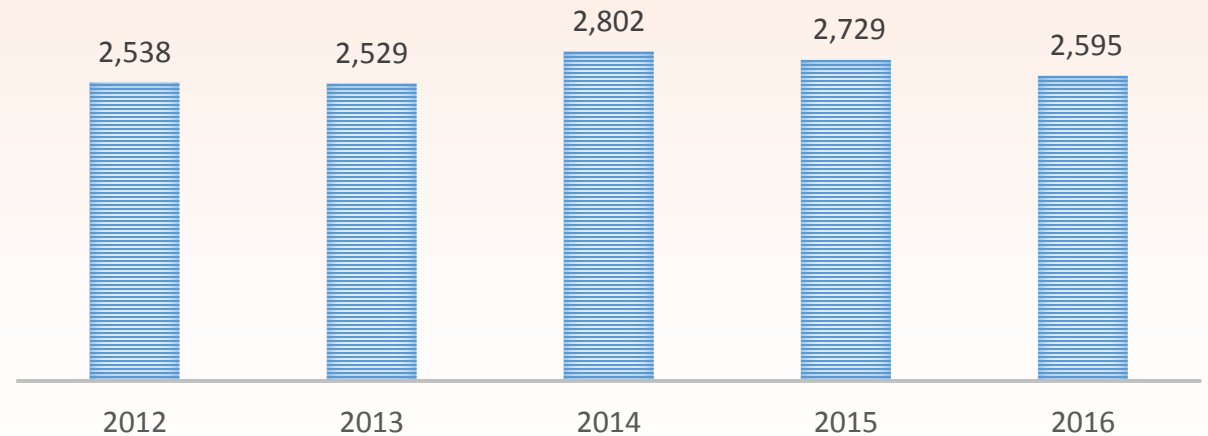
Performance Measure: *Number of New Business Starts* – this data represents the total number of new businesses operating in Fairfax County that registered and obtained a Business Professional and Occupational License (BPOL) tax to the Department of Tax Administration (DTA) during the tax year. Because BPOL is a self-reported tax, it may not provide a complete accumulation of total new business starts within the county. Data may not include businesses that may operate within a residential dwelling and have not registered yet with DTA.

Data: [Infographic – Business Professional and Occupational License](#)

Interpretation: The total number of new business starts is trending downward since 2014 and has decreased by 7.4%. This is driven primarily by the number of BPOL applications for Professional Services decreasing by 34% (see [infographic](#)).

Source: [Fairfax County Department of Tax Administration](#)

NUMBER OF NEW BUSINESS STARTS

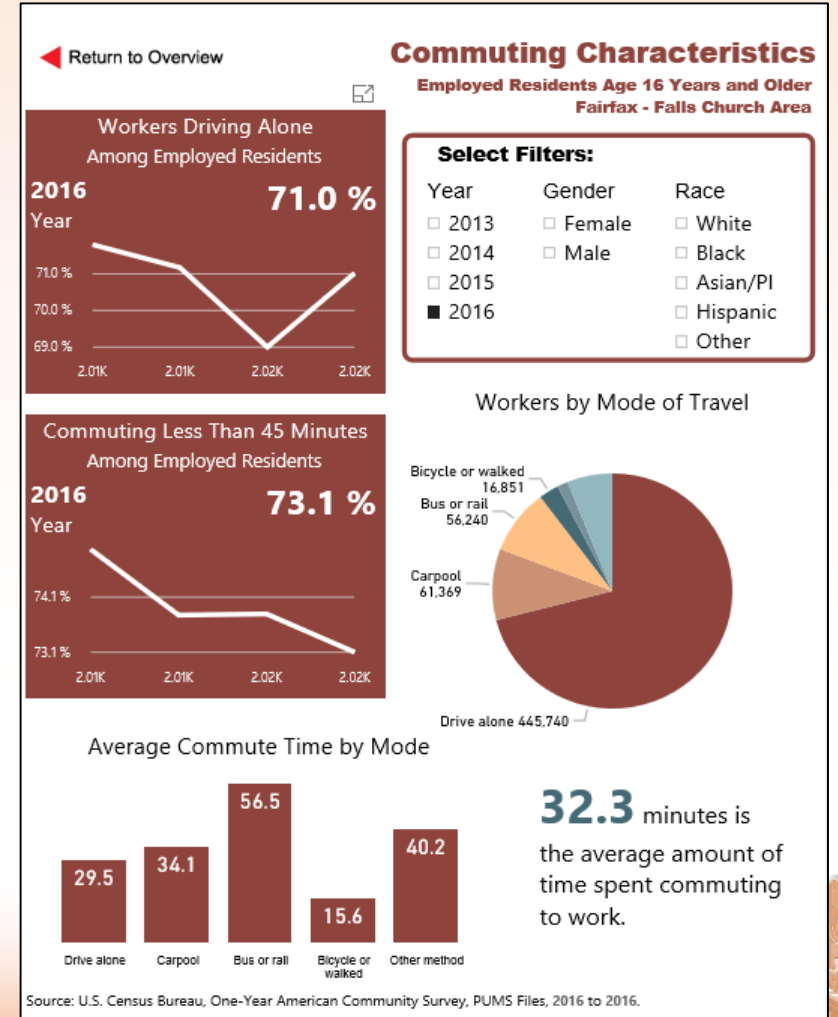
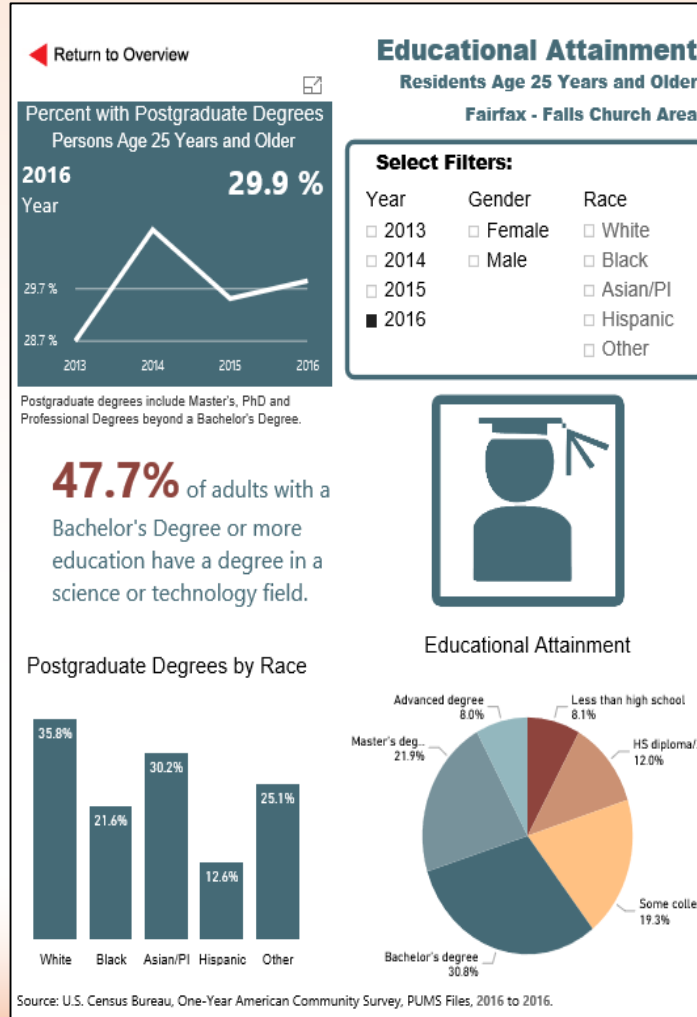
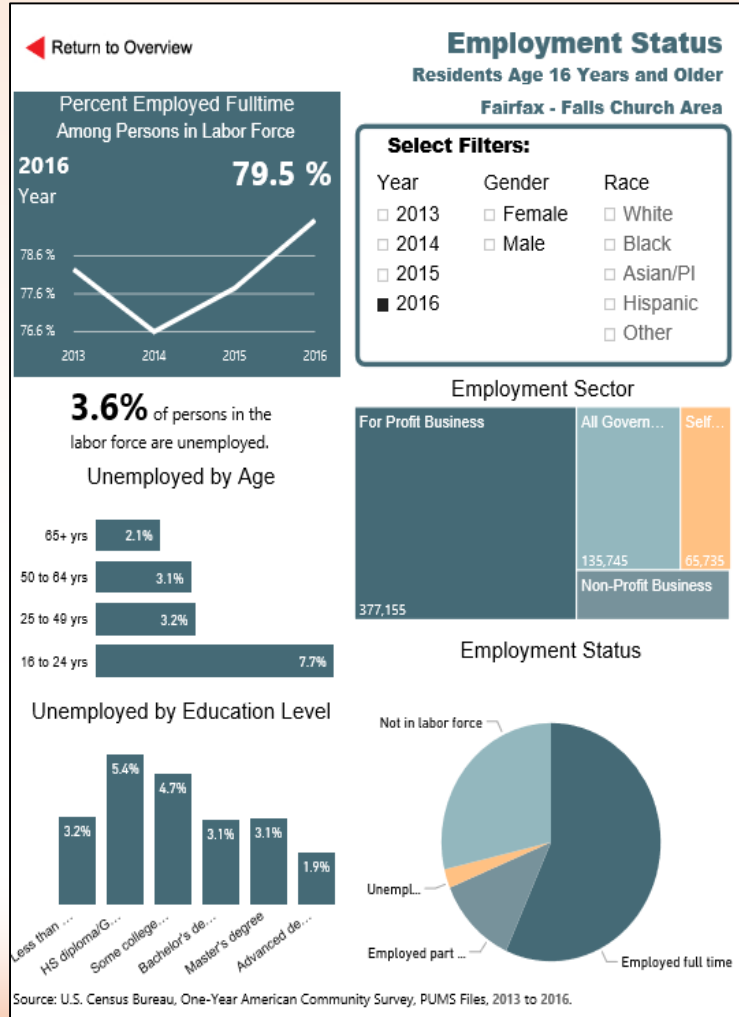


4.9%

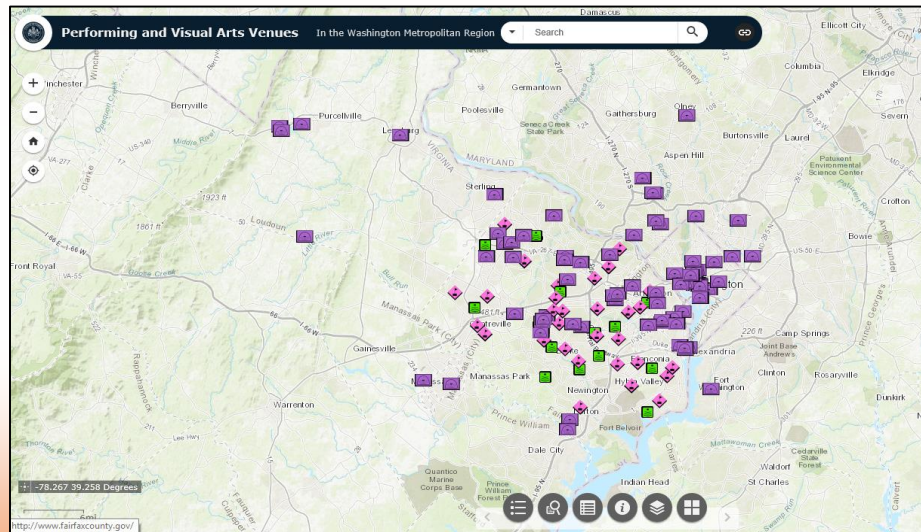
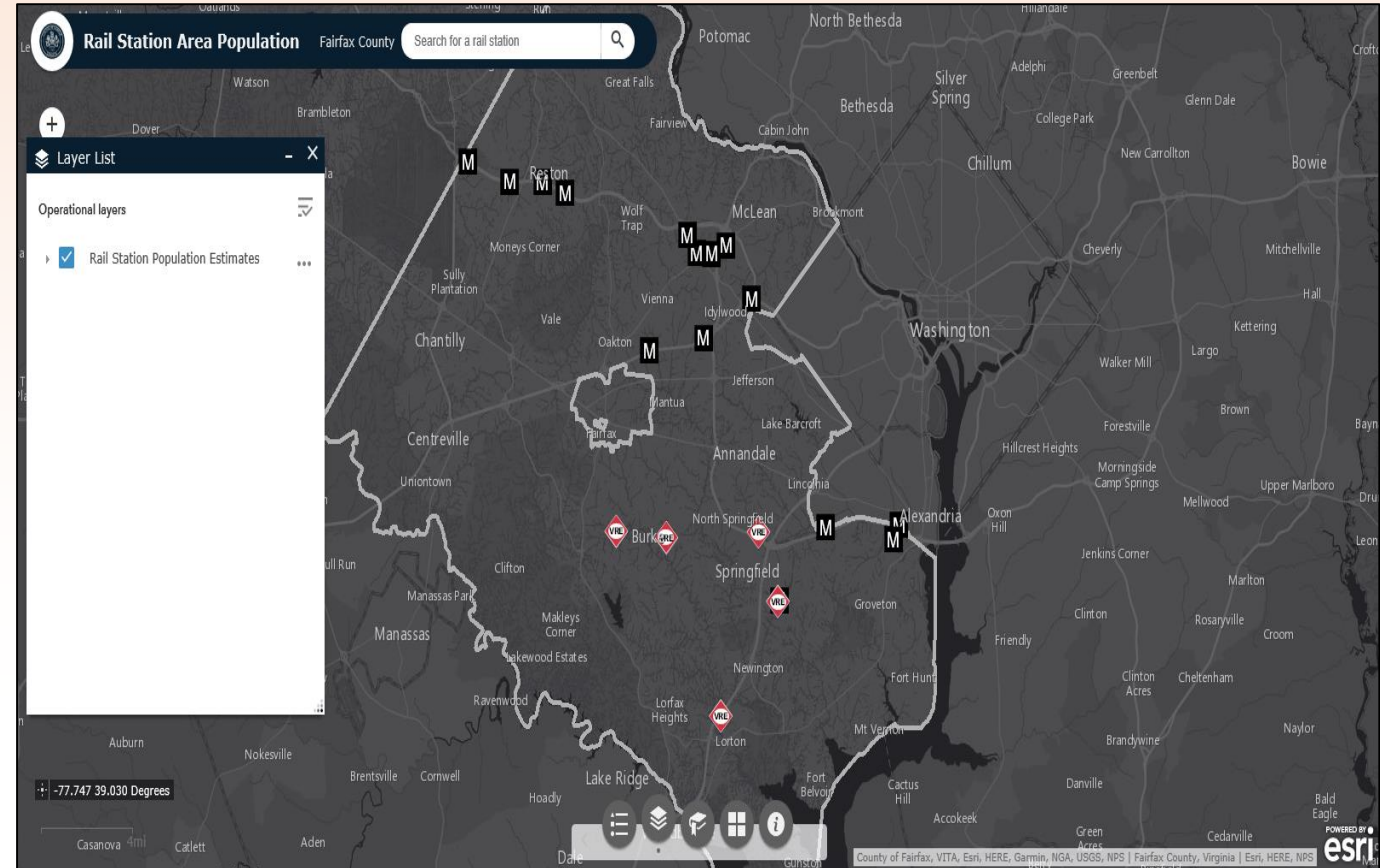
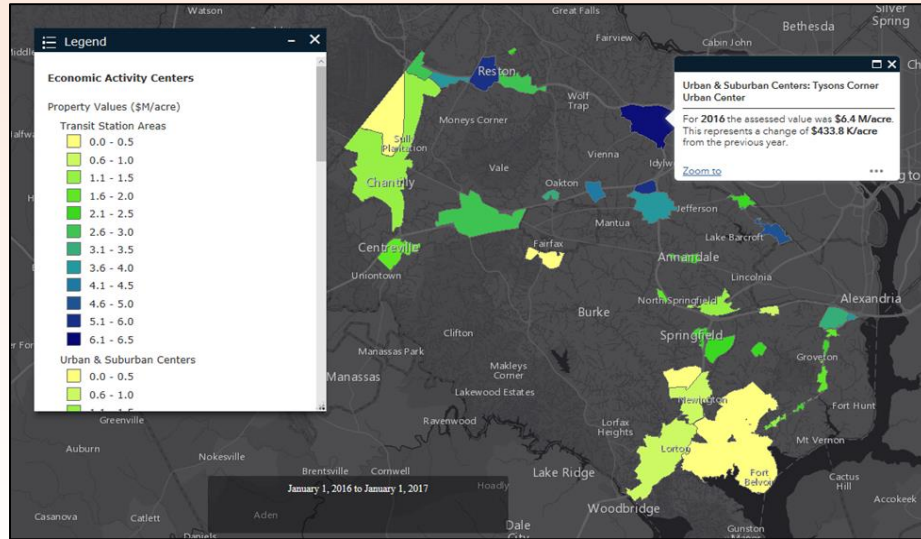
percent decrease in number of self-reported new businesses in Fairfax County between 2015 and 2016



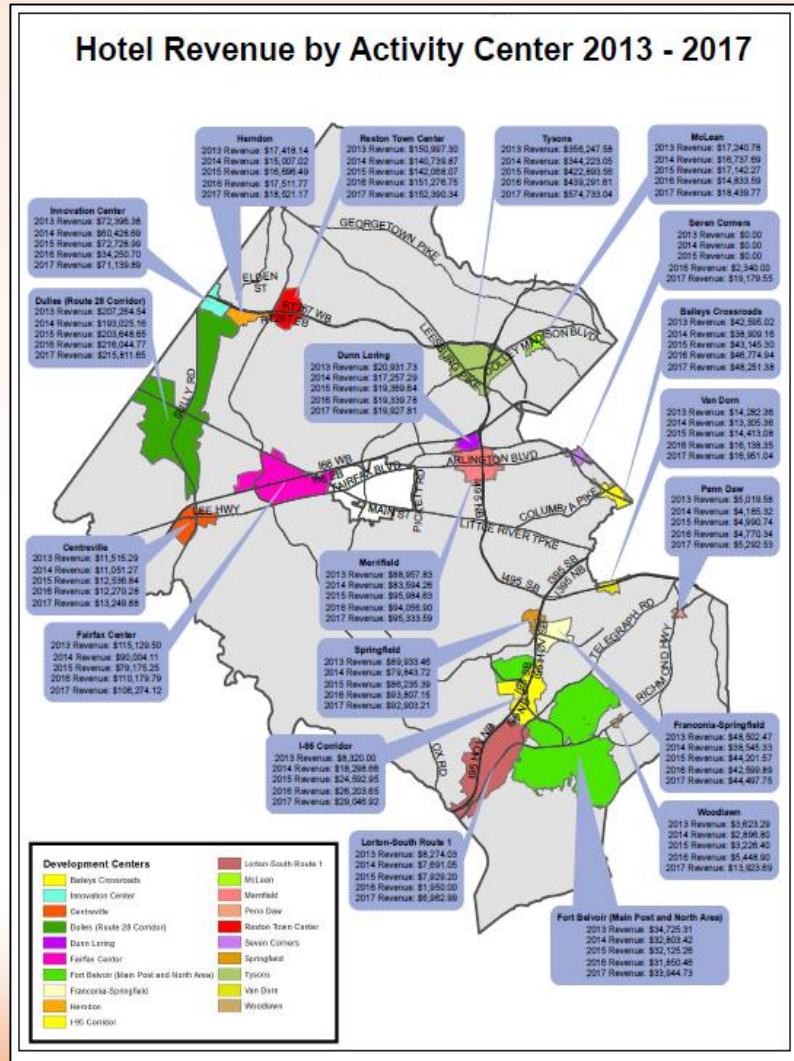
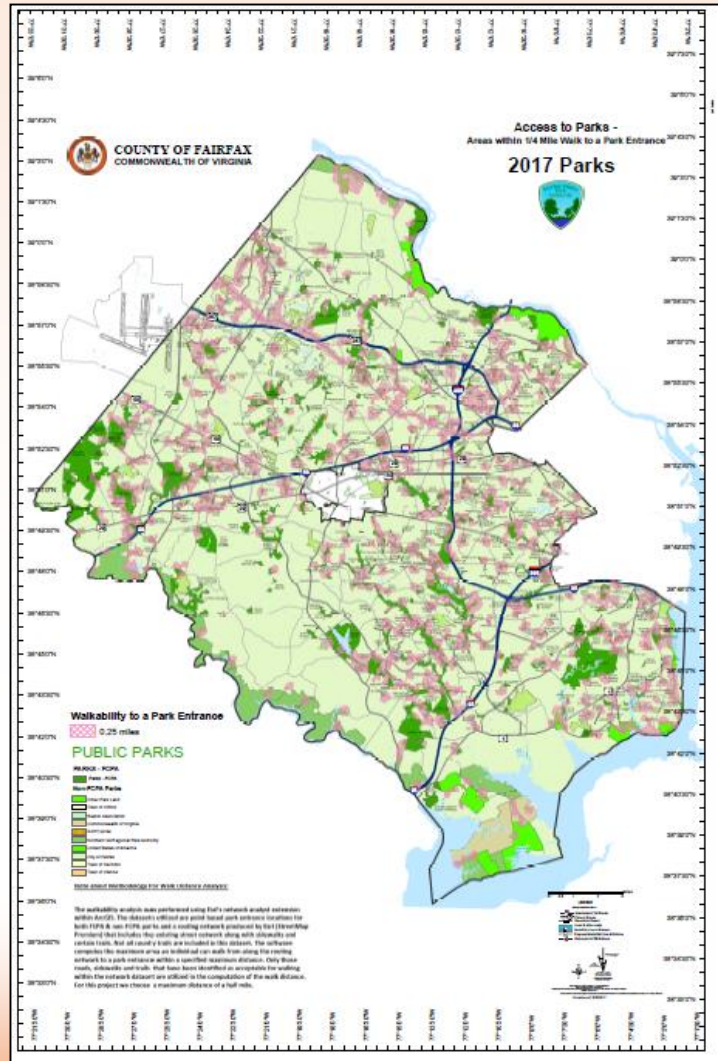
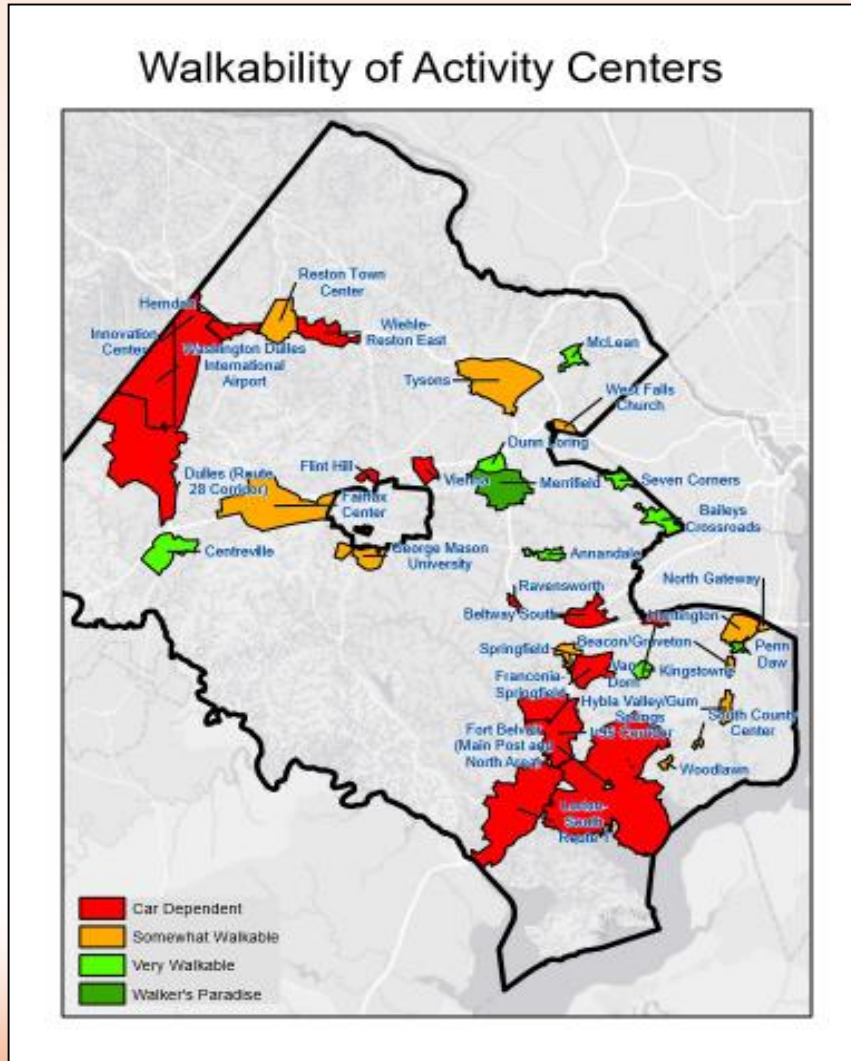
Interactive Data Infographics



Interactive Mapping Applications



Static Data Driven Maps



Fairfax County Webpage



Next Steps for EAC-IC

- **Focused analysis** – reviewing each indicator in order to seek results
- **Determine audience** – identify who will be receiving, reviewing, and utilizing the information
- **Benchmarks and targets** - identify and make comparisons to national benchmarks for applicable indicators
- **Target and goal setting** – identify and set targets and SMART (specific, measurable, attainable, realistic, and time based) goals that will assist in assuring that progress is being made in support of the ESSP
- **Regular updates** – determine update schedule of indicators when data is made available

