

PRELIMINARY GOALS AND APPROACH

Initial Community Input

Tyson's Corner Special Study

The Perspectives Group, Inc.

December 19, 2005

Goal 1.

Educate Community About Coordinating Committee/Planning Process

- High-level information about planning, density, transportation
- Differentiate from rail
- Provide basics of rail “knowns”
- Clarify role and expected outcome of committee
- Clarify goal and purpose of initial outreach
- Provide timeline and next steps
- **Key products:** fact sheet(s), web information, presentation

Goal 2.

Get Input on Community Values

- Community issues, concerns, and values on future of Tysons
- Not input on positions or options
- Broad, not deep
- Focus on what is important to planning
- **Key product:** summary report

Goal 3.

Community Engagement Plan

- Design engagement activities for remainder of project
- **Key products:** detailed plan, outline of communication plan

Promise to the Public

The Coordinating Committee will use community values to guide their choices in refining the Comprehensive Plan, and will include analysis of community concerns in the Special Study.

Proposed Input Approach: Dialogues About Community Values

- Approximately 20 facilitated dialogues
- Up to 50 participants per meeting
- 60 to 90 minutes
- Short presentation
- Focused table discussions to identify values around key issues
- Report-outs to share with others at the meeting
- Final summary report including individual meeting results



Sector-Based Organization for Dialogues

- Residents
- Business Community
- Commuters
- Community Organizations

Convening of Dialogues

- Invitations to known groups and stakeholders
- Direct and through third parties
- Web and media announcement
- Encourage word of mouth
- Encourage RSVP, but will not turn people away
- Phone information line
- Email information line
- Interested parties steered to sector meetings
- Web-based input

Residents

- Within Tysons (2-3 meetings)
- McLean (1-3 meetings)
- Vienna (1-3 meetings)
- Falls Church (1-2 meetings)
- Merrifield (1-2 meetings)

- Third Party support:
 - Homeowner/Civic Associations
 - Rental property managers
 - Senior centers

Business Community

- Tysons Corner Center (2-3 meetings)
- Tysons II (2-3 meetings)
- Route 7 Corridor (2-3 meetings)
- Large service sector employers (500+ employees) (1-2 meetings)
- Smaller service sector employers (<500 employees) (1-2 meetings)
- Small businesses (2-3 meetings)

Business Community

- Third Parties:
 - Chamber of Commerce
 - Economic Development Authority
 - Mall management

Commuters

- Tysons Corner Center employees (1-2 meetings)
- Tysons II employees (1-2 meetings)
- Service sector employees (1-3 meetings)

- Third Parties:
 - Mall management
 - Large service sector employers
 - Chamber of Commerce

Community Organizations

- Faith-based community (1-2 meetings)
- Community service organizations (1-2 meetings)

Web-Based Input

- Will ask same questions as dialogue
- Will require demographic information
- Results included in summary report

Challenge: **Distinguish This Project from Rail**

Approach:

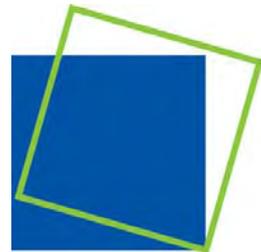
- Clear information in outreach
- Clear instructions at dialogues
- Facilitation at dialogues
- Create identity for Coordinating Committee

Tyson's Corner

LAND USE TASK FORCE

TYSONS CORNER

Land Use Task Force 



TYSONS CORNER

LAND USE TASK FORCE

Challenge: Basic Background Information for Community

Approach:

- Good basic fact sheet(s)
- Presentation at dialogues

Challenge: Strong Desire for Participation

Approach:

- Meetings at multiple times and locations
- Opportunity for web-based input
- Email and phone lines



Input, Questions, Discussion