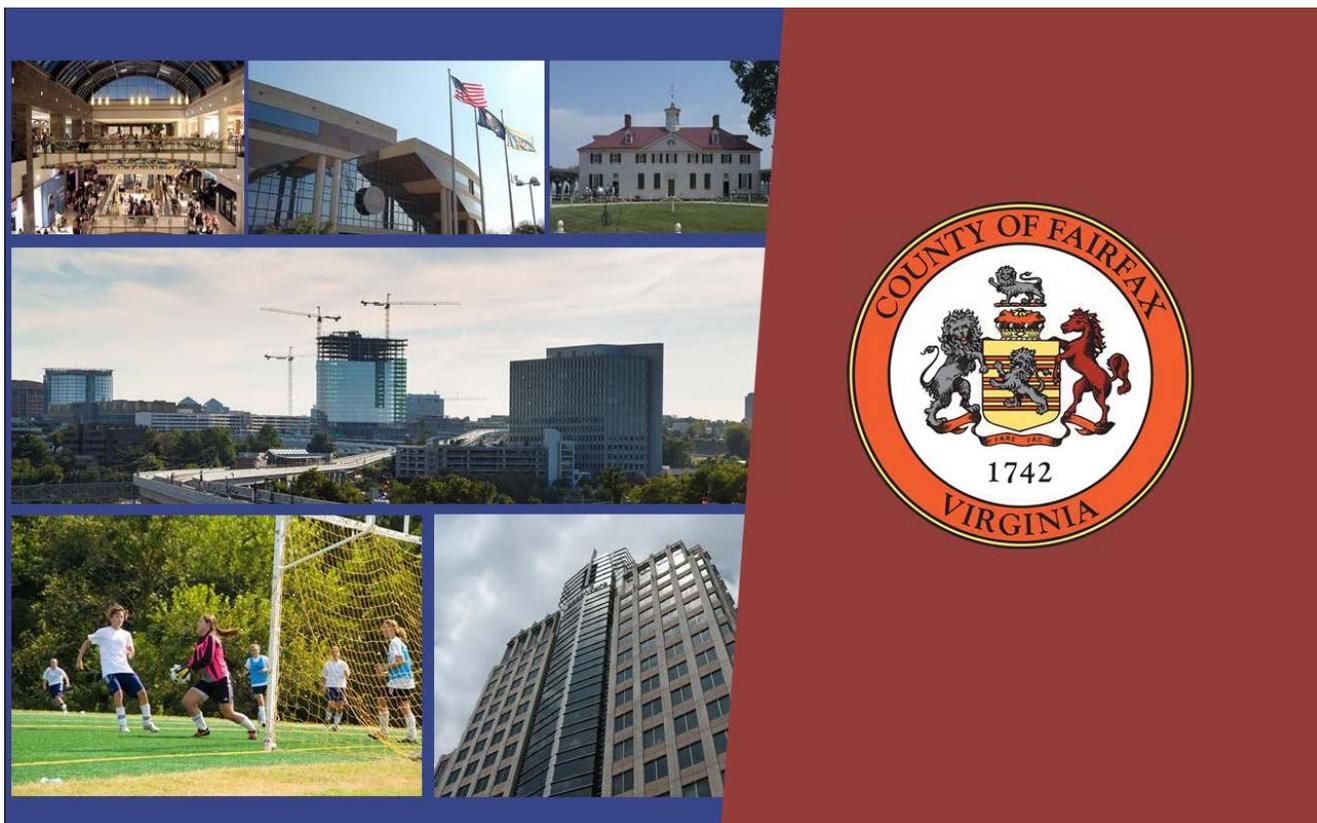


COMMENTS IN THIS REPORT ARE THOUGHTS AND IDEAS AS WRITTEN BY STAKEHOLDER SESSION PARTICIPANTS.



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

"Positioning Fairfax County for Economic Success"

Report from Session 1
Started Wednesday, Jun 25, 2014 8:30 AM
Ended Wednesday, Jun 25, 2014 11:00 AM

AGENDA

- 1 Welcome
- 2 Agenda
- 3 Presentation
- 4 Ice Breaker
- 5 Vacation Assessment
- 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 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: 17 Abstained Votes: 6
1 = Disagree ... 4 = Strongly Agree

Agreement	Avg.Score	+/-	Std Dev	Min	Max
1 People	3.41	21.0%	.84	.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	3.06	26.0%	1.06	.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	3.00	31.0%	1.24	.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	2.94	26.0%	1.06	.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.

4.5 Enhance organizational capacity and support coordinated leadership to further economic success.

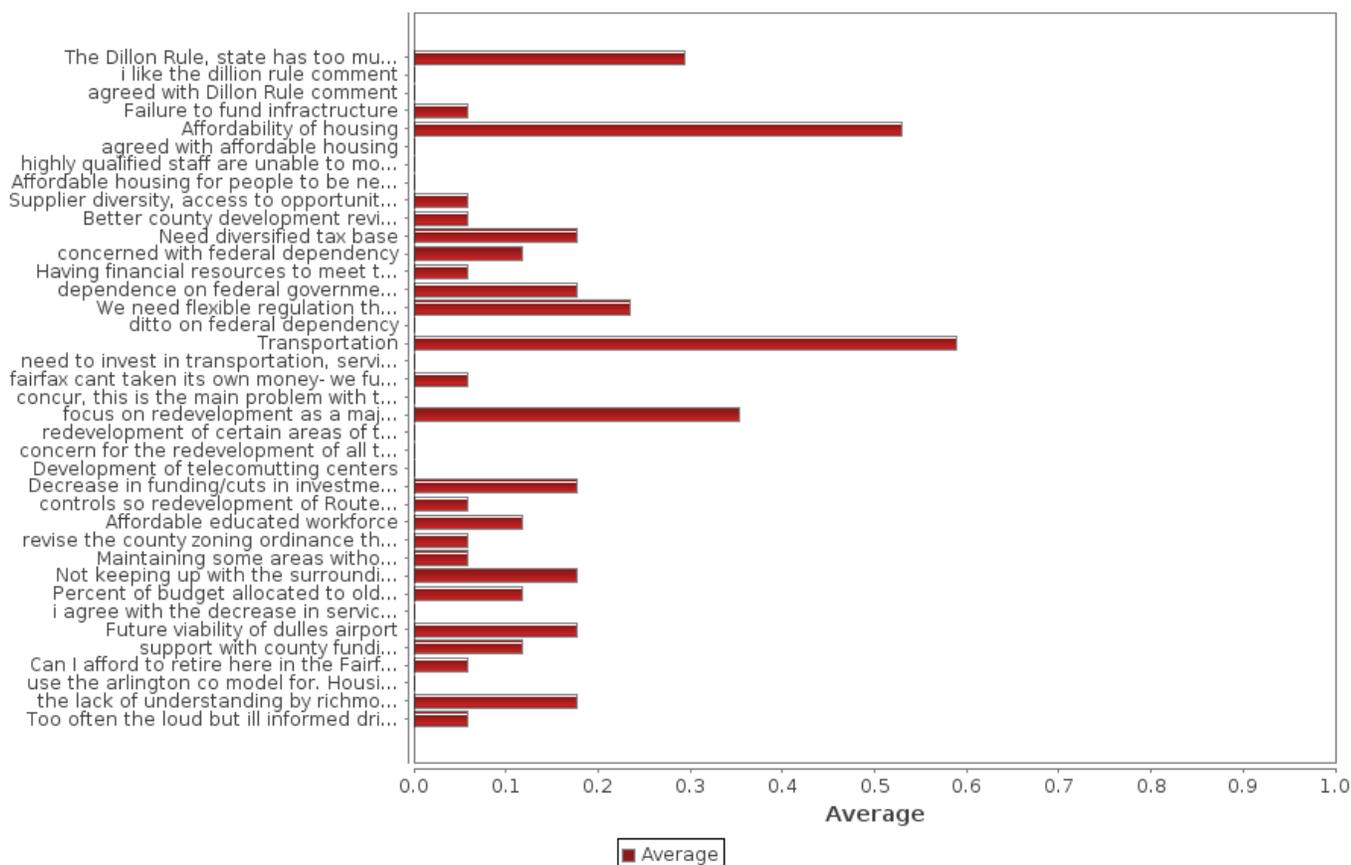
4.6 Improve communications to adapt to changing methods and technologies.

- 18. Affordable educated workforce
- 19. revise the county zoning ordinance that is over 40 years old from a time of county greenfield subdivisions
- 20. Maintaining some areas without overdevelopment
- 21. Not keeping up with the surrounding jurisdictions in regards to pay for county employees
- 22. Percent of budget allocated to older adults not equivalent to percentage of older adults in population. Budget priorities not tracking with Baby Boom.
- 23. i agree with the decrease in services comment- Fairfax county needs more of that
- 24. Future viability of Dulles airport
- 25. support with county funding redevelopment organizations for each redevelopment area by cooperative public private effort
- 26. Can I afford to retire here in the Fairfax area, or is it too expensive?
- 27. use the Arlington co model for. Housing get rid of the redevelopment and housing authority
- 28. the lack of understanding by Richmond for needs in northern VA in the infrastructure and unique governance of urban areas
- 29. Too often the loud but ill informed drive political leaders in the wrong direction, or at least that is a perception. There is nothing wrong with bold strokes, that is things that count come from.

PICK YOUR TOP 5 CHALLENGES

Vote Number: 17 Abstained Votes: 10

Pick up to 5



WHAT GOALS ARE MISSING?



1. What's missing from the goals?

2. People

1. Access to healthcare
2. Equitable access to elements of healthy living
3. See joan/ben about small business owner contacts that have been made.
4. Focus on vocational education opportunities
5. "People" are missing from education.
6. protecting and promoting health for all
7. Quality of life
8. Regional coordination for issues like affordable housing/homeless issues
9. Excellent comments on workforce development.
10. Attract and retain the best teachers
11. Need for greenspace as part of redevelopment
12. addressing the homeless
13. Programs/alternatives for disadvantaged youth. Provide a better path, so to speak
14. Education must be more diverse in educational goals. Just because we attract highly educated people that does not necessarily mean all their children have the same abilities or career goals.
15. Allow for failing office parks to be repurposed into mixed use housing and retail especially focus on smaller residential units
16. Love the
17. Include a broader definition and understanding of the workforce when it comes to its human content, ie those who need technical help, when it comes to education and training, and just about everything else.
18. strengthening community engagement, community connectiveness equates to support of local business/small business
19. communicating the value of county government. Many residents do not appreciate the work of the county-if we want people to pay taxes, they need to see value
20. agree with including green space in redevelopment

3. Places

1. environment is missing
2. Include universal design in built environment goal.
3. Need to maintain balance between development and green spaces.
4. Develop a funding structure for multi modal transportation options
5. all places need to promote health and be safe, make the healthy choice the easy choice
6. industries are transforming, as is the workforce. For example, increased use of UAVs (drones). Our veterans know how to use them, they are gaining more commercial traction, and universities have developed engineering and pilot programs. Where is Fairfax County in emerging industries?
7. Provide basic human services for all-access to fresh vegetables, healthcare, and a clean environment
8. Create an outer beltway, with additional Potomac River crossings to west and south, to ease choke points. Divert I95 to east earlier.
9. South county is almost hopelessly congested. Need high speed rail.
10. tourism. Not just what is in Fairfax but what is available regionally. Visit Washington but stay in Fairfax
11. focus on connectivity between residential density and employment
12. More senior housing and age-restricted communities. Affordability is key to retaining retirees.

4. Employment

1. diverse workforce
2. Missing a focus on needs of employees beyond transportation.
3. apprenticeship programs and school partnerships
4. business development and small business growth
5. housing for lower income workers
6. Retaining qualified employees in the government
7. Retention of industrial uses, they're not "pretty" but are critical
8. Regional partnership supporting Dulles airport - current business and traffic performance is not competitive with other D.C. and Baltimore airports.
9. balanced, varied workforce
10. Seasonal work for ages 16-18, so teens can work over summer and some holidays.
11. if we need industrial parks, we need to outline why and explain to the public
12. Transportation connectivity between counties. Also, seek out and define workforce entry barriers.

5. Governance

1. Should ensure greater diversity in each stage of planning processes. Often very homogenous.
2. Ditto flexibility in the regulatory process
3. Need to find ways to diversify the tax base and attract new business.
4. Cross training programs for county employees to grow their skills and improve customer service
5. As staff retires bring them into paid mentoring roles to prepare newer staff and train them
6. Economic Development czar to help remove barriers in various agencies
7. Succession planning
8. Increase Inter governmental relationships sharing with business and the regulated
9. give staff more responsibility to make decisions
10. Flexible zoning regulations to encourage small biz growth
11. Don't fall in love with a land use plan that serves as a vehicle for saying NO. Make all things open to a better idea.
12. have ombudsmen in various departments to assist with problem solving
13. An issue with policies and this survey is that the implementation of the policy can be read differently by different parties
14. Focus on quality, not quantity

FUTURE STATE



1. What should we keep our eye on?

1. Global
2. Aging community
3. Exponentially increasing number of older adults.
4. The retail environment is changing dramatically
5. Reduction in federal workforce
6. Not sure the County is prepared for demographic changes and how that will affect every aspect of the economy.
7. increase in entrepreneurship and micro-business
8. Changing/evolving resident needs.
9. Allow more opportunities and lessen the regulations for small businesses
10. Differing needs of workers, types of environments workers are seeking. Eg, see DC Hive, different take on incubator
11. employment in large office parks is likely to change so allow for a mixed use environment in those areas
12. continued influx of low skilled population
13. High tech manufacturing
14. We need to coordinate with other local governments to compete and provide services from homeless shelters to stormwater management to business incentives and transportation.
15. Dependence on military presence in area, in case it relocates out of the area.
16. More companies are encouraging telework and are employing people nationally and globally. This should be considered when assessing future office space growth. Is this what businesses will need or will more and more vacancies occur?
17. housing needs for urbanizing areas tied to a younger population
18. High skilled jobs are being outsourced at increasing rates to India and eastern Europe. Our workforce must be able to bring more value than the less costly high skilled worker in Mumbai.
19. An increase in denser land and infrastructure use. More vertical development with co-located business, retail and residential.
20. Concern that commercial real estate growth will exceed workforce needs
21. continued wear and tear on our infrastructure as we grow, attract more residents and workers
22. Work towards getting a better working relationship between the government local communities and the private sector

- 23. transportation on fixed guideways--trolley, BRT and light rail wherever we can add it.
- 24. keeping up with the cost of living
- 25. Employee caregiver needs.

WRAP UP QUESTIONS

1. What went well today?

1. A lot of feedback in a short time
2. Excellent technology tools.
3. Liked working with the technology. Was much easier to capture peoples thoughts
4. Good opportunity for small table discussion combined with tablet response
5. Really liked having facilitators, assistance at tables
6. Agree, good use of tech
7. Good that we had small groups
8. thinktank

2. What questions should we have asked?

1. Time for post discussion to flesh out the best of these objectives.
2. Who else do you know who should be involved in the process?
3. New approach to gather information
4. What should Fairfax County do to create better transit options
5. thought it went well, was organized and efficient
6. It would be good to have more background on assumptions for policy options
7. It was beautifully crafted....but the fun will come when we go into the kitchen, hopefully together.
8. where do we go from here.
9. if everything is a priority then nothing is a priority
10. Opinions on importance of econ development - relative to other high level goals, initiatives
11. Go out to locations where stakeholders live and/or work. Coming to govt center may be hurdle
12. it would be nice to be able to edit a statement when we see a typo after publishing
13. Also, in the future bring in more practitioners, especially when the conversation turns to discussing barriers to success.

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

1. Think tank needs a "ditto" button for agreement tabulation...
2. Hold sessions after business hours to include more stakeholders.
3. Give more time for open discussions
4. Discussion or elaboration on the lists
5. Agree with above, ability to "second" idea already stated

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

1. Commission on Aging.
2. Blue collar
3. Small business council
4. residents, aka voters
5. small businesses
6. stay at home parents
7. HOA groups
8. single parents
9. other local municipalities
10. Representatives from the various chamber of commerce and business associations need to be able to contribute input.
11. More organizations that represent cultural minorities and differently abled people. For example, the Urban League and NAACP. Also nonprofits.
12. The unemployed
13. minorities in the community
14. Go out to locations where stakeholders live and/or work. Coming to Government Center may be hurdle

PICTURETHIS!

