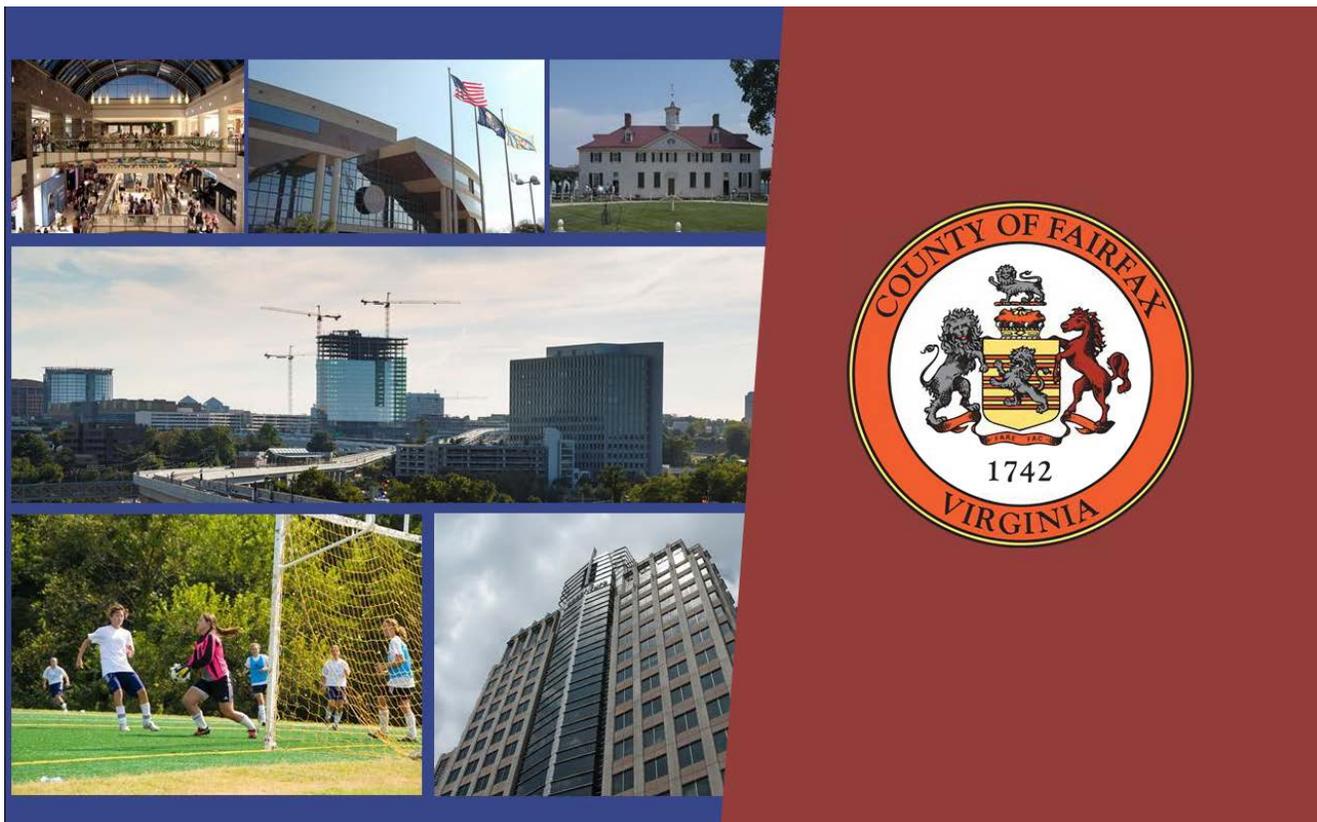


COMMENTS IN THIS REPORT ARE THOUGHTS AND IDEAS AS WRITTEN BY STAKEHOLDER SESSION PARTICIPANTS.



Fairfax County - Stakeholder Outreach - 6/25/14 PM Session

“Positioning Fairfax County for Economic Success”

Report from Session 2
Started Wednesday, Jun 25, 2014 1:30 PM
Ended Wednesday, Jun 25, 2014 4:00 PM

AGENDA

- 1 Welcome
- 2 Agenda
- 3 Presentation
- 4 Ice Breaker
- 5 Coolest Vacation
- 6 Agreement - Focus Areas
- 7 Are there other Focus Areas?
- 8 Challenges and Barriers
- 9 Pick Your Top 5 Challenges
- 10 Feedback on Draft People Goals
- 11 Feedback on Draft Places Goals
- 12 Feedback on Draft Employment Goals
- 13 Feedback on Draft Governance Goals
- 14 What's goals are missing?
- 15 Future State
- 16 Complete the sentence
- 17 Wrap Up Questions
- 18 Wrap Up - Next Steps
- 19 PictureThis!

PRESENTATION

Full Presentation can be found online at
<http://www.slideshare.net/fairfaxcounty/2014-0620-eac-plan-for-website>



Fairfax County
Strategic Plan to Facilitate the Economic
Success of Fairfax County

success@fairfaxcounty.gov

June 2014 1

AGREEMENT - FOCUS AREAS

Vote Number: 21 Abstained Votes: 7

1 = Disagree ... 4 = Strongly Agree

	Agreement	Avg.Score	+/-	Std Dev	Min	Max
1	People	3.62	20.0%	.79	.00	4.00
1.1	Prepare, attract and retain a skilled, innovative, and competitive workforce.					
1.2	Have available and affordable housing.					
1.3	Value and support a broad array of cultural and recreational opportunities.					
1.4	Embrace a diverse population.					
1.5	Sustain and support high-quality schools.					
2	Places	3.48	24.0%	.96	.00	4.00
2.1	Implement policies that support necessary infrastructure improvements.					
2.2	Focus on optimal mobility and regional connectivity.					
2.3	Develop policies and processes to facilitate new investment and redevelopment.					
2.4	Ensure a vibrant and successful retail sector.					
2.5	Provide opportunities for industrial and other emerging uses.					
3	Employment	3.38	27.0%	1.09	.00	4.00
3.1	Adopt policies conducive attracting and retaining businesses.					
3.2	Achieve a proper balance between job and housing growth.					
3.3	Promote policies which protect and enhance Dulles International Airport (IAD).					
3.4	Grow as a tourist destination.					
4	Governance	3.29	27.0%	1.08	.00	4.00
4.1	Pursue growing tax base, affordable taxes, and diversified revenue sources.					
4.2	Continually review and improve regulatory processes.					
4.3	Ensure land use policies align with Plan goals.					
4.4	Continue leadership role in regional efforts in transportation planning, environmental regulations, and other areas of mutual benefit.					

- | |
|---|
| <p>4.5 Enhance organizational capacity and support coordinated leadership to further economic success.</p> |
| <p>4.6 Improve communications to adapt to changing methods and technologies.</p> |

ARE THERE OTHER FOCUS AREAS?



1. Are there other focus areas you would suggest?

1. infrastructure
2. How do we embrace diversity more fully?
3. Lifestyle
 - 3.1. Lifestyle
4. INOVATION
5. \$\$\$\$\$
6. Maintenance of older infrastructure
7. environment
8. Culture
9. economic development
10. transportation
11. poverty reduction
12. Connectivity between these focus areas
13. taxes that don't exceed inflation
14. redevelopment
15. Redefining the concept of transportation to include all modes of transportation, not just rail but walking, bicycling, trails, and water. Parks and recreation need to be addressed.
16. Break out Places to two categories to include residential/housing and revitalization/development areas
17. Implementation plan and process of focus areas
18. Interconnectedness (with other area jurisdictions)
19. sustainable design
20. Communication
21. community engagement

CHALLENGES AND BARRIERS



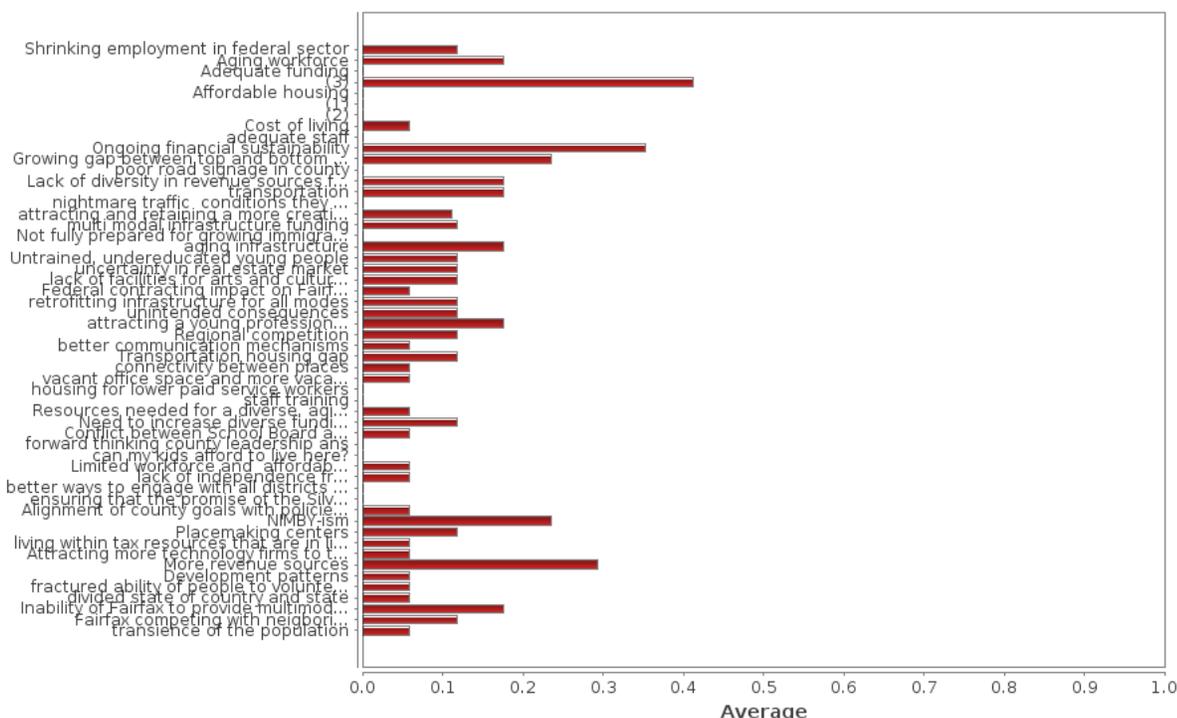
1. What keeps you awake at night?

1. Shrinking employment in federal sector
2. Aging workforce
3. Adequate funding
4. Affordable housing
 - 4.1. Affordable housing
 - 4.2. Affordable housing
 - 4.3. Affordable housing
5. Multitasking
6. Cost of living
7. Adequate staff
8. Ongoing financial sustainability
9. Growing gap between top and bottom of income scale
10. Poor road signage in county
11. Lack of diversity in revenue sources for addressing major long-term capital intensive needs
12. Transportation
 - 12.1. Nightmare traffic conditions they we create
 - 12.2. Attracting and retaining a more creative workforce
13. Multi-modal infrastructure funding
14. Not fully prepared for growing immigrant population
15. Aging infrastructure
16. Untrained, undereducated young people
17. Uncertainty in real estate market
18. Lack of facilities for arts and cultural activities
19. Federal contracting impact on Fairfax economy
20. Retrofitting infrastructure for all modes
21. Unintended consequences
22. Attracting a young professional population
23. Regional competition
24. Better communication mechanisms
25. Transportation housing gap
26. Connectivity between places
27. Vacant office space and more vacant office space

28. housing for lower paid service workers
29. staff training
30. Resources needed for a diverse, aging population
31. Need to increase diverse funding mechanisms
32. Conflict between School Board and County Board
33. forward thinking county leadership ans
34. can my kids afford to live here?
35. Limited workforce and affordable housing to extend the community aspect of Fairfax
36. lack of independence from Commonwealth of Virginia - from funding, local control, and legislative perspectives
37. better ways to engage with all districts of the county
38. ensuring that the promise of the Silver Line is not squandered.
39. Alignment of county goals with policies, actual practices and services
40. NIMBY-ism
41. Placemaking centers
42. living within tax resources that are in line with national inflation rates
43. Attracting more technology firms to the area
44. More revenue sources
45. Development patterns
46. fractured ability of people to volunteer and contribute to the vitality of their civic organizational and quality of life infrastructure; peoples lives are so stressed that they can't participate
47. divided state of country and state
48. Inability of Fairfax to provide multimodal transportation options when the emphasis is on moving more people by car.
49. Fairfax competing with neighboring jurisdictions that are creating more livable, vibrant communities that are not so car dependent as Fairfax. That's where young professionals are living and spending most of their money even when they work in Fairfax.
50. transience of the population

PICK YOUR TOP 5 CHALLENGES

Vote Number: 17 Abstained Votes: 7



apartments are a major attraction for a young professional population.

26. Understand place in global community and global economy.
27. need single room residences for low income workers
28. training and job opportunities for existing resident, not just attracting new

1.2. Places

1. Mobility goal should include language about mobility for those
2. mobility goal should include language about ages 8 to 80
3. infrastructure is also integral to health
4. connectivity
5. Housing styles should be more diverse and concentrated. Higher density should be encouraged.
6. Change to urban environment
7. I see little about creating vibrant livable communities.
8. Policies and guidelines for improved aesthetic development
9. Place creation that appeals to Millennials
10. creating healthy community
11. Cost of place
12. Flexible mobility options at all times of day
13. creating sustainable design platforms
14. Green infrastructure investment
15. connectivity to places via multi modal avenues
16. A specific focus on business sectors the county wants to attract or grow over the next five years
17. Implement new planning and approval process to shorten time to market for new development
18. Community
19. infrastructure and regional mobility can be broadly interpreted. If it means wider bigger roads, that's much different than transit oriented mixed use development connected by transit.
20. Develop sense of long-term housing and commercial stability
21. interconnectedness
22. Beautiful design and public art will be encouraged in all development.
23. ensure inclusion of social infrastructure; libraries, community centers, turf fields, overall community engagement
24. public art to enhance and create places people gravitate to and enhances economic value
25. Walkable neighborhoods
26. more town centers
27. Focus on mobility is fine but needs to also dig deep in make it easily accessible
28. Invest in effective snow removal strategies.
29. Support policies that favor the consumer
30. more pocket parks in the urban areas
31. neighborhood transportation vans
32. coordinate progressive transportation policies which support successful multi-modal development
33. Spider web cross county bus routes not just spokes into DC
34. homes that are easily remodeled to meet needs od
35. Transportation not just during rush hour or week days
36. communication of available places that exist versus those needed
37. make parking lots into people gathering places; build more multilevel parking
38. Create an effective winter weather strategy that leads to open roads, businesses and schools.
39. Some places should just be bulldozed so they can be reimaged. There are some neighborhoods that shouldn't be preserved.
40. lower barriers to creating places
41. place is too monolithic. Sometimes lacks interest
42. too much ugly strip mall sprawl; enhance these area with new policies and guidelines for

1.3. Employment

1. Reduce unemployment
2. collocate public serving agencies to achieve synergy and efficiency.
3. Link to workforce housing

4. retaining new graduates in creative industries
5. Simplify simplify simplify the government processes
6. Provide incubators for new technology
7. focus on creative economy jobs and sectors.
8. Along with neighboring jurisdictions, address the issues of a family living wage.
9. a better link between education and employment
10. Provide specific training for jobs that don't depend on traditional four year college experience.
11. expand community college options and availability; couple with job placement
12. encourage maker labs, incubators
13. Encourage businesses to retain older workers
14. demand performance. Make getting rid of underperformers easier
15. Incentives for telecommuting
16. Raise the minimum wage
17. Focus on growth sectors and startups to expand employment base and economic development
18. Ensure that small, locally owned businesses can thrive and not be forced out due to high rents in new developments.
19. Attract workforce
20. Encourage support and flexibility for caregiving employees
21. Housing for young professionals and service workers is absolutely critical to a healthy economic county.
22. stronger commitment to affordable child care so it doesn't cost a full income to have childcare options
23. Encouraging small business growth especially for minority groups
24. housing for workforce
25. implement an environment of approval rather than disapproval
26. Tackle outstanding immigration employment issues through workforce inclusion
27. create innovation centers
28. encourage flexible policies to support caregiving employees
29. let the free market work
30. Enhance workforce development opportunities. The county should partner with local educational institutions, nonprofits, and the private sector to link people with jobs.

1.4. Governance

1. Develop and hire leadership and staff with private sector experience and a deep understanding of the challenges and changes Fairfax is facing
2. efficiency
3. Put more services in neighborhoods.
4. Commonwealth of NoVa
5. Communication about how governance works.
6. Regulatory process efficiencies need to be a focus
7. Empower government decision makers at lower levels
8. use technology to streamline participation in decision-making
9. Embrace young immigrant families by supporting legislative actions akin to the Dream Act.
10. Adjust land use policies to accommodate needs of growing older adult population
11. an affordable rental space program for up and coming businesses to take advantage of, thereby filling current vacant office spaces in the county
12. self sufficiency
13. creating organizational readiness and agility
14. Score card to see how we compare with nearby jurisdictions
15. seek updates to VA FOIA so more efficient meetings can occur
16. Term limits
17. take leadership on implementing electronic review and approval of applications
18. leverage technology to better inform the public about their government
19. staggered elections for board of supervisors
20. City status
21. stronger links between tourism/cultural assets and economic development
22. reduce proffers

23. Address the challenges of resistance to infill development by educating the public about the importance and benefits of creating livable mixed use communities.

24. leadership

25. encourage the tendency to approve not disapprove

26. Allow more mixed use development in suburban areas.

27. Should have a policy to avoid tax increases that result in a higher than inflation rate impact on tax payers such as this year's 7 percent jump

28. A recognition that governments role is limited to setting the stage on which the private sector dances.

29. create more affordable housing in new construction

30. Insure the affordability of educational options, especially the role of two-year higher ed institutions in the area.

31. eliminate magisterial district representation on BOS. make them all at- large.

32. validate the work of licensed professionals without excessive scrutiny by less qualified staff

33. challenge of not having a strong single county leader and having 9 fiefdoms.

34. thin the herd. Some staff need to be allowed to leave or encouraged to go

reliance on fossil fuels.

24. Engage more, communicate better, involve more effectively.
25. innovation centers for creative thought and business. HUB center design
26. multi-lingual students should be educated - more language immersion encouraged
27. find a way to stimulate the return of the extended/nuclear family
28. Diversity and the mechanisms to support different community of interests. Most of the education is done in the schools, but the adult and transient populations need to embrace what the changing community is going to look like.
29. market wants walkable neighborhoods
30. need more local serving arts and recreation options
31. Income mobility.
32. Understand the impact of Millennials and boomers who want livable ped/bike friendly communities.
33. childcare--huge issue for young families in this area
34. Growing dissatisfaction of suburban lifestyle with younger workforce
35. Protect investments into Tysons redevelopment by insuring people centered amenities and activities (we don't want it to be a parking lot for commuters going out)
36. review current regulations to see what can be changed to facilitate meeting new challenges (i.e. New SWM regulations, and environmental concerns while promoting economic development)
37. Creating an environment for young families/mixed older adult neighborhoods for support and resources
38. do radical surgery on the existing barriers to stimulate things no one will predict
39. in the long-term future for baby boomers they will want their healthcare issues addressed at home and individually
40. Personal rapid transit
41. People have more options for telecommuting and can be more flexible about where they want to live, work, and play. Fairfax needs to grow accordingly.
42. What will boomers do? Will they actually retire? Will their presence retard development of younger generations over the next 30 years? Will the healthcare system break? We project, but don't know the unique nature of this massive group -- a generation like no other. The county will have to recognize and adapt accordingly.
43. enable work everywhere anytime not the conventional view
44. keep discretionary spending in Fairfax with more investment in cultural amenities to keep people in Fairfax
45. we must reconnect the age bands. Seniors as childcare providers, students working as interns, seniors at colleges,
46. Be more aggressive with technology and approval of plans.

WRAP UP QUESTIONS

1. What went well today?

1. great all the way around,
2. The iPads worked well
3. Well organized
4. Technology
5. technology made it easy, efficient, well run
6. We got here on time and it ran smoothly
7. allowing stakeholders to provide input with their own words
8. Ability to provide feedback on multiple issues.
9. cookies!!!
10. Introduction of collaborative technology
11. Sourcing ideas anonymously
12. Great interaction. Easy to communicate.
13. The use of technology and the opportunity to have table talk
14. Getting a wide range of opinions
15. Technology
16. organization and explanations were very good!
17. The interest and inclusion of private industry in this dialog
18. Diversity of views; useful to have so many perspectives
 - 18.1. I agree with # 18.
19. Good ideas were expressed.
20. Solicitation of new ideas in addition to garnering feedback on County policies
21. i think more responses were received through the think tank mechanism than regular flip chart paper
22. Got into the meat quickly
23. Enjoyed using the software. Real time written word is cool!
24. The table discussion was beneficial.
25. The obvious investment of staff in research, deliberative process and format
26. Great way to allow input from all
27. The ability to list, correlate and prioritize a large number of ideas
28. Excellent tasking

2. What questions should we have asked?

1. those that you did! Nice work!
2. What is missing in Fairfax County?
3. What limits should be placed on government etc
4. Many questions were focused on services, more focused should be paid to ideas for revenue growth
5. It would be interesting to know what people think about the role of government
6. what are other jurisdictions doing well that we are not?
7. how can we bring more industries to Fairfax County
8. There should have been an opportunity to refine the current draft language.
9. what are reasonable stopping points on these concepts eg land coverage etc
10. Draft covers the right issues
11. How best to implement the proposed policies
12. What are others counties doing that we should use as examples.
13. The process is inherently additive. There are too many priorities, particularly for achievement within a three to five year period. I would instead argue for a prioritization on the business sectors we want to grow and the workers and infrastructure necessary to support this outreach.
14. What will FC look like 20 years from now? What should it look like 20 years from now?

3. Who are the other community stakeholders we should include in this process?

1. Residents, small business owners
2. County boards and civic associations.

3. ensure you have a broad spectrum of the business community and resident
4. major employers
5. Small biz!
6. Major employers
7. Include leadership from hospitals
8. Tourism
9. Representatives of immigrant community
10. Taxpayer Associations and leaders of neighborhood civic assoc.
11. anchor cultural venues
12. Millennial and younger.
 - 12.1. millennial
13. Members of all boards and commissions
14. State officials as it relates to facilitate progress in the four focus areas
15. Major employers and businesses who elect not to come to Fairfax and settle in a neighboring jurisdiction
16. trade workers
17. Major developers
 - 17.1. Major developers
18. fortune 50 companies located and/or headquartered in Fairfax County
19. Low income residents.
20. Citizens with no connection to Fairfax government or businesses. The NIMBYs whose opinions are important and they should feel included. Maybe randomly selected.
21. Where are the poor the disadvantaged not their advocates
22. Planning commission
23. Wonder if there has been outreach to non-English speakers
24. Representatives of retired resident
25. Some persons with disabilities

4. What would you recommend we do to improve this session?

1. Nothing. It was great.
2. add a night session for others that could not make the day session.
3. allow more time for dialogue. Some ideas evolve as a result of discourse.
4. Breakouts bases on topic of expertise, could have had deeper discussion
5. add night session
6. add online session
7. More cookies and hot coffee
8. add time for larger dialogue and discussion
9. To garner more responses, make sessions virtual.
10. will we see a summary of all these sessions?
 1. Yes!
11. Somehow incorporate a table discussion component
12. Door prize.
13. Give a user summary analysis (at a later time?)
14. this is a good way to start
15. Provoke a bit more conversation and verbal feedback
16. Strong potential for virtual involvement with more area business leaders
17. have more payers than spenders in attendance
18. you could have a place to append a "are you kidding button"
19. Perhaps since it is anonymous you could
20. remote access to the forum
21. vote top 10 then top five
22. Allow some time for discussion. There was almost none and i would like to have had a chance to engage with others verbally with arguments and counter arguments.
23. Maybe do deeper dive into topics without consensus
24. allow for people rather than machines to interact

PICTURETHIS!

