**Schools Facilities Projects and Public Outreach**

**Best Practices for Inclusive Outreach**

Rescission of 2011 memo between Kevin Sneed (Schools) and Chris Caperton (Fairfax County) restores regular 2232 process.

Advance efforts include but do not satisfy outreach on a particular school construction project: school board facilities committee, school board CIP process, county CIP process (Planning Commission and Board of Supervisors), approval of the bi-annual school bond on the November ballot, procurement process

**Meeting between Schools Facilities staff, county staff, School Board members (district and one at-large), Planning Commissioner (s), and Supervisor(s). Determine process needed.**

This is the key step that determines how much outreach is necessary depending on whether the renovation is limited only or will include a footprint change impacting, e.g., parking lots, ball fields, stormwater

* + - 2232 feature shown
    - 2232 substantial accord
    - Rezoning, SE, PCA, etc.
  + Discuss land use process used in the relevant district(s).
  + More than one district may be involved given that a school may be sited in one district but students may live in a different magisterial district, e.g., Falls Church HS

Communications Best Practices

* Notices should be sent at least 3 weeks in advance, with several follow-up communications (2 weeks before, one week before, three days before, day of the event)
* Schools Staff should try to avoid meetings during
* August (vacations)
* November (not the week of Thanksgiving)
* December (many pre-winter break concerts and events)
* School Board meetings

Designation of a Project Manager

* Schools should designate one project manager to communicate with various stakeholders.
* In the past, confusion and miscommunication occurred when there was not a designated project manager

Appointment of a school design team

* School personnel, including the principal
* Community members (selected by the principal and school board member(s) to ensure diversity) (*community members were recently added*)
  + Current parent
  + Future parent

School-Based Community Meetings

* Must be stand-alone meetings and not part of a PTA/PTSA/PTO agenda
  + School Board members may wish to work with the principal and/or regional superintendent on the outreach messages to ensure all families are reached, e.g., language barriers, attendance challenges
  + Presentations should be held at various stage of the project
  + Invitations issued by the principal and/or regional superintendent using the school-wide communication system
    - High School Communities: HS and middle and elementary school feeders
    - Middle School Communities: MS and elementary school feeders
    - Elementary School: ES and local daycares (supervisor will have list)
    - PTA/PTO/PTSA meeting could follow, but this outreach should not be solely an agenda item on a PTA/PTO/PTSA meeting

Community Meetings

* Schools works with Supervisor(s) and Planning Commissioner to determine which community groups should be contacted, including HOAs, Civic Associations, “friends” groups, athletic organizations, rental apartments, nearby churches, etc. and to draft the letters of invitation
* At least one community meeting should be held
  + A second community/schools community meeting may be needed if student families and general community member viewpoints vary significantly, e.g., Justice HS

Land Use Committees

* Schools and county staff should work with the Planning Commissioner to schedule presentations to the district land use committee(s) per the districts’ regular procedures, e.g., Mason District Land Use Committee would hear the case twice first for a presentation, then for a recommendation

Facilities staff will keep elected and appointed officials updated on progress

* Emails to School Board members, Supervisors, and Planning Commissioners.

Electronic Outreach/Updates

* School renovation updates should be included in
  + School Board member newsletters
  + Supervisor newsletters
  + Social media
    - FCPS
    - School Board member official accounts
    - Supervisor official accounts

Schools Staff Files 2232 application with Fairfax County

* County Public Works staff issues opinion
  + 2232 feature shown: determination appears on the **Planning Commission consent calendar** (or if during the outreach process it’s determined that a PC hearing is needed, the district Planning Commissioner can request a hearing)
  + 2232 Substantial Accord: hearing before the Planning Commission

Rezoning Process

* hearing before the Planning Commission for a recommendation to the Board of Supervisors
* Board of Supervisors hearing and approval/denial